



National Association for Interpretation

2006 ANNUAL REPORT



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NAI Mission: Inspiring 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: NAI's national office and training center in Fort Collins, Colorado

NAI Personnel

(as of December 31, 2006)

Board of Directors

Executive Committee

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

Regional Leadership Council

Representatives

Bradley Block,
Clare Long
Steve McCoy
Ginger Murphy

Section Leadership Council

Representatives

Karen LaMere
John Luzader
Tom Mullin
Bruce Stebbins

At-Large Representatives

K.C. DenDooven
Flip Hagood
Tim Schaeffer

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

Beth Bartholomew
Business Manager

Russell Dickerson
IT/AV Technician

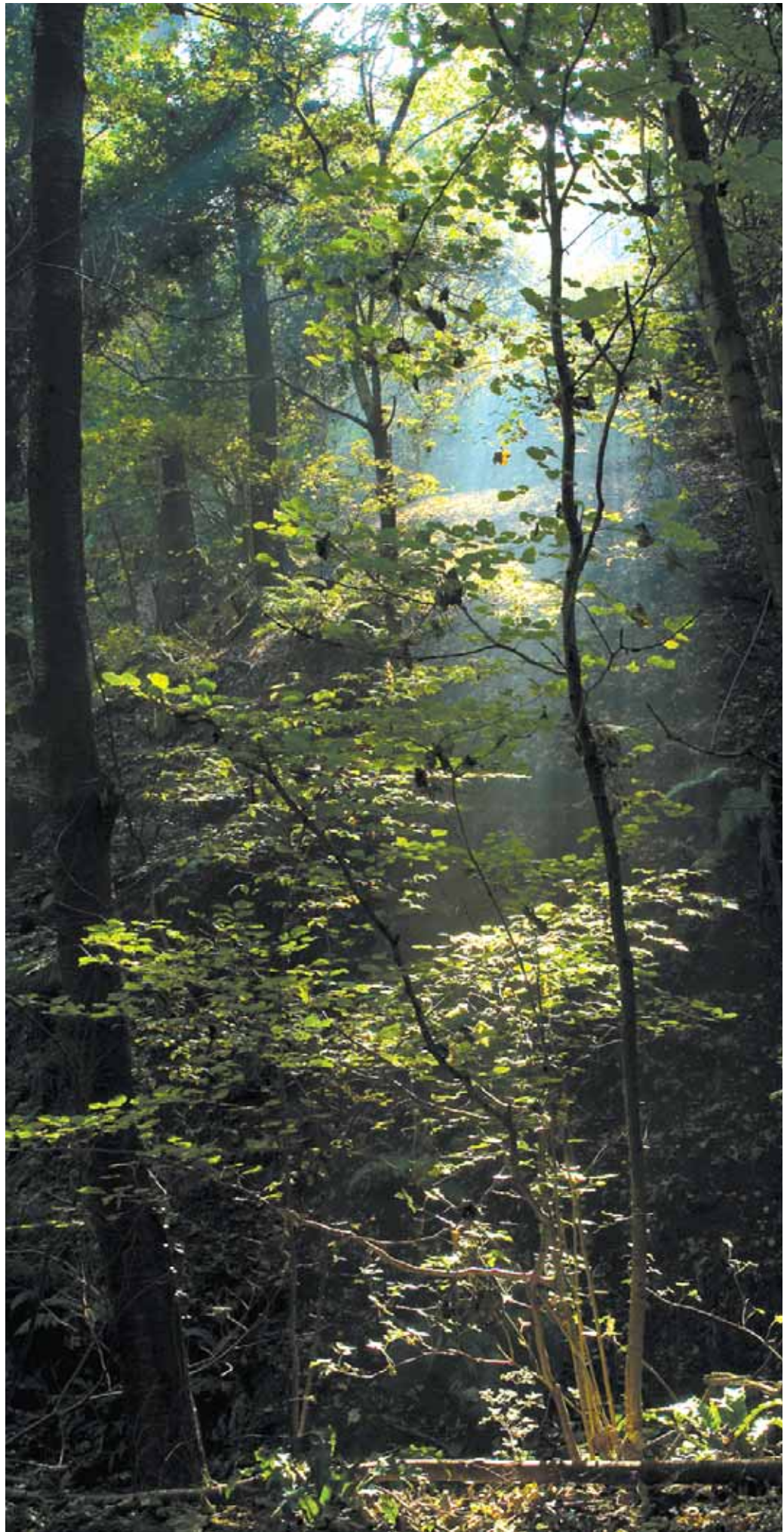
Carrie Koch
Certification Clerk

Tara Tanner
Membership Assistant

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Page 12: *Last Child in the Woods*
author Richard Louv was the
keynote speaker at the 2006
National Interpreters Workshop.



From the President



Evie Kirkwood

Many of you will pick up this 2006 annual report while visiting Kansas for the 2007 NAI National Workshop.

As NAI expands its horizons, the Board and staff took up the challenge to improve branding and identity of the organization. Everything from an updated website to renaming some of our events (this workshop for example) is honing the way we communicate our organization to others. The Board and staff have even begun steps to develop a new logo.

As we broadened our vision of how NAI can serve the interpretive profession, we made new friends in Puerto Rico and strengthened ties in China and Korea. We gathered over 20 like-minded organizations for the Definitions Project to bring consensus for a glossary of terms related to informal education.

Our horizons include those close to home, too. It doesn't seem that long ago that many parks directors didn't know the word "interpretation." I'm happy to say that as I spoke at various conferences this year, such as Pennsylvania Recreation and Parks Association and the Great Lakes Park Training Institute, there is increasing awareness of the role of interpreters in visitation, site planning and revenue generation.

We continue to look at ways to diversify the organization's revenue through private donations, certification trainings, grants, and estate contributions. At the close of 2006 we were edging ever closer to welcoming 100 Key Donors to the Legacy Trust Fund, and the Board is playing an increasing role in funds development.

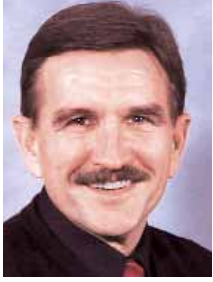
The Board completed its first full year with at-large representatives at the table, joined by four representatives each from the Region and Section Leadership Councils. Our new on-line elections increased return on ballots tremendously. For those of you interested in the nuts and bolts of Board activities, you'll find our minutes and documents on the NAI website.

On behalf of the Board of Directors, we hope NAI broadens your interpretive horizons in 2007!

A handwritten signature in black ink that reads "Evie Kirkwood". The signature is fluid and cursive, with a large initial "E".

Evie Kirkwood
President, 2006

From the Executive Director



Tim Merriman

Professional development associations measure success in many ways. In 2006, NAI certified more than 1,300 individuals, had excellent attendance at both National and International Workshops, completed work on two ambitious grant projects with private and federal partners, and continued to deliver a record number of services to our 4,804 members. This report provides greater detail about these accomplishments in the appropriate program categories.

Financial growth is a key measure of success because money limits or empowers everything we do. National Association for Interpretation (NAI) is no exception in the need to carefully monitor financial progress. In 2006, NAI net assets grew from \$385,037 to \$544,817 with a net gain of \$159,780. The generous contributions of many members increased the Legacy Trust Fund and permanently restricted donations to \$543,004.

NAI finished 2005 with \$252,588 in unrestricted deficit. This resulted from making dramatic changes in our bookkeeping procedures to stay in conformity with Generally Accepted Accounting Principles (GAAP) under an accrual reporting system. In 2006 NAI showed an operating surplus of \$21,401, reducing unrestricted deficits to (\$231,187). Deferred revenue of \$258,651 and temporarily restricted funds of \$233,000 offset this deficit, but it will take several years under this new system to bring unrestricted fund balances back to a positive figure. The \$200,000 façade grant of 2004 from Fort Collins Downtown Development Authority becomes unrestricted in 2011, offsetting much of the current deficit in unrestricted funds.

Total assets for NAI grew to \$1,746,763 at end of 2006 with the building at 230 Cherry Street being the main asset and about 65% of the total. NAI holds a mortgage balance of \$590,639 and continues to support that debt by renting two office suites in the building to Rocky Mountain Bird Observatory and National Parks Conservation Association.

Gross revenues for 2006 were a new record for the association at \$2,071,585. Expenses for the year amounted to \$1,858,490. Programmatic activities accounted for 88% of staff time and expenditures, 10% for administrative services and 2% for fundraising.

NAI's staff of 10 in 2006 worked diligently to provide member services in a teamwork environment. Tara Tanner joined the staff early in the year as membership assistant and Marsha Rowton left at the end of December after 11 years of service as bookkeeper. As executive director, I am very proud to share management responsibilities with associate director Lisa Brochu, who manages programs for NAI. Our eight other colleagues have done an extraordinary job of serving the needs of members.

Our organizational mission is "inspiring leadership and excellence to advance heritage interpretation as a profession." NAI's vision is to be the voice of the profession. The incredible work of our staff in producing member services, certification training, and high-quality publications is vital in achieving our mission and vision.

We appreciate the partnerships that continue to be critical to the success of NAI. Recent grant projects have built from agreements with National Park Service, U.S. Fish and Wildlife Service, U.S. Environmental Protection Agency, Institute for Learning Innovations, and Colorado State University. All partnerships are

recognized separately within this document. We also wish to thank the thousands of volunteers who put in tens of thousands of hours each year in the delivery of services to regional and sectional members, at national and international workshops and in support of certification as reviewers. They are too numerous to name here, but their contributions are invaluable to the association and the profession. NAI's 113 Commercial Members also support the organization and profession through ads and contributions that make all member services and the base price of membership more affordable.

NAI's Board of Directors includes 16 members representing regions, sections and the members at large. Their dedication and contribution of time and talent continue to be important to our success and growth. Their planned meeting to develop a long-range strategic plan early in 2007 will help NAI move to the next level of performance.

Increasingly we receive requests to provide assistance to international partners. In 2006 Lisa Brochu and I were invited to train park managers with UNESCO in Szechuan Province of China reflecting recognition of a growing global reputation. This and other international service efforts by NAI staff and volunteers have led to the development of Memoranda of Understanding with several countries that extends NAI's model for professional development in several other nations. NAI had members in 34 nations at the end of 2006.

In 1954, a group of interpretive naturalists planted the inspirational seeds that grew into the Association of Interpretive Naturalists by 1965. In 1968, a group of interpreters in California met at Folsom Dam to begin talking about a professional network that grew into the Western Interpreters Association by 1969. In 1988, we consolidated these two similar organizations into the National Association for Interpretation. After more than five decades more than 4,800 professionals in heritage interpretation continue to meet, share ideas, play, and plan together for the future of our profession. Enos Mills wrote in 1920 in *Adventures of a Nature Guide*, "Nature guides have a fine chance of becoming distinguished citizens. May their tribe increase." We continue to follow his encouraging words to build a stronger, credible voice for the profession of heritage interpretation.

From the Associate Director



Lisa Brochu

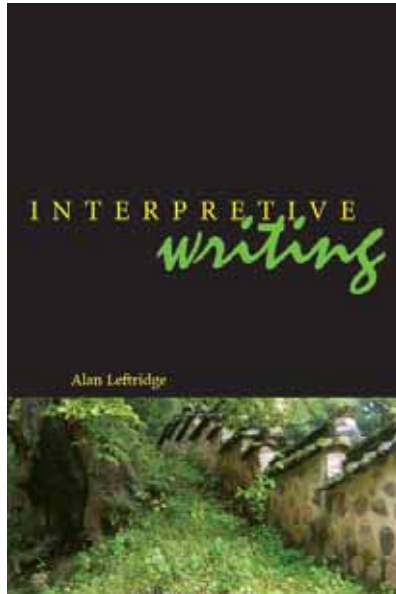
NAI's national office develops and delivers programs, products, and services to members, while at the same time creating opportunities to expand understanding of the interpretive profession among the general public through outreach activities in pursuit of the organization's mission and vision. 2006 provided many opportunities to increase the visibility of the organization and increase the quantity and quality of membership services.

Highlights of 2006 related to programs, products, and services of NAI included:

- 16 professional certification workshops offered by national office staff
- 98 training category classes (Certified Interpretive Guide and Host) offered by Certified Interpretive Trainers
- First awards presented to Certified Interpretive Trainers
- Complete redesign of InterpNet website to increase ease of use and access to information
- Publication of two new InterpNet titles
- Process improvement for development of new initiatives for regions and sections
- Revision of Certified Interpretive Guide training workbook and printing of second edition
- First annual NAI international conference held in Puerto Rico
- Development of two international affiliates: NAI-China and NAI-Korea

Also in 2006, NAI worked with partners U.S. Fish and Wildlife Service, Environmental Protection Agency, and Institute for Learning Innovation to involve over 25 agencies and nonprofit organizations in an attempt to create common vocabulary and build stronger working relationships within the nonformal education/interpretation field. Diverse groups, including the National Park Service, the American Association of Museums, North American Association for Environmental Education, and the American Association for State and Living History, participated in the groundbreaking Definitions Project. The results of the project can now be seen at www.definitionsproject.com.

In accordance with NAI's mission statement, NAI's publishing imprint, InterPress, publishes books that improve the profession of interpretation over the long term. InterPress published two titles in 2006. *Interpretive Writing* by Alan Leftridge introduces readers to strategies promoted by the National Association for Interpretation and the National Park Service for written interpretation, with a focus on developing tangibles, intangibles, universals, and interpretive themes in your writing, while avoiding trite expressions. *The History of Heritage Interpretation* by Tim Merriman and Lisa Brochu explores significant events in the history of the field, from its origins with the elders of tribal villages through the development of professional organizations around the world, with specific emphasis on the National Association for Interpretation in the United States. Essays are included from noted authors and pioneers in the field including Ted Cable, Cem Basman, Sarah Blodgett, Chris Nelson, Jim Covel, and Carolyn Ward.



Other titles available through InterPress are *Management of Interpretive Sites* by Tim Merriman and Lisa Brochu (2005), *The Nature Center Book* by Brent Evans and Carolyn Chipman Evans (2004), *Interpretive Planning* by Lisa Brochu (2003), and *Personal Interpretation* by Lisa Brochu and Tim Merriman (2002).

In 2006, *Legacy* magazine continued to target 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: "Interpreting Slavery," "Exploring the Nation's Byways," "Interpretation Overseas," "Interpreting Nature," "How Technology Enhances the Interpretive Experience," and "Interpreting Sacred Sites."

The Interpreter magazine, in its second year of publication, continues to meet the professional and personal needs of frontline interpreters, managers, trainers, and planners.

NAI's other publications are printed under the InterPress 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. NAI introduced a monthly e-mail newsletter, *NAI Now*, in 2006.



Membership

The year 2006 was a good year for growth, with the association maintaining an average of 4,700 to 4,800 members. Membership brought in \$315,046.

Subscription rates have stayed level at around 200 subscriptions (nonmembers who received *Legacy* and/or *The Journal of Interpretation Research*). There have been a small number of institutional members who have started offering *Legacy* subscriptions to their employees/members, a campaign NAI started this year.

Sales in the association store, which sells NAI logo clothing and books and other publications on interpretation, came in at \$79,377. Income from the association store stayed steady from 2005, with help from the certification program as well as great attendance at the National Interpreters Workshop in Albuquerque.

In April, a new database that will integrate all membership, program, and event information started to take shape, with the membership side becoming fully functional. The events side will be fully functional next year, with the certifications database following close behind. The full integration of these databases will allow us to easily track membership information and deliver services in a timely manner.

The NAI website introduced a member-only area mid-year. The member-only area includes a member forum for year-round networking, access to previously published *Legacy* articles, as well as some fun computer desktop wallpapers using images from members.

The member-only area also includes the new *Interpretunities* job posting board. Jobs are added to the website the day they come in. *Interpretunities* will see a more prominent spot on the NAI homepage in 2007.

NAI is slowly starting to see membership growth pick up. We are working on developing new ways to make memberships both “greener” while keeping them affordable.



The new member-only area on InterpNet includes an interactive forum that allows for year-round networking.

Certification

Recognition and acceptance of NAI's certification program became an industry standard in 2006, as more agencies and organizations either require a certification credential or give preference to those with credentials when hiring or considering consultants. The numbers in the chart below indicate those who have actually certified in either professional or training categories (the attempted column does not necessarily represent failures, but also reflects those who have not yet completed their credential requirements). However, we know that almost double the number of those who have certified in the training categories have taken the Certified Interpretive Guide or Host training courses, but have not elected to be certified. Certification remains voluntary, but the emphasis on improved, standardized training is a positive statement about the growth of the profession world-wide as NAI's program was taken into a number of countries in 2006.

Also in 2006, three trainers were recognized for certifying over 100 individuals each: Amy Lethbridge, Alan Leftridge, and Ken Bowald. The year also saw the publication of the second edition of the Certified Interpretive Guide workbook which incorporated many ideas from Certified Interpretive Trainers who recommended improvements as they used the first edition.

	2002	2003	2004	2005	2006	Attempted
CIT	80	133	175	209	287 (77 with CIH)	594
CIM	4	9	15	20	25	95
CIP	5	11	21	28	55	344
CHI	17	26	37	47	61	219
CIG	720	1344	2289	2954	4045	4644
CIH	—	56	180	294	450	461
Total	826	1579	2717	3552	4923	6357

Partnerships

Partnerships are invaluable in leveraging the human and financial resources of organizations to accomplish more together than we can do alone. NAI had a variety of important partners in 2006. We wish to recognize their contributions and thank them for being open to continued work with NAI in the future. They are:

Grant Sponsors

Colorado State University
Institute for Learning Innovations
National Park Service
U.S. Fish and Wildlife Service
U.S. Environmental Protection Agency

Definitions Project Partners

Facilitator: Lisa Brochu, NAI

American Association for State and Local History
American Association of Museums
Association for Living History, Farms, and Agricultural Museums
Association of Zoos and Aquariums
Association for Experiential Education
Association for Nature Center Administrators
Bureau of Land Management
Environmental Education and Training Partnership
Institute for Learning Innovations
Museum Educators Roundtable
National Association for Interpretation
National Audubon Society
National Environmental Education & Training Foundation
National Park Service
North American Association for Environmental Education
Project Learning Tree
Society for American Archaeology
Student Conservation Association
USDA Forest Service
U.S. Fish and Wildlife Service
U.S. Geological Survey
Visitor Studies Association

International Memoranda of Understanding

Beijing Normal University – NAI-China – Dr. Wang Min, Dongying Wei
Suncheon University – NAI-Korea – Dr. Kye joong Cho

Local Partners

National Parks Conservation Association
Rocky Mountain Bird Observatory
Rocky Mountain Raptor Program

National Interpreters Workshop

Held November 6–11 in Albuquerque, New Mexico, the National Interpreters Workshop attracted 1,123 participants. Keynote presentations included Richard Louv, author of *Last Child in the Woods: Saving Our Children from Nature Deficit Disorder*, and Three Voices, (Lakota, Euro-American, and African American) who spoke to us on “Recognizing our Similarities and Respecting Our Differences.” Off-site sessions took participants in 16 different directions, including the second annual NAI Service Project, which was begun as Hurricane Katrina relief in 2005. Planning continued in 2006 for future national workshops.



Sharing stories along the way



RICH DELINE

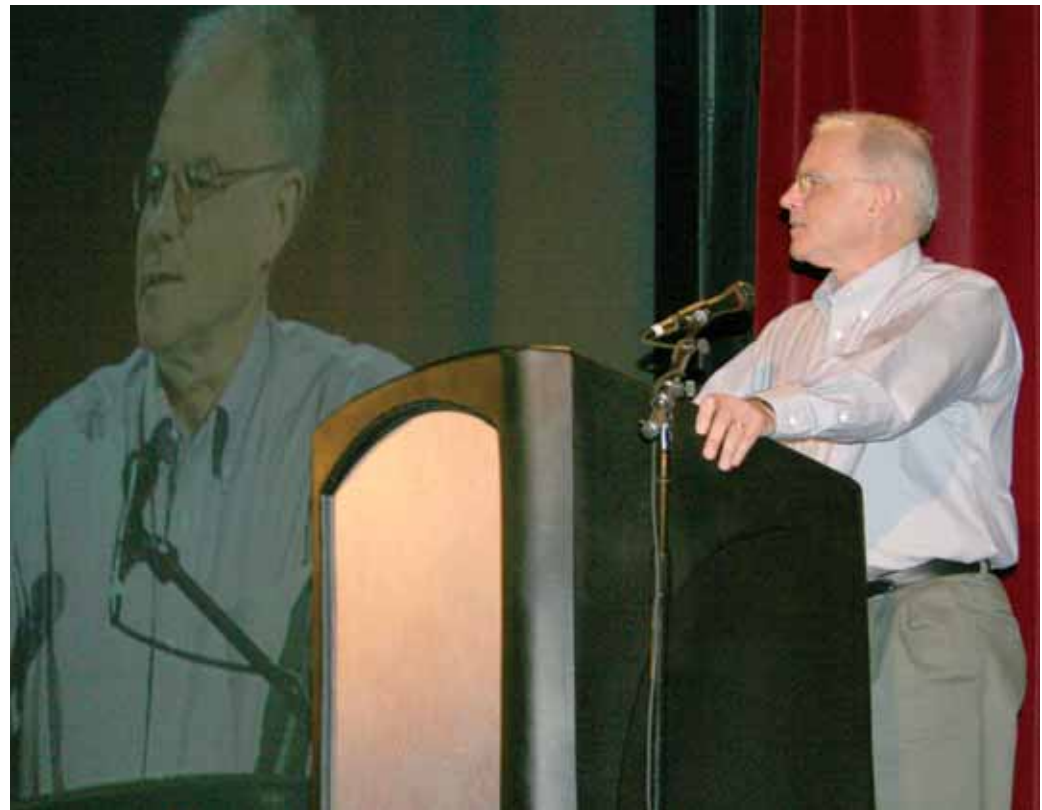
One off-site session introduced participants to the high desert of Santa Ana Reservation by horseback.

National Interpreters Workshop Sponsors and Partners

iZone
Aramark Parks and Resorts
Bureau of Land Management
National Park Service
U.S. Fish and Wildlife Service
USDA Forest Service
U.S. Geological Survey
Split Rock Studios
American Airlines
Leopold Education Project

Albuquerque Convention & Visitors Bureau
KC Publications
Kubala Washatko Architects, Inc.
Rainbow Ryders, Inc.
Executive Productions Seattle
Eastern National
NAI Region 7
Passionfly
Glyphguy Backpacks

Keynote Richard Louv addressed the importance of getting children outdoors.



International Activities

NAI's international programs grew in 2006 with the addition of two international affiliates. Suncheon University in the Republic of Korea signed a Memorandum of Understanding with NAI to create NAI-Korea in September 2006, and Beijing Normal University did the same to create NAI-China in December 2006. Each of these budding professional organizations, the first of their kinds in their respective countries, will offer NAI publications to their members at no cost to NAI. In return, a percentage of membership dollars taken in by international affiliates will be sent to NAI. Guidelines for establishing new international affiliations were developed by a board-appointed task force and will provide parameters for the continuing development of NAI's international efforts.

Over 160 individuals from 30 countries attended NAI's first annual international conference held in San Juan, Puerto Rico, in May 2006. This unique event sparked a growing desire for opportunities for international exchange of ideas among interpretive professionals at all levels. A second conference was planned for Vancouver, Canada, in March 2007.



Lyn Britz of the South African Association for Marine Biological Research enjoys the Caribbean National Forest, which played host to one of six off-site sessions to the natural and cultural heritage sites on the island of Puerto Rico.

Interpreting World Heritage Sponsors and Partners

American Airlines

USDA Forest Service International

Fideicomiso de Conservación de
Puerto Rico (Conservation Trust
of Puerto Rico)

Institute of Tropical Forestry

Commonwealth of Puerto Rico

Tourism Company

KC Publications

Sea Grant University of Puerto Rico

Kubala Washatko Architects

National Park Service

The Portico Group

From left to right: Nikaully Vargas (Dominican Republic), Bitapi Sinha (India), Maria Elena Muriel (Mexico), Meena Nareshwar (India), and Lidija Jularich (Slovenia) attended the conference in Puerto Rico.



Media Awards Competition

The annual Media Awards Competition Awards Ceremony took place on November 9 in Albuquerque, New Mexico, in conjunction with the 2006 National Workshop. Thirty-three judges reviewed 85 entries that were submitted in 11 categories. The Visual Communications Section worked with staff to coordinate the competition, judge the entries, and plan the awards ceremony. Entertainment fit the topic of Route 66 with images and stories from travelers along the route.

NAI Heritage Library

NAI's Heritage Library was the recipient of many donations in 2006. the largest donation was from long time member, Howdy Weaver, who donated many, many volumes and publications that had been part of his personal library during his career with the parks. A student worker processed publications and input data so the goal of having an accessible database is one step closer to reality.



Financial Report

Reports prepared by Sample & Bailey
 Certified Public Accountants, P.C.

NATIONAL ASSOCIATION FOR INTERPRETATION STATEMENTS OF FINANCIAL POSITION December 31, 2006 and 2005

ASSETS		
	2006	2005
Current assets:		
Cash and cash equivalents	\$ 74,803	\$ 47,513
Restricted cash	37,595	3,799
Investments	49,608	48,278
Accounts receivable, net of allowance of \$7,500	89,302	93,745
Pledges receivable, current portion	97,833	74,808
Inventories	130,066	85,836
Other current assets	670	1,909
	<hr/>	<hr/>
Total current assets	479,877	355,888
Investments - endowment	141,813	138,316
Pledges receivable, net of current portion	23,856	29,068
Property and equipment, net	1,101,217	1,139,629
	<hr/>	<hr/>
Total assets	<u>\$ 1,746,763</u>	<u>\$ 1,662,901</u>

NATIONAL ASSOCIATION FOR INTERPRETATION STATEMENT OF ACTIVITIES AND CHANGES IN NET ASSETS For the year ended December 31, 2006

	Unrestricted	Temporarily Restricted	Permanently Restricted	Total
Support and revenue:				
Membership dues and publications	\$ 699,886	\$ -	\$ -	\$ 699,886
Workshop revenue	752,857	-	-	752,857
Advertising income	108,857	-	-	108,857
Contributions	121,559	33,000	111,104	265,663
Grant income	195,363	-	-	195,363
Other income	36,141	-	-	36,141
Unrealized gain on investments	7,335	-	-	7,335
Realized (loss) on investments	(1,748)	-	-	(1,748)
Investment income	8,823	-	-	8,823
Change in value of life income agreements	(1,592)	<hr/>	<hr/>	(1,592)
	<hr/>	<hr/>	<hr/>	<hr/>
Total support and revenue	1,927,481	33,000	111,104	2,071,585
Expenses:				
Program services	1,635,318	-	-	1,635,318
Support services:				
Management and general expenses	172,090	-	-	172,090
Fundraising	51,082	-	-	51,082
Interest expense	47,590	-	-	47,590
	<hr/>	<hr/>	<hr/>	<hr/>
Total expenses	1,906,080	-	-	1,906,080
Loss due to uncollectible pledges	<hr/>	<hr/>	(5,725)	(5,725)
Change in net assets (deficit)	21,401	33,000	105,379	159,780
Net assets (deficit), beginning of year	(252,588)	200,000	437,625	385,037
	<hr/>	<hr/>	<hr/>	<hr/>
Net assets (deficit), end of year	<u>\$ (231,187)</u>	<u>\$ 233,000</u>	<u>\$ 543,004</u>	<u>\$ 544,817</u>

2006 Legacy Trust Fund Donors

The Legacy Trust Fund (LTF) is an endowment established to provide funding for scholarships, enhanced member services, and capital support for the national headquarters.

Those who contributed in 2006 are listed here.

\$60,000+

Anonymous

\$25,000+

Gates Family Foundation

\$5,000+

KC and Bonnie DenDooven

\$2,000+

Dimse, Steve

Knudson, Doug

NAI Reg. 4

Risk, Paul

Troutman, Arthur

\$1,500+

Altemus, Don

Brown, Foster

Covel, James F.

Farrell, Kelly

Fish, Vernon

Garvin, Lisa

Gundrum, Laura

Hagood, Reginald

Hinkle, Robert D.

Kaminski, Ginny

Kiger, Bill

LaMere, Karen

Mc Reynolds, Corky

McCoy, Steve

McHenry, Bruce

Mesenbrink, Alana

Mills, Debra Erickson

Murphy, Shirley

NAI Reg. 05

Peterson, Rici

Sharpe, Wenonah

Taylor, Richard

Wittersheim, Robert

\$500+

NAI NCDA

NAI Reg. 10

Riolo, Roger

Vander Stoep, Gail

\$250+

Abrams, Leon

Fedele, Richard

Magee, Frederic

NAI Reg .09

Rohde, Barbara

Sexton, Phil

\$100+

Andersen, Eric

Beesley, Jane

Bixler, Robert

Bormet, J. Lillian

Case, John P.

Franich, Glenda

Galbraith, Julie

Gross, Kathleen M.

Hazen, Martha

Hostetter, Karin

Kaplan, Alan

Lethbridge, Amy

Murray, Lezlie

Plute, Allison

Pozzi, Donna

Roell, Amy

Stebbins, Bruce

Steeves, Ralph

Stevens, Linda

van der Smissen, Betty

Warren, Mary

\$50+

Ells, Richard

English, Kelli

Global Interprint

Junkin, David

Koopmann, Richard W.

Mott, John

Pals, Ken

Park, Andrea

Szabo, Mark

Under \$50

Bravo Rivera, Sandra

Burkhardt, Brice

Derubertis Jr., Benjamin

Dewitz, Mary

Glen Echo Park

Nelson, Otto

Nieves, Eliezer

Schedler, Karen

Wooley, Fred J.

