

**Promote holistic public use/tourism/interpretive management to conserve protected heritage areas**

## Formal Education

### Yale University School of the Environment

1997

- Masters of Environmental Management. (W. Burch/S. Kellert)
- Focus on international community, development, biodiversity conservation, and environmental education
- Editor of *TRI News*, Tropical Research Institute
- Master's project focused on PRA-facilitated community-based ecotourism planning in Pululahua, Ecuador
- New Haven, Connecticut, USA

### Dartmouth College

1992

- Double majored in Ecology and Government modified with environmental studies. (D. Meadows/R. Holmes/R. Masters)
- Studied terrestrial tropical ecology in Costa Rica (6 weeks) and coral reef ecology (3 weeks) in Jamaica. 1991.
- Co-edited group project that created [Dartmouth Organic Farm](#)
- Hanover, New Hampshire, USA

**Strengths:** Heritage planning, facilitation, project design, interpretation, writing, translating, photography, editing

**Attributes:** Skeptical, strategic, [ENTJ](#), self-aware, cross-cultural, eclectic, adaptable, customer-oriented, Enneagram 3

**Interests:** Integral Theory, Ultimate frisbee, [Exo Studies](#), collecting World Heritage Sites, science fiction, organic ag, big ideas

**Languages:** English (native tongue), Spanish (fully fluent, professional level)

## Recent Work

### Binational Project about Public Use Management: US and Argentinian National Parks

Aug 2020-21. Working with George Wright Society, NPS, US embassy, professors from KSU, Clemson, UCR in Interagency Visitor Use Management training program for 5 Argentine national parks.

### Interpretive Curation at Archeological Site

July-Jan 2021. Guayabo National Monument. National Museum of Costa Rica. Interpretive planning and signage development.

### Developing Methodology for Condition-Based Zoning in Monteverde Cloud Forest, Costa Rica

Ongoing. Tropical Science Center and PUP Consortium.

### UNESCO World Heritage Management Guide

Dec. 18-Aug- 2020. Latin America Culture Office, Havana, Cuba.

Apdo 12-2250, Tres Ríos, Costa Rica

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Blog: [www.facebook.com/heritageinterpretation](https://www.facebook.com/heritageinterpretation)  
[ResearchGate](#), [LinkedIn](#), [Flickr](#), Skype: [jonkohl](#)

## Communications

### Books & Articles

— see select titles on pages 6-8 —

- 262 publications (28 in Spanish), 4 manuals in 93 periodicals: *Boston Globe*, *Wildlife Conservation*, *Parks & Recreation*, *Parks*, *Native Peoples*, *World Heritage*, *J of Interp Research*, *E Mag*, *Planning Magazine*
- *Esencia de la interpretación: Visión holística para experimentar y conservar el patrimonio natural y cultural en América Latina* with Marisol Mayorga (UNED, 2021). 1<sup>st</sup> Latin American interpretive textbook.
- *Interpretive Theme Writer's Field Guide* (NAI InterPress 2018)
- *The Future Has Other Plans: Planning Holistically to Conserve Natural and Cultural Heritage*, with Stephen McCool (Fulcrum 2016)
- *Fallout*, sci-fi-romance novella (Books to Go Now 2013)

### Speaking and Presentations

- Integrate interpretive and TED-based techniques with classic rhetoric to engage and move diverse audiences.
- See page 5 and [YouTube](#) for examples, English & Spanish

### Photography

- 321 photos published with publications. [Flickr](#).

## Toolmaking

- Condition-based protected area zoning, TSC-PUP 2019-
- Experience Opportunity Framework for Boulder City Parks, 2020
- Training and methodological manuals since 1997 for RARE, UNESCO, Tropical Science Center, Peace Corps/Costa Rica National Zoo
- Trainings based on holistic approach such as interpretive training, public use managing, and designed PUP's Spanish interpretation webinar program, 1997-present
- Interpretive framework community-based interpretive planning, 1998-
- Public use planning process for RARE and UNESCO, 1998-2015
- Planning success index for CATIE/The Nature Conservancy, 2007
- Interpretive Guide Evaluation Tool 1997-present
- Interpretive itinerary design with GIS, 2004
- First formatted e-mag transmitted via the Internet in history, 1989

## Executive Director, PUP Global Heritage Consortium

2013–present

Founded a global consortium with CATIE (Costa Rica), Ecological Tourism in Europe (Germany), and the Consensus Building Institute in Cambridge, Massachusetts among others. The Consortium unites people and institutions (71 members) dedicated to introducing holistic planning/management paradigms into heritage areas by creating equitable long-term relationships with participant heritage sites. It is the platform for public use planning (see below). [www.pupconsortium.net](http://www.pupconsortium.net). Offices in USA, Costa Rica, Mexico, and Colombia. See our seminal book (2016), *The Future Has Other Plans: Planning Holistically to Conserve Natural and Cultural Heritage*.



## Co-organizer, I Latin American Congress for Heritage Interpretation & Latin American Network for Heritage Interpretation

October 2018-present

As PUP director I coordinated with six institutions in Mexico, Colombia, Costa Rica, Peru, and Guatemala to organize [this historic event](#). The Network grew out of this effort and currently communicates through its [Facebook page](#). I serve as facilitator of the organizing committee.



## Professor, University of Costa Rica

Costa Rica, 2012–13, 2018

Gave classes in Environmental Interpretation, New Models of Protected Area Management, and Environmental Education in the Environmental Interpretation Program in the Biology School.

## Latin American School for Protected Areas/University for International Cooperation

2006-2007

Taught park planning and communications for a Bachelor's in protected area management for employees of Costa Rica's National Conservation Area System as well as Adaptive Management and Organizational Learning in a virtual Master's for protected area management.

## Heritage and Environmental Interpretation Trainer Americas, 2005–present

### Honduras, USAID/ProParque, Instituto Nacional de Conservación y Desarrollo Forestal, August 2015-present

August 2015 - February 2016. Following on three public use plans for national parks (PANACAM, Celaque, La Tigra) as well as Jeannette Kawas and Cuero y Salado, the PUP Consortium will facilitate interpretive frameworks for the latter two, then offer interpretive training and interpretive planning in order to develop public use products with strong interp components, as proposed in the existing public use plans.

### Ríos Tropicales Rafting Company, Costa Rica, 2013

Worked with the rafting company to add an interpretive component to guides and product development. Created a guide's guide for company.

### Colombia, National Natural Parks, Patrimonio Natural, USAID, and other Collaborators, 2010 and 2012

2012. Worked with OpEPA, Patrimonio Natural, USAID, and National Natural Parks on a series of workshops about tourism product development with an emphasis on heritage interpretation and to develop capacity of OpEPA to offer on-the-ground interpretive training in the future.

2010. Worked with Patrimonio Natural, USAID, and National Natural Parks to hold a 10-day interpretive guide training workshop with interpretive guides from several national parks. Held in Otum Quimbaya.

### National Naturalist Guide Certification in Costa Rica November-December, 2011

Taught the environmental interpretation module of this 9-month certification course offered by the National Institute for Biodiversity, Costa Rican Association for Tourism Professionals, and the National Training Institute.

### Costa Rican Bird Route, 2010

Worked with the Costa Rican Bird Route in Sarapiquí, Costa Rica to offer two one-day interpretation workshops for Route members.

### Madidi National Park, Bolivia, US Embassy, Conservation International, and Other Local Collaborators, 2006

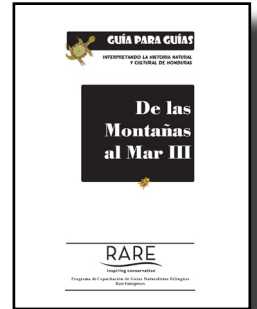
Sponsored by the US Embassy, Conservation International, and various Bolivian organizations, I offered a 4-day interpretation workshop for 25 ecotourism professionals from throughout Bolivia. This workshop was part of a larger lecture tour about environmental interpretation.

## **World Birding Center, Texas, and Fermata, Inc., 2005**

Offered a five-day interpretive guide training program for six sites in the World Birding Center in the Lower Rio Grande Valley in South Texas. The emphasis was on how interpretation can be used to promote conservation and better site management. The program was designed in consultation with [Dr. Sam Ham](#). [www.theworldbirdingcenter.com](http://www.theworldbirdingcenter.com).

## **Honduras, Guatemala and Mexico, RARE Center for Tropical Conservation, 1997-1999**

With RARE (see below) I directed the Nature Guide Training Program in Honduras, made contributions to programs in Guatemala and Mexico. I co-wrote the five-volume methodological manual for likely the most advanced interpretive guide training in the world. I also wrote or co-wrote up to six editions of the Guide's Guide (see graphic), a reference book tailored for guides in their site.



## **Interpretive and Visitor Management Planner**

**USA, 1998–present**

### **City of Boulder, Colorado Outdoor Space and Mountain Parks Community Engagement Framework 2018-2020**

Through collaboration between PUP, its member the Consensus Building Institute, Studio Tectonic, and Boulder's [OSMP](#), I co-facilitated the development of a planning tool that helps the agency systematically plan its sites for community engagement.

### **Fire Island National Seashore Visitor Experience Plan 1.0 Long Island New York 2016-2017**

Through collaboration between PUP and its member the Consensus Building Institute, co-facilitated a staff-based process to create version 1.0 of the [visitor experience plan](#) (includes and transcends interpretive planning) for the US National Park Service unit in Long Island, New York. Worked closed with the regional interpretive planner.

### **Valle de Oro National Wildlife Refuge Interpretive Framework and Site Plan Albuquerque, New Mexico 2014-2015**

Through collaboration between PUP, Great Outdoor Consultants, and Robert Pecchia and Associates, I facilitated the creation of an interpretive framework and associated public use information while contributing to the site plan.

### **Poconos-Wyoming Valley Conservation Land Initiative 2008–09 & Illinois River Valley 2008**

Developed interpretive frameworks for entire regions that integrates cultural and natural heritage, integrate interpretive programming in overall recreational programming, and establishing an interpretive guide training infrastructure. Fermata Inc.

### **Lumber Heritage Region Interpretive Plan Northcentral Pennsylvania 2004–2007**

Developed an interpretive plan for 15 counties of the Lumber Heritage Region, second largest heritage region in nation. Included a series of tourism itineraries and product recommendations based on the natural and cultural heritage to promote economic development and resource conservation. Included site inventory, significance statements, itineraries, and program recommendations. [Lumber Heritage Interpretive Plan](#). Fermata, Inc.

### **Coordinator Public Use Planning Program, RARE Center for Tropical Conservation & UNESCO World Heritage Center 1998-2012**

While at [Rare](#) I created the Public Use Planning Program (PUP) (visitor management), after 2003 continued without Rare. Allied with UNESCO's World Heritage Center, the effort helped World Heritage sites develop vision and capacity not only to create public use plans but implement them through avoiding many documented implementation barriers. PUP worked in Pico Bonito National Park & Rio Platano Biosphere Reserve (Honduras); Tikal National Park (Guatemala); Komodo and Ujung Kulon National Parks (Indonesia); 3 sites in Vietnam; Durmitor National Park (Montenegro); Ohrid City (Macedonia); Blue Hole/Half Moon Caye (Belize); Evora (Portugal); and Fort Jesus National Monument (Kenya). PUP researches plan implementation barriers and innovates a methodology and performance-enhancing program to avoid those barriers, principally focused on transforming bureaucratic thinking and habits into a learning organization.

## **Researcher of Management Plan Implementation**

**Costa Rica, 2006–07**

Hired by CATIE/The Nature Conservancy and supported by Costa Rica's [National System of Conservation Areas](#), I designed a study to investigate implementation barriers of management plans in Costa Rica. The study uses systems thinking to illuminate mental models underlying managers', donors', and consultants' vision of park planning. While not involved in study implementation, I participated in analysis and write up.

## **SEEP Network Ecotourism Advisor**

**Central America, 2007–08**

Advised the [SEEP Network](#) learning portfolio on ecotourism development in Nicaragua, Guatemala, and Honduras. I was subcontracted by [EplerWood International](#) to represent that company in this capacity. The program creates new knowledge in promoting ecotourism development.



## Bird Route Ecotourism Project Advisor

Costa Rica, 2006–08

Advise the [Rainforest Biodiversity Group](#) project to consolidate the La Selva-San Juan Biological Corridor in Sarapiquí into Costa Rica's first Birdwatching and Wildlife Observation Route.

## Conservation Planning Facilitator

Central America, 2004–05

Worked with the Protected Area Committee of the Central American Commission on Environment and Development (funded by UNDP through the Mesoamerican Biological Corridor Project) to facilitate the strategic plan for the Program of the Central American Protected Area System.

## Parks in Peril External Evaluator

Bolivia, Guatemala, Washington, 2004

With [Foundations of Success](#) did mid-term evaluation of TNC's Parks in Peril Program, oldest, largest conservation project in Latin America. Involved in all aspects: conceptualization, field work, analysis, write-up. While evaluation covered all countries, I visited Bolivia and Guatemala.

## RARE Center for Tropical Conservation Program Manager

1997–2003

Stationed in Honduras, Guatemala, and USA, managed programs including the bilingual Nature Guide Training Program, the Public Use Planning Program (see above), Trails Development Program, and all activities in Honduras. Worked under Brett Jenks, Paul Butler, and Jim Dion.

## Participatory Rural Appraisal Team Coordinator

Andes, Ecuador, 1996

Conceived, designed, recruited, fundraised, and led 4-person Participatory Rural Appraisal team in farming community inside Pulumahua Geobotanical Reserve, Ecuador. We facilitated cooperative establishment of an interpretative system by the community, EcoCiencia (conservation NGO), and INEFAN (protected area management agency). [Independent research](#) at Yale University.

## Peace Corps Zoo Educator

San José, Costa Rica, 1993–1995

Designed and executed education programs at the Simon Bolivar National Zoo. I attended 6,000+ children with original programs. Designed and wrote a teacher's guide of solid waste activities for urban elementary teachers as well as a related children's fantasy story on solid waste themes. The Ministers of Education and Environment inaugurated the [solid waste project](#). See [my story](#). Funded by Conservation International and McDonald's.

## Smithsonian Institution Exhibition Researcher

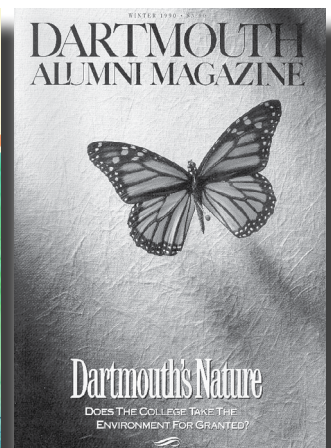
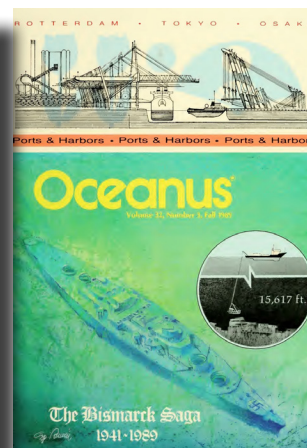
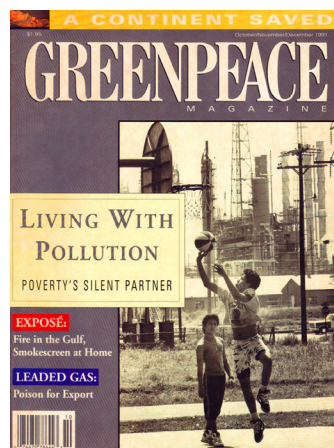
Washington, DC 1992–1993

Wrote position paper on marine biomedicine products — folk, in use, and under development — to design *Ocean Planet's* "Sea Store." Also wrote fact sheets on oceans, incorporated into educational materials for the \$3 million, [10-city traveling exhibition](#). Worked under Judy Gradwohl, Office of Environmental Awareness, now associate director of National Museum of American History.

## Massachusetts Audubon Society Naturalist/Camp Instructor Wellfleet Bay, 1992

## Magazine Experience, 1989–1992

Interned at *Greenpeace Magazine*, *Oceanus* (Woods Hole Oceanographic Institution), and *Dartmouth Alumni Magazine* (3 years). Also founded *Sense of Place*, the world's first formatted e-magazine transmitted over the Internet (1989). *The New York Times* covered it in 1991.





# Distinctions

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**Speaker, Nationally Transmitted to 15 SENA Training Centers, Colombia 2014**

Gave a talk at the Cartagena center interpreting interpretation for instructors and students across the country.

**Principal Speaker, conference of Association for Heritage Interp, Spain 2014**

**Keynote Speaker, Congress on Alternative Tourism, Mexico 2012 & 2016**

**Finalist, Photo Contest, Preying Mantis, Organic Gardening Magazine 2012**

**Keynote in Colombian Network for Sustainable Tourism Medellin, 2010**

Keynote: "Well Planned Tourism Can be a Force for Biodiversity Conservation." [Again in Bogota with US Embassy.](#)

**US State Dept Speaker and Specialist Grantee Africa, South America 2007-09**

With the State Department I gave talks and workshop on environmental interpretation, Bolivia/Ecuador, Oct. 2007; then talks and workshop on ecotourism development in Liberia and [Cameroon](#), August 2008, Swaziland & [Malawi](#), June 2009

**Principal Speaker, UNESCO Seminar Granada, Spain 06**

Was an invited principal speaker at the UNESCO World Heritage Centre Seminar on Tourism Planning at Major Archeological Sites. Paper for that talk will be published in a UNESCO book in 2010. <http://whc.unesco.org/en/events/292>

**Fellow, Center for Whole Communities Vermont, USA '05**

Participated in Whole Thinking Leadership Retreat, sponsored by the Center for Whole Communities. The workshop taught a holistic approach to land conservation. [www.wholecommunities.org/retreats](http://www.wholecommunities.org/retreats)

**Second Place in NAI Media Awards Reno, Nevada 2003**



Interpretive training category for Public Use Planning Manual developed while I worked with RARE. See graphic above.

**Feature of the Year, Honorable Mention, Legacy Magazine 2002**

**Keynote Speaker For Wisconsin Assoc. of Environmental Education 2002**

**Yale Wilderness Essay Winner Yale University 1997**

Won the Gloria Barron Wilderness Society-Yale University Essay Wilderness Contest, later published in the [International Journal of Wilderness](#).

**First Formatted E-Magazine in the World Dartmouth College 1991-2**

Founded the first formatted magazine (Hypercard) transmitted over an e-network in world. covered by [The New York Times](#).

**Blog on International Heritage Interpretation Facebook, 2011-present**

Blog covers range of tools and theoretical aspects of interpretation with attention to international scenarios where interpretation resources are few. All posts are in English and Spanish. 810 followers from 50 countries. [www.facebook.com/heritageinterpretation](http://www.facebook.com/heritageinterpretation)

# Selected Commercial & Freelance

“Talking climate with those holding different worldviews.” (June 2021). **Yale Climate Connections**.

“Heritage Interpretation Enriches the Park Experience.” (December 2020). **Parks & Recreation** magazine.

“Going Galactic: Expanding Heritage Interpretation to Include the Potential Influence of Extraterrestrial and Extradimensional Beings.” (May/June 2020). **Legacy**. Cover story. Co-written with Dr. Sean Esbjörn-Hargens.

“Interpretation’s Moral Obligation to Save Civilization: 10 Steps to Interpret for Salvation.” (Jan/Feb 2020). **Legacy**.

“Big-Picture Perspective: A plan means little if it doesn’t get implemented. That’s why planners need to take a holistic view of the process.” (November 2018). **Planning Magazine**.

“Is Community Participation Enough for Park Planning?” (May 2018). **Parks & Recreation** magazine.

“The Overflight: A New Interpretive Tool for Interpretive Planning and Audience Engagement.” (Jan/Feb 2018). **Legacy**.

“Effective Interpretive Planning: More Than Just Answering Technical Questions.” (Mar/Apr 2017). **Legacy**. Also

“La planificación interpretativa efectiva: Más que solo contestar preguntas técnicas.” **Boletín de Interpretación**

“Beyond the Interpreter’s Words: Experiences Erupt from the Visitor’s Entire Context.” (Jan/Feb 2017). **Legacy**. Cover story and cover photo.



“¿Qué es realmente real? Nueva visión de la autenticidad y su papel en la interpretación y el turismo alternativo.”

(febrero, 2013). **Boletín de Interpretación** (PDF). Basado en una ponencia dada en Los Cabos, México, primera conferencia sobre turismo alternativo, 2012

“Managing the Tourism Flood in Central Vietnam.” (February 2011). **World Heritage** issue on sustainable tourism and world heritage (page 22).

“Intentional ‘Colonies’ and Tropical Sustainability.” (Spring 2010) **Communities** Magazine. Northern model doesn’t work the same in the tropics.

“Way Beyond Darwin: Evolution of Human Consciousness and the Future of Interpretation.” (May/June 2010). **Legacy**. In Spanish.

“Making Home: American living in Costa Rica learns that in hard times home isn’t a place that we inherit — it’s a place that we create.” (September 2009). **Communities**. Versions in **WorldView Magazine**, **The Foxboro Reporter** and **Tico Times** (200th life publication).

“Links of a Chain: Waves of Global Volunteers seek high impact in needy communities.” **Worldview** (Spring 2008).

“Dodging Cuts: Surviving budget cuts for heritage interpretation means becoming relevant.” **Parks & Recreation** (March 2007).

“Embera’s Ecotourism: Keeping Civilization at Arm’s Length.” **Native Peoples** magazine (September/October 2003).

“Visitor Centers: If You Build Them, Will They Come?” **E Magazine** (Nov/Dec 2000), **Legacy** (Jul-Aug 2002), **Boletín de Interpretación**, 2002

“Rescuer of the Animal Rescue Center.” **Animals Magazine** (December 2000). Fito Steiner rescues AMARAS, Honduran animal rescue center.

“No Reserve Is an Island: A biology student learns that conservation is as much a social science as a natural one.” **Wildlife Conservation** (Sept./Oct. 1993). Tropical conservation at La Selva biological station, OTS, Costa Rica.

“Systems Thinkers Must Go Down the Rabbit’s Hole.” **The Systems Thinker** (May 2005). Understanding worldviews is critical to changing systems.

“Dartmouth’s Nature: Is Dartmouth Taking Its Environment for Granted?” **Dartmouth Alumni Magazine** (Winter 1991). Cover story.

“The Boneyard Classroom.” **The Boston Globe** (13 September 1993 and reprinted in **Sanctuary** January 1993).

“Friendly Mountain, Fast Water.” **Caribbean Travel & Life Magazine** (Dec 2000). Trip to Pico Bonito National Park’s Rio Zacate Waterfall.

“Hurdles to Teaching Guides to Interpret Biodiversity Conservation.” **Legacy** (Jul/Aug, 2001). Honorable Mention for Best Feature.



# Research, Professional & Academic

- “Condition-based Protected Area Zoning Tied to Conservation Planning and Targets.” (May 2021). *PARKS*. With Bernal Herrera-Fernández.
- Esencia de la interpretación de patrimonio: Una visión holística para experimentar y conservar el patrimonio natural y cultural de América Latina*. (May 2021). Second author with Marisol Mayorga. First university textbook for/by Latin America. Editorial UNED. See [cover](#). [Ebook version](#).
- “Four Levels of Interpretive Development Based on Tilden’s Principle of Wholeness.” (November 2020). *Journal of Interpretation Research*.
- “Adapting Adaptive Management for Park Recreation in a Rapidly Changing World.” (Spring 2020). *Journal of Park and Recreation Administration*. Legends and Legacies Section.
- “In Focus 4: Managing Overtourism through a Holistic Lens.” (June 2019). Mini-chapter in *Overtourism: Excesses, Discontents, and Measures in Travel and Tourism*. CABI.
- “World Heritage City Évora, Portugal Transcends Multi-stakeholder Conflict through New Participatory Public Use Planning Process.” (2015). *Revista Mátia Digital*. Co-writer Nuno Domingos.
- Protected Area Governance & Management* (April 2015). Supporting author for visitor management (Chap. 23) (Anna Spenceley, editor) and engaging complexity (Chap. 10) (Steve McCool, *et al.*, editors). IUCN and Australian National University.
- “Book Review of Tour Guiding Research: Insights, Issues, and Implications.” (May 2015). *Journal of Policy Research, Leisure, and Events*.
- “Achieving Self-Identity and Self-Worth.” (June 2014) *Interpretation* Journal (AHI). Participatory community interpretive frameworking.
- “The International Interpretation Conference: Bringing the World’s Interpreters Together.” (March, 2014). Review of international interpretation conference in Siguna, Sweden in June 2013. *Journal of Community Archeology and Heritage* (inaugural issue).
- “A Systems-Based Interpretive Planning Model that Links Culturally Constructed Place Meanings and Conservation.” (November 2008). *Journal of Interpretation Research*. Peer-reviewed publication of the National Association for Interpretation, co-author Ted Eubanks.
- “Heritage Interpretation vs. Environmental Education as an Ecotourism Conservation Strategy.” Chapter in *Ecotourism and Conservation in the Americas*. (2008) Edited by Amanda Stronza & Bill Durham. CABI Publishing.
- “Barreras para la implementación de los planes de manejo para áreas silvestres protegidas en Costa Rica.” (October 2008). Estudio por Gabriel Robles, Nelly Vásquez, Róger Morales, Jon Kohl & Bernal Herrera. The Nature Conservancy Costa Rica Technical Series #8.
- “Putting the Ecotour Guide Back into Context: Training Guides with Systems Thinking.” Chapter in *Quality Assurance and Certification in Ecotourism* (2007). Edited by Rosemary Black & Alice Crabtree. CABI Publishing.
- “Converting Unseen and Unexpected Barriers to Park Plan Implementation into Manageable and Expected Challenges.” *Parks* (April 2006), journal of the World Conservation Union-IUCN.
- “Mental Models that Block Strategic Plan Implementation.” *Reflections* (May 2006). Journal of the Society for Organizational Learning.
- “Putting Environmental Interpretation to Work for Conservation in a Park Setting: Conceptualizing Principal Conservation Strategies.” (February 2005) *Applied Environmental Education and Communication: An International Journal* 4(1).
- “Zoos Behind the Wilderness Façade.” *International Journal of Wilderness*. (August 2004). Based on an essay that won Gloria Barron Wilderness Society Scholarship for best wilderness-related essay, sponsored by Yale University and the Wilderness Society in 1996.
- Nature Guide Training Program Manual*. **RARE Center for Tropical Conservation**. (August 2001). Co-written with Cynthia Brown.
- “Recruiting a PRA Team That Works.” *TRI News* (Spring 1997). Written with Indra Candanedo. Yale Tropical Resources Institute (TRI) journal. Based on “Participatory Rural Appraisal in an Andean Farming Community, Ecuador.” (January 1997). My master’s thesis work.
- “Marine Biomedicine: Past, Present, Future” (March 1993). Position Paper for the Smithsonian Traveling Exhibition, *Ocean Planet*.
- “A Proposal for the Establishment of the Dartmouth Organic Farm.” (22 May 1991). I was principal editor of a 24-person team for an environmental policy formulation class that made such a proposal. Academic citation. 100 pages. Farm was established in 1995.

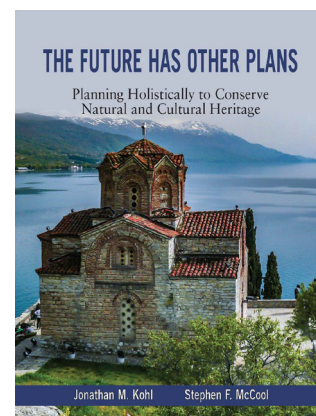
# Books & Manuals

*Esencia de la interpretación: Visión holística para experimentar y conservar el patrimonio natural y cultural de América Latina.* (May 2021). Editorial Universidad Estatal a Distancia. Costa Rica. First author Marisol Mayorga. First such university textbook written for the Latin American audience by a Latin American publisher. [Ebook](#).



*Interpretive Theme Writer's Field Guide: Pocket Companion to Sam Ham's Interpretation - Making a Difference on Purpose: How to Write a Strong Theme from Big Idea to Presentation.* (2018). National Association for Interpretation's [InterPress](#). This book is the first dedicated entirely to interpretive theme writing at the individual, team, and community level. Contributions from Sam Ham, Shelton Johnson, Ted Cable, and Clark Hancock.

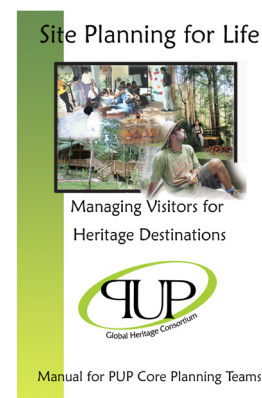
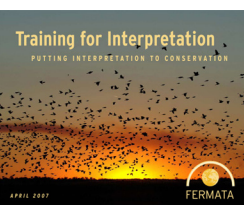
*The Future Has Other Plans: Planning Holistically to Conserve Natural and Cultural Heritage* (2016). Co-author Dr. Stephen McCool. Applied Communication Series edited by Sam Ham. Fulcrum Publishing. The book defines Holistic Planning for heritage areas drawing on many fields as they confront rapid global change. Draws heavily on Integral Theory.



*Fallout.* (2013). SciFi romance e-novella written with Kimberly Comeau, published by BookstoGoNow.com. Available upon request.

*Park Planning for Life.* (2015) This methodological manual for the PUP Global Heritage Consortium based on an earlier version written for RARE Center for Tropical Conservation (2000), consists of 2 volumes (aprox. 750 pages) and a series of *PowerPoint* presentations is used by public use coordinators in heritage sites to develop strategic visitor management plans and implement them. The manual placed second in the 2003 National Association for Interpretation Media Awards (see distinctions on p. 5), training category. Translated but no longer supported in Spanish, Portuguese, and Bahasa Indonesian.

*Training for Interpretation: Putting Interpretation to Conservation* (2007). This manual is next generation after RARE's Nature Guide Training Manual (see below). I developed this manual along with its program as the interpretive trainer at Fermata, Inc. in association with Dr. Sam Ham, principal collaborator. The materials were first piloted at the World Birding Center and thereafter I assembled the materials into the first draft manual. © Fermata, Inc.



*Nature Guide Training Program Manual.* RARE Center for Tropical Conservation. (August 2001). Co-written with Cynthia Brown. Five-volume manual to operate the Program.

*Monstruo de LEJOS.* (1996) This teaching guide and series of 17 vignettes supported national Costa Rican curriculum in the area of solid waste. The book was written when I was a Peace Corps Volunteer and published by the Simon Bolivar National Zoo of Costa Rica; it was used by teachers throughout the San José metropolitan area. Deirdre Hyde did the artwork. © 1995 Simon Bolivar National Zoo.

