



# Cooperating Associations Partnerships for a New Century



*Welcome!*

# Cooperating Associations Partnerships for a New Century

## Greatest Hits:

Developing Interpretive Products  
Scope of Sales Statements  
Sales Item Approval Process



## ***Greatest Hits: Interpretive Products, Scope of Sales, and Sales Item Review***



Megan Cartwright  
*Director of Retail*



Julianna Haviv  
*Product Development Manager*

*Tell us where you are  
from!  
Type it in the  
Chat Box now.*



# Our Partnership

The Cooperating Association and National Park Service partnership is among the most valued and enduring of relationships.



# Training Goals

Develop professionally and be a good partner

Leverage resources to achieve our mission

Adapt to a quickly evolving world so parks stay relevant

Advance together to meet the changing needs of new audiences

*Goal of NPS Interpretation: To inspire the public to share in the stewardship of our nation's natural and cultural heritage.*



# Training Objectives

Best practices to make the most of the CA-NPS relationship

How to apply new directives and policy guidance

How to use tools and approaches for effective partnering

Today's session will feature the "Greatest Hits":

- Developing Interpretive Products
- Scope of Sales Statements
- Sales Item Approval Process

*Tell us what you hope to learn today.*  
Type it in the Chat Box now.

# Developing Interpretive Products



Julianna Haviv  
*Product Development Manager*

# Overview

- What's new in interpretive product development
- Planning merchandise collections
- Product development and purchasing schedule



# What's New In Product?

- Publications
- Layers of a strong assortment:
  - Centrally developed collections, and total company initiatives
  - Site specific development
  - Locally sourced product



# Centralized Processes and Product Development

- Strategy for centralizing our product development and buying processes
  - Category Management
  - Thinking strategically about our assortments
  - Universal item collections
- Where does a centralized collection originate from?

# America's National Parks Apparel Program

- Started with a need for vendor consolidation and streamlining of processes
- Strictly made in the USA, private label apparel
- Produced by 5 carefully selected core vendors committed to their local communities and employees
- Allows us to leverage our total company volume for better pricing and quality, while still developing products for individual sites



# Find Your Park

- Started with a campaign from the NPS
- Made decisions based on product sales results from Centennial
- Created a generic collection that can go to all parks, and then layered in site specific items for high volume stores
- Incorporated #findyourpark onto kids' items



## United States WWI Centennial

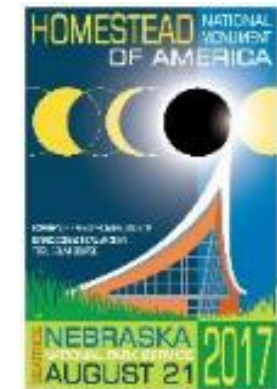
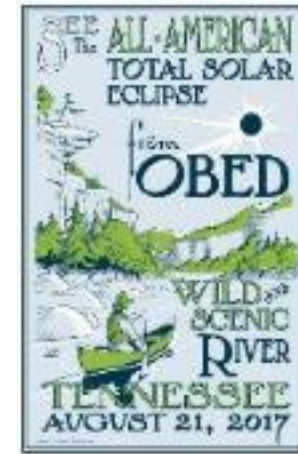
- Started with the release of a new publication
- Created an assortment of commemorative items using images from the book
- Partnered with creative for a custom display and sign
- Created an in store promotion to push sales of the book
- Process can be easily replicated for new publications going forward





# Solar Eclipse

- Started with an event
- Biggest assortment for Homestead, but there will be a product presence at other parks in the eclipse path
- Early communication and collaboration for park events is the key to developing an impactful and cohesive assortment





# Site Specific Replica Development

- The key is communication and collaboration!
- Reach beyond the usual commemorative items.
- Consider these:
  - Exhibit items
  - Important tools or clothing used
  - Animals and wildlife
  - Plants and foliage
  - Toys and kid's items
  - Pattern and print throughout the park
  - Home products
  - Personal care
  - Scent
- Bring the story to the sales floor with interpretive signs and visual merchandising aids





# Locally Sourced Product

- The icing on the assortment.
- Creates a connection to the local community and heritage
- Should be used for food, crafts, art, personal care, home items, and replicas
- Should not be used for apparel or centralized high volume categories





# Scope of Sales Statements



Megan Cartwright  
*Director of Retail*

*Questions about  
Developing Interpretive  
Products?  
Type it in the  
Chat Box now.*

# Objective

- Purpose and value of Scope of Sales Statements
- Guidance from RM-32
- Sample Scope of Sales templates
- Case Studies – Sagamore Hill NHS and Natchez NHP
- Practicum Experience

# Purpose and Value of Scope of Sales

- A strategic planning document critical to the development of a sales line that meets the needs of the public, association and the park unit
- Conveys the overall mission of the association and its relationship/partnership with the park unit

# Guidance from RM-32

## Section 4 Responsibilities

### 4.3.2 Communicate Park Goals, Priorities and Expectations.

- Other Communication. The Superintendent or the Superintendent's designated staff will also meet with the Association at least annually to do the following:

Revise the Scope of Sales, if necessary.

# Case Study – Sagamore Hill NHS

- Home closed for renovations 2012-2014; re-opened July 2015
- Collaboration NPS and EN Management teams 2015-2016
- Scope of Sales – revised in 2017



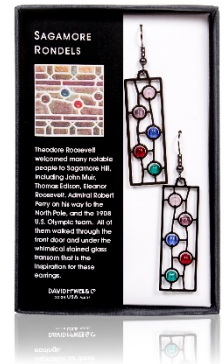
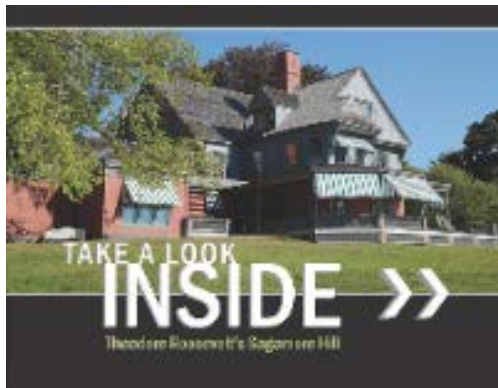


# Case Study – Sagamore Hill NHS



- Expanded interpretive themes and custom development
  - Private label coffee
  - Conservationism – butterfly habitats and birding
  - Rough Riders, Bull Moose party
  - Custom teddy bear

# Case Study – Sagamore Hill NHS



- FY 2016 Results: +87% over 2011
- Average Sale increased by \$2/transaction
- FY 2017 YTD: +28.2% over PY



# Case Study – Natchez NHP

- Partnership Agreement between City of Natchez and Eastern National
- Scope of Sales – revised in 2015
- Opened new store in Spring 2016
- Interpretive themes
  - Antebellum South, Victorian culture
  - Natchez History – Tricentennial event



# Case Study – Natchez NHP



- FY 2016 Results: 93% over 2015 annual sales;
- Average Sale +\$5/transaction
- FY 2017 YTD: +34% over 2016



# Practicum Exercise

- Review current Scope of Sales statement for relevancy and accuracy
- Strategic Evaluation Process
  - Product Types and Price Points
  - Themes and Audiences
- Designate reasonable cycle for revisiting Scope of Sales statement  
(annually, following long range planning)
- Designate owners for review/revise

# Practicum Exercise

## What you need:

- Scope of Sales Evaluation form
  - Themes and Audiences
  - Product Types and Price Points
- Scope of Sales
- Top/Bottom Inventory Report – EN Online

## Activity

- Time Needed: about 1 hour
- Coordinator and EN Manager review the Scope of Sales
- Find items from your Top 100 items and see if you have a product that fits your primary themes and audiences

### Scope of Sales Evaluation – Sample Themes and Audiences

#### Directions:

- Select themes from the current Scope of Sales.
- Use a current Inventory List to evaluate the variety of items for each audience group listed.
- Identify product development opportunities based on current assortment

Strategic Evaluation Process — Themes and Audiences				
PRIMARY PARKWIDE INTERPRETIVE THEMES	AUDIENCES			
	1: General Audience / Families	2: Young Adults	3: Non-English Speaking Audiences	4: Teachers and Other Educators
Theme A —				
Theme B —				
Theme C —				
Orientation and Safety Information				
National Park System and National Park Service Mission				



# Practicum Exercise

## Activity (continued)

- Select one theme and complete the product and price point
- Look for product types, price points, and audiences that are underrepresented or over-assorted
- Begin liquidating products that are over-assorted or on Dead Inventory lists
- Begin planning future development for the gaps in your product assortment

## Scope of Sales Evaluation - Sample

### Directions:

- Select one primary theme from the current Scope of Sales.
- Use a current Inventory List to evaluate the price points and product types that represent the Primary Interpretive Theme.
- Identify product development opportunities based on current assortment

Strategic Evaluation Process — Product Types And Price Points					
THEME A —					
AUDIENCE 1 —					
Product TYPES	PRICE POINTS				
	Less than \$2.00	\$2.00 to \$5.00	\$5.00 to \$10.00	\$10.00 to \$50.00	More than \$50.00

# Scope of Sale Sample: Antietam NB

## Scope of Sales Evaluation – Sample Themes and Audiences

Directions:

- Select themes from the current Scope of Sales.
- Use a current Inventory List to evaluate the variety of items for each audience group listed.
- Identify product development opportunities based on current assortment

Strategic Evaluation Process — Themes and Audiences				
PRIMARY PARKWIDE INTERPRETIVE THEMES	AUDIENCES			
	1: General Audience / Families	2:Scholars and Other Educators	3: Park Neighbors and Local Users	4: School Groups (K-12)
	<i>Theme A —</i> The Maryland Campaign, which culminated in the Battle of Antietam, was a major turning point in the Civil War and in American History.	CD ANTIETAM FIELD GUIDE	DVD ANTIETAM DOCUMENTARY  POCKET WATCH ANTIETAM  HIKING STICK COLLAPSIBLE 55"	SPY GLASS CIVIL WAR
	<i>Theme B —</i> The level of carnage, suffering, and human drama during and after the Battle of Antietam, the single bloodiest one-day battle in American history, has accorded it a prominent place in our national consciousness.	SACRED GOUND AMER & BATTLE PA	MARYLAND CAMPAIGN SEPT 1862 V1  ORNAMENT DUNKER CHURCH WHITE	CANTEEN BLUE COVER  CANTEEN GRAY COVER
	<i>Theme C —</i> The preliminary Emancipation Proclamation , issued as a direct result of the battle, changed the conflict from a war to restore the Union to a war that would also transform the nation by abolishing slavery...	PRINT ANTIETAM LINCOLN TENT	LINCOLN POLITICS OF SLAVERY	HAT LINCOLN LARGE  WHO WAS ABRAHAM LINCOLN?
	<i>Orientation and Safety Information</i>  Items related to the natural history of the area including the mountains, river valleys, and wetlands. Preservation and Resource Education are secondary themes.	SUNSCREEN NATURAL ANPC		
	<i>National Park System and National Park Service Mission</i>  Items about the National Park Service in general or other regional National Park Service Areas.	NAT GEO NAT PARKS ILLUSTRY	PASSPORT COLLECTOR'S EDITION	DOLL PARK RANGER 10"

## Scope of Sales Evaluation - Sample

Directions:

- Select one primary theme from the current Scope of Sales.
- Use a current Inventory List to evaluate the price points and product types that represent the Primary Interpretive Theme.
- Identify product development opportunities based on current assortment

Strategic Evaluation Process — Product Types And Price Points					
<b>THEME A —</b> The Maryland Campaign, which culminated in the Battle of Antietam, was a major turning point in the Civil War and in American History.					
<b>AUDIENCE 1 —</b> General Audience / Families					
Product TYPES	PRICE POINTS				
	Less than \$2.00	\$2.00 to \$5.00	\$5.00 to \$10.00	\$10.00 to \$50.00	More than \$50.00
Books		ABE LINCOLN'S HAT \$3.99	BATTLE OF ANTIETAM \$9.95	ATLAS OF ANTIETAM CAMPAIGN \$39.95	UNFURL THOSE COLORS! \$54.95
Electronic Media: video, DVD, CD			DVD HEART OF THE CIVIL WAR \$9.95	CD ANTIETAM FIELD GUIDE \$22.95	
Graphic Arts: Art, photography, posters, maps	STICKER ANTIETAM BATTLE BUMPER \$0.95	MAP BATTLE ANTIETAM CREEK \$2.95		PRINT ANTIETAM BATTLE \$14.95 RARE IMAGES OF ANTIETAM \$29.95	CANVAS ANTI TYPO ICN GRN 24X36 \$149.99
Printed Materials: postcards, stationary	POSTCARD ANTIETAM & MONOCACY \$0.30				
Thematic Items: replicas, reproductions, puzzles, dolls	CARTRIDGE CANDY GUM BALL \$1.25	PUZZLE ANTIETAM BATTLE \$4.95	INTRO CW BULLETS-BK/ BULLET SET \$8.95		
Kits and Games			TOY CUP AND BALL-NATURAL \$6.95	SOLDIER SET GBG FENCE \$13.95	
Clothing		BELT BUCKLE U.S. \$4.95		TEE ANTIETAM DRUM YOUTH \$14.95 JACKET ANTIETAM \$29.95	



# Scope of Sale Sample: Antietam NB



# Results of the Practicum Exercise

- Is your Scope of Sales current and relevant to today's park visitor?
  - When will you review and update next?
  - Who will be the owners throughout this process?
- Identify gaps in your product assortment
  - What new, innovative product development opportunities should you consider?



*thank you!*  
FOR YOUR PURCHASE







# Best Practice Tips

- Review Scope of Sales
- Identify product gaps
- Suggest New Item focus for upcoming sales season by Category (not individual items)
- Allow 2-4 weeks for sourcing stock product
- Allow 6-8 weeks for custom product development; some product types, such as museum replicas and reproductions could take up to 6 months!
- Schedule a date for a future Sales Item Review meeting



# Sales Item Approval Process

Megan Cartwright  
*Director of Retail, Eastern National*

*Questions about Scope  
of Sales Statements?  
Type it in the  
Chat Box now.*

# Objective

- Review challenges with current process for reviewing sales items
- Guidance from RM-32
- Establish guidelines that allows for both NPS and Association expertise to lead aspects of the review process
- Create a timeline for review and approval that meets both NPS and Association needs
- Offer best practices in the approval process

# Current Sales Item Approval Process

- Sales Item Review and Form
- Challenges with current processes
  - NPS staff
  - Association staff

Cooperating Association Sales Item Review	
Item/Title _____	Author/Manufacturer _____
Description of Item _____	Pricing _____
<b>The following questions require affirmative answers for approval of this item by designated reviewers:</b>	
• Is the content of the item appropriate as the term "appropriate" is understood by the Service and the association?	YES NO
• Does the item directly support the park's interpretive themes and/or provide needed site orientation?	YES NO
• Is there assurance that the item does not promote unsafe or resource-damaging activities?	YES NO
• Does the item use accurate, professional, and scholarly knowledge?	YES NO
• Does the item fit into the overall balance of interpretive sales items?	YES NO
• Is the item's quality of production, packaging, and durability appropriate to the quality of the park resources?	YES NO
• Is the item fairly priced?	YES NO
• Is the item appropriate for business reasons?	YES NO
• Is the item competitive enough with other approved items to warrant shelf space?	YES NO
• Will the concessioner's preferential rights, if applicable, be respected?	YES NO
• If the item is thematic, is there interpretive information that should be attached?	YES NO
Cooperating Association Coordinator: Recommended ___ Not Recommended ___ (please state reason)	
Manager, Cooperating Association: Recommended ___ Not Recommended ___ (please state reason)	
Signature of Superintendent granting approval _____	Date _____



# Basic Overview of the Form

- Appropriate
- Support park interpretive themes
- Accurate, professional, and scholarly knowledge
- Quality
- Price point
- Makes good business sense
- Consider concessioner's preferential rights

# Who should take the lead in the approval process?

- Park's interpretive themes
- Unsafe or resource-damaging activities?
- Accurate, professional, and scholarly knowledge
- Overall balance of interpretive sales items?
- Not undermining the financial viability of a concession contract





# Who should take the lead in the approval process?

- Item quality
- Item pricing
- Item warrants shelf space
- Quantity of items ordered
- Arrival of new items
- Color, fabric, material



# Sample Review Process







## 2015 New Product Development Line Review

Initial Product Order for Store Opening, September 2015




# Flight 93 National Memorial – Approved images



Buy: Pin – 1,000 @ \$1.27 = \$1,270.00  
 Patch – 500 @ \$1.57 = \$785.00  
 Total = \$2,555.00



 <b>HogEye Inc.</b> 4148 MLK Blvd., Suite 1 Fayetteville, AR 72704 (800) 464-3936 Fax # 1-479-300-6173		<b>ARTWORK PROOF &amp; APPROVAL</b> SALES REP: Mike Locke    STATE: PA																			
<b>JOB SPECIFICS</b> Date: 7/6/15 Name: Flight 93 Style: Die-struck process Finish: Polished Silver-plate  Art: Mark		Lapel Pin: EC15-1669 1 1/4" wide Shown Actual size   Key Chain: EC15-1671 1 1/2" wide Shown Actual size																			
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Blue	274																				
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<b>APPROVAL REQUIRED</b> Company _____ PO# _____ Date _____ Quantity _____ Signature to Authorize Production X _____		<b>BARCODE &amp; LOGOS</b> 																			
<b>PACKAGING</b> Computer monitors and printers may display colors differently from how they will appear on the finished product. The actual colors that appear on your finished product are identified by specific Pantone Matching System (PMS) numbers, and can be provided to you for verification if desired. Please refer to the Pantone Formula Guide for said color numbers to view accurate color swatches. Your local print shop will probably have a Pantone guide available, or contact us for further assistance.																					

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Mug with Logo, park approved version “C”: Estimated buy is 96 units at \$10.50 = \$1,008.00

Mug with tree design, park approved version “A”: Estimated buy is 96 units at \$10.50 = \$1,008.00



**ARTWORK APPROVAL**

**Option A on a CM-1 Glazed in Brilliant Blue**

**Option B on a CM-2 Glazed in Silvery Night**

**Option C on a CM-9 Glazed in Sunfire Red**

The styles and glaze colors used in this virtual artwork mockup are for demonstration only. The actual artwork may be larger/smaller depending on the style selected. The engraved portion of the medallion will appear black or reflect the glaze color you have selected depending on the artwork selected.

Please proof thoroughly and pay attention to names, dates and spellings. Your medallion will be handcrafted as shown, unless you instruct us of additional changes. Please circle the artwork option you would like created and check one of the following:

☐ Approved to create artwork as is    ☐ OK to create artwork with designated changes    ☐ Do not create the artwork. Please provide a second proof for approval.    ☐ We have additional changes.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_ Rep: AK

(This proof form must be signed by authorized personnel before we can begin your order.)

**This approval of selected artwork is FINAL. Any oversights that require us to redo your order will be done at your expense.**

Due to the firing process, custom orders within +/- 10% will be shipped and invoiced; this is accepted as fulfillment of the order. Initial here \_\_\_\_\_.

**ARTWORK APPROVAL**

**Option A on a CM-2 Glazed in Copperhead Run**

**Option C on a CM-9 Glazed in Royal Green**

The styles and glaze colors used in this virtual artwork mockup are for demonstration only. The actual artwork may be larger/smaller depending on the style selected. The engraved portion of the medallion will appear black or reflect the glaze color you have selected depending on the artwork selected.

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Cuppa: Aluminum Water Bottle 72 each, 216 @ \$6.65 = \$1,436.40





ECO Marketing: 240 each, 720 @ \$1.49 = \$1072.380





Dear Laser Works: 100 each, 300 @ \$4.00 = \$1,200

The 3 tree ornament will be the one in the center top row



LASC – 100 each, 300 @ 7.25 = \$2,175



Wild West Hoodies and Ladies Tee, 96 each, 192 @ \$8.10 = \$1,555.20



Wild West Quote tee  
in black (unisex) 96  
@ \$9.10 = \$873.60

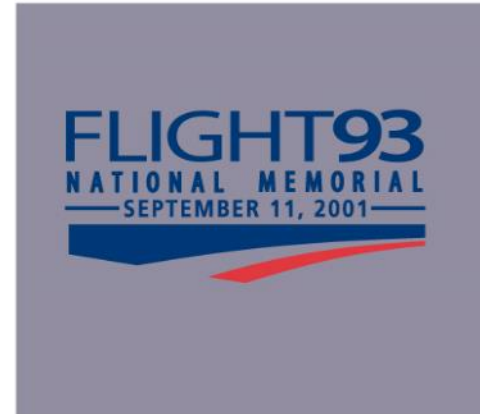
Wild West: Youth tees, 60 each, 180 @ \$6.60 = \$1,188

Lakeshirts: Polo, 36 slate & 36 white, 72 @ \$21.33 = \$1,535.76



BIR2296 FLIGHT 93 MEMORIAL CREST

BEST COLORS!



THIS IS AN ARTIST REPRESENTATION ONLY. ACTUAL PRODUCT MAY VARY.



DIMENSIONS:  
4" x 2.3"  
PLACEMENT:  
LEFT CHEST  
PRICE LEVEL:  
E1/72

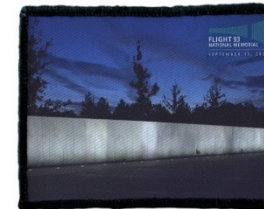
THREAD:  
RED 186  
SAPPHIRE 281



KROSTEN R.  
8.3.15

# Lantern Press

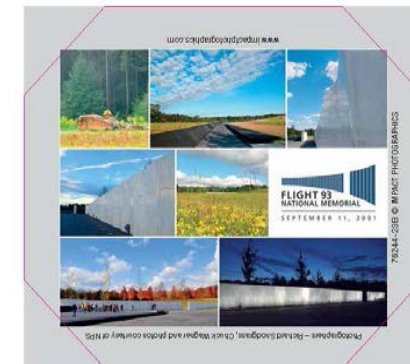
- 4 images, full assortment
- Products
  - Notecards
  - Wooden Postcards
  - 9x12 and 12x18 prints
  - Bookmark
  - Collectible patch





# Impact

- 2 Designs, full assortment
- Products
  - Magnet
  - Key chain
  - Ruler
  - Pen
  - Bookmark
  - Postcard



# Initial order costs



- Hogeye – commemorative items: \$10,305
- Sunset Hill - Made in USA stoneware mugs: \$2,016
- Cuppa – commemorative drink ware: \$4,074
- Apparel – Men, women, youth, tees and fleece: \$18,233
- Ornaments - \$2,175
- Hats: 3 designs – 3 tree, patriotic & Main logo. 96 each for total order of \$2,877.12
- Lantern Press – total order = \$1,599.60
- Impact – total order = \$3,780.40



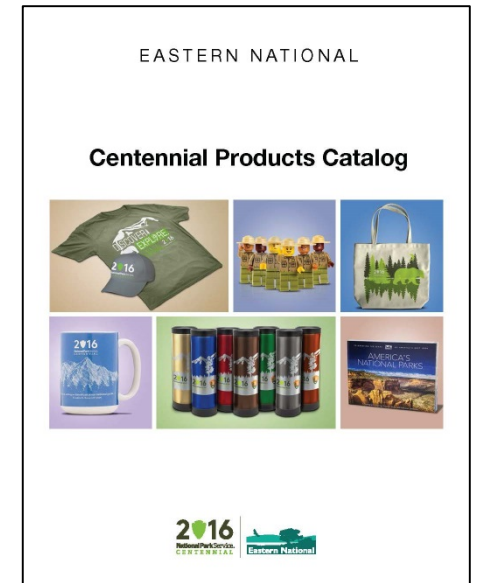
# New Store



# Multi-park Product Approvals



- 2016 NPS Centennial
- 2017 Find Your Park



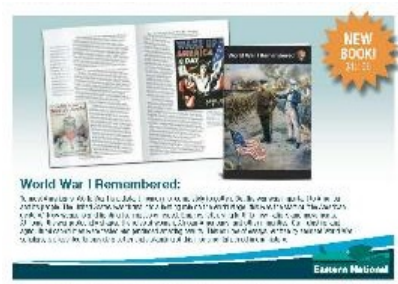
# Multi-park Product Approval

- Thematic books or products
- Regional or National interpretive themes and product approvals
- Track approvals for products at parks with similar theme
  - 2017 Solar Eclipse
  - Find Your Park
  - World War I Remembered





# Multi-park Product Approvals



ITEM	COST	RETAIL	GM%	UNIT MIN	Total Cost	Total Retail	Total	915	301C	305Z	476	407C
MAGNET WWI NOTHING STOPS	\$2.15	\$5.95	64%	12	\$335.40	\$928.20	156	12	24	60	12	12
POSTCARD WWI NOTHING STOPS	\$0.23	\$1.00	77%	36	\$74.52	\$324.00	324	0	72	108	36	36
ORNAMENT WWI NOTHING STOPS	\$6.50	\$15.95	59%	6	\$351.00	\$861.30	54	12	0	0	6	12
PRINT WWI NOTHING STOPS 8X10	\$4.85	\$13.95	65%	6	\$582.00	\$1,674.00	120	6	12	60	6	12
STICKER WWI NOTHING STOPS	\$0.75	\$1.95	62%	32	\$456.00	\$1,185.60	608	64	128	128	64	64
MUG WWI NOTHING STOPS WHITE	\$4.50	\$12.95	65%	36	\$648.00	\$1,864.80	144	0	36	36	12	12
				65%	\$2,446.92	\$6,837.90	1406	94	272	392	136	148
		Overall GM %		Total Cost	Total Retail							
		63.25%		\$5,026.44	\$13,675.80							

# Practicum Exercise

## What you need:

- Revised Cooperating Association Sales Item Review Form
- New fillable form allows for more timely feedback and helps guide conversation

## Activity:

- Time needed: about 30 minutes
- Park and Association Partner discussion of current review process
- Select a few new products and use the form to solicit feedback on each product
- If Not Approved, offer suggestions for improvement

### Cooperating Association Sales Item Review - Eastern National

Item/Title \_\_\_\_\_ Author/Manufacturer \_\_\_\_\_

Description of Item \_\_\_\_\_ Pricing \_\_\_\_\_

**The following questions require affirmative answers for approval of this item by designated reviewers. Answer YES or NO for each question:**

♦ Is the content of the item appropriate as the term "appropriate" is understood by the Service and the association?	
♦ Does the item directly support the park's interpretive themes and/or provide needed site orientation?	
♦ Is there assurance that the item does not promote unsafe or resource-damaging activities?	
♦ Does the item use accurate, professional, and scholarly knowledge?	
♦ Does the item fit into the overall balance of interpretive sales items?	
♦ Is the item's quality of production, packaging, and durability appropriate to the quality of the park resources?	
♦ If the item is thematic, is there interpretive information that should be attached?	
♦ Is the item appropriate for business reasons?	
♦ Is the item competitive enough with other approved items to warrant shelf space?	
♦ Will the concessioner's preferential rights, if applicable, be respected?	
♦ NOT Required, but preference should be given to an affirmative response: Does the suggested retail meet the Association's targeted Gross Margin % (EN target: 58%)?	

Cooperating Association Coordinator: Recommended ☐ Not Recommended ☐ (please state reason) \_\_\_\_\_

Manager, Cooperating Association: Recommended ☐ Not Recommended ☐ (please state reason) \_\_\_\_\_

Signature of Superintendent granting approval \_\_\_\_\_

Date \_\_\_\_\_

## Questions to consider...

- Are there any items that previously had been not approved, that should be reconsidered as new themes are interpreted or as visitor demographics have changed?
- Are there missing product categories that have proven successful at other association stores?
- What are the current bestsellers at other EN stores with similar themes or in the nearby region?
- How can the timeline/turn around for new item reviews be improved?
- What suggestions do you have for making the process more efficient, but ensuring quality of product assortment?





# Best Practice Tips

- Schedule an annual Sales Item Review meeting at least 2 months before the start of a peak operating season
- Schedule a mid-season Sales Item Review meeting to remain flexible to seasonal trends
- Meetings could be held in person or via WebEx
- Review product category gaps and successes from prior year
- Review product goals for upcoming season



## Best Practice Tips (cont.)

- Plan liquidation of outdated products to make room for New Items
- Use the fillable Sales Item Review Form to guide conversation
- Allow the expertise of NPS or EN to guide criteria
- Document approved products

# Summary

- Product Development and purchasing is a collaborative process
- Using advanced planning to create a more fluid inventory management process
- Annual reviews of interpretive themes and sales results are vital to maintaining a fresh product assortment that meets visitor expectations

# Summary

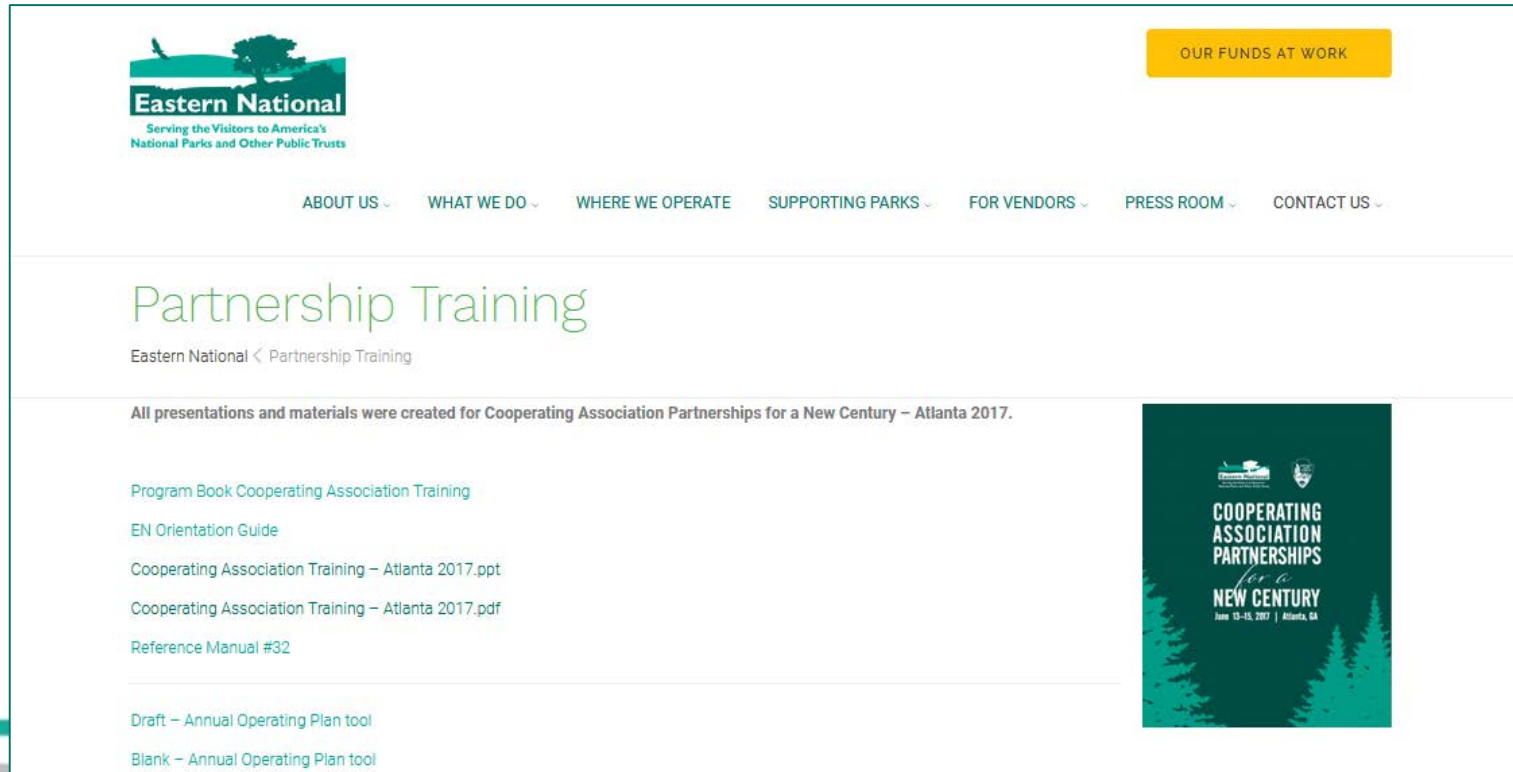
- NPS should provide guidance on:
  - Visitation and demographic trends
  - Evolving interpretive themes
  - Educational programs
  - Accuracy of educational products
- EN should provide guidance on:
  - Retail consumer trends
  - Best sellers at other parks
  - Development lead time with vendors
  - Suggested pricing and gross margin
  - Relevancy of educational products to park visitors

# Q&A



# Tools/Resources

<http://easternnational.org/partnership-training/>



The screenshot shows the Eastern National website's 'Partnership Training' page. At the top left is the Eastern National logo with the tagline 'Serving the Visitors to America's National Parks and Other Public Trusts'. To the right is a yellow button that says 'OUR FUNDS AT WORK'. Below the logo is a navigation menu with links: ABOUT US, WHAT WE DO, WHERE WE OPERATE, SUPPORTING PARKS, FOR VENDORS, PRESS ROOM, and CONTACT US. The main heading is 'Partnership Training' in a large green font, with a breadcrumb trail 'Eastern National < Partnership Training' below it. A paragraph states: 'All presentations and materials were created for Cooperating Association Partnerships for a New Century – Atlanta 2017.' To the left of this paragraph is a list of links: 'Program Book Cooperating Association Training', 'EN Orientation Guide', 'Cooperating Association Training – Atlanta 2017.ppt', 'Cooperating Association Training – Atlanta 2017.pdf', 'Reference Manual #32', 'Draft – Annual Operating Plan tool', and 'Blank – Annual Operating Plan tool'. To the right is a vertical poster for the event, titled 'COOPERATING ASSOCIATION PARTNERSHIPS for a NEW CENTURY' with dates 'June 13-15, 2017 | Atlanta, GA'.

Eastern National  
Serving the Visitors to America's  
National Parks and Other Public Trusts

OUR FUNDS AT WORK

ABOUT US WHAT WE DO WHERE WE OPERATE SUPPORTING PARKS FOR VENDORS PRESS ROOM CONTACT US

## Partnership Training

Eastern National < Partnership Training

All presentations and materials were created for Cooperating Association Partnerships for a New Century – Atlanta 2017.

- Program Book Cooperating Association Training
- EN Orientation Guide
- Cooperating Association Training – Atlanta 2017.ppt
- Cooperating Association Training – Atlanta 2017.pdf
- Reference Manual #32
- Draft – Annual Operating Plan tool
- Blank – Annual Operating Plan tool

COOPERATING ASSOCIATION PARTNERSHIPS  
for a  
NEW CENTURY  
June 13-15, 2017 | Atlanta, GA



# Thank you!

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