

BOARD OF TRUSTEES MEETING MINUTES

THE WILD CENTER

May 7, 2018 – The National Museum of the American Indian – New York City
1:00 PM – 4:00 PM

Trustees Present: Nancy Simpkins, President, Paul Alioto, Tom Aydelotte, Joe Beck, Michael Bettmann, Terry Birdsong, George Cigale, Sally Hart, Thomas Jorling, Peter Kindler, Betsy Lowe, Rich Malloch, and Karen Thomas.

Board of Trustees Present via GoToMeeting: Lynn Fox, Rick Godin, Nancy Howard, Jack Ryder, James Schoff, Charlie Svenson, and Joel Treisman.

Board Absent: Paul Maroun, Chris McFadden, Linda Rosenstock, and Sandra Strader.

Advisory Board Present: Barbara Grose.

Advisory Board via GoToMeeting: John McHugh and Derrick Pitts.

Staff/Consultants Present: Marci Bencze, Hillarie Logan-Dechene, Robin Ellis, Bob Kronenberger, Stephanie Ratcliffe, and Will Maitland Weiss.

Welcome: Nancy Simpkins called the meeting to order at 1:07 pm and welcomed all in attendance in the room and on the phone. She reported that we had recently received a bequest of \$768,000 from Obie Clifford through his McKinsey retirement account and noted there would be further discussion about his amazing gift during the Development Committee report.

Discussion: A Jeffersonian “Wild Talk” took place on Sunday afternoon at the Lotus Club with people interested in environmental youth leadership planned by Will Maitland Weiss, Nancy Simpkins and Karen Thomas and Hillarie Logan-Dechene. There was then a brief discussion regarding the importance of these events as opportunities for trustees to get to know well qualified board prospects and current donors better. Nancy recommended that Trustees either consider hosting or attending one. Will suggested that Boston would be an excellent region to gather and asked Board members with ideas to contact him.

I. Approval of Minutes

Discussion: Minutes of the January 22, 2018 meeting were unanimously approved with minor corrections.

Sally Hart motion, George Cigale second.

II. **Executive Director Report**

Discussion: Stephanie Ratcliffe began her report by sharing the following highlights:

- Jen Kretser, Director of Education received an award from John Brown, a wonderful honor.
- Patrick Murphy received a Rising Star award from MANY (Museum Association of New York).
- Record year for Community Maple Project this year.
 - 100 families participated
 - 225 gallons of syrup produced
- Acknowledgement of an immense amount of work by Bob Kronenberger and the Finance Department for their grant reporting work.

III. **Approval of 2017 Audit**

Discussion: Audit Committee Chair Paul Alioto, shared the following information regarding the recent audit:

- Process was smoothest he has experienced including many years of school audits
- Audit Committee met 4/12
- There have been clean opinions for the last ten years +, TWC is very fortunate
- Made note of internal controls – no deficiencies to be considered
- Overall net assets increased to over \$32,000,000
- Need to look harder at cyber security

Brief discussion ensued regarding what to do in the event of a cyber security breach. Bob Kronenberger stated that there was not currently a plan in place but that the committee was looking into this.

Paul then shared the following 2017 Audit Report Highlights:

- Auditors report reflects a “clean opinion,” meaning that in the opinion of our auditors, the financial statements present fairly the financial position and results of operations of the Center.
- **Statement of Financial Position**
 - Total cash and investments at \$6.4mm (up \$700k from 2016)
 - Contributions receivable decreasing with collection of pledges (but did add \$195k in new pledges in 2017)
 - Notes payable increased by \$156k in 2017. This is from financing the new parking lot construction and Bobcat utility vehicle purchase, less \$100k payment on Wild Walk note.
 - Total liabilities and debt at \$1.3mm (up from \$1.1mm in 2016).
 - Overall Net Assets increased to \$32,431,000 from \$32,387.00 in 2016.

- **Statement of Activities**

- Total support and revenues were \$5.7mm in 2017. This is up \$1mm from 2016 - \$500k from contributions and grants and \$500k from investment income.
- Total operating expenses were \$4.7mm in 2017. This is up \$447k from 2016 – program expenses were up \$173k while support expenses were up \$274k (mostly funded by marketing grants).
- Changes in net assets was up \$43k in 2017 vs. down by \$544k in 2016.
- From an operating perspective – excess of support and revenues over operating expenses was \$333k in 2017 vs. \$80k in 2016.

Action: A motion to approve the 2017 audit was unanimously approved.

George Cigale motion, Tom Jorling second

IV. **Financial Report**

Discussion: Joe Beck began by sharing the following objectives of the Finance Committee:

- Develop and monitor annual budget and spending trends
- Advise Board President and Executive Director on financial conditions
- Monitor loans and other financial obligations
- Coordinate with Audit and Investment Committees

Joe then took a moment to thank the following Finance Committee members for their contributions.

- Rich Malloch
- Chris McFadden
- Jim Schoff
- Charlie Svenson
- Lynn Birdsong, ex officio
 - Investment Committee Chair
- Paul Alioto, ex officio
 - Audit Committee Chair
- Stephanie Ratcliffe, Exec. Director
- Bob Kronenberger, Dir. of Finance

Joe Beck then invited Bob Kronenberger to share observations of the committee regarding the financial report:

Attendance

- 1st Quarter attendance in 2018 is up 9% from 2017 (diff. of 500 visitors).
- Paid attendance for the quarter is also up 9% from 2017.
- 2018 total attendance budget is 139,500 (down 4% from 2017).

- We have been able to use the Wild Walk bounce to sustain a much higher base attendance level.

Admission Revenue

- 1st Quarter 2018 admissions revenues up 10% from 2017 (but that is only about \$2,000).
- 2018 admissions budget is \$1.55mm which is \$100k more than 2017 (lower attendance but instituted summer ticket price increase).

Earned Revenues

- 2018 membership revenues are on budget YTD and ahead of last year.
- YTD Store and Café revenues are both up vs. 2017.
- 2017 Admissions revenues includes \$10,000 from BAGA conference.

Support Revenues

- 2018 operating support revenues 6% under budget YTD.
- Annual Fund on budget YTD.
- Operating grants \$35,000 under budget YTD – but mostly timing.

1st Quarter Revenues as part of total 2018 Budget

- The first quarter accounts for only 12% of our annual revenue budget.
- Only 3% of budgeted 2018 earned revenues YTD.
- Only 23% of budgeted 2018 support revenues YTD.

Functional Operating Expenses

- Overall 2018 YTD operating expenses are \$106,000 under budget and slightly less than last year.
- 2018 operating notes:
 - 2 staff positions recently opened (facilities and marketing);
 - Staff salary increases effective March 1;
 - New indoor exhibit in process; *Roots of Wisdom* exhibit to arrive in May;
 - Marketing expenses \$46,000 under budget year to date.

Income Statement Forecast

- 2018 earned income close to budget.
- 2018 operating expenses \$106,000 under budget.
- 2018 operating support \$36,000 below budget.
- Overall 2018 YTD results are a little better than plan and last year's results.

Balance Sheet Highlights

- Bank line of credit \$750,000. \$375k drawn as of March 31.

- Grants receivable from New York State of \$415,000 for marketing grants.
- Wild Walk term loan balance \$900,000 with next \$100,000 principal payment due December 2018.
- Additional term loans of \$243,000 to finance new parking meadow and purchase of Bobcat utility vehicle for facilities. Loans are payable monthly over 60 months.
- Including the outstanding Wild Walk pledges and Gala commitments, unfunded Wild Walk term loan balance ~\$62,000.

Endowment Performance

- Current portfolio weighting is 70% stocks, 30% cash and bonds.
- Portfolio widely diversified via mutual fund holdings and Treasury Notes.
- S & P gained 10.8% over LTM, but lost 1.2% in first quarter of 2018.
- Market value decrease of \$51.000 in first quarter of 2018.

Conclusions

- 2018 YTD results are on plan.
- Endowment providing tangible support to operating funds, but market performance has slowed from 2017 results.
- Overall balance sheet remains strong with seasonal liquidity necessitating use of line of credit.
- Continued reliance on Annual Fund support @35% of 2018 revenue.
- Grants continue to contribute to operating expenses.
- Intern house purchased in March with completely donated funds and without a Board appeal as challenged.

Action:

A motion to accept the following banking resolution was unanimously approved.
Joe Beck motion, Terry Birdsong second.

“Resolved that the authorized signers list for our operating account at Community Bank be modified to include the following individuals”:

- *Stephanie Ratcliffe*
- *Nancy S. Howard*
- *Robert J. Kronenberger*
- *Michael A. Hunsinger*
- *Hillarie B. Logan-Dechene*
- *Richard F. Godin, Jr.*

V. **Development Committee Report**

Discussion: Charlie Svenson began by stating that grants and capital needs were the primary focus and that they are on target for the year. He also mentioned that Annual Fund was accelerating and appeal letters being crafted using the new case statement.

Hillarie shared the following regarding the Annual Fund:

- Adding new appeals to Annual Fund follows recommendation the JC Geever report.
- Themes used in appeal follow messaging set by new Case Statement for support.
- New Spring appeal in March, targeting a group of 1200 Members/Past Donors with a modest giving history.
- To date 118 gifts with an average gift of \$88 and total giving of \$10,400.
- Total Annual Fund – YTD \$443,765 vs. 2017 \$407,631.
- Major Gifts – a daily/full time effort across the Northeast and beyond. Trustee facilitated contacts are key to expanding our base. Encourage visits and invite to events (list in packet).

Nancy Simpkins then began a discussion of the Year Ahead Fund by thanking all who had committed to date stating that this is important to the sustainability of The Wild Center. She then stated that as a result of the generative discussion in January, ways of kicking off “The Year Ahead Fund” were being explored. The possibility of using Obie Clifford’s bequest to kick off the fund was discussed. She reiterated that she had created her \$150,000 challenge match because it was so important and that the following results were reported:

Freedom to Innovate Fund AKA Year Ahead Fund

- 5 gifts and pledges from the Board
- \$40,200 committed

2018 Annual Fund Gifts

- 6 gifts and pledges from the Board
- \$53,800 committed

Future Commitments

- **2018/2019 Annual Fund Commitments**
 - 2 gifts and pledges from the Board
 - \$82,400 committed
- **Gifts and Pledges from Non-Board Members**
 - One commitment of \$15,000 per year through 2021

Benefits of the Fund

- The Center will be on a sound business basis with annual programmatic planning based on money in hand rather than hypothetical financial projections.
- This will allow even greater creativity in future project design.
- Both institutional and individual donors will appreciate the clarity of requests and projected expenditure dates.
- It will create financial strength.
- It will aid in favorable contract and partner financial negotiations.
- It will reduce Board and staff stress related to the year-end annual fundraising.

Nancy continued that in the spirit of Obie Clifford and his strong desire for the stability of our financial model, and in concert with the outcome of the generative discussion at the January Board meeting, and with the Development Committee's recommendation, she proposed that the recent bequest received by The Wild Center from Obie Clifford's estate, on 4/30 totaling \$768,232 be designated in whole or part to The Fund for Freedom to Innovate Fund. This would be a strong start to our mini-campaign to build this fund, and a powerful talking point when reaching out to long term friends for their continued support.

In addition, Nancy proposed that Trustees **Set a new policy that undesignated gifts of real property (real estate, art, and other tangible property) be liquidated and that the proceeds be directed towards the Fund For Freedom to Innovate Fund.**

Also, consider a temporary policy that once our Board Designated Endowment has met a \$5 million threshold (which it now has), temporarily redirecting all undesignated realized bequests to the Fund until the initial \$2 million dollar Fund For Freedom to Innovate Fund goal has been met, after which time, the standing Board policy of directing ALL undesignated bequests to the Board Designated Endowment would be reinstated.

A robust discussion ensued regarding the particulars of the fund as well as the naming of the fund with the following comments being made:

- Tom Jorling – How will the fund be managed?
- Joe Beck – Need to manage the accounting, still have to raise Annual Fund funds, Development still needs to raise money.
- Karen Thomas – Didn't quite understand the wording "Freedom to Innovate", sounds like we are free to use the money. Agrees that it would provide a cushion.

- Sally Hart – Might be a naming opportunity per Obie Clifford’s gift.
- Terry Birdsong – Likes Obie Clifford Fund idea, investment committee might need to discuss how to disperse.
- Michael Bettmann – What is timing? Is it a 1 or 2 year attempt? How do we keep it from affecting the Annual Fund?
- Paul Alioto – Why does it have to be a separate fund? Could it be put in endowment and have a separate line?
- Karen Thomas – During campaign was concerned that we didn’t have a traditional endowment, should we move to a traditional endowment at some point?

Action: After much discussion, the Board reached consensus that Obie’s gift should be used for this fund and that other bequests, and gifts or real property should be put into the fund up to the \$2 million goal. The Trustees also agreed that the Development Committee should propose a better more representative new name for the Fund by the next Board meeting. To conclude the discussion, Michael Bettmann proposed the following resolution regarding the Fund For Freedom to Innovate Fund, which was unanimously approved:

“Moved, that the Board approve a discrete effort to create a \$2 million Fund for Freedom to Innovate (final name TBD), to provide a one-year ahead reserve fund for annual operating expenses. The intent is to, in an effort to create year to year financial stability, raise sufficient funds for current expenses. This is distinct from the Annual Fund and from the Board-designated Endowment.”

Michael Bettmann, motion, Betsy Lowe second.

Hillarie Logan-Dechene took a few moments to review with Board Members ways to fully utilize the planned Development summer events:

- Help **host a local event** for our Patron level friends to update them on **what’s new** at The Wild Center.
- **Identify people** to invite and let the Natalie and Ruth in the Development Office know.
- **Before events call people** who would be good friends of the Center to personally invite them to events.
- **Attend special pre-event gathering** for major donors or potential major donors.
- **Arrange special tours with prospects to meet with Stephanie** or other

staff.

VI. Marketing Committee

Tom Aydelotte shared the following five points regarding the 2018 Marketing Summary:

- Focus on Wild Walk as an enticement for people to come.
- Research and demographics on current customers – still learning about them.
- Digital marketing – top tactic for 2018.
- Website redesign – crucially important to communication with our audience.
- Teamwork effort – all areas of The Wild Center working effectively together to promote marketing, visitors, etc.

Hillarie Logan-Dechene then presented the 2018 Marketing Summary report. She reported that Wild Walk is still our primary “hook” and that *Ways of Knowing* is the new offering. She stated that we continue to learn about the psychographics and demographics of our visitors and potential visitors as we find ways to use and test the 2017 Persona Research. Beyond the marketing implications, staff are also testing programs and this learning process will guide future work.

2018 Audience Retention Goal

- Retain 96% of 2017 visitors between May – October

Measurement

Current measurement initiatives will include the following:

- Zip code census conducted with every visitor.
- Ongoing digital analytics analysis (website, social, etc.).
- eCommerce tracking to attribute online conversions.
- Exit interviews and visitor surveys.
- Continued URL tracking and usage of vanity URLs.
- Mid-season analysis of marketing impact and ongoing reporting.

Building Creative

2017 was a robust year for research into whom we should speak to and how. In 2018, will use these efforts to direct our messaging to different audiences.

Tactics Update

- Digital Marketing
 - Digital marketing will represent our largest marketing strategy in 2018.
 - A look at our high BDI Markets across New York State – the primary targets for our 2018 media campaign (drive times included)
 - Plattsburgh – 1.5 hours
 - Syracuse – 3 hours
 - Albany – 2.5 hours

- Rochester – 4 hours
- Website Content
 - The second phase of redesign of the website (both structure and content) will take place between May/December.
- Print & Radio
 - Underwriting with NCPR and WAMC continues, while we've refreshed our brochures and primary print ads to incorporate *Ways of Knowing*.
- Public Relations
 - We have contacted a regional firm to possibly help in promoting Wild Walk and *Ways of Knowing*.
- GoNorth
 - Born from China Ready work, we have formed a cross-regional tourism partnership to build our international audience. Show attendance and business to business relationships are key.
- Group Sales
 - Attendance at national trade shows and partnerships with local hotels are steadily building this growth area. An investment in Virtual Reality (VR) technology allows immersive experiences at trade shows and can be leveraged for other marketing efforts.

At the conclusion of Hillarie's presentation there was a brief discussion regarding who we are marketing to and Tom Jorling mentioned the fact there was a significant Canadian population and asked if we are targeting them. Hillarie replied that we currently don't have the budget to target Ontario or Quebec but do get some spill from our Northern NY marketing efforts. Rich Malloch mentioned our proximity to The Point which is an exclusive resort in The Tupper Lake area and suggested offering some type of tour in our off season to their visitors to attract a new audience. Hillarie reported that Peter Kindler has been helping us reach out to the owners and we have had the staff visit for a fam tour and Peter noted that we hope to get the owners to visit this season.

VII. Other Business

Proposed Mission Statement Revision

Stephanie Ratcliffe presented the Trustees with the Impact Planning Framework which was assigned as pre-meeting homework. She stated that it is a living document that explains who we are and that the mission statement is the only piece people see. She asked the Board to consider whether or not we should make a slight change to the wording to reflect what we do in the area of climate.

Tom Aydelotte stated that a mission statement was not meant to be changed completely, but tweaked a little to embrace areas we are moving slightly towards.

Stephanie then presented the following proposed revised mission statement:

"Ignite an enduring passion for nature, the Adirondacks and its story – where people are

working to thrive with nature, and offer an example for the world”.

There was a brief discussion regarding the proposed revised statement and the following points were made, however, the resolution to accept the proposed mission statement revision was tabled pending further discussion:

- Terry Birdsong – the new one is too long, when longer – not easy to remember.
- Paul Alioto – proposed statement accurately describes what we are doing but is too long.
- Michael Bettmann – Should be brief and clarity is crucial. What is the story we are trying to clarify?
- George Cigale – Needs more meat, but needs to be more clear.
- Tom Aydelotte – Mission statement is crucially important to our employees.

Status of Establishment of Science Advisory Committee

Tom Jorling shared the following information regarding his work on the establishment of a Science Advisory Committee:

- Assembled a list of employees doing work in the Adirondacks to be considered for the Committee.
- Planning for 10 to 15 members.
- There has been interest from most organizations.
- Interested in younger scientists adapted to more modern sources of communication, etc.
- Objective is to plan one site visit a year and make observations, recommendations.

Campus Plan Committee Update

- More planning over summer months.
- As season starts to ramp up, keep ears open regarding visitor disappointments, praise. The more eyes and ears the better, all is vital to our success.

Native Knowledge 360 Presentation

A staff member from the National Museum of the American Indian gave a brief presentation regarding their new educational initiative called Native Knowledge 360. She stated that it was their national initiative to inspire and promote improvement of teaching and learning about American Indians.

Ways of Knowing Briefing

Stephanie Ratcliffe gave a brief presentation to those in attendance regarding the reasoning for the new exhibit.

Why this project?

- We are a place-based institution missing part of our interpretation.
- Introduces traditional ecological knowledge to our audiences and invites us to contemplate TEK strengths alongside Western science.
- Allows us to practice co-created program & exhibit development (a shift in

- museums).
- Demonstrates our commitment to diversity and inclusive perspectives.

Partners for Ways of Knowing

- Six Nations Indian Museum
 - Mission – Educate the general public about Haudenosaunee culture specifically, and Native American history in general.
 - Private museum featuring over 3,000 artifacts.
 - Founded and operated by the Fadden family for three generations.
 - Located in Onchiota, NY.
- Akwesasne Cultural Center
 - Mission – Tell the story of Akwesasne through images, objects, and interactives.
 - A museum located in the same building as the Akwesasne Library.
 - Houses numerous artifacts, as well as a community space for workshops and crafts.
 - Looking for ways to continue growing.
- Center for Native Peoples and the Environment
 - Mission – Create programs that draw on the wisdom of both indigenous and scientific knowledge in support of our shared goals of environmental sustainability.
 - Founded by Robin Kimmerer and Neil Patterson, professors at SUNY ESF.
- Native North American Travelling College
 - Mission: Spread awareness of Native American culture using traditional singing, dancing and storytelling.
 - They have loaned the exhibit *Sacred Foods*, which is in the Naturalist cabinet.
 - Provide traveling educators.
 - Located in Ontario, Canada.
- Indigenous Education Institute & Native Pathways
 - IEI Mission: Created for the preservation and contemporary application of traditional Indigenous knowledge.
 - NP Mission: An educational consulting company, primarily focusing on science education but is not limited to this.
 - Native Pathways is the project evaluator.

The Many Parts of Ways of Knowing: Exhibits

- The Marsh Oxbow is being reimagined through the lens of the **Thanksgiving Address**, a Haudenosaunee (Six Nations/Iroquois) greeting that invites reflection on the ways our existence is interconnected with the natural world. Dave Fadden (artist and a part of the family that owns and operates the Six Nations Indian Museum) is shaping the vision and creating visuals.
- The Find Out Forest/art studio space will be replaced with ***Roots of Wisdom***, a

traveling exhibit from the Oregon Museum of Science and Industry. Memorial Day until early-September. Centered around four stories of ecological restoration blending indigenous and western knowledge.

- ***We are From Akwesasne*** will also go into the Find Out Forest/art studio space. Memorial Day until early-September, potential for extension. An exhibit about the people from Akwesasne, created by community youth. Coordinated and developed by Sue Ellen Herne from the Akwesasne Cultural Center.
- ***Sacred Foods*** will be in the Naturalist Cabinet. Produced by the Native North American Travelling College. It explores heritage foods and food culture of the Haudenosaunee people. A planting of the three sisters (corn, beans and squash) will be outside the Naturalist Cabinet.
- When ***Roots of Wisdom*** leaves in September, we will install an exhibition of art created by artists from Akwesasne. This exhibition will be curated by Sue Ellen Herne (Akwesasne Cultural Center) and Dave Fadden (Six Nations Indian Museum). Opens October 2018.

The Many Parts of Ways of Knowing: Programs

- Programs at TWC will vary; many will bring in guests and educators from the community at Akwesasne.
- May 25: Press opening.
- June 15: Member opening and reception.
- July 7: Large-scale public event involving social dance, storytelling, food, crafts, and more.

The Many Parts of Ways of Knowing: Internship

- We are creating an internship that will employ native people at The Wild Center, the Akwesasne Cultural Center and the Six Nations Indian Museum.
- This experience is being co-created with Six Nations Indian Museum, The Akwesasne Cultural Center, and SUNY ESF Center for Native People and the Environment.

Stephanie also shared background knowledge, terminology and common misconceptions regarding the native culture to help those in attendance to better understand.

IX. Upcoming 2018 Meeting Dates

Monday, July 9, 2018 (TWC)

Friday, October 5, 2018 (TWC)

Monday, January 21, 2019 (NYC, location TBD)

Ways of Knowing



What is "Ways of Knowing"

- "Ways of Knowing" is the title of The Wild Center's collaborative work with local Native American communities.
- Consists of exhibits, programs, and work at indigenous cultural institutions.

The sun was given as a gift by the uncle elder brother
- war
- heat of battle

The sun = male symbol

- elder Brother
- male essence + identity
- From The Elder Story in Mohawk Storytelling

Overall:

• Represents the Thanksgiving Address
- Greetings to the natural world (spiritual, but not a prayer) / philosophy

Deer
Bear

The Eagle = Leader watching for approaching danger


The moon = female symbol

spiral symbol:

- Representative of life
- A plant blooming up (like a Fiddlehead unfurling)

Why this project?

- We are a place-based institution missing part of our interpretation
- Introduces traditional ecological knowledge to our audiences & invites us to contemplate TEK strengths alongside western science
- Allows us to practice co-created program & exhibit development (a shift in museums)
- Demonstrates our commitment to diversity and inclusive perspectives

A man wearing a blue jacket, a blue baseball cap, and glasses is sitting in a wooden chair. He is holding a long, narrow, patterned fabric strip. The room is filled with various artifacts, including a large map on the wall, a white jersey with red and blue accents, a large animal skin hanging on the wall, and a large animal skin on the floor. The walls are covered with many small items and documents. The floor is made of wood and has a yellow and red patterned rug.

Partners for Ways of Knowing: Six Nations Indian Museum

- Mission: educate the general public about Haudenosaunee culture specifically, and Native American history in general
- Private museum featuring over 3,000 artifacts
- Founded and operated by the Fadden family for three generations
- Onchiota, NY

Partners for Ways of Knowing: Akwesasne Cultural Center

- Mission: tell the story of Akwesasne through images, objects, and interactives
- A museum located in the same building as the Akwesasne Library
- Houses numerous artifacts, as well as a community space for workshops and crafts
- Looking for ways to continue growing





Partners for Ways of Knowing: Center for Native Peoples and the Environment

- Mission: create programs that draw on the wisdom of both indigenous and scientific knowledge in support of our shared goals of environmental sustainability
- Founded by Robin Kimmerer and Neil Patterson, professors at SUNY ESF



Partners for Ways of Knowing: Native North American Travelling College

- Mission: spread awareness of Native American culture using traditional singing, dancing and storytelling.
- They have loaned the exhibit “Sacred Foods,” which is in the Naturalist cabinet
- Provide travelling educators
- Located in Ontario, Canada



Partners for Ways of Knowing: Indigenous Education Institute & Native Pathways

- IEI Mission: created for the preservation and contemporary application of traditional Indigenous knowledge.
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The many parts of Ways of Knowing: Exhibits

- The Marsh Oxbow is being reimagined through the lens of the Thanksgiving Address, a Haudenosaunee (Six Nations/Iroquois) greeting that invites reflection on the ways our existence is interconnected with the natural world.
- Dave Fadden (artist and a part of the family that owns and operates the Six Nations Indian Museum) is shaping the vision and creating visuals



The many parts of Ways of Knowing: Exhibits

- The Find Out Forest/art studio space will be replaced with “Roots of Wisdom,” a traveling exhibit from the Oregon Museum of Science and Industry
- Memorial Day until mid-September
- Centered around four stories of ecological restoration blending indigenous and western knowledge
- Visit [this link](#) to watch videos and learn more about these projects



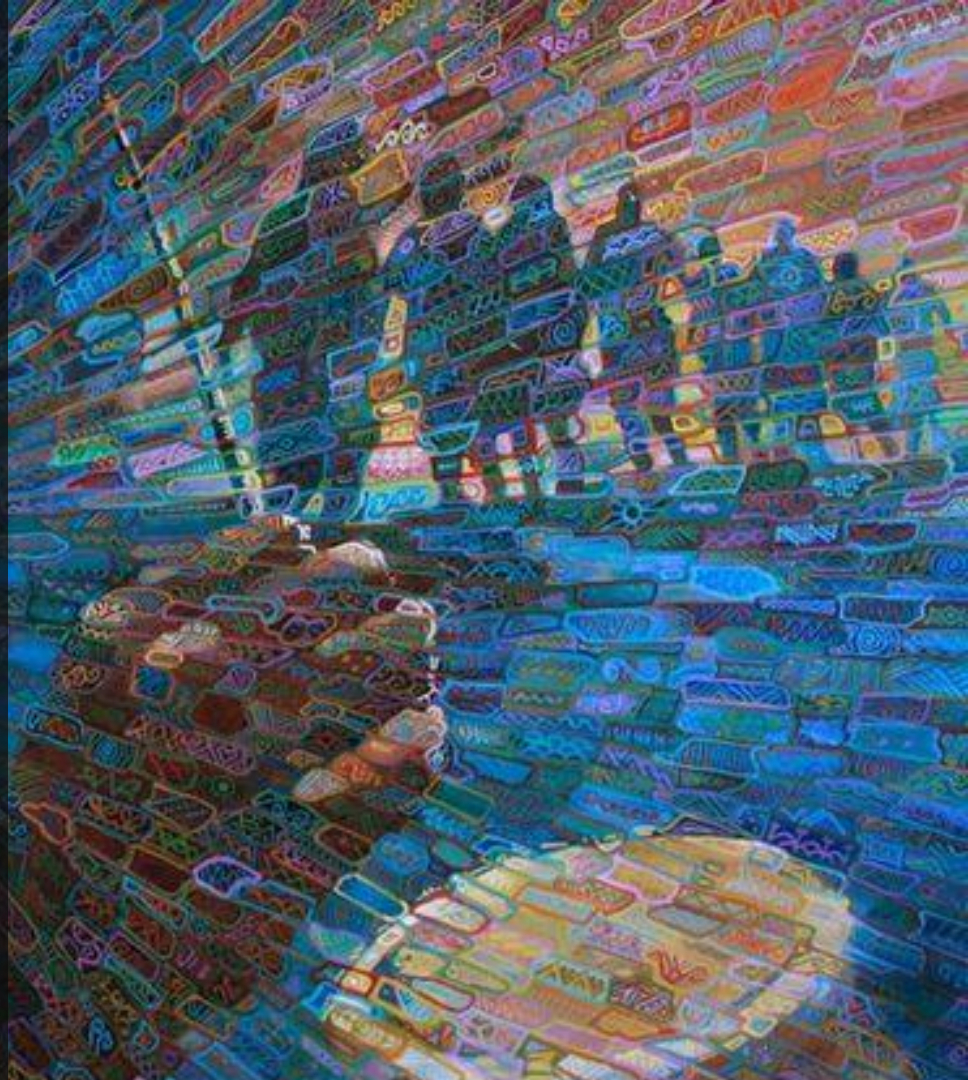
The many parts of Ways of Knowing: Exhibits

- “Sacred Foods” will be in the Naturalist Cabinet
- Produced by the Native North American Travelling College
- It explores heritage foods and food culture of the Haudenosaunee people
- A planting of the three sisters (corn, bean, and squash) will be outside the Naturalist Cabinet



The many parts of Ways of Knowing: Exhibits

- When “Roots of Wisdom” leaves in September, we will install an exhibition of art created by artists from Akwesasne
- This exhibition will be curated by Sue Ellen Herne (Akwesasne Cultural Center) and Dave Fadden (Six Nations Indian Museum)
- Opens September 2018





The many parts of **Ways of Knowing: Programs**

- Programs at The Wild Center will vary: many will bring in guests and educators from the community at Akwesasne
- May 25: Press opening.
- June 15: Member opening and reception
- July 7: Large-scale public event involving social dance, storytelling, food, craft, and more



The many parts of **Ways of Knowing: Internship**

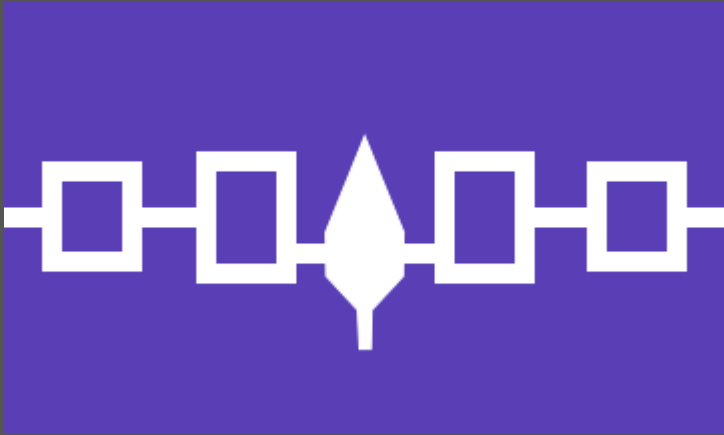
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Background knowledge

Terminology

Haudenosaunee



A people. The *Haudenosaunee* is synonymous with the “Six Nations,” comprised of the Mohawk, Onondaga, Oneida, Cayuga, Seneca, and Tuscarora peoples.

This is the preferred term for referring to people of this community



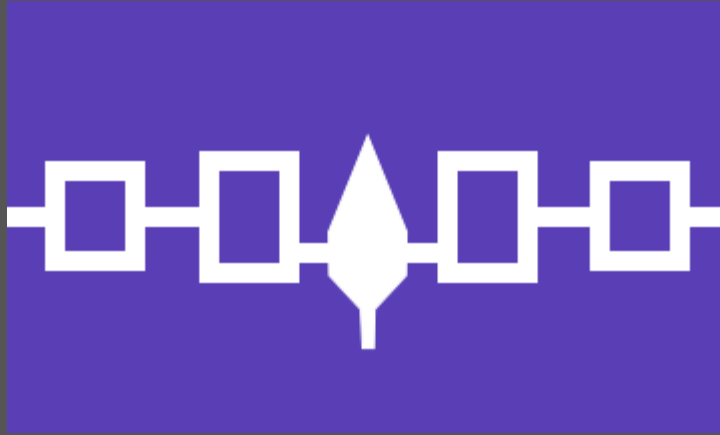
Haudenosaunee

ho DEE no Sho nee

"hoe" "D" "no" "Show" "knee"

Terminology

Iroquois



A people. The term *Iroquois* was coined by the French. It refers to the same group as the *Haudenosaunee*.

Some *Haudenosaunee* may use this term, but it is generally not the preferred term for people of this community.

Terminology

Mohawk



A people. One of the six nations of the Haudenosaunee.

It is not necessarily the preferred term to refer to this community. It is often used when working with outside groups, as the indigenous term ([Kanien'kehá:ka](#)) can be difficult for non-speakers to pronounce

Haudenosaunee.

"hoe" "D" "no" "Show" "knee"

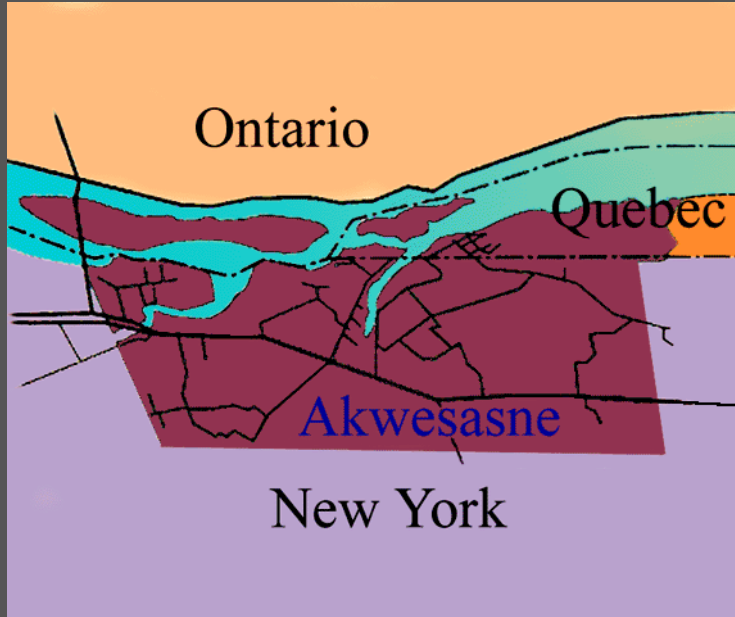
Terminology

The Haudenosaunee (also known as Iroquois)



Terminology

Akwesasne



A geographic location. *Akwesasne* is a Mohawk Nation territory that straddles the intersection of international borders (United States and Canada).

3 nations intersect

Terminology

St. Regis Mohawk Tribe

A geographic location and its governing body. The *St. Regis Mohawk Tribe* refers to the same area as Akwesasne, as well as the government there.



Terminology

Native American or Indian American

Both of these terms are generally considered acceptable when working with members of these communities.

however

Members of these communities are individuals, and have their own preferences.

Be sensitive to the preferences of individual community members



Terminology

First Nations



The term used in Canada to refer to communities we call Native or Indian Americans.

Terminology

Native or Indigenous

Both of these adjectives are generally considered acceptable when working with members of these communities.

Be aware of the preferences of individual community members.

Ex: Today we have a guest speaker. He/She is a member of the *Haudenosaunee* community who practices *indigenous* dance.

Terminology

Traditional Ecological Knowledge

Traditional ecological knowledge is long-term and place-based.

Indigenous peoples have been here for thousands of years and are still here today, engaging in both traditional and modern practices.

Traditional ecological knowledge is cyclical and considers the connections between all things.

TEK

Common Misconceptions

- Not knowing the answer is OK
 - You can say, “I don’t know but I will make sure to find out.”
- When recounting someone else’s story, you can say, “I’ve been told...”
- Respect but not romanticize

“Well meaning people assume traditional knowledge is like a legend or myth. Actually it is a form of empirical knowledge that can be used. It is real knowledge based on doing something over and over again.”

- Charles Menzies (Tlingit/Gitxaala),
Professor, Dept. of Anthropology, U. of
British Columbia



Native Peoples are present

- Present in the here and now
- When discussing the past, use terms
 - Art or object
 - pre-contact
- Live in a wide range of locations
 - Over 78% live outside reservations
 - Do not all rely on casinos to provide funding for their community
- Live a contemporary lifestyle and are not frozen in the past

“When you say, ‘This is how they used to do it,’ you are teaching that we are dead”

- Wenix Red Elk (CTUIR)



Native Peoples are

- 567 recognized tribes and nations in the US in 2016
- Diverse in -
 - history
 - traditions and spirituality
 - culture
 - appearance
 - Connection to their local environment

“Don’t be confused by the tag traditional. It’s not said, past, static. It’s dynamic, shifting, and moving”

- Charles Menzies (Tlingit/Gitxaala), Professor, Dept. of Anthropology, U. of British Columbia





Ways of Knowing at The Wild Center

Opening May 25, 2018

Indigenous voices come together to bring you *Ways of Knowing*. Working in partnership, the Akwesasne Cultural Center, The Six Nations Indian Museum, the Native North American Travelling College and The Wild Center unite to broaden and heighten our understanding and appreciation of the natural world.

Haudenosaunee

Explore The Wild wetland exhibit Address, a Nations/Iroquois) ways our natural world.

The Six Nations new experience

the indigenous Haudenosaunee people that have inhabited this region for thousands of years. Through the intersection of original art created by Fadden and storytelling videos, this new experience honors the ways of knowing our northern landscape.



Thanksgiving Address

Center's newly reinterpreted living through the lens of the Thanksgiving Haudenosaunee (Six greeting that invites reflection on the existence is interconnected with the Reimagined by artist and Director of Indian Museum David Fadden, this will offer insight into the culture of



We are From Akwesasne

Discover an interactive traveling exhibit of Mohawk art, artifacts, songs, stories, beliefs and craftsmanship. Curated by youth from Akwesasne alongside artist and Program Coordinator Sue Ellen Herne from the Akwesasne Cultural Center, *We are From Akwesasne*, funded by the Institute of Museum and Library Services, offers a visual, auditory, and hands-on experience that illuminates the continuing culture and artistic heritage of Akwesasne.

Sacred Foods

Created by the Native North American exhibit showcases the resilience and food. *Sacred Foods* provides an traditional gardening, the tools used a better understanding of



Travelling College, *Sacred Foods* survival of traditional Haudenosaunee intimate look into the past -- from for gathering, and real live plants to get Haudenosaunee food systems.

Roots of Wisdom: Native Knowledge. Shared Science.

Roots of Wisdom highlights the experiences of four indigenous communities as brought to life through the voices of elders and youth community members. This interactive exhibit immerses students in the story of how native peoples are using a collaborative approach to encourage sustainable solutions to real world challenges. *Roots of Wisdom* is a traveling exhibit created through collaboration between the Oregon Museum of Science and Industry (OMSI), Indigenous Education Institute (IEI), Smithsonian Institution National Museum of the American Indian (NMAI), and Smithsonian Institution Traveling Exhibition Service (SITES).



Roots of Wisdom is specifically designed for students ages 11-14 and has English audio, video, and text along with samplings from several different indigenous languages. Self-guided activities are available upon request. *Roots of Wisdom* will be featured at The Wild Center until September 3, 2018.

To learn more about the rich and vibrant culture of the Haudenosaunee people, we invite you to visit:

The Akwesasne Cultural Center: 321 NY-37, Hogansburg, NY 13655

Contact: (518) 358-2240

Hours: 9:00-5:00 Monday - Friday www.akwesasneculturalcenter.org

The Six Nations Indian Museum: 1466 County Route 60, Onchiota, NY 12989

Contact: (518) 891-2299

Hours: July-August, 10:00 - 5:00 Tuesday - Sunday; open by appointment to groups during June, and September; admission www.sixnationsindianmuseum.com

Native North American Travelling College: 1 Ronathahon:ni Lane, Ontario K6H 5R7, Canada

Contact: JoAnn Swamp at (613) 932-9452 ext 222 or jswamp@nнатc.org

Hours: 8:00-5:00 Monday - Friday www.nнатc.org

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For more information, please visit www.wildcenter.org or call us at 518-359-7800