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.

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

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
Letter from the Board Chair and Executive Director

Aloha kākou!

Our story continues to be one of growth in capacity and reach. It is our pleasure to once again invite you to connect on the following pages with people and programs in the parks we serve.

We conducted an all-employee training at Hawai‘i Volcanoes National Park in November of 2012 (early in FY2013); it was inspiring to see HPPA staff from all areas gathered together in one place. Thanks, Nicki Phelps and Rosa Say!

Board chair Fred Cachola and executive director Margot Griffith were honored to visit the National Park American Samoa in April to help the park celebrate the dedication of their new visitor center. This was the final stage of recovery from the damaging tsunami of 2009. It was wonderful to see the beautiful interpretive exhibits and our new park store space, and to experience the richness of Samoan culture.

Our product goals continue to be: source more locally-crafted, site-specific items; review and refresh our product line; continue to develop new sales items that are site or brand-specific. Visit our website or a park store near you for the full range of new products.

HPPA has begun more outreach into professional and local communities. We sent a staff representative and sponsored a session at the Hawai‘i Conservation Conference in July, and had our first presence in local holiday parades.

We welcomed new working relationships with three incoming NPS superintendents, Natalie Gates (Haleakalā National Park), Tammy Duchesne (Pu‘uhonua o Hōnaunau and Kaloko-Honokōhau National Historical Parks), and James Bacon at National Park of American Samoa.

Mahalo nui loa for your interest and continued support of HPPA and the parks we serve!

Fred Cachola, Board Chair

Margot Griffith, Executive Director
During a reunion with my college friends we were asked
to share our most creative moment in the past five years.
For me, it was the incredible experience of watching lava
erupt at close range in Hawai‘i Volcanoes National Park.
I have a passion for our parks.

I also have administrative experience staffing a non-profit
board, plus have served in leadership roles on boards (and a
commission) as a volunteer. Helie Rohner, who felt that my non-profit
expertise would be helpful to the HPPA board in managing change,
recommended me. I was impressed by the association’s mission, vision,
and values and welcomed to “fill a term that begins immediately, and runs
through December, 2012” via a letter dated November 24, 2009. I have since
been elected to a 2nd term.

We have come a long way as a board and as an association. Updated
branding means the name and look have since changed, and there have been
technological advancements and the talents of new creative staff. The new
logo with the words “Inspire. Connect. Preserve.” speaks to what HPPA does,
and the individual park logos provide a distinct and original visual identity
for each park partner.

For us, I think the issue now is how best to prepare ourselves for the future
not only for our park partners but for ourselves, for HPPA. We on the board
are working to find the middle ground—to what extent do you invest in your
staff, and how do you weigh that against the needs of the parks? This is our
challenge. I was instrumental in getting our bylaws amended, and since we
have term limits I will naturally be stepping off the board, but I think there has
been value in having someone with my skill set on the board as it expanded.

My husband Don and I remember visiting Hawai‘i Volcanoes National Park
in the late 60s, I think, and we were instructed to back our car into the parking
lot so we could make a speedy exit if necessary. If I recall correctly, there was
an eruption that evening, and we learned that the viewing stand burned from
the newly erupted lava. Chicken skin!
HPPA offices and park stores are found in six national parks on three islands in the US and a US Territory. Despite the distance and variability in location, climate and culture, in FY2013 staff worked together to create the energy that would empower us to donate $1,460,986 to our national park partners in Hawai‘i and American Samoa.

HPPA is headquartered at the 4,000ft. elevation in Hawai‘i Volcanoes National Park (NP), on Hawai‘i Island. Here, in addition to our administrative offices, two park stores—one located in the visitor center and the other in Jaggar Museum—absorb nearly 1.5 million annual park visitors. In addition, retail and product development support to the small but rapidly expanding park store in the National Park of American Samoa is managed from here. The administrative and sales staff make up a combined $592,000 in support to visitor center front lines, as well as contributing fiscal and creative support to the park.

Three national park partner sites are dotted along the west coast of Hawai‘i Island: Pu‘uhonua o Hōnaunau National Historical Park (NHP), Kaloko-Honokōhau National Historical Park (NHP), and Pu‘ukoholā Heiau National Historic Site (NHS). The profound cultural component common to all three parks is reflected in the way that HPPA staff and members of the community come together, with frequent cultural demonstrations or handcrafting opportunities driven or supported by frontline staff. West Hawai‘i parks received about $140,000 in aid in the form of HPPA staffing.

Haleakalā National Park (NP) on Maui sprawls from summit to sea in two distinct parcels. Visitors to the park stores at 7,000 and 10,000ft. above sea level experience a cold, high mountain environment. Staff here, in addition to running the park store, assist with “citizen science” and lead interpretive programs and hikes. Staff in the coastal Kïpahulu district operate the park store, give cultural demonstrations, and interpret the Hawaiian context of the park. Haleakalā NP received just over $333,000 in aid through HPPA staffing.
Island-wide Cultural Festivals
The intangible and far-reaching effects of the four Hawai‘i Island cultural festivals enrich everyone. For a few days in June, July, August, and November, our national park partners showcase the vibrant and living traditional practices of the evolving Hawaiian culture. HPPA is able to contribute over $62,000 to these events which bring thousands of students, residents and island visitors into Kaloko-Honokōhau NHP, Hawai‘i Volcanoes NP, Pu‘uhonua o Hōnaunau NHP, and Pu‘ukoholā Heiau NHS for days of ceremony, canoe rides, food tastings, crafting workshops, hula, chant, Hawaiian games, fishing demonstrations, mock warfare, music and more. HPPA donations directly support hundreds of volunteers with everything from food to transportation, event shirts and honorariums, and inspire thousands of attendees.

After Dark In The Park
The scientists, writers, musicians, dancers, historians and academic professionals who have contributed their talents to this celebrated and enthusiastically attended Tuesday night program at Hawai‘i Volcanoes NP have inspired countless residents and visitors. Programs are free, supported by HPPA, and heavily attended by the community. Last year we were able to contribute $1,410 in honorariums for speakers and presenters. In January, Volcano Awareness Month meant weekly updates on the status and updates of Kīlauea and Mauna Loa, two currently active volcanoes of Hawai‘i. Other programs covered the intricacies of native forests, the history of Polynesian navigation, how ecologists build teams, the history of plantations in Hawai‘i, rainwater harvesting, and an in-park investigation of fossilized human footprints.

Youth Stewardship in Haleakalā NP
The Youth Stewardship fund, totaling $14,840 and contributed by HPPA, supports all three intern programs - Kupukupu ʻĀina, Pohai Maile, and ‘Imi i ka Lama. Additionally, a partnership with the Hau‘oli Mau Loa Foundation generated a grant of $60,000 to be administered by HPPA for program needs. These collaborations bring students of middle school, high school and college age into the park in a series of intensive behind the scenes programs that expose them to the work the national park in their community is doing, and to the people doing it. Students are encouraged to think about career options and how their school choices will allow them to frame their futures. They experience magnificent landscapes, learn about the role of national parks in a hands-on way, and meet inspiring mentors. Win/win.
Cultural Demonstrations at Partner Parks

Anyone who has visited Pu’uhonua o Hōnaunau NHP is instantly aware of the deep sense of timelessness that pervades the park. HPPA supports cultural demonstrations at this historic site and others that weave the richness of the past to the present through the stories, skills and generosity of community members who can interpret to visitors the art of the day-to-day. From fishhook creation to fine net weaving, from the intricacies of native bark cloth stamping to the nuances of the Polynesian world-view, visitors will carry with them a glimpse into an earlier, if no less complex, time. HPPA supported these cultural demonstrations with a donation of over $38,000 in FY2013.

Hawaiʻi Volcanoes NP: Youth Intern Program

In FY2013, 33 high school and 10 college students from the communities surrounding Hawaiʻi Volcanoes NP on Hawaiʻi Island joined the life-changing program that brings local students into the park first to intern, and then to possibly become interpretive rangers, maintenance support, or part of the protection or cultural resources teams. In addition to gaining professional work skills, students are exposed to career choices inside the National Park System and experience in an integrated way the parks that are part of their communities. Local senior Tyler Atwood, 18, used words like “transformed” and “newfound respect” when describing his experience. HPPA was able to contribute over $48,000 to the Youth Intern Program, supporting salaries, uniforms, supplies, and an end-of-term recognition program.

Hoʻike o Haleakalā Free Curriculum

An HPPA donation of $7,384 was the wrap-up funding needed to finalize the free Hoʻike o Haleakalā Curriculum online project, created by NPS biologists, public and private school teachers, and The Nature Conservancy. They and other interested parties volunteered their time and expertise to create a curriculum that linked Hawaiʻi State science standards with locally relevant ecological examples. Hoʻike o Haleakalā is divided into five modules covering specific ecosystems on Haleakalā, the tallest mountain on the island of Maui and the location of Haleakalā National Park. The fifth module covers invasive species, which affect everyone in Hawaiʻi. Anyone can use it. Access it here: http://www.hoikecurriculum.org
Honʻea (Hawksbill Sea Turtle) Recovery Program

HPPA funds totaling $35,000 in FY2013 supported 16 full-time volunteers at Hawaiʻi Volcanoes NP, including their food reimbursement claims and rent for volunteer housing and utilities. New tents and stoves for remote coastal campsites were purchased as well. A total of 14 sea turtles were observed and seven were newly tagged. A nesting female with gill nets tightly wrapped around her right front flipper was spotted by volunteers; had this netting not been removed she would have been unable to swim. She returned to nest two more times and was using her flipper. Another turtle was fitted with a satellite transmitter, giving valuable insight into feeding and resting areas. This matters because honʻea is one of the rarest sea turtles in the world.

Ala Hele Hoʻomalu Hawaiian Legacy Project

In FY2013, HPPA was able to contribute $14,000 to a dual-park development internship at Kaloko-Honokōhau NHP on Hawaiʻi Island, and Haleakalā NP on Maui, to support Hawaiian student Amanda Llaynes in her dream to become a law enforcement ranger. Amanda was the first intern to complete the Hawaiian Law Enforcement Legacy Program, the goal of which is to recruit and mentor Hawaiian students and provide financial support to help them pursue a career in visitor and resource protection with the National Park Service. The program is a partnership between the Hawaiʻi Pacific Parks Association (HPPA), Hawaiʻi Island National Parks, the Skagit Valley College Parks Academy and the Skagit Foundation. “I will make your investment worthwhile by coming back to my home and preserving Hawaiʻi’s greatest treasures. Mahalo for your support. I am forever grateful.”—Amanda Loewe-Llanes.

Nēnē (Hawaiian goose) Monitoring and Banding

Volunteers in Hawaiʻi Volcanoes NP were supported in FY2013 with an HPPA donation of just over $10,000. Funding enables housing, transportation and stipends for volunteers, allowing the park to track key data like the reproductive rate, current status, and long term trends of this flagship species. HPPA/NPS partnerships like this mean that 21 gosling survived to fledge (fly free) from 47 nests and that 30 new birds were banded—12 from this year, 18 from last year—adding them to the growing, and protected, population of this much-loved state bird. Additionally, HPPA funding of over $2,718 allowed Haleakalā NP to support two natural resources interns to monitor native birds such as the Hawaiian petrel and the iconic nēnē.
PRODUCTS AND PUBLICATIONS

In FY2013, we expanded in these directions: locally crafted, eco-friendly, site-specific and branded items for our park stores. Each of our park partners is, by definition, an outstanding example of a particular type of resource and possessing exceptional value or quality in illustrating or interpreting the natural or cultural themes of the heritage of our nation. With that in mind, we take great care to find a source for products that will communicate a sense of place through handcrafting, materials, message and design. As much as possible we look for that source first in the community, on the same island, or in the state.

We continue to review and reassess our product mix in order to present compelling options, and are developing new products in-house that showcase the best site-specific aspects of our extremely varied, geographically and culturally, partner parks. Reassessing our product mix in FY2013 meant, for example, replacing or revising several postcards and magnets at Hawai‘i Volcanoes NP with fresh images chosen from visitor feedback given to our frontline staff.

Our branded items have hit the park stores and proven very popular. FY2013 saw the roll-out of all seven NPS partner locations translated to logo ball caps, pins, patches and medallions. Dynamic, instantly-recognizable park logo shirts can be found at Pu‘uhonua o Hōnaunau National NHP, Kaloko-Honokōhau NHP, National Park of American Samoa, and at Haleakalā NP in both the summit and Kipahulu areas. Additionally, Haleakalā NP now stocks warm, stylish logo hoodies at the two summit locations. Logo shirts in development for our other partner parks will debut in FY2014.

Progress on publications for the year meant collaborating with NPS to create two all-new trail guides for just-opened trails in the Kahuku section of partner Hawai‘i Volcanoes NP: Pu‘u Lokuana Trail Guide and Kahuku Forest Trail Guide. It meant updating the look of the perennially popular Rivers of Fire DVD and Eruptions of Kīlauea DVD. And, we continue to support the park with reprints of HPPA-published trail guides as needed, which in FY2013 meant reprints of the Kīlauea Iki Trail Guide and Kipukapuaulu Trail Guide.
2013 FINANCIAL SUMMARY

Statement of Financial Position
September 30, 2013

<table>
<thead>
<tr>
<th>ASSETS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash</td>
<td>$421,339</td>
</tr>
<tr>
<td>Investments</td>
<td>646,936</td>
</tr>
<tr>
<td>Prepaid expenses and other assets</td>
<td>26,249</td>
</tr>
<tr>
<td>Property and equipment, net</td>
<td>84,176</td>
</tr>
<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td><strong>$1,731,241</strong></td>
</tr>
</tbody>
</table>

LIABILITIES AND NET ASSETS

<table>
<thead>
<tr>
<th>LIABILITY</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts payable</td>
<td>$18,021</td>
</tr>
<tr>
<td>Accrued liabilities</td>
<td>286,448</td>
</tr>
<tr>
<td>Deferred membership income</td>
<td>7,318</td>
</tr>
<tr>
<td><strong>Total liabilities</strong></td>
<td><strong>311,787</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NET ASSETS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Unrestricted net assets</td>
<td>$1,376,897</td>
</tr>
<tr>
<td>Temporarily restricted net assets</td>
<td>42,557</td>
</tr>
<tr>
<td><strong>Total net assets</strong></td>
<td><strong>1,419,454</strong></td>
</tr>
</tbody>
</table>

**TOTAL LIABILITIES AND NET ASSETS**  $1,731,241

Statement of Activities
Year Ended September 30, 2013

<table>
<thead>
<tr>
<th>CHANGES IN UNRESTRICTED NET ASSETS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue and support:</td>
<td></td>
</tr>
<tr>
<td>Revenue from bookstore operations</td>
<td>$5,599,400</td>
</tr>
<tr>
<td>Net assets released from restriction</td>
<td>35,537</td>
</tr>
<tr>
<td>Unrestricted contributions</td>
<td>15,633</td>
</tr>
<tr>
<td>Membership income</td>
<td>13,356</td>
</tr>
<tr>
<td>Interest and other income</td>
<td>9,643</td>
</tr>
<tr>
<td><strong>Total revenue and support</strong></td>
<td><strong>5,673,569</strong></td>
</tr>
</tbody>
</table>

Costs and expenses:

- Program services
  - Cost of bookstore operations       | $4,210,571|
  - Aid to National Park Service       | 875,307   |
  - **Total program services**         | **5,085,878** |

- Supporting Services
  - Management and general             | $408,702  |
  - Fundraising and development        | 27,774    |
  - **Total supporting services**      | **436,476** |

**Total costs and expenses**  $5,522,354

**Increase in unrestricted net assets**  151,215

CHANGES IN TEMPORARILY RESTRICTED NET ASSETS

<table>
<thead>
<tr>
<th>TEMPORARILY RESTRICTED NET ASSETS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Temporarily restricted contributions</td>
<td>59,100</td>
</tr>
<tr>
<td>Net assets released from restrictions</td>
<td>(35,537)</td>
</tr>
<tr>
<td><strong>Change in temporarily restricted net assets</strong></td>
<td><strong>23,563</strong></td>
</tr>
</tbody>
</table>

**INCREASE IN NET ASSETS**  174,778

<table>
<thead>
<tr>
<th>NET ASSETS - Beginning of year</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1,244,676</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NET ASSETS - End of year</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$1,419,454</td>
</tr>
</tbody>
</table>

2013 AID TO THE PARKS:  $1,460,986

- Operating activities attributable to aid  1,106,364
- Interpretive programs  288,606
- Research  47,819
- Free publications  291
- Other  17,906
CREDITS

Developed by HPPA

Project Lead: Kim Olsen

Designer: Hulu Harris

Writer: Judy Edwards

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

Photo Credits

Dave Boyle
David S. Schoonover
Michael Szőnyi

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.