



ONLINE CONFERENCE

April 14 - 16, 2020

Partners & Sponsors



Online Conference at a Glance

All times are Central Daylight Time

Tuesday, April 14

- | | |
|--------------------|--|
| 9:30 - 10 a.m. | Welcome Address |
| 10 - 11 a.m. | Rob Malo - Tibert le Voyageur, MB |
| 11:30 - 12:30 p.m. | All My Relations - Shannon Kraichy, Assiniboine Park Conservancy, MB |
| 2 - 3 p.m. | Smart AF - Becky Lambert, Rockford Park District, IL |
| 3:30 - 4:30 p.m. | Conducting Research – Becca Franzen, UW Stevens Point, WI |

Wednesday, April 15

- | | |
|-------------------|--|
| 9:30 - 10:30 a.m. | Regional Business Meeting
2021 Regional Conference Announcement |
| 11 - 12:30 p.m. | Coping with COVID |
| 2 - 3 p.m. | Culture Clash! – Becky Lambert, Rockford Park District, IL |

Thursday, April 16

- | | |
|--------------------|---|
| 10 - 11 a.m. | A Picture is Worth a Thousand Words - Heather Hinam |
| 11:30 - 12:30 p.m. | Guerillas in the Zoo – Karen Lind, Assiniboine Park Conservancy, MB |
| 7 - 8:30 p.m. | Virtual Banquet |

Can't attend or missed a session?

Don't worry, we'll record all sessions and make the recordings available to registered participants after the conference.

Welcome to Plan B!

We held out as long as we could hoping to offer our workshop in Brandon. Years of planning and excitement was heartbreaking to let go. Perhaps I was too optimistic about the situation - we didn't have any cases of COVID-19 in Manitoba, and life was status quo compared to the rest of the world. Then Friday the 13th happened, and set in motion a wild 72 hours. We had our first confirmed cases, the provincial government cancelled schools and asked businesses to shut down, and the federal government closed borders. COVID-19 officially became a pandemic.

The workshop committee convened in-person (keeping the recommended 2 metre social distance between us) and came up with a Plan B. As so many of us look forward to connecting with colleagues, friends old and new at these workshops, we knew we still needed to find a way to do so. We are lucky that we can take advantage of our online world to connect remotely. So that's what our goal here this year - connect virtually to learn, share, and support each other during this difficult time.

We are thankful that many of our planned speakers and presenters have offered to provide virtual presentations. We will also take the opportunity to discuss the effects of COVID-19 on our workplaces and programming, how to mitigate the challenges and how we as interpreters can connect with our audiences in our new reality. And of course we'll try to have some fun along the way.

So settle in with your favourite beverage and some snacks, wash your hands, and log online for this experimental virtual experience!

Sloan Cathcart
Heartland Region Director

NAI HEARTLAND REGION

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Registration

If you were previously registered for the Brandon Workshop, you do NOT need to register for the online conference.

We have automatically transferred your registration over. You will be receiving your refund for the Brandon Workshop MINUS the \$25 fee for the online conference. If you do not want to participate in the online conference and want a full refund from the Brandon Workshop, you must email Sl oan.Cathcart@gov.mb.ca prior to April 6.

If you were not previously registered for the Brandon Workshop, you will need to register online with a credit card at www.interpnet.com. Registration closes April 12.

ONLINE CONFERENCE REGISTRATION FEES (US Dollars)

NAI Members: \$25
Non-members: \$100 (includes a one year membership)

On April 13, all registered participants will receive an email containing the official log in information to the online conference.

ZOOM

We will be using Zoom Meeting & Webinar throughout the conference. This platform works from your computer, or you can download the Zoom mobile app for either iOS or Android devices, available free in the app store.

To participate, you simply need a computer, tablet or smartphone with a strong internet connection. In each session, all participants will be muted. To ask a question, simply type in the chat window. If you have a microphone or webcam, we may unmute you to ask a question verbally.

We will be hosting two test sessions, please plan to log on for one of the sessions to check your connection and ensure you can log in, where we will attempt to trouble shoot any issues you may have.

If you plan on participating on a tablet or smartphone, please download the Zoom app from your app store to get started, then join us for a test session. When using the mobile app, you will need to enter an ID number, which will be provided to you via email once the registration period ends.

TEST SESSION: If you are unfamiliar with Zoom, please join us for a test session where we will walk your through the platform, how to chat and ask questions, and test your connection and audio.

Thursday, April 9 1 p.m. Central Daylight Time

If joining by computer, open this link: <https://zoom.us/j/303198623>

If joining by ZOOM mobile app on a tablet/smartphone, open the ZOOM app and enter ID: **303-198-623**

Tuesday, April 14

9:30 - 10 a.m.

Welcome Address

Sloan Cathcart, Heartland Region Director

10 - 11 a.m.

Rob Malo, Tibert le Voyageur Inc., Manitoba

Recognized by Storytellers of Canada as being a Master Storyteller, Rob Malo will guide participants through the process of creating an oral story and of a visual storyboard of that story. This new creative process is very useful when developing and adapting stories to fit programming needs.

11 - 11:30 a.m.

Break

11:30 - 12:30 p.m.

All My Relations: Interpreting Indigenous Cultural Teachings

Shannon Kraichy, Education Coordinator - Assiniboine Park Conservancy, Manitoba

As we are all interpreters on Indigenous lands, we have a responsibility to provide engagement opportunities for all members of our community (including our Indigenous peoples) and to do our part in advancing our communities towards reconciliation. Come learn about Assiniboine Park's process of engaging with our local Indigenous communities and lessons learned in creating the innovative "GAKINA NDINAWEMAAGANAG: KAKINOW NIWAHKOMAKANAK (All My Relations)" tour, which shares and interprets Indigenous cultural teachings around animals and how we are all interconnected.

12:30 - 2 p.m.

Break

2 - 3 p.m.

Smart AF!

Becky Lambert, Manager - Rockford Park District, Illinois

Are you struggling to write program or operational objectives? You may have seen the process for SMART objectives - let's take it a step further and write them SMART and Audacious and Inspirational (It's not an F, but it got your attention)!

3 - 3:30 p.m.

Break

3:30 - 4:30 p.m.

Conducting Research - UW Stevens Point, WI

Becca Franzen - University of Wisconsin-Stevens Point, Wisconsin

During the summer of 2019, we conducted research as part of summer camp programming, county park interpretive programs, and a farm tour. We were exploring two things--1) the research itself-- environmental attitudes and awareness of participants 2) how do you easily incorporate research related to environmental literacy in a variety of programs. In this session, you'll have a chance to draw the environment (our research method) and hear our findings.

Wednesday, April 15

9:30 - 10:30 a.m.

Regional Business Meeting
2021 Regional Conference Announcement

An update from the Board to regional members and introduction of next year's regional conference.

10:30 - 11 a.m.

Break

11 - 12:30 p.m.

Coping with COVID: A Group Discussion

While this is a scary and frustrating time, it is also a time to share and to lean on each other. This session is all about that – supporting each other's efforts to adapt to our current reality, and what our sites, programs, visitors and audiences may look like going forward this year. We'll have two break out rooms that you can join, where we will facilitate open dialogue to share challenges, resources and ideas that you're using to interpret during the COVID-19 pandemic.

Room A: Front Line Interpreters

How can we incorporate "social distancing" in programming? What other creative techniques and technologies can we employ in lieu of tactile objects and props? How do we look after ourselves? Come prepared to share your thoughts and ideas to discuss how we can cope with COVID on the front line.

Room B: Interpretive Managers and Supervisors

This is the time of year when many of us are recruiting staff, hosting training sessions and opening seasonal facilities. How do we effectively manage social distancing with staff? Do we find new ways to recruit and train staff? How can we best prepare to reopen closed facilities while ensuring the health and safety of our visitors and our employees? Come prepared to share your thoughts and ideas to discuss how we can cope with COVID as managers and supervisors.

12:30 - 2 p.m.

Lunch Break

2 - 3 p.m.

Culture Clash

Becky Lambert, Manager - Rockford Park District, Illinois

Organizational culture impacts all aspects of programming. This discussion will look at how to analyze the culture of your organization or one you are hoping to join!

Thursday, April 16

10 - 11 a.m.

A Picture is Worth a Thousand Words: Why Illustration is Important for Interpretation

Heather Hinam - *Second Nature Adventures in Discovery, Manitoba*

We'll have a look at roles illustrations have in non-personal interpretation: attracting attention, aiding retention, enhancing understanding and creating context. We'll end off with a bit of advice on how to work with illustrators for your next interpretive products.

11 - 11:30 a.m.

Break

11:30 - 12:30 p.m.

Guerillas in the Zoo: Developing a Youth Pop-up Interpretive Theatre Program

**Karen Lind, Manager Educations & Programs & Shannon Kraichy, Education Coordinator -
*Assiniboine Park Conservancy, Manitoba***

Explore a new collaborative program at Assiniboine Park Zoo that incorporates street theatre into our youth interpretive program. After viewing the interpretive vignettes, our project lead will share the challenges and benefits associated with this new interpretive program and some of the most important lessons we learned along the way. This session is a great for anyone looking to diversify their interpretive repertoire.

12:30 - 7 p.m.

Break

7 - 8:30 p.m.

Virtual Banquet

Awards Presentation and Live Auction

Coming to you LIVE from an undisclosed location in Manitoba, we are pleased to present an evening of interactive entertainment. Settle in with your favourite beverage or cocktail and join us for some virtual fun as we close out the conference with the presentation of awards, a live auction and maybe even some music!

It wouldn't be an NAI event without some music! We're looking for musicians to play at our virtual banquet! If you're up for playing a song or two over your webcam, email Sloan.Cathcart@gov.mb.ca before the conference so we can schedule you in.

Heartland Region Awards

The Heartland Region awards program recognizes outstanding achievements of NAI members and others working to advance the interpretation profession. There are six award categories: Master Frontline Interpreter, Master Interpretive Manager, Meritorious Service, Outstanding New Interpreter, Excellence in Interpretive Support, and Outstanding Interpretive Volunteer. This year, two awards are being presented.



Master Frontline Interpreter

Lindsey Mitton
*Senior Park Interpreter,
Birds Hill Provincial Park*



Excellence in Interpretive Support

Rob Nedotiafko
*Director,
Manitoba Parks*

Live Auction

This will be an interesting experiment! Can we run a virtual auction? Immediately following the awards presentation, we will auction off some items to help fundraise for our region. All dollars raised will go towards professional development opportunities for our membership. We'll unmute everyone, so the virtual room might get wild! We have 4 items up for auction:

Field Pack: Weatherproof notebook, backpack, binoculars, and a micro-SD Camera Card. Includes a \$100 gift certificate to Acorn Naturalists.

Manitoba 150 Basket: A selection of books, souvenirs, and a couple of our favourite local craft brews. Includes a \$75 gift certificate to Acorn Naturalists.

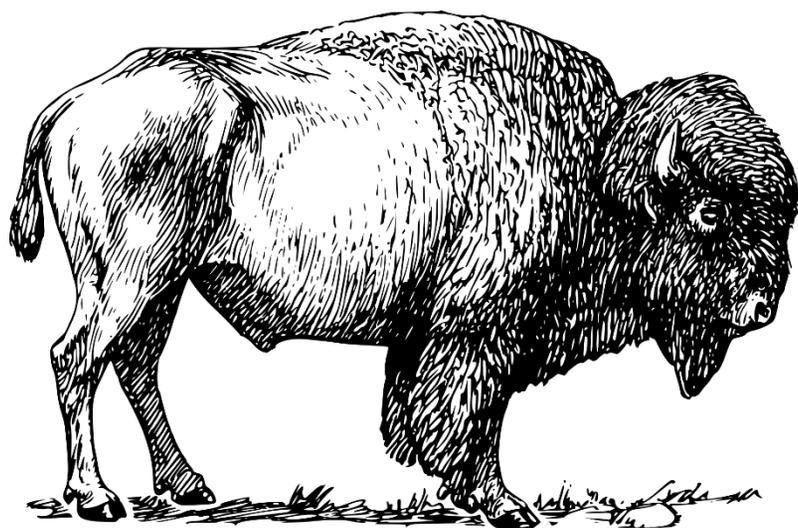
Terry McLean Prints: Two prints by artist Terry Mclean, a Great Gray Owl and a Polar Bear. Includes a \$75 gift certificate to Acorn Naturalists.

Mark J. Kenneweg Flag: The Mark J. Kenneweg flag is the feature item at our regional auctions. Each year, someone wins the opportunity to take the flag for a year and fly it at various locations, photographing and documenting its travels. For more details on the flag and Mark's legacy, visit the NAI Heartland website <https://naiheartlandregion.weebly.com/in-memory-of-mark-j-kenneweg.html>.

How will the Live Auction work? Simply type in your bids in the chat box as we go along. A couple of tips:

1. Bid early and bid often!
2. Don't wait till the last second to bid. Auctions can be fast-paced environments and the hammer may go down before your bid arrives.
3. Don't rely on hearing or seeing the auctioneer. Bid using the bid amounts on your screen to follow the auction.

Winning bidders will be invoiced. After payment is received, we'll ship your items to you. We'll explain the payment process before the auction starts.



National Association for Interpretation
Heartland Region