



Directions

The digest of the Association of Nature Center Administrators

In This Issue:

ANCA's Strategic Planning page 3

Job Opening page 3

Summit IX page 4

Outdoor Writers Association of America page 6

RFP: Call for Authors page 6

Residential ELC Conference page 7

For more information on ANCA call our toll-free number:
1-800-490-ANCA (2622)
www.natctr.org

Directions Editor
Larry Brown
lbrown@audubon.org

Directions is a quarterly publication of the Association of Nature Center Administrators, distributed to members of ANCA as a membership benefit. ANCA is a private, non-profit organization, dedicated to promoting and supporting best leadership and management practices for nature and environmental learning centers.

©2003 Association of Nature Center Administrators



Printed on Paper with
Recycled Content

Increasing Energy Efficiency Helps Nonprofits Reduce Costs

One Sunday morning in March 1989 the Indian Creek Nature Center was hosting about 600 people for its Maple Syrup Festival. Without warning the well went dry. The old saying that you appreciate water the most when you have the least is true. Without water you don't flush toilets, wash dishes, or make coffee! The well dried because a lingering drought had lowered the water table, but it became a watershed event that changed the way the Nature Center perceived its building.

The next day staff approached the city for help. If they would extend a water line to the building we'd mount a water efficiency education campaign. Because the city was struggling to meet water demand they readily agreed. We ripped old 7 gallon per flush toilets out of the rest rooms and replaced them with new 1.5-gallon models. We also installed aerators on sinks and created water efficiency exhibits that were installed in toilet stalls. Sit on our toilets and you're surrounded by water information and learn why it makes both environmental and economic sense to use water efficiently. Before the well went dry we perceived our building as a shell housing nature education exhibits. We now see the building and its appliances as educational exhibits of efficiency.

From 1989-1991 we gradually replaced traditional lighting with then new on the market compact fluorescents, replaced switches with occupancy sensors, and added reflectors above lights. Our electric consumption was monitored by our

utility and dropped 41%. The environmental impacts of efficiency are important and fit within our mission. But, our monthly electric bill also dropped by 41%, helping us curtail costs. We have since replaced old windows with efficient new ones, added window insulation, replaced old furnaces with highly efficient ones, and completed several other upgrades. Each reduced utility consumption, added to building comfort, and provided an interesting "exhibit" for visitors to see and, we hope, emulate in their businesses and homes. A grant from the Iowa Energy Center enabled us to hire an exhibit professional to craft interpretation of the efficiency measures. We are now replacing 1990 era efficient lights with 2003 models that offer increased efficiency. The technology of light bulbs has remarkably advanced in the past decade.

Reducing Costs Through Energy Efficiency

There are two ways to reduce utility consumption and bills. Both should be used in tandem. Perhaps most important is building management. This simply means turning out unused lights, fixing dripping faucets, turning down the heat in unoccupied rooms, turning off lights when sunshine fills a room, and similar actions. Although this seems so utterly obvious, it is astonishing how many organizations waste money by consuming utilities in unoccupied

(continued on page 2)

April - June, 2003

2 Directions

spaces. It's not unusual to find window shades drawn and lights burning on sunny days. I receive outstanding cooperation from my staff in managing utilities by linking consumption with costs. They all know, for example, that if we save 50 bucks a month on our electric bills we have an additional 50 bucks to devote to some other more interesting uses.

The second aspect of resource efficiency is incorporating appropriate technology into a building. This can be part of the design of a new structure or a retrofit of an existing building. Just replacing incandescent with fluorescent lighting will achieve significant savings, and because fluorescents last much longer there are labor savings gained by not having to change bulbs often. Nearly every efficient furnace, light bulb, window insulation, or other device costs a bit more than its less efficient substitute. However, a small additional upfront cost yields huge long term cost savings. Usually the cheapest energy-consuming product is the most expensive one to operate!

"...a small additional upfront cost yields huge long term cost savings."

Although there are many efficient products on the market, and the technology is rapidly advancing, one frequently ignored device can save large amounts of electricity. Ever go into a public rest room and find the lights on? They may have been burning for hours, even though the room has had no use. By substituting an occupancy sensor for a manual switch the light will come on when a person enters the room and turns off a few moments after they leave. Sensors are appropriate in many public situations. When matched with efficient lighting they yield substantial savings. They also add

convenience. It is pleasant to open a door of a dark room and have the light come on by itself!

Making a building efficient has its challenges. Often electricians, plumbers, and architects attempt to convince a building manager to stick with conventional appliances. They are familiar with the devices and know they work. They're less certain about new efficient items. A shrewd building manager refuses to be suckered by these "experts" and insists on installing efficient technology.

There are many information sources. One of best can be the local utility. Most utilities have experts assigned to demand side management. They may conduct an energy audit and recommend efficient products. Some electric and plumbing companies also have much expertise with efficiency. Lighting, sensor, and toilet manufacturers provide a wealth of information on their websites. Research pays dividends in cost savings.

The Indian Creek Nature Center funded its efficiency upgrades through grants and gifts of efficient products from manufacturers. We have enjoyed outstanding cooperation from our utility and progressive electrical and plumbing companies. Many utilities offer low interest loans and rebates to help finance efficiency upgrades. I'm fortunate to have the Iowa Energy Center in my state. It provides outstanding technical advice, grants, and no interest loans for efficiency. Other states may have similar organizations. Visitors to the Indian Creek Nature Center learn that they can reduce their footprint on the environment and save money by becoming more efficient. It's a message that all nature centers should consider conveying. 🌿

Rich Patterson
Director
Indian Creek Nature Center
tbnature@aol.com

Director's Guide to Best Practices



The *Director's Guide* includes chapters on five essential areas: leadership, strategic planning, boards, staff, and fund raising.

ANCA developed this book for busy directors and staff people with many roles and responsibilities. It is a handbook for those new to the profession and will also challenge and inspire the most experienced directors and their staffs. ANCA members have also found it valuable to give to board members, and volunteers.

Directors from 23 states and 40 different facilities reviewed and commented on the chapter drafts and evaluated the book's effectiveness.

Price of the book is \$60.00 plus \$5.00 shipping and handling.

Send to:
ANCA
1000 Aullwood Road
Dayton, OH 45414
Or call 1-800-490-2622



ANCA's Strategic Planning Results

As long-standing tradition, the ANCA Board of Directors holds the winter board meeting in conjunction with a strategic planning session. This year the board was fortunate to be hosted by Bradford Woods Environmental Learning Center in Indiana where we were able to join the Residential Environmental Learning Center Summit.

At the strategic planning session five primary vision statements were selected from forty-two potential strategic goals. The intent is for ANCA to pursue these visions over the next five years.

In priority order, they are:

1. Develop appropriate partnerships to attain the ANCA mission.
2. Expand on-line resources.
3. Publish "Manual II" and monographs.
4. Develop an ANCA staff plan.
5. Develop more networking opportunities.

Developing Partnerships:

Developing appropriate partnerships is both important and delicate. The guidelines the board developed for partnerships was to be certain that they advance ANCA's mission, that they be mutually beneficial, that all parties have clear expectations, and that partnerships fit ANCA's priorities. Several organization that have potential for partnering with ANCA include NAI, NAS, residential environmental learning centers, interpretive farms, and NAAEE.

Expanding On-line Resources:

ANCA as an organization is all about communication. The organ-

ization has made tremendous progress over its brief history. Prior to the formation of ANCA, nature center directors labored in isolation. ANCA filled a vacuum when it facilitated communication among nature center leaders across the nation. The initial vehicle for this communication was Directions. Today, there are summits, the website and the list serve. The shortest route to improving what we do is building the level of information available on the website. The full information on the salary survey is now available to our members through www.natctr.org. The Residential Centers database will be available soon and much more value added content is planned.

Publishing Manual II and Monographs:

The ANCA manual has been such a success among nature center leaders, that since the day it was printed, there has been a strong desire to produce a second volume covering the critical items left out of the first manual. To date, no source of funding has been identified but we continue to search diligently. Over the next few years, ANCA will attempt of find authors to compile monographs on various topics with an eye to eventually combining them into a second manual.

Develop an ANCA staffing plan:

Currently, ANCA is very well served by Larry Brown. Larry is an employee of Aullwood Audubon Center and Farm and therefore serves two masters. ANCA funds his job through a contract with Aullwood. The ANCA Board recognizes that there will likely come a time when the cost of the Aullwood contract and the demands placed on ANCA will drive ANCA to employ someone.

Develop More Networking Opportunities:

The most important thing ANCA has accomplished over the years is to put nature center leaders in contact with one another. You only have to attend a summit to realize that more than half the learning goes on outside of the formal sessions. Even more happens over the telephone and e-mail between summits.

In some areas ANCA folks have spontaneously formed informal regional networks that meet on irregular schedules. ANCA hopes to formalize and include on-line chat, mentor matching, formalized administrative support teams, and to encourage regional "brown-bag" discussion groups. In addition, there is a role for ANCA to play in supporting specialized summits such as residential and interpretive farms summits. 🌿

Gordon Maupin
ANCA President
The Wilderness Center
gordon@falcon.stark.k12.oh.us

Position Opening

DEVELOPMENT ASSOCIATE

Gore Range Natural Science
School
Red Cliff, CO

Compensation

Salary TBD, medical benefit

Contact:

Kim Langmaid
GRNSS
PO Box 250
REd Cliff, CO 83011

Please send letter of interest, current resume, and three (3) letters of reference

ANCA Summit IX

Wilderness, Plain & Simple

August 21-24, 2003

The Wilderness Center, Wilmot, Ohio

www.wildernesscenter.org

Come to learn, come to renew, come to connect.

The Summit, provides an opportunity to share with colleagues, celebrate our successes, learn from our failures, recognize and prepare for challenges, network, mentor, and renew our vision. The Summit is a peer conference with continual interchange between teaching and learning.

Summit Workshops - Thursday, August 21

Special Events College - Learn to use special events to take your center to the next level. It is ideal for Directors of small centers who are ambitious to grow their organization. It will be most useful to nonprofit centers that need to raise money.

Using Technology in Environmental Education - Develop a philosophical basis for the implementation of technology into your programs - when is it appropriate, and what are the implications. We'll ask "what's possible?" and temper it with "what's worthwhile?".

Getting the Big Gift - What is your record of accomplishment in securing major donors? Are you aware that more than 80% of the charitable dollars raised today come from individuals, not foundations or corporations? This workshop is a must for those planning a capital campaign.

Navigating the Human Resource Course - Dealing with personnel is often the most challenging part of a leader's job. This interactive workshop includes practical activities and group intervention.

Dealing with Diversity (Staff, not Species) - This activity-based workshop presents a model for working with sensitive issues of diversity, especially around race and sexual orientation.

Facilitated and Open Space Sessions - Friday & Saturday, August 22 & 23

More than 20 facilitated sessions are available that span the gamut of issues facing today's leaders!

Question: Do you have a issue or problem of special interest to your organization?

Answer: "Open Space" sessions allow you to customize your Summit experience.



Summit IX Highlights

This year's Summit combines innovation with some of the best ideas from previous Summits.

- The Wilderness Center is surrounded by the largest Amish community in the world. This year's Summit will include Amish cooking—throughout the Summit. You'll have a chance to clog your arteries with wonderful food!
- Those who arrive early on Wednesday can join a field trip to the unique Lehman's Hardware Store.
- On Wednesday evening, come for a reception at The Wilderness Center, with finger food and beverages, so you can begin to catch up with your ANCA friends. The entertainment is the conversation you have with new and old friends.
- In a departure from previous years, the Summit Keynote Address will be Thursday evening. This year's speaker is John Flicker, President of the National Audubon Society. The ambitious plans of NAS will have an impact on the entire nature center profession.
- You will create the entertainment for Friday evening. When you register for the Summit, you'll be invited to e-mail a few PowerPoint slides about your nature center to share with everyone.
- Saturday evening will be devoted to the ANCA Leadership Award, a special Amish meal served family style, and the ANCA auction fund raiser where we will all get to make fun of Richard Haley, Gordon Maupin, Ken Voorhis, Tracy Kay, and others recently departed from the ANCA Board.
- Sunday don't miss out on a visit to nature centers or view beautiful birds on exciting field trips.

Scholarship Opportunities

ANCA provides scholarship funding based on financial need to directors of centers with limited budgets. Scholarships awards are based on two main criteria: Budget size and first time applicants. Award categories are as follows:

- \$0-\$150,000 budget, awards up to \$400
- \$150,001- \$300,000 budget, awards up to \$300
- \$300,001 and up budget, awards up to \$250

All scholarship recipients must attend the entire summit and attend a meeting during the summit at a time set by the scholarship chairperson.

If you are interested in finding your own funding for the summit we have developed a grant template for you to complete and send to the foundation or corporation in your neighborhood. E-mail Wayne Clark at wayne.clark@fortworthgov.org for a copy or for questions regarding ANCA Summit scholarships.

Field Trips!

Sunday field trips complete the Summit experience. Visit one of Ohio's oldest residential outdoor environmental education programs with the newest facility at the Mohican School in the Out-of-Doors. Visit two examples of nature centers that have "gone green" as we visit Geauga Park District's West Wood, and the Nature Center at Shaker Lakes. Anxious to get outside after several days of Summit festivities? Well then grab your binoculars and head out with us as we enjoy a sample of fine Ohio birding. Anyone of these trips are a perfect end to your stay.

SPECIAL ADVENTURE!

Lehman's Old-Time Hardware

Wednesday, August 20 - the afternoon before the Summit starts

Depart from The Wilderness Center at 3:30 p.m.
Return to The Wilderness Center 5:30 p.m.

Lehman's is the country's largest purveyor of historical technology. At Lehman's, you will enjoy a short talk by Wilderness Center Board Member Glenda Lehman Ervin, who is also the Director of Marketing for Lehman's.

This store is internationally famous for its non-electric goods. It was started primarily to serve the needs of the Amish community surrounding Kidron. Over the years, its unique set of merchandise attracted customers from all over the world. In addition, Lehman's is a must-see tourist stop for all who visit Ohio's Amish Country.

Summit Participants will receive a 15 per cent discount on any purchases up to \$50.



Cancellation Policy

Cancellations made on, or before, August 1st will be assessed a \$100 fee. After August 1st no refunds will be made. No refunds will be made for field trips or family options.

Visit the ANCA website at www.natctr.org for more information.

Outdoor Writers Association of America Can Help Nature Centers

As a nature center director in the early 1980's I was seeking a vibrant professional organization. The old AIN was barely hanging on and had yet to be reinvigorated as NAI. ANCA hadn't been formed, and no other organization seemed appropriate. I stumbled upon the Outdoor Writers Association of America (OWAA) in 1983, joined, and have profited by my membership ever since. I have attended 18 OWAA conferences and served twice on the Board of Directors, including a three-year stint as Treasurer.

OWAA is a group of about 1,800 professional writers, photographers, artists, videographers, and others who deal with outdoor recreation and nature subjects. A membership requirement is to be paid for communications. I qualify in two categories. I am a freelance writer, and as a nature center director I am paid to educate people about the environment.

The organization has put me in close contact with talented, interested, and diverse members who have helped me improve my communications ability. This has helped me in my position, particularly in interacting with the media and promoting the organization. OWAA helps in other ways. It has been a gold mine of speakers, and the Indian Creek Nature Center has hosted OWAA members who are experts in canoe camping, endangered species, wildflower gardening, nature photography and related fields. Some are well known people who have attracted excellent attendance and admission fees.

The annual conference has been a gold mine. Every year it attracts accomplished conservationists from both the public and private sector. They are inspiring and provide outstanding material for educational programming. Companies that make and market outdoor recreation equipment also attend conferences.

From them I've learned much about clothing, canoes, bows, and much more. OWAA does not provide the organizational or fund raising expertise of ANCA or NAI members and conferences. It's not their focus.

One valuable benefit to non-OWAA members should be well used by nature centers. Each year Nikon sponsors a traveling outdoor photo exhibit. It is outstanding and available free. It is easy to set up, take down, and ship.

For information contact Bill Geer, Executive Director, Outdoor Writers Association of America, 121 Hickory Street, Missoula, MT. 59801. Eileen King coordinates the exhibit and can be emailed at:

eking@4owaa.cs.com. 🌿

Rich Patterson
Director
Indian Creek Nature Center
tbnature@aol.com

Request for Proposals: Call for Authors

The ANCA Board of Directors has set as a strategic direction to provide professional development monographs as a follow-up to the *Director's Guide to Best Practices* manual. We are looking for individuals to write a ten to twenty page piece on each of the following topics (plus appendices and references): capital campaign, volunteer programs, marketing, land management, education, diversity, finance and accounting, safety/risk management, exhibit design, buildings and facilities—old and new. The piece will include samples of best practices and/or case histories from nature centers. Each monograph will have a checklist of recommended practices

that serves as an outline for the text. Refer to the *Director's Guide to Best Practices* for format. The author will also be responsible for gaining copyright releases from other works that are quoted in the monograph. It will be expected that the author will provide copyright "permission to reproduce" in multiple formats as deemed necessary by the ANCA Board of Directors. The review process will encompass one round of peer review/acceptance and two drafts.

The proposal submission should include topic, a two-page outline, pricing, timeline for completion, personal biography and references. ANCA reserves the right to accept or reject any proposals. Monograph production will be contingent upon available funding.

Submit proposal by June 20th, 2003 to:

ANCA
1000 Aullwood Rd
Dayton, OH 45414
Fax: 937/890-2382
Email: lbrown@audubon.org

Direct questions to:
Bob Mercer, Director
Silver Lake Nature Center
1306 Bath Rd
Bristol, PA 19007
Phone: 215/785-1177
Email: ramercer@co.bucks.pa.us 🌿

Endowment Update

Recent contributors to the fund include:

| | |
|----------------|-------------------|
| Debbi Brainerd | Debra & Bob Brill |
| Laura Busby | Helen Fischel |
| Bo Glover | Ted Groff |
| Tom Hissong | Tracy Kay |
| Jen Levy | Marcy Rogge |
| Mary Russo | Suzanne Tuttle |
| Brian Winslow | |



Participants at this year's Residential Center Summit

Residential Environmental Education Learning Center Conference

The Residential Environmental Education Learning Center conference took place at Bradford Woods in Indiana, on January 29 – February 1. Representatives from over twenty centers attended, from as far away as Nevada and Washington.

On the first full day of the conference the National Center on Accessibility provided a day of training that focused on the Principles of Universal Design, a method used to include all visitors to environmental education programs and facilities. Topics included disability awareness, rule-making and new standards.

On Friday and Saturday the conference followed "Open Space" format. Hot topics of discussion included food service, long range planning, research (for evaluation and program enrichment), sustainability, stewardship, outreach, planning, staffing (recruitment and retention), marketing, partnerships, program evaluation, and the effectiveness of the REELC conference itself.

Regarding this last topic: as someone who was a new attendee at the REELC conference, I can attest to its value. It's a chance to get together

with like-minded individuals to share ideas and swap stories. One discovers that just about every program director has, or will face, the same kinds of challenges and growing pains as everyone else. The world begins to feel much smaller, and our field much less isolated.

In the evenings there was time for singing songs and playing guitar. For the final supper Jim Rogers of Bradford Woods hosted the "Tro Pit" ceremony, a secret Bradford Woods tradition that cannot be expressed with words. One must see it for oneself. Rest assured though the bar has been set high for the next conference.

Paul Bockhoven, of the Mountain Trail Outdoor School, has set up a temporary website to store the Residential Center database. See <http://1198.66.58.99/REELC/Downloads.htm>. For more information on the Residential ELC group, contact Saul Wiesberg, Executive Director, North Cascades Institute (saul_weisberg@ncascades.org). 🌿

Jeremy Lloyd
Grt Smoky Mtns Inst. at Tremont
jeremy@gsmit.org

ANCA Board of Directors

PRESIDENT

Gordon Maupin
Wilderness Center
gordon@falcon.stark.k12.oh.us

V.P. - DEVELOPMENT

Elizabeth (Buffy) Cheek
Schlitz Audubon Center
echeek@schlitzauduboncenter.com

V. P. - PROF. SERVICES

Richard Haley
Goodwin Conservation Center
haleyfielding@earthlink.net

TREASURER

Ruth Lundin
Jamestown Audubon Nature Center
jaudubon@netsync.net

SECRETARY

Bo Glover
Environmental Nature Center
boglo@aol.com

Kathleen Brady

Birdsong Nature Center
birdsongkat@aol.com

L. Wayne Clark

Ft. Worth Nature Center & Refuge
clarkw@ci.fort-worth.tx.us

Saul Weisberg

North Cascades Institute
saul_weisberg@ncascades.org

Annie Guion

Tracy Kay

The Schuylkill Center for
Environmental Education
tkay@schuylkillcenter.org

Bill Rose

Kalamazoo Nature Center
brose@naturecenter.org

Tim Sandsmark

Lookout Mountain Nature Center
tsandsma@jeffco.us

Ken Voorhis

Great Smoky Mountains Institute
ken@gsmit.org

ANCA Headquarters

Charity Krueger, Coordinator
Larry Brown, Publications and
Communications Manager
lbrown@audubon.org

ANCA Membership Form

If you would like to become a member of ANCA, please fill out this form and mail it to the address given. Members receive 4 quarterly issues of *Directions*, special publications, and admission to ANCA Summits and workshops. Institutional memberships allow for two staff members to receive benefits. Questions? Call 1-800-490-2622.



Name: _____

Title: _____ Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

Please check the desired membership level

\$60 Individual

\$90 Institutional

Additional staff member _____

Make checks payable to ANCA and
send with this form to:

ANCA

Aullwood Audubon Center

1000 Aullwood Road

Dayton, OH 45414

Directions

c/o Aullwood Audubon Center

1000 Aullwood Road

Dayton, OH 45414