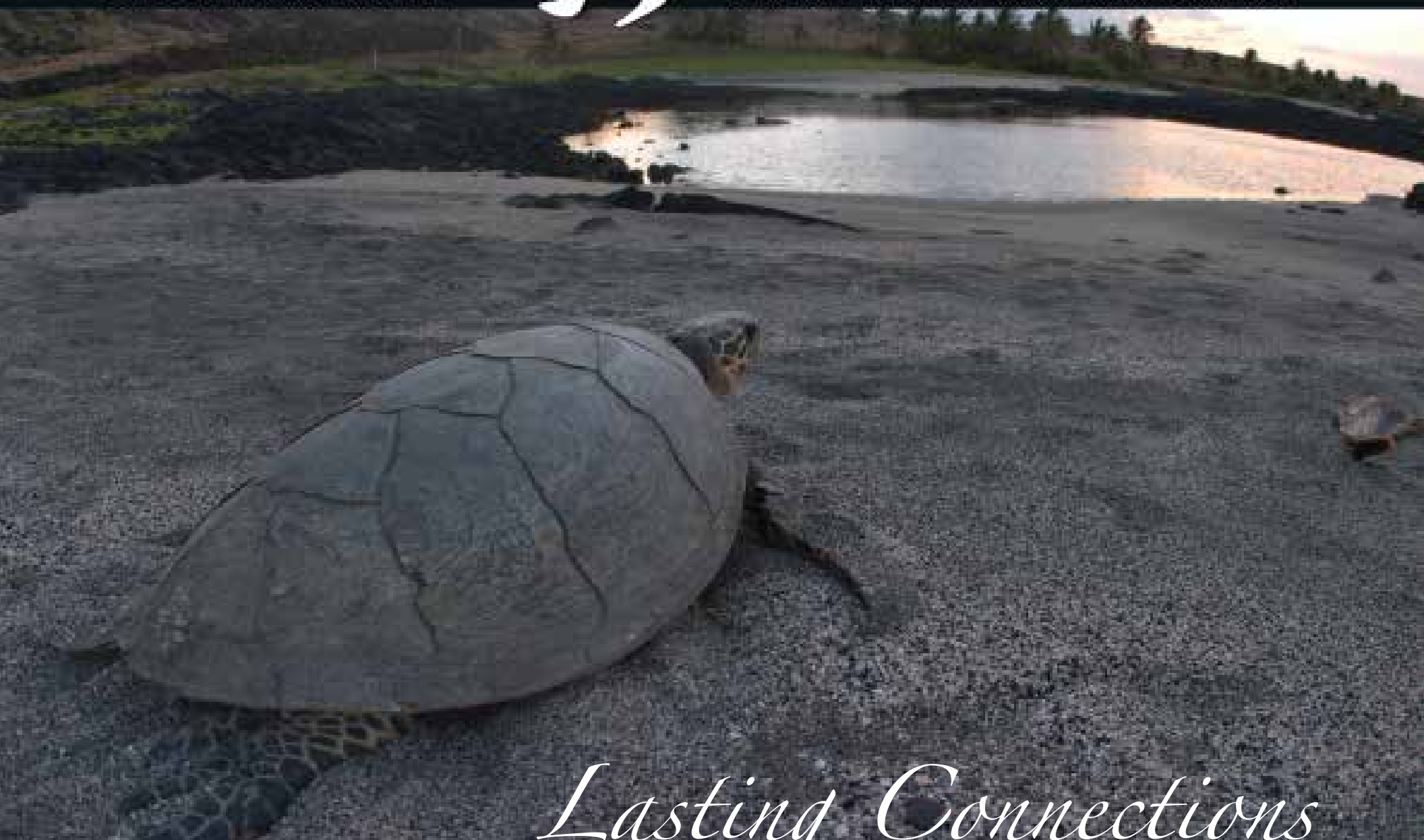




2012 ANNUAL REPORT

HAWAII PACIFIC PARKS ASSOCIATION



Lasting Connections

A person with long dark hair, wearing a bright blue poncho and patterned leggings, stands on a rocky, brownish volcanic ridge. They are looking out over a vast, desolate landscape of dark, undulating hills and valleys under a clear blue sky. The foreground shows jagged, dark rocks and some sparse green vegetation on the right side of the ridge.

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 2012 HPPA Annual Report.

We welcome the opportunity to continue to deepen our connection with our partner parks and, through this second annual report, with you.

This year's healthy growth was evident everywhere we turned. We were able to bring in more sales items to all of our locations, sourcing more recycled, locally-made and handcrafted items. We also developed logo items (pins, patches, hiking medallions, a T-shirt) specific to our association and each park with more items in development for next year. HPPA posted record revenue of over **five million dollars**, and contributed nearly \$1.5 million dollars in aid to the parks.

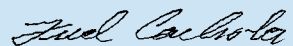
We were able to continue to grow our staffing capacity to accommodate increases in need from visitors and our partner parks on the front lines and behind the scenes. And, we continued to nurture the growth of our staff with trainings and workshops in order to deepen our work to fully integrate our association values into everything we do, every day.

The first year of our membership program got off to a great start and we are excited to have this new way to stay connected to our visitors. Members contribute to continuing support of free cultural demonstrations and festivals, interpretive programs, and endangered species conservation efforts for the endemic *nēnē*, (Hawaiian goose), *'ua'u* (Hawaiian petrel), and the critically endangered *honu 'ea* (hawksbill sea turtle). Our first year of newsletters wrapped up to good reviews and member engagement.

In short, our momentum continues and the future looks hopeful. We invite you to connect with our people and programs in the following pages.

Mahalo Nui Loa,

Fred Cachola, Board Chair



Margot Griffith, Executive Director





**HAWAI'I
PACIFIC PARKS**

INSPIRE • CONNECT • PRESERVE

LOGOS:

MAKING CONNECTIONS

We celebrate our national park partners by selecting a symbol, the *honu* (sea turtle), that represents a resource found at all of our parks. The swirl on the shell evokes clasping hands to represent our park partnerships. The six dots on the shell echo our partner parks, carried forward into the future. Lastly, the grading of ocean blue to upland green and to the snowy summit symbolizes the ecological diversity of our volcanic island parks, anchored by the *'ohe kapala* (bamboo stamp) wave pattern that symbolizes the sea.



**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.



**KALOKO-
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.

Fred Cachola
Chair

Lori Sablas
Vice Chair

Rosemary Stancampiano
Treasurer

Helen Hemmes
Secretary

Ian Birnie

Dave Heaukulani

Debbie Hecht

Gwen Hiraga

Jill Jacunski

Gaylord Kubota

Kapono'ai Molitau

Pete Muller

Tanya Rubenstein

John Tyler

Wes Wong

OUR BOARD OF DIRECTORS

HPPA's all-volunteer Board of Directors is our governing body and has the overall responsibility for the organization. Our board is responsible for creating our mission and setting direction to accomplish it, ensuring our fiscal integrity, representing the ideas, culture, needs, and desires of our community, and developing policies and budgets to keep us strong and vibrant.

Spotlight: Chair Fred Cachola

To be indefatigable is to be untiring, persistent, unwearied, inexhaustible. Anyone who has spent time with HPPA Board Chair Fred Cachola knows that this word defines him exactly. Mr. Cachola currently lives on O'ahu, where from 1971 to 1997 he was the director of the Community Education Division of the venerable Kamehameha Schools/Bishop Estate.



"I have been involved with National Parks in Hawai'i for over 40 years, and nearly 15 years with HPPA, because I believe in and support their missions - it is a great way to preserve our precious *wahi pana* (legendary places) and share the rich cultural and

natural legacy of *Hawai'i nei* (beloved Hawai'i) with the world. I still wish to explore more options and opportunities for increasing our donations to the parks throughout the state." He adds, "In spite of our isolation we are considered one of the top associations in the western region in the eyes of our colleagues."

Fred also spends time in the Kohala district of Hawai'i Island where, though retired, he "relaxes" by becoming deeply involved in various causes and passions. In addition to chairing the HPPA Board, Fred finds time to work with Na Hoapili Advisory Commission for Kaloko-Honokōhau National Historical Park, State Association of Hawaiian Civic Clubs, Polynesian Voyaging Society, and others. He is active with the Trust for Public Lands, the Kohala Senior Citizens Club, and has enjoyed 26 seasons of singing tenor with Hawai'i Opera Theater chorus.

"I feel really good that we are part of the national effort to share our indigenous culture and beauty with the rest of world."

OUR STAFF

In FY2012, HPPA contributed \$1,486,119 in direct project funding and staff support to our national park partners in Hawai'i and American Samoa. HPPA frontline staff continue to demonstrate our commitment to sales, service and support by exceeding sales goals across the board. Visitation, especially international, is predicted to continue trending upward in 2013.

As we look toward an even busier, more dynamic year to come, it is important that we acknowledge how our association values are woven into every relationship we have: between staff, with visitors, and with our park partners. *Aloha* means we approach every situation with compassion, friendliness, and the understanding that we are all one 'ohana, or extended family, in terms of how we feel about the mission of our national parks.

We must in all cases be *pono*, or respectful, and hold ourselves to the highest personal standards of honesty and integrity. That means we are a trusted source of information for visitors whose only contact in the national park on that day might well be our frontline staff.



Our *kuleana*, or commitment and responsibility, is twofold. It is to the health and vitality of the organization and to the mission and longevity of our national park partners.

We do the work we do because we *mālama* the 'āina—cherish the natural and cultural environment in which we work and to which we are dedicated. Our work, at its core, is to support the national parks in their mission of stewardship. One new way in which visitors can connect to that sense of stewardship is by signing up, in-store or online, as HPPA members.

Values, though intangible, shape behavior. The integration of our organizational values into our business creates a tangible benefit that can be seen in every park, every day.

ADMINISTRATION

Margot Griffith
Executive Director

Robin Coonen
Business Manager

Toni Case
Operations Manager

Kim Olsen
Interpretive Products Development

Makoto Cole
IT Systems Administrator

Mary Cockett
Haleakalā Area Manager

Karin Ortiz
West Hawai'i Assistant Manager

Calla Luera
Administrative Assistant

Judy Edwards
Interpretive Products Assistant

Stacey Regula
Operations Assistant Manager

VISITOR SERVICES



BACKCOUNTRY CONTACT

Hawai'i Volcanoes NP Protection Division received nearly \$15,000 from HPPA in 2012 to support Student Conservation Association interns. They hiked the backcountry, inventorying and helping to maintain cabins and campgrounds and contacting campers and hikers in these remote areas to facilitate information sharing between visitors and enforcement/safety personnel.



FREE PUBLICATIONS

HPPA support of \$2,000 allowed Pu'uuhonua o Hōnaunau NHP to create a coloring booklet for young children that interprets the green sea turtles commonly seen nearshore or resting onshore, and Kaloko-Honokōhau NHP staff utilized our support to reprint the petroglyph brochures that provide cultural context for priceless petroglyph fields found there. Also, handy cell phone tour cards were created so that cell phone users can receive interpretive guidance as they move through the park by calling a number listed on the card from their own devices.



INTERPRETIVE TRAINING SUPPORT

Every year, Hawai'i Volcanoes NP holds interpretive training workshops for national park employees and volunteers, park partners, and commercial operators. In FY2012, \$14,000 in HPPA donations helped cover associated expenses before and during these events.

VOLUNTEERS IN THE PARKS

Volunteers In Parks (VIPs) at Haleakalā NP and Hawai'i Volcanoes NP lead interpretive walks and talks, assist with summit eruption staff duties, help support long-term programs, photodocument park activities, and work in countless "behind the scenes" capacities. VIP programs benefited from nearly \$66,500 in combined donations in 2012. Among other project needs, this helped recruit short-term and long-term volunteers through the publishing of Haleakalā's VIP rack card. Volunteer needs include housing, stipends, tools and gear, protective clothing and use of NPS vehicles for project duties.

EDUCATIONAL PROGRAMS

COMMUNITY ENGAGEMENT

Haleakalā NP received \$1,300 toward an outreach booth at the Maui County fair, new endangered forest bird costumes and repairs to well-worn costumes. HPPA staff contributed to the booth. Nan Cabatbat, HPPA staff member and cultural specialist, committed one day a week to handcrafting five *nēnē* (Hawaiian goose) kites that were flown as a “flock” during the annual Makawao 4th of July parade, teaching residents about park-bred *nēnē* that may visit their neighborhoods.

YOUTH IN THE PARKS

HPPA was proud to contribute over \$46,000 to engage island youth in dynamic ways that connected them to their national parks and instilled the value of stewardship. Hawai‘i Volcanoes NP engaged community youth with the ground-breaking Ka‘ū Youth Internship Program, and Haleakalā NP brought students of all ages into the park through Kupukupu ‘Āina, Pōhai Maile, and ‘Imi I Ka Lama programs.

CONNECTING ARTS AND SCIENCE IN THE PARK

The widely celebrated After Dark in the Park programs at Hawai‘i Volcanoes NP benefited from over \$1,200 in support to bring in researchers, teachers, musicians, and writers in 2012 to enrich visitors’ experience in ways that speak directly to the culture and the landscape.

SPECIAL EVENTS ENGAGE YOUTH

As part of a park-wide program entitled “Special Events to Engage and Connect”, roughly 500 grade school kids flock to Kaloko-Honokōhau NHP on two days every November to soak up Hawaiian culture through hula lessons, fishing lure and *lauhala* bracelet-making, *kapa* cloth stamping and much more. Students also hear about invasive species, Hawaiian monk seals, and seasonal fish spawning. HPPA was able to support this event in 2012 with nearly \$8,000 in support to the park for this and related events.



SCIENTIFIC RESEARCH



NĒNĒ (HAWAIIAN GOOSE) MONITORING AND BANDING

At Hawai'i Volcanoes NP and Haleakalā NP, SCA interns, staff, and volunteers worked to protect the endangered native Hawaiian goose, or *nēnē*. They surveyed nests, banded adult *nēnē*, and safeguarded nesting areas against predators. Program costs for protection and monitoring were assisted by donations of over \$12,000.

'UA'U (HAWAIIAN PETREL) MONITORING

New monitoring protocols were tested on the high cold and wet slopes of Mauna Loa by Hawai'i Volcanoes NP Resources Management staff and volunteers. Over \$38,000 was contributed to this vital effort with an additional \$14,000 donated to continued monitoring. At Haleakalā NP, a donation of over \$2,300 helped support the Student Conservation Association Interns who support Resources Management.

HONU 'EA (HAWKSBILL SEA TURTLE) RECOVERY PROGRAM

An HPPA donation of \$35,000 to Hawai'i Volcanoes NP made it possible for volunteers, living in field camps along remote shorelines, to confirm nesting *honu 'ea* observed at five beaches on Hawai'i Island. Throughout the season there were 12 volunteers at any given time deployed nightly across five beaches and performing day checks at additional beaches. One of the beaches, Pohue, had its most successful season ever with 22 nests, and five nesters new to monitoring. In addition to monitoring turtle activity, program participants were involved with various community outreach events. Donations helped cover meal reimbursement, mileage, project supplies, uniforms, housing, internet access, propane for stoves, phone access, fuel and other vehicle costs, and seasonal recognition events.

CULTURAL ACTIVITIES

ANNUAL CULTURAL FESTIVALS

At Pu'uhonua o Hōnaunau NHP, \$14,000 supported the June cultural festival, showcasing the vibrant and living traditional practices of Hawaiians. Hawai'i Volcanoes NP also received nearly \$12,000 to support their annual July cultural festival. At Pu'ukoholā NHS, \$11,000 in contributions manifested as weekly cultural demonstrations and the August "Annual Ho'oku'ikahi Establishment Day Hawaiian Cultural Festival" that engaged 4,000 visitors over two days. HPPA donations helped support 600 volunteers and connected local communities and visitors to their national parks.

FREE CURRICULUM ONLINE

A \$4,100 donation to Haleakalā NP in 2012 funded the web posting of the entire five module Ho'ike o Haleakalā high school curriculum, designed to engage high school students in the study of native Hawaiian ecosystems. Today, the Ho'ike o Haleakalā lessons are available free online, for everyone.

"LIVE-IN" EDUCATIONAL CENTER

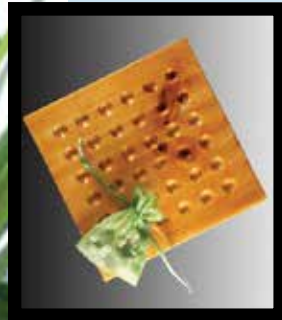
HPPA continued working in partnership with the nonprofit group Makani Hou on an historical and creative initiative intended to create a "live-in" educational center on the grounds of Kaloko-Honokōhau NHP. Nearly \$5,000 was donated in 2012 toward refreshments and honorariums for cultural workshops, administration costs, materials, tools and construction. The structure is nearly finished and work on the floor is beginning.

'IKE HANA NO'EAU

Nearly \$9,000 in donations helped support the 'Ike Hana No'eau "Experience the Skillful Work" and Nā Leo Manu "Heavenly Voices" programs at Hawai'i Volcanoes NP. These brought Hawaiian musicians, chanters, handcrafters and dancers to visitors at no charge, deepening the cultural connection to the park in a deeply sensory, place-specific way. Offerings for 2012 included Hawaiian language and songwriting workshops.



MEANINGFUL CHOICES



HPPA park stores are the premier resource for information about our parks. When we consider a new sales item for our park stores and website, we are deeply conscious of our commitment to the following criteria: quality, appropriateness to the park, educational value, accuracy of content, environmental sustainability, price point, origin and safety.

HPPA sales items provide the public with opportunities to deepen their own intellectual and emotional connections to the meanings and significance of the parks. Unlike protected natural resources, visitors can take these items home with them as a tangible reminder of their visit and continue their lifelong learning. Through these sales HPPA also generates funds that enhance the interpretive, educational and research programs of the park.

Every sales item is a story. Many of them, the books in particular, *tell* stories, but there are some whose creation, and journey to our shelves,

truly *is* a story. While some of our sales items come from publishers or other companies, quite a few (and more all the time) are created one by one by local artisans and crafters.

For instance, by the time you fall in love with a handcrafted *lauhala* (leaf of the hala tree) bracelet in the Pu'uhonua o Hōnaunau NHP park store, the components of that bracelet and the weaver (often a staff member or local artisan) have undergone a fascinating mutual process. The journey starts on the *hala* tree (*Pandanus tectorius*), where the long, thorny, waxy green leaf is collected. The thorns are stripped, the leaf dried, rolled up and stored. Then, a person of consummate skill and craftsmanship selects the best dried leaves, now honey-colored. The leaf is further stripped into long, thinner sections and then patiently, with great concentration and *aloha*, woven into ornate patterns of light and dark, over and under, until suddenly there is a bracelet where before there was just a beautiful thought.

PUBLICATIONS

Why do we publish? To provide the best place to find authentic, meaningful park-specific materials by leading authors, photographers, cultural experts and scientists.

Historically, cooperating associations were organized to be the source for definitive and authoritative materials for park visitors. Originally, that meant books, guides and maps. HPPA, formerly HNHA (Hawai'i Natural History Association), has a long publishing history that began with a self-guiding map in 1949. Some of our publications have long and continuous histories: the 1951 publication *Volcanoes of the National Parks in Hawai'i* continues to be updated and in print today. Other in-house publications include *Volcano Watching*, *Tracing The Past at Hōnaunau*, *Haleakalā Discovery*, *Hiking In Haleakalā*, and *Trailside Plants of Hawai'i's National Parks*.

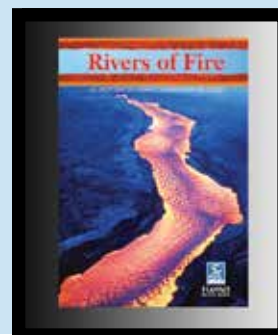
Publishing at HPPA has expanded to encompass the many types of materials required or requested by park visitors, including maps,

brochures, interpretive tags, newsletters, art prints and posters, note cards, postcards, coloring books, handouts, photo CDs and DVDs.

The future of publishing is changing. Our vision is to be innovative and gravitate into new media that the global community increasingly relies on. E-books and apps are on the horizon for HPPA.

Furthermore, some projects are approached collaboratively with NPS staff and park partners. In 2012, HPPA contributed in-house developmental support for two new trail guides for the Kahuku section of Hawai'i Volcanoes NP, the *View Lava Safely* USGS handout, and also contributed direct financial support to NPS interpretive publications.

Through HPPA's in-house publications, park and online store items, and collaborative projects, we connect the visitor to the natural and cultural resources of these Pacific Island parks.



2012 FINANCIAL SUMMARY

Statement of Financial Position

September 30, 2012

ASSETS	
Cash	\$ 319,079
Investments	712,448
Interest and other receivables	592
Inventories	488,969
Prepaid expenses and other assets	36,212
Property and equipment, net	<u>85,351</u>
TOTAL ASSETS	<u><u>\$ 1,642,651</u></u>

LIABILITIES AND NET ASSETS

LIABILITIES	
Accounts payable	\$ 119,159
Accrued liabilities	273,648
Deferred membership income	<u>5,168</u>
Total liabilities	<u>397,975</u>

NET ASSETS	
Unrestricted net assets	\$ 1,225,682
Temporarily restricted net assets	<u>18,994</u>
Total net assets	<u>1,244,676</u>

TOTAL LIABILITIES AND NET ASSETS	<u><u>\$ 1,642,651</u></u>
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Statement of Activities

Year Ended September 30, 2012

CHANGES IN UNRESTRICTED NET ASSETS

Revenue and support:	
Revenue from bookstore operations	\$ 5,474,648
Unrestricted contributions	23,305
Net assets released from restriction	6,727
Membership income	4,342
Interest and other income	<u>3,077</u>
Total revenue and support	<u>5,512,099</u>

Costs and expenses:	
Program services	
Cost of bookstore operations	\$ 4,215,885
Aid to National Park Service	<u>927,239</u>
Total program services	<u>5,143,124</u>

Supporting Services	
Management and general	\$ 428,498
Fundraising and development	<u>29,800</u>
Total supporting services	<u>458,298</u>

Total costs and expenses	<u>5,601,422</u>
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Increase in unrestricted net assets	<u>(89,323)</u>
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CHANGES IN TEMPORARILY RESTRICTED NET ASSETS

Temporarily restricted contributions	10,800
Net assets released from restrictions	<u>(6,727)</u>
Change in temporarily restricted net assets	<u>4,073</u>

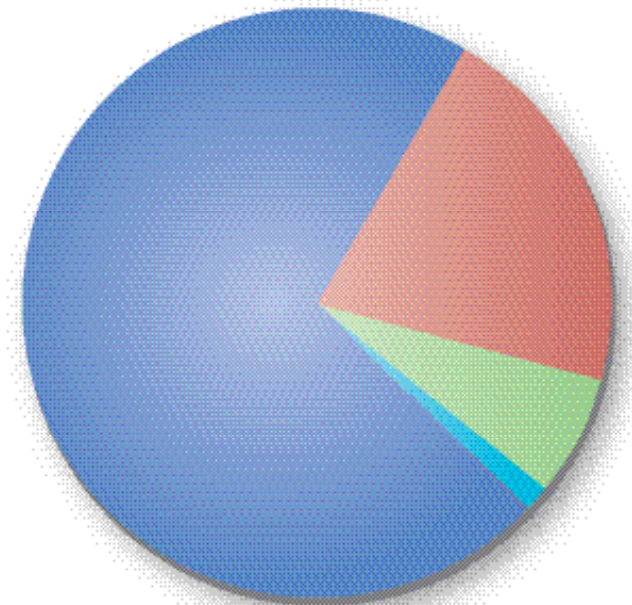
INCREASE IN NET ASSETS	<u>(85,250)</u>
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NET ASSETS - Beginning of year	<u>1,329,926</u>
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NET ASSETS - End of year	<u><u>\$ 1,244,676</u></u>
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2012 AID TO THE PARKS: \$1,486,119

Operating activities attributable to aid	1,065,103
Interpretive programs	313,630
Research	101,447
Free publications	1,821
Other	4,118





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

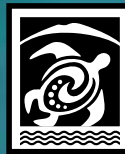
Writer: Judy Edwards

Project Lead: Robin Coonen

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

Printing: Printed in the USA by 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.





HAWAI'I
PACIFIC PARKS
INSPIRE • CONNECT • PRESERVE

P. O. Box 74 • Hawai'i National Park • 96718 • Phone 808.985.6051 • www.hawaiipacificparks.org

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