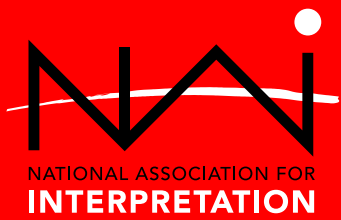




# National Association for Interpretation

2022-23 ANNUAL REPORT





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#### BOARD OF DIRECTORS

##### Executive Committee

Parker McMullen-Bushman, President  
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Jay Schneider, VP for Programs  
Amy Roell, Treasurer  
Terry Joyce, Secretary

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Jose Chavez  
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Amanda Berlinski, Director of Professional Development and Education  
Jamie King, Information Systems & Digital Networking Manager  
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Jean Fleury, Certificate Programs Administrator  
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Emily McCowan, Visual Branding Specialist  
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**NAI's mission** is to inspire leadership and excellence to advance heritage interpretation as a profession.

##### Land Acknowledgment

NAI acknowledges, with respect, that our headquarters in Fort Collins, Colorado, is located on is the traditional and ancestral homelands of the Arapaho, Cheyenne, and Ute Nations and peoples. We recognize the Indigenous peoples as original and current stewards of this land and all the relatives within it.

## Annual Report For Fiscal Year 2023

(July 1, 2022 – June 30, 2023)

The National Association for Interpretation (NAI) is a nonprofit 501(c)3 educational association serving the field of interpretation. Founded in 1988, NAI's mission is to inspire leadership and excellence to advance heritage interpretation as a profession for more than 6,500 members in the USA, Canada, and 30 other countries. The organization has ten regional and eight special-interest organizational units to serve its members.

The 2022–23 fiscal year was a time of transition for NAI, with changes in leadership at the Board and staff level. Parker McMullen-Bushman was elected as the first Black woman president of the association, assuming the role January 1, 2023. Parker, listed by *Outside Magazine* as one of the the 20 Most Influential People in the Outdoor Industry, is the CEO and Founder of Ecoinclusive Strategies, co-founder of Inclusive Guide, and the social media star KWEEN WERK.

In addition, 20-year NAI veteran Paul Caputo stepped in as executive director in November 2022.

The year was highlighted by a return to in-person conferences and professional development, including the National Conference in Cleveland, an international “Un-Conference” study tour in Costa Rica, and certification and training courses throughout the year.



##### ON THE COVER:

Scenes from the NAI 2022 conference in Cleveland, Ohio, and the International Un-Conference in Costa Rica

## Finances

As government agencies, private organizations, and individuals navigate the economic effects of the COVID pandemic, NAI anticipated a deficit in FY 22–23, which did indeed occur. (See selected pages from audited financial statements on the following pages.) That said, thanks to years of careful financial management, NAI's position remains strong. The association is debt-free and did not need to dip into savings that have been accumulated in recent years.

## Membership

NAI lost roughly 15 percent of its membership due to the COVID pandemic, numbers that leveled off in and stayed flat at roughly 6,100 members in 2021–22. Membership numbers began to grow again in 2022–23, finishing the fiscal year at more than 6,500—roughly halfway back to pre-COVID highs of more than 7,000.

As NAI focuses on using technology to enhance member benefits, we're pleased with the success of the online Interpreter's Forum. The Forum is a message board and online networking tool that debuted this year on the member area of the NAI website. It has been quite active, with more than half of NAI members logging on already.

The revamped member area of the website also includes a mentor match program, a media library that includes free webinars and other content, and a new NAI podcast called "What's Up, Interpreters?"

## Conferences and Events

### *NAI National Conference*

After dipping our toes back into the world of in-person conferences with a hybrid event in 2021, NAI committed to an in-person conference in Cleveland. Just blocks from the Rock N Roll Hall of Fame, NAI 2022, "Interpretation Rocks," hosted more than 700 interpreters and featured keynotes from Talon Silverhorn, an interpreter from the Eastern Shawnee Tribe, and historical food interpreter Sarah Lohman.

### *International Un-Conference*

NAI broke the mold with its international event in Costa Rica in May 2022. Rather than holding a traditional

conference in a hotel or conference center, participants took to the road and explored the country, interacting directly with interpreters at interpretive sites over five days. The experience was limited to fewer than 50 participants, and will serve as the new model going forward as NAI holds in-person international events every other year.

### *Global Excellence in Interpretation Webinar Series*

NAI is one of seven partner organizations in the Global Alliance for Heritage Interpretation (GAHI), which for the second year in a row hosted a series of free webinars from around the world. These webinars, free to all interpreters, regardless of membership or affiliation with any of the sponsor organizations, were put on by the Association for Heritage Interpretation (UK), Interpretation Australia, InterPatMX (Mexico), Interpretation Canada, Interpret Europe, the Interpretation Network New Zealand, and NAI, and are available on GAHI website.

## Certification & Training

NAI introduced Amanda Berlinski as the Director of Professional Development and Education in April 2023. Amanda has been involved in NAI since 2011 as a member, Certified Interpretive Trainer, and leader in the Zoos, Wildlife Parks, and Aquaria Section and the Interpretive Media Section. She brings expertise in instructional design and developing curricula, as well as learning management systems, critical as we finalize the implementation of the Interpreters Learning Network, NAI's new online learning platform. Amanda has demonstrated a commitment to JEDAI initiatives in her NAI roles as well as in her current position as director of guest engagement at the Lincoln Park Zoo. She holds a Master of Arts



in zoology and education from Miami University of Ohio, and she's pursuing a doctorate in heritage leadership at the University of St. Louis-Missouri.

## New Legacy Editor

NAI introduced Lucien Darjeun Meadows (CIG, CIM) as the new editor of *Legacy*



magazine in April 2022.

Lucien, a queer man of mixed Cherokee and Euroamerican descent, was the 2019 NAI Conference chair, and is committed to increasing diversity and inclusion. He brings more than seven years of editorial experience with national journals. He also holds 15+ years of DEI and JEDAI work in academic, governmental, and nonprofit organizations, including NAI.

## Strategic Plan

NAI adopted a three-year Strategic Plan in October 2020 for the years 2021–23, focusing on four key goals:

- A. Ensure organizational sustainability by cultivating membership, fostering leadership, maintaining fiscal viability, and supporting existing and future NAI communities.
- B. Meet the needs of members through relevant programs and services.
- C. Collaborate with regional, national, and global partners to advocate for the profession.
- D. Be the driving force in addressing the issues of inclusion, diversity, equity, and accessibility (IDEA) within the interpretive profession.

While the strategic plan was originally intended to expire at the end of the 2023 calendar year, NAI's Board of Directors voted to extend it through June 2024 to align with next fiscal year. NAI will begin creating a strategic plan for July 2024 and beyond during FY 23–24.

## Statements of Financial Position

June 30	2023 (Audited)	2022 (Reviewed)
<b>ASSETS</b>		
<b>Current Assets</b>		
Cash and cash equivalents	\$ 635,658	\$ 692,051
Accounts receivable	50,242	24,365
Inventories	75,349	92,240
Prepays and other current assets	51,007	27,890
Total current assets	<u>812,256</u>	<u>836,546</u>
<b>Property and Equipment, at cost</b>		
Land	150,000	150,000
Buildings and improvements	997,684	1,002,127
Equipment and software	128,884	134,752
Furniture and fixtures	65,920	65,920
	<u>1,342,488</u>	<u>1,352,799</u>
Less accumulated depreciation	(662,047)	(642,415)
Net property and equipment	<u>680,441</u>	<u>710,384</u>
<b>Right-of-Use Operating Lease Assets, net of amortization</b>	<u>6,701</u>	<u>-</u>
Total assets	<u>\$ 1,499,398</u>	<u>\$ 1,546,930</u>
<b>LIABILITIES, DEFERRED REVENUE AND NET ASSETS</b>		
<b>Current Liabilities</b>		
Accounts payable	\$ 51,580	\$ 19,074
Accrued compensation and payroll taxes	38,619	29,871
Operating lease liability	3,785	-
Other accrued liabilities	21,913	9,611
Total current liabilities	<u>115,897</u>	<u>58,556</u>
<b>Operating Lease Liability, net of current maturities</b>	<u>2,916</u>	<u>-</u>
Total liabilities	<u>118,813</u>	<u>58,556</u>
<b>Deferred Revenue</b>	<u>383,235</u>	<u>314,876</u>
<b>Net Assets</b>		
Without donor restrictions	287,062	466,330
With donor restrictions	710,289	707,168
Total net assets	<u>997,351</u>	<u>1,173,498</u>
Total liabilities, deferred revenue and net assets	<u>\$ 1,499,398</u>	<u>\$ 1,546,930</u>

## Statements of Activities and Changes in Net Assets

June 30	2023 (Audited)			2022 (Reviewed)		
	Without Donor Restrictions	With Donor Restrictions	Total	Without Donor Restrictions	With Donor Restrictions	Total
<b>Revenues, Gains, and Support</b>						
<b>Revenues and Gains</b>						
Certification	\$ 578,029	\$ -	\$ 578,029	\$ 584,138	\$ -	\$ 584,138
Conferences and workshops	758,708	-	758,708	456,083	-	456,083
Membership	370,063	-	370,063	351,224	-	351,224
Publications and merchandise	34,883	-	34,883	57,643	-	57,643
Advertising	21,851	-	21,851	27,173	-	27,173
Other revenue	45,607	18,494	64,101	42,752	-	42,752
Total revenues and gains	<u>1,809,141</u>	<u>18,494</u>	<u>1,827,635</u>	<u>1,519,013</u>	<u>-</u>	<u>1,519,013</u>
<b>Support</b>						
Public support	31,906	-	31,906	12,459	-	12,459
Total revenues, gains, and support	<u>1,841,047</u>	<u>18,494</u>	<u>1,859,541</u>	<u>1,531,472</u>	<u>-</u>	<u>1,531,472</u>
<b>Functional Expenses</b>						
Program services	1,888,107	15,373	1,903,480	1,541,271	-	1,541,271
Support services						
Management and general	128,371	-	128,371	123,515	-	123,515
Fundraising	3,836	-	3,836	3,759	-	3,759
Total expenses	<u>2,020,315</u>	<u>15,373</u>	<u>2,035,688</u>	<u>1,668,545</u>	<u>-</u>	<u>1,668,545</u>
<b>Change in Net Assets</b>	<u>\$ (179,268)</u>	<u>\$ 3,121</u>	<u>\$ (176,147)</u>	<u>\$ (137,073)</u>	<u>\$ -</u>	<u>\$ (137,073)</u>
<b>Beginning Net Assets</b>	\$ 466,330	\$ 707,168	\$ 1,173,498	\$ 603,403	\$ 707,168	\$ 1,310,571
Change of net assets	<u>(179,268)</u>	<u>3,121</u>	<u>\$ (176,147)</u>	<u>(137,073)</u>	<u>-</u>	<u>\$ (137,073)</u>
<b>Net Assets, End of Year</b>	<u>\$ 287,062</u>	<u>\$ 710,289</u>	<u>\$ 997,351</u>	<u>\$ 466,330</u>	<u>\$ 707,168</u>	<u>\$ 1,173,498</u>



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