

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