



# 2015

HPPA support has far-reaching effects

# IMPACT REPORT

38

OUR  
STAFF

6

PARK  
PARTNERS

\$2.1M

TOTAL  
DONATIONS



**HAWAII**  
PACIFIC PARKS  
INSPIRE • CONNECT • PRESERVE

# WELCOME

## BOARD CHAIR AND EXECUTIVE DIRECTOR LETTER

Aloha kākou!

Welcome to our 2015 annual report. The summit lava lake at Kīlauea volcano rose and fell dramatically in April and May, and our year was also one of change and excitement. This much-publicized overflow in the late spring gave us a welcome sales boost: National Park Service (NPS) park rangers counted a high of 1,200 cars a night at the peak of visitation to the park. HPPA responded with expanded park store hours and all hands on deck.

Our membership program, which offers discounts at our park stores and other participating association nonprofits across the country, as well as a quarterly newsletter detailing the programs and projects we support, saw a fast start in January and showed no sign of slowing. Our worldwide, active membership was over 1,700 by the end of FY2015.

On the publishing front, the much-loved *Geological Field Guide to Kīlauea Volcano* found new life as *Explore the Geology of Kīlauea Volcano* with an engaging color cover that encourages exploration of the park. First published in the 1980s, the book has been revamped and resized, with updated information that makes it leap off the shelves into the hands of park visitors.

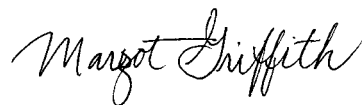
The upcoming 2016 centennial anniversary celebrates not only the NPS but also the birthday of two of our partners, Hawai'i Volcanoes and Haleakalā national parks. HPPA worked with NPS staff on the designs of their centennial logos and donated the designs to the parks. Find the resulting popular and eye-catching logos on centennial merchandise in our park stores and online throughout 2016.

We presented at the Association of Partners for Public Lands convention in February, marched in the Merrie Monarch parade in April, and supported as well as had a presence at the Hawai'i Conservation Conference in July. We also debuted a first-ever program to tie a direct donation into a sales item: for every "Makana" plush nēnē purchased, one dollar goes directly to the NPS programs that protect this flagship Hawaiian species.

In the following pages you will find details that illustrate the contributions and impacts of our year and connect you to the programs and projects we support at our six national park partners. Stay in touch with us this coming year by visiting our park stores in person, or find us online at our website, webstore, Facebook page and Twitter account. Mahalo for your support of HPPA and the parks.



Lori Sablas, Board Chair



Margot Griffith, Executive Director





## BOARD MEMBERS

HPPA's highly skilled board of directors is 100% volunteer. Members bring their professional experience and guidance to the board, holding quarterly meetings and working in committees to help steer HPPA toward growth and innovation. Our board is a vital component of our strong and viable national park partnerships. We thank them for their dedication and commitment.

Lori Sablas  
*Chair*

Pete Muller  
*Vice Chair*

Rosemary Stancampiano  
*Treasurer*

Tanya Rubenstein  
*Secretary*

John Bertsch

Ian Birnie

Helen Hemmes

Gwen Hiraga

Jill Jacunski

John Kapono'ai Molitau

John Tyler

## HPPA STAFF

HPPA's 38 staff members enhance the visitor experience and support our park partners in myriad ways. Frontline staff provide park interpretation, retail sales, orient and assist visitors, participate in workshops, and support NPS staff. Our administrative staff (listed below) manage operations, financial accountability, human resources, park programs, board support, community outreach, and collaborate to develop or locate site-specific sales items.

Margot Griffith  
*Executive Director*

Mel Boehl  
*Business Manager*

Toni Case  
*Operations Manager*

Kim Olsen  
*Creative Services Manager*

Mary Cockett  
*Haleakalā Area Manager*

Karin Ortiz  
*West Hawai'i Area Manager*

Paul Bieschke  
*IT Systems Administrator*

Hoku Awong  
*Operations Asst. Manager*

Judy Edwards  
*Interpretive Media Asst.*

Mona Nelson  
*Associate Bookkeeper*





# INSPIRE

## 2.7K

People expanded their cultural understanding at  
Pu'uhonua o Hōnaunau National Historical Park

Our “Inspire, Connect, Preserve” commitment refers just as much to cultural national park resources as it does to the famous and celebrated NPS natural resources. Donations in 2015 meant that we could apply those principles to the support of the programs and projects featured here, which inspired many visitors to engage with cultural events and demonstrations, thereby deepening their understanding of this rich host culture.

### CULTURAL PROGRAM & EVENT SUPPORT



**HAWAII**  
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**13K**

ATTENDEES

**3K**

VOLUNTEERS

**\$38K**

DONATIONS



The Kīlauea Cultural Festival and BioBlitz at Hawai'i Volcanoes National Park welcomed 5,000 visitors and participants over two days in May of FY2015. HPPA support of \$9,600 was dedicated to many festival needs, from honorariums and materials to the support of 2,031 event volunteers who gave many hours to the festival before, during and after.

At this park we also support *kupuna* (elder) consultation meetings, and in FY2015 we donated \$2,257 to the Wahi Pana Nā Mea Makamae Program, funds that helped to develop teaching trunks and education material for school visits by NPS staff. This program reached 150 kids in area schools, inspiring a sense of discovery.

Hundreds of visitors joined HPPA-supported summer cultural demonstrations at Haleakalā National Park in the gorgeous Kīpahulu District of the park. Local artisans and experts taught lei-making, feather-work, poi-pounding, how to throw a fishing net, and ukulele-playing to captivated visitors. Our donation of \$2,800 supplied honorariums for the community practitioners, people from this isolated area who are living treasures of Hawaiian cultural knowledge.

And at Pu'uhonua o Hōnaunau National Historical Park, an HPPA donation of \$18,399 helped to create the yearly two-day cultural festival, classes and workshops in traditional crafts, historical plays and evening programs for the community, as well as student programs that brought kids into the park to participate with all five of their senses. Over 2,660 people attended these cultural events, and 330 volunteers willingly gave their time for the perpetuation of the culture.

Pu'ukoholā Heiau National Historic Site held a remarkable 39 special cultural events with HPPA support of \$4,897 in FY2015. They did this with 68 volunteers and welcomed 2,805 visitors into their culture and park community. But that was only the start. Additional programs utilizing HPPA support included: Pacific Islander Day, Hawaiian Flag Day, and weekly whale watching programs during the winter season. The annual two-day cultural festival was cancelled due to fires and floods, but in the end, these additional programs educated and involved 4,951 visitors and utilized 643 volunteers.



# 5K

Inspired while learning at the Cultural Festival and BioBlitz species count at Hawai'i Volcanoes National Park





# CONNECT

## 439

Maui youth made meaningful connections  
at Haleakalā National Park

Protection and stewardship of our national parks is strengthened when we work to make sure that the community, especially the youth, can physically and spiritually connect to their national parks. In many cases, the challenge is affordable access. HPPA underwrote transportation costs for school and community groups, and supported park programs developed with those groups in mind. In this way, we do our part to develop park advocates and help secure the future of these irreplaceable public lands.

### YOUTH & ENGAGEMENT SUPPORT



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**1.2K**

PARTICIPANTS

**6**

PROGRAMS

**\$26K**

DONATIONS



In FY2015, a donation of \$17,400 to Haleakalā National Park on Maui translated to 450 local youth transported to the park for day visits on rental buses. In Hawai'i, school buses do not belong to the schools but must be rented. This additional expense is often too much of a financial challenge to schools and limits experiential education.

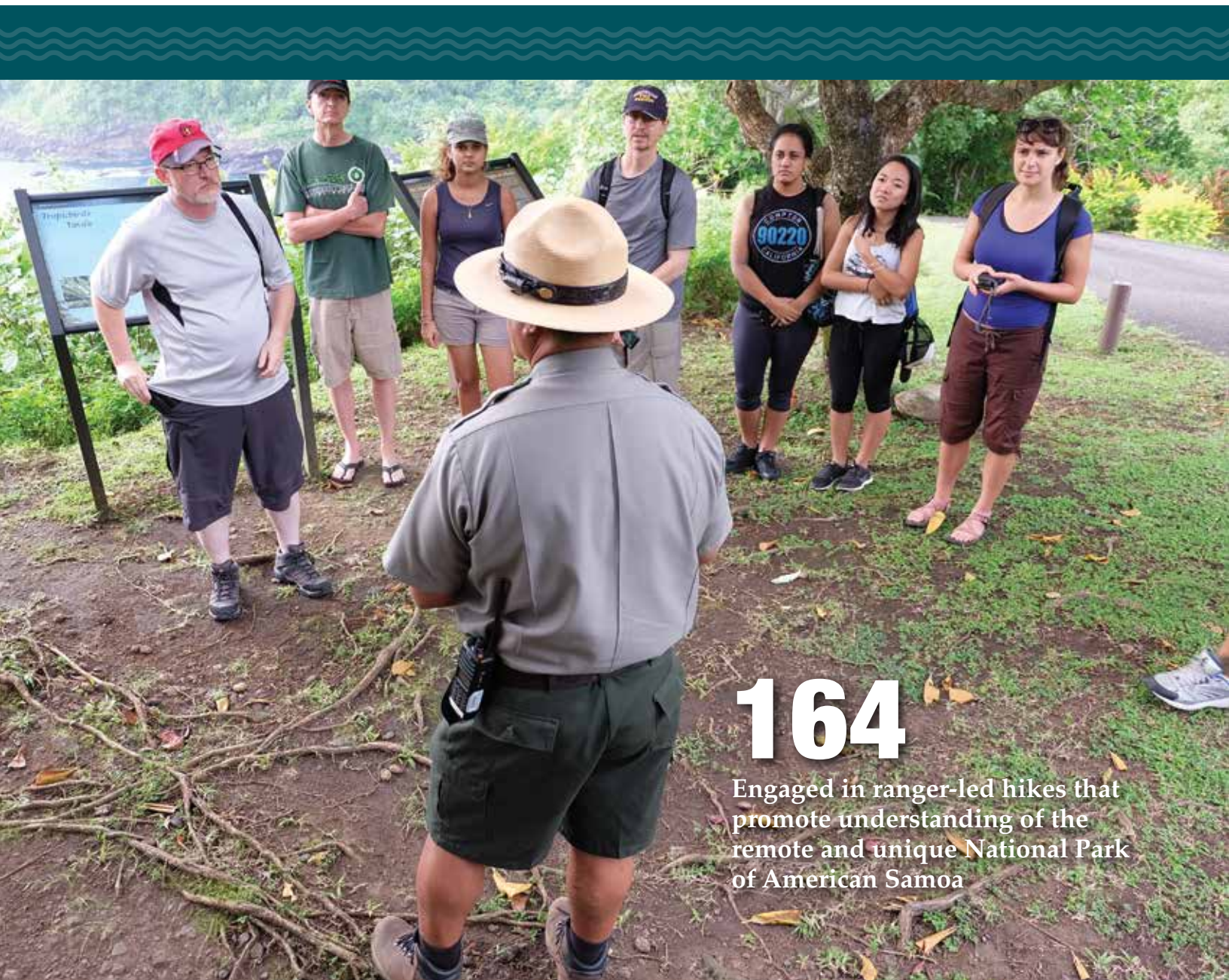
HPPA also helped to support intensive multi-week student internships at this park, as well as supporting at-risk-youth hikes and youth natural resource stewardship projects through the 'Imi i Ka Lama program and Bring Youth Groups to Parks funding.

At Kaloko-Honokōhau National Historical Park on Hawai'i Island, our donation of \$6,976 to the park in FY2015 meant that the Special Events to Engage program welcomed 450 students to the two-day annual student-based (4th-grade) cultural festival, and it helped

to meet the needs of over 50 event volunteers. HPPA Cultural Demonstrator Kahaka'io was a key participant in that festival.

'Ohana Day, another event that welcomes the community into the park, benefited by our donation to the event and to the needs of the 15 volunteers who supported NPS staff. About 100 community members attended this day of hula, games, food and crafts.

And at the National Park of American Samoa, an HPPA transportation donation of \$1,800 helped bring 164 Samoan youth, adults, and off-island visitors to this remote and ecologically rich location, where NPS rangers and a volunteer then led educational hikes into this conservation treasure. This important effort will help to create advocates and stakeholders for this gem of a national park unit.



# 164

Engaged in ranger-led hikes that promote understanding of the remote and unique National Park of American Samoa



# PRESERVE

## 25

Endangered Hawksbill sea turtles  
nested on Hawai'i Island

Preservation is a key purpose of National Park Service. That means the parks must have the capacity to conserve, monitor, protect, and help to recover endangered species. Hawai'i is the extinction capital of the world, and both time and resources are precious. At Hawai'i Volcanoes National Park in FY2015 we were given the opportunity to donate to this work on behalf of three priceless Hawaiian species: The honu'ea (Hawksbill sea turtle), nēnē (Hawaiian goose), and 'ua'u (Hawaiian petrel).

### SPECIES PROTECTION SUPPORT



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**7.5K**

HATCHLINGS

**159**

NESTS MONITORED

**\$40K**

DONATIONS



The honu'ea season in Hawai'i runs from May to mid-December. For the 2015 season, over 25 volunteers with the Hawksbill Turtle Recovery Project at partner Hawai'i Volcanoes National Park monitored and managed Hawai'i Island's rugged southern coastline for sea turtle nesting activity and protected endangered turtle nests. HPPA is one of many supporters to this program, contributing \$26,600 in FY2015.

Happily, 67 confirmed nests were found at six beaches: two in Hawai'i Volcanoes National Park. A total of 25 individual nesting honu'ea were identified: twelve sea turtles were returnees from previous seasons, and 13 were newly tagged. These numbers bring the total of tagged adult female honu'ea on Hawai'i Island to 142. Best of all, about 7,500 hatchlings safely reached the ocean.

Nēnē recovery efforts at Hawai'i Volcanoes National Park continued with HPPA support in FY2015. Park biologists were able to document 29 nests of these endangered and beloved birds. Despite inclement weather and the ever-present threat of predatory rats, cats, mongooses and pigs, eight goslings fledged (grew into their adult feathers) and seven of those were caught and banded, an important method of tracking where nēnē move and how long they may live.

'Ua'u monitoring on the high slopes of Mauna Loa received HPPA support for biologists working in the field to find and monitor 63 active nests and 20 known fledglings (weather complicated monitoring efforts). 'Ua'u make their nests in deep burrows on the cold, windy, rocky and exposed upper slopes of the volcano, a difficult and challenging place to reach and in which to work.

A large albatross, likely a Laysan Albatross, is shown in flight against a clear blue sky. The bird is captured from a side profile, with its wings fully extended. The upper wings and back are dark, while the underparts are white. The tail feathers are dark and spread out. The bird's head is turned slightly towards the viewer, showing a dark beak and a white forehead. Its legs are tucked under its body.

63

Remote 'ua'u nests monitored  
on the high slopes of Mauna Loa





# INNOVATE

## MAKING MEANINGFUL CONNECTIONS

HPPA has been supporting nēnē conservation for decades through annual donations toward significant awareness and protection programs for Hawai'i's state bird at Hawai'i Volcanoes and Haleakalā national parks. For the first time, in early 2015, HPPA debuted a custom interpretive item in the form of a lifelike plush: Makana the Nēnē. Every plush purchased includes a one-dollar direct donation from sales to program support, in addition to our traditional annual funding.

Initially we collaborated with the parks on development, then invited the world to participate by running a Facebook naming contest. The contestant who submitted the winning Hawaiian name (Makana means "gift") won a plush and was featured on Facebook with our thanks.

A strong response to the naming contest reinforced our belief that the general public is deeply invested in the future of the nēnē.

Makana is available at our park stores in Hawai'i and at our online store, which provides another platform for awareness of species protection in the park. Makana can be purchased exclusively through HPPA, and we plan to offer this state bird plush for wholesale in 2016.

All who purchase Makana have the added satisfaction of knowing that their purchase directly protects nēnē in the wild. Direct support to a park program is a tangible new way we connect, inspire, and preserve, reflecting our mission by innovative custom product development.



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Hawai'i Volcanoes  
National Park

**\$94.5K**



Haleakalā  
National Park

**\$35.4K**



Pu'uhonua o Hōnaunau  
National Historical Park

**\$31.4K**



Kaloko-Honokōhau  
National Historical Park

**\$12.3K**



Pu'ukoholā Heiau  
National Historic Site

**\$7K**



National Park of  
American Samoa

**\$3.1K**

DIRECT PARK CASH DONATIONS IN 2015

**\$184K**

**\$1.9M**



STAFFING

Operating activities  
attributable to aid

**\$138K**



PROGRAMS

Educational programs  
and cultural events

**\$40K**



RESEARCH

Species protection  
and monitoring

**\$6K**



OTHER

Honorariums, event  
support, and free  
publications

TOTAL DONATIONS TO THE PARKS IN 2015

**\$2.1M**





#### DEVELOPED BY HPPA

Design: Kim Olsen

Writer: Judy Edwards

#### PHOTOGRAPHY

All images taken by HPPA and NPS staff and volunteers, park partners, or program participants unless noted below.

#### PHOTO CREDIT

'Ua'u image, pg 9, by Jim Denny

Makana image, pg 10, by Joni Mae

Makuakāne-Jarrell

## MISSION

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

## 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



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