
Western National Parks Association | FY 2023

Annual Report

Western
National Parks
Association

OUR MISSION: In partnership with the National Park Service (NPS) since 1938, Western National Parks Association advances education, interpretation, research, and community engagement to ensure national parks are increasingly valued by all.

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Letter from the President and CEO and WNPA Board Chair

Since our founding in 1938, Western National Parks Association (WNPA) has provided more than \$162 million in aid to our partner parks, funding educational materials and programs, interpretive initiatives, park research projects, and community engagement programs for the National Park Service (NPS). In fiscal year '23 (FY23), we provided more than \$10 million in direct and indirect aid to parks. Indirect aid provides vital support through interpretive products, publications, marketing, e-commerce, philanthropy, and personnel at park stores and community outreach events. In park stores, WNPA staff not only enhance the visitor experience through friendly and supportive customer service, but also provide interpretation, education, and park information alongside, and sometimes in place of, NPS park staff.

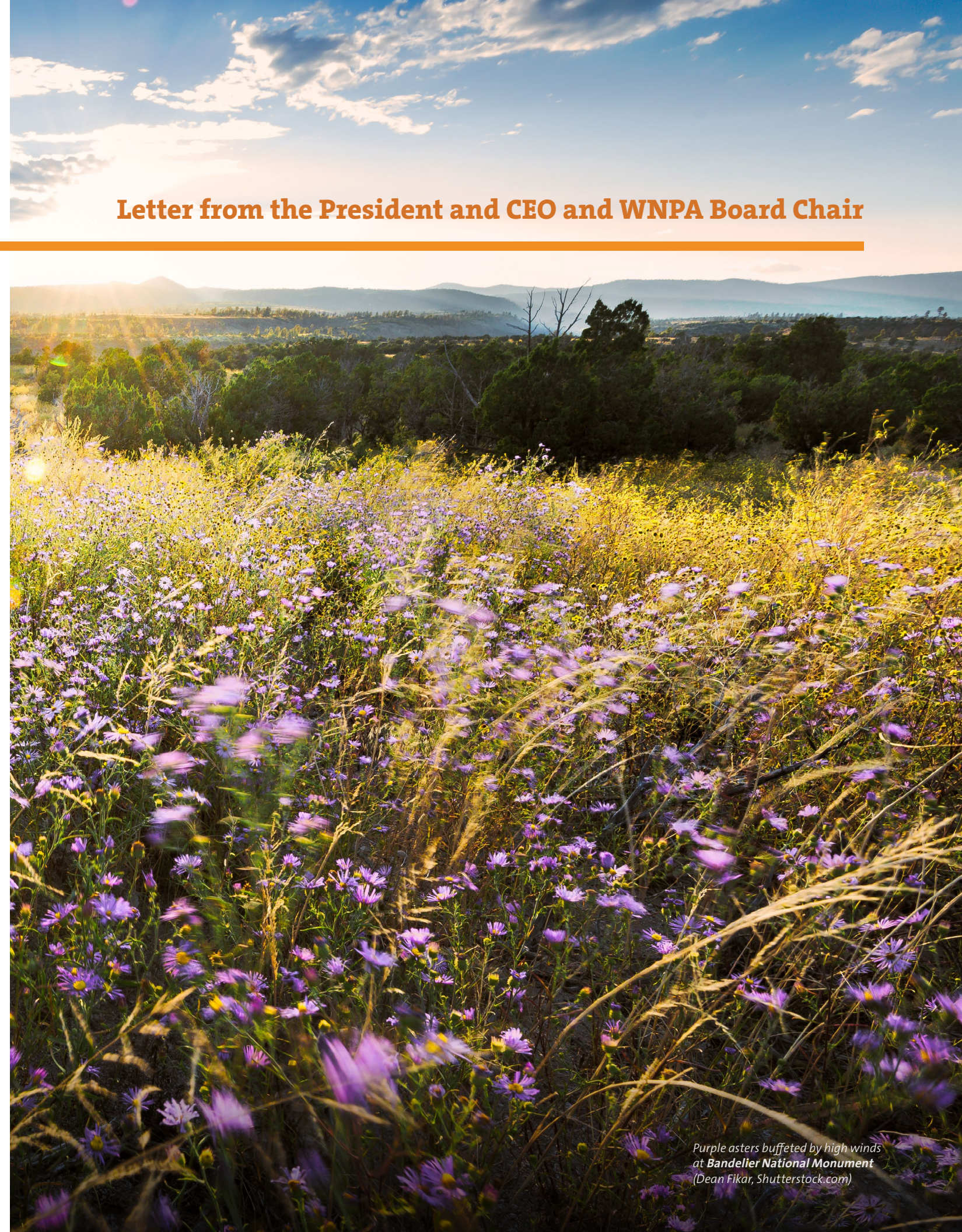
In FY23, we supported and hosted community and park events as the mitigation protocols for COVID-19 allowed in-person events to fully resume. Alongside our partner parks, WNPA strengthened outreach efforts, shared stories of inspiring visitor experiences, formed new partnerships, and engaged potential visitors through nationwide multimedia marketing campaigns. Through these efforts, we continued to strengthen the park community, adding new Park Protector members through innovative and targeted communication and marketing, forging relationships to help make the outdoors more accessible, and releasing new and redesigned publications that bring the parks to life on the page. Additionally, in collaboration with Eastern National, WNPA continued the important work of developing processes and practices that foster a strong organizational workplace culture. Building on the work done in FY22, WNPA continued to take significant strides, providing support for staff at all levels.

In this Annual Report, you will see examples of how we support our more than 70 partner parks, located across 12 Western states. We are honored to partner with so many unique parks, each with a vibrant and diverse cultural heritage. Read on for details of some of our FY23 accomplishments.

Sincerely,

Marie Buck
WNPA President and CEO

Teresa Gavigan
WNPA Board of Directors Chair



*Purple asters buffeted by high winds
at Bandelier National Monument
(Dean Fikar, Shutterstock.com)*

2023 Impact

Interpretation: Improving Interpretive Products to Enhance Visitor Experiences at the Parks



Timpanogos Cave National Monument (courtesy of NPS)

Improving Accessibility at Timpanogos Cave

For visitors who are deaf or hard of hearing, WNPA helped fund sound-augmenting equipment at [Timpanogos Cave National Monument](#) in Nevada. This system connects directly to hearing aids with the option to use headphones, allowing even more people to learn about the stunning geologic features found within the caves. WNPA remains committed to helping make park experiences and park interpretation more accessible to all.

WNPA Sponsors Interpreting Environmental Justice Conference

WNPA sponsored the Interpreting Environmental Justice Conference, which was hosted by the National Association for Interpretation (NAI). The presentations, workshops, and speakers were centered around the intersection of nature and culture with special emphasis placed on NAI’s Sustainability and Justice, Equity, Diversity, Accessibility, and Inclusion sections. The conference also provided networking opportunities for those interested in the role interpreters play in environmental justice.



Redesign of Casa Grande Ruins National Monument Released

In 2023, WNPA published a redesign of [Casa Grande Ruins National Monument](#), a guide to one of our nation’s most important cultural sites. The new full-color edition, written by Rose Houk, features new images, four additional pages, and extensive information about pottery, jewelry, culture, and structures.

WNPA Publishes Award-Winning White Sands National Park

WNPA released and promoted [White Sands National Park](#) by Susan Lamb, an illustrated and NPS-approved guide to the natural history of the world’s largest gypsum dune field. The text reflects the 2019 designation of **White Sands** as a national park. Lamb, a former ranger-naturalist for the NPS, is the author of over a dozen WNPA books about the Southwest and the natural world. She participated in a live social media event and the Tucson Festival of Books. The book was awarded the 2024 Public Lands Alliance Partnership Award for Publication of the Year.



Research: Sharing Results and Stories of Research Projects We Support



Recording Oral Histories at Brown v. Board of Education National Historical Park

WNPA supported an oral history research project at [Brown v. Board of Education National Historical Park](#). This study was designed to collect and preserve the histories of students who attended schools in the 1960s and 1970s, where the Brown v. Board Supreme Court decision was being implemented. It had been over 20 years since the park had completed an oral history project. Eight interviews were conducted with nine participants. The resulting nearly 10 hours of interviews were made available for public use, and participants received two DVD copies and a bound transcript of their interviews, as well as a certificate thanking them for their participation.

Assessing Restoration Projects in Santa Monica Mountains

WNPA funded a project assessing the survivorship of plants after the 2018 Woolsey fire and two-year restoration project at [Santa Monica Mountains National Recreation Area](#). The technician gathered

and processed data about tree health, planting survival, invasive plant control, native and non-native plant species cover, and pollinator presence.

Conserving Desert Tortoise Populations in Saguaro National Park

Researchers in the west district of [Saguaro National Park](#) used a WNPA grant to conduct a project that helps protect desert tortoises. As of September 2023, 71 desert tortoises had been equipped with radio transmitters. The reptiles were monitored between one and five times a week, depending on the season, by a team of scientists, interns, and volunteers, which led to improved management strategies to help preserve the species.



Dr. Mike Soukup Wins Edward B. Danson Award

[Dr. Michael Soukup](#) received the 2023 Edward B. Danson Award for his decades of contributions to conservation and the development of sustainable natural stewardship and educational programming, including ten BioBlitz Programs in national parks. Soukup’s work helped the NPS better understand and respond to the public perception of its parks.



Weather Stations Installed at Great Sand Dunes National Park & Preserve

WNPA supported the installation of two weather stations in [Great Sand Dunes National Park & Preserve](#). This scientific equipment includes sensors designed to measure wind patterns, precipitation, humidity, and soil temperatures. Scientists hope to learn how wind patterns shaped the dune field over time and how climate change is impacting park ecosystems.

Robert Steidl, PhD, Wins Emil W. Haury Lifetime Achievement Award

[Robert J. Steidl, PhD](#), received the 2023 Emil W. Haury Lifetime Achievement Award for his work as a researcher, wildlife biologist, mentor, and University of Arizona professor. Steidl was recognized for innovative research and contributions to park resource management and monitoring systems across the western United States over the last 40 years.

Education: Inspiring the Next Generation of Park Advocates



Junior Ranger Exhibit Installed at Lewis and Clark

The [Lewis and Clark National Historic Trail](#) visitor center, located in Omaha, Nebraska, used their WNPA-provided funds to purchase and install large custom-designed wall panels. These illustrated panels, designed by park staff member Caiti Campbell, include images of the trail and will serve as the hub for Junior Ranger programs in the center.

Flagstaff Area National Monuments Launch Youth Birding Program

WNPA supported the Flagstaff Area National Monuments—[Walnut Canyon National Monument](#), [Sunset Crater Volcano National Monument](#), and [Wupatki National Monument](#)—as they worked to develop a youth birding program to encourage kids to get outside and learn more about the diverse bird species of northern Arizona. This program featured monthly walks and talks by NPS rangers.

Youth Participated in a Running Camp at Canyon de Chelly

WNPA proudly supported the annual fall running camp at [Canyon de Chelly National Monument](#) in Arizona. During this five-day camp, participants and staff hiked, ran, learned, and shared stories while immersing themselves in the canyon’s natural and cultural significance.

Students Explore Pinnacles with the support of the James E. Cook Nature’s Classroom Grant

Rianne Kravitz was awarded the James E. Cook Nature’s Classroom Grant, which she used to take eight students on a four-night trip to [Pinnacles National Park](#) in California. The students stayed in tent cabins and learned about the geological and biological aspects of the park, including its California condors. As a result of this project, the school started a club dedicated to studying conservation.



Junior Ranger Programs Educate Young Park Stewards

WNPA continues to support Junior Ranger Programs across the national parks. Each park’s programming is unique, and often includes activity booklets, badges, and lesson plans, all

aimed at encouraging children of any age to explore and develop an appreciation for national parks. Online Junior Ranger programming also serves as an important component for in-classroom, virtual, and remote learning.

Brown v. Board Launches Reading with a Ranger Program

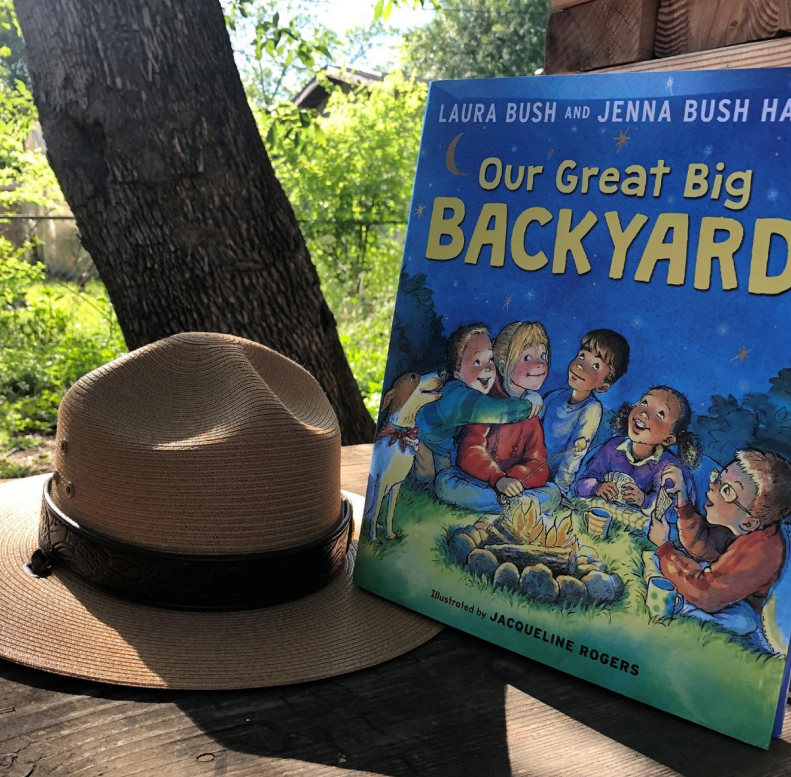
[Brown v. Board of Education National Historical Park](#) launched their Reading with a Ranger program, presented by park guide and award-winning former elementary school teacher Fatimah Purvis. This literacy program featured Purvis reading diverse children’s books, and promotes a love of literacy amongst the newest generation of national park enthusiasts.

NPS Mascots Appear at National Football League Experience

Pancho the Vermillion Flycatcher, mascot of [Tumacácori National Historical Park](#), and Sheila the Gila Monster, mascot of [Tonto National Monument](#), both made appearances alongside Sunny the Saguaro, mascot of [Saguaro National Park](#), at the National Football League Experience event in Arizona. WNPA provided funding to develop Sheila’s character in 2022. This festive event brought the fun and imagination of national parks to a broader audience.

Kids Attend Camp Owa Chita at Washita Battlefield

During this extraordinary summer camp at [Washita Battlefield National Historic Site](#), kids between first and fourth grade participated in engaging activities and enriching experiences, including creative and culturally relevant art projects and fun outdoor recreation. This camp, supported



by WNPA, was free to attend and connected kids to a significant historical, cultural, and natural landscape.

Elementary Students Learn About Native Seeds at Casa Grande Ruins

Using native seeds, a ranger guided an in-classroom program, teaching third, fourth, and fifth graders about native plants and pollinators. The kids planted their seeds and learned how to care for and grow their seedlings until they were ready for transplant. Students later transplanted their seedlings into the earth at [Casa Grande Ruins National Monument](#), feeling the power of this sacred landscape.

Quintana-Sterkel Scholarship Winner Callum Cintron Attends Conference

Callum Cintron, 2022 Ernest Quintana and Marty Sterkel Education Scholarship recipient, used their awarded funds to attend the 2022 National Trails Workshop and to visit [Petroglyph National Monument](#) and the Indian Pueblo Cultural Center in Albuquerque, New Mexico. This opportunity will be used to further their career goals of increasing access and inclusion in outdoor recreation, with a specific focus on co-managing lands with Indigenous peoples.

Community Engagement: Making Public Lands Welcoming for Everyone

Black Canyon of the Gunnison and Curecanti Host Astronomy Festival

[Black Canyon of the Gunnison National Park](#) and [Curecanti National Recreation Area](#) hosted AstroFest, an event highlighting the night skies along the Gunnison River corridor, in September of 2023. This event featured stargazing sessions with park rangers, opportunities to connect with night sky professionals, and the Stories of the Stars evening program, which shared cultural perspectives of the night skies.

Snowshoes Provide Winter Access in Great Basin

WNPA supported [Great Basin National Park's](#) purchase of snowshoes in multiple sizes, and snowshoe repairs. This outdoor equipment is used as part of the park's free snowshoe loan program, allowing visitors of all ages to experience the winter stillness and serenity of this remote Nevada park and helps provide access to areas that are closed to cars due to extensive snow cover.



Southwestern National Parks Host Luminaria Events

Traditionally held in December, luminaria events are part of a Southwest tradition dating back to the 1500s and possibly even earlier. Parks across Arizona and New Mexico, including [Aztec Ruins National Monument](#), [Hubbell Trading Post National Historic Site](#), and [Tonto National Monument](#) decorate trails and park features with these distinctive paper bag lights. These events are more than beautiful visitor experiences. They bring communities together to connect and celebrate the season, often incorporating gift giveaways, local artists, and interactive cultural experiences.

Improving Accessibility at Padre Island National Seashore

WNPA funds were used to purchase a beach walker and beach wheelchair for [Padre Island National Seashore](#). These accessibility aids will allow people of all abilities to enjoy the extensive, serene white sand beaches of this Texas coastal area, and participate in events such as the Kemp's ridley sea turtle viewings.



Organ Pipe Cactus Hosts Tribal Consultation

In February 2023, [Organ Pipe Cactus National Monument](#), located in Arizona, hosted a tribal consultation, where Indigenous community leaders weighed in on the park's Long Range Interpretation Plan. WNPA funds were used to provide a special meal for attendees, a culturally significant gesture.

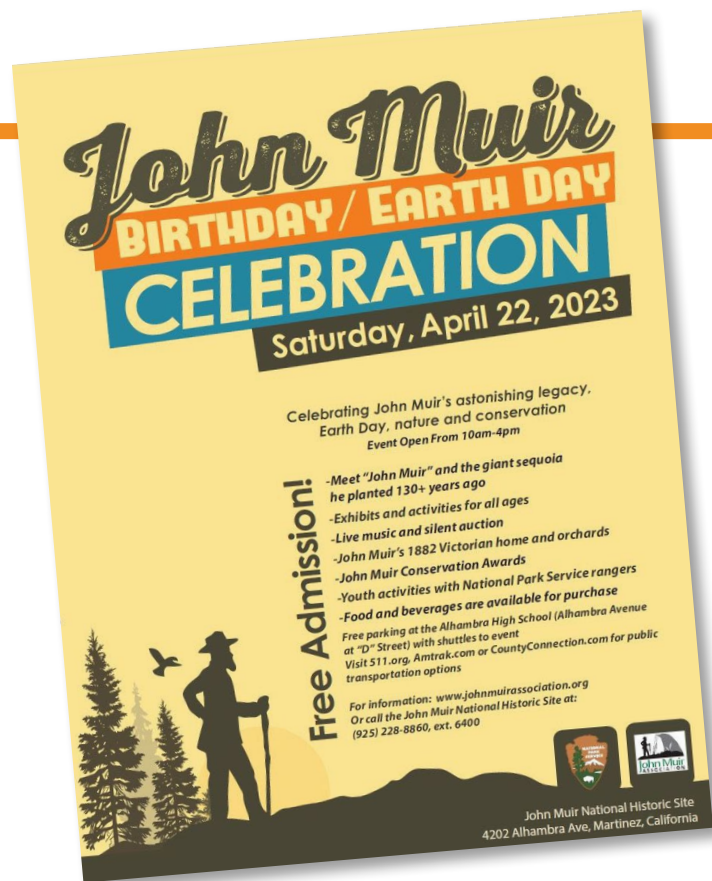
Aztec Ruins Hosts American Indian Cultural Arts Festival

In July 2023, [Aztec Ruins National Monument](#) hosted a two-day American Indian Cultural Arts Festival. This annual event, which included extended programming in honor of the park's centennial, featured artisans, dancers, and live music from various Southwest tribes, including the Diné, Laguna, Zuni, Hopi, Jemez, Santa Clara Pueblo, Jicarilla Apache, and Santo Domingo, among others.

Crow and Northern Cheyenne Youth Hold Honorarium at Little Bighorn

On Memorial Day of 2023, Crow and Northern Cheyenne youth placed an American flag on each of the graves at Custer National Cemetery in [Little Bighorn Battlefield National Monument](#). Hundreds of Indigenous warriors and US Army soldiers are buried there. This tradition connects students to the park's history and ensures the tragedy that occurred here is not forgotten.





Pinnacles National Park Hosts Chalon Indian Council Event

[Pinnacles National Park](#) hosted a Chalon Indian Council event, where tribal members presented an educational program for young park visitors. This WNP-supported session, which promoted cultural learning and sharing, included artist demonstrations, a smudging ceremony, and a prayer led by former Chairwoman Arianne Chow-Garcia. Travel and lodging were also provided for participants.

Montezuma Castle and Tuzigoot Celebrate Native American Heritage Month

[Montezuma Castle National Monument](#) and [Tuzigoot National Monument](#) celebrated Native American Heritage Month by hosting many cultural demonstrations and events throughout the month of November. With WNP support, the festivities highlighted the contributions and achievements of Indigenous peoples to the nation and offered opportunities to learn about these thriving cultures.

Hubbell Trading Post Hosts Navajo Shoe Game

In February 2023, [Hubbell Trading Post National Historic Site](#), located in Arizona, hosted a game of Késhjéé', the traditional Navajo Shoe Game played during the winter. Two teams, each representing day and night animals, took turns hiding a yucca ball in one of four moccasins, while the opposing team tried to guess where the ball was hidden. This is just one of the ways the site continues to serve as a hub for community engagement and support.

Joint Celebration Honors John Muir and Earth Day

[John Muir National Historic Site](#) celebrated the 53rd Earth Day and John Muir's 185th birthday on April 22, 2023. This WNP-supported event included live music, a silent auction, exhibits, booths, and special youth programming. The park also partnered with the California Section of the American Chemical Society, which hosted *The Curious Chemistry of Amazing Algae* exhibit.

Night Sky Celebration at The National Parks Store

Dr. Tim Hunter, author of *The Sky at Night* and cofounder of International Dark Sky Association hosted a We Love the Night Sky event at [The National Parks Store](#) in Tucson, Arizona. Participants viewed Jupiter through a telescope and listened to talks by a national park ranger and astronomer David Levy.

Aztec Ruins National Monument Celebrates Centennial

[Aztec Ruins National Monument](#), located in New Mexico, celebrated its centennial on January 24, 2023, an event which WNP supported. The Chaco Culture Conservancy hosted a panel discussion on the park's founding day featuring Indigenous leaders Dr. Shelly Valdez-Kawaika of the Pueblo of



Laguna Tribe, Jon Ghahate of the Pueblos of Laguna and Zuni, and Curtis Quam.

Bent's Old Fort Hosts Youth Trading Event

WNPA supported a living history event at [Bent's Old Fort National Historic Site](#), designed to teach children about the fur trade on the Great Plains. Attendees were taught Plains Sign Language, were given buffalo robes or beaver pelts, and then were allowed to trade their furs for beads of various colors. The children created necklaces out of the beads they traded for.

White Sands National Park Hosts Jazz Concert

With support from WNP, [White Sands National Park](#) hosted the Rio Grande Revelers Dixieland Jazz Band during its September Full Moon Night

program. Nearly two thousand visitors, the most in the 15-year history of the full moon programs, experienced the beauty of the world's largest gypsum dune field while listening to the toe-tapping music.

La Fiesta de Tumacácori Celebrates Southwestern Cultures

Held the first weekend of December, this free, family-friendly, and WNP-supported festival celebrated the many cultures of the Santa Cruz Valley at [Tumacácori National Historical Park](#). Festivities opened with a multicultural mass in front of the historic church, and featured fifty food and cultural booths, and continuous live entertainment from local musicians and dance groups. This event, held annually, is attended by the local community and tourists alike.





Tucson Festival of Books

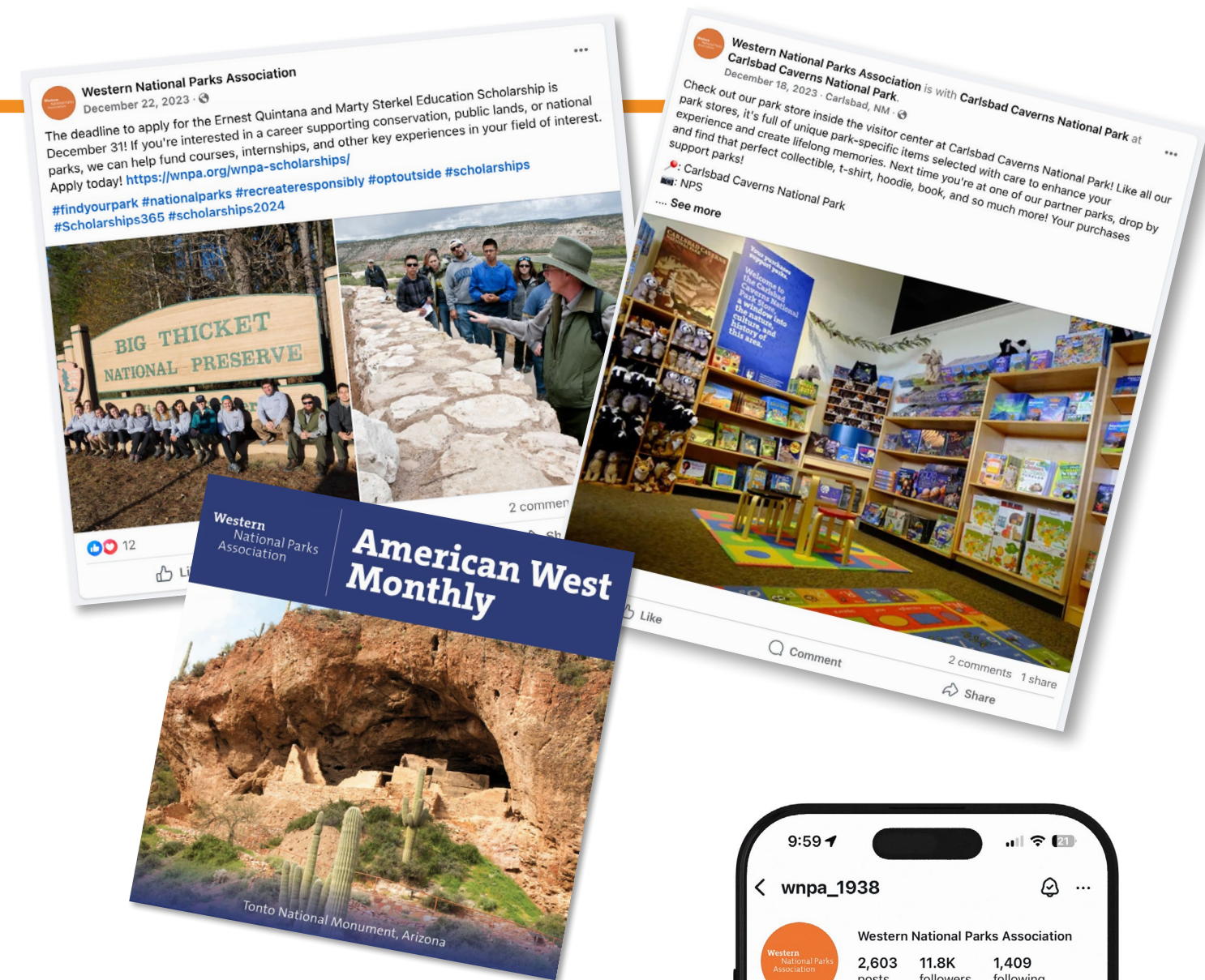
The National Park Experience Pavilion made a jubilant return to the Tucson Festival of Books (TFOB) on March 4 and 5, 2023! Featuring more than 350 authors, the event is the third-largest book festival in the country. As the mitigation for the COVID-19 pandemic allowed, WNPA once again hosted The National Park Experience Pavilion with panels and presentations from renowned authors and storytellers sharing their wisdom and perspectives from the National Park Experience Stage.

Our partner parks come to share information, connect with park lovers, and provide educational activities for all. The Junior Ranger Jamboree activity introduced more than five hundred kids to our national parks! Beloved mascots Pancho the Vermilion Flycatcher of [Tumacácori National Historical Park](#) and Sunny the Saguaro from [Saguaro National Park](#) both made appearances, and people from all walks of life shared their love of parks in a public art project that brought stories together into a “quilt” of experience.

[The National Parks Store](#) and [Hubbell Trading Post National Historic Site](#) featured craft, apparel, books, and unique gifts to purchase. Visitors lined up for authors to sign their books after engaging panels

and enjoyed the rug talks of Hubbell’s Trader as he wove together the history and artistry of Navajo rugs. WNPA-featured authors discussed a range of relevant issues and shared their personal connection to public lands and parks, from the healing power of nature to the ways that special places inspire poetry and creativity. The Pavilion had terrific representation from the following partner parks and community partners:

- [Canyon de Chelly National Monument](#)
- [Navajo National Monument](#)
- [Hubbell Trading Post National Historic Site](#)
- [Saguaro National Park](#)
- [Coronado National Memorial](#)
- [Casa Grande Ruins National Monument](#)
- [Tumacácori National Historical Park](#)
- [Chiricahua National Monument](#)
- [Fort Bowie National Historic Site](#)
- [Lewis & Clark National Historic Trail](#)
- [Brown v. Board of Education National Historical Park](#)
- [Southern Arizona Office](#)
- [Desert Research Learning Center](#)
- [Parks in Focus—Udall Foundation](#)
- [Arizona National Scenic Trail—USDA Forest Service](#)
- [Santa Cruz Valley National Heritage Area](#)

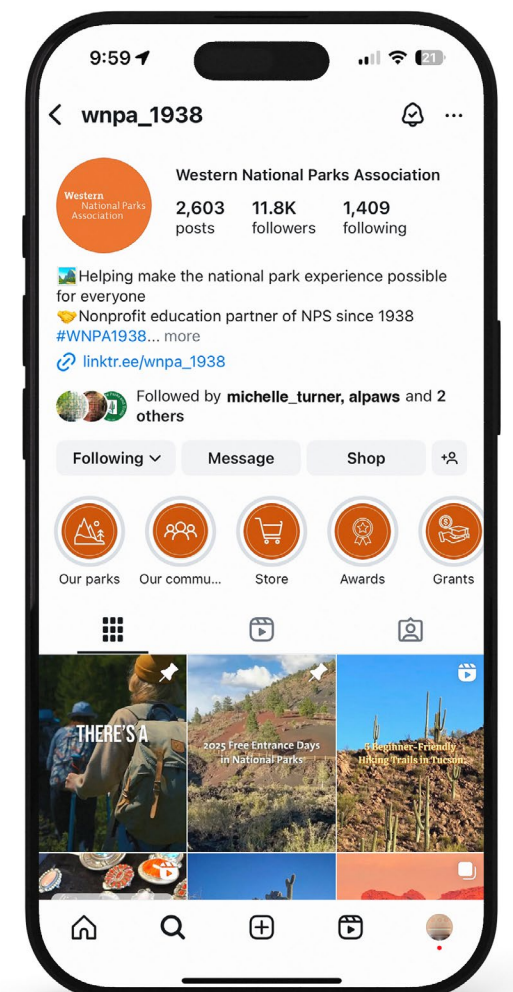


Connecting Audiences Online

In an effort to welcome even more people to the community of national park enthusiasts, in FY23 we continued to generate awareness and appreciation of our partner parks through electronic newsletters and engaging social media content. Producing educational and inspiring videos, collaborating with NPS on blog articles to feature in our monthly newsletter, *American West Monthly*, and sharing our followers' park stories are just a few of the ways we can meaningfully connect and strengthen our online community.

+ Connect with us on social media. [f](#) [@](#) [in](#) [v](#)

+ [Sign up](#) for our newsletter.



Long-Standing Partnerships



Visitors descend the dunes of **White Sands** during a **Sunset Stroll** program to learn more about the inhabitants of the dune field (courtesy of NPS).

WNPA has several long-standing partnerships that share in our mission to ensure that parks are increasingly valued by all.



National Park Foundation

The nonprofit National Park Foundation fosters a community of park allies to raise private funds that support national parks. We work together in our similar goals to foster new generations of national park protectors. The National Park Foundation provided WNPA with a grant to help build a new and improved website.



Parks in Focus®

Parks in Focus® connects youth in underserved communities to nature through photography, environmental education, outdoor recreation, and creative expression. As an official nonprofit partner, we create awareness, raise funds, and provide financial support.



Ironwood Tree Experience

Ironwood Tree Experience engages young people with the natural world. WNPA funded Youth Ambassadors for Southwest Cultures, in which high school interns designed and led interpretive walks in Arizona national parks.



Literacy Connects

Literacy Connects is a nonprofit organization based in Tucson, Arizona, providing innovative programming that transforms lives and opens doors to a world of possibilities. WNPA works with Literacy Connects annually during the winter months to gather donated books for youth.

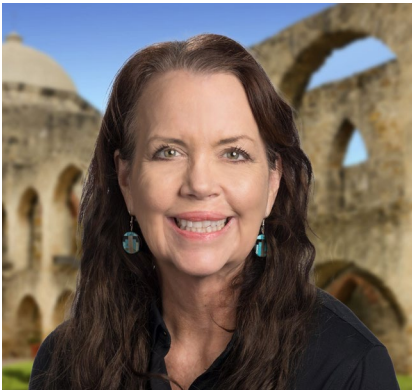


**SANTA CRUZ VALLEY
NATIONAL HERITAGE AREA**

Santa Cruz Valley National Heritage Area

Santa Cruz Valley National Heritage Area (SCVNHA) works to connect people to the historical and cultural significance of the Santa Cruz Valley, promoting the heritage of the region, and preserving it for future generations.

Spotlight on Executive Leadership



Marie Buck
President & Chief Executive Officer

Marie became WNP’s CEO in July 2022. She is responsible for building on the organization’s strong foundation and reputation, expanding partnerships, driving the organization’s long-term business initiatives and strategic growth, diversifying the organization’s revenue and programs, ensuring alignment and support of the National Park Service, and enhancing the visitor experience in the more than 70 national parks that WNP serves. She works directly with the WNP Board of Directors on critical initiatives. She was most recently chief operating officer for the Grand Canyon

Conservancy (GCC), where she successfully managed operations including retail, educational programming, human resources, technology, publishing, and organizational strategy. Prior to serving as the chief operations officer, she served on the GCC board of directors in various leadership roles including audit and finance chairs. Prior to that, she was senior director of business operations at Phoenix Raceway (NASCAR), where she led a \$180 million facility modernization that resulted in substantial increases in revenue and customer satisfaction. She holds a bachelor’s degree in accountancy from Arizona State University, is a certified public accountant (CPA) by the Maryland Board of Public Accountancy, and is a certified management accountant (CMA), finance manager, and Society of Human Resource Management Professional (SHRM-CP). Marie loves the outdoors and the Grand Canyon in particular, where she has taken 30 whitewater rafting trips down the Colorado River and finds immense pleasure in sharing that passion with others as a guide. What she loves about her work is creating life-changing experiences for others, whether they are rafting, hiking, visiting a park, learning about Indigenous cultures, exploring history, or making a connection with the natural environment. For Marie, the parks are all about connecting people and their experiences.



Michelle Kroeger
Interim Chief Financial Officer

Michelle Kroeger has a proven track record in both for-profit and nonprofit sectors, holding a Certified Public Accountant (CPA) license in Arizona and Colorado and a designation as a Certified Association Executive (CAE). Prior to establishing her own firm, she was Chief Financial Officer for the Society for Mining, Metallurgy, & Exploration, guiding the company’s future by taking a holistic view of the organization to balance financial success with process excellence to shape the company’s strategic plan. Michelle is most proud of working cross-functionally to execute collaborative initiatives

that overhauled and activated enhanced oversight procedures for the business, fortified revenue streams, eliminated material weakness, restructured pivotal processes, and optimally managed cash flow.

Michelle holds a Bachelor’s degree in Business Administration and Accounting from the University of Arizona in Tucson and is known for her expertise in maintaining robust banking relationships, conducting annual reviews of banking practices, and overseeing complex financial audits. She serves as the founder and CEO of Non-Profit CFO Services based in Oro Valley, Arizona, where she holds administrative oversight for a firm that delivers fractional chief financial officer (CFO) services to nonprofit organizations.



Lauren Mooney
Chief Revenue Officer & Vice President of Partnerships

Lauren joined WNP in 2014 and is responsible for WNP’s revenue development and growth in support of our service to NPS. She handles strategic planning and operations for retail management, purchasing and product development, e-commerce, wholesale operations, and warehouse distribution. She helps operations managers facilitate open and engaged relationships with WNP’s partner parks. Lauren has worked in retail for over 20 years with positions in visual merchandising, buying, and management for destination spa resorts, luxury department stores, and online boutiques.

Originally from New York City, she has a Bachelor of Arts in communications from Fordham University. She takes every opportunity to explore our beautiful national parks and meet new people. Lauren finds WNP’s mission to provide quality educational experiences, products, and services is a perfect fit for her values and love of retail.

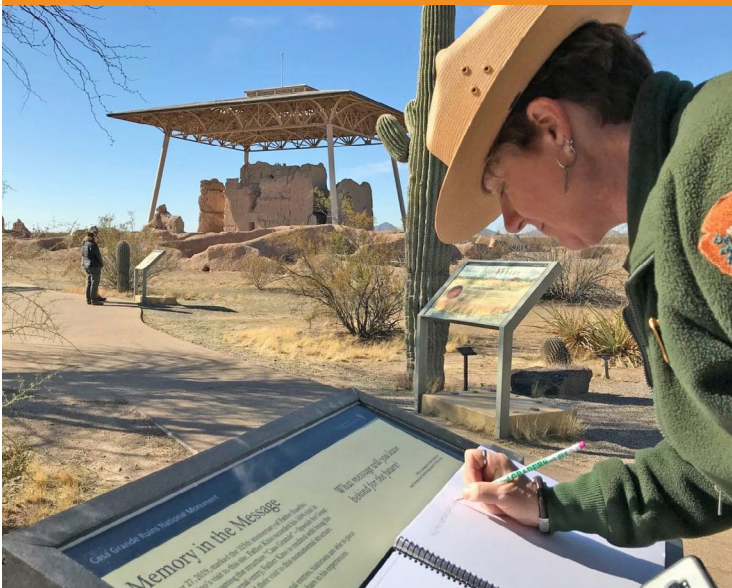


Michael Matthews
Chief Marketing Officer

Michael Matthews joined WNP as the Chief Marketing Officer in 2023, bringing with him more than 25 years of experience in the full scope of global marketing, brand development, public relations, media strategy, content management, business development, e-commerce, and digital marketing. As founder of marketing agency Matthews Marketing Consultancy (MMC), Matthews successfully collaborated with executive teams to foster growth and positive revenue. In his role as Board Director for Grand Canyon West, a tribal enterprise of the sovereign Indian Nation

of the Hualapai Tribe and one of the largest tourism destinations in the Southwest, he gained deep respect for Hualapai Tribal members’ spiritual connection to the environment and to the nuanced nature of tourism on the Hualapai Reservation—this included the imperative that the Tribe’s stories and well-being remain central to all strategy. Over the years, he has generated growth and expansive partnerships in the field, including work with executive teams such as Allstate, Chevrolet, General Motors, Southwest Airlines, Best Western Hotels & Resorts, Walgreens, Shoe Carnival, University of Chicago Medicine, Sports Authority, Six Flags, and Amtrak. With a passion for outdoor recreation and preservation of cultural and natural resources, Michael finds the work he does at WNP both inspiring and fulfilling.

Spotlight on Staff Achievements



National Park Week Park Protector Promotional Campaign

National Park Week marks a time to heal through connection to parks and honor the work and lives of the diverse advocacy groups who come together to preserve the nation’s cultural heritage, untold stories, and natural history. During this week, admission to all national parks is free, including WNPAs partner parks, representing more than 70 sites in the American West.

In FY23, WNPAs launched a promotional campaign for members during National Park Week, giving back to our Park Protectors and inviting new members by offering a one-time 20% discount on an entire purchase during National Park Week. Park Protectors are a vital community that supports our mission. With a \$25 yearly membership, Park Protectors fund educational programs, scientific research, community-building events, and more.



This campaign was truly a team effort that touched every department across the organization. Through a central campaign launched through social media and email, all park stores participated in this collaborative effort to generate awareness of our amazing partner parks during a week of national attention and build membership to help provide even more support to these important places. The efforts across the organization yielded a total of nearly 500 new Park Protector members, which strengthened the program and brought the team together.



Retail Spotlight

Carlsbad Caverns Centennial Line,
Featuring the Centennial Logo Creative Directed by WNPA



In the Stores



WNPA’s park stores are so much more than a gift shop. They curate collections of National Park Service–approved interpretive retail, turning moments into lifelong memories and enhancing the visitor experience with collectibles, apparel, books, trail guides, and so much more. A visit to our store is an extension of the visit to the park itself. In FY23, several park stores received an update and remodel, elevating the interpretive retail experience to ensure that visitors have a beautiful park visit from beginning to end.

The park stores at [Channel Islands National Park](#) in California, [Great Sand Dunes National Park and Preserve](#) in Colorado, and [Organ Pipe Cactus National Monument](#) in Arizona represent the power of partnership and community. Our park stores are an important part of the experience of millions of visitors every year. And these beautifully remodeled spaces enhance that experience, providing an engaging and relevant setting for visitors who can continue to learn as they support the park with their purchases.

Thank You Park Protectors

A special thank you to our Park Protectors—people who already love exploring national parks for the nature, the history, the culture, the science, and the fun, who already acknowledge how parks enrich our lives, and help others experience the same wonders.

WNPA’s Park Protector program allows members to become part of a vital community of support that our partner parks need.

A \$25 Park Protector membership helps park rangers, attracts more park visitors, funds high-level research, provides access to parks for diverse communities, and inspires young people by supporting Junior Ranger activities. Becoming a Park Protector provides members with access to a community of like-minded national park supporters and advocates.

The membership is tax-deductible and offers several exclusive benefits including:

- Member-only deals and merchandise
- Digital newsletters featuring park stories, news, and events
- Advance email notification of presentations, virtual events, and educational opportunities
- Ten percent discount at WNPA-operated stores in national parks and online
- Reciprocal discounts at 400+ public land sites



Thank You Donors and Volunteers

We couldn’t provide this level of support to parks without the generosity of our donors and volunteers.

In FY23, a total of 20 volunteers provided more than 2,539 hours of service to WNPA. As of 2023, Independent Sector estimated the value of a volunteer hour was \$33.49. This means WNPA received more than \$85,000 in in-kind support from our volunteers. Thank you!

Each year, our donors help fund research, educational programming, community outreach, and so much more. You can learn more about the impacts of your donation and donate at wnpa.org/ways-to-give/.

Dozens of national parks fans volunteer to keep operations thriving at WNPA and its 70-plus partner parks. Any adult with a love for public lands and all the historical, cultural, and natural landscapes they preserve can volunteer.

You can donate your time and talent to

- helping the public in national park stores and visitor centers
- providing administrative support
- supporting educational programs and outreach events in the community (particularly in Tucson and southern Arizona)
- supporting national park and WNPA events

Our friendly volunteers are dedicated to enhancing the national park experience for everyone who visits. As a thank you, you will receive a 15 percent discount in the WNPA store where you volunteer, and the fulfillment of knowing that your efforts support our mission to support parks now and for future generations.

You can learn more and volunteer at wnpa.org/volunteer/. We’d love to welcome you to our community!



Donate Now



Financials

Assets

Current Assets:	
Cash and cash equivalents	\$8,445,888
Investments	5,586,314
Accounts receivable, net of allowance (\$265)	9,815
Inventories, net	5,751,111
Other current assets	507,849
Total current assets	20,300,977
Property and equipment, net	1,884,074
Total assets	\$22,185,051

Liabilities and Net Assets

Current liabilities:	
Accounts payable	\$202,445
Accrued expenses and other liabilities	697,775
Amounts due others	306,667
Total current liabilities	1,206,887
Contingencies	
Net assets:	
Without donor restrictions:	
Net invested in property and equipment	1,884,074
Board designated for operating reserves	6,568,017
Available for operations	12,428,979
Total net assets without restrictions	20,881,070
With donor restrictions	97,094
Total net assets	20,978,164
Total liabilities and net assets	\$22,185,051

More Ways to Support



Donate

Donate any amount. Gifts of all sizes significantly enhance our efforts in partner parks. Your donation will directly support our mission.



Shop

One hundred percent of the net proceeds from purchases made at any WNPA-operated park store help fund our partner parks.



Follow us on social media

Join our social media community and tag us in your shared park stories.



Leave a Legacy

Include WNPA in your will or estate plan and let us know when you do. For information about planned giving, contact Bret Muter by calling 520-789-7325 or by email at Bret.Muter@wnpa.org.



Give Monthly

Set up an easy recurring donation.

Join Our Team



Our employees at WNPA come from varied backgrounds, different life experiences, and all parts of the country. They join WNPA at national parks or the Tucson home office for a singular purpose: To enhance the visitor experience, understanding, and appreciation of national parks. “I am consistently inspired by the amazing work our team does to advance our mission to support each of our more than 70 parks throughout the West. I can dedicate myself more deeply to our work because I know I am on a team of passionate and authentic professionals who care about protecting

the park experience, the visitor experience, and our precious resources now and for all time.”—Marie Buck, WNPA President & CEO
We are an equal opportunity employer. We consider applicants for all positions without regard to age, color, disability, gender identity, the presence of genetic information, a non-job-related medical condition, national origin, race, religion, sex, sexual orientation, veteran status, and other legally protected characteristics.

[Join our dynamic team of passionate park enthusiasts!](#)

Looking Forward

As we look toward our future, we are excited to continue building our strategic initiatives to strengthen our support for our National Park Service partner parks.

- Strengthening the WNPA brand
- Improving the e-commerce shopping experience
- Marketing to promote WNPA partner parks and opportunities to support them

We continue to strengthen our overall brand presence, forging connections directly with the community of national park enthusiasts. Through increased brand recognition and an improved e-commerce customer experience, we will advance our mission, enriching and ensuring the national park experience today and for all time.

