



# National Association for Interpretation

2014 ANNUAL REPORT





230 Cherry Street  
Fort Collins, CO 80521  
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.

# 2014 Annual Report

The National Association for Interpretation (NAI) is a nonprofit 501(c)3 educational association serving the field of heritage interpretation. Founded 26 years ago, its mission has been to inspire leadership and excellence to advance heritage interpretation as a profession. There are more than 5,500 members in the USA, Canada, and 31 other countries. The organization has ten regional and nine special-interest organizational units to better serve its members.



The past year was an exciting and challenging one for NAI as it worked to solidify the new organizational structure brought about by the adoption of new by-laws in 2012. The past year also saw the implementation of staffing and accounting changes to increase the cost and operational efficiency of office and program administration, putting the organization on an excellent financial footing for moving forward and addressing debt.

Staff has been working with a new technology implementer to fine-tune the association management database system (iMIS) installed in 2012 with an eye toward improving its functionality and usefulness for staff and NAI leadership with easily accessible reporting mechanisms. A focus for 2014 was a concerted effort to finish the last phase of implementation, the integration of the certification program, and the development of more streamlined and automated certification processing procedures. While this project was not completed as hoped, progress was made and the new system will result in a more user-friendly system for both students and trainers. It will also have a positive effect on staff resources and financial management of the organization.

Working with certification law experts and input from a focus group of interpretation trainers as well as individual interviews, an analysis of the various certification programs offered by NAI was conducted in 2014 with an eye to updating and enhancing the program based on the needs of the field. Plans were laid for implementation of several improvements to the structure of classes and testing procedures, as well as the revitalization of the certification programs in interpretive planning and interpretive management.

A similar effort led to the revision of NAI's membership structure. The first such revision in eight years, the new structure was informed by a comprehensive look at other membership organization structures, and supported by input from our members both current and lapsed. A membership task force created by the board to examine membership issues recommended a new structure to tailor membership levels that correlated with the various professional stages in a member's life; hence the introduction of a new membership category for seasonal and volunteer interpreters, and a revision of the senior membership to a retired category. The new structure took effect January 1, 2015.



Bert Szabo, age 94, and Antawn Dansbury, age 17, at the scholarship auction during the 2014 NAI National Conference in Denver.

A hallmark of 2014 was the work on a new strategic plan to help shape the benefits and services that NAI will provide to its members and the interpretation community for years to come. This process began in the fall of 2013 and was finalized at the board meeting in November 2014 with the adoption of the five-year plan. Throughout the year, members of the board, staff and strategic planning committee have contributed hundreds of hours toward this process. It involved a significant effort to solicit and incorporate the input of members, past members, leaders in the field, federal agency partners, sister organizations, and other stakeholders. This strategic plan will provide the framework for NAI's operations plans for the next five years.

*Amy Lethbridge, President*  
*Margo Carlock, Executive Director*

### **Financial Year in Review**

External auditors Brock and Co., CPAs, reported NAI revenue at \$1,321,876 for 2014 with expenses of \$1,342,264, resulting in a deficit of \$20,388. The organization's net assets at the end of 2014 were \$489,492, down from \$509,880 at the end of 2013. Deferred revenue at the end of 2014 was \$273,270, compared to \$285,211 in 2013. NAI's total assets are valued at \$1,201,274, down from \$1,230,852 in 2013.

### **Membership**

In 2014, membership numbers continued to grow from the previous year. We consistently saw over 5,000 members at the end of each month. We continued to see growth in the last quarter of the year with strong end of month membership numbers. We finished the year with 5,299 members after starting the year with 4,760. A new membership structure has been approved for 2015 and will be in effect as of January 1, 2015.

On the cover: Participants at NAI 2014 in Denver take part in an off-site session at Enos Mills' cabin in Rocky Mountain National Park.



Participants in a May 2014 Certified Interpretive Guide course conducted through Arkansas State Parks by Certified Interpretive Trainers Sarah Keating, Robin Gabe, and Kelly Farrell celebrate a successful day of presentations.

## **Certification & Training**

As in previous years, our certification program had a strong year in 2014. A total of 257 certification courses inspired leadership and excellence in interpreters in the United States and around the world. The NAI national office offered nine professional-level courses throughout the United States including four Certified Interpretive Guide Train-the-Trainer (CIGT) courses, three Certified Interpretive Host Trainer (CIHT), and two Process of Interpretive Planning courses to almost 150 participants.

NAI-certified trainers offered 248 Certified Interpretive Guide (CIG) and Certified Interpretive Host (CIH) courses that took place all over the U.S. and internationally.

Aside from certification, NAI expanded its online offerings this year with approximately two webinars a month for a total of 20 webinars. Each month featured one session geared towards the front line interpreter (i.e. “Using Facilitated Dialogue To Strengthen Interpretation”) with the second monthly session for managers (i.e. “Strategic Planning Series”). Total webinar attendance exceeded last year with 383 participants.

NAI also offered non-certification professional development in the form of four two-day Social Interpretation workshops on graphic design and social media for interpreters.

## **National Conference**

In 2014 we officially changed the name of the NAI National Workshop to the NAI National Conference, and although it did not affect the 2014 event, it will affect national conferences into the future.

The 2014 NAI National Workshop was held in Denver, Colorado, November 19–22. Attendance, including exhibitors, was 852, higher than the expected number of participants of 700. Meetings and sessions were held at the Sheraton Denver Downtown Hotel. There were over 100 concurrent sessions. Our total room pickup was 2,199 room nights. The event featured one keynote speaker, an exhibit hall, off-site sessions, special evening events, awards ceremonies, and concurrent sessions. Sponsors and partners included OnCell, NOAA, EnviroSigns, ArtPlantae, Mountains Recreation & Conservation Authority, and Stone Imagery.

## **International Conference**

NAI’s International Conference in Suncheon, South Korea, hosted roughly 350 participants from 50 nations. Sessions were hosted in the Suncheon Bay International Wetlands Center, and the conference included an address by the mayor of Suncheon, field trips to local temples and South Korea’s first national park, Jirisan, as well as great conversations with interpreters from our ever-growing global network.

We owe a debt of gratitude to Kye Joong Cho of Suncheon University for his extraordinary organizational efforts, including arranging logistics, events, and transportation for international delegates, as well as sponsors to cover many conference costs, keeping registration fees and expenses low. Professor Cho’s organizational skills were especially invaluable in light of last-minute changes necessitated by a tragic ferry accident that happened near Seoul shortly before the conference. In recognition of his efforts, Professor Cho was awarded the 2014 NAI President’s Award.

## InterpPress

NAI's publishing imprint, InterpPress, features nine printed titles and four electronic/print-on-demand titles. InterpPress added a second edition of *Interpretive Planning: The 5-M Model for Successful Planning Projects* by Lisa Brochu in 2014. A third edition of *Personal Interpretation: Connecting Your Audience to Heritage Resources*, the first-ever title published by NAI, will be printed in 2015. Current titles include:

*Interpretive Planning: The 5-M Model for Successful Planning Projects* (second edition), by Lisa Brochu (2014)

*Meaningful Interpretation*, edited by David L. Larsen (2011)

*Establishing a Nature-Based Preschool* (eBook), by Rachel Larimore (2011)

*Interpretive Solutions: Harnessing the Power of Interpretation to Help Resolve Critical Resource Issues* (eBook), by Michael E. Whatley, MS (2010)

*Interpretive Perspectives: A Collection of Essays on Interpreting Nature and Culture* (eBook), by Larry Beck and Ted Cable (2010)

*Putting Interpretation on the Map* (eBook), by Heidi Bailey (2009)

*Interpretation By Design: Graphic Design Basics for Heritage Interpreters*, by Paul Caputo, Shea Lewis, and Lisa Brochu (2008)

*Personal Interpretation: Connecting Your Audience to Heritage Resources*, by Lisa Brochu and Tim Merriman (2008)

*Applied Interpretation: Putting Research into Practice*, by Doug Knapp (2007)

*Interpretive Writing*, by Alan Leftridge (2006)

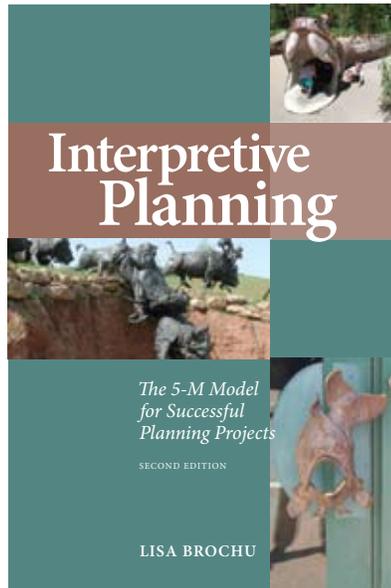
*The History of Heritage Interpretation*, by Tim Merriman and Lisa Brochu (2006)

*Management of Interpretive Sites: Developing Sustainable Operations Through Effective Leadership*, by Tim Merriman and Lisa Brochu (2005)

*The Nature Center Book: How to Create and Nurture a Nature Center in Your Community*, by Brent Evans and Carolyn Chipman Evans (2004)

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

We look forward to a bright 2015 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.



A second edition of *Interpretive Planning* by Lisa Brochu was published in 2014.

## 2014 NAI Donors

In honor of 25 years of NAI, the "25 for 25" campaign supported professional development for interpreters.



### \$500+

Amy V. Lethbridge

### \$250+

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Brenda K. Lackey

### \$100+

Theresa G. Coble

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Margarite Patricia

Turkle

Gail Ann Vander

Stoep

Phil Waltz

# Financial Report

Prepared by Brock and Company, CPAs PC

## Statements of Activities and Changes in Net Assets

Year ended December 31, 2014

	<u>Unrestricted</u>	<u>Temporarily Restricted</u>	<u>Permanently Restricted</u>	<u>Total</u>
<b>Revenues, Gains, and Other Support</b>				
Conferences and workshops	\$ 548,146	\$ -	\$ -	\$ 548,146
Certification	304,153	-	-	304,153
Membership	272,179	-	-	272,179
Publications and merchandise	75,557	-	-	75,557
Other revenue	46,763	-	-	46,763
Advertising	46,168	-	-	46,168
Public support	28,910	-	-	28,910
Net assets released from restrictions	500	(500)	-	-
Total revenues, gains, and other support	<u>1,322,376</u>	<u>(500)</u>	<u>-</u>	<u>1,321,876</u>
<b>Expenses</b>				
Program services	1,224,198	-	-	1,224,198
Support services				
Management and general	114,913	-	-	114,913
Fundraising	3,153	-	-	3,153
Total expenses	<u>1,342,264</u>	<u>-</u>	<u>-</u>	<u>1,342,264</u>
<b>Change in Net Assets</b>	<u>\$ (19,888)</u>	<u>\$ (500)</u>	<u>\$ -</u>	<u>\$ (20,388)</u>
<b>Net Assets (Deficit), Beginning of Year</b>	\$ (192,983)	\$ 1,000	\$ 701,863	\$ 509,880
Change in net assets	<u>(19,888)</u>	<u>(500)</u>	<u>-</u>	<u>(20,388)</u>
<b>Net Assets (Deficit), End of Year</b>	<u>\$ (212,871)</u>	<u>\$ 500</u>	<u>\$ 701,863</u>	<u>\$ 489,492</u>

# Statements of Financial Position

December 31, 2014

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## ASSETS

### Current Assets

Cash and cash equivalents	\$ 48,267
Accounts receivable	54,615
Inventories	142,675
Prepays and other current assets	12,728
Total current assets	<u>258,285</u>

### Property and Equipment, at cost

Land	150,000
Buildings and improvements	963,988
Equipment and software	191,630
Furniture and fixtures	48,439
	<u>1,354,057</u>
Less accumulated depreciation	<u>(411,068)</u>
Net property and equipment	<u>942,989</u>

Total assets \$ 1,201,274

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## LIABILITIES, DEFERRED REVENUE AND NET ASSETS

### Current Liabilities

Accounts payable	\$ 26,742
Line of credit	75,000
Current maturities of long-term debt	23,818
Accrued compensation and payroll taxes	19,186
Other accrued liabilities	30,547
Total current liabilities	<u>175,293</u>

### Long-Term Debt, net of current maturities

263,219

Total liabilities 438,512

### Deferred Revenue

273,270

### Net Assets (Deficit)

Unrestricted	(212,871)
Temporarily restricted	500
Permanently restricted	701,863
Total net assets	<u>489,492</u>

Total liabilities, deferred revenue and net assets \$ 1,201,274



NATIONAL ASSOCIATION FOR  
**INTERPRETATION**

P.O. Box 2246

Fort Collins, CO 80522

888-900-8283 toll-free (USA)

970-484-8283

970-484-8179 fax

[www.interpnet.com](http://www.interpnet.com)