



**JEFFERSON
NATIONAL PARKS
ASSOCIATION**

PARTNERING AGENCIES



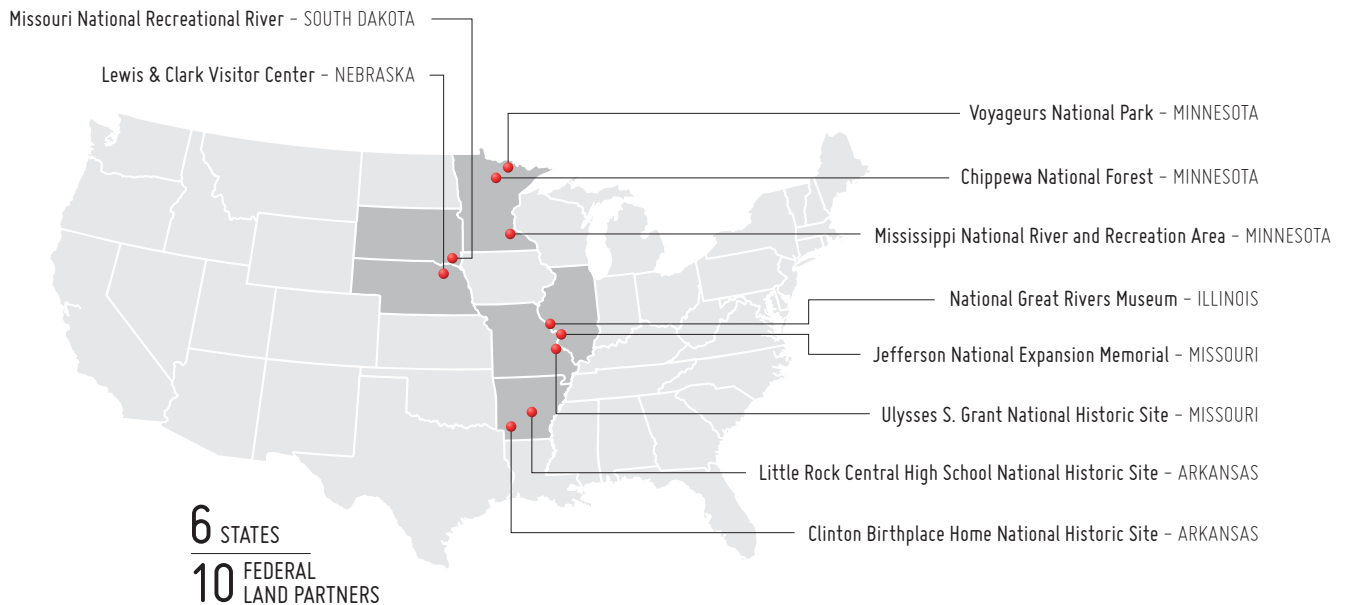
OUR MISSION

Jefferson National Parks Association provides quality educational products and related services that enrich public understanding and appreciation of America's national parks, public lands and historic places.

QUICK FACTS

- Missouri not-for-profit with federal 501(c)(3) status
- 50-year history of service to the public, established in 1961
- \$7,025,000 in gross receipts last year
- Largest national park support organization in the Midwest
- 88% of every dollar spent on tax-exempt mission
- 75 full-time and seasonal employees
- 10 federal land partners in 6 states

\$7 MILLION+
2010 GROSS RECEIPTS



BOARD LEADERSHIP

Michael Hardgrove, Chair
Karen Luebbert, Vice Chair
Ivy Neyland-Pinkston, Treasurer
Cathy Dunkin, Secretary
Tom Villa, Immediate Past Chair
David Grove, President & CEO

DIRECTORS

Peter Benoist
Gail Brown
Michael Burke
Jeannine Cook
Gregg Daly
Jack Goldman

Tom Irwin
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Les Sterman
Blanche Touhill
George Walker, III
Charles Weiss

ASSOCIATES

John Baricevic
Richard Fleming
Jefferson Miller
Glenn Robbins
Jerry Schober

VISITOR ENGAGEMENT

We help people engage with, and show support for, their national parks and public lands.

- Constituent communications
- Donation box management
- Membership program
- Missouri license plate program
- Online and point of sale giving programs
- Pass-through donation management
- Program sponsorships
- Property acquisition
- Volunteer Opportunities

VISITOR EXPERIENCE

We help people experience their national parks and public lands in meaningful ways.

- 18 visitor center retail stores + e-commerce site
- Award-winning publications and product development
- Funding for programs, projects and staff
- Programs and events on-site and in the community
- Special event ticketing and registration support

VISITOR ENJOYMENT



18 RETAIL STORES + eCOMMERCE SITE

We help people enjoy their national parks and public lands by meeting physical and comfort needs.

- Concession and convenience services
- Seasonal refreshment carts
- Packaged food and snacks

PARTNER SUPPORT

We help our partners fund, staff, and manage programs and facilities that serve the public.

- Grant submissions on behalf of partners
- Management of adjunct staff payroll and benefits
- Marketing, promotion and graphic design assistance
- Insurance for exhibits and programs
- Purchasing and agreements
- Fiscal agent activities
- Warehousing, logistics & facilities support

CURRENT FISCAL AGENT ACTIVITIES

Freedom's Gateway: St. Louis and the Civil War; 2009-2011 JNEM Visitor Center Improvements; National Park Foundation Park Stewards Grant; Missouri National River Publication Fund

PAST FISCAL AGENT ACTIVITIES

Purchase of Ulysses S. Grant's White Haven, 2004 Lewis and Clark Bicentennial, 2005 White House Conference on Cooperative Conservation; Discovery 2000 National Conference; IMLS National Leadership Grant; MLB 2009 All-Star Game Baseball exhibit; ParkPalooza 2008, 2009

AFFILIATIONS AND MEMBERSHIPS

American Association of Museums, Association of Partners for Public Lands, Museum Store Association, National Park Friends Alliance, St. Louis RCGA, Partnership for Downtown St. Louis