



Eastern National • Annual Report

2014

Our 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.

Our Donations

Through the years, Eastern National's donations have purchased such **critical items** as land, artifacts, media for park libraries, period costumes for living history demonstrations and reenactments, signage and exhibits, facility renovations and upgrades, interpretive tools and programs, staff training programs, and much more. Donations have also funded archeological, historical, and cultural research programs **that have had a direct impact** on the parks and their interpretive programs.



Today

Today we serve **over 150 national parks and other public trusts** across 34 states and two U.S. territories. Since our founding, we have provided over **\$105 million** in direct and in-kind donations to support our partners.



Eastern National Fiscal Year 2014



Highland Lighthouse

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Jeff Reinbold, National Parks of
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Bob Vogel, National Mall and
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Management

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Kevin C. Kissling, Chief Operating Officer
John F. Ryan, Chief Administration Officer
Heidi A. White, Chief Financial Officer
Daniel Doyle, Senior Accountant
David L. Holt, Publications Manager
Peter R. Milovcich, POS Manager
Karen Peters, Merchandising &
Store Design Manager
Hank Schmoyer,
Director of Information Technology
Doreen Stowers,
Human Resources/Benefits Coordinator
Erin Sweeney, Inventory
Replenishment Manager

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Bill Thomas, Payroll Coordinator
Mark Vineburg,
 Operations Support Manager

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Kevin Bates, Coastal Southeast Region
Becky Burke, Southeast Region
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Monta Harrington,
 Metro New York Region
Anne Harris, Virginia Region
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Stacy Madalena, National Capital Region
Cathy Nagle-Ervin, Great Lakes Region
Mary Jane Price, New England Region
Zoraida Rosa, Caribbean Region
Karen Searle, Blue Ridge Region
David Wagner, Mid-Atlantic Region

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Danica Buehren, Virginia Region
Aimee Massie-Meadows, Southeast Region
Lee Pettet, National Capital Region

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In 2014, EN began operations,
 including operating guided tours,
 at Cape Cod National Seashore's
 Highland Lighthouse.

Our Partners



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**US Army Corps
 of Engineers®**



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 Donald Ormsby
 William E. Joseph
 Elias J. Martinez
 William J. McEachern
 George Bassett Jr.
 Robert E. Holder

* Brackets indicate that keeper was known
 date of appointment not found
 * No officers listed for 1844-1851

As I reflect on our endeavors in 2014,

I am reminded of a comment made in last year's annual report message that, as a result of the measures we had taken in response to a year of continued challenges and setbacks, we would be well positioned for the coming year. After considering our accomplishments and reviewing our fiscal results for 2014, I am gratified that the assessment was on the mark. Although we faced bad weather in the first part of the year and dealt with the temporary closings at certain locations, our operating results have exceeded expectations. The challenges will continue, and the need to adapt will always be a part of our future, but our morale and commitment in supporting the mission of our partners is strong and unceasing. We will strive to be well positioned for the future.

I am grateful for the support of all of the members of the Board of Directors who, with management and staff, were instrumental in maintaining organizational focus on our goals for the year. With this in mind, we bid farewell to Dr. Michael Soukup, director of science at the Schoodic Institute at Acadia NP, who has served us so well and will be leaving us with the conclusion of his term. I am also pleased that Gerard Gabrys, CEO of Guest Services, Inc., will be remaining with us.

The challenge for us in the coming years will be to continue to direct our efforts with resourcefulness and creativity, whether it is with the day-to-day operations at the parks we serve, the new products we develop, the technology we have available, or the various channels we may use to distribute our interpretive products. All of these areas offer us new opportunities to pursue our mission of support and dedication to the great historical, natural, cultural, and recreational treasures of America. I find it most fulfilling to be part of an organization dedicated to the visitor's enjoyment of these marvelous resources of our national heritage that are available to us all.

With these thoughts in mind, I am proud to present Eastern National's annual report for 2014.

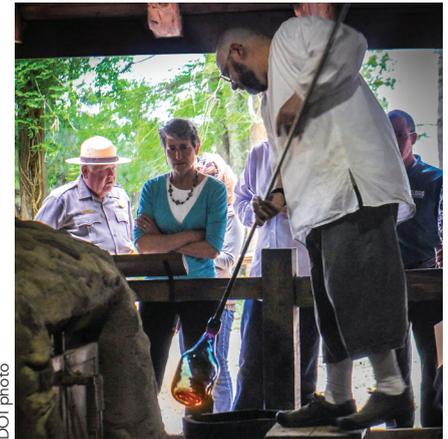
—Dr. G. Jay Gogue



Courtesy Auburn University

Dr. G. Jay Gogue

“...our morale and commitment in supporting the mission of our partners is strong and unceasing.”



DOI photo

Interior Secretary Sally Jewell tours the Jamestown Glasshouse.



Courtesy, Preservation Virginia



Eastern National support in action, from top to bottom: assisting a young visitor at the Benjamin Franklin Museum store, making glass at Jamestown Glasshouse, helping Kennesaw Mountain NBP store customers at the sesquicentennial anniversary commemoration of the Battle of Kennesaw Mountain, selling tour tickets at the Washington Monument.



Fiscal year 2014 was a very successful

year for Eastern National. We were able to continue providing services to our partners, improve our financial position, and keep employee morale positive. Our economic conditions have improved from the setbacks we experienced over the prior year. The planning and adjustments we made have given us a stronger base as we enter into the NPS Centennial. Our auditors have given us another unmodified opinion on our finances.

We are embracing the ever-evolving technology changes in an effort to continue reducing paperwork and give our employees the tools to make their jobs more productive. We continue to upgrade our Point of Sale registers in the field and have installed new credit card terminals with Point-to-Point encryption to ensure data security.

Eastern National will be operating at the following new locations: Cape Cod Highland Lighthouse in Massachusetts, Paterson Great Falls NHP in New Jersey, and Ozark-St. Francis National Forests in Arkansas. We will be assuming the daily responsibilities of the Vietnam Women's Memorial Foundation. We completed store renovations at Tuskegee Airmen NHS, Weir Farm NHS, Herbert Hoover NHS, Cuyahoga Valley NP's Canal Exploration Center, Wright Brothers N MEM, Kennesaw Mountain NBP, and the Highland Lighthouse at Cape Cod NS.



CEO George Minnucci is presented with the James V. Murfin Award by NPS Deputy Director for Operations Peggy O'Dell.

“The planning and adjustments we made have given us a stronger base as we enter into the NPS Centennial.”

Even with the difficult short-term economic setbacks of 2013, we continued to pursue new product development with a focus on those product initiatives offering potential new revenue streams. We have negotiated a new licensing agreement to distribute history books with national park themes through dollar stores, drugstore chains, supermarkets, warehouse clubs, and other mass retailers. The books are being published under the trademark name America's National Parks Press.

Other new products include a redesign of our Civil War Series, a bilingual “Get to Know Your Parks” book for children, reusable tote bags, a “Made in the USA” apparel program, and a line of all-natural skin care products. We are pursuing more creative lines of our Jamestown glass. We are working on new design concepts for Arrowhead products and for Centennial-themed products, such as a Centennial Kids Activity Book, Centennial Edition Passport, Centennial NPS Calendar, and more.

Our eParks.com e-commerce site has been redesigned. There is a new logo and page design, a featured products slide show, and a wider product selection. We continue to expand our

Chief Executive Officer's Message

social media interface and enhance our email marketing capability. The updates to our eParks website increase our ability to provide educational content beyond our brick-and-mortar stores.

We have strengthened our communications with our employees, partners, Board of Directors, and the general public through numerous media outlets. We visited most of our partners this year. Key staff have attended park anniversary events and ceremonies. Our regional managers continue to attend merchandise trade shows and educational conferences to keep up with current trends.

I would like to thank our employees, Board of Directors, partners, and vendors for their efforts in making 2014 a successful year.

—George Minnucci

2016

National Park Service CENTENNIAL

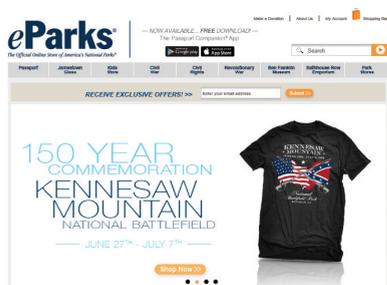
New Centennial-themed products are being produced by EN, such as a Centennial Kids Activity Book, Centennial Edition Passport, Centennial NPS Calendar, and more.



EN CEO George Minnucci and NPS Director Jonathan Jarvis at the Selma to Montgomery NHT 50th anniversary event in March 2015.

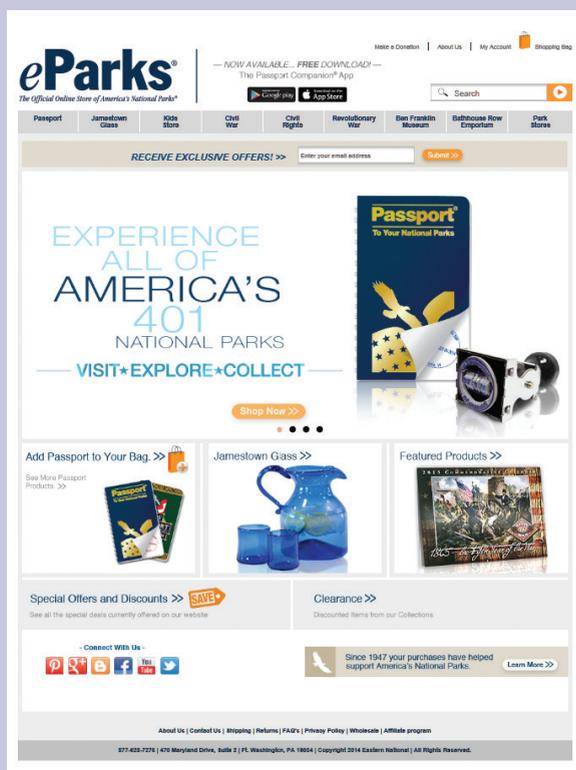
As part of our strategy to grow sales

beyond our traditional brick-and-mortar stores, Eastern National updated its eParks.com website in 2014 with a fresh and inviting new look. Navigating the site is easier than ever. Stunning graphics feature product departments and key product lines, such as the popular Passport To Your National Parks® program, and the Passport Companion app is prominently featured. The changes that we've made in fiscal year 2014 have helped us realize a 46 percent increase in sales in the first six months of fiscal year 2015.



The eParks.com website features “Made in the USA” apparel items, such as items for the sesquicentennial anniversary commemoration of the Battle of Kennesaw Mountain. The apparel is produced for EN under a private label apparel program, the America’s National Parks Collection™.

The eParks.com website was updated in 2014 with a fresh and inviting new look.



Eastern National Partner Locations



In 2014, Eastern National welcomed

many opportunities to fulfill our mission to promote the public's understanding and support of America's national parks. Here's a look at some of those opportunities.

*Since our founding,
Eastern National
has provided over
\$105 million in direct
and in-kind donations to
support our partners.*

- Eastern National was one of the sponsors of **Shiloh NMP's** Corinth Contraband Camp Symposium, which focused on former slaves and their families who sought refuge within Union army lines and experienced their first taste of freedom. Topics included the education of freedmen, the creation of the U.S. Colored Troops, and the building of a post-slavery community in Corinth, Mississippi.
- Happy 50th anniversary **Ozark NSR!** The park hosted a barbecue celebration that brought together over 100 current and former employees to share their memories. The park also held a poster contest in the local schools, and EN donated the first place award: an Android tablet. The winning poster, by Ellington Junior High School student Molly Campbell, was a beautiful depiction of Alley Mill, which was constructed in the late 1800s to ground grain for bread.
- During FY14, **Manassas NBP** utilized over \$22,000 of EN donation funds for interpretive, educational, and research purposes. The funds were used for the dissemination of visitor information, supporting special interpretive programs, installing a new orientation map at the park's visitor center, an educational event for middle-school students, and cell phone tours.



A living history reenactor at the annual Hernando de Soto Living History Encampment at Natchez Trace Parkway.

Celebrating Hispanic Heritage month in September 2014, **Natchez Trace Parkway** hosted its annual Hernando de Soto Living History Encampment. As it has for the last six years, Eastern National support has proven critical to this event by funding travel and supply expenses for living history reenactors—a donation of \$4,200 in 2014. Explorer Hernando de Soto camped in what is now the Tupelo, Mississippi, area during 1540-1541. Living history reenactors demonstrated skills that Hernando de Soto and his troops would have used to survive. Interactive presentations included various foods and their preparation, camping, hunting, and swordsmanship skills. Visitors and schoolchildren had the chance to participate in making armor, mock-sword practice, and other 16th-century skills demonstrated by the reenactors.

2014 Eastern National Support Highlights

If anyone thought that interest in the Civil War's 150th anniversary would wane after Gettysburg's commemoration, events at **Richmond NBP** proved them wrong. From May 23 to June 14, the park commemorated the 150th anniversary of the Battle of Cold Harbor and the 1864 Overland Campaign. Events included walking tours, children's activities, bus tours, author talks and book signings, and living history programs. Over 5,000 visitors attended the programs. EN added sales locations at Rural Plains and Cold Harbor and provided crucial logistical support for a series of bus tours. Three days of "Meet the Author" events coordinated by EN featured six authors of various works on Cold Harbor and Rural Plains, and master sculptor Ken Osen from W. Britain was on hand to sign his work. Sales totaled over \$13,000 for the three-day event weekend (May 30-June 1), and sales continued to hold strong for the remainder of the month. Normal sales for the entire month of June at Cold Harbor average \$5,000. Many new items, designed jointly by EN and park staff, were top sellers. Richmond NBP was pleased with the great support from EN in educating the public about these crucial, but lesser-known, battles.



Visitors enjoyed a presentation (above) by author Gordon Rhea, who later signed books (seated foreground at left) at a "Meet the Author" book signing during events at Richmond NBP.

- **Gateway NRA** marked the 250th anniversary of the Sandy Hook Lighthouse, which was lit for the first time on June 11, 1764. The new EN store at this location was complete with updated décor and fixtures for the anniversary celebration. There was a 116 percent increase in sales over the past three years, and special products were created for the anniversary.

- "Thank you for all of your assistance! We couldn't have had such a great year without you." These words came to us from **Thomas Edison NHP**, which had an 11 percent increase in visitation over 2013 and a seven percent increase in sales. Events at the park covered everything from Edison and his family to storage batteries and rubber. EN donated copies of *Edison and the Rise of Innovation* by park archivist Leonard DeGraaf, and the park gave the books to several special events presenters. A wayfinding handout that will direct visitors through the main Laboratory Complex and the Glenmont Estate is being developed with EN donation funds.

- An eight-foot Smokey Bear greeted visitors to **Tallgrass Prairie N PRES** on Labor Day weekend in celebration of Smokey's 70th birthday. EN funds supported the birthday festivities. Visitors signed a large birthday card and learned about the benefits of fire to the prairie and ways to prevent accidental fires. Children could be heard singing the Smokey



A special collectible item is crafted each year at the Jamestown Glasshouse. The 2014 annual collector's piece was this claw beaker. At the glasshouse, which is operated by Eastern National, visitors can watch as glass artisans create items similar to those found at Jamestown.



Happy Birthday Smokey! Smokey Bear turned 70, and EN provided support for the birthday celebration at Tallgrass Prairie N PRES.

Bear song as they were leaving the preserve after this fun-filled and educational event that was presented through a collaboration between Tallgrass Prairie N PRES, Fort Larned NHS, and Fort Scott NHS.

- EN funds were instrumental in supporting **Acadia NP's** programs. Funds were used for reimbursement for volunteer expenses at Islesford Historical Museum and development of a children's map.
- **Timucuan Ecological and Historic Preserve** utilized EN donation funds for Dr. Johnnetta Cole, director of the Smithsonian Museum of African Art, to participate in the 2014 Florida Museum Association conference as a speaker. Dr. Cole is a direct descendant of Zephaniah Kingsley, who owned what is now preserved at the park as Kingsley Plantation.
- Visitors to **Saratoga NHP** often inquire about the fate of wounded and dead soldiers from the 1777 Battle of Saratoga, where American forces met and defeated a British army. Thanks to the temporary exhibit *The Beat of the Muffled Drum*, which was created with the help of EN donations, they were able to discover the answers for themselves. EN donations also provided support for planning meetings with academic and regional partners as the park begins an extensive overhaul of its wayside exhibits.



NPS photo by Sue Moynihan

Young visitors try their hand at traditional Mashpee Wampanoag tribal cooking during Cape Cod NS's Wampanoag cultural event, which was supported with EN donation funds.

- At **Chickamauga and Chattanooga NMP**, the EN store in the Chickamauga Battlefield Visitor Center hosted Frank P. Varney, who signed copies of his book, *General Grant and the Rewriting of History*. The signing was part of a four-day program commemorating the 151st anniversary of the Battle of Chickamauga. Visitors participated in a variety of ranger-guided walks and tours exploring pivotal occurrences and actions that took place during that time.
- **Cape Cod NS** used EN donation funds for a variety of educational and interpretive projects. The lion's share funded four editions of the park's newspaper, the primary method of delivering information to visitors. The interpretive program benefited from EN funds that provided for professional training sessions on climate changes communication and two-way communication. Funds were also used for the annual Wampanoag cultural event, which featured traditional cooking, weaving, games, and toolmaking, as well as a performance by the Wampanoag Nation Singers and Dancers. This event drew hundreds of visitors.
- EN supported major events at **Chesapeake and Ohio Canal NHP**, including C&O Canal Days. The park used EN donation funds to support two musical acts: a bluegrass group called the Lonesome Fiddle Ramblers, specializing in songs of the canal period and those native to West Virginia and Western Maryland, and a one-man-show called "Songs

2014 Eastern National Support Highlights



Visitors stepped into Sandburg's Rootabaga Country and the Village of Liver-and-Onions through live performances of his children's stories throughout the summer of 2014 at **Carl Sandburg Home NHS**. The Potato Face Blind Man and Blixie Bimber were among the zany characters to greet audiences for these lively shows, which were supported by an EN donation of \$4,500. More than 2,600 park visitors and participants in the youth summer ParKids! program enjoyed the performances.

Live performances of Carl Sandburg's children's stories were held in the summer of 2014 with support from Eastern National.



Reenactors portray Martha and George Washington

during the reopening of the Washington Monument event on May 12, 2014. Support for the actor's portrayal of George Washington was funded through Eastern National donations.

of Old Canal Days" performed by Matthew Dodd. EN also supported Great Falls Tavern's Spring Festival featuring the Washington Revels, who performed two shows: "Maritime Voices," which presented songs of the canal and oceangoing ships, and "Jubilee Voices," which presented songs of the African Americans who worked the canal or used it to escape to freedom. These performances were powerful interpretive tools telling the human side of the canal story.

- **Cumberland Gap NHP's** Wilderness Road Campground was the site of a performance by Cherokee storyteller Crit Callebs. Crit, a descendant of the Eastern Band of Cherokee Indians, is a traditional hunter, food gatherer, and fire tender. He entertained visitors with American Indian ancestral teachings accompanied by the rich resonance of his cedar flute. His masterful stories connected to the land and animals of the Appalachian Mountains and were included in the park's exciting medley of programs that EN helped sponsor.

- Thanks to EN donations, framed prints promoting **Homestead National Monument of America** now grace the halls of the



Musical interpretive performances funded by EN at Chesapeake and Ohio Canal NHP engage visitors. Here, Matthew Dodd performs during the C&O Canal Days event.



EN funds were used at Clara Barton NHS

for this interpreter who described the role of the 54th Massachusetts Regiment, the first military unit of black soldiers from the North that fought in the Civil War.

Gage County Courthouse. The site also used EN funds to bring speakers and presenters to the park, to provide trophies for the Monumental Fiddling Championship, and to pay for booths at the Jefferson and Gage County Fairs to generate interest about the park.

- **Delaware Water Gap NRA** used EN funds for two significant visitor services: the printing of the annual “Guide to the Gap” trip planner and covering the cost of shuttle buses for the park’s annual Millbrook Days, which hosts 3,000 visitors over two days.
- With EN support, **Roger Williams N MEM** hosted the first annual Providence Folk Festival. The park saw a 13 percent increase in sales over last year.
- When the USS *Cairo* at **Vicksburg NMP** was voted “best tourist attraction in Mississippi” in 2014, it helped to increase the sales at the EN store. EN’s fiscal contributions enabled the park to host events such as the annual holiday open house, “Shadows of the Past,” and the “American Military through the Ages” program.
- **Cowpens NB** used EN funds to give a stipend to members of the Guilford Fife and Drum Corps and to commanders of reenactor units that participated during the 233rd anniversary of the Battle of Cowpens. EN also paid for reenactors’ and volunteers’ meals during that event as well as for the Celebration of Freedom event held on July 5.
- From just about every perspective, this was a good year at **Johnstown Flood N MEM** and another successful year at the EN store. The visitor center welcomed over 60,000 visitors, almost 14,000 more than last year, representing an increase of over 28 percent. Since this



The EN store at Kennesaw Mountain NBP underwent a remodel in 2014. At right, EN Store Associate Sydney Ferro assists a customer during the park’s sesquicentennial anniversary event.

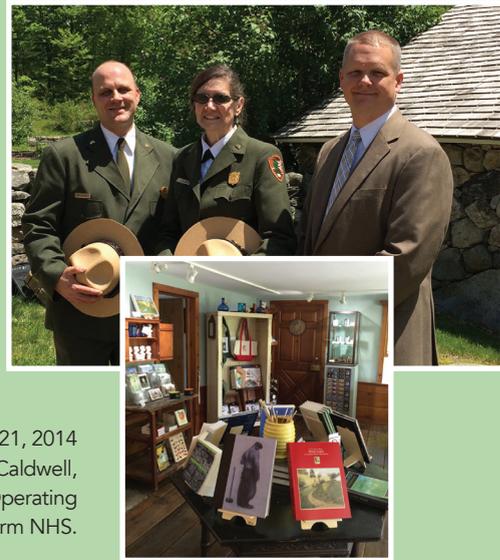


The sesquicentennial anniversary commemoration of the Battle of Kennesaw Mountain was held June 26-29, 2014 and featured commemorative programs, battlefield tours, and living history demonstrations throughout **Kennesaw Mountain NBP**. Eastern National staff was in attendance at all park meetings and provided considerable planning support—providing feedback on recruitment of authors for the event’s book signing and procuring books in time for the anniversary. EN was also an important financial supporter of the anniversary, providing over \$4,700 in donation funds. In the words of the park, “Without the assistance of Eastern National, the battlefield might not have been able to provide the high-quality event that was the sesquicentennial anniversary. The staffs of the park and EN have forged, in a short time, a very strong working relationship.”

2014 Eastern National Support Highlights

After a decade of state-of-the-art restoration work, the Weir House, Weir Studio, and Young Studio at **Weir Farm NHS** re-opened to the public on a grand opening weekend, May 24 and 25, 2014. Eastern National provided support for the grand opening weekend event as well as for the official opening on May 21 and a volunteer preview event. The EN store was completely redone and the selection and volume of its inventory increased dramatically, generating excellent sales numbers each month. To build upon its success, and in response to visitor feedback, the site will continue to work with EN to develop more site-specific items. Visitors loved reproductions of Weir's *Upland Pasture* and have expressed interest in purchasing reproductions from other historic artists who lived and painted at the park.

Attending the official reopening at Weir Farm NHS on May 21, 2014 are (above, left to right) Northeast Regional Director Mike Caldwell, Weir Farm NHS Superintendent Linda Cook, and EN Chief Operating Officer Kevin Kissling. Below, the renovated EN store at Weir Farm NHS.



was the park's 125th anniversary, a number of new items were offered, and they helped boost sales a substantial 30 percent.

- **Hot Springs NP** used EN funds to print floor plans of the Fordyce Bathhouse Museum, which are given out to help visitors enjoy self-guided tours. Funds were also used to print the "Let's Move Outside" brochure and Junior Trail Ranger pamphlets.
- **Fort Donelson NB** used EN funds to provide sustainable Junior Ranger badges for a new "Eco-Junior Ranger" program that introduced Junior Rangers to the park's and the National Park Service's diverse natural resources. Funds were also used for the commemoration of the 152nd anniversary of the Battle of Fort Donelson and to provide four concerts of Civil War-era music by "The Civil War Singers" from the Dover Community Theater.
- EN hosted a book release and book-signing event at **Lowell NHP** in October. Local author Paul Marion signed copies of *Mill Power: The Origin and Impact of Lowell National Historical Park*. A portion of the sales from the event will be used to fund future EN publications.
- "We're thrilled!" That's what **Assateague Island NS** staff had to say about the 11 percent increase in sales over the previous year. More than 150 new items graced the shelves and



America's National Parks Collection™ skin care products

were introduced and became available for sale at EN stores in 2014. This line of all-natural skin care products includes a hand sanitizer, sunscreen, insect repellent, and lip balm; is made in the USA; and is safe for people and the environment.



The EN store at Cuyahoga Valley NP's Canal Exploration Center. On May 17, 2014, Cuyahoga Valley NP invited the public to the grand opening of the center, which had been closed since May 2013 for exhibit renovation. The \$1.3 million renovation was funded by the Federal Highway Administration/National Scenic Byways Program, the NPS, and Eastern National.



EN funding provided free Junior Ranger activity books to budding Junior Rangers at Andersonville NHS.

provided something new for repeat visitors to purchase. The EN donation account continued to be a primary source of funding for supplies and equipment for aquariums in both districts.

- **Springfield Armory NHS** was pleased to use their EN donation account to pay for the creation of the Long Range Interpretive Plan for the park.
- **Fort Sumter NM** continues to rely on EN interpretive donation allocations to help fulfill its mission. The park says EN donations make a significant difference to staff, volunteers, and the visiting public. This year, the park received a special 1700s-era cannon, which desperately needed conservation, from another park. EN donation money was used towards this effort.
- **Fort Necessity NB** used EN funds for the annual George Washington Birthday Art Contest for grades 4, 5, and 6 in the regional elementary schools, for the Seneca Cultural Heritage Festival, and for volunteers participating in the "Albert Gallatin Project."
- **Independence NHP** completed its first year of operation with a new museum store at the Benjamin Franklin Museum and opened a second store inside Old City Hall on Independence Square. The park used donation funds to design a new "Skuggs" plush toy—Skuggs was Ben Franklin's pet squirrel.
- What is it like to be a Civil War prisoner at Andersonville? Who do you trust? Would you try to escape? These questions and more are part of the innovative Junior Ranger activity book **Andersonville NHS** purchased with EN funds. *Captured! A Prisoner of War Story* is offered free to children and guides them and their families through the difficult choices of a prisoner held at Andersonville. Activities explore the National Prisoner of War Museum, the prison site, and the National Cemetery. Upon completion, Junior Rangers earn an official Andersonville Junior Ranger badge and "Key to Freedom" patch. The new book has improved Junior Ranger participation by almost 500 percent with over 1,000 children completing the program since March 2014.
- EN funds allow **De Soto N MEM** to continue to offer many of its excellent programs in these tough budgeting times. The funds provided support for reenactors during the Five Centuries of Florida History event and the use of a Manatee County sheriff's deputy to provide security during the Winter Luminary, the park's most popular event.
- EN supported two NPS events at **Wright Brothers N MEM**. National Aviation Day included book signings and the sale of First Flight Society's coins. The December 17 First Flight Anniversary included book signings and the sale of two commemorative cachets. Postmasters from Kitty Hawk and Kill Devil Hills provided cancellations. EN also purchased land for the **Outer Banks Group** on the island of Ocracoke that will be converted to parking for the Ocracoke Lighthouse to solve a critical access issue.

2014 Eastern National Support Highlights

- **Canaveral NS** used its donation account funds for Volunteers-In-Parks training, for an appreciation event, and for the purchase of equipment to be used for Turtlecam—a live video streaming.
- Musicians, woodcraft demonstrators, and an instructor for a literary workshop all received honorariums at **Marsh-Billings-Rockefeller NHP** thanks to EN donations. Funds were also used to support four planning meetings and three park-sponsored events for the public as well as for a photographer for the “Peak to Peak” community event.
- **Andrew Johnson NHS** found its donation fund beneficial in providing increased outreach to the city and county schools, not only to students but also through special events, such as teacher workshops.
- More than 950 schoolchildren learned about Kentucky frontier life during the annual “A Walk Through Lincoln’s Life” two-day event held at **Abraham Lincoln Birthplace NHP** and supported with EN donation funds. Donation funds were also used for a preview of the documentary miniseries, *Civil War: The Untold Story*, a scavenger hunt during the Lincoln Day celebration, and supplies to build a Lincoln cabin for educational events.
- Major support was provided by EN for the 199th anniversary of the Battle of New Orleans, the largest annual event at **Jean Lafitte NHP & PRES’s** Chalmette Battlefield site. Funds also supported living history volunteers in the Recognizing Our Roots program, which included young members of the Choctaw Nation of Oklahoma and the Jena Band of Choctaw Indians.



EN joined Fredericksburg and Spotsylvania NMP and local communities to commemorate the 150th anniversary of the battles of the Wilderness and Spotsylvania Court House, the beginning of the 1864 Overland Campaign, in May 2014. EN employees staffed sales tents and facilitated bus tours (above) of the battlefields. Donations provided \$4,500 in support for the events.



Handblown glass pumpkins produced at the Jamestown Glasshouse were a popular new sales item in 2014.

NPS photo by Kenny Ganz



“And it burns, burns, burns, that ring of fire, that ring of fire.” If those words have you singing, you’d fit right in with the crowd at **Steamtown NHS’s** Railfest celebration, where Johnny Cash impersonator David Stone entertained. Mr. Stone performed many times during the two-day event, including a special performance of “Ring of Fire” in the locomotive shop following a Ring of Fire demonstration for fitting railroad car wheels. EN provided \$3,500 in support for the Railfest event.

Johnny Cash impersonator David Stone entertained at Steamtown NHS.



Pea Ridge NMP used EN funds to purchase this Union officer's coat, replete with a hole from a musket ball that wounded him at the Battle of Pea Ridge.

- When Union Lt. William Chapman of the 2nd Independent Battery, Ohio Light Artillery, was injured in the Battle of Pea Ridge, a spent musket ball tore through his frock coat and bore into his left hip. **Pea Ridge NMP** used \$18,391 of EN donation funds to purchase that coat, which is on display at the park. The staff reports that without EN funding, the coat would have ended up in someone's private collection instead of on display for visitors to appreciate.

- EN donations funded **Fort Pulaski NM's** Junior Ranger program, including the printing of workbooks and the purchase of badges, as well as the printing of interpretive brochures. Funds were also used to repair the park's reproduction historical flags that fly over the fort and for extra climate-controlled storage space for interpretive props and camping gear for a youth outreach program.

- **Arkansas Post N MEM** used EN funds for its annual photo contest, items for the biodiversity fair, and an annual encampment.

- For the first time in five years, the ice caves, a winter feature of **Apostle Islands NL**, became accessible, and the event went viral sparking more than 138,000 people to visit the park within two months. While normally closed after the summer season ends, the visitor center reopened during this two-month time period. EN funds were used to reprint free publications for park visitors, including *Hokenson Brothers Fishery Guide*, *Raspberry Island Light Site Bulletin*, *Boater's Guide*, and *Sea Caves Site Bulletin*.



Local youth enjoying the Legacy Campout, Sept. 19 and 20, 2014.

Martin Luther King, Jr. NHS held its Fourth Annual Legacy Campout on park grounds at the Visitor Center Pavilion in September 2014. The Legacy Campout is a free event that offered a unique forum for local youth to have an opportunity to be exposed to outdoor recreation and its links to a healthy lifestyle. It provided the local youth with an urban camping experience inside the city and national park. The forum gives the youth an opportunity to express their ideas, thoughts, and concerns about current social issues within the context of fulfilling Martin Luther King, Jr.'s dream for our nation and world. Activities included storytelling around the campfire, games, pitching tents, and demonstrations of preparing camping food and snacks. EN donation funds provided \$6,825 in support for the event.

2014 Eastern National Support Highlights

The **Blue Ridge Parkway**, often called “America’s Favorite Drive,” is more than just road—it is a state of mind and an experience like few others. Visitors to the parkway in October may realize this a bit more personally, thanks to a donation from Eastern National. The parkway’s “Focus on the Fall” series of programs and events is offered in every district along the 469-mile roadway. The series offers visitors a chance to interact with seasonal park rangers who greet them in any of the 13 visitor contact centers or cultural demonstration sites on the parkway, lead them on hikes, invite them to listen to traditional Appalachian music and explore regional crafts and lifestyles, or simply provide them with driving directions to any of the destination sites along the parkway. EN supported these programs in 2014 with \$40,000 in donation funding. The joint mission of engaging these park visitors and neighbors in the rich heritage and natural resources of the Blue Ridge helps ensure continued support for the parkway thanks to EN.



Blue Ridge Parkway’s “Focus on the Fall” series of programs include family events that engage youth in traditional games, such as bobbing for apples.

- **Cane River Creole NHP** hosted its Civil War Symposium on May 2 and 3, 2014. Two hundred visitors enjoyed the festivities, which included lectures by historians about the Red River Campaign and the impact of the Civil War in Louisiana as well as interpretive events held at Magnolia Plantation. Eastern National provided extra merchandise for the symposium events. EN donation funds provided support for the park’s 5th annual Cane River Music Festival, an event that helps interpret and preserve Cane River’s rich tradition of live musical performance.

- In 2014, **Petersburg NB** used EN donations to support events and programs associated with the 150th anniversary of the Siege of Petersburg. Over 4,000 visitors participated and benefited from these special events. Also with EN donation funds, the park was able to purchase a combat sword carried by Lt. Edwin Coe of the 57th Massachusetts Infantry. Coe was killed in the opening battles for Petersburg on June 17, 1864.

- And we’ll close with the words that came to us from **Cumberland Gap NHP**: “We are looking forward to another year of cooperation as we forge ahead together and into the Centennial with a unified vision for the next 100 years!”



EN was pleased to provide funding for this musical performance by a popular Irish band, Full Kilt, during Allegheny Portage Railroad NHS’s Evening on the Summit program series.

Eastern National continues to expand

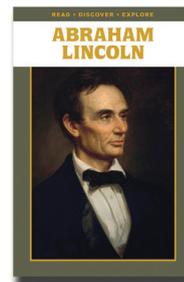
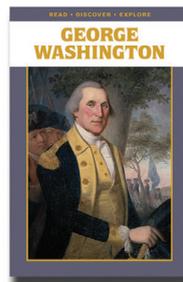
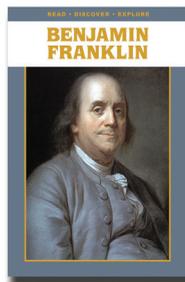
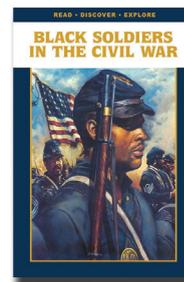
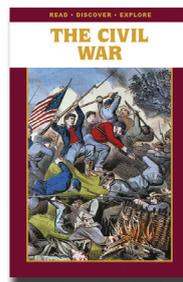
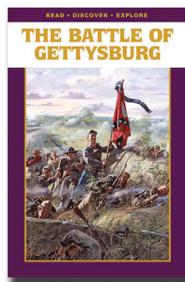
sales of site-specific publications. For fiscal year 2014, a number of new publications have been produced by our Publications Department. These new publications include an update of our popular Civil War Series books and a brand-new line of America's National Parks Press™ history books.



The 2015 commemorative Civil War calendar produced by Eastern National.

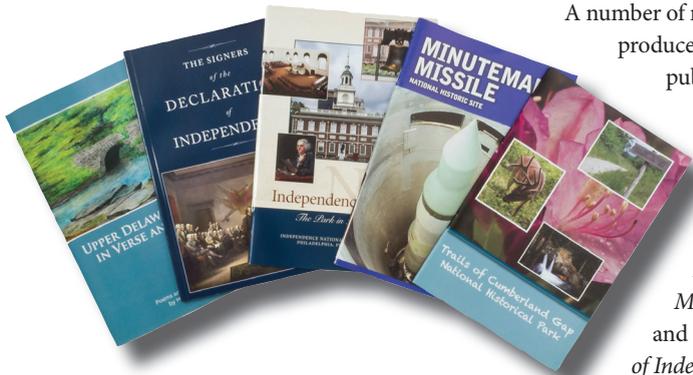
EN continues to produce quality publications and products designed to encourage people to discover and learn more about their parks.

Six titles were introduced under EN's new America's National Parks Press™ imprint in 2014, including *The Battle of Gettysburg*, *The Civil War*, *Black Soldiers in the Civil War*, *Benjamin Franklin*, *George Washington*, and *Abraham Lincoln*. The series, which is sold at dollar stores and other mass retailers, is designed to reach an audience that may not normally visit national parks.



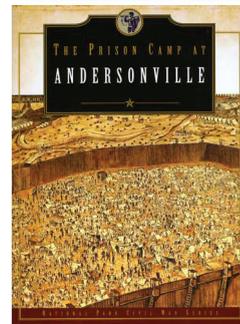
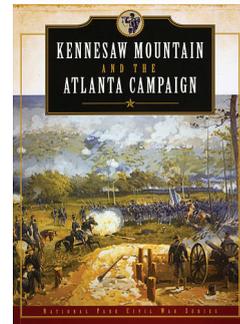
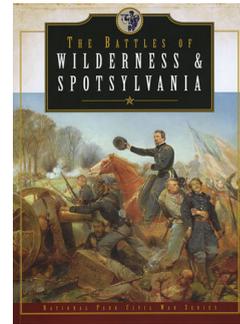
The America's National Parks Press™ series of books produced by Eastern National in 2014.

Products and Publications



A number of new Eastern National-produced site-specific books were published in 2014, including *Upper Delaware River in Verse and Image*, *Independence NHP: The Park in Pictures*, *Trails of Cumberland Gap National Historical Park*, *Minuteman Missile National Historic Site*, and *The Signers of the Declaration of Independence*.

Eastern National provided \$100,000 in support for the production of these publications and site-specific projects as well as in-house design and editorial services.



These Civil War Series titles were updated in fiscal year 2014.



EN continues to offer visitors a variety of custom-made products to enhance the park experience, including a Benjamin Franklin doll; fine teas with customized labels; collectible items, such as a quill set; and replicas of the Liberty Bell, the Declaration of Independence, snare drum, fife, whistle, and rifle.

EN's annual awards highlight excellence

in performance and partnership. The awards program was designed to acknowledge outstanding individual achievements and contributions that have had a positive impact on an Eastern National operation or an individual park, thus furthering and promoting EN's unique relationship with its partners. Here are the winners for 2014.

The awards program was designed to acknowledge outstanding individual achievements and contributions.



Superior Performance Awards

recognize outstanding partner management of an EN agency. This award annually recognizes the top four outstanding partner personnel, regardless of agency size. Awards were presented to **Michael Groomer** (far left), chief of interpretation at Fort Smith

National Historic Site, for his organizational skills, attention to detail, and assistance with employee training; **Linda Cook** (second from left), superintendent of Weir Farm National Historic Site, for her assistance in locating and facilitating new products that enhance visitors' experiences; **Laura Henning** (second from right), chief of interpretation at Canaveral National Seashore, for her excellent communication skills and assistance with the expansion of the store's product line; and **George Price** (far right), superintendent of Cape Cod National Seashore, for his assistance and support during the transition of the Highland Lighthouse to EN.

The 2014 **Charles S. Marshall Unit Award** was presented to **Kennesaw Mountain National Battlefield Park** (KEMO) by EN Chief Operating Officer Kevin Kissling (third from left) for exceptional teamwork and cooperation during the park's commemorative sesquicentennial anniversary events.



Pictured left to right are EN Sales Associate Andy Cole, EN Unit Manager Dan Beard, Kevin Kissling, KEMO Superintendent Nancy Walther, EN Southeast Regional Manager Becky Burke, and KEMO Chief Ranger Anthony Winegar.

Award Winners



The **Customer Service Award** was presented to **Manassas National Battlefield Park**. This award recognizes the EN store staff with the highest average score in EN's secret shopper program. The program evaluates the overall store appearance, product presentation, and staff professionalism. At left, the Manassas EN crew with their award, pictured left to right: Mike Lannes, fee collector; Larry Swanson, site manager; Kathy Keim, store associate; Angie Lyons, store associate; and Janda Sample, store associate (seated).

Special Achievement Awards recognize exceptional performance in the area of store operations and partner relations. Awards were presented to the following EN employees in 2014:

Dan Beard, unit manager at Kennesaw Mountain National Battlefield Park, for his leadership during the park's anniversary and exceptional teamwork with park staff and other partners.

Joe Napurano, unit manager at Thomas Edison National Historical Park and Morristown National Historical Park, for his innovative merchandising and product development and outstanding level of support to the park.

Liz Linehan, unit manager at Boston National Historical Park, for her excellent customer service and merchandising skills.

Becky Burke, Southeast regional manager, for her exceptional leadership and organization during Kennesaw Mountain National Battlefield Park's anniversary events.

Maria "Angie" Rolon, unit manager at San Juan National Historic Site, for her flexibility and dedication during a construction project at the park.

Patricia Alcaro, sales associate at Gateway National Recreation Area, for her outstanding teamwork with the park and other partners.

Acholi Southerland, unit manager at Statue of Liberty National Monument, for the development of an internship program for disadvantaged teens.

Dave Hobbs, unit manager at Ford's Theatre National Historic Site and Old Stone House, for his exceptional dedication, versatility, and attention to detail.



The **Herbert E. Kahler Award** recognizes the EN partner judged to have cooperatively managed the most efficient and innovative agency. The winner is selected by the EN Board of Directors from the four Superior Performance Award winners. **George Price**, superintendent of Cape Cod National Seashore, was the recipient of this award. He is pictured, above right, with EN Chief Operating Officer Kevin Kissling.



Distinguished Service

Awards recognize significant active service at a high level of excellence that has resulted in substantial contributions to EN. Nominations are submitted by senior management and the EN Board of Directors. A Distinguished Service Award was presented to EN Southern Regional Manager **Ethel Austin**. She is pictured above with EN Chief Operating Officer Kevin Kissling.

Awards Hall of Fame

Distinguished Service Award

Melford O. Anderson
 Roy E. Appleman
 Leslie P. Arnberger
Ethel Austin*
 Frank Barnes
 Merrill "Dave" Beal
 Laura Beaty
 Thomas Booker
 Mary R. Bradford
 Chester L. Brooks
 Renee Brooks-Solomon
 Dan Brown
 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

*2014 Award Winner

Hubert Gurney
 Gerald Halpin
 J.C. Harrington
 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
 Betsie Lind
 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 Dufficy
 Charlie Fenwick
 Mark Harvey
 Gayle Hazelwood
 Cheryl Jones
 Pat Jones
 Caroline Keinath
 Robert K. Krick
 Stanley "Steamer" Lawhead
 Timothy M. Maguire
 Randy Newman
 Martin O'Toole
George Price*
 Patrick Reed
 Christopher Revels
 James Tomasek
 Bob Vogel
 Deborah R. Wade
 Terrence Winschel
 Patty Lockamy Wissinger

Award Winners

Agency Improvements



EN continues to invest in improvements to our sales outlets.



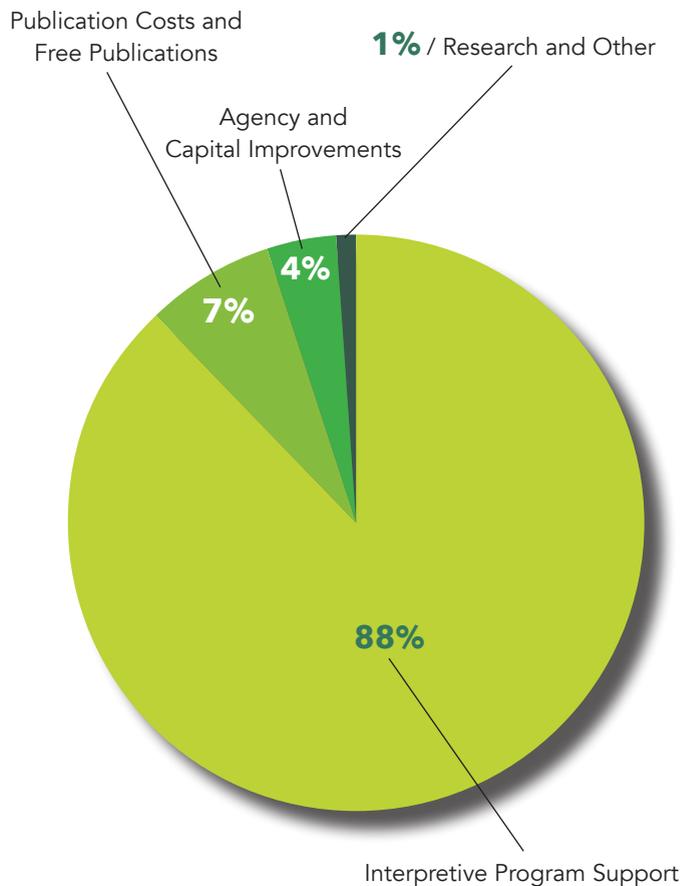
Eastern National sales outlets clockwise from top: the Benjamin Franklin Museum store, Independence National Historical Park's Old City Hall store on Independence Square, the Colonial National Historical Park Yorktown Battlefield store, and the Martin Luther King, Jr. Memorial store at National Mall and Memorial Parks (above).

Management's Financial Report

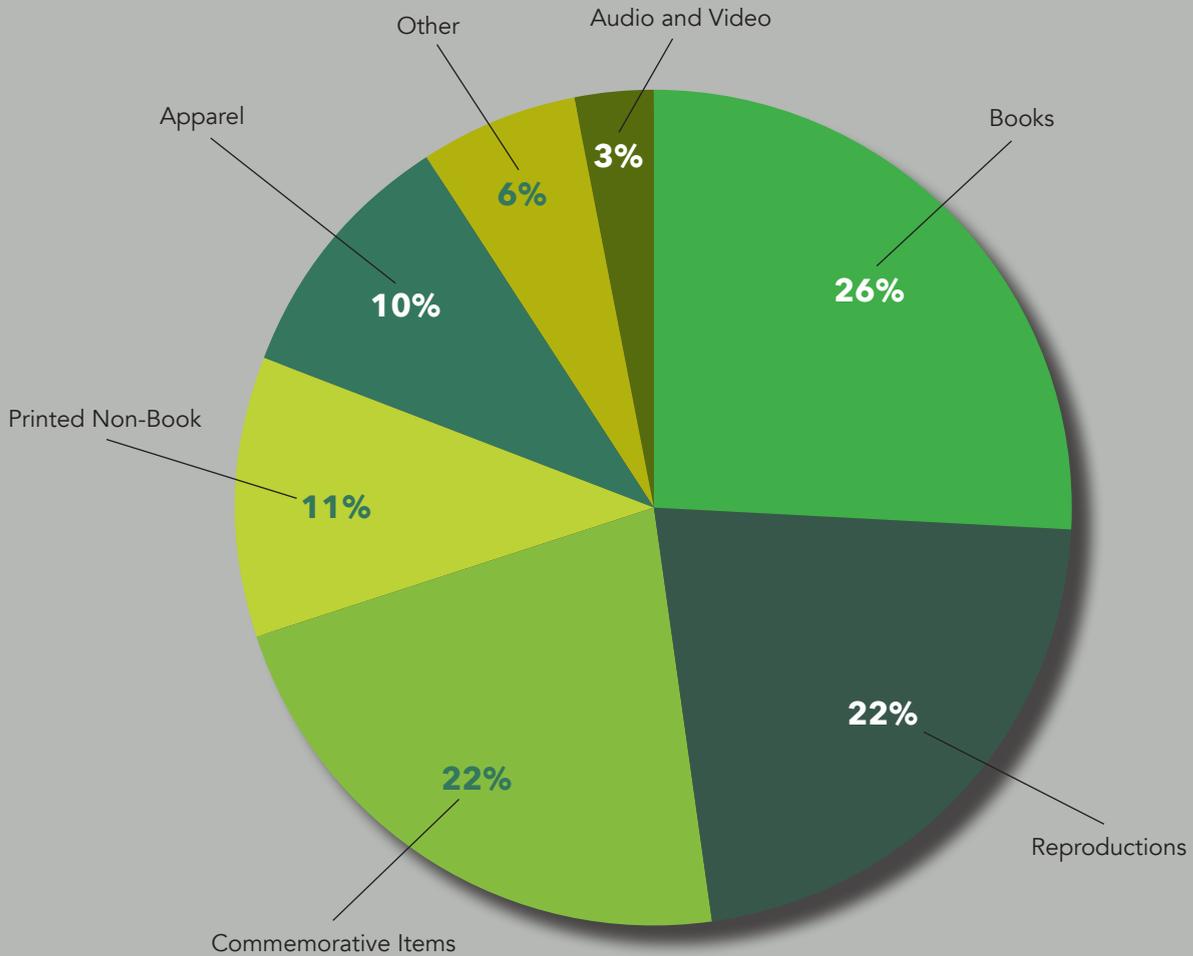
Condensed Statement of Activities and Changes in Net Assets
Year Ended October 31, 2014

	<u>2014</u>
Revenues and Other Support	
Sales	\$ 32,668,986
Cost of Sales	<u>15,076,675</u>
Gross Profit	17,592,311
Other Support	<u>418,465</u>
Total Revenue and Support	<u>18,010,776</u>
Expenses	
Program Services	11,118,602
Donations and Direct Grants	1,408,119
General and Administrative	3,411,472
Other	<u>322,083</u>
Total Expenses	<u>16,260,276</u>
Increase (decrease) in net assets from operating activities	1,750,500
Adjustment to net assets from non-operating activities	<u>(158,516)</u>
Increase (decrease) in net assets	1,591,984
Net assets, beginning of the year	<u>5,159,744</u>
Net assets, end of the year	<u>\$ 6,751,728</u>

2014 Donations and Direct Grants to the National Park Service



Fiscal Year 2014 Sales Product Mix





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

Unless noted, all photos courtesy of the National Park Service and Eastern National.

Cover and page one photo: Schoodic Peninsula, Acadia National Park / photo by Kent Miller.

This 2014 annual report is also available online at www.easternnational.org.

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- George Wright Society
- Museum Store Association
- National Association for Interpretation
- National Parks Conservation Association



Eastern National

Serving the Visitors to America's
National Parks and Other Public Trusts