

**NATIONAL ASSOCIATION FOR INTERPRETATION  
STATEMENTS OF FINANCIAL POSITION  
December 31, 2002 and 2001**

<b>ASSETS</b>		<b>2002</b>	<b>2001</b>
Current assets:			
Cash and cash equivalents		\$ 44,602	\$ 37,020
Investments		45,602	43,437
Accounts receivable, net of allowance of \$7,500 and \$14,200 at 2002 and 2001, respectively		135,720	67,386
Inventories		50,254	25,432
Other current assets		1,116	523
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Total current assets		277,294	173,798
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Investments - endowment		86,856	112,310
Pledges receivable		11,951	9,499
Property and equipment, net		131,694	144,257
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Total assets		\$ 507,795	\$ 439,864

**NATIONAL ASSOCIATION FOR INTERPRETATION  
STATEMENT OF FUNCTIONAL EXPENSES  
For the year ended December 31, 2002**

	<b>Program</b>	<b>Management and general</b>	<b>Fundraising</b>	<b>Total</b>
Workshops	312,742	10,272	476	323,490
Salaries	208,763	46,973	5,220	260,956
Member services	276,193	29,164	135	305,492
Printing and duplication	39,573	8,904	989	49,466
Postage and delivery	48,360	10,881	1,209	60,450
Travel	66,136	16,534	-	82,670
Employee benefits	46,574	11,643	-	58,217
Scholarships	43,938	-	-	43,938
Office supplies	15,358	3,839	-	19,197
Telephone	15,688	3,922	-	19,610
Bank and credit card fees	12,820	11,075	-	23,895
Depreciation	11,033	2,758	-	13,791
Payroll taxes	15,648	3,912	-	19,560
Miscellaneous	4,544	1,136	-	5,680
Advertising	8,968	2,242	-	11,210
Insurance	3,357	839	-	4,196
Accounting and legal	6,755	1,267	422	8,444
Utilities	2,677	669	-	3,346
Other taxes	2,518	629	-	3,147
Repairs and maintenance	1,136	1,136	-	2,272
Dues and subscriptions	10,179	306	-	10,485
Permits and licences	-	371	-	371
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	1,152,960	168,472	8,451	1,329,883

**NAI PERSONNEL**  
(as of December 31, 2002)

**BOARD OF DIRECTORS**

Sarah Blodgett, President  
John Schaust, VP Administration  
Evie Kirkwood, VP Programs  
Nancy Herwig, Secretary  
Vicki Loveland, Treasurer

**REGIONAL DIRECTORS**

Donna Richardson 1  
Susan Dickler 2  
Sue Bennett 3  
Sarah Reding 4  
Mike Kennedy 5  
Schafer Lewis 6  
Carol Leasure 7  
Amy Lethbridge 8  
Rick Parmer 9  
Faith Duncan 10

**SECTION REPRESENTATIVES**

Debra Riley  
Nancy Stimson  
Lynn Youngblood

**STAFF**

Tim Merriman *executive director*  
Lisa Brochu *associate director*  
Heather Manier *membership manager*  
Nancy Nichols *communications director*  
Paul Caputo *art director*  
Marsha Rowton *bookkeeper*  
Susan Crowe *membership assistant*

**N A I MISSION**

*Inspiring leadership and excellence  
to advance natural and cultural  
interpretation as a profession.*

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THE NATIONAL ASSOCIATION FOR INTERPRETATION

ANNUAL REPORT

2002

printed November 2003

## PRESIDENT

Sarah Blodgett



Dear NAI Members,

2002 was a banner year for NAI. We added two invaluable staff members, Lisa Brochu, associate director, and Paul Caputo, art director, who have accelerated NAI's ability to provide excellent services to our members. Our strategic planning session in the spring before the board meeting allowed us for the first time to embrace long-range planning and envision what we want NAI to become in the next 10 years.

InterpPress, our new publishing endeavor, published its first book this year, *Personal Interpretation* by Lisa Brochu and Tim Merriman. The certification program continued to expand during 2002, with funding received from the Texas Parks and Wildlife Department to develop a new Certified Interpretive Host program. Certification training programs and a successful National Interpreters Workshop in Virginia Beach resulted in a budget surplus at the end of the year. NAI continues to strive for excellence as an organization in order to advance the profession of interpretation, and to assist its members in providing excellent interpretive services to the public.

*Sarah D. Blodgett*  
President

## EXECUTIVE DIRECTOR

Tim Merriman



National Association for Interpretation (NAI) is a community of professionals who share the Earth's stories of nature and cultures. Most of our efforts to encourage knowledge, understanding, and stewardship are beyond measurement. They are reflected in our audiences who respect natural and cultural resources. And they are evident in our friendships, partnerships, and collaborative efforts that develop at NAI's workshops and training events. Many things happened in 2002 to advance the interpretive profession.

Programmatically we changed radically in 2002 with the hiring of Lisa Brochu as associate director and Paul Caputo as art director. With 25 years of private sector work as a consultant and trainer, Lisa brings a high level of expertise to the job. She has 25 years of knowledge of NAI and our policies, which she often helped develop as a volunteer. She is the principal architect of our original four categories of certification and codeveloper of the Certified Interpretive Guide and Host courses. She is a Certified Interpretive Trainer and Certified Interpretive Planner. Paul Caputo recently earned an M.F.A. in visual communications from Virginia Commonwealth University. He worked before that in journalism, advertising, and design, and contributes both practical experience and considerable expertise to

the management of publications for NAI. Paul is also a Certified Interpretive Trainer. His hiring facilitated the launch of InterpPress, NAI's publishing imprint, which released two new titles in its first year.

Member services continue to be important in NAI to achieve our mission of "inspiring leadership and excellence to advance natural and cultural interpretation as a profession." We continued to give 10 scholarships to students despite a dramatic downturn in investments due to the overall economy. *Legacy* magazine went full-color under the careful editorship of Alan Leftridge and creative design of Paul Caputo. Regions and sections continued to generate thoughtful newsletters and timely workshops appropriate to their specific audiences.

It is also important to look back at our efforts in terms of more measurable traits. We had an excellent year in 2002 that included considerable growth despite a very challenging economy. Net assets of the organization grew by \$67,931 to \$507,795. Membership increased from 4,495 to 4,872 despite implementation of our first dues hike in ten years. Commercial and Institutional rates increased in 2002, and individual rates increased in 2003. Life memberships surged just before the price hike with growth from 140 life members to 173.

Legacy Trust Fund (LTF) was restarted in November of 2002 at the National Interpreters Workshop after a three-year break from fund-raising for the endowment. In the remaining months of 2002 we received \$33,527 in donations from members, bringing the total fund to \$259,923. LTF has been essential in developing assets for NAI that slow the rate of dues increases. The investment in the Victorian house at 528 S. Howes has grown from a value of \$122,000 in 1996 to \$225,000 in 2002. While NAI's mutual funds have declined recently from \$100,000 to \$75,000, the net growth in assets has been substantial.

Financial Year 2002 was an excellent year for growth of assets and membership. In 2003, we will continue to focus on planned growth through careful management and long-range planning.

## ASSOCIATE DIRECTOR

Lisa Brochu



Programs, products, and services of NAI continued to expand in 2002. Most notably, the certification program took a significant leap forward with the Certified Interpretive Guide program. Eighty Certified Interpretive Trainers are teaching NAI's CIG curriculum in a variety of venues including zoos, aquariums, parks, nature centers, museums, universities, and colleges. By the end of 2002, 846 people completed certification in one of five categories (Certified Interpretive Manager, Certified Interpretive Planner, Certified Interpretive Trainer, Certified Heritage Interpreter, Certified Interpretive Guide), while about 350 more were in the process of completing certification. Thanks to financial support from Texas Parks and Wildlife Department, the Certified Interpretive Host course will also be available in 2003.

NAI offered a number of training opportunities throughout the year in 2002. The 12th annual WRIST training was held in Colorado, featuring three separate tracks. Ten professional-category certification workshops were also held around the country. The National Interpreters Workshop in Virginia Beach was a success with 1200 participants.

NAI's international program also grew in 2002 to include plans for the first NAI ecotour to Kenya. The data-

base of volunteers for international projects grew to 35. Two NAI members will head to China in January of 2003 to complete work on the Badaling International Friendship Forest interpretive signs.

Looking ahead to 2003, we plan to expand training opportunities, and continue to develop InterpPress into NAI's publishing house. The certification program will be brought up to national standards established by the National Organization for Competency Assessment, and office staff will grow to include a certification clerk.

All of our graphic materials, including *Legacy* magazine, letterhead and business cards, in-house publications, and InterpNet were significantly improved in 2002 through the design expertise of Art Director Paul Caputo.

By next year, we plan to have an annual report including color photos that can be used as a fund-raising piece as well as keeping our members informed. We encourage all members to keep in touch with the national office and let us know how we can improve the products, programs, and services we offer. Contact Lisa Brochu at [naiprograms@aol.com](mailto:naiprograms@aol.com) with your suggestions and comments at any time.