

ENformer NEWSLETTER

The Newsletter of Eastern National / August 2016



Eastern National celebrated the grand opening of the Waite & Peirce store on July 14, 2016. EN staff who attended are shown bookended by reenactors portraying Aaron Waite (left) and Jerathmiel Peirce (right). Pictured left to right: EN Salem Maritime Site Manager Mark Kelly, new EN Waite & Peirce Unit Manager James P. Gilligan, EN Merchandising and Store Design Manager Karen Peters, EN New England Regional Manager Mary Price, EN Director of Retail Megan Cartwright, Salem Maritime NHS Superintendent Paul DePrey, and EN President and CEO Kevin C. Kissling. *(Photo by Louise Michaud)*

Ribbon-Cutting Event Held for New EN Waite & Peirce Store at Salem Maritime NHS

It was a banner day on July 14, 2016 for all to enjoy the grand opening and ribbon-cutting ceremony for the new Eastern National Waite & Peirce store at Salem Maritime National Historic Site. Named for Aaron Waite and Jerathmiel Peirce, two of Salem's merchant aristocracy in the late 1700s, Waite & Peirce: Authentic and Exotic Goods provides an upscale, museum-quality product assortment and serves as an orientation center near the waterfront.

Guests included Salem Mayor Kim Driscoll, who joined EN President and CEO Kevin C. Kissling and Salem Maritime NHS Superintendent Paul DePrey in cutting the ribbon for the new store. Visitors to the opening enjoyed cake as well as treats for themselves and their pets. A rope-making

activity kept kids and adults alike entertained.

Attendees also enjoyed browsing and shopping in the store, which offers everything from local candies to imported goods from all over the world. The store's product assortment includes handmade totes and accessories made from recycled sails from Sea Bags® in Maine; imported Polish jewelry made from authentic Polish pottery; nesting dolls from Russia; scarves from Turkey; games, kites, and puzzles for kids; a vast selection of maritime accessories; and our own Waite & Peirce line of custom products, including teas and coffees, glassware, apparel, and more.



Emily Geesaman

Eastern National Welcomes New Marketing Manager Emily Geesaman

Eastern National is proud to announce that Emily Geesaman has joined EN as marketing manager. The marketing manager helps EN fulfill its educational mission to America's national parks by aligning the marketing team's work with the organization's strategic goals. As marketing manager, Emily will plan, implement, and measure the effectiveness of annual and short-term marketing and communications initiatives. These initiatives include product launches, new store openings, online and in-store promotions, e-commerce, social media, events, brand initiatives, and more. Emily started in

this position on July 25, 2016.

Emily has 10 years of experience guiding integrated consumer marketing campaigns. She most recently served as a marketing and public relations consultant at Johnson & Johnson. In this role, she managed branding, marketing, and strategic communications efforts to promote a variety of consumer brands as well as sustainability programs and initiatives. Prior to this, she worked at several public relations agencies, where she led similar efforts for clients within the food and beverage, real estate, and industrial fields.

Emily holds an MBA in marketing and strategic management from Villanova University and a bachelor of arts degree in public relations from Temple University. A new mom, she resides in Harleysville, Pennsylvania, with her husband, Brent; 10-month-old daughter, Charlotte; and yellow Lab, Winnie. Together, they enjoy exploring the regional parks and trails.



Pictured left to right: EN Virginia Regional Manager Danica Buehren, NPS Centennial Partnership Coordinator Donald Leadbetter, National Mall and Memorial Parks Park Ranger Bethany Bagent, EN Operations Support Manager Mark Vineburg, National Mall and Memorial Parks Education Specialist Jennifer Epstein, EN Manassas NBP Site Manager Janda Sample, and WASO Natural Resource Interpretive Specialist Lynne Murdock.

Eastern National Participates in BrickFair 2016

On August 6 and 7, 2016, at the Dulles Expo Center in Chantilly, Virginia, LEGO® lovers of all shapes and sizes convened at the BrickFair 2016 LEGO® Expo. Eastern National and the National Park Service joined together at this event to promote the *Every Kid in a Park* initiative, the NPS Centennial, and the Find Your Park campaign.

EN's booth featured multiple national park LEGO® vignettes. These included parks such as Assateague Island NS, Grand Canyon NP, Wright Brothers N MEM, and more by Gavin Gardner, Springfield Armory NHS's resources program and facilities manager. On hand were national park rangers to answer questions and raise awareness of parks and park programs. EN also had a green screen set up, allowing those who stopped by the booth to have their photo taken with a LEGO® ranger in a national park. Approximately 7,000 to 10,000 people came through the convention each day.

"There was a real sense of community, and everyone was appreciative that we were there," said Mark Vineburg, EN operations support manager, who coordinated EN's participation in the event. "It was great to see the excitement on the faces of the people who came by the booth. They would look at the displays and say, 'I was there!' and share their stories about their national park visits." Collectible park ranger minifigures are available [here](#) on eParks.com.



Feast to the Beat Event at Blue Ridge Parkway Helps Boost EN Sales

Feast to the Beat, a national road trip tour celebrating the country's national parks and national heritage areas, arrived in Asheville, North Carolina, for a two-day event-filled stop on August 4 and 5, 2016. Blue Ridge Parkway was one of only three parks across the nation chosen as a stopover for this traveling road trip event.

Eastern National was on hand during the free August 5 event with a display at the Blue Ridge Parkway Visitor Center in Asheville promoting NPS Centennial and Passport To Your National Parks® products. EN also hosted a book signing with Elizabeth Wiegand, author of *The New Blue Ridge Cookbook*. EN Store Lead Associate Deb Morgan is shown above speaking with a visitor during the event, which showcased the best in food, drink, and music of Western North Carolina and generated over 112 percent more visitation than the equivalent Friday last year and a 115 percent increase in EN sales.

CELEBRATE THE FIRST
100 YEARS
OF THE  NATIONAL PARK SERVICE



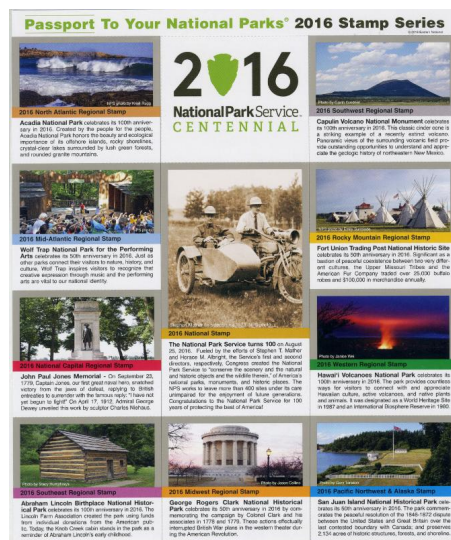
Own a Piece of this Once-in-a-Lifetime Celebration of Our National Parks

The NPS, the National Park Foundation, and the United States Mint are proud to announce that limited-edition National Park Service Commemorative Coins are available for purchase, giving Americans the opportunity to own a piece of this once-in-a-lifetime celebration of our national parks.

These commemorative coins are available at eParks.com and at park locations across the country, including select Eastern National stores.

Show Your National Park Service Pride!

The **Arrowhead Store**, the official online store for National Park Service employees, alumni, Volunteers-In-Parks, and select park partners, has a wide variety of commemorative products to help you celebrate the 100th anniversary of the National Park Service. Visit today, and see what's new!



Eastern National Announces the 2017 Passport To Your National Parks® Photo Contest

Calling all entries to the 2017 Passport To Your National Parks® Photo Contest! The contest is open to active National Park Service employees and Volunteers-In-Parks. The winning national park photos will be featured in the Passport To Your National Parks® 2017 Stamp Series. Submissions must be received by September 15, 2016. Visit [here](#) for more information.

Eastern National Employee Anniversaries

The following Eastern National employees have reached these milestone anniversaries in 2016:

Five Years:

Marsha L. Albrecht, Store Associate, Assateague Island NS; **Katrina C. Andrews**, Accounts Payable Specialist, Headquarters; **Frederika C. Baczkowski**, Store Associate, Canaveral NS; **Anthony Bello Jr.**, Lead Shipper, America's National Parks Warehouse; **Ernest F. Brathwaite**, Store Associate, Martin Luther King, Jr. NHS; **Danica K. Buehren**, Regional Manager, Virginia Region; **Kimberly Casanova**, Store Associate, El Yunque NF; **Floyd A. Deboef**, Store Associate, Fort Loudoun State Historic Area; **Mark A. Frazier**, Truck Driver, National Mall and Memorial Parks Warehouse; **Ellen T. Gaglio**, Site Manager, Richmond NBP - Tredegar Iron Works; **Mickey L. Goodson**, Site Manager, Martin Luther King, Jr. NHS; **David N. Hoffman**, Assistant Unit Manager, America's National Parks Warehouse; **Sharon L. Hogan**, Store Lead Associate, Franklin Delano Roosevelt Memorial; **Karen R. Jaggars**, Site Manager, Shiloh NMP; **Jordan R. Klatt**, Unit Manager, Cape Cod NS; **Linda C. Lucas**, Store Lead Associate, Outer Banks Group - Bodie Island; **Anne C. Martina**, Store Associate, Acadia NP; **Jessica McNeill**, Assistant Unit Manager, Lincoln Memorial; **Sandra L. Quidley**, Unit Manager, Cape Hatteras NS; **Elizabeth S. Swindell**, Store Associate, Wright Brothers N MEM; **Kathleen A. Viprino**, Assistant Unit Manager, Cape Cod NS; and **Kevin L. Ziemba**, Store Associate, Blue Ridge Parkway - Minerals Museum Outlet

Ten Years:

Mandy L. Gardner, Unit Manager, Sleeping Bear Dunes NL; **Jessica M. Gondela**, Store Associate, Steamtown NHS; **Stephen L. Koskey**, Store Associate, Blue Ridge Parkway - Waterrock Knob; **Kevin Q. Marshall**, Unit Manager, Ford's Theatre NHS; **David A. Mayall**, Store Associate, Minute Man NHP; **Shirley A. Medina**, Store Associate, El Yunque NF; **Gabrielle Murph**, Accounts Payable Specialist, Headquarters; **Laura Robinson**,

Publications Specialist, Headquarters; and **Angel Rosa**, Assistant Unit Manager, El Yunque NF

Fifteen Years:

Becky Burke, Regional Manager, Southeast Region; **Rosalynn Flint**, Store Associate, Cape Cod NS; **Nancy B. Hylander**, Store Associate, Acadia NP; **Sam B. Rempfer**, Glassblower Journeyperson, Jamestown Glasshouse; **Doreen K. Stowers**, Human Resources and Employee Benefits Coordinator, Headquarters; and **Linda P. Thayer**, Store Associate, Acadia NP

Twenty Years:

Tina M. Maquar, Site Manager, Chickamauga and Chattanooga NMP

Twenty-five Years:

Rulaine Kegerreis, Regional Manager, Coastal Mid-Atlantic Region; and **Barbara Hendrix**, Store Associate, Blue Ridge Parkway - Linn Cove

Thirty Years:

Maria A. Rolon, Unit Manager, San Juan NHS

Forty Years:

Peter R. Milovcich, Systems Analyst, Headquarters

Thank you for your years of service!

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Share Your Stories!

Eastern National is pleased to assist the interpretive and educational programs at parks. We want to share stories about EN-supported events and programs and commemorative products we've developed. Keep us informed about your park, and we'll spread the news to all our readers! Submit stories to Jennifer Allen at: enformer@easternnational.org

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