WHO WE ARE

Mission
With a spirit of aloha, we inspire the discovery and stewardship of the natural and cultural heritage of Pacific Island parks.

Core Purpose
HPPA inspires, connects and preserves. We achieve this through interpretive products, programs and partnerships.

Shared Values
They bring us together.

Aloha
friendship, happiness, compassion, ‘ohana

Kuleana
responsibility, commitment

Mālama ‘Āina
stewardship, cherish natural environment and culture

Pono
honesty, integrity, trust, respect, fairness
Aloha kākou!

Welcome to this annual report and our story of fiscal year 2014! We continue to steer our organizational canoe toward the future. Thank you for traveling with us!

The fiscal year began with a discouraging start as the sixteen-day federal shutdown shuttered our park stores. Despite this challenge to our organization, we continued in a hopeful vein and persevered with our strategic planning in the summer. This effort involved our staff, board and NPS partners, all of us working to chart our course through the next three to five years. For assistance with that complex process, we would like to thank Donna Asbury, retired Executive Director of APPL (Association of Partners for Public Lands).

We continued to raise awareness of HPPA on several fronts: by doing community outreach, expanding our social media footprint, and having a presence at statewide visitor industry events. Chair Lori Sablas notes, “Let us as HPPA be known in our respective communities by our good deeds as stewards of our respective national parks.” ED Margot Griffith adds, “Our reach is now global, as evidenced by our friends and fans on social media and our website visitors. It’s exciting to find ourselves so visible on the world stage because this translates to interest in, and support of, our partner parks.”

We welcomed new Business Manager Tasha Hose, as well as new Operations Assistant Manager Hoku Awong, new Associate Bookkeeper Mona Nelson, and new Office Clerk Julie Rogers.

As for board activities, we have seen great progress with our Governance Committee in completing the updating of many of our governance documents, a big task. And we are happy to see and support growth in organizational staff participation in more outreach and training opportunities. We bid a fond aloha to three departing board members Debbie Hecht, Fred Cachola and Gaylord Kubota, all of whom left in the summer of 2014. Lori Sablas was honored to be elected by her peers as Board Chair, and she led the effort to have HPPA be a workshop presenter for the first time at the APPL convention.

We are grateful for your interest and support of HPPA and the parks we serve. Please stay in touch with us this coming year by visiting our park store or checking in with us online.

Lori Sablas, Board Chair

Margot Griffith, Executive Director
BOARD SPOTLIGHT

Rosemary Stancampiano

Our board Treasurer Rosemary Stancampiano moved to Hawai’i from upstate New York in 2007 after retiring from Eastman Kodak Company as a Financial Systems Consultant. Her career included numerous jobs in finance — cost accounting, financial analysis, and the design, installation, and troubleshooting of finance systems for many divisions within the company, including installations in China. Prior to joining Kodak, Rosemary taught junior/senior high mathematics in an inner-city school in the Rochester City School District.

She joined the HPPA board in 2009 and is currently Treasurer of the organization. She says “Our board is a diverse mixture of people and talents, allowing a strong working relationship with the national parks on Hawai’i Island and Maui. HPPA park store frontline staff interact with visitors on a daily basis; not only as salespeople, but also providers of information about our parks and suggestions to make the visitor’s experience the best it can be. In October 2013, our parks and HPPA were affected by the government shutdown, but as soon as it ended our people were there to welcome our visitors back. Since our donations to the parks are directly related to our sales, losing 16 days of sales hurt our bottom line and therefore our park donations.

During my tenure on the board we have had strong and increasing revenues, which provided us with the ability to support wildlife conservation efforts, cultural festivals and demonstrations that draw local people as well as visitors into our parks. We support numerous educational opportunities and a myriad of other projects to connect our parks to the current and next generations of park-goers. Having grown up in an urban environment, the ability to connect people to the history, spirituality, and beauty of our parks is, for me, very satisfying.

In this era of decreasing education budgets, my personal hope is to be able to provide the means to get our local children to experience what our national parks offer. To be good stewards of our creation, we must engage the next generation, and the next after that. Being associated with HPPA and our parks has been a personal learning, growing experience for me for which I am grateful.”
In 2014, HPPA donated $1,670,586 in direct project funding, park store operations, and staff support to our national park partners. Our nine park stores can be found in six parks on three Pacific islands. Our three area managers must navigate complexities that arise from remote locations, dramatic weather, and the challenges that come with running a business on an island. Additionally, they oversee frontline staff who are often the first and sometimes the only park contact visitors may have on their trip to the national park. Each area manager is closely acquainted with her park’s interpretive themes, and each park store reflects those themes.

Over 690,000 people annually visit Pu’uhonua o Hōnaunau and Kaloko-Honokōhau National Historical Parks and Pu’ukoholā Heiau National Historic Site. HPPA park stores are found in each visitor center. Arrayed along the Kona coast, these small historic park sites each tell a powerful story. West Hawai’i Area Manager Karin Ortiz moves between all three locations, juggling different park store priorities, supervising the front line and working with NPS staff to meet park needs. Karin says, “I really enjoy working in these special places and am proud of the role HPPA plays in contributing to their support. Despite the challenge of the distance between the parks, working at each location is like stepping into the past of old Hawai’i.”

The Summit District entrance, at 8,000 feet above sea level, is on the road that leads to two visitor center park stores on its winding way to the chilly 10,024 foot peak. The other entrance and the location of the third park store is in the Kipahulu District of the park, nearly 60 miles away and at sea level. Over 1,142,000 annual visitors experience the park through these gates. The park’s interpretive themes range from geologic history to rainforests and cultural practices. Haleakalā Area Manager Mary Cockett notes, “We have had great success working to convert our ~300 square feet of combined selling space into magnificent sales areas, resulting in our ability to donate more back to the parks, and all while offering excellent visitor and interpretive services!”

Operations Manager Toni Case keeps tabs on all nine of the HPPA park stores in Hawai’i and American Samoa but can be found holding down the fort in our main office at Hawai’i Volcanoes National Park. Here, she balances complex duties at this park which sees over 1,693,000 visitors a year. Her responsibilities on-site include two park stores within the visitor centers, the inventory warehouses, and an internet sales mailing center. This location also acts at the inventory base for our park store at the National Park of American Samoa. Toni is inspired to say, “This by far is the most rewarding job I’ve ever had. I am continually reminded of the sense of place and to be in the moment always.”

Staff Spotlight

Administrative Staff
Margot Griffith
Executive Director
Tasha Hose
Business Manager
Toni Case
Operations Manager
Kim Olsen
Creative Services Manager
Mary Cockett
Haleakalā Area Manager
Karin Ortiz
West Hawai’i Area Manager
Makoto Cole
IT Systems Administrator
Hoku Awong
Operations Assistant Manager
Judy Edwards
Interpretive Media Assistant
Hulu Harris
Production Assistant
Deborah Boyer
Executive Assistant
Mona Nelson
Associate Bookkeeper
Julie Rogers
Office Clerk
Catching a W.A.V.E.

The W.A.V.E. program (Wa’akaulua Authentic Voyaging Experience) began with HPPA support in February 2014 after a Hawaiian blessing on Pelekane Bay. It carried visitors out onto the bay in a Polynesian sailing canoe three days a week, six programs a day, riding the wind over submerged ruins and past the dorsal fins of blacktip reef sharks. Local captain Hualalai Keohuola shared his cultural knowledge with eager passengers, and when the weather did not cooperate, the captain gave shoreline talks. In total, HPPA was able to donate just over $39,000 to this popular program.

By the end of September 2014, a total of 1,779 visitors had participated in this one-of-a-kind Hawaiian cultural program, leaving stacks of positive visitor comments. HPPA was also able to support the purchase of a rugged GoPro camera to take out on the canoe, the videos from which appeared on YouTube and Facebook and gave the wider world a glimpse over and under the waves at this profoundly historic national park site.

“Voyaging experience was educational, interesting and enjoyable. Outstanding experience, was phenomenal!”
- Esther Hampton

“Wow Hualalai was wonderful. What an amazing program, very informative and knowledgeable.”
- Olga Dendy

“We took the canoe ride and I very much enjoyed the cultural information provided. Great program!!”
- Dale Nichols

Learning Culture by Doing

On two warm days at the end of June, 4,000 visitors from all over the world poured into Pu’uhonua o Hōnaunau National Historical Park to “ma ka hana ka ‘ike” (learn by doing). The opportunities for delight and inspiration were everywhere as 200 practitioners and cultural demonstrators offered chances to try traditional crafts such as lauhala (pandanus) weaving, ancient arts, evocative hula, and games of strategy or skill. Canoe rides on Saturday the 28th allowed the adventurous to ride out on the waters of Hōnaunau Bay and view the storied grounds of this sacred site. For the epicurious, food tastings were available on Sunday the 29th.

Our donation of $30,000 supported many of the costs of this busy two-day event, as well as similar cultural events at this park throughout the year. For this cultural festival alone, we supported volunteer lunches, supplies for demonstrations and food for tastings. The national historic parks and sites of Hawai’i present an opportunity to show the world the beauty and depth of the Hawaiian culture. It’s an opportunity that we feel proud of supporting for nearly 40 years.
Youth Make the Climb to Haleakalā National Park

The Kupukupu ‘Āina (for middle school) and Pōhai Maile (for high school) Internship programs at Haleakalā National Park provide the youth of Hawai‘i with critical stepping stones to careers in the National Park Service and other conservation agencies. These programs connect local students to their national park, teaching valuable networking tips and providing job readiness training. Interns leave the program with marketable skills, hands-on experience, and the insight that will support them if they choose to aspire to leadership in Hawai‘i conservation. The college internship program, ‘Imi i ka Lama, further enriches college students who are working to decide on a degree major and a lifelong career. Graduates from one program are encouraged to apply for the next. So far, this groundbreaking and life-changing program has graduated 107 students. HPPA was able to contribute over $40,500 in 2014 to these programs that foster the development of tomorrow’s conservation leaders.

In other parts of the United States, school buses carry students to field trips, buses that belong to the schools. In Hawai‘i, if students want to take a field trip to their national park, they must hire buses from a private company. For many schools, that additional cost is discouraging and sometimes completely impossible to find in their budgets. On the island of Maui, Haleakalā National Park created a solution that pays for buses to bring students up the long and winding road to the park entrance near the summit of the volcano: they requested our support. In 2014, through the Bring Youth to the Park program, we were able to donate over $9,400 toward school bus costs and connected kids to their national park.

Small Islands, Great Responsibility

The National Park of American Samoa is small but potent. This mountainous park spreads over the islands of Ta‘ū, Ofu-Olosega, and Tutuila. Healthy coral reefs fringe the islands while rich rainforests cover the mountainous slopes. The Samoan culture is Polynesia’s oldest, probably having come by sea with voyagers from southwest Asia some 3,000 years ago. Today, the park works with Samoan communities inside of its boundaries to protect the culture.

This year, we were able to donate $10,000 to support a first-ever program that works to perpetuate the Samoan culture and native ecosystems. Pai Aukuso-Reopoamo from the American Conservation Experience was contracted to provide nearly 50 education programs on Samoan culture and environment to about 700 local elementary-level students. Many of the 30,000 students on these islands have not been exposed to the ideas and ideals of conservation and cultural preservation. This park understands the need to educate the next generation of Samoan leaders. With our donation they were able to expand their current, already significant efforts.
Preserve
By August 2014, NPS Volunteers at Hawai‘i Volcanoes National Park had been working and camping in remote areas of Hawai‘i Island since May. That summer, 11 student and community volunteers and two college interns were trained during overnight field orientations and began monitoring for turtle activity at beaches inside and outside the park. Liz Ransom, full-time biologist, had the help of Lauren Kurpita, part-time project coordinator.

The hawksbill sea turtle nesting season would end in December, but during the season, volunteers monitored beaches along the southern shores of Hawai‘i Island to document the activity of adult female turtles and hatchlings, and to rescue distressed turtles. In addition, seven youth rangers (a different program in the park, also supported by HPPA) camped at Kamehame beach, a productive nesting beach outside of the park boundaries. They helped to clear invasive haole koa, a persistent weed, to improve nest habitat. By October, there were 17 nesting females, seven returnees (four newly tagged), and 27 confirmed nests with activity documented at four beaches, including ‘Āpua and Halapē inside the park. One of the returning females had not been documented since 2005. Her usual interval between nesting seasons was three years and biologists, fearing her dead, were heartened to see her back in the park. Best of all, by the end of the season the staff and volunteers had released 7,313 hatchlings to the ocean. HPPA funded $40,300 for FY14 supported volunteer housing, field supplies, and stipends.

Great News for Hawksbill Sea Turtles!

In the summer of 2014, and with the support of HPPA through an $11,000 donation, Kaloko-Honokōhau National Historical Park was able to provide a two-month developmental internship with the Visitor and Resource Protection Team for Molokai native and current Hawai‘i Island resident Kendall Willing. This program was implemented by the park to preserve, protect, recruit, mentor and develop local students with the goal of beginning a public service career.

Kendall seeks a career in public service, focusing on law enforcement and fire protection. He brought a wealth of Hawaiian cultural experience and natural history knowledge to his internship and contacted hundreds of visitors. He supported the Visitor Center staff and patrolled with experienced law enforcement officers, and was a first responder to turtle entanglements and resource issues. Park visitors benefited from interacting with a park ranger connected to the lands of Hawai‘i.

“Kendall Willing will be starting Law Enforcement academy shortly. HPPA supported his internship and his tuition for the academy. We hope to have him working in the Hawai‘i parks soon,” say his NPS supervisors. Investing in developing careers can help to preserve the parks for the future.

Preserving Parks through Nurturing Careers: The Hawaiian Law Enforcement Legacy Program and Kendall Willing
Hiking in Haleakalā

In 2014 HPPA revised and updated a longtime favorite publication, the *Hiking in Haleakalā National Park* trail guide. We worked closely with experts at the park to update the maps, trail information, and interpretive content. We were able to bring in glorious new full-color cover and back photos from longtime Haleakalā photographer David Schoonover, and in mid-February we went to print. We shifted to printing in Hawai‘i, and our first order of 3,000 guides shipped to our three Haleakalā park stores and were offered on our web store. This publication has been a staple of Haleakalā National Park hikers for 13 years and we were deeply satisfied to see it return to park stores shelves, where it began briskly selling to eager hikers.

The Spirit of Ka-loko Hono-kō-hau

Forty years ago, a small but determined group of Native Hawaiians learned that one of their cherished coastal villages was targeted for urban development. They formed a 15-member Hono-kōhau Study Advisory Commission and petitioned the NPS to consider a new unit of the national park system. “As we walked in the footsteps of our ancestors... we could feel the SPIRIT of the place. We took great pleasure in presenting our study because, perhaps for the first time, native Hawaiians have been able to tell their story in their own way.” Their report, “The Spirit of Ka-loko Hono-kōhau”, was persuasive: the park was dedicated in 1978. In 2014, on the 40th anniversary of this passionate document, HPPA revised and reprinted “Spirit” for a new generation, recreating the historical document without changing the feel of the original.

Lauhala Weaving Bracelet Kit

Visitors to our partner parks are often given the opportunity, via HPPA-supported cultural demonstrations and festivals, to sit down and immerse their hands and minds in authentic Hawai‘i. For many, the wish to take home additional materials or kits with which to practice and improve is powerful. We committed to sourcing our authentic materials from the local community to support these events at the parks. One of our most personally important goals is to expand what we can provide in terms of take-home items linked to park events and we are happy to be able to provide one more way to extend the national park experience, long after the visit.

Pu‘ukoholā Protective Sun Shirt

The W.A.V.E Program (Wa’akaulua Authentic Voyaging Experience) we supported at Pu‘ukoholā Heiau National Historic Site was a great success. In response to the need to protect program participants from the ruthless Hawaiian sun on the open water, we created a custom-designed sun shirt with a graphic of Kamehameha’s great war heiau (temple) on the back, the park logo over the left breast pocket area, and an associated traditional Hawaiian kapu (the Hawaiian fiber cloth) pattern down the left sleeve. The sun shirt, designed by HPPA and created by American Backcountry, is a moisture-wicking performance apparel item with UV protection.
## Statement of Financial Position

### September 30, 2014

**ASSETS**

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<th>Description</th>
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<td>Cash</td>
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<td>Investments</td>
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<td>Inventories</td>
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<td>Prepaid expenses and other assets</td>
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<td>Property and equipment, net</td>
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<td><strong>TOTAL ASSETS</strong></td>
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**LIABILITIES AND NET ASSETS**

**LIABILITIES**

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<td>Deferred membership income</td>
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<td><strong>Total liabilities</strong></td>
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**NET ASSETS**

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<td>Temporarily restricted net assets</td>
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<td><strong>Total net assets</strong></td>
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**TOTAL LIABILITIES AND NET ASSETS**

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<tbody>
<tr>
<td></td>
<td><strong>$1,515,683</strong></td>
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</table>

## Statement of Activities

### Year Ended September 30, 2014

**CHANGES IN UNRESTRICTED NET ASSETS**

- Revenue and support:
  - Revenue from park store operations: $5,305,972
  - Net assets released from restriction: $28,750
  - Unrestricted contributions: $10,461
  - Membership income: $16,387
  - Interest and other income: $4,787
  - **Total revenue and support**: $5,366,357

- Costs and expenses:
  - Program services:
    - Cost of bookstore operations: $4,018,164
    - Aid to National Park Service: $1,096,623
    - **Total program services**: $5,114,787
  - Supporting Services:
    - Management and general: $396,633
    - Fundraising and development: $28,844
    - **Total supporting services**: $425,477
  - **Total costs and expenses**: $5,540,264

- Change in unrestricted net assets: ($173,907)

**CHANGES IN TEMPORARILY RESTRICTED NET ASSETS**

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<td>Change in temporarily restricted net assets</td>
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**CHANGE IN NET ASSETS**

($200,657)

**NET ASSETS - Beginning of year**: $1,419,454

**NET ASSETS - End of year**: $1,218,797
2014 Aid to Parks
TOTAL $1,670,586

HPPA Funded Programs

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<td>Other</td>
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<td>Free Publications</td>
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Developed by HPPA Staff
Kim Olsen, Project Lead; Hulu Harris, Designer; and Judy Edwards, Writer

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

Photo Credits
Kawika Singson, Front Cover Honu Image