



National Park Service Cooperating Association *2006 Annual Report of Aid and Revenue*





Cover: Famous photographers sign copies of the new publication: Lasting Light: 125 Years of Photography at a signing event sponsored by Grand Canyon Association.

Inside cover: Reenactors play "Towne Ball on the Farm-house Lawn" located at Hampton NHS. Below is a photo of the store at Hampton NHS which is outside of Baltimore, MD.

National Park Service Cooperating Association

2006 Annual Report of Aid and Revenue

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Cooperating Association Program Summary

In 2006, Cooperating Associations sought to reaffirm their role as partners of the National Park Service. Through meeting with NPS leadership and in working with individual field staff, associations continued to meet the interpretive and education needs of their agency partners.

The Cooperating Association Annual Report of Aid and Revenue seeks to discuss both the quantitative and qualitative value of the cooperating association partnership. While much of the report's analysis is based on financial reporting—a quantifiable indicator—significant space is given to discuss the qualitative value of association partners to the National Park Service in achieving its mission of deepening visitor understanding.

At the end of FY06, the NPS was beginning to engage in conversations about its upcoming centennial celebration set to arrive in 2016. The conversation is ongoing with input from Department of Interior, White House and congressional interests. Cooperating Associations should and will have a meaningful role as plans are settled. The FY06 report shows that many associations are in a position to assist with the efforts. Mesa Verde Museum Association reports on their efforts in the successful celebration of its park's Centennial Celebration. The narrative is an informative discussion of the process they went through that led to their success. Their experience is one model available to other organizations and parks set to celebrate their centennials along the way to 2016.

The National Park Service (NPS) had standard cooperating association agreements with 65 non-profit cooperating associations at the end of FY06 which ended on December 31, 2006. For the first time in several years, no association agreements were terminated and no new agreements were signed. Despite this seeming continuity, there was still a significant shift in how NPS does business in visitor center bookstores. The Gettysburg Foundation operates the ticketing and reservation system at Gettysburg, where once Eastern National had operated. There is no longer a cooperating association operating the museum store at Independence NHS.

One of the newer associations: the Rosie the Riveter Trust worked with park management at Rosie the Riveter/WW II Home Front National Historical Park to develop plans for interpretation at that site. Planning includes a bookstore operation in addition to engaging in general

fundraising activities. Revenue from cooperating association activities was insignificant this first year of operation and will be reported next year. The Encampment Store began managing cooperating association operations at Valley Forge National Historical Park at the tail end of FY05 and has reported exciting activities achieved in FY06.

BACKGROUND

The National Park Service/cooperating association relationship began in 1923 with the founding of Yosemite Association. In 1936, the Department of Interior noted in its Annual Report that cooperating associations are “helpful organization[s] able to finance and promote the education and research programs in a park in ways not open to a Government operation. In 1937, Congress codified that assertion making appropriations available for field employees to work in concert with cooperating associations. Associations are private nonprofit organizations chartered by state governments. All NPS cooperating associations are 501(c)(3) organizations and annually must file the appropriate Internal Revenue Service Form 990 “Return of Organization Exempt from Income Tax”. A copy of that filing is made to the Servicewide Cooperating Association Coordinator along with a narrative statement of activities and NPS Form 1040 “Non Profit Report to Federal Land Management Agency” The NPS Cooperating Association Annual Report of Aid and Revenue is the result of those submissions.

ASSOCIATION ACCOMPLISHMENTS

Cooperating associations provided interpretive sales and services to visitors. Revenues generated from all sources totaled \$151.0 million with associations returning \$61.5 million to their National Park Service partners. The Aid to NPS was used for research, publications, training of NPS interpretive staff, special events, Volunteers-in-Parks recognition, Junior Ranger programs, park newspapers, calendars, free literature, for sale publications, equipment, supplies, and community outreach.

Anniversaries

Although there is so much focus on the centennial anniversary of the NPS, 2006 marked the

The National Park Service (NPS) had standard cooperating association agreements with 65 non-profit cooperating associations at the end of FY06 which ended on December 31, 2006. Associations operated almost 1,000 outlets in 325 units of the National Park Service in FY06.

CA from March 18-22, 2007.

NPS SERVICEWIDE NEWS AND INITIATIVES

Mary Bomar was sworn in as the 17th Director of the NPS in October.

Policy

Directors Order 32 and Reference Manual 32 have been sent to the field and to partner organizations for review. This is not a formal review. A draft of Director's Order 32: Cooperating Associations was presented to members of the APPL in August 2006. APPL members met by teleconference on August 4 with Rose Fennell, NPS Servicewide Cooperating Association Coordinator, to offer comments and suggestions related to the draft version of DO 32. After a lengthy and productive discussion regarding questions and recommendations from APPL's DO 32 Task Force, it was decided that NPS staff would review the draft document again. The NPS hopes to have DO 32 completed by the end of 2006.

In other news: NPS released a revision of its Management Policies in July. Associations sent in their formal comments for consideration.

Director's Order 21: Donations and Fundraising was released. It was revised to enhance partnerships and maintain the tradition of private sector support for national parks.

Cooperating Association Annual Report

The 2005 Annual Report of Aid and Revenue (http://www.nps.gov/interp/coop_assn/Downloadables/osreport.pdf) was compiled and sent to the Directorate, field, and cooperating association managers in July 2006. Sixty-seven cooperating associations reported some kind of activity with some associations folding, some new associations forming, and established associations acquiring new partnerships.

Assistance was given to the Partnership Office in designing their new database which will be used to report out "key financial data" as collected from Friends Organizations. The project included fine-tuning the data collections system and inputting information. The reporting system has been modeled on the one used by cooperating associations and incorporates the use of the new standardized reporting form.

Training

Rose Fennell and Corky Mayo presented training on Scope of Sales at the 2006 APPL Convention. Information from that training was taken to Monocacy NB where a work session resulted in the park's scope of sales. In the latter part of the year, working with the Partnership Office a one day training was developed to be presented at

the 2007 APPL Convention. The session looked at the larger world of nonprofit support organizations of the NPS including discussion of charitable support both financial and non-financial. Particular attention was to be given to the spectrum of financial support.

In May, NPS met with APPL, NPS EN staff at the APPL offices in Wheaton, MD to discuss Cooperating Association Training. APPL has designed several partnership trainings, of which cooperating association is a small piece. The training discussed is a more directed 3-day training to be delivered in 2007

NPS Interpretive Development Program and the Eppley Institute for Parks and Public Lands offered a new Informal Visitor Contacts course. Agency staff and partners can get a limited trial pass to the new course by registering before December 15. To register visit www.parktraining.org and use the key code INTERP06. Another featured course, "The National Park Service: Its History and Mission" is also available online through this Web site at no cost.

MEETINGS

Rose Fennell met with field staff including Superintendent Mike Caldwell, his staff and the management team for the new cooperating association at Valley Forge: the Encampment Store. A regular schedule of conference calls was set up with the regional coordinators for cooperating associations. The calls included a discussion of the standardized report form, DO 32, operational reviews, HSPD-12 and the APPL convention. She also participated in a number of meetings and discussions concerning the status of cooperating associations around the Service at the Northeast Region superintendent's conference held in Washington in April.

In October, Rose Fennell and Corky Mayo participated in a meeting regarding the upcoming Partnership Council Meeting. Information and clarification was given on council needs for a discussion on hybrids, nonprofits, friends groups and visitor center operators.

Cooperating Association Program Narratives

Each year, as part of National Park Service Cooperating Association reporting requirements, association managers submit a narrative statement highlighting the year's accomplishments, operations, and even obstacles. What follows are the FY 2006 programmatic highlights as reported by our partners in interpretation and education.

Alaska Natural History Assn

| | |
|-------------|-------------|
| FY06 AID | FY06 NET |
| \$1,563,743 | \$2,272,587 |

2006 saw an expansion of services provided by the Alaska Natural History Association (ANHA) on behalf of its public land management partners, including the NPS. The Alaska Natural History Institutes, the education arm of ANHA made the leap beyond the borders of Denali and the Murie Science and Learning Center by offering multi-day teacher trainings in both Prince William Sound and in various locations in Southeast Alaska.

Under the banner of building a stronger constituency for Alaska's park, forests and refuges, membership doubled and the first exploratory appeal was made in support of the publishing and education programs.

Building bridges between Alaska's national parks and their local communities is a strong role for ANHA. This past year ANHA sponsored Winterfest in Denali encouraging winter enjoyment of the park by local residents; provided honorariums and supplies for community events in Nome and Kotzebue on behalf of the Bering Land Bridge National Preserve and the Western Arctic National Parklands; and funded the Klondike Gold Rush NHP's entry in Skagway's Independence Day Parade. (The float won the prized "Judges Choice" award.)

A partnership was also launched at Sitka NHP with fellow park partner, Southeast Alaska Cultural Center, allowing park visitors to purchase native art produced in conjunction with the Cultural Center.

In Denali NP and Preserve, the Association, as a partner in the Murie Science and Learning Center (MSLC), helped sponsor the Alaska Science Symposium, bringing together researchers from across the state to share their findings. Denali also saw the introduction of the first of a new series of guides to the park, Denali Road Guide. Also new to the park was an in depth daily education program piloted by the Alaska Natural History Institutes through the MSLC.

The program was very successful and will be expanded in 2007.

Arizona Memorial Museum Assn

| | |
|-------------|--------------|
| FY06 AID | FY06 NET |
| \$2,678,874 | \$13,758,865 |

The Arizona Memorial Museum Association (AMMA) continued fundraising efforts to replace the failing visitor center at the USS Arizona Memorial at Pearl Harbor, HI. By the end of the FY06, more than \$18 million in cash and pledges had been raised along with a commitment from the NPS of just over \$8 million. It appeared that AMMA was well on its way to securing the \$34 million projected in 2004 for this project.

The project entered the "final design phase" in 2006 and the Portico Group was contracted to complete the Architectural and Engineering plans for the new Pearl Harbor Memorial Museum and Visitor Center. After careful review of the original plan and thorough value analysis, it was learned that due to escalating construction costs the new center now requires a fundraising effort of \$50 million. Redoubling efforts, AMMA is positive that it's new goal can be reached and groundbreaking will occur as scheduled at the end of this calendar year.

AMMA's education department continues to grow along with its educational projects. Two teachers workshops were held involving over 80 teachers from the US and Japan. These workshops are held in conjunction with the East West Center located at the University of Hawaii and are primarily funded by a grant from the National Endowment for the Humanities and the AMMA. Facilitated by U of H professors, professors from Japan and by the NPS the outcome of these workshops is that teachers go back to their respective schools better prepared to teach their students the issues leading up to the attack on Pearl Harbor in 1941 and the ensuing involvement of the US in World War II. This marks the third year in a row that these workshops have been held here.

AMMA's Witness to History Distance Learning Program continues to grow with over 50 video



Hiker's participate in ANHA program at Glacier Bay.



Entrance to exhibit area American Memorial Park visitor center.



Front Desk, visitor center, American Memorial Park, Saipan.

teleconference broadcast into classrooms across the country this past year. AMMA offered three programs: the *Pearl Harbor Survivors Series* where Pearl Harbor survivors share stories with students while at the same time students can interact with them by asking direct questions of the survivors and receive real-time answers. *The Curator Series* provides students with the opportunity to view artifacts and photographs from the attack. *The Interpretive Ranger Series* allows students to view underwater video of the USS Arizona while NPS divers who regularly monitor the sunken USS Arizona provide interpretive lessons.

The 64th Anniversary observance of the attack was the first in many years where the US Navy and the NPS with funding from AMMA held joint ceremonies at the ceremonial lawn of the visitor center. Featured speaker was the Chief of Naval Operations, Admiral Mullen along with other dignitaries such as Dr. Ron Sugar, Chairman, President and CEO of Northrop Grumman and Senator Daniel Inouye. Planning has been underway all year for the event which is so large the venue has to be moved to the naval base where over 3500 attendees are expected. The Pearl Harbor Survivors National Convention will be held in conjunction with the ceremony and 400-500 survivors are expected to attend, many with their extended families.

Planning has also been underway for a Symposium on the Pearl Harbor Attack to be hosted by AMMA and presented by the NPS at the Hilton Hawaiian Village. Survivors, historians, authors and other authorities on the attack are expected to present over 4 days the events leading up to the attack, the attack itself and the aftermath. Survivors speaking will include Battleship Row Crewmen, USS Arizona Survivors, Japanese pilots, shore side nurses, civilians others directly involved in the attack.

The unveiling of a new USS Arizona model based on the latest historical research is expected during this same time. The model is the result of a grant of \$30,000 procured by AMMA's fundraising department. The model will have features and paint schemes recently uncovered through extensive research. This centerpiece of the exhibit area will be unveiled by USS Arizona Survivors on December 6, 2006.

AMMA published its latest book this year, the work of Mr. Zenji Abe: *The Emperor's Sea Eagle*. Mr. Abe was a Japanese pilot who participated in the attack on Pearl Harbor. The original work published in Japan was translated by Mr. Abe's

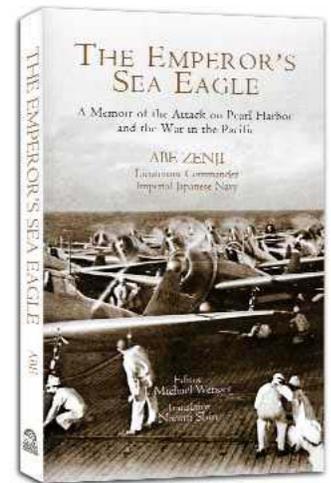
daughter. He came to the AMMA bookstore for a signing. His book also chronicles his wartime experiences including the bombing of Dutch Harbor in Alaska up to his surrender while on the island of Rota, Northern Mariana Islands, September 2, 1945.

At the USS Arizona Memorial sales in the bookstore declined by slightly less than 3% over the previous year while visitation was up slightly less than 1%. Audio program sales were up over 25% however resulting in an overall per capita expenditure of \$4.64 for the fiscal year an increase of over 2% from last year.

Funding was made available from the Association for audio visual equipment for the new War in the Pacific NHP visitor center on Guam. The NPS has been without a visitor center since a typhoon on December 8, 2002 forced the abandonment of the old center. The new center is a refurbished Army Reserve Center no longer in use by the military. Hopefully this center will open early in 2007. The audio visual funding will allow for projectors, screens, digitizing older versions of interpretive films related to the battle for Guam and the Northern Mariana Islands and be a state of the art theater system at a cost of approximately \$150,000.

Sales at American Memorial Park on Saipan began climbing as a result of intensive work on product mix, customer service, merchandising and margins continued. The number of visitors to Saipan has dropped significantly due to the suspension of most direct flights from Japan and the suffering economy of Saipan as the result of the loss of most of its garment industry to Asia. The NPS along with AMMA are out in the community regularly encouraging the use of the center for community gatherings, lectures, book signings, and other activities to increase visitation which has helped tremendously in these adverse conditions.

During the summer of 2005, AMMA entered into a Challenge Cost Sharing grant agreement with the NPS and International Association for Integration, Dignity and Economic Advancement (IDEA) for research and publication of a manuscript about the experience of Hansen's Disease patients at Kalaupapa NHP. Upon completion of this project, Kalaupapa NHP will be provided with a manuscript, *A Collective Memory of Kalaupapa*, hundreds of digitized historical photographs relating to the history of the Kalaupapa Settlement, and audio recordings and their transcriptions of the oral history interviews of patients and residents of Kalaupapa.



AMMA published its latest book this year, the work of Mr. Zenji Abe: *The Emperor's Sea Eagle*.

Although limited by the number of visitors allowed into the settlement (100 per day), with changes in the inventory, merchandising and the product mix itself, sales in the bookstore increased by 18% over the previous year.

Association for the Preservation of Virginia Antiquities

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| FY06 AID | FY06 NET |
| \$30,122 | \$155,283 |

Association for the Preservation of Virginia Antiquities' (APVA's) Archaeological project is stimulating worldwide interest in new research surrounding the early seventeenth-century colony. In 1999, APVA and NPS co-sponsored master planning for a long-term plan for the interpretation and preservation of the whole of Historic Jamestowne. Extensive interpretive and building projects have been completed in 2006 in preparation for the 2007 commemoration of the 400th anniversary of the founding of the first permanent English settlement in America.

Throughout 2006 APVA operated the museum store in the temporary Visitor Information Station (VIS) at Historic Jamestowne with sales of \$291,495. A second museum store opened on May 13, 2006, when APVA opened the Archaearium, a state of the art archaeological museum showcasing the work of APVA's Jamestown Rediscovery project, which has successfully unearthed the site of the 1607 James Fort. The 500 square foot store added an additional \$191,125 of sales. Mail order and web sales added \$6,160 in sales. APVA's donation to the NPS at Historic Jamestowne was \$30,121 for 2006. Convenience items sales came to \$11,588 at the VIS. Combined with vending sales at the VIS and convenience items sold at the Archaearium the total sales of convenience items came to \$42,991. In total, 317,489 visitors came through the gates at Historic Jamestown in 2006.

In addition to the \$4.1 million Archaearium, APVA has been hard at work on the \$110,000 build-out of the store in the new Visitor Center that opened on January 2, 2007, and has converted their 1907 Dale House into much needed food service for Historic Jamestowne. The \$750,000 renovation of the Dale House was ongoing throughout 2006. The building opened for business in April of 2007.

In 2006 product news, the biggest story is *Jamestown, The Buried Truth*, written by APVA's Director of Archaeology, William Kelso and published by UVA Press. The nationally distributed book came out in September, is already in its fourth printing, and is the best selling book ever published by UVA Press.

Other new products include the Jamestown Survivor Game, an educational game developed in collaboration with Historic Jamestowne, Chatham Hill Games and the Jamestown/Yorktown Foundation; and souvenirs commemorating Jamestown's 400th anniversary.

APVA continues to support programming at Historic Jamestowne through planning, funding, and staffing of special events. APVA printed and distributed 100,000 brochures promoting Historic Jamestowne. On-site, APVA co-sponsored with NPS a full day of programming for Jamestown Day. Additionally, APVA was prepared to provide a full day of programming for Archaeology Day in October but was rained out due to a major coastal storm.

The 2006 archaeological field school included fourteen students from across the country, two from as far away as Colorado. The six-week session included both field and lab work for the students, who received graduate credit through the University of Virginia. APVA's Jamestown Rediscovery staff served as faculty.

APVA Preservation Virginia created and maintains the Historic Jamestowne website (www.historicjamestowne.org) which provides a wealth of information including visitor information, local tourism, archaeological updates, a history of the Jamestown colony, interactive educational exercises for students and downloadable lesson plans for teachers and of course the opportunity to shop at our museum stores online.

In Fiscal Year 2006, Colonial NHP used funds donated by APVA to the park for the following projects: construction of exhibit cases for the new Visitor Center (\$28,000), joint marketing with the Colonial Williamsburg Foundation (\$5,000), special events: Jamestown Day and American Indian History (\$1,361), and reframe three Jamestown paintings (\$772).

Badlands Natural History Assn

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|-----------|-----------|
| FY06 AID | FY06 NET |
| \$101,733 | \$222,907 |

In February 2006, Badlands Natural History Association (BNHA) relocated the bookstore from the temporary contact station trailer to the new and improved bookstore facility in the renovated Ben Reifel Visitor Center. The lighting, design, and layout to the bookstore are visually appealing to customers. Many new items have been approved for sale. These two factors are expected to lead to increased sales over the next year. A sales item review board made up of park staff and a BNHA representative will continue to meet and approve new items.

Unfortunately, in August 2006, a fire completely destroyed the BNHA warehouse in Interior, SD. Approximately \$375,000 worth of inventory was lost. Donations from suppliers allowed the bookstore to stay open with emergency stock on the shelves. A new warehouse will be built in the same location in FY07. Plans to build a larger warehouse were already underway when the fire struck. Temporary trailers and closet space in the park are being used to store a reduced inventory until the new warehouse is complete.

A new point-of-sale system allows for better tracking of inventory and sales reports.

Approximately \$40,000 of BNHA support funds was provided to Resource Education and Interpretation. Projects included as follows: additional “touchable” fossil casts were added to the visitor center exhibits; furniture and drapes were purchased to create a professional work area in areas visible to the public; Junior Ranger program materials, including badges, booklets, and craft supplies, were purchased. Over 3,500 children earned Badlands NP Junior Ranger badges through this program; free one-page publications on topics such as prairie restoration and Badlands geology were printed by BNHS and distributed to the public at the visitor center and by request through mail; also portions of internships were covered by BNHA which allowed the park to provide staff to present summer ranger programs, rove trails, and assist visitors at the visitor center.

BNHA provided funds for training materials such as printed training guides, park orientation maps, and general information guidebooks and trained BNHA staff presented Badlands In Your Classroom programs to K-4 classrooms in Long Valley, Kadoka, Wall, and Philip. BNHA staff also staffed the main information disk and helped with administrative tasks.

Big Bend Natural History Assn

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|-----------|-----------|
| FY06 AID | FY06 NET |
| \$289,140 | \$274,750 |

Big Bend Natural History Association (BBNHA) celebrated its 50th anniversary in FY06. One of the founding board members, Jim Francois of Alpine, Texas, is still an active and valued member of the board at age 93, which is probably a national record for service on an association board.

Visitation to Big Bend NP dropped 31.8% in FY06, following major hurricanes in New Orleans and Houston in August and September. Resultant high gas prices and relocation of refugees throughout Texas caused a dramatic decrease in recreational travel and park visitation,

and BBNHA sales suffered accordingly, dropping 22% in the first quarter of FY06.

In December the BBNHA staff assumed four-day work weeks as a cost cutting measure, essentially taking 20% cuts in pay. While the association remained solvent, the decreased sales did not meet pre-year projections and thus resulted in BBNHA being unable to meet projected donations to the parks for the first time in their 50-year history. The shortened work weeks and pay cuts resulted in the loss of two employees, and by July BBNHA only had two employees, the executive director and bookkeeper.

The finance committee of the board met in July to evaluate the association’s financial condition. The committee recommended hiring two additional employees and changing the system of donations from donations based on projected sales to a system of setting aside profits and allowing the NPS to budget from those set-aside accounts in the following year. Changing to such a system required a moratorium on donations in FY07, with the exception of \$6,000 in essential funds for FY07. Additionally, BBNHA was able to make a \$50,000 donation to Big Bend NP out of reserve funds as a contribution to the Panther Junction Visitor Center expansion project, a project which will give the association a new 800 square foot bookstore .

The board voted to sponsor Executive Director Mike Boren’s ActiVets Project, a project to invite wounded veterans from Veterans Administration (VA) Hospitals in El Paso and Big Spring, Texas, into the park to benefit from its healing and therapeutic benefits. The ActiVets slogan is “Healing the Wounds of War with Wilderness,” and the program sponsored their first trip in January, taking three veterans of the Iraqi War on a two-day river trip through Santa Elena Canyon of the Rio Grande. Award-winning cinematographer Carl Crum accompanied the veterans and made a short DVD of the experience. The DVD can be downloaded from www.activets.org.

Black Hills Parks & Forest Assn

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| FY06 AID | FY06 NET |
| \$17,317 | \$117,338 |

During 2006, Black Hills Parks & Forests Association (BHPHA) operated sales outlets at twelve locations. At Wind Cave NP, BHPHA prints the park newspaper, trail guides, and the Junior Ranger materials. At Jewel Cave National Monument, BHPHA prints various site bulletins and Junior Ranger materials. BHPHA funded the cave management interns at Jewel Cave, and interpretive interns along with various interpretive equipment and supplies and research projects at

both Wind Cave and Jewel Cave. BHPHA publishes site specific geology books about each park as well as posters, postcards, lapel pins, and patches. BHPHA is assisting both Wind and Jewel with the production of the 360 Degree audio visual project and is working with Jewel Cave NM to assist them with their upcoming 100th Anniversary in 2008.

BHPHA staffs 11 positions at the various outlets. Staff not only handle sales of interpretive materials, but provide visitor information services as well. In addition, the Association annually publishes various interpretive items including books, maps, trail guides, and visual aids.

Bryce Canyon Natural History Assn

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|-----------|-----------|
| FY06 AID | FY06 NET |
| \$495,431 | \$809,264 |

Bryce Canyon Natural History Association (BCNHA) celebrated its forty fifth year of partnership with Bryce Canyon NP (BCNP.) Originally part of the Zion-Bryce Natural History Association, BCNHA was formally incorporated in December of 1961. Since that date, over four million dollars have been donated to support the educational, interpretive, and research programs of the NPS.

To further mark this important milestone, BCNHA embarked on a bold new educational initiative with BCNP and Southern Utah University (SUU). Titled the “Alliance for Education,” the three entities agreed to work more closely together in fostering new undergraduate and graduate research opportunities within the park. In addition, SUU pledged to assist with educational programming and expanded faculty support to the park’s High Plateaus Institute. A special signing ceremony was held in July to formally implement the new agreement.

Primary support to NPS funded the important free publications program which includes the widely distributed park newspaper. Funding was also provided to produce booklets and badges for the popular Junior Ranger program.

The BCNHA education outreach program completed its eleventh year of offering the popular “School of Rock” summer field seminar for educators. The field based course provides needed academic credit to teachers pursuing recertification hours and advanced degrees. Forty teachers from area schools participated in the four day course that explores the geology, cultural history, and ecology of the Colorado Plateau. Each participant is required to generate two lesson plans appropriate to the grade level they teach utilizing information garnered from the trip.

BCNHA completed a reprinting of the best selling Bryce Canyon book by noted photographer Fred Hirschmann.

Despite an eight percent decrease in visitation to the park, BCNHA revenues were up two and one half percent over the previous year’s totals. BCNHA had nine FTE employees that worked directly in support of NPS mission objectives for the year.

Support for higher education continued with scholarship and internship opportunities for students at Utah State University and Southern Utah University. Alliance for Education – Bryce Canyon NP and regional partner – Southern Utah University signed a Memorandum of Agreement titled the Alliance for Education to work together to foster new graduate and undergraduate research opportunities within the park. A special event signing ceremony was held in July on the rim of Bryce Canyon to formally implement the new agreement

Cabrillo National Monument Foundation

| | |
|-----------|-----------|
| FY06 AID | FY06 NET |
| \$197,753 | \$208,068 |

Cabrillo National Monument Foundation (CNMF) celebrated its 50th Anniversary during 2006 as a NPS cooperating association supporting Cabrillo National Monument. Over 1.7 million dollars in aid have been donated to CNMF by the Foundation in this time period.

CNMF funded the annual VIP recognition dinner for the park’s 340 volunteers, two training workshops for 60 people in the Tidepool Protection, Education and Restoration Program, and the annual Tidepool Conference.

The 150th Anniversary of the Old Point Loma Lighthouse was a great event with living history, horse drawn wagon rides, period musical groups, games, and free commemorative wooden nickels all provided by CNMF. Other special events funded by the Foundation were Whale Watch Weekend and Intertidal Life Festival and the premier of the new tidepool film.

CNMF paid for buses and materials for 20,000 school children in the San Diego area, including the Euclid Elementary Partnership Program, to take part in ranger led educational programs at the park.

CNMF funded printing for *The Explorer* which is issued quarterly, 2,000 Chinese and Japanese translations of the park brochure, and the Natural History Checklist, Birds of Point Loma checklist, Shorebird and Seasonal Migrant Bird

site bulletins, and the *Just For Kids* Junior Ranger program and certificates. A \$5,000 grant was secured by CNMF from the Heller Foundation for general operating expenses.

Canyonlands Natural History Assn

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|-----------|-------------|
| FY06 AID | FY06 NET |
| \$484,937 | \$1,106,014 |

Aid to the NPS Southeast Utah Group in 2006 was \$372,274. Reported aid to the NP in 2005 was \$284,847. This was an increase of 30 percent. Great care was taken during this year to frequently apprise the NPS of trends related to CNHA's sales and expenses, in an effort to help them evaluate aid projects for the coming year. It is hoped this communication leads to a more efficient budgeting process for both the association and the parks.

Park visitation statistics demonstrated little to no increase in five of the six Southeast Utah Group sites. Those sites with flat visitation included Island in Sky, Needles and The Maze districts of Canyonlands, Hovenweep NM and Natural Bridges NM. Fortunately, Arches NP's new facility demonstrated an increase in visitation of 6%.

In an effort to be more supportive, the CNHA Board of Trustee established a fund in 2006 designated as "The Discovery Pool" with an intent to fund projects that might further science and research. Neutral sources of revenue, such as web sales and membership donations, are set aside for granting opportunities. The BLM, USFS, and NPS were notified and grant applications were requested in the Fall '06. As a result, two grants were extended to the NPS; (1) *Feasibility of Using GPS Collars to Study Remote Populations of Desert Bighorn Sheep, Maze District of Canyonlands* for \$15,000 and (2) *Goodman Point Pueblo Archaeological Project to Study Tree-Ring Dating* for \$7,500. CNHA hopes this "Discovery Pool Fund" will be an ongoing source of money for science and research, as well as the foundation for active fund raising in the future.

With the help of NP leadership, CNHA investigated the possibility of fund raising and is in the infancy of establishing intent, purpose, criteria, and means for fund raising projects specific to the Southeast Utah Group needs.

NPS also requested that CNHA act as an agent for the purpose of a Northern Colorado Plateau Vegetative Inventory, covering a geographic area from Flagstaff, AZ to Moab, UT. The survey lasted 5 months, required two additional employees, expended approximately 1,500 hours of employee time and was completed in October.

CNHA's tremendous growth over the last three years, has generated the need for constructing a new office-warehouse facility. With the encouragement of the BLM, USFS, and NPS, CNHA will start construction in March of 07 on a 5,000 square foot site. It is estimated this project will be completed in November of 07.

Capitol Reef Natural History Assn

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|-----------|-----------|
| FY06 AID | FY06 NET |
| \$140,518 | \$257,234 |

Gross income for Capitol Reef Natural History Association (CRNHA) in FY06 was \$560,685 a 13 % increase from FY05. Providing \$107,359 in aid to the NPS, CRNHA continued its vital role in supporting the park's education, interpretation, and research programs. This funding provided supplemental information desk and visitor center staffing, and paid for free publications and pre-publication expenses related to development of new sales publications. It also provided support for several cultural interpretation special events, equipment for conducting oral history interviews, new books for the park library, and supplies and services to support the park's interpretation, educational outreach, volunteer programs and scientific research projects.

Employees of CRNHA continued to operate and staff the historic Gifford Farmhouse, which serves as the focus for interpretation of Fruita's pioneer settlement history. The facility was open daily from 10:00 am to 4:00 pm from May through mid- October. Visitation was 22,270. A new parking area close to the facility, extended hours and the introduction of tremendously popular fruit pies were responsible for the increase in visitation and sales. Association staff provided ongoing loom-weaving, rug braiding, wool spinning and quilting demonstrations.

An Easter celebration was sponsored by CRNHA at the Gifford House in April. Children and adults participated in games, and an Easter Egg hunt, and enjoyed the display of vintage Easter baskets. Basket weaving, rug braiding, wool spinning and weaving techniques were demonstrated by NPS and NHA staff.

A Spring Celebration/Open House sponsored by CRNHA was held in May at the Gifford House, with pioneer craft demonstrations. These events drew a total of 2,432 participants.

Progress continued on filming and developing a script for a park movie. The cooperating association has contracted Camera One to produce a new high definition DVD on Capitol Reef that will be shown in the visitor center theater with an expanded version anticipated for sale in 2007.

Other projects included several roadside and trailhead signs, food and housing costs for a resident volunteer, exhibit area improvements, landscaping costs for the historic Stone House grounds, and a canopy to use for promotional events such as Grand Junction Farmers' Market.

In addition to several free publications, the CNMA produced the 2007 Colorado NM calendar featuring monument images taken by local photographers. The CNMA also produced and published a brand new publication, a 32-page booklet, *Hiking Trails of Colorado National Monument*.

Crater Lake Natural History Assn

| | |
|-----------|-----------|
| FY06 AID | FY06 NET |
| \$176,330 | \$237,220 |

Gross sales at Crater Lake Natural History Association, Inc. (CLNHA) were up by 1% over last year. CLNHA had over 110 renewed memberships and 150 new memberships; their donations to the NPS were \$2,600. There were 11 active members of the Board of Directors including the President, Mr. Jerry Jacobson. Marsha McCabe served as NPS coordinator for Crater Lake NP and Superintendent Craig Ackerman served as NPS coordinator for Oregon Caves NM.

Dues for individual memberships are still \$10 for 12 months and a family membership is \$15 also for a 12 month period. 15% discounts were offered on all publications sold to CLNHA members and for members of other cooperating associations.

Gross sales for FY06 totaled \$482,795 compared to \$464,539 for FY05. These figures included operations at 3 outlets. Crater Lake NP with 2 visitor centers and Oregon Caves National Monument with one location. The NPS operated the information desk at Crater Lake headquarters from November through April and the association hired sales clerks to operate sales outlets from May through October.

Board member April Azary Thomas has taken the lead role in writing a membership news letter "Crater Lake Herald News" that will be mailed out to all 560 association members twice a year. CLNHA started having a members day once a year, which includes a day hike that is lead by a NPS employee from the resource department.

Donations to NPS totaled \$26,097 to support interpretive and research programs. An additional \$40,000 was allocated for information assistance provided by CLNHA personnel. Both Crater Lake NP and Oregon Caves NM did not use all of their allocated funds in FY06.

Craters of the Moon Natural History Assn

| | |
|----------|----------|
| FY06 AID | FY06 NET |
| \$50,460 | \$92,862 |

Financially, it was a challenging year for Craters of the Moon Natural History Association (CMNHA), due primarily to a major construction project on U.S. Highway 93, the main highway through the park. Many visitors allot an hour to visit the Craters of the Moon, NP and because they spent that hour stuck in traffic, chose not to stop. Others, upon learning of the road construction, bypassed the park completely. Visitation to Craters of the Moon was down nearly 19% for FY06, and down 22% during the prime visitation months of June, July, and August.

Sales for FY06, including Hagerman Fossil Beds NM, were \$160,121 compared to \$185,880 for FY06, a difference of nearly \$26,000. Consequently, CMNHA was not able to contribute as much money to the NPS as it would have liked, but it did provide \$46,422 in information assistance at the front desk by association personnel. This total includes costs associated with that assistance.

This year's report contains an adjustment made to correct a reporting error in the FY05 report. Information assistance from association personnel was reported incorrectly, and was not reflected in last year's report, putting CMNHA at the bottom of the heap in Aid to NPS. Last year's contribution was \$44,962, and is added into the total in this year's report. This year's aid will make CMNHA look quite generous, and FY07. will reflect things as they are.

Other contributions to the NPS include paying for printing the summer newsletter, reprinting free publications, support of the Junior Ranger program, and providing funds to purchase fee envelopes to the Ranger Division.

Death Valley Natural History Assn

| | |
|-----------|-----------|
| FY06 AID | FY06 NET |
| \$247,230 | \$436,605 |

FY06 was a return to normalcy for the Death Valley Natural History Association (DVNHA), after the overwhelming response to the wildflower bloom of 2005. Visitation at the Furnace Creek Visitor Center dropped over 17%. However even with dropping visitation DVNHA was able to hold on to strong sales allowing over \$95,000 in direct aid.

Direct aid took the form of 13 different projects, including translating DVNHA's *Scotty's Castle Walking Tour* into 11 languages, sponsoring the Devil's Hole Workshop for water issue special-

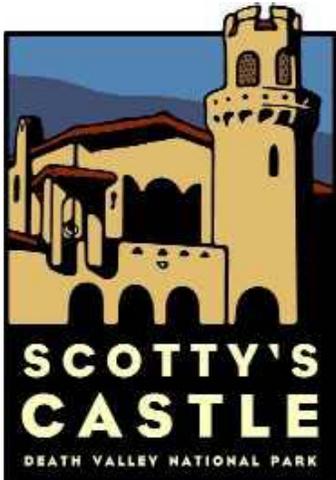


From top: Ranger Michelle Wheatley and resident VIP Sharon O'Connor promote the monument and the CNMA at the Grand Junction Farmers' Market.

Photographer Sally Bellacqua speaks with CNMA member Don Campbell at the 2006 Annual General Meeting and Art and Photography Exhibit



photos by Lee Webb



Top: Death Valley Junior Ranger logo.

Bottom: Scotty's Castle "brand" logo designed for Death Valley NP by their association.

ists from across the west, finishing a Taxonomic Study of Death Valley Snails, generating illustration for new "Pupfish" wayside exhibits for Devil's Hole and Salt Creek, and purchasing a new GIS Mapping System for the park.

Beside direct aid, DVNHA also printed 150,000 pieces of free literature, and sold over 90,000 items from the bookstores. The Scotty's Castle Intern Program and Curatorial Cleaning Interns provided 2,773 educational contact hours, while visitor center staff had 5,840 visitor contact hours. Membership continues to remain stable at 1,000 members and generated over nine thousand dollars in additional revenue. DVNHA also launched a new website www.dvnha.org.

DVNHA continued to work with vendors to create new products to support park partners, like the new Devil's Hole Pupfish lapel pin and icon line of products for Scotty's Castle. Working closely with the park's Education Specialist, DVNHA helped to develop the first Junior Ranger patch for Death Valley NP and began work to publish a new Junior Ranger booklet in both English and Spanish.

In July, DVNHA entered into a new cooperative agreement with Ash Meadows National Wildlife Refuge and continues to work with other local groups to support Death Valley NP include the Death Valley Chamber of Commerce, Death Valley 49'ers, and the Shoshone Museum.

Devils Tower Natural History Assn

| | |
|----------|-----------|
| FY06 AID | FY06 NET |
| \$57,541 | \$219,099 |

The Annual Membership Meeting for the Devils Tower Natural History Association (DTNHA) was held on January 23, 2006. Three new board members were elected and new officers were elected during the regular board meeting.

Acting Superintendent Joe Winfield, Chief of Resource Management Jim Cheatham, and Chief of Interpretation Christine Czazasty each addressed the group and presented updates on various park issues (i.e. management of the prairie dog town population and exotic plants, prescribed fire plans within the park, education outreach efforts). A Centennial Committee report followed, providing information on the upcoming summer events.

Business Manager Lynn Conzelman provided sales data and comparative information regarding Centennial items and regular book store items and announced her retirement after ten years of service. Early in October, DTNHA hosted a well-attended retirement party.

DTNHA had 10 employees this past season, including three new faces. Linda Tokarczyk was hired as new Business Manager and began "learning the ropes" from Lynn in July. Because of the Centennial, the season extended longer than usual for some of the park as well as DTNHA staff.

Dorothy FireCloud was installed as the new Superintendent for Devils Tower National Monument on July 26, 2006, in a special ceremony held at the picnic shelter within the park.

Devils Tower proudly hosted five special events to celebrate its Centennial. The Devils Tower Centennial Committee, formed through the DTNHA, worked cooperatively with the NPS, and a multitude of sponsors and volunteers, to present a memorable summer of celebration.

A milestone for total gross sales — \$352,646 — was achieved in FY06. These sales included Centennial item sales (i.e. hat tacks, ball caps, water bottles, back packs, patches, magnets). Over \$120,000 of the total gross sales amount was from the sale of Centennial items. Remote sales were conducted at all but one of the Centennial events, and exclusively had Centennial items.

The *Devils Tower DVD* finally hit the shelf in early summer 2006 and has sold very well ever since - almost 700 DVDs! The DVD has been entered into the APPL Media and Partnership Awards 2007 competition, which will be held during the March 2007 APPL Convention in Sacramento, California.

At the October board meeting, it was reported that projected funding for the Tower is down and that a reduction in NPS staff and hours for the coming season will be the result. Reduced visitor center hours during the peak season are planned, which is sure to impact sales and service opportunities.

The history book, due to various delays, is still in the process of being published and was not available for distribution at the final Centennial event. The timeline for publication is now looking like early spring 2007.

Eastern National

| | |
|--------------|--------------|
| FY06 AID | FY06 NET |
| \$10,084,115 | \$13,125,630 |

In 2006 Eastern National (EN) exceeded both sales and profit budgets and made some exciting progress at defining EN and its subsidiaries for the future. Despite some operational challenges, it was a year of rebuilding, maximizing opportunities and providing solid service to partners.

Thankfully there were no major hurricanes this year, and many of the gulf coast operations continue to recover following Hurricane Katrina. Wide spread destruction, especially in the infrastructure that supports tourism (roads, bridges, hotels, restaurants, and other attractions) continues to affect visitation and sales in this region. Tour operators visited elsewhere, or stayed home, and escalating gas prices compounded a significant drop in visitation. EN commends the NPS and local level employees for demonstrating such flexibility and resiliency, to maintain high morale throughout this difficult period.

EN helped celebrate many special events this year, including the 225th anniversary of the American Revolution at many parks, and helped to support the Presidential Sites conference.

EN launched *The Explorer, the Passport to Your National Parks*[®]. Having identified a strong demand for this product, it sold out its first printing. *The Explorer* was well received by traditional *Passport to Your National Parks*[®] users, and is already being reprinted for 2007!

This year was a testament to the old saying, “When one door closes, another opens.” Having been informed that EN would no longer be operating the museum store at the Independence Visitor Center after December 31, 2006, and the museum store at the new visitor center in Gettysburg in the spring of 2008, EN started making plans to evaluate other opportunities to raise revenues and reduce expenses. New operations were started at the Superior National Forest, and at the new Eco Center in Key West. The boards immediate steps in approving a retooling of compensation and benefits plans, including the freeze of defined benefit pension plan, establishing a business model committee and a strategic planning committee, got EN on track quickly to move forward. The association moved ahead and formed a new for-profit subsidiary, Park Trek, and looks forward to reviewing new business ventures under this organization.

All of EN’s success comes from the work of employees and partners. EN is pleased to recognize the Blue Ridge Parkway with the Unit Award for 2006. Superintendent Phil Francis set a clear goal to EN staff and supported it 100% throughout the year. His attention and commitment delivered a 40% increase in sales! Superior Performance Award winners include Mike Shaver at Governor’s Island, Margaret Coleman at Mary MacLeod Bethune, Lisa Myers at Sleeping Bear Dunes and Charlie Fenwick at Fort Pulaski.

EN continues to work with the NPS on a mold

problem at the Natchez Visitor Center. The center is run in partnership with the town. At the request of the NPS, the store was initially relocated elsewhere in the building, and has since been closed the problem is identified and resolved.

EN continues to protect its *Passport to Your National Parks* trademark. Two publications have recently been released that it is felt infringes on the organization’s rights, and legal counsel has notified the publishers requesting them to pull these titles. It is important to protect EN’s mark, but costly to enforce.

With the need to generate some new revenue, EN is actively evaluating new things. EN managers are serving as project managers for assigned opportunities, and will be developing a feasibility study for their project. These projects, called Harvest II, include evaluating the costs and benefits on a variety of projects.

The improved eParks.com website is live! One of the biggest challenges is the need to keep the stores current with new products, and have therefore added a monthly store level review of the site by field site supervisors and unit managers as part of their goals for the coming year.

This year, 2007, marks EN’s 60th anniversary! It is exciting to note, that EN has donated in dollars and in-kind service, over \$89 million dollars to the NPS, and continue to provide outstanding service to the NPS and their visitors!



Eastern National’s Bestselling Explorer, Passport to Your National Parks[®].

The Encampment Store

| | |
|-----------|-----------|
| FY06 AID | FY06 NET |
| \$551,297 | \$685,810 |

The Encampment Store (TES) completed a marathon inaugural year filled with challenges and accomplishment as a new cooperating association with Valley Forge NHP (VFNHP.) TES increased both revenue and aid over the prior operation. In addition to operating the store in the park’s welcome center, the association worked very closely with the park in the development and implementation of a wide variety of special events, educational and interpretive programming and creation of educational products.

Throughout FY06, TES provided weekly “Kids Corner” craft programs for visitors with young children. Over 7,200 children participated in this Saturday morning program in which they had the opportunity to learn about the park’s

history and conservation themes through hands-on activities.

In partnership with the park, TES offered five day per week trolley tours during the summer season. These 90-minute, ranger tours served over 16,000 visitors with an 83% occupancy rate for the season. The association aided in the planning of a new park partnership with Once Upon a Nation, a nationally acclaimed story telling program hosted by Historic Philadelphia, Inc. Through this partnership, TES will expand trolley tour services to seven days per week during the summer and weekends throughout the fall.

TES played a key role in planning and executing the first ever Revolutionary Five Mile Run, the single annual running event in support of the park. The event raised over \$12,000 to help maintain the park's trail network.

The association participated in partnership planning sessions which resulted in merging two organizations and their assets into an effective friends group. TES solicited membership and provided hands-on support for the friends group which resulted in over a 100% increase of their membership.

TES worked closely with the park on the completion and distribution of the NPS *Teacher's Guide to the American Revolution - Honored Places*. The guide is designed as a tool for upper-elementary and middle school students to learn the comprehensive story of the American Revolution through NP resources. The association also supported the park in sponsoring a week long American Revolution Teacher's Institute for educators and museum professionals, with the goal of participants developing materials and professional presentations for colleagues, students and/or museum visitors.

Florida National Parks & Monuments Assn

| | |
|-----------|-----------|
| FY06 AID | FY06 NET |
| \$104,343 | \$442,384 |

The Florida National Parks and Monuments Association (FNPMA, d.b.a. "Everglades Association") supported interpretive and educational programs at Big Cypress National Preserve (BCNP) and at Biscayne (BNP), Dry Tortugas (DTNP), and Everglades (ENP) National Parks, through proceeds from direct orders and sales at eight retail outlets.

Significant disruptions to normal routine followed from the active 2005-2006 hurricane season. Several parks were affected, including facilities and visitor access; significantly lowering annual visitor numbers. However, the difficulties

of this season were not insurmountable. FNPMA managed to maintain and, in some cases, even increase average sales/per visitor over the year. For example, sales at ENP's Coe Visitor Center averaged \$5.14 per visitor; an increase over the \$4.79 per visitor achieved during the same period last year

The following is just a sampling of the some of the accomplishments realized through FNPMA support in 2005/06. At ENP, FNPMA supported abbreviated seasonal interpretive training and continued to provide crucial support to the park's large volunteer program. FNPMA continued its long established role in backstopping the park's long running environmental education program. This program has reached several generations of young students with information about the significance of the Everglades environment and the need for diligence in assuring its preservation for future generations. Approximately 18,000 students and teachers participated in various programs during the season. FNPMA continues its efforts to identify and secure long term funding support to assure the survival of this award winning educational program.

FNPMA provided funds to update park libraries as important resources for park interpretive staff. This assistance helps assure the quality and accuracy of the park's interpretive programs and materials, and encourages the adoption of current information and themes into park messages.

FNPMA funds made possible a new bulletin display case at Shark Valley to convey important interpretive and safety information. This display is one of six panels prepared with FNPMA assistance. They will be placed at other locations around the park, including Royal Palm and Long Pine Key. FNPMA also continued to support the printing and/or reprinting of numerous visitor information materials on subjects ranging from biking, boating, fishing, hiking and canoeing to a wide variety of species check lists.

FNPMA helped the park's hurricane recovery efforts in many ways. For example, new maps and nautical charts were developed for distribution at the Flamingo Visitor Center. These materials helped update visitors on safety and access issues relating to hurricane impacts in the backcountry. We also helped the Gulf Coast area to resume its popular educational ranger-led canoe programs.

FNPMA funds were also used to purchase a spotting scope for use by visitors at Shark Valley and a digital camera for use by the interpretive staff in augmenting the park's photo archives.

FNPMA worked with the staff at BNP on printing the park's most effective outreach tool (the park's annual activities calendar) and sponsored several community outreach events during the year. Support was also provided to the park's environmental education program. At BCNP, FNPMA funded printing of additional site bulletins, a volunteer recognition event and staff training. Several books and periodical subscriptions were purchased for the Preserve's library.

A new and expanded visitor newspaper, along with various topical visitor information bulletins, were developed and produced with FNPMA support for DTNP.

FNPMA supported a new print run of *The National Parks of South Florida; Trip Planner and Parks Stories* document; a highly popular visitor guide for all the South Florida parks.

FNPMA began work to develop a new website, with e-sales capability, and is designing information materials to undertake a new membership drive in the coming year.

Fort Clatsop Historical Assn

| | |
|-----------|-----------|
| FY06 AID | FY06 NET |
| \$128,832 | \$241,486 |

While anticipating the signature event of the Bicentennial of the Lewis and Clark Expedition at Fort Clatsop, the Fort burned down. Everyone's focus shifted. The outpouring of compassion and donations of help were overwhelming. The Director of the NPS determined that the Fort should be rebuilt as soon as possible. Teams set up, designs made and donations recorded while the investigation into the fire was done. While the staff thought they had reached their goal of the culmination of the Bicentennial commemoration, their energy and focus were now stretched even further. Several sessions of counseling were provided.

What could have been a terrible tragedy and everyone throwing up their hands and giving up; that's not what happened at Fort Clatsop. The park staff turned disaster into opportunity. After volunteers (the Oregon National Guard) took down the remains of the Fort; NPS archeologists came in and set up a "dig" to thoroughly investigate the area that was under the Fort. The tragedy became an educational experience.

In December, using logs donated by area timber companies, NPS master craftsmen began rebuilding Fort Clatsop. The rebuilt Fort was dedicated one year later, December 2006. The park still managed to be ready for the crowds that came for the Bicentennial and it was a success.

With the culmination of the Bicentennial, focus turned to education. The Fort Clatsop Historical Association (FCHA) committed to fund the education program at Lewis and Clark National Historical Park with \$30,000 a year for three years minimum. FCHA was able to put money into savings using the proceeds of the Netul Landing property sold to the NPS.

So much was invested in creating products for the Bicentennial FCHA did not produce any new items this fiscal year.

In light of all the changes to the park, the enlargement of the bookstore and being in the "post Bicentennial era", the Association is planning to make FY07 the new baseline year. FCHA's future plans include quite a bit of change. Longtime Executive Director, Sandy Reinebach (22 years) is planning to retire at the end of May 2007. Debbie Wilson who has been an employee for almost 15 years, first as a summer employee will be taking over the job as Executive Director. Connie Moore has been hired to serve as inventory manager and membership coordinator. Terri Schleiss continues as the lead clerk and the Association will hire several people for the summer.

The Association is changing its name from Fort Clatsop Historical Association to Lewis & Clark National Park Association to better identify with the new Park. The change is official pending notification from the Oregon Corporation Division.

Fort Frederica Assn

| | |
|----------|----------|
| FY06 AID | FY06 NET |
| \$13,445 | \$26,804 |

In FY06 the Fort Frederica Association (FFA) provided financial support for the Fort Frederica NM education coordinator to attend a museum conference and were able to assist the park with providing instructors for FFA's annual archeology education workshop, which trains all the new 4th grade teachers in Glynn County to teach archeology. FFA also provides support for the student education program, completed by all the 4th grade students. Support included lumber to build a dirt bin for the archeological field school dig site, storage crates, new brushes and hardboard for the students and supplies for the teacher's workshop.

The staff was able to develop an exhibit on the requirements to become a British soldier with the help of FFA.

Once again the park's living history company continued to add more uniforms provided by the FFA, and were able to outfit enough soldiers to



Fort Frederica's "Do You Measure Up?" exhibit.

Bottom: Hildebrand 18th Century music concert held at the fort.

drill and fire the new 3-pound cannon. New interpretive programs this year included several evening events. During National Park Week two colonial concerts were performed by David and Ginger Hildebrand, renowned 18th musicians, through the sponsorship of the FFA. More than 80 people were entertained by stories of the colonial period with music performed on 18th century instruments. Also during National Park Week a new program called "An Evening at a Colonial Tavern" was given. Visitors were taken on a tour of the various taverns and the event culminated with an evening of debate, stories, and fellowship at the "tent" tavern. FFA was able to provide support with food and drinks – beer "root" and ale "ginger". More than 50 visitors participated in this evening event. Annual events supported by FFA included the Frederica Festival, average attendance is 800 people and the holiday open house, where attendance is 150.

Other projects completed with the help of the Association included purchasing crushed oyster shells and dirt for the colonial herb garden.

Several new items were sold in the bookstore including the James Oglethorpe doll designed by park staff, along with a teaching guide. Games of the 18th century included hoops and the game of graces. New books included *Primary Source History of Georgia*, *British Drums on the Southern Frontier*, and *Voices of America – Georgia*.

In FY06 total support to Fort Frederica NM was approximately \$14,200. 60,000 visitors visited the visitor center during the year.

Fort Laramie Historical Assn

| FY06 AID | FY06 NET |
|----------|----------|
| \$35,970 | \$82,522 |

April 6, 2006 was an important day for Fort Laramie NHS when title to 21 acres of historically significant property passed from the Corn Creek Irrigation District to the NPS. The property donation was the result of the abandonment of an irrigation project. Superintendent Mitzi Frank, Fort Laramie NHS said, "This property is an important addition to the park, not only for its historic significance but also its scenic and recreational value." The NPS will continue to preserve the historic integrity of the site and provide recreational opportunities for visitors and area residents.

Visitors will be surprised to see a complete refurbishing of the Sutler's Store in 2007. In September of 2006 the interior received a facelift as work was done on cleaning and fixing up damaged walls. The old display was changed out with all new item for Fort Laramie Historical Associa-

tion (FLHA) interpreting the period. A dramatic change in historical documentation occurred since the store was originally furnished. The project was completed in late September and the staff is eagerly anticipating the summer season when the store can be staffed and open for interpretation to the general public.

During 2006 FLHA helped to sponsor the following programs at FLNHS: Annual Memorial Day Observance, black powder demonstrations 3 days per week, program on World War II POW camps in the area, evening astronomy program, author John Lubetkin program and book signing, frontier Fourth of July, Wyoming Bat Festival, Moonlight Tour and Military Weekend, Christmas Open House, and school tours to 3156 students

FLHA funded 4 summer interpreters and 1 summer librarian/researcher. FLHA staffs the visitor center with 3 sales clerks who handle the majority of visitor assistance. Visitation was down by 12% and sales were down 7%.

FLHA will be celebrating on a small scale the anniversary of the founding of the organization. It was supposed to be the 50th anniversary until research revealed that was missed in 2006. This will actually be the 51st anniversary with an open house event on June 17th. The charter members of this association had dreams and visions for Fort Laramie and there are plans to carry out their mission and honor them by growing and supporting the association's special place in the National Park System.

Fort Union Trading Post

| FY06 AID | FY06 NET |
|----------|----------|
| \$27,920 | \$32,141 |

The Fort Union Association (FUA) completed its fourteenth season of operation at Fort Union Trading Post NHS in 2006. The site houses two association sales outlets: the bookstore in the visitor center located inside the Bourgeois House and the trade shop in the historic reconstruction of the Trade House. The trade shop offers more than 200 replica trade items documented from the clerk's ledgers of 1848-51. The Bourgeois House is open year around and the trade shop is staffed by an NPS interpreter in period dress from mid-May through September.

FUA aid to the park included \$5,782 in accounting fees and \$389 in library donations and subscriptions.

Interpretive projects funded in 2006 included: period dress/black powder, a Student Conservation Association employee, education outreach,

and index microfilm for a total of \$10,034

A total of \$6,440 was obtained by FUA in a grant from North Star Caviar to obtain Fur Trade Records on microfilm.

Net sales by the FUA in 2006 were \$52,356. Of this, \$29,277 resulted from book sales, \$11,138 from trade goods, \$9,280 from theme related items, \$3,895 from music, prints, and postcards, and \$1,936 from soda pop and snacks. Visitation in 2006 was 13,900 with a sales ratio of \$3.77 per visitor. The 2005 visitation was 17,580, with a sales ratio of \$3.77 per visitor.

FUA's sales inventory included 192 books, 231 trade items, and 66 theme-related items. Eight new items were added and 25 were discontinued.

George Washington Birthplace National Memorial Assn

| FY06 AID | FY06 NET |
|----------|----------|
| \$6,845 | \$45,361 |

The George Washington Birthplace Association (GWBA) published its first journal of small articles relating to George Washington and the George Washington Birthplace NM. This journal was a benefit to returning members in 2006. The journal featured a "naming contest" with the winning selection of *Popes Creek Chronicles*. This journal is now in its second year and will be featured in GWBA's online Bookstore.

GWBA held its first annual Christmas Bazaar in the Log House at George Washington NM. This event showcased the wonderful Log House—a structure created during the 1930's building of the historic core and overlooking beautiful Popes Creek. This building is not regularly opened to the public and was beautifully decorated for the holidays. The bazaar featured items sold in the bookstore and was well attended, grossing over \$2,000 in a two day period.

Two newsletter issues were created and sent to membership highlighting the events at the George Washington Birthplace NM. These newsletters are a membership benefit and are later available at the bookstore. GWBA raised \$3,000 for the Washington Bible Restoration Project; and has enough funds to cover the preservation, but not the reproduction. According to Rijk Morawe, Chief of Cultural Resources, the Bible needed preservation regardless of the decision made about the reproduction.

As part of the tradition of the events during George Washington's birthday weekend in February, GWBA provided hot cider and ginger-

bread to 200 guests at the Log House. This tradition has continued since the 1930's when it was started by the women of the Wakefield Memorial Association.

In April, a nature and birding walk was sponsored by GWBA. Birders from the Northern Neck Audubon Society and walkers from the community held a nature walk through the trails at George Washington Birthplace NM. Twenty enthusiastic attendees came.

GWBA received a \$1,500 to help with the colonial garden restoration from Northern Neck Garden Club. The garden was designed and built by NPS staff in 1938 but had fallen into some disrepair. Through efforts of GWBA to provide paid maintenance and through volunteer hours from the Northern Neck Master Gardeners, the garden now has a plan to return it to its former glory. The garden sits adjacent to the George Washington Memorial House and is a focal point for visitors in the spring and summer months. Efforts are ongoing to maintain and restore the plantings and fencing.

The bookstore was very successful in FY06 as inventory was reviewed and revamped. Total sales were on pace to rise 10 % in calendar year 2006. Concession sales increased 5 times over 2005 by offering small pre packaged snacks (chips, pretzels, crackers, drinks). This is important to visitors as the park is a distance from food providers and this can be deterrent to returning should visitors need to leave for food.

Washington Wakefield china was acquired and sold at the store. This china dates to the 1930's and was uniquely produced as a fundraising item for the early work of GWBA to acquire funds for land acquisition and building the Memorial House.

In the summer of 2006, the GWBA Board of Directors met and determined to hire a part time manager for GWBA to focus on increasing memberships and promoting the mission of GWBA and George Washington Birthplace NM. Susan Cockrell was hired in October 2006, bringing energy and a love of history to the association and the Birthplace.

GWBA's membership had the privilege of touring the new collections storage building during the annual meeting in June. The museum storage building is a great addition to the Birthplace and serves to preserve 220,000+ items. GWBA has already had its first event in FY07, utilizing the historic textiles in the collections.



GWBA bookstore decorated for the Christmas holidays.

George Washington Carver Birthplace District Assn

| | |
|----------|-----------|
| FY06 AID | FY06 NET |
| \$71,148 | \$156,240 |

Fiscal Year 2006 was a banner year for the Carver Birthplace Association (CBA) at George Washington Carver NM. There were six major events held, five new Board members were elected, an executive director was hired, and the park was assisted in a number of areas, from the provision of travel support that allowed two park rangers to visit Tuskegee, AL to hosting lunches for visiting dignitaries.

CBA provided over \$71,000 in total aid to the park, sold over 6,200 items at the park and produced over 800 pieces of free literature and had over 900 visitor or educational contact hours.

2006 saw the first CBA-produced Carver Memorial Dinner, held on January 5th. Forty-five CBA and potential CBA members attended. Event highlights included members speaking about what attracted them to Dr. Carver and the park, and a first-person presentation on Dr. Carver’s life. CBA’s “Each One, Reach One” Membership Drive was announced at this event.

The Carver Art and Essay Contest was held in February and had over 388 entrants. The theme, taken from a Dr. Carver quote, was: “Be clean both inside and out.”

Fran Mainella, then-Director of the NPS, visited in March. CBA hosted a luncheon for Director Mainella, elected officials, CBA Board and other members, and park staff.

The Carver Science Fair was held in April and had over 100 participants. The same weekend as the Science Fair, the park hosted several events associated with the Thomas Hart Benton Festival. The Army Band from Ft. Leonard Wood performed at the park, and Chautauqua performances were held throughout the local region with support awarded to CBA from the Missouri Humanities Council.

In May, two \$500 Carver Scholarship Awards were presented; nearly 20 individuals submitted application materials.

Carver Day 2006 was held in June and attracted over 600 visitors. Musicians and interactive exhibits were featured. Prairie Day was held in September and attracted over 1,300 visitors. Activities included horse-drawn wagon rides, a bee keeping display, and a quilt display.

Paxton Williams, CBA’s director of partnerships

and development, was hired as CBA’s first executive director. Paxton and Pauline Charles, CBA business manager, remain the organization’s only paid staff.

CBA unveiled its new website. It can be found at: www.carversfriends.org. The new site features information about the park, about Dr. Carver, and includes an online bookstore.

CBA donated an assortment of children’s books and Carver Bulletins valued at \$150 to a farm-based educational enrichment project in the southeastern-African nation of Malawi.

Glacier Natural History Assn

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| FY06 AID | FY06 NET |
| \$416,311 | \$552,827 |

The Glacier Natural History Association (GNHA) continued its financial support to Glacier NP by funding more than 780,000 pieces of free publications that are distributed throughout the park. GNHA once again funded a part-time Museum Technician and the very popular summer programs that included the Native America Speaks, Blackfeet Drumming & Dancing, and Native Reflections. GNHA participated in the third annual joint fundraising event with three other nonprofit park partners; Spring For Glacier; which raised more than \$14,000 for each organization. GNHA sponsored its first student contest with the theme: “What Glacier Means to Me.” The contest was open to grades 1-8 with categories for grades 1-2, 3-5, and 6-8. The first place winners in each category were made into postcards that will be distributed free to park visitors this summer. GNHA is working closely with the Chief of Interpretation to build a Native American encampment at St. Mary on the east side of the park and is hoping to fund a couple of interns to work at the teepees. Once again GNHA assisted in funding the Crown of the Continent Data Workshop. GNHA ended the year with slightly lower sales.

Big Hole National Battlefield: GNHA once again sponsored the annual commemoration of the Battle of the Big Hole. Cultural demonstrators were also funded by GNHA.

As in previous years, GNHA sponsored the annual Western Heritage Days celebration at Grant-Kohrs Ranch National Historic Site by funding cultural speakers and demonstrators, and assisting with sales and visitor services throughout this important event.

Glen Canyon Natural History Assn

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| FY06 AID | FY06 NET |
| \$84,837 | \$145,237 |

FY06 started out with a tough fall as visitation and sales were greatly affected by soaring gas prices following Hurricane Katrina. Though winter visitation at Carl Hayden Visitor Center (CHVC) – the only location open in winter, and our flagship bookstore – was down, sales were up as Glen Canyon Natural History Association (GCNHA) focused on provided a holiday sales option for the local community. High gas prices continued to have a significant impact on visitation and sales at CHVC with the beginning of the spring season, and this continued throughout the summer as this bookstore recorded its worst July and August sales in our history with sales and visitation down over 20%.

On the other side, Navajo Bridge Interpretive Center (NBIC) had a banner year with the installation of road signs by the Arizona Dept. of Transportation (ADOT is a partner at NBIC with GLCA and GCNHA) that caught the attention of travelers along U.S. Hwy 89A. NBIC recorded record months in April and May; though sales continued strongly throughout the season, they were affected in the summer months when the price of gas increased.

Winter did bring some good news to GCNHA with two awards: In January, GCNHA was awarded for excellence by the BLM Utah State Director for work with Grand Staircase-Escalante National Monument; then in March, national recognition came from the BLM with the awarding of their National Partnership award at the APPL conference. It was for helping a to increase and support opportunities for interpretive programs and education at GSENM.

In May, 2006, GCNHA provided the necessary support for GLCA to open the Wahweap Visitor Contact Station (WWCS) at the District Ranger Office. This station offers needed contact within the Wahweap area (CHVC is outside of park boundaries at Glen Canyon Dam on U.S. Hwy 89) where much of the park visitation gravitates for lake recreation. WWCS will be open during the summer season and will be staff by GCNHA information specialists, park volunteers, and NPS interpretive rangers. It is located across from the new amphitheater and campground, and activities will be scheduled in and around the facility. A new dinosaur track exhibit will be installed in FY07.

WWCS had a small Grand Opening/Open House event where Superintendent Kitty Roberts and GCNHA Board President Charlene Bone spoke a few words and then opened the doors to welcome in visitors. GCNHA served refreshments. In June, GCNHA provided refresh-

ments for the GLCA and RABR celebration of the 100th Anniversary of the Antiquities Act. The celebration, held on the anniversary date of June 8, featured an exhibit from the Plateau Sciences Society. Also in June, GCNHA hosted Christa Sadler at CHVC for a special presentation. Her presentation, “Fossils of the Colorado Plateau”, also featured a large display of fossils that visitors were allowed to touch and feel – a big hit with the children in attendance. Over Labor Day weekend, GCNHA partnered with the Grand Canyon Association to provide a large booth at the Coconino County Fair in Flagstaff, AZ for Glen Canyon NRA/Rainbow Bridge NM and Grand Canyon NP. This four day event was a great opportunity for the parks and its cooperating associations to interact with people from local communities. GCNHA provided for Volunteer Becky Holland to attend to provide children with face painting of local flora and fauna.

GCNHA continued its partnership with the Powell Museum and the Page Public Library the Glen Canyon Lecture Series and the Second Annual Powell Symposium. This



year’s lecture series included “Carving Grand Canyon” by Geologist and Guide Wayne Ranney, “Colorado River Stories” by Christa Sadler, “The Sciences of Archaeology” by Matt Zweifel, “New Discoveries in Colorado Plateau Paleontology” by Alan Titus, and “The California Condor: An Update” by Chris Parrish. “River Crossings: By Boots, Boats, & Bridges” was the theme of the Second Annual Powell Symposium. Attendees learned about the Dominguez-Escalante Expedition and the Old Spanish Trail in relation to the Colorado River from Paul Ostapuk, Arizona Director of the Old Spanish Trail Association while on a half-day boat trip on Lake Powell to the Crossing of the

Clockwise from top: Ranger Cindy Adams conducts the QuizBowl at the Coconino County Fair.

The Petroglyph panel at the Powell Symposium at Glen Canyon.

Crossing of the Fathers: Part of the Powell Symposium.

Fathers; they learned about the engineered crossings of the Colorado River such as bridges, ferries, and dams from historian W.L. “Bud” Rusho; Lamont Crabtree presented on the Hole-in-the-Rock expedition; Ivo Lucchitta talked about geologic barriers to crossing the river while attendees floated the 15 miles of the Colorado River below Glen Canyon Dam down to Lees Ferry; local Frank Talbott talked about photography and the local landscape; and GCNHA’s information specialist Sharron Malmquist finished the symposium with a presentation on Historic Navajo Bridge – the first bridge across the Colorado River on the Colorado Plateau. The highlight of the event was the keynote address from Craig Childs, author of many books on water and travel on the Colorado Plateau including *The Secret Knowledge of Water*; Craig mesmerized the attendees with engrossing tales from his crossings of the Colorado River and its tributaries. The theme for 2007 will be Paleontology on the Colorado Plateau.

Golden Gate National Parks Conservancy

| | |
|--------------|--------------|
| FY06 AID | FY06 NET |
| \$15,728,026 | \$19,227,019 |

This last year marked the Golden Gate National Parks Conservancy’s (GGC) 25th anniversary. Since its inception, GGC has provided the Golden Gate National Parks (GOGA) with more than \$100 million in support to park programs and projects.

Examples include: provided over \$100 million of support to park projects and programs in 25 years of partnership; engaged more than 13,600 volunteers donating 388,000 hours to park projects and programs – in partnership with the NPS and Presidio Trust; served over 3 million visitors through Alcatraz tours and park visitor center operations; supported park education programs reaching 18,000 school children; grew 143,000 native plants for 58 restoration projects in park landscapes; provided award-winning environmental leadership programs for Bay Area youth through the Crissy Field Center and other Conservancy programs; and implemented trail improvement and restoration projects throughout the parks as part of the Conservancy’s “Trails Forever” initiative,

The Conservancy has supported and implemented park improvements throughout the GOGA. Specific highlights include: implemented the “Trails Forever” initiative to revitalize park trails, serve park visitors and provide for trail stewardship; launched major renovation of Coastal Trail at Lands End with new overlooks, trail surface and public access; completed improvements to the Presidio trail system; comple-

mented restoration and trail enhancement on the Coastal Trail in Marin County; implemented a new wayfinding and signage program for park trails; advanced a trail study for the parks’ southernmost lands; advanced excavation, construction, and planning for Bay Trail at Battery East; launched new community trailhead to the Presidio at Richmond District YMCA; completed planning for the restoration and public access to Mori Point, and identified the area as the chosen site for trail planning and habitat restoration under a grant from the Gordon and Betty Moore Foundation; continued planning for an environmental institute at Fort Baker and, together with the Fort Baker Retreat Group, established a web site (www.fortbaker.net) to supply the community with information about the project; performed site testing and natural resources studies (Monarch butterfly) at Fort Baker; installed new wayside exhibits and site furnishings on Alcatraz Island; and continued implementation of new visitor facility and public access to the historic Cellhouse on Alcatraz.

GGC is the “human force” supporting GOGA. Specific highlights include: engaged more than 13,600 volunteers donating 388,000 hours to park projects and programs, from natural resources and interpretation to maintenance, administration, and law enforcement; celebrated the 20th anniversary of the GOGA Volunteer Program, a cooperative, park-wide effort of the GGC, the NPS, and the Presidio Trust; launched the pilot of the Trailkeeper Program, a volunteer program to support the parks’ southernmost lands’ more than 160 volunteer groups, 50 percent of which were returning groups, participated in group volunteer programs and events, including the Oracle Global Senior Leadership Event, which provided 320 hours of habitat restoration, native plant nursery work, and trail maintenance to the parks’ nearly 500 volunteers participated in the Muir Woods Earth Day and National Parks America Tour events, contributing over 1,300 hours to planting, weed removal, beach cleanup, trail maintenance, and habitat restoration; hosted the National Public Lands Day signature event, which included a National Volunteer Recognition Ceremony, in cooperation with the National Environmental & Training Foundation and Take Pride in America; welcomed the CAVE program, a student-run leadership program of Chico State University, to the parks during the pilot of their new NPS volunteer initiative; and the Trails Forever program collaborated with the American Hiking Society for the first time to host seven Volunteer Vacations groups to assist with trail maintenance projects in the parks

Preservation and restoration highlights include as follows: now in its 22nd year, the Golden Gate Raptor Observatory tracked the migration of nearly 34,000 birds of prey and banded 2,176 raptors; operated five native plant nurseries, which collected seed from over 200 species of plants native to the parks, and which grew nearly 143,000 native plants for 58 habitat restoration and landscaping projects throughout the parks; provided habitat restoration and stewardship of six key park ecosystems through the site stewardship program; supported the renovation and reuse of the historic buildings at Fort Baker and the restoration of the historic parade ground; completed the Alcatraz Historic Furnishing Plan, which allows visitors to view accurately furnished areas of the prison that include the clothing issue, control room, kitchen, correctional officers' lounge, and a number of inmate cells; developed and implemented plans to restore the habitat of the endangered San Francisco Garter Snake and the threatened Red-Legged Frog; advanced the restoration of the historic Alcatraz Gardens, and engaged a full-time gardener to oversee the project; and funded key studies of natural and cultural resources to advance their preservation

Interpretive service and facilities highlights include: debuted the new Alcatraz audio tour program, *Doing Time: The Alcatraz Cellhouse Tour*, which conveys the history of the cellhouse through first person accounts of inmates, guards and their family members; served over 1 million visitors through the Alcatraz audio tour program; provided the Alcatraz Evening Tour, serving 1.1 million visitors; entered the fifth year of operation for the Alcatraz Kidz Tour; installed new interpretive exhibits and directional signage throughout the Alcatraz cellhouse; provided key staffing and volunteers for park visitor centers and information outlets; provided visitor services through 10 interpretive bookstores, a number of which are housed in park historical buildings; and received certification as a green business from the City of San Francisco's green business program for the Crissy Field Center.

Learning, community engagement and conservation action highlights include: provided support for teacher training, interns, transportation, and supplies for award-winning park education programs reaching over 18,000 K-12 students; operated the Crissy Field Center, a dynamic park environmental leadership and education facility focusing on youth engagement; hosted nearly 300 children in summer day camps at Crissy Field; for the sixth year, trained students to become advocates for the environment through the Inspiring Young Emerging Leaders (I-YEL) pro-

gram; held the fifth annual Community Heroes Awards ceremony, honoring the work of four community heroes. To date, nearly 30 extraordinary individuals and groups have been honored for their community work; hosted EcoCareer Day at Crissy Field for more than 135 high school students; produced the first in a planned series of educational forums at Crissy Field, "Meeting the Challenge: Improving Student Achievement in Science & Technology"; completed the third year of Urban Trail Blazers, a summer program for kids; and provided over 40 sessions of natural resource and career development training to interns, volunteers, and staff through ParkCorps Academy

GGC produces interpretive materials and products to enrich the experience of park visitor. Highlights include working with the NPS, GGC developed interpretive graphics of historic photos and information, and created five museum-quality cases to display park artifacts on Alcatraz; designing over 35 new Alcatraz books and products; producing new interpretive materials highlighting the GOGA parks at large, plus specific park sites, including the Presidio, Crissy Field, the Cliff House, and the Sutro Baths; continued intensive redesign and expansion of GGC's web site, with launch on schedule for the first quarter of 2007; and starting production on an educational video, *One Million and Counting*, to showcase the history and contributions of the parks' native plant nurseries to the community

In the area of philanthropic funding, volunteerism, and community engagement highlights include: provided over \$14 million in support to park projects and programs; received annual contributions from more than 13,300 members and donors; secured nearly \$5 million in private funding for the parks; hosted the fourth annual Trails Forever dinner, which raised more than \$725,000 for trail projects and other key park initiatives; continued development of a major capital campaign to raise philanthropic funds for a wide range of park improvements, programs and visitor services; and hosted 47 founding members and long-time volunteers at a luncheon to celebrate and honor their 20-plus years of support to the parks

APPL at their 2006 national convention: Winner, Best Book (over 48 pages): *Alcatraz: The Ultimate Movie Book* and Honorable Mention, Maps and Guides: *Presidio and Crissy Field: Map and Hiking Guide*

Grand Canyon Assn

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|-------------|-------------|
| FY06 AID | FY06 NET |
| \$2,619,781 | \$3,459,560 |

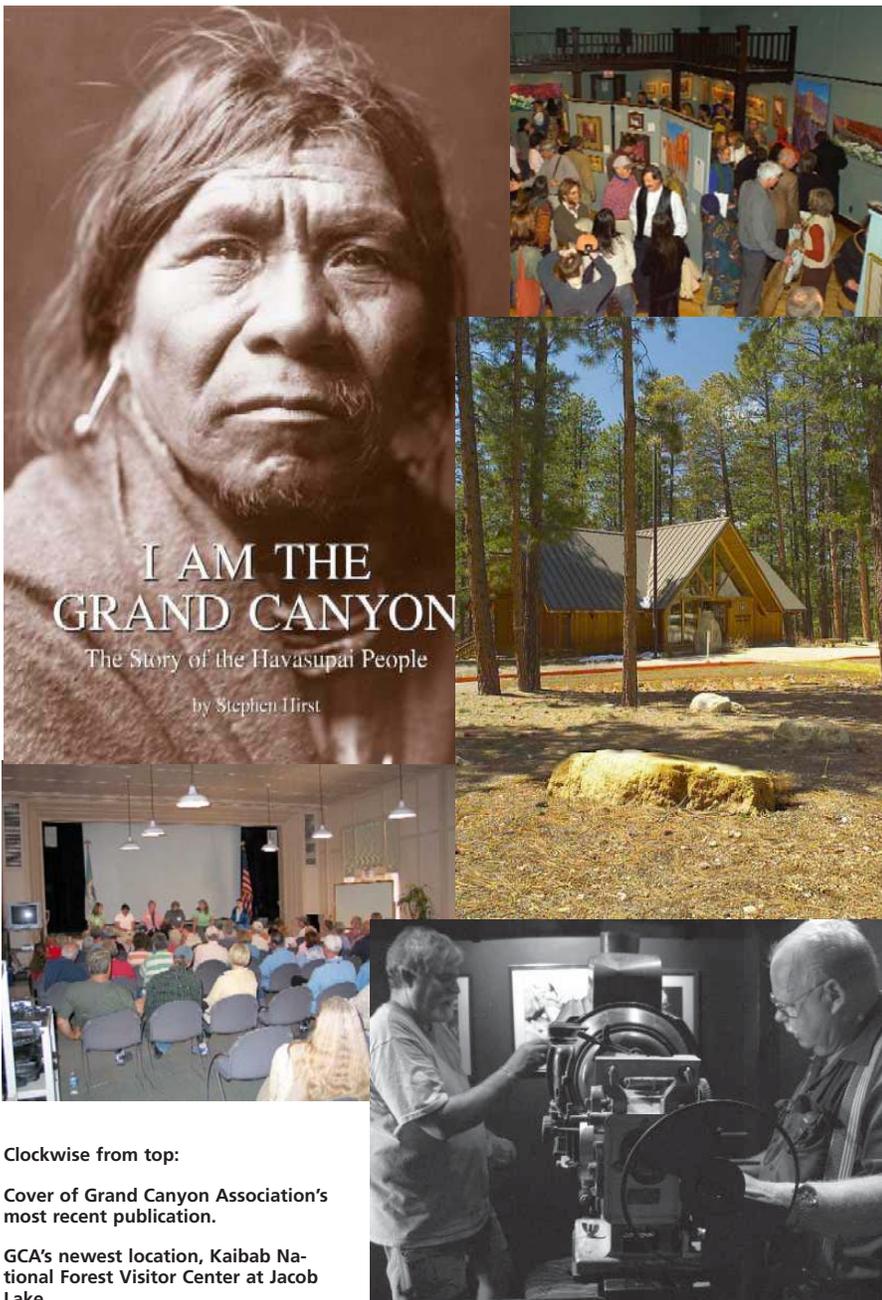
Despite having the historic Yavapai Observation Station, one of Grand Canyon Association's (GCA's) major outlets, closed for almost six months for a much needed renovation, GCA ended the year with overall sales slightly higher than 2005. Income from operations, other than retail, including the membership program and field institute, experienced very strong financial growth, seeing a 39.6% increase for the year, which helped to increase the total operating revenues by 6.8% above the previous year. After all operating expenses and cash donations to GCA's park partner, net retained earnings for the year were up 151% against 2005.

Probably the single largest area of increased success was the continued phenomenal growth of GCA's membership program. New memberships became the number one sales item throughout the system for the year. GCA experienced a 50.3% increase in membership income in 2006, which continued on the successes in 2005 when GCA had a 53.6% increase from the year before. So, in essence, GCA's membership grew from a fairly consistent base of about 3,000 members prior to 2005, to its current membership in excess of 8,500. This membership program is important other than just as a source of revenue. Having an active membership program helps to build constituency for the park. A direct result of the 2006 member gathering was that one specific member was so pleased with the event and the work of GCA that he sent the association an unsolicited donation in support of mission-based functions of \$35,000.

Another significant improvement was wholesale and website sales with a 48.2% increase. This not only helped the GCA's revenue stream, but also increased visibility to Northern Arizona communities with many GCA titles appearing in regional book selling venues. There appears to be continued growth in this area as evidenced by GCA's agreement with the University of Arizona Press to act as distributor in the broader market. With this new relationship, GCA publications may become more visible in the larger book trade.

GCA continued to emphasize community outreach with a strong lecture series in Flagstaff, and Prescott as well as in the Phoenix area. GCA also participated along with the park in regional fairs and book events throughout Arizona. During 2006, GCA provided 47,053 hours of direct visitor contact service in addition to 40,486 hours attributed to aid as provided by the retail sales staff. These visitor contact hours came in the form of participation in the community lecture series, field institute courses, visitation to free public art exhibits, visitor service at the IMAX in Tusayan and GCA staff assisting the Albright Training Center in training new NPS employees from around the nation. Besides more than 87,000 visitor contact hours, GCA distributed almost two million pieces of free educational material to park visitors and published three new for sale publications, *I Am the Grand Canyon: The Story of the Havasupai People*, *South Kaibab Trail Guide*, and the *Havasupai Trail Guide*.

2006 also proved to be a seminal year in terms of the development of new partner-



Clockwise from top:

Cover of Grand Canyon Association's most recent publication.

GCA's newest location, Kaibab National Forest Visitor Center at Jacob Lake.

The original "arc" style projector is donated for re-installation at historic Kolb Studio.

GCA members attend a member's forum at annual meeting.

ships which allowed GCA to enhance mission-fulfilling capacity in new and interesting ways. For the first time in the seventy-five year history of the association, GCA entered into an agreement with an agency other than the NPS. This new relationship with the Kaibab National Forest allowed GCA to participate in the Kaibab Visitor Center operation at Jacob Lake. This facility is in fact a gateway to the North Rim of Grand Canyon National Park. Formerly operated by a sister association, the Public Lands Interpretive Association, Jacob Lake has provided an opportunity to get quality information in the hands of visitors that are clearly coming to see Grand Canyon. The first year of operations at this new location created a profit which will be donated back to the Forest to support visitor education.

GCA also entered into a new relationship with the National Geographic IMAX theater group in nearby Tusayan. Using donated funds derived from the sale of the IMAX DVD on Grand Canyon, the association is participating in the operation of a new educational plaza at their facility. GCA employees provide basic park orientation at that location as well as direct education regarding river history, plants and animals of Grand Canyon. Operating just a mile outside of the park boundary, this new relationship allows GCA employees to provide high quality visitor interaction before they even reach the park gate.

GCA has had a long history of using art as a method of educating and inspiring visitors as to the value of this world-class resource. Since 1993, GCA has floored free public exhibitions of top quality art work at the unique historic Kolb Studio, perched literally on the edge of the South Rim. In an average year at the Kolb Studio, GCA will provide at least four or five rotating exhibits with more than fifty thousand visitors enjoying the art. GCA has also consistently supported the Arts for the Parks program and has worked with donors that are specifically interested in supporting art at Grand Canyon. As a result of these relationships, GCA has been able to develop a collection of fine art not only for display at Kolb Studio, but that is available for loan to other nonprofit organizations throughout the nation to further our mission of disseminating knowledge about Grand Canyon. GCA lent portions of the collection to the Museum of Northern Arizona in Flagstaff and to the Desert Caballeros Western Museum in Wickenburg. GCA is also pursuing a relationship with the Smithsonian to see if portions of the collection can be in the national SITES program.

Grand Teton Natural History Assn

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| FY06 AID | FY06 NET |
| \$1,493,699 | \$1,503,302 |

Work continued on the Grand Teton Discovery and Visitor Center this year. Grand Teton NHA (GTNHA) worked with partners at the Grand Teton National Park Foundation, the National Park Service, contractors, exhibit designers and architects to help move the project along. GTNHA completed design on the new bookstore, which will open the summer of 2007 in the new Center. Filming of the Video Rivers and Mountaineering films continued with additional seasonal shoots from producer, Back Country Productions. The final film will debut with the opening of the new visitor center. GTNHA is working on a DVD of the video river and the mountaineering film which will be made available, with additional bonus features, in the bookstore.

The 16th Annual Author's Signing on August 25th hosted local authors in honor of National Park Day. At Elk Fest 2006, GTNHA once again had a booth selling elk related items benefiting the National Elk Refuge and gave out information on the Jackson Hole and Greater Yellowstone Visitor Information Center.

Old Bills Fun Run generated \$9,820 for the Boyd Evison Graduate Fellowship

and the Sharlene Milligan Scholarship Fund. The Artists and Writers in the Environment program, funded by the Sharlene Milligan Scholarship, was again a huge success. GTNHA sponsored four artists and four writers on the second Saturday of June, July, August, and October. All were well attended by visitors and local residents. Writers were Tina Welling, Susan Marsh, Mike Shay and Broughton Coburn. Artists were Kay Northup, Molly Martin, Greg McHuron, and Fred Kingwill.

GTNHA sponsored a pilot program: the Creative Retreat. National artists and writers from different mediums were invited for a week to interact with the landscape and each other. They gave public programs at the National Museum of Wildlife Art and an exhibition at a local gallery to share their work. The participants were Terry Tempest Williams, Lily Yeh, Robert Shetterly, and student photographer Lauren Oakes. Artists stayed as guests of GTNHA at the Murie Center.

The summer of 2006 saw park budgets dedicated to interpretation continue to decrease. GTNHA provided additional resources to lessen this reduction. Because of GTNHA funded interns and associates, the interpretive program at



Above: Covers from GTNHA's 2006 Miniguide Series.

Below: Panoramic view of the new Grand Tetons visitor center.



Grand Teton was able to continue or create new, innovative interpretive programs including:

- The Jenny Lake Evening Programs and the Jenny Lake Cruise at the Jenny Lake campfire circle provides an intimate setting for visitors and Interpreters to conduct demonstrations and “high-touch” evening programs. The Jenny Lake Cruise takes visitors around Jenny Lake each evening on a 25 passenger pontoon boat to get a close up view of the piedmont lake formation and the park’s geological story.

- With the assistance of interns and associates, Grand Teton NP (GTNP) was able to provide continued, extensive coverage at the Jackson Hole and Greater Yellowstone Visitor Center. GTNP provided coverage 7 days a week during the high visitation summer season. This work was important as it met both partnership responsibilities as well as served thousands of visitors.

- GTNP interpretive staff assisted with the training of six Teton Science School graduate students providing course books and exhibit materials. They helped develop a new trail guide for the Mormon Row area. The park’s Outreach Education program provided curriculum based programs at area schools. GTNHA provided funds for materials and supplies.

- GTNHA funding allowed staffing for tours in the Menor’s Ferry Historic District. Without this funding there would be no tours or NPS interpretive presence in this popular area. Funding assisted with putting the ferry back in the water this year.

Several changes were made in the Junior Ranger program. The name of the program was changed from “Young Naturalist” to “Junior Ranger.”

This name change results in GTNP having a name consistent with similar types of programs in other parks and helps to distinguish between this program and the “Young Naturalist” ranger-led program offered in GTNP. The Junior Ranger program also added a badge in addition to a patch that participants can earn by completing the program.

Moose had a 6.4% increase in sales. Jenny Lake increased 28.3%, Colter Bay was up 3.6%, Flagg Information Station was up 1.5%, wholesale sales were up 9.7% and mail order sales were up 4.6%. Overall sales increase for GTNP bookstores was 10.9%, making this the largest sales year in association history for the fifth straight year. The JH Airport store had another exceptional year and was up 34.2% over 2005. Total sales for GTNP locations were \$1,977,433. Visitation for the park was down -1.3% for 2006.

The second series of four books were completed complementing last years mini-guides. The series were priced at \$4.95 each and include text by Charlie Craighead, photography by Henry Holdsworth and design by Carol Thickstun. Over 21,900 copies of our eight books were sold in 2006. They are 56 pages each with a fold out park map. The four titles are, *Geology of Grand Teton National Park*, *Wildlife of Grand Teton National Park*, *History of Grand Teton National Park*, and *Kid’s Guide to Grand Teton National Park*. A collector folder with the NPS arrowhead on it is available to hold four books at a time. The first four books won the 2005 Western Regional Book Design & Publication Award in the guide and travel category.

GTNHA is happy to say that books are still the strongest seller at 33% of sales. The second strongest category is items of remembrance. With the intent of creating a feeling of place

when visitors get home and a constituency to help protect the park, these types of items are hopefully doing their job. The number one best seller is still the Readers Digest DVD, 2 disc set, on Grand Teton and Yellowstone. A close second was our Grand Teton ball cap, a new 2006 item in the Park, followed by the 2 disc DVD on Grand Teton and Yellowstone by Holiday Films. Binoculars are our fourth best seller. Several of our own publications are in the top 25 of all the products we carry; Creation of the Teton Landscape, Geology of Yellowstone and Grand Teton, Guide to Exploring Grand Teton, and the mini-guide series. The second set of mini guides came out in July; the best seller of the new set was the Kid's Guide to Grand Teton National Park.

This year, an individual passport stamp for Grand Teton was developed and 4,768 were sold. Other items that top the list are organic cotton t-shirts, *Wild and Beautiful Grand Teton*, *Jackson Hole Cooks!*, the children's book *Who Pooped in the Park?*, GTNHA logo book bag, 4-D puzzle of North American animals, ornaments, Ansel Adams poster Snake River Overlook, and the Trails Illustrated Grand Teton map.

Great Smoky Mountains Assn

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|-------------|-------------|
| FY06 AID | FY06 NET |
| \$2,671,653 | \$3,729,103 |

2006 was another strong year for Great Smoky Mountains Association (GSMA)! GSMA achieved a significant sales and donation increase through continued hard work and improved product mix despite flat visitation in the visitor centers, which showed a decreased of 0.9%. Business activity was excellent in January, average in February, good in March, excellent in April, average in May through July, good in August, excellent in September, good in October, and average in November and December.

In June the board of directors held its annual mid-year retreat. Plans for the future included 75th Anniversary Commemoration projects, such as development of the official logo; plans were put in place for several new publications and to construct a new visitor center at the Cherokee entrance; fee-based interpretive programming; step-on guides, GSMA space needs and publications development.

The actual aid-to-park for 2006 was \$1,644,215 which equaled 27.5% of gross sales and donation income. Within this overall aid amount, GSMA guaranteed cash donations equal to 17% of gross sales. An additional \$86,121 sales-generated cash donation was unexpended in 2006 and has been carried over to FY07.

GSMA added a satellite system for a broadband solution at Oconaluftee Visitor Center that was independent of the NPS network. GSMA successfully launched the Spring Wildflower Pilgrimage website and began enhancement of our GSMA organizational website.

GSMA upgraded hardware at several store locations and installed a new phone system at the home office, which included adding the warehouse phone to the home office. Successful automation of overnight processing between all stores and the home office greatly improved reliability of the system and access to current sales and inventory information.

Staff developed an online newsletter program and sent out 48,914 in 2006. GSMA implemented a cosmetic redesign of the GSMA site and added new audio content (podcasting, streaming and iTunes), humorous blogs, and photo gallery features.

Price increases from the supplier necessitated the increases on to the visitor. GSMA continued the search for a private-label bottled spring water product.

Over 2,323,030 people visited facilities staffed by GSMA employees in 2006, a decrease of 0.9% from the previous year.

GSMA staff also continued offering off-site sales and park information at the annual Wildflower Pilgrimage, Wilderness Wildlife Week, Hemlock Tree Symposium, Discover Life in America Conference, Association of Southeastern Biologists, Sylva Greening Up the Mountains, the Appalachian Studies Conference, GSMA Annual Members Weekend, Tennessee Library Association convention, Bryson City Heritage Festival, and Cosby-in-the-Park day. GSMA continued wholesale business expansion utilizing a more proactive approach to the market in the region, especially in the counties that adjoin GSMNP.

GSMA opened a new store and park information outlet at the Sevierville Visitor Center in July. This new store coincided with the closing of the old Smokies Baseball Stadium store. The Townsend Visitor Center received significant new interior fixtures This greatly improved visitor experience and traffic flow, which contributed to an 18.2% sales increase. The project will be completed early in 2007.

GSMA was selected for a \$12,500 grant from Alcoa Foundation to assist with the development of a new biannual magazine, *Smokies Life*. Look for this new offering in the Fall, 2007.

GSMA & NPS selected Ted Catton to write the administrative history of Great Smoky Mountains NP as part of the park's 75th anniversary. This massive undertaking will be a great asset to park management and park researchers and one of the largest publications projects GSMA has ever undertaken.

GSMA continued to expand the number of sales items GSMA offers on e-commerce: www.SmokiesInformation.org and experienced continued strong growth in online sales. Well over 1,000,000 pieces of literature produced by GSMA were distributed in 2006. GSMA publications and product development staff completed nearly 40 significant projects.

The year was busy with planning for the membership weekend held at the Appalachian Highlands Science Learning Center in North Carolina and the 56th Annual Spring Wildflower Pilgrimage, which returned to the newly rebuilt Mills Conference Center. It was well attended as usual with a week full of indoor and outdoor programs, exhibits, demonstrations, and a delicious opening luncheon and closing night buffet. GSMA ended the year with over 6,000 members, an all-time high.

GSMA continued the great success with the Association-designed GSMNP Logo merchandise. These items include new park logo T-shirts, a book tote bag and a Nalgene water bottle, expanded offering of fleece vests and a high-end fleece pullover.

By written agreement, the Great Smoky Mountains Institute staff continued to operate the GSMA store at their location in FY06. They were able to generate a \$31,786 net profit for the year, which was donated to the Institute. With the addition of a \$67,500 cash donation total Institute support for 2006 totaled \$99,286.

Harpers Ferry Historical Assn

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|-----------|-----------|
| FY06 AID | FY06 NET |
| \$372,878 | \$457,706 |

Harpers Ferry Historical Association (HFHA) moved back into its bookshop and offices in March after being out for five months while the building was being rehabilitated. The highlight of FY06 was the Niagara Centennial held on the Storer College Campus in August. This was the same location as the historic 1906 meeting. The association partnered with the Jefferson County NAACP to assist the park in hosting this week-long event that reached over 5,000 visitors. The commemoration began with a symposium where 16 scholars presented original research about the movement that first demanded full equality for

African Americans and led to the formation of the NAACP. The symposium was held at Mather Training Center with over 100 attendees including scholars, local educators, community members, descendants of the original Niagara attendees, and multi-generational families.

The synergy generated by the symposium sparked enthusiasm for the public event which included panel discussions, dramatic presentations and music. Special guests included Dr. David Levering Lewis, two-time Pulitzer prize-winner for his two-volume biography of W.E.B. Du Bois, and Dr. Du Bois Irvin, granddaughter of Du Bois. The highlight of the musical presentations was the Count Basie Orchestra performing an original score for the Niagara commemoration audience. On Sunday morning, attendees participated in the barefoot pilgrimage to John Brown's fort, an activity that was part of the 1906 meeting. The Youth Discovery Tent offered activities and programs for young people throughout the weekend. HFHA set up a 40' x 40' tent for sales of commemorative and educational items which was quite successful.

HFHA administered over \$200,000 in funds for this event. These included funds donated by the association and its many partners including state organizations, the Jefferson County Commission, NPCA, local banks, businesses, and individuals. It also included two grants awarded the association: a \$15,000 WV Humanities Council grant and an \$11,500 WV Arts Commission grant.

To ensure that the Niagara story continues to be studied, the park along with association support, a Parks as Classroom grant, and a WV Humanities Council grant developed a K-12 teacher's education guide to the history of the Niagara Movement. It was completed over a two year period by a curriculum specialist and a cadre of teachers from various disciplines. Activities were field tested and revised for publication in CD-Rom format. Over 4,000 copies are being donated to all schools in West Virginia and adjacent counties in Maryland and Virginia, as well as urban schools in the District of Columbia and Baltimore. Work on a web-based version is currently underway, as well as plans for visits to classrooms to promote the use of the material

HFHA continued to provide funds for living history weekends, education programs, library donations, Junior Ranger program, and the Don Redman concert.

The park enjoyed a 10.6% increase in visitation for 2006, which along with this year's special event helped boost association sales to the sec-



From top: Benjamin Hooks and Sen. Robert Byrd unveil official highway marker at Niagara Centennial copponsored by HFHA.

Dr. DuBois Irvin chats with the daughter of a member of the 1905 Niagara Meeting.

Niagara Centennial Sales tent operated by HFHA.

and highest they have been in ten years. Association membership also reached its highest revenue in the organizations history.

Hawaii Natural History Assn

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|-----------|-------------|
| FY06 AID | FY06 NET |
| \$689,734 | \$1,249,720 |

At the smaller park sites (Pu'uhonua o Hōnaunau NHP, Pu'ukoholā Heiau NHS, Kaloko-Honokōhau NHP), Hawai'i Natural History Association (HNHA) continued to provide support for cultural festivals, visitor center staff, cultural demonstrations and environmental education programs, free publications, honoraria for community programs, library acquisitions, the purchase of miscellaneous supplies for interpretive programs, and support for a native garden at Pu'uhonua o Hōnaunau NHP.

At Haleakalā NP, HNHA provided visitor center/interpretive staff, some of whom are covered under our supplemental agreement for providing interpretive services in the park. HNHA also supported the park's VIP program and provided SCA positions.

In addition to visitor center help, HNHA continued to support a variety of activities at Hawai'i Volcanoes NP including substantial funding for the VIP program, the annual cultural festival, petrel monitoring, hawksbill turtle protection and education, a summer Junior Ranger program, support for the park's cultural consultation committee, an SCA backcountry internship, and seismic exhibit supplies and equipment. The award-winning *After Dark in the Park* lecture series drew total audiences of over 2,300.

Over 235,000 free publications were produced, including foreign-language translations of basic park information.

Historic Hampton, Inc.

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|-----------|-----------|
| FY06 AID | FY06 NET |
| \$105,097 | \$199,385 |

During FY06, Historic Hampton, Inc. (HHI) eagerly awaited the installation of environmental and fire suppression systems in the Mansion at Hampton National Historic Site (HNHS) as it continued with programs and fundraising. While the Mansion remained closed, HHI sponsored or participated in several events, including:

1. Providing refreshments in the fall and spring to 80 and 100 visitors, who attended NPS programs at the Hampton Farm Property.
2. Joining HNHS leaders for a day-long retreat in January to develop joint short-term projects, as well as plan for what might be ac-

complished at the site over a two to four year time span.

3. Co-sponsoring a bus trip in May with Goucher College Alumnae/i Trips and Tours for 30 participants to visit the 18th century Wye House on Maryland's Eastern Shore.
4. Co-sponsoring with Preservation Maryland and the Maryland Historic Trust a "conversation" for 15 Maryland house museum professionals on issues facing these organizations.
5. Holding its annual Mint Julep Party in June for more than 85 donors and friends, who were able to tour the empty Mansion, visit rooms and areas not normally seen by the public, and hear NPS staff speak about installation of the new systems.
6. Sponsoring a party to bid farewell to Lynne Hastings, longtime NPS curator at Hampton, as she left in August to assume a new position at Colonial Williamsburg.

In November, the Women's Committee of HHI held its first "Squire's Dinner" featuring "Eliza Ridgely," who entertained 80 guests with stories of her life at Hampton. In April it held a successful luncheon with a speaker for 91 guests.

During FY06, HHI raised funds and accepted gifts that included a grant to continue funding the Furnishings Project Coordinator for the Mansion; an additional donation from a Ridgely descendent to hire an expert to begin the micro-filming of family papers; and grants from Preservation Maryland to begin preparation of a Comprehensive Finding Aid of the archives and a Historic Structures Report of the Mansion.

HHI's Annual Giving campaign reached a new level of support. HHI's membership included about 300 individuals and families. An effort begun in Fall 2005 to reach out to the neighboring Hampton Improvement Association (HIA) brought in several new members, as well as the site's involvement with the HIA's Fourth of July parade. The Spring 2006 issue of "Hampton Highlights" provided HHI members and friends with an important update on the status of special projects and activities at Hampton.

From the superintendent: Park staff joined HHI in a strategic planning session on January 30, sharing information and many ideas both in general and small group sessions.

HHI provided support for interpretive and educational activities, including a successful neigh-



Backporch Players on farmhouse lawn.



Chief Ranger Vince Vaise, HIA, July 4th parade.

borhood open house with participation from neighborhood association The HIA. Interpretive activities during the year included an African-American storyteller, music of the 1850's, 19th century children's games and activities, and park tours. HHI and the park also presented empty mansion tours and an additional open house in May to share architectural details of the structure and inform the public about the project's progress. Including those activities supported by HHI, park staff presented 389 interpretive programs in fiscal year 2006, including 30 special events. Park interpreters continued to provide take home interpretation for many visitors.

HHI provided invaluable support to the park in resource preservation and research. Essential assistance was provided through a cooperative agreement allowing contracting with HHI to provide vital museum support. Without this cooperative agreement, the park would have been unable to complete registrar duties as a major project required us to remove all collections from Hampton Mansion and place them in temporary storage. HHI received a number of grants on behalf of the park, many of which directly supported research and preservation projects. The Wallis Foundation continues to provide support for researching, preparing, and implementing historic furnished room exhibits in Hampton Mansion. A draft of the Drawing Room Furnishing Plan was submitted for review, and The Colonial Dames of America have granted to the park, through Historic Hampton, Inc., \$3000 to fund historic paint analysis in the Hampton parlor in anticipation of a new historic furnishing plan for that room. Thanks to a \$25,000 donation received through HHI, we began to microfilm park archives, beginning with the White Papers.

It is difficult to imagine a successful Hampton National Historic Site without the partnership with Historic Hampton, Inc.

Intermountain Natural History Assn

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|-----------|-----------|
| FY06 AID | FY06 NET |
| \$220,537 | \$342,056 |

This is the third year of Intermountain Natural History Assn (INHA) rebuilding the financial base for the organization. The plan calls for INHA to pay off the publication and building loan this year and in subsequent years prepare financially by building cash reserves to be able to handle the closure of the Dinosaur National Monument Quarry Visitor Center during construction. Sales for the year were even with the previous year. Sales per visitor increased 1.6%.

INHA tried a new sales strategy this year: lease of and then purchase of a used Bookmobile converted to a sales outlet. INHA tried it out at the Split Mountain Boat Ramp for boaters coming off the river to purchase an item to remember their experience. And it was used at campfire programs to make educational products available for campers. It was a successful venture.

INHA was able to add an additional \$5,000 to the donation account and had a carryover of \$2,380 from the previous year. Donations are small again this year as INHA tried to rebuild cash flow.

Membership numbers have continued to drop since they were not actively sold in the visitors center. The Association brought in \$2,500 through new and renewal memberships.

The Scenic Byway program sign project is coming to a close. There is one last site to produce the signs and complete the project by the end of the next year.

Donation projects funded include: pins and T-shirts to encourage donations at a visitor center, printing free handouts; printing trail guides; and sponsoring a VIP appreciation dinner.

Isle Royale Natural History Assn

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|----------|-----------|
| FY06 AID | FY06 NET |
| \$68,493 | \$112,154 |

Isle Royale Natural History Association (IRNHA) produced its first publication for Keweenaw NHP. *Industrial Calumet* is an informative walking tour for the Calumet and Hecla Copper Mining Company's industrial site. It was the winner of the award for Maps and Guides in APPL's 2006 Media and Partnership awards.

IRNHA worked with natural resources staff at Isle Royale to continue efforts to educate the public about aquatic invasive species on the island. As a second step in this campaign, IRNHA designed and produced brochures, posters and signs instructing paddlers on ways to avoid introducing spiny water fleas to inland lakes. 5000 brochures were printed and distributed by mail and at park visitor centers. Posters were displayed in the visitor centers and weatherproof signs were produced to be erected at portage trail heads in summer 2007. Grants from the Great Lakes Aquatic Habitat Fund and the Michigan Department of Environmental Quality have helped fund these efforts.

A volunteer group of 10 IRNHA members spent a week on Isle Royale tackling some major maintenance projects in the Rock Harbor area doing

cleaning and restoration of the historic cabin used to house the park's Artists in Residence.

The manuscript for the upcoming publication *Island Life: An Isle Royale Nature Guide* was completed and is scheduled for publication in 2007.

IRNHA staff and board members began a major fundraising effort to establish an endowment for IRNHA, which would support our publishing program and provide additional aid for Isle Royale NP. IRNHA held individual meetings with over 25 current major donors to solicit leading gifts for the endowment campaign. 2007 marks the 50th anniversary of IRNHA, and the endowment campaign goal is to provide financial stability to the association for the next 50 years.

Jefferson National Parks Assn

| | |
|-------------|-------------|
| FY06 AID | FY06 NET |
| \$2,440,818 | \$3,137,382 |

With the support and involvement of its partners, Jefferson National Parks Association (JNPA) completed a new strategic plan to direct the organization through the year 2009. At the end of the process, the Association emerged with a renewed vision for the future and a newly adopted mission statement that defines JNPA's purpose as "providing quality educational products and related services that enrich public understanding and appreciation of America's national parks, public lands and historic places." To better communicate the full scope of the organization's mission and work, the JNPA launched a new website at jnpa.com and an ecommerce site at shop.jnpa.com.

JNPA operates three stores within Jefferson National Expansion and one each at Ulysses S. Grant, Mississippi River, and Central High School historic sites. JNPA's newly remodeled store at Central High School was enjoyed by attendees of the APPL convention in March of 2006. Sales revenues at these sites totaled \$5.5 million. Direct financial aid exceeded \$650,000 and total aid exceeded \$2.4 million including donations for the development of new publications and educational products, general visitor information and services to the public, shipping and receiving support, the production of free publications, the employment of support staff, and the provision of supplies, services, and materials to support educational programs of the NPS.

Of major significance was the JNPA's role as partner in the commemoration of the 40th anniversary of the Gateway Arch. Anniversary activities included educational programming, public events such as "Meet the Builders" where visitors interacted with construction workers and

those involved in the construction of the Gateway Arch, reunion events for current and former staff, development of commemorative publications and products and an art competition for youth. JNPA support of the activities received top honors in the 2006 APPL Awards Competition commemorative program category. JNPA's related book *The Gateway Arch: An Architectural Dream* won in the large book category at the 2006 National Association for Interpretation Media Awards competition.

During the year, JNPA funded two major original exhibitions *The Creative Spirit of Eero Saarinen*, and *Lewis & Clark: Remaking the American West* as well as five other traveling exhibits. In addition, the JNPA provided visitors with 200,000 copies of park newspapers, funded new site bulletins on several topics, and published a revamped Museum Education Program booklet.

Many special events were made possible by JNPA including 19th Century Holiday Traditions enjoyed by 888 visitors; African American Heritage Programs for 1,869 visitors; St. Louis Storytelling Festival for 9,555 visitors; the Gateway Arch 40th Anniversary activities for 6,611 visitors and Live on the Levee programs enjoyed by 10,728 visitors.

With support from the JNPA, JNEM and ULSG VIP programs reported 30,000 hours of service. In addition to volunteer expense reimbursement, JNPA hosted each of these park's annual VIP celebrations. JNPA staff performed the majority of volunteer hours in the Division of Museum Services and Interpretation. These full-time staff members provided essential interpretation, education, archives, library, collections management, and visitor services. JNPA positions include an archivist, assistant curator, two education specialists, education staff assistant, exhibit specialist, librarian, and office automation clerk.

Throughout the year, JNPA education staff evaluated 32 ranger-led programs, redesigned two teacher activity guides, developed new Boy Scout and Girl Scout workshops, developed new Junior Ranger booklets, distributed traveling trunks to 62 groups and took 575 reservations for over 900 programs with over 27,000 participants. JNPA cultural resource staff responded to 450 research requests; scanned 600 images for visual reference files; scanned 900 archival images; produced 1100 IRIS records; and provided much of the redesign for JNEM's new website.

Joshua Tree National Park Assn

| | |
|-----------|-----------|
| FY06 AID | FY06 NET |
| \$262,513 | \$555,052 |



Clockwise from top: JNPA staff make a visit to Little Rock Central High School NHS March 2006.

Visitors line up for the Creative Spirit of Eero Saarinen exhibit at the Arch.

Attendees at the "Meet the Builders" celebration at the Arch.

40th Anniversary Art Contest Winners.

Special guest Susan Saarinen visits the Arch.

Joshua Tree National Park Association (JTNPA) generated gross revenues of \$833,018. Net revenue was \$555,052. Aid to Joshua Tree NP (JOTR) was \$262,513 (up 36 % over 2005) and 47% of net revenue. A new JTNPA membership drive increased membership by 300% (350 to 1050) and revenue by 218%.

JTNPA opened the Joshua Tree Visitor Center in May 2006. The purchase of the building filled a need identified in the park's General Management Plan to establish a visitor information facility within or near to the park's West Entrance. JTNPA owns and operates the building in partnership with NPS as an official park visitor center. JTNPA staff and JOTR rangers work in the facility, which includes a cafe, bookstore, exhibit area, and sculpture garden.

The Coachella Valley Outreach Program, funded in part by Preserving Wild California Resources Legacy Fund Foundation was developed to strengthen awareness and support for JOTR in the valley communities through a media campaign, outreach experiences, hands-on in-park experiences, fundraising and other opportunities. The Coachella Valley, comprised of the cities Palm Springs, Palm Desert, Rancho Mirage, La Quinta and Indio, lies 30-50 miles from park entrances, with increasing development near or adjacent to the southern boundary of JOTR.

The 2006 Minerva Hoyt California Desert Conservation Award was presented to Donna &

Larry Charpied, founding members of the Citizens for Chuckwalla Valley who have led the Eagle Mountain Landfill Project opposition for more than fifteen years. This award was created to honor those who have made notable achievements in the areas of leadership, protection, preservation, research, education, and/or stewardship on behalf of California deserts.

The Desert Institute created a new lecture series to expand outreach: a program for the Osher Lifelong Learning Institute at California State University, Palm Desert campus. Combined with the enduring *Old Schoolhouse, Old Firehouse, and Black Rock Campground* Lectures Series and Desert Institute classes, there were over 4800 contact hours.

JTNPA and the Lee Family Foundation funded the 2006 Joshua Tree National Park Annual Competitive Research Grant to *A Long-Term Vegetation History of the Mojave-Colorado Desert Ecotone at Joshua National NP*.

Sponsored by JTNPA, the Fourteenth Joshua Tree National Park Art Festival was held in early April. Twenty-four artists exhibited during the 3-day event with 1,100 daily visitors. The artists donated \$3,375 to the association for the park.

JTNPA funded the JOTR portion of the Desert Tortoise Education and Outreach Program developed by The Desert Managers Group, a collaborative partnership of federal, state, and local land management agencies to raise public awareness about the tortoise and efforts to achieve tortoise recovery. Through a grant from the Desert Legacy Fund, JTNPA sponsored the Mojave Max Emergence Contest for students in eight Southern California counties.

Kennesaw Mountain Historical Assn

| FY06 AID | FY06 NET |
|----------|----------|
| \$86,732 | \$99,506 |

Kennesaw Mountain Historical Association's (KMHA) most significant challenge in 2006 is the same as the last several years, the makeup of visitation at Kennesaw Mountain. The park is surrounded by commercial and residential growth within Cobb County, GA, one of the fastest growing counties in the country. Only a small percentage of visitors came to the visitor center, and of that, approximately 50% go beyond the outer foyer where the restrooms are located.

While the park's mission is to interpret and commemorate the 1864 Atlanta Campaign, the percentage of visitors interested in the history of the park is declining. KMHA has worked hard to be creative with products while remaining loyal to

mission and as a result have seen an increase of 3.5% (to \$202,838.68) from the previous year.

Staffing the visitor center and sales area is still KMHA's most significant aid to Kennesaw Mountain. KMHA employees run the front desk almost entirely during the week, and are significant contributors on the weekends as well.

It has also been a time of change within KMHA. Longtime director Mary Helen Bernknopf left in July and Rose Taylor was temporarily promoted to replace her. Rose announced that she would be leaving in February of 2007. Michael Stoudemire was brought aboard to assist and eventually replace Rose in due course.

KMHA continues to supply food for the Monday night programs and for volunteers on the anniversary weekend. KMHA partnered with Kennesaw State University to sponsor it's the 2006 Civil War Symposium, and will partner with KSU again this year

KMHA bought several items for children's programs and continues to partner with the shuttle bus fee collection. The Association has provided support a number of times for the advancement of the interpretive programs at KEMO.

Lake States Interpretive Assn

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|----------|----------|
| FY06 AID | FY06 NET |
| \$42,310 | \$51,483 |

Lake States Interpretive Association (LSIA) celebrated 30 years as a partner to Voyageurs NP. LSIA operated a total of twelve outlets offering interpretive materials to visitors that visit the seven sales outlets on the Chippewa National Forest, one bookstore at the Lakewood Ranger District in the Nicolet National Forest, and three sales outlets with in Voyageurs NP.

LSIA assisted the park with funding for a number of programs including the park's geology workshop, Junior Ranger intern housing and Kids Art Contest award ceremony. A large increase of products and funding was given for the interpretation programs.

LSIA continues collecting reservations for Voyageurs NP's spring Birders Rendezvous tours and donating time and products. The 3-day scheduled activities include field trips and keynote speakers. LSIA again funded the printing of 37,000 copies of the park newspaper the "Rendezvous".

In cooperation with the park staff, LSIA assisted the park with reservations for the snowshoe lacing workshop. The workshop was a huge success

and increased the public awareness of the outdoor activity within the park. Other projects included organizing air flight time for the aerial photographer to photo the park's landscape for the new exhibit project at the Kabetogama Lake Visitor Center, and collecting donations from the revenue of the Ellsworth Rock Garden brochures, to be used for rock gardens interpretation program, along with a first year project for LSIA in developing a program to return a portion of the revenues from a Ellsworth Rock Garden product to the park. This funding will also assist the rock gardens.

Highlights include recognition for LSIA publication *Ojibwe Tales: Stories of the Ojibwe People*, which won 3rd place in the NAI media awards contest for small books.

The association was also awarded a \$4,000 grant from the National Park Foundation to help enhance and expand Voyageurs NP's Junior Ranger program.

Lassen Assn

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|----------|----------|
| FY06 AID | FY06 NET |
| \$52,072 | \$69,124 |

Community, park staff and partners worked this year to continue the education and interpretation of the natural and cultural resources Lassen Volcanic NP (LAVO) preserves and protects. Lassen Association (LA) partnered with the community to develop educational merchandise that would directly highlight and create awareness of current park projects. These items included a lapel pin, hiking medallion, and water bottle with the project logo, "Save Lassen Peak." This product line directly supports the park's trail restoration and leave-no-trace project.

LA collaborated with the natural resources division to develop the "Wilderness Series" lapel pin and patch line of products. Each of the four images educates visitors on the importance of not feeding wildlife, respecting their habitat as well as endangered species education.

As stewards of the park, LA supported several programs and projects throughout the year. LA donated funds to print the park's biannual newspaper, sought donations to offset costs of the VIP recognition event, donated publications for park events, and provided staff and funds to assist with sales outlet operations.

Support to the park in FY06 totaled \$10,097, representing 8.9% of the LA's gross income. Some FY06 accomplishments include: Volunteers-in-Park Appreciation Event, acquiring donations from local businesses to support the



Joshua Tree Visitor Center



Art festival sponsored by JTNPA

park's visitor newspaper, created an insert to highlight park partners, and partnered with local businesses to develop a reprint sponsorship program, "Partners in Education.," publication of over 30 books and expanded the scope of sales to include educational and interpretive gift merchandise., an updated and streamlined office operations and Sought opportunities to support Loomis Museum operational hours, and sponsorship of a successful "Free Fee Day" fundraiser and other fundraising to support park's new visitor center.

Over the past ten years gross income has increased and LA has taken steps to modify impacts from decreased visitation. One step was the development of the NPS wristband and "wear green" campaign in 2005. Revenue increased nearly 22% with the addition of this product.

Receipts from the main sales outlet totaled \$81,132, providing 70% of total revenue. This reflects a 4.5% increase over FY05. Donations, mail orders and convenience outlets complete the remaining 30%.

In preparation for the new sales outlet, LA is taking steps to implement a state-of-the-art POS and inventory control system in addition to working with an interior design firm to create a space conducive with the park's new visitor center environment. Groundbreaking for the facility commences this spring. LA will gain over 200 square feet of new high profile retail space.

Lava Beds Natural History Assn

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| FY06 AID | FY06 NET |
| \$37,343 | \$46,195 |

Lava Beds Natural History Association (LBNHA) gross sales for the year were \$103,410.00. Total monument visitation increased 0.5% while sales increased by approximately 2.0%. Cost of goods sold totaled \$52,564.00.

Members of the board met bimonthly throughout the year, with an All Member meeting in September. LBNHA is still maintaining a donation account for the Cave Research Foundation. The building is now complete and being used regularly.

LBNHA expended \$17,652 in support of monument activities including three 16-week SCA interns for the Division of Interpretation during the spring, summer and fall of 2004. These positions represented nearly half of the available interpretive staff. LBNHA also supplied funds to reprint site bulletins in support of interpretive operations. This year, the NHA invested in 50

LED bulbs for the flashlights, in order to extend the battery life and limit hazardous waste.

LBNHA continued to a variety of visitor convenience item and helps make battery lanterns available to the public for cave exploration. LBNHA also offers flashlights, batteries and protective caving helmets as sales items. Finally, the NHA supports a soda machine and pre-wrapped granola bars, fruit bars, and sausage sticks for public consumption, and an ice machine was added as visitor requests warranted this.

Manzanar History Assn

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| FY06 AID | FY06 NET |
| \$66,740 | \$105,462 |

Manzanar History Association (MHA) has been the partner cooperating association at Manzanar NHS for two full years. The still-new facility realized over 80,000 visitors in FY06 and history association staff members were on hand most days to help greet. MHA staff continued to be moved by the emotional impact the site has on visitors often experiencing the tug of emotions as the story of Manzanar is shared with others.

MHA has one store location which grossed \$182,250 in FY06, a near 10% increase over FY05. Overall visitation was down by approximately 4,000, making this noteworthy. MHA experienced a surge of new product development the latter part of the year as several retail products were created for a special exhibit brought to the local history museum called *Gullag: Soviet Forced Labor Camps and the Struggle for Freedom*. MHA was honored to participate in this amazing exhibit which opened February 2007.

FY06 was a tremendous year for events at Manzanar, and MHA was involved nearly each step along the way. MHA sponsored an art show and sale with works by the students of former Manzanar internee Henry Fukuhara; hosted numerous book and film signings, and collaborated with the Japanese American Museum of San Jose to bring the remarkable internment camp art of Bay Area artist Flo Oy Wong to the site. MHA hosted a successful discussion forum sharing the stories by author and historian Jane Wehrey in her book *Remembering This Long Brown Land: Conversations on Life and History in the Owens Valley and Manzanar*. And finally, the life and photographs of Ansel Adams were shared over a memorable evening of talk and slides.

MHA is in a time of transition with the recent loss of its business manager, but looks forward to welcoming a new face soon, and continuing to build on the foundation of the previous manager.

Mesa Verde Museum Assn

FY06 AID

FY06 NET

\$692,646

\$936,923

On June 29, 1906, President Theodore Roosevelt established Mesa Verde National Park (MEVE) to “preserve the works of man,” the first national park of its kind. Bringing together park staff, surrounding communities, associated Native American tribes, volunteers, Mesa Verde Museum Association (MVMA), and the park concessionaire, MEVE hosted a yearlong Centennial Celebration. The Centennial was organized to fulfill a vision devised by the park and its partners, to advance a message of “enduring stewardship through partners and education.” To accomplish this, representatives from the partners organized a steering committee, affectionately referred to as the “Birthday Board,” which sponsored Centennial projects and monitored mission fulfillment. The Board developed a mission statement to clarify the scope of Centennial activities:

The success of the Centennial Celebration rests largely with collaborative planning. Formal partners, especially MVMA and ARAMARK Mesa Verde Company (AMVC), providing unwavering and generous support to all activities and were essential to success of in-park special events. MVMA maintained financial records and received and distributed funds Centennial. AMVC supplied catering and lodging for both special events and ongoing programs including in-park workshops and backcountry tours. These partners also formed a merchandise committee with the park that designed and produced merchandise specific to the Centennial.

The Centennial Celebration included a series of special events and interpretive and educational programs for children and adults including the Annual Open House and Centennial Kickoff, Centennial Archeological Symposium, Centennial Celebration with First Lady Laura Bush, 100th Birthday Weekend, Centennial Alumni Reunion Weekend, and the Annual Open House and Centennial Finale.

Although these events brought international and domestic visitors to Mesa Verde, these programs specifically involved members of the park’s surrounding communities. Each Annual Open House, expanded by Centennial programming, attracted 2500 visitors, an increase of 300% over recent years. The vast majority of these visitors came from Montezuma and La Plata counties in Colorado.

From Memorial Day to Labor Day in 2006, visitors had the potential to experience new ranger-guided interpretive tours and the first public ex-

hibit of art collections developed to celebrate Mesa Verde National Park.

The Mesa Verde Institute, operated by the MVMA, is an outgrowth of the successful visitor experiences offered during the Centennial. Launched on the park’s 100th Birthday, the Institute will share the park with the world by expanding opportunities for education, interpretation, and research.

In addition to planning and hosting the myriad of centennial events during 2006, MVMA also increased their publishing program. Projects for the centennial included *Mesa Verde National Park: The First 100 Years*; *The Mesa Verde Centennial Historic Monograph Serie*; Centennial logo merchandise; *Mesa Verde Then and Now*, a screen saver; and an original oil painting *Through the Eyes of a Child*, which formed the basis of a marketing campaign and sold as prints.

Funding for Centennial programs was largely accomplished through fundraising by partners, especially MVMA, and cost-recovery activities. Fundraising efforts began in 2004 through a partnership with Richard Ballantine of Durango.

Ranger-guided backcountry tours, offered by MVMA, supplied the majority of funds to the Centennial cost-recovery program. These programs grossed over \$140,000 and were essential in hiring new staff and extending subject-to-furlough staff to meet Centennial challenges.

The objective of the public relations campaign was to leverage the 100th anniversary. With a budget of only \$61,000, the Centennial secured premier placements in publications including *Associated Press*, *US News and World Report*, *USA Today*, *New York Times*, *Sunset* and AAA publications such as *EnCompass* and *Via*. Throughout 2006, the public relations campaign resulted in more than 150 million secured media impressions and an average of 12 secured stories each month. Such an unequaled campaign may have residual effects considering that previous to the Centennial, the vast majority of media attention from 1996-2006 was directed at the substantial damage the park experienced from wildfires. The sales and marketing budget prepared by AMVC totaled \$245,000. This money was used to place ads in print and electronic media to boost sales for the concessioner by increasing visitor participation. Beginning in 2005, all marketing buys included information about the Mesa Verde Centennial Celebration.

Considering that MEVE visitation increased 11% over FY05, the totality of these statistics indicate

that – prompted by Centennial programming and marketing – visitors stayed in the park longer, spent more money than usual, and enjoyed the park more deeply.

Since the end of the Centennial Celebration, MEVE and its partners have been recognized in numerous venues for their achievement. To date, the Centennial received the 2006 Governors Tourism Award for Outstanding Community Initiative (Colorado Tourism Office), the Mountains and Plains Book Award for the Arts for *Mesa Verde: The First 100 Years*, an award from the Colorado Historical Society for the Centennial Historic Monograph Series, and seven APPL Media and Partnership Awards.

Mesa Verde’s Centennial Celebration serves as an example to the 32 NPS units celebrating their own Centennial years between 2007-2016, as well as the countless parks gearing up for other anniversaries and the NPS Centennial in 2016. Through collaboration with formal and informal partners, Mesa Verde reinvigorated its interpretive and educational programs, generated new and lasting partnerships with organizations and volunteers, and received unprecedented media attention. But perhaps most important is the energized surrounding communities.

Mount Rushmore History Assn

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|-----------|-----------|
| FY06 AID | FY06 NET |
| \$528,634 | \$639,500 |

The Mount Rushmore History Association (MRHA) realized product sales totaling \$1,093,600, a decrease of 4.6% from the prior year. Membership program operations gained 1,905 new members and 156 renewals for a total of \$65,500 in revenue, an increase of 6.9% from FY05. Direct Aid to the NPS for FY06 totaled \$232,500, bringing total cumulative aid (from 1993 to present) to almost \$1.4 million.

In partnership with the NPS, the *Mount Rushmore Audio Tour* was conceived, developed and implemented at the memorial. It was recently selected as the winner in the audio/visual division of the 2007 APPL Media and Partnership Awards. This tour was produced in English, Lakota, German and Spanish, acknowledging the diversity of local and foreign visitation. Other languages may be added in the future. Operations began September 21, bringing in \$400 in rental income before the end of the fiscal year. Remodel of an existing building on site will provide a seasonal outlet for operations.

With the addition of the audio tour location, the MRHA now has two year-round locations and two seasonal locations at the memorial.

A Mount Rushmore coloring book celebrating the seasons of the memorial was produced and printed in the summer of 2006. *Who Carved the Mountain? The Story of Mount Rushmore*, which was published in 2005, won Honorable Mention in the 2006 Independent Publisher Awards in Children’s Books (7 & over). *Rhyming on Rushmore: From A-Z*, won Honorable Mention in the 2006 Association of Partners for Public Lands Awards in Children’s Books.

The park newspaper and rack card, which were initially produced in 2004, were updated and printed again in 2006. The MRHA continues to provide the Junior Ranger and Rushmore Ranger booklets and badges at no cost to the visiting public.

In addition to the above projects, 2006 Aid to the park supported: prepublication expenses, cultural events and programs, Independence Day and other special programs and workshops, the sculptor-in-residence program, interpretive brochures, Avenue of Flags replacements, the oral history program, the digitizing of historic recordings, and a van for the interpretive department to use for school programs

Other needs such as stipends and housing costs of volunteers and interns, media software and hardware, library acquisitions, magnetic information signs, interpretive training, temporary (short term) positions, and transportation for school field trips were funded by the association. Fiscal year 2007 projected direct Aid to the Park is \$230,000.

Northwest Interpretive Assn

| | |
|-----------|-----------|
| FY06 AID | FY06 NET |
| \$292,295 | \$553,389 |

The Northwest Interpretive Association (NWIA) managed sales operations for the benefit of 9 national parks. NWIA also participated in joint operations with the Forest Service, Washington State Parks, NPS, and the Outdoor Recreation Information Center (ORIC) in the flagship R.E.I. store in Seattle.

With all of NPS partners, NWIA provided financial support for the Joiner Ranger programs and funded the printing of the park newspapers.

NWIA used most of the aid to Lake Roosevelt NRA to support the living history program, including historic blankets and army uniforms.

NWIA also supported Fort Vancouver’s extensive living history program, specifically purchasing a specially made reproduction sword to use with costumes at different fort events.

In 2005 NWIA bought John Day Fossil Beds National Monument the archives the entire rare manuscript collection from Oregon University Professor J. Arnold Shotwell. In 2006 NWIA continued to work towards cataloging and archiving these important documents.

NWIA was fortunate enough to help Nez Perce NHP purchase a wonderful painting by the Nez Perce artist Nakia Williamson-Cloud for the park's collection. In the past, Nez Perce men recorded important events by illustrating them on buffalo hides. Nakia Williamson-Cloud continued this artistic tradition in a show of his paintings and illustrations that were displayed from June 1 to October 30, 2006 at the Spalding Visitor Center. The exhibit featured paintings and illustrations commissioned by the NPS and the USDA Forest Service and funded in part by NWIA. NWIA also printed several free brochures and supported events like the Beadwork Bazaar in Lewiston, ID.

Besides both the *Challenger* and *Focus on Stehekin* newspapers, NWIA purchased two laptop computers for use in on and off North Cascades NP's interpretive programs. NWIA also produced and updated, with experienced NPS backcountry rangers and park design staff, the *North Cascades Wilderness Trip Planner*.

With the Friends of Olympic NP, NWIA cosponsored the eighth annual Perspectives Program, a series of programs that takes an in-depth look at Olympic NP and the Olympic Peninsula. NWIA also raised funds to repair and refurbish many of the exhibits in the Port Angeles Visitor Center. In addition, NWIA helped produce important communication pieces on the restoration of the Elwha River, which is the largest dam removal project in the country.

NWIA supported the terrific volunteer program at San Juan NHP and also helped pay for a new archaeology exhibit, performances of native storytelling, bought period clothing for living history activities, and paid speaker fees and travel costs for guest speakers.

NWIA funded environmental and interpretive education for park staff at Whitman Mission NHS. NWIA also purchased research materials for park use.

Klondike Gold Rush NHP held its grand opening for the new visitor center in the historic Cadillac Hotel on June 26, 2006. NWIA was involved in all aspects of the opening including paying for the refreshments and planning opening events. The year of 2006 also saw the compe-

titution of the exhibits which NWIA had raised over \$25,000 to support construction of. NWIA also funded, through a grant from Holland America Line Inc., interpretive programs about the Klondike Gold Rush on board Alaska bound cruise ships based in Seattle.

NWIA continued to support the important public outreach program: Outdoor Recreation and Information Desk at R.E.I. R.E.I. also shows commitment to this program by allowing NWIA to sell books and other interpretive items at the best outdoor recreation store in America. The profits from this "store within a store" are then turned into direct aid to defray salary costs incurred by all the participating agencies to staff the ORIC desk.

Ocmulgee National Monument Assn

| | |
|----------|-----------|
| FY06 AID | FY06 NET |
| \$43,421 | \$208,165 |

The Ocmulgee National Monument Association, Inc., (ONMA) contributed over 40,000 to further the park's educational outreach efforts. Projects supported included the "Calendar of Events", in which more than 20,000 calendars were distributed. ONMA supported the calendar's listings throughout the year including hands-on Discovery Lab, Native American demonstrations, Junior Ranger programs, bird watches, nature hikes, Lantern Light Tours, Earth-Day observation, children workshops, teachers workshops, new books for the park library, lectures, cultural films, and Interpretive Ranger programs.

During the year there were 7,000 students who attended education programs. Another 2,100 attended demonstrations, performing arts, and Junior Ranger programs. Over 5,000 attended interpretation programs and 38,100 attended special events.



From top: Folk Dancing at English Camp sponsored by NWIA

Nez Perce National Historical Park holds a small but growing collection of contemporary works by Nez Perce artists, including this painting by Nakia Williamson-Cloud bought with NWIA funds. The Coyote is an important figure in Nez Perce stories and culture.

Ft. Vancouver encampment.

The biggest event for the year was the annual Ocmulgee Indian Celebration with attendance over 18,000. The Muskogee Creek Nation Honor Guard, and the Creek Nation Youth Stomp Dancers. The event featured a wide variety of traditional and contemporary Native American dancers, music, arts, crafts, painted horse demonstrations, storytelling, tasty food, history, technology, and period encampments provided by American Indians, who presented and interpreted their own cultures. One of their major goals is to accurately explain and demonstrate their various cultures to the public in order to dispel commonly held myths and stereotypes.

The Georgia Department of Industry, Trade and Tourism now promotes the Ocmulgee Indian Celebration. FY06's OIC continued a 15-year tradition of excellence by again uniting representatives from all five of the Southeast's Five Civilized Tribes" (Cherokee, Chickasaw, Choctaw, Creek, Seminole), who now consider the event an annual Homecoming.

The Ocmulgee National Monument Association worked closely with park staff and made major contributions to the quality and quantity of interpretive programs at Ocmulgee National Monument. Our goal is to continue to make a difference at Ocmulgee National Monument.

Oregon Trail Museum Assn

| | |
|----------|----------|
| FY06 AID | FY06 NET |
| \$3,099 | \$44,114 |

The Oregon Trail Museum Association (OTMA) at Scotts Bluff National Monument and Agate Fossil Beds National Monument in Western Nebraska again was challenged with dramatic visitor decreases. The reflective loss of visitation affected the sales figures and therefore the amount of aid the association could contribute.

Sales staff at the Scotts Bluff facility could not be implemented again. This has been the case since 2004. The sales were slightly up but so were operating expenses especially cost of goods. The new visitor demands different products than in the past and this challenge was met with several new items being sold at both sales areas. The new items sold well and this move should prove positive in the future.

Support was raised slightly from the year before as the association continues to finance interpretive programs, research publications, and look forward to increasing support in the new year.

Petrified Forest Museum Assn

| | |
|-----------|-----------|
| FY06 AID | FY06 NET |
| \$201,165 | \$166,409 |

During FY06, Petrified Forest Museum Association (PFMA) coordinated with the NPS at Petrified Forest NP (PEFO) and Intermountain Region to complete a "Scope of Sales". Working from the suggested format, the parties worked through drafting, adjusting and implementing a document that provided an vision of the cooperating associations product line, its strengths, weaknesses and review process while infusing the document with the necessary business review. It will be applicable and usable by PFMA as a tool for its sales line. The suggested format will allow other cooperating associations to produce their own Scope of Sales.

PFMA continued to produce and maintain "staple" products. Targeted items are identified by sales data, identifying products that are of interpretive, educational and proven. Production is done in close cooperation with park partners to produce interpretive, educational and quality controlled products that also meet visitor interest and desire. The production of "staple" products also provides for expanded wholesale capabilities, including the park concessionaire for wholesale logo merchandise.

FY06's product sales were up, though visitation and sales were directly impacted by ongoing high fuel prices. Visitation that had shown improvement in FY05 (after several years of decline) struggled to finish slightly down. Spending was also short. Products with perceived value or ongoing value seemed to still sell very well, but sales of impulse and low end items with limited perceived long-term value were reduced.

PFMA continued its efforts to aid PEFO in research and interpretive activities and help provide front line staffing and program assistance. In FY06, PFMA was change the way it budgeted "Aid to NPS". For FY07, front line PFMA personnel (in-kind) would be reflected in PFMA's expenses and the remaining cash aid would be banked and provided to the park as the cash financial aid for FY08. After FY07, PEFO will be working with a known level of cash "Aid to NPS" instead of projected funding. Each fiscal year the park will be provided with the "banked" funds generated and collected the previous fiscal year – while the current year's collection will be banked for use the following fiscal year.

In FY06, PFMA continued operating an off-site outlet in the nearby town of Holbrook. Working with the Holbrook Chamber of Commerce, Navajo County Historical Society and the City of Holbrook, PFMA helped staff the visitor center/information desk at the Historic Court House. This effort strengthens the connection between

the community and the park, and promotes the regional area to the benefit of all. Additional efforts have gone into regional partnering to provide advertising, billboards, day-trip planners and www.GoTourAz.com website to increase interest in our region, increase visitation and lengthen stays in our area, thereby benefiting the region and the park.

Pipestone Indian Shrine Assn

| | |
|----------|-----------|
| FY06 AID | FY06 NET |
| \$63,224 | \$171,932 |

The Pipestone Indian Shrine Association (PISA) has as its mission the preservation and encouragement of the tradition of American Indian pipe making and craftwork. PISA sold in excess of \$306,000 in pipestone peace pipes and crafts, publications, American Indian music, visitor service items, monument gift items and NPS products. This allowed for adequate staffing, and better customer service at Pipestone NM (PIPE). Excess reserves allowed for contributions in aid to the monument. Although not funded in the past fiscal year, PISA will be completing additional renovations and improvements to the gift shop area, and is looking forward to assisting the monument with publications devoted to a new exhibit, featuring Native American Indian Petroglyphs. Additionally PISA provided assistance with subscriptions, donations, trail guides, and general superintendent aid.

PISA managed and supervised a cultural interpretation program, which is sponsored by the NPS, with pipe makers and artisans being available from April to October to demonstrate and visit with the visiting public about the American Indian traditions of the region. PISA provided over 2,600 hours of education to the public.

Point Reyes National Seashore Assn

| | |
|-----------|-------------|
| FY06 AID | FY06 NET |
| \$992,902 | \$1,497,404 |

The work the Point Reyes National Seashore Association (PRNSA) put in to the Giacomini wetlands fundraising campaign is paying off, with \$4 million secured of the estimated \$5.75 million needed. This critical restoration will remove levees and undertake other restoration activities to restore natural hydrologic processes to approximately 550 acres of wetlands in Tomales Bay. Habitat creation for endangered species in the project area has already begun, and levee removal work is scheduled to begin in FY07.

In addition to the grants already secured for this project, PRNSA has over \$2 million worth of proposals pending with a variety of funders. This magnitude of fundraising has brought PRNSA into a wide network of partners at the local, state

and national level increasing PRNSA's capacity to better support park preservation .

Staff, board and NPS leadership spent the past 12 months identifying the strategic park needs that PRNSA could best address. PRNSA has produced a draft five-year strategic plan which will focus its efforts. Because PRNSA is in excellent financial health , it determined that the best use of its energy is to continue to expand its dual role supporting park preservation efforts and cultivating future stewards. To help support park preservation efforts, PRNSA especially wants to focus on securing funding for endangered species preservation, in particular the snowy plovers, and to expand its endowment.

To continue its work educating children and the public about preserving Point Reyes and the natural world, PRNSA needs to focus on some of the infrastructure of its programs, including much-needed repairs to its environmental education center facility near Limantour Beach. PRNSA will continue to enhance its existing vibrant education programs, including its Nature Science Summer Camp and Field Seminars, and also plans to explore ways to expand educational opportunities, especially to underserved groups like disadvantaged teenagers. As the threat to the long-term health of oceans continues to become more imminent, PRNSA also plans to explore ways it can increase people's awareness of the need to protect marine ecosystems around Point Reyes and throughout California.

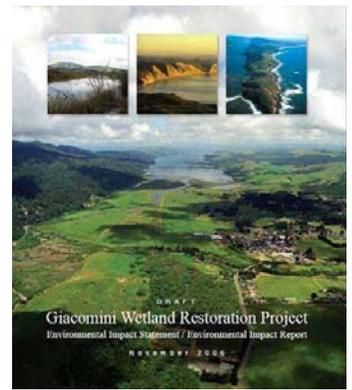
In its continuing effort to preserve the beautiful Tomales Bay estuary, staff and Board members spent time in FY06 working with a local landowner who is interested in transferring shore line property so that it can become part of the park and permanently protected. PRNSA expects this land purchased to conclude soon.

Thousands throughout the Bay Area had opportunities to learn about Point Reyes and the natural world by participating in innovative environmental education programs. PRNSA conducted 113 Field Seminars, with 1,780 participants. 1,109 children and adults attended week-long programs at PRNSA's Clem Miller Education Center, and 312 children attended PRNSA's Summercamp, including 39 children who were provided with scholarships. PRNSA has 11 FTE employees.

Redwood Park Assn

| | |
|-----------|-----------|
| FY06 AID | FY06 NET |
| \$103,935 | \$152,586 |

The Redwood Park Association (RPA) continued to support NPS educational efforts and



Cover of Giacomini Wetlands Restoration EIS/EIR



Giacomini Wetlands habitat for federally endangered California Clapper Rails, threatened California Black Rails and California Red-legged frogs.

strengthen its own programs. The 430,000 visitors to the four information centers were provided a selection of books and material son resource education and orientation. RPA provided three staff positions to augment park staff providing visitor services; purchased three high definition screens to show the park video program and who the real time activity of offshore breeding activities of cormorants and gulls.

In addition to funding the park guide newspaper and watershed restoration bulletin, RPA reprinted ten site-bulletins and updated the bird check list. Approximately 60,000 pieces of information were provided at no charge. The annual Tolowa Dance demonstration increased attendance; the field seminar program was featured in a regional publication; and, administrative support for the two outdoor schools is ongoing.

The association strengthened its governance with new board recruitment, orientation and training. It also increased the efficiencies of the ist operations by moving into a new inventory warehouse.

The association also printed 10,000 trail guides for the Smith River National Recreation Area (USFS) and adjacent feature.

Rocky Mountain Nature Assn

| | |
|-------------|-------------|
| FY06 AID | FY06 NET |
| \$1,729,728 | \$2,192,897 |

The Rocky Mountain Nature Association (RMNA) completed its merger with its fundraising partner, Rocky Mountain National Park Associates, in 2006. The Associates now exists as a special fund within RMNA, with a focus on philanthropy for Rocky Mountain NP.

RMNA enjoys a 76-year history of partnership with the park, while it also serves as a partner to the Forest Service (21 sales outlets), Colorado State Parks (24 outlets), BLM (2 outlets), USGS, Fort Collins State Welcome Center, and Florissant Fossil Beds National Monument. Interpretive retail sales produced a modest increase over last year, with operating revenues up 3.9% to \$2,759,488.

The RMNA membership program posted a 33% increase in revenue this past year, with 3,226 individuals or families counted as active members. A highlight each year is the annual picnic held in August, now attracting nearly 500 participants.

Publications produced in 2006 focused on revisions of popular titles like “A Day in Rocky,” “Alpine Wildflowers of the Rocky Mountains,” and the “Trail Ridge Road Guide.”

The Rocky Mountain Field Seminar Program enrolled 685 participants. 58 courses were offered, with only 3% cancelled due to lack of enrollment. A successful program since 1962, this “university without walls” is in the process of being restructured as shifting demographics mandate revisions both in content and marketing.

In its ongoing effort to reach new audiences, RMNA offered the “American Conservation Corps” experience to two crews of college-aged students. This is a highly intensive ten-week program, supported entirely by philanthropic donations, gives young people work experience in RMNP and the nearby Arapaho-Roosevelt National Forest.

RMNA advanced several philanthropic objectives. Examples of other projects completed through fundraising and donations included a new trail at Lake Irene (\$119,167), a reconstructed trail from The Loch to Sky Pond (\$342,311), and an outdoor amphitheater at Timber Creek Campground (\$529,063).

Plans are underway for additional trail restoration, land acquisition, and historical preservation. A major fundraising effort in support of educational programs—focusing on programs for young people—is in the planning stages. Aid provided to agencies in 2006 the form of in-kind services, including visitor center operations and special programs, totaled \$305,104.

Roosevelt-Vanderbilt Historical Assn

| | |
|----------|----------|
| FY06 AID | FY06 NET |
| \$15,185 | \$55,995 |

Roosevelt-Vanderbilt Historical Association (RVHA) has undergone a positive change in operation of site bookstores and is pleased to have moved from a negative financial position to a fiscally sound position of support for NPS projects and events. This change was achieved through the board’s hard look at staffing and finances as well as through reorganizing the bookstore at the Vanderbilt Mansion and upgrading the merchandise to be more relevant to interpretive themes.

Eleanor Roosevelt NHS (ELRO) was closed for FY06; however the approach of integrating interpretive themes into the bookstore will be followed in that bookstore as well. The renovation included an expanded bookstore/fee collection area and creation of two new exhibit spaces.

In addition, the Playhouse Theater was renovated. The site reopened in October 2006 and these improvements have added pleasantly to the visitation experience as well as working conditions for the NPS and RVHA Bookstore staff.



Rocky Mountain NP conservation corps sponsored by RMNA.

RVHA hosted the opening reception for the current exhibit for Dr. David Gurewitsch's photographs of Mrs. Roosevelt.

RVHA has annually assisted the NPS in Christmas Open Houses at three sites in Hyde Park. However, in FY 2006, with ELRO closed, open houses were held only at the Vanderbilt Mansion and Home of Franklin Roosevelt. This event is fast becoming a favorite of local residents and visitors. April 2006 brought the celebration of the 60th Anniversary of the opening of the Home of FDR as a National Historic Site. This event was a joint effort of the NPS and National Archive and Records Administration (FDR Presidential Library and Museum). Several hundred people attended this evening event which included many Roosevelt family members, a performance by the USO, a parade of flags from the United Nations, and participation of the Boys and Girls Scouts of America. RVHA was pleased to help with some funding for this event.

The parks of Hyde Park, NY are now in the process of a new GMP, and RVHA has been enlisted to coordinate a community oriented photography project. This program, a photographic project, *Imaging Our Parks, Imagining Our Future*, is designed to attract local residents to enjoy and understand these four national historic sites. RVHA will host *Lenscape Expeditions*, which pair an NPS employee with a professional photographer to work with the public at the sites. This is a year-long project that covers such topics as: People & Portraits; Architecture; Scenic Views & Woodlands; Landscapes & Vistas; Gardens; and Caring for your Collection & Objects. There will also be a Children's Literacy through photos event. This project is being well received and attended. The goal is to collect images to create a photographic display that interprets all of the sites which then can be enjoyed both by visitors and the local community.

San Francisco Maritime National Park Assn

| | |
|-----------|-----------|
| FY06 AID | FY06 NET |
| \$485,747 | \$566,405 |

The San Francisco Maritime National Park Association (SFMNPA) changed its fiscal year in 2006 moving to an October 1 through September 30 fiscal year in order to be in sync with the park partner. This resulted in a "short year" of nine months in 2006, as reflected on IRS form 990. 2006 marked a new way of relating between SFMNPA and its major partner: San Francisco Maritime NHP (SAMA), and both organizations have been energetically pursuing the collective mission. This was facilitated by the SAMA making office space available to the SFMNPA in the park's headquarters. Senior management at both

organizations attended the Friends Alliance meeting in November at Fort Mason.

The NHL Aquatic Park Bathhouse closed in July of 2006, to undergo major restoration, and an anticipated two-year hiatus on income from facility rental. On top of a regular schedule of events, SFMNPA hosted the opening of "A Master's Brush With the Sea": a retrospective of the work of renowned marine artist William A. Coulter at the park visitor center, and assisted the park with events surrounding the centenary of the 1906 earthquake and fire.

Sales at the retail store at Hyde Street Pier have remained stagnant for the last two years, and SFMNPA management is working with NPS to begin a major overhaul of the operation.

The Association-run interpretive programs continue to perform solidly, and represent a solid foundation upon which to build a joint Maritime Heritage and Learning Center, bringing all of the park-centered interpretive programs under one roof and offering new programming to serve a broader demographic. 6,200 students and scouts attended SFMNPA education programs during the nine month period, and they were accompanied by 1,225 adults. Membership languished largely due to relocation and new hires, but since October there are a full time membership associate on staff producing the member newsletters and resuming other member contacts. The SFMNPA hired a full-time Director of Development to oversee philanthropic support programs for the park and the association.

Sequoia Natural History Assn

| | |
|-----------|-------------|
| FY06 AID | FY06 NET |
| \$837,292 | \$1,222,679 |

The Sequoia Natural History Association (SNHA) increased its participation in the operation of the bookstores in Sequoia and Kings Canyon NPs and Devils Postpile NM, providing approximately 60% of the staff required to operate these facilities. This increase in staff allowed Sequoia and Kings Canyon NPs to lengthen visitor center operating hours on the weekends during the peak summer season.

SNHA and NPS developed and operated a summer family nature center in the association's Beetle Rock Education Center. More than 10,000 visitors participated in educational programs and activities and enjoyed the new children's bookstore. The nature center received rave reviews from visitors. SNHA expanded its Wildlink program offering four sessions. Wildlink takes disadvantaged minority high school students into the backcountry for several

days where they participate in hands-on science experiments. SNHA provided NPS with two grants from the Save the Redwoods League totaling \$10,000 to support the parks' Sequoia for Youth program. This program brings low-income students from local and Los Angeles schools to Sequoia and Kings Canyon NPs for multi-day programs.

SNHA produced three new publications, *Crystal Cave Tour*, *Giant Sequoias of Sequoia and Kings Canyon National Parks*, and *Devils Postpile Bird Checklist*. NPS developed a new Junior Ranger program with artwork provided by SNHA. SNHA expanded its line of interpretive products with association produced items and publications totaling one-third of all sales in FY06.

The association operates Crystal Cave tours, which provides more visitor contacts than any other park education program. In FY06 more than 55,000 visitors participated in cave programs. SNHA supported NPS efforts to restore Crystal Cave to a more natural state with the removal of several tons of concrete that was added to the cave walls in the 1940's. SNHA created the Protect Sequoia Caves program generating several thousand dollars in donations and sales from related interpretive products.

SNHA developed its first marketing plan with the goal of better promoting the parks to local communities and throughout California, spending more than \$32,000 on this effort. For 2007, the association increased this marketing budget to \$50,000.

Shenandoah National Park Assn

| | |
|-----------|-----------|
| FY06 AID | FY06 NET |
| \$290,742 | \$367,665 |

The Shenandoah National Park Association (SNPA) had record sales of \$607,847, an increase of 11.5% over Fiscal Year 2005. SNPA opened up its new Park Store at the Harry F. Byrd, Sr. Visitor Center, completed the Shenandoah NP Specialty License Plate project, published two new publications, and celebrated the 75th Anniversary of the Skyline Drive by selling a special limited edition tee shirt, bookbag, and commemorative prints. Sales also increased from the website along with increased wholesales to local bookstores and businesses. Total profits for the year (after expenses) totaled \$100,617 and SNPA donated \$109,607 to the interpretive and educational activities of the park. SNPA donations to the park since 1950 total over 1.7 million dollars. Through a special donation to SNPA, a bronze

statue of a CCC worker was purchased and erected at the Harry F. Byrd Sr., Visitor Center and dedicated during the annual Shenandoah NP CCC Reunion on September 30th.

SNPA had two sales outlets plus its mail order and wholesale program in operation during the fiscal year. The park also sold a number of selected items at each of the entrance stations and campgrounds.

The SNPA's mail order business increased by 49.69% (total income: \$25,772). \$18,000 came from website sales. Wholesale orders totaled \$83,838, up 50.90% over 2005. Mail orders for the new publication, *The Greatest Single Feature...A Sky-Line Drive*, along with popular hiking books were part of the large increase.

SNPA continued for the 3rd year to collect the funds from the four donation boxes for the National Park Foundation's *Shenandoah Trust*. The Association collected \$5,664.

After six years the Shenandoah National Park Association is very proud to finally see the *Shenandoah National Park Specialty License Plates* on vehicles.

Executive Director Greta Miller, Park Superintendent Chas Cartwright, SNPA Employee Debbie Judd, and Park Ranger Steve Bair visited with Darwin and Eileen Lambert. The Association had Darwin sign hard cover copies of *The Undying Past of Shenandoah National Park*. The Superintendent presented Darwin with a special plaque recognizing his 70 years of service to and support of Shenandoah NP.

A meeting was held with Lee Little of BarZ Incorporated and SNPA and park staff to discuss the possibilities of producing a GPS Ranger hand-held guide with a goal to have them ready for the 2007 season.

The families of Russell and Louise Barlow donated the shortfall for the "Iron Mike" Civilian Conservation Corps (CCC) Statue. The statue arrived in May and was installed in front of the Byrd Visitor Center. SNPA received a \$20,000 grant from the Merck Foundation to be used toward the purchase of equipment for the Educational Training Center planned for the Panorama Visitor Center.

New products produced during 2006: *A Hiker's Guide to the Geology of Old Rag Mountain in Shenandoah National Park* and *The Greatest Single Feature... A Sky-Line Drive: 75 Years of a*

Mountaintop Motorway by Cultural Resource Specialist Reed L. Engle. The SNPA worked with ARAMARK, the park's concessioner, to produce the 2007 *Shenandoah National Park Calendar*, which commemorated the 75th Anniversary of the building of Skyline Drive.

SNPA produced its first interpretive tee shirt for sale. The special design recognized the 75th Anniversary of the building of Skyline Drive and was also used to produce a bookbag. SNPA sold 806 tee shirts and 170 bookbags during the year. A special 75th Anniversary Print was designed by Media Specialist Neal Lewis and orders were taken. A special *Shenandoah National Park Stamp* was produced by the SNPA in cooperation with Eastern National.

At the end of December 2006, SNPA had a total of 922 members. During the year, members received two issues of the SNPA newsletter, *The Trillium*; a copy of the visitor guide, *Shenandoah Overlook*; board member election ballots; membership renewal notices; and seasonal 50% discount coupons from ARAMARK lodging. SNPA members were very generous in giving during 2006. The Association received \$1,801 in donations upon renewal. American Park Network donated 144 nalgene bottles as incentives to sign up new members at the visitor centers.

SNPA provided \$ 109,607 to support the interpretive program during 2006. "Aid to NPS" since 1950 totals \$1,715,247. Here is a summary of the support provided to the park:

201,100 copies of the 8-page *Shenandoah Overlook*, were printed at a cost of \$10,950. SNPA co-sponsored the Wildflower Weekend and funded the printing of the weekend activity schedule.

SNPA provided funding for park membership in the Shenandoah Valley Travel Association, purchased interpretive and library supplies, and donated sales items and discretionary funds for the superintendent and interpretive staff.

SNPA provided staff valued at \$45,439 to assist in giving information to the public and handling sales at the visitor centers and put \$19,075 into the Interpretive Reserve Fund for major projects in future park exhibits.

SNPA operated the backpack rental program for the 9th year. The association received a donation of \$9,159 from the Barlows and used the funds to pay the final payment for the CCC "Iron Mike" Statue.

The Association donated \$500 towards the Per-

egrine Falcon cam project. The park worked with a number of other entities to put a camera on the site where the falcons have been nesting and set up a monitor in the Skyland Resort for visitors to watch the falcons.

During 2006, SNPA purchased 23 museum items for the park archives at a total cost of \$694, managed the Interpretive Account used to buy many items from eBay to be accessioned into the archives for future exhibits.

SNPA continues to manage a number of park "special accounts" (Accessible Trail Fund, Interpretive Account, and Life Support Fund). SNPA handles all the administration of these funds without compensation

Theodore Roosevelt Nature and History Assn

| | |
|----------|-----------|
| FY06 AID | FY06 NET |
| \$21,318 | \$135,202 |

In FY06 gross sales for the Theodore Roosevelt Nature and History Association (TRNHA) were \$295,050 for sales at Knife River Indian Villages National Historic Site (KNRI), Theodore Roosevelt NP's (THRO) three sales outlets, Upper Souris National Wildlife Refuge, and Sully Hill National Game Preserve. Gross sales in FY06 were up 2.75% from FY05.

Association aid to the NPS in FY06 was \$21,015 a 14% decrease over FY05. This figure includes one half of the selling expense salary for the Painted Canyon Visitor Service Clerk and the South Unit Visitor Service Clerk.

Aid categories for FY06 included funding demonstrators and presenters for the Northern Plains Indian Culture Fest at the Knife River Indian Villages NHS. TRNHA funded two SCA positions supporting both units of Theodore Roosevelt NP. The free publications program included the annual NPS newspaper *Frontier Fragments* and various trail guides, and the ever-popular Junior Ranger program.

A general membership activity was held on June 3, 2006, with the 52nd Annual Birdwalk and Chuckwagon breakfast. 60 people attended the bird walk, and 44 attended the chuckwagon breakfast, which included a hearty meal of fresh buttermilk pancakes, homemade syrup, country sausage, and cowboy coffee. This year's special program was a book signing of *85 Years of Birding* with author Dr. Kenneth Johnson. Ken introduced his book and shared highlights of adventures in birding. Adele Johnson, Ken's wife, also presented various humorous episodes as a "spouse of a birder".

The TRNHA publications program included a reprint of *Geologic Story of the Great Plains*. Other publications received preliminary production attention and redesign.

Weir Farm Art Center

| | |
|-----------|-------------|
| FY06 AID | FY06 NET |
| \$192,972 | \$5,723,280 |

This was an exciting and challenging time at the Weir Farm Art Center (WFAC). Weir Farm's illustrious history and its remarkable potential seem to be converging, creating a new momentum and enthusiasm among both loyal and new supporters. WFAC's revised mission statement refines objectives and allows for new latitude to programming. The name change is a harbinger of many ambitious plans the Weir Farm Art Center Board of Trustees, Council of Overseers and Staff have endorsed. Identifying as an art-based organization lends new importance to programming and brings us back to J. Alden Weir's reason for being here—to create art in nature.

The Weir Farm Art Center is seeking new ways to share the park's collection of art by Weir and his contemporaries. At the same time seeks to focus on the Artist in Residence program as a tangible manifestation of Weir's experience. Weir's long and prolific career has yet to be fully exam-



Clockwise from above: Picnic on the grounds at Weir Farm.

Three of the artists in residence: Carolyn Monastra, photography, Shea Hembrey, painting, Shreepad Jaglekar, mixed-media.

Children show off kite art.



ined, and the work of his artist friends who visited Weir Farm provides myriad tangents into the history of art and this exceptional setting. Public programs, including the Art Explorer summer art classes for children, lectures, exhibitions and publications contribute to new, broader identity. Accordingly, WFAC has initiated new alliances with local, regional and national art organizations, funding institutions and patrons throughout the United States.

During 2006, the WFAC received the transfer of Weir Preserve from the Connecticut Chapter of

the Nature Conservancy. This land, which cannot be developed is valued at \$5,356,400 and is permanently restricted.

In 2007, WFAC will celebrate the 125th anniversary of Weir Farm with an array of programs and events that reflect our enthusiasm for the Weir Farm's past and future. In conjunction with those festivities, WFAC will announce a new membership campaign with new benefits for each member category. Upper level donors will be afforded special educational and social opportunities. All WFAC members should anticipate the announcement of established and new programs for adults, children and families in the coming months.

Western Maryland Interpretive Assn

| | |
|----------|-----------|
| FY06 AID | FY06 NET |
| \$67,041 | \$471,590 |

2006 was an excellent year for both Monocacy and Antietam National Battlefields operations of Western Maryland Interpretive Association (WMIA). In March, ground was broken for the new Monocacy Visitor Center, including a state-of-the-art museum, with a grand opening scheduled for June 2007. Although Monocacy is a little known battle, it may have been one of the most important battles in the American Civil War.

At Antietam National Battlefield, Superintendent Howard accepted WMIA's offer to staff the Visitor Center during extended summer/fall Visitor Center hours in order to enhance visitor services. Another WMIA move to enhance visitor services was the establishment of a guide service which augmented park interpretive programs. In 2006 WMIA provided over 350 tours conducted by Antietam vetted guides.

This year WMIA was also the recipient of two grants. The first was from the History Channel which awarded 27 grants. WMIA's was for the purpose of engaging children, to work with their communities and help preserve a piece of their local history. Using the grant, Antietam National Battlefield and WMIA worked with Antietam Cable Television and Boonsboro High School, to work on preserving the Sherrick House. Ten students in the Advanced Placement American History Class researched how the house looked during the Civil War, worked on restoring the house and produced a public service announcement that will be aired. The History Channel recently notified WMIA that as one of the ten 2007 *Save Our History National Awards Finalists* and the students will receive a trip to Washington, D.C. and attend a National Awards Breakfast to honor the work they have done. The History Channel said, "the hands on preservation and

restoration work at the Sherrick House has been a means and not an end; making history tangible for the students, instilling the value of volunteerism, and giving them a sense of ownership related to their heritage.” WMIA is proud to have been a part of this collaboration.

The second grant was from the James E. Gibbons Educational Development Trust Fund. Through it, work began on writing and producing a book that will highlight the historic homes surrounding Antietam National Battlefield. WMIA is very excited about this grant as it will enable it to help educate visitors and help instill the importance of preserving these homes.

Western National Parks Assn

| | |
|-------------|-------------|
| FY06 AID | FY06 NET |
| \$4,114,004 | \$4,743,786 |

From the Lewis & Clark National Historic Trail to the pristine beaches of Channel Islands NP, Western National Parks Association (WNPA) continues to support 65 national parks in 12 western states.

During 2006 WNPA helped school-children listened to stories told by Puebloan speakers at a children’s writing workshop at Aztec Ruins NM, visitors watched the construction of an horno and traditional bread baking at Bandelier NM, and gazed at wildlife and stars at Montezuma Castle NM. New site bulletins grace visitor center shelves at Palo Alto Battlefield NHS and Gila Cliff Dwellings NM.

Black Canyon of the Gunnison NP is working to reach broader and younger audiences, and WNPA helped to jump start this effort with the purchase of two new Apple Macintosh computers. The new computers allowed the park to edit 48 interpretive videos and make them available on their website.

In an effort to record social histories at Nicodemus NHS park staff used WNPA donations to collect oral histories from individuals born and raised in Nicodemus in the early 1900s.

WNPA also funds formal scientific research in its affiliated national park areas. Detailed analysis of 77 vessels and more than 3,000 pottery sherds at the Western Archaeological and Conservation Center verified the presence of Chacoan ceramics in many rooms and kivas at Aztec Ruins NM. These findings have implications for the pres-

ence of Chacoan people in the Middle San Juan region between A.D. 1000 and 1130.

Researchers are studying the recovery of vegetation, seed banks, and small mammal communities after the 2005 Hackberry Complex fire in the Mojave National Preserve. The results of their research will help to understand the role of small mammals in post-fire vegetation recovery.

From GPS mapping and remote sensing, to detailed surveys and subsurface excavations, the summer was a busy field season for stone circles analyses at Bighorn Canyon NRA. A team of researchers underwritten by WNPA recorded 37 stone circles and 41 additional features.

Brave field researchers from the University of Arizona trapped more than 200 skunks in and around national parks across southern Arizona to obtain genetic samples to determine related-

Clockwise from top left: The living history program attracts younger visitors at Bent’s Old Fort National Historic Site in Colorado.

A tipi encampment at Little Bighorn Battlefield National Monument in Montana complements the celebration of the new Indian Memorial.

Superintendent Sarah Craighead and park partners celebrate the reopening of Cactus Forest Drive at Saguaro National Park in Arizona.

Zuni Pueblo dancers help to celebrate the 90th anniversary of Bandelier National Monument in New Mexico.

Unwitting participant in the genetic study of skunks to learn about wildlife corridors.



ness. The results of this odiferous research will provide a comparison between historic and present conditions of travel corridors used by skunks and many other medium-sized carnivores, and will help park managers and urban planners make informed decisions about important wildlife corridors.

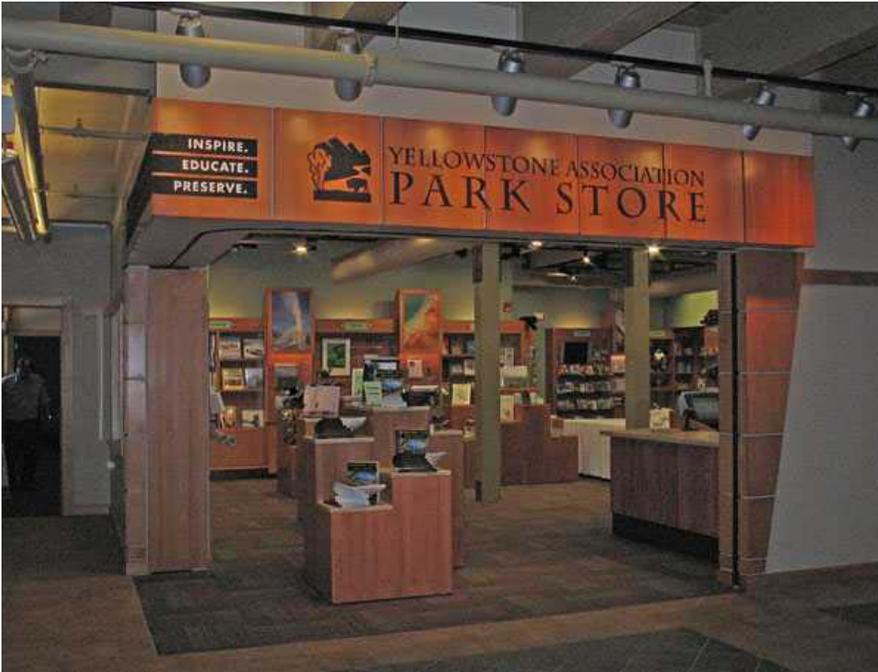
Yellowstone Assn

| | |
|-------------|-------------|
| FY06 AID | FY06 NET |
| \$3,010,126 | \$8,493,076 |

Fiscal 2006 was a banner year for the Yellowstone Association (YELLA)! Excellent results in educational sales operations, a growing membership, national media recognition of the field school program, solid progress on YELLA’s capital campaign, and increased funding for visitor education in Yellowstone NP made this a year to remember.

One of the highlights of the year was the opening of the Association Park Store at the new Canyon Visitor Education Center. This was the first opportunity YELLA has had in its 73-year history to implement a fully professionally-designed bookstore, and the results have been phenomenal. Just as exciting for YELLA and its members was the public recognition of the association's contribution of over \$1 million for

And, as a background activity, the YELLA continued to make great progress on its capital campaign which will fund educational and operating facilities for the organization to allow it to expand its educational programs and to increase its capacity to provide additional Aid to NPS funding. The campaign, which was approved in the fall of 2005, had reached over \$6 million in pledges towards an \$11.2 million goal by the end of fiscal 2006.



Canyon Visitor Education Center
Yellowstone Association Park Store.
Photo by Pam Cahill.



Yellowstone Association Staff 2006.
Photo by Jonmikel Pardo.

the center's exhibits and a new film which was incorporated into the visitor center design by the NPS. In total this year, visitors took home over 518,000 educational items from Association Park Stores throughout Yellowstone, with total sales of interpretive materials topping \$2.3 million.

The association's dedicated Park Store and Institute staff made this a record year for new members; at September 30, association membership totaled 22,610. Members are now providing a significant portion of the association's expanded Aid to NPS funding. In addition, this broad membership base provides the association with a tremendous opportunity for educational outreach during the year through its quarterly *Yellowstone Discovery* magazine to people throughout the United States and the world.

The Yellowstone Association Institute (YAI) provided over 94,600 educational contact hours for course participants in over 400 courses during fiscal 2006. The highlight of the year was the naming of the YAI's *Yellowstone for Families* course as the best experience of its kind in America by *Family Fun Magazine* on *Good Morning America* to a national audience.

Yosemite Assn

| FY06 AID | FY06 NET |
|-------------|-------------|
| \$1,792,352 | \$2,167,934 |

It was a testament to the dedication and strength of the remarkable staff at the Yosemite Association (YOSA) that the organization survived some of the most challenging circumstances a business could encounter.

On April 29th, a small rockslide tumbled down the hillside, and since rockslides are a routine part of life for Yosemite residents, most predicted that it would take only a few days to clear. Instead, the rocks kept falling and Highway 140—the main route to work for more than 500 park employees—remained closed for nearly four months, buried under one million cubic yards of granite and dirt. One way commute times mushroomed from a modest 25 minutes to 2.5 hour marathons, park visitation plummeted, and YOSA sales revenues dropped significantly. The situation took an enormous toll on the park community. Park Superintendent Mike Tollefson comment, "We cannot understate the significant challenges all park partners faced in trying to cope with the slide while trying to keep visitor services up and running." The financial loss from decreased revenues and increased expenses associated with the slide totaled at least a quarter million dollars for YOSA

On October 5th, a tragedy of a much greater magnitude struck. Steve Medley, YOSA's Presi-



Yosemite Association President, Steve Medley. Steve died in a fatal car accident on October 5, 2006.

dent of 21 years, was killed in a car accident en

route to work. Steve left a legacy to Yosemite that will be impossible to duplicate. APPL and the NPS recognized his excellence in publishing quality, educational books with numerous awards, and his work brought readers across the world closer to Yosemite. Over 500 people attended a celebration of Steve's life in November in the park. The staff, board, and members of YOSA, the Yosemite community, and Steve's countless friends continue to mourn his loss.

Despite the tragic events of 2006, the association managed to keep most visitor bookstores and information stations open, and even assumed responsibility for a new location: The Yosemite Art & Education Center. Membership grew by 7%, and donations reached an all time record high. YOSA volunteers provide 12,219 hours and service valued at \$220 thousand. Additionally, the association was proud to donate \$268,608 in cash aid to the NPS to help fund important educational programs.

Zion Natural History Assn

| | |
|-----------|-------------|
| FY06 AID | FY06 NET |
| \$611,679 | \$1,226,118 |

Zion Natural History Association (ZNHA) had a very successful year in its retail operation and in its membership and publishing programs, thereby increasing aid to its partners which include Zion National Park, Cedar Breaks National Monument and Pipe Spring National Monument. Net revenue was \$1,226,118. Total aid to the National Park Service was \$611,679, making the percent of aid to net revenue 50 percent. Gross sales were up 10 percent over FY05, much of which can be attributed to the addition of a few new interpretive and visitor convenience items, as well as to a successful membership initiative and improved website sales. These improvements occurred in spite of the fact that park visitation was down .007 percent from last year.

ZNHA continued its membership initiative crossing the 3,000-member plateau for the first time. Gross revenue generated through membership sales was \$101,120, up 30 percent over last year. ZNHA also made significant improvement to its website, increasing e-commerce sales by 25 percent, although web sales still only account for approximately one percent of total sales.

A high point for ZNHA this year was publication of the book *Pioneer Voices of Zion Canyon*. The book includes excerpts of interviews from the Pioneer Voices Oral History Project conducted by ZNHA over the last three years. This beautifully designed hardbound book features black

and white portraits of many of the people who lived in Zion Canyon in the 1900s, 20s and 30s. In conjunction with the Zion Canyon Field Institute, ZNHA honored these "Zion Pioneers" with a celebration at the Rockville Community Center in October.

Lyman Hafen continued to direct the business of ZNHA as executive director; Joann Hinman continued as director of operations with supervisory responsibilities over four center managers; and Terese Feinauer continued as center manager of the Zion Canyon bookstore. The association is governed by a nine-member board of directors consisting of volunteers from the business and professional community throughout southwestern Utah. The board chairman during FY06 was Dr. Joseph Sharp, a retired NASA scientist. During FY06, ZNHA employed a total of 29 people, including part-time employees. These employees interacted with visitors at our outlets in the Zion Canyon Visitor Center, Zion Human History Museum, Kolob Canyons Visitor Center, Cedar Breaks National Monument Visitor Center, Pipe Spring National Monument Visitor Center, and at our Utah Travel Council site in Salt Lake City.

ZNHA continued its support of the modified Junior Ranger Program in Zion National Park in FY06, providing funding for two full-time instructors and an SCA volunteer in the program. ZNHA also provided funds for the park's educational outreach program in which park naturalists travel to local schools for their presentations. The association continued to fund the position of ranch hand at Pipe Spring National Monument, and aided the monument's living history programs through the purchase of costumes and supplies for the livestock and gardens.

ZNHA funded the printing of 600,000 copies of the Zion Map and Guide, which is the newspaper-guide distributed to almost every vehicle entering the park. The association also funded the printing of 150,000 copies of the winter Zion Map and Guide, as well as 50,000 copies of the Zion Backcountry Planner.



Yosemite rockslide caused Highway 140—the main route to work for more than 500 park employees—to remain closed for nearly four months, buried under one million cubic yards of granite and dirt.

2006 Report of the Servicewide Cooperating Association Coordinator

Statement of Program Services—Operations REVENUE

Cooperating associations are primarily retail operations, more specifically they are bookstores. Associations sold \$101.3 million in merchandise in 2006 with \$97.8 million from the sale of interpretive merchandise. Bookstores, on average spend between 40% and 60% of revenue generated to pay for inventory (“cost of goods sold”). Associations averaged a margin of 47.9% and are therefore well within range or slightly better than industry standards. “Sales” of \$101.3 million minus the COGS of \$48.6 million leaves a “gross profit” of \$52.7 million.

Gross profit from sales is added to other kinds of revenue *not* derived from sales to arrive at the “net revenue” figure of \$102.4 million. This is how much money associations had available to conduct all business and make a return to the NPS. It is the net revenue of \$102.4 million rather than “gross revenue” of \$151.0 million that is the basis of discussion for all associations with the NPS.

Looking at all of these figures and then focusing on aid as a percentage of net revenue rather than gross revenue gives a better indication of how well a cooperating association is run as a bookstore. The average “percentage of aid to net revenue” for all associations is 59.92%. Sixty cents out of every dollar that did not go to pay for inventory was returned to the National Park Service as aid and support.

EXPENSES

Expenses are then deducted from revenues to arrive at the “excess (deficit) before donations.” No doubt, the largest expense category after inventory is salaries. Associations report to the IRS whether money was expended for program service, overhead (management and general), or fundraising showing at \$30.9 million, \$16.4 million and \$3.9 million respectively.

Program service salaries used to be reported as “information assistance—association personnel”. NPS guidance capped the percentage of salaries that could go be considered as a donation at 50% the assumption being that only up to 50% of an association employees time was spent directly assisting the NPS while the other time was devoted to the work of the association.

Overhead or “management & general” salaries are treated differently by IRS rules and again, should be an accurate reflection of how the association operates. Associations such as GGC, AMMA, and PRNSA that engage in more elaborate fundraising would more likely report higher levels of fundraising salary expense.

The final step on the Statement of Program Services—Operations is to report and deduct “donations/grants/allocations” to arrive at the association’s “excess (deficit) for the year” or net income. On the Statement of Operations, Donations/grants/allocations are the NPS directed expenditure of funds for NPS benefit. This is in contrast to the association-directed expenditure of funds for NPS benefit (Program Service).

Statement of Financial Aid

In FY05, associations reported total aid of \$52.8. Program service was \$29.2 was. Total aid in FY06 came to \$61.5 million of which program service represents \$30.9 million of the support given.

In one year associations increased aid by \$8.6 million. The bulk of this increase, or \$5.5 million was in the categories of structures/facilities and sales area construction.

Associations are given the discretion on how to report out the details in the “other” aid category. Several associations reported money specifically given for volunteer programs, or superintendent discretionary funds, for example.

All of these categories together are the “Total Financial Aid” for the NPS. This figure should equal the amount reported in Column B, Line 22, of the association’s IRS Form 990. For FY06 this figure is \$30.6 million. Financial aid is then added to the program service operating activities amount reported previously (\$30.9 million) to derive the “total aid” to the NPS which is \$61.5 million. It is the percentage of this aid to the total net revenue that is the indicator for the level of benefit an association’s activities are to the NPS. Aid to net revenue for all associations reporting is 60.02%

Statement of Non-Financial Aid

The standard reporting form provides an opportunity for associations to report support that cannot be quantified by dollars. This section is not mandatory because it is not auditable, but it

Cooperating Association Historic Revenue and Aid

| Year | Revenue | Aid |
|------|------------|-----------|
| 1958 | \$ 462 | \$ 88 |
| 1968 | \$ 2,344 | \$ 264 |
| 1978 | \$ 10,817 | \$ 1,583 |
| 1988 | \$ 41,803 | \$ 6,818 |
| 1998 | \$ 99,457 | \$ 22,561 |
| 2005 | \$ 130,002 | \$ 52,758 |
| 2006 | \$ 150,973 | \$ 61,468 |

All figures reported in thousands.

Cooperating Association 5-Year Revenue and Aid

| Year | Revenue | Aid |
|-------|------------|----------|
| 2002 | \$ 112,843 | \$26,464 |
| 2003 | \$116,938 | \$26,098 |
| 2004 | \$ 119,195 | \$28,726 |
| 2005* | \$ 82,479 | \$52,758 |
| 2006 | \$102,420 | \$61,468 |

All figures reported in thousands.
*2001-04 revenue is “gross revenue.
2005-06 revenue is “net” revenue.
2001-2004 shows aid with 50% cap on information assistance. Subsequent to 2005 aid has no cap; it is program revenue as reported to the Internal Revenue Service.

FY2006 Report to Federal Land Management Agency

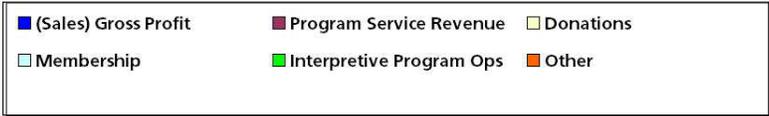
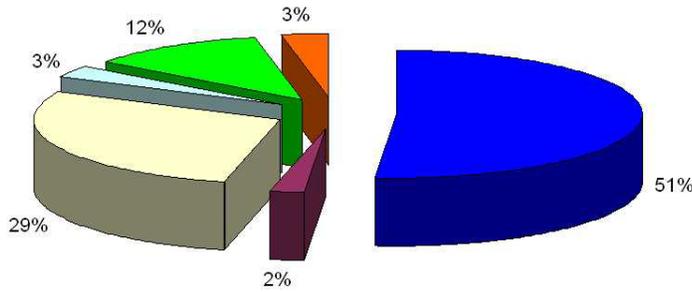
Statement of Program Services Operations

| | FY06 | FY05 |
|---|-----------------------|-----------------------|
| REVENUE | | |
| 1. Sales | | |
| a. Interpretive Materials | \$97,757,504 | \$ 91,904,962 |
| b. Visitor Convenience Items | 2,967,278 | 3,112,524 |
| c. Other | 569,723 | 1,666,124 |
| Total | 101,294,504 | 96,683,610 |
| 2. Cost of Goods Sold | 48,553,028 | 47,524,088 |
| 3. Gross Profit | 52,741,476 | 49,159,522 |
| 4. Program Service revenue | 2,080,009 | 8,016,514 |
| 5. Other income | | |
| a. Donations from Outside Sources | 29,446,671 | 16,479,247 |
| b. Membership Income | 3,013,132 | 2,631,057 |
| c. Interpretive/Cooperative Programs | 12,086,666 | 4,189,690 |
| d. Other | 3,051,993 | 2,002,607 |
| Total | 47,598,462 | 25,302,601 |
| Gross Revenue | 150,972,975 | \$ 130,002,725 |
| 6. Total Net Revenue | \$ 102,419,947 | 82,478,637 |
| Expenses | | |
| 7. Program Services Operating Activities | \$30,880,094 | \$ 29,192,443 |
| 8. Management and General | 16,351,056 | 15,730,868 |
| 9. Fundraising | 3,932,351 | 3,367,654 |
| 10. Total Operating Expenses | 51,163,501 | 48,290,965 |
| 11. Excess (Deficit) Before Donations | 51,256,447 | 34,311,872 |
| 12. Donations/grants/allocations made to Federal Agency | \$ 30,587,864 | \$ 22,648,961 |
| 13. Excess (Deficit) for the Year | \$ 20,668,583 | \$ 11,662,912 |

Statement of Financial Aid

| | FY06 | FY05 |
|--|-------------------|-------------------|
| Detail of grants and allocations | | |
| 1. Interpretation | \$ 10,386,053 | \$10,156,480 |
| 2. Research | 2,186,854 | 2,319,341 |
| 3. Free publications | 1,147,795 | 1,290,456 |
| 4. Structures and/or facilities other than sales areas | 9,360,407 | 4,857,351 |
| 5. Sales area construction and redesign | 1,393,866 | 261,369 |
| 6. Pre-publication expenses | 793,148 | 1,152,671 |
| 7. Other* | 5,319,742 | 3,528,102 |
| 8. Total Financial Aid | \$ 30,587,864 | \$ 23,565,770 |
| 9. Program services expenses** | 30,880,094 | 29,192,443 |
| Total aid as a % of net revenue | | |
| 10. TOTAL AID (Total Lines 8&9) | \$61,467,958 | \$ 52,758,213 |
| 11. TOTAL NET REVENUE | \$102,419,947 | 82,478,637 |
| 12. % AID to NET REVENUE (Line 10 divided by Line 11) | 60.02% | 65.95% |

2006 Revenue



allows association management to report other types of assistance given to the NPS that cannot be reported to the IRS or through other means. These additional statements give a more rounded picture to the value of associations to the NPS. Categories reported are:

- Educational contact hours
- Visitor contact ours
- Quantity of free literature produced
- Number of items sold
- Number of volunteer hours managed
- Other unique services
- Funds Received and Disbursed

Finally, associations and NPS are now provided

a way to track what may also be referred to as “pass through” grants. These are monies held by the association for the benefit of the NPS that are not derived from association activities. This could include grant money, unsolicited donations, or other funds held in abeyance.

Strategic Goals: A look to the future

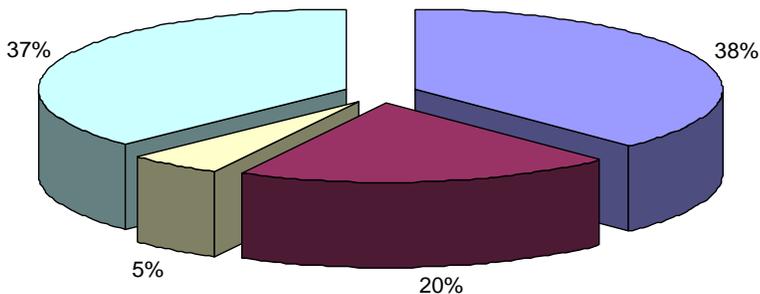
DIRECTOR’S ORDER 32: COOPERATING ASSOCIATIONS.

Directors Order 32: Cooperating Associations (DO 32) was last revised in March 1999. DO 32 along with Reference Manual 32 (RM 32) are the Level 2 and Level 3 guidance for cooperating associations (CAs) that manage bookstore in the parks.

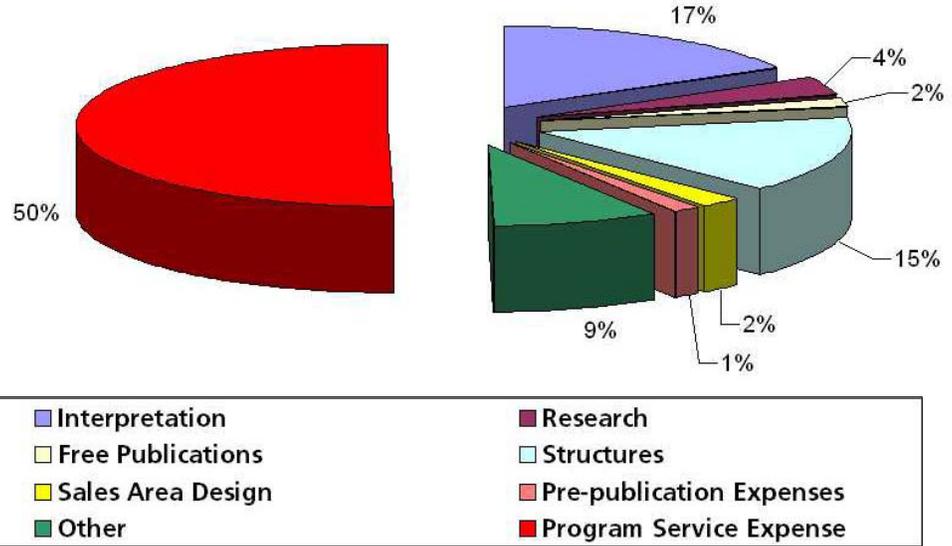
The DO will appear in the Federal Register in Fall 2007. RM 32 will continue to be updated as needed. Some of the changes to DO 32 include as follows:

- All of the authorities appear in one section.
- There is clearer termination language to distinguish between termination for the convenience of the government and termination with cause.
- The Scope of Sales statement is now mandatory condition of the partnership rather than suggested.
- Current concessions language iwas inserted to clarify proper instrument(s) for sales of visitor convenience items.
- There is an expanded definition of Off-Site Operations.

2006 Expenses



2006 AID



- The audit requirements were increased from \$1 million threshold to \$2 million
- References to fundraising were reviewed to make sure they are consistent with DO 21: Fundraising.
- The Partnership Fund section was deleted since the Partnership Fund has not been utilized since 2000.
- Clarifying language was added on the use of donated funds for NPS personnel
- The entire tone of the document was changed to reflect more of an equal partnership rather than NPS having a dominant role.

TRAINING

In 2006, Rose Fennell met with NPS and association partners to discuss a training strategy for agency and nonprofit staff working with cooperating associations. Topics included what outcomes were expected from training, the role and purpose of cooperating associations, policy, operations (scope of sales, for e.g.), and donations.

Proposed training methods discussed were as follows:

Method I: 1-Day Course. This would be a full day Pilot session post APPL convention

Method II: 3-Day Course [Creating Opportuni-

ties for Success] that would include a pre-training module. The pilot would be at Mather with a nearby region (NERO, SERO, or NCR).

Method III: Web-based individual

- 30 minute piece (PowerPoint) that can be used for marketing/external. Basic information about cooperating associations. Viewing the 30-minute piece will be a prerequisite for attending the 3-day course
- 60 minute piece
- 90 minute piece

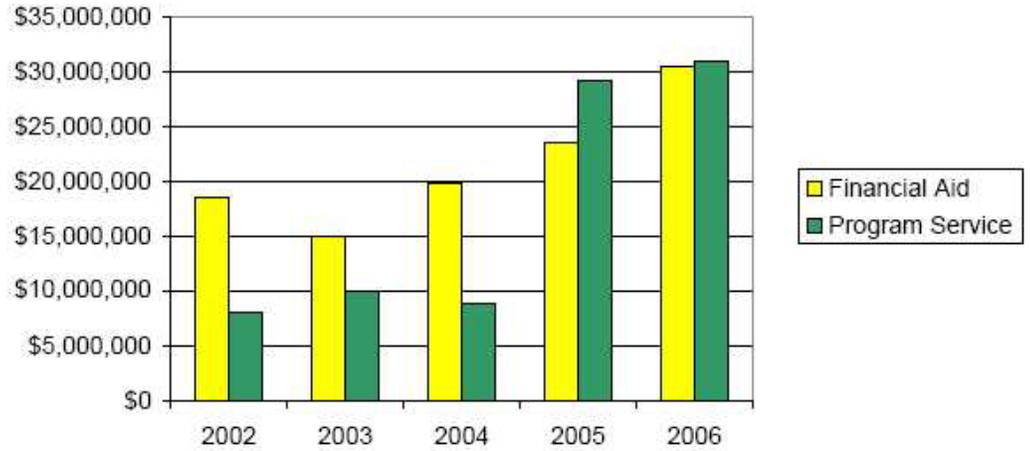
Method IV: TEL.

The goal should be to maximize attendance; the need is there.

Recommendations about the training venue varied depended on the topic or the recommended audience for the session, but in general most people thought that TelNPS sessions were the way to present this training because they can reach the largest number of people.

Prepared By: Rose Fennell, Servicewide Cooperating Association Coordinator, Division of Interpretation and Education, Washington Office.
Telephone: (202) 513-7143

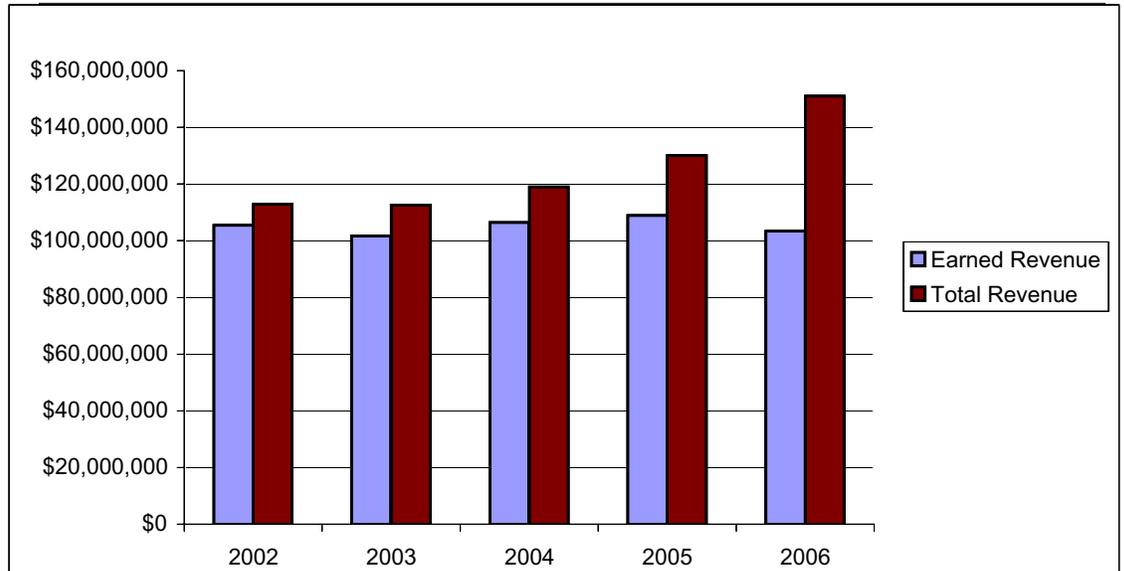
Financial Aid vs. Program Service



A comparison of financial aid (NPS directed expenditures) against program service expense which includes salary expense donations.

Direct Financial Aid compared to In-Kind Aid

| Year | Direct Financial Aid | Program Service |
|------|----------------------|-----------------|
| 2002 | \$18,462,922 | \$8,000,590 |
| 2003 | \$15,000,000 | \$10,000,000 |
| 2004 | \$19,807,316 | \$8,881,663 |
| 2005 | \$23,565,770 | \$29,192,443 |
| 2006 | \$30,587,864 | \$30,880,094 |



A comparison of programmatic revenue raised from business operations. This includes sales of interpretive merchandise, sales of convenience items and interpretive program operations. The "total revenue" figures include all revenue sources.

Earned Income compared to Total Income (the difference is Unearned Income)

| Year | Earned Revenue | Total Revenue |
|------|----------------|---------------|
| 2002 | \$105,376,870 | \$112,842,721 |
| 2003 | \$105,791,789 | \$116,937,981 |
| 2004 | \$106,479,526 | \$119,194,712 |
| 2005 | \$108,889,814 | \$130,002,725 |
| 2006 | \$103,374,513 | \$150,972,975 |

2006 Key Data

| Association | Gross Profit | Total Net Revenue | Expenses (minus program service) | Total Aid: financial and program service |
|---|--------------|-------------------|----------------------------------|--|
| Alaska Natural History Assn | \$1,756,710 | \$2,272,587 | \$331,616 | \$1,563,743 |
| Arizona Memorial Museum Assn | \$4,076,853 | \$13,758,865 | \$2,564,147 | \$2,678,874 |
| Assn for the Preservation of Virginia Antiquities | \$155,283 | \$155,283 | \$99,535 | \$30,122 |
| Badlands Natural History Assn | \$213,310 | \$222,907 | \$95,795 | \$101,733 |
| Big Bend Natural History Assn | \$186,988 | \$274,750 | \$128,023 | \$289,140 |
| Black Hills Parks & Forest Assn | \$117,238 | \$117,388 | \$61,226 | \$58,464 |
| Bryce Canyon Natural History Assn | \$721,742 | \$809,264 | \$156,784 | \$495,431 |
| Cabrillo National Monument Foundation | \$164,163 | \$208,068 | \$61,541 | \$197,753 |
| Canyonlands Natural History Assn | \$1,086,894 | \$1,106,014 | \$356,546 | \$484,937 |
| Capitol Reef Natural History Assn | \$253,213 | \$257,234 | \$121,169 | \$140,518 |
| Carlsbad and Guadalupe Mountains Assn | \$456,869 | \$505,999 | \$313,918 | \$221,708 |
| Colorado National Monument Assn | \$109,704 | \$128,103 | \$28,669 | \$104,085 |
| Crater Lake Natural History Assn | \$219,348 | \$237,220 | \$32,038 | \$176,330 |
| Craters of the Moon Natural History Assn | \$82,019 | \$92,862 | \$56,140 | \$50,460 |
| Death Valley Natural History Assn | \$424,565 | \$436,605 | \$139,005 | \$247,230 |
| Devils Tower Natural History Assn | \$163,030 | \$219,099 | \$187,501 | \$57,541 |
| Eastern National | \$12,834,247 | \$13,125,630 | \$2,723,688 | \$10,084,115 |
| Encampment Store | \$471,255 | \$685,810 | \$0 | \$551,297 |
| Florida National Parks & Monuments Assn | \$432,727 | \$442,384 | \$374,596 | \$104,343 |
| Fort Clatsop Historical Assn | \$219,994 | \$241,486 | \$74,818 | \$128,832 |
| Fort Frederica Assn | \$21,486 | \$26,804 | \$5,464 | \$13,445 |
| Fort Laramie Historical Assn | \$75,314 | \$82,522 | \$52,270 | \$35,970 |
| Fort Union Trading Post | \$25,516 | \$32,141 | \$13,096 | \$24,813 |
| George Washington Birthplace National Monument Assn | \$40,279 | \$45,361 | \$35,114 | \$6,845 |
| George Washington Carver Birthplace District Assn | \$43,136 | \$156,240 | \$41,653 | \$71,148 |
| Glacier Natural History Assn | \$527,299 | \$552,827 | \$71,921 | \$416,311 |
| Glen Canyon Natural History Assn | \$133,717 | \$145,237 | \$12,000 | \$84,837 |
| Golden Gate National Parks Conservancy | \$3,484,125 | \$19,227,019 | \$3,954,090 | \$15,728,026 |
| Grand Canyon Assn | \$2,338,750 | \$3,459,560 | \$592,283 | \$2,619,781 |
| Grand Teton Natural History Assn | \$1,105,623 | \$1,503,302 | \$117,648 | \$1,493,699 |
| Great Smoky Mountains Assn | \$3,087,718 | \$3,729,103 | \$933,000 | \$2,671,653 |
| Harpers Ferry Historical Assn | \$211,864 | \$457,706 | \$36,455 | \$372,878 |
| Hawaii Natural History Assn | \$1,202,916 | \$1,249,720 | \$606,663 | \$689,734 |
| Historic Hampton, Inc. | \$1,992 | \$199,385 | \$21,717 | \$105,097 |
| Intermountain Natural History Assn | \$235,194 | \$342,056 | \$118,775 | \$220,537 |
| Isle Royale Natural History Assn | \$38,193 | \$112,154 | \$36,765 | \$68,493 |
| Jefferson National Parks Assn | \$3,097,693 | \$3,137,382 | \$420,518 | \$2,440,818 |
| Joshua Tree National Park Assn | \$362,168 | \$555,052 | \$194,785 | \$262,513 |
| Kennesaw Mountain Historical Assn | \$95,242 | \$99,506 | \$0 | \$86,732 |
| Lake States Interpretive Assn | \$38,471 | \$51,483 | \$13,729 | \$42,310 |
| Lassen Assn | \$44,709 | \$69,124 | \$11,391 | \$52,072 |
| Lava Beds Natural History Assn | \$43,090 | \$46,195 | \$4,030 | \$37,343 |
| Manzanar History Assn | \$94,945 | \$105,462 | \$29,657 | \$66,740 |
| Mesa Verde Museum Assn | \$597,530 | \$936,923 | \$178,790 | \$692,646 |
| Mount Rushmore History Assn | \$525,905 | \$639,500 | \$137,965 | \$528,634 |
| Northwest Interpretive Assn | \$497,965 | \$553,389 | \$270,581 | \$292,295 |
| Ocmulgee National Monument Assn | \$18,514 | \$208,165 | \$20,557 | \$43,421 |
| Oregon Trail Museum Assn | \$44,029 | \$44,114 | \$32,225 | \$3,099 |
| Petrified Forest Museum Assn | \$159,418 | \$166,409 | \$8,167 | \$201,165 |
| Pipestone Indian Shrine Assn | \$131,753 | \$171,932 | \$93,645 | \$63,224 |
| Point Reyes National Seashore Assn | \$170,946 | \$1,497,404 | \$186,799 | \$992,902 |
| Redwood Park Assn | \$119,266 | \$152,586 | \$58,000 | \$103,935 |
| Rocky Mountain Nature Assn | \$648,151 | \$2,192,897 | \$679,719 | \$1,729,728 |
| Roosevelt-Vanderbilt Historical Assn | \$53,701 | \$55,995 | \$37,268 | \$15,185 |
| Rosie the Riveter | \$0 | \$0 | \$0 | \$0 |
| San Francisco Maritime National Park Assn | \$123,748 | \$566,405 | \$150,369 | \$485,747 |
| Sequoia Natural History Assn | \$592,938 | \$1,222,679 | \$403,392 | \$837,292 |
| Shenandoah National Park Assn | \$307,213 | \$367,665 | \$74,893 | \$290,742 |
| Theodore Roosevelt Nature & History Assn | \$126,698 | \$135,202 | \$118,425 | \$21,318 |
| Weir Farm Art Center | \$4,674 | \$5,723,280 | \$38,271 | \$192,972 |
| Western Maryland Interpretive Assn | \$436,544 | \$471,590 | \$34,032 | \$67,041 |
| Western National Parks Assn | \$4,519,247 | \$4,743,786 | \$811,551 | \$4,114,004 |
| Yellowstone Assn | \$1,179,326 | \$8,493,076 | \$860,569 | \$3,010,126 |
| Yosemite Assn | \$923,451 | \$2,167,934 | \$412,459 | \$1,792,352 |
| Zion Natural History Assn | \$1,064,867 | \$1,226,118 | \$445,951 | \$611,679 |

2006 Ranking by Aid

| Association | Total Aid | Total Net Revenue | Aid as a Percentage of Net Revenue |
|---|--------------|-------------------|------------------------------------|
| Golden Gate National Parks Conservancy | \$15,728,026 | \$19,227,019 | 81.80% |
| Eastern National | \$10,084,115 | \$13,125,630 | 76.83% |
| Western National Parks Assn | \$4,114,004 | \$4,743,786 | 86.72% |
| Yellowstone Assn | \$3,010,126 | \$8,493,076 | 35.44% |
| Arizona Memorial Museum Assn | \$2,678,874 | \$13,758,865 | 19.47% |
| Great Smoky Mountains Assn | \$2,671,653 | \$3,729,103 | 71.64% |
| Grand Canyon Assn | \$2,619,781 | \$3,459,560 | 75.73% |
| Jefferson National Parks Assn | \$2,440,818 | \$3,137,382 | 77.80% |
| Yosemite Assn | \$1,792,352 | \$2,167,934 | 82.68% |
| Rocky Mountain Nature Assn | \$1,729,728 | \$2,192,897 | 78.88% |
| Alaska Natural History Assn | \$1,563,743 | \$2,272,587 | 68.81% |
| Grand Teton Natural History Assn | \$1,493,699 | \$1,503,302 | 99.36% |
| Point Reyes National Seashore Assn | \$992,902 | \$1,497,404 | 66.31% |
| Sequoia Natural History Assn | \$837,292 | \$1,222,679 | 68.48% |
| Mesa Verde Museum Assn | \$692,646 | \$936,923 | 73.93% |
| Hawaii Natural History Assn | \$689,734 | \$1,249,720 | 55.19% |
| Zion Natural History Assn | \$611,679 | \$1,226,118 | 49.89% |
| Encampment Store | \$551,297 | \$685,810 | 80.39% |
| Mount Rushmore History Assn | \$528,634 | \$639,500 | 82.66% |
| Bryce Canyon Natural History Assn | \$495,431 | \$809,264 | 61.22% |
| San Francisco Maritime National Park Assn | \$485,747 | \$566,405 | 85.76% |
| Canyonlands Natural History Assn | \$484,937 | \$1,106,014 | 43.85% |
| Glacier Natural History Assn | \$416,311 | \$552,827 | 75.31% |
| Harpers Ferry Historical Assn | \$372,878 | \$457,706 | 81.47% |
| Northwest Interpretive Assn | \$292,295 | \$553,389 | 52.82% |
| Shenandoah National Park Assn | \$290,742 | \$367,665 | 79.08% |
| Big Bend Natural History Assn | \$289,140 | \$274,750 | 105.24% |
| Joshua Tree National Park Assn | \$262,513 | \$555,052 | 47.30% |
| Death Valley Natural History Assn | \$247,230 | \$436,605 | 56.63% |
| Carlsbad and Guadalupe Mountains Assn | \$221,708 | \$505,999 | 43.82% |
| Intermountain Natural History Assn | \$220,537 | \$342,056 | 64.47% |
| Petrified Forest Museum Assn | \$201,165 | \$166,409 | 120.89% |
| Cabrillo National Monument Foundation | \$197,753 | \$208,068 | 95.04% |
| Weir Farm Art Center | \$192,972 | \$5,723,280 | 3.37% |
| Crater Lake Natural History Assn | \$176,330 | \$237,220 | 74.33% |
| Capitol Reef Natural History Assn | \$140,518 | \$257,234 | 54.63% |
| Fort Clatsop Historical Assn | \$128,832 | \$241,486 | 53.35% |
| Historic Hampton, Inc. | \$105,097 | \$199,385 | 52.71% |
| Florida National Parks & Monuments Assn | \$104,343 | \$442,384 | 23.59% |
| Colorado National Monument Assn | \$104,085 | \$128,103 | 81.25% |
| Redwood Park Assn | \$103,935 | \$152,586 | 68.12% |
| Badlands Natural History Assn | \$101,733 | \$222,907 | 45.64% |
| Kennesaw Mountain Historical Assn | \$86,732 | \$99,506 | 87.16% |
| Glen Canyon Natural History Assn | \$84,837 | \$145,237 | 58.41% |
| George Washington Carver | \$71,148 | \$156,240 | 45.54% |
| Isle Royale Natural History Assn | \$68,493 | \$112,154 | 61.07% |
| Western Maryland Interpretive Assn | \$67,041 | \$471,590 | 14.22% |
| Manzanar History Assn | \$66,740 | \$105,462 | 63.28% |
| Pipestone Indian Shrine Assn | \$63,224 | \$171,932 | 36.77% |
| Black Hills Parks & Forest Assn | \$58,464 | \$117,388 | 49.80% |
| Devils Tower Natural History Assn | \$57,541 | \$219,099 | 26.26% |
| Lassen Assn | \$52,072 | \$69,124 | 75.33% |
| Craters of the Moon Natural History Assn | \$50,460 | \$92,862 | 54.34% |
| Ocmulgee National Monument Assn | \$43,421 | \$208,165 | 20.86% |
| Lake States Interpretive Assn | \$42,310 | \$51,483 | 82.18% |
| Lava Beds Natural History Assn | \$37,343 | \$46,195 | 80.84% |
| Fort Laramie Historical Assn | \$35,970 | \$82,522 | 43.59% |
| Assn for the Preservation of VA Antiquities | \$30,122 | \$155,283 | 19.40% |
| Fort Union Trading Post | \$24,813 | \$32,141 | 77.20% |
| Theodore Roosevelt Nature & History Assn | \$21,318 | \$135,202 | 15.77% |
| Roosevelt-Vanderbilt Historical Assn | \$15,185 | \$55,995 | 27.12% |
| Fort Frederica Assn | \$13,445 | \$26,804 | 50.16% |
| George Washington BirthplaceNM Assn | \$6,845 | \$45,361 | 15.09% |
| Oregon Trail Museum Assn | \$3,099 | \$44,114 | 7.02% |
| Rosie the Riveter | \$0 | \$0 | n/a |

2006 Ranking by Net Revenue

| Association | Total Aid | Total Net Revenue | Aid as a Percentage of Net Revenue |
|--|--------------|-------------------|------------------------------------|
| Golden Gate National Parks Conservancy | \$15,728,026 | \$19,227,019 | 81.80% |
| Arizona Memorial Museum Assn | \$2,678,874 | \$13,758,865 | 19.47% |
| Eastern National | \$10,084,115 | \$13,125,630 | 76.83% |
| Yellowstone Assn | \$3,010,126 | \$8,493,076 | 35.44% |
| Weir Farm Art Center | \$192,972 | \$5,723,280 | 3.37% |
| Western National Parks Assn | \$4,114,004 | \$4,743,786 | 86.72% |
| Great Smoky Mountains Assn | \$2,671,653 | \$3,729,103 | 71.64% |
| Grand Canyon Assn | \$2,619,781 | \$3,459,560 | 75.73% |
| Jefferson National Parks Assn | \$2,440,818 | \$3,137,382 | 77.80% |
| Alaska Natural History Assn | \$1,563,743 | \$2,272,587 | 68.81% |
| Rocky Mountain Nature Assn | \$1,729,728 | \$2,192,897 | 78.88% |
| Yosemite Assn | \$1,792,352 | \$2,167,934 | 82.68% |
| Grand Teton Natural History Assn | \$1,493,699 | \$1,503,302 | 99.36% |
| Point Reyes National Seashore Assn | \$992,902 | \$1,497,404 | 66.31% |
| Hawaii Natural History Assn | \$689,734 | \$1,249,720 | 55.19% |
| Zion Natural History Assn | \$611,679 | \$1,226,118 | 49.89% |
| Sequoia Natural History Assn | \$837,292 | \$1,222,679 | 68.48% |
| Canyonlands Natural History Assn | \$484,937 | \$1,106,014 | 43.85% |
| Mesa Verde Museum Assn | \$692,646 | \$936,923 | 73.93% |
| Bryce Canyon Natural History Assn | \$495,431 | \$809,264 | 61.22% |
| Encampment Store | \$551,297 | \$685,810 | 80.39% |
| Mount Rushmore History Assn | \$528,634 | \$639,500 | 82.66% |
| San Francisco Maritime National Park Assn | \$485,747 | \$566,405 | 85.76% |
| Joshua Tree National Park Assn | \$262,513 | \$555,052 | 47.30% |
| Northwest Interpretive Assn | \$292,295 | \$553,389 | 52.82% |
| Glacier Natural History Assn | \$416,311 | \$552,827 | 75.31% |
| Carlsbad and Guadalupe Mountains Assn | \$221,708 | \$505,999 | 43.82% |
| Western Maryland Interpretive Assn | \$67,041 | \$471,590 | 14.22% |
| Harpers Ferry Historical Assn | \$372,878 | \$457,706 | 81.47% |
| Florida National Parks & Monuments Assn | \$104,343 | \$442,384 | 23.59% |
| Death Valley Natural History Assn | \$247,230 | \$436,605 | 56.63% |
| Shenandoah National Park Assn | \$290,742 | \$367,665 | 79.08% |
| Intermountain Natural History Assn | \$220,537 | \$342,056 | 64.47% |
| Big Bend Natural History Assn | \$289,140 | \$274,750 | 105.24% |
| Capitol Reef Natural History Assn | \$140,518 | \$257,234 | 54.63% |
| Fort Clatsop Historical Assn | \$128,832 | \$241,486 | 53.35% |
| Crater Lake Natural History Assn | \$176,330 | \$237,220 | 74.33% |
| Badlands Natural History Assn | \$101,733 | \$222,907 | 45.64% |
| Devils Tower Natural History Assn | \$57,541 | \$219,099 | 26.26% |
| Ocmulgee National Monument Assn | \$43,421 | \$208,165 | 20.86% |
| Cabrillo National Monument Foundation | \$197,753 | \$208,068 | 95.04% |
| Historic Hampton, Inc. | \$105,097 | \$199,385 | 52.71% |
| Pipestone Indian Shrine Assn | \$63,224 | \$171,932 | 36.77% |
| Petrified Forest Museum Assn | \$201,165 | \$166,409 | 120.89% |
| George Washington Carver Assn for the Preservation of VA Antiquities | \$71,148 | \$156,240 | 45.54% |
| Redwood Park Assn | \$30,122 | \$155,283 | 19.40% |
| Redwood Park Assn | \$103,935 | \$152,586 | 68.12% |
| Glen Canyon Natural History Assn | \$84,837 | \$145,237 | 58.41% |
| Theodore Roosevelt Nature & History Assn | \$21,318 | \$135,202 | 15.77% |
| Colorado National Monument Assn | \$104,085 | \$128,103 | 81.25% |
| Black Hills Parks & Forest Assn | \$58,464 | \$117,388 | 49.80% |
| Isle Royale Natural History Assn | \$68,493 | \$112,154 | 61.07% |
| Manzanar History Assn | \$66,740 | \$105,462 | 63.28% |
| Kennesaw Mountain Historical Assn | \$86,732 | \$99,506 | 87.16% |
| Craters of the Moon Natural History Assn | \$50,460 | \$92,862 | 54.34% |
| Fort Laramie Historical Assn | \$35,970 | \$82,522 | 43.59% |
| Lassen Assn | \$52,072 | \$69,124 | 75.33% |
| Roosevelt-Vanderbilt Historical Assn | \$15,185 | \$55,995 | 27.12% |
| Lake States Interpretive Assn | \$42,310 | \$51,483 | 82.18% |
| Lava Beds Natural History Assn | \$37,343 | \$46,195 | 80.84% |
| George Washington BirthplaceNM Assn | \$6,845 | \$45,361 | 15.09% |
| Oregon Trail Museum Assn | \$3,099 | \$44,114 | 7.02% |
| Fort Union Trading Post | \$24,813 | \$32,141 | 77.20% |
| Fort Frederica Assn | \$13,445 | \$26,804 | 50.16% |
| Rosie the Riveter | \$0 | \$0 | n/a |

2006 Ranking by Percentage of Aid to Net Revenue

| Association | Total Aid | Total Net Revenue | Aid as a Percentage of Net Revenue |
|---|--------------|-------------------|------------------------------------|
| Petrified Forest Museum Assn | \$201,165 | \$166,409 | 120.89% |
| Big Bend Natural History Assn | \$289,140 | \$274,750 | 105.24% |
| Grand Teton Natural History Assn | \$1,493,699 | \$1,503,302 | 99.36% |
| Cabrillo National Monument Foundation | \$197,753 | \$208,068 | 95.04% |
| Kennesaw Mountain Historical Assn | \$86,732 | \$99,506 | 87.16% |
| Western National Parks Assn | \$4,114,004 | \$4,743,786 | 86.72% |
| San Francisco Maritime National Park Assn | \$485,747 | \$566,405 | 85.76% |
| Yosemite Assn | \$1,792,352 | \$2,167,934 | 82.68% |
| Mount Rushmore History Assn | \$528,634 | \$639,500 | 82.66% |
| Lake States Interpretive Assn | \$42,310 | \$51,483 | 82.18% |
| Golden Gate National Parks Conservancy | \$15,728,026 | \$19,227,019 | 81.80% |
| Harpers Ferry Historical Assn | \$372,878 | \$457,706 | 81.47% |
| Colorado National Monument Assn | \$104,085 | \$128,103 | 81.25% |
| Lava Beds Natural History Assn | \$37,343 | \$46,195 | 80.84% |
| Encampment Store | \$551,297 | \$685,810 | 80.39% |
| Shenandoah National Park Assn | \$290,742 | \$367,665 | 79.08% |
| Rocky Mountain Nature Assn | \$1,729,728 | \$2,192,897 | 78.88% |
| Jefferson National Parks Assn | \$2,440,818 | \$3,137,382 | 77.80% |
| Fort Union Trading Post | \$24,813 | \$32,141 | 77.20% |
| Eastern National | \$10,084,115 | \$13,125,630 | 76.83% |
| Grand Canyon Assn | \$2,619,781 | \$3,459,560 | 75.73% |
| Lassen Assn | \$52,072 | \$69,124 | 75.33% |
| Glacier Natural History Assn | \$416,311 | \$552,827 | 75.31% |
| Crater Lake Natural History Assn | \$176,330 | \$237,220 | 74.33% |
| Mesa Verde Museum Assn | \$692,646 | \$936,923 | 73.93% |
| Great Smoky Mountains Assn | \$2,671,653 | \$3,729,103 | 71.64% |
| Alaska Natural History Assn | \$1,563,743 | \$2,272,587 | 68.81% |
| Sequoia Natural History Assn | \$837,292 | \$1,222,679 | 68.48% |
| Redwood Park Assn | \$103,935 | \$152,586 | 68.12% |
| Point Reyes National Seashore Assn | \$992,902 | \$1,497,404 | 66.31% |
| Intermountain Natural History Assn | \$220,537 | \$342,056 | 64.47% |
| Manzanar History Assn | \$66,740 | \$105,462 | 63.28% |
| Bryce Canyon Natural History Assn | \$495,431 | \$809,264 | 61.22% |
| Isle Royale Natural History Assn | \$68,493 | \$112,154 | 61.07% |
| Glen Canyon Natural History Assn | \$84,837 | \$145,237 | 58.41% |
| Death Valley Natural History Assn | \$247,230 | \$436,605 | 56.63% |
| Hawaii Natural History Assn | \$689,734 | \$1,249,720 | 55.19% |
| Capitol Reef Natural History Assn | \$140,518 | \$257,234 | 54.63% |
| Craters of the Moon Natural History Assn | \$50,460 | \$92,862 | 54.34% |
| Fort Clatsop Historical Assn | \$128,832 | \$241,486 | 53.35% |
| Northwest Interpretive Assn | \$292,295 | \$553,389 | 52.82% |
| Historic Hampton, Inc. | \$105,097 | \$199,385 | 52.71% |
| Fort Frederica Assn | \$13,445 | \$26,804 | 50.16% |
| Zion Natural History Assn | \$611,679 | \$1,226,118 | 49.89% |
| Black Hills Parks & Forest Assn | \$58,464 | \$117,388 | 49.80% |
| Joshua Tree National Park Assn | \$262,513 | \$555,052 | 47.30% |
| Badlands Natural History Assn | \$101,733 | \$222,907 | 45.64% |
| George Washington Carver | \$71,148 | \$156,240 | 45.54% |
| Canyonlands Natural History Assn | \$484,937 | \$1,106,014 | 43.85% |
| Carlsbad and Guadalupe Mountains Assn | \$221,708 | \$505,999 | 43.82% |
| Fort Laramie Historical Assn | \$35,970 | \$82,522 | 43.59% |
| Pipestone Indian Shrine Assn | \$63,224 | \$171,932 | 36.77% |
| Yellowstone Assn | \$3,010,126 | \$8,493,076 | 35.44% |
| Roosevelt-Vanderbilt Historical Assn | \$15,185 | \$55,995 | 27.12% |
| Devils Tower Natural History Assn | \$57,541 | \$219,099 | 26.26% |
| Florida National Parks & Monuments Assn | \$104,343 | \$442,384 | 23.59% |
| Ocmulgee National Monument Assn | \$43,421 | \$208,165 | 20.86% |
| Arizona Memorial Museum Assn | \$2,678,874 | \$13,758,865 | 19.47% |
| Assn for the Preservation of VA Antiquities | \$30,122 | \$155,283 | 19.40% |
| Theodore Roosevelt Nature & History Assn | \$21,318 | \$135,202 | 15.77% |
| George Washington BirthplaceNM Assn | \$6,845 | \$45,361 | 15.09% |
| Western Maryland Interpretive Assn | \$67,041 | \$471,590 | 14.22% |
| Oregon Trail Museum Assn | \$3,099 | \$44,114 | 7.02% |
| Weir Farm Art Center | \$192,972 | \$5,723,280 | 3.37% |
| Rosie the Riveter | \$0 | \$0 | n/a |

National Park Service
U.S. Department of the Interior



Division of Interpretation & Education
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Washington, DC 20240