



***NAI Heartland Region
2023 Conference
Brandon, Manitoba***

Back Together!

**March 20 - 23, 2023
Conference Guide**



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Welcome to Brandon

The National Association for Interpretation - Heartland Region is thrilled to offer our first hybrid conference experience!

Our event will bring together a small group of interpreters in Brandon, Manitoba. While we wish more could join us in-person, we're pleased many Heartland members will be participating in sessions virtually over Zoom.

Whether you're joining us in-person or online, we hope our intimate conference will be a source of inspiration for you, with lots of opportunities to learn, network and have fun while we look towards the future.

Welcome to Brandon, Manitoba!

A visit to Manitoba means travelling through Treaty No. 1, 2, 3, 4 and 5 Territory and through communities who are signatories to Treaties 6 and 10. Manitoba encompasses the original lands of the Anishinaabeg, Cree, Oji-Cree, Dakota, Dene, and the Homeland of the Red River Métis.

The conference committee welcomes you to Brandon, on Treaty No. 2 Territory and the Homeland of the Red River Metis, and encourages all conference participants to learn more about Manitoba's Indigenous peoples and our shared land.

Conference Committee

Sloan Cathcart sloan.cathcart@gov.mb.ca
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Adam Collicutt adam.collicutt@gov.mb.ca
Lauren Beauchamp lauren.beauchamp@gov.mb.ca



Conference at a Glance

Monday, March 20

9 a.m. - 2 p.m. Region Board Meeting
4 - 8 p.m. Conference Registration
4 - 6 p.m. Dinner on your own
6 - 9 p.m. Welcome Reception

Tuesday, March 21

8 - 10:30 a.m. Registration/Check-in
8:30 - 9 a.m. Welcome & Orientation
9 - 10:30 a.m. Keynote Speaker
10:30 - 11 a.m. Break
11 - 12 p.m. Concurrent Sessions: Block I
12 p.m. - 1 p.m. Lunch
1 p.m. - 3 p.m. Concurrent Sessions: Block II
3 - 3:30 p.m. Break
3:30 - 4 :30 p.m. Region Business Meeting
4:30- 7 p.m. Dinner on your own
7 - 9 p.m. Curling Bonspiel

Wednesday, March 22

8 - 9 a.m. Registration/Check-in
9 - 9:30 a.m. Announcements
9:30 a.m.- 12 p.m. Strategic Planning Session
12 - 1 p.m. Lunch
1 - 3 p.m. Indigenous Cultural Workshop
5 - 6 p.m. Social Hour
6 - 7 p.m. Dinner
7 - 8 p.m. Gala Night

Thursday, March 23

Field Trip to Riding Mountain National Park

Virtual Sessions

Tuesday, March 21

8:30 - 9 a.m. Welcome & Orientation
9 - 10:30 a.m. Keynote Speaker
11 - 12 p.m. Keeping Up with the Jones
1 - 3 p.m. Ready, Set, Riddle!
3:30 - 4:30 p.m. Region Business Meeting

Wednesday, March 22

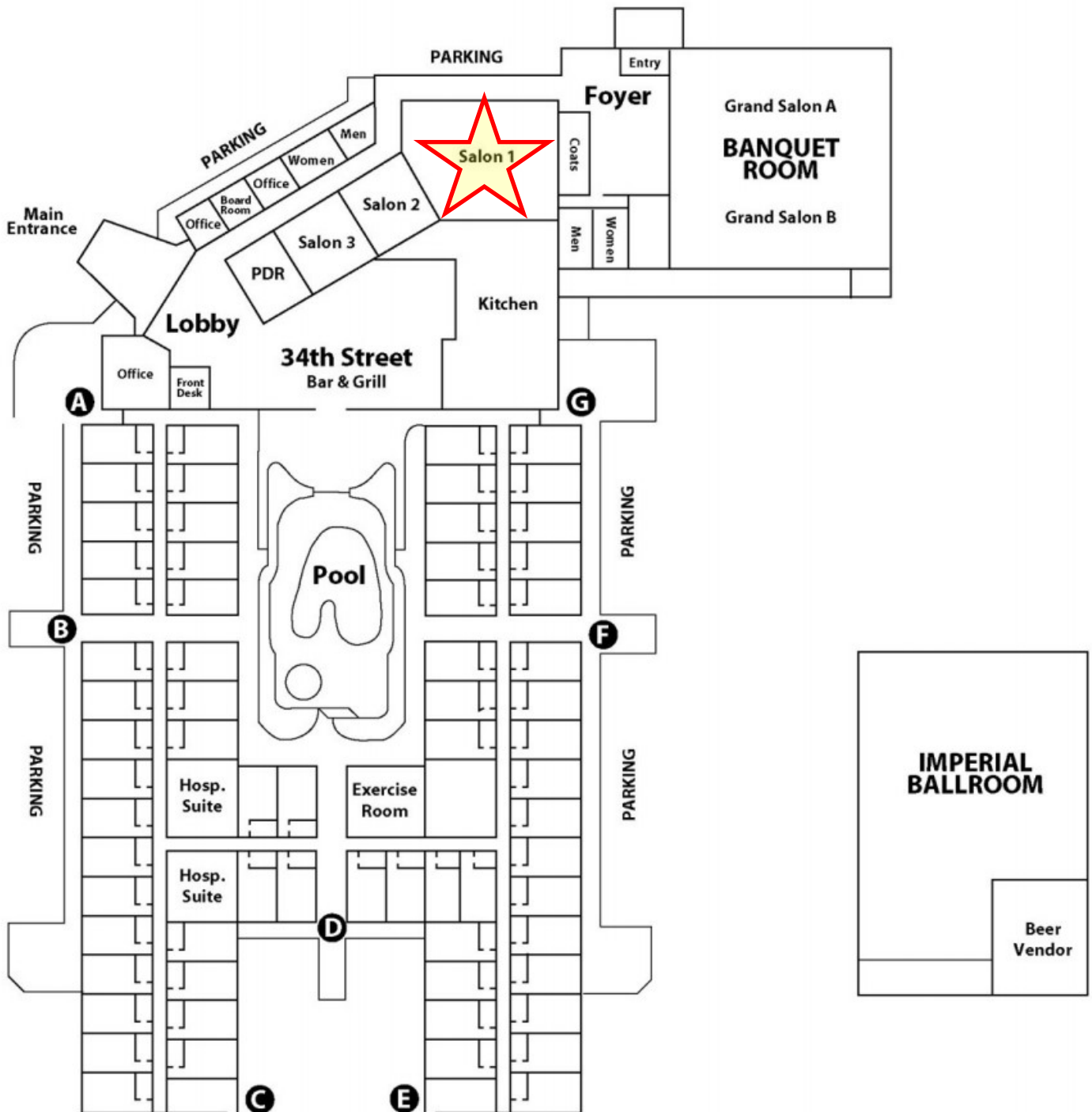
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1 - 3 p.m. Indigenous Cultural Workshop
7 - 9 p.m. Gala Night

Victoria Inn Brandon - 3550 Victoria Avenue

All the action takes place in Salon 1!

Also on-site is the 34 Street Bar & Grill, a pool and beer vendor. An extensive lounge area around the pool is perfect for relaxing and socializing with colleagues. Across the street you'll find a Liquor Mart, and just down the street is Tim Hortons for your coffee fix.

Google Map: <https://goo.gl/maps/fDNikfnLRowXStup8>



At the Conference

Silent Auction

Every year, the NAI Heartland Region uses auction proceeds to fund scholarships for members to attend regional workshops and national conferences, mini-grants, awards and other member services in the region. Whether you're looking for a piece of art, a cool guidebook, an interpretive tool, or something a little wacky, the auction is a great place to shop! Plan to bring an item or two to donate and your money to spend during the silent auction. All donated auction items must be brought to the registration table Monday evening.

Silent auction opens at 9 a.m. on Tuesday, and closes at 7:30 p.m. on Wednesday. Winners will be announced during the Wednesday evening gala.

Bidding will take place online at 32Auctions.com. Create an account at 32Auctions.com, and bid high and bid often!

Welcome Reception & Gala Night

A cash bar will be available for beverages. MasterCard and Visa accepted, along with Canadian cash. Currency can be exchanged at any local bank. An ATM is also available in the hotel lobby.

Brandon Night Out

Gather your friends and colleagues and enjoy the local flavours of Brandon. Check out some of our hand-selected favorite restaurants for dinner on your own, then head down to the Riverview Curling Club!

Curling

Manitobans love curling! Come on down to the local Riverview Curling Club (420 Maryland Avenue) to learn how to curl and have a friendly game with fellow interpreters! Equipment will be provided (or bring your own if you're a curler). **NOTE - no outdoor shoes are permitted on the curling ice. You must wear clean indoor shoes!**



KEYNOTE SPEAKER

Rob Malo

Tibert le Voyageur



Raised in a Franco-Manitoban Métis family, Rob Malo, also known as *TiBert le Voyageur*, is a storyteller, author, stage performer, poet, and community builder who shares his passion for history and culture with people of all ages.

Recognized by Storytellers of Canada as being a Master Storyteller, Rob draws on his background as an Educational Programs Developer at the Manitoba Museum and as a Professor in the Tourism Department of l'Université de St. Boniface to delight audiences through storytelling, music and song.

Check out his websites:

robmalo.com tibertlevoyageur.com

Monday, March 20


4- 8 p.m. Registration/Check in
Dinner on your own

6 - 9 p.m. **Welcome Reception**
Socialize with colleagues old and new and enjoy a Canadian classic for an evening snack - poutine! *Cash bar opens at 6 p.m., games at 7 p.m., poutine at 8 p.m.!*

Tuesday, March 21

8 - 9 a.m. Registration/Check-in

8:30 - 9 a.m. **Welcome Address & Orientation** 

9 - 10:30 a.m. **Keynote Speaker: Rob Malo** 
Tibert shares his *joie de vivre* through storytelling, graphic novels, juggling and music. Hear from Tibert and how becoming a storyteller has made him a better interpreter and program developer.


10:30 - 11 a.m. **Break**

11 a.m. - 12 p.m. **Concurrent Sessions: Block I** 

12 p.m. - 1 p.m. **Lunch**

1 p.m. - 3 p.m. **Concurrent Sessions: Block II** 

3 - 3:30 p.m. **Break**

3:30 - 4:30 p.m. **Region Business Meeting** 
Hear updates from the Heartland Board.

4:30 - 7 p.m. **Dinner on your own**
Enjoy the local flavours at one of Brandon's many restaurants.

7 - 9 p.m. **Curling Bonspiel**
Manitobans love curling! Learn how to curl and have a fun game at the local Riverview Curling Club!

Tuesday Concurrent Sessions

Sponsored by Acorn Naturalists



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Block I: 11 a.m. - 12 p.m.

From Seed to Fruition: A Step-by-Step Process for Creating Engaging Written Materials

In-person Session: Victoria Inn - Salon 1

Martha Willand, Facilities Specialist, Bismarck Parks and Recreation District, ND

Have you recognized a resource with an untold story? Are you searching for hands-on activities for younger visitors? This two-part presentation will provide you with the tools for producing outdoor interpretive panels, and an activity handbook for children ages 5 and older. From identifying topics to developing themes, to funding, peer review, and the design process, gain insight for developing materials through successful projects completed by Bismarck Parks and Recreation District representative and CIG, Martha Willand.

Keeping Up with the Jones: Interpretive Media Use in 2023

Virtual Session: Zoom & Victoria Inn Boardroom

Chris McCart, University of Wisconsin-Stevens Point, WI

This presentation will discuss the Interpretive Media competencies of full-time interpreters in 2023. We'll discuss WHAT interpretive media interpreters are using "post" pandemic, WHY they are using it, and HOW they are developing new interpretive media competencies. Participants will then be encouraged to share their own experiences with interpretive media, including what media their organizations are using, their perceptions of its effectiveness in supporting their organization's mission, and how training needs are addressed in their agency.

Block II: 1 p.m. - 3 p.m.

The Objective View

In-person Session: Victoria Inn - Salon 1 (1 p.m. - 3 p.m.)

Bob Carter, Instructor and Curator, Northern Illinois University College of Education, Retired.

Objectives have been among the central topics in both formal and non-formal education for a very long time. Student teachers in college education programs learn about objectives and objective writing. CIG candidates are drilled on objectives for their presentations. Participants in CIG trainings, NPS interpreter trainings, conference presentations, or business or education classrooms are showered with inputs, outputs, outcomes, S.M.A.R.T. objectives, and other variations on the idea of an "objective." So, just what is an objective, and how do you craft one? It depends. Confusing? Absolutely. In this discussion/workshop we will try to eliminate the confusion by exploring the dominant variations of objectives, examining the rationales behind the need for them, and practicing the crafting of different types of objectives for different needs and settings. Come prepared to hone your own objective needs.

Ready, Set, Riddle!

Virtual Session: Zoom & Victoria Inn Boardroom (2 p.m. - 3 p.m.)

Cortney Reedy, Park Ranger, Lewis and Clark Interpretation Center, ND

Want to incorporate a mental puzzle into your program? Come dive into the world of riddles and we'll develop a riddle to capture your audience.

Indigenous Cultural Workshop Speaker

Shianne McKay

*Centre for Indigenous
Environmental Resources*



Shianne is Ojibway and a member of the Pine Creek First Nation in Manitoba. She has attained a B.Sc. in Environmental and Conservation Sciences with a major in Conservation Biology from the University of Alberta. In 2013, she received a certificate in Indigenous Women in Community Leadership from the Coady International Institute at St. Francis Xavier University.

Shianne is currently one of CIER's Senior Project Managers, responsible for delivering projects related to CIER's thematic areas (water, climate change and energy, traditional knowledge, biodiversity, food sovereignty, and sustainable waste management) and creating collaborative initiatives and partnerships with Indigenous communities, government agencies, private companies, charities, non-profits and academic institutions.

Wednesday, March 22

8 - 9 a.m. Registration/Check-in

9 - 9:30 a.m. Announcements 

9:30 a.m. - 12 p.m. Strategic Planning Session 

How can the Heartland Region best serve you as an interpreter? During this interactive session, we'll breakout into small groups and brainstorm ideas for the Heartland Region for the future. We'll review current services including conferences, mini-grants, awards and scholarships, and come up with new ways to engage members. Come prepared to share and discuss your ideas on future conferences and workshops, mini-grants, awards, scholarships, and new ways to engage regional members.

12 p.m. - 1 p.m. Lunch


1 p.m. - 3 p.m. Braiding Knowledge: An Indigenous Lens to Community Engagement 

In this interactive cultural awareness workshop, Shianne McKay from the Centre for Indigenous Environmental Resources (CIER) will share various past CIER initiatives and how youth, elders, and community leadership were engaged in a culturally appropriate way with imbedded discussions. We'll look at ways you can integrate the teachings into your current work, and assess the current opportunities and barriers that need to be addressed in order to implement more Indigenous engagement at your site and interpretive programming.

3 - 5 p.m. Break
Take this time to explore Brandon!

5 - 6 p.m. Social Hour
Cash Bar Available.

6 - 7 p.m. Dinner

7 - 8 p.m. Gala Night 
Join us for an awards presentation, announcing the silent auction winners, a preview of the 2024 Workshop, and closing remarks.

Field Trip to Riding Mountain National Park

Thursday, March 23

The staggering diversity of living things that call Riding Mountain home are on full display as you explore the winter beauty of the boreal forest. Discover the newly renovated park visitor centre and the rustic Tudor architecture in the historic Victorian town of Wasagaming. Awe at the beautifully restored East Gate National Historic Site, and hike or snowshoe along a groomed trail in search of the Great Gray Owl.

Vehicles depart the Victoria Inn at 8:30 a.m. Expected return time 8 p.m.

Lunch and Dinner provided. Wear good winter hiking boots and dress in layers for the outdoors.



The National Association for Interpretation's mission is to inspire leadership and excellence to advance heritage interpretation as a profession.

Interpretation is a purposeful approach to communication that facilitates meaningful, relevant, and inclusive experiences that deepen understanding, broaden perspectives, and inspire engagement with the world around us.

