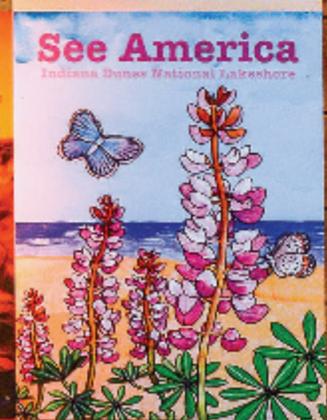
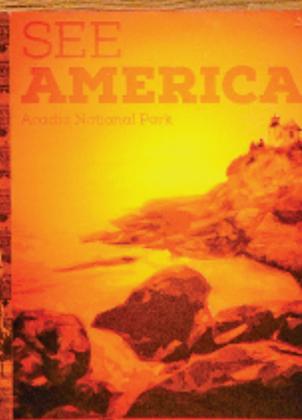
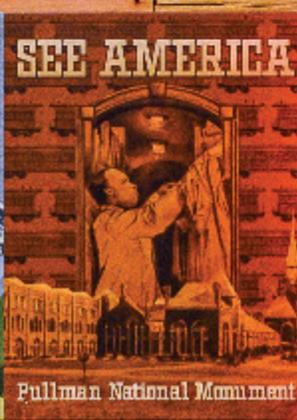
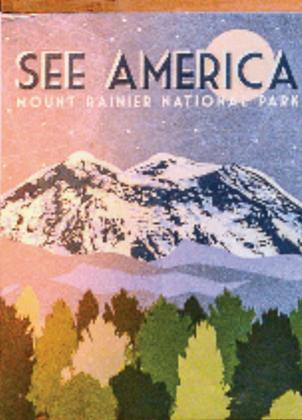
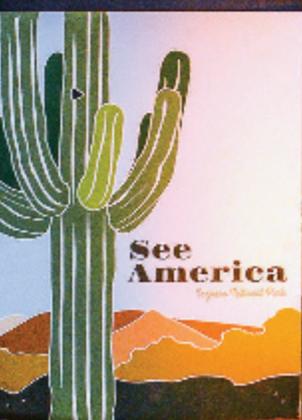
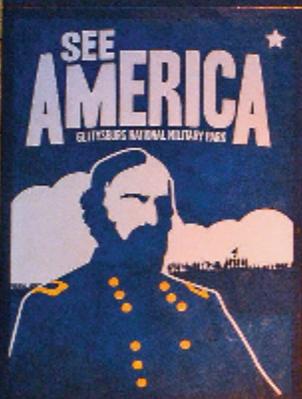
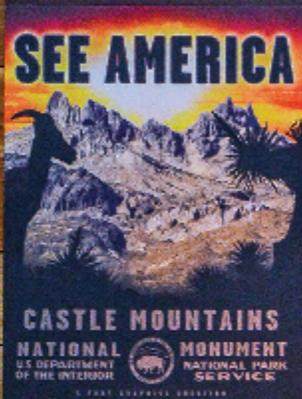
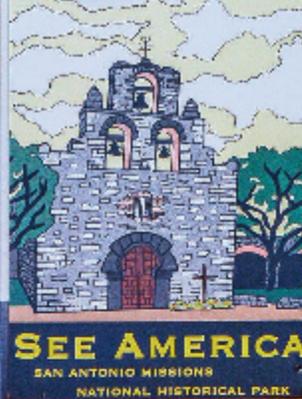
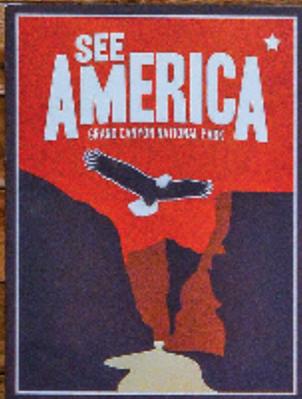


SEEING IS BELIEVING





HAPPY ANNIVERSARY!

Although August 25 is the official centennial of the National Park Service, you have been a part of NPCA’s celebrations all year-long. And we aren’t done yet.

After all, 100 years of our awe-inspiring national parks deserve more than a one-day commemoration. That is why special NPCA initiatives launched in anticipation of the centennial are designed to have long-lasting impact as our national parks’ second century gets underway.

Our *See America* project, in partnership with Creative Action Network, is a great example. Together, we are capturing the imagination of a new generation of national parks enthusiasts who will become tomorrow’s stewards of the parks legacy entrusted to us by conservation visionaries a century ago. Thanks to their foresight, some of our country’s most magnificent and significant places are now all of ours to experience and enjoy.

Likewise, America’s national parks are also ours to safeguard for the enjoyment of at least another 100 years of visitors. You recognize that responsibility, and enthusiastically fulfill it as an NPCA Trustee for the Parks, so you have good reason to celebrate our parks’ glorious past, present and future.

As always, I thank you for your involvement and commitment and I encourage you to get out and make more national park memories this summer.

Sincerely,

Theresa Pierno
President and CEO



See America posters connect audiences to national parks through the arts.
Boston Harbor Islands National Park Area

SEEING IS BELIEVING

People who have never visited a national park may find it hard to believe how breathtakingly beautiful and awe inspiring those special places are to behold in person. Once they see for themselves, however, they become true believers. Equally important, they gain a firsthand understanding of why national parks must be protected for the good of America now as well as for future generations.

Encouraging more Americans to both visit national parks and protect them are the key goals of the *See America* project, launched by National Parks Conservation Association (NPCA) and the Creative Action Network (CAN). The project was inspired by President Franklin Delano Roosevelt’s Work Projects Administration more than 75 years ago, which put artists to work creating posters celebrating national parks. Our reimagined *See America* campaign started taking shape just three years ago.

The Only Logical Choice

CAN Co-Founders Aaron Perry-Zucker and Max Slavkin, friends since pre-school and parks enthusiasts for just as long, have harnessed the talents of artists to advance worthy causes since 2008. When they began looking for a partner to create *See America* posters for a 21st century audience, Perry-

Zucker tweeted NPCA about the possibility of working together.

“When it comes to national parks, NPCA knows more and does more than any other group we know,” Perry-Zucker says. “Partnering with them was the only logical choice. And the results prove that it was the right choice.”

Those results include more than 1,000 beautiful designs depicting the favorite national parks of artists from across the country and around the world. From iconic park scenes like an eagle soaring over Grand Canyon National Park to the Statue of Liberty National Monument’s uplifted — and uplifting — torch, *See America* artists captured the character and power of national parks with an eye toward inspiring a new generation of visitors to experience and care for our country’s natural treasures.

In addition to adorning posters, t-shirts, calendars and a book (*See America: A Celebration of Our National Parks & Treasured Sites*), the images are being displayed in galleries and exhibits worldwide. *See America*, though, may be making the greatest impression online. “There’s a huge and hugely passionate audience for these works of art, and for national parks,” CAN’s Max Slavkin notes.

“Social media lets people share the images far and wide — much more so than was possible with the original posters in the 1930s and 1940s.”

What’s Old is New Again

Throughout the national parks’ 100-year history, artists have inspired Americans to get outside and see America. William Henry Jackson’s first photographs of Mammoth Hot Springs put Yellowstone on the map. Ansel Adams’ stunning photos of El Capitan and Half Dome have come to define Yosemite. And some of the first people to persuade Congress to set aside national parks were painters like Thomas Moran and Alfred Bierstadt — artists whose canvasses still hang on the walls of Washington, DC museums and federal offices.

Now a new generation of artists are carrying on this proud tradition as part of *See America*.

NPCA President Theresa Pierno emphasizes that the beauty of this project is much more than incredible artwork. “*See America* aligns with our priority to connect new audiences to national parks,” she says. “If young people don’t connect with parks now, they won’t work to protect them in the

future. The first step toward caring deeply about America’s national parks is being motivated to visit them. And that’s exactly what we want them to do.”

The success of *See America* led to Aaron Perry-Zucker and Max Slavkin being presented with the *Robin W. Winks Award for Enhancing Public Understanding Of Our National Parks* at NPCA’s 35th Annual Salute to the Parks gala in April. The award acknowledges the work of individuals contributing to public education about national parks through the arts, media or academia.

“We couldn’t be more excited to receive the Winks Award,” Slavkin told gala attendees. “Thanks to our incredible community of artists, the power of the internet and social media, and our partners at NPCA, we’re so proud to build on the tradition of using the arts to support our parks. Like the Work Projects Administration before us, we are inspiring a new generation to visit, cherish and preserve national parks.”

You can view the *See America* designs at seamericaproject.com. Prepare to be delighted and drawn to your favorite national parks!

NPCA’s President & CEO, Theresa Pierno (far left) and NPCA’s Board Chair, Fran Ulmer (far right) presented CAN co-founders Max Slavkin & Aaron Perry-Zucker with the Robin W. Winks Award.



See America posters are created by artists across the country and the world and reflect the diversity of our national parks. *Everglades National Park, Frederick Douglass National Historical Site, Badlands National Park, Great Smoky Mountains National Park*

“ WE’RE SO PROUD TO BUILD ON THE TRADITION OF USING THE ARTS TO SUPPORT OUR PARKS ... WE ARE INSPIRING A NEW GENERATION TO VISIT, CHERISH AND PRESERVE NATIONAL PARKS.”

— MAX SLAVKIN,
CREATIVE ACTION NETWORK



STRENGTHEN NPCA AND SUPPORT THE NATIONAL PARKS

As the sole organization focused on protecting and strengthening the national parks, NPCA has depended on the commitment and strength of its loyal members for its achievements over the last 97 years.

MAKE A GIFT

Give today and support NPCA's most critical programs. Please contact Katie Stores at 202.454.3370, kstores@npca.org, or visit www.npca.org/trustees.

CONSIDER A PLANNED GIFT

With numerous ways to make and fund a planned gift, you can increase your current income, diversify your holdings, reduce your taxes, and avoid probate costs. Please contact Morgan Dodd, toll-free at 877.468.5775 or mdodd@npca.org.

TRAVEL WITH US

Check off a few more national parks from your list! Join one of NPCA's small group tours in partnership with Off the Beaten Path. Most tours are limited to 16 participants, with two guides. Please contact Ben Sander at 202.454.3305, bsander@npca.org, or visit www.npca.org/travel.

CONTACT US IN THE FIELD

Tracy LaMondue, Washington, DC
Senior Vice President of Development
202.454.3368 | tlamondue@npca.org

Paul Balle, Seattle, WA
Alaska, Northern Rockies, and Northwest
206.276.2597 | pballe@npca.org

**Roxanne Bradley, San Francisco, CA/
Washington, DC**
Northern California, Southwest, Hawaii
and Pacific Islands
202.454.3303 | rbradley@npca.org

Michelle Davis, Fort Myers, FL
Southeast and Sun Coast
239.841.1453 | mdavis@npca.org

Molly Galvin, New York, NY
Northeast
mgalvin@npca.org

Diane Gerrish, Chicago, IL
Midwest
312.267.0825 | dgerrish@npca.org

Eric Olson, Washington, DC
Trustees for the Parks & Mid-Atlantic
202.579.2155 | eolson@npca.org

Katie Stores, Washington, DC
Trustees for the Parks
202.454.3370 | kstores@npca.org

Cover: See America posters displayed at the 2016 Salute to the Parks Gala
© FotoBriceno



NPCA's Travel program participants visit the National Park of the American Samoa

THE BEST WAY TO EXPERIENCE YOUR NATIONAL PARKS

You can get to national parks any number of ways: pack up your car and hit the open road, hop on a plane or train, or climb aboard a bus along with dozens of other travelers for a pre-packaged tour. But the best way to really experience your national parks is through NPCA's Travel Program, which offers a variety of unforgettable small group journeys, including tours exclusive to Trustees for the Parks.

Travel Program Manager Ben Sander is pleased by the program's growth from just a few tours 20 years ago to the nearly 80 departures scheduled for this year. "Each professionally-managed tour has only 16 participants or fewer. Expert guides, special access to park facilities and a small number of travelers allow for more meaningful connections to national parks. Plus, our travel partners make a donation to NPCA's work on behalf of each traveler. So people can both experience and protect their parks at the same time."

NPCA's primary partner, Off the Beaten Path, shares in NPCA's mission to protect our national parks for current and future generations. They design their tours to maximize the group's time out of the vehicles and on the trails, allowing a deeper connection to the places they are visiting. If group travel is not for you, Off the Beaten Path also specializes in designing custom journeys and can tailor the trip to your

schedule, location, group size, and activity level.

"Our trips involve at least moderate activity with 3-6 miles of walking a day. The key is to feel comfortable getting up each day and being active. Some people prefer strenuous hikes, others like to leisurely stroll on park trails. Some want to sleep under the stars, some enjoy the historic park lodges. We offer it all," Sander says.

Customization, high value and an educational experience are among the reasons NPCA tours fill up so fast. Most tours feature tiered pricing, which provides early bird discounts for the first participants that sign up. The next Trustees for the Parks exclusive trip, scheduled for October 9-15, will be an exploration of national parks in the Desert Southwest. *Puebloan Mystery: Mesa Verde, Chaco Canyon and Canyon de Chelly* is filling quickly. But NPCA's Travel staff is already working on future opportunities for Trustees to experience national parks along with a record number of trips in 2017.

To learn more about upcoming tours and how you can get in on the fun and adventure, contact Ben Sander with NPCA's Travel Program at 202-454-3305 or bsander@npca.org. You can also view upcoming trips at npca.org/travel.

ADVOCACY PAYS OFF

Kristen Brengel, NPCA's Vice President of Government Affairs, absolutely understands and appreciates the impact of NPCA's Trustees for the Parks.

"I'm constantly impressed by our Trustees' commitment and passion," Brengel says. "As much as I wish we didn't have to work so hard to keep the parks from being shortchanged in Congress, it's great to have Trustees alongside us. And it's all the more gratifying when our efforts literally pay off."

The payoffs this year include an appropriations bill in the House of Representatives that increases funding for the Centennial Challenge program, which leverages philanthropic support for projects that improve park visitors' experiences, and offers hope for national parks recovering from years of inadequate funding.

Brengel is cautiously optimistic that the parks' current \$12 billion maintenance backlog can start being reduced — if not during this session of Congress, then in the next one with leadership from a new president: "We are going to keep pressing for greater investments in the parks regardless of who is in the White House or which party sets the congressional agenda." She cites several facts that underpin NPCA's case for increased funding for parks maintenance and operations.

- Every dollar invested in the National Park Service returns \$10 to the national economy.
- National parks support \$32 billion in economic benefits and 295,000 jobs.
- The world's greatest National Park System costs an average American family about the price of a cup of coffee in terms of income tax dollars.

It is abundantly clear that national parks are powerful economic engines in addition to preserving so many of America's landscapes and historic sites. What is also clear is the need for sustained activism to ensure our parks are as much of a priority for politicians as they are for the American people. Accordingly, Brengel is counting on Trustees for the Parks to engage in NPCA advocacy initiatives.

"From signing our online petitions, to sharing parks funding facts with friends through social media and personally contacting your Senators and Representatives, every action makes a difference. Our national parks can't speak for themselves so it's up to all of us to do it for them."



Kristen and her daughter Yasmine enjoy Acadia National Park.

“WHAT IS ALSO CLEAR IS THE NEED FOR SUSTAINED ACTIVISM TO ENSURE OUR PARKS ARE AS MUCH OF A PRIORITY FOR POLITICIANS AS THEY ARE FOR THE AMERICAN PEOPLE.”

— KRISTEN BRENGEL,
NPCA VICE PRESIDENT OF
GOVERNMENT AFFAIRS



From left to right — Kristen Brengel attends the Belmont-Paul Women's Equality National Monument dedication (Washington, DC) with Director Jarvis and White House CEQ Managing Director Goldfuss

“

AS A NEW PARTNER OF THE NPCA WE LOOK FORWARD TO BEING THEIR BASECAMP FOR ADVENTURE IN THEIR GOOD WORK OF PRESERVING THE PARKS WE KNOW OUR GUESTS LOVE.”

— TRAVELODGE
DIRECTOR OF
MARKETING
MEGHAN SWATT



Visit Travelodge.com/NPCA and use NPCA's special membership code "SFA" to receive a discount on your next stay!



Kayakers in Great Falls National Park
© iStockPhoto.com/ NoDerog

ADVENTURE AWAITS

NPCA and Travelodge® Hotels have teamed up to help our members turn their national park trips into adventures that include a good night's sleep and a breakfast to start your day. Travelodge, with close to half of its hotels located within 25 miles of a national park, brings a large footprint to this new partnership along with a long-standing commitment to caring for the parks so many of their guests love.

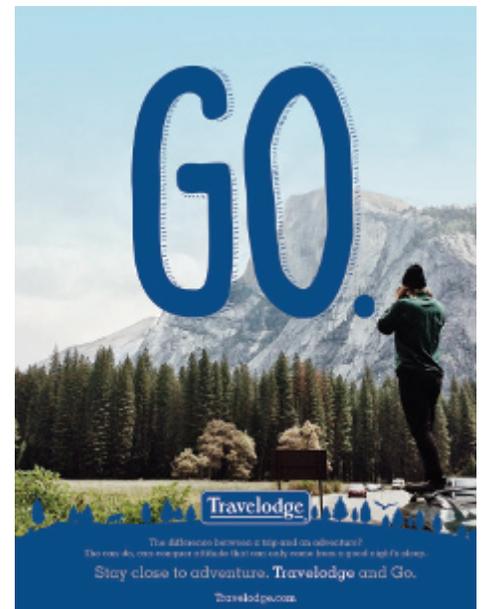
"Having been born steps away from the national park in San Diego, the love of adventure and national parks has lived within us for decades. As a new partner of the NPCA we look forward to being their basecamp for adventure in their good work preserving the parks we know our guests love," says the hotel chain's Director of Marketing, Meghan Swatt.

Beyond offering guests a convenient, affordable place to rest from one park adventure and recharge for the next, Travelodge is supporting NPCA efforts to connect more people with national parks during the centennial. Our *Find Your Voice* initiative, for example, is getting a boost through the company's sponsorship of events from Santa Monica Mountains National Recreation Area in California to Biscayne National Park in Florida. Each event gives participants the chance to discover, volunteer in and advocate for parks that belong to all of the American people.

Find Your Voice includes hands-on learning and conservation projects with a special emphasis on young people so they will

understand the importance of forging a strong parks legacy for themselves and future generations. Travelodge's mascot, Sleepy Bear, is making appearances at several of these events — delighting children as well as the young at heart. Meghan Swatt explains, "Sleepy Bear has been our 'Ambassador of Adventure' for more than 60 years. Now he is speaking up for national parks that so many of his wildlife friends call home and encouraging more of us humans to get involved in protecting our parks."

We are grateful for Sleepy Bear's help, and to count everyone at Travelodge as members of the NPCA team. Together, we are energizing adventure — and mobilizing national parks advocates — nationwide.



FROM CIVIL WAR TO CIVIL RIGHTS: A VISIT TO HARPERS FERRY COVERS IT ALL

by Alan Spears

Harpers Ferry is about confluences. The Shenandoah and Potomac Rivers converge here and, as Thomas Jefferson declared in 1783, “they rush together against the mountain, rend it asunder, and pass off to the sea.”

Harpers Ferry also sits at the confluence of many of the historic events that helped shape this nation. The mechanization of weapons production began here and it was the presence of the federal arsenal that drew John Brown to the town in October 1859. Harpers Ferry was arguably the site of Confederate General Stonewall Jackson’s greatest tactical victory; the envelopment of the town and the capture of the Union garrison there in September 1862. Four decades later W.E.B. Dubois brought the Niagara Movement to Harpers Ferry and demanded “full manhood suffrage” for African Americans and an end to racial segregation and violence.

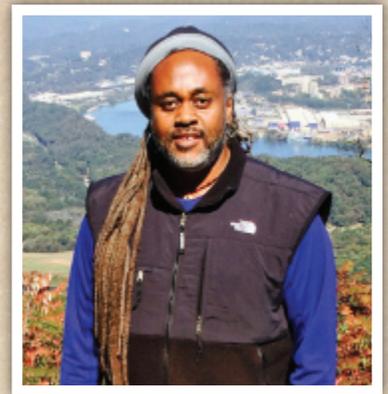
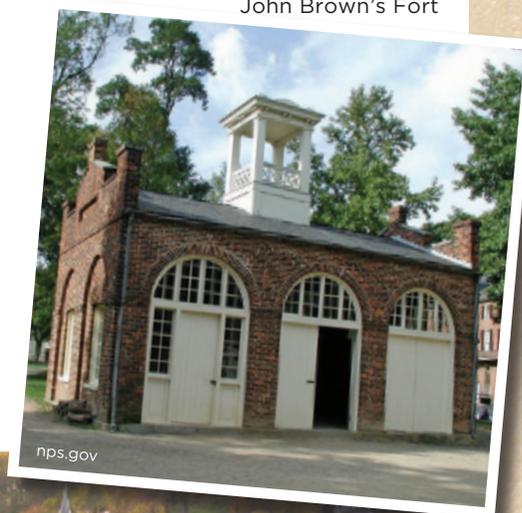
A typical visit to Harpers Ferry National Historical Park begins at the visitor center just off Route 340 with a short shuttle bus ride into the lower town.

Harpers Ferry National Historical Park

John Brown’s Fort is a short stroll down Shenandoah Street and many of the buildings along the way contain exhibits informing about the town’s history. More hardy souls can hike to the scenic overlook near the top of Maryland Heights, but be sure to take water, a sturdy pair of hiking shoes and a camera!

If your summer travel plans include spending any time in the Mid-Atlantic be sure to visit Harpers Ferry National Historical Park. From Civil War to Civil Rights this park has it all.

John Brown’s Fort



Alan’s Top 10 Cultural Sites to Visit this Summer

Little Big Horn Battlefield National Monument (MT)

San Francisco Maritime National Historical Park (CA)

Fort Davis National Historic Site (TX)

Maggie Walker National Historic Site (VA)

Women’s Rights National Historical Park (NY)

King’s Mountain National Military Park (SC)

Gullah Geechee National Heritage Corridor (FL/GA/NC/SC)

Minidoka National Historic Site (ID/WA)

Niagara Falls National Heritage Area (NY)

Kaluapapa National Historical Park (HI)





777 6th Street, NW | Suite 700
Washington, DC 20001-3723
P 202.223.6722 | F 202.872.0960 | npca.org/trustees

NON PROFIT ORG
U.S. POSTAGE
PAID
NATIONAL PARKS
CONSERVATION
ASSOCIATION

NEWSLETTER SUMMER 2016

Delivered to Trustees for the Parks, Mather Legacy
Society members, travelers, and friends



To celebrate the National Park Centennial in 2016, NPCA will feature projects and activities for you to pitch in and get involved in protecting our national parks.

FIND YOUR VOICE EVENTS

findyourvoice.camp

YOUTHWORKS IN THE PARKS GRAFFITI REMOVAL AT ARCHES NATIONAL PARK

Moab, UT
September 1, 2016

OCMULGEE INDIAN CELEBRATION

Macon, GA
September 17, 2016

BEAUMONT SCREENING OF NATIONAL PARKS OF TEXAS

Beaumont, TX
September 22, 2016

STAR PARTY AT MOJAVE NATIONAL PRESERVES

Kelso, CA
November 5, 2016

PARK CHAMPIONS LUNCHEON

Minneapolis, MN
November 10, 2016
To purchase a sponsorship or tickets, please contact Rachel Mentzer at rmentzer@npca.org or 202.454.3388

CLIMATE RIDE EVENTS

climateride.org/npca

Bar Harbor to Boston Ride, September 8-12, 2016

New York City to Washington, DC Ride,
September 17-21, 2016

TRUSTEES FOR THE PARKS SPEAKER SERIES

Protecting our National Parks in their Second Century featuring Theresa Pierno

Palo Alto, CA
September 28, 2016