

ENformer

NEWSLETTER



New NPS Handbook

Eastern National released a new publication entitled *Asians and Pacific Islanders and the Civil War*. Third in a series of official National Park Service handbooks that profile the contributions of ethnic groups to the American Civil War, this book sheds new light on the stories of Asians and Pacific Islanders who fought for the Union or the Confederacy. It illustrates the struggles they endured with prejudice and the impact the war had upon themselves and their families. This 258-page book is now available at eParks.com for \$14.95. Call (877) NAT-PARK for information on wholesale opportunities.

EN is offering a 25 percent discount for NPS employees and volunteers from March 1 to July 31, 2015. When ordering, use code number APICW2015.

Eastern National's Fiscal Year 2014 Sales Highest on Record

Fiscal year 2014 was our highest sales year on record. In 2015, parks will receive an allotment of 7.25 percent of their 2014 sales or \$2,500, whichever is the greater amount. FY14 sales were almost \$32.7 million, which was 98 percent of our budgeted sales and an 8.6 percent or \$2.58 million increase over the \$30.1 million in 2013.

By increasing our sales and managing our expenses, we ended the year in a better cash position than we have been in for several years, which is very important because of the seasonality of our business. Our profit was almost \$1.6 million - an increase of almost \$1.3 million compared to FY13. We ended with almost \$4.3 million in cash, which was about a \$1.5 million increase.

In FY14, parks spent over \$1.4 million in donations. This brings our cumulative cash donations to over \$59 million, and this does not include any other type of aid nor does it include donations to our non-NPS partners.

Published by Eastern National, *Asians and Pacific Islanders and the Civil War* was produced by the National Park Service: Washington Support Office, Cultural Resources Southeast Region, Interpretation and Education. Several organizations contributed to the publication of this book, including Western National Parks Association and the Civil War Trust.



Jamestown Glasshouse Annual Collector's Piece

Each year, a special collectible item is crafted at the Jamestown Glasshouse. The annual collector's piece for 2015 is a handblown glass ornamental teapot. This reproduction of an 18th-century English teapot is available at eParks.com for \$92.95.



Big South Fork Store Undergoes Upgrades



Mark Vineburg (left) and Brad Cave at Eastern National's booth at the APPL Convention and Trade Show in Atlanta, Georgia.

EN Participates in APPL Convention and Trade Show

Eastern National operated a booth at the Association of Partners for Public Lands (APPL) Convention and Trade Show, held in Atlanta, Georgia, from February 16 to 20, 2015. This was a great opportunity to convene with other nonprofit organizations and land management agencies who work together to protect, conserve, and enhance visitors' experiences on public lands.

Mark Vineburg, EN's operations support manager, oversaw the booth along with other EN staff, including regional managers Karen Searle, Becky Burke, and Mary Price and Assistant Regional Manager Brad Cave.

The booth featured popular EN products such as the Passport To Your National Parks, America's National Parks Collection skin care products, and Jamestown Glasshouse pieces. We were also promoting the upcoming new *America's National Parks* photo book, *Get to Know Your Parks* bilingual book for young people, the Passport To Your National Parks Collectors' Edition, and the National Park Service 100th Anniversary 2016 Commemorative Calendar.



On January 30, 2015, the Eastern National store at Big South Fork National River and Recreation Area was unveiled with a complete remodel. The upgrades were needed due to park changes that would be impacting the traffic flow in the store. There is now a room where the park video is shown, and by design, traffic is directed from that room through the EN store.

The remodel, which has an old-time country store feel, included a fresh coat of paint, new windows, and new display cases and bookshelves. EN Site Manager Jennifer Dilts completed the country store look with several props, including antique flour sacks, washboards, metal pails, and an antique scale. The new shelves include lighting to enhance our merchandise. Other open shelving uses natural light from the windows and also allows a view into the store from the outside.

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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The EN team at the Chalmette Battlefield event (from left to right): Aimee Meadows, Julie Castille, Noelle Sapp, Mickey Goodson, Carl Goodson (volunteer), Becky Burke, and Rich Klima (volunteer).

Battle of New Orleans Bicentennial Event Celebrates Theme of Unity

Record numbers of visitors came to Chalmette Battlefield, one of six sites within Jean Lafitte National Historical Park and Preserve, to commemorate the bicentennial of the final major battle of the War of 1812 - the Battle of New Orleans.

Nearly 12,000 visitors came to the battlefield between January 8 and 10, 2015. NPS staff, volunteers, and experts provided over 30 different programs. EN sales for the event was \$30,000.

Battlefield events began with a commemoration ceremony designed to celebrate unity: not only the unity shown by the battle's troops and their supporters, but also the unity that has developed between the United States and Great Britain in the last 200 years.

"The unity we emphasized thematically was demonstrated practically, too," said Guy Hughes, the park's chief of resource management. "The event team included people from a dozen parks or regional offices, scores of volunteers, and park partners like Eastern National."

Eastern National - A Treasured Partner for Over 50 Years

For a number of years now, Saratoga National Historical Park has created partnership-based annual exhibits, which are displayed in the visitor center. Ranger staff research, write, select artwork or images, attain copyrights, etc.; The Exhibition Alliance (an interpretive media firm) designs and fabricates the exhibits; and the park's Eastern National donation account funds the exhibits. Seen by thousands of visitors, the exhibits included topics such as a retrospective on Benedict Arnold (currently on loan to the New York State Military Museum), animals in war, 18th-century military camp life, and surgery and medicine used in the Revolutionary War.

During these years of working together, we at Saratoga National Historical Park learned that the Exhibition Alliances' designer, Ted Anderson, is also a stellar photographer. Once we saw his work, we knew we had a special opportunity to showcase our park through his eyes and lens!

Ted captured amazing views and perspectives in dramatic black-and-white images. But he went one step further - he is donating all framed prints to the Friends of Saratoga Battlefield! This is a \$3,000 value that is shared with Eastern National - as EN paid for the beautifully framed prints. Yet another way EN supports our park!

The exhibit's late-February opening reception was well attended with scores of visitors, park volunteers, and Friends members. Due to poor

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lighting, the photo of the reception table (shown below) does not show the text of the sign made to recognize EN's contribution. The text is below and expresses our very special appreciation to our partner of over 50 years, Eastern National!

"This year's 'If We May Speak' photography exhibit as well as refreshments for today's opening reception are provided by Eastern National Museum Store - a treasured partner of Saratoga NHP for over 50 years"

(submitted by Gina Johnson, chief of interpretation at Saratoga National Historical Park)

