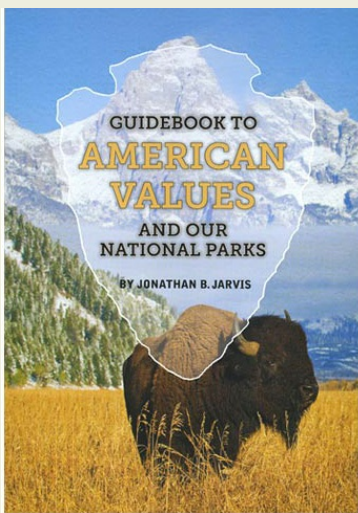


ENformer NEWSLETTER



New EN Publication

Eastern National is pleased to announce the release of a new publication: *Guidebook to American Values and Our National Parks*. Written by National Park Service Director Jonathan B. Jarvis, this book is the first to detail how national parks are expressions of America's values.

As it prepares to celebrate its centennial in 2016, the National Park Service now manages more than 400 special places. In this book, Director Jarvis adds a new chapter in the evolution of the national park idea - that what unites this increasingly diverse system of natural wonderlands and historic sites, in an increasingly diverse nation, are the values we have in common. He lists more than 50 values - such as bravery, patriotism, honesty, sacrifice, and honor - and provides examples of the parks that illuminate them. The

Antietam and Monocacy National Battlefields Added to Eastern National's Partnership of Parks

Beginning July 1, Eastern National will become the new cooperating association for both Antietam National Battlefield in Sharpsburg, Maryland, and Monocacy National Battlefield in Frederick, Maryland.

Eastern National will commence retail operations in the park visitor center at each park as well as partner with the Antietam Battlefield Guides, a non-profit organization that conducts personalized tours to specific areas of the battlefield and tells the stories of the Maryland Campaign.

Much like our retail operations at national parks such as Vicksburg National Military Park, Shiloh National Military Park, and Manassas National Battlefield Park, the books, apparel, and commemorative items sold at these stores will further educate visitors on the stories of our nation's bloodiest military conflict and struggle for unity.

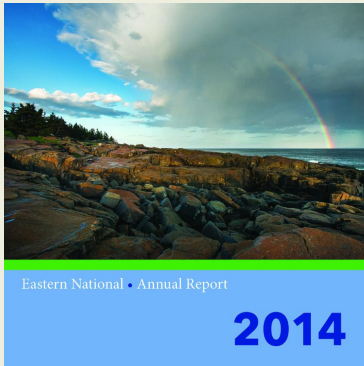


Antietam National Battlefield

book features dozens of color photographs of national parks and includes a preface written by Dayton Duncan.

Published by Eastern National, *Guidebook to American Values and Our National Parks* was produced in cooperation with the National Park Service. Director Jarvis wrote the manuscript for this publication on his personal time and donated it to Eastern National.

Guidebook to American Values and Our National Parks is softcover, 60 pages, and is available [here](#) for \$7.95. One dollar from the sale of this book will go to the National Park Foundation. Call (877) NAT-PARK for information on wholesale opportunities.



2014 Annual Report Now Available Online

Eastern National's 2014 annual report is now posted online and is available to view [here](#). This report provides an illustrated narrative of the many different ways that our activities and donations have assisted the mission of the National Park Service and the other partners we serve in fiscal year 2014.



Monocacy National Battlefield



New Centennial Arrowhead tumblers

EN Releases Exclusive Product Line Commemorating NPS Centennial

Eastern National is proud to unveil its National Park Service Centennial Arrowhead product line, available for sale to National Park Service employees, Volunteers-In-Parks, and approved partners. The new products showcase the official NPS Centennial logo, complemented by the NPS's Arrowhead logo.

The NPS Centennial logo, commissioned by the National Park Foundation and unveiled in August 2014, helps to commemorate the NPS's 100th anniversary in 2016.

In 2000, Eastern National was contracted by the NPS to produce an Arrowhead product line to enhance employee morale and esprit de corps and to promote allegiance to the NPS and its mission. Since then, the Arrowhead product line, emblazoned with the Arrowhead logo, has expanded to include apparel, bags and backpacks, accessories, and kids' items. Arrowhead logo products are available only to NPS employees, Volunteers-In-Parks, and approved partners.

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*Certain restrictions may apply. Not valid on sets. Offer good until 8/31/2015.

Eastern National Ad Appears in *USA Today* Special Edition

Eastern National is running an ad in the new "National Treasures 2015: Your Guide to the USA's National Parks" special edition of *USA Today*. The ad (shown above) promotes the Passport To Your National Parks® program and provides a coupon code to get 25 percent off at eParks.com. This *USA Today* [special edition](#), done in partnership with the National Geographic Channels, is on sale through July 13, 2015.



Fordyce Bathhouse Turned 100 This Year!

The Fordyce Bathhouse opened on March 1, 1915. Owner and operator Samuel Fordyce spent over \$200,000 building, equipping, and furnishing the luxurious bathhouse. The Fordyce suspended operations in 1962 but was extensively restored by 1989. The Fordyce Bathhouse now serves as a museum and visitor center for Hot Springs National Park.

The NPS Centennial logo product assortment includes apparel, bags, hats, and accessories. Eastern National plans to expand the product assortment as the NPS Centennial approaches.

"We are thrilled to make this special line of logo merchandise available to National Park Service employees, Volunteers-In-Parks, and approved partners," said Kevin Kissling, EN chief operating officer. "Our hope is that this selection of merchandise will promote excitement for the upcoming NPS Centennial, and instill in them an even stronger sense of pride."

Centennial Arrowhead products are available [here](#). From July 1 - 6, 2015, spend \$25 and get free shipping. Call (877) NAT-PARK for additional details.



Runners participate in the 11th Annual Ocean to the Bay Run and Walk. Photo courtesy of Jim Coughlin.

Ocean to the Bay Run and Walk Hosted by Highland Lighthouse

On Flag Day, June 14, 2015, Highland Lighthouse hosted the 11th Annual Ocean to the Bay Run and Walk, and 161 people participated. Proceeds from the event support maintenance and upkeep of the historic lighthouse. Sponsors of the event included Cape Light Compact, Atlantic Spice Company, Truro Vineyards of Cape Cod, and PB Boulangerie Bistro. As part of their registration, participants received a T-shirt with the Highland Lighthouse logo.

The Ocean to the Bay Run and Walk includes a five-mile run and four-mile walk that starts at Highland Lighthouse on the clay cliffs of North Truro, Mass., then to Cape Cod Bay to Coast Guard Beach on the Atlantic Ocean, and then finishes back at Highland Light.

All the participants received a flag and goodie bag. There were raffles and awards for winners by age category as well as the standing tradition that the event's oldest walker (who is over 80) is awarded an apple pie. More information can be found [here](#).

It was a beautiful day on the Cape, and all of the runners and walkers look forward to next year's event!

Recently, Samuel's great grandson paid a visit to the Eastern National store here and purchased some hand-painted ornaments of the bathhouse that the site had produced for the 100th anniversary. He and a friend are shown above with EN Bathhouse Row Emporium Site Manager Katie House (far left) and Hot Springs National Park Superintendent Josie Fernandez. (Photo courtesy of Katie House.)



Vietnam Women's Memorial, Washington, D.C., ©1993, VWMF, Glenna Goodacre, Sculptor.

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

Quick Links

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470 Maryland Drive
Fort Washington, PA 19034

Vietnam Women's Memorial Foundation Hosts Memorial Day Storytelling Event

On Memorial Day, May 25, 2015, Vietnam Women's Memorial Foundation (VWMF) board members, along with colleagues from Eastern National and the National Park Service, hosted "In Their Own Words: Storytelling at the Vietnam Women's Memorial." This first-person oral storytelling tradition is held at the Vietnam Women's Memorial on the National Mall every Memorial Day and Veterans Day. Vietnam-era veterans and the people who were touched by this war spoke about their experiences.

VWMF board members shared their memories of the Vietnam War and recalled stories of the past 20 years of the Vietnam Women's Memorial. The VWMF board recently "passed the baton" to Eastern National, which assumed the operating mission of the foundation this year.

Eastern National arranged to have this year's storytelling program captured on video, and EN staff assisted in handing out free copies of *Celebration of Patriotism and Courage*, a magazine produced by VWMF in 1993, to attendees.

The Vietnam Women's Memorial Project (later changed to "Foundation") was formed in April 1984 to place a monument on the grounds of the Vietnam Veterans Memorial commemorating the contributions and sacrifices of the more than 265,000 military and civilian women who served during the Vietnam era. With the 1993 dedication of the Vietnam Women's Memorial, sculpted by Glenna Goodacre, the women who served during the Vietnam era are now part of the nation's collective consciousness and stand near their brother and sister veterans whose names are on the Wall. Visit [here](#) for more information.



EN Unit Manager Erin Nolan hands out free publications during the Storytelling event at the Vietnam Women's Memorial.