



National Association for Interpretation

2011 ANNUAL REPORT





P.O. Box 2246
 Fort Collins, CO 80522
 888-900-8283 toll-free
 970-484-8283
 970-484-8179 fax
 www.interpnet.com

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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.

On the cover: Participants of the 2011 NAI National Workshop in Minnesota during the "Sustainable Agriculture: Educational Farms" offsite session. Photo by Claire Coco.



At the 2011 NAI National Workshop in Saint Paul, Minnesota, Eliezer Nieves asks author Rachel Larimore to sign a copy of her new book, *Establishing a Nature-Based Preschool*, published in 2011 by NAI's publishing imprint, InterPress.



Panamanian NAI member Christian Gernez, who earned a CIG credential in 2005, helps with a presentation at the indigenous Embera village in Panama during the 2011 NAI International Conference.

Annual Report 2011

External auditors Brock and Co., CPAs, reported NAI revenue at \$1,470,127 for 2011 with expenses of \$1,364,637, resulting in a profit of \$105,490—our third consecutive year of profit in a down economy. Net assets grew to \$395,264 from \$289,774 at the end of 2010. Deferred income for 2011 dropped to \$322,649 in 2011 from \$329,452 in 2010. NAI's total assets are valued at \$1,403,621, up from \$1,346,106 in 2010.

The majority of NAI's \$105,490 profit in 2011 was due to a gracious \$100,000 bequest from Bruce McHenry, NAI founding member and 2000 NAI Lifetime Achievement Award recipient, who passed away in May 2011 at the age of 79. Bruce's bequest was combined with the sale of our stock portfolio, valued at roughly \$60,000, to create a nest egg for the organization and pay down debt.



Membership

In 2011, membership numbers continued the growth that we started seeing in late 2010. We broke records for every month until we hit an all-time organization high in June, when we reached 5,361 members. Membership declined slightly towards the end of the year, but we still finished with 4,960 members after starting the year with 4,618.

Certification

Our certification program had a productive year in 2011. A total of 153 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 and in Canada, including four Certified Interpretive Planner (CIP) courses, five Certified Interpretive Trainer (CIT) courses, and two Certified Interpretive Host Trainer (CIHT) courses. NAI-certified trainers offered 142 courses, including 135 Certified Interpretive Guide (CIG) courses that took place in 36 states, Washington DC, and Puerto Rico, as well as Mexico, Canada, Hong Kong SAR, and the United Kingdom, and seven Certified Interpretive Host (CIH) courses, all held in the United States. CIG courses were conducted in 24 different institutes of education, including universities, colleges, and even one high school.

National Workshop

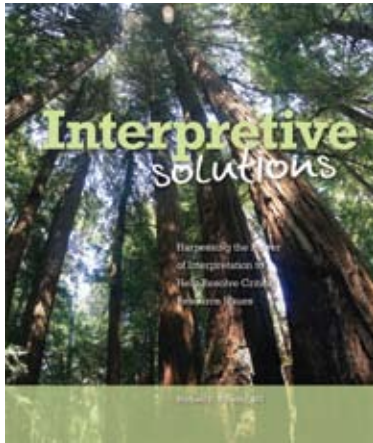
The 2011 NAI National Workshop was held in Saint Paul, Minnesota, November 8–12. Attendance, including exhibitors and nine international participants was 771. Meetings and sessions were held at the Saint Paul RiverCentre, and there were 120 breakout sessions. Lodging was at two host hotels, The Holiday Inn and Crowne Plaza. Our total room pickup was 1,799 room nights. The event featured keynote speakers Jon Jarvis, director of the National Park Service, and Chad Pregracke, founder and president of Living Lands and Water. Sponsors and Partners included the Bureau of Land Management, National Park Service, US Forest Service, Science Museum of Minnesota, US Fish and Wildlife Service, and Minnesota Naturalists' Association.

International Conference

The International Conference was held May 4–7 at the Gamboa Resort near Panama City, Panama. The conference played host to 117 delegates from eight countries and featured a keynote address by Sam Ham.



NAI unveiled a new line of slogan T-shirts in 2011, including “Speak Clearly and Carry a Big Idea,” which was submitted by William Bevil and is modeled here by AJ Chlebnik.



InterPress

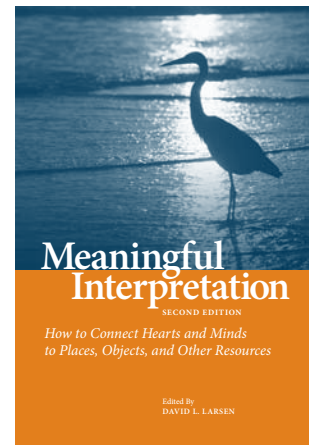
NAI's publishing imprint, InterPress, produced three new titles in 2011, including one traditional printed book and two electronic titles (also available in print-on-demand format through Amazon).

NAI partnered with Eastern National and the National Park Service to reprint David Larsen's training book *Meaningful Interpretation: How To Connect Hearts and Minds to Places, Objects, and Other Resources* as a paperback book. David was a beloved trainer with the National Park Service, and passed away suddenly in January 2011. His book will endure as an important contribution to the profession and NPS's Interpretive Development Program. David was posthumously awarded the NAI President's Award during the 2011 NAI National Workshop in Minnesota.

NAI's new electronic titles in 2011 were *Interpretive Solutions: Harnessing the Power of Interpretation to Help Resolve Critical Resource Issues* by Michael Whatley and *Establishing a Nature-Based Preschool* by Rachel Larimore. *Interpretive Solutions* addresses the power of interpretive communications to improve critical resource protection issues and situations, and *Establishing a Nature-Based Preschool* provides a how-to guide to move from concept to implementation in creating a nature-based preschool.

NAI also published periodicals *Legacy* magazine (bi-monthly), the *Journal of Interpretation Research* (bi-annual), and the email newsletter *NAI Now* (semi-monthly).

We look forward to a bright 2012 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.



2011 NAI Donors

\$100,000

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Enos Mills Trailblazer 200

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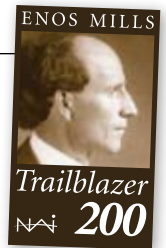
Diersen, Rachel

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\$1,000+

Dimse, Steve

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\$100+

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Talley, Andy

Weiss, John

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Zaucha, Gina

Financial Report

Prepared by Brock and Company, CPAs PC

Statements of Financial Position

December 31	2011	2010	2011	2010
ASSETS				
Current Assets				
Cash and cash equivalents	\$ 186,433	\$ 43,963	\$ 17,260	\$ 76,480
Investments	-	99,995	190,000	135,000
Accounts receivable, net of allowance of \$7,500 in 2011 and 2010	50,116	59,232	38,624	36,939
Inventories	161,760	181,587	50,719	53,866
Prepays and other current assets	3,315	3,412	31,798	28,990
Total current assets	<u>401,624</u>	<u>388,189</u>	<u>328,401</u>	<u>331,275</u>
Property and Equipment, net	<u>921,709</u>	<u>949,742</u>	<u>685,708</u>	<u>726,880</u>
Other Assets				
Software	73,482	-	(190,255)	(493,745)
Contributions receivable	6,806	8,175	2,000	200,000
Total other assets	<u>80,288</u>	<u>8,175</u>	<u>395,264</u>	<u>583,519</u>
Total assets	<u>\$ 1,403,621</u>	<u>\$ 1,346,106</u>	<u>\$ 1,403,621</u>	<u>\$ 1,346,106</u>
LIABILITIES, DEFERRED REVENUE AND NET ASSETS				
Current Liabilities				
Accounts payable				
Line of credit				
Current portion of long-term debt				
Accrued compensation and payroll taxes				
Other accrued liabilities				
Total current liabilities				
Long-Term Debt, net of current portion				
Total liabilities				
Deferred Revenue				
Net Assets (Deficit)				
Unrestricted				
Temporarily restricted				
Permanently restricted				
Total net assets				
Total liabilities, deferred revenue and net assets				

Statements of Activities and Changes in Net Assets

Years ended December 31

2011

2010

	Unrestricted	Temporarily Restricted	Permanently Restricted	Total	Unrestricted	Temporarily Restricted	Permanently Restricted	Total
Revenues, Gains, and Other Support								
Membership dues, fees and publications	\$ 692,514	-	-	\$ 692,514	\$ 718,184	-	-	\$ 718,184
Workshop revenue	529,112	-	-	529,112	666,817	-	-	666,817
Advertising income	56,450	-	-	56,450	58,295	-	-	58,295
Contributions	153,117	2,500	-	155,617	79,820	-	-	79,820
Other income	34,162	-	-	34,162	38,009	-	-	38,009
Net realized and unrealized gains on investments	335	-	-	335	13,582	-	-	13,582
Other investment income	1,937	-	-	1,937	4,418	-	-	4,418
Net assets released from restrictions	200,500	(200,500)	-	-	-	-	-	-
Total revenues, gains, and other support	<u>1,668,127</u>	<u>(198,000)</u>	<u>-</u>	<u>1,470,127</u>	<u>1,579,125</u>	<u>-</u>	<u>-</u>	<u>1,579,125</u>
Expenses								
Program services	1,215,636	-	-	1,215,636	1,366,016	-	-	1,366,016
Support services	113,077	-	-	113,077	125,376	-	-	125,376
Management and general	8,447	-	-	8,447	9,404	-	-	9,404
Fundraising	27,477	-	-	27,477	32,309	-	-	32,309
Interest expense	1,364,637	-	-	1,364,637	1,533,105	-	-	1,533,105
Total expenses	<u>303,490</u>	<u>(198,000)</u>	<u>-</u>	<u>105,490</u>	<u>46,020</u>	<u>-</u>	<u>-</u>	<u>46,020</u>
Change in Net Assets	<u>\$ 303,490</u>	<u>\$ (198,000)</u>	<u>\$ -</u>	<u>\$ 105,490</u>	<u>\$ 46,020</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ 46,020</u>
Net Assets (Deficit), Beginning of Year,	<u>\$ (493,745)</u>	<u>\$ 200,000</u>	<u>\$ 583,519</u>	<u>\$ 289,774</u>	<u>\$ (539,765)</u>	<u>\$ 200,000</u>	<u>\$ 583,519</u>	<u>\$ 243,754</u>
Change in net assets	303,490	(198,000)	-	105,490	46,020	-	-	46,020
Net Assets (Deficit), End of Year	<u>\$ (190,255)</u>	<u>\$ 2,000</u>	<u>\$ 583,519</u>	<u>\$ 395,264</u>	<u>\$ (493,745)</u>	<u>\$ 200,000</u>	<u>\$ 583,519</u>	<u>\$ 289,774</u>



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