The Power of Partnerships

2017 IMPACT REPORT

37 OUR STAFF
6 PARK PARTNERS
$1.5M 2017 DONATIONS
Aloha käkou!

Welcome to our annual report for 2017—a year of accomplishment and pride for HPPA.

In February, HPPA did very well in the annual Public Lands Alliance (PLA) Partnership Awards competition: HPPA—and, by extension, our partners at Hawai‘i Volcanoes and Haleakalā national parks—took first place for Innovative Product of the Year, “Makana the Nënë” and honorable mention for Outstanding Public Engagement, “Hawai‘i Volcanoes and Haleakalā National Park Centennial Celebrations” featuring HPPA-designed logos.

After about two years of development from concept to launch, we celebrated the release of the Hawai‘i Volcanoes and Haleakalā national parks State of Hawai‘i specialty license plates in August. Proceeds from the plates will be returned to the parks through HPPA, and will support a variety of programs. The plates are the first specialty license plates ever available in Hawai‘i. What a great way to celebrate the 101st birthdays of these two national park gems! Sae Design of Maui completed design of the plates pro bono.

Our membership program continues to grow, totaling over 2,900 members by the end of the fiscal year, including over 400 in the family and sponsorship categories. We were fortunate to be able to gather HPPA staff together at Kilauea Military Camp in Hawai‘i Volcanoes National Park November 14–17, 2016, for an all-employee training, the first since 2012. A lively and varied agenda—from sessions in leadership, merchandising, an interpretive hike, and cultural training—kept everyone engaged.

Staff were busy planning for our updated, expanded website and associated online store, and other new projects for the year included a start on an extensive revision of Volcanoes of the National Parks in Hawai‘i, which has been one of our core publications since 1951.

In the following pages, please enjoy a few more details of our busy year and stay connected to the programs and the projects we support at our six national park partners. Visit our park stores when you can, or check in with us at our website, online shop, Facebook, Instagram, and Twitter accounts. And thank you for your continued interest in HPPA, and your aloha for the natural and cultural wonders found in the parks we serve.

With aloha,

Pete Muller, Board Chair
Margot Griffith, Executive Director

HPPA’s 37 staff members enhance the visitor experience and support our park partners. Frontline staff provide park interpretation and retail sales, they orient and assist visitors, participate in craft demonstrations, and support NPS interpretive staff. Administrative staff manage operations, financial accountability, human resources, park programs, board support, community outreach, and custom product development.

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Office and Membership Manager
Mona Nelson
Associate Bookkeeper
Judy Edwards
Interpretive Media Asst.
Alan Ohara
Production Artist

FROM OUR BOARD CHAIR AND EXECUTIVE DIRECTOR
The designation of Hawai‘i Volcanoes National Park as a Biosphere Reserve and World Heritage site is a reflection of the health of its cultural and ecological assets. In this extraordinary national park, we support projects to bring back the critically-endangered hawksbill sea turtle, boost the recovery of the nēnē, or Hawaiian goose—the Hawai‘i state bird—and monitor the Hawaiian petrels that nest in burrows on the high slopes of Mauna Loa and must be safeguarded from introduced predators. HPPA has supported these national park programs for decades.

A park as big and as popular as Hawai‘i Volcanoes National Park relies heavily on trained volunteers for everything from interacting with visitors to backcountry patrols, event photography and videography. Volunteers need uniforms, training, tools, equipment, and sometimes housing and provisions. HPPA helps wherever we can to support the needs of park volunteers so that the visitor can find what he or she needs, and leaves the park as a fan and as an advocate, with a cache of beautiful memories.

Student internships have launched countless careers and are the best way to really explore career choices. National park career paths and job application structures can be daunting to a young person just formulating a plan for his or her passion. Supporting our partner park student internship programs is one way that we help create passionate parks employees or, at the minimum, advocates for the national parks we serve.

HPPA is proud to be a longtime supporter of this program and the creation of new stewards and leaders.

Hawai‘i Volcanoes National Park began creative new programs in 2011 which bring local youth into the park for training, an extended internship, and for some, their first jobs. Island youth are given mentoring and support in understanding the national park career path, with most working through the summer and some qualifying for post-program jobs in the park. For many, it is the first time they have visited the park in their own back yard. For all, it is an eye-opening experience into the wonderful opportunities available to them. HPPA is proud to be a longtime supporter of this program and the creation of new stewards and leaders.

New Hana No‘eau ("skillful work") programs continued in the Kīpahulu District of Haleakalā National Park this year, with local cultural practitioners sharing a lifetime of skills with any visitor interested in participating. Traditional Hawaiian arts and crafts such as feather lei making, fishing net throwing, and könane (a traditional strategy teaching game) were there to experience, and to help the visitor connect to the Hawaiian culture.

Haleakalā National Park is 30 or 40 miles distant from some of Maui’s most populous public schools. Additionally, schools in Hawai‘i do not own their own buses, but must rent them. This can put an ordinary field trip out of reach of the budget of many schools. With our support, Maui schools were able to bus schoolchildren up the winding road to the park in order to take part in special educational programs designed just for them. We made sure their national parks experience was not, literally, out of reach.

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This historically important national park site on Hawai‘i Island keeps the community connected to the Hawaiian cultural story, past and present, all during the year with evening programs, guest speakers, and workshops that are open to all. HPPA helps to support those opportunities for the community by donating to these “Events In The Park” programs, which also include the incredibly popular annual two-day cultural festival.

We believe it is critical to connect kids with their parks in meaningful ways. HPPA Cultural Demonstrator Kahaka’io mentored Hawaiian language immersion students over four days to restore the park’s canoe. We also administer the Turner Foundation Grant to hire buses to bring local schoolchildren to the park’s annual La Pa’ani event closing out the Hawaiian Makahiki season.

Our support also shows up in small but consistently necessary ways. We print multiple language translations of the park brochure and junior Ranger books. We also help provide park volunteers with essential gear in this sunny park, like hats and water bottles.

The yearly two-day cultural festival held here at Pelekane Bay, once the landing place for royal Hawaiian canoes, is an important event for the park and community. Cultural demonstrators, community groups, hula halau (schools), respected cultural community leaders, artists, crafters, and more gather in the shade of the coconut trees to share and perpetuate Hawaiian history and culture with the local community and park visitors. HPPA support for this festival goes back decades, and our staff participates, too! This relatively small national historic site that encompasses the birthplace of the Hawaiian kingdom is a potent source of community involvement and connection. At the visitor center and on the grounds, the park provides visitors with ongoing opportunities to connect to the Hawaiian and Polynesian culture via on-site cultural demonstrators, musicians, craft workshop leaders, local historians and other speakers, day-long festivities, and more.

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HPPA takes pride in ensuring this abundance of cultural knowledge is supported throughout the year.

Every park approaches this challenge creatively and differently, and we enjoy being able to respond to needs that run from costumes for film shoots to lunches for festival volunteers. We help support resource libraries and buy lei for intern graduations. In large and small ways, we enjoy our mission of supporting our park partners.

One of the most rewarding ways we are able to support our park partners is by donating funds to the parks via a flexible Interpretive Donation Account, so that needs can be met as they arise. Interpreters are tasked with making the past feel relevant today, the landscape come alive, and to engage the hearts and minds of their listeners.

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Every November, about 500 4th grade elementary school students attend the HPPA-supported two-day festival at this park to celebrate the change of the season via traditional Hawaiian Makahiki ceremonies. Students participate in opening chant and ritual traditions, then spend the day circulating through 10-15 learning stations that range from the scientific (native species identification) to the cultural (learning hula basics). The setting, in this national historical park on the coast of Hawai‘i Island, is compelling and beautiful. Park staff, HPPA staff, and cultural practitioners enrich the student experience, sharing many different ways to connect to the Hawaiian culture, the heart of this national park site.

The National Park of American Samoa is distributed across three islands in American Samoa, in the South Pacific. It is unique in that it is leased from the community, with villages maintaining their way of life inside the boundaries of the national park.

Some visitors to the park choose to stay in private Samoan homes (“homestays”) to become immersed in the Samoan culture. Many visitors, however, arrive on cruise ships and have only a short time to absorb details of the culture. In order to help facilitate park interpretation, HPPA supported the development of a new bilingual Samoan Cultural Exhibit, now displayed in the park’s visitor center. The exhibit displays the natural and cultural assets of the National Park of American Samoa “from the fruit bats that soar above the rainforest to the colorful coral reefs that protect these islands.”

Hawai‘i public schools do not own school buses, but must charter them. Funding is necessary in order for local schools to be able to attend the yearly two-day cultural festival. In support of the Every Kid in a Park program, the National Park Foundation offers transportation grants. HPPA contributes to the partnership by administering these grants locally for the Hawai‘i national parks.

National Park Service law enforcement rangers attend an academy to receive specific training. HPPA helps contribute, via the Ala Hele Ho‘omalu Legacy Grant, towards costs required for rangers to attend the Parks Law Enforcement Academy at Skagit Valley College in Washington State.
HPPA won 1st Place for Innovative Product of the Year with “Makana the Nēnē Plush”. Our realistic custom plush represents the beloved native Hawaiian goose and official State Bird of Hawai‘i. It inspires visitors as it speaks to the vital role of conservation efforts at Hawai‘i Volcanoes and Haleakalā National Parks, something that HPPA has supported for decades. Now, for the first time in HPPA’s 84-year history, anyone can directly donate to nēnē conservation through the purchase of Makana at our park stores as well as our online store.

HPPA also won Honorable Mention for Outstanding Public Engagement with “Hawai‘i Volcanoes and Haleakalā National Park Centennial Celebrations” featuring the centennial logos created by our Product Development team in close collaboration with Haleakalā and Hawai‘i Volcanoes National Parks. These commemorative logos were featured on signs and banners, and a line of limited edition centennial collectibles was created and sold in our park stores and online. HPPA participated in centennial events alongside both national parks throughout the year.

At the Public Lands Alliance convention awards ceremony and banquet in February, 2017, HPPA placed in two partnership categories. The awards are a testament to our team and to the power of partnership and collaboration with our national park partners. The Partnership Awards Program celebrates the best in public lands partnerships, recognizing leading-edge achievements in preservation and visitor experience enrichment.

On average, HPPA donates 92% of net operating proceeds to the parks.
MISSION
With a spirit of aloha, we inspire the discovery and stewardship of the natural and cultural heritage of Pacific Island parks.

SHARED VALUES
They bring us together.

ALOHA
Friendship, happiness, compassion, ʻohana

KULEANA
Responsibility, commitment

MĀLAMA ʻĀINA
Stewardship, cherish natural environment and culture

PONO
Honesty, integrity, trust, respect, fairness

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