

EASTERN NATIONAL ♦ 2012 ANNUAL REPORT



Fort Donelson Tenn
Feb. 27th 1862

Dear Brother

You are doubtless anxious about your friends and kindred, lately engaged in the bloody battle of this place. Your brothers are all safe. Frank, Milo and myself were in the thickest of the fight, and came out untouched, although many fell around us.

I was on the battle field four days, three days under the enemy's fire; twice in close proximity and hotly engaged. Three nights almost without sleep - one night nearly all night in line of battle, fighting all around



Fort Donelson NB used EN donation funds to purchase a letter written by a Union soldier describing the fighting at the Battle of Fort Donelson. A flag folding ceremony at Fort Pulaski NM gives added meaning to visiting Boy and Girl Scouts.

MISSION

Eastern National promotes the public's understanding and support of America's national parks and other public trust partners by providing quality educational experiences, products, and services.



Secretary of the Interior Ken Salazar (right) greets EN Chief Executive Officer George Minnucci (center) while Colonial NHP Superintendent Dan Smith looks on.

Front cover: The American flag flies above Fredericksburg and Spotsylvania County Battlefields Memorial NMP. The park commemorated the 150th anniversary of the Civil War in 2012.



Richmond NBP's Gaines' Mill Battlefield was the site of an 1862 battle.



A historian at Manassas NBP describes the fighting that took place during Second Manassas in 1862.

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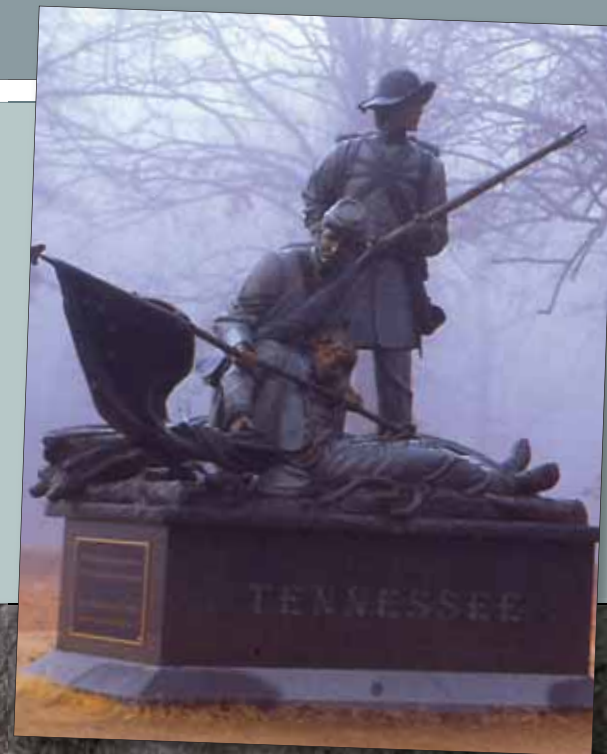
Thank you to all Eastern National and non-Eastern National personnel who helped in the preparation of this report.

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Top left: Reenactors fire artillery at Vicksburg NMP; The Tennessee Monument at Shiloh NMP honors Tennessee Confederates who fought and died there; Union troop reenactors at Pea Ridge NMP commemorate the 150th anniversary of the battle.

BOARD CHAIR'S MESSAGE

I am pleased to present Eastern National's Annual Report for 2012. Our growth and accomplishments in support of our partners are highlighted throughout this report.

My tenure with the Board of Directors has come to a close. I marvel not only how quickly the time has passed, but also at the challenges we have faced, the changes we have made, and how we as an organization are positioning ourselves to meet the challenges and changes that face us in the future. We have had some setbacks but we have responded to them with an energy and optimism that manifests itself in the remarkable growth we have experienced over the past two years. We continue to look forward to our future of service to our partners with renewed confidence and optimism in our commitment to serve our national parks and public trusts.

We are honored to welcome a new board member this year, Dr. Kevin Clark, professor and director of the Center for Digital Media, Innovation and Diversity, at George Mason University. Dr. Clark's contributions to Eastern National's Board will most certainly benefit our long-term goals and our partners.

The NPS was severely impacted by Hurricane Sandy that devastated coastal New York and New Jersey in late October 2012. Millions of dollars in damage was incurred at sites such as the Statue of Liberty NM, Gateway NRA, and Fire Island NS, and some sites remain closed as the NPS rebuilds critical visitor use facilities. The Employees and Alumni Association of the National Park Service, that Eastern National administers, was quick to respond and provide immediate assistance. The national parks continue to face severe budget constraints that make our efforts in support of the parks even more critical than ever before. We must continue to find new and creative ways to support our partners in their mission of service to the park visitor.

I would like to express my gratitude to the Board of Directors and to the management and staff of Eastern National for the opportunity to be a part of this dynamic organization. As the needs of our partners have changed over the years, Eastern National has adapted and expanded its role in providing much-needed support in enhancing visitor experiences at America's national parks. I feel privileged to have helped advance these changes, and I am confident that under incoming Chair Dr. G. Jay Gogue's future leadership, we will continue to evolve and to positively affect the interpretive and educational programs of the parks we serve and the people who visit them.

—William Schenk



EN's NPS advisory group, board members, and staff gather at the Liberty Bell during the annual meeting held at Independence NHP.

CHIEF EXECUTIVE OFFICER'S MESSAGE

2012 has been a year of growth and innovation in our ongoing efforts to respond to the needs of our partners and to answer the NPS Director's Call to Action Initiative. New sales outlets were opened at Boston NHP, Chesapeake & Ohio Canal NHP, Tallgrass Prairie N PRES, and Johnsonville SP. We are pleased to welcome these sites to the Eastern National family.

Eastern National completed several major renovation projects at existing sites this year, such as Colonial NHP, Shiloh NMP, Statue of Liberty NM, the Ryan Center at Gateway NRA, Hamilton Grange N MEM, Prince William Forest Park, George Washington Birthplace NM, Bodie Island store at Cape Hatteras NS, and the Lamar Bathhouse at Hot Springs NP. We have also upgraded appearances at several other sites that have enhanced the visitor experience.

Special anniversary products were developed for many parks to commemorate their anniversaries and to provide interpretive value to park visitors. As the Sesquicentennial remembrance of the Civil War continued in 2012, Eastern National was proud to support the anniversary events at Fort Donelson, Fort Macon, Fort Pulaski, Fredericksburg, Manassas, Pea Ridge, and Shiloh.

To help fulfill the Call to Action Initiative of "Keeping the Dream Alive," a number of significant new titles were released during 2012, including *The Life and Legacy of Robert Smalls*; *The Moton School Story: Children of Courage*; *The African American Experience at Hopewell Furnace*; and *American Latinos and the Making of the United States*. These titles detail the impact of African American and Hispanic American contributions to American history. The Passport Commemorative Series: *World Heritage Sites in the United States* was released in conjunction with the 40th anniversary of the adoption of the United Nations Educational, Scientific and Cultural Organization (UNESCO) World Heritage Convention. A new publication for children, the *Civil War Activity* book, was released. *The Department of Interior*

in the Age of the Civil War was also released. We continue to add new 3-dimensional products especially for children.

Many sites now offer visitors a chance to experience America's national parks through podcasts, virtual visits, Smartphone applications and interactive digital exhibits. EN has become an active participant in the Call to Action Initiative "Go Digital" by developing a Passport To Your National Parks® mobile phone application. A generous grant from Motorola Mobility Foundation helped to fund this Passport application.

Eastern National has worked further to develop its social media and marketing programs in 2012 enabling us to pursue our mission through E-commerce, Facebook, Twitter, YouTube, and Pinterest. Our goal is to create an expanded awareness of America's national parks and promote visitation to the parks.

As we move forward in 2013, we remain steadfastly committed to our tradition of support for our partners, yet we are mindful that we must continue to adapt to change to sustain those fundamental traditions. We gratefully acknowledge the support we have received and continue to receive from our partners, from our Board of Directors, and from our staff. With this support, we confidently move ahead to a new year of opportunities and challenges.

—George Minnucci



EN Chief Executive Officer George Minnucci (third from left) presents the Charles S. Marshall Unit Award to the staff at Hot Springs NP.

AWARD WINNERS

2012 SUPERIOR PERFORMANCE AWARD

Laura Cohen
Prince William Forest Park
Randy Martin
Shiloh National Military Park
Thomas Richter
Midwest Regional Office
Bob Vogel
National Mall

2012 HERBERT E. KAHLER AWARD

Bob Vogel
National Mall

2012 CHARLES S. MARSHALL UNIT AWARD

Hot Springs National Park

2012 SPECIAL ACHIEVEMENT AWARD

Rosemary Costa
Castillo de San Marcos National Monument
Ann Cummings
Acadia National Park
Amy Davis
Hot Springs National Park
Mickey Goodson
Martin Luther King, Jr. National Historic Site
Gwyn Johnson
Jamestown Glasshouse
Serena Rothfus
Pea Ridge National Military Park
Janet Teffer
New England Regional Office

2012 DISTINGUISHED SERVICE AWARD

Betsie Lind

2012 CUSTOMER SERVICE AWARD

Cape Hatteras National Seashore

DISTINGUISHED SERVICE AWARD

Melford O. Anderson
Roy E. Appleman
Leslie P. Arnberger
Frank Barnes
Merrill "Dave" Beal
Laura Beaty
Thomas Booker
Mary R. Bradford
Chester L. Brooks
Renee Brooks-Solomon
Hobart G. Cawood
Dr. John E. Cook
Elbert Cox
Joseph Cullen
Benjamin H. Davis
Robert L. Deskins
Russell Dickenson
James M. Draper
John Earnst
Theodore M. Edison
David Eisenhower
Ivan J. Ellsworth
Gary Everhardt
William C. Everhart
Robert F. Gibbs
M.J. Gladstone
G. Jay Gogue
Bernard Goodman
Hubert Gurney
Gerald Halpin
J.C. Harrington

AWARDS HALL OF FAME

Monta Harrington
Virginia Harrington
Anne Harris
Chester O. Harris
Thomas Hartman
James N. Haskett
Charles E. Hatch, Jr.
Mary D. Higgins
F. Ross Holland, Jr.
James W. Holland
David L. Holt
Edward A. Hummel
Richard Jamgochian
Oliver O. Jensen
Dan Jordan
Herbert E. Kahler
Kevin C. Kissling
Cynthia E. Kryston
Dennis C. Kurjack
George Lamb
Ralston B. Lattimore
Granville B. Liles
E.M. Lisle
Richard H. Maeder
Albert C. Manucy
Charles S. Marshall
Carmelo Martínez
James McKenna
Peter R. Milovcich
George J. Minnucci, Jr.
Jon Montgomery
Chesley A. Moroz
David Muench

James B. Myers
Cathy Nagle-Ervin
Herbert Olsen
James C. Olson
James O'Toole
George A. Palmer
Robert Reynolds
Donald H. Robinson
Jerry L. Schober
Charles E. Shedd
Ron Tyler
Robert M. Utley
Melody Webb
Melvin J. Weig
Marye Wells-Harley
Jane Hurt Yarn
Rogers W. Young

DISTINGUISHED ASSOCIATE AWARD

Horace M. Albright
Monroe Bush
Josiah H. Child
Arthur E. Demaray
Gary E. Everhardt
George B. Hartzog
George B. Hosmer
Alfred A. Knopf
Ronald F. Lee
Edwin O. Lewis
James V. Murfin
Charles E. Peterson

Frederick L. Rath, Jr.
Edward M. Riley
Hillory A. Tolson
Conrad L. Wirth

HERBERT E. KAHLER AWARD

Stacy D. Allen
Carol Borneman
Robert Cika
Clark A. Dixon, Jr.
Bob Dodson
Toni Duffy
Charlie Fenwick
Mark Harvey
Gayle Hazelwood
Cheryl Jones
Caroline Keinath
Robert K. Krick
Stanley "Steamer" Lawhead
Patty Lockamy-Wissinger
Timothy M. Maguire
Randy Newman
Martin O'Toole
Patrick Reed
Christopher Revels
James Tomasek
Deborah R. Wade
Terrence Winschel

2012 PARK HIGHLIGHTS

Eastern National welcomed numerous opportunities to provide support in 2012. Through its donation program, and in other ways, Eastern National assisted with interpretive and educational programs. Here's a look at the highlights.

The year will be remembered for its triumphs and its tribulations. Hurricane Sandy hit in October and caused much destruction, affecting the lives of thousands along the East Coast. More than a dozen Eastern National stores were impacted, and employees suffered damage to their homes and personal possessions. New York City was hardest hit. Stores at Gateway NRA, Governors Island NM, Fire Island NS, and Sagamore Hill NHS, were closed due to road closures and power outages. Statue of Liberty NM and Ellis Island suffered significant damage to electrical and mechanical infrastructure. Some Blue Ridge PKWY locations were closed

due to downed trees; New River Gorge NR closed because of snow-blocked roads; Morristown NHP and Thomas Edison NHP closed due to power outages. These are but some of the many locations that were affected by the storm. The Employees and Alumni Association of the National Park Service established a disaster relief fund to help NPS employees affected by the storm. All donations to the fund were available to those in need.

Progress also was made in 2012. Major store renovation projects were completed this year. The stores at Statue of Liberty NM, Yorktown Battlefield, and Shiloh NMP were completely redone. The historic Nancy Lincoln Inn just outside of Abraham Lincoln Birthplace NHP is the site of the new Eastern National store that opened in May. New stores were opened at Gateway NRA in the remodeled Ryan Center, Ferry Hill Place at Chesapeake & Ohio Canal NHP, and Johnsonville SHP. Tallgrass Prairie NHP asked Eastern National to be its cooperat-

ing association, and a store there opened in the new visitor center in June.

Boston NHP's visitor center store on State Street moved a block away to historic Faneuil Hall where a new, high-tech visitor center was opened. New products were developed specifically for Faneuil Hall tourists. Merchandise of and about partner sites such as the USS *Constitution* Museum, Paul Revere House, and the Museum of African American History were featured. The store extended its hours to 6 p.m. in summer months, consistent with other vendors in the area, and the sales space was increased from 192 square feet to 316 square feet. Faneuil Hall and Faneuil Hall Marketplace/Quincy Market draw between 11- and 18-million visitors annually.

Eastern National released the Passport To Your National Parks® phone application for iPhone, iPad, and iPod Touch that acts as a digital companion to the Passport book. The application provides information about each park, maps, and access to park websites. Users can record their memories and photographs in the application and can build a list of parks visited and parks they'd like to visit. The app identifies the location of Passport Cancellation Stations within each park.



Living history reenactors at Jean Lafitte NHP during Navy Week commemorate the War of 1812.

Eastern National sponsored "Joining Forces: Honoring Military Members and Families" for the national rollout of the free annual pass to national parks for U.S. servicemen and women and their families. The event was held in May at Colonial NHP and was attended by the Secretary of the Interior, the Director of the NPS, and 350 active duty military members representing the five military services.

February 11, 2012 was a big day for sales at Fort Donelson NB. The bookstore set a one-day record for sales on that date. The park used donation funds to acquire a rare



Lively music and Portuguese folk dancing help New Bedford Whaling NHP celebrate its 15th anniversary as a national park.

first-person account of life at Fort Heiman and Fort Donelson. Funds also were used to provide lodging and speaker fees for programs presented by legendary historians and specialists including NPS Historian Emeritus Edwin C. Bearss. The programs resulted in excellent visitor attendance and excellent sales in the bookstore.



Nearly 600 students in the McGavock High School (Nashville, Tennessee) class of 2016 received free Passport books when they toured Stones River NB as part of the "Ticket To Ride" program. The program was created by the National Park Foundation to respond to the need for transportation and educational programming funding for parks and schools nationwide. The Passport books encourage the students to continue their relationship with national parks beyond the activities associated with the program.



Richmond NBP commemorated the 150th anniversaries of the Battle of Dreyer's Bluff in May and the Seven Days Battles at the end of June. All of the events took place in locations without a visitor center; so the Eastern National staff coordinated with the park to work from tents and used the portable RMS at each of the three weekend programs. Sales at the park increased 16 percent for the year, thanks to the success of these events.



At New Bedford Whaling NHP, the highlight of the year was the park's 15th anniversary party, held in collaboration with the Whaling History Alliance, the park's new friends group. The event featured a

performance by YAP! (Youth Ambassador Program) and an award presentation to Vicki Kennedy, Sen. Edward Kennedy's widow, and Congressman Barney Frank. Both Kennedy and Frank were instrumental in moving legislation forward to create the park in 1996. New Bedford has a large Portuguese community, and its Madeiran folk dancers performed at the event. Art exhibits by park stewards, games, and a premiere of a park stewards' documentary called "In My Backyard," in which they explore national parks in the region and show young people that it's fun to get outside and visit parks were also featured.



What better place to be sworn in as a citizen of the United States than in a national park? Sleeping Bear Dunes NL hosted its first naturalization ceremony that included a symbolic flyover by the U.S. Coast Guard helicopter. About 200 people attended the event. The 26 new Americans came from 21 countries including places as far away as Cambodia, Somalia, and Bosnia-Herzegovina. Eastern National provided gifts to the new citizens and supplied the tent and chair rentals for the event.



Natchez Trace PKWY hosted its annual Hernando de Soto living history encampment during Hispanic Heritage Month, and Eastern National funded travel and supply expenses for four living history reenactors. De Soto camped in what is now the Tupelo area during 1540-1541. The reenactors demonstrated food preparation, camping, hunting, and swordsmanship skills de Soto's men would have

used at that time. Visitors and schoolchildren participated in making armor and learned the art of (wooden) swordplay. The site also used Eastern National donations for its Volunteer Appreciation Banquet to recognize the thousands of hours volunteers provided. More than 60 volunteers enjoyed a catered meal and the chance to mingle with fellow volunteers.



Eastern National donated merchandise to the Herbert Hoover NHS Junior Ranger table during Hometown Days festival. The merchandise was used as raffle prizes for participants and for the local Boy Scout troop's silent auction fundraiser at the festival. Funds were used to purchase horse-shoes to continue the blacksmith operations and demonstrations.



Historic and modern Irish music abounded at Allegheny Portage Railroad NHS thanks to Eastern National donations. The "Evening on the Summit" series featured the bands "Full Kilt" and "The Michael O'Brian Band." The music was appropriate since most of the railroad and canal builders were from Ireland.



The ribbon-cutting ceremony at Boston NHP's new Faneuil Hall store.

George Washington MEM PKWY used donation funds for honorariums to support educational programs, restore historic grounds tours, enhance visitor entrance areas, and support the Founders Day celebrations. Funds helped support the observance of the 200th anniversary of the War of 1812, to sustain Junior Ranger initiatives, and to prepare interactive training materials.



Saratoga NHP used Eastern National donation funds for the design, production, and installation of an exhibit entitled, "Broken Trusts: the Chequered Career of Benedict Arnold." Funds were used to photograph an original miniature portrait of Benedict Arnold, and a postcard of the



Students learn about ecology while creating artwork in a "Youth Arts in the Parks" contest sponsored by New River Gorge NR.



Welcoming visitors to Cumberland Gap NHP's "Homespun Appalachia" event are (l-r) Deidre Donahue, Pam Eddy, and Lynn Stanley.

photo was created to sell in the bookstore. Eastern National provided refreshments for the opening day of the exhibit.

In November, Roger Williams N MEM hosted the lecture "Inspired Providence" commemorating the 375th anniversary of Roger Williams's founding of Providence. Eastern National contributed refreshments for those attending. The store enjoyed an increase of nine percent over last year's sales and is looking forward to expanding its interpretive programming and special events to increase visitation.

Eastern National supported a number of special events at John F. Kennedy NHS including the annual JFK birthday party where more than 600 visitors enjoyed refreshments courtesy of Eastern National. Funds also were used to purchase CD sleeves, space stickers, and foil-wrapped Planet Earth chocolates for the Beals Street Community Halloween Event. To commemorate the 50th anniversary of the beginning of the Space Race, the space stickers and chocolate earths were pack-

aged with a card imprinted with JFK's 1961 quote: "We choose to go to the Moon not because it is easy, but because it is hard" superimposed on an image of the moon. The reverse side of the card carried an interpretive message about JFK's challenging childhood and the challenges encountered by astronauts in space flight. More than 1,500 packets were distributed during the event that was attended by nearly 4,650 visitors.

The Eastern National store at Prince William Forest Park has been transformed into an interpretive general store drawing on the diverse history of general stores that once operated in the park when it was farmland. A country-store counter and general-store antiques were installed and inventory was expanded to include items that would have been in a 1930s general store including penny candy, a popcorn popper, and more.

Tuskegee Airmen NHS used Eastern National funds for a luncheon to thank the Volunteers-In-Parks who provided excel-



Opening Mammoth Cave NP's new visitor center are (l-r) George Minnucci, Superintendent Sarah Craighead, Acting Regional Director Gordon Wissinger, and former Superintendent Pat Reed.

lent service and a banquet for the Youth Conservation Corps to show appreciation for their hard work. Funds also were used for the Women's Equality Day program. The theme was "Tuskegee Women in Science and Medicine," and the honorees were Dr. Johnnie H. Prothro, a food chemical and nutrition scientist, and Dr. Mildred K. Dixon, the first black female podiatrist in the Veterans Administration Medical System.

Jean Lafitte NHP & PRES used Eastern National donations to rent exhibit space at Basin Street Station, a welcome center in a historic train station on the edge of New Orleans' French Quarter. The center attracts bus and tour groups, and other people seeking information on what to see and do in the French Quarter. More than 40,000 visitors stopped in at the park's exhibit that featured photos and an interactive computer searchable by topics.

Eastern National supported Horseshoe Bend NMP's interpretive program by providing meals for living history volunteers at the March battle anniversary event.

Pea Ridge NMP used Eastern National donation funds to purchase two very special documents: Union General Samuel R. Curtis's 1831 West Point diploma and an 1828 letter General Curtis sent to his brother.

Interpretive donation account funds helped make possible San Juan NHS's major annual public events. These included International Children's Day, the Artisan's Fair, Kite Festival, and the three-day commemoration of the 1797 British attack on San Juan in which over



Eastern National funds helped support the Andrew Johnson NHS flag retirement ceremony.



EN's donation account provided As-sateague Island NS's education program with a projector and LED digital microscopes.



New citizens take their oath at Sleeping Bear Dunes NL's first naturalization ceremony.

100 living history volunteers from Puerto Rico, the mainland United States, and Poland participated. Materials for events, meals, and allowances were provided to the volunteers who helped make these events a success. Funding was used to document the building of historic cisterns in San Juan NHS's fortifications and how they are being repurposed today. The DVD documentary describes how San Juan NHS is going green and using rainwater to meet some of the park's water needs.

Using the Eastern National donation account, Chickamauga and Chattanooga NMP was able to provide additional services to visitors and support park planning, training, and events. These include: Chickamauga Battlefield cell phone tour; Points Map website program that enables visitors to search and see monuments and interpretation on their computers or mobile devices; printing additional copies of trail maps; a stipend for the Teacher-Ranger-Teacher who assisted the park with programming, visitor services, and completing the Junior Ranger Booklet; providing meals to volunteers during the anniversary commemoration; participation in the Fort Oglethorpe holiday parade; planning and training workshops; and providing meals during Tribal consultation meetings for the Moccasin Bend National Archeological District. Eastern National bookstores had a sales increase of seven percent parkwide over 2011.

In early Spring 2012, several improvements were made to Adams NHP's visitor center. The Eastern National office and bookstore were relocated with the bookstore occupying a more prominent location at the storefront. Eastern National collaborated with the park in reconfiguring the bookstore to a large, open space that is welcoming to visitors as they enter. Sales reflected the new, appealing design and improved display of merchandise.

Improvements for Big South Fork NRRAs Bandy Creek Visitor Center and Blue Heron Depot resulted in great success stories. Total sales at Bandy Creek reflected a two percent increase over the previous year. The Blue Heron store experienced a dramatic 81 percent increase over the previous year. Renovations at Bandy Creek are on the way to completion, thanks to Eastern National's funds.

At Springfield Armory NHS, Eastern National sales increased 27 percent with site-specific products continuing to be the most popular selling items. Eastern National donation funds made essential purchases to support special events. Funds were used for: dinner at the Howdy Awards that recognized a VIP hospitality finalist; advertisements in the local paper for two special events; refreshments at the new superintendent open house event; and shuttle service for young travelers from the Pan African Museum to the Springfield Armory interpretive program.



NPS Midwest Regional Director Mike Reynolds addresses attendees at EN's awards ceremony held at Hot Springs NP.

Cane River Creole NHP's bookstore had its best year since the park was established. The park saw a 93 percent increase in Passport book sales, the best in the region from May to July. To celebrate, Eastern National hosted a pizza party for interpretive staff members. A CD release party was hosted in May for "Sunpie and the Louisiana Sunspots." The CDs were just two of the many new sales items for 2012. New children's books include the *Civil War Activity Book* produced by Eastern National.

The Passport book and ANP pin, mug, and patch were profitable sales items at Weir Farm NHS, and June through October were the top five sales months. Donation



Former Independence NHP Superintendent Hobie Cawood and EN CEO George Minnucci at the Friends of Independence NHP 40th anniversary gala.

funds were used to provide catered lunch and refreshments at two Long-Range Interpretive Plan workshops.

Carl Sandburg Home NHS used Eastern National donation funds for food and refreshment for over 80 volunteers attending the annual volunteer recognition luncheon, the summer performances of the “Rootabaga Stories” and “Sandburg’s Lincoln” in partnership with the Flat Rock Playhouse (State Theatre of North Carolina) and Henderson County Travel and Tourism. In addition, funds were used to provide Henderson County Sheriff VIPs to ensure the safety of visitors attending special park events. Funds also obtained usage rights for an image to update a wayside exhibit panel. Eastern National purchased a supply of Carl Sandburg Writer-in-Residence Alice Fogel’s publications to sell in the bookstore during her residence; staffing for the Folk Music

Festival, Spring Into the Park, Fall Into the Farm, and a new event, Carl Sandburg and Abraham Lincoln: Civil War to Civil Rights. More than 3,050 visitors attended these two festivals. At several of these special events, Eastern National store associates had performers’ and artists’ products available and operated satellite sales venues in the park and off site. Several new items were added to inventory and have sold well.

Improvement in sales figures continues at Lowell NHP despite the lagging economy. New items have been added to inventories, most notably a new design for sweatshirts and ball caps, which are selling well.

At Gulf Islands NS Florida District, sales surpassed \$200,000 for the first time ever; there was a combined \$214,947 in sales at the three stores. Volunteers are a crucial part of Eastern National’s success in the Florida District, and they contributed over 10,000 hours in 2012, serving at the visitor centers and Eastern National bookstores. Visitation and sales at Fort Pickens, Naval Live Oaks, and Fort Barrancas have continued an upward trend. Eastern National donations purchased supplies for interpretive programs, Junior Ranger and Sea Star programs, volunteer appreciation luncheons, and curriculum-based education programs. They supported the park’s participation in the Ocean Springs Mardi Gras Parade, hosted the South Mississippi Environmental and Agricultural Organization quarterly meeting, and provided assistance for several special events.



The EN store at Prince William Forest Park has been transformed into a general store featuring a country-store counter, antiques, penny candy, and popcorn popper.

Acadia NP used Eastern National funds to assist with professional development training and planning meetings, intern and volunteer stipends, housing, and expenses, resulting in helping to provide visitors many services that would otherwise not exist.

As a result of new management, the 2012 bookstore relocation, and a completely new line of spa products and other items, Boathouse Row Emporium at Hot Springs NP ended the 2012 fiscal year with record-breaking sales totaling \$252,844, a 96 percent increase over fiscal year 2011. The Eastern National interpretive account supported new exhibit designs, Park Palooza, and Civil War School Days reenactors and lunches, a logo for

the 2012 Halloween event, publication of the Junior Trail Ranger pamphlets, and a planning meeting luncheon.

Although Cumberland Island NS has seen a decrease in visitation, sales have increased by eight percent. Eastern National supplied new displays for clothing items and jewelry that streamlined the store’s appearance and made the merchandise more accessible. There were 46 new items added to inventory. Most are site-specific since the park’s approval of the America’s National Parks collectors series logo. Donation account funds were used to purchase a computerized router to make trail signs, museum exhibit supplies, and costumes for living history programs.



Cutting the ribbon for the reopening of Gulf Islands NS's Fort Pickens Museum are (l-r) Steamer Lawhead, J. Earle Bowden, Grover Robinson, Nina Kelson, and Gail Bishop.

Eastern National continues to aid and promote the historical and conservation activities of Jimmy Carter NHS. Donation funds provided support for the following: Syrup Making Day, Christmas in Archery Program and tour, annual Academic Bowl, Peanut Classic Baseball Tournament, Junior Ranger Day supplies and prizes, Fourth of July Children's Parade, Boys and Girls Club of Sumter County Steak-n-Stake fundraiser, Camp JC, and Founder's Day. These events help bring visitors to the park, and there has been a small increase in sales for this fiscal year.

Moore's Creek NB used Eastern National donation funds to support the annual anniversary commemoration, a planning conference, two summer camps, a teachers'

conference, a superintendent's going away party, and a candlelight tour. Visitation to the park increased by 31.9 percent. The park plans to provide more park-specific merchandise, and hopes to increase sales by five percent in fiscal year 2013.

At Lincoln Boyhood N MEM, visitation was down but sales were up. Several new sales items were added, and others were discontinued. Eastern National funds provided support for printing, two interns, and reenactors at events.

Homestead National Monument of America saw an overall sales increase of 72 percent, and visitation exceeded 100,000 by October 2012. Special sales items commemorated the 150th Anniversary of the

Homestead Act, and many special events took place throughout the year. Eastern National's team worked to provide books and other items for all age ranges to complement the special events, including items related to getting youth outside and activity-based items. National Archives loaned the actual Homestead Act document to the park for a month. During that time, the Eastern National Board of Directors held their May meeting at the park. The "1862-2012: The Making of the Great Plains" symposium was held in partnership with the Center for Great Plains Studies at the University of Nebraska-Lincoln. Eastern National was showcased by a booth at the event where our coordi-

nator sold books and interacted with visitors. Eastern National donations provided refreshments and travel reimbursements for the many authors who participated in book signings, for unique speakers and presenters of public programs, and for the Monumental Fiddling Championship trophies. Funds also were used for a traveling art exhibition on homesteading. The site also hosted "Howling Homestead," a family friendly event that featured "mad scientist" volunteer Bob Eddy who used his lab to demonstrate scientific principles such as dry ice. The event also included a night hike through the tall grass prairie. Eastern National provided hot apple cider and cookies for everyone.



Members of Providence, Rhode Island's 14th Heavy Artillery Regiment pose at Fort Jay after a Memorial Day reenactment. Eastern National funded this youth initiative at Governors Island NM.

AGENCY LIST

***Abingdon Muster Grounds**

Abingdon, Virginia

Abraham Lincoln Birthplace NHP

Hodgenville, Kentucky

Acadia NP

Bar Harbor, Maine

Adams NHP

Quincy, Massachusetts

African Burial Ground NM

New York, New York

Allegheny Portage Railroad NHS

Cresson, Pennsylvania

America's National Parks Warehouse

Fort Washington, Pennsylvania

Andersonville NHS

Andersonville, Georgia

Andrew Johnson NHS

Greeneville, Tennessee

***Apalachicola NF**

Tallahassee, Florida

Apostle Islands NL

Bayfield, Wisconsin

Appomattox Court House NHP

Appomattox, Virginia

Arkansas Post N MEM

Gillett, Arkansas

***Arnold Arboretum**

Jamaica Plain, Massachusetts

Assateague Island NS

Berlin, Maryland, and Chincoteague, Virginia

***Bay Springs - US Army Corps of Engineers**

Dennis, Mississippi

Big South Fork NRRRA

Oneida, Tennessee

Blue Ridge PKWY

Asheville, North Carolina

Booker T. Washington NM

Hardy, Virginia

Boston Harbor Islands NRA

Boston, Massachusetts

Boston NHP

Boston, Massachusetts

Buffalo NR

Harrison, Arkansas

Canaveral NS

Titusville, Florida

Cane River Creole NHP

Natchitoches, Louisiana

***Cape Cod Canal - US Army Corps of Engineers**

Sandwich, Massachusetts

Cape Cod NS

Wellfleet, Massachusetts

Cape Lookout NS

Harkers Island, North Carolina

Carl Sandburg Home NHS

Flat Rock, North Carolina

Castillo de San Marcos NM

St. Augustine, Florida

Catoctin Mountain Park

Thurmont, Maryland

Charles Pinckney NHS

Mount Pleasant, South Carolina

Chattahoochee River NRA

Atlanta, Georgia

Chesapeake and Ohio Canal NHP

Hagerstown, Maryland

Chickamauga and Chattanooga NMP

Fort Oglethorpe, Georgia, and Lookout Mountain, Tennessee

Christiansted NHS

Christiansted, St. Croix, Virgin Islands

Colonial NHP

Yorktown and Jamestown, Virginia

Congaree NP

Hopkins, South Carolina

Cowpens NB

Chesnee, South Carolina

Cumberland Gap NHP

Middlesboro, Kentucky

Cumberland Island NS

Saint Marys, Georgia

Cuyahoga Valley NP

Brecksville, Ohio

Dayton Aviation Heritage NHP

Dayton, Ohio

Delaware Water Gap NRA

Bushkill, Pennsylvania

De Soto N MEM

Bradenton, Florida

Edgar Allan Poe NHS

Philadelphia, Pennsylvania

Effigy Mounds NM

Harpers Ferry, Iowa

***El Yunque NF**

Palmer, Puerto Rico

Everglades NP/Florida Keys

Eco-Discovery Center

Key West, Florida

Fire Island NS

Patchogue, New York

Flight 93 N MEM

Somerset, Pennsylvania

Ford's Theatre NHS

Washington, D.C.

Fort Caroline N MEM

Jacksonville, Florida

Fort Donelson NB

Dover, Tennessee

***Fort Loudoun State Historic Area**

Vonore, Tennessee

***Fort Macon SP**

Atlantic Beach, North Carolina

Fort Matanzas NM

St. Augustine, Florida

Fort Necessity NB

Farmington, Pennsylvania

Fort Pulaski NM

Savannah, Georgia

Fort Smith NHS

Fort Smith, Arkansas

Fort Stanwix NM

Rome, New York

Fort Sumter NM

Sullivan's Island, South Carolina

Frederick Law Olmsted NHS

Brookline, Massachusetts

**Fredericksburg and Spotsylvania
County Battlefields Memorial NMP**

Fredericksburg, Virginia

Friendship Hill NHS

Point Marion, Pennsylvania

Gateway NRA

Brooklyn, New York

George Rogers Clark NHP

Vincennes, Indiana

George Washington and Jefferson NF

Roanoke, Virginia

George Washington Birthplace NM

Washington's Birthplace, Virginia

George Washington Memorial PKWY

McLean, Virginia

Governors Island NM

New York, New York

Grand Portage NM

Grand Marais, Minnesota

Guilford Courthouse NMP

Greensboro, North Carolina

Gulf Islands NS

*Gulf Breeze, Florida, and
Ocean Springs, Mississippi*

Harry S Truman NHS

Independence, Missouri

Herbert Hoover NHS

West Branch, Iowa

Historic Nancy Lincoln Inn

Hodgenville, Kentucky

Homestead NM of America

Beatrice, Nebraska

Hopewell Culture NHP

Chillicothe, Ohio

Hopewell Furnace NHS

Elverson, Pennsylvania

Horseshoe Bend NMP

Daviston, Alabama

Hot Springs NP

Hot Springs, Arkansas

***Illinois Waterway –
US Army Corps of Engineers**

Ottawa, Illinois

Independence NHP

Philadelphia, Pennsylvania

Indiana Dunes NL

Porter, Indiana

James A. Garfield NHS

Mentor, Ohio

***Jamie L. Whitten Historical Center –
US Army Corps of Engineers**

Fulton, Mississippi

Jean Lafitte NHP & PRES

New Orleans and Chalmette, Louisiana

Jimmy Carter NHS

Plains, Georgia

John Fitzgerald Kennedy NHS

Brookline, Massachusetts

***Johnsonville State Historic Park**

New Johnsonville, Tennessee

Johnstown Flood N MEM

South Fork, Pennsylvania

Kings Mountain NMP

Blacksburg, South Carolina

Lincoln Boyhood N MEM

Lincoln City, Indiana

Lincoln Home NHS

Springfield, Illinois

**Longfellow House - Washington's
Headquarters NHS**

Cambridge, Massachusetts

Lowell NHP

Lowell, Massachusetts

Maggie L. Walker NHS

Richmond, Virginia

Mammoth Cave NP

Mammoth Cave, Kentucky

Manassas NBP

Manassas, Virginia

Manhattan Sites

New York, New York

Marsh-Billings-Rockefeller NHP

Woodstock, Vermont

Martin Luther King, Jr., NHS

Atlanta, Georgia

Martin Van Buren NHS

Kinderhook, New York

Minute Man NHP

Concord, Massachusetts

Moore's Creek NB

Currie, North Carolina

Morristown NHP

Morristown, New Jersey

Natchez NHP

Natchez, Mississippi

Natchez Trace PKWY

Tupelo, Mississippi

National Capital Parks - East

Washington, D.C.

National Mall & Memorial Parks

Washington, D.C.

New Bedford Whaling NHP*New Bedford, Massachusetts***New Orleans Jazz NHP***New Orleans, Louisiana***New River Gorge NR***Lansing and Sandstone, West Virginia***Ninety Six NHS***Ninety Six, South Carolina***Obed WSR***Wartburg, Tennessee****Ocala NF***Silver Springs and Umatilla, Florida****Osceola NF***Olustee, Florida***Outer Banks Group***Manteo, North Carolina***Ozark NSR***Van Buren, Missouri****Parkers Crossroads***Wildersville, Tennessee***Pea Ridge NMP***Pea Ridge, Arkansas***Perry's Victory and International****Peace MEM***Put-in-Bay, Ohio***Petersburg NB***Petersburg, Virginia***Pictured Rocks NL***Munising, Michigan***Potomac Heritage NST***Harpers Ferry, West Virginia****President Street Station***Baltimore, Maryland***Prince William Forest Park***Triangle, Virginia***Richmond NBP***Richmond, Virginia****Robert Russa Moton Museum***Farmville, Virginia***Rock Creek Park***Washington, D.C.***Roger Williams N MEM***Providence, Rhode Island***Russell Cave NM***Bridgeport, Alabama***Sagamore Hill NHS***Oyster Bay, New York***Saint Croix Island IHS***Bar Harbor, Maine***Saint Croix NSR***St. Croix Falls, Wisconsin***Saint-Gaudens NHS***Cornish, New Hampshire***Salem Maritime NHS***Salem, Massachusetts***Salt River Bay NHP & EP***Christiansted, St. Croix, Virgin Islands***San Juan NHS***Old San Juan, Puerto Rico***Saratoga NHP***Stillwater, New York***Saugus Iron Works NHS***Saugus, Massachusetts***Selma to Montgomery NHT***Hayneville, Alabama***Shiloh NMP***Shiloh, Tennessee, and Corinth, Mississippi***Sleeping Bear Dunes NL***Empire, Michigan***Springfield Armory NHS***Springfield, Massachusetts***Statue of Liberty NM***New York and New Jersey***Steamtown NHS***Scranton, Pennsylvania***Stones River NB***Murfreesboro, Tennessee****Superior NF***Duluth, Cook, Tofte, and Ely, Minnesota****Sycamore Shoals SP***Elizabethton, Tennessee***Tallgrass Prairie N PRES***Strong City, Kansas***Thaddeus Kosciuszko N MEM***Philadelphia, Pennsylvania***Thomas Edison NHP***West Orange, New Jersey***Thomas Stone NHS***Port Tobacco, Maryland***Timucuan E&HP***Jacksonville, Florida****Tom Beville Visitor Center –
US Army Corps of Engineers***Carrollton, Alabama***Tuskegee Airmen NHS***Tuskegee Institute, Alabama***Tuskegee Institute NHS***Tuskegee Institute, Alabama***Upper Delaware SRR***Beach Lake, Pennsylvania***Vicksburg NMP***Vicksburg, Mississippi***Virgin Islands NP***St. John, Virgin Islands***Weir Farm NHS***Wilton, Connecticut***William Howard Taft NHS***Cincinnati, Ohio***Wilson's Creek NB***Republic, Missouri***Women's Rights NHP***Seneca Falls, New York****Affiliated Agencies**

FINANCIAL

MANAGEMENT'S FINANCIAL REPORT

Condensed Statement of Activities and Changes in Net Assets
Year Ended October 31, 2012

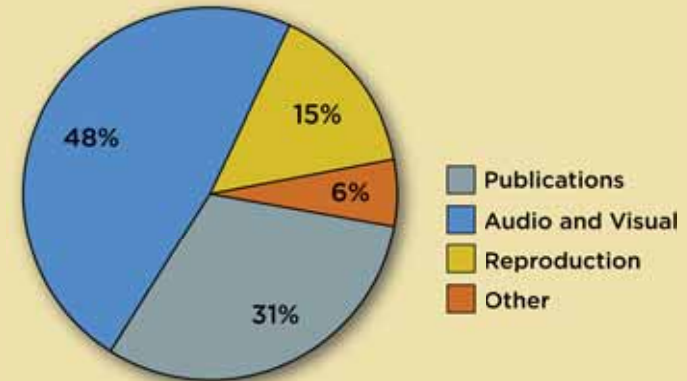
REVENUE AND OTHER SUPPORT

	2012
Sales	\$32,232,998
Cost of Sales	(14,844,426)
Gross Profit	\$ 17,388,572
Other Support	\$ 423,887
Total Revenue and Support	\$17,812,459

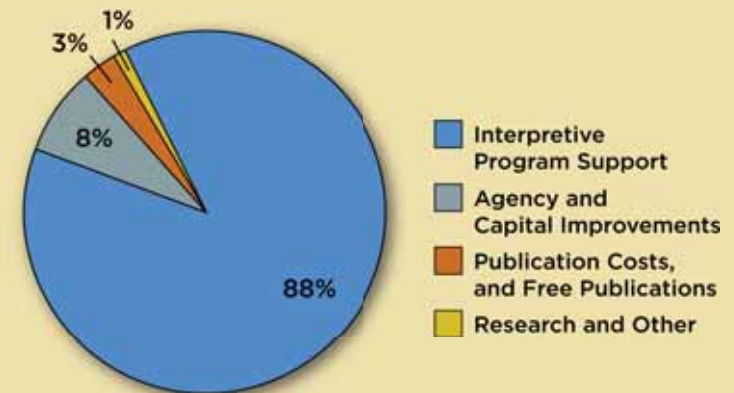
EXPENSES

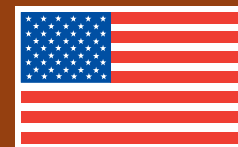
Program Services	\$ 11,555,224
Donations and Direct Grants	\$ 1,892,806
General and Administrative	\$ 3,329,783
Other	\$ 252,977
Total Expenses	\$ 17,030,790
Increase (decrease) in net assets from operating activities	\$ 781,669
Adjustment to net assets from non-operating activities	\$ 867,104
Increase (decrease) in net assets	\$ 1,648,773
Net assets, beginning of the year	\$ 3,204,647
Net assets, end of the year	\$ 4,853,420

2012 SALES BY PRODUCT



2012 DONATIONS AND DIRECT GRANTS TO THE NPS





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