



# COOPERATING ASSOCIATION PARTNERSHIPS *for a* NEW CENTURY

April 10–12, 2018 | Philadelphia, PA

*“...Our most special and enduring partners...”*

“The National Park Service recognizes and sincerely appreciates the inherent contributions of Cooperating Associations to immediate and long-lasting memorable experiences of our audiences. We value the professional experience and expertise that Cooperating Associations bring to our partnership. We appreciate and affirm the vital contribution of Cooperating Associations, our most special and enduring partners, toward our shared vision, values, and priorities for Interpretation and Education in the 21st Century.”

—RM-32

**Funding for this training has been provided by the following:**



**All materials and handouts from this training can be found at  
[www.easternnational.org/partnership-training](http://www.easternnational.org/partnership-training)**



# Welcome to Philadelphia!

As you know, the partnership between the National Park Service and cooperating associations is one of the most enduring and successful public lands partnerships. Just as our Founding Fathers gathered in Philadelphia “to form a more perfect union...,” we are gathering today to continue to strengthen the bond between the National Park Service and cooperating associations.

As the NPS begins its second century of stewardship and interpretation, it is more important than ever to strengthen our shared vision of providing meaningful and relevant experiences to the visitors of America’s national parks.

Back by popular demand, this training, “Cooperating Association Partnerships for a New Century,” is an opportunity for NPS and association staff to develop strategies and practices to be successful in our changing visitor and business environment. The sessions have been revised based on feedback from your colleagues who have attended similar trainings in 2016-2017. Some of the material is new, some is improved, and some is new to you!

This week, we’ll learn the latest about NPS management policies related to associations and the agreements that guide our work. We’ll share case studies of partnerships in action, including nonprofit partnership opportunities beyond the traditional cooperating association agreement. We’ll share successes, lessons learned, and best practices in retail operations, collaboration, and quality interpretive products. And, we’ll continue to build on the trust, transparency, and understanding of each other’s cultures that have helped create such a strong partnership in the first place.

We have several hands-on, interactive sessions planned this week, so don’t be shy—we need your questions, ideas, and examples to make this a truly successful training for everyone.

Thank you for joining us, and have a great week in the birthplace of America!

Sincerely,

*Dan Smith, Deputy Director, exercising the authority of the Director of the National Park Service*

*Tom Medema, NPS Acting Associate Director, Interpretation, Education, and Volunteers*

*Monique VanLandingham, NPS Program Manager, Cooperating Associations and Partnerships*

*Gay Vietzke, NPS Northeast Regional Director*

*Bob Vogel, NPS National Capital Regional Director*

*Cam Sholly, NPS Midwest Regional Director*

*Stan Austin, NPS Southeast Regional Director*

*Kevin C. Kissling, Eastern National President and CEO*

*Megan Shelley Cartwright, Eastern National Chief Operating Officer*

*Meredith McClatchy, Eastern National Director of Human Resources*

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# Training Schedule | Tuesday, April 10

**Location:** Ballroom DE (See Map Page 9)

<b>8:30 am</b>	<b>Welcome to Philadelphia</b> <b>Presenter:</b> Gay Vietzke, Regional Director, NPS Northeast Region
<b>8:45 am</b>	<b>Introduction, Training Goals, and Objectives</b> <b>Presenter:</b> Tom Medema, NPS Acting Associate Director, Interpretation, Education, and Volunteers
<b>9:15 am</b>	<b>Mission and Purpose of Cooperating Associations</b> <b>Presenters:</b> Monique VanLandingham, NPS Program Manager, Cooperating Associations and Partnerships / Kevin C. Kissling, President and CEO, Eastern National An overview of the importance of cooperating associations for parks and visitors.
<b>9:45 am</b>	<b>Bridging NPS and Nonprofit Cultures</b> <b>Presenter:</b> Rich Fedorchak, Chief of Interpretation, Education, and Visitor Services, Rocky Mountain National Park A presentation on understanding each other's cultures and expertise. Plenary discussion to highlight fundamental differences between nonprofit organizations and government.
<b>10:45 am</b>	<b>Break - Location:</b> Ballroom Foyer CD
<b>11:00 am</b>	<b>Keeping Partnerships on Track</b> <b>Presenter:</b> Rich Fedorchak, Chief of Interpretation, Education, and Visitor Services, Rocky Mountain National Park Parks and cooperating association managers develop a list of actions that might improve relationships and report out on the list of actions that they developed.
<b>11:45 am</b>	<b>Welcome to Independence National Historical Park</b> <b>Presenter:</b> Patrick Suddath, Deputy Superintendent, Independence National Historical Park
<b>12:00 pm</b>	<b>Lunch - Sponsored by Eastern National / Location:</b> Hamilton Room (See Map Page 9)
<b>1:15 pm</b>	<b>Cooperating Association Management and Accountability - Promoting a Sustainable Business Environment</b> <b>Presenters:</b> Morris J. Peacock, CPA, Partner, HintonBurdick CPAs & Advisors / Kevin C. Kissling, President and CEO, Eastern National In this co-presented event, attendees will learn the philosophical and practical fundamentals that differentiate a not-for-profit business from a for-profit business and how to ensure their nonprofit is sustainable and accountable. An overview of nonprofit leadership and financial reporting for cooperating associations will demonstrate business priorities that support the goals and mission of a nonprofit organization. A review of the following financial documents will be included: Form 990 for nonprofits and NPS 1040 Form.

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## Tuesday, April 10 (continued)

3:00 pm

**Break** - Location: Ballroom Foyer CD

3:15 pm

### Developing Annual Park Operating Plans

**Presenters:** Tom Richter, Chief of Interpretation and Education, NPS Midwest Region / Megan Shelley Cartwright, Chief Operating Officer, Eastern National

Purpose and benefits of developing an Annual Park Operating Plan. Participants will use a uniform template to discuss what elements should be included in this tool.

3:45 pm

### Partnership Practicum - Annual Park Operating Plans

Agency partners will work with cooperating association managers to draft Annual Park Operating Plans and share their examples for review.

4:45 pm

### Day 1 Wrap Up

5:00 pm

### End of Day

5:30 pm

### Exclusive Event!

After-hours park experience at Independence National Historical Park. Benjamin Franklin Museum and Store will remain open Tuesday evening for training attendees.

[www.nps.gov/inde/planyourvisit/benjaminfranklinmuseum.htm](http://www.nps.gov/inde/planyourvisit/benjaminfranklinmuseum.htm)

**Dinner** - Location: On your own. Local restaurant options provided separately.

## Wednesday, April 11

**Location:** Ballroom DE (See Map Page 9)

8:30 am

### Morning Recap and Reflection from Tuesday's Session

**Presenter:** Meredith McClatchy, Director of Human Resources, Eastern National

8:45 am

### Standard Cooperating Association Agreement: NPS and Cooperating Association Roles and Responsibilities

**Presenter:** Monique VanLandingham, NPS Program Manager, Cooperating Associations and Partnerships

- NPS Management Policies
- *DO-32, RM-32*
- Standard Cooperating Association Agreement: NPS and Cooperating Association Roles and Responsibilities

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# Wednesday, April 11 (continued)

**Location: Ballroom DE**

- 9:00 am**                      **Interpretive Products and Retail Store Design**  
**Presenters:** Stacy Madalena, Director of Retail South, Eastern National / Karen Cadorath Peters, Merchandising and Store Design Manager, Eastern National / Julianna Haviv, Product Development Manager, Eastern National  
Cooperating association staff presentation on current trends in custom product development, planning product assortments, and store design.
- 10:00 am**                      **Break - Location: Ballroom Foyer CD**
- 10:15 am**                      **Scope of Sales**  
**Presenters:** Melissa English-Rias, Interpretive Specialist, NPS Southeast Region / Megan Shelley Cartwright, Chief Operating Officer, Eastern National  
Purpose and benefits of a "Scope of Sales" statement. Provide a "Best in Class" case study of how a revision of the Scope of Sales had an impact upon the visitor experience and sales.
- 10:45 am**                      **Partnership Practicum - Scope of Sales**  
Agency partners will work with cooperating association managers to draft Scope of Sales statements and share their examples for review.
- 11:15 am**                      **Report out from the Groups; Share Insights from the Scope of Sales Practicum**
- 11:30 am**                      **Sales Item Approval Process**  
**Presenters:** Linda Lutz-Ryan, Chief of Interpretation and Education, NPS National Capital Region / Megan Shelley Cartwright, Chief Operating Officer, Eastern National  
Approval forms for product review. Provide a "Best in Class" example of a successful partnership. Develop a shared document for product review by other park superintendents with comments.
- 12:00 pm**                      **Lunch - Location: On your own. Local restaurant options provided separately.**
- 1:15 pm**                      **Partnership Practicum - Sales Item Approval Process**  
Agency partners will work directly with cooperating association managers to review current process. Collaborate on how the approval process might be improved. Set guidelines of whose expertise takes precedent for which products (and where there are joint decisions) before they are sent to the approving official.
- 1:45 pm**                      **Report out from the Groups; Share Insights from the Sales Item Review Practicum**
- 2:00 pm**                      **Guest Speaker**  
**David E. Borghesani, Chocolate History Research Manager, Mars Wrigley Confectionary**  
Interpretive product demonstration from the chocolate historian of American Heritage Chocolates.
- 2:30 pm**                      **Break - Location: Ballroom Foyer CD**

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# Wednesday, April 11 (continued)

**Location: Ballroom DE**

**2:45 pm**

## **Cooperating Association Activities: We're Much More Than a Bookstore!**

This afternoon's session will include presentations on various topics from both agency and cooperating association partners, including other activities in which cooperating associations might engage and the agreements that are required. Topics and speakers are listed below.

## **Beyond the Standard Cooperating Association Agreement**

**Presenter: Beth Sciumeca, Chief of Partnerships and Tourism, NPS Northeast Region**

## **How to Be Successful with Fundraising and Philanthropy**

**Presenter: Reginald Chapple, NPS Division Chief of the Office of Partnerships and Philanthropic Stewardship**

- Secretary's priorities as they relate to partnerships
- Director's Order 21 on Donations and Philanthropic Partnerships
- Status of the Reference Manual (*RM-21*)
- Partnership Ethics Guidance
- Office of Inspector General Review of Cooperating Associations and Friends Groups
- Partnership Portal

## **Interpretive and Education Services Agreement**

**Presenter: Linda Lutz-Ryan, Chief of Interpretation and Education, NPS National Capital Region**

## **Donations from Cooperating Associations (Aid to Parks)**

**Presenters: Monique VanLandingham, NPS Program Manager, Cooperating Associations and Partnerships / Beth Sciumeca, Chief of Partnerships and Tourism, NPS Northeast Region / Heidi White, Chief Financial Officer, Eastern National**

## **Cooperating Association Activities in Action**

**Presenters: Kevin C. Kissling, President and CEO, Eastern National / Daria Fink, President, The Encampment Store at Valley Forge / Graham Dellinger, Operations Manager, The Encampment Store at Valley Forge**

**4:45 pm**

## **Day 2 Wrap Up**

**5:00 pm**

## **End of Day**

**Dinner - Location: On your own. Local restaurant options provided separately.**





# ARROWHEAD STORE

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877-628-7275

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Shop the official online store for National Park Service employees, alumni, Volunteers-In-Parks, and select partners.



Show your **NPS pride** with **Arrowhead** apparel, backpacks, mugs, jewelry, collectibles, and more!



**VIP**

Recognize the volunteers that dedicate their time and talent to America's national parks!

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# Thursday, April 12

**Location: Ballroom DE (See Map Page 9)**

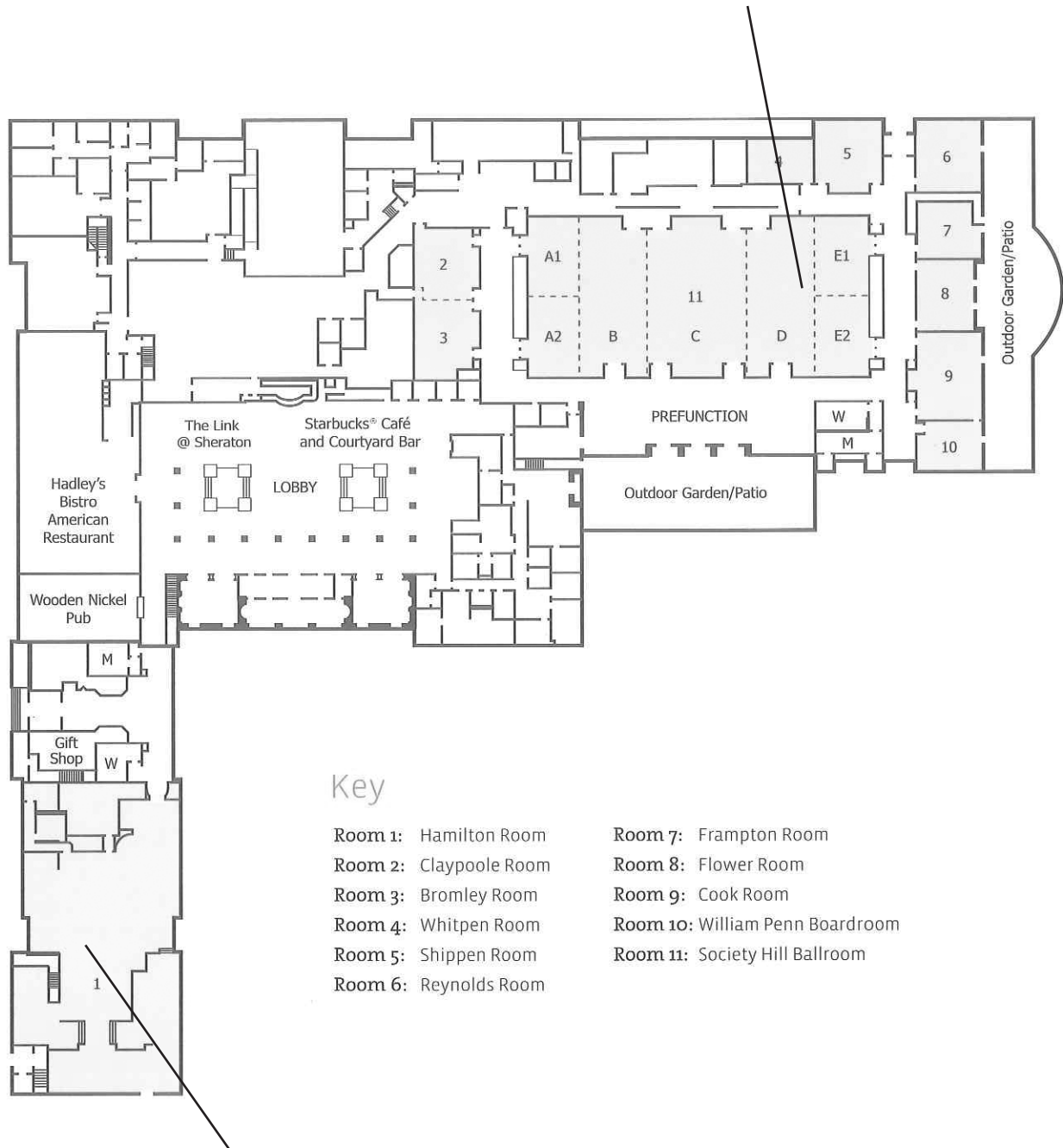
- 8:30 am**                      **Morning Recap and Reflection from Wednesday's Session**  
**Presenter:** Meredith McClatchy, Director of Human Resources, Eastern National
- 8:45 am**                      **Marketing Your Park Stores and Products**  
**Presenter:** Emily Geesaman, Marketing Manager, Eastern National  
This session will explore Eastern National's marketing capabilities, from strategy, to building a team, to the types of direct support available to park stores. We'll share examples, best practices, and case studies from working with parks and other partners. This will be a collaborative session, so please bring your questions and examples!
- 9:45 am**                      **Guest Speaker**  
**Stephanie Weaver, Speaker Coach, Experienceology**  
TED-style talk about visitor experience and products.
- 10:15 am**                      **Break - Location: Ballroom Foyer CD**
- 10:30 am**                      **NonProfit Partnerships - Cooperating Associations and Other Nonprofit Organizations**  
**Presenter:** Megan Shelley Cartwright, Chief Operating Officer, Eastern National  
Based on the need for mutually beneficial agreements among cooperating associations and other nonprofit organizations, Eastern National will share the Partnership Agreement model that is currently in practice and will be included in Eastern National Annual Park Operating Plans.
- 10:45 am**                      **Networking Marketplace**  
Session leaders will be available at designated stations to explore session content more deeply. Visit the stations where you wanted to network further or ask questions.
- 11:15 am**                      **Partnership Success Story - Salem Maritime National Historic Site**  
**Presenters:** Kevin C. Kissling, President and CEO, Eastern National / Jonathan Parker, Chief of Interpretation, Valley Forge National Historical Park (formerly at Salem Maritime National Historic Site and Saugus Iron Works National Historic Site) / Susan Russo, Chief of Visitor Experience and Community Engagement, Salem Maritime National Historic Site and Saugus Iron Works National Historic Site  
Discussion of agency and association collaborative efforts, lessons learned, and today's results.
- 11:45 am**                      **Wrap Up and Participant Feedback**
- 12:00 pm**                      **End of Session and Lunch - Location: On your own. Local restaurant options provided separately.**

# Hotel Floor Plan

## Sheraton Philadelphia Society Hill Hotel

One Dock Street, Philadelphia, PA 19106

### Location of Training Sessions



### Key

- |                               |  |
|-------------------------------|--|
| <b>Room 1:</b> Hamilton Room  | <b>Room 7:</b> Frampton Room           |
| <b>Room 2:</b> Claypoole Room | <b>Room 8:</b> Flower Room             |
| <b>Room 3:</b> Bromley Room   | <b>Room 9:</b> Cook Room               |
| <b>Room 4:</b> Whitpen Room   | <b>Room 10:</b> William Penn Boardroom |
| <b>Room 5:</b> Shippen Room   | <b>Room 11:</b> Society Hill Ballroom  |
| <b>Room 6:</b> Reynolds Room  |  |

### Location of Lunch on Tuesday



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# Presenter Bios

## **David E. Borghesani, Chocolate History Research Manager**

### **Mars Wrigley Confectionary, Hackettstown, New Jersey**

Inspired by his love of history and the desire to learn more about the 3,500-year history of chocolate, Dave continues to develop new ways to share chocolate's fascinating story and its contribution throughout the history of the world. Dave's 32-year career with Mars has spanned multiple areas in sales, as well as being the historian on the AMERICAN HERITAGE® Chocolate brand for the last four years. Two of Dave's recent contributions have been starring in a web series called "A Day Without Chocolate" and developing content and direction for an educator's guide titled *Great Moments in World History: Global Stories Where Chocolate Sparked Discovery, Innovation, and Imagination*, in partnership with National Geographic.

## **Megan Shelley Cartwright, Chief Operating Officer**

### **Eastern National, Fort Washington, Pennsylvania**

Megan has 18 years of experience in educational retail management with both for-profit and nonprofit organizations. With a background in education and history, Megan is able to combine her training and instruction skills with a passion for providing quality, mission-focused products and services. She is responsible for the strategic-planning and operational aspects of retail management, purchasing and product development, information technology, and the warehouse and operations departments for Eastern National. Megan is currently pursuing a master's degree in nonprofit leadership.

## **Reginald Chapple, Division Chief of the Office of Partnerships and Philanthropic Stewardship**

### **National Park Service**

Reginald is responsible for managing all public-private partnerships, national organizational partnerships, and interagency and national philanthropic and cause-marketing campaigns. He has over 20 years of experience working as an executive in nonprofit corporations.

## **Graham Dellinger, Operations Manager**

### **The Encampment Store, Valley Forge, Pennsylvania**

Graham has worked for The Encampment Store at Valley Forge National Historical Park since 2009 and currently serves as the operations manager. In his current role, he has developed and manages a wide range of guided tours for The Encampment Store, including trolley, bicycle, hiking, and private bus and car tours. Graham previously worked as a park guide at Valley Forge National Historical Park.

## **Melissa English-Rias, Interpretive Specialist, Southeast Region**

### **National Park Service**

Melissa has been with the National Park Service for 31 years, 22 of them as a frontline interpreter. In her current role, she is responsible for cooperating associations, interpretive and exhibit planning, education, and training. Prior to coming to the Southeast Regional Office, she was the chief of interpretation, education, and cultural resources at Martin Luther King, Jr. National Historical Park.

## **Rich Fedorchak, Chief of Interpretation, Education, and Visitor Services, Rocky Mountain National Park**

### **National Park Service**

Rich began his career with the National Park Service in 1984 as a seasonal park ranger at Mount Rainier National Park. He worked in various parks in the interpretation division throughout his career and served as the NPS Servicewide partnership program training manager for eight years. He has been the chief of interpretation, education, and visitor services at Rocky Mountain National Park since 2013.

## **Daria Fink, President**

### **The Encampment Store, Valley Forge, Pennsylvania**

Daria has over 35 years of experience in the management and development of retail properties, special event production management, and program development. She has managed retail operations at The Encampment Store, Valley Forge National Historical Park's cooperating association, for the past 15 years and currently serves as the association's president. The Encampment Store also provides guided trolley, step-on, bicycle, car, and hiking tours, along with special event and project management services.

## **Emily Geesaman, Marketing Manager**

### **Eastern National, Fort Washington, Pennsylvania**

As marketing manager, Emily helps set the organizational strategy to promote Eastern National's mission to park partners and park visitors. Over the past two years, she's built a marketing and communications team to better support park partners, as well as a healthy bucket list of new national parks to visit. Emily brings over a decade of experience working within the consumer and tourism and hospitality sectors to strengthen brand awareness.

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## **Julianna Haviv, Product Development Manager**

### **Eastern National, Fort Washington, Pennsylvania**

Julianna has six years of experience in buying and product development for various retailers, including Urban Outfitters and Rodale, Inc. In her first year with Eastern National, she has been responsible for strategic initiatives such as centralizing product development processes and the creation of the new expanded line of Passport To Your National Parks® commemorative items, which will launch in spring 2018.

## **Kevin C. Kissling, President and CEO**

### **Eastern National, Fort Washington, Pennsylvania**

Since 2015, Kevin has led the development and implementation of Eastern National's strategic vision to strengthen its foundation to accelerate mission delivery and growth. Kevin's 30 years of service at Eastern National has provided a broad range of experiences focused on operations, finances, and leadership. He is passionate about Eastern National's mission to provide quality educational experiences, products, and services.

## **Linda Lutz-Ryan, Chief of Interpretation and Education, National Capital Region**

### **National Park Service**

Linda is the cooperating association lead for the region. Her team assists parks with interpretive exhibits and programming, education programs and partnering, planning, contracting, cooperative agreements, interagency agreements, media planning, and funding.

## **Stacy Madalena, Director of Retail South**

### **Eastern National, Alexandria, Virginia**

Stacy has over 35 years in multi-unit retail management with both nonprofit and for-profit organizations. In 2018, she assumed her current position at Eastern National after serving as the assistant director of retail for the past year. Previously, Stacy was the regional manager for Eastern National's National Capital Region since 2004. Today, she guides the regional management teams with stores primarily in the National Park Service's National Capital and Southeast regions in strategic partnership. She loves visiting national parks while on vacation and is an avid reader.

## **Meredith McClatchy, Director of Human Resources**

### **Eastern National, Fort Washington, Pennsylvania**

Meredith has 22 years of experience in HR leadership with expertise in all aspects of the employment life cycle. She has served as a leader and strategic business partner in "in-house" HR and consulting capacities in the areas of strategic plan execution, talent management, and employee engagement and retention. Meredith has extensive experience building a diverse workforce across multiple locations in the US and abroad. She is an avid runner with plans to run in all 50 states.

## **Tom Medema, Acting Associate Director, Interpretation, Education, and Volunteers**

### **National Park Service**

Tom has been the acting associate director for the past year with responsibility for Servicewide programs, including oversight of cooperating associations. Prior to his move to the Washington Support Office, Tom was chief of interpretation at Yosemite National Park and spent 25 years in the field at Yosemite National Park, Cuyahoga Valley National Park, Mount Rainier National Park, Fort Vancouver National Historic Site, and Rocky Mountain National Park.

## **Jonathan Parker, Chief of Interpretation, Valley Forge National Historical Park**

### **National Park Service**

Before joining Valley Forge National Historical Park, Jonathan served as chief of interpretation at Salem Maritime National Historic Site and Saugus Iron Works National Historic Site from 2011 to 2016. Raised in Philadelphia, Jonathan has worked with the National Park Service for 11 years in six different national parks.

## **Morris J. Peacock, CPA, Partner**

### **HintonBurdick CPAs & Advisors**

Morris started his 38-year commitment to the national parks as a 15-year-old Youth Conservation Corps member at Zion National Park. He has developed an advisory and assurance practice dedicated to supporting nonprofit partners that sustain the national parks and other public lands. He has spent the last 25 years working at the regional firm HintonBurdick CPAs & Advisors, with nearly half of his time spent as the managing partner. Morris is a frequent speaker at regional and national nonprofit conferences and has extensive consulting and assurance experience working with cooperating associations nationwide.

## **Karen Cadorath Peters, Merchandising and Store Design Manager**

### **Eastern National, Jacksonville, Florida**

Karen has been the store design manager for Eastern National for the past 11 years and has overseen 102 new store installations and renovations during that time. Prior to this, she served as the regional manager for Eastern National's Coastal Southeast Region for 17 years. Karen's love of national parks began while she was a seasonal park ranger at Castillo de San Marcos National Monument during college.

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# Presenter Bios

## **Tom Richter, Chief of Interpretation and Education, Midwest Region**

### **National Park Service**

Tom manages cooperating association partnerships with the region's parks. Before his present position, he worked in planning and interpretation in the regional office. He has worked at Harry S Truman National Historic Site, Homestead National Monument of America, and Jefferson National Expansion Memorial. In his spare time, Tom enjoys attending musical events and traveling to new places. He recently visited the coast of Antarctica.

## **Susan Russo, Chief of Visitor Experience and Community Engagement, Salem Maritime National Historic Site and Saugus Iron Works National Historic Site**

### **National Park Service**

Susan has more than 17 years of experience working with partners and cooperating associations—helping them establish a new group and open new sales outlets and teaming with them on outreach strategies. She has worked for the National Park Service for almost one year but worked the previous 16 years for the US Fish and Wildlife Service in the Northeast and Southeast regions.

## **Beth Sciumeca, Chief of Partnerships and Tourism, Northeast Region**

### **National Park Service**

Beth helps parks throughout the Northeast Region navigate the process of implementing partnerships, including those with Friends Groups, cooperating associations, and non-traditional partners. Prior to her current role, Beth served as the chief of communications for the Northeast Region, supporting park superintendents and public affairs officers with internal and external communications needs. Prior to joining the Northeast Regional Office, Beth served as the executive director of the Erie Canalway National Heritage Corridor.

## **Monique VanLandingham, NPS Program Manager, Cooperating Associations and Partnerships**

### **National Park Service**

Monique has managed the cooperating association program since 2011. She also served for five years as a legislative affairs specialist for the National Park Service. Previously, she held leadership roles in the nonprofits Salzburg Global Seminar and Southern Environmental Law Center and worked as a legislative aide in the US House of Representatives and the US Senate.

## **Gay Vietzke, Regional Director, Northeast Region**

### **National Park Service**

Gay has served as the Northeast regional director since September 2017, overseeing the parks and programs in the 13 states from Maine to Virginia. During her 26-year career with the National Park Service, she also served as superintendent of the National Mall and Memorial Parks in Washington, D.C.; deputy regional director for the Northeast; superintendent of Fort McHenry National Monument and Historic Shrine and Hampton National Historic Site; and superintendent of Sagamore Hill National Historic Site.

## **Stephanie Weaver, Speaker Coach**

### **Experienceology**

Stephanie is based in San Diego, California. She has a BA in film and design and an MPH in health education and has worked more than 25 years in the field of interpretation and technical writing. She is the author of *Creating Great Visitor Experiences: A Guide for Museums, Parks, Zoos, Gardens, and Libraries*. Long known for her ability to distill and synthesize key information, she is a highly rated workshop presenter, meeting facilitator, and speaker coach. Her clients have included museums, parks, gardens, and historical sites all over the United States.

## **Heidi White, Chief Financial Officer**

### **Eastern National, Fort Washington, Pennsylvania**

Heidi is a graduate of Chestnut Hill College in Philadelphia. She has contributed to Eastern National for over 20 years. Heidi is currently responsible for all aspects of finance, accounting, payroll, budgeting, donations, insurance, and internal controls for the organization. She is a member of the Pennsylvania Association of Nonprofit Organizations and the Institute of Management Accountants. She loves our national parks and believes in Eastern National's mission. She recently returned from a cross-country road trip, visiting several of our national parks along the way.



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# Notes



# ABOUT EASTERN NATIONAL

## 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 support to America's national parks has enabled the purchase of 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. Eastern National has also provided funding for 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 170 national parks and other public trusts across 33 states, the District of Columbia, Puerto Rico, and the US Virgin Islands. Since our founding in 1947, we have provided over \$149 million in direct and in-kind aid to parks.

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### EASTERN NATIONAL

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[www.easternnational.org](http://www.easternnational.org)