



National Association for Interpretation

2013 ANNUAL REPORT





P.O. Box 2246
Fort Collins, CO 80522
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.

Annual Report 2013

Organizations are living entities, with transitional moments that define their past, present, and future. NAI has been going through its own transition over the past few years, and like many such moments in a nonprofit's lifecycle it has been rocky at times and full of promise at others.



2013 was such a transitional moment. Interim director Paul Caputo led the national office staff while the search committee finished the work of selecting a new executive director. The first year of a new executive

should involve a lot of listening, observation, and learning about the organization and its culture, its challenges and opportunities for growth. Incoming Executive Director Margo Carlock found a stable, well-anchored organization, thanks to the stewardship of the previous administration that built the organization into a globally respected champion of the interpretation profession.

NAI has a strong foundation to build on. In the national office, priority areas for the year included streamlining accounting procedures and financial management with strengthened internal controls as we sought to optimize office operations. A new budgeting process was implemented to aid staff in tracking revenue and expenses in their departments and to help with financial and programmatic planning. On the program side of things, staff focused on revitalizing NAI's national conference, expanding the role of the committees and recruiting additional members and volunteers to provide leadership experience and networking opportunities for our members while encouraging involvement in NAI.

Certification has been a primary role for NAI since 2001. In 2013, NAI began the process of reviewing current core certification programs with the goal of updating them to reflect recent research and interpretive best practices. Exploration of additional credentialing programs is also underway as we prepare to address future professional training needs.

NAI is a large family, with over 5,200 members throughout the United States and in 30 other countries. Its members are passionate about interpretation, and dedicated to their profession. NAI is blessed to have an energetic and talented network of organizational unit leadership. The new Advisory Council went through its own moment of transition in 2013, taking the change in NAI bylaws and forging a new representative body to better coordinate unit activities and services.

NAI is also fortunate to have an extremely determined Board of Directors committed to seeing NAI succeed and to serving its members and the broader interpretation community both in the US and abroad. We hope to harness that dedication and that of all members as NAI moves into the future as a stronger voice for interpretation, determined to advocate for the interpretive profession and advance the conversation on professional competencies, standards, and training needs.

Amy Lethbridge, President
Margo Carlock, Executive Director



Participants at NAI 2013 in Reno, Nevada, take part in a post-fire restoration service project at Bartley Ranch Regional Park.

The Year in Review

External auditors Brock and Co., CPAs, reported NAI revenue at \$1,277,457 for 2013 with expenses of \$1,207,794, resulting in a profit of \$69,663—our fifth consecutive year of profit. Net assets grew to \$509,880 from \$440,567 at the end of 2012. Deferred income dropped to \$285,211 in 2013 from \$294,552 in 2012. NAI's total assets are valued at \$1,230,852, down from \$1,373,814 in 2012.

Membership

In 2013, membership numbers remained consistent with previous years. We continued to see numbers above 5,000 at the end of each month. The year was pretty level throughout, though we did see a reverse in the decline that started in late 2012. We finished with 5,001 members after starting the year with 4,760.

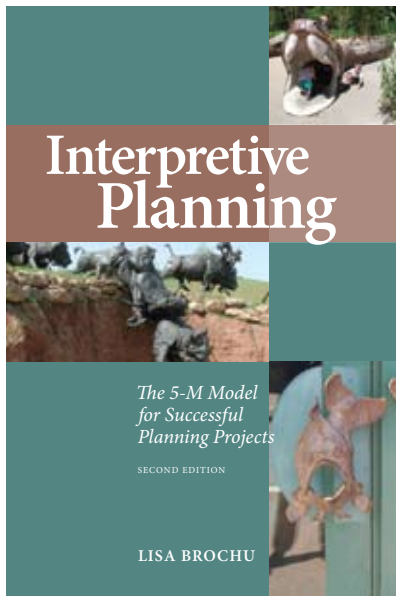
Certification

Our certification program had a strong year in 2013. A total of 224 certification courses inspired leadership and excellence in interpreters in the United States and around the world. The NAI national office offered 15 professional-level courses throughout the United States including nine Train-the-Trainer (CIGT) courses (three as part of a Building Ocean Awareness Together/NOAA grant), three Certified Interpretive Host Trainer (CIHT) and two Social Interpretation courses to two hundred participants.

NAI-certified trainers offered 212 courses, including 185 Certified Interpretive Guide (CIG) courses that took place all over the U.S. and internationally in countries such as Rwanda, Mexico, Canada, Hong Kong, and Grenada; whereas the Certified Interpretive Host (CIH) curriculum was offered 27 times primarily within the United States.

Aside from certification, NAI expanded its online offerings this year offering one webinar each month. The total number of attendees for the year was 160 participants.

On the cover: Black Rock Desert, as seen during an offsite session during NAI 2013 in Reno, Nevada. Photo by Ryan Braaten.



A second edition of *Interpretive Planning* by Lisa Brochu is scheduled for publication in early 2014.

National Workshop

The 2013 NAI National Workshop was held in Reno, Nevada, November 6–9. This celebrated NAI's 25th anniversary. Attendance, including exhibitors was 559, down from our expected 700 attendees. Meetings and sessions were held at the Grand Sierra Resort and there were over 100 breakout sessions. Our total room pickup was 1,390 room nights. The event featured two keynote speakers, an exhibit hall, off-site sessions, special evening events, awards ceremonies, and concurrent sessions. Sponsors and partners included East Bay Regional Parks, NOAA, Design Minds, Nevada Cultural Commission, National Storytelling Network, Mountains Recreation & conservation Authority, TourSphere, Acorn Naturalists, KB Emblem Company, Envirosigns, Interpret This, OnCell, and Stone Imagery.

InterPress

NAI's publishing imprint, InterPress, features nine printed titles and four electronic/print-on-demand titles. InterPress did not add new titles in 2013, but a second edition of *Interpretive Planning: The 5-M Model for Successful Planning Projects* by Lisa Brochu was going to press as the year drew to a close. Current titles include:

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)

Interpretive Planning: The 5-M Model for Successful Planning Projects, by Lisa Brochu (2003)

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

We look forward to a bright 2014 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.

2013 NAI Donors



Howdy Weaver at an Association of Interpretive Naturalists meeting in the 1970s

Howdy Weaver leaves NAI \$80,000 bequest

NAI member Howard “Howdy” Weaver passed away in 2012 at the age of 88. After a lifetime of supporting the field and its professional associations, Howdy’s \$80,000 bequest to NAI will benefit interpretation for years to come.

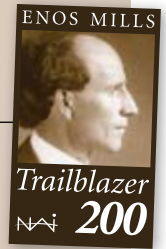
Howdy was active with NAI and one of its parent organizations, the Association of Interpretive Naturalists (AIN). In 1958, he chaired the committee that led to the creation of AIN and served as that organization’s first vice president. Howard received the prestigious Fellow award from AIN in 1972 and the Outstanding Senior Interpreter award from NAI in 2004.

He was much loved in NAI and will be sorely missed.



Enos Mills Trailblazers (\$1,500+)

Phillip Greenwalt
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\$500+

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Financial Report

Prepared by Brock and Company, CPAs PC

Statements of Financial Position

December 31	2013	2012	2013	2012
ASSETS				
Current Assets				
Cash and cash equivalents	\$ 44,566	\$ 154,291	\$ 10,831	\$ 12,138
Accounts receivable, net of allowance of \$7,500 in 2013 and 2012	54,343	36,491	50,000	205,000
Inventories	140,948	165,573	35,408	40,387
Prepays and other current assets	7,749	11,045	24,601	30,601
Total current assets	<u>247,606</u>	<u>367,400</u>	<u>153,569</u>	<u>33,280</u>
Property and Equipment, at cost			<u>282,192</u>	<u>317,289</u>
Land	150,000	150,000	435,761	638,695
Buildings and improvements	963,987	959,454	285,211	294,552
Equipment and software	191,631	191,070		
Furniture and fixtures	48,439	51,339		
Less accumulated depreciation	<u>1,354,057</u>	<u>1,351,863</u>	<u>(192,983)</u>	<u>(262,646)</u>
Net property and equipment	<u>(370,811)</u>	<u>(345,449)</u>	<u>1,000</u>	<u>1,500</u>
Total assets	<u>\$ 1,230,852</u>	<u>\$ 1,373,814</u>	<u>\$ 1,230,852</u>	<u>\$ 1,373,814</u>
LIABILITIES, DEFERRED REVENUE AND NET ASSETS				
Current Liabilities				
Accounts payable			10,831	12,138
Line of credit			50,000	205,000
Current maturities of long-term debt			35,408	40,387
Accrued compensation and payroll taxes			24,601	30,601
Other accrued liabilities			32,729	33,280
Total current liabilities			<u>153,569</u>	<u>321,406</u>
Long-Term Debt, net of current maturities			<u>282,192</u>	<u>317,289</u>
Total liabilities			<u>435,761</u>	<u>638,695</u>
Deferred Revenue			<u>285,211</u>	<u>294,552</u>
Net Assets (Deficit)			<u>(192,983)</u>	<u>(262,646)</u>
Unrestricted			1,000	1,500
Temporarily restricted			701,863	701,713
Permanently restricted			509,880	440,567
Total net assets			<u>\$ 1,230,852</u>	<u>\$ 1,373,814</u>

Statements of Activities and Changes in Net Assets

Years ended December 31	2013			2012				
	Unrestricted	Temporarily Restricted	Permanently Restricted	Total	Unrestricted	Temporarily Restricted	Permanently Restricted	Total
Revenues, Gains, and Other Support								
Membership dues, fees and publications	\$ 716,724	-	-	\$ 716,724	\$ 735,373	-	-	\$ 735,373
Workshop revenue	347,413	-	-	347,413	476,405	-	-	476,405
Advertising revenue	50,697	-	-	50,697	49,742	-	-	49,742
Contributions	132,707	-	150	132,857	46,737	-	-	46,737
Other income	28,875	-	-	28,875	33,065	-	-	33,065
Other investment income	541	-	-	541	960	-	-	960
Net assets released from restrictions	500	(500)	-	-	7,306	(500)	(6,806)	-
Total revenues, gains, and other support	<u>1,277,457</u>	<u>(500)</u>	<u>150</u>	<u>1,277,107</u>	<u>1,349,588</u>	<u>(500)</u>	<u>(6,806)</u>	<u>1,342,282</u>
Expenses								
Program services	1,075,770	-	-	1,075,770	1,161,049	-	-	1,161,049
Support services								
Management and general	103,022	-	-	103,022	103,442	-	-	103,442
Fundraising	7,500	-	-	7,500	7,766	-	-	7,766
Interest expense	21,502	-	-	21,502	24,722	-	-	24,722
Total expenses	<u>1,207,794</u>	<u>-</u>	<u>-</u>	<u>1,207,794</u>	<u>1,296,979</u>	<u>-</u>	<u>-</u>	<u>1,296,979</u>
Change in Net Assets	<u>\$ 68,663</u>	<u>\$ (500)</u>	<u>\$ 150</u>	<u>\$ 69,313</u>	<u>\$ 52,609</u>	<u>\$ (500)</u>	<u>\$ (6,806)</u>	<u>\$ 45,303</u>
Net Assets (Deficit), Beginning of Year As Previously Reported	<u>\$ (262,646)</u>	<u>\$ 1,500</u>	<u>\$ 701,713</u>	<u>\$ 440,567</u>	<u>\$ (190,255)</u>	<u>\$ 2,000</u>	<u>\$ 583,519</u>	<u>\$ 395,264</u>
Reclassification of net assets	-	-	-	-	(125,000)	-	125,000	-
Net Assets (Deficit), Beginning of Year As Restated	<u>(262,646)</u>	<u>1,500</u>	<u>701,713</u>	<u>440,567</u>	<u>(315,255)</u>	<u>2,000</u>	<u>708,519</u>	<u>395,264</u>
Change in net assets	69,663	(500)	150	69,313	52,609	(500)	(6,806)	45,303
Net Assets (Deficit), End of Year	<u>\$ (192,983)</u>	<u>\$ 1,000</u>	<u>\$ 701,863</u>	<u>\$ 509,880</u>	<u>\$ (262,646)</u>	<u>\$ 1,500</u>	<u>\$ 701,713</u>	<u>\$ 440,567</u>



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P.O. Box 2246

Fort Collins, CO 80522

888-900-8283 toll-free (USA)

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