

OUR PARTNERS









US Army Corps of Engineers®



Cover: El Portal Visitor Center, El Yunque National Forest

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 critical items such 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.

Today we have partnerships with 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 \$181 million in direct and in-kind aid to parks.

CEO & Board Chair Letter

In May 1947, a group of National Park Service historians conceived creating a cooperating association to support multiple national park units in the eastern part of the United States.

These founding members agreed that the new organization would share its resources among all parks it served. This would allow parks that generate lower levels of revenue to provide their visitors with quality educational products on par with parks that generate much greater revenue. Today, 75 years later, this sharing model allows us to serve visitors at 170 units of the National Park Service, along with other public lands partners.

As we look back on the past year, we are inspired by what we have achieved, as a team, in support of Eastern National's mission. This annual report recognizes all who helped make 2022 another successful year for Eastern National, as the organization stabilized after two unpredictable years. Significant investments in our team members and the organization have made it possible to adjust to ever-changing conditions, and resume our Aid to Parks program, resulting in a record level of annual direct aid to the National Park Service.

Our work and our mission go far beyond the financial support we provide. We are extremely grateful to all EN team members, more than 500 strong in the summer season, for their dedication in providing orientation, education, information, and recommendations to millions of park visitors. EN team members, working alongside our NPS and other public land partners, are what make the visitor experience so memorable. Eastern National is fortunate to receive valuable guidance and expertise from our volunteer Board of Directors, who share their time and talent to further the organization. And we are thankful to the many visitors who support America's national parks and public lands through their purchases in our stores and online. We look forward to continuing to work closely with our National Park Service and other public land partners in the coming year in support of our educational mission.





Bill McKendree, Board Chair

Kevin C. Kissling, President & CEO





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Operations Overview

"If you can't fly, run; if you can't run, walk; if you can't walk, crawl; but by all means keep moving." – DR. MARTIN LUTHER KING, JR.



Megan Shelley, Chief Operating Officer

Early this year, I copresented a session at the Public Lands Alliance conference at Gateway Arch National Park in St. Louis with Eastern National's Director of Human Resources, Meredith McClatchy. The session was called *Leveraging Culture to Rise Above Crisis.* Showcasing the words and actions of Cooperating Association leaders

and staff, we presented the concept that a peoplefocused approach to work maintains engagement and delivers the organization's mission, during even the most trying of times.

That sentiment rang true throughout fiscal year 2022. There were many challenges for nonprofit organizations and retailers this year. Nationwide labor shortages, supply chain interruptions, and rising gas prices were some of the obstacles EN staff had to navigate. Yet, we achieved record sales of over \$47 million, and served over 2.1 million visitors to America's national parks. This was made possible by investing in our team members, maintaining morale, and working collaboratively to continually move forward.

Front line team members served park visitors in over 240 park stores. Store Managers led their teams, often while short-staffed, to manage inventory, make price changes to offset rising costs, and re-merchandise stores to balance stock levels. The Directors of Retail led monthly staff meetings to applaud their team's efforts, share best practices, and build engagement and morale. The Human Resources team worked collaboratively with Field Managers to find creative solutions to staffing challenges. From job fairs to on-the-spot hiring, recruitment support, and workforce planning, HR and Field Managers staffed operations and supported park partners in innovative

WE ACHIEVED RECORD SALES OF OVER \$47 MILLION, AND SERVED OVER Z.I.MILLION VISITORS TO AMERICA'S NATIONAL PARKS

ways. Team members traveled to other regions to conduct interviews, count inventory, and help keep the doors open.

The EN Headquarters teams provided support to field operations in various ways. New item development and pricing strategies set by the Merchandise Department and Creative Departments boosted product assortments, and maintained gross margins despite rising inflation. Process improvements and rebuilding our teams in Accounting, Accounts Payable, and the IT Departments helped maintain the behind-the-scenes work for efficient operations. The Operations and Warehouse teams not only supported the field with inventory transfers and PPE supplies, but also by servicing online orders and our wholesale customers. Our philanthropic efforts increased, including the programs driven by the growing Outer Banks Forever team.

As we look ahead, we are taking learnings from this period of crisis to strengthen our foundation and set Eastern National up for long-term success and mission-delivery. Whether we are walking, running, or flying, we will be moving forward.



Sales Performance

Despite supply chain interruptions and rising inflation, FY 2022 was a record revenue year for Eastern National. Yet, it wasn't "business as usual." There were significant shifts in park visitation and shopping trends throughout the year. Here is a recap of the highs and lows, and how EN staff worked to stay ahead of the trends.

Visitation to urban parks continues to be slower to recover, primarily due to decreases in international visitation. While some of these locations, like the park stores at Lincoln Memorial and Statue of Liberty, remain in the top 25 sales performance, they remain down 25% to pre-pandemic sales.

Conversely, visitation to National Parks and coastal seashore parks is at an all-time high. Visitors to these parks are having extended stays and tend to spend more per transaction. This allowed us to take targeted price increases in apparel and commemorative items.

As visitation to parks increased nationwide, our wholesale customers began increasing orders of Passport to Your National Parks® at record-setting levels. Our wholesale business was 72% over 2019 and 60% over 2021.



With a targeted price increase on select products in the Passport To Your National Parks® program, and new products such as Passport® Singles stickers, the program generated a record \$6 million in revenue. Expanding Passport® commemorative items, such as ornaments, collectibles, and apparel are growing brand awareness of the program and showcasing its popularity with Passport® enthusiasts. Since the pandemic began, there has been an increase in business at ShopAmericasNationalParks.org, our online store. The launch of a new online digital holiday catalog and early release of 2023 Passport Stamps also contributed to sales in the final month of the fiscal year.

The reopening of El Portal at El Yunque National Forest had a dramatic impact on overall sales. Closed since September 2017 due to destruction from Hurricanes Irma and Maria, Eastern National's retail operations relied on satellite stores throughout the forest. Providing this modified visitor service was costly and labor intensive. With the reopening of El Portal, EN worked with the team at El Yunque National Forest to reimagine the visitor experience. New products that interpret conservation and sustainability efforts of the forest; local artisan crafts; and bilingual signage in-store and on packaging has created a memorable, educational shopping experience. Sales at El Portal exceeded 2019 sales at 5 satellite stores by 77%.

A Place of Belonging

During a strategic workshop in 2021, an ad hoc committee formed to consider a formal program to establish Diversity, Equity, and Inclusion (DEI) principles for Eastern National.

Throughout FY 2022, EN staff began the work to develop a "belonging" strategy to ensure all EN team members feel welcome in the workplace, and to serve as the foundation for promoting a culture of inclusion in all aspects of mission delivery. With the support of our Board of Directors, a small team of Belonging Champions took initial steps towards embedding this culture of Belonging into our daily work. We knew this would take dedicated resources thorough planning and external support.

In February, EN leadership met with a like-minded team of Western National Parks Association (WNPA) leaders to identify common needs and to develop toolkits that would support the broader nonprofit community of public land partners. EN and WNPA jointly applied for a 2022 National Parks Foundation (NPF) Strong Parks, Strong Communities Capacity Building Grant to support these efforts. In May, we were pleased to receive \$50,000 to support Eastern National and Western National Parks Association Collaboration to Accelerate DEI&B Implementation Among Park Partners.

During this initial phase, EN and WNPA established a cross-organizational committee of executive leadership, human resources, project coordinators, and community outreach personnel. The joint committee



(Left - Right) Meredith McClatchy, Marie Buck (President & CEO, WNPA), Kevin C. Kissling, Megan Shelley, Marlene Andrews (Associate Director of Human Resources, WNPA), Caroline Lochner (Associate Director of Regional Programming & Community, WNPA)

has issued a formal request for proposals from consulting firms to conduct a joint audit and assessment of both organizations through a DEI&B lens, focusing on the employee lifecycle and experience.

Concurrently, EN Belonging Champions began the work of identifying internal resources to support these efforts. A project coordinator joined the team for dedicated administrative and planning support. An internal Belonging Committee Charter was written, and the process to invite team members to become dedicated Belonging Ambassadors has begun. We look forward to sharing updates on this important work in the future.

Education & Enrichment Sessions

Eastern National Field Management welcomed monthly guest speakers to our virtual meetings to provide mission-focused enrichment sessions for our Headquarters and Field Managers. This year, we learned more about parks, programs, and lesser-known stories. A special thank you to the partners that prepared these presentations for our team.

Diane Carlson Evans and Marsha Guenzler-Stevens, members of the Vietnam Women's Memorial Advisory Group, told us about their roles in establishing and supporting a monument that honors the experience of women during the Vietnam War.



Casimer Rosiecki, Lead Park Ranger, Gulf Islands NS, guided us through Fort Pickens and shared the Underground Railroad story at this site.

Robert Stewart, Superintendent of Charles Young Buffalo Soldiers NM, honored the anniversary of the Buffalo Soldiers as we prepare to open a new park store and visitor center at the park.

Jennifer Epstein, Education Specialist, National Mall and Memorial Parks, shared stories for Black History Month at Martin Luther King, Jr. Memorial.

Rachael Graff, Community Engagement Coordinator, Outer Banks Forever, shared a recorded Juneteenth program from Fort Raleigh NHS.

David Lassman, Park Ranger, led a virtual program taking an in depth perspective of Thomas Stone, his family, and his legacy at Thomas Stone NHS.

Ajena C. Rogers, Supervisory Park Ranger, honored Women's History Month at Maggie L. Walker NHS.



During LGBT History Month, **Kelly Harvey** and **Julie Burna**, Park Rangers at Stonewall National Monument, led us through an interpretive program of the history of the Stonewall Uprising in 1969 and its impact on the civil rights movement.





Throughout the year, Eastern National team members are encouraged to share commendations to their colleagues on the great work happening across the organization. Each month, we celebrate these accomplishments in a Good News segment announcing customer service and mission-focused activities.



San Juan NHS Store Manager Angie Rolon shares that "Secretary Haaland is a big fan of our Passport to Your National Parks[®] Program." Wilma Diaz, Assistant Store Manager, and Pedro Quintana, Store Associate, explained the Passport program and assisted Secretary Haaland cancelling her Passport. L to R: Wilma Diaz, Secretary of the Interior, Deb Haaland, and Pedro Quintana.

Gary MacNight, National Capital Regional Manager (not pictured) represented EN, with speaker Connie Evans and Superintendent Jeff Reinbold of National Mall and Memorial Parks at the June 11th event honoring all women veterans.



Part of our onboarding efforts for new team members is to create a park visit experience to connect our daily work with our mission supporting national parks and public lands. Director of Retail, North, Corinna Richards, and Director of Human Resources, Meredith McClatchy co-hosted a park visit to Statue of Liberty NM and Ellis Island to introduce new Creative Department team members and the Midatlantic Regional Manager to colleagues in Metro New York. Below L to R: Gina Totino, Philene Paris, Corinna Richards, Frankie Berardi, Max Hoagland, Carryn Golden, and Meredith McClatchy.





During the summer Board of Directors Meeting, staff, board members, and members of the NPS Advisory Group toured Independence National Historical Park. Special thanks to Amnesty Kochanowski, Deputy Superintendent and Leslie Obleschuk, Chief of Interpretation. The group was able to see our park stores in action and were greeted by Independence NHP Park Store Manager Atom Gunn, with Carol Hill, Store Associate, Jaci Fox, Fee Desk Coordinator, and Bill Keller, Assistant Store Manager.

Store Manager, Libby Perry, attended park partnership meetings with Interior Region 2 Deputy Regional Director, Karen Cucurullo, and Superintendent and NPS Advisory Group Member, Tracy Stakely, when they spent time touring Reconstruction Era NHP, Liberty Square, Fort Sumter and Fort Moultrie NHP and Charles Pinckney NHS.





Store Manager, Kristin Hylton, and Assistant Manager, Zoe Gray at a pop-up store for Bridge Day in New River Gorge NP&P. The event hosted 312 base jumpers, rappelers, a 5K run, and parachuting flyover by the Navy Seals. During the 6-hour event, the store earned over \$14,000 in revenue, and the team achieved a location record for the year by exceeding \$1 million in sales.



Where We Operated in Fiscal Year 2022

ALABAMA

Horseshoe Bend NMP Russell Cave NM Selma to Montgomery NHT Tuskegee Airmen NHS Tuskegee Institute NHS

ARKANSAS

Arkansas Post NM Buffalo NR Fort Smith NHS Hot Springs NP Ozark-St. Francis NF Pea Ridge NMP

CONNECTICUT

Coltsville NHP Weir Farm NHP

FLORIDA

Canaveral NS Castillo de San Marcos NM De Soto NM Fort Caroline NM Fort Matanzas NM Gulf Islands NS (FL & MS) Timucuan Ecological and Historical Preserve

GEORGIA

Andersonville NHS Chattahoochee River NRA Chickamauga and Chattanooga NMP (GA & TN) Cumberland Island NS Fort Pulaski NM Jimmy Carter NHP Kennesaw Mountain NBP Martin Luther King, Jr. NHP

ILLINOIS

Illinois Waterway – US Army Corps of Engineers Lincoln Home NHS Pullman NHP

INDIANA

George Rogers Clark NHP Indiana Dunes NP Lincoln Boyhood NM

IOWA

Effigy Mounds NM Herbert Hoover NHS

KANSAS Tallgrass Prairie NPRES

"This has been a very successful year for our Eastern National team. They have worked hard to find the items that sell well and keep them in stock. They work with us to find products that are both educational and of guality that promote Mammoth Cave National Park...This is the highest year for sales in the store's history! This is an incredible accomplishment, and we are very proud of our Eastern National family."

- DAVID WYRICK, CHIEF OF INTERPRETATION AND VISITOR SERVICES MAMMOTH CAVE NATIONAL PARK

KENTUCKY

Abraham Lincoln Birthplace NHP Cumberland Gap NHP (KY, TN, & VA) Mammoth Cave NP

LOUISIANA

Cane River Creole NHP Jean Lafitte NHP & PRES New Orleans Jazz NHP

MAINE

Acadia NP Saint Croix IHS

MARYLAND

Antietam NB Assateague Island NS (MD & VA) Catoctin Mountain Park Chesapeake and Ohio Canal NHP (MD, DC, & WV) Clara Barton NHS (GWMP) Fort Washington Park (NCP) Hampton NHS Harriet Tubman Underground Railroad NHP Monocacy NB Oxon Cove Park and Oxon Hill Farm (NCP) Potomac Heritage NST (MD, DC, PA, & VA) Thomas Stone NHS

MASSACHUSETTS

Adams NHP Boston NHP Cape Cod Canal – US Army Corps of Engineers Cape Cod NS Frederick Law Olmsted NHS John Fitzgerald Kennedy NHS Longfellow House – Washington's Headquarters NHS Lowell NHP Minute Man NHP New Bedford Whaling NHP Salem Maritime NHS Saugus Iron Works NHS Springfield Armory NHS

MICHIGAN

Pictured Rocks NL Sleeping Bear Dunes NL

MINNESOTA Grand Portage NM

MISSISSIPPI

Natchez NHP Natchez Trace PKWY Vicksburg NMP

MISSOURI

Harry S Truman NHS Ozark NSR Wilson's Creek NB

NEW JERSEY

Morristown NHP Paterson Great Falls NHP Thomas Edison NHP

NEBRASKA

Homestead NHP Niobrara NSR

NEW HAMPSHIRE Saint-Gaudens NHP

NEW YORK

African Burial Ground NM Castle Clinton NM Federal Hall NM Fire Island NS Fort Stanwix NM Gateway NRA (NY & NJ) General Grant NM Governors Island NM Hamilton Grange NM Martin Van Buren NHS Sagamore Hill NHS Saratoga NHP Statue of Liberty NM/ Ellis Island (NY & NJ) Theodore Roosevelt **Birthplace NHS** Women's Rights NHP

NORTH CAROLINA

Blue Ridge PKWY (NC & VA) Cape Hatteras NS Cape Lookout NS Carl Sandburg Home NHS "Thanks to the financial support from Eastern National, we were able to host our annual Howling Homestead, a science-based education event. This event featured live owls, snakes, a mad scientist, and a storyteller."

- AMY GENKE, HOMESTEAD NATIONAL HISTORICAL PARK

Fort Macon State Park Fort Raleigh NHS Guilford Courthouse NMP Moores Creek NB Pilot Mountain State Park Wright Brothers NM

OHIO

Charles Young Buffalo Soldiers NM Cuyahoga Valley NP Dayton Aviation Heritage NHP Hopewell Culture NHP James A. Garfield NHS Perry's Victory and International Peace Memorial William Howard Taft NHS

PENNSYLVANIA

Allegheny Portage Railroad NHS Delaware Water Gap NRA Edgar Allan Poe NHS Flight 93 NM Fort Necessity NB Friendship Hill NHS Hopewell Furnace NHS Independence NHP Johnstown Flood NM Steamtown NHS Upper Delaware SRR

PUERTO RICO

El Yunque NF San Juan NHS

RHODE ISLAND

Roger Williams NM

SOUTH CAROLINA

Charles Pinckney NHS Congaree NP Cowpens NB Fort Sumter and Fort Moultrie NHP Kings Mountain NMP Ninety Six NHS Reconstruction Era NHP

SOUTH DAKOTA

Minuteman Missile NHS

TENNESSEE

Andrew Johnson NHS Big South Fork NRRA (TN & KY) Fort Donelson NB Obed WSR Shiloh NMP (TN & MS) Stones River NB

US VIRGIN ISLANDS Christiansted NHS

VERMONT

Marsh-Billings-Rockefeller NHP

VIRGINIA

Appomattox Court House NHP Arlington House,

The Robert E. Lee Memorial Arlington National Cemetery Booker T. Washington NM Colonial NHP/Jamestown

Fort Monroe NM Fredericksburg and Spotsylvania NMP George Washington and Jefferson NF George Washington Memorial Parkway (VA & MD): Great Falls Park George Washington Birthplace NM Maggie L. Walker NHS Manassas NBP Petersburg NB Prince William Forest Park Richmond NBP Robert Russa Moton Museum

WASHINGTON, D.C.

National Capital Parks – East (NCP) (DC & MD): Carter G. Woodson Home NHS Frederick Douglass NHS Kenilworth Park & Aquatic Gardens Mary McLeod Bethune Council House NHS National Mall and Memorial Parks: Belmont-Paul Women's Equality NM Dwight D. Eisenhower Memorial Ford's Theatre NHS Franklin Delano Roosevelt Memorial Lincoln Memorial Martin Luther King, Jr. Memorial Thomas Jefferson Memorial Washington Monument

Rock Creek Park: Old Stone House

WEST VIRGINIA

New River Gorge NP & PRES

WISCONSIN

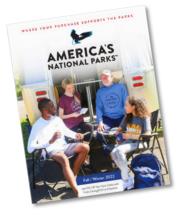
Apostle Islands NL Saint Croix NSR (WI & MN)

"The staff of Chickamauga and Chattanooga National Military Park is grateful for Eastern National's long history of commitment to this park's education programs and their diligence in training volunteers and seasonals throughout the year. Through our positive working relationship with Eastern National staff at all levels of the organization, together we have made connections with the next generation of visitors, supporters and advocates. The visitor has truly benefitted by the assistance Eastern National has provided the park over the years."

- BRADLY BENNETT, SUPERINTENDENT CHICKAMAUGA AND CHATTANOOGA NATIONAL MILITARY PARK

Products & eCommerce

2022 brought new and exciting opportunities to expand how we educate visitors through our interpretive products, but also brought the challenges of a strained and delayed supply chain.

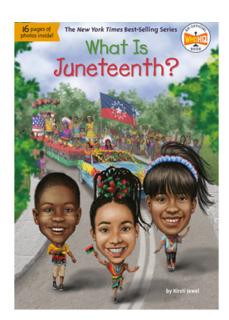


Despite these challenges we were able to launch some innovative new products. We took the opportunity to connect with history though food in our first venture into interpretive baking with the Mary Todd Lincoln cake mix at Lincoln Home National Historic Site. We expanded our support and connection

to local communities by increasing our assortment of product made by local artisans, specifically at El Yunque National Forest. We also launched our first digital catalog for our eCommerce store, Shop ANP, that featured a new expansion of our bestselling Passport To Your National Parks Collection.









Above: This button set of modern designs interprets important figures in African American history and is inspired by the use of buttons during the civil rights movement. **Left:** The book, *What is Juneteenth?* educates young readers on the Juneteenth story and is part of our Juneteenth product collection that educates visitors on our newest federal holiday.



All of the products on this page support the NPS Junior Ranger program. Through a series of on-site park activities, kids ages 5-13 learn to explore, discover and protect our national parks.







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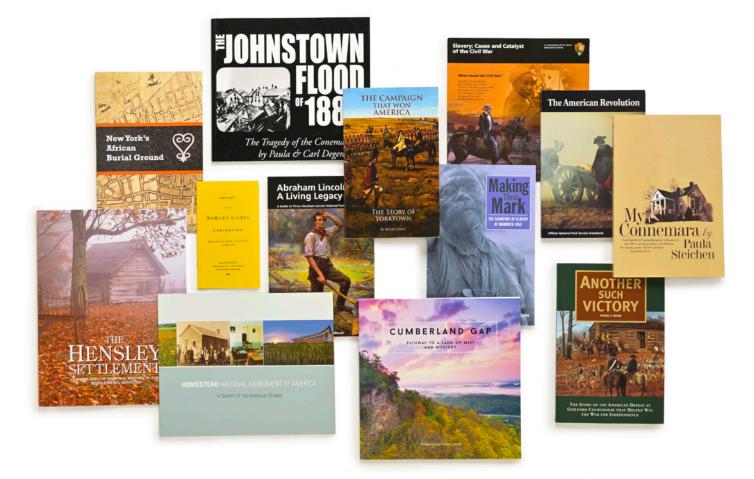
ONAL

Stealer

Passport To Your National Parks™

People are talking about Passport To Your National Parks & the America's National Parks Online Store! Throughout 2022 ShopANP worked with affiliate partners to develop and distribute content about the Passport Program on their blogs, social media channels, and websites that helped reach new audiences and get new customers for the online store.

EN Publications & Products





Above: EN Publication reprints returned at the end of 2022 after a several year hiatus. **Left:** A series of vintage posters, based on original WPA-era travel poster designs, depicts dozens of iconic national parks. **Below:** The Green Speckled Wavy Bowl is handmade by glassblowers who are trained in the style of the original Glasshouse artisans at Historic Jamestown, part of Colonial NHP.





MEET OUR TEAM



Jessica Barnes, Director



Nicole Erickson, Development Manager



Rachael Graf, Community Engagement Coordinator

BOARD OF DIRECTORS

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Outer Banks Forever

Director's Letter

In 2022, our focus at Outer Banks Forever was to help locals and visitors rediscover new and interesting stories and experiences in our three national parks. We launched several new initiatives in 2022 and continued to expand our popular Adopt A Sea Turtle Nest and Adopt A Pony programs. These programs raise funds for our parks while also highlighting the important scientific work our park rangers are doing every day to better understand, manage, and protect our unique natural and cultural resources.

Our most exciting initiative of this past year was the launch of our Pathways to Your National Parks campaign. Building on the momentum of the past four years, we are working with our National Park Service partners to fill the gap in funding to build a new, paved multi-use path at the Cape Hatteras Lighthouse.

The growth of the past year is due in no small part to the addition of two new fulltime team members here at Outer Banks Forever – Nicole Erickson, Development Manager, and Rachael Graf, Community Engagement Coordinator. Nicole and Rachael's work allowed us to engage nearly 500 donors, strengthen our community partnerships, and have the capacity to take on larger projects that are critical to our parks. We look forward to another strong year of growth and impact as we protect and enhance these special places.

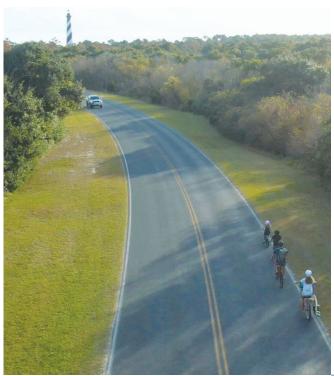


Rediscovering Our OBX National Parks



Education Garden at Fort Raleigh National Historic Site

The new education garden at Fort Raleigh NHS highlights the importance of agriculture in our community and includes crops that were cultivated by the Carolina Algonquian peoples, Europeans, and members of the Freedmen's Colony on Roanoke Island. You can visit the garden next to the Visitors Center to better understand the important stories of the people who shaped our unique Outer Banks community.



Helping Junior Rangers Take Flight

Because of our generous donors, we were able to help our park staff at Wright Brothers National Memorial print 2,000 Junior Flight Ranger books when supply chain challenges delayed an order last summer. The Junior Flight Ranger program helps kids continue the Wright brothers' legacy of making the impossible possible by inspiring them to soar to new heights. Thousands of kids participated in the program from April to August 2022!



Each year, millions of visitors venture to the Outer Banks to experience Cape Hatteras National Seashore, and many make a point to visit the Cape Hatteras Lighthouse. Considered one of the most iconic lighthouses in the country, the lighthouse site in Buxton, NC, is popular for its beautiful beach and is a top surfing destination on the East Coast.

A new paved, multi-use path aims to make this area safer to explore, while honoring and educating visitors about the history and the coastal environment of our local community. We launched the public fundraising campaign for this project in 2022 with the goal of beginning construction on the pathway in 2023.





Shining a Light on Local History

We are working on a three-year project with our National Park Service partners to install 15 new educational signs at key places in our parks. Thanks to our generous supporters you can now read about the unique history of the Ocracoke Lighthouse, the oldest working lighthouse in North Carolina, as well as the harrowing stories of the Bodie Island Life Saving Station where countless lives were saved from the treacherous waters of the Outer Banks near the Bodie Island Lighthouse.

Awards

Eastern National's Annual Awards highlight excellence in performance and partnership. The awards program was designed to acknowledge outstanding individual contributions that have had a positive impact on an Eastern National operation or individual park, thus furthering and promoting EN's unique relationship with its partners.

FY 2022 Superior Performance Award Winners

The **Superior Performance Award** recognizes outstanding partner support of an Eastern National agency. They are awarded annually to the top four outstanding partner personnel, regardless of agency size. The 2022 Superior Performance Awards were presented by EN CEO Kevin Kissling:



Jessica Kunhen, Museum Technician (Park Store Coordinator) Weir Farm NHP. A long-term renovation of the Weir Farm Park visitor center and surrounding buildings was completed in early 2022. Throughout that

process Jessica was extremely collaborative and receptive to redesigning our assortment of products for the new space. Sales for fiscal year 2022 were record setting, beating their best prior year (FY19) by 36%. Working with Jessica on this project was both financially and creatively rewarding. It is a great example of a cooperative partnership that resulted in a beautiful space, featuring thoughtful and creative products that represent the park well.



Ann Honious, NPS Superintendent for Chattahoochee River NRA. Ann has provided exemplary support and commitment to Chattahoochee River National Recreation Area's partnership with Eastern National. In this,

Ann's first full year as Superintendent at the park, she partnered with EN and planned a complete store agency improvement using both park and EN funds. Ann and the CHAT team also helped foster a new formal relationship between EN and Chattahoochee National Park Conservancy. In fiscal year 2022, the park store saw record sales: over 10% higher than our previous record in 2017 and 49% higher than 2021.



Matthew Woods, NPS Superintendent at Moores Creek National Battlefield. Matt and his team have done an exceptional job supporting the park store's operation and growing the partnership between the Park Service and Eastern

National. He has been very involved in finding just the right mixture of items and is open to sharing ideas for new items designed to interpret the story of the site. Matt and his team are always eager to do whatever they can to help with the success of the partnership and the Park Store, which has included fully embracing a new part-time Eastern National employee. Sales increased at this location by 30% over FY 2021 and by 54% over FY 2019. *Pictured with Brenda Cummins, EN Coastal Mid Atlantic Regional Manager*



David Ilse, Public Service Staff Officer at El Yunque NF. David has worked tirelessly over the past several years to ensure inclusiveness and ownership in a newly structured partnership at El Portal. David and his team worked with Eastern

National to plan for every detail of the re-opening of El Portal and he spent much time mentoring the store manager with project management tips, taking time to provide all the support needed. David's dedication to re-imagining the partnership has enabled us to upskill the interpretive staff and develop a program to work with the Intellectual Disabilities Program of Puerto Rico.

FY 2022 Charles S. Marshall Unit Award

The Charles S. Marshall Unit Award recognizes the most outstanding agency that has achieved noteworthy teamwork in promoting and aiding the historical, scientific, educational, interpretive and operational activities of our partners through EN agency operation. The 2022 Award recipient is **Sleeping Bear Dunes National Lakeshore Education, Interpretation and Visitor Services Directorate.**

Merrith Baughman, right, accepted the award on behalf of Sleeping Bear Dunes NL and is pictured with Erin Nolan, EN Midwest Regional Manager.

FY 2022 Special Achievement Awards

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

Kenneth Williams, Store Manager at Selma to Montgomery National Historic Trail

Gerelle Sheard, Lead Store Associate at Lincoln Memorial

Megan Luther, Eastern National Buyer

Bridgette Nitza-Buwala, Store Manager at Antietam National Battlefield



Nick Miano, Southeast Regional Manager

Joe Duggan, IT Support Technician

Nick Zagame, IT Support Technician

Amy Devaisher, Store Manager at Lincoln Home National Historic Site

Lee Pettey, Northeast Regional Manager

(Elizabeth) Libby Perry, Store Manager at Fort Sumter & Fort Moultrie National Historical Park



(Left - Right) Special Achievement Award winners Nicholas Zagame, Nick Miano, Lee Pettey, Megan Luther, Joe Duggan

Financial Report

Condensed Statement of Activities and Changes in Net Assets Year Ended October 31, 2022	2022
Revenues and Other Support	
Sales	\$47,333,393
Cost of Sales	19,463,427
Gross Profit	27,869,966
Other Support	119,380
Total Revenue and Support	27,989,346
Expenses:	
Program Services	16,805,635
Direct Aid to the National Park Service*	4,836,271
General and Administrative	3,768,667
Fundraising	276,136
Total Expenses	25,686,709
Net Assets Released from Restrictions	350,000
Change in net assets Without Donor Restrictions	
from operating activities	2,652,637
Adjustment to net assets from non-operating activities	(825,543)
Increase (decrease) in net assets Without Donor Restrictions	1,824,094
Change in Net Assets with Donor Restrictions	(294,748)
Change in Net Assets	1,529,346
Net assets, beginning of the year	16,868,727
Net assets, end of the year	\$18,398,073

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Product Mix

COMMEMOPATIVE 35.3%

> VISITOP CONVENIENCE 2.7%

Publications[.] 28.5%

> APPAPEL 10.6%

ACCESSOPIES

8.0%

PEPPODUCTIONS^ 7.1%

PAPER ? OTHER MEDIA 7.8%

250

* INCLUDES PASSPORT TO YOUR NATIONAL PARKSO ^ INCLUDES JAMESTOWN GLASS

Sleeping Bear Dunes National Lakeshore



(Left - Right) Stacy Madalena, Scott Grabus, Jessica Barnes, Meredith McClatchy, Megan Shelley, Kevin Kissling, Heidi White, Corinna Richards, Jason Scarpello

Our Leadership Team

BOARD OF DIRECTORS

Bill McKendree, Chair Charley Money Kristie Paskvan Harvey Perry Susan Schroeder, Secretary Daniel Song David Vela Bob Vogel

OFFICERS

Bill McKendree, Chair Susan Schroeder, Secretary Heidi White, Treasurer

EXECUTIVE COMMITTEE

Bill McKendree, Chair Kevin C. Kissling, President & CEO Kristie Paskvan Susan Schroeder, Secretary

FINANCE, AUDIT & INVESTMENTS COMMITTEE

Kristie Paskvan, Chair Charley Money Daniel Song Bob Vogel Heidi White, Treasurer & CFO

GOVERNANCE COMMITTEE

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PHILANTHROPY COMMITTEE (AD-HOC)

Susan Schroeder, Chair Charley Money

SENIOR LEADERSHIP TEAM

Kevin C. Kissling, President & CEO Megan Shelley, Chief Operating Officer Heidi White, Chief Financial Officer Scott Grabus, Director of Information Technology Meredith McClatchy, Director of Human Resources Jason Scarpello, Creative Director

REGIONAL MANAGEMENT TEAM

Lyne Bradley, Midwest Regional Manager Danica Buehren, Virginia, , Ohio Regional Manager Karin Burnette, Coastal Mid-Atlantic Assistant **Regional Manager** Brad Cave, Blue Ridge Parkway Assistant **Regional Manager** Brenda Cummins, Coastal Mid-Atlantic **Regional Manager** Dave Hobbs, National Capital Assistant **Regional Manager** Gary MacKnight, National Capital Taymi Maldonado, Coastal Southeast Assistant **Regional Manager** Aimee Meadows, Appalachia Regional Manager Nick Miano, Southeast Regional Manager Erin Nolan, Great Lakes Regional Manager Philene Paris, Metro New York Regional Manager Lee Pettey, Northeast Regional Manager Cindy Piccolo, Coastal Southeast Regional Manager Karen Searle, Blue Ridge Parkway Regional Manager Gina Totino, Mid-Atlantic Regional Manager

HEADQUARTERS TEAM

Stanley Anton, eCommerce Specialist Jessica Barnes, Director of Outer Banks Forever Juli Clark, Project Coordinator Margaret Cronin, Accounts Payable Specialist Emily Cruse, Project Manager Dan Doyle, Senior Accountant Joe Duggan, IT Support Technician Nicole Erickson, Development Manager of Outer Banks Forever Kathryn Ferguson, Cash Management & Compliance Accountant Carryn Golden, Publications Manager Rachael Graf, Community Engagement Coordinator of Outer Banks Forever Julianna Haviv, Director of Merchandise Andrea Heaton, Controller Max Hoagland, Digital Marketing Strategist Amber Houske, HR & Training Manager



Antietam Burnside Bridge

Maryann Jones, Senior Accounts Payable Specialist Jordan Kuhn, Help Desk Manager Victoria Liberty, Staff Accountant Margaret Lichtenstein, Office Administrator Megan Luther, Buyer Stacy Madalena, Director of Retail South Marge McBeth, Accounts Payable Specialist Chelsea Opperman, Office & Safety Coordinator Susan Packer, Payroll Specialist Tori Ramey, Buyer Corinna Richards, Director of Retail North Andrea Singmaster, Human Resources & Benefits Administrator Kim Snyder, Human Resources Manager Jennifer Sturch, Buying Operations Assistant Erin Sweeney, Inventory Planner Mark Vineburg, Retail Operations Manager James Winter, Systems Analyst Joe Wooley, Buyer Nick Zagame, IT Support Technician

SHOP ANP WAREHOUSE

Stephen Drain, Warehouse Manager
Dave Hoffman, Customer Service Specialist
Patricia Jasper, Warehouse Product Shipper
and Receiver Lead
Jonathan Markus, Warehouse Product Shipper
and Receiver
Mario Ruiz, Assistant Warehouse Manager
Matthew Whalen, Warehouse Specialist
James Simpson, Warehouse Product Shipper
and Receiver

Anniversaries

5 YEARS:

Mary Anderson, Store Associate, Canaveral National Seashore

Kelly Cahoon, Store Manager, Cape Hatteras National Seashore/ Bodie Island

Chris Carter, Warehouse Supervisor, Blue Ridge Parkway Warehouse

Maria Ling DeMarco, Lead Store Associate, Independence National Historical Park

Hadley Giles, Store Associate, Antietam National Battlefield

Katherine Gossens, Lead Store Associate, Sleeping Bear Dunes National Lakeshore

Scott Grabus, Director of IT, Headquarters, IT Department

Hannah Harper, Manager - Manhattan Sites, Statue of Liberty National Monument/Ellis Island

Julianna Haviv, Director of Merchandise, Headquarters/ Merchandise

Gwenn Hicks, Store Manager, Gulf Islands National Seashore

Kelly Inman, Glassblower Journeyperson, Colonial National Historical Park/ Jamestown Glasshouse

Nicholas Miano, Regional Manager, Southeast

George Provenzano, Store Associate, Independence National Historical Park

Linda Schulthies, Lead Store Associate, Cape Cod National Seashore/ Highland Light

Kimberley Snyder, HR Manager, Headquarters, HR Department

Kaylan Laing Solomon, Store Associate, Boston National Historical Park

Nina Treherne, Store Associate, Wright Brothers National Memorial

Steven Trimmer, Store Manager, Statue of Liberty National Monument/Ellis Island

John Velez, Store Associate, Statue of Liberty National Monument/Ellis Island

IO YEARS:

Patricia Alcaro, Site Manager, Gateway National Recreation Area/ Sandy Hook

Taymi Maldonado Arroyo, Assistant Regional Manager, Coastal Southeast

Megan Shelley, Chief Operating Officer, Headquarters

15 YEARS:

Steward Henderson, Store Associate, Fredericksburg and Spotsylvania National Military Park

Davidson Hobbs, Assistant Regional Manager, National Capital

Aimee Meadows, Regional Manager, Appalachia

Deborah Morgan, Lead Store Associate, Blue Ridge Parkway/ Folk Arts Center

Lee Pettey, Regional Manager, Northeast

Erin Sweeney, Inventory Planner, Headquarters, Merchandise

Michael Vigneau, Site Manager, Blue Ridge Parkway/ Waterrock Knob

Joseph Wooley, Buyer, Headquarters, Merchandise

20 YEARS:

Marge McBeth, Accounts Payable Specialist, Headquarters

25 YEARS:

Susan Moore, Store Associate, Blue Ridge Parkway/ Linville Falls

30 YEARS:

Charles Rich, Store Associate, Shiloh National Military Park

Eric Schneider, Glasshouse Foreman, Colonial National Historical Park/ Jamestown Glasshouse

35 YEARS:

Kevin C. Kissling, President & CEO, Headquarters



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