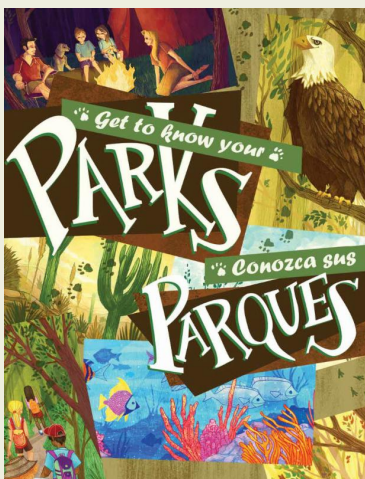


ENformer

NEWSLETTER



New Bilingual Book Encourages Kids to Visit National Parks

Eastern National is pleased to announce the release of a new publication: *Get to Know Your Parks/Conozca sus Parques*. Written in English and Spanish, the book encourages young people to visit and learn about America's national parks. Beautifully illustrated with images from a variety of national park sites, *Get to Know Your Parks/Conozca sus Parques* demonstrates the diversity and value of America's national parks. The English text on each page is mirrored with Spanish text, affording an opportunity for English- and Spanish-speaking children to learn about the wonders of America's national parks.

The book aligns with the National Park Service's Servicewide initiative, Every Kid in a Park, which encourages children to visit and



Corinna Richards has joined Eastern National as regional manager of the Metro New York Region.

Corinna Richards Joins EN as New Metro New York Regional Manager

Eastern National is proud to announce that Corinna Richards has been selected as regional manager of Eastern National's Metro New York Region. Beginning October 22, 2015, Corinna is responsible for 16 stores in 13 parks located in New York and New Jersey, including African Burial Ground National Monument, Castle Clinton National Monument, Federal Hall National Memorial, Gateway National Recreation Area, Fire Island National Seashore, General Grant National Memorial, Governors Island National Monument, Hamilton Grange National Memorial, Paterson Great Falls National Historical Park, Sagamore Hill National Historic Site, Statue of Liberty National Monument and Ellis Island, and Theodore Roosevelt Birthplace National Historic Site. Her office will be based in Huntington, New York.

enjoy the outdoors, inspiring a new generation of Americans to experience our country's unrivaled public lands. *Get to Know Your Parks/Conozca sus Parques* encourages interest in the parks for children who may have limited exposure to them.

Published by Eastern National, *Get to Know Your Parks/Conozca sus Parques* is softcover, 24 pages, and printed in the United States. It is available [here](#) for \$4.95. Call (877) NAT-PARK for information on wholesale opportunities.

Thank you for shopping
Eastern National
Get your FREE National Park Gift!
Tell us about your Park Store Visit
Go to www.bit.ly/parkstoresurvey

EN Launches Store Receipt Survey

Eastern National recently launched a customer satisfaction survey to gain important feedback from our store visitors. The responses to the survey enable EN to learn about our customers' shopping preferences and ensure they are finding the products they need and are having a good shopping experience. The survey information is printed on all store receipts (shown above), and visitors who respond get a free gift for completing the survey.

Corinna has 20-plus years of retail management experience with Mikasa and Ralph Lauren. She has successfully managed employee training programs, local marketing campaigns, product assortment planning, and merchandising standards for multi-unit regions, both nationally and internationally. She is an avid traveler and national park enthusiast.

Corinna will assume responsibilities from current EN Metro New York Regional Manager Monta Harrington as Monta prepares for her retirement from Eastern National in November 2015. During this change in personnel, there will be a realignment of EN stores to provide more support for parks that are located outside of the geographical area. The Eastern National stores at Minuteman Missile National Historic Site and Niobrara National Scenic River will now be under the management of Great Lakes Regional Manager Cathy Nagle-Ervin. This realignment will be completed by Friday, November 13, 2015.



Eastern National's new America's National Parks warehouse.

America's National Parks Warehouse Has New Home

The America's National Parks warehouse is now in its new home in Hatboro, Pennsylvania! Operations at the Fort Washington, Pennsylvania, location wrapped up on September 18, 2015, and the new warehouse was fully operational on September 21, 2015.

The new warehouse has more than triple the space of the old one. The bright and airy new space is capable of accommodating Eastern National's growing ecommerce and wholesale business.

Special thanks to the Eastern National warehouse team for making this such a successful move!



Steamtown National Historic Site Railfest Draws Record Crowd

Approximately 5,000 visitors, one of the best crowds in the park's history, enjoyed Railfest 2015 at Steamtown National Historic Site in September. This two-day celebration of railroading takes place over Labor Day weekend each year. EN had over \$21,000 in sales for this year's event, about \$8,000 over Railfest 2014.

Eastern National donations provided support for musical entertainment by Johnny Cash impersonator David Stone, railroad music and stories by Ray Owen, and for a magician and a balloon artist. On Saturday, September 5, about 400 visitors took part in a special excursion to the Delaware Water Gap on the visiting Nickel Plate Road steam engine #765, owned by the Fort Wayne Railroad Historical Society. EN provided snacks, beverages, and event T-shirts for sale aboard the train's concession car. EN also sold Railfest T-shirts and 765 memorabilia, in addition to regular merchandise, in the Eastern National store.

Champ, the mascot of the Scranton/Wilkes-Barre RailRiders baseball team, visited Railfest and the Eastern National store on Sunday, September 6. Champ is shown above with Eastern National's site manager, Ruth Giardina. Nicole Evans, EN sales associate, is photobombing in the



Dave Hobbs, Eastern National unit manager, assists a customer at the EN outdoor sales tent at Rock Creek Park Day on September 27, 2015.

EN Supports Rock Creek Park Day

Rock Creek Park is celebrating its 125th anniversary in 2015. The park was authorized on September 27, 1890, was the third national park ever created, and was America's first urban national park. It is one of the largest natural urban parks in the United States.

Eastern National joined Rock Creek Park on September 27, 2015 to celebrate Rock Creek Park Day by staffing an outdoor sales tent at the event. The park hosted an author talk and book signing with naturalist and author Melanie Choukas-Bradley, who wrote *A Year in Rock Creek Park: The Wild, Wooded Heart of Washington, DC*, and EN had her book available for sale. A large assortment of merchandise was created by EN to promote the anniversary and was also available for sale, including 125th anniversary commemorative pins, patches, water bottles, and hiking medallions. Sales for the event totaled nearly \$1,000.

In addition, Eastern National donations are supporting a StoryCorps project for the park; oral history from alumni of Rock Creek Park is being recorded.

background!



Assateague Island National Seashore 50th Anniversary Celebrated

To mark its 50th anniversary, Assateague Island National Seashore held an entrance fee-free weekend on September 19-21, 2015. EN sales for the weekend were up 17 percent.

Thanks to Eastern National, a tent, cupcakes, and a DJ as well as sand sculpturer George Zaiser, whose work is shown above (photo courtesy NPS), were provided for the event. In addition, EN donations provided funding for the park's 50th anniversary Junior Ranger patches.



Meet the Author Event Held at Fort Raleigh National Historic Site

Local author and historian Michael Zatarga was on hand at Fort Raleigh National Historic Site on



Noelle Sapp, EN operations support assistant in training, assists a visitor with a purchase during the events at Andersonville National Historic Site.

Andersonville National Historic Site Commemorates 150th Anniversary

Throughout 2014 and 2015, Andersonville National Historic Site has been offering a series of events and programs to mark the sesquicentennial anniversary of the Andersonville prison. The largest events to commemorate the Andersonville story were held the third weekend in September 2015. For the three-day event weekend, EN sales were over \$7,000, which was a 35.7 percent increase from 2014.

Eastern National staffed an outdoor sales tent during the events, and Noelle Sapp (shown above), EN Kennesaw Mountain National Battlefield Park Site Manager Dan Beard, and Southeast Regional Manager Becky Burke came to assist EN's Andersonville Site Manager David Stroup. EN had an engraving of Providence Spring made, and it was featured on new items available to purchase, including key chains, pocket watches, magnets, bells, and ornaments. EN also hosted a book signing with Stacy Reaves, author of *A History of Andersonville Prison Monuments*.

The weekend events included a two-night "Memorial Illumination" at the prison site and a "Funeral for Thirteen Thousand." On September 18 and 19, volunteers placed nearly 13,000 luminaries on the prison site - each representing the death of a U.S. soldier during the 14-month operation of the prison. EN donations funded the purchase of safety flashlights that were used by volunteers and staff during the luminary event. On September 19, Andersonville National Cemetery hosted a ceremony to remember the nearly 13,000 American soldiers who died while held captive at Andersonville prison, part of the 56,000 Americans who died as prisoners of war during the Civil War.

August 20, 2015 to meet the public and sign his new book, *The Battle of Roanoke Island: Burnside and the Fight for North Carolina*, just published in May 2015.

The lieutenant's uniform worn by the author (shown above with EN Site Manager Robin Davis) attracted many questions from visitors and helped engage them in the Civil War history of the site. Robin arranged the author's visit, and the EN store at this location had a 22 percent sales increase that day.

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



Eastern National's crew at the new Flight 93 National Memorial Visitor Center, pictured left to right: Nancy Spochart, Anna Hollingsworth, Chastity Halfhill, Greg Kraycirik, David Wagner, Brandi Little (volunteer), and Ashley Arnold.

New Flight 93 National Memorial Visitor Center Opens

National Park Service officials opened the Flight 93 National Memorial Visitor Center following a dedication ceremony on September 10, 2015. The new Eastern National store in the visitor center offers a product assortment that is almost entirely made in America.

EN is proud to provide educational products and services to support Flight 93 National Memorial, and the collaboration and hard work of Mid-Atlantic Regional Manager David Wagner, Merchandising and Store Design Manager Karen Peters, and many other Eastern National staff made the day a memorable one for honoring the families of Flight 93.



Eastern National Unit Manager Donna Litwin with Author Tom Crouch, who signed his books on National Aviation Day at Wright Brothers National Memorial.

National Aviation Day Celebration Held at Wright Brothers National Memorial

In 1939, President Franklin D. Roosevelt proclaimed August 19 as

**Fort Washington, PA 19034
(215) 283-6900**

National Aviation Day - a day of national observance celebrating the development of aviation as well as Orville Wright's birthday. During this fee-free day, many special activities were led by the National Park Service as well as the First Flight Society, including kite making and static aircraft displays.

Invited to speak at the event was Tom Crouch, senior historian at the Smithsonian Aerospace Museum. A prolific author, Tom has written several books on the lives and inventions of the Wright brothers, including their first powered flight. EN Unit Manager Donna Litwin arranged for him to sign his books on site after his presentation. The crowds' enthusiasm resulted in an \$8,000 day for the site.