



# Tremendous Thoughts

## Icon Room

**Friday, March 18, 2011**

**8:30-9:30 a.m.**

**Bio Char**

**Chris Brinton**

*6-12 Science Curricular Leader, Avon Grove Charter School, West Grove*

Our school has recently created a bio char system on our property. The creation, maintenance, use, and study of this process has been integrated into our biology curriculum. The presentation will focus on the following: The science of bio char itself; The engineering of a bio char system; The integration of bio char into the High School Biology curriculum.

**Friday, March 18, 2011**

**9:40-10:40 a.m.**

**Experiential Environmental Education Programming for Deaf and Hard-of-Hearing Students in the Nine Mile Run Watershed**

**Luke Stamper**

*Environmental Education Coordinator, Nine Mile Run Watershed Association*

The Nine Mile Run Watershed, an urban watershed measuring 6.5 square miles is the site of a major aquatic and terrestrial ecosystem restoration project. This unique ecosystem provides an ideal outdoor laboratory within an urban area for educating students. NMRWA is creating educational programming to ensure the next generation of watershed stewards by partnering with local schools. One of these schools is the Western Pennsylvania School for the Deaf (WPSD) in Wilkinsburg, PA. Anecdotal evidence suggests that special needs children have rarely been the target of environmental education; furthermore, NMRWA recognized that this is a population of special needs students where environmental education is appropriate and will be effective.

**Friday, March 18, 2011**

**2:15-3:15 p.m.**

**(This session will take place in the Dining Room)**

**Really Big Nature Games**

**Barb Holtz and Carly Martin**

*Naturalists, Cleveland Metroparks*

Really Big Nature Games are large format floor games where students become the game pieces. As kids move around the game board, they learn through play about habitat needs, watershed health, or reptile life. Three different games will be available for play. Great for indoor or outdoor use, classroom or special event settings. Come on and join in the fun!

**Friday, March 18, 2011**

**3:45-4:45 p.m.**

**PCEE.ORG: Finding Environmental Education Resources Just Got Easier!**

**Melissa Reynolds**

*Educational Programs Coordinator/PA Center for Environmental Education (PCEE)*

Educators are constantly asked to do more with less time. Finding quality environmental education providers and resources to use in the classroom can take hours, even with the help of online search engines. PCEE's latest website ([www.pcee.org](http://www.pcee.org)) offers resources, providers and more—all in one easy-to-use place.

**Saturday, March 19, 2011**

**8:30-9:30 a.m.**

**9:40-10:40 a.m.**

**Connecting with Nature through Journaling**

**Heidi Mullendore**

*Environmental Ed Specialist, Canoe Creek State Park*

Engage all your senses and learn directly from nature as we build nature journals. Explore the art and science of nature journaling and how it stimulates. Dress for the outdoors as we design and build a journal. Participants will take home nature journal complete with entries, ideas and resources for teaching through journaling.

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# Tremendous Thoughts

Icon Room

**Saturday, March 19, 2011**

**2:15-3:15 p.m.**

**Turning Learning Inside Out: Differentiated Teacher Professional Development**

**Donnan Stoicovy**

*Elementary Principal, Park Forest Elementary, State College*

Over the past three years, teachers and interns have been learning together through differentiated, self-directed professional development using the environment as an integrated context for learning. Learning teams formed, developed plans, engaged in various modes of professional development, shared their successes and reflected on their learning. Learning communities have formed and re-formed as individual needs emerged and blossomed. Teachers and interns created their own learning path through individual and group processes and carefully transferred it to their students. Learning communities have begun to become communities of practice as they engage inquiry, whether through study groups, collaborative inquiry, lesson study and/or critical friends groups.



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# Colossal Concepts

Room 1

**Friday, March 18, 2011**

**8:30-9:30 a.m.**

**9:40-10:40 a.m.**

**Patty Vathis, Pennsylvania Department of Education**

**Friday, March 18, 2011**

**2:15-3:15 p.m.**

**Grants for Outdoor Learning Resources**

**Jack Farster**

*Director of Environmental Education, DEP*

Learn about DEP's Environmental Education Grants Program requirements. Find out, through case study analysis, what schools have done on campus and nearby to enhance outdoor learning resources. Go outside and do a site assessment simulation activity.





# Colossal Concepts

Room 1

**Friday, March 18, 2011**

**3:45-4:45 p.m.**

***Early Childhood EE: Guidelines and Activities***

**Ed McCrea**

*President of EECG*

Join us to test drive the new Guidelines for Early Childhood Environmental Education Programs. The Guidelines were developed by NAAEE and released in September of 2010. During the session you will learn why the Guidelines were developed, how they fit into NAAEE's overall Guidelines program, and what they cover. You will also have a chance to engage in an activity from Growing Up WILD and see how this new program guide employs the theory and structure behind the Guidelines to produce outstanding EE activities. Participants will receive a free copy of the Guidelines.

**Saturday, March 19, 2011**

**8:30-9:30 a.m.**

**9:40-10:40 a.m.**

***Teaching a Sense of Wonder—The value of Bringing the Classroom Outside (Indoors, then outside)***

**Patricia M. DeMarco, Ph.D.**

*Executive Director, Rachel Carson Homestead Association*

This workshop will set out the basic connection between humans and their living habitat; discuss the sources of pollution and the approaches for preventive action. The workshop will illustrate lessons and exercises for teaching children about the natural world through the use of all five senses. (Outdoor exercise as weather permits). Participants will have an opportunity to write a nature journal entry and share their experiences, observations and responses to the Rachel Carson Legacy Challenge.

**Saturday, March 19, 2011**

**2:15-3:15 p.m.**

***Using Chesapeake Bay FieldScope to Integrate Water Quality Data and GIS Analysis into Your Classroom***

**Elena S. Takaki**

*Program Manager for Chesapeake Bay FieldScope*

Chesapeake Bay FieldScope is a web-based mapping, analysis, and collaboration tool designed to support geographic investigations and engage students as citizen scientists investigating real-world issues. In this session, you will learn how to leverage cutting-edge technology to make interactive mapping and geospatial data analysis tools accessible to students via the web, allowing them to interact with a central repository of data in a free, accessible, and intuitive package that eliminates the need for software installation.

**Saturday, March 19, 2011**

**3:45-4:45 p.m.**

***North American Association of Environmental Education (NAAEE) Guidelines for the Preparation and Professional Development of Environmental Educators***

**Ed McCrea**

*President of Environmental Education and Conservation Global*

**and Ruth Roperti**

*PAEE President*

Environmental educators work in a variety of settings, at a variety of jobs. They teach in public and private classrooms, and lead activities for children and adults at nonformal educational institutions such as nature centers, zoos, museums, and parks. Regardless of the setting, the NAAEE Guidelines for the Preparation and Professional Development of Environmental Educators outlines the experiences and learning that will help deliver instruction that effectively fosters environmental literacy. This session will provide an overview of the Professional Development Guidelines and lead into a discussion of the NAAEE professional certification initiative with specific details about PAEE's plans in the certification area. Session participants will receive a free copy of the Professional Development Guidelines.





# Immense Innovations

## Room 2

**Friday, March 18, 2011**

**8:30-9:30 a.m.**

***Developing EE Programs in a Secondary School***

**Mike Mostello**

*6-12 Green Learning Initiative Coordinator Avon Grove Charter School*

**Chris Brinton**

*6-12 Science Curricular Area Leader Avon Grove Charter School*

Our school has made strides over the past several years in growing our ability to deliver programming in Environmental Science. Our presentation will center on the impetus behind this growth, our progress until now, and our plans for the future. Emphasis will be placed on connecting to student interest, development of in school activities, creation of a club based Environmental Science group, infusing of Environmental Science into the existing curriculum, working with other grade groups in the school, developing connections to the outside Environmental Science community, and the ultimate addition of course offerings in Environmental Science.

**Friday, March 18, 2011**

**9:40-10:40 a.m.**

***Are You Raising Eco-Revolutionaries?!—Using “Deep Ecology” to Drive Environmental Instruction***

**Kevin Brady, Ph.D.**

*Head-of-School, Avon Grove Charter School*

As green educators, what do we want students to do with the knowledge we impart? What happens when students confront uncomfortable truths? This session will describe the rewards and challenges of awakening a ecological conscience in elementary and high school students, and include examples of “deep ecological” instructional approaches used at the Avon Grove Charter School.

**Friday, March 18, 2011**

**2:15-3:15 p.m.**

***Campus Conversions: Using Conservation-Based Imagineering to Create Your Own “Salamander Rooms”***

**Kevin Brady, Ph.D.**

*Head-of-School, Avon Grove Charter School*

In “The Salamander Room” by Anne Mazer, a young boy dreams of bringing the natural world into his bedroom. He imaginatively dreams of a space in which the boundaries between the world of people and the natural world are deconstructed. This presentation will provide concrete examples of ways in which public school administrators and teachers can soften the edges their own on-campus spaces, and invite students to reconnect with nature. Some of the greatest opportunities for hands-on, student-led conservation work can take place within waste spaces on school campuses!

**Friday, March 18, 2011**

**3:45-4:45 p.m.**

***Environmental Literacy and Sustainability: More Than Just A Club***

**Kathleen Aviles**

*Environmental Science Green Learning Teacher*

**Sue Howard**

*Green Learning Coordinator*

**Sandy Speakman**

*Gifted Education and Green Learning Teacher*

**Jessica Scalise**

*Gifted Education, and Green Learning Teacher*

This workshop focuses on developing an environmental program that focuses on educating for sustainability and engages learners in a hands-on, cross curricular, and integrated manner in grades three through five. Programming focuses on the importance of developing a connection with the natural world in order to understand the need for finding sustainable solutions in everyday living. Experiences, difficulties, and successes will be shared to help attendees develop a program at their school.





# Immense Innovations

Room 2

**Saturday, March 19, 2011**

**8:30-9:30 a.m.**

***Energy Basics for Elementary teachers***

***Debra A. Buckman***

*Assistant Professor of Environmental Technology*

A hands on workshop in the practical applications of energy savings for elementary students. Participants will be given tools to help teach elementary students what energy is, how to use electricity-monitoring equipment, how to reduce energy consumption, and what the savings means in terms of carbon footprint.

**Saturday, March 19, 2011**

**2:15-3:15 p.m.**

**3:45-4:45 p.m.**

***Leadership Lessons from the Life of MK Goddard***

***Marci Mowery***

*President, Pennsylvania Parks and Forests Foundation*

The Pennsylvania Parks and Forests Foundation, in partnership with WITF and the Department of Conservation and Natural Resources, celebrates the life and work of Dr. Maurice K. Goddard through film, print, and conversation. Share your ideas on leadership as we explore how this dynamic man led Pennsylvania in the conservation movement.



# Vast Visions

Room 3

**Friday, March 18, 2011**

**8:30-9:30 a.m.**

***PCEE's Outdoor Classroom Resource Guide for Pennsylvania***

***Melissa Reynolds***

*Educational Programs Coordinator/PA Center for Environmental Education (PCEE)*

Are you interested in creating an outdoor classroom at or near your school? Do you have a schoolyard habitat but don't know how to incorporate it into your lessons? PCEE's newest online tool offers valuable information regarding the creation, use and maintenance of an outdoor classroom. Get a first look at the Pennsylvania Resource Guide for Outdoor Classrooms!

**Friday, March 18, 2011**

**9:40-10:40 a.m.**

***The NEW Critter Quest PA: Taking the Online Outdoors!***

***Kathleen Paul***

*Director, PA Center for Environmental Education (PCEE)*

Critter Quest PA (now online at **[www.critterquestpa.com](http://www.critterquestpa.com)**) graphically displays natural science data for Pennsylvania (including land use, watersheds and topography), along with habitat data for the 468 animals, birds, reptiles, fish and amphibians that might be living there. Users are able to interact with these data layers, creating unique online maps of Pennsylvania that explore a seemingly endless variety of information in pursuit of an endless variety of questions. A new WRCP grant has allowed us to update the program and add exciting new educational materials that encourage students to go from "online" to "OUTSIDE"! We'll show you how to use this program to captivate your students.



# Vast Visions

**Friday, March 18, 2011**

**2:15-3:15 p.m.**

***Teaching EE and Natural History through Storytelling and Song Music***

**Hal Kaufman**

*Freelance Environmental Educator*

This is a two session workshop that will culminate in a presentation at the Coffee House on Saturday. The workshop will provide participants an opportunity to explore ways that music and storytelling can be used to teach EE. Both of these mediums can be used as a means to promote respect for the environment, conservation of natural resources as well as fostering an understanding of the natural history of an area and how we have benefitted and can learn from the struggles of those who came before us. Music can also be used to teach appreciation for the beauty of the natural world. Participants can bring instruments and will have an opportunity to share their knowledge, stories, favorite songs etc. We may convene outdoors weather permitting. During the workshop attendees will be given print-outs of various stories, articles and songs etc. about the natural history, environmental issues and "greening" efforts of Western PA. and participants will have an opportunity to share their knowledge, stories, favorite songs etc. to be incorporated into the mix. The task of the group will be to weave these together into a larger story. The Saturday session will entail refining the story and rehearsing for presentation at the coffee house. Participants can bring instruments. We may convene outdoors weather permitting.

**Friday, March 18, 2011**

**3:45-4:45 p.m.**

***Sustainability Education in a World of Seven Billion***

**Kevin Kopp**

*Director, Environmental Youth Education Services (EYES)*

An important part of sustainability education is understanding the delicate balance between people and earth's natural resources. In this hands-on workshop, the presenter will demonstrate how to make human ecology relevant to today's teens and how to link them to a number of contemporary environmental and social challenges including climate change, biodiversity loss and public health. Participants will engage in a series of hands-on activities that are appropriate for different learning styles and can be used in the classroom or nature center. Participants will receive user-friendly CD-Roms of lesson plans and background materials.

**Saturday, March 19, 2011**

**8:30-9:30 a.m.**

**Bill McIntosh**

**Saturday, March 19, 2011**

**9:40-10:40 a.m.**

***Website Design that WORKS!***

**Julie Bray**

*Communications Coordinator, PA Center for Environmental Education (PCEE)*

Do you depend upon a website to communicate with your potential audience? And do you suspect that your website looks amateurish, incoherent or (horrors!) BORING? This presentation (led by PCEE's award-winning website designer) will teach you what questions to ask yourself and your organization in order to develop an online strategy that makes your website useful to you and your visitors. We will look at real examples of websites and social media that work—and some that don't. We can even review YOUR site and offer suggestions for low-cost improvements. (Note: in the for-profit world, this presentation would cost you hundreds of dollars. Here's your chance to get some web-savvy advice without hiring a consultant!)



# Vast Visions



Room 3

**Saturday, March 19, 2011**

**2:15-3:15 p.m.**

***Meals Without Wheels: Retooling the Environment To Secure Locally Grown Food***

***Terry Sheldon***

*Project Director for The Small Farm Training Center*  
The current environmental policies reflect a corporate stranglehold on decision making. Let's be honest, trying to regulate the polluters has failed. We may win a battle here and there, but we're losing the war. The future will be decided by ordinary people who take responsibility for the food and surrounding environment. Local will define what is local. "Think small, think local" is not just a slogan, it's a movement that will culturally and ecologically resettle and reshape both the urban and rural landscapes.

**Saturday, March 19, 2011**

**3:45-4:45 p.m.**

***Teaching EE and Natural History through Storytelling & Song Music***

***Hal Kaufman***

*Freelance Environmental Educator*  
See Friday, March 18 description, 2:15-3:15 p.m.

# The Naturalist



Room 7

**Friday, March 18, 2011**

**8:30-9:30 a.m. (Classroom)**

**9:40-10:40 a.m. (Field Study)**

***Salamanders and their Habitat***

***Rob Michalow***

*Assistant Professor of Biology, Saint Vincent College*  
The session will explore the basic biology/physiology of salamanders focusing on one of the most common species found: the Northern Dusky Salamander. Come learn how to identify species, and ecosystem characteristics, even visit a nearby stream to search for the slimy creatures.

**Friday, March 18, 2011**

**2:15-3:15 p.m.**

***Getting to Know the Spiders***

***Amy Bianco***

Learn the basics of spiders and how to identify common families of spiders found in Western pennsylvania. Put your spider "willies" aside! You'll be upclose and personal with some of our most common corner dwellers with live specimens.

**Friday, March 18, 2011**

**3:45-4:45 p.m.**

***Fungus***

***John Plischke***





# The Naturalist

**Saturday, March 19, 2011**

**8:30-9:30 a.m.**

***Insects All Around***

***Brother Drew Bell***

*Assistant Professor of Biology, Saint Vincent College*

Strange, fascinating, creepy, or cool...insects are among the most interesting creatures. Come explore their tiny world of great biodiversity.

**Saturday, March 19, 2011**

**9:40-10:40 a.m.**

***Black Bears Oh My!***

***Pennsylvania Game Commission***

Basic physiology and life history of the Pennsylvania Black Bear. Workshop will examine the role of the Southwest Region in black bear research within the Pennsylvania Game Commission. Session will provide curriculum and reference materials.

**Saturday, March 19, 2011**

**2:15-3:15 p.m.**

***The Season of the Bat***

***Pennsylvania Game Commission***

This fascinating mammal is in trouble! Session will include the video "Season of the Bat", and presentation on the basic biology and life history of this tiny giant in our ecosystems. Information will be presented on commonly found Pennsylvania species and their protection, restoration and conservation efforts that are being implemented in the Pennsylvania Game Commission Southwest Region.

**Saturday, March 19, 2011**

**3:45-4:45 p.m.**

***Polar Bears in their Environment***

***Pennsylvania Game Commission***

Come explore the day in the life of a Polar Bear through the officer exchange program where Game Commission Officer Joe Stefko went to Churchill, Manitoba Canada and worked with Manitoba Conservation Officers in the town of Churchill to effectively relocate 16 problem bears in one week. The workshop will explore the background of the town of Churchill, bear migration and habits, tourism, bear problems, Polar Bear Alert, live trapping, the polar bear jail and relocation of nuisance bears.





# Environmental Charter School

Room 8

**Friday, March 18, 2011**

**8:30-9:30 a.m.**

***Field Guides in the Writer's Workshop: A Case Study in Science Writing***

**Joe Burke**

*Teacher, Environmental Charter School, Pittsburgh*

Good writing is discipline specific. In this workshop, student authored field guides will be discussed as a model of one kind of science writing. The workshop will examine a sample sequence of lessons that move students from observations and measurements through the writing process to a completed field guide. We will look at student samples and consider strategies to improve science writing.

**Friday, March 18, 2011**

**9:40-10:40 a.m.**

***Beyond Recess: Making Outdoor Experiences Educational***

**Laura Micco and Chelsea Young**

*Instructors, Environmental Charter School, Pittsburgh*

What do hula hoops, watersheds and tree branches have in common? Come discover the answer with the Environmental Science Educators from the Environmental Charter School in Pittsburgh. Witness and try out two successful environmental science activities done at the school that not only get kids outside but also provide solid science content. This is an opportunity for you to pick the brains of the Environmental Science Educators from our school and discover what has worked for us.

**Friday, March 18, 2011**

**2:15-3:15 p.m.**

***Winging It: Integrating Art and Ornithology***  
**Shannon Merenstein**

*Art Specialist, Environmental Charter School, Pittsburgh*

By fostering collaboration and encouraging problem solving in art, students are able to build and practice skills necessary in science class. *Winging It* will present several hands-on art projects that integrate concepts such as bird anatomy, how birds build nests, and unique adaptations with an emphasis on birds of Western PA. Using a variety of methods and materials, exploration of native birds and their habitats becomes inspiration for artists of all ages and abilities. Participants will be able to try out printmaking and drawing processes and will receive detailed copies of lesson plans (easily adapted for large or small groups), and bring home several finished workshops.

**Friday, March 18, 2011**

**3:45-4:45 p.m.**

***Displays Without Borders: EIC and Alternative Assessment***

**Becky Craig, Nikole Sheaffer and Shannon Merenstein**

*Instructors, Environmental Charter School, Pittsburgh*

How can assessment and bulletin boards improve at the same time? We will show you how we have used alternative assessment and process based displays to change the internal environment at our school. From material collection to large displays, we will take you through the process of designing a display to reflect student investigation and inquiry.



# Environmental Charter School

Room 8

**Saturday, March 19, 2011**

**8:30-9:30 a.m.**

***Integrating Math Through An Earth Force Investigation***  
**Andrea Stewart and William Tracy**

*Instructors, Environmental Charter School, Pittsburgh*  
What do you get when you put "energy" and "math" together? Come see how we do it at ECS through an Earth Force project. This is a student driven design with a focus on human impact energy consumption. We will take you through several Earth Force projects and present how math was integrated through this instruction.

**Saturday, March 19, 2011**

**9:40-10:40 a.m.**

***Connecting Kids With The Kitchen***  
**John Lash and Jamie Bono**

*Food Services, Environmental Charter School, Pittsburgh*

Are you "hungry" for a change in school lunch? Join us for a description of how The Environmental Charter School has developed an innovative food program incorporating reusable containers, healthy food choice for kids, waste reduction strategies, partnerships, and more. We will take you through the process of building this program (3 years in the making) and ideas and projections for the future.

**Saturday, March 19, 2010**

**2:15-3:15 p.m.**

**3:45-4:45 p.m.**

***EIC in Action: ECS Kindergarten and Third Grade Case Studies***

**Becky Craig and Melanie Cowherd**

*Instructors, Environmental Charter School, Pittsburgh*  
Integration can be invigorating and innovative!!! We will demonstrate the process of creating an EIC (environment as an integrating context) unit from planning to implementation. The demonstration will be a two session example, the first focusing on the kindergarten unit: Considering Construction: A focused investigation of the design, purpose, and development of play spaces in the community. The second session will show third grade's unit on Living Things and How They Change. Presentations will include specific example lessons and experiences teachers created for students.





# Urban Environmental Education Room 9

**Friday, March 18, 2011**

**9:40-10:40 a.m.**

*City Parks as Classrooms*

*Marijke Hecht*

*Director of Education, Pittsburgh Parks Conservancy*

Participants will learn about environmental education programs offered jointly by the Pittsburgh Parks Conservancy and Citiparks that use Pittsburgh's parks as classrooms for students to explore and learn about the local environment. Programs use the theme of 'education through restoration' to engage school-age children from public, charter, and private schools in hands-on, minds-on learning. Activities are focused on building observation and recording skills as well as meaningful opportunities for students to help improve the parks. Specific examples of program activities, service-learning techniques, teacher training, and student outcomes will be provided. Challenges for program evaluation and financial sustainability will also be discussed.

**Friday, March 18, 2011**

**2:15-3:15 p.m.**

*Making EE Relevant for Culturally Diverse Audiences*

*Dr. Augusto Medina*

*University of Wisconsin-Stevens Point*

For environmental education to be more inclusive and embrace a more diverse audience, it has to become culturally relevant. But what does that mean? How does one ensure culturally relevant programs? This workshop explores these questions and examines the changes needed to be more inclusive, and draws on the University of Wisconsin-Stevens Point 3-credit online course of the same name. Dr. Augusto Medina serves as Project Manager for the Environmental Education and Training Partnership (EETAP), a consortium of organizations that are increasing the capacity of education professionals to deliver quality environmental education programs. EETAP is based at the University of Wisconsin-Stevens Point, and is funded by the EPA's Environmental Education Division and participating partners. Dr. Medina serves as the lead for EETAP's diversity activities, is a past president and board member of the North American Association for Environmental Education (NAAEE), and served as a consulting editor for the *Journal of Environmental Education*.

**Friday, March 18, 2011**

**3:45-4:45 p.m.**

*Wild Art Wild Trails: Using Art to Engage Local Stakeholders in Reclaiming Urban Green Spaces*

*Kathryn Hunninen*

*Community Sustainability Coordinator, Mount*

*Washington Community Development Corporation*

The Wild Art Wild Trails project, led by the Mount Washington Community Development Corporation, seeks to unite Pittsburgh residents in a community celebration of park revitalization and artistic expression as a means of raising awareness for the remediation of illegal dump sites and highlighting the assets of Pittsburgh's newest regional park, Emerald View Park. This presentation will explore the process of implementing the Wild Art Wild Trails project, as it relates to urban environmental education and reclaiming urban green spaces.

**Saturday, March 19, 2011**

**9:40-10:40 a.m.**

*The Building As A Teaching Tool (BATT)*

*Indigo Raffel*

*Education Coordinator, Conservation Consultants Inc., Pittsburgh*

Americans spend 80 percent of their time indoors—in the built environment. As an environmental educator living in a city it becomes important to look at what our immediate environment is and that immediate environment is the built environment. We have created our buildings to satisfy our needs in one way or another. Green building is a holistic approach to the built environment. Not only looking at the physical systems of the building but looking at the behaviors of the occupants and how the building fits in the greater environment. BATT uses the built environment as a tool for teaching environmental education and science. It was created by Conservation Consultants Inc. after over 10 years of using CCI Center as an educational tool. Lessons are taught at the CCI Center and coordinated with existing Middle and High School Science curriculum focusing on Green Building and renewable energy and energy conservation. This workshop will include sharing these lessons along with exploring the building we will be in.



# Environmental Education Center Room 10

**Friday, March 18, 2011**

**8:30-9:30 a.m.**

**"So you want to be an Executive Director"**

**Brian Winslow**

*Director, Asbury Woods Nature Center, Erie*

**Fran Bires**

*McKeever Environmental Learning Center, Sandy Lake*

**Mark McLaughlin**

*Shaver's Creek Environmental Education Center, State College*

Environmental educators are highly trained—in the environment and education. But running a center involves so many things they don't teach you in school: fundraising, budgeting, taxes, personnel, politicking, heck, even plumbing. For environmental educators who one day may want to run a center themselves (haven't we all?), three seasoned directors team up to give you the inside scoop, the stuff they wished someone had told them before they became directors. And the best part is, these three do it all—and still love their work.

**Friday, March 18, 2011**

**9:40-10:40 a.m.**

***From the Ground Up: Starting an EE Center***

**Alicia Sprow**

*Alvernia University*

**Victoria Bastidas**

*Bethlehem Township*

**Rebecca Lesko**

*Endless Mountains Nature Center*

While Pennsylvania boasts a startling array of nature and environmental education centers, more are coming online almost every year. Three EE start-ups in various stages of formation will share their stories, from the thrills of victory to the agonies of defeat. Rebecca Lesko founded Endless Mountains Nature Center only a few years back, but is looking to strengthen its foundation. Alicia Sprow, a graduate assistant at Alvernia University in Reading, has a site, building, and community support, but needs to put the monetary pieces into place before she can move forward. Bethlehem's Vicky Bastidas has a site and a great building, but faces tremendous political and economic hurdles in realizing her dream. Come hear the inspiring stories of actually founding—and trying to found—an EE center.

**Friday, March 18, 2011**

**2:15-3:15 p.m.**

***The Publications Doctors: Part 1***

**Julie Bray**

*Communications Coordinator, Penn Center for Environmental Education, Slippery Rock*

**Gary Ritchie**

*Designer and Graphic Artist, Pittsburgh*

**Mike Weilbacher**

*Director, Briar Bush Nature Center*

Even in this web-oriented era, every EE organization needs a variety of printed materials to succeed: newsletter, brochure, calendar, annual report. Three seasoned communications specialists present a two-part workshop series. In the first part, they'll present some basic tenets and common pitfalls of environmental education publications, using real-life examples from their own—and other—organizations. They'll share tips on photography, layout, design, writing, even logos. Take this workshop alone, or pair it with part 2.

**Friday, March 18, 2011**

**3:45-4:45 p.m.**

***The Publications Doctors: Part 2***

**Julie Bray**

*Communications Coordinator, Penn Center for Environmental Education, Slippery Rock*

**Gary Ritchie**

*Designer and Graphic Artist, Pittsburgh*

**Mike Weilbacher**

*Director, Briar Bush Nature Center*

The doctors are in! In this second of a two-part workshop series, the Publications Doctors will do the rounds examining their patients: your newsletters, annual reports, membership brochures, calendars of events, logos, etc. They'll answer any and all of your questions about sprucing up and improving the publication, from helping with its layout, to improving the printing, to giving the writing more crackle. Bring multiple copies of the publications you'd like to discuss, if possible.





# Environmental Education Center Room 10

**Saturday, March 19, 2011**

**8:30-9:30 a.m.**

**Marketing and Membership 101**

**Beverly Matthews**

*Director of Development, Audubon Society of Western Pennsylvania*

**Rachel Handel**

*Director of Marketing, ASWP*

All EE centers—and most EE organizations—need to market their activities and increase their membership base. But how best to do that in crowded marketplace of so many competing causes? Two veterans of successful membership and marketing programs team up to share the basics in growing a membership program, cultivating and retaining members, reaching out into the community, increasing your visibility, and more. From what a renewal letter should look like to creating a marketing plan, you'll receive a bundle of great take-home ideas for these two areas, the lifeblood of nonprofits.

**Saturday, March 19, 2011**

**9:40-10:40 a.m.**

**Rated M for Mature: Programming for Adults**

**Kathleen Paul**

*Director, Pennsylvania Center for Environmental Education, Slippery Rock;*

**Mike Weilbacher**

*Director, Briar Bush Nature Center*

The lion's share of EE programming misses one of the most important audiences walking into your door: adults. While we offer oodles of events for youngsters, we focus startlingly little attention on adults, especially adults without children. But grown-ups are learners too, need education, and present extraordinary opportunities for rich programming. Kathleen Paul brings her degree in adult education and abundant enthusiasm to this important topic, and Mike Weilbacher adds his experiences tempting adults into his nature center's front door as learners. You'll even learn some zippy new terms, like adrogogy—a new cousin for pedagogy—and LOHAs (you have to come to crack the

acronym!). Bring back to your center both philosophical underpinnings and concrete ideas for luring adults into your center.

**Saturday, March 19, 2011**

**2:15-3:15 p.m.**

**Environmental Education in China**

**Fran Bires**

*Executive Director, McKeever Environmental Learning Center*

China, the world's most populous country, has emerged as a world economic powerhouse—and a country with serious environmental issues. Fran Bires traveled to China to assist the Chinese government and nonprofits in building their first-ever environmental education center! Come hear Fran's thoughts on what the Chinese perceive as environmental education and the challenges of tying it into their school curriculum.

**Saturday, March 19, 2011**

**3:45-4:45 p.m.**

**Centered in the City: EE for Urban Audiences**

**Virginia Ranly**

*Director of Education, Schuylkill Center for Environmental Education, Philadelphia*

**David Wright**

*Outreach and Audience Development specialist, Nature Center at Shaker Lakes, Cleveland.*

Two seasoned educators from environmental education centers in two of our biggest cities—Cleveland and Philadelphia—share their experiences presenting school and public programming for urban audiences. While cities contain tremendously diverse populations representing all income levels and ethnicities, cities also present special challenges—and extraordinary opportunities—for EE. Is urban environmental education different from the work of centers in suburban or rural areas? Each educator provides an overview of their center's work addressing the full spectrum of their city's residents, and both address the victories and heartbreaks of this work.