

ENGLISH

INTERPRETACIÓN EN UN MUNDO CAMBIANTE
INTERPRETATION IN A CHANGING WORLD
L'INTERPRÉTATION DANS UN MONDE EN CHANGEMENT



GLOBAL ALLIANCE
FOR HERITAGE INTERPRETATION
FORUM FOR INTERPRETATION
IN THE AMERICAS

AGENDA (ALL TIMES PACIFIC)

TUESDAY, FEBRUARY 9

8:00–8:15am	Welcome
8:15–9:15am	Keynote: Ted Cable, “The Healing Principle”
9:20–10:20am	Session 1: Carlos Cruz, “Time to Say Hello”
10:25–11:15am	Networking Break: Mexican fiesta hosted by InterpatMX
11:00am–12:00pm	Session 2: Antonieta Jiminez, Ph.D., “Stones vs People: Interpreting Archaeology in a More Meaningful Way”
12:05–1:00pm	Session 3: Ryan Finchum & Chris Mayer, “Strengthening Interpretation through Community Involvement”

WEDNESDAY, FEBRUARY 10

8:00–9:00am	Session 4: Rob Malo, “How to Adapt: Sharing the <i>Joie de Vivre</i> During a Pandemic”
9:10–10:10am	Session 5: Dr. Jacquie Gilson, “Holistic Inspirational Interpretation: It’s Time”
10:15–11:00am	Networking Break: Health and Wellness hosted by Interpretation Canada and Interpretive Guides Association
11:05–11:55am	Session 6: Allen Monroe, “How to Give People Hope When Interpreting Bad News”
12:00–1:00pm	Session 7: Elon Cook Lee, “Training Interpreters During an International Reckoning with Racial and Gender Violence”

THURSDAY, FEBRUARY 11

8:00–9:00am	Session 8: World Cafe (small breakout rooms with lively topic-driven discussions)
9:05–10:05am	Session 9: Patricia Ledesma, “Archeology & Prejudice in the Conquest of Mexico”
10:05–10:45am	Networking Break: American traditions hosted by NAI
10:45–11:45am	Session 10: Bob Sandford, “A Transformational Moment: Global Reset & The Future of Hope”
11:50am–1:00pm	Session 11: Closing Panel, “Indigenous Ways of Interpretation”

AFTERNOON NETWORKING BREAKS

Our afternoon networking breaks will be packed with interpretive fun! On Tuesday join us for an authentic guacamole demonstration and margarita mixing from InterpatMX! You will also be taken on a short virtual tour of different sites in Mexico. Health and wellness will be Canada’s focus on Wednesday with a look into “forest bathing” led by Master Interpreter Ronna Schneberger. Come breathe in the natural aromatherapy of phytoncides and learn if an actual tub is required. On Thursday NAI will highlight some great American traditions from Native American dancers to baseball.

You will have the opportunity to break into small groups to meet and network with other interpreters during these breaks, so make sure you join us every afternoon!

TUESDAY, FEBRUARY 9

KEYNOTE: TED CABLE THE HEALING PRINCIPLE

Ted T. Cable is Professor Emeritus of Park Management and Conservation at Kansas State University where he taught interpretation for more than 35 years. Over his long career, Dr. Cable authored 15 books and more than 250 articles. He has received numerous awards for teaching, advising, mentorship, and scholarly activities, including being honored by both the U.S. Environmental Protection Agency and the US Department of Agriculture for outstanding teaching. Dr. Cable is a Fellow of the National Association for Interpretation and was recently designated as a “Legend” in the field of Parks and Recreation by the American Academy of Park and Recreation Administrators.



This keynote presentation will explore the meanings and significance associated with Tilden’s 5th principle of interpretation. Specifically, its aim is to inspire interpreters to apply Tilden’s notion of addressing “the whole person,” and through this application to offer healing to individuals in their communities. In light of the global pandemic and other challenges faced by all of us in the past year, we hope the audience will find the topic of using interpretation to heal body, mind, and spirit to be especially timely.

SESSION 1: CARLOS CRUZ FLORENCIA TIME TO SAY HELLO

Carlos has worked for 20 years in cultural institutions, educational spaces, and social enterprises creating educational experiences and knowledge dissemination projects. He specializes in the design of interpretive projects, the creation of educational spaces and the development of avant garde academic programs. He believes in the role of personal interpretation and communication as agents that model the experience of people, motivating wellbeing, enjoyment, and the genesis of meaningful moments.



MIDE is the Interactive Museum of Economy. It is located in Mexico City and it was, at the first decade of the XXI Century, the first economy museum of the world. MIDE is also special in being one of the first museums to adopt interpretation as a communication strategy to train its mediators-interpretive guides and to orient the development of experiences. In contrast to other Mexican museums, interpretation is so important to MIDE that we started the first certification program for cultural heritage interpreters in Mexico—one of the topics that we will deal with in the presentation, regarding the need to professionalize interpretation.

Now, in the midst of the pandemic, MIDE faces a formidable challenge: how to reorient its interactive nature while interacting with objects and interpreters may be a health risk. In the presentation we will comment some the lines of work we are developing to deal with this issue... and with the future!

SESSION 2: ANTONIETA JIMENEZ STONES VS PEOPLE: INTERPRETING ARCHAEOLOGY IN A MORE MEANINGFUL WAY

InterpatMx Executive Director; Tenured professor and researcher, Centro de Estudios Arqueológicos, El Colegio de Michoacán.

Antonieta got her PhD in the National University of Mexico, she is the author of three books including *Compartiendo el Tesoro, Metodología para Divulgar la Arqueología* (Sharing the Treasure, a Methodology for Archaeological Heritage Interpretation) and coauthor of five books, including coediting with Manuel Gandara *Interpretación del Patrimonio Cultural: Pasos hacia una Divulgación Significativa en México* (Heritage Interpretation: Steps for a meaningful interpretation in Mexico). She received the National Award of INAH for her research on community archaeology and heritage interpretation in a town located in Western Mexico. She has researched best practices in heritage interpretation and developed the idea of cultural heritage interpretation as “The Art of introducing People to other People.”



For centuries, archaeology has been an iconic way to look into the past. Ancient items have occupied an important place in museums, and archaeological sites have been visited by thousands of people around the world. There has been a transition in interpretation of objects and places from a set of academic facts about how these were consumed or used, to a more engaging discourse, questions about how to make archaeological facts more interesting, meaningful and fun non-renouncing to accurate data are still in the interpreter’s agenda. Using what M. Gándara has defined as the anthropological approach of heritage interpretation, we experimented with a methodology that helped people in an audio-guided tour in Machupicchu (Peru) to have a new understanding of the site. Here I present the process of its creation and some of the results of this experiment.

WEDNESDAY, FEBRUARY 10

SESSION 3: RYAN FINCHUM & CHRIS MAYER STRENGTHENING INTERPRETATION THROUGH COMMUNITY INVOLVEMENT

Chris Mayer, Associate Professor of Ecotourism, Ferrum College

Chris is an educator and heritage resource communication specialist. He worked at the US National Park Service as an interpretation specialist, and he has led the design of interpretive products in the United States, Mexico, Guatemala, Honduras, Panama, and Brazil. Chris has taught classes in interpretation and design of communication media at Colorado State University and Universidad del Valle in Guatemala. He is currently an associate professor of Ecotourism and Recreation Leadership at Ferrum College (Virginia) and an associate of the Center for Protected Area Management at Colorado State University.



Ryan Finchum, Co-director of the Center for Protected Area Management, Colorado State University

Ryan has been involved over the years in capacity development programs for more than 1,000 people from 80 countries around the world. He is a specialist in interpretation, ecotourism, protected area management, and conservation leadership. He has participated in numerous interpretation projects in Central and South America that have resulted in a variety of interpretive products (trails, museum, visitor center, map, video, guide training). Ryan is also a partner at Emerald Planet Tours and has more than 20 years of experience in ecotour design in protected areas in Latin America.

Interpretive sites can be the source of significant pride within a community, especially when that community is directly involved in the planning, design, and creation of interpretive materials and experiences. No matter where you go in the world you will find excellent artists, poets, bio-constructors, and people that are deeply connected to the resources near their home. We strengthen interpretation and public support for protected areas when we get these people involved in our interpretation projects. The presenters draw on decades of experience with the development of interpretive projects throughout Latin America, with emphasis on communities in Panama, Guatemala, and the Brazilian Amazon.

SESSION 4: ROB MALO HOW TO ADAPT: SHARING THE JOIE DE VIVRE DURING A PANDEMIC

Storyteller, poet, voyageur

Rob Malo, also known as TiBert le Voyageur is a Franco-Manitoban Métis interpreter, storyteller, author, stage performer, juggler, 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 has been the Storyteller in Residence at the University of Manitoba, he 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. Rob has been awarded Certificates of Excellence from Interpretation Canada for both TiBert le Voyageur live presentations and a digital educational tool available for teachers through the Province of Manitoba DREF website.



From a live studio in a cabin within Fort Gibraltar, in Winnipeg, Manitoba, virtual participatory techniques are demonstrated. Rob Malo, also known as TiBert le Voyageur, will share his personal approach, along with a healthy dose of *Joie de vivre*, of how to adapt a personal-interpretation program to any circumstance. The marketing and attitude adjustments made in reaction to our new reality felt drastic at first, but now they prove to be useful in the long term. Rob adapted his storytelling and interpretation presentations to a virtual model with success, so can you.

Web sites: tibertlevoyageur.com or robmalonet.net

SESSION 5: JACQUIE GILSON, PH.D. HOLISTIC INSPIRATIONAL INTERPRETATION: IT'S TIME

Dr. Jacquie Gilson has been involved in interpretation for more than 40 years. She completed her Doctor of Social Sciences degree after researching the concept of inspiration in the practice of interpretation. Recently retired after nine years as an Interpretation Coordinator in Canada's mountain national parks, she is thrilled to announce the recent launch of her book *Inspired to Inspire*.



How will using Holistic Inspirational Interpretation help our profession thrive in the uncertain future? Join Dr. Jacquie and your colleagues as we dialogue about the possibilities for a future guided by inspiration and holism.

SESSION 6: ALLEN MONROE HOW TO GIVE PEOPLE HOPE WHEN INTERPRETING BAD NEWS

President/CEO, The Living Desert Zoo and Gardens

Allen Monroe has devoted his life and career to the conservation of animals and educating the public about the natural world. He has worked for zoos and public aquariums around the country including the National Aquarium in Baltimore, the Oklahoma City Zoo, the Indianapolis Zoo, and as Director for the North Carolina Aquarium. In 2014, he became the President/CEO of the Living Desert Zoo and Gardens in Palm Desert, California. In addition, he has worked as a research scientist with the Texas Parks and Wildlife Department and the U.S. Fish and Wildlife Service where he studied the effects of climate change on endangered species. He received his BS in Wildlife and Fisheries Sciences from Texas A&M University and a Masters in Business Administration from the University of Texas.



Hotter summers, drier grasslands, more frequent and more intense fires. We are experiencing a change in our climate that is threatening our homes, our lifestyles, and importantly our wildlife and wildlands. Allen Monroe will detail these changes but will also share reasons why we should be hopeful and how that message is shared at The Living Desert. We can combat climate change—if we work together!

SESSION 7: ELON COOK LEE TRAINING INTERPRETERS DURING AN INTERNATIONAL RECKONING WITH RACIAL AND GENDER VIOLENCE

Director of Interpretation and Education, National Trust for Historic Preservation Consultant, Liberation Heritage

Elon Cook Lee serves as the Director of Interpretation and Education at the National Trust for Historic Preservation. Her recent career has included serving as Program Director and Curator at the Center for Reconciliation in Providence, Rhode Island, and the director of and later consultant for the Robbins House, an African American historic site in Concord, Massachusetts. She is also a member of the National Advisory Committee for Old Salem Museums and Gardens, and a member of the board of the Slave Dwelling Project. Through her consulting business, Liberation Heritage, she has trained hundreds of historic site interpreters and museum professionals across the country on interpretation theory, and how to incorporate feminist and antiracist frameworks into museum work.



Participants will learn about some of the biggest current events related challenges interpreters have been facing in the last four years in the United States. Then we'll explore strategies and practices that can help visitors and the interpreters themselves have a peak experience while discussing challenging topics.

THURSDAY, FEBRUARY 11

SESSION 9: PATRICIA LEDESMA BOUCHAN MAY THE OMENS BE FAIR: ARCHAEOLOGY AND PREJUDICE IN THE CONQUEST OF MEXICO

Patricia Ledesma is an archaeologist and holds an MA in archaeology/heritage management from the Escuela Nacional de Antropología e Historia. She is a faculty member at the same Escuela, lecturing at the B.A. programs of Archaeology and History on subjects related to epistemology, heritage, law, and museum studies; and, from 2010 to 2014, she served as chairperson of the Department of Archaeology. Since 2015 she is Director of the Templo Mayor Museum. She has been curator and co-curator of several exhibitions, and editor of their respective catalogs. She has published papers on heritage, museums, and diverse topics related to the Aztec Culture.



Five hundred years later, the Conquest of Mexico is a topic that has to be dealt with honestly but with care. The Museum of Templo Mayor decided to start a cycle of events and exhibitions that started with “Tetzáhuitl. Los presagios de la conquista de México” (The Omens about the Conquest of Mexico), which opened one of the many lines of debate about it.

Indigenous accounts of the fall of the Mexica (Aztec) Empire start with a series of mysterious omens that happened 10 years before it happened in 1521. This information has caused much controversy and led many people to think that it was this ideological conviction what caused the defeat of the Mexica, reflecting how superstition and ignorance were responsible for their downfall. But is this really true? Were the Europeans free of superstitions and omens? Or were they also present in their culture? Using an anthropological approach to interpretation, the exhibition challenges our own current prejudices about this catastrophic event, with meaningful results, to judge from visitors' comments and an independent evaluation.

SESSION 10: BOB SANDFORD A TRANSFORMATIONAL MOMENT: GLOBAL RESET & THE FUTURE OF HOPE

- Chair of Global Water Futures in Water and Climate Security at the United Nations University Institute for Water, Environment and Health
- Senior advisor on water issues for the Interaction Council alongside a number of former world leaders
- Fellow of the Centre for Hydrology at the University of Saskatchewan
- Member of Canada's Forum for Leadership on Water, a national water policy research group
- Author, co-author or editor of more than thirty books including *Our Vanishing Glaciers*, *The Snows of Yesteryear*, and the *Future Climate of the Mountain West*, which won the prestigious Lane Anderson Award for the best science writing in Canada.



In his work Bob is committed to translating scientific research outcomes into themes and language we can all use to better connect with audiences and influence change. Recognized by his peers Bob has been nominated and certified as a Master Interpreter with the Interpretive Guides Association

The risk at that moment is that our society will lapse into some different but still functionally unaltered version of what we had before the pandemic which would be a disaster leading only to the next disasters. The world won't be and shouldn't be the same again. Our interests should reside in not re-creating the world we had, but the world we want. While it will be critical to rebuild our societal structure once this pandemic passes, we should be using this hiatus to thoughtfully consider how we can restructure in ways that will expand the reach and reputation of interpretation while at the same time making other critically needed changes to our economies and lifestyle expectations that will make us not just less vulnerable to pandemics in the future but bolster meaningful persistent action in achieving the goals of the UN's 2030 Transforming Our World global sustainable development agenda in time to ensure we never come this close to crossing the threshold of societal collapse again.

SESSION 11: INDIGENOUS WAYS OF INTERPRETATION

Indigenous people have been sharing ecological and cultural knowledge within and between cultures for thousands of years. In comparison, the profession of heritage interpretation is a new field, with much to learn about the most appropriate and effective ways to share ecological and cultural information in the lands we refer to as America.

This indigenous-led panel will discuss the current state of indigenous tourism in the Americas and consider what the profession of heritage interpretation can learn from these ways of sharing knowledge and culture in a respectful manner honouring the boundaries of Cultural Appropriation.

Hosted and moderated by Brenda Holder

BRENDA HOLDER

Brenda was born and raised in the Rockies in Jasper National Park and has spent a vast amount of time trekking from valley to valley. Brenda is of Cree/Iroquois lineage and is pleased to follow her heritage as a traditional guide from the Kwarakwante of Jasper.



Now living on a ranch North of Sundre Alberta, Brenda runs her company Mahikan Trails as an Indigenous owned and operated Tourism company offering international and national guests exceptional culture-based outdoor experiences. The experiences are offered in Banff National Park, Jasper National Park, Kananaskis and recently expanded to a Quarter Section of land just North of Sundre Alberta on the back end of the Ya Ha Tinda and into the West Country.

Brenda is a Master Interpreter through the Interpretive Guides Association and is a Traditional Knowledge Keeper of plant medicine from her Cree lineage. In addition, she is the Chair of the Indigenous Tourism Association of Canada, Chair of Indigenous Tourism Alberta, and also serves as the Indigenous Board Member for the Interpretive Guides Association representing Indigenous Interpretive Guides.

Brenda has done many different indigenous skills including the traditional crafting such as hide tanning, moccasin making, beading, hide jackets and fur mittens. Brenda's specialty is in traditional medicine, drawing upon the teachings from many generations of Cree healers and her background in sciences, Brenda creates a perfect blend of Traditional Medicine for a Modern World.

ANGÉLICA AGUSTÍN DIEGO

Angélica Agustín Diego is a P'urépecha woman, born in Michoacán (western Mexico). She has extensive experience sharing the value of the P'urépecha culture. Her vocation is in the study and dissemination of the P'urépecha language and for this he has specialized in Indo-American linguistics. She has a specialization in community management and local governments, with a specialization in the rights and autonomy of Native Peoples (CIESAS - Center for Higher Studies in Social Anthropology) in Mexico City. She has taken refresher courses for the study of indigenous languages, interpretation and translation, and popularization of science in P'urhépecha. She is currently the Head of the Department, Center for Research and Language Teaching of the UIIM.



J'NET AYAYQWAYAKSHEELTH

Master of Arts in Leadership and Training, Royal Roads University, 2007

Bachelor of Arts in First Nations Studies, Vancouver Island University, 2000

Bachelor of Social Work, Carleton University, 1994



J'net AyAyQwaYakSheelth (One who gives away and still stands tall) is an Ahousaht member from the Nuu-chah-nulth nation and an award-winning arts leader and educator. As Indigenous Outreach and Learning Coordinator, J'net develops relevant Indigenous content and perspectives for the ROM's School Programs, and nurtures community partnerships to co-create outreach initiatives. J'net is a practitioner of reconciliation through participation, as a way of championing authentic engagement and appreciation of diverse living Indigenous cultures and heritages, in both historical and contemporary contexts.

Consciousness-raising, with an anti-oppression lens, is central to her efforts to ensure the Museum provides a fuller picture of the ongoing impacts of colonization and cultivates equitable relations with communities. J'net also uses her educator leadership role to foster systemic impacts that correct historical amnesia and thaw out colonized minds.

JOE URIE

Joe Urie and his wife Patti are the owners of the Jasper Tour Company, which operates out of Jasper National Park in the Canadian Rockies. He is a founding director and continues to serve on the board for Indigenous Tourism Alberta and he also serves as a board member for the Interpretive Guides Association.



Joe is a passionate storyteller, and he is awaiting the release of his first short novel *Coyote Takes A Walk*, a work of fiction that is “100 percent true” soon to be published by Kegedonce Press, one of Canada's first Indigenous owned and operated publishing houses.

Joe Urie is a proud member of the Métis Nation.