Since 2006, NAI’s International Conference on Interpretation has been a venue for interpreters from around the world to share ideas, grow the profession, and develop a global network. In that time, we’ve met in North America, Central America, Asia, Oceania, and Europe.

Issues facing global heritage interpretation are as diverse as the countries and interpreters represented at this conference—but we all share a common goal: How do we use interpretation to engage visitors, to make people care for and about the special places around the world where we work? This conference provides the opportunity for important conversations that advance the profession, that allow us to explore both our differences and our commonalities. How can we learn from one another so that we all improve, and advance this vital profession?

This year, we return to Europe for the first time since 2009, when we met in Athens, Greece—a conference where an initiative group met to prepare the foundations of the organization that would become Interpret Europe, which was subsequently founded in 2010 and has since grown to become a valued global partner and an invaluable supporter of interpretation.

We hope you’ll make the most of the opportunities this week presents. Grow your global network. Learn from the challenges your colleagues around the world face, share your own expertise, and enjoy the unique cultural, historical, and natural heritage our host city of Reims has to offer. We look forward to sharing a great conference with you!

—Jay Miller, NAI President
—Margo Carlock, Executive Director
### Schedule at a Glance

**Monday, April 16**
- 4:00–5:30pm: Registration/Check-In in the lobby of the Best Western Hotel de la Paix
- 5:00–7:00pm: Welcome Reception at the Best Western Hotel de la Paix (Light hors d’oeuvres will be served)

**Tuesday, April 17**
- 8:00am–4:00pm: Registration/Check-In at the CIS
- 9:00–9:50am: Concurrent Sessions: Block 1
- 10:00–10:30am: Morning Coffee Break
- 10:30–11:20am: Concurrent Sessions: Block 2
- 11:30–11:55am: Concurrent Sessions: Block 3
- 12:00–1:30pm: Lunch (in two waves)
- 1:30–2:50pm: Concurrent Sessions: Block 4
- 3:00–3:30pm: Afternoon Coffee Break
- 3:30–4:30pm: General Session
  - Welcome from NAI
  - Keynote Address: Monique Seefried
- 4:30–4:55pm: Concurrent Sessions: Block 5
- **Evening**: Dinner on Your Own

**Wednesday, April 18**
- **All Day**: Off-site Study Sessions
- **Evening**: Dinner on Your Own

**Thursday, April 19**
- 8:00am–12:00pm: Registration/Check-In at the CIS
- 9:00–10:20am: Concurrent Sessions: Block 6
- 10:30–11:00am: Morning Coffee Break
- 11:00–11:50am: Concurrent Sessions: Block 7
- 12:00–1:30pm: Lunch (in two waves)
- 12:00–3:20pm: Silent Auction
- 12:00–3:20pm: Silent Auction
- 12:30–2:50pm: Concurrent Sessions: Block 8
- 3:00–3:30pm: Afternoon Coffee Break
- 3:30–4:20pm: Concurrent Sessions: Block 9
- 4:30–4:55pm: Concurrent Sessions: Block 10
- 6:00–8:00pm: Banquet & Scholarship Auction at the Best Western Hotel de la Paix

**Friday, April 20**
- 9:00–10:00am: Closing Keynote: Ted Cable & Larry Beck
- 10:00–10:30am: Morning Coffee Break
- 10:30am–12:00pm: World Café
- 12:00pm: Conference Ends

### Reims City Pass

As a thank you to NAI for holding our International Conference in France, the convention bureau of the tourist office of Reims is giving our delegates and their guests the discounted rates below on the Reims City Pass.

- 1-day pass: 7 € (instead of 22 €)
- 2-day pass: 10 € (instead of 32 €)
- 3-day pass: 13 € (instead of 42 €)

To learn more about the City Pass and sites included in the pass, please visit their website at www.reimscitypass.com. If you are interested in purchasing a City Pass you may buy it at the tourist office during the event. You must show your NAI 2018 badge to the tourist information assistants to qualify. The tourist office is located in the city center:

Office de Tourisme du Grand Reims
6 Rue Rockefeller - CS 60013
51725 Reims

Included with the Reims City Pass:
- Public transport (tram and bus) within Reims
- Guided tour of the city (on foot)
- Digital tour of the city
- Reims City Tour (bus tour)
- Musée des Beaux-Arts
- Chapelle Foujita
- Musée Historique Saint Remi (UNESCO world heritage site)
- Musée du Fort de la Pompelle
- Musée de la Reddition du 7 Mai 1945
- Planétarium
- Palais du Tau (UNESCO world heritage site)
- Musée Saint-Jean-Baptiste de La Salle
- Musée Automobile Reims-Champagne
- Musée Hôtel le Vergeur
- Musée de l’Aéronautique Locale
- Cellar tour at Champagne Jorez-Le Brun
- Cellar tour at Champagne Joseph Desruets
**MONDAY, APRIL 16**

**Registration**
4:00–5:30pm
Lobby, Best Western Hotel de la Paix
9 Rue Buirette, 5100 Reims, France

**Welcome Reception**
5:00–7:00pm (ticketed event)
Berlin Room, Best Western Hotel de la Paix

Join us at the beautiful four-star Best Western Hotel de la Paix for our welcome reception. Enjoy French hors d’oeuvres and sip on French wines as we kick-off the 2018 NAI International Conference!

**SUPPORT A WORLD WAR I MEMORIAL**

Please join our keynote speaker Dr. Monique Seefried in supporting a WWI Memorial fund. Dr. Seefried donated her honorarium for speaking at this conference to the fund.

If you would like to remember WWI veterans and honor all those who served both at home and overseas, please consider a donation to help build a WWI Memorial in the US capital. Donate online at the US World War I Centennial Commission (www.worldwar1centennial.org) or mail a check payable to USFCWW to:

The United States Foundation for the Commemoration of the World Wars
701 Pennsylvania Avenue, NW #123
Washington, DC 20004

For more information on this project, please visit the Centennial Commission’s website.

**TUESDAY, APRIL 17**

**Registration**
8:00am–4:00pm
Building A, Level 1 in Foyer outside of Ireland Meeting Room

**Concurrent Sessions: Block 1**
9:00–9:50am

**Morning Coffee Break**
10:00–10:30am
Les 3 Cepages Room, Building B, Level 0

**Concurrent Sessions: Block 2**
10:30–11:20am

**Concurrent Sessions: Block 3**
11:30–11:55am

**Lunch**
Cafeteria, Building A, Level 0
Wave 1, 12:00–12:45pm
Wave 2, 12:45–1:30pm
Due to limited space we will be offering lunch in two waves. Please check your registration badge for your assigned lunch time.

**Concurrent Sessions: Block 4**
1:30–2:50pm

**Afternoon Coffee Break**
3:00–3:30pm
Les 3 Cepages Room, Building B, Level 0

**General Session**
3:30–4:30pm
Les 3 Cepages Room, Building B, Level 0
Welcome from NAI
Keynote Address: Monique Seefried

**Concurrent Sessions: Block 5**
4:30–4:55pm

**Dinner on Your Own**
Explore Reims and dine in one of its many fabulous restaurants.

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**KEYNOTE**

**MONIQUE SEEFRIED**
Commissioner, US World War I Centennial Commission

**Making Thinking Visible**
Through cultural and natural sites, an attempt to interpret the memory of the Great War and hear the voices of those who don’t have a voice anymore

3:30–4:30pm

This address will explore cultural and national identities in the cauldron of WWI and subsequent peace treaties, as well as the scars left by the war on the people and the land. This narrative will be informed by memorials erected in France to commemorate the suffering and sacrifices of those affected by the war, along with memories from multiple perspectives—British, Canadian, Australian, French, Senegalese, Austro-Hungarian, German, and soldiers and officers of other nationalities, as well as the role in France of Chinese coolies, Japanese doctors and nurses, Indochinese truck drivers, African American stevedores and grave diggers, and many others brought to support the war effort.
**Across the Seas: America Over Here…**
*Anne-Sophie Navet, Flora Gueguen*

At Normandy American Cemetery, the overlap of U.S. History and multicultural relations creates interpretive opportunities for a lasting bond between people and nations.

**Interpretive Writing for What is Real**
*Alan Leftridge*

Participants will review three writing projects, two from the USA and one from France. Attendees discuss how critical thinking skills honor the interests of the diverse audiences.

**A New Conversation on Climate Changes**
*Josh Dodson*

Interpreting climate change through story and metaphor promotes meaningful conversation and depoliticizes a topic that is relevant at so many natural and historic sites.

**Technology in Interpretation**
*Paul Caputo*

It's decision time for interpreters: Is technology as a tool that can enhance our communication abilities? Or is it an intrusion that shortens attention spans and inhibits our ability to reach audiences?

**Critical Thinking in a Concrete World**
*David S. Harwood*

Skilled interpreters develop intra-interpersonal processes essential to creating a critical thinking approach to facts and emotions as they relate to ideological formation.

**Sensitive Heritage, Sensitive Interpretation**
*Michael H. Glen*

This presentation is about “heritage that hurts” either host communities or visitors, and how we can prevent upsetting people when seeking to gain respect for everyone’s heritage.
This is Geotourism: A New Approach to Interpretive Signage
Sonja Prendivoj
This session addresses employing a collaborative, multidisciplinary approach to developing iconic interpretive signs that engage recreationalists with topics such as geology, culture, and biology.

Interpreting China’s Dujiangyan Irrigation
Xue Dong
Based on a specific interpretive planning project for a World Heritage Site in China, this presentation focuses on the five key components of research design and methods.

How to Interpret Challenging Issues
Valeria Klitsounova, PhD
This presentation describes Belarusian practices in creating experiences and critical thinking in two interpretive programs about cultural identity and conflicting attitudes to Chernobyl.

Defending the Opposition
Tina Salata, Cory Avila
Tackle controversial topics by educating people on opposing environmental viewpoints. The key to successfully defending your position is by understanding your opponent.

Green Walls | Indigenous Graphism in Favelas
Dinah Tereza Papi De Guimaraens
Architecture can communicate! “Green Walls | Indigenous Graphism,” a program of the urban digital education project “MACquinho,” expresses messages of populations living in favela (shacks) at Morro do Palácio, Brazil.

Interpreting People’s Values
Antonieta Jimenez
How do you make interpretation about people (ancient or modern) more relevant and meaningful to the public? In this paper we will find a way to use cultural values in our planning.

Sex, Lies, Videotape, and Bears Ears
Larry Beck
This case study inspires critical thinking, touching on cultural (and natural) subtheme strands, using an interactive format that results in participants returning home with new ideas.

Slavery & Sovereignty at the Bray School
Nicole Blundell Brown
Using letters, journals, and other primary documents, participants will consider how the Williamsburg Bray School both subjugated and empowered the enslaved of Colonial Virginia.

We Hold These Truths to be Self Evident
Amy Douglas
This session will help interpreters develop a framework to navigate the challenges of audience interaction when tackling difficult topics and political hyperbole and histrionics.
Assessing Interpretive Training in Japan
Naoka Yamada
This exploratory research assessed an interpreter training course in Japan and identified effectiveness and improvement. Future training should focus on articulating goals.

Talking in 3D
Adda Gabirela Plumasseau
Learn how using the basic rules of sign language and incorporating key “words” when you communicate an idea can help the audience remember easily important facts.

Outlook of Heritage Interpretation in Ukraine
Natalia V. Gudkova
The project on nature interpretation in Ukraine was realized by Ukrainian Environmental Club “Green Wave” in collaboration with the US Forest Service (2016-2017).

Training Interpreters for Botanic Gardens
Costantino Bonomi, Serena Dorigotti
“Learn to Engage” is an Erasmus plus project (2016–2019) aiming to train interpretation professionals from botanic gardens and museums in Italy, Great Britain, and Portugal.

Offsite Sessions
(Pre-registration required)

Many Thousand Gone: Interpretation and the Great War
Meet at 7:45am for an 8:00am departure. Depart from Mercure Hotel, 31 Boulevard Paul Doumer. Return at 6:00pm.
Guide: Constant Lebastard, Aisne-Marne American Cemetery
Lunch provided
Clothing: Wear weather-appropriate clothing to walk around different sites.

Reims Mountain Regional Nature Park & Cave aux Coquillages
Meet at 8:00am for an 8:30am departure. Depart from CIS de Champagne. Return at 5:00pm.
Guide: Olaf Holm, Director Parc Naturel regional de La Montagne de Reims
Lunch provided
Clothing: Wear weather-appropriate clothing to walk and hike around different sites.

Champagne Regions from the Middle Ages to The 21 Century
Meet at 8:15am for an 8:30am departure. Depart from CIS de Champagne. Return at 5:00pm.
Guide: Local tour guides, featuring a unique opportunity to speak with a local wine-grower
Lunch provided
Clothing: Wear weather-appropriate clothing to walk around different sites.

Interactive Walking Tour or Reims
Arrive at 8:45am for a 9:00am departure. Meet at the main entrance of the Cathedral Notre Dame, Place du Parvis. Return at 2:00.
Guide: Jeffery Aarnio, former agency interpretive trainer for the American Battle Monuments Commission in France
Lunch: Included, at the l’Affaire restaurant

Spain and Russia Rooms are in Building A, Level 1 (Bâtiment A, Niveau 1)
France Room is in Building A, Level 0 (Bâtiment A, Niveau 0)
Les Flaconnages and Les 3 Cepages Rooms are in Building B, Level 0 (Bâtiment B, Niveau 0)
THURSDAY, APRIL 19

Registration
8:00am–12:00pm
Building A, Level 1 in Foyer outside the Ireland Meeting Room

Silent Auction
12:00–3:20pm
Ireland Meeting Room, Building A, Level 1
Please drop off your auctions items at the registration desk by 9:00am.

Concurrent Sessions: Block 6
9:00–10:20am

Morning Coffee Break
10:30–11:00am
Les 3 Cepages Room, Building B, Level 0

Concurrent Sessions: Block 7
11:00–11:50am

Lunch
Cafeteria, Building A, Level 0
Wave 1, 12:00–12:45pm
Wave 2, 12:45–1:30pm
Due to limited space we will be offering lunch in two waves. Please check your registration badge for your assigned lunch time.

Concurrent Sessions: Block 8
1:30–2:50pm

Afternoon Coffee Break
3:00–3:30pm
Les 3 Cepages Room, Building B, Level 0
Be sure to get your final silent auction bids placed!

Concurrent Sessions: Block 9
3:30–4:20pm

Concurrent Sessions: Block 10
4:30–4:55pm

Banquet & Scholarship Auction
6:00–8:00pm
(Meet at 5:30 in the lounge for cocktails.)
Berlin Room, Best Western Hotel de la Paix
9 Rue Buirette, 5100 Reims, France
Join us at the beautiful four-star Hotel de la Paix for the last evening of the conference. Mingle with your colleagues from across the globe as we dine on French cuisine and sip on French wines. Don’t forget to bid bid bid on the wonderful auctions items.

BLOCK 6
FRANCE ROOM Strand: Management/Planning
Meaningful Meaning Making
Jeff Aarnio, Tonia Herndon
Come experience an interactive glimpse into the power of making meaning. Explore how we can use meaning to better express who we are and share our passions with others.

LES FLACONNAGES ROOM Strand: Natural
Outdoors for Users with Mobility Impairments
Topher Downham
This program shares what the City of Boulder Open Space and Mountain Parks has done to promote access and connect visitors with mobility impairments to local public lands.

LES 3 CEPAGES ROOM Strand: Management/Planning
Tourism as an Opportunity, Not a Curse
Jane Beattie, Amy Lethbridge, Lima Rosalind, Bill Taylor, Sue Hodges
Both natural and cultural heritage sites face increasing pressure from tourism. Join a panel of tourism experts from around the world as they discuss recommended approaches.

SPAIN ROOM Strand: Cultural
The Amoral Skillset
S. Marisol Asselta
Interpretation is an intimately powerful skill set, capable of inspiration and connection or manipulation and abuse. Let’s discuss potential dangers behind our beloved techniques.
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<th>Time</th>
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<td>Giving Online Interpretation In-Person Power</td>
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<td>Reflecting on Practices for Transformation</td>
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France Room is in Building A, Level 0 (Bâtiment A, Niveau 0)
Les Flaconnages and Les 3 Cepages Rooms are in Building B, Level 0 (Bâtiment B, Niveau 0)
### BLOCK 9  3:30–4:20pm

**FRANCE ROOM**  Strand: Cultural

**Challenging Organizational Culture**  
*Janet Nagele*

Organizations in the U.S. may say they are open to all people, but often lack the structure and culture that supports this claim. Develop strategies for diversity and equity.

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**LES FLACONNAGES ROOM**  Strand: Management/Planning

**Overarching Themes Lift All Boats**  
*Jay Miller*

This presentation will discuss the power of well-crafted themes to provide focus and shape experiences and programs at interpretive sites.

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**RUSSIA ROOM**  Strand: Cultural

**Telling Our Own Story: Choctaw Code Talkers**  
*Tiajuana Cochnauer*

Interpreters seeking ways to “tell the story” of another culture will learn how a U.S. Federally Recognized Tribe helped end World War I in France: Choctaw Code Talkers.

---

**SPAIN ROOM**  Strand: Cultural

**Explore the World with Inspiring Storytelling**  
*Molly Postlewait, Judy Sweeney*

Storytelling is a powerful tool for understanding the world and building connections. This session will explore a 2016–17 case study at the International Universal American School of Dubai.

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### BLOCK 10  4:30–4:55pm

**FRANCE ROOM**  Strand: Cultural

**Interpreting LGBTQ Histories**  
*Stuart Michael Frost*

This presentation explores recent initiatives at the British Museum (and other heritage organizations) to interpret LGBTQ histories meaningfully for broad and diverse audiences.

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**LES FLACONNAGES ROOM**  Strand: Cultural

**(Selectively) Remember the Alamo!**  
*Vincent Jacot*

This presentation will explore the Alamo's situation by discussing its mythologizing, its redevelopment, the issues surrounding it, and possible solutions to them.

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**RUSSIA ROOM**  Strand: Cultural

**French Origins of Professional Interpretation**  
*Catherine Morgan-Proux, Ted Cable*

Decades before Enos Mills’ nature guiding activities in the U.S., a collection of notebooks used by early 19th-century mountain guides holds clues to the origins of the profession in France.

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**LES 3 CEPAGES ROOM**  Strand: Natural

**Interpreting Ecology in a Cultural Context: Respecting the “Buffalo”**  
*Lauren Markewicz*

What is truly the difference between “bison” and “buffalo” in North America, and whose knowledge is privileged when interpreters insist that “buffalo” is wrong?

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Spain and Russia Rooms are in Building A, Level 1 (Bâtiment A, Niveau 1)  
France Room is in Building A, Level 0 (Bâtiment A, Niveau 0)  
Les Flaconnages and Les 3 Cepages Rooms are in Building B, Level 0 (Bâtiment B, Niveau 0)
FRIDAY, MARCH 20

General Session
9:00–10:00am
Keynote Address: Larry Beck and Ted Cable

Morning Coffee Break
10:00–10:30am
Les 3 Cepages Room, Building B, Level 0

World Café
10:30am–12:00pm
Moderator: Jay Miller, NAI President

Critical thinking is the objective analysis of facts to form a judgment—but how do we recognize and agree on what is fact? NAI Past President Amy Lethbridge and Executive Director Margo Carlock will lead a discussion of interpretation’s place in confronting truth versus misinformation. What role do interpreters play in facilitating reflection, analysis, and critical thinking in the minds of the visitors to the places we hold dear? Are we striving to achieve consensus, acknowledgment and understanding of divergent viewpoints, or provocation of critical thinking?

This session will end with closing remarks by current NAI President Jay Miller who will present a summary of the themes of the conference, the learning that took place, experiences the conferees had, and reflect on positive outcomes.

Conference Ends
12:00pm

LARRY BECK AND TED CABLE
The Value of Interpretation to Conservation and Protection
9:00–10:00am

The authors of Interpreting Cultural and Natural Heritage: For a Better World will inspire critical thinking and meaningful conversations about the challenging issues of our times by celebrating what interpretation can offer the world.

The session and the book it is based upon are especially relevant to the profession of interpretation. Many books have been written on various aspects of interpretation, but this is a singularly comprehensive book on the topic. The session will include opportunities for audience participation as to how their specific interpretive sites contribute to a better world.

After the presentation there will be ample opportunity for informal interactivity with the authors who will be available for questions and answers. Participants will be able to return home inspired with new ideas.
## CONFERENCE PARTICIPANTS

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<tr>
<th>Name</th>
<th>Title/Role</th>
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<th>Email</th>
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<tr>
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