

ENformer NEWSLETTER

EN Mid-Year Sales

Sales for the first six months of Eastern National's 2015 fiscal year, November through April, were \$11,682,210 versus our budget of \$10,566,710 and last year's sales of \$10,006,014. This is a 10.5 percent increase over budget.

Some of the reasons for the sales increases include strong sales in Washington, D.C.; online sales through eParks.com; and the Selma to Montgomery 50th anniversary and Appomattox Court House 150th anniversary events.



New EN Store Opens at Hampton National Historic Site



Helena Adcock, left, and Ethel Austin.

EN Announces New Position; Appoints New Southern Regional Manager

Eastern National is proud to announce that Ethel Austin has been selected as operations support assistant, a new position that will focus on special projects throughout the company, providing support for new store openings, special events, and management development. A 32-year veteran of Eastern National, Ethel will continue to be based in Mississippi. This position was effective on May 2, 2015.

Helena Adcock has been selected as regional manager of Eastern National's Southern Region. Beginning May 30, 2015, Helena will be responsible for 29 stores in parks including Arkansas Post National Memorial, Buffalo National River, Fort Smith National Historic Site, Gulf Islands National Seashore, Homestead National Monument of America, Hot Springs National Park, Natchez National Historical Park, Natchez Trace Parkway, Ozark National Scenic Riverways, Pea Ridge National Military Park, Shiloh National Military Park, Tallgrass Prairie National Preserve, Vicksburg National Military Park, and Wilson's Creek National Battlefield. One site managed by the U.S. Army Corps of Engineers, the Jamie L.

Hampton National Historic Site held the grand opening of its new visitor contact station on April 24, 2015, and Eastern National's new store at the location opened to the public. Baltimore elected officials, park staff, and EN staff, including Chief Executive Officer George Minnucci, Chief Operating Officer Kevin Kissling, Director of Retail Megan Cartwright, and Mid-Atlantic Regional Manager David Wagner, gathered for the ribbon-cutting ceremony (shown above), which was followed by an open house and tours of the site.



New EN Store Opens at Paterson Great Falls National Historical Park

The grand opening of the newly renovated Welcome Center at Paterson Great Falls National Historical Park was held on April 21, 2015. The Welcome Center, which includes exhibits about the park and Paterson's significance during the Industrial Revolution, is also the location of Eastern National's new store. The store features items relevant to the park's theme; the city of Paterson, New Jersey; and the region. EN's Chief Executive Officer George Minnucci (shown above with Superintendent Darren Boch) spoke at the grand-

Whitten Historical Center, and one site managed by the U.S. Forest Service, Ozark-St. Francis National Forests, are also located in this region. Previously, Helena served as unit manager of Eastern National stores at Castillo de San Marcos National Monument and Fort Matanzas National Monument and as the assistant regional manager for the Southern Region. She is based in Magee, Mississippi.

Eastern National CEO George Minnucci Receives National Park Service Honor

Eastern National Chief Executive Officer George Minnucci was presented with the James V. Murfin Award by the National Park Service on April 7, 2015.

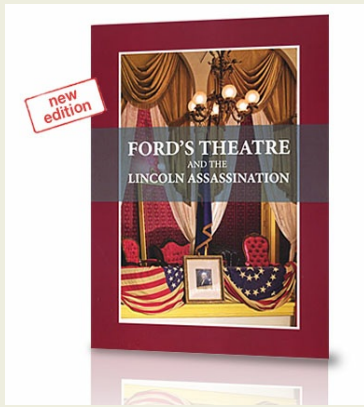
The James V. Murfin Award recognizes an individual who has made a significant and lasting contribution to the partnership between the NPS and cooperating associations over time. The award - inaugurated in 1988 - is named for the talented and dedicated Servicewide cooperating association coordinator who worked diligently for over a decade to encourage excellence and innovation in the cooperating association program. Because this award is never given to the same person twice, it is viewed as a "lifetime achievement award."

"I am grateful to be presented with the James V. Murfin Award," said George. "It has been an honor and a pleasure working with the National Park Service and serving the visitors of America's national parks."

George's career with Eastern National began in 1977, when he joined the organization to revitalize EN's business practices and to help renew EN's commitment to its partners. Under his leadership, EN grew exponentially through the forging of new partnerships and the development of new products and publications, including the Passport To Your National Parks® program. After almost 20 years, he retired from his position at EN but continued to serve the organization as board chair until 2003.

In 2007, George returned to EN at the behest of the board of directors to assist with a management transition. Although his return was originally intended to be temporary, he has since helped to foster a new era at EN, achieving financial stability, training and developing staff, breathing new life into EN's products and publications, and providing a new level of service to EN's partners. As an NPS peer noted, George's hands-on, personal approach was a key ingredient in developing lasting relationships with the NPS that serve the parks and Eastern National now and into the future.

The Eastern National Board of Directors and staff gratefully acknowledge George's service and dedication to the association.



New EN Publication

Eastern National has released a newly updated and redesigned edition of *Ford's Theatre and the Lincoln Assassination*. First published by Eastern National in 2005, this 2015 edition has a fresh, new design and features many full-color illustrations and a selection of new and historical photographs. Authored by Victoria Grieve, the book includes a foreword by acclaimed Lincoln historian Michael Beschloss and was designed in-house by Eastern National Publications Coordinator Jennifer Allen.

Ford's Theatre and the Lincoln Assassination provides an in-depth look at the history of Ford's Theatre and presents insight into the assassination plot hatched by John Wilkes Booth and his co-conspirators. It examines the events leading up to and the aftermath of Lincoln's assassination, as well as the ensuing pursuit of those responsible. Chapters on the Petersen House, Ford's Theatre Museum, and the theater's restoration and modern role are also included.

Ford's Theatre and the Lincoln Assassination is available at Ford's Theatre National Historic Site and [here](#) for \$8.95. Call (877) NAT-PARK for information on wholesale opportunities.



Lincoln's Funeral Commemorated at Lincoln Home National Historic Site

As part of the 150th anniversary of the national funeral of Abraham Lincoln and his burial in Springfield, Illinois, the National Park Service held a three-day commemoration event, May 1-3, 2015, at Lincoln Home National Historic Site. Sales during the event were \$24,466. The park had extended hours till 8 pm on May 1 and 2, and Eastern National set an all-time daily sales record on May 1. The event culminated with a reenactment of the Lincoln funeral procession on May 3 (shown above).



EN unit managers Dave Hobbs and Erin Nolan.

Commemoration of Abraham Lincoln's Assassination at Ford's Theatre

National Park Rangers!



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Students Benefit from EN Donation

On April 10, 2015, 75 fifth graders from Red Cedar Elementary School in Bluffton, S.C., attended a special program at the Washington Monument coordinated by Jennifer Rudnick (NPS) and presented by Ted White (NPS, shown with students above). The students, who are from an economically disadvantaged school district, were able to visit Washington, D.C., through a crowdfunding initiative organized by their teachers.

Knowing this might be their students' only opportunity to visit a national park, the teachers wanted to make it even more special by giving them Passport To Your National Parks® books to bring along in the hope that their students

National Historic Site

During Ford's Theatre National Historic Site's 150th anniversary commemoration of Abraham Lincoln's assassination on April 14 and 15, 2015, the Eastern National store was open all night. Stephen Hall, lead associate, oversaw business through the wee hours, while unit managers Dave Hobbs and Erin Nolan assisted the daytime customers. Erin, who is the unit manager from EN's Lincoln Memorial store, worked both days of the special event to assist Dave. EN had author James Swanson sign his books: *Manhunt*, *Chasing Lincoln's Killer*, and *Bloody Times*; visitors were very excited for the chance to meet Mr. Swanson.



EN Sales Soar at 150th Anniversary of Appomattox Court House

Events at Appomattox Court House National Historical Park for the sesquicentennial anniversary commemoration were held April 8-12, 2015. Sales for the five days were \$133,000 and \$166,000 for the month. A normal April averages \$28,000. Eastern National had both the main store and a tent store open, and there were often lines of customers at both stores just to get inside and look around. The newly released Civil War Series title, *The Campaign to Appomattox*, was a strong seller. Staff came from two other EN regions and even out of retirement to assist.

The Eastern National crew who worked the 150th anniversary event are pictured above, left to right: Appomattox Court House Site Manager Barbara Luna, volunteer Daniel Buehren, Carl Sandburg Home Site Manager Jane Grossman, Blue Ridge Parkway Craggy Gardens Site Manager David Eberle, EN alumnus Anne Harris, Coastal Virginia Regional Manager Brenda Cummins, Virginia Regional Manager Danica Buehren, Appomattox Court House Store Associate Jeanette Chamberlain, and Manassas Store Associate Janda Sample. Petersburg Site Manager David Walthall (not pictured) also worked the anniversary event.

might be encouraged to visit other national parks or possibly be inspired in their future career paths.

When the crowdfunding initiative was launched, John Giorgis, the former president of the National Park Travelers Club, reached out to EN Social Media and Marketing Specialist Andie Semprevio to see if Eastern National could help. EN was able to provide Passport books at a reduced cost and worked with the NPS staff to provide a special interpretive presentation at the Washington Monument. EN also donated an NPS Kids' Club book and a lapel pin to each child in the group.

"The kids from Red Cedar school had an excellent time at the Washington Monument," said EN National Capital Regional Manager Stacy Madalena. "And they seemed to be having a great time in Washington, D.C.! It seemed that there had already been some EN shopping and Passport stamping beforehand! One young man was wearing an MLK dog tag that he purchased at our store."

The EN staff is elated that the students enjoyed their trip and that it made a lasting impression on them. We hope those Passport books inspire them to visit more of our national parks.

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



EN Unit Manager Kevin Marshall at EN's sales tent.

Cherry Blossom Festival's Peak Blooms Peak Eastern National Sales

The National Mall and Memorial Parks was the site of the annual National Cherry Blossom Festival from March 28 through April 12, 2015. Eastern National partnered with the National Park Service and the National Cherry Blossom Festival Organization again this year to hold another successful event. The festival has helped the National Capital Region have an increase in sales of more than \$220,000 from last year for March and April.

Staff in the region focused on improving merchandising standards for the special festival products. We also brought in more items that were made in America, including buying jewelry that was made by artisans domestically.

The chilly weather caused the famous trees to bloom late for the second year in a row, but despite the weather issues, sales in the Tidal Basin welcome area tent were increased by six percent over last year. The stores in the Washington, D.C., area had significant increases in sales over last year during that time period. The last weekend of the festival was peak bloom, and the park had record-breaking crowds.

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Eastern National

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Congratulations! Eastern National's store at Cuyahoga Valley NP's Canal Exploration Center (above, *photo by Rob Ledwedge*) was selected as a finalist in the Visual Merchandising category of the 2015 Museum Store Association (MSA) Awards. The 2015 MSA Visual Merchandising award recognizes excellence in visual merchandising by an institution. Nominations were evaluated based on creative use of resources, collaboration, and how well the display extends the museum experience. The Canal Exploration Center opened to the public in May 2014 after a \$1.3 million renovation.

