



**HAWAI'I  
PACIFIC PARKS**

INSPIRE • CONNECT • PRESERVE

# 2011 ANNUAL REPORT

*Celebrating Connections*





## MISSION

With a spirit of aloha, we inspire the discovery and stewardship of the natural and cultural heritage of Pacific Island parks. We do this through sales, service, and support.



## LETTER FROM THE BOARD CHAIR AND EXECUTIVE DIRECTOR

*Aloha kākou!* Welcome to our first HPPA Annual Report. While it is tempting to summarize the growth and development of our storied history from our founding in 1933, this report celebrates but one year: 2011. As it happens, it was a year that gave us a great deal to talk about.

We launched into 2011 on the momentum of a series of planning initiatives and the decision, made in December of 2010, to change our name from Hawai'i Natural History Association to Hawai'i Pacific Parks Association (HPPA). The time had come to invest in our internal organizational capacity in order to better serve the parks.

HPPA operates nine bookstores in six national park sites in the Pacific islands. Our 37 employees helped us generate 4.8 million dollars in sales in FY2011. With increased capacity, we were able to invest in staff development by adding key positions in business, publications and product development, field staff management and information technology. Expanded staffing made possible some longstanding goals: implementing point-of-sale at more locations, establishing internal internet connectivity in all parks, and launching an improved accounting software system.

A major rebranding effort realigned not only our name and “look,” but brought to the foreground our mission, scope, and the value we provide to both the parks and the public. From uniforms to signage, handmade items to a greatly expanded product selection, we set out to reach audiences in compelling ways and reflect our thriving organization in 2011.

Our updated website creates an expanded window into what we do and how that translates into projects, people, and positive change in the national parks we serve. Our online store will continue to grow as a premier resource for material relevant to our parks and Hawai'i – for the benefit of parks visitors, educators, armchair travelers, and those who wish to contribute to the work of the national parks through their purchases.

We trust that the faces, places and energy we are about to show you instill the same feeling we have when we review our extraordinary year and look to the promise of coming years.

*Mahalo Nui Loa,*

Ian Birnie, Board Chair

Margot Griffith, Executive Director





# HAWAI'I PACIFIC PARKS

INSPIRE • CONNECT • PRESERVE

## OUR PARKS

Our six national park partners are arrayed across 2,600 miles of ocean, and encompass 358,371 acres across five islands in two archipelagos. Our *kuleana* (responsibility) reaches from the snow-dusted summits of Mauna Loa and Haleakalā in the state of Hawai'i to the snowy-white sands of Tutuila Island in American Samoa. HPPA's national park sites are connected by the ocean, not separated by it, and united by a cultural perspective and ecology unique to the Pacific.



**HAWAI'I  
VOLCANOES**  
NATIONAL PARK

**Hawai'i Volcanoes National Park**  
A majestic tapestry of ecosystems unfolds from the 13,677 ft. summit of Mauna Loa to the hot, windswept coastline. This park, established in 1916, now encompasses nearly 324,000 acres of Mauna Loa and Kilauea volcanoes, two of the most active volcanoes in the world. Features of this World Heritage Site and International Biosphere Reserve include lava lakes and flows, endemic forest birds, towering fern forests, and sacred Hawaiian sites such as Halema'uma'u, the traditional home of the volcano goddess Pele.



**PU'UHONUA  
O HŌNAUNAU**  
NATIONAL  
HISTORICAL PARK

**Pu'uhonua o Hōnaunau National Historical Park**  
Imposing stone walls, a sacred *heiau* (temple), fishponds, coconut groves and the shores of Keone'ele cove are protected on 420 acres. This *pu'uhonua* (sanctuary) once held the bones of sacred chiefs in Hale o Keawe, and only *ali'i* (royalty) were permitted to walk the Royal Grounds. The *pu'uhonua* protected lawbreakers who could reach it, as well as the old, young, sick and defeated during times of war.



**KALO-KO-  
HONOKŌHAU**  
NATIONAL  
HISTORICAL PARK

**Kaloko-Honokōhau National Historical Park**  
This dry and (seemingly) barren region along the Kona coastline on Hawai'i Island provided abundant offshore fishing, and fresh water from coastal brackish pools. Nearshore fishponds allowed for aquaculture on a large scale. Petroglyphs found throughout the area tell tales of a vibrant village life. Kaloko-Honokōhau National Historical Park protects and interprets archeological features and their cultural significance.



**PU'UKOHOĻĀ  
HEIAU**  
NATIONAL  
HISTORIC SITE

**Pu'ukoholā Heiau  
National Historic Site**

Constructed by Kamehameha I in 1790 to fulfill prophecy, and built of waterworn stones passed, it is said, hand-to-hand for nearly 20 miles, Pu'ukoholā Heiau symbolizes the ambition of the first ruler of a united Hawai'i. The purpose of Pu'ukoholā Heiau National Historic Site is to restore and preserve this historically significant temple as well as John Young's homestead, submerged Hale o Kapuni, Mailekini Heiau (Fort), Pelekane (Royal Courtyard) and the cultural landscape of the park.



**HALEAKALĀ**  
NATIONAL PARK

**Haleakalā National Park**

*Hale a ka lā* means "House of the Sun." Millions of visitors who travel to the summit discover 'āhinahina (silver-swords) and other priceless endemic species, unparalleled sunrises and sunsets, and a silence so glorious it is listed formally as an item of park significance. Hawaiian astronomers and navigators once utilized the clear air of the 10,023 ft. summit to learn the movements of the stars. Haleakalā National Park is dedicated to preserving history, culture and native Hawaiian ecosystems.



**HALEAKALĀ**  
NATIONAL PARK  
KĪPAHULU DISTRICT

**Haleakalā National Park,  
Kīpahulu District**

In lower Kīpahulu valley, Pīpīwai Stream courses through 'Ohe'o Gulch to the sea. Upper Kīpahulu Valley is ecologically intact and restricted to all but permitted researchers. Cultural sites along the coastline are being revived and restored for park programs interpreting the many centuries of human habitation here. Haleakalā National Park is dedicated to preserving history, culture and native Hawaiian ecosystems.



NATIONAL PARK OF  
**AMERICAN  
SAMOA**

**The National Park of  
American Samoa**

Tutuila, Ofu-Olosega, and Ta'ū islands boast extraordinary natural resources. Experience cloudforests, rainforests, steep volcanic cliffs rising from white sand beaches, and pristine coral reefs sheltering nearly 900 species of fish. The over 3,000 year old Samoan culture and traditions continue to thrive today inside the national park. Designation of this 50th national park became possible by working closely with the local villages.

Ian Birnie  
*Chair*

Fred Cachola  
*Vice Chair*

Rosemary Stancampiano  
*Treasurer*

Debbie Hecht  
*Secretary*

Helen Hemmes

Gwen Hiraga

Kapono'ai Molitau

Pete Muller

Terry Reveira

Helie Rohner

Tanya Rubenstein

Lori Sablas

John Tyler

Wes Wong

## OUR BOARD OF DIRECTORS

Our all-volunteer board reflects the famously diverse communities of Hawai'i.

For example, Fred Cachola has an extensive background in education, and Helen Hemmes retired from a career in nonprofit management. Lori Sablas is a respected force in the visitor industry and serves on numerous planning and cultural resources task forces. Ian Birnie spent 22 years as a harbor master, while Rosemary Stancampiano made her career as a financial analyst. Pete Muller founded a multi-million dollar graphics business and Gwen Hiraga is a partner in a planning firm.

An eclectic mix of cultural and career backgrounds ensures a healthy range of perspectives and a guiding wisdom unique to our Pacific islands context.

### **Mahalo nui loa, Helie Rohner**

Helie served for over 20 years as treasurer of the board. Helie has an enviable perspective on Hawai'i Volcanoes National Park. As a girl, she used to ride her horse from Hilo to Volcano when her family fled the humidity of lowland summers for the cool mists of the summit region of Kilauea. Later, she returned to her family's business, Koehnen's Interiors, at 76 Kamehameha Avenue. From 1946 to 1984, Helie managed the jewelry and gift departments and ran the finances. There, between bouts of moving everything upstairs to prepare for tsunami threats, she helped build a thriving business that is still run by her children. Though "retired," Helie is still actively involved in the business, although truly retired from our board at the end of FY2011. We miss you, Helie.





# OUR STAFF

Indirect impact is the hardest factor of success to measure. Every day, HPPA's frontline bookstore staff inform, explain, and orient. Millions of people from hundreds of countries, states, commonwealths and kingdoms come to our bookstores in search of insight, inspiration, or information. In many cases, a member of HPPA's bookstore staff or one of our cultural demonstrators is the first contact visitors have in our partner national parks. In some cases, this will be the only contact visitors make before embarking on the rest of their day's itinerary.

Additionally, HPPA administrative staff support the parks in the "back of the house," contributing time and expertise to the creation of trail and bird guides, pamphlets, and other publications. We also manage the project ordering, donation tracking, and funding request needs of our partner parks.

When we tabulate the donations we make to our partner parks, we include in that total amount not only the dollars we send straight into the national parks in order to directly support projects in need, but also the dollars required to pay our frontline staff. And, as funding for the national parks remains unstable, the parks increasingly rely on our staff to make sure that every visitor has his or her needs met—whether that be a search for a book, the directions to an iconic feature, or a sense of place.

In FY2011, HPPA supported our partner parks with \$955,444 in people power. Nearly a million dollars looks pretty impressive. However, the amount of aloha we gave to visitors, residents and the irreplaceable resources of our partner parks is unquantifiable.

# ADMINISTRATION

Margot Griffith  
*Executive Director*

Robin Coonen  
*Business Manager*

Toni Case  
*Operations Manager*

Kim Olsen  
*Interpretive Products Development*

Makoto Cole  
*IT Systems Administrator*

Mary Crockett  
*Haleakalā Area Manager*

Karin Ortiz  
*West Hawai'i Assistant Manager*

Calla Luera  
*Administrative Assistant*

Judy Edwards  
*Product Development Assistant*

John Linneman  
*Operations Assistant*



# VISITOR SERVICES



## Cultural Immersion Training

Contractors hired to create and install exhibits in a new, post-tsunami facility at the NP of American Samoa were immersed in a traditional Samoan cultural event in order to understand the resources and cultural landscape. HPPA was pleased to help facilitate strengthened community ties.

## Foreign Language Brochures

A donation to fund reprints of foreign language brochures at Pu'uhonua o Hōnaunau NHP facilitated connection to the resource in several languages, including German, French and Chinese.

## Living History Program

Hawai'i Volcanoes NP Interpretation staff welcomed a donation of \$22,500 to support a variety of projects, including a Living History program related to the Hawaiian Volcano Observatory's Centennial celebration.

## Interpretive Training Support

In order to ensure that NPS Interpretive Coaches were able to take advantage of the most recent trainings, and at the request of Kaloko-Honokōhau NHP, HPPA directed \$1,500 towards NPS training support that benefited trainers from all of the Pacific West Region parks.

## Volunteers in the Parks

Hawai'i Volcanoes NP and Haleakalā NP Volunteers In Parks (VIPs) benefited from nearly \$44,000 in combined donations in 2011. Among other project needs, this helped recruit and support short-term and long-term volunteers through the publishing of Haleakalā's VIP rack card, and at Hawai'i Volcanoes NP made possible the purchase of a solar golf cart to transport staff and volunteers to and from interpretive programs, reducing the park's carbon footprint.





# EDUCATIONAL PROGRAMS

## Connecting Arts and Science in the Park

Programs such as the After Dark in the Park series and Artist in the Park were able to use a combined total of over \$17,000 in donations to feature inspiring scientists, artists and local world-class performers at Hawai'i Volcanoes NP in order to powerfully enrich the visitor experience.

## Youth in the Parks

Hawai'i Volcanoes NP and Haleakalā NP engaged community youth with their Youth Stewardship, Bring Youth Groups to the Park, and Youth Intern Programs. In FY2011, HPPA was proud to have contributed \$34,000 to engage youth in dynamic ways that connected them to the national parks in their backyards and instilled the value of stewardship.

## Community Engagement

At Kaloko-Honokōhau NHP, area school kids benefited from over \$2,500 in support to the Special Events to Engage and Connect initiative that supported school visits for 250 fourth graders participating in “discovery learning” about the Hawaiian culture during two cultural festival days. The donation also supported lunches and T-shirts for cultural festival volunteers, and honorariums for cultural practitioners and demonstrators.

## Junior Ranger

An HPPA donation helped keep the three-day Junior Ranger Summer Program for ages 7-13 fully funded at Hawai'i Volcanoes NP. This program interprets Hawaiian culture, native ecology, and involves kids in hands-on, experiential learning with NPS staff.





# SCIENTIFIC RESEARCH



## ***Honu'ea* (Hawksbill SeaTurtle) Recovery Program**

An HPPA donation of \$35,880 to Hawai'i Volcanoes NP made it possible for volunteers, living in field camps along remote shorelines, to bring the number of tagged female *honu'ea* on Hawai'i Island to 110, a new high number. The number of hatchlings protected as they incubated in the sand: approximately 3,000. Donations helped cover meal reimbursement, mileage, project supplies, uniforms, housing, Internet access, propane for stoves, phone access, vehicle costs, and recognition events.



## ***Nēnē* Monitoring and Banding**

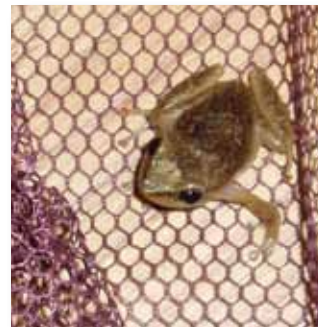
Program costs for protection and monitoring of the endangered native Hawaiian goose, or *nēnē*, were assisted by a donation of over \$10,000 to Hawai'i Volcanoes NP and Haleakalā NP. *Nēnē* nests were monitored, adult *nēnē* banded, and nesting areas safeguarded against predation.

## ***'Ua'u* (Hawaiian Petrel) Monitoring**

At Haleakalā NP on Maui, a donation of \$3,000 toward the Student Conservation Intern program added support to resources management programs that include *'ua'u* breeding colony monitoring and protection. There was good news for the *'ua'u* on Mauna Loa in 2011: unlike previous years, no predation was detected in the Area 2 colony during the 2011 breeding season at Hawai'i Volcanoes NP. A \$10,000 donation helped cover transportation and materials costs for remote colony site work.

## **Coqui Frog Control and Monitoring**

Control and monitoring of the highly invasive coqui frog was made possible by a donation of \$10,000 in FY2011 in response to an emergency request from Hawai'i Volcanoes NP.





# CULTURAL ACTIVITIES

## Annual Cultural Festivals

HPPA donated a combined total of \$30,000 to Pu'uhonua o Hōnaunau NHP, Hawai'i Volcanoes NP, and Pu'ukoholā NHS in 2011 for annual cultural festivals. Thousands of visitors experienced authentic Hawai'i by immersing themselves in more than 25 cultural demonstrations in each park that included weavers, carvers, healers, craftsmen, fishers and warriors, hula dancers and chanters. Our donation helped support 600 volunteers and connected local communities and visitors to their national parks.

## 'Ike Hana No'eau

Just over \$9,000 in donations enabled 24 'Ike Hana No'eau and Nā Leo Manu programs to bring Hawaiian music, dance, chant and handcrafting into Hawai'i Volcanoes NP, thereby enriching the visitor experience and deepening the resident connection to the park in a thrilling, authentic way.

## Partnership with Cultural Advisors

Both Haleakalā NP and Hawai'i Volcanoes NP maintain a network of cultural advisors who meet with NPS staff to help guide the parks through culturally sensitive management and interpretation decisions. A donation of nearly \$1,000 supported these vital partnerships.

## Concept of "live-in" Educational Center

An historical and creative initiative intended to create a "live-in" educational center on the grounds of Kaloko-Honokōhau NHP is underway, creating an opportunity in FY2011 to donate toward administration costs and the materials needed to initiate the project. HPPA is working in partnership with the nonprofit group Makani Hou to break ground and begin construction.



# BRANDING



We are intensely proud to be the nonprofit partner of six national park sites in the Pacific. This year we unveiled a new name and brand, a step we felt necessary in order to connect our partners and the public to how much we've grown since our beginnings nearly 80 years ago.

Branding is more than a new name, logo or tagline, it is the experience of every interaction had with our organization, an impression we make that strikes an emotional chord. Branding is what forms a positive relationship, authentic value, and a meaningful, lasting connection.

We celebrated our national park partners by making parks a focus of our new name. We selected a symbol, the *honu* (sea turtle), that represents resources found in all of our parks. The swirl on the shell evokes clasping hands that represent our park partnerships, the fundamental reason we exist. The six dots on the shell are the parks themselves, carried forward with all their accumulated history.

Lastly, we wanted to illustrate that the diversity of our parks encompasses some of the highest summits in Hawai'i and the seas from which those volcanoes rise. Our tagline:

**INSPIRE • CONNECT • PRESERVE**

is our guide for every employee, and our promise to others of our commitment and values. It is the heart and soul of our organization, and sets the tone for everything we do.

We will continue to strengthen our partnerships through our organizational goals, expand product offerings, and invest in key staff. Increased capacity translates into increased sales, allowing us to contribute more, all of which benefits the national parks, the visitor and the local community.

Celebrating connections.  
It's what we do, every day.





# OUR PUBLICATIONS AND BOOKSTORES

HPPA's in-house publications and visitor center bookstores connect the visitor to the parks by enhancing understanding and appreciation of the natural and cultural resources of the parks. We offer distinctive sales items that encourage lifelong learning and stewardship, and that extend visits to the parks. In fact, getting site-specific information about our national parks into the hands of visitors is one of the primary reasons we were founded nearly 80 years ago.

In-house publications are created in partnership with scientists, cultural practitioners and other specialists who live and work in and around the national parks. Their on-the-ground knowledge and insight is invaluable in crafting authentic place-based publications that are reviewed and updated to stay current and compelling.

The products we bring into our bookstores are filtered through a philosophical process that takes into account the interpretive themes of our partner parks.

Also, we can proudly say that our *lauhala* bracelets and other handwoven keepsakes, *kōnane* (Hawaiian board games), and organic cotton T-shirts are sourced from local crafters and vendors. We work with our suppliers to reduce packaging on popular items. Our emerging environmentally friendly line now includes four reusable water bottles and the attractive and durable Chico bag, made from post-consumer plastic bottles.

Through our publications, online store and bookstore items we strive to connect people to the majesty and significance of these Pacific Island parks.



# 2011 FINANCIAL SUMMARY

## Statement of Financial Position

September 30, 2011

<b>ASSETS</b>	
Cash	\$ 476,801
Investments	615,000
Interest and other receivables	5,448
Inventories	347,771
Prepaid expenses and other assets	44,246
Property and equipment, net	<u>76,239</u>
<b>TOTAL ASSETS</b>	<u><u>\$ 1,565,505</u></u>
<b>LIABILITIES AND NET ASSETS</b>	
<b>LIABILITIES</b>	
Accounts payable	\$ 6,391
Accrued liabilities	<u>229,188</u>
Total liabilities	<u>235,579</u>
<b>NET ASSETS</b>	
Unrestricted net assets	\$ 1,315,005
Temporarily restricted net assets	<u>14,921</u>
Total net assets	<u>1,329,926</u>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<u><u>\$ 1,565,505</u></u>

## Statement of Activities

Year Ended September 30, 2011

### CHANGES IN UNRESTRICTED NET ASSETS

Revenue and support:	
Revenue from bookstore operations	\$ 4,783,741
Interest income	22,995
Net assets released from restriction	22,258
Unrestricted contributions	<u>17,668</u>
Total revenue and support	<u>4,846,662</u>
Costs and expenses:	
Program services	
Cost of bookstore operations	\$ 3,674,089
Aid to National Park Service	<u>718,789</u>
Total program services	<u>4,392,878</u>
Supporting Services	
Management and general	\$ 379,074
Total supporting services	<u>379,074</u>
Total costs and expenses	<u>4,771,952</u>
Increase in unrestricted net assets	<u>74,710</u>

### CHANGES IN TEMPORARILY RESTRICTED NET ASSETS

Temporarily restricted contributions	\$ 2,000
Net assets released from restrictions	<u>(22,258)</u>
Change in temporarily restricted net assets	<u>(20,258)</u>

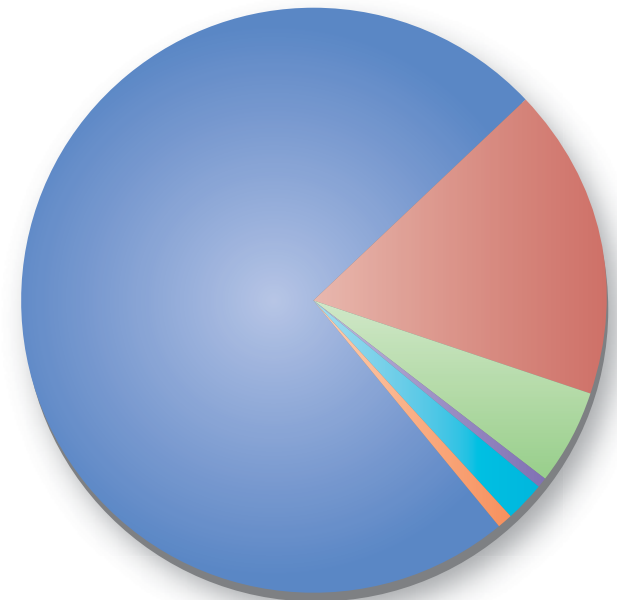
INCREASE IN NET ASSETS 54,452

NET ASSETS - Beginning of year 1,275,474

NET ASSETS - End of year \$ 1,329,926

### 2011 AID TO THE PARKS: \$1,292,197

Operating activities attributable to aid	955,444
Interpretive programs	224,653
Research	68,675
Free publications	7,226
Facilities	28,293
Other	7,906







## VISION

HPPA leads and innovates in connecting people to the natural and cultural heritage of Pacific Island parks.



## CREDITS

**Developed by** HPPA

**Designer:** Kim Olsen

**Writer:** Judy Edwards

**Project Lead:** Robin Coonen

**Photography:** All images taken by our talented HPPA staff, NPS staff, park partners, and program participants unless noted below.

**Cover:** Pu'ukoholā Heiau NHS - Greg Cunningham.

**Page 9:** Image donated by John Keawe and provided by NPS.

**HPPA and Park Logos:** <sup>TM</sup> HPPA

### Printing:

Printed in the USA by [printingforless.com](http://printingforless.com), located in Montana. With their demonstrated commitment to the environment, PFL was a natural choice for us. They are FSC certified, use soy inks, and are a 100% wind-powered facility. Also, their excess paper is recycled as the town's newspaper, an extra step that we appreciate.





## SHARED VALUES

They bring us together.

### ALOHA

friendship, happiness,  
compassion, 'ohana

### PONO

honesty, integrity, trust,  
respect, fairness

### KULEANA

responsibility,  
commitment

### MĀLAMA 'ĀINA

stewardship, cherish natural  
environment and culture



**HAWAII**  
PACIFIC PARKS

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