



WNPA hosts National Park Service at Tucson Festival of Books



WNPA BOARD OF DIRECTORS

Left to right: Karen Wade, Christine Szuter, William Shaw, Jeffery Froke, Bill Broyles, Eugene Gieseler, Sue Sirkus, Marilyn Alkire, Edna Romero, James Brooks, Kim Sikoryak, and John Lancaster. Not shown: Nancy Laney, David Laird, and Carla Van West



WESTERN NATIONAL PARKS ASSOCIATION BOARD COMMITTEE APPOINTMENTS FOR 2010

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James Brooks, Vice Chair
Nancy Laney, Secretary/Treasurer
Christine Szuter, Advisor
2007-2009 Board Chair
LeAnn Simpson, Executive
Director/CEO (nonvoting)

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James Brooks
Bill Broyles
David Laird
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Nancy Laney, Chair
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Eugene Gieseler

STRATEGIC PLANNING & PERFORMANCE

Sue Sirkus, Chair
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Nancy Laney
Carla Van West
John Lancaster

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LeAnn Simpson, Executive Director/Chief Executive Officer
Scott Aldridge, Chief Operations Officer
Chris Anderson, Director of Marketing
Dory Drago, Director of Finance
Derek Gallagher, Director of Publications
Katie Walter, Director of Human Resources
Heather Lane, Human Resources Assistant
Brenda Acker, Executive Assistant
Joanie Craig, Receptionist
Andrea Brooks, Marketing Coordinator
Dan Stebbins, Editor
Dana Garza, Senior Accountant
Mitch Downey, Purchasing Manager
John Fasino, Purchasing Coordinator
Nancy Fasino, Accounting Assistant
Diane Comparato, Accounting Assistant
Doug Spurlin, Field Operations Specialist
Valerie Schafer, Field Operations Specialist
David Pitts, Bookstore Manager
Bill Niehaus, Bookstore Information Assistant
Annette Denk, Bookstore Information Assistant
Roger Downey, Warehouse Manager
Leanne Garber, Warehouse Assistant, Warehouse Manager
Danny Kadum, Warehouse Assistant
Leslie Oley, Warehouse Assistant

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Marilyn Alkire, Chair
David Laird
Kim Sikoryak

RESEARCH

Carla Van West, Chair
James Brooks
Bill Broyles
Jeff Froke
Bill Shaw

NOMINATIONS & GOVERNANCE

Bill Shaw, Chair
Marilyn Alkire
Bill Broyles
John Lancaster
David Laird
Christine Szuter
Nancy Laney

On the Cover: (Above) National Park Service rangers, volunteers, living history story-tellers, and Western National Parks Association employees in the National Parks Pavilion at the 2011 Tucson Festival of Books. (Below, left to right) the WNPA booth, Yolanda Mendes demonstrates traditional foods of Texas in the San Antonio Missions National Historical Park booth; in a stage presentation, Hasan Davis portrays William Clark's slave, York, from the Lewis and Clark Expedition during 1804-1806; a young girl sports one of the hundreds of paper junior ranger hats handed out in the pavilion booths during the two days of the festival. (Photos by Randy Metcalf)

LETTER FROM THE BOARD OF DIRECTORS CHAIRMAN

New Executive Director Brings Years of Experience in Non-Profits, Love of Parks to the Job at WNPA

A superb leadership team has been a key to Western National Parks Association's success over the seven decades since its founding in 1938 as Southwest Monuments Association.

That tradition of management strength continues with the selection of James E. Cook to be WNPA's Executive Director/CEO.

Jim's appointment, after a nationwide search by the Board of Directors, follows LeAnn Simpson's retirement in 2010. During her seven years at the WNPA helm, LeAnn was instrumental in guiding the association through a period of expansion in support of education, research, and interpretation in our national parks, and, most recently, during a time of economic challenges.

Jim's experience in non-profits, proven management skills, and his love of the national parks made him a logical choice

to head the association going forward. His enthusiasm in search of new and creative ways WNPA can support the National Park Service has already become contagious among WNPA's staff, both in the home office in Tucson and in the WNPA bookstores in parks throughout the West. He is strengthening our association's ties with the Park Service through face-to-face contact with superintendents and chiefs of interpretation at the parks we serve.

He comes to WNPA after more than two decades in key management positions with non-profit organizations—the last 10 years as Director of Operations for The Nature Conservancy in Arizona. That organization's goals, in many ways, are similar to those of the National Park Service, protecting lands and waters for nature and people.

Jim recalls an early childhood connection with the national parks when his family regularly picnicked in Saguaro National Monument (now Saguaro National Park). While attending the University of Arizona on his way to a Bachelor of Arts degree, his growing passion for the outdoors prompted him to spend three summers as a seasonal ranger at Glacier National Park.

"I have always valued our national parks. I have always appreciated the rich programming and interpretation provided by the National Park Service," Jim says. "I am drawn to the mission, vision, and values of WNPA. Supporting our national parks could not be more compelling or thrilling for me."

WNPA members can expect enhancement of our partnership role with the National Park Service under Jim's leadership.



*Karen Wade
Chairman of the Board*



*James Cook
Executive Director/CEO*



WNPA volunteers were feted at the home office with a barbecue luncheon on Volunteer Appreciation Day on May 10, 2010. They are, left to right, Elizabeth McClutchey, Manny Fleischer, Nancy Rendall, Jackie Rae-Bennet, Ben Isaacman, Doug Denk, Doug Newton, Virginia Dillon, Bob Turnbull, Joan Kardel, Gwen Rendall, and Dave Beveridge. Not shown are volunteers Judi Glenn, Jodi Goalstone, Phil Kozol, Marlene Phillips, and Adrian Savage.

Volunteers Play an Important Role in WNPA Home Office

Western National Parks Association's mission in support of our national parks has won the support of a steady stream of Tucson-area residents. Men and women, many of whom are retired, volunteer with WNPA, working in the offices, bookstore, and warehouse in our home office.

The office volunteers assist many departments by filing, processing mailings, and conducting publications and marketing research. The bookstore volunteers assist by working special events, assisting the customers, and performing other typical retail duties. The warehouse volunteers assist by mailing shipments, packaging orders, and keeping the warehouse organized. Currently WNPA has 16 volunteers in our home office.

Volunteers have donated 2,344 hours this year for a total of 28,006 hours since the program's inception in 2002.

DONATIONS

Western National Parks Association's aid to the national parks totaled nearly \$4.3 million in 2010. This aid to our 66 affiliated parks played an important role, as it has for more than seven decades, in enhancing park visitors' experiences.

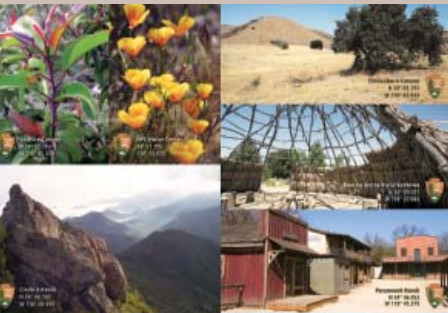
The Association supports the National Park Service (NPS) in educational, interpretive, research, and publication activities at each of our affiliated NPS sites in 12 states.

Our donations encouraged and facilitated park visitors in engaging with these special places in the Pacific West, Intermountain, and Midwest NPS regions.

We operate our national park stores in park visitor centers. Proceeds from sales at these stores and at our home-office store in Tucson, Arizona, are the basis for donations to parks for educational programs and activities not funded through federal budgets. WNPA also contributes to the NPS through numerous in-kind support activities.

The Association's total aid to parks has come to more than \$59 million since it was founded under an act of Congress as Southwest Monuments Association in 1938.

WNPA-affiliated national parks turned to us repeatedly in 2010 for monetary or in-kind support, resulting in hundreds of donations, large and small. The following pages contain a brief sampling of how Association funds were used.



ParkCaching cards printed with a WNPA donation



Ranger Mike Theune with a GPS device used to locate ParkCaching cards

WNPA support results in high-tech improvements in the parks

- A Mac Pro computer and software were purchased for Black Canyon of the Gunnison National Park
- A webcam was purchased at Whiskeytown National Recreation Area
- Great Sand Dunes National Park acquired a replacement for its webcam system with a WNPA donation and also upgraded its visitor center auditorium with high-definition projection equipment.
- WNPA hosts a webcam that was installed at Bandelier in 2010. The video camera allows anyone to go online and view real-time imaging of the San Miguel Mountains on Bandelier's western border. The mountains are the eroded remains of a group of 8-13 million-year-old volcanoes. They were slowly built by numerous eruptions along the Jemez Lineament, a weakness in the earth's crust that runs from east central Arizona to northeastern New Mexico. The webcam can be accessed at www.nps.gov/BAND. Click on "Webcams."

ParkCaching's an interpretive tool at Santa Monica Mountains NRA

The old game of hide and seek is enjoying a 21st-century update at Santa Monica Mountains with WNPA assistance. A WNPA donation covered printing photos of scenes in the park on geocaching cards. The cards are hidden throughout the park to be located by visitors with Global Positioning System (GPS) devices. Interpretive Ranger Mike Theune says the ParkCaching program is the first of its kind in the country. It is attracting an increasing number of outdoor enthusiasts who learn about the natural and cultural resources of the park while using GPS devices to locate the cards. Six collector cards were designed by park staff, each featuring a location in the park where the ParkCaches are to be found. The cards give park visitors tangible objects to take home as a reminder of their visit. When all six cards are located, the backside of the cards can be arranged into a mountain scene. Learn more by visiting www.nps.gov/samo/planyourvisit/gpsactivities.htm.

Washita Battlefield National Historic Site Superintendent Lisa Conard-Frost presents Chief Lawrence Hart a plaque of appreciation while his grandson, Micah Hart, looks on. As a sign of respect, the chief was first presented with an "Elders Blanket."



Cheyenne chief honored for supporting Washita Battlefield as a new park

Washita Battlefield National Historic Site honored Cheyenne Peace Chief Lawrence Hart in September 2010 for his work in helping the site to achieve national park status in 1996. He was also recognized for his continued dedication and support of park operations and programs. A prominent traditional leader of the Cheyenne and Arapaho Tribes of Oklahoma and the great-grandson of Washita battle survivor Afraid of Beavers, Chief Hart has been a voice of compassion and forgiveness when speaking about the battle. Supplies for the event and food and refreshments for the reception which followed for the 125 attendees were provided through a donation by Western National Parks Association. Hart family members, tribal members, and friends attended the event, including Gordon Yellowman, Chief of the Cheyenne Nation, and Congressman Frank D. Lucas. Washita Superintendent Lisa Conard-Frost conducted the program. National Park Service employees present included former park superintendents Sarah Craighead and Wendy Lauritzen, former Chief of Resources Alden Miller, former Chief of Interpretation Dave Schafer, Oklahoma State Coordinator and Chickasaw National Recreation Area Superintendent Bruce Noble, and staff members from the Oklahoma City National Memorial, Lake Meredith National Recreation Area, and Sand Creek Massacre National Historic Site.

WNPA supports "A Ride to Preserve History" at LBJ Ranch

An annual bicycle event at Lyndon B. Johnson National Historical Park in Texas supports educational programs and historic preservation in the park at the former president's ranch in Johnson City. Friends of Lyndon B. Johnson National Historical Park was the primary event sponsor with WNPA adding its support. Proceeds from the 2010 LBJ 100 Bicycle Tour last spring were used to prepare and open to the public four rooms of the Johnsons' home, the famed "Texas White House." The tour provides four separate routes of 10, 30, 44, and 65 miles throughout the scenic Texas Hill Country and one special, 10-mile historical tour narrated by Luci Baines Johnson, the president's daughter, who related stories about her famous parents and life on the ranch in the 1960s. Other sponsors of the event were the Hill Country Bicycle Touring Club, and the National Park Service. For more information, visit www.nps.gov/LYJO.



Riders cross the starting line for LBJ bicycle tour



Luci Baines Johnson relates to bicycle tour participants that her father, President Lyndon Johnson, was born in 1908 in the house, now reconstructed, behind her.

Performers, demonstrators supported with WNPA funds

- Living history troupe at Little Bighorn Battlefield National Monument
- Cultural demonstrators at Aztec Ruins National Monument
- Folk music presentation at Bent's Old Fort National Historic Site
- Navajo weaving demonstration at El Malpais National Monument
- Cultural demonstrators at Flagstaff Area National Monuments
- Military brass band at Fort Scott National Historic Site
- Star-gazing night presenters at Gila Cliff Dwellings National Monument
- Earth Day storyteller at John Muir National Historic Site
- Living history actor at Lewis and Clark National Historic Trail
- Cultural demonstrators at Petroglyph National Monument
- Cultural Fair craft demonstrators at Saguaro National Park
- Fiesta presenters at Tumacácori National Historical Park
- Full-Moon Night Concert musicians at White Sands National Monument



Capturing images at Tuzigoot to share later with classmates back home



Parks in Focus youths, mentors, and NPS ranger at Tuzigoot National Monument

WNPA supports Udall Foundation's Parks in Focus program

In the summer of 2010, Western National Parks Association partnered with the Udall Foundation to introduce underserved youths to the wonders of the parks and wilderness areas of Arizona.

The foundation's "Stewart L. Udall Parks in Focus" program provided a dozen Apache Junction Boys Club & Girls Club members with digital cameras and guided them during a week-long, photography-focused outing designed to connect them with nature. Many of the youngsters previously had never had the opportunity to

visit a national park or explore a wilderness area. The boys and girls were encouraged to share their photos with classmates back home, thus introducing them to the parks.

WNPA Chief Operations Officer Scott Aldridge was among the adult mentors for the students while they explored and photographed WNPA-affiliated Tuzigoot National Monument. The youngsters also visited the other WNPA-affiliated national parks of Sunset Crater Volcano and Montezuma Castle national monuments before heading for a hike in the Grand Canyon and an overnight campout under the stars.

Several Arizona National Park Service units earmarked WNPA donated funds for the Parks in Focus program. They included the Southern Arizona Office of the National Park Service, Flagstaff Area National Monuments, Saguaro National Park, and Montezuma Castle National Monument.

Stewart Udall, for whom the program is named, served a decade on the WNPA board of directors between 1984 and 1994 after heading the U.S. Department of Interior from 1960-1968.

During the administrations of John Kennedy and Lyndon Johnson, Udall oversaw a major expansion of the national park system, adding four national parks, six national monuments, nine national recreation areas, 20 historic sites, 50 wildlife refuges, and eight national seashores. Parks with which WNPA is now affiliated and founded in the Udall years include Whiskeytown National Recreation Area in California and Alibates Flint Quarries National Monument in Texas.



Students and NPS rangers in the Sangre de Cristo Wilderness, Great Sand Dunes National Park and Preserve

WNPA-backed program at Great Sand Dunes wins Wilderness Stewardship Award

A program supported with WNPA donations at Great Sand Dunes National Park and Preserve in Colorado has received a top National Park Service award. The Wes Henry National Wilderness Stewardship Award, presented in 2010, recognizes outstanding contributions to wilderness stewardship. The NPS gave the group award to the Ambassadors for Wilderness Youth Program at Great Sand Dunes. While middle school and high school students learn about wilderness, the program is also a success because it brings the park and the community together. Park staff from multiple disciplines work with local teachers, college students, the Student Conservation Association, Western National Parks Association, and Friends of the Dunes to foster wilderness appreciation and stewardship. To learn more about the program, visit www.nps.gov/grsa/ambassadors-for-wilderness.htm

WNPA donations go toward national park film projects

- Lake Mead National Recreation Area used a WNPA donation to hire a composer to write a musical score for a film about Lake Mead to be shown to visitors in the remodeled visitor center theater in Boulder City, Nevada.
- Black Canyon of the Gunnison National Park used a WNPA donation to re-edit an orientation film about the park that is shown to park visitors.

WNPA-supported research leads to better understanding of the natural resources at the parks, the culture of the people who populated the park area, and the social, economic, and political history at the park site.

In 2010, WNPA supported new research projects in 14 of the national parks with which we are affiliated. Grants for these projects totaled \$92,978. Additionally, 22 research projects funded in previous years continued or were completed in 2010.

Research funded by WNPA in 2010 included the following parks and research subjects:

Aztec Ruins NM – Ceramic provenance and raw materials

Bandelier NM – Obsidian sourcing at ancestral Pueblo sites

Big Thicket NP – Bryophyte flora

Channel Islands NP – Connecting youth to national parks via Children's Literature Project

El Malpais NM – Characterizing under-surveyed microbial mat communities in lava tubes

Fort Scott NHS – Free State leader James Montgomery

Gila Cliff Dwellings NM – Architectural history of the dwellings

Great Basin NP – Influence of human activities with evidence from lake sediment and water geochemistry

Mojave NP – Do exotic species limit recovery options for the endangered Mohave tui chub?

San Antonio Missions NHP – Identifying technological styles within Spanish colonial ceramics

Saguaro NP – Monitoring the saguaro population

Santa Monica Mts. NRA – Investigation and mitigation of impacts of Euphorbia terracina on native plant communities

Tuzigoot NM – Documentation of flora species at Tavasci Marsh

Wupatki NM – Post livestock grazing vegetation trends

View WNPA-funded research projects by visiting www.wnpa.org/research_currentprojects.asp

WNPA-funded research focuses on archeology, historical ecology of Channel Islands National Park

For the last decade, with periodic WNPA support, archeologists Todd Braje and Jon Erlandson have sampled a variety of prehistoric and historic sites on San Miguel Island at Channel Islands National Park in California.

Dating and detailed analysis of shell middens—ancient piles of discarded materials created by coastal peoples—have helped construct a record of continuous human occupation on San Miguel extending back almost 12,000 years.

The research illuminates the dynamic nature of human-environmental interactions and the deep history of near-shore ecosystems, according to Braje, who is on the faculty of Humboldt State University in California. Erlandson is on the faculty of the University of Oregon.

Recently, Braje and Erlandson focused on the Point Bennett area of western San Miguel Island, home to one of the world's largest seal and sea lion rookeries. They identified and sampled several Middle Holocene (7,500 to 3,500 years old) sites to help fill chronological gaps in a local 10,000 year sequence.

Two sites are dominated by black turban shells, small gastropods that aggregate in the intertidal zone, while others contain mostly mussels, abalone, other shellfish remains, and fish and sea mammal bone. Braje and Erlandson documented a complex human foraging strategy influenced by population growth, cultural evolution, human depletion of local resources, and natural environmental changes.

Their research provides valuable archeological, paleoecological, and historical information for the National Park Service, scientists, resource managers, and other researchers. This work contributes to an understanding of the deep history of human use of San Miguel, the historical ecology of its unique ecosystems, and the impacts humans had on them for millennia.

The research also lays the foundation for further research on archeological sites near Point Bennett, many of which are threatened by severe erosion, work that will expand our knowledge of the historical ecology of marine populations and fisheries on the Channel Islands.

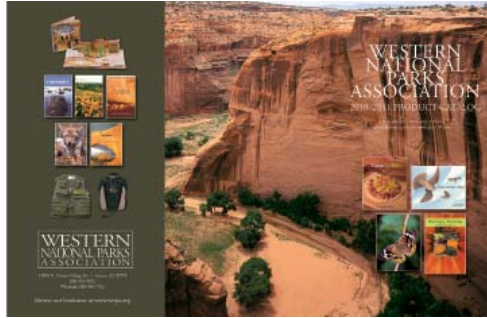


Top: Archeologists Todd Braje, left, Jon Erlandson, center, and Dr. Robert DeLong of the National Oceanic and Atmospheric Administration at a San Miguel Island research site; Middle: Jon Erlandson examines shells from an ancient midden; Bottom: Humboldt State University students examine material extracted from a Channel Island midden.

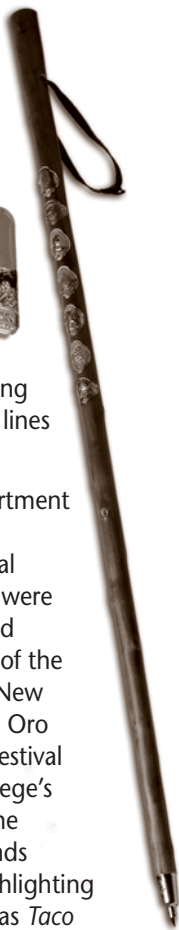
EDUCATIONAL PRODUCTS AND MARKETING



Wearing Junior Ranger gear puts a smile on a young girl's face.



Hundreds of WNPA products and books are available through our catalog, both in print and online.



Park-related products developed through the WNPA Marketing Department give park visitors mementos of their stay and help park visitors envision the broad scope of natural and cultural preservation inherent in the national park system.

The combined sales of theme-related products and DVDs increased by 13% in 2010 to almost \$1.4 million. New products include handmade pottery mugs customizable for individual parks. Additionally, 58 parks participated in the WNPA-developed logo program. Most of WNPA's 66 sites carry park logo t-shirts, collectible lapel pins, magnets, and patches. Many parks also offer vinyl logo decals, logo ball caps and/or sun hats, Nalgene and stainless steel water bottles, and customized hiking-staff medallions.

WNPA's Junior Ranger vests, hats, and backpacks continue as popular purchases by park visitors. Through 2010, WNPA had sold more than 22,000 units of junior ranger products and generated more than \$300,000 in gross sales. The year 2010 was the first year the junior ranger line was offered to other cooperating associations and they accounted for 28% of gross sales.

The number of associations purchasing our junior ranger and other product lines continues to grow in 2011.

In 2010, the WNPA Marketing Department continued to partner with other organizations with similar educational missions. WNPA-produced products were exhibited at selected trade shows and other events, including conventions of the Arizona Library Association and the New Mexico Library Association, the local Oro Valley Holiday Celebration, Tucson Festival of Books, and Pima Community College's Earth Day. WNPA also exhibited at the Association of Partners for Public Lands (APPL) trade show in San Diego, highlighting some recently published titles, such as *Taco Table*, *Heritage Farming in the Southwest*, and *Peregrine's Sky*, and also the junior ranger line of products.

Marketing and Publications departments teamed in 2010 to produce a new WNPA product and publication catalog that was distributed for the first time at the APPL convention. The catalog is available online at www.wnpa.org or by calling the WNPA warehouse at 800-910-9672.



National park logo products remind visitors of their park experiences once they return home.



Visitors peruse WNPA bookstore shelves to find just the right book to enhance their national park experience.

WNPA's colorful, easy-to-read, and affordable publications extend visitors' educational experience far beyond their actual time in the park.

They introduce specific parks to visitors and examine historic, cultural, and biological themes relevant to the parks. WNPA helped to place more than 370,000 pieces of interpretive information into the hands of park visitors in fiscal 2010.

New books published by WNPA in 2010 included *Taco Table*, *Heritage Farming in the Southwest*, and *Peregrine's Sky*. WNPA completed a new, full-color *Walnut Canyon Wayside Trail Guide* and upgraded guides for Bandelier National Monument's Main Loop trail and Sunset Crater National Monument's Lava Flow trail. Additionally, site-specific books for Bandelier and Navajo national monuments were updated and redesigned.

Working with National Park Service interpreters, WNPA updated and reprinted junior ranger books for Bent's Old Fort National Historic Site, Great Basin National Park, Lake Mead National Recreation Area, Pinnacles National Monument, Santa Monica Mountains National Recreation Area, Salinas

Pueblo Missions National Monument, Tonto National Monument, and White Sands National Monument; and we will publish new junior ranger books for Coronado National Monument and Fort Davis National Historic Site in 2011.

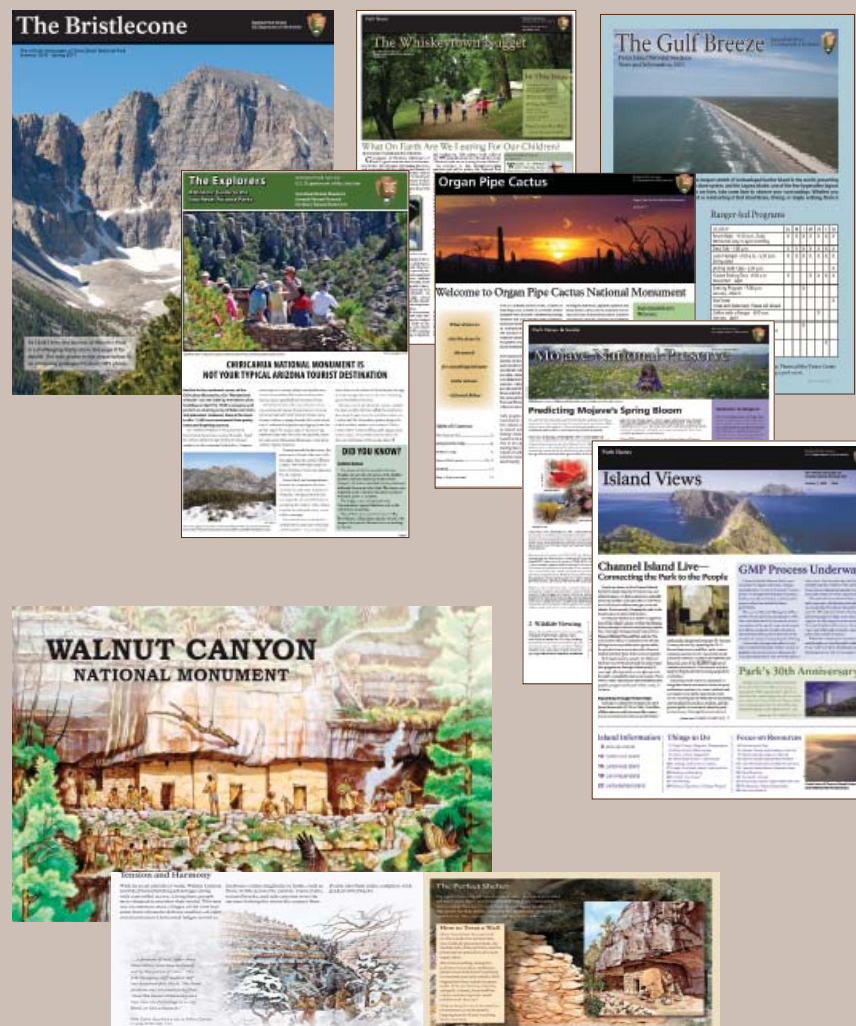
At the request of the parks, WNPA provided writing, translation, editing, photography, research, design, and printing services for 44 publications distributed free to park visitors. WNPA supplied many of these services at no charge using WNPA staff or volunteers.

Parks used \$58,798 in WNPA donations to produce publications to be distributed free at the parks. These included park newspapers, booklets, trail guides, site bulletins, rack cards, and maps.

WNPA's bird, mammal, insect, and butterfly field guides were reprinted in 2010, as were *101 Questions About Desert Life*, *101 Questions About Volcanoes*, *Authentic Southwest Cooking*, *Poisonous Dwellers*, and *The Tipi*. Also updated and reprinted was *Ancestral Puebloans*.

Books under development for fiscal 2011 include *Frequently Asked Questions About Bats*, *The Pueblo Home*, and *Petroglyphs of the Southwest*.

PUBLICATIONS





“Excellence in Publishing” Award Goes to WNPA

The Arizona Book Publishers Association (ABPA) honored Western National Parks Association in 2010 with a special award for “Excellence in Publishing.” The “Glyph” trophy was presented at ABPA’s annual publishing awards event in Scottsdale in May. The “Glyph” is a reference to one of the earliest forms of written language, the hieroglyphics of ancient Egypt.

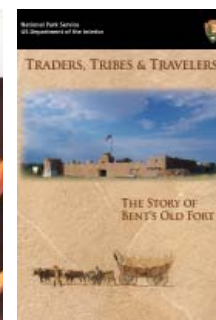
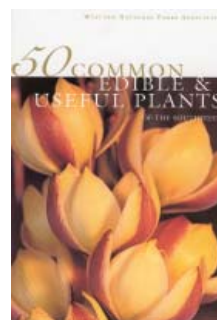
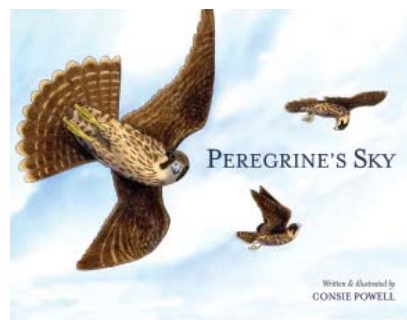
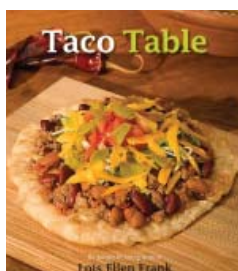
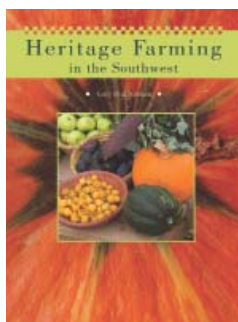
WNPA also won first-place awards in two book categories of ABPA’s statewide competition and honorable mention in two others.

Jessica Tribble, co-chair of the Glyph Awards committee, lauded WNPA for a long history of excellence in publishing. “Western National Parks Association is the kind of publisher to which our membership should aspire, Tribble said. “Not only have they generated quality work over the years, but

they have continued to grow to fill a niche and provide information that is valuable, entertaining, and insightful. The Arizona Book Awards would be remiss to ignore such great work in the field of publishing.”

The WNPA book *Taco Table* by Lois Ellen Frank, a New Mexico chef and native foods historian, was the Glyph winner in the Cookbook division. *Taco Table* was edited by Abby Mogollión. In the Gardening/Agriculture division, *Heritage Farming in the Southwest*, by University of Arizona professor and reknown ethnobotanist Gary Paul Nabhan, garnered the Glyph trophy. Dan Stebbins and Melissa Urreiztieta edited *Heritage Farming*, which was also the 2010 winner in the General Interest Book category in a competition conducted by the Association of Partners for Public Lands (APPL).

50 Common, Edible, and Useful Plants of the Southwest by David Yetman, a research social scientist at the University of Arizona, received an honorable mention in the Nature/Environment division. The book was edited by WNPA Director of Publications Derek Gallagher. Honorable mention also went to *Peregrine’s Sky*, written and illustrated by Consie Powell and edited by Abby Mogollión. *Peregrine’s Sky* also received an honorable mention in the 2010 APPL competition as did *Frequently Asked Questions About Butterflies* by Rose Houk and edited by Abby Mogollión. A DVD produced with the assistance of the WNPA Marketing Department, *Traders, Tribes & Travelers, The Story of Bent’s Old Fort*, took the top prize in the APPL Audio-Visual category.



WNPA has more than 200 books in print. To view all WNPA publications, visit www.wnpa.org/Merchant2/merchant.mv

NATIONAL PARK PAVILION PARTICIPANTS

Bandelier

National Monument

Bent's Old Fort

National Historic Site

Bryce Canyon

National Park

Canyon de Chelly

National Monument

Casa Grande Ruins

National Monument

Chiricahua

National Monument

Coronado

National Memorial

Fort Bowie

National Historic Site

Fort Larned

National Historic Site

Grand Canyon

National Park

Hubbell Trading Post

National Historic Site

Juan Bautista de Anza

National Historic Trail

Lewis and Clark

National Historic Trail

Organ Pipe Cactus

National Monument

Petrified Forest

National Park

Saguaro

National Park

San Antonio Missions

National Historic Park

National Park Service

Southern Arizona Office

National Park Service

*Western Archeological
& Conservation Center*

Tuzigoot

National Monument

WNPA takes the lead in National Parks Pavilion at Tucson Festival of Books

Twenty national parks from throughout the western United States joined with Western National Parks Association in a "National Parks Pavilion" at the third annual Tucson Festival of Books on the University of Arizona campus. An estimated 92,000 attended the festival over two glorious spring days.

The pavilion in front of the university's main library bustled with enthusiastic festival goers eager to learn more about our national parks. NPS rangers and park volunteers manned the booths, answering a flood of questions from festival attendees and offering hands-on activities related to interpretation at their parks. The pavilion gave peer NPS interpreters from different parks an opportunity to work, learn, and interact with each other in what all described as an uplifting environment.

"We saw the family-friendly festival as an opportunity to showcase the richness of our national parks," said WNPA Executive Director James Cook, explaining WNPA's goal in organizing the pavilion. He

noted that the festival was a perfect fit with President Obama's Great American Outdoors initiative—bringing the great outdoors to urban areas. "The enthusiastic participation by the staffs from so many national park sites was awesome and inspiring." In the days following the event, visitors to national parks both nearby and distant reported their interest was fueled by what they learned about the parks at the festival.

The pavilion included live stage presentations, author book signings, booths for individual parks, a booth of Buffalo Soldier living history storytellers, and an expansive WNPA bookstore tent.

The festival of books supports area literacy programs. It is one of the largest book events in the country, and the diverse crowd ranged in age from toddlers to retirees and everything in between.

The undeniable success of the event suggests a similar collaboration between WNPA and the National Park Service at the festival next year.



Top: WNPA board member and author Bill Broyles signed his books in the pavilion; Middle: A young festival goer delights in a ride on a wooden horse in the Fort Larned booth; Bottom: Details of frontier life in the 1800s are explained in the Bent's Old Fort booth.

AWARDS



Dr. Gary Machlis accepts the Emil W. Haury Award from WNP Board Chairman Karen Wade.

Dr. Gary Machlis Honored by WNP Board of Directors Reception

Dr. Gary Machlis, science advisor to National Park Service Director Jon Jarvis, was honored by Western National Parks Association with the Emil W. Haury Award on December 2, 2010. Machlis is the first to hold the newly created science-advisor position.

The award was presented at the annual WNP Board of Directors reception at the WNP home office in Tucson. Bandelier National Monument in New Mexico; Al Remley, chief of interpretation at San Antonio Missions National Historical Park in Texas; and Julie Mann-Cherry, WNP area manager at Golden Spike National Historic

Site in Utah were singled out for superior performance awards.

Others honored that night were LeAnn Simpson, who was soon to retire as WNP executive director/CEO and John Lancaster, who was retiring from the board of directors after serving 10 years.

The Haury Award is named for the noted anthropologist and archeologist who was instrumental in the founding in 1938 of Southwest Monuments Association, which later became WNP. The Haury Award recognizes "outstanding contributions to

scientific research in the national parks and monuments." The WNP Board of Directors lauded Machlis for creating "a greater public understanding of the rich natural and cultural heritage preserved in the national parks."

Machlis is Professor of Conservation at the University of Idaho and has written several books on conservation. His research has been widely published in scientific journals. He served as the NPS Visiting Chief Social Scientist and as the National Coordinator of the Cooperative Ecosystem Studies Unit Network.

LeAnn Simpson receives the National Park Service Partnership Award from Intermountain Region Director John Wessels. She was honored for 25 years of exemplary service and leadership to cooperating associations. The National Park Service thanked Simpson for partnership efforts in support of interpretation, education, and enjoyment of our national parks.



John Lancaster was honored for 10 years of service on the Board of Directors.



WNPA's Superior Performance Awards Presented

Annually for the past 34 years, the Board of Directors has presented awards for superior performance by a park staff, an NPS employee, and a WNPA employee. Awards in 2010 were for:

- **Superior Performance by the staff of a WNPA affiliated park:** Bandelier National Monument. The park staff was recognized for the significant effort NPS put forward during their visitor center renovation project. Superintendent Jason Lott and Chief of Interpretation Rod Torres were on hand to accept the award. Bandelier previously received the WNPA award in 1987.

- **Superior Performance by an NPS Employee:** Al Remley, chief of interpretation at San Antonio Missions National Historical Park. Remley was, the board said, "the lead on so many wonderful projects at the park that we help sponsor or fund." He was described as "a great, great guy to work with." Park Superintendent Scott Bentley said Remley is an excellent employee deserving the award.

- **Superior Performance by a WNPA Employee:** Julie Mann-Cherry, area manager at Golden Spike National Historic Site, has run the WNPA bookstore since 2001. The board noted her "top-notch management of the bookstore, proactive efforts with the park, and her wonderful personality."

The awards to Bandelier National Monument and San Antonio Missions National Historical Park included an additional \$500 donation to each park to further interpretation or education at the park. Julie Mann-Cherry received a \$500 bonus, and the Haury Award included a \$2,000 honorarium.



Dory at Wupatki National Monument in Arizona

DoryAnn Drago 1965 - 2010

Dory Drago, WNPA director of finance, died unexpectedly on November 21, 2010. She was a highly valued staff member who played a critical role in evaluating and upgrading WNPA financial systems during the six years she headed the accounting department.

Dory was a friendly voice to WNPA staff members and to our National Park Service partners with whom she worked reviewing and processing requests for donations in support of education and interpretation programs in the parks. Dory also provided invaluable guidance during the budgeting process each year. She loved WNPA's mission and made serving our parks her top priority.

The WNPA board passed a resolution in December 2010 expressing its "enduring gratitude" to Dory "for bringing discipline, insight, and an inimitable style to the fulfillment of the WNPA mission, helping to assure that future generations will be enriched by their experience with our national parks." The resolution, printed by a calligrapher and framed, was presented to Dory's family who described it as "a great tribute."



Bandelier National Monument Superintendent Jason Lott accepted the award for superior performance by a park. Lott and his staff directed the visitor center remodel which included a vastly upgraded WNPA bookstore.



Al Remley, coordinator for WNPA at San Antonio Missions National Historical Park, received the WNPA award for superior performance by an NPS employee.



Julie Mann-Cherry, area manager at Golden Spike National Historic Site, garnered WNPA's Superior Performance Award. A slide show during the presentation included a photo of Mann-Cherry at Golden Spike, where she has worked for a decade.

AFFILIATED NATIONAL PARKS SITES



Alibates Flint Quarries National Monument
 Flint, Texas
 Superintendent: Cindy Ott-Jones
 Coordinator: Rozanna Pfeiffer
www.nps.gov/ALFL

Aztec Ruins National Monument
 Aztec, New Mexico
 Superintendent: Vacant
 Coordinator: Tracy Bodnar
 WNPA: Janet Cornish, Area Manager
www.nps.gov/AZRU

Bandelier National Monument
 Los Alamos, New Mexico
 Superintendent: Jason Lott
 Coordinator: Rod Torrez
 WNPA: Allan Haifley, Area Manager
www.nps.gov/BAND

Bent's Old Fort National Historic Site
 La Junta, Colorado
 Superintendent: Alexa Roberts
 Coordinator: Rick Wallner
 WNPA: Elaine Leadabrand, Area Manager
www.nps.gov/BEOL

Big Thicket National Preserve
 Kuntze, Texas
 Superintendent: Todd Brindle
 Coordinator: Leslie Dubey
 WNPA: Cindy Reed, Area Manager
www.nps.gov/BITH

Bighorn Canyon National Recreation Area
 North District: Fort Smith, Montana
 South District: Lovell, Wyoming
 Superintendent: Jerry Case
 Coordinator: Chris Wilkinson
 WNPA: Tracy Aagard, Area Manager
www.nps.gov/BICA

Black Canyon of the Gunnison National Park
 Montrose, Colorado
 Superintendent: Connie Rudd
 Coordinator: Sandy Snell-Dobert
 WNPA: Carol Dominguez, Area Manager
www.nps.gov/BLCA

WNPA's bookstore in Chaco Culture National Historical Park in New Mexico, is in a yurt while a new visitor center is under construction.

Brown v. Board of Education National Historic Site

Topeka, Kansas
Superintendent: Vacant
Coordinator: Aaron Firth
WNPA: Valerie Schafer, Field Operations Specialist
www.nps.gov/BRVB

Canyon de Chelly National Monument

Chinle, Arizona
Superintendent: Tom Clark
Coordinator: Nora McKerry
WNPA: Yvonne Towne, Area Manager
www.nps.gov/CACH

Capulin Volcano National Monument

Capulin, New Mexico
Superintendent: Kim Struthers
Coordinator: Lynn Cartmell
WNPA: Vinita Brown, Area Manager
www.nps.gov/CAVO

Casa Grande Ruins National Monument

Coolidge, Arizona
Superintendent: Karl Cordova
Coordinator: Carol West
WNPA: Mary Blackburn, Area Manager
www.nps.gov/CAGR

Chaco Culture National Historical Park

Nageezi, New Mexico
Superintendent: Barbara West
Coordinator: Russ Bodnar
WNPA: Evelyn Johnson, Area Manager
www.nps.gov/CHCU

Chamizal National Memorial

El Paso, Texas
Superintendent: Catherine Light
Coordinator: Vacant
www.nps.gov/CHAM

Channel Islands National Park

Ventura, California
Superintendent: Russell E. Galipeau, Jr.
Coordinator: Yvonne Menard
WNPA: Carolyn Westberg, Area Manager
www.nps.gov/CHIS

Chickasaw National Recreation Area

Sulphur, Oklahoma
Superintendent: Bruce Noble
Coordinator: Lauren Gurniewicz
WNPA: Russell Fine, Area Manager
www.nps.gov/CHIC

Chiricahua National Monument

Willcox, Arizona
Superintendent: Kym Hall
Coordinator: Denise Shultz
WNPA: Karen Sartain, Area Manager
www.nps.gov/CHIR

Coronado National Memorial

Hereford, Arizona
Superintendent: Kym Hall
Coordinator: Denise Shultz
WNPA: Nancy Ruiz, Area Manager
www.nps.gov/CORO

Curecanti National Recreation Area

Gunnison, Colorado
Superintendent: Connie Rudd
Coordinator: Sandy Snell-Dobert
WNPA: Carol Dominguez, Area Manager
www.nps.gov/CURE

El Malpais National Monument

Grants, New Mexico
Superintendent: Kayci Cook Collins
Coordinator: Leslie DeLong
www.nps.gov/ELMA

El Morro National Monument

Ramah, New Mexico
Superintendent: Kayci Cook Collins
Coordinator: Wendy Gordge
WNPA: Kathleen Haldeman, Field Manager
www.nps.gov/ELMO

Eugene O'Neill National Historic Site

Danville, California
Superintendent: Tom Leatherman
Coordinator: Morgan Smith
WNPA: Nancy Pierce, Area Manager
www.nps.gov/EUON

Flagstaff Area National Monuments

Flagstaff, Arizona
Superintendent: Diane Chung
Coordinator: Cecilia Shields
WNPA: Michael Taylor, Field Manager

Ft. Bowie National Historic Site

Bowie, Arizona
Superintendent: Kym Hall
Coordinator: Denise Shultz
WNPA: Karen Sartain, Area Manager
www.nps.gov/FOBO

Ft. Davis National Historic Site

Ft. Davis, Texas
Superintendent: John Morlock
Coordinator: John Heiner
WNPA: Patricia Hartnett, Area Manager
www.nps.gov/FODA

Ft. Larned National Historic Site

Larned, Kansas
Superintendent: Kevin McMurry
Coordinator: Mike Seymour
WNPA: Rick Roberts, Area Manager
www.nps.gov/FOLS

Ft. Scott National Historic Site

Ft. Scott, Kansas
Superintendent: Betty Boyko
Coordinator: Barry Geertsen
WNPA: Randy Rector, Area Manager
www.nps.gov/FOSC

Ft. Union National Monument

Watrous, New Mexico
Superintendent: Marie Sauter
Coordinator: Lorenzo Vigil
WNPA: Jaime Romero, Area Manager
www.nps.gov/FOUN

Gila Cliff Dwellings National Monument

Silver City, New Mexico
Superintendent: Steve Riley
WNPA: Randall Shadd, Area Manager
www.nps.gov/GICL

Golden Spike National Historic Site

Brigham City, Utah
Superintendent: Leslie Crossland
Coordinator: Tammy Benson
WNPA: Julie Mann-Cherry, Area Manager
www.nps.gov/GOSP

Great Basin National Park

Baker, Nevada
Superintendent: Andrew Ferguson
Coordinator: Betsy Duncan-Clark
WNPA: Clare Sorensen, Area Manager
www.nps.gov/GRBA

Great Sand Dunes National Park and Preserve

Mosca, Colorado
Superintendent: Art Hutchinson
Coordinator: Carol Sperling
WNPA: Kris Illenberger, Area Manager
www.nps.gov/GRSA

Hubbell Trading Post National Historic Site

Ganado, Arizona
Superintendent: Anne Worthington
WNPA: Stephen Pickle, Trader/Manager; Edison Eskeets, Assistant Trader; Hilda James, Area Manager
www.nps.gov/HUTR

John Muir National Historic Site

Martinez, California
Superintendent: Tom Leatherman
Coordinator: Morgan Smith
WNPA: Nancy Pierce, Area Manager
www.nps.gov/JOMU

Juan Bautista de Anza National Historic Trail

Oakland, California
Superintendent: Naomi Torres
www.nps.gov/JUBA

Lake Mead National Recreation Area

Boulder City, Nevada
Superintendent: William K. Dickinson
Coordinator: Kevin Turner
WNPA: Marylou Seely, Area Manager
www.nps.gov/LAKE





Lake Meredith National Recreation Area
 Fritch, Texas
 Superintendent: Cindy Ott-Jones
 Coordinator: Rozanna Pfeiffer
www.nps.gov/LAMR

Lewis and Clark National Historic Trail
 Omaha, Nebraska
 Superintendent: Mark Weekley
 Coordinator: Carol L. McBryant
www.nps.gov/LECL

Little Bighorn Battlefield National Monument
 Crow Agency, Montana
 Superintendent: Kate Hammond
 Coordinator: Ken Woody
 WNPA: Loreen Walks Over Ice, Area Manager
www.nps.gov/LIBI

Lyndon B. Johnson National Historical Park
 Johnson City, Texas
 Superintendent: Russ Whitlock
 Coordinator: Gus Sanchez
 WNPA: Charlotte Reeves, Area Manager
www.nps.gov/LYJO

Mojave National Preserve
 Barstow, California
 Superintendent: Vacant
 Coordinator: Linda Slater
 WNPA: Julia Cronk, Area Manager
www.nps.gov/MOJA

Montezuma Castle National Monument
 Camp Verde, Arizona
 Superintendent: Kathy Davis
 Coordinator: Case Griffing
 WNPA: Jon Fistler, Field Manager
www.nps.gov/MOCA

Navajo National Monument
 Tonalea, Arizona
 Superintendent: Vacant
 Coordinator: Lola Henio
 WNPA: Althea James, Area Manager
www.nps.gov/NAVA

Nicodemus National Historic Site
 Nicodemus, Kansas
 Superintendent: Mark Weaver
 Coordinator: Phyllis Howard
www.nps.gov/NICO

Northwest New Mexico Visitor Center
 Grants, New Mexico
 Superintendent: Kayci Cook Collins
 Coordinator: Rick Best
 WNPA: Christana Quintana, Area Manager

Organ Pipe Cactus National Monument
 Ajo, Arizona
 Superintendent: Lee Baiza
 Coordinator: Sue Walter
 WNPA: Janet Castro, Area Manager
www.nps.gov/ORPI

Padre Island National Seashore
 Corpus Christi, Texas
 Superintendent: Joe Escoto
 Coordinator: Juan Rodriguez
 WNPA: Tracy Parris, Area Manager
www.nps.gov/PAIS

Palo Alto Battlefield National Historical Park
 Brownsville, Texas
 Superintendent: Mark Spier
 Coordinator: Douglas Murphy
www.nps.gov/PAAL

Pecos National Historical Park
 Pecos, New Mexico
 Superintendent: Dennis Caruth
 Coordinator: Christine Beekman
 WNPA: Jaime Romero, Area Manager
www.nps.gov/PECO

Petroglyph National Monument
 Albuquerque, New Mexico
 Superintendent: Joseph Sanchez
 Coordinator: Diane Souder
 WNPA: Ed Dunn, Area Manager
www.nps.gov/PETR

Pinnacles National Monument
 Paicines, California
 Superintendent: Karen Beepler-Dorn
 Coordinator: Albert Faria
 WNPA: Linda Regan, Area Manager
www.nps.gov/PINN

Port Chicago Naval Magazine National Memorial
 Danville, California
 Superintendent: Tom Leatherman
 Coordinator: Morgan Smith
www.nps.gov/POCH

Saguaro National Park
 Tucson, Arizona
 Superintendent: Darla Sidles
 Coordinator: Melanie Florez
 WNPA: Carolyn Dodson, Field Manager
www.nps.gov/SAGU

Salinas Pueblo Missions National Monument
 Mountainair, New Mexico
 Superintendent: Glenn Fulfer
 Coordinator: Norma Piñeda
 WNPA: Bill Weinman, Area Manager
www.nps.gov/SAPU

San Antonio Missions National Historical Park
 San Antonio, Texas
 Superintendent: John Lujan
 Coordinator: Daniel Hollifield
 WNPA: Martin Rodriguez, Area Manager
www.nps.gov/SAAN

Sand Creek Massacre National Historic Site
 Eads, Colorado
 Superintendent: Alden Miller
 Coordinator: Nancy Stimson
www.nps.gov/SAND

Santa Fe National Historic Trail
 Santa Fe, New Mexico
 Superintendent: Aaron Mahr
 Coordinator: Sharon Brown
www.nps.gov/SAFE

Santa Monica Mountains National Recreation Area
 Thousand Oaks, California
 Superintendent: Woody Smeck
 Coordinator: Marion Guthrie-Kennedy
 WNPA: Carolyn Westberg, Area Manager
www.nps.gov/SAMO

Sunset Crater National Monument
 Flagstaff, Arizona
 Superintendent: Diane Chung
 Coordinator: Cecilia Shields
 WNPA: Michael Taylor, Field Manager
www.nps.gov/SUCR

Timpanogos Cave National Monument
 American Fork, Utah
 Superintendent: Denis Davis
 Coordinator: Shannon Stephens
www.nps.gov/TICA

Tonto National Monument
 Roosevelt, Arizona
 Superintendent: Terry Saunders
 Coordinator: Eddie Colyott
 WNPA: Sherrie Brooks, Area Manager
www.nps.gov/TONT

Trail of Tears National Historic Trail
 Santa Fe, New Mexico
 Superintendent: Aaron Mahr
 Coordinator: Sharon Brown
www.nps.gov/TRTE

Tumacácori National Historical Park
 Tumacácori, Arizona
 Superintendent: Lisa Carrico
 Coordinator: Gabby Cook
 WNPA: Linda Hawking, Area Manager
www.nps.gov/TUMA

Tuzigoot National Monument

Clarkdale, Arizona
Superintendent: Kathy Davis
Coordinator: Case Griffing
WNPA: Jon Fistler, Field Manager
www.nps.gov/TUZI

Walnut Canyon National Monument

Flagstaff, Arizona
Superintendent: Diane Chung
Coordinator: Cecilia Shields
WNPA: Michael Taylor, Field Manager
www.nps.gov/WACA

Washita Battlefield National Historic Site

Cheyenne, Oklahoma
Superintendent: Lisa Conard-Frost
Coordinator: Frank Torres
www.nps.gov/WABA

Whiskeytown National Recreation Area

Whiskeytown, California
Superintendent: Jim Milestone
Coordinator: Clinton Kane
WNPA: Sheila Edridge, Area Manager
www.nps.gov/WHIS

White Sands National Monument

Alamogordo, New Mexico
Superintendent: Kevin Schneider
Coordinator: Rebecca Wiles
WNPA: Anette Dunshee, Area Manager
www.nps.gov/WHSA

Wupatki National Monument

Flagstaff, Arizona
Superintendent: Diane Chung
Coordinator: Cecilia Shields
WNPA: Michael Taylor, Field Manager
www.nps.gov/WUPA

PUBLIC OUTREACH ENHANCED THROUGH POPULAR WNPA HOME-OFFICE EVENTS

WNPA continues to expand and improve its public outreach efforts, promulgating the compelling story of the cultural and biodiverse richness of our national parks.

At the home office in Tucson, a year-around panoply of public events showcases the craft skills of indigenous peoples, and features well-known speakers, authors, and musicians. Many of these events are free to the public, others are revenue generating in support of the national parks.

Indian arts and crafts shows drawing capacity crowds included those featuring Navajo rugs, Mata Ortiz pottery, Tarahumara bowls, silver and turquoise jewelry, Oaxacan carvings, Zuni fetishes, and native basketry.

In 2010, total annual attendance at nearly 100 free events in the 60-seat home office auditorium was more than 5,000. Held most Wednesdays and Saturdays throughout the year, archeologists, historians, geologists, biologists, naturalists, and story-tellers were among the most popular speakers.

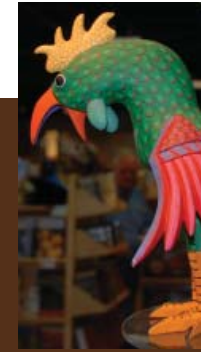
WNPA hosted archeologist Stephen Lekson, PhD, naturalist Doug Moore from the Friends of Madera Canyon, local historian and master storyteller Jack Lasseter, the Tucson Tellers of Tales group, Stevie Mack and Kitty Williams from CRIZMAC (an art and culture education company in Tucson), and Indian flutist Scott August.

Author signings at our home office included Michael Robinson from the Center for Biological Diversity, John Alcock from Arizona State University, local historians Jane Eppinga and Barbara Marriott, and Sylvester Allred from Northern Arizona University.

WNPA's auditorium also doubles as an art gallery where exhibits featuring southwestern artists are rotated monthly. Paintings by Navajo painter Randy Keedah, stunning images of the natural world by Pulitzer Prize-winning photographer Jack Dykinga, and the photography of children involved with the Udall Foundation's "Parks in Focus" program were exhibited.

These heavily attended home-office events have translated into a significant boost in sales in the Tucson bookstore. Opened in 2002, the store boasts an expanded product assortment in addition to an unrivaled array of park-focused books. The store features a full line of craft items made by indigenous people.

Top, left: Oaxacan carving; top, right: hand-woven native basket; below, top to bottom: Mata Ortiz pottery; Zuni fetish show at home office; Dances With Wolves author Michael Blake addresses audience at home office.



A TRADING POST TRADITION



Left: In the 1950s, Hubbell Trading Post stocked everything from foodstuffs and clothing to farm supplies, hardware, and tack for horses. Right: A Navajo weaver and Lorenzo Hubbell, center, negotiate over a new rug during the late 1800s.



WNPA runs historic Hubbell Trading Post, benefitting Navajo, Hopi, Zuni, and national park visitors

WNPA plays a key role in supporting a tradition on the Navajo Nation in northeastern Arizona. Under an agreement with the National Park Service in 1967, the Hubbell Trading Post in Ganado has been operated by WNPA in much the same fashion as it was in the late 1800s. It was then that John Lorenzo Hubbell farmed, raised sheep, and founded the frontier store where Navajos exchanged rugs and crafts for food and supplies.

The Hubbell family operated the post into the 1960s when it was acquired by the park service, which maintains the historic stone-and-adobe trading post and Hubbell homestead.

Take a trip back in time. The year is 1898 on the Arizona frontier. In a corner of Arizona Territory sits the busy Hubbell facility. The owner, influential and respected trader John Lorenzo Hubbell, has become a key player in revitalizing the Navajo economy—including its traditional arts and crafts. The Navajo routinely travel up to one hundred miles to trade in his store. Hubbell is widely viewed as both a friend and cordial host.

Today, instead of horses and wagons out front, you'll find cars and RVs. Steve Pickle, WNPA's manager/trader and recognized as the area's rug expert, stands behind the counter conversing with Navajo traders and park visitors. Rugs are piled high in the "rug room." Another room is filled with silver and turquoise jewelry, woven baskets, and native pottery. All are authentic and original.

For those who make the trip to the trading post, the drive through the Navajo Nation is a reward in itself, with traditional Navajo hogans along the way and red and purple vistas framed by an endless sky.

At Hubbell, visitors discover a taste of tradition and history combined with a unique shopping experience. Pickle and his Navajo assistant-trader Edison Eskeets are experts on the history and value of Navajo rugs and crafts, and park visitors can often watch as Navajo women weave rugs on looms in the park's visitor center.

These beautiful works-in-progress are frequently sold to visitors even before they are finished. Additionally, Navajo, Hopi, and Zuni arts and crafts are available in

the WNPA park store along with numerous books on the Navajo, Hopi, Zuni, and the history of the trading post.

For those thinking about purchasing a Navajo rug or wanting to learn about Navajo crafts, Hubbell Trading Post is the place to come, and traders Pickle and Eskeets are the men to consult. Each rug, whether destined to decorate a floor, hang on a wall, or drape over a couch, comes with a history and profile of the Navajo weaver.

Visitors can also take in a guided tour of Hubbell's homestead. Inside, the home is furnished as it was in Hubbell's time—bold Navajo rugs and blankets, and dozens of Navajo baskets line the rough-hewn wood beams.

Trading post visitors often find overnight accommodations in nearby Chinle, Arizona, and visit the tranquilly beautiful Canyon de Chelly National Monument the next day. It's a 30-minute drive from the trading post, and arguably this unforgettable scenery rivals the Grand Canyon.



Top: Hubbell Trading Post Assistant Trader Edison Eskeets explains the fine points of Navajo weaving.

Bottom: A Navajo weaver works on a loom in the visitor center.

WESTERN NATIONAL PARKS ASSOCIATION
2010 FINANCIAL SUMMARY

TOTAL AID TO THE PARKS 1938 – 2010: MORE THAN \$59 MILLION

STATEMENT OF FINANCIAL POSITION

September 30, 2010

ASSETS

Cash and cash equivalents	\$ 1,822,120
Investments	1,788,391
Accounts receivable, net	48,338
Inventories	4,210,839
Prepaid expenses and other assets	48,343
Property and equipment, net	2,177,153

TOTAL ASSETS \$9,857,397

LIABILITIES AND NET ASSETS

LIABILITIES

Accounts payable	\$146,760
Accrued expenses	245,515
Amounts due others	72,751
Total liabilities	465,026

NET ASSETS – UNRESTRICTED

Expended for property and equipment	2,177,153
Board designated for future donations	1,330,899
Available for operations	5,884,319
Total net assets	9,392,371

TOTAL LIABILITIES AND NET ASSETS \$9,857,397

STATEMENT OF ACTIVITIES AND CHANGE IN NET ASSETS

Year Ended September 30, 2010

CHANGES IN UNRESTRICTED NET ASSETS

Revenues and support:	
Sales	\$9,581,832
Less: cost of goods sold	(4,937,800)
Gross profit	4,644,032
Contributions	4,293
Investment income (loss)	172,856
Memberships	57,128
Other revenue	6,069
Total revenues and support	4,884,378

Expenses:	
Personnel expenses	3,484,454
General and administrative	469,297
Selling expenses	329,445
Depreciation expense	132,533
Donations to National Park Service	743,524
Total expenses	5,159,253

CHANGE IN NET ASSETS (274,875)

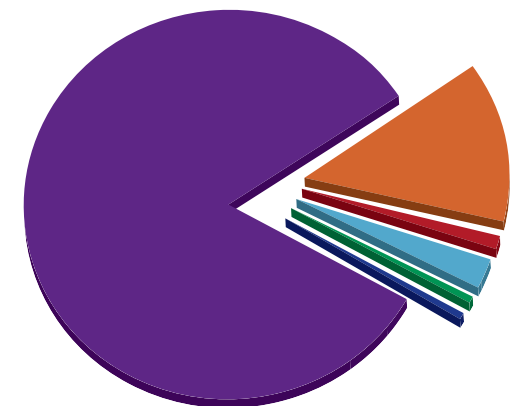
NET ASSETS, BEGINNING OF YEAR 9,667,246

NET ASSETS, END OF YEAR \$9,392,371

2010 AID TO THE PARKS: \$4,298,084

A RETURN OF 93% OF GROSS PROFIT

Operating activities attributable to aid	3,554,560
Interpretive programs	573,629
Pre-publication/production expenses	49,946
Research	99,248
Free publications	9,853
Other	10,848

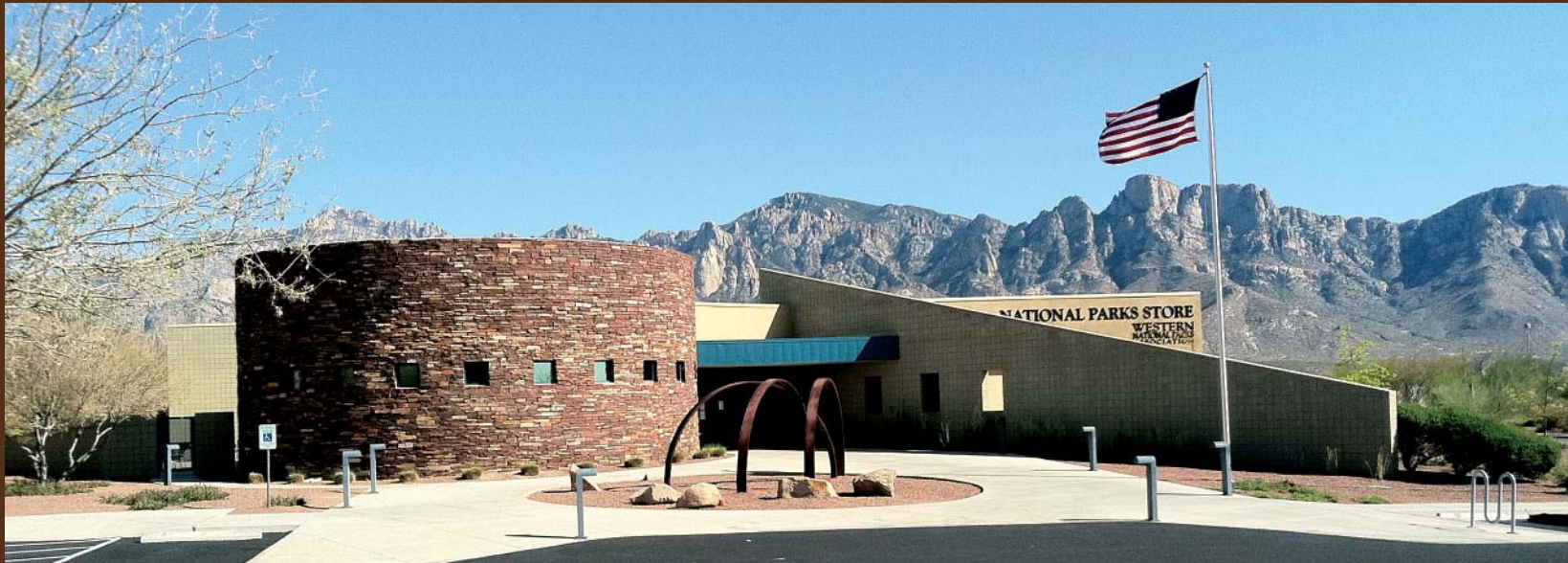




WNPA MISSION STATEMENT

Western National Parks Association promotes preservation and stewardship of the national park system and its resources and associated public lands by creating greater public appreciation through education, interpretation, and research.

Home Office and Flagship Bookstore | 12880 N. Vistoso Village Dr. | Tucson, AZ 85755-8797 | (520) 622-1999 | www.wnpa.org



Western National Parks Association home office in Tucson, Arizona

Edited by Dan Stebbins

Designed by Theresa Reindl Bingham

Photography: Front Cover and Inside Front Cover: Randy Metcalf; Page 1: top right, Randy Metcalf; below right, Randy Spalding; lower left, Scott Aldridge/WNPA; Page 2: lower left, National Park Service; lower center, Anthony Plascencia/Ventura County Star; Page 3: courtesy of the National Park Service; Page 4: upper left and middle left, WNPA; upper right, courtesy of the National Park Service; Page 5: top and middle, courtesy of Todd Braje/Humboldt State University; bottom, Kelli Jo Brown/Humboldt State University; Page 6: Andréa Brooks/WNPA; Pages 7-8: WNPA; Page 9-10: Randy Metcalf; Page 11: Insets and photo lower right, Randy Metcalf; remaining photos WNPA; Page 13: Scott Aldridge/WNPA; Page 15: Scott Aldridge/WNPA; Page 16: top left, Randy Metcalf; bottom left, WNPA; top center and right, courtesy of the National Park Service; Back Cover: Nancy Fasino/WNPA

Map, Page 12: Eureka Cartography

Graph, Inside Back Cover: Theresa Reindl Bingham

Printing: Commercial Printers, Tucson, Arizona



Visit www.wnpa.org

A code-scanning app on a smart phone will read the matrix above and open WNPA's website.