



National Association for Interpretation

2015 ANNUAL REPORT



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NAI's mission is to inspire leadership and excellence to advance heritage interpretation as a profession.

Interpretation is a mission-based communication process that forges emotional and intellectual connections between the interests of the audience and the meanings inherent in the resource.

2015 Annual Report

The National Association for Interpretation (NAI) is a nonprofit 501(c)3 educational association serving the field of heritage interpretation. Founded 27 years ago, its mission has been to inspire leadership and excellence to advance heritage interpretation as a profession. There are more than 5,500 members in the USA, Canada, and 31 other countries. The organization has 10 regional and six special-interest organizational units to better serve its members.



NAI's strategic plan entered its first full year of implementation in 2015. It has served as a road map for staff and board initiatives and provides the framework for NAI's annual operations plan (see Objectives for 2016 for strategic plan themes served). NAI is on track addressing the key strategic goals identified in this five-year plan.

Our primary focus for national office staff and resources throughout the past year has been finalizing the process of database integration. Staff has been working with our technology implementer to fine-tune the association management database system (iMIS, installed in 2012) in order to integrate the certification program into the membership database and streamline and automate the certification processing procedures. Despite delays caused by a system-wide updating of the software, the new process was in place and being tested as 2015 came to a close.

Also in certification, 2015 saw the implementation of several improvements to the actual structure of certification classes and testing procedures, as well as the revitalization of the certification program in interpretive planning. We moved from a single trainer for all Certified Interpretive Guide Trainer (CIGT) and Certified Interpretive Host Trainer (CIHT) classes to five Master Trainers hired and trained to conduct classes throughout the country. In 2015 we conducted five CIGT classes and three CIHT classes. In addition, the new Process of Interpretive Planning course was finalized and four classes were taught, one in the United States, one in Canada, and two in New Zealand. We also conducted five Social Media and Interpretive Design classes.

As part of the effort to examine the standards on which NAI's certification program is built, staff led a focus group of interpreters and interpretive trainers (including from federal agencies, universities, NAI board, and members) to explore the question of current competencies required of interpreters. They conducted several meetings throughout the year and began with a look at a recently published study of field interpretive competencies from Clemson University and how those results compared with the competencies we currently certify. They also looked at accreditation of interpretive programs.

NAI held two successful training conferences for interpreters in 2015, the National Conference in Virginia Beach, Virginia (625 registrants) and an international conference held in Montreal, Canada, in partnership with Interpretation Canada (128 delegates from 14 countries). The topic of interpretive standards was in play at these conferences, and also a discussion on the feasibility of creating an international federation of interpretive associations. NAI's organizational units held training workshops as well, with 9 of 11 regions and geographic chapters welcoming a total of 768 interpreters. Two sections—Interpretive Naturalists and Zoos, Wildlife Parks, and Aquaria—also held workshops serving a total of 91 interpreters.

A new membership structure was introduced at the beginning of the year and has been popular with our members—particularly the addition of seasonal, volunteer and retired classifications at discounted rates. Our enhanced commercial membership category has drawn commercial members' interested in our full range of marketing opportunities, and this is one area that we plan to expand in the coming year. The year 2015 saw NAI break the 5,500-member barrier for the first time, and kept us at or above that level most of the year. Some advancements were also made in improving both our website and the membership side of the iMIS database to make member interaction with NAI a better experience.

NAI's organizational units (OUs) form the structure of the organization. NAI's national office is committed to providing the training and services that OU leadership need to succeed with their members. Staff attended all of the regional conferences held in the first half of 2015 in order to improve communications and to present the many ways that the national office can be of assistance. Training sessions were held at the national conference for those present, and a webinar was conducted for those who could not be in Denver.

Amy Lethbridge, President
Margo Carlock, Executive Director

Financial Year in Review

External auditors Brock and Co., CPAs, reported NAI revenue at \$1,417,207 for 2015 with expenses of \$1,321,876, resulting in a surplus of \$20,388. The organization's net assets at the end of 2015 were \$486,781, down from \$489,492 at the end of 2014. Deferred revenue at the end of 2015 was 311,722, compared to \$273,270 in 2014. NAI's total assets are valued at \$1,149,031, down from \$1,201,274 in 2014.



The exhibit hall at NAI 2015 in Virginia Beach featured vendors of products and services for interpreters.



On the cover: Longtime member and conference presenter Wil Reding leads participants at NAI 2015 in Virginia Beach on an outdoor session.



NAI partnered with Interpretation Canada to put on the 2014 International Conference on Interpretation.

Membership

A new membership structure went into effect as of January 1, 2015. The new structure changed pricing and added some additional options for membership. Membership numbers continued to grow from the previous year, as we averaged 5,500 members at the end of each month (up from the average 5,100 in 2014). We had an all-time record of 5,718 members at the end of July.

Certification & Training

As in previous years, our certification program had a strong year in 2015. A total of 242 certification courses inspired leadership and excellence in interpreters in the United States and around the world. The NAI national office offered 11 professional-level courses throughout the United States, including five Certified Interpretive Guide Train-the-Trainer (CIGT) courses, three Certified Interpretive Host Trainer (CIHT), and four Process of Interpretive Planning courses to almost 200 participants. This increase of 25 percent more participants from the previous year is largely due to the additional Master Trainer staff who were hired in 2015 to help teach the CIG Train-the-Trainer courses.

NAI-certified trainers offered 231 Certified Interpretive Guide (CIG) and Certified Interpretive Host (CIH) courses that took place all over the U.S. and internationally. Aside from certification, NAI expanded its online offerings this year with approximately two webinars a month for a total of 26 webinars. Each month featured one session geared towards the front line interpreter (i.e. “Cultural Competency 101”) with the second monthly session for managers (i.e. “Grantsmanship”). We also conducted several series including a three part series on Latino Engagement, Message Writing, Best of Denver (a rebroadcast of four of the most highly rated sessions from the national conference) and the previously mentioned Grantsmanship. Total webinar attendance exceeded last year with 480 participants.

NAI also offered non-certification professional development in the form of three two-day Social Interpretation workshops on graphic design and social media for interpreters.

National Conference

The 2015 NAI National Conference was held in Virginia Beach, Virginia, November 13–17. Attendance, including exhibitors was 616. Meetings and sessions were held at the Virginia Beach Convention Center, and there were over 100 breakout sessions.

Lodging was at three host hotels, The Doubletree Virginia Beach, the Holiday Inn Oceanside, and the Holiday Inn Express Hotel & Suites Oceanfront. Our total room pickup was 1,336 room nights. The event featured keynote speakers, an exhibit hall, off-site sessions, special evening events, awards ceremonies, and concurrent sessions. Sponsors and partners were: OnCell, Virginia Aquarium, NOAA, EnviroSigns, iZone, Offero, Design Minds, Hogeys, Inc, Pannier, and Stone Imagery.

International Conference

The International Conference was held May 3–7, 2015, in Montreal, Quebec Canada. The conference played host to 124 delegates from 12 countries and featured two keynote addresses, one from Chris Mathieson (Canada) of Interpretation Canada and the other from Stephen Espiner (New Zealand), chair of the Executive Committee of Interpretation Network New Zealand.

InterpPress

NAI's publishing imprint, InterpPress, features nine printed titles and four electronic/print-on-demand titles. InterpPress added a third edition of *Personal Interpretation: Connecting Your Audience to Heritage Resources* by Lisa Brochu and Tim Merriman in 2015. A third edition of *Personal Interpretation: Connecting Your Audience to Heritage Resources*, the first-ever title published by NAI, will be printed in 2015. Current titles include:

Personal Interpretation: Connecting Your Audience to Heritage Resources (third edition), by Lisa Brochu and Tim Merriman (2015)

Interpretive Planning: The 5-M Model for Successful Planning Projects (second edition), by Lisa Brochu (2014)

Meaningful Interpretation, edited by David L. Larsen (2011)

Establishing a Nature-Based Preschool (eBook), by Rachel Larimore (2011)

Interpretive Solutions: Harnessing the Power of Interpretation to Help Resolve Critical Resource Issues (eBook), by Michael E. Whatley, MS (2010)

Interpretive Perspectives: A Collection of Essays on Interpreting Nature and Culture (eBook), by Larry Beck and Ted Cable (2010)

Putting Interpretation on the Map (eBook), by Heidi Bailey (2009)

Interpretation By Design: Graphic Design Basics for Heritage Interpreters, by Paul Caputo, Shea Lewis, and Lisa Brochu (2008)

Applied Interpretation: Putting Research into Practice, by Doug Knapp (2007)

Interpretive Writing, by Alan Leftridge (2006)

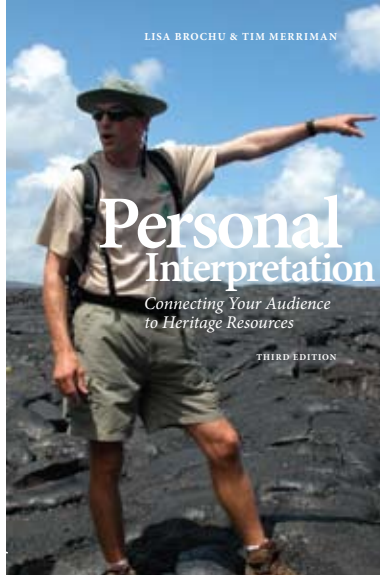
The History of Heritage Interpretation, by Tim Merriman and Lisa Brochu (2006)

Management of Interpretive Sites: Developing Sustainable Operations Through Effective Leadership, by Tim Merriman and Lisa Brochu (2005)

The Nature Center Book: How to Create and Nurture a Nature Center in Your Community, by Brent Evans and Carolyn Chipman Evans (2004)

NAI also published periodicals *Legacy* magazine (bi-monthly), the *Journal of Interpretation Research* (bi-annual), and a series of monthly emails.

We look forward to a bright 2016 and beyond! Thank you to all of our members, partners, and other supporters for helping us achieve our mission of inspiring leadership and excellence to advance heritage interpretation as a profession.



A third edition of *Personal Interpretation* by Lisa Brochu & Tim Merriman was published in 2015.

2015 NAI Donors

\$7,500+

Howard Weaver

\$1,500+

Jim Covell

\$500+

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Member Judy Sneed donated \$500 on the condition that NAI deputy director Paul Caputo wear this "I Love Comic Sans" T-shirt on stage at NAI 2015.

\$100+

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Financial Report

Prepared by Brock and Company, CPAs PC

Statements of Activities and Changes in Net Assets

Years ended December 31

2015

	<u>Unrestricted</u>	<u>Temporarily Restricted</u>	<u>Permanently Restricted</u>	<u>Total</u>
Revenues, Gains, and Other Support				
Conferences and workshops	\$ 586,559	\$ -	\$ -	\$ 586,559
Certification	359,549	-	-	359,549
Membership	284,184	-	-	284,184
Publications and merchandise	79,293	-	-	79,293
Other revenue	36,239	-	-	36,239
Advertising	18,946	-	-	18,946
Public support	49,726	-	-	49,726
Net assets released from restrictions	500	(500)	-	-
Total revenues, gains, and other support	<u>1,414,996</u>	<u>(500)</u>	<u>-</u>	<u>1,414,496</u>
Expenses				
Program services	1,305,991	-	-	1,305,991
Support services				
Management and general	107,330	-	-	107,330
Fundraising	3,886	-	-	3,886
Total expenses	<u>1,417,207</u>	<u>-</u>	<u>-</u>	<u>1,417,207</u>
Change in Net Assets	<u>\$ (2,211)</u>	<u>\$ (500)</u>	<u>\$ -</u>	<u>\$ (2,711)</u>
Net Assets (Deficit), Beginning of Year	\$ (212,871)	\$ 500	\$ 701,863	\$ 489,492
Change in net assets	<u>(2,211)</u>	<u>(500)</u>	<u>-</u>	<u>(2,711)</u>
Net Assets (Deficit), End of Year	<u>\$ (215,082)</u>	<u>\$ -</u>	<u>\$ 701,863</u>	<u>\$ 486,781</u>

Statements of Financial Position

December 31	2015	2014
ASSETS		
Current Assets		
Cash and cash equivalents	\$ 41,101	\$ 48,267
Accounts receivable	65,827	54,615
Inventories	123,746	142,675
Prepays and other current assets	14,399	12,728
Total current assets	<u>245,073</u>	<u>258,285</u>
Property and Equipment, at cost		
Land	150,000	150,000
Buildings and improvements	963,987	963,988
Equipment and software	191,631	191,630
Furniture and fixtures	48,439	48,439
	<u>1,354,057</u>	<u>1,354,057</u>
Less accumulated depreciation	(450,099)	(411,068)
Net property and equipment	<u>903,958</u>	<u>942,989</u>
LIABILITIES, DEFERRED REVENUE AND NET ASSETS		
Current Liabilities		
Accounts payable	\$ 34,335	\$ 26,742
Line of credit	-	75,000
Current maturities of long-term debt	25,004	23,818
Accrued compensation and payroll taxes	17,273	19,186
Other accrued liabilities	35,503	30,547
Total current liabilities	<u>112,115</u>	<u>175,293</u>
Long-Term Debt, net of current maturities	<u>238,413</u>	<u>263,219</u>
Total liabilities	<u>350,528</u>	<u>438,512</u>
Deferred Revenue	<u>311,722</u>	<u>273,270</u>
Net Assets (Deficit)		
Unrestricted	(215,082)	(212,871)
Temporarily restricted	-	500
Permanently restricted	701,863	701,863
Total net assets	<u>486,781</u>	<u>489,492</u>
Total liabilities, deferred revenue and net assets	<u>\$ 1,149,031</u>	<u>\$ 1,201,274</u>



NATIONAL ASSOCIATION FOR
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