NAI Personnel
(as of December 31, 2005)

Board of Directors

Executive Committee
Evie Kirkwood, President
Vern Fish, VP for Administration
Jim Covel, VP for Programs
Lynn Youngblood, Secretary
Vicki Basman, Treasurer

Regional Directors
Clare Long, 1
Steve McCoy, 2
Mike Adams, 3
Ginger Murphy, 4
Bradley Block, 5
Pat Silovskey, 6
Karin Hostetter, 7
Sue Immer, 8
Lester Hodgins, 9
Faith Duncan, 10

Section Representatives
Tom Mullin
Janice Elvidge
Rachel Larimore
Bruce Stebbins

NAI Staff
Tim Merriman, Executive Director
Lisa Brochu, Associate Director
Paul Caputo, Art and Publications Director
Jamie King, Membership Manager
Deb Tewell, Sales and Events Manager
Julie Buderus, Development Director
Marsha Rowton, Bookkeeper
Russell Dickerson, IT/AV Technician
Carrie Koch, Certification Clerk

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

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

ON THE COVER: Sarah Keating of Lake Dardanelle State Park is a Certified Heritage Interpreter and an active NAI member and leader. Photo courtesy Arkansas Department of Parks & Tourism.

P.O. Box 2246
Fort Collins, CO 80522
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970-484-8283
tax 970-484-8179
www.interpnet.com
Many of you will pick up this 2005 annual report while visiting Albuquerque for the 2006 National Interpreters Workshop. Route 66 travels though the heart of the city, a road with a mission, connecting Chicago with destinations west.

NAI’s board of directors reached a significant destination in 2005, when it successfully crafted a transition plan for a new system of representation by regions, sections, and at-large members. The Region and Section Leadership Councils now select four representatives each to serve on the national board. Three at-large members are elected by the board. In the fall, Flip Hagood, vice-president of the Student Conservation Association; Tim Schaffer, executive director of Pennsylvania Audubon; and K.C. DenDooven, principal of KC Publications, were elected to the board, broadening the expertise and knowledge of our governing body. Their terms begin in 2006.

The bylaws, NAI’s road map for governance operations, were updated in 2005 as well.

In the fall, NAI ventured down the information highway and tested an on-line elections procedure. This paves the way for cost-effective, electronic balloting in the future.

Like a well-equipped travel plaza, NAI continues to explore services that benefit the membership. The Interpreter magazine was launched using funds harvested from a bequest from the late Bill Randall. A portion of Legacy Trust Funds are set aside for new initiatives and this venture is a perfect fit between Bill’s bequest and the desires of the members for a more “hands-on” magazine. Generous members continue to grow the Legacy Trust Fund, which helps us reduce our mortgage payment on our headquarters, as well.

Our travels continue to take us to international destinations as membership in other countries swells. Here in the U.S. we continue to forge conversations and collaborations with like-minded organizations such as the Association for Nature Center Administrators, North American Association for Environmental Education, and the International Association for Fish and Wildlife Agencies. We also laid the road bed for the Definitions Project, an Environmental Protection Agency–funded project that will bring together dozens of groups to discuss a common glossary of terminology for hands-on learning in 2006.

Travel is a great learning experience, and wherever the interpretive road takes you, whether it is certification training, a regional workshop, an article in Legacy magazine, or a new job you discovered in Interpretunities, NAI looks forward to being your travel partner in 2006.

Evie Kirkwood
President, 2005
The National Association for Interpretation made great progress in 2005 and faced new challenges. We hit an all-time high with 5,150 members and subscribers. NAI also grew in net assets while sustaining an operating loss in Financial Year 2005. Net assets grew from $378,101 in 2004 to $385,037, a net gain of $6,936, due to permanently restricted assets increasing by $141,484. Deferred revenue grew from $201,411 to $251,780. We had an unrestricted funds loss of $134,548 in 2005. Reasons for the recorded loss include:

• NIW 2005 in Mobile had attendance of 676, the lowest attendance in 20 years. Workshop revenue was down by $43,390. Hurricane Katrina publicity and damage resulted in cancellations by NIW attendees and negatively affected the event.

• Expenses were up to $1,638,256 over the 2004 expenses of $1,483,186, an increase of $155,070. Hiring a development director, increased health insurance, increased postage, increased depreciation of assets, and increased property taxes were the bigger expense items. Development work brought in restricted donations that account for the increase in net assets despite an operating income loss.

Federal and private grants of more than $150,000 were awarded in 2005, but most of these grants will not appear as revenue until 2006 when the work will be done. One involves important work in cooperation with the U.S. Environmental Protection Agency, National Park Service, and Colorado State University to evaluate the educational curricula being used by nature and environmental centers. Another project done collaboratively with U.S. Environmental Protection Agency, U.S. Fish and Wildlife Service, and the Institute for Learning Innovations is the Definitions Project, which will bring five federal agencies and 20 nonprofit non-formal educational associations together to discuss our definitions in common. The national office and training center, built in 2004 for $1.13 million, has a mortgage of $695,894, giving NAI an equity position of 39 percent. Progress toward reducing debt on this important asset is going well due to the key donor campaign. Commercial real estate in Fort Collins increases in value by about 4 percent annually, but the office is projected to do better than that due to its location in the edge of the Old Town district, where real estate values grow most rapidly.

NAI’s mission of “inspiring leadership and excellence to advance heritage interpretation as a profession” continues to motivate the organization to work with partners and broaden our roles internationally. Related activities included:

• Worked closely in 2005 with the EdCom interest group in American Association of Museums.
• Took eleven members to Tanzania for a 12-day ecotour in Serengeti, Ngorogoro, Arusha, and Tarangire National Parks.
• Participated in Conservation Education Summit with USDA Forest Service and other partners.
• Conducted interpretive training for 28 Chinese National Park managers in Sichuan Province of China.
• Recruited 12 volunteer NAI members from five countries to present at four symposia on hands-on learning and interpretation in Korea in cooperation with Korean National Parks and Sunchon University.
• Assisted by a grant from Fort Collins Downtown Development Authority, led a conceptual planning process with Rocky Mountain Raptor Program.
• Awarded a grant from Environmental Protection Agency in partnership with the Institute of Learning Innovation and the U.S. Fish and Wildlife Service to conduct the Definitions Project (work beginning in 2006).

Sample and Bailey, CPAs, Inc., conducted the 2005 external audit and results are contained in this report on page 15.
Programs, products, and services continued to grow and improve through 2005. Notable accomplishments included the addition of two new titles to InterpPress (Management of Interpretive Sites and a complete revision and second-edition printing of the Certified Interpretive Guide workbook), expansion of international activities, and added emphasis on partnership ventures with like-minded organizations.

Program staff changes in 2005 included the addition of Carrie Koch in the certification clerk role as Jolene Stagg left NAI in June. Russ Dickerson replaced Jim Pasquotto as the IT/AV technician in August. Carrie’s great customer service skills serve her well in her critical support role for the certification program, while Russ brings a new dimension to our Web-based services that will allow NAI to expand into interesting new areas in the coming years.

International interest in NAI is increasing as interpreters from other countries attend certification workshops, the National Interpreters Workshop, and register for the first-ever Interpreting World Heritage conference. NAI volunteers traveled to China, Korea, and Japan in 2005, in partnership with the Global Environmental Fund, the Republic of Korea government, several universities in Korea, and the Whole Earth Nature Society in Japan. Eleven NAI members and friends accompanied executive director Tim Merriman to Tanzania for our third annual ecotour.

Closer to home, the NAI national office hosted three certification workshops in Fort Collins and provided numerous opportunities for its tenants, Rocky Mountain Bird Observatory and National Parks Conservation Association, to use the growing heritage library and training center. Legacy magazine grew its subscriber base to reach beyond those who work in the profession to those who are interested in the stories behind interpretive sites, and The Interpreter made its debut as a separate magazine designed specifically for those who work in the field. Web-based member surveys enabled staff and board members to better understand the needs of NAI members, while the Web site increased access to up-to-date information about programs, products, and services.

NAI’s headquarters in Fort Collins, Colorado, hosted three certification workshops in 2005.

NAI revived *The Interpreter* magazine, the first incarnation of which was as a publication of the Western Interpreters Association in the 1960s, '70s, and '80s. *The Interpreter*, now a full-color magazine published six times a year, offers a forum for professionals in the field to exchange ideas and information. Feature stories, columns, and commentaries deal with practical issues relevant to front-line interpreters, planners, and managers.

In 2005, *Legacy* magazine completed its second year under its new direction, targeting an audience that expands beyond those in the field of interpretation to include those with an appreciation for natural and cultural heritage. The six issues of *Legacy* focused on the following themes: “Are We Loving Our Most Sacred Places to Death?,” “Perspectives on the Lewis and Clark Bicentennial,” Interpretation and Tourism,” “Promoting Healthy Lifestyles Through Interpretation,” “Enhancing the Urban Environment Through Interpretation,” and “The Interpretive Experience.”

NAI’s other publications are printed under the InterpPress imprint. *The Journal of Interpretation Research*, published twice annually, communicates original empirical research dealing with heritage interpretation and provides a forum for scholarly discourse about issues facing the profession of interpretation. NAI’s quarterly newsletter, *InterpNews*, keeps members up-to-date with current information from members and the national office, including news items from NAI’s national workshops, certification program, publications, Legacy Trust Fund, and more. *The Interpretive Sourcebook* collects information presented in more than 100 concurrent sessions at each National Interpreters Workshop. The *Membership Directory*, distributed annually by hard copy or CD-ROM to all members, includes member contact information and other resources.
Membership

The year 2005 was a flat year for membership growth for NAI. We saw a small increase of less than one percent in memberships, with a peak of over 5,000 members in August. Most months NAI averaged 4,600–4,700 members. Membership was expected to bring in $357,400 for the 2005 calendar year, but only brought in 90 percent ($321,823) of its goal. Many of our new members at student or associate level do not renew so it is important that we work more closely with them to explain the benefits of professional membership.

Subscription rates stayed level at 188 subscriptions (nonmembers who received Legacy and/or the Journal of Interpretation Research). Next year NAI will start a campaign to increase Legacy subscriptions by offering bulk rate subscriptions to institutional members who may be interested in offering the magazine as a membership benefit to their own organization.

We also saw the reprisal of *The Interpreter* magazine. All members (not including subscriptions) who were receiving *Legacy* magazine at the beginning of 2005 also started receiving *The Interpreter*. The new magazine will take on the role of being the resource for interpreters while *Legacy* moves in a more mainstream direction.

Sales in the association store came in at 94 percent of the projected $85,000. A large portion of store sales can be attributed to the ever-growing certification program. Record-low attendance at the National Interpreters Workshop (most likely due to Hurricane Katrina) in Mobile also held down sales from expectations.

With the hiring of NAI’s IT/AV technician, Russell Dickerson, we are greatly improving our database functionality. Discussions about integrating the seven databases currently used by the organization have begun. This integration will allow us to better serve our members and give a speedier response to such customer service issues as address changes. The database is expected to be fully functional in 2007.

In 2005 we realized that NAI’s Web site did not fully meet our needs for member services so we began planning a complete facelift for InterpNet.com. The new Web site will include a member-only area and offer many new and improved communication routes for NAI members. *Interpretunities*, NAI’s job-listing service, will also be found in the new member area. It is also expected that sale of memberships, InterpPress books, and association store items will be easier, which will increase the volume of sales.

NAI has experienced very limited membership growth the past two years due to the national recession and related cutbacks with agency budgets for travel and training. We will continue to hold the price of membership constant with hopes of keeping professional membership affordable for all who want it.
Legacy Trust Fund (LTF)

The Legacy Trust Fund (LTF) represents gifts that are restricted to scholarships, innovations, and the national office capital construction project. Since the inception of LTF in 1996, the 2005 audited total is valued at $437,625. This 2005 value-to-date includes cash contributions and pledge commitments. Per current auditing standards, pledge balances are reduced, or weighted, in anticipation of unfulfilled gifts. We estimate that the total audited figure for LTF contributions is at least 17 percent less than the actual figure.

From January 1, 2005 until December 31, 2005 documented gifts directed to LTF total $217,405. When compared to $71,199 in 2004, this represents an increase of over $146,000. During 2004–2005, the majority of these contributions were directed to retirement of the debt on the national office.

The new facility benefits our organization and our members on many different levels. As a financial asset, our building is a sound investment that continues to increase in value. The national training center located within the NAI facilities also brings members to Fort Collins for high-quality training.

Contribution History

Gifts directed to LTF from 1996 until 2005 have been provided through giving levels that best suit our members’ needs and interests. The above chart depicts the percentage of gifts received at different levels. The figures are based on the audited total and the break-down is as follows:

- Major Gifts ($10,000 or more) = 42 percent
- Key Donor + ($1,500–$9,999) = 24 percent
- 500 Club ($500–$1,499) = 7 percent
- Under 500 ($1–$ 499) = 27 percent

2005 LTF Gifts:
- Major Gifts = 64 percent
- Pioneer + = 15 percent
- Key Donors = 13 percent
- Under 500 = 8 percent

2004 LTF Gifts:
- Major Gifts = 20 percent
- Key Donors + = 60 percent
- 500 Club = 3 percent
- Under 500 = 17 percent

The figures that were used in the above annual contribution charts were based on documented pledges and cash received.
In 2004 and 2005 major gifts were one-time gifts of $10,000 or more. Leadership gifts in 2004 were identified as “Key Donor +” for gifts between $1,500 and $10,000. In 2005, this leadership category was expanded to include “Pioneer +” and “Key Donors.” The “Pioneer +” category includes gifts of $2,500 to $9,999.

In 2004, one major gift and 25 leadership gifts were received. In 2005, we received four major gifts and 32 leadership gifts.

Thank you for your continued support of NAI. Gifts of all levels are appreciated.

Thank You for Your Endorsement of NAI
Legacy Trust Fund Leadership Donors, Stewards, and Benefactors include individuals and corporations who have made a significant and lasting impact on NAI. Leadership gifts that are provided on an annual basis are valuable for immediate and short term program goals. Our Stewards provide lasting sustainability through their on-going investment. Those identified in the sidebar have a cumulative giving history of $10,000 or more. Our Benefactors are those who have planned ahead with a deferred life-estate gift. Honorarium and memorial gifts are also valuable. They provide a tribute to our friends within the National Association for Interpretation (NAI) family.

The list on the back cover recognizes those who made an annual contribution between January 1 and December 31, 2005. Every effort was made to compile an accurate listing, but please feel free to contact Julie Buderus at 888-900-8283 with any questions you may have. For a list that identifies the cumulative total, please visit our Web site at www.interpnet.com and click on “Becoming a Donor.”

**Sponsorship Support**
See page 13 for information on sponsorship of the National Interpreters Workshop.

### Legacy Trust Fund Stewards, Benefactors, and Leadership Donors

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*Please feel free to contact Julie Buderus at 888-900-8283 with any questions you may have. For a list that identifies the cumulative total, please visit our Web site at www.interpnet.com and click on “Becoming a Donor.”"
The Media Awards Competition recognizes excellence in 13 categories of non-personal interpretation.

Awards were presented during a ceremony in Mobile, Alabama, during the National Interpreters Workshop. The annual media awards competition attracted increased interest in 2005 with 135 entries. The awards ceremony, held in Mobile, Alabama, at the National Interpreters Workshop, featured entertainment by Peter Kasin and Richard Adrianowicz as they sang historic sea chanteys. The Visual Communications section worked with staff to coordinate the competition, judge the entries, and plan the awards ceremony.

NAI Heritage Library

The AIN owl and the original CINP storyteller sculpture are among the artifacts archived in NAI’s heritage library.

NAI’s heritage library grew considerably in 2005, thanks to a number of donations from members. A library science masters degree candidate/volunteer and CSU student workers began the tremendous task of organizing the books, assigning them Dewey Decimal numbers, and inputting their information into an accessible database. Theses and dissertations, AIN and WIA files, books from individuals’ libraries, and memorabilia for the archives were among significant donations.
NAI’s certification program continues to provide a valuable service to the profession. In 2005, the program included about 1,300 people from federal agencies, state and local government agencies, museums, nature centers, private for-profit, and private not-for-profit ventures. In 2005, interest in the Certified Interpretive Planner courses offered by the national office grew substantially. Over 200 Certified Interpretive Trainers actively teach the Certified Interpretive Guide course around the world. Three trainers achieved benchmarks by individually certifying over 100 students. Over 70 universities and colleges use NAI’s Certified Interpretive Guide course as an introductory course for interpretation, enabling their students to graduate with a certification that helps improve employability.

2005 saw increased international activity as more nations look to NAI for assistance with professional development. Certification workshops were held in the Dominican Republic, Panama, Mexico, and Canada, while professionals from Australia, Japan, Mexico, and Canada attended NAI’s domestic workshops. In October, 12 NAI members from the United States, the United Kingdom, Canada, Panama, and Mexico participated in the international volunteer program to spend two weeks in the Republic of Korea to deliver training seminars and consulting expertise to a number of universities, municipal governments, and interpretive sites such as the Korean National Arboretum. Planning and registration continued for the inaugural Interpreting World Heritage conference, May 1–5, 2006 in San Juan, Puerto Rico.

Certification Program Overview

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<tr>
<th>Category</th>
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*Includes Certified Interpretive Host Trainers

Along with a Korean guide (second from left), NAI members Teri Brewer (UK), Rick Morales (Panama), Scott Mair (Canada), and Kelly Farrell (USA) were members of a multi-national volunteer team on a site visit at the Korea National Arboretum.
The National Interpreters Workshop (NIW) held November 8–12, 2005 in Mobile, Alabama, hosted 670 participants. The event was held on the Gulf Coast so soon after the summer’s devastating hurricanes that members stepped forward, offering to help an interpretive site recover and setting the stage for an annual service project that will take place as an off-site session each year. Planning continued in 2005 for future national workshops.

Chris Heeter of The Wild Institute invited attendees to look inward during a contemplative keynote address.

Mardi Gras festivities swept through the opening reception held in the exhibit hall.

Off-site sessions brought participants to Civil War history sites within the Gulf Islands National Seashore.

The annual Interpreters’ Roadshow included a stop at the Dauphin Island Sea Lab.
Sponsorship of the National Interpreters Workshop (NIW) enhances the conference through affordable registration fees and superior programming. In 2005, support to the NIW held in Mobile, Alabama, totaled $20,165 in cash gifts. This was augmented with gifts-in-kind valued at over $20,000.

**Platinum**

iZone

**Silver**

American Park Network
Bureau of Land Management
Eastern National
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National Park Service
Southern Company
USDA Forest Service
US Fish and Wildlife Service

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Cleveland Metroparks
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EPS, Inc.
Jean Lafitte National Historical Park
NAI CINP Section
NAI Florida Members
NAI Region 3

**Patron**

World Discovery Safaris
Interpret This
Albuquerque Convention & Visitors Bureau
US Army Corps of Engineers
US Army Corps of Engineers Park Rangers

**Award recipients Kelli English and Paul Risk talked shop during the awards banquet and dance.**

**Some participants volunteered to aid reconstruction efforts at Dauphin Island Park after Hurricane Katrina.**
In 2005…

To better serve island members, **Region 9** worked to establish a committee in Hawaii in hopes of offering the region’s first spring workshop on the Pacific islands.

During the summer of 2005 the **Spanish Section** brought the Certified Interpretive Guide course to the Dominican Republic, Panama, and Mexico.

The **Interpretation & Tourism Section** produced a CD-ROM with resource materials for integrating interpretation and tourism. The CD includes how-to guides, references, Web site links, and articles. The CD will be made available to all NAI members, and discounted for section members.

**Region 1** looked to better suit the needs of members by working to create an electronic calendar of education and interpretive events in the region.

The **Council for the Interpretation of Native Peoples Section** added a unique component to NIW 2005 with a blessing by Robert Thrower, director of cultural resources for the Poarch Creek Indians.

**Region 4** showed its strength with a two-year strategic plan. Strategies include addressing potential scholarship students, identifying potential non-traditional agency partners, and elevating interpretation as a profession with agency administrators!

Yellowstone History was the topic at **Region 7**’s spring 2005 workshop held in Logan, Utah. Lee Whittlesey, Yellowstone park historian, was the keynote.

The **College & University Academics Section** continued its coordination of the national scholarship program. In 2005, there were over 60 applicants, doubling the applications from 2004.

The **Region 3** executive committee met in Chattanooga to discuss revising job descriptions, preparing for strategic planning, reviewing the regional workshop, and supporting NIW.

The **African American Experience Section** celebrated its 10th anniversary by hosting its first spring workshop in Washington, D.C.

**Region 8** tried to reach new members by sending a newsletter to participants of the Joseph Cornell Workshop at the Desert Botanical Gardens in Phoenix.

The **Environmental Education Section** offered a pre-workshop on “No Child Left Behind” and its relationship to environmental education at NIW 2005.

Thanks to donations from Bob Jennings’ estate, the **Interpretive Naturalist Section** planned to establish the Bob Jennings Memorial Scholarship. The scholarship will help with the expenses involved in attending section or national workshops.

The **Cultural Interpretation & Living History Section** planned a bi-annual workshop in cooperation with the Mountain and Plains Section of ALHFAM and with assistance from the Corps of Engineers in Omaha.

**Region 10** continued to serve its membership with outstanding newsletters and thought-provoking regional meetings.

**Nature Center Directors & Administrators Section** members continued to network, learn, and have fun at the annual Interpreters’ Roadshow as an NIW pre-workshop. Region 6 continued to cooperated with NCDA and offer the Roadshow as a preworkshop to its region workshops.

**Region 5** provided members with four issues of its newsletter and an updated regional Web site with appropriate and accurate information. Several members of the region played an active role in keeping the newsletter and Web site going.
NAI thanks its many partner organizations. The list below includes those partners affiliated with programs other than the National Interpreters Workshop and the Interpreting World Heritage conference.

Colorado State University
Condit Exhibits
Environmental Protection Agency
Fort Collins Downtown Development Authority
Global Environmental Fund
Institute for Learning Innovations
National Park Service
Republic of Korea
U.S. Fish & Wildlife Service
Whole Earth Nature Society

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$25,000
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Revelas, Christine

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Buderus, Julie A.
McHenry, Bruce
Willis, Mickey

$2,000 +
Kirkwood, Evelyn J.
McHenry, Bruce
Murphy, Ginger A.
NAI Region 4
NAI Region 6
NAI Region 9
Szabo, Bert

$1,500 +
Benton, Gregory
Besharse, Janie & Joseph
Best, Michael & Mary Ann
Elvidge, Janice
Fitzpatrick, James M.
Galperin, Amy
Hanna, John & Nancy
Krumbein Jr., William J
Leonard, Betsy A.
Magee, Frederic
McNew, Marvin
McRae, Debra
NAI NCDA Section
Nelson, Chris & Ann
Palisi, Lori Ann
Raymond, Larry
Scheeter, Donna
Sommerville, Craig
Warren, Rebecca

$500 +
Abrams, Leon
Benton, Gregory
Ramey Jr., Ralph

$250 +
Christensen, Tom
Langston, Betsy
Reding, Sarah & Wil
Sexton, Phil

$100 +
Aprill, Howard
Barrett, Karen
Beesley, Jane
Blodgett, Thomas
Day, Brian
Drymalski, Geralyn
Fedele, Richard
Fitzpatrick, James M.
Foerster-Palmer, Fawn
Galbraith, Julie
Hazen, Martha
Kaminski, Ginny
Lackey, Brenda
McCoy, Steve
McNew, Marvin
Morse, Diana
Nugent, Barbara
Pembleton, Ed
Peterson, Rici
Scheeter, Donna
Silovsky, Pat
Staples, Sandy (Sara)
Stebbings, Bruce
Stevens, Linda
Stimson, Nancy

$50 +
Jolly, Gerrard
Larimore, R.
Tucker, Tara

Under $50
Burpee, Jon
Herwig, Nancy
Knoll, Christopher
Minnetrista Cultural Foundation
Romine, Linda
Smith, Francia
Wittersheim, Robert