



A
N
N
U
A
L
R
E
P
O
R
T

2003

2

NAI Personnel

From the President

3

From the President-Elect

From the

Executive Director

4

Legacy Trust Fund

5

From the

Associate Director

Certification Report

6

Membership Report

InterpPress Report

7

NAI Finances

8

NIW 2003

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
Bradley Block, 5
Pat Silovsky, 6
Carol Leasure, 7
Amy Lethbridge, 8
Lester Hodgins, 9
Faith Duncan, 10

SECTION REPRESENTATIVES

Tom Mullin, CUA
Debra Riley, AAE
Bruce Stebbins, NCDA

STAFF

Tim Merriman Executive Director
Lisa Brochu Associate Director
Heather Manier Membership Manager
Paul Caputo Art and Publications Director
Marsha Rowton Bookkeeper
Jim Pasquotto Certification Clerk
Susan Crowe Membership Assistant

NAI MISSION

Inspiring leadership and excellence
to advance heritage interpretation
as a profession.

P.O. Box 2246
Fort Collins, CO 80522
toll-free 888-900-8283
970-484-8283
fax 970-484-8179
certification 866-326-4642
www.interpnet.com



Last year, 2003, was the year that a dream came true for NAI. We purchased property in the historic district of Fort Collins, Colorado, and began planning for NAI's new headquarters opening in June 2004. We also received a \$200,000 grant from the Redevelopment Authority to put a façade on the building, which would blend in with the other historic buildings in the immediate area. The building will provide much-needed office space, an interpretation library, conference facilities, and extra space to lease out to other like-minded organizations until NAI grows larger and needs the space for itself.

The new building along with the certification program, which is now expanded to six categories, both professional and entry level, are taking NAI several leaps ahead toward professionalizing the field of interpretation. I am very proud to have been president over the last four years and to help guide the organization down this road. Working together with our dedicated staff and volunteers on the board has been one of the greatest experiences of my life. Thank you for this opportunity.

Sarah D. Blodgett

President 2000–2003

From the President-Elect
Evie Kirkwood



In 2004, NAI will open its doors in a brand new headquarters. Through creative efforts in "brownfield" construction the new facility will showcase our profession and highlight our partnerships within the Fort Collins community. Another exciting challenge will unfold as the national board reviews its operating parameters. Throughout the first half of 2004 we'll involve NAI leaders and members in discussions and surveys regarding the role and structure of the board and how it will best meet the needs of the organization in the future.

The addition of new staff will provide extra hands for managing the growing complexities of NAI's certification program, as well as the annual national workshops. We are also creating some exciting new bridges with organizations such as the North American Association for Environmental Education, with opportunities for shared projects and research. In the fall, our journeys will take us on "An Interpreter's Voyage" to Grand Rapids, Michigan, for the NIW, where we will share our knowledge, techniques, and creativity with each other.

2004 promises to be an exciting year!

Evie Kirkwood
President, 2004

From the Executive Director
Tim Merriman



In NAI's 50th year as an organization, serving members has never been more important. We spent \$365,500 on member services in 2003, an average of \$77 per dues-paying member. We took in \$314,000 in membership dues, which paid for most of those services. The remaining amount was paid for by profits from book sales, the national workshop, and ad sales. Student, associate and senior professional members pay less for services than those services cost the organization. Professionals, institutional, and commercial members pay more per membership in support of the categories that need financial assistance. As a profession, we work together to share knowledge and learn together with the recognition that those who have more can help those who are getting started or have retired on a fixed income.

Scholarships, international activities, the National Interpreters Workshop, the certification program, and the Legacy Trust Fund are not supported by membership dollars. Each of these programs requires donations or reg-

istration fees to support activities that offer opportunities for members to experience professional growth and development in a variety of ways.

Our invested Legacy Trust Funds (LTF) grew by \$15,828 in 2003 with the improvement of the stock market. Income from 2003 will support 11 student scholarships and 16 member training scholarships in 2004. The scholarship program and other LTF supported activities will continue to grow with careful management of the annual scholarship auction and investments.

The plan to build a new national office and training center at 230 Cherry Street in Fort Collins, Colorado, was started in June of 2003 with the approval of a \$200,000 façade and public improvements grant from the Fort Collins Downtown Development Authority. The \$1.13 million building will be completed by the end of June in 2004. A Pharos Grant from the Bohemian Foundation in Fort Collins provided \$17,500 to subsidize other non-profit

organizations moving into our new building to lease space not currently needed by NAI. The Rocky Mountain Regional Office of National Parks Conservation Association and Rocky Mountain Bird Observatory will share our new 8,400-square-foot building. We look forward to the partnerships that will be encouraged by sharing space and services.

NAI finished 2003 with a surplus of \$24,279, amounting to net assets of \$181,224. That amount will grow considerably in 2004 when the DDA grant and profit from selling the 528 S. Howes property are realized from an accounting standpoint. Growth in annual assets from those two transactions should increase organizational assets by about \$296,000. In 1986 the Association of Interpretive Naturalists, NAI's parent organization, finished a national workshop with a crushing debt of \$20,000 that threatened the survival of our 30-year-old group. The steady growth in NAI assets has built an important financial cushion that protects our professional association from any fiscal threat that might arise in the future.

In 1995, NAI had two full-time staff members and three student workers. At the end of 2003, we had a full-time staff of seven and part-time staff of six. This talented group of people and the membership services they support will continue to grow every few years despite membership dues being raised

only one time in the past decade. With the addition of professional staff, programs, and services can also expand, creating additional revenue that feeds directly into increasing and improving member services and growth of the profession.

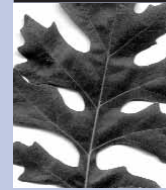
I have had the honor of serving our members for nine years as executive director and often represent the profession in strategic planning and collaborative meetings across the nation. What those contacts tell me is that we are, in fact, building greater respect for interpretation through growing programs such as certification, InterPress, the National Interpreters Workshop, and the many services provided by regions and sections. We can be proud of our 50 years of service to the profession, but there is no time to rest on our laurels. NAI's organizational leaders continue to think about the future and the greater impact we can have on conservation of resources, heritage protection, and non-formal education. Our long-range plans are ambitious, but the NAI board of directors, staff, and members will continue to work together to make our organizational dreams come true. We hope you will become involved as one of NAI's leaders for your own development and for the good of the profession. There's never been a more exciting time to share your talents with colleagues and help the organization achieve its mission of inspiring excellence and leadership to advance heritage interpretation as a profession.

Partnerships

NAI wishes to thank the many partners who helped make us more successful in achieving our mission:

National Park Service
Bureau of Land Management
USDA Forest Service
U.S. Environmental Protection Agency
U.S. Fish and Wildlife Service
U.S. Army Corps of Engineers
Eastern National
KC Publications
Bohemian Foundation
National Parks Conservation Association
Rocky Mountain Bird Observatory
Mason Street North Partners
U.S. China Environmental Fund
Texas Parks and Wildlife
Fort Collins Downtown Development Authority

Legacy Trust Fund



The Legacy Trust Fund (LTF) serves as the endowment fund for NAI. Total contributions to LTF amounted to \$259,923 by December 31, 2003. Though NAI received \$21,017.97 in cash in 2003 for LTF, the fund increased by only \$7,405 because most of the income had been recognized in previous years as pledges and were reflected on the balance sheet as accounts receivable. NAI had \$19,470 in pledges receivable at the end of 2003, up from \$11,951 at the end of 2002. There were \$133,071 in mutual fund investments for Legacy Trust Fund by December 31, 2003, up from \$117,243 at the end of 2002, a gain of \$15,828. The national office at 528 S. Howes was valued at \$125,323 at the end of 2003, but was under contract to sell for \$218,000 early in 2004. NAI owned the building free and clear by mid-2003. Endowment funds are restricted and may not be spent for any reason, but interest and dividends income from investments are used for scholarships, member service innovations and the national office building. All LTF funds raised in 2003 are for the new building to be built in 2004.



National Interpreters Workshops

NIW 2003 hosted 1160 participants in Sparks, Nevada. Planning continued for NIW 2004 in Grand Rapids, Michigan, and NIW 2005 in Mobile, Alabama. Site investigations were conducted and the board approved locations for NIW 2006 in Albuquerque, New Mexico, and NIW 2007 in Wichita, Kansas.

International Program

NAI's international program consists of providing volunteer workers drawn from NAI membership to international venues (funded solely through grants) and providing ecotours for its members (funded solely by registration fees). Volunteer work in 2003 included the completion of interpretive signs and attendance at the grand opening ceremony of the Badaling International Friendship Forest at the Great Wall of China and delivery of an interpretive planning workshop at the Beijing Botanical Garden. Both of these projects were made possible by NAI's

partner in China, the U.S.-China Environmental Fund.

NAI's first annual ecotour took 13 members to Africa to explore the wildlife and culture of Kenya.

WRIST (Western Regional Interpretive Skills Training)

2003 was the 12th year for WRIST. Held at LaForet Camp near Colorado Springs, Colorado, the event has suffered from budget cutbacks among its federal and state partners every year for the past several years. The event broke even in 2003, but WRIST will no longer be held as an annual NAI-sponsored event. Instead, a series of small workshops will be offered in the planned training facility in Fort Collins, Colorado.

The **certification program** expanded to almost double the number of certified individuals from 2002. A new training curriculum became available in 2003 with the addition of the Certified Interpretive Host category. A grant from Texas Parks and Wildlife Department facilitated the development of this category which is designed for those people who work or volunteer at interpretive sites and who have public contact, but who do not necessarily deliver interpretive presentations or lead tours. The curriculum blends customer service with informal interpretation, and is taught by NAI-sanctioned Certified Interpretive Trainers.

At the end of 2003, each category had the following numbers of certified individuals (note that many more individuals have applied in each category but not yet successfully completed their certification).

CIT	133
CIM	9
CIP	11
CHI	26
CIG	1,344
CIH	56
Total	1579

Certified Interpretive Trainer workshops were held in Tucson, Arizona; Grand Rapids, Michigan; and Monterey, California. A Certified Interpretive Manager workshop was held in Eagle Creek, Oregon. Certified Interpretive Planner workshops were held in Dallas, Texas, and Missoula, Montana. Certified Heritage Interpreter workshops were held in Mena, Arkansas, and Arkadelphia, Arkansas. Certified Interpretive Host Trainers workshops were held in Austin, Texas; Ann Arbor, Michigan; and Seattle, Washington.

Sixteen scholarships were awarded to NAI members to assist with registration costs of certification workshops.

By the end of 2003, five of NAI's seven full-time employees initiated, completed, or currently held certification in the Planner, Trainer, Interpreter, Guide, and Host categories. A full-time certification clerk, Jim Pasquotto, was added to the staff to maintain a certification database and manage the paperwork trail of certification applicants in all categories.

Membership Report
Heather Manier



We seem to have weathered the membership recession. Two thousand and three was not the most phenomenal year for membership numbers, but lots of activity within the organization took place during the year and kept momentum going. This activity kept members involved and enthusiasm among board and staff at a high enough level that the association as a whole had a great year.

The certification program is just in the beginning stages of its potential, the Fort Collins Downtown Development Authority granted NAI \$200,000 to get us on the way to a new building and a new era. Although there was no great surge in membership numbers, they are growing steadily along with member benefits.

Membership retention was the focus of 2003. We have always been aware that it has been low, but have never quite focused on it. What we hope to find is just what the books say, a little more attention and

member retention will increase. We decided to start telephoning new members. Sometimes we choose randomly from the new member list and sometimes all get called. In addition to the phone calling, we send e-mail reminders that membership is lapsing or has lapsed. This cut down on paper and mail costs of extra letters. Bulk e-mailing is becoming a problem, but it is still the most efficient way to communicate on a regular basis. Communication is the key to membership retention and member involvement in NAI.

Member benefits are a constant topic with NAI. We are always trying to improve benefits. Below is a comparison of member benefits between 1995 and today.

1995
6 issues of *Legacy* magazine
Jobs hotline
National Interpreters Workshop
Interpretive Management Institute
Member Directory
10 regional workshops
6 student scholarships

2003
6 issues of *Legacy* magazine
Interpretunities jobs newsletter
National Interpreters Workshop
Interpretive Management Institute
Member Directory (printed and CD-ROM)
10 regional workshops
10 student scholarships
18 member certification training scholarships
4 issues of *InterpNews*
InterpNet Web site
4 additional sections
2 issues of *Journal of Interpretation Research*
Journal of Interpretation Research Web site
Association Store: 27 titles, logo clothing
InterPress: 4 titles
6 Certification categories: 1,400 certified
\$257,000 endowment
10 certification training courses



The second book from Interpress, *Interpretive Planning: The 5-M Model for Successful Planning Projects*, debuted at NIW 2003 in Sparks, Nevada.

Author Lisa Brochu is NAI's associate director. Seven thousand copies were printed and sold well in the short period during which the book was available in 2003.

The *Certified Interpretive Host Training Workbook*, used in CIH training workshops, was published in 2003.

Four issues of *InterpNews* were distributed to NAI members in 2003. The quarterly newsletter keeps members informed about the board of directors, national office, and members.



Legacy magazine found a new printer in 2003. NAI saved about \$15,000 over the course of six printings this year by switching to Modern Litho, Inc. in Jefferson City, Missouri. For the first time ever, *Legacy* is printed entirely in full color.



Both issues of volume 7 (2002) and the first issue of volume 8 (2003) of the *Journal of Interpretation Research* were published in 2003. Plans call for production to be caught up by the end of 2004. Cem Basman stepped down as editor. Carolyn Ward will take over in 2004.



The *2003 Interpretive Sourcebook*, distributed at NIW 2003, was edited by Jim Covell and is now available through NAI's association store.

NATIONAL ASSOCIATION FOR INTERPRETATION
STATEMENTS OF FINANCIAL POSITION
December 31, 2003 and 2002

ASSETS		2003	2002
Current assets:			
Cash and cash equivalents	\$	50,695	\$ 37,102
Investments		45,731	53,102
Accounts receivable, net of allowance of \$7,500		108,669	135,720
Inventories		64,294	50,254
Other current assets		1,755	1,116
Total current assets		271,144	277,294
Investments - endowment		110,183	86,856
Pledges receivable		19,470	11,951
Property and equipment, net		137,056	131,694
Total assets	\$	537,853	\$ 507,795

The reports included here are copied directly from the annual auditor's report filed by Sample & Bailey Certified Public Accountants.

NATIONAL ASSOCIATION FOR INTERPRETATION
STATEMENT OF FUNCTIONAL EXPENSES
For the year ended December 31, 2003

	Program	Management and General	Fundraising	Total
Workshops	\$ 252,564	\$ 819	\$ 215	\$ 253,598
Salaries	277,055	62,337	6,926	346,318
Member services	259,064	31,723	245	291,032
Printing and duplication	54,271	12,211	1,357	67,839
Postage and delivery	43,550	9,799	1,089	54,438
Travel	73,384	18,346	-	91,730
Employee benefits	61,350	15,338	-	76,688
Scholarships	25,738	-	-	25,738
Office supplies	22,430	5,607	-	28,037
Telephone	13,565	3,391	-	16,956
Bank and credit card fees	12,940	10,975	-	23,915
Depreciation	12,913	3,228	-	16,141
Payroll taxes	21,852	5,463	-	27,315
Miscellaneous	2,270	568	-	2,838
Advertising	7,292	1,823	-	9,115
Insurance	3,930	983	-	4,913
Accounting and legal	12,607	2,364	788	15,759
Utilities	2,619	655	-	3,274
Other taxes	4,038	1,010	-	5,048
Repairs and maintenance	3,139	3,139	-	6,278
Dues and subscriptions	1,915	336	-	2,251
Permits and licenses	-	570	-	570
	\$ 1,168,486	\$ 190,685	\$ 10,620	\$ 1,369,791

