

ENformer

NEWSLETTER



Jason Scarpello

Jason Scarpello Appointed Creative Director

On February 3, 2015, Chief Operating Officer Kevin Kissling announced that Jason Scarpello has been selected as creative director for Eastern National. The creative director, a newly created position, will be responsible for Eastern National's design, product development, marketing, e-commerce, and publishing programs. Jason will start in this position on March 9, 2015.

Jason is a graduate of Pennsylvania State University and lives in Skippack, Pennsylvania. Since 2008, he has worked for The Institutes (the Insurance Institute of America and the American Institute for Chartered Property-Casualty Underwriters) in Malvern, Pennsylvania, as director of print products and editorial services. His responsibilities included working with teams of editors, designers, content developers, production staff, and inventory-support specialists to develop educational study materials, marketing materials, social media, assessments, research reports, and other communications.

Jason worked for Eastern National from 1998 through 2007 as publications manager, helping to launch the eParks.com website, the America's National Parks (ANP) Collector's Series, the ANP Scrapbook Series, the

Share Your Stories

You can also be a part of the *ENformer* by sending us your stories. Eastern National is pleased to be able to assist the interpretive and educational programs at parks. We want to share stories about EN-supported events and programs and products we've developed to commemorate special occasions in parks. So keep us informed about what is going on, and we'll spread the news to all! Send your stories to Jennifer Allen at:

enformer@easternnational.org

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Passport To Your National Parks Explorer and Companion Guides, and the NPS Arrowhead and VIP product lines. Prior to working for Eastern National, Jason was advertising and production manager for the *Chestnut Hill Local*, a newspaper in Chestnut Hill, Pennsylvania.

"I am looking forward to be working again with Jason," said Kevin Kissling. "Jason believes strongly in Eastern National's mission to educate visitors to America's national parks and public lands. That, coupled with his experience in creative design and marketing, will help us to better connect with park visitors."