Eastern National Annual Report





OUR MISSION

Eastern National promotes the public's understanding and support of America's national parks and other public trust partners by providing **quality educational experiences**, **products**, **and services**.

OUR CONTRIBUTION

Through the years, Eastern National's donations to America's national parks have purchased such critical items as land, artifacts, media for park libraries, period costumes for living history demonstrations and reenactments, signage and exhibits, facility renovations and upgrades, interpretive tools and programs, staff training programs, and much more. Donations have also funded archeological, historical, and cultural research programs **that have had a direct impact on the parks** and their interpretive programs.

OUR REACH

Today we serve **over 150 national parks and other public trusts** across 33 states, the District of Columbia, and two US territories. Since our founding in 1947, we have provided over **\$135 million** in direct and in-kind donations to our partners.

EASTERN NATIONAL FISCAL YEAR **2015**



BOARD CHAIR'S MESSAGE

I have heard it said that the best way to predict your future is to create it—by setting your vision and then doing those things necessary each day to make your vision happen.



Dr. G. Jay Gogue (left) and George Minnucci

As my term as board chair ends, and I pause to reflect on my tenure, I am impressed at how the commitment and the efforts of our people, our management, our board, and our park partners all working together over the years have brought Eastern National to this year of record accomplishment. This is manifested not only in our annual sales but also in the support we provide to our partners at the parks we serve every day.

We are delighted with our past success, but it is important to continue this momentum into the future. We can never completely know what the future holds, but I have heard it said that the best way to predict your future is to create it. You create your future by setting your vision and then doing those things necessary each day to make your vision happen. You create your future by actively participating in building your future as it unfolds. This approach has enabled us to grow and achieve, and I am confident we will continue to be an organization of committed, dynamic individuals pursuing our vision and building a successful future each day.

I am pleased to report that George Minnucci, our former chief executive officer who has so ably led our day-to-day efforts for the past eight years, assumes the role of board chair. George's approach to leadership is simple: "It's about people, and it's about tomorrow." We welcome to our board Dusty Shultz, who brings a background of distinguished service with the National Park Service and has led our NPS Advisory Group for many years. Kevin Kissling, who has demonstrated a penchant for creativity and innovation throughout his career at Eastern National, becomes our new chief executive officer.

Our future can never be completely predictable, but I am confident we have the right leadership in place to set the vision and guide us to continued success in the coming years. It is an honor to be part of an organization dedicated to the heritage of our nation and the preservation of our national treasures.

With great pride, I present to you Eastern National's annual report of accomplishment for 2015.

Dr. G. Jay Gogue



CHIEF EXECUTIVE OFFICER'S MESSAGE

Fiscal year 2015 results surpassed our very aggressive budget plans. Innovative marketing initiatives, economic operational investments, e-commerce upgrades, and solid cooperation from our partners provided the catalyst for these results. We also benefited from special anniversary events, lack of major business interruptions, lower gas prices, and NPS Centennial publicity.

We opened new operations at Antietam NB, Monocacy NB, Hampton NHS, and Paterson Great Falls NHP. The transfer of the Vietnam Women's Memorial Foundation to Eastern National is now complete. Agency improvements, renovations, and upgrades continue at a rapid pace. Many of our new products and publications are centered on the NPS Centennial. We continue to expand our series of America's National Parks Press™ history books, which are distributed nationwide through dollar stores. Our IT Department continues to upgrade equipment and improve programs.

The redesigned e-commerce website has had a very positive effect on sales. The user-friendly web page has generated more traffic, with more page views and longer stays on the site, resulting in a higher conversion rate. Special sale notices and an increase in new product announcements have helped to keep users interested. To accommodate our growing e-commerce and wholesale business, we have relocated our America's National Parks Warehouse operations to a larger facility.

We continue to stay in close touch with all of our partners through park visits and frequent news updates. We have provided support for many anniversary and ceremonial celebrations, both through our attendance and financially. Our staff attends trade shows and other educational events to keep up with future opportunities and trends.

For the past few years, the Eastern National Board of Directors has had a succession plan in place that was to occur in 2015; Chief Operating Officer Kevin Kissling has been the planned candidate to replace me as chief executive officer. Kevin has been a great asset to Eastern National and to me personally. His analytical skills, innovative creativity, and "hands-on" approach will ensure the continued success and growth of this organization.

I truly appreciate the support I have received over the past eight years. Without the help of all our employees, partners, and Board of Directors, Eastern National could not have reached the unparalleled growth we achieved.

George Minnucci



While the success of any organization is never the result of one person, strong *leadership is a key ingredient in the* recipe for being successful. Over the years, Eastern National has been fortunate to have George Minnucci at the helm. George is passionate about national parks and public lands, and George is passionate first—in his relationships with our park partners and with Eastern National team members. His leadership style encourages people to be creative, independent thinkers. George encourages others to take risks and learn from mistakes. He enjoys seeing people grow and thrive within

As George transitions from the role of CEO to board chair, the organization is stronger than ever and well positioned to meet the future needs of our partners. Since his return to Eastern National in 2007, George has worked tirelessly to develop our team, streamline our operations, and strengthen our relationship with our park partners. The combination of strong business skills coupled with a knack for connecting with people are traits that have made George an effective leader. I am personally grateful to be a mentor, as so many others do. His continued support of Eastern National will help to ensure we continue on the path of success.



Eastern National's e-commerce business has seen significant growth over the last two years. Our online reach has nearly doubled since 2013.



The **Arrowhead Store** began featuring NPS Centennial products, including a Centennial lapel pin, which is being worn as part of the official NPS uniform.

Jamestown glass was showcased several times during the year on the eParks home page, and online sales of Jamestown glass increased by 90 percent.



In 2015, sales revenue from eParks.com increased over 45 percent.

Over 1,000 site-specific products were added to eParks in 2015.

In 2015, EN's wholesale business **grew 26 percent**.

The America's National Parks Warehouse

moved to a new home in Hatboro, Pennsylvania, in 2015. The bright and airy **new 10,000-square-foot facility has more than triple the space** of the old one. The new space allows Eastern National to better serve our online customers and retail stores and is **capable of accommodating EN's growing e-commerce and wholesale business.** Throughout the move, our retail and wholesale customers and field staff continued to receive excellent customer service from our warehouse team, ending the fiscal year with the best sales in history.

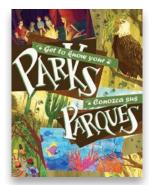
Warehouse Team



PRODUCTS AND PUBLICATIONS

In 2015, Eastern National began forming the new Creative Department to merge our work in publications, product development, marketing, communications, design, and e-commerce.

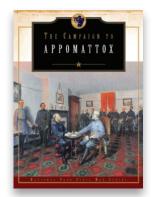
Custom Eastern National publications are an important part of our educational mission. The publications team developed some of EN's best-selling products in 2015, including additions to the Passport To Your National Parks[®] line, Civil War 150th anniversary products, new items for kids, and NPS Centennial-related products. Eastern National provided over \$160,000 in support for production of these publications and site-specific items as well as in-house design and editorial services.



Aligning with the National Park Service's *Every Kid in a Park* initiative, EN published *Get to Know Your Parks/Conozca sus Parques*. Written in English and Spanish, this publication offers an opportunity for English- and Spanish-speaking children to learn about the wonders of America's national parks.

To continue with the updating and redesigning of the popular Civil War Series books, EN redesigned and printed **The Campaign to Appomattox**. This book traces the journey from the firing on Fort Sumter to the surrender at Appomattox.

ans and Pacific Isl the Civil War

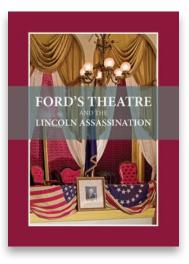


Asians and Pacific Islanders and the Civil War is the third book in a series of official National Park Service handbooks published by EN that profile the contributions of ethnic groups to the American Civil War.

Custom Eastern National Publications are an important part of our educational mission.

Site-specific Items Published in 2015

- Ford's Theatre and the Lincoln Assassination, which was released in time for the 150th anniversary commemoration of Abraham Lincoln's assassination. This edition was updated with a fresh, new design and new full-color illustrations and photographs.
- The *Highland Light: Junior Keeper* booklet for young visitors, which features lighthouse facts and fun activities. Kids can become Junior Keepers and proudly show their certificate of accomplishment when they return home.
- Legacy of a Landscape: Weir Farm DVD, which tells the story of Weir Farm, one of the nation's finest remaining landscapes of American art, through the words of artists that called this creative refuge home.
- Save the Light: The Story of Cape Cod's Highland Lighthouse DVD, which tells the remarkable tale of the rescue of Cape Cod Light from the ongoing forces of nature.





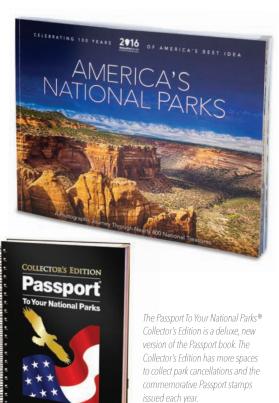
Eastern National has produced three new titles under the America's National Parks Press™ imprint. There are currently nine titles available in the series with the latest being **Documents of Freedom**; **Washington**, **D.C.**, **Our Nation's Capital**; and **The American Revolution**. This series of books, which is sold at dollar stores across the country, is designed to reach an audience that may not normally visit national parks.

EN-Produced 2016 NPS Centennial Items

Eastern National produced a number of new products in 2015 to help commemorate the 2016 NPS Centennial, including a new Passport To Your National Parks® Centennial edition, a Passport Collector's Edition, and a National Park Service 100th Anniversary 2016 Commemorative Calendar.

In addition, EN developed a new publication entitled *America's National Parks: A Photographic Journey Through Nearly 400 National Treasures*, which features almost 400 spectacular color photographs that showcase the incredible beauty, priceless history, and remarkable diversity of America's national parks.

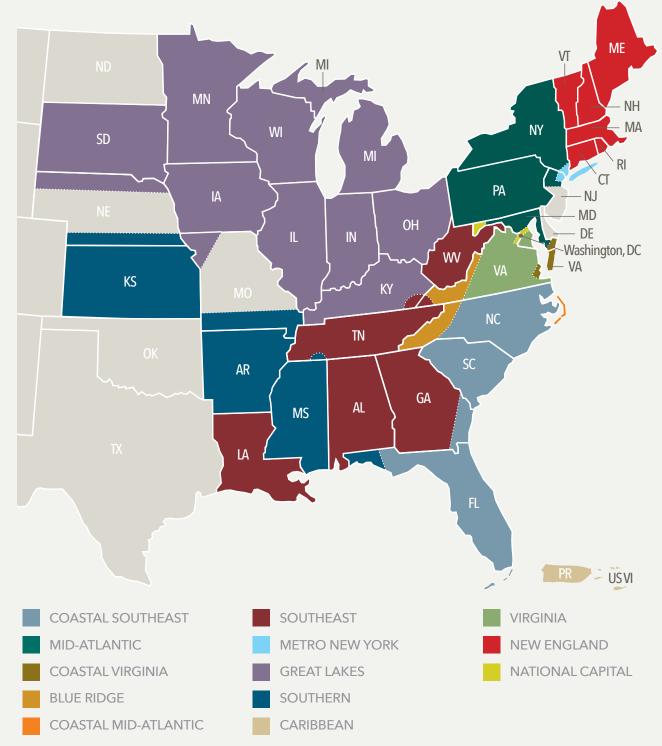




The NPS 100th anniversary calendar commemorates the National Park Service's founding with historic color photographs and paintings from the NPS collection.

REGIONAL HIGHLIGHTS 2015

Eastern National operates 310 stores in 33 states, the District of Columbia, Puerto Rico, and the US Virgin Islands, with gross sales of over \$36 million in FY15. EN was pleased to assist our park partners through donations in 2015. These donations, made possible through sales at our park stores, allow us to fulfill our mission of promoting the public's understanding and support of America's national parks. The following pages illustrate some of the year's highlights and ways in which EN supported our park partners in 2015.



Our Partners



Coastal Southeast Region

The interpretive wayside exhibit panels at **Canaveral NS** were in need of replacement because of age and exposure to the elements. The park used \$4,000 in EN donation funds to fabricate replacement panels, which enable visitors to learn about the seashore's resources as they explore on their own.

St. Augustine's 450th birthday brought hundreds of thousands of visitors to explore **Castillo de San Marcos** and **Fort Matanzas** national monuments. New items were added, including NPS Centennial merchandise, and sales increased by 12 percent between the two parks. Castillo de San Marcos NM utilized EN donations for the continuing partnership with St. Augustine Historical Society to manage historic research materials and the park library and for the large volunteer program of the two parks.

At **Cowpens NB**, EN donation funds supported the park's 134th anniversary celebration and the Celebration of Freedom event. The park experienced increased visitation of about 3,000, and EN's sales increased almost \$4,000.

Cumberland Island NS explored a new interpretive avenue with an OnCell subscription, thanks to EN funding—a donation of over \$2,000. This enabled interpretation staff to share stories with visitors via a cell phone tour. The park purchased a new beach wheelchair and repaired existing ones with an EN donation of \$2,600, providing disabled visitors beach access.

Over \$8,000 in EN donation funds supported refurbishment of the visitor center at **De Soto N MEM**, including replacing the 20-year-old acoustic panels with the latest technology in the audiovisual room, which has dramatically improved the park's movie sound, and the installation of a new visitor welcoming station.

Fort Pulaski NM utilized over \$10,000 in EN donations. These donations supported the Junior Ranger program, printing of interpretive brochures, repairs to the monument's historical flags, and camping gear for a youth outreach program. Guest speakers for the 150th commemoration of the Immortal 600, reenactors for Civil War living history weekends, and support for volunteer recognition events and training was also possible through these EN donations.

At **Fort Sumter NM** and **Charles Pinckney NHS**, EN donations totaling over \$40,000 were utilized for various purposes, including support for the final Civil War 150th anniversary events to mark retired Major General Robert Anderson's re-raising of the 33-star US flag on April 14, 1865 at Fort Sumter. Thanks to EN, the annual Naturalization Ceremony at Charles Pinckney NHS was a success, with 118 individuals becoming citizens on Constitution Day.

At **Moores Creek NB**, EN donations supported a blacksmith workshop, a gun rack for living historians to properly lay down their weapon when not using it, and the park's annual Candlelight Tour programs.

Mid-Atlantic Region

For the Evening on the Summit program series at **Allegheny Portage Railroad NHS**, EN donations funded appearances by the Full Kilt and Michael O'Brian bands, boosting attendance and increasing bookstore sales.



FLORIDA

Apalachicola National Forest*

Canaveral National Seashore Castillo de San Marcos National Monument De Soto National Memorial Florida Keys Eco-Discovery Center Fort Caroline National Memorial Fort Matanzas National Monument Ocala National Forest*

Osceola National Forest* Timucuan Ecological and Historic Preserve

GEORGIA

Cumberland Island National Seashore Fort Pulaski National Monument

NORTH CAROLINA

Cape Lookout National Seashore Fort Macon State Park* Guilford Courthouse National Military Park

Moores Creek National Battlefield

SOUTH CAROLINA

Charles Pinckney National Historic Site Congaree National Park Cowpens National Battlefield Fort Sumter National Monument/ Fort Moultrie Kings Mountain National Military Park Ninety Six National Historic Site

*affiliated agencies



MID-ATLANTIC REGION

MARYLAND

Antietam National Battlefield Catoctin Mountain Park Hampton National Historic Site Monocacy National Battlefield

NEW JERSEY

Morristown National Historical Park Thomas Edison National Historical Park

NEW YORK

Fort Stanwix National Monument Martin Van Buren National Historic Site Saratoga National Historical Park Women's Rights National Historical Park

PENNSYLVANIA

Allegheny Portage Railroad National Historic Site Delaware Water Gap National Recreation Area Edgar Allan Poe National Historic Site Flight 93 National Memorial Fort Necessity National Battlefield Friendship Hill National Historic Site Hopewell Furnace National Historic Site Independence National Historical Park Johnstown Flood National Memorial Steamtown National Historic Site Thaddeus Kosciuszko National Memorial Upper Delaware Scenic and Recreational River Beginning on July 1, 2015, EN became the new cooperating association for both **Antietam NB** and **Monocacy NB**. EN hired and trained new employees, collaborated with the parks on new apparel designs and small collectible items, and supported the Salute to Independence program tent sale.



EN's strong partnership with Eastern National staff at Antietam ar

Catoctin Mountain Park

Eastern National staff at Antietam and Monocacy national battlefields

continued to support vital interpretive functions, including a National Capital Region diversity team meeting and volunteer and employee recognition events.

Two new sales outlets opened at **Delaware Water Gap NRA**. The Gap celebrated its 50th anniversary, and EN supported the celebration by producing sales items with the anniversary logo. EN donation funds supported printing the annual "Guide to the Gap" trip planner.

Flight 93 N MEM opened a new visitor center, which includes a new EN museum store, on September 10, 2015. The store offers a product assortment that is almost entirely made in America.

EN formed a new partnership with **Hampton NHS**. On April 24, 2015, the grand opening of the park's visitor contact station was held, and EN's new museum store at the site opened to the public.

The EN Village Store at **Hopewell Furnace NHS** saw a five percent increase in sales and a 28 percent increase in park visitation over 2014. EN donation funding provided support of over \$1,500 for a volunteer recognition event and to purchase wood for demonstrations and a professional sheep shearer for a special event.

At Steamtown NHS, \$52,200 in EN donation funds provided for needed repairs to the Nickel Plate Road

#514 diesel locomotive. EN also provided funding for Railfest 2015, a two-day celebration of railroading held over the Labor Day weekend each year. With over 5,000 visitors attending, one of the best crowds in the park's history, EN had sales of over \$21,000, about \$8,000 over Railfest 2014.





Left: EN staff assist customers at the EN store during Railfest 2015.

Coastal Virginia Region

EN's donations provided funding for over \$37,000 in support for multiple park needs during the year at Assateague Island NS. This included support for the park's 50th anniversary celebration, held September 19 to 21, 2015. The anniversary activities had a 1960s theme with a DJ playing 1960s music thanks to support from EN. Cake and cupcakes, sand sculptures, and 1960s-themed family games were enjoyed by hundreds of visitors. EN had a selection of 1960s-era toys available for sale and produced T-shirts, pins, patches, and decals with the park's official anniversary logo. EN sales for the weekend were up 17 percent. In addition, EN donations funded supplies and equipment for the aquaria in both districts and supported volunteers and interns, enabling the park to visit schools, present a summer school academy, and assist with other formal and informal visitor contacts.

Over \$102,000 in EN donations supported many endeavors at **Colonial NHP** in 2015. EN donations are the sole financial source for interpretive living history at Historic Jamestowne. Historic Jamestowne also hosts several





Visitors enjoy an exhibit at Assateague Island NS's 50th anniversary event. Thanks to EN, a tent and a DJ as well as sand sculpturer George Zaiser, whose work is shown above, were provided for the event.



COASTAL VIRGINIA REGION

MARYLAND

Assateague Island National Seashore (MD & VA)

VIRGINIA

Colonial National Historical Park/ Jamestown Glasshouse

events, including the annual Bacon's Rebellion commemoration in September, courtesy of EN. Yorktown Battlefield's annual and seasonal events were almost exclusively funded by EN donations, as were wreaths

and flowers for decoration at the Yorktown National Cemetery. And, when the French frigate *L'Hermione* arrived in early June 2015, thousands were present for the weekend-long event, which featured living history, thanks to support from EN.

Blue Ridge Region

At **Blue Ridge Parkway**, \$20,000 in donation funds was invested in various EN store renovations, including at the main visitor center, Folk Art Center, Linn Cove Visitor Center, Cone Manor, and Linville Falls. Strong sales and increased visitation resulted in FY15 sales of \$1.8 million—up 14 percent over FY14 and exceeding EN's goal by eight percent. Additionally, EN donations of \$15,500 were used towards theater and audiovisual system upgrades in the main visitor center. The NPS, EN, US Mint, and several other partners took part in a special event in June to introduce the Blue Ridge Parkway "America the Beautiful" guarter. The parkway kicked off its yearlong centennial

celebration with an event in August at the Blue Ridge Music Center that featured a partner showcase, reception, and musical entertainment. Many of the park's partners, including EN, were on hand with displays and information about the activities and projects they were involved with that support the park. EN's booth featured live entertainment by vendor, craftsman, and performer David English, who engaged visitors with his handmade cigar box guitars, banjos, and dulcimers. David's one-of-a-kind stringed instruments were available for purchase in the EN store.



EN donations support interpretive living history at Historic Jamestowne, including the famous "Chicken Lady," an indentured servant (portrayed by Valli Anne Trusler).



BLUE RIDGE REGION

NORTH CAROLINA Blue Ridge Parkway (NC & VA) Carl Sandburg Home National Historic Site

VIRGINIA

George Washington and Jefferson National Forests* (also in Virginia Region) EN donations supported the 2015 season of live performances of Carl Sandburg's works adapted for the stage. These 32 performances, held at the Flat Rock Playhouse, were offered free to visitors of

Carl Sandburg Home NHS.

Over 2,600 park visitors attended the plays, which are an engaging and meaningful way to share the Sandburg story. Carl Sandburg himself performed at the Flat Rock Playhouse, and the performances have been featured at the park since its opening in 1974.





New versatile store fixtures were installed at EN's Blue Ridge Parkway main visitor center store (top) and Linn Cove Visitor Center store (left) to accommodate the very successful and ever-changing product offerings.



At a meet the author event in August 2015, local author and historian Michael Zatarga was on hand at the EN store at Fort Raleigh NHS. He met the public and signed his new book, The Battle of Roanoke Island: Burnside and the Fight for North Carolina. The lieutenant's uniform worn by the author, shown with EN Site Manager Robin Davis, attracted many questions from visitors and helped engage them in the Civil War history of the site.

*affiliated agency

Coastal Mid-Atlantic Region

EN saw another strong sales year at the **Outer Banks Group**, with a seven percent increase over FY14. EN donations of over \$49,000 funded items such as speakers for "Know Your Park" community education programs; design and printing of *In The Park*, the Outer Banks Group newspaper; speakers for seasonal interpretive training; and printing Cape Hatteras National Seashore Junior Ranger booklets. EN supported numerous events, including book signings on National Aviation Day at **Wright Brothers N MEM** and at **Fort Raleigh NHS**. For the December 17 First Flight Anniversary, two special cachets were offered, and the postmasters of Kitty Hawk and Kill Devil Hills were on hand to stamp them. At **Cape Hatteras NS's** Hatteras Island Visitor Center, the EN store supported the dedication ceremony for the Keepers of the Light Amphitheater with special merchandise.

Southeast Region

Andersonville NHS used \$31,400 in EN donations in FY15. As part of a series of events to mark the sesquicentennial anniversary of the Andersonville prison, the park held a three-day weekend event in September 2015. EN donations funded a tent rental, sound and lighting equipment, and safety flashlights for the weekend's events, which included a "Memorial Illumination" and a "Funeral for Thirteen Thousand."

At **Cane River Creole NHP**, EN funds supported the park's 6th annual Cane River Music Festival, which helps sustain the rich tradition of live music on Cane River, volunteer appreciation at the annual Junior Ranger Day event, and various park meetings.



Chickamauga and Chattanooga NMP Chief of Interpretation and Resource Education Kim Coons presents an EN donation check to the Catoosa County Public Schools. The funds assisted the schools with bus transportation costs for students to visit the park.

Donation account funds totaling \$21,300 supported a variety of park needs at **Chickamauga and Chattanooga NMP**, including memberships to local service organizations, support for volunteers who assisted with the 152nd anniversary of the Battle of Chickamauga, cell phone tour services, and printing of Junior Ranger booklets. EN provided \$3,000 to Catoosa County Public Schools to assist with bus transportation costs so local schoolchildren could visit the park and learn about history in their own backyard.

At **Cumberland Gap NHP**, over 200 new and custom items were added to the EN store inventory, and the store experienced a 43 percent sales increase. EN donation funds were used to print rack cards and to support volunteers, reenactors, and a historical music performance during the 100th anniversary celebration of the Daniel Boone Monument. And, with support from EN, park visitors enjoyed a free program featuring storyteller and musician Ron Short, who presented a history of the Wilderness Road and Cumberland Gap.

With EN support, **Fort Donelson NB** had a successful 153rd anniversary of the Battle of Fort Donelson commemoration. Funds also supported development of curriculum materials and a new traveling trunk as part of an ongoing partnership with Johnsonville State Historic Park.

Nearly 12,000 visitors came to Chalmette Battlefield, one of six sites within **Jean Lafitte NHP & PRES**, to participate in programs for the bicentennial anniversary of the Battle of New Orleans in January 2015. Battlefield events received national media coverage, and EN sales totaled almost \$30,000. EN's donation account was crucial to the event's success, providing support for over 400 volunteers as well as vans and drivers to transport participants. EN funds also supported programs at the French Quarter Visitor Center and exhibit rental space at Basin Street Station to promote park visitation.

EN donations supported performances at **Jimmy Carter NHS** entitled "Raising a President: The Story of Rachel Clark and Jimmy Carter." The performances gave visiting students an opportunity to learn about Jimmy Carter's childhood, school days, and political career through the eyes of Rachel Clark. Students who saw the play then toured the childhood farm of Jimmy Carter and walked through the tenant farmhouse where Rachel Clark lived.

Kennesaw Mountain NBP commemorated the 151st anniversary of the Battle of Kennesaw Mountain in June, and funding assistance from EN allowed for expanded interpretive programming in support of the anniversary. EN funds also supported a volunteer appreciation event.

At **Martin Luther King, Jr. NHS**, over \$20,000 in EN donations funded a variety of special initiatives, including the installation of the Nobel Peace Prize exhibit from the Nobel Peace Center in Stockholm, a Youth Conservation Corps award recognition event, supplies for the 23rd anniversary of the Martin Luther King, Jr. "I Have A Dream" World Peace Rose Garden, and a first-person interpretation of Dr. King for a program at historic Ebenezer Baptist Church.

COASTAL MID-ATLANTIC REGION

NC

NORTH CAROLINA

Cape Hatteras National Seashore Fort Raleigh National Historic Site Wright Brothers National Memorial



With support from EN donations, at Cumberland Gap NHP, storyteller and musician Ron Short presented a free program to visitors on the history of the Wilderness Road and Cumberland Gap through stories and song.



SOUTHEAST REGION

ALABAMA

Horseshoe Bend National Military Park Little River Canyon National Preserve Russell Cave National Monument Selma to Montgomery National Historic Trail Tom Bevill Visitor Center –

US Army Corps of Engineers* Tuskegee Airmen National Historic Site Tuskegee Institute National Historic Site

GEORGIA

Andersonville National Historic Site Chattahoochee River National Recreation Area Chickamauga and Chattanooga

National Military Park (GA & TN) Jimmy Carter National Historic Site Kennesaw Mountain National Battlefield Park Martin Luther King, Jr. National Historic Site

KENTUCKY

Cumberland Gap National Historical Park (KY, TN, & VA)

LOUISIANA

Cane River Creole National Historical Park Jean Lafitte National Historical Park and Preserve New Orleans Jazz National Historical Park

TENNESSEE

Andrew Johnson National Historic Site Big South Fork National River and Recreation Area (TN & KY) Fort Donelson National Battlefield Fort Loudoun State Historic Area* Johnsonville State Historic Park* Obed Wild and Scenic River Parkers Crossroads* Stones River National Battlefield Sycamore Shoals State Park*

WEST VIRGINIA New River Gorge National River

*affiliated agencies



A Boy Scout troop holds a python during Russell Cave NM's "Reptiles and Amphibians" program, which was supported with EN donation funds.

New Orleans Jazz NHP used EN donation funds for exhibit rental space at Basin Street Station, a tourist welcome center in a historic train station on the edge of the French Quarter. An estimated 60,000 visitors stopped at the park's exhibit here in FY15.

In FY15, over \$9,000 in EN donation funds supported programming at **New River Gorge NR** in a wide variety of ways. The Rangers-In-Training Program, Grandview Water Festivals, annual spring Youth Arts in the Parks (YAP) Wildflower Festival, fall YAP Hidden History Festival, a special living history interpretive event called "Harvest and Hunt: New River's American Indian Heritage," and more were supported by EN funding.

Russell Cave NM used EN funds for the annual "Reptiles and Amphibians" program, which educates the community about reptiles and amphibians of the area and is a hit every year.

EN was on hand to support the NPS at **Selma to Montgomery NHT** and the events surrounding the 50th anniversary of the 1965 voting rights marches. Jubilee 2015 events were held March 5 to 9, 2015. This commemoration of the "Bloody Sunday" march across the Edmund Pettus Bridge featured a host of dignitaries, including President Barack Obama. EN provided funding for green rooms for the visiting dignitaries. EN sales were over \$66,000 for March 2015 versus \$6,400 for March 2014. EN also provided support for the park's "Walking Classroom," held March 20-25. This five-day, 54-mile trek retraced the footsteps of the 1965 marchers. EN employees manned both NPS visitor centers on the day the "Walking Classroom" began so NPS staff could attend.

EN staff and volunteers who assisted during the 50th anniversary of the Selma to Montgomery Voting Rights March.



Metro New York Region

Fire Island NS celebrated its 50th anniversary with increased publicity and special programming, including the "A River Runs to It" special anniversary exhibit. The opening reception for this exhibit was supported with EN funds. EN donations also supported a hands-on free teacher workshop at the park's Wilderness Visitor Center. Participants were invited to explore the wind, waves, and sand using Fire Island as their outdoor classroom.



Theodore Roosevelt as portrayed by James Foote speaks to visitors at the reopening of the Theodore Roosevelt Home at Sagamore Hill NHS on July 12, 2015.

At **Gateway NRA**, the Sandy Hook store moved to the Lighthouse Keepers Quarters and is open year round; with new fixtures and an improved selection of merchandise, a 28 percent increase in sales has resulted. EN donation funds supported a Founders Day celebration, the Junior Ranger program, and the Sandy Hook Campfire program. The Camp Store at Floyd Bennett Field also has done very well with a 48 percent increase in sales. At Jamaica Bay Wildlife Refuge, donations supported an interactive harp performance for children. EN funds also supported a photo exhibit opening

and VIP reception for park headquarters.

The EN store at **Governors Island NM** was in its 11th year of operation and the first year of operating seven days per week during July and August. The site opened an additional small sales location at Castle Williams, which provided durable goods and convenience items for visitors. Through the EN donation account, the site was able to provide transportation for the Moore Street School in Providence, Rhode Island, which serves inner-city youth. As part of their high school Civil War living history program, students and alumni of this school came to Governors Island to provide interpretive programming for visitors. From left: New Jersey Congressman Bill Pascrell, Jr., EN Chief Executive Officer George Minnucci, and mayor of the City of Paterson, New Jersey, Jose "Joey" Torres at the grand opening of the newly renovated Welcome Center and EN store at Paterson Great Falls NHP.



NEW YORK African Burial Ground National Monument Castle Clinton National Monument Federal Hall National Memorial Fire Island National Seashore Gateway National Recreation Area (NY & NJ) General Grant National Memorial Governors Island National Monument

NJ

REGION

NEW JERSEY

METRO NEW YORK

Paterson Great Falls National Historical Park

Hamilton Grange National Memorial Sagamore Hill National Historic Site Statue of Liberty National Monument/ Ellis Island (NY & NJ)

> Theodore Roosevelt Birthplace National Historic Site

EN formed a new partnership with **Paterson Great Falls NHP**. The grand opening of the newly renovated Welcome Center at the park was held on April 21, 2015. The Welcome Center, which includes exhibits about the park and Paterson, New Jersey's significance during the Industrial Revolution, is also the location of EN's new store.

The Theodore Roosevelt Home at Sagamore Hill NHS reopened to the

public in July 2015, following a three-year, \$10 million project to rehabilitate the home's structure and restore objects within the house. EN produced many site-specific items that were available for purchase. Sales were over \$4,000 on the day of the reopening and 178 percent ahead of 2014 during July and



EN CEO George Minnucci addresses the crowd at the Paterson Great Falls NHP Welcome Center grand opening ceremony on April 21, 2015.



GREAT LAKES REGION

ILLINOIS

Illinois Waterway – US Army Corps of Engineers* Lincoln Home National Historic Site

INDIANA

George Rogers Clark National Historical Park Indiana Dunes National Lakeshore Lincoln Boyhood National Memorial

IOWA

Effigy Mounds National Monument Herbert Hoover National Historic Site

KENTUCKY

Abraham Lincoln Birthplace National Historical Park Mammoth Cave National Park

MICHIGAN Pictured Rocks National Lakeshore Sleeping Bear Dunes National Lakeshore

MINNESOTA Grand Portage National Monument Superior National Forest*

MISSOURI Harry S Truman National Historic Site

NEBRASKA Niobrara National Scenic River

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Cuyahoga Valley National Park Dayton Aviation Heritage National Historical Park Hopewell Culture National Historical Park James A. Garfield National Historic Site Perry's Victory and International Peace Memorial William Howard Taft National Historic Site

SOUTH DAKOTA Minuteman Missile National Historic Site

WISCONSIN

Apostle Islands National Lakeshore Saint Croix National Scenic Riverway (WI & MN)

*affiliated agencies

August. EN donations provided support for a VIP reopening night event—a kickoff celebration for members of the Roosevelt family, NPS employees, and partners in the Oyster Bay community. Live organ music on the day of the reopening was also made possible through EN donations.

Great Lakes Region

Abraham Lincoln Birthplace NHP used over \$8,000 in EN donations. This funding provided support for various events and items, including the annual "Walk through Lincoln's Life" educational event, which gave approximately 900 schoolchildren the opportunity to visit the park and learn about pioneer life; the park's participation in the community's Lincoln Days Celebration; and the printing of park brochures.

Cuyahoga Valley NP utilized EN donation funding to provide assistance to the Phillis Wheatley Association (PWA) to support current operations of Camp Mueller, which is located within the park's boundaries. Camp Mueller, owned and operated by PWA, provides environmental education and outdoor recreation programs for children and teens.

EN donations supported a wide variety of interpretive activities at Rendezvous Days 2015 at **Grand Portage NM**. Visitors were offered a glimpse into 18th-century life during the Great Lakes fur trade era through tinsmithing, blacksmithing, and cooking demonstrations and workshops; firearms demonstrations; a business trades workshop; and music presentations and dance, thanks to support from EN.

EN donations supported the blacksmith demonstrations at **Herbert Hoover NHS**. EN funds were also used to purchase commemorative pins, which were distributed during the annual Hoover's Hometown Days celebration, for the 50th anniversary of the formal 1965 establishment of the park.

At **Hopewell Culture NHP**, EN provided support for a History Day competition, an atlatl demonstration at Archaeology Day, and the Yoga in the Park and Prehistoric Paddle programs. In addition, a computer for the museum kiosk and a projector for the auditorium were purchased using EN donation funds.

At **Indiana Dunes NL**, bookstore sales increased 30 percent over 2014. EN donations paid for printing of *The Singing Sands* park newspaper and a special edition 14-month anniversary calendar, which commemorates the park's 50th anniversary in 2016 while publicizing the special events associated with the anniversary year.



A commemoration event was held at Lincoln Home NHS as part of the 150th anniversary of the national funeral of Abraham Lincoln and his burial in Springfield, Illinois. The event culminated with a reenactment of the Lincoln funeral procession.

At **Lincoln Home NHS**, over \$73,000 in EN donations funded park needs such as cell phone tours, living history interpreters, renewals of park memberships in numerous interpretive and cultural resource organizations, several sign language interpreters, and an archeological dig at the Jameson Jenkins lot. As part of the 150th anniversary of the national funeral of Abraham Lincoln and his burial in Springfield, Illinois, a commemoration event was held at the park May 1-3, 2015. EN set an all-time daily sales record on May 1, and sales during the event were \$24,466. For the funeral commemoration, donation funds supported videotaping of the funeral program and the editing of a compilation video, which was then available to view on the park's web page. In addition, EN funds were used to produce *Lincoln's Journey Home* books about Lincoln's 1865 funeral journey from Washington, D.C., to Springfield.

EN matching funds totaling \$29,700 supported services and materials for **Mammoth Cave NP's** first summer Caveservation Camps. The five one-week-long camps, which provided local schoolchildren a chance to experience the park through environmental education, served children from schools recognized as disadvantaged. Seasonal brochures, Junior Ranger materials, and sign language services were also funded by EN donations.

Minuteman Missile NHS began operations at its new visitor center in November 2014, and a new EN store opened at the site in May 2015.

Sleeping Bear Dunes NL utilized over \$22,000 in EN donations for various park needs including printing the 2015 *Sleeping Bear Dunes National Lakeshore Visitor Guide*, securing rights to the *Dreams of the Sleeping Bear* park film, and providing support for the cell phone tour program, "Research Rendezvous" programs, training workshops, volunteer appreciation, and a variety of special events, such as National Junior Ranger Day.

Southern Region

Fort Smith NHS hosted an event for members of the Cherokee Nation who were participating in the 2015 Remember the Removal Bike Ride to retrace the Trail of Tears. EN donation funds helped support the event. The park also used EN funds to purchase "Ranger Toad," a stuffed Fort Smith NHS's social media mascot "Ranger Toad" has traveled all over as part of his ranger duties. He has become a little celebrity and has sat on the shoulders of many people for selfies, including NPS Director Jon Jarvis (shown). This busy little guy, who was "adopted" with EN donation funds, has traveled to the Grand Canyon, Washington, D.C., Philadelphia for the Pope's visit and to see the Liberty Bell, and a variety of other places.

toad that is the park mascot for social media interpretation on Facebook.

The bookstores at **Gulf Islands NS** underwent vast improvements and upgrades to space, new park-specific merchandise was added, and sales increased in FY15. EN donation funds were used to support a National Park System Advisory Board meeting, interpretive training, volunteer and Youth Conservation Corps student appreciation events, candlelight living history programs, and curriculum-based education programs. Also, thanks to EN, several wayside panels were replaced.

At **Homestead National Monument of America**, EN funds provided support for professional design concepts for a traveling exhibit to be used when park staff attends fairs and other events.

Over \$7,000 in donations from EN played a critical role in the interpretive program at **Natchez Trace Parkway** and provided funding for special events that reached thousands of visitors and schoolchildren

SOUTHERN REGION

ARKANSAS

Arkansas Post National Memorial Buffalo National River Fort Smith National Historic Site Hot Springs National Park Ozark-St. Francis National Forests* Pea Ridge National Military Park

FLORIDA

Gulf Islands National Seashore (FL & MS)

KANSAS Tallgrass Prairie National Preserve

MISSISSIPPI

Jamie L. Whitten Historical Center – US Army Corps of Engineers*

Natchez National Historical Park Natchez Trace Parkway Vicksburg National Military Park

MISSOURI

Ozark National Scenic Riverways Wilson's Creek National Battlefield

NEBRASKA

Homestead National Monument of America

TENNESSEE Shiloh National Military Park (TN & MS)

*affiliated agencies





CARIBBEAN REGION

UŚVI

PUERTO RICO El Yunque National Forest* San Juan National Historic Site

US VIRGIN ISLANDS Christiansted National Historic Site throughout the year. In celebration of Hispanic Heritage Month, the park hosted its annual Hernando de Soto Living History Encampment, and EN's support funded travel and supply expenses for the living history reenactors. EN donations also supported a "Snakes of Mississippi" program during the park's Wildlife Weekend event and the annual volunteer appreciation event.

At **Ozark NSR**, EN donation funds provided support for Ozark Heritage Days, which hosted over 900 visitors, and the annual Haunting in the Hills event, enjoyed by over 4,100 visitors, as well as the 8th annual Ozark Christmas.

At **Pea Ridge NMP**, EN donation funds were used to purchase black powder supplies for the park's new artillery program cannon demonstrations, which proved very popular with over 900 visitors, and to support the Battle of Pea Ridge anniversary program.

EN was engaged in planning and preparation for interpretation and education program activities scheduled throughout the year at **Shiloh NMP**, including youth education activities, ranger-led battlefield hikes, and onsite programs for general audiences. Over \$65,000 in EN donation funds was utilized in FY15 for a variety of park needs. EN funds supported the 153rd anniversary of the Battle of Shiloh event, and at the dedication of the new Mississippi State Monument, EN introduced a new commemorative ornament.

At **Tallgrass Prairie N PRES**, EN donations provided funding for musicians and wagon rides at the Prairie Harvest Festival as well as interpretive programming at the Spring Hills Ranch about 1880s ranching practices.

Vicksburg NMP utilized \$30,900 in EN donation funds in FY15. Some of the events made possible by these donations included the Shadows of the Past and American Military through the Ages programs and the annual holiday open house.

Wilson's Creek NB used over \$8,000 in EN donations for purposes such as support for living history programs and a volunteer recognition event.

Caribbean Region

Christiansted NHS used EN donations for educational consulting services for "Advance Connections through Conversation" program materials for an African heritage cultural program. In addition, EN provided support for the park's "Bring Back Traditions" event in which Crucian children in the community gathered at the lawn at Fort Christiansvaern awaiting Santa's arrival by fire truck. The tradition had been lost for more than a decade, so the community and NPS have come together to bring back this event so current and future children can keep the tradition alive.

At **San Juan NHS**, EN donations of over \$150,000 provided support for educational services and programs. With these funds, the park is able to offer major annual public events, including the Artisan's Fair, Kite Festival, International Kids Day, and Junior Ranger Day. Donations also supported the "Every Kid in a Park" program and supplies to recreate a traditional 18th-century Spanish military campground during the park's 60th anniversary. Stewards come in all shapes and forms, so that is why the park works with the younger population by having a summer camp for neighboring communities. During the weeklong camp, youth were introduced to the history of the fortifications in a fun, creative, and innovative way thanks to funding received from EN.

Virginia Region

Appomattox Court House NHP experienced a significant increase in sales and visitation over 2014 due to the 150th anniversary commemoration of the surrender. The park used over \$17,000 in EN donation funds for various needs including support for living history interpretation and the 16th annual Civil War Seminar.



EN was pleased to provide funding to support San Juan NHS's 11th annual Kite Festival or "Festival de Chiringas" at Castillo San Felipe del Morro.

*affiliated agency

EN had both the main store (below), which underwent a remodel in time for the anniversary, and a tent store (right) open during the 150th anniversary commemoration of the surrender at Appomattox Court House NHP held April 8–12, 2015. There were often lines of customers at both stores just to get inside and look around.





Fredericksburg and Spotsylvania NMP utilized over \$17,000 in EN donations to fund interpretive candlelight tour talks for the "History at Sunset" series, the park's online education curriculum, and more.

At **Manassas NBP**, donation funds were used for the dissemination of visitor information, supporting interpretive programs and an educational event, and designing wayside exhibits. EN funds also supported cell phone tours and the creation of a natural resources smartphone app.

Petersburg NB used EN donation funds to support events and programs associated with the 150th anniversary of the Siege of Petersburg. A new visitor center film and awards for the park's annual Black History Month art and essay contest, which is open to local elementary through high school students, were also funded by EN donations.

Richmond NBP and **Maggie L. Walker NHS** utilized over \$6,000 in EN donations to benefit both parks, including funding interns, educational library materials, and stipends for speakers and actors during special events. EN's support was crucial for a Malvern Hill event at Richmond NBP and funded new interpretive markers at Cold Harbor.

New England Region

At **Acadia NP**, the new Schoodic Woods Campground opened with a small EN sales area. The park used over \$32,000 in EN donation account funding, which supported printing of program brochures, exhibit maintenance and new exhibit items, the Teacher-Ranger-Teacher program, intern and volunteer expenses, professional development training, and planning meetings.

EN donation funds supported a "Food for Thought" educational program developed to engage 5th-grade students in arts, crafts, reading, and cooking projects related to the colonial era and, specifically, the Adams family at **Adams NHP**.



VIRGINIA REGION

MARYLAND Thomas Stone National Historic Site

VIRGINIA

Appomattox Court House National Historical Park

Booker T. Washington National Monument

Fredericksburg and Spotsylvania National Military Park

George Washington and Jefferson National Forests* (also in Blue Ridge Region)

George Washington Birthplace National Monument Maggie L. Walker National Historic Site Manassas National Battlefield Park Petersburg National Battlefield Prince William Forest Park Richmond National Battlefield Park Robert Russa Moton Museum*

*affiliated agencies



NEW ENGLAND REGION

CONNECTICUT Weir Farm National Historic Site

MAINE

Acadia National Park Saint Croix Island International Historic Site

MASSACHUSETTS

Adams National Historical Park Boston Harbor Islands National Recreation Area Boston National Historical Park Cape Cod Canal - US Army Corps of Engineers* Cape Cod National Seashore Frederick Law Olmsted National Historic Site John Fitzgerald Kennedy National Historic Site Longfellow House – Washington's Headquarters National Historic Site Lowell National Historical Park Minute Man National Historical Park New Bedford Whaling National Historic Site Salem Maritime National Historic Site Saugus Iron Works National Historic Site

NEW HAMPSHIRE Saint-Gaudens National Historic Site

RHODE ISLAND Roger Williams National Memorial

VERMONT

Marsh-Billings-Rockefeller National Historical Park

*affiliated agency

Boston NHP utilized EN donations of \$55,000 to support "The Liberty Tree Project," an event to commemorate the first protests held at the site of the Liberty Tree in Boston in August 1765. This was the inaugural event of the Revolution 250 Forum, a consortium that has come together to commemorate the role Bostonians played in the events leading to the American Revolution. EN funds also provided support for a band's performance during the 30th annual Halloween parade at Bunker Hill Monument.

At **Cape Cod NS**, EN hosted over 28,000 visitors to Highland Light, almost 21,000 of them buying tickets to climb the lighthouse. EN donation funds supported a variety of significant educational and interpretive projects, including volunteer training and the park's newspaper—the primary source of park information for visitors. EN also provided \$15,000 to match \$85,000 in federal funds and \$100,000 from Friends of the Cape Cod



A Boston NHP park ranger answers questions during the plaza illumination for "The Liberty Tree Project" event held on August 14, 2015, which was made possible with EN support.

National Seashore to paint and repair the 1868 Captain Edward Penniman House, one of the seashore's signature Centennial projects. And the Province Lands Visitor Center has new carpeting thanks to \$9,800 in EN donations.

At **John Fitzgerald Kennedy NHS**, the bookstore added a new section, "Jack's Bookshelf," encouraging visitors to purchase the same titles that JFK read as a child. Events supported with EN donation funds



For the 2015 Meet George Washington event at Longfellow House – Washington's Headquarters NHS, EN donations provided funding for George Washington reenactor John Koopman.

included the annual JFK birthday and Rose Kennedy's 125th birthday celebrations.

At Longfellow House - Washington's Headquarters NHS, visitation was up, and sales increased six percent. EN's donation account helped support many programs and events, including the Longfellow birthday celebration, Meet George Washington event, Founders Day celebration, Longfellow Memorial Rededication, and Stewards of the Future outreach program.

Thanks to over \$43,000 of EN donation support, **Minute Man NHP** was able to fund a number of park needs.

EN funds paid for the rehabilitation of the historic Buttrick Gardens, which include many planting areas, masonry paths, steps, and grottos in addition to the perennial beds where the famous Buttrick iris and daylilies are located. In addition, funds were used for the maintenance of emergency access to historic structures and park offices during the blizzard in February 2015.

National Capital Region

Chesapeake and Ohio Canal NHP utilized over \$7,000 in EN donation funds to support park events, including C&O Canal Days (a two-day event held in conjunction with the town of Williamsport), volunteer training, interpretation and education staff training events, teacher workshops, and other community events, such as summer movie nights and the Hancock Canal Apple Days Festival.



EN Unit Manager Kevin Marshall at EN's sales tent during the 2015 National Cherry Blossom Festival.

At George Washington Memorial Parkway, over \$36,000 in EN donation funding supported park events and helped sustain service initiatives, secure honorariums, restore historic objects, plan special observances, and provide educational programming. The donation account was used to fund cell phone tour services, Junior Ranger badges, and the parkway's *Junior Ranger Guidebook*. Arlington House, The Robert E. Lee Memorial celebrated the 184th wedding anniversary of Robert E. Lee and Mary Anna Randolph Custis in June. Musical performances during the wedding program were supported by EN donation funds. Over \$11,000 in EN donations was used for honorariums to historians who participated in the Arlington House Roundtable symposium. At Great Falls Park, EN donations supported a Healthy Parks Healthy Living event. At Clara Barton NHS, donations supported a performance entitled "Clara Barton – Red Cross Angel."

At National Capital Parks – East, thousands of visitors took part in the annual Lotus and Water Lily Festival at Kenilworth Park & Aquatic Gardens in July 2015. The park had a new logo designed for the festival using EN donation funds, and EN had a large assortment of new merchandise created, including jewelry, T-shirts, and a water bottle. Sales at the site were 21 percent over budget for July. Also, EN donations supported a Civil War-era band performance at Fort Washington Park.

The **National Mall and Memorial Parks** was the site of the annual National Cherry Blossom Festival, and EN partnered with the NPS and the National Cherry Blossom Festival Organization to hold a successful event. The park used EN donations for volunteer training, bus transportation to bring students to the **Lincoln Memorial**, development of a 4th-grade academic program focused on George Washington and the **Washington Monument**, and tents to use at park events. EN began providing administrative support for two new electric vehicle charging stations that were installed for public use along the National Mall. During the **Ford's Theatre NHS** 150th anniversary commemoration of Abraham Lincoln's assassination on April 14 and 15, 2015, the EN store was open all night, and EN hosted a book signing. EN donations of \$25,000 helped fund development costs for an interactive exhibit at Ford's Theatre Museum of John Wilkes Booth's deringer pistol.



Rock Creek Park celebrated its 125th anniversary in 2015. EN joined the park on September 27, 2015 to celebrate Rock Creek Park Day by staffing an outdoor sales tent. An assortment of merchandise was created by EN to promote the anniversary. In addition, the park used over \$11,000 in EN donations to support various needs, including funding for a StoryCorps project in which oral history from park alumni is being recorded, for music at the Peirce Mill Heritage Day event, and for an observation beehive for the nature center.

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



NATIONAL CAPITAL REGION

MARYLAND Chesapeake and Ohio Canal National Historical Park (MD, DC, & WV)

Clara Barton National Historic Site (GWMP)

Fort Washington Park (NCP)

Oxon Cove Park and Oxon Hill Farm (NCP)

Potomac Heritage National Scenic Trail (MD, DC, PA, & VA)

President Street Station*

VIRGINIA

George Washington Memorial Parkway (GWMP) (VA & MD) Arlington House, The Robert E. Lee Memorial

Arlington National Cemetery Great Falls Park

WASHINGTON, DC

National Capital Parks – East (NCP) (DC & MD)

Frederick Douglass National Historic Site Kenilworth Park & Aquatic Gardens Mary McLeod Bethune Council House National Historic Site

National Mall and Memorial Parks

Ford's Theatre National Historic Site Franklin Delano Roosevelt Memorial Lincoln Memorial Martin Luther King, Jr. Memorial Thomas Jefferson Memorial Washington Monument

> Rock Creek Park Old Stone House

*affiliated agency

Centennial Challenge Grants

The NPS received \$10 million in Centennial Challenge Grant money for FY15. The program requires a partner organization to match the federally granted funds at least 100 percent. The following projects are supported by Eastern National donation funds through this grant program:

- Cape Cod NS \$20,000 EN match for a Student Conservation Association youth work crew to correct priority trail deficiencies. Total cost of project is \$40,000.
- Federal Hall N MEM \$110,000 EN match to improve signage and temporary exhibits. Total cost of project is \$200,000.
- Governors Island NM \$30,000 EN match to develop and install wayside exhibits. Total cost of project is \$60,000.
- National Parks of New York Harbor \$110,000 EN match to produce a mobile app for park visitors. Total cost of project is \$160,000.
- Richmond NBP \$15,000 EN match to develop, fabricate, and install signs on Cold Harbor Battlefield. Total cost of project is \$25,396.
- Shiloh NMP \$38,000 EN match to replace cannon carriages on Shiloh Battlefield. Total cost of project is \$76,000.

Call to Action Grants

In support of *A Call to Action*, Eastern National was pleased to provide new donation funding to our park partners in 2015. *A Call to Action* rallies NPS employees and partners to commit to actions that advance the Park Service toward a shared vision for 2016 and its second century.

EN's Call to Action grants provide support for endeavors in each of the four categories of specific goals and measurable actions. These include: Connecting People to Parks, Advancing the NPS Education Mission, Preserving America's Special Places, and Enhancing Professional and Organizational Excellence. Seventeen Call to Action Grant requests were approved for a total of \$64,350 in FY15.

Connecting People to Parks:

- **Big South Fork NRRA** \$2,250 to purchase and install a speaker system at the train depot in the Blue Heron mining community to support a wide variety of history-based interpretive programs and special events.
- Cuyahoga Valley NP \$5,000 to support educational programming and recreational river use planning for the Cuyahoga River.
- Governor's Island NM \$4,000 to fund a "Teacher Ranger Teacher" to update and create lesson plans for educational outreach.
- Lowell NHP \$5,000 to fund boat tours of the park for local urban youth participating in the park's summer programs.
- Saint Croix NSR \$5,000 to support the park's "Vets on the River" program.

Advancing the NPS Education Mission:

 Big South Fork NRRA – \$1,750 for video equipment to enable the park to enhance its website and social media presence.

- Chattahoochee River NRA \$5,000 for chartered buses to bring students to the park as part of its "Ticket to Ride" program.
- Maggie L. Walker NHS \$5,000 to secure various rights for the park's new visitor orientation film.
- Obed WSR \$3,750 to purchase equipment for the park's "National Park in Your Backyard" program for local sixth-grade students.
- Roger Williams N MEM \$4,200 to support development of online lessons.

Preserving America's Special Places:

- George Washington Birthplace NM \$1,200 to support creation of an "Adopt a Garden" program.
- Kennesaw Mountain NBP \$5,000 for support of educational programs for local Boys and Girls Club members.
- Thomas Stone NHS \$1,400 to purchase a telescope to support the park's astronomy night sky program.

Weir Farm NHS – \$5,000 to bring the visitor center into compliance with the Architectural Barriers Act of 1968 and the Americans with Disabilities Act of 1990.

Enhancing Professional and Organizational Excellence:

- George Washington Birthplace NM \$4,200 to support a diversity and inclusion course that focuses on the different generations that are in the current workforce to help build skills to identify and address diversity issues and value diversity in the workforce.
- Thomas Stone NHS \$1,600 to purchase two body cameras, an industry standard for officer safety, for the law enforcement officers at the park.
- Weir Farm NHS \$5,000 for park staff and volunteer training to incorporate "Facilitated Dialogue" and "Visual Thinking Strategies" techniques into interpretation and education at the park.

AMARDS

EN's annual awards highlight excellence in performance and partnership. The awards program was designed to acknowledge outstanding individual achievements and contributions that have had a positive impact on an Eastern National operation or an individual park, thus furthering and promoting EN's unique relationship with its partners. Here are the winners for 2015:

The Charles S. Marshall Unit Award was presented to Appomattox Court House National Historical Park for exceptional teamwork and cooperation during the park's commemorative anniversary events.



Pictured left to right: Danica Buehren, EN Virginia regional manager; Kevin Kissling, EN chief operating officer; and Patrick Schroeder, Appomattox Court House NHP historian. Patrick accepted the Charles S. Marshall Unit Award on behalf of the park.

Superior Performance Awards recognize outstanding partner management of an EN agency. This award recognizes the top four outstanding partner personnel, regardless of agency size. Superior Performance Awards were presented to:

• **Billie Aschwege**, visitor use assistant at Wilson's Creek National Battlefield, for her management skills in ensuring the continuation of business during a staff transition.



ACADIA NATIONAL PARK

Superior Performance Award-winners Lynne Dominy, chief of interpretation at Acadia NP (left), and Billie Aschwege, visitor use assistant at Wilson's Creek NB.

- Lynne Dominy, chief of interpretation at Acadia National Park, for her support in increasing sales, finding and reviewing new products, opening new sales locations, and facilitating wholesale opportunities.
- **Pamela Eddy**, park ranger at Cumberland Gap National Historical Park, for her leadership and team building during a staff transition.



Pictured left to right: Becky Burke, EN Southeast regional manager; Superior Performance Award-winner Pamela Eddy, park ranger at Cumberland Gap NHP; and Jacqui Payne, EN site manager at Cumberland Gap NHP.

• Tara Morrison, superintendent of Rock Creek Park, for her leadership and support of partnership opportunities and activities during the park's anniversaries in 2015.



Pictured left to right: Lee Pettey, EN National Capital assistant regional manager, Superior Performance and Herbert E. Kahler awards-winner Tara Morrison, superintendent of Rock Creek Park; and Stacy Madalena, EN National Capital regional manager.

The Herbert E. Kahler Award recognizes the EN partner judged to have cooperatively managed the most efficient and innovative agency. The winner of this award is selected from among the four Superior Performance Award winners. The Kahler Award was presented to Tara Morrison, superintendent of Rock Creek Park.

The Dedicated Service Award was presented to Christine Hawthorne,

park ranger at Hopewell Furnace National Historic Site. An exemplary Eastern National coordinator, Christine is recognized for her organizational skills, meticulous record keeping, development of store operating procedures, ideas for new products and better practices, and support of the transition of the bookstores into museum stores at Hopewell Furnace.



Pictured left to right: Kevin Kissling, EN chief operating officer; Dedicated Service Award-winner Christine Hawthorne, park ranger at Hopewell Furnace NHS; and David Wagner, EN Mid-Atlantic regional manager.

Special Achievement Awards recognize exceptional performance in the area of store operations and partner relations. Awards were presented to the following EN employees:

- Ann Cummings, unit manager at Acadia National Park, for her excellent management of 11 various sites, ensuring smooth operations and positive visitor experiences, and increasing sales.
- Allyson Dowdle-Pemble, site manager at Apostle Islands National Lakeshore, for her exemplary professionalism and excellent communications in managing three stores, including one on a remote island, and generating sales that exceeded budget projections.
- Arkile Jackson, store lead associate at Martin Luther King, Jr. Memorial, Franklin Delano Roosevelt Memorial, and Rock Creek Park's Old Stone House, for his work ethic, dependability, and exceptional customer service.
- Carol C. Lewis, store associate at Canaveral National Seashore, for her creative merchandising and customer service skills that have resulted in an increase in sales.
- Barbara Luna, site manager at Appomattox Court House National Historical Park, for her dedication during the park's anniversary events to providing store visitors a positive experience, leading to a successful sales year.
- **Carolyn Morris**, store associate at Fort Caroline National Memorial/ Kingsley Plantation, for her administrative skills, attention to detail, and expansion of the stores' inventory, which resulted in a significant increase in sales.
- Jacqui Payne, site manager at Cumberland Gap National Historical Park, for the energy, vision, and dynamics she brings to the store and streamlining processes and adding new inventory, which resulted in increased sales.



Pictured left to right: Aimee Meadows, EN Southeast assistant regional manager; Special Achievement Award-winner Jacqui Payne, EN site manager at Cumberland Gap NHP; Kevin Kissling, EN chief operating officer; and Becky Burke, EN Southeast regional manager.

- Jesus Piñero, store associate at El Yungue National Forest, for going above and beyond his regular duties to enhance the visitor experience by providing interpretive talks.
- Dawn Sloboda, store associate at Indiana Dunes National Lakeshore, for taking an active role in supporting the park and promoting National Park Service programs by expanding the store's selection of theme-related products.
- Mark Vineburg, operations support manager at Eastern National Headquarters, for his leadership and being instrumental in positioning the America's National Parks Warehouse operations for significant growth in the future.



Pictured left to right: Megan Cartwright, EN director of retail; Special Achievement Award-winner Mark Vineburg, EN operations support manager; and Kevin Kissling, EN chief operating officer.

Distinguished Service Awards recognize significant active service at a high level of excellence that has resulted in substantial contributions to EN. Distinguished Service Awards were presented to Monta Harrington, EN Metro New York regional manager, and William Price, site manager at Florida Keys Eco-Discovery Center.

The Customer Service Award was presented to Cape Hatteras National Seashore. This award recognizes the EN store staff with the highest average score in EN's secret shopper program. The program evaluates the overall store appearance, product presentation, and staff professionalism.

Awards Hall of Fame

DISTINGUISHED SERVICE AWARD

Melford O. Anderson Roy E. Appleman Leslie P. Arnberger Ethel Austin Frank Barnes Merrill "Dave" Beal Laura Beaty Thomas Booker Mary R. Bradford Chester L. Brooks Renee Brooks-Solomon Dan Brown Hobart G. Cawood Dr. John E. Cook Elbert Cox Joseph Cullen Benjamin H. Davis Robert L. Deskins Russell Dickenson James M. Draper John Earnst Theodore M. Edison David Eisenhower Ivan J. Ellsworth Gary Everhardt William C. Everhart Robert F. Gibbs M.J. Gladstone G. Jay Goque Bernard Goodman Hubert Gurney Gerald Halpin J.C. Harrington Monta Harrington* Virginia Harrington Anne Harris Chester O. Harris Thomas Hartman James N. Haskett Charles E. Hatch, Jr. Mary D. Higgins F. Ross Holland, Jr. James W. Holland David L. Holt Edward A. Hummel **Richard Jamgochian** Oliver O. Jensen Dan Jordan

Herbert E. Kahler Kevin C. Kissling Cynthia E. Kryston Dennis C. Kurjack George Lamb Ralston B. Lattimore Granville B. Liles Betsie Lind E.M. Lisle Richard H. Maeder Albert C. Manucy Charles S. Marshall Carmelo Martínez James McKenna Peter R. Milovcich George J. Minnucci, Jr. Jon Montgomery Chesley A. Moroz David Muench James B. Myers Cathy Nagle-Ervin Herbert Olsen James C. Olson James O'Toole George A. Palmer William Price* **Robert Reynolds** Donald H. Robinson Jerry L. Schober Charles E. Shedd Ron Tyler Robert M. Utley Melody Webb Melvin J. Weig Marye Wells-Harley Jane Hurt Yarn Rogers W. Young DISTINGUISHED

ASSOCIATE AWARD

Horace M. Albright Monroe Bush Josiah H. Child Arthur E. Demaray Gary E. Everhardt George B. Hartzog George B. Hosmer Alfred A. Knopf Ronald F. Lee

Edwin O. Lewis James V. Murfin Charles E. Peterson Frederick L. Rath, Jr. Edward M. Riley Hillory A. Tolson Conrad L. Wirth

HERBERT E. **KAHLER AWARD**

Stacy D. Allen Carol Borneman Robert Cika Clark A. Dixon, Jr. Bob Dodson Toni Dufficy Charlie Fenwick Mark Harvey Gayle Hazelwood **Cheryl Jones** Pat Jones Caroline Keinath Robert K. Krick Stanley "Steamer" Lawhead Timothy M. Maguire Tara Morrison* Randy Newman Martin O'Toole George Price Patrick Reed Christopher Revels James Tomasek Bob Vogel Deborah R. Wade **Terrence Winschel** Patty Lockamy Wissinger

*2015 Award Winner

In 2015, Eastern National made improvements to 20 of our stores, including those shown here. We had store openings at new park visitor centers, including Flight 93 N MEM, Hampton NHS, Minuteman Missile NHS, and Paterson Great Falls NHP. When the USS Constitution went into dry dock at Boston NHP, EN opened an outlet at Gate 1 to be more accessible to visitors coming to the site. Through these featured store improvements and more, EN is able to continue providing quality educational products to the parks' visitors, enhancing the interpretive experience of their visit.





ABOVE: Chesapeake and Ohio Canal NHP's Great Falls Tavern store

LEFT: San Juan NHS's San Cristobal store





Cape Cod NS's Highland Lighthouse store



Flight 93 N MEM's visitor center store







LEFT: Gate 1 store at Boston NHP Charlestown Navy Yard



Paterson Great Falls NHP store



Hampton NHS store





Minuteman Missile NHS store

MANAGEMENT'S FINANCIAL REPORT

Condensed Statement of Activities and Changes in Net Assets

Year Ended October 31, 2015

	2015
Revenues and Other Support	
Sales	\$ 36,483,858
Cost of Sales	16,971,270
Gross Profit	19,512,588
Other Support	350,735
Total Revenue and Support	19,863,323
Expenses	
Program Services	12,181,004
Donations and Direct Grants	2,118,482
General and Administrative	3,801,155
Other	373,433
Total Expenses	18,474,074
Increase (decrease) in net assets	
from operating activities	1,389,249
Adjustment to net assets from	
non-operating activities	(778,386)
Increase (decrease) in net assets	610,863
Temp Restricted Net Assets	
Vietnam Women's Memorial	162,153
Net assets, beginning of the year	6,751,728
Net assets, end of the year	\$ 7,524,744



2015 Donations and Direct Grants to the National Park Service





Publication Costs and Free Publications

7 0/ Agency and Capital Improvements

1 % Research and Other

Fiscal Year 2015 Sales **Product Mix**



18 0/ Commemorative (includes NPS Centennial Products)



 $\mathbf{12}\%$ Replica (includes Jewelry)

6 % Visitor Convenience

3 % Multimedia

Jamestown Glass



Eastern National Team

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INDEPENDENT AUDITORS

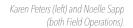
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Zoraida Rosa (left) and Carlene Pittman (both Caribbean Region).





ABOVE: Pictured left to right: Karen Searle (Blue Ridge Region), Aimee Meadows (Southeast Region), Cathy Nagle-Ervin (Great Lakes Region), Brad Cave (Blue Ridge Region), and David Eberle (Blue Ridge Region).







National Capital Region staff, front row (from left): Stacy Madalena and Lee Pettey and back row (from left): Erin Nolan and Joe Wooley.

ABOVE: Front row: Becky Burke (Southeast Region) and Kevin "Tripp" Bates (Coastal Southeast Region). Back row (from left): Amber Houske (Southeast Region), Rosemary Costa (Coastal Southeast Region), and Jacqui Payne (Southeast Region).



Pictured left to right: Paul Tiemann (New England Region), Ruth Giardina (Mid-Atlantic Region), and David Wagner (Mid-Atlantic Region).



Pictured left to right: Brenda Cummins (Coastal Virginia Region), Rene Capizzi (Coastal Virginia Region), and Danica Buehren (Virginia Region).



Acholi Southerland (left) and Corinna Richards (both Metro New York Region).

32 EASTERN NATIONAL 2015

The following Eastern National employees reached these milestone anniversaries in 2015:

10 Yea

Lisa Barrett, Site Manager, Stones River NB Paula Cormany, Unit Manager, Mammoth Cave NP Jaclyn Fox, Store Lead Associate, Independence NHP/ Benjamin Franklin Museum Donald Hackett, Store Lead Associate, Arlington National Cemetery Andrew Miller, Assistant Unit Manager, Fort Sumter NM William Railton, Store Lead Associate, Great Falls Tavern Christa Sisson-Mesrobian, Assistant Unit Manager, Jamestown Glasshouse

15 Years

Lois Brown, Site Manager, Adams NHP Wilma Diaz, Assistant Unit Manager, San Juan NHS Debra Hayes, Site Manager, Springfield Armory NHS Cathy Nagle-Ervin, Regional Manager, Great Lakes Region Bonnie Stetson, Administrative Assistant, Headquarters Roger White, Glassblower Journeyperson, Jamestown Glasshouse

20 Years

Christy Blackwell, Assistant Unit Manager, Lincoln Home NHS Linda Gottemoller, Site Manager, Delaware Water Gap NRA

30 Years

Ethel Austin, Operations Support Assistant Sherri Gates, Store Associate, Colonial NHP

35 Years Kalia Vincent, Operations Audit Specialist Thank you to all Eastern National and non-Eastern National personnel who helped in preparation of this report.

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