

The Journey That Matters: The Creation and Design of a Book

Honors Thesis

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Thesis Advisor: Louise Mengelkoch

April 30, 2007

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## The Journey That Matters: The Creation and Design of a Book

Louise Mengelkoch, Professor of Mass Communication, at Bemidji State University (BSU), was in need of someone to put together, organize, and send to print, the newest edition of "The Journey That Matters." "The Journey That Matters," is a publication projection that Mengelkoch started in 2002 and is a collection of travel essays by students who have traveled abroad and represented Bemidji State University on an a National and International level. Professor Mengelkoch was looking for someone to organize and create the 3<sup>rd</sup> edition.

After talking to Professor Mengelkoch, I volunteered for this job, as I felt it would be a great opportunity to expand my knowledge of all that is involved in designing a book and sending a manuscript to a printing company. This was my first time creating a book and I am excited to see the end result as I currently wait patiently for the book to come back from the printer.

There were many tasks for this project, and they had to be completed in a set order. My first task was to collect all the essays that had been submitted to Professor Mengelkoch. She held all the essays submitted by those who attended Eurospring 2005, plus a few

other essays from other BSU study-abroad students. I also had to advertise and collect essays from other BSU study-abroad programs, which include Argentina, Iceland, Boundary Waters Canoe Area, Italy and others. I contacted the professors who lead these trips to encourage their students to write and submit essays to be published. I also set a deadline for the students and professors to get their essays, photographs, and contact information to me.

Previous to taking on this job, I had been warned that even though completing this book is time-sensitive to me, others might not realize this. While setting up a timeline for completion, I had to make sure that I gave myself enough room to be flexible with dates, since not everyone would have all their information turned into me on time. At this time, Professor Mengelkoch also asked me to contact other 2005 Eurospring students who had yet to turn in their essays. As a requirement of Eurospring 2005, Professor Mengelkoch had each student write a travel essay to be printed in this edition of "The Journey That Matters." It was quite the job: it involved emailing, calling and even contacting students on the people connecting webpage, Facebook, not once; but for some contacting them over 10 times before I received a response.

As I collected each essay, I was in charge of doing a preliminary proofreading of each essay to fix any minor grammatical errors. I then contacted each author so they could aid in correcting their essays and help make them suitable for publication. Along with the essays, the authors were asked to submit photographs, photograph captions, a brief bio and contact information, if I had not received it thus far. I also set up an emailing system

so I could keep in touch with the authors, reminding them weekly about ongoing deadlines and any updates on the progress of the book.

After the preliminary proofreading, I had an idea of how many essays would be printed. I had a grand total of 47 essays and roughly 300 pages (originally there were 48 essays, but one author backed out). At this point I took the time to contact several printing companies for estimates on the price for printing 500 copies of the book. I contacted Knight Printing, Book Mobile, Bang Printing and 3D Printing, Inc., to get estimates. I asked each company about their printing requirements as well as instructions and limitations for work to be submitted for print. Book Mobile quickly gave me an estimate over the phone, as they were who Professor Mengelkoch printed the last edition of the book with. I discussed the budget with Professor Mengelkoch, as many of the choices that I had to make would be reflected in the price. For example, if I choose to use full color on the cover the price will be more expensive than if I choose only two colors. With this edition, Professor Mengelkoch granted me the permission to use a full color cover, <sup>which</sup> with I think will help highlight the book on the shelf and help draw the consumer to buy.

After talking to the printer, I figured out the requirements that I needed to meet as far as designing the book would go. I next started to build my templates for the pages inside of the book using Adobe InDesign. With InDesign, I can set up the margins, each chapter's first page layout, and each chapter's layout for the middle and ending page. By setting up the margins, I can guarantee that from chapter to chapter, all content will line up, creating

unity in the design of the book. While designing the inside pages, I had to keep in mind the readability of the reader and keeping a definite “flow,” – that the content is laid out well – and follows a specific order, making sure the content doesn’t jump around or become too confusing for the viewer to understand.

My responsibilities also included designing the front and back covers and the spine of the book. I kept in mind that the book would be sold on a shelf in the BSU bookstore, and that people do judge books by their cover. On the outside, I made sure that I included detailed information such as the title, “The Journey That Matters,” a quick description of what is inside the book, and some content that leads the potential consumer to look inside and want to buy the book, in which case I choose quotes from select essays that I pulled out and placed on the back cover, as I felt they really did a nice job of explaining the experiences the authors wrote about in the book. The photographs I chose to grace the cover were a photograph taken by myself (the front cover) and a photograph by Erika Bailey-Johnson (the back cover). The front cover photo I felt worked well as it showed the 2005 Eurospring students traveling together, and experiencing together. The photograph showed that the students were actually on a journey, which I think reflected the title well. The back cover was a photograph of a student sitting by the lake, writing and reflecting in their journal, which I thought was highly appropriate as many of the essays written were either journal entries themselves or were originally started from a journal entry. I did have a mock-up of the cover where the back cover photograph spread across both the front in the back cover, eliminating what is now the front cover photograph. When I showed Professor Mengelkoch the two mock-ups, the cover that we

are currently using and the cover where the back cover photograph spread across the front and back covers, she chose to use the cover mock-up that contained the two photographs, as it adds variety to the cover and also because the chosen cover seemed much more lighter and cheerier in color.

Since this is the 3<sup>rd</sup> edition of the book, I wanted to make sure that I did follow some of the previous editions design elements, as I wanted it to be easily identifiable with the previous two editions. I had to decide on what is important to still include in the book's design and what parts could be changed. Although I want to keep with the basic design of the previous editions, I also want to add a touch of my design style, as this version is the one that I am personally dealing with and I do want the reader to realize that this is a new volume of the book and also a new editor. It was a hard decision to decide what is important to still include in the book's design and what parts could be changed. When it came down to it, I decided that I would keep the typography for the title as it was, as it was a logo for the past 2 editions of the book. I also kept the same layout, as I felt that the layout of the cover also contributed to the identity of the book.

My next challenge was laying out the content of the book. I set up the book with respect to the last edition, as I felt the last edition was well laid out. The book started with a table of contents, followed by forwards that had been submitted and then essays were set in an alphabetical order by trip, which marked each section, then by author's last name. After I established the order of the essays, I started importing them into the book's InDesign document that I already had set up. Because I set up templates earlier, InDesign allows

me to easily copy and paste each author's text onto the pages. After I imported each author's text, I then laid each author's pictures onto their pages of the book, placing them so they correspond with the content of each essay. I also need to make sure that each photograph is placed into the document in a unique and appealing, yet readable, way, making sure that each page that includes a photograph has balance between text and photograph. Each photograph also includes a caption of the people shown for legal reasons, along with adequate space surrounding the photograph and caption so that nothing appears too crowded.

Dealing with each author's photographs was probably my biggest issue that I had trouble with. I would rejoice when the pictures were sent too large, as it was easy to shrink them down to the right size without harming the picture. However, I would have issues when the pictures were sent too small and I had to think of clever ways to resize and manipulate them in Photoshop so that they wouldn't appear pixilated when printed. If the pictures were sent imbedded in Microsoft Word, more than likely they would appear distorted after a test print. There were many times when I would have to contact the author to resend or choose another picture.

While Professor Mengelkoch was completing the editing, I notified the authors of each essay one final time before printing. I sent them each an individual email that contained a PDF file of what their essay would look like in the book, plus a listing of any other information I currently needed from them at that time. The email also asked every author to look over their essays and check them for errors they may want fixed before printing.

The email also stated that they will need to reply, giving me their consent to print their essay in the book, along with any changes they may see that needed to be made to their essay. I then kept a hard copy of each author's consent; in case we experience any problems with the authors being unhappy with their printed content after the book had gone to print.

Once I had each author's consent and I made changes that had been suggested by each author, another hard copy of the book was again submitted to Professor Mengelkoch for one last, final proofread. Once I had the hard copy back in my hands, and I corrected the final changes, I then called Book Mobile to let them know that we were ready to print and requested a final estimate of printing 500 copies with the previously chosen requirements.

After talking to Book Mobile, they gave me instructions for transferring the file to them online. Before I could give them the file though, I had to package the file for them. In InDesign, I chose the packaging option, which bundles all the files, photograph links, and content into one file, making it easier for me to hand the book over to them and making it easier for them to receive the files, as they will easily be able to find the files and nothing will be out of place. I then was able to send them the file online and sent them an email message to double check that they had received all the files, which after several tries, they had.

One week after I had sent the electronic file to Book Mobile, they mailed Professor Mengelkoch and myself a proof of the book, showing us exactly how the inside pages

would be printed. Professor Mengelkoch then did her last editing on the book and submitted the changes to me. I then contacted Book Mobile for the best way to go about fixing these changes, which I am happy that I did get in contact with them. Fixing the changes myself would add a \$30 surcharge to the final price of the books, while if I gave them the changes and they fixed them themselves, there would be a \$60 surcharge. It was nice to know that I saved ourselves \$30 by fixing and resubmitting the book myself, as it was not that hard of a task to complete. Plus, then I was able to make sure that everything was corrected to its full extend myself.

When I talked to Book Mobile, I mentioned that if possible, I would like the book printed and received by Professor Mengelkoch on May 11<sup>th</sup>, 2007, as I will be using the book as a part of my portfolio presentation, which is a requirement by the design technology program at Bemidji State University to graduate. It doesn't seem that it will be a problem for the book to be delivered by then. It will be rewarding to finally hold the book in my hands. The sad part of all of this is knowing this will probably be the last edition of "The Journey That Matters." Professor Mengelkoch says it is hard to complete a book with such little support from Bemidji State University, even though they themselves push departments to complete projects such as these. But a book like this takes a lot of hard work, not to mention funding. It was hard for myself to put all the work I did into the book, when some days, I didn't know if the book would even be printed because we were having such a hard time finding the funding to print the book. Professor Mengelkoch also says that it is not everyday that you have a volunteer step up to design the book. She

is not sure that she will find someone else with the time and dedication to design and complete such a book again.

Even though completing “The Journey That Matters” took a lot of hard work and I had to deal with some tough issues, I was glad to take on this challenge, as I learned valuable information for one who is going into the field of print design. This type of project is not something that one can learn in a classroom. It was one that provided me with real world experience, which can often be hard to come by as a college student.

## Example of Chosen Cover Design

# the Journey that Matters

Travel Essays by 2005 Participants  
of Bemidji State University Travel Programs

"There are only 24 hours in a day and hundreds of thousands of things to do, but what I didn't get done the first time, I'll do the next."  
*Carrie Scifres*

"I think it is often in the "stopping" we grow." *Erika Bailey-Johnson*

"But on this night there was nothing but an entertaining evening, a virgin experience for many of us, and one that will never escape my memory in years to come." *Jaine Rowlette*

"This was the best eight weeks of my life. My dad was right. This was a trip of a lifetime and one I will certainly never forget."  
*Cindi Olson*

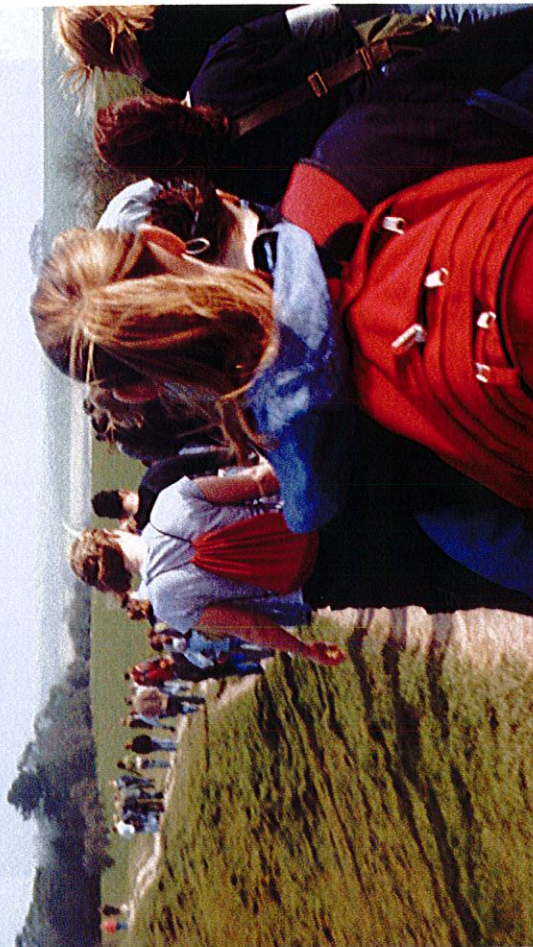
"I had learned the ease of being moved by experience. I had learned the spirit of travel." *Andrew Browers*

"I'm sure there has not been a day that has gone by over the last months when I haven't thought of Italy, Italians, their culture. Everything was eye candy. So delicious and no regrets, not a single calorie of guilt."  
*Abigail Tjaden*

MENGELKOCH  
KROLL

A PUBLICATION OF BEMIDJI STATE UNIVERSITY

EDITED BY LOUISE MENGELKOCH AND ANDREA KROLL



## Copies of Estimates From Possible Printing Companies

# BookMobile

5120 Cedar Lake Road  
Minneapolis, MN 55416-1641  
(763) 398-0030 Fax (763) 398-0198

## Quotation

**Date** 04/03/07  
**Quote No.** 21005

### Bill to:

Bemidji State University  
1500 Birchmont Drive  
Mass Communication Department  
Bemidji, MN 56601  
Attn: Andrea Kroll

### Specifications:

<b>Job title</b>	<i>The Journey that Matters, 3rd Edition</i> , first printing
<b>Page size</b>	5.5 inches (width) x 8.5 inches (height, spine)
<b>Pages</b>	286, duplexed
<b>Quantity</b>	500
<b>Cover original:</b>	compatible application files (Mac Quark, Mac Pagemaker, or Mac InDesign). We furnish printed proofs.
<b>Interior original:</b>	compatible application files (Mac Quark, Mac Pagemaker, or Mac InDesign). We furnish printed proofs.
<b>Text printing:</b>	B&W on 60# IBM white, 444 PPI, no bleeds, no printing within 3/8-inch of trim
<b>Cover :</b>	4-color cover on 10 pt C1S/white stock with gloss layflat lamination, bleeds, prints one side only
<b>Binding:</b>	perfect bind, pack in doublewall cartons
<b>Shipping:</b>	FOB Minneapolis

### Pricing:

Qty	Desc	Rate	Ext
500	Prep, print and bind 500 copies Freight: FOB Minneapolis	4.98	2,490.00

**Prices good for 90 days from date of quote.**

### Terms:

All prices are FOB Minneapolis, unless freight charges are specified in the quote.  
Distribution and fulfillment services are available through [www.itascabooks.com](http://www.itascabooks.com).



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Bemidji State College  
Andrea Kroll

May 5, 2006

We are pleased to submit this quotation based on the following specifications and cost of materials as of this date.

Description: Books

Quantity: 500 750 1,000

Size: 5.5 x 8.5 600 pages + cover

Paper: 60# White Offset  
12 pt Carolina C1S Cover

Typesetting: Customer Furnishes Disk

Art:

Color scans: Customer Furnish

Ink: Black ink on text  
Cover-4 color + flood gloss coating 1 side

Bindery: Collate and perfect bind

Price:	500	750	1,000
	\$5,724.78	\$6,600.65	\$7,465.02

Price includes Epson color proof for cover

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A FINANCE CHARGE at a periodic rate of 1.2% per month, or an ANNUAL PERCENTAGE RATE of 14.4%, will be applied to the unpaid previous balance of principal, after payments and credits received before the 25th of the month are deducted first from accrued FINANCE CHARGES, then from the previous balance of the principal.

Chad Nannenga  
KNIGHT PRINTING COMPANY

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Trade Customs have been in general use in the Printing Industry throughout the United States of America for more than 50 years.

1. **QUOTATION** A quotation not accepted within thirty (30) days is subject to review.
2. **ORDERS** Orders regularly entered, verbal or written, cannot be cancelled except upon terms that will compensate printer against loss.
3. **EXPERIMENTAL WORK** Experimental work performed at customer's request, such as sketches, drawings, composition, plates, presswork and materials will be charged for at current rates and may not be used without consent of the printer.
4. **PREPARATORY WORK** Sketches, copy dummies and all preparatory work created or furnished by the printer, shall remain his exclusive property and no use of same shall be made, nor any ideas obtained therefrom be used except upon compensation to be determined by the printer.
5. **CONDITION OF COPY** Estimates for typesetting are based on the receipt of original copy or manuscript clearly typed, double-spaced on 8 1/2" x 11" uncoated stock, one side only. Condition of copy which deviates from this standard is subject to re-estimating and pricing review by printer at time of submission of copy, unless otherwise specified in estimate.
6. **PREPARATORY MATERIALS** Art work, type, plates, negatives, positives and other items when supplied by the printer shall remain his exclusive property unless otherwise agreed in writing.
7. **ALTERATIONS** Alterations represent work performed in addition to the original specifications. Such additional work shall be charged at current rates and be supported with documentation upon request.
8. **PROOFS** Proofs shall be submitted with original copy. Corrections are to be made on "master set," returned marked "O.K." or "O.K. with corrections" and signed by customer. If revised proofs are desired, request must be made when proofs are returned. Printer regrets any errors that may occur through production undetected, but cannot be held responsible for errors if the work is printed per customer's O.K. or if changes are communicated verbally. Printer shall not be responsible for errors if the customer has not ordered or has refused to accept proofs or has failed to return proofs with indication of changes or has instructed printer to proceed without submission of proofs.
9. **PRESS PROOFS** Unless specifically provided in printer's quotation, press proofs will be charged for at current rates. An inspection sheet of any form can be submitted for customer approval, at no charge, provided customer is available at the press during the time of makeready. Any changes, corrections or lost press time due to customer's change of mind or delay will be charged for at current rates.
10. **COLOR PROOFING** Because of differences in equipment, paper, inks and other conditions between color proofing and production pressroom operations, a reasonable variation in color between color proofs and the completed job shall constitute acceptable delivery. Special inks and proofing stocks will be forwarded to customer's suppliers upon request at current rates.
11. **OVER RUNS OR UNDER RUNS** Over runs or under runs not to exceed 10% on quantities ordered up to 10,000 copies and/or the percentage agreed upon over or under quantities ordered above 10,000 copies shall constitute acceptable delivery. Printer will bill for actual quantity delivered within this tolerance. If customer requires guaranteed "no less than" delivery, percentage tolerance of overage must be doubled.
12. **CUSTOMER'S PROPERTY** The printer will maintain fire, extended coverage, vandalism, malicious mischief and sprinkler leakage insurance on all property belonging to the customer, while such property is in the printer's possession; printer's liability for such property shall not exceed the amount recoverable from such insurance.
13. **DELIVERY** Unless otherwise specified, the price quoted is for a single shipment, without storage, F.O.B. local customer's place of business or F.O.B. printer's platform for out-of-town customers. Proposals are based on continuous and uninterrupted delivery of complete order, unless specifications distinctly state otherwise. Charges related to delivery from customer to printer, or from customer's supplier to printer are not included in any quotations unless specified. Special priority pickup or delivery service will be provided at current rates upon customer's request. Materials delivered from customer or his suppliers are verified with delivery ticket as to cartons, packages or items shown only. The accuracy of quantities indicated on such ticks cannot be verified and printer cannot accept liability for shortage based on suppliers tickets. Title for finished work shall pass to the customer upon delivery, to carrier at shipping point or upon mailing of invoices for finished work, whichever occurs first.
14. **PRODUCTION SCHEDULES** Production schedules will be established and adhered to by customer and printer, provided that neither shall incur any liability or penalty for delays due to state of war, riot, civil disorder, fire, strikes, accidents, action of Government or civil authority and acts of God or other causes beyond the control of customer or printer.
15. **CUSTOMER FURNISHED MATERIALS** Paper stock, camera copy, film, color separations and other customer furnished materials shall be manufactured, packed and delivered to printer's specifications. Additional cost due to delays or impaired production caused by specification deficiencies shall be charged to the customer.
16. **TERMS** Payment shall be net cash thirty (30) days from date of invoice unless otherwise provided in writing. Claims for defects, damages or shortages must be made by the customer in writing within a period of thirty (30) days after delivery. Failure to make such claim within the stated period shall constitute irrevocable acceptance and an admission that they fully comply with terms, conditions and specifications. Printer's liability shall be limited to stated selling price of any defective goods, and shall in no event include special or consequential damages, including profits (or profits lost). As security for payment of any sum due or to become due under terms of any Agreement, printer shall have the right, if necessary, to retain possession of and shall have a lien on all customer property in printer's possession including work in process and finished work. The extension of credit or the acceptance of notes, trade acceptances or guarantee of payment shall not affect such security interest and lien.
17. **INDEMNIFICATION** The customer shall indemnify and hold harmless the printer from any and all loss, cost, expense and damages on account of any and all manner of claims, demands, actions and proceedings that may be instituted against the printer on grounds alleging that the said printing violates any copyright of any proprietary right of any person, or that it contains any matter that is libelous or scandalous, or invades any person's right to privacy or other personal rights, except to the extent that the printer has contributed to the matter. The customer agrees to, at the customer's own expense, promptly defend and continue the defense of any such claim, demand, action or proceeding that may be brought against the printer, provided that the printer shall promptly notify the customer with respect thereto, and provided further that the printer shall give to the customer such reasonable time as the exigencies of the situation may permit in which to undertake and continue the defense thereof.



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**ESTIMATE**

**3D PRINTING**

May 4, 2006

Customer Number: R1399  
Andrea Kroll  
Bemidji State University

We are pleased to submit the following estimate. Please call if you have questions or need to make any changes.

Estimate Number: 39720                      Salesperson: SANDY/RANDI  
Estimate Date: 5/3/2006

Journey that Matters book - 304 pages + cover  
5.5 x 8.5 final size  
Cover-4/c + Flood Aqueous 1 side, bleeds on 10 Pt  
CIS cover; Text- blk-no bleeds on 60#white offset  
File furnished print ready, proof  
Trim, fold, perfect bind, box, FOB Fargo

Other:

**Estimate Totals:**

<b>Quantity:</b>	<b>500</b>
<b>Price:</b>	<b>5,494.40</b>
<b>Each:</b>	<b>10.99</b>

Thank you

Prices good (excluding stock) for 30 days.



DATE: 05/03/2006

INTERNAL NUMBER: 33945

We are pleased to quote you according to our interpretation of your specifications as outlined below. Delivery and prices will be dependent on printer's ability to obtain paper at current cost. No understanding exists other than appears itemized in detail.

BEMIDJI STATE UNIVERSITY

ATTN: ANDREA

In response to your inquiry, we submit the following estimate:

XL

DESCRIPTION JOURNEY THAT MATTERS

SIZE	5-1/2 X 8-1/2	304 PG + CVR
PAPER	TEXT	60# OFFSET 444 PPI
	COVER	10PT C1S COVER
PREPRESS	TEXT	PDF FILES FURNISHED TO BANG'S SPECIFICATIONS, 1 FILE WITH HARD COPY, SEE WWW.BANGPRINTING.COM
	COVER	DIGITAL FILES FURNISHED TO BANG'S SPECS WITH HARD COPY, SEE WWW.BANGPRINTING.COM
PROOF	DUPLEX	EPSON COLORPROOF
PRESS WORK	TEXT	BLACK 2 SIDES - NO IMAGE 1/4" FROM TRIM HEAVY COVERAGE MAY RESULT IN UPCHARGE
	COVER	4 COLOR PROCESS & GLOSS FILM LAMINATE
BINDING	PERFECT BOUND; BULK PACK, AT LEAST 25# PER CTN TO AVOID UPCHARGE	
SHIPPING	APPROXIMATE/ADDITIONAL FREIGHT TO 56601	
SPECIAL INSTRUCTIONS		

\*\*\*Due to current paper fluctuations prices to be reviewed after 30 days.\*\*\*

\*\*Prices - Subject to Review of Final Disks and Other Materials

\*\*Prices reflect non credit card payment.

\*\*Drop shipments charged as additional.

Quantity	<u>500</u>	<u>750</u>	<u>1000</u>
	\$2,647	\$2,818	\$2,987
FREIGHT	\$61	\$74	\$86
<b>TOTAL</b>	<b>\$2,708</b>	<b>\$2,892</b>	<b>\$3,073</b>

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*Brooke Schneider takes in the awesome view of South Hegman Lake.*

It's difficult to fathom a world without cell phones, computer applications, and shopping malls. Technology and the built environment have become such an integral part of our routines that we seldom hesitate to scoff at the lives of our ancestors. However, many feel that

the new era has led to an increased detachment from nature, and that this corresponds with continued environmental degradation. How can we bring people back in touch with nature?

From August 20th - 31st, 2005, an adventure program run by Bemidji State University (BSU) attempted to "heighten awareness of environmental challenges and the interconnectedness of human and natural systems in confronting these challenges" (Welle, 2005). I assisted Dr. Pat Welle, a Bemidji State University environmental studies professor, from August 20th – 25th during the Northwoods/Boundary Waters Canoe Area (BWCA) Field Program in an attempt to ascertain the educational value for the participating undergraduate students.

## *My Experience*

My first taste in adventure program planning was grocery shopping. Food purchase and organization on trips like this could be a full-time job. Dr. Welle seemed to follow some advanced algebra formula to deduce the correct number of oatmeal packets and summer sausage required for the ten day adventure. To complicate matters, two students had milk allergies which meant substitutes had to be found for camping staples such as chocolate-chip granola bars and Lipton saucy noodles. A commandment of nature trips is to minimize waste, so the key was to have enough to satisfy, yet not so much that there are many leftovers. Simple, right? I bet Dr. Welle is still munching on leftover soy nuts.

The day of our first meeting had finally arrived. A combination of apprehension and anticipation hung in the room like a college student making his first pot of macaroni and cheese. Dr. Welle calmed the quiet stares with a brief introduction of expectations and itinerary. Every student was then to introduce themselves, including their majors, reasons for signing up for the course, and outdoor experience. All seemed to enjoy the outdoors, but their motives for taking the course varied from "it sounded like fun" to "my brothers used to always go to the BWCA and I'm jealous." I couldn't help but wonder, would a person sign up for this course who didn't like the outdoors? Why wouldn't people like the outdoors? However, I was already skeptical about one student's ability to last for a week in the BWCA. Time will tell.

The instructors and topics for the field study were well-organized and rarely left a dull moment. Making the issues important and relevant to the students was my main goal. What I did not want to do was dictate "this is bad/this is good and there is really nothing you can do about it." Environmental issues can almost always be tied to individual choices we make. Why do we mow our lawns (especially all the way down to the water's edge)? Why don't we use native plants more? (The majority of "things" we do to our lawn are for aesthetic reasons, and, thus, highly subjective). Why don't people buy more fuel-efficient cars? Why has the sale of SUV's drastically increased over the last decade? And so on . . . attempting to make the students realize that their choices make a difference.

I was instructed to introduce the Lost Forty area to the undergrads. This 144-acre parcel was designated as a lake by surveyors in 1882. This error caused loggers to skip over the area at the turn of the century. The massive Norway and White pines are the main attraction, since over 98% of Minnesota's forested land has at one time or another felt the logger's saw. I realize that logging plays an integral part in our economy, but at the same time I try to imagine what it would look like if 98% (rather than 2%) of forested lands were old growth. What a beautiful site that would be! Would we still have woodland caribou? Would the timberwolf still become endangered? Do we really need so much wood? What if more people recycled or reduced the amount of paper products they bought? What if we could reduce the amount of packaging that comes with most items we buy? I really hope there will be more old growth forests in two hundred years.

Fortunately, in the late 1900's, the Lost Forty was set up as a Scientific and Natural Area to preserve it for future generations. To the group, I discussed the significance of old growth forests and preserving land such as this, and then we hiked along a mile trail through the virgin pine. There were educational signs along the way that students were not required to stop at, but it was interesting to note who did stop. I wonder how many people go through their lives doing what is expected of them and nothing more? I think it is often in the "stopping" that we grow. I also noticed that most students were talking during the hike and seemed to be in a race to finish. Unfortunately, the lives of most people are very fast-paced, so we rarely take the time to slow down and "smell the roses." Sometimes I don't even think we see the roses!

The final three presenters prior to entering the Boundary Waters (Stewart Osthoff, Paul Schurke, and the staff at the International Wolf Center) all seemed to be highly engaging for the students. Stewart and Paul both discussed their intriguing backgrounds and professions, and in all three locations students seemed very comfortable. However, I worry the material possessions of Stewart and Paul were also what might have captured the students' attention.

As I reflect, I think an important point is that not every topic and presenter is going to be interesting to every student. I'm sure that some enjoyed the pontoon lake ecology presentation because they find that field intriguing, while others were fascinated with Stewart's discussion of the Boundary Waters' history since they were already familiar with the area. Some might have simply enjoyed Paul's presentation since it was focused around dogs, and others might have taken pleasure in other locations for their photographic opportunities rather than what was discussed. As for the individuals who



*Danielle Dibble, Brooke Schneider, Jim Lindstrom, Dave Ducharme, Brittany Lang, Pat Schuett, Erika Bailey-Johnson, and Dr. Pat Welle preparing to paddle into South Hegman Lake.*

did not enjoy certain aspects of the presentations, this is a part of life. At times in our lives we will be uncomfortable, hungry, weary, and uninterested, yet we must always show respect. It is not appropriate to sleep during your cousin's two-hour long wedding ceremony. It is disrespectful to ignore your father's story to watch your favorite TV program, and you should wear that sweater your grandmother knitted even though it is your least favorite color. Be optimistic and find the best in opportunities. Who knows, maybe that color looks great on you. And if you really are that exhausted, disin-

terested, and famished, the last thing you should do is complain since you're ruining the experience for others.

However, there are moments when I feel an instructor should have a considerable amount of empathy for the students, and this leads me to the last point in my experience. Some tasks students must accomplish during adventure programs are not easy, and many of them might be completing the task for the first time. Some students had never been on a weeklong camping trip before, much less one where they must be prepared for all temperatures and weather conditions and carry everything they need for the week on their back. For ingenuous first-timers, this task can seem rather daunting. Program guides should be patient and sympathetic to these students in particular, perhaps offering extra praise and encouragement. The goal is for students to have a great nature experience, not one they will have nightmares about because their needs were never met. I feel the guides play an integral role in this mission.

Unfortunately, my final duty was to drive the BSU van to the Chainsaw Sisters, where the group would meet after exiting the Boundary Waters. Forward, backward, drive, reverse, I shimmied the canoe trailer and van into their week-long resting place. I drove, deep-in-thought, back to Bemidji, anticipating their stories of nature.

### *Their Experience*

Undoubtedly, adventure experiences such as the Boundary Waters program serve as a critical tool in the shaping of environmentally literate citizens. Several features of the BSU program bode well with the literature (outdoor setting, feedback, and journaling), while others could be improved upon (empathetic instructors, making each lesson relevant to students, and more narratives from the students).

The program seemed to have a tremendous impact on the participants. Not only did all discuss in their post-travel essays at least two or three advanced environmental topics (e.g. full-cost pricing, conservation vs. preservation, "leave no trace"), but most exhibited a deeper understanding of the "interconnectedness of human and natural systems"—the goal of

the program. The following quotes from their papers demonstrate their expanded views:

"If we wait until it gets really bad, it is going to be harder to save."

"... I will now look at all angles to figure out what is best as a whole."

"... even in the areas where we live, we are just visitors."

"Once you become indulged by the sheer beauty of it all, the solitude and the time to just think, that's when you realize there is something special out there."

"... there is an equally important part [of wilderness] that exists only in the minds and the hearts."

"Hang me in effigy next to Sig Olson if need be..."

"Prior to entering the Boundary Waters, sustaining the Earth was of no importance to me."

"We all have daily choices we have to make; we just have to start

considering the environmental consequences of those choices."



*Jon Nietfeld, David Ducharme, and Gina Houdek preparing the "Beaver Paddle" at Pack Sack Resort, Ely, Minnesota.*

Did this program lead to environmental action? I don't know. I would love to be a fly on the wall in their dorm rooms and apartments. As some research stated, it would probably be beneficial to have a follow-up meeting to discuss

participant goals and to assist them in turning their knowledge into action. Many have the tools; they just don't know what to do with them when they return to their everyday lives.

Is this program labeled unsuccessful if no one increased their environmental behavior? Certainly not, but of course that is the ultimate goal of all environmental programs. I feel a massive amount of research exists on outdoor education because educators are trying to find the "magic blend" of factors that leads to the greatest amount of benefits for participants. Until then, educators should be aware of the best practices to allow for maximal development. At a very minimum, teachers must bring students outside, away from cell phones, computers, and classroom walls.

The values of individualism, capitalism, and personal achievement are perpetuated nearly everywhere. On the soccer field, at the movie theater, at home and in the shopping mall, individuals face multiple influences of Western cultural values. Will adventure programs be able to minimize environmentally degrading patterns that stem from our anthropocentric worldview?

Change has to begin somewhere, and change must take place if we are to reach equilibrium with our environment. I know from experience that educators can make an enormous difference in the lives of students and the choices they make. Furthermore, David Orr (2005) states that:

"education cannot do these things alone. It requires indifferent or absentee parents, shopping malls, television—MTV—Nintendo, a culture aimed at the lowest common denominator, and de-placed people who do not know the very ground beneath their feet. Schooling is only an accomplice in a larger process of cultural decline. Yet, no other institution is better able to reverse that decline" (p. 85).

Oh, and that participant I didn't think would last a week in the Boundary Waters? She thrived, and noted the rigor of paddling was "well worth it." I saw her biking around campus in the fall, and couldn't help but wonder

if she always biked... More importantly, in her eyes I saw enlightenment, a new found confidence, and a twinkle as if she was just let in on a big secret.

*I went to the woods because I wished to live deliberately, to front only the essential facts of life, and see if I could not learn what it had to teach, and not, when I came to die, discover that I had not lived.*

--Henry David Thoreau

#### References:

- Orr, D.W. 2005. The dangers of education. Independent School, 64 (3), p. 76-85.
- Welle, P. 2005. Northwoods/BWCA Field Program. Program Reader. BSU's People and the Environment and Wilderness Ethics Program.

I'm in my final semester of an M.S. degree in environmental studies: policy and planning at BSU. In 1998, I received my B.A. in biology at the University of Minnesota-Morris, along with a 7-12 life science teaching licensure. My husband and I subsequently taught for two years in Mexico and three years in Kuwait before I decided to pursue my passion for the environment. Currently, my husband teaches 7th grade science in Cass Lake while I am employed as a teacher's assistant for "People and the Environment" course and a graduate assistant for my thesis entitled "Evaluation of the Environmental Literacy Scope and Sequence." I am also co-chair of the campus Environmental Advisory Committee. We spend all of our free time having fun with our two-year-old son, Noah.

## Italy

ABIGAIL TJADEN

Leaving school early, making sure to take care of all my finals, I rushed home to unpack from a long year, and to repack for a grand adventure. Going overseas has only been in my dreams, but now was to become reality. I was getting ready to go to Italy. Feeling rushed and overwhelmed, I still made sure to squeeze in a few things. I got a haircut and bought some fun skirts. Such things were necessities!

Italy. The experience let me dabble in Italian culture. Seeing only a portion. Living a little slice of a pie. Where does one begin to express such a time spent overseas.

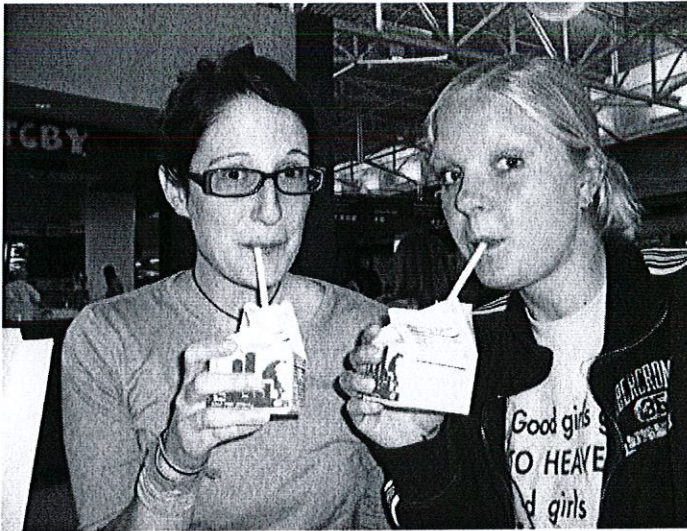
I became obsessed with all the architecture, their way of living. At every corner I was taking picture upon picture of rustic doors, faded building siding, mini terraces, and fanciful gardens. My eyes were drawn to building after building, car after car, and café after café. Much beauty in the simplicity of life, with delicate lattes, espressos, and cappuccinos. Everything was new and exciting, to me that is. Italy was screaming of such old traditions and its rich heritage.

It is hard for me to consciously write about just one thing. As fast as the mini coops drove by, the bicyclists weaved in and out of traffic, and tour buses found themselves sandwiched in between smaller spaces than a dorm room.

With pictures from the trip spread before me, I take note and re-fall in love with simple things that surrounded me then. For instance, the bikes. I definitely have a new fetish. Yes, an Italian bike fetish. How they would be

everywhere, with anyone, at any time.

Besides bikes, I loved how Italians paid attention to detail. Whether it was the roma tomatoes in the pasta, the way shoes were lined up in a store, or the way men set up beach umbrellas, nothing went without a special touch.



*Abbie and Joanna drinking milk in Italy.*

I FELL IN LOVE with Florence and Rome. All of Italy is "arty," but these cities were the hubbub of amazing masterpieces. Not knowing that the Vatican was its own entity and

going through piazza after piazza that got me thinking of the Midwest.

Now in the Midwest, if we see a barn that is faded and looks as if it has been collapsing for the last ten years, we say, "Yeah, that is old." Nothing in America can compare to such old parts of town ALL OVER FLORENCE AND ROME, not even to mention the ruins of Pompeii. Honestly, how inspiring, if on your way to work every day you got to walk by the COLLOSEUM, or visit your favorite palace which was showing art works by VELEZQUES. Or, heaven forbid, you took an afternoon off and lounged in the Palazzo Pitti Gardens.

No wonder the Italians are refined and composed; their roots go back more than they even know. Each convent our group stayed at opened up a new door to me, and I understood more about true Italian living.

Each fountain, every door, poppies and the Mediterranean Sea.

Such are new loves as these.

Eating real Italian food at a villa, getting gelato outside on a pier, dancing in the street near the bridge of Ponte Vecchio, and relaxing in the Palazzo Pitti Palace.

Such are new loves as these.

Sharing a bottle of wine at a café, buying Italian glasses, lighting a vigil candle in a fanciful church, walking through a market, taking a chair lift to the top of Ana Capri.

Such are new loves as these.

Hanging out with nuns and feeling God's presence, experiencing HIS PEOPLE.

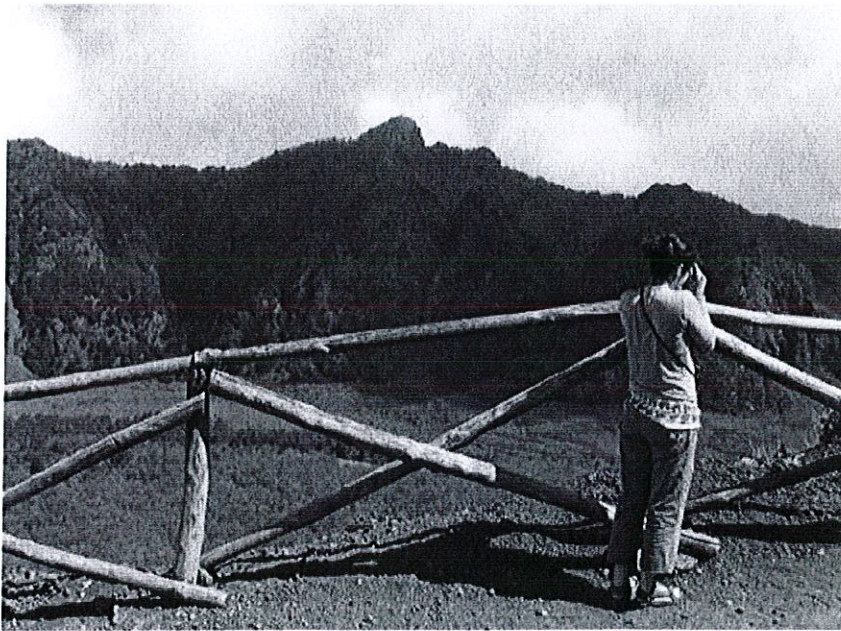
Such are new loves as these.

Drawing a man while riding in a packed train car. Art transcends boundaries, barriers, language and time. A place such as the Roman Forum where chariots once passed through to the "everyday" cobble streets. Walking upon history, yet still history in the making, knowing that I was making an impact. By drawing this man. By being me. That things happen for reasons we don't understand.

I have a renewed sense, to travel. The desire to travel. It burns SO deep. All the while the man smiled back at me, I kept drawing, giving, living. That is what it is all about, living. To share who we are with the world. And to walk through an open market, seeing all the knickknacks I could buy for myself. Yet, I needed nothing but to share myself. Passing by a man who thought I was French, for he said, "Bonjour" to me. This is what we were made for. Yes, I have learned such things. To give of myself freely, to guard my heart, but to know I am never alone.

Little did I know it at the time, but I have gained such confidence. I can go after what I want. To be loved. Yes, to enjoy meeting others my age. While staying in Rome, the German fellows, spending time under the big sky. One of them in particular, Clemons, and I have been e-mailing all summer. Making connections. This is what we were made for.

Not writing my paper till the end of my summer has proven to be most effective. Everything I saw and did in Italy in two weeks has no doubt been life-changing. Needing time to process the whole trip has brought me to this point. I want to go back. I'm sure there has not been a day that has gone by over the last months when I haven't thought of Italy, Italians, their culture. Everything was eye candy. So delicious and no regrets, not a single calorie of guilt. I could go for some more gelato though. For any day that would be fine.



*Abbie taking pictures of the Italian landscape.*

Abigail Renola Tjaden  
Artist. Art educator. Art lover.  
It is no coincidence that her initials spell ART!  
Getting her BFA in studio arts, she is seeking out art opportunities at every corner, along with inspiring the youth of America through teaching. Sketchbook always open. Pen in hand. She writes and draws, paints and explores everywhere she goes. This bella will be backpacking and traveling for years to come.  
Hometown: Forest Lake, Mn  
Recent grad in secondary education and a B.F.A.

## Chosen Examples of Essay Layouts