

The Mission

Eastern National provides quality educational products and services to the visitors of America's national parks and other public trusts.

Eastern National is a three-sided, not-for-profit organization.

1. It is an educational institution that functions as a part of the interpretive, or educational arm of the National Park Service.
2. It is also a business that acquires or produces and sells cultural material to enhance the enjoyment of visitors to the national park system.
3. It is also a philanthropic organization that disperses net profit directly (and indirectly) to the National Park Service for a wide-range of diverse programs, such as educational programs; teacher's workshops; park newsletters, audio/video tours; visitor center films; special events; living history programs and more.

Retail Sales Outlets

Eastern National operates sales facilities for our partners. We manage all aspects of operating a sales outlet (e.g. hiring/training employees, purchasing, inventory, sales reporting, etc.). The products sold in our bookstores are a combination of Eastern National-produced items and items purchased from traditional vendors and are all approved by the park to ensure accuracy and appropriateness to the mission. Sales generated from these national park bookstores allow us to make donations to the National Park Service and other public trusts. So, in addition to providing visitor services, we also provide direct financial support. Eastern National currently operates over 245 bookstores at more than 150 national parks and other public trusts.

Independent Publisher

Eastern National is also an independent publisher, who produces up to one hundred (100) new educational products for the National Park Service each year. Our publications are different from the products developed by traditional publishers because we collaborate directly with the parks to produce educational material to fit specific needs within the park.

Eastern National publications are sold within other similarly themed Eastern National bookstores, as well as online to the general public. We also wholesale these products to other national parks with similar themes; schools; libraries; and other bookstores.

In addition to providing site-specific material to visitors, sales generated from Eastern National-produced publications contribute to our donation to the National Park Service.

Net proceeds from sales from Eastern National bookstores and www.eParks.com are donated to our partners.

Distinctions

1. The primary role of a cooperating association is to support the educational/interpretive mission of the National Park Service. We do this by producing or purchasing products that meet the educational standards of the National Park Service. We adhere to these standards by agreeing to only sell products that have been reviewed and approved by National Park Service interpreters and historians. Each product is appropriate in quality and context and is found to be historically, culturally and naturally accurate.

2. When we conduct business, the prevailing idea is to serve the National Park Service. Service is the key. As stewards of the national parks, our role is to help preserve and protect America's national parks. We manage all of the administrative functions associated with retail sales outlets, so our partners can devote their time and resources to managing the park. The net proceeds from our sales activities provide alternative forms of income to support educational and interpretive programs within those parks. Our contribution to the parks, in the form of donations, are necessary to ensure that future generations can enjoy the natural and cultural wonders within America's national parks.

3. With every interaction we have with the public, the national park system is always the focus. We are one of sixty-five cooperating associations working behind-the-scenes to support the National Park Service. While we are separate federally recognized entities, we share the same mission. Eastern National exists solely to support and serve the National Park Service. We rely on our operational expertise, diverse skill set and efficient use of technology to adapt to any need the National Park Service might have.