



In This Issue

Director's Message
National Awards
2020 Regional Workshop
Scholarships
Award Nominations
A Week at Nationals
Will You Look at this Picture of
Poop?
Changing the Game
Taking a Step Forward
Interpretive Planning Courses
Student Membership Grants
2021 Regional Workshop
Heartland Media
Around the Region
Contact NAI



The National Association for Interpretation Heartland Region membership consists of interpreters from state parks, county agencies, museums, zoos, park districts, recreation facilities, and many other public and private organizations from Illinois, Iowa, Manitoba, Minnesota, Montana, Nebraska, North Dakota, Nunavut, Saskatchewan, South Dakota, Wisconsin, and Wyoming.

Our mission is to inspire leadership and excellence to advance heritage

Bob's Bombinations

By Bob Carter, Heartland Region Director

This column is both a look back and a glance forward as it marks the end of my tenure as your Regional Director. There is not room enough here to thank or acknowledge everyone I have worked with on your behalf over the past seven years, but I have always tried to express my gratitude "in the moment." So, if we worked on anything together, know it was, and is, greatly appreciated.

I do want to specifically look back and thank my fellow board members, both current and past, so "Thank You" to Nina Baki (past Secretary) and Carolyn Rock (past Treasurer) and a very big "Thank You" to Laura Jones (past Deputy Director as well as Interim Director) and current Regional Property Manager. Not to forget our current board, Deputy Director Heather Hucka, Secretary Beth Waage, and Treasurer Becky Lambert. It has been great working with you all and I am looking forward to continuing to work with you in other capacities. The group comprising our Regional Leadership Council, all the other folks who keep regional business chugging along for the rest of us, are too numerous to mention here but anyone who has, currently or in the past, been listed on the "Meet Our Team" pages of the regional web site, also has my deepest thanks.

It's also time to thank our newest incoming officers, Director-Elect Sloan Cathcart and Treasurer-Elect Laura Waldo-Semken, for stepping up to keep things moving along. They will be taking over for Becky Lambert and myself as of January 1, 2020.

I am looking forward to seeing a lot of you at our upcoming regional workshops as I will continue to be an active member of NAI and the Region Formerly Known as Five (for the kids in our crowd that's a reference to Prince - another Heartland Region treasure).

Happy Holidays, including my tongue-in-check favorite, Festivus.

My best to you all,

Bob

The Person Formerly Known as Regional Director

[Return to Top](#)

Heartland Region National Award Winners

By Bob Carter, Heartland Region Director

interpretation as a profession.

Quick Links

[National Association for Interpretation](#)

[NAI Heartland Region](#)

Buffalo Bull is published quarterly by the Heartland Region of the National Association for Interpretation (NAI).

For change of address or membership information contact:

Jamie King
Membership Manager, NAI
230 Cherry Street
Suite 200
Fort Collins, CO 80521
T: 888.900.8283
F: 970.484.8179
membership@interpnet.com

Submit to Buffalo Bull!

All are welcome to submit to Buffalo Bull. Please read our [publishing policy](#) prior to submission.

Submission Deadlines:

Winter Issue	December 1
Spring Issue	March 1
Summer Issue	June 1
Fall Issue	September 1

Email:
education@winneshiekwild.com

This past November I had the pleasure to attend the NAI National Conference and see two of our own regional stars receive well-deserved national awards. Both have previously won the equivalent awards at the regional level and their national recognition amply demonstrates that their reach and influence are not just limited to the region.

University of Wisconsin-Stevens Point's Jim Buchholz, Director of Schmeeckle Reserve, received the Master Interpretive Manager Award for 2019. Many of you may know that Jim was also heavily involved in the success of this year's regional workshop in Stevens Point. His award statement reads, in part, "He is the creative mastermind and guiding force behind innovative and popular programs and festivals, inspiring and mentoring environmental interpretation students, student employees, community volunteers, and colleagues. Jim teaches interpretation courses in the College of Natural Resources (CNR), a program recognized as one of the largest and most renowned interpretive training institutions in the country." Congratulations to Jim as he carries forward with the fine tradition at Point.



Another Heartland Region fixture, Howard Aprill, of Milwaukee County Parks' Wehr Nature Center received the Master Frontline Interpreter Award. This award is long overdue as Howard was our National Awards Chair for several years and so could not be a nominee. That was remedied as soon as he "retired" from that position. Howard's award statement reads, in part, "Front-line interpretation is Howard's passion. He can connect with any audience because of his friendliness, sense of humor, and skill of making any topic relevant to his audience, no matter who they might be. He has been an innovative interpretive naturalist for over 25 years. Howard's mastery of interpretation is known locally by his 'Nature Naut Kids' that always ask for Mr. Howard, the public that experience his first-person interpretation of life on a Wisconsin Sugar Bush as 'Andrew Petigrew,' and his interpretive flair when teaching school field trips, but his impact does not stop there. Internationally he has helped develop interpretive plans, taught in Russia and Cuba, and used his interpretive skills when training soldiers from other countries." Congratulations to Howard on well-deserved and long overdue recognition.



These aren't the only stars we have in our region, so if you know of someone you believe is worthy of either a regional or a national award, consider nominating them. FYI, our regional awards are aligned with the national awards and regional recipients are automatically nominated for the equivalent national award. This was my last year to attend the National Awards Banquet as the Heartland Region Director and I really enjoyed seeing two of our own up on that stage. I'll be at other nationals, and I would like to see even more.

[Return to Top](#)

2020 Heartland Regional Workshop

Reflect, Engage, Inspire!
April 15-18, 2020
Brandon, Manitoba
Workshop Website

The 2020 Heartland Region Workshop aims to celebrate interpretation - how we can reflect on our past, ways we can engage with our audiences through participatory dialogue, and the roles Interpreters have in inspiring change.

Brandon, our host city, has been nicknamed the "Wheat City" in honor of its rich agricultural heritage and reputation as a prosperous farming community. It is situated in the southwest corner of the province of Manitoba and is the second largest city in Manitoba. Brandon is the little city with the big heart, a progressive community with a quality of life that must be experienced to be appreciated.

Manitoba is coming into its own in recent years. Fueled by passion and pride for the heart of the continent, Friendly Manitobans are eager to showcase our province to the world. Our natural beauty, immersive culture and unique experiences makes us one of the best places in the world. Lonely Planet has named us one of the Top 10 regions in the world to visit this year - come see it for yourself in 2020, Manitoba's 150th anniversary of becoming a province!

If you haven't already, GET YOUR PASSPORT NOW!

[Return to Top](#)



Scholarships Available for 2020 Regional Workshop **By Jenny Sazama, Scholarship Chair**

Need financial support to Reflect, Engage and be Inspired by the tribe in Brandon, Manitoba at the Regional Workshop?

Apply for a scholarship! Do it sooner than later. Don't wait.

\$3,000 has been allocated for scholarship funds and is available for both Professionals and Student members. Scholarships will cover the full early bird registration workshop fee, at least two days of lodging and possibly more. The amount depends upon how many members apply, meet the criteria, are selected and accept.

Note: scholarships are issued as a reimbursement. Recipients receive a check after requirements are fulfilled.



Eligibility

All applicants must be current NAI members. This scholarship opportunity is open to members of any Region and Province. Students should be enrolled at least part time in a college or university. Professionals should be working in the field of interpretation. Members of the Scholarship Committee, their employees, and immediate family are not eligible.

To Apply:

Each applicant must submit

1. A completed application form
2. A letter of support from a professor, supervisor or colleague
3. *Professionals*: Reflect on a time you engaged your audience and it inspired a change of mind or action in a participant. Limit to 500 words.
Students: The workshop is being hosted in Brandon, nicknamed the "Wheat City." Create an interpretive nickname for the school you attend along with a story behind the naming. Limit to 500 words.

If selected, your submission may appear in the *Buffalo Bull*. Selection criteria include grammar, organization and flow, following direction, relevance and universal appeal, career goals (for students) and contribution/involvement in NAI/interpretive field (for professionals).

All materials must be received or postmarked by January 30, 2020.
Recipients notified no later than Feb 15, 2020.

Recipient must:

1. Attend the entire workshop.
2. Volunteer in at least two areas for the workshop. Recipients are expected to volunteer at the live auction.
3. Caption a photo of yourself at the workshop and include one new thing you learned while there that you think would benefit others in this field.

Request Application Form & Submit Materials to:

Jenny Sazama
jsazama@lcpd.org
LCFPD-EE Services
1899 W. Winchester Road
Libertyville, IL 60048

The application form is also available on the [Heartland Region website](#).

[Return to Top](#)

Award Nominations Now Open!

By Jen Guest, Awards Chair

Hey You! Please nominate someone for a Heartland Region Award!

Do you know or work with someone deserving an award? Of course you do! So many individuals (and groups) in our Region are talented, dedicated, hardworking, and underappreciated. Please share how special they are by honoring them with an award recognizing their abilities and contributions to the field of interpretation.

The Heartland Region has six award categories to choose from to fit your nominee: Master Front Line Interpreter, Master Interpretive Manager, Meritorious Service, Outstanding New Interpreter, Outstanding Interpretive Volunteer, and Excellence in Interpretive Support (non-members of NAI can qualify). All regional awards qualifications are aligned with the NAI national awards standards. The Heartland Region Board may nominate recipients of regional awards for National Awards.

Visit the [Heartland Region website](#) to download a nomination form and contact Jen Guest if you have any questions: jguest@fpdwc.org or 815-722-1648. Nomination forms and letters of support must be received by January 31st, 2020.

The awards will be presented at the annual Heartland Region Workshop in Brandon, Manitoba, on Saturday, April 18, 2020.

[Return to Top](#)



A Week at a Conference, that Didn't Feel Like a Week at a Conference

By Ross Smith

I was honored to receive a scholarship to represent the Heartland Region at the NAI National Conference in Denver, Colorado. Much like a mallard I had just dabbled in NAI since receiving my certification in grad school but this conference would thrust me into the world of it. There is something to be said about being in a group of people with likeminded interests, passions, and dedications that can help you to both reinvigorate and reinforce your career path. Receiving the scholarship did come with a set of perks, such as a lunch with the board of directors, a nice ribbon, and a check for reimbursement upon check in.

The conference offered ample chance to learn through its entirety as well as the break-out sessions. The topics ranged from area meetings, national agency meetings, millennial interpretation tools, NASA-led talks, advice on reaching rural students, to incorporating technology into interpretation. Personally, it was very humbling to be in the same room as members of NASA staff and upon learning how much educational outreach they offer to organizations, I hope to incorporate that into the programming at my district. My favorite session was conducted on technology and interpretation and I can be seen in the photo exploring the Denver Zoo via VR. This would be a valuable tool to any district due to weather and distance but is limited by the arch nemesis of interpretation (and any public agency in general): the operating budget.

The networking opportunities for this conference were the best of any I have ever attended. It offered a public open discussion held in the grand ball room if any sessions did not catch your eye. It offered cocktail hours in support of our LGBT allies and even lunches with mentors. I was able to befriend colleges in every US continental time zone as well as be added to a couple social media Facebook groups geared towards interpretational memes and photos. Lastly, I was also able to bump into a team of millennials that merges the world of interpretation and podcasts and it seems I will be a guest on said show in the coming future. The networking aspect allowed me to explore different paths I could take in my quest to interpret the natural world but also maintain a healthy career.

All in all, it would be a thumbs up for me on the awesomeness of this national conference. Returning to gloomy Illinois (and soon to be snowy) was a bit disheartening but where else could you have every season in one week besides the Midwest? I look forward to the regional conference in close-by Peoria and to seeing all of your wonderful faces there. Thank you for the opportunity to represent the heartland region and have a wonderful holiday season.



--

Ross Smith is Assistant Park Ranger at the Illiniwek/Dorrance Forest Preserve in Illinois.

[Return to Top](#)

Will You Look at this Picture of Poop? **By Elizabeth Mays**

Title: Will you look at this picture of poop?

Theme: The NAI Heartland scholarship allows emerging interpreters to gain insight and inspiration into the art of Interpretation through attendance at events such as the 2019 National Conference in Denver.

Audience: NAI Heartland Region Members

Lesson Goals:

1. Demonstrate gratitude for receiving this scholarship
2. Share information learned at presentations

Lesson Objectives:

1. Readers will feel proud the region provides sponsorships and continue to fund them.
2. Readers will be inspired to further investigate one of the presentation topics mentioned.
3. Readers will feel a sense of belonging and pride in being a member of the NAI community.

Resources/Materials:

- Web enabled device
- Reading glasses if needed
- Internet connection

Lesson Time: 5 minutes

Lesson Content:

Introduction: Where can you go if you want endless icebreakers, responses to attention grabbers, and recognition of your Maslow's hierarchy of needs? Why, go to NAI's National Conference of course! That's exactly what I did, thanks to a generous scholarship by the NAI Heartland Region. I felt a sense of belonging among like-minded individuals who are passionate about conveying messages in engaging and provocative ways. I was amazed by how many different types of interpreters there are, yet we all revere the same principles. Mostly, I was inspired by thought-stimulating presentations.

Body: I learned valuable lessons at each presentation, but the ones that stood out the most were:

1. Keynote Speaker Mike Catches Enemy describing the importance of "Land Acknowledgements" as a tool to help heal the generational trauma felt by indigenous people.
2. Chicago Elevated tour guide Margaret Hicks introducing a room full of interpreters to improv games to aid us in analyzing how our body language affects our interpretation.
3. "Two Languages: Doble Oportunidad" by Karla Lorena Boles, Andy Fisher, and Freddy Fernandez-Ramirez detailed opportunities for including Spanish interpretation in programs and exhibits. Most importantly, make sure translations on interpretive signs are correct!
4. Denver Zoo's hands on presentation showed how they revamped their school field trip curriculum to be skills based instead of content based.

Conclusion: Thank you again for the scholarship to attend the NAI conference. I enjoyed meeting many of you readers who were there. It was a great opportunity to meet students interested in joining the field, and legends in the field, such as Kathy Brazelton. As a district naturalist with the National Park Service, Kathy received an award at the Interpretive Naturalist Section meeting. After learning this, I promptly asked her if she would look at some pictures of poop and help me ID what animal it came from. Where else can you ask someone that question, and they respond with a look of excitement and eagerness!



--

Elizabeth Mays is an Education Program Assistant at Prairieview Education Center in McHenry County Conservation District in Illinois.

Changing the Game

By Bailey Foster

For me, the NAI National Conference in Denver was a total game changer. As a student at the University of Wisconsin - Stevens Point, I am very lucky to study Environmental Education and Interpretation, which go hand-in-hand so often that I never considered making my career in one or the other. This conference was able to show me even more about the world of Interpretation, and proved that this is where I want to steer my career. This was my first NAI conference, and I had such an unforgettable time, I promise to be back.

Being able to go to this conference as a student, and learn about options I never really considered for my career, as well as the invaluable networking opportunities, has changed my direction/outlook for graduation (this spring!) I never thought about working in a museum, or making a Tik Tok for a nature center, but because of the amazing Interpreters that I got to meet, and the speakers I got to see, I am thinking bigger picture about what it means to work in Interpretation.

Thank you for the opportunity to be able to attend the National Conference; it means a lot to be able to have these experiences as a student, and being introduced to the world of NAI really has shaped my path for the future. See you in Manitoba!

This is a photo of Tegan Hicks and I at Rocky Mountain National Park, which we were able to see before we made the drive back to Wisconsin! Note my cool new NAI hat!



--

Bailey Foster is a student at University of Wisconsin - Stevens Point and was a scholarship recipient for the 2019 NAI National Conference in Denver, Colorado.

[Return to Top](#)

Taking a Step Forward, Without Leaving a Footprint

By Bradley Block

Jewel Cave National Monument completed a park film project this past fall season and started showing the production in a new theater near the visitor center.

Aperture Films, Inc. completed the production, with NPS Harpers Ferry Center

providing technical and contractual assistance. The final product showcases exploration and discovery thematic connections and allows visitors a glimpse of numerous underground features.

A ribbon cutting ceremony and showing of the movie took place on Saturday, October 19. With assistance from the Black Hills Parks and Forests Association, a special event invited visitors to experience the new production before the off-season. The film provides captioning and audio description, and the theater system allows for listening devices. The monument also provides additional listening devices for those that may require assistance.

Perhaps most intriguing, the new theater is actually a repurposed restroom facility that was no longer being used. Without expanding the footprint of the monument, the restroom transitioned into a theater complex that seats 42 guests and offers digital surround sound. Planning for the future, the AV system also allows for showings of DVDs, as well as being used for internal staff training or public presentations.

If you happen to be traveling through western South Dakota this next year, make plans to stop by the monument and check out its new facility and feature film.



Restroom Before



Theater After

--

Bradley Block is Chief of Interpretation at Jewel Cave National Monument in Custer, South Dakota.

NAI Interpretive Planning Courses

Interested in hosting an NAI interpretive planning course at your site in 2020?

Each year, NAI hosts 3-5 *Process of Interpretive Planning* workshops across the country. During the course, participants learn key essentials in interpretive planning and take part in practicums designed to put new content into practice, utilizing our host site to develop key aspects of an interpretive plan. Host sites must be about to start an authentic planning experience and for hosting, you'll get a free seat in the course and the start to a site interpretive plan in exchange for a free meeting room, some basic AV, and a local contact.

For more information, please contact Emily Jacobs, Certification and Training Program Manager, at ejacobs@interpnet.com.

[Return to Top](#)

Membership Grants for Full-time Students By Jenny Sazama, Scholarship Chair

NAI is a great organization full of opportunities for students who want to network, find employment and gain professional skills in the field of interpretation. The Heartland Region wants to encourage students to become members to take advantage of these opportunities and benefits like mini-grants for projects and scholarships to workshops by providing grants on a first-apply basis. Awardees will be selected by the Scholarship Committee through a lottery.

To be eligible for an NAI student membership grant the student must be at full-time status and must submit the following:

- A letter from a university/college faculty or staff verifying that the student is full-time
- A 200-word statement on why he/she wants to be a member of NAI

Submit these documents along with your contact information to:

Jenny Sazama
LCFPD-EE Services
1899 W. Winchester Road
Libertyville, IL 60048
jsazama@lcpd.org.

Questions? Contact Jenny at 847-968-3482.

[Return to Top](#)

Save the Date: 2021 Regional Workshop

The 2021 Region Workshop will be held March 24-27 in East Peoria, Illinois. Get it on your calendars!

[Return to Top](#)

Heartland Region Media

Find out more about workshops, scholarships, mini-grants, and the Heartland Region in general!

- **Website:** <http://naiheartlandregion.weebly.com/>

- **Twitter:** <https://twitter.com/NAIHeartland>
- **Facebook:** www.facebook.com/NAIHeartlandRegion

[Return to Top](#)

Around the Region: **Workshops, Resources, and Announcements**

NAI CERTIFICATION and CONFERENCE OPPORTUNITIES

Certified Interpretive Guide (CIG) Training Workshops

The Certified Interpretive Guide program is designed for anyone who delivers interpretive programs to the public. It combines both the theoretical foundations of the profession with practical skills in delivering quality interpretive programming to visitors.

Brookfield Zoo

February 10-14, 2020

Brookfield, Illinois

[Visit the workshop website for more information.](#)

Lincoln Park Zoo

March 2-6, 2020

Chicago, Illinois

[Visit the workshop website for more information.](#)

Flathead Valley Community College

May 18-21, 2020

Kalispell, Montana

[Visit the workshop website for more information.](#)

Brookfield Zoo

August 17-21, 2020

Brookfield, Illinois

[Visit the workshop website for more information.](#)

NAI Webinars

Don't forget about NAI's webinars! [Check them out here!](#)

NAI Credits

Members can now earn credit toward conference registration fees, membership renewals, and re-certification fees in one of two ways: referring a new NAI member or serving as a peer reviewer for certain documents. If you have ever done either of those in the past, you may have credits available. A new section on your "My Account" page on the NAI website lists credits available on your account -- Please note that they do expire.

EXTERNAL WORKSHOPS, CONFERENCES, and PROFESSIONAL DEVELOPMENT

ANNOUNCEMENTS

To commemorate the 130th anniversary of the 1890 Wounded Knee Massacre, **Dakota Daughters** have prioritized the telling of the Wounded Knee story from the perspective of three women to promote understanding of this time in history and to continue to promote healing of racism. **Wounded Knee - Three Women, Three Cultures, Three Stories** features scholars Lillian Witt, Geraldine Goes in Center, and Joyce Jefferson and is available throughout South Dakota through the [South Dakota Humanities Council Speakers Bureau](#).



RESOURCES

Visit [USAJobs.gov](#) to search, view, apply for, and set alerts on jobs with the National Park Service. The process can take time, so applicants are encouraged to begin early and upload documents in advance of job postings.

Minnesota Jobs and Happenings: [SEEK \(Sharing Environmental Education Knowledge\)](#) website.

UW - Stevens Point's [Job Board in EE and Interpretation Careers](#)

Career Resources from **NAI and the Heartland Region!**

[NAI's Career Center](#) (National Office)

[NAI Heartland Region Job Board](#)

[SEEK](#) (Minnesota)

[MyCountyParks](#) (Iowa; seasonal and full-time)

Call for Articles: InterpNEWS

If you are interested in submitted articles and/or research to this free, international heritage interpretation e-magazine, please contact John Veverka (CIT, CIP, NAI Fellow) at jvainterp@aol.com. [Click here for more information on InterpNEWS.](#)

[Return to Top](#)

Contact NAI Heartland Region Leadership

Executive Board

Director: Bob Carter, bob@interpworld.com

Director-Elect: Sloan Cathcart, sloan.cathcart@gov.mb.ca

Deputy Director: Heather Hucka, hhucka@storycountyiowa.gov

Treasurer: Becky Stokes Lambert, beckylambert@rockfordparkdistrict.org

Treasurer Elect: Laura Waldo-Semken, laurasemken@gmail.com

Secretary: Beth Waage, EWaage@storycountyiowa.gov

State & Province Representatives

Illinois: Suzy Lyttle, slyttle@fpdwc.org

Iowa: Karen Phelps, kphelps@bentoncountyparks.com

Manitoba: Sloan Cathcart, sloan.cathcart@gov.mb.ca

Minnesota: Jeff Boland, doc_boland@hotmail.com

Montana: Kristjana Eyjolfsson, keyjolfsson@missoulacounty.us

Nebraska: Sally Otis, sotis@fontenelleforest.org

North Dakota: Dana Morrison, dmmorrison@nd.gov

Nunavut: *Vacant*

Saskatchewan: Sloan Cathcart, sloan.cathcart@gov.mb.ca

South Dakota: Jody Moats, jody.moats@state.sd.us

Wisconsin: Megan Espe, Megan.Espe@uwsp.edu

Wyoming: Stacy Moore, samoore@blm.gov

Student Chapter Representatives

Black Hills State University: Christine McCart,
christine.mccart@bhsu.edu

Iowa State University: Dr. Tim Steward, twstewar@iastate.edu

Kirkwood Community College: Ken Carroll, ken.carroll@kirkwood.edu

University of Wisconsin - Stevens Point: Brenda Lackey,
brenda.lackey@uwsp.edu

Committee Chairs

Awards: Jen Guest, jguest@fpdwc.org

Scholarships: Jenny Sazama, jsazama@lcfpd.org

Elections: Lydia Austin, lydia_austin@nps.gov

Mini Grants (Interim): Debra Nowak, dnowak@kaukauna-wi.org

Membership: Courtney Long, courtney@yellowstonewildlife.org

Property Manager: Laura Jones, lmjohn3@hotmail.com

Media Services

Newsletter Editor: Lilly Jensen, education@winneshiekwild.com

Website Administrator: Trish Greninger, trishgreninger@gmail.com

[Return to Top](#)

Contact the Editor

Lilly Jensen, *Buffalo Bull* Editor
Education and Outreach Coordinator
Winneshiek County Conservation
2546 Lake Meyer Road
Fort Atkinson, Iowa 52144
563.534.7145
education@winneshiekwild.com

