

EASTERN NATIONAL ANNUAL REPORT



20 18

Fiscal Year 2018



To complement and encourage participation in national park Junior Ranger programs, in close cooperation with the NPS, Eastern National developed and introduced the Passport To Your National Parks® Junior Ranger Edition, sticker set, and cancellations in 2018. Front Cover/Inside Front Cover/Page 1: Young future national park stewards learn about the parks with their Junior Ranger Passport, show off their official badges, and take the Junior Ranger pledge.



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 \$156 million in direct and in-kind aid to parks.



Message to Our Supporters



Left: Kevin C. Kissling, President and Chief Executive Officer
Right: George Minnucci, Board Chair



This year's annual report shines a deserving spotlight on the dedication and determination of the Eastern National team and the support we receive from our partners.

It was only two years ago that we launched our most recent—and our most aggressive—strategic plan to guide the work of the organization into the future. During that time, we've remained focused on our central strategic challenge to strengthen Eastern National's foundation to accelerate mission delivery and growth.

Our dedicated team has worked tirelessly to strengthen our partnerships, people, operations, and finances. As with all successful plans that focus on building foundations, much of the work we've performed has occurred behind the scenes—improving our processes, systems, and infrastructure. We are confident that the investments we are making today will pay dividends in mission and in revenue for many years to come.

We've made tremendous strides toward achieving our strategic objectives, but much work remains. In 2019 we are focusing our efforts and resources on four key objectives: identifying a replacement for our current Point-of-Sale system; growing same-store sales; launching our new philanthropic branch, Outer Banks Forever; and implementing the America's National Parks brand.

My passion for Eastern National has spanned five decades. As 2018 comes to a close, it is my last year serving as board chair and as a board member. It has been an honor and a privilege to work shoulder-to-shoulder with my fellow board members and an extremely dedicated leadership team. Their commitment to our mission, and to visitors of the many special places where we operate, keeps me motivated and inspired. I am pleased to pass the baton to the next board chair and look forward to continuing to support Eastern National as needed in fulfilling its important mission.

A handwritten signature in black ink that reads "George Minnucci".

George Minnucci,
Board Chair

FY18 At-A-Glance

Number of visitors served through interpretive services:

255,038 interpretive interactions



In FY18, eParks.com passed the

\$1 million

sales threshold for the first time ever.

Percentage of new sales items/products developed in fiscal year 2018:

22%



\$156+

million in aid to parks since our founding in 1947

EN staff worked **564,600 hours** in support of our mission.

We increased our field management capacity by **10.5%**

Over 20,000 kids

were reached through our new Passport To Your National Parks® Junior Ranger Edition.



\$7.3

million in direct and in-kind aid to parks

Strategic Plan

Our Central Strategic Challenge: Strengthen Eastern National's Foundation to Accelerate Mission Delivery and Growth.

During the second year of implementing our strategic plan, Eastern National prioritized improving our technology infrastructure, while making substantial progress towards becoming a more streamlined and connected company. Read on to learn more about the ways in which we climbed closer to the summit on the Partnerships, People, Operations, and Finances trails.

PARTNERSHIPS

We will strengthen working relationships, communications, and partner orientation programs, while developing a strategy to define, articulate, and live the EN brand.

Strengthening Relationships: For the second year in a row, EN and the National Park Service co-sponsored training for NPS and cooperating association professionals. As part of the "Cooperating Association Partnerships for a New Century" training, EN regional managers and park partners worked together to develop annual operating plans. In a survey conducted after the first year of strategic plan implementation, 89 percent of park partners indicated that they would recommend EN to others—an increase of 20 points from 2016.

Increasing Brand Awareness: EN completed a brand audit and developed a strategy to simplify and strengthen our brand—our *stories* we tell visitors and park partners—to clarify the connection between our organization and the parks we support. As a result of its findings, we are making some exciting changes to our family of brands. In 2019, we are introducing a new name to our park visitors and park partners at the store level: America's National Parks.

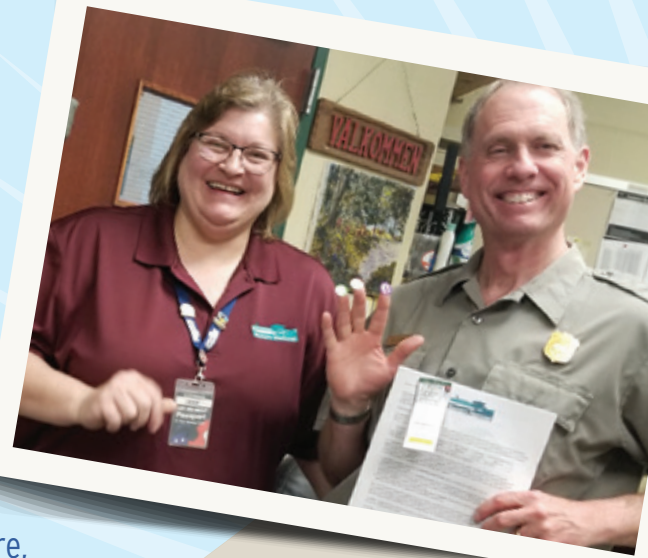
PEOPLE

We will increase support to our field and park partners, support a high-performing and highly accountable workforce, and help our staff succeed in current and future roles.

Increasing Field Support: We continued our field regional realignment to build more strategic partnerships and to narrow the geographical areas of most EN regions. Florida and Puerto Rico were combined into one region to aid in post-hurricane recovery. New regional positions were added—including two directors of retail, two assistant regional managers, one partnership engagement coordinator, and two merchandising support positions—to better meet the needs of our stores and partners.

Supporting High-Performance Culture: EN established an Employee Engagement Committee, which used results from the previous year's Employee Engagement Survey to identify opportunities to improve two-way communications within the organization.

Developing Talent: Eighty percent of EN staff participated in professional development training—up from 45 percent in 2016. Company-wide trainings included implementation of the new Office 365 suite of productivity tools, along with Respectful Workplace education for all EN staff.



"The best benefit of Reach for the Summit! has been helping our staff see a goal-oriented path towards helping improve the company. It helps managers come up with focused ways in which each employee's role can be part of the strategic plan."



Percentage of each trail climbed



33%



24%



24%



19%

Reach for the Summit! is Eastern National's strategic plan game, launched in 2018 to help staff track progress in the plan and to be recognized for helping us "climb the trails" of Partnerships, People, Operations, and Finances.

"My fellow team members have talked a lot about the ways that our field team contributed and connected to the broader company and how the mission and strategic plan impacted our NPS partners. We have really 'bought in' to the concept—our sales increased, and we sought out and found great ways to earn Summit gear."

OPERATIONS

We will improve our core work processes, streamline inventory management procedures, update our current POS platform, and consolidate or eliminate legacy IT systems.

Strengthening Infrastructure: EN adopted new online tools, including Office 365 and Trello, to strengthen our ability to communicate and collaborate across the organization.

Improving Inventory Management: Through the continued consolidation of our buying, we created more efficient processes. Working with fewer vendors allows us to better manage product costs, quality, and customer service.

Updating Retail Technology: EN worked with a consulting company that conducted a gap analysis of our current retail systems. We are proceeding with a guided selection process to choose a new retail ERP system that will include Point-of-Sale, inventory replenishment, and sales reporting functions.

FINANCES

We will develop in-kind services programs, maximize our retail revenue and donations, and develop fundraising capabilities for the parks we serve.

Improving Financial Return: Fiscal year 2018 sales were 7.6 percent below budget, partially due to lost revenue in the Caribbean because of hurricane recovery and a three-day government shutdown. The reduction in sales contributed to lower than expected net operating income.

Fundraising for Parks: In June 2018, EN launched a new philanthropic branch, Outer Banks Forever, marking a significant change and expansion of the support we can provide to our partners.

"Being able to acknowledge colleagues in a public way and not just with a simple 'thank you' has been great. It also provides awareness about how many departments and interactions everyone has and emphasizes that we are a team. It showcases that we all appreciate what others do to help each other on a daily basis."



Retail Operations Update

“Change is the only constant in life. One’s ability to adapt to those changes will determine your success in life.”

— attributed to Benjamin Franklin

There’s no doubt that 2018 represents a year of great change for the retail operations at Eastern National. As we continually strive towards meeting our central strategic challenge to strengthen Eastern National’s foundation to accelerate mission delivery and growth, we recognize that this work is not always easy. We began the fiscal year recovering from the aftermath of Hurricanes Irma, Maria, and Nate. Yet, the resiliency of our staff and partnerships became evident as we collaborated to find new ways to operate and communicate to achieve shared goals.



Megan Shelley, Chief Operating Officer

We continued our work on many ongoing initiatives. Regional realignment continued with the promotion of two directors of retail and a newly formed region in the Coastal Southeast combining operations in Florida and Puerto Rico. We completed a dozen store renovations, including the grand re-opening of the visitor center and opening of a new concept Junior Aviator store at Wright Brothers National Memorial. Regional management formalized Annual Park Operating Plans to document operational processes and shared partnership goals. Working with Columbus Consulting, we conducted a detailed analysis of our current Point-of-Sale system and internal processes to prepare for a new retail ERP system selection and implementation.



Left to right: Reusable tote bags that were introduced in 2018 as part of the Choose to Reuse! program; Taymí Maldonado, the new partnership engagement coordinator at San Juan NHS; and attendees and presenters at the April 2018 “Cooperating Association Partnerships for a New Century” training.



SOME OF THE 2018 KEY RESULTS:

- Co-hosted the 2nd “Cooperating Association Partnerships for a New Century” training conference, attended by over 100 NPS and cooperating association staff members.
- Launched Choose to Reuse!—a pilot program to eliminate plastic shopping bags from Eastern National stores by the end of 2020.
- Developed an expanded product line of commemorative and collectible items to enhance the Passport To Your National Parks® program.
- Converted 80 percent of our apparel business to Made in the USA garments with the private label brand, America’s National Parks® Collection.
- Reduced nearly 1,000 vendors to create more efficient processes, leverage our buying power, and increase gross margin on common sales items.
- Expanded interpretive services to enhance community engagement and retail sales, including a new partnership engagement coordinator role at San Juan NHS.

As the fiscal year ended, new ideas, people, and processes developed a new understanding of what it takes to achieve goals in a changing environment. We remain confident in our strategic focus and continue to meet our mission by providing quality educational experiences, products, and services to America’s national park visitors. Our ability to adapt to these changes will surely lead us to succeed in meeting our goals.



Megan Shelley,
Chief Operating Officer



Our Products



The cornerstone of Eastern National's mission is to provide quality educational products. For fiscal year 2018, we produced a variety of new items, including the Passport To Your National Parks® Junior Ranger Edition and Junior Ranger Passport Sticker Set, the Passport Collection of commemorative items, and a number of custom publications.

Passport To Your National Parks Junior Ranger Edition

The **Passport To Your National Parks Junior Ranger Edition**, developed in close cooperation with the National Park Service, was designed to complement and encourage participation in national park Junior Ranger programs. The Junior Ranger Passport provides interactive educational content and ample space to collect official park cancellations at every park.

To coincide with its release, Eastern National worked with over 400 NPS sites to offer Junior Ranger Passport

cancellations. Specially designed to resemble official NPS Junior Ranger badges, these stamps can be found at any park that administers a Junior Ranger program.

In 2018, EN also introduced the first annual Junior Ranger Passport Sticker Set, which includes nine regional stickers celebrating important national park sites as well as two fun bonus stickers. Both the Junior Ranger Passport and sticker set feature vivid illustrations from renowned artist Dave Klug.



Passport To Your National Parks Collection

The **Passport To Your National Parks Collection** was a culmination of product ideas from our customers, field staff, and park partners. Among the highlights of the collection are a few essential enhancements to the Passport program—a durable leather cover to protect frequently stamped books from wear and tear, an expander pack for the Passport Classic Edition that allows visitors to add space as they fill their book, and a stampable sticker set to provide a place to collect cancellations and commemorate a visit to a park if a visitor doesn't have their Passport with them. New commemorative and collectible items such as apparel, pins, patches, and hiking medallions have also been introduced.



By creating this collection of products centrally, EN was able to allow all of our sites, regardless of sales volume or visitation, to participate. This collection was a wonderful exercise in collaboration in multiple ways, including across EN departments and with our NPS partners. The Purchasing and Creative departments worked together from concept to art to marketing and were able to create a cohesively branded assortment that

exceeded sales expectations and set a precedent for what we can do when we work as a team.



Custom Publications



Grand Canyon NP



Blue Ridge Parkway



Statue of Liberty NM



Yosemite NP



Cumberland Gap NHP



Flight 93 NM



Mammoth Cave NP



Acadia NP



Cape Hatteras NS

In 2018, EN published *Skuggs: The Patriot Squirrel who Helped Save America*. Charmingly illustrated, this is a delightful tale of Skuggs, a mischievous squirrel who goes on adventures with Ben Franklin in colonial Philadelphia and helps save the Declaration of Independence.



EN released a new edition of the popular *America's National Parks: A Photographic Journey Through Each of America's More Than 400 National Treasures* book and now offers the book in nine different covers—from natural wonders to historic treasures.

Our Stores

In fiscal year 2018, Eastern National made improvements to a number of our stores, including those featured here. These store renovations not only improve the way in which our stores inspire and educate visitors but also extend the overall park experience to our store.



National Park Service and Eastern National staff cut the ribbon at the grand opening of EN's newly renovated store at Wright Brothers N MEM.



Cape Cod NS

Cape Cod NS updated the exhibits at the Province Lands Visitor Center, and the EN store at this location (above) was relocated. Karen Peters, EN's merchandising and store design manager, incorporated the same materials that were used in the visitor center's front desk into the EN store's front desk to create a cohesive look.

Wright Brothers N MEM

Following a two-year renovation, the Wright Brothers N MEM Visitor Center reopened, and the grand opening and ribbon-cutting ceremony for the new visitor center and Eastern National park store was held October 20, 2018. Designs for the store were developed closely with the NPS and complemented the style of the park's museum exhibits.





Saint-Gaudens NHS

The store at Saint-Gaudens NHS underwent a complete makeover, with new fixtures that matched the furniture of the artist studio. Many of Saint-Gaudens's sculptures are displayed in the gardens that surround the house and studio, so garden urns and pedestals were used to support store shelving and bring a little of the garden theme into the store.



Marsh-Billings-Rockefeller NHP

The Marsh-Billings-Rockefeller NHP visitor center had beautiful built-in wall cases, which were made more functional for the EN store (left) by adding matching slatwall. The addition of an apparel rack and some nesting tables provide an attractive way to merchandise new product mixes.

“Several years ago, we determined that the ‘park bookstore’ model and product lines were out of step with our visitors’ expectations for a ‘museum store’ experience. Eastern National worked with us to realize this new vision for our stores, from designing and installing new fixtures and displays to developing entirely new product lines that met visitor expectations for a ‘museum store.’”

Rick Kendall, Superintendent, Marsh-Billings-Rockefeller National Historical Park and Saint-Gaudens National Historic Site

Outer Banks Forever

I'm pleased to introduce Outer Banks Forever, a new philanthropic branch of Eastern National that supports the national park units at the Outer Banks of North Carolina—Cape Hatteras National Seashore, Fort Raleigh National Historic Site, and Wright Brothers National Memorial.

Outer Banks Forever will ensure that future generations continue to learn and grow, while helping to create memories through history, conservation, and the celebration of innovation. We will support the national parks at the Outer Banks by engaging visitors and the community through four key areas: philanthropy, education, volunteerism, and partnerships.



Jessica Green, Director, Outer Banks Forever

Eastern National provides centralized administrative support for the Outer Banks Forever branch from its headquarters office. Strategic leadership and community engagement for this venture is based locally at the Outer Banks.

Jessica Green has joined the Eastern National team as the first director of Outer Banks Forever. Jessica has 11 years of experience in nonprofit leadership, fundraising, marketing, and volunteer management.


Adopting a greater role in fundraising to support our partners' needs is an objective of our current strategic plan. We see Outer Banks Forever as an incubator. Our long-term vision is to create a business model that can be replicated at other parks in the future.



A handwritten signature in black ink, reading "Kevin C. Kissling".

Kevin C. Kissling,
President and Chief Executive Officer



A photograph of a sandy beach with dunes and coastal vegetation. In the foreground, there is a rustic fence made of wooden posts and wire. The background shows the ocean under a clear blue sky.

Outer Banks Forever will ensure that future generations continue to learn and grow, while helping to create memories through history, conservation, and the celebration of innovation. We will support the national parks at the Outer Banks by engaging visitors and the community through philanthropy, education, volunteerism, and partnerships.

Our Mission:

Outer Banks Forever is the official nonprofit fundraising partner of the three national parks of the Outer Banks (Cape Hatteras National Seashore, Fort Raleigh National Historic Site, and Wright Brothers National Memorial), helping to protect these special places through public engagement, programming, and project support.

Our Vision:

The Outer Banks national parks protect much of what you love most about being here. With your support, Outer Banks Forever will ensure that future generations can continue to learn, grow, and create memories here in the Outer Banks through history, conservation, and the celebration of innovation. Together, we will support the Outer Banks national parks by engaging current and future visitors through philanthropy, education, volunteerism, and partnerships.



Eastern National's Regions

Regional Highlights

Each year, Eastern National provides aid to parks to our partners in support of the interpretive, historical, and educational mission of the National Park Service. Here are some examples of this aid to parks in action and other highlights from fiscal year 2018 at a few of our park partner sites.

Four musical acts—two popular local Irish bands and two folk singers—performed during **Allegheny Portage Railroad NHS's** summer *Evening on the Summit* series and were funded by EN. Throughout the year, the store experienced an increase in sales during well-attended special events like these.

During 2018, **Andersonville NHS** recognized the 20-year anniversary of the National Prisoner of War Museum. EN partnered with the park to create and promote special items commemorating this important anniversary, including a lapel pin and glass mug.

At **Andrew Johnson NHS**, sales were up 12.2 percent from 2017. New items were introduced in the store, including site-specific pieces such as a custom shirt and collectors' tokens. The tokens are very popular at the site, especially for school groups.

EN supported a quarter launch event at **Apostle Islands NL** to celebrate the release of the park's America the Beautiful quarter.

EN funds were used to pay for living history interpreters at **Appomattox Court House NHP**. The first-person interpreters (including NPS living history interpreters) presented 979 programs to 13,204 visitors. EN funds also supported the 19th annual Civil War Seminar, *Swept Up in the Civil War: Battle Front to Home Front*, and \$4,820

in books and merchandise were sold during the seminar—a record amount for a single day—topping the previous high of \$3,500.

At **Assateague Island NS**, EN funded supplies and equipment for the aquaria in both the Maryland and Virginia districts and provided support for volunteers, interns, and a full-time seasonal visitor center/store employee in 2018. Over \$24,000 in EN funding was used for these various needs in FY18.

Using \$25,000 in EN support, **Belmont-Paul Women's Equality NM** held a selection of programs for Women's History Month—including a Women and Media panel discussion, gallery talks, a community day, a Women's History Series, and more.

At **Boston NHP**, Faneuil Hall was closed for repairs from January through May 2018, causing a significant drop in visitors. However, 14,240 of those visitors were “made up” by opening a pop-up visitor center at 15 State Street. In addition to an EN store, the pop-up location, which was open daily, featured wall maps, an interactive kiosk, and a full floor map of the National Parks of Boston. There was also movable furniture and areas for visitors to sit and relax. Over \$72,000 in EN funding was used to create the pop-up visitor center, for the move to State Street, and to update the space in Faneuil Hall.

Where We Operated in FY18

APPALACHIA REGION

KENTUCKY

Abraham Lincoln Birthplace National Historical Park
Cumberland Gap National Historical Park (KY, TN, & VA)
Mammoth Cave National 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*
Shiloh National Military Park (TN & MS)
Stones River National Battlefield
Sycamore Shoals State Park*

WEST VIRGINIA

New River Gorge National River

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)

*affiliated agencies

CAROLINAS REGION

GEORGIA

Fort Pulaski National Monument

NORTH CAROLINA

Cape Lookout National Seashore

Fort Macon State Park*

Guilford Courthouse National
Military Park

Moore's 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
Reconstruction Era
National Monument



COASTAL MID-ATLANTIC REGION

MARYLAND

Assateague Island National Seashore
(MD & VA)

Harriet Tubman Underground
Railroad National Historical Park

NORTH CAROLINA

Cape Hatteras National Seashore

Fort Raleigh National Historic Site
Wright Brothers National Memorial

VIRGINIA

Colonial National Historical Park/
Jamestown Glasshouse

In FY18, **Cape Cod NS** used over \$46,000 in EN funding for miscellaneous needs. Among the projects and programs funded, EN helped to support the annual free concert in the park featuring the Cape Symphony. This was the third time the event was held, and this year's audience was the largest ever.

Carl Sandburg Home NHS celebrated its 50th anniversary in 2018. Throughout the year, EN provided visitors with the opportunity to purchase commemorative items that supported the theme of "Nothing Happens Until First a Dream." The theme, which is a quote from a poem by Carl Sandburg, was featured prominently on an assortment of retail items. EN funding of \$11,000 supported programs including summer performances of two plays—*Rootabaga Express* and *Spink, Skabootch, and Swipes*—in partnership with the Flat Rock Playhouse. More than 2,130 visitors attended the plays.

At **Castillo de San Marcos NM** and **Fort Matanzas NM**, EN funds totaling over \$25,000 supported important projects and programs including the interpretive and educational services provided by the staff and volunteers.

EN provided support for both **Charles Pinckney NHS's** 2nd annual summer concert series—*Music Under the Oaks*—and annual naturalization ceremony, which has been held almost every year since 1997.

"Eastern National's continued support of Assateague Island National Seashore's interpretation and education programs provides an enhanced opportunity for staff to visit schools, to increase our formal and informal visitor contacts, and to assist with ongoing projects."

Liz Davis, Chief of Interpretation and Education,
Assateague Island National Seashore

At **Chickamauga and Chattanooga NMP**, efforts continued to enhance visitor education and sales through the approval and introduction of over 194 new items, accounting for \$40,731 in total sales. Using \$17,500 in EN funding, the park was able to provide additional services to visitors and in support of park planning and staff training. This included the battlefield cell phone tour, memberships in local organizations, printing of informational rack cards and flyers, and a stipend for a Teacher-Ranger-Teacher who assisted the park with programming and visitor services.

Cumberland Gap NHP used \$24,600 in EN support in FY18. EN funding was used for costumes for historic weapons training, apple butter making demonstrations, theatrical and concert performances as part of the park's campfire series, educational handouts and supplies for a "Batty about Bats" interpretive event, videos about the cultural and natural history of Gap Cave, and more.

Fire Island NS used EN funding to support the annual Volunteers-In-Parks meeting and for art supplies for a monthly series of free public art workshops presented by a local artist.

Over \$31,000 of EN funding was used at **Flight 93 N MEM** to provide support in multiple ways. EN was on hand at the Tower of Voices dedication on September 9, 2018, operating both



Live performances of Carl Sandburg's children's stories were held in the summer of 2018 with support from Eastern National.

the visitor center store and a second satellite store in the Learning Center. In addition, EN developed commemorative merchandise for the event, including limited-edition dated custom coins and pins.

Numerous opportunities for **Fort Pulaski NM** to provide interpretation and educational experiences for a variety of audiences were supported by EN in FY18. These included financial support for the 48th New York Infantry Volunteer Regiment during Veterans Day weekend, two laptops for volunteers and interns who provided assistance to park operations, supplies for visitor and volunteer events, and memberships in local organizations to increase park awareness and community support.

FY18 was the bicentennial year for **Fort Smith NHS**—the first Fort Smith was established on December 25, 1817—and new 1817-themed merchandise sold well. Over \$11,000 in EN funding helped to improve the site's education, interpretation, and Volunteers-In-Parks

programs. Through EN's support, the site purchased bilingual audio wands to make the museum exhibits more accessible to visitors and a new replica jail wagon like the one used by the Federal Court at the fort in the late 1800s for an outdoor interpretive display.

EN funds totaling \$73,700 were used for numerous projects and events at **Fort Sumter NM**. Highlights include redesigning Fort Sumter and Liberty Square exhibits, an outreach and volunteer recognition event to kick off National Park Week, building supports for the Parrott guns of Fort Sumter, repointing the historic brick at the fort, facilitated dialogue training for interpreters, and training for staff who will be leading new kayaking tours.

Events and projects, from volunteer recognition to bringing in a consultant to teach the staff and public about invasive plants as part of park programming, were supported by EN funding at **Frederick Law Olmsted NHS**.



COASTAL SOUTHEAST REGION

FLORIDA

Canaveral National Seashore
Castillo de San Marcos
National Monument
De Soto National Memorial
Fort Caroline National Memorial
Fort Matanzas National Monument
Gulf Islands National Seashore
(FL & MS)
Timucuan Ecological and
Historic Preserve

GEORGIA

Cumberland Island National Seashore

PUERTO RICO

El Yunque National Forest*
San Juan National Historic Site

US VIRGIN ISLANDS

Christiansted National Historic Site

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



MICHIGAN

Pictured Rocks National Lakeshore
Sleeping Bear Dunes
National Lakeshore

MINNESOTA

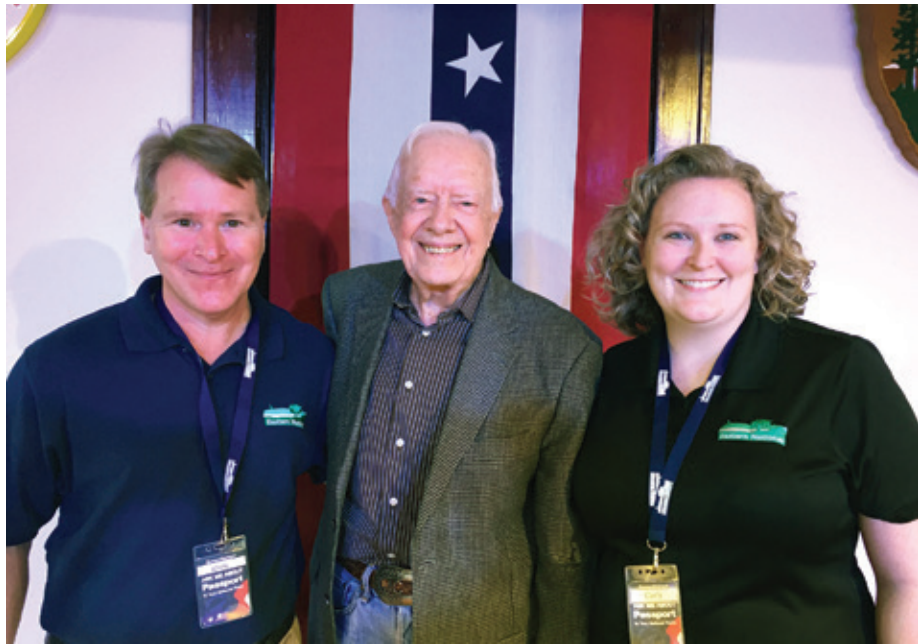
Grand Portage National Monument
Superior National Forest*

OHIO

Charles Young Buffalo Soldiers
National Monument
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

WISCONSIN

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



President Carter with Eastern National staff members John Kelton and Carly Koch at a Presidents Day 2018 event at Jimmy Carter NHS.

Gateway NRA held a volunteer appreciation event, a Meet the Archeologist program, an interactive harp performance for children, a Book Arts exhibit, and a winter bird program—as well as purchased Junior Ranger patches—all thanks to funding support from EN.

The park's living history program, a George Washington's birthday event, an interpretive program featuring demonstrations of 18th-century cooking methods, and more was supported by EN funding at **George Washington Birthplace NM** in FY18.

The EN store at **Grand Portage NM** reached another year of highest sales in FY18 (with FY17 and FY16 sales in second and third place respectively). A total of 89 new items—33 books and 56 non-book items—were added to the inventory. EN funding supported the park's interpretive efforts, including activities for the annual Rendezvous Days and Pow-Wow, where workshops and hands-on demonstrations enabled

visitors to learn about life and trade skills and techniques that were prevalent during the 18th-century Great Lakes fur trade era.

A lecture series and author signing as part of **Guilford Courthouse NMP's** largest annual event—the anniversary commemoration of the Battle of Guilford Courthouse—was supported by EN funding.

Over \$13,700 in EN funding supported a variety of interpretive programs and special events at **Gulf Islands NS**. Funds were used to produce orientation videos for ferry passengers aboard the newly launched Pensacola Bay Cruises. Beginning in June 2018, these cruises brought over 11,000 visitors to the Florida unit of the park via a totally new experience. Black powder living history events at Fort Pickens, the annual Rosamond Johnson ceremony, and multiple clean-up events in Mississippi and Florida—as well as employee training and team building—were funded with EN's support.

This was another successful year for EN at **Hampton NHS**. Total sales for 2018 were \$17,459—a 25 percent increase over 2017's \$14,002.

At **Harry S Truman NHS**, EN supported volunteer appreciation efforts, updates and printing of the park's promotional rack cards, and a partnership program in honor of President Truman's birthday. In addition, EN funding enabled the park to continue its cell phone tours, which share the story of the neighborhood surrounding the Truman Home in Independence, Missouri, and Young/Truman Farm Home in Grandview, Missouri. This is a critical service for the park, especially for the Young/Truman Farm Home, since the site is unstaffed and closed except for special events.

With the hard work and dedication of the EN team at **Hot Springs NP**, sales were up in FY18—12 percent from the previous fiscal year.

At **Jimmy Carter NHS**, EN was on hand for a Presidents Day event with President Carter, in which he spoke to an auditorium full of visitors and participated in a book signing. In addition, EN funding was used to purchase Jimmy Carter medals. The medals are given to visitors who complete the on-site presidential hometown passport book, providing visitors the opportunity to learn about

the Plains community as they explore the site.

EN supported a number of interpretive and educational initiatives at **John Fitzgerald Kennedy NHS**. These included seasonal training and on-site events such as the November 22 JFK assassination memorial, JFK's birthday, Rose Kennedy's birthday, and the 50th anniversary of Robert Kennedy's assassination. Funds were used to purchase 10,000 "Life Savers" candies for the annual Beals St. Community Halloween event. Celebrating the Kennedys' legacy of public service, the candies were packaged with Kennedy family member trading cards that focused on each one's public service in areas including the military, government, international diplomacy, intellectual and physical disabilities, and volunteerism. This event alone reached 5,292 visitors.

On June 23 and 24, 2018, **Kennesaw Mountain NBP** commemorated the 154th anniversary of the Battle of Kennesaw Mountain, and 2,242 visitors attended 45 programs that were offered. The success of the anniversary was due to the hard work of park staff and nearly 100 volunteers who provided living history and children's programs, led hikes, distributed park information, and assisted with crowd control. Through EN's financial support,

"The highlight of the year, honestly of all the years I have been here, is the use of EN funding to purchase the presentation sword of Union General Samuel R. Curtis. This extremely important artifact would have been lost to future generations had we not had the money from Eastern National to purchase it. The park is extremely grateful for the continued support EN provides each and every year."

Troy Banzhaf, Supervisory Park Ranger, Pea Ridge National Military Park

METRO NEW YORK REGION

NEW JERSEY

Morristown National Historical Park
Paterson Great Falls National
Historical Park
Thomas Edison National Historical Park

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

MID-ATLANTIC REGION

MARYLAND

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

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
Upper Delaware Scenic and
Recreational River



MIDWEST REGION

IOWA

Effigy Mounds National Monument
Herbert Hoover National Historic Site

KANSAS

Tallgrass Prairie National Preserve

MISSOURI

Harry S Truman National Historic Site
Ozark National Scenic Riverways
Wilson's Creek National Battlefield

NEBRASKA

Homestead National Monument
of America
Niobrara National Scenic River

SOUTH DAKOTA

Minuteman Missile National
Historic Site

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)

VIRGINIA

George Washington Memorial Parkway
(GWMP) (VA & MD):
Arlington House, The Robert E.
Lee Memorial
Arlington National Cemetery
Great Falls Park



EN staff members Greg Kraycirik (unit manager) and Trista Stutzman assist customers at the Tower of Voices dedication event at Flight 93 N MEM.

the park was able to provide materials for the volunteers during the commemoration and hold an appreciation event to thank them. In addition, a new satellite EN sales trailer that was developed and introduced in 2017 increased sales by \$16,500 in FY18.

The interpretive program at **Longfellow House – Washington's Headquarters NHS** benefited through EN's support in FY18. Public programs such as the Holiday Open House, the Henry Wadsworth Longfellow birthday celebration, and the Fall Lecture Series as well as living history performers for a "Meet the Washingtons" event were supported with EN funding.

With a 12 percent increase over FY17, sales continued to grow at **Martin Luther King, Jr. NHP**, and the store expanded product offerings to support the interpretive program. Frequently the first point of contact for visitors arriving to the park, EN

staff members provide directions and a brief orientation and are an integral part of the park team, working closely with NPS staff to coordinate for special events and support daily operations. EN funds provided the resources for special initiatives such as the annual King Holiday Gospel Concert, the 50th anniversary commemoration of Dr. King's assassination and funeral, and the annual "Legacy Campout"—a weekend immersion experience in the park for middle school students.

At **Martin Van Buren NHS**, EN funding was used to produce a promotional video, *Welcome to Lindenwald*, which debuted on Facebook in August 2018, and for support of the park's Winter Celebration.

At **Minute Man NHP**, funding from EN was used for multiple projects to assist the park's efforts in preservation and research, many of which could not have been done without this important support.

Minuteman Missile NHS used \$12,500 in EN funding for a number of needs, including enabling park staff to attend the South Dakota State Tourism Department Symposium, developing curriculum-based lesson plans for the park to make available to teachers, making new 3-D videos of the site ADA compliant on the park's website, and purchasing Junior Ranger badges.

EN played a crucial role in supporting **Natchez Trace Parkway's** interpretive program in FY18. Thanks to an EN competitive grant, the Wildlife Festival was a success, reaching over 750 public and private school students. A total of 34 new items were offered at the EN stores, including a selection of ceramic mugs with the parkway logo, and represented 12 percent of total sales.

EN provided support for volunteer training, a volunteer appreciation event, and the Artist-in-Residence program at **New Bedford Whaling NHP**.

The store at **Niobrara NSR** had an increase in sales in 2018, with the

approximate 20 percent increase from prior year totaling \$6,547 in gross sales. This mirrored the increased visitation of people coming to the visitor center for the year's focus on the 50th anniversary of the Wild and Scenic Rivers Act (WSRA). The highlighted products were 50th anniversary of the WSRA memorabilia, Passport To Your National Parks® products, and the park film, *Prairie River Home*.

Obed WSR experienced a continued trend of successful overall sales. The big event for the year was the 50th anniversary of the Wild and Scenic Rivers Act (WSRA), which boosted sales for specific items that honored the yearlong celebration. WSRA 50th anniversary decals, patches, magnets, pins, and hiking medallions helped to commemorate the historic act. The park's designation as an International Dark Sky Park spurred new merchandise offerings specific to the dark-sky interpretive focus.

Pea Ridge NMP used over \$21,000 in EN funding in FY18. With this



EN Unit Manager Lynne Bradley shares information about the Passport To Your National Parks® commemorative stamp sets with customers at Vicksburg NMP.

NATIONAL CAPITAL REGION CONT'D

WASHINGTON, D.C.

National Capital Parks - East (NCP)
(DC & MD):

Carter G. Woodson Home National
Historic Site
Frederick Douglass National
Historic Site
Kenilworth Park & Aquatic Gardens
Mary McLeod Bethune Council
House National Historic Site

National Mall and Memorial Parks:

Belmont-Paul Women's Equality
National Monument
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

NEW ENGLAND REGION

CONNECTICUT

Coltsville National Historical Park
Weir Farm National Historic Site

MAINE

Acadia National Park
Saint Croix Island International
Historic Site

MASSACHUSETTS

Adams National Historical Park
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
Historical Park

NEW ENGLAND REGION CONT'D

Salem Maritime National Historic Site
Saugus Iron Works National
Historic Site
Springfield Armory National
Historic Site

NEW HAMPSHIRE

Saint-Gaudens National Historic Site

NEW YORK

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

RHODE ISLAND

Roger Williams National Memorial

VERMONT

Marsh-Billings-Rockefeller National
Historical Park

SOUTHEAST REGION

ALABAMA

Horseshoe Bend National Military Park
Russell Cave National Monument
Selma to Montgomery National
Historic Trail
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
Historical Park

funding, the park purchased black powder supplies for the Battle of Pea Ridge anniversary program, musket demonstrations, and artillery demonstrations—the park's most popular program. Thanks to EN, the park was able to present 137 black powder demonstrations to over 5,000 visitors. The year's highlight was the use of EN funding to purchase an important part of Pea Ridge history—the presentation sword of Brigadier General Samuel R. Curtis, the overall Union commander at the Battle of Pea Ridge. The sword is inscribed to General Curtis and was given to him by the officers of his staff in January 1862, just before the Pea Ridge campaign began.

Since the mid-1990s, **Perry's Victory and International Peace Memorial** has collaborated with the Put-in-Bay community to host Historic Weekend, which observes the anniversary of the Battle of Lake Erie with a focus on history, music, and art. This annual three-day event is made possible through the contributions of a large number of volunteers who provide interpretive and educational programming. As an integral part of the event and with support from EN, the park hosts a volunteer appreciation gathering to recognize them for their contributions to the park mission and ensuring a successful Historic Weekend.

In FY18, with over \$10,000 in EN funding, **Petersburg NB** held several events and park programs and purchased an important item for its historic weapons demonstrations. EN provided financial support for authors and presenters at a program highlighting the role of women in the military, for Lee and Grant living historians to interact with visitors during the anniversary commemoration of the Battle of the Crater, and for a volunteer recognition event for the 665 volunteers who gave 9,102 hours in service to the park for the year. To support the historic weapons demonstrations program, the park acquired a reproduction limber and ammunition chest for \$8,100. The piece will be used in this popular public program for many years to come.

Pictured Rocks NL continued to offer winter field trips for students from Kindergarten through 4th grade in FY18. Approximately 400 students participated in snowshoe explorations of the hardwood forest along with other hands-on activities that examined the important force that winter is in the lives of the animals and plants living in the park. Thanks to support from EN, the park was able to buy additional pairs of traditional wooden snowshoes to accommodate these growing field trips.

"The collaborative partnership between Eastern National and the Southeast Region, with shared goals and mission, is invaluable. EN aids SER parks in fulfilling their educational and interpretive objectives, which have a substantial impact on visitor appreciation and understanding of the National Park Service. The Southeast Region appreciates the "Mission Before Cost" philosophy of Eastern National in helping us reach broader and more diverse audiences."

Chris Abbett, Associate Regional Director for Partnerships, Interpretation, and Education, National Park Service, Southeast Region



Through financial support from EN, traditional wooden snowshoes for snowshoe explorations were made available to young participants of winter field trips at Pictured Rocks NL.

Reconstruction Era NM became a new EN partner location in FY18.

Sales at the two **Saint Croix NSR** stores increased 110 percent this year due in large part to the development and introduction of new items specifically for the 50th anniversary of both Saint Croix NSR and the Wild and Scenic Rivers Act (WSRA). Among the new items were WSRA 50th anniversary stickers and pins and St. Croix and Namekagon River 50th anniversary mugs, matted prints, magnets, postcards, and T-shirts. The increase in sales is also remarkable because overall attendance to the two park visitor centers decreased by 8 percent from the previous year.

Visitation was up by 22 percent compared to 2017 at **Saratoga NHP**, with the visitor center welcoming 65,067 people in 2018. EN funds were used to support several educational and volunteer projects, including a

July 4th citizenship ceremony and “Army Trades” weekend. Reproduction period clothing made by volunteers and staff with the use of EN funds enhanced 78 education programs that reached 1,750 students. The children were able to try on these clothing pieces and learn of their significance. A total of 968 new Junior Rangers completed the Junior Ranger program, and books, badges, and other support materials were purchased to support the program.

At **Stones River NB**, EN funding was used to support two concert performances as part of a series of events highlighting “Arts in the Parks” and featuring living history demonstrations.

Various interpretive programs, including historic haying demonstrations using draft horses and historic wagon rides, were possible through EN support at **Tallgrass Prairie N PRES**.



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

LOUISIANA

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

MISSISSIPPI

Natchez National Historical Park
Natchez Trace Parkway
Vicksburg National Military Park

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*

Grants

Eastern National's Competitive Grant Program provides funding to parks to support the educational, scientific, and interpretive activities of the National Park Service. These partners were awarded grants in FY18 in the amounts shown to support the following projects, programs, and events:

As part of the Epic Patriot Camp at Kings Mountain National Military Park, these youth camped in colonial style on the battlefield, assumed the identity of a Patriot or Loyalist soldier who clashed in the Battle of Kings Mountain, and wrote their characters' stories in handmade journals—thanks to an EN grant.



Abraham Lincoln Birthplace NHP – \$5,000 to fund “Walk Through Lincoln’s Life,” an interactive living history event for local school groups.

Big South Fork NRRA – \$5,750 to support the “GO BIG 2018 Challenge,” a yearlong park-wide event designed to reach visitors from a variety of backgrounds, ages, and abilities.

Blue Ridge Parkway – \$10,000 to support enhancements to interpretive services at the Moses H. Cone estate.

Boston NHP – \$9,978 for materials, including 19th-century period clothing, used as part of two place-based theatrical programs for visitors that shed light on the crucial role that the city of Boston played in the events leading up to/during the Civil War.

Cane River Creole NHP – \$6,500 to support the inaugural Cane River Fall Fest, a celebration of the heritage and traditions of the Cane River community.

Cowpens NB – \$3,000 to support public programs featuring demonstrations of 18th-century skills to help raise awareness of the Southern Campaign of the American Revolution by blending history with arts and culture.

Cumberland Gap NHP – \$10,000 to bring the CaveSim program—an interactive cave simulator—to the park.

Cuyahoga Valley NP – \$10,000 for transportation and other expenses to bring youth and families from underserved communities to the park for a summer outdoor recreation program called “Get Up, Get Out, and Go!”

Fort Stanwix NM – \$9,950 to develop “Different Views, Different Voices,” a series of interpretive events and programming geared toward underrepresented groups to expand understanding of the park’s history.

EN’s grant helped to fund Cane River Creole National Historical Park’s first-ever Cane River Fall Fest, which was attended by over 525 people—the highest single-day visitation recorded at the park since 2014.



Gulf Islands NS – \$10,000 for materials to enhance black powder demonstrations and accompanying interpretation.

Hampton NHS – \$8,823 to provide support for interpretive and educational programming to appeal to a broader audience.

Horseshoe Bend NMP – \$4,250 to support interactive and interpretive activities engaging local youth.

James A. Garfield NHS – \$5,000 to support the park’s annual Civil War encampment weekend.

Kennesaw Mountain NBP – \$5,475 for bus transportation and supplies for a curriculum-based field trip program bringing local underserved 4th grade students to the park.

Kings Mountain NMP – \$7,660 to host the Epic Patriot Camp, an immersive creative-writing and camping experience in which youth, ages 9 - 13, participated in hands-on activities and then crafted stories from the perspective of real soldiers from the Battle of Kings Mountain.

Lincoln Home NHS – \$3,120 to fund promotional materials, theatrical play and musical performances, and living history actors for a variety of activities as part of the park’s “Bison-tenial Celebration!”—an event celebrating the bicentennial anniversary of the state of Illinois and NPS Founders Day.

Martin Luther King, Jr. NHP – \$1,500 to support an educational lecture entitled “From a Deadly Race Riot to the Birthplace of Peace” held at the park’s visitor center.

Moore’s Creek NB – \$8,240 for the “A Ticket to Ride into the Past” program through the purchase of three 18th-century-style tents—along with accessories to stock them—to serve as outdoor classrooms to engage local students in historical lessons and demonstrations.

Natchez Trace Parkway – \$9,951 to support the parkway’s Wildlife Festival and Bioblitz—an opportunity to educate visitors about wildlife and biodiversity as well as inspire the next generation of park stewards.

Obed WSR – \$3,850 for the development of interpretive wayside exhibits that enhance the park’s Dark Sky Park initiatives, which are focused on providing visitors an in-depth look into the night sky while promoting its importance as a global resource.

Russell Cave NM – \$6,000 to support an event featuring Native American storytellers.

Sagamore Hill NHS – \$3,600 to create a Mandarin Chinese version of the park’s official brochure to serve a significant segment of park visitors.

Salem Maritime NHS and Saugus Ironworks NHS – \$9,547 to develop a new app that expands interpretation of African American history at the sites.

Saratoga NHP – \$4,200 for Revolutionary War period clothing reproductions to support living history programs.

Shiloh NMP – \$9,800 to support the Chickasaw Heritage Festival, a two-day interpretive event honoring the area’s Native American heritage.

Awards

Eastern National'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 2018:

The **CHARLES S. MARSHALL UNIT AWARD** was presented to **Marsh-Billings-Rockefeller NHP** and **Saint-Gaudens NHS** for their collaborative spirit during product assortment overhauls and agency improvements at both sites. The park staff's enthusiasm for the projects and willingness to diversify product lines yielded large returns, with Marsh-Billings-Rockefeller NHP seeing a 39 percent sales increase over the prior year and 29 percent over expected budget. Saint-Gaudens NHS experienced sales 24 percent over the prior year and 26 percent over expected budget.

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

Kina Gonzalez, chief of interpretation at San Juan NHS, for her agility and creativity in the development of new, compelling products during a period of rebuilding and recovery in Puerto Rico. Kina worked closely with EN's partnership engagement coordinator to develop enhanced tours for visitors and helped the product team design a best-selling T-shirt that features historical graffiti from the fort's dungeons and a replica of the Santa Barbara statue from the park's collection.

Jana Friesen McCabe, supervisory park ranger at Belmont-Paul Women's Equality NM, for her teamwork as the park gears up for the 19th Amendment

Centennial Commemoration. Jana's extensive knowledge of the site, paired with her receptiveness to new ideas, enabled EN to introduce many new items, which resulted in a year-over-year sales increase of 56.8 percent.

Sue Moynihan, chief of interpretation and cultural resources at Cape Cod NS, for her role in the remodel at Province Lands Visitor Center. From start to finish, Sue included EN in the planning of the new facility, spearheaded the product approval process, and helped see the project through to completion. The new layout makes better use of the space and enhances visitor experience. Sales at Province Lands saw a gain of 10.7 percent over the previous year.

Jean Van Tatenhove, chief of interpretation at Saint Croix NSR, for spearheading the production of commemorative products for the 50th anniversary of Saint Croix NSR. Jean worked with EN contacts to brainstorm ideas for new items and review artwork in time for the site's seasonal grand opening. The collaboration between Jean and EN boosted annual sales at the Saint Croix River Visitor Center by 128 percent and at the Namekagon River Visitor Center by 71.6 percent.

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 Superior Performance Award winners. The Kahler Award was presented to **Kina Gonzalez**, chief of interpretation at San Juan NHS.



Pictured left to right: Megan Shelley, chief operating officer; Karen Peters, with her Distinguished Service Award; and Kevin C. Kissling, president and CEO.

DISTINGUISHED SERVICE AWARDS recognize significant active service at a high level of excellence that has resulted in substantial contributions to EN. A Distinguished Service Award was presented to **Karen Peters**, merchandising and store design manager. Karen has served over 29 years with EN, including almost 18 years as EN's Coastal Southeast regional manager until becoming the merchandising and store design manager in 2007. We thank Karen for her many years of dedicated service.

The **CUSTOMER SERVICE AWARD** was presented to **Washington Monument Lodge**. 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



Carica Williams (left), recipient of a 2018 Special Achievement Award, and Meredith McClatchy, director of human resources.

staff professionalism. This store earned a 98.15 percent on the secret shopper 2018 score. This is a great tribute to the team, considering the Washington Monument was closed to the public in 2018 for construction.

SPECIAL ACHIEVEMENT AWARDS

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

Emily Cruse, project manager at Eastern National Headquarters, for her involvement in key initiatives beyond her normal task goals for the year, including holding group training to get staff familiar with new technology tools as part of the rollout of Office 365.

Mickey Goodson, site manager at Martin Luther King, Jr. NHP, for exploring innovative ways to help our partners and creating situations to increase sales and motivate his team.

Debra Hayes, site manager at Springfield Armory NHS, for raising

the profile of the Springfield Armory store and increasing its sales and revenue—despite lower visitation for the year compared to prior year—and developing a new array of products for the upcoming establishment of the Coltsville NHP store.

Debbie Luketich, site manager at Indiana Dunes NL, for her determination and hard work opening a successful pop-up store at West Beach during the summer months, which involved recruiting, hiring, and training a new staff member; helping to develop new products; and preparing the space in a matter of a few days and just in time for opening day.

Katrina Nobles, assistant unit manager at Martin Luther King, Jr. NHP, for providing essential operational support and helping to grow store operations, while supporting other regions and training new managers as well as challenging EN team members to develop new skills.

Rafael Vasquez, unit manager at Statue of Liberty NM – Ellis Island, for his leadership in meeting goals to exceed the fiscal year 2018 combined sales budget for both stores by 13 percent—an increase of over \$600,000 to prior year.

Robert Willey, site manager at New River Gorge NR, for raising the bar for every metric at the site, including breaking all previous sales records and increasing average sale, as well as providing strong leadership and fostering team membership and providing excellence in customer service.

Carica Williams, office administration manager at Eastern National Headquarters, for initiatives outside the scope of her normal duties at the headquarters office, including developing and leading the Safety Leadership Committee, coordinating “All Hands” meetings, and leading the establishment of a new employee orientation and onboarding program.



Special Achievement Award winners (left to right): Emily Cruse, Robert Willey, Debbie Luketich, Katrina Nobles, and Rafael Vasquez.

Financial Report

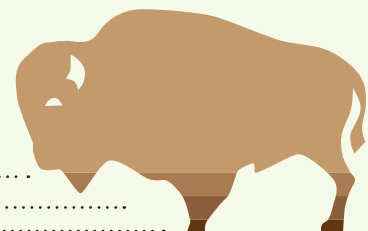
Management's Financial Report (unaudited)

CONDENSED STATEMENT OF ACTIVITIES AND CHANGES IN NET ASSETS
Year Ended October 31, 2018

	2018
Revenues and Other Support	
Sales	\$ 42,497,000
Cost of Sales	18,543,000
Gross Profit	23,954,000
Other Support	116,000
Total Revenue and Support	24,070,000
Expenses	
Program Services	15,616,000
Direct Aid to the National Park Service*	2,351,000
General and Administrative	4,110,000
Other	351,000
Total Expenses	22,428,000
Increase (decrease) in net assets from operating activities	1,642,000
Adjustment to net assets from non-operating activities	(1,655,000)
Increase (decrease) in net assets	(13,000)
Temp Restricted Net Assets Vietnam Women's Memorial	15,000
Net assets, beginning of the year	12,150,000
Net assets, end of the year	\$ 12,152,000

*2018 Direct Aid to the National Park Service

Interpretive Program Support	78.9%
Research and Other	8.8%
Agency and Capital Improvements	8.7%
Publication Costs and Free Publications	3.6%

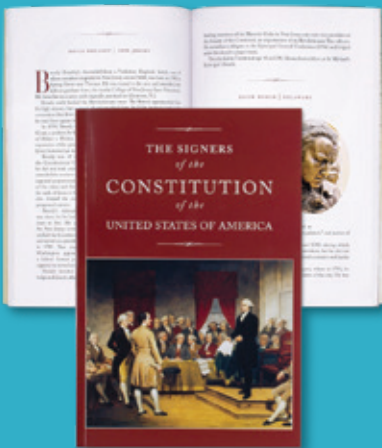


Fiscal Year 2018 Sales Product Mix



Commemorative
33.2%

Publications
26.5%



Apparel
9.9%



Reproductions
9.7%



Paper &
Other Media
9.4%

Accessories

7.2%

Visitor
Convenience

4.1%

Our Team



A gathering of some of Eastern National's store managers, regional managers, and headquarters staff.

BOARD OF DIRECTORS

George Minnucci, Chair
Gerard Gabrys, Vice Chair
Dusty Shultz, Secretary/Treasurer
David Harmon
Bill McKendree
Harvey C. Perry
Deborah Yandala

EXECUTIVE COMMITTEE

George Minnucci, Chair
Gerard Gabrys, Vice Chair
Harvey C. Perry
Deborah Yandala

NOMINATING COMMITTEE

Dusty Shultz, Chair
George Minnucci

FINANCE COMMITTEE

Gerard Gabrys, Chair
David Harmon
Bill McKendree
George Minnucci

NPS ADVISORY GROUP

Midwest Representative and Advisory
Group Chair: Lisa Conard Frost,
Fort Smith NHS

Northeast Representative: Linda Cook,
Weir Farm NHS

Regional Cooperating Association
Coordinator Representative:
Thomas Richter, NPS Midwest Region

National Capital Representative:
Susan Trail, Antietam NB

Southeast Representative:
Barclay Trimble, Mammoth Cave NP

SENIOR LEADERSHIP TEAM

Kevin C. Kissling, President and
Chief Executive Officer
Scott Grabus, Director of
Information Technology
Jessica Green, Outer Banks
Forever Director
Meredith McClatchy, Director of
Human Resources
Jason Scarpello, Creative Director
Megan Shelley, Chief Operating Officer
Heidi A. White, Chief Financial Officer

HEADQUARTERS TEAM

Jennifer Allen, Publications Coordinator
Stanley Anton, eCommerce Specialist
Kate Blumen, Buying
Operations Assistant
Georgeanne Bogdan, Accounts Payable
File Specialist
Jordan Cameron, Publications Specialist
Curt Clinefelter, Graphic Designer
Emily Cruse, Project Manager
Daniel Doyle, Senior Accountant
David Eberle, Marketing Specialist
Janet Fields, Operations Coordinator
Emily Geesaman, Marketing Manager
Crystal Graham, Donations Specialist
Julianna Haviv, Product
Development Manager
David Holt, Publications Manager
Maryann Jones, Senior Accounts
Payable Specialist
Stephanie Justice-Kenny, Photographer
Jordan Kuhn, Junior
Systems Administrator
Marge McBeth, Accounts
Payable Specialist
Peter R. Milovcich, Systems Analyst
Diane Motylinski, Accounts
Payable Specialist
Gabrielle Murph, Accounts
Payable Specialist
Susan Packer, Payroll Specialist
William Singer, POS Technician
Andrea M. Singmaster, Human Resources
and Employee Benefits Administrator
Bonnie Stetson, Membership Coordinator
and Administrative Secretary
Kathy Sumter, Staff Accountant
Erin Sweeney, Inventory Planner

Melissa Totten, Human
Resources Representative
Mark Vineburg, Operations
Support Manager
Scott Weisbrod, POS Technician
Karen Wernick,
Communications Specialist
Carica Williams, Office
Administration Manager
John Zimmerman, Software Developer

AMERICA'S NATIONAL PARKS WAREHOUSE AND EPARKS TEAM

Tony Bello, Warehouse Lead
Product Shipper
Robert Clay, Warehouse Product
Shipper and Handler
Stephen Drain, Warehouse Manager
Dave Hoffman, Customer
Service Specialist
Jonathan Oden, Warehouse Product
Shipper and Handler
Wayne Tidwell, Warehouse Product
Shipper and Handler
Joan Yamrich, Assistant
Warehouse Manager

OPERATIONS SUPPORT TEAM

Phil Cooney, Merchandising
Assistant Manager
Jonathan-Paul Fix, Visual Merchandiser
Amber Houske, Systems Support Trainer
Stacy Madalena, Director of Retail South
Karen Peters, Merchandising and Store
Design Manager
Corinna Richards, Director of
Retail North
Noelle Sapp, Operations Specialist

REGIONAL MANAGEMENT TEAM

Helena Adcock – Southern Region
Kevin “Tripp” Bates – Carolinas Region
Danica Buehren – Virginia Region
Becky Burke – Southeast Region
Brenda Cummins – Coastal
Mid-Atlantic Region
Aimee Meadows – Appalachia Region
Nick Miano – National Capital Region
Cathy Nagle-Ervin – Great Lakes Region
Philene Paris – Metro New York Region

Cindy Piccolo – Coastal Southeast Region
Mary Price – New England Region
Karen Searle – Blue Ridge Region
David Wagner – Mid-Atlantic Region

ASSISTANT REGIONAL MANAGEMENT TEAM

Karin Burnette – Coastal
Mid-Atlantic Region
Brad Cave – Blue Ridge Region
Davidson Hobbs – National
Capital Region
Lee Pettey – New England Region

UNIT MANAGERS

Jennifer Austin-Janssen, Blue Ridge
Parkway – Destination
Lyne Bradley, Vicksburg NMP
Hannah Bullard, Outer Banks Group –
Cape Hatteras NS
René Capizzi, Assateague Island NS
Julie Castille, Jean Lafitte NHP & PRES –
Jackson Square
Davina Collie, Fredericksburg and
Spotsylvania NMP
Ann Cummings, Acadia NP
Mandy Gardner, Sleeping Bear Dunes NL
James Gilligan, Salem Maritime NHS –
Waite & Peirce / Saugus Iron Works NHS
Melissa Hawkins, Colonial NHP
Gwenn Hicks, Gulf Islands NS
Mark Hudson, Independence NHP –
Benjamin Franklin Museum
Nonna Johnson, Jamestown Glasshouse
Tyshon Kelton, Martin Luther
King, Jr. Memorial
Julie Kirschbaum, Minute Man NHP –
North Bridge
Jordan Klatt, Cape Cod NS
Gregory Kraycirik, Flight 93 N MEM
Elizabeth Linehan, Boston NHP –
Faneuil Hall
Kevin Marshall, Ford's Theatre NHS
Tonya Michael, Outer Banks Group –
Wright Brothers N MEM
David Mull, Lincoln Home NHS
Erin Nolan, Thomas Jefferson Memorial
Jacqueline Payne, Cumberland Gap NHP
Paula Perrone, Cape Cod NS –
Highland Light

Elizabeth Perry, Fort Sumter NM –
Liberty Square
Teresa Renner, Mammoth Cave NP
Maria Rolon, San Juan NHS
Erin Romanelli, Antietam NB
Paul Tiemann, Boston NHP –
Charlestown Navy Yard
Steven Trimmer, Castle Clinton NM
Rafael Vasquez, Statue of Liberty NM –
Ellis Island
Jerome Wells, Lincoln Memorial
Joseph Wooley, Arlington
National Cemetery

SITE MANAGERS

Patricia Alcaro, Gateway NRA –
Sandy Hook Unit
Gregory Allen, Natchez Trace Parkway
Christina Alvarado, Manassas NBP
Sherri Anderson, Grand Portage NM
Lisa Barrett, Stones River NB

Daniel Beard, Kennesaw Mountain NBP
Julie Bodenheimer, Tuskegee
Airmen NHS
Ellen Bolin, Lincoln Boyhood N MEM
Lois Brown, Adams NHP
Timothy Byrwa, Pictured Rocks NL
Kelly Cahoon, Outer Banks Group –
Bodie Island
Crystal Canterbury, Outer Banks
Group – Ocracoke Island
Susan Carpenter, Blue Ridge Parkway –
Linville Falls
Tracy Costello, Big South Fork NRR
Kailyn Danko, Saratoga NHP
Robin Davis, Outer Banks Group –
Fort Raleigh NHS
Kelly DiNapoli, Harriet Tubman
Underground Railroad NHP
Lou Dixon, Fort Macon State Park
Brian Downey, Blue Ridge Parkway –
Blue Ridge Music Center
Susan Ellwanger, Apostle Islands NL

Rosanne Fetty, Homestead National
Monument of America
Taylor Fields, Abraham Lincoln
Birthplace NHP
Jennifer Fiske, Ozark NSR
Ruth Giardina, Steamtown NHS
Mickey Goodson, Martin Luther
King, Jr. NHP
Jane Grossman, Carl Sandburg Home NHS
Melissa Haas, Hot Springs NP
David Harris, Blue Ridge Parkway –
Moses H. Cone Memorial Park
Timothy Haven, Dayton Aviation
Heritage NHP
Debra Hayes, Springfield Armory NHS
Charles Holbrook, Perry's Victory and
International Peace Memorial
Karen Jaggars, Shiloh NMP
John Kelton, Andersonville NHS
Jacqueline Kent, Cumberland Island NS
Wanda Kindrick, Fort Pulaski NM
Deborah Luketich, Indiana Dunes NL

The following Eastern National employees reached these milestone anniversaries between January 1 and October 31, 2018:

5 Years

Ana Ayala, Store Associate, San Juan NHS
Donald Baker, Store Associate,
Blue Ridge Parkway – Folk Art Center
Daniel Beard, Site Manager,
Kennesaw Mountain NBP
Charlotte Bonano Espinosa,
Store Associate, El Yunque
National Forest
Kailyn Danko, Site Manager,
Saratoga NHP
Lou Dixon, Site Manager,
Fort Macon State Park
Mark Hudson, Unit Manager,
Independence NHP – Benjamin
Franklin Museum
Arkile Jackson, Assistant Unit Manager,
Arlington National Cemetery

Gerard Marrocco, Store Associate,
Minute Man NHP
Lindsay Phaup, Glassblower
Journey person, Jamestown Glasshouse
Timothy Sheehan, Store Associate,
Lincoln Home NHS
Rebecca Silver, Store Associate,
Blue Ridge Parkway – Doughton Park

10 Years

Sara Brock, Assistant Unit Manager,
Sleeping Bear Dunes NL
Karen Dempsey, Store Associate,
Assateague Island NS
James Orwin, Store Associate,
Fredericksburg and Spotsylvania NMP
Zoraida Rosa, Field Operations Manager,
El Yunque National Forest

15 Years

Julie Castille, Unit Manager, Jean Lafitte
NHP & PRES – Jackson Square
Cathy Imhoff, Store Lead Associate,
Fort Macon State Park
Maryann Jones, Senior Accounts
Payable Specialist, Headquarters
Kathy Sumter, Staff Accountant,
Headquarters

20 Years

Jennifer Allen, Publications Coordinator,
Headquarters
Diane Motylinski, Accounts Payable
Specialist, Headquarters
Ronald Rogers, Glassblower
Journey person, Jamestown Glasshouse
Nancy Stewart, Site Manager, Guilford
Courthouse NMP

Barbara Luna, Appomattox Court House NHP
 Tina Maquar, Chickamauga and Chattanooga NMP
 Ellen McDonell, Sagamore Hill NHS
 Jessica McNeill, Belmont-Paul Women's Equality NM
 Joseph Napurano, Thomas Edison NHP
 Wendy Neer, Richmond NBP – Tredegar Iron Works
 Nancy Newland, Women's Rights NHP
 Krystle Odell, Minuteman Missile NHS
 Karen O'Neal, Natchez NHP
 Robert Owen, Blue Ridge Parkway – Humpback Rocks
 Robert Phillips, Delaware Water Gap NRA
 Latisha Pippin, Pea Ridge NMP
 Emily Rapp, Wilson's Creek NB
 Sarah Reedy, Fort Necessity NB
 Kimberley Snyder, Congaree NP
 Anna St. Brice, Christiansted NHS
 Nancy Stewart, Guilford Courthouse NMP
 Grady Stribling, Blue Ridge Parkway – Craggy Gardens
 Jennifer Sturch, Ozark-St. Francis National Forests
 James Susnik, Cuyahoga Valley NP – Canal Visitor Center
 Michael Vigneau, Blue Ridge Parkway – Waterrock Knob
 David Walthall, Petersburg NB
 Robert Willey, New River Gorge NR

ASSISTANT UNIT MANAGERS

John Arrington, Fort Sumter NM – Liberty Square
 Danielle Bright, Antietam NB
 Sara Brock, Sleeping Bear Dunes NL
 Wilma Diaz, San Juan NHS
 Brian Doyle, Statue of Liberty NM – Ellis Island
 John Farrington, Boston NHP – Charlestown Navy Yard
 Christy Fisher, Lincoln Home NHS
 Jhoseleenny Gonzalez – Statue of Liberty NM
 Chastity Halfhill, Flight 93 N MEM
 Hannah Harper, Castle Clinton NM
 Paula Hatcher, Martin Luther King, Jr. Memorial

Shelagh Holland, Acadia NP
 Beth Humbrecht, Outer Banks Group – Cape Hatteras NS
 Arkile Jackson, Arlington National Cemetery
 Ebony Jackson, Thomas Jefferson Memorial
 William Keller, Independence NHP – Benjamin Franklin Museum
 James Miller, Fort Sumter NM – Liberty Square
 Katrina Nobles, Martin Luther King, Jr. NHP
 Patricia Orcutt, Boston NHP – Faneuil Hall
 David Poindexter, Lincoln Memorial
 Angel Rosa, San Juan NHS
 Nazli Shah, Fredericksburg and Spotsylvania NMP
 Christa Sisson-Mesrobian, Jamestown Glasshouse
 Kathleen Viprino, Cape Cod NS
 Jennifer Williams, Vicksburg NMP

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OUR PARTNERS



Thank you to all the Eastern National and non-Eastern National personnel who helped in the preparation of this report.

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