Celebrating the Past
The Grand Teton Association (GTA) was established in 1937 as an important National Park Service partner to support projects and programs that increased public understanding and appreciation of public lands. By inspiring appreciation of the unique natural and cultural features of the area, GTA seeks to instill an understanding that provides an important bridge between visitors and conservation of the environment.

In September of 2017, Grand Teton Association (GTA) celebrated its 80th year in partnership with Grand Teton National Park and almost forty years with the National Elk Refuge and Bridger Teton National Forest. This rich history is reflected in the quality of programs and products that enhance the education and interpretation of our local and regional landscapes. Our board and staff strive for organizational excellence while building on our rich and respected history.

Looking towards the Future
Grand Teton Association is now the oldest non-profit in Jackson, Wyoming. With a budget of over $4.1 million dollars, three public land partners, and over a dozen interpretive retail locations with a 15 full-time staff and over 50 seasonal staff, the organization continues to evolve to best support our federal partners.

Another exciting change occurred in February 2018, when April Landale joined GTA as its new Executive Director. With 25 years in non-profit management, leadership, and education, along with well-established agency partnerships, April is well suited to support and lead Grand Teton Association. She brings integrity, proven leadership, and renewed energy to the association.

With a long and successful history, innovative partners, and a committed staff and board, Grand Teton Association looks forward to a busy and successful next year.

Sincerely,
Amy Brennan McCarthy
Mark Aronowitz
GTA Board Co-Chairs

Grand Teton Association is a 501(c)(3) non-profit organization and uses tax deductible contributions to support the education, research and interpretation of Grand Teton National Park, Bridger-Teton National Forest and the National Elk Refuge.
Grand Teton Association Programs & Events

Grand Teton Association supports the Jackson community by participating in a number of local events as well as sponsoring two major events.

Grand Teton Association’s 80th Birthday
The Grand Teton Association turned 80 in 2017! To commemorate this milestone, GTA hosted a public celebration at the Wort Hotel in October. Partners and the Board of Directors spoke about the impressive work of the association.

Artist in the Environment Workshop Series
Throughout the summer local authors, artists and photographers share their knowledge and expertise with the public. These free interactive programs serve to increase public understanding and appreciation of Grand Teton National Park and surrounding public lands. The annual Artist in the Environment program takes place on the second Saturday of each month June through September with workshops conducted at various locations within Grand Teton National Park.

Annual Community Events
Each year the Grand Teton Association participates in a number of community based events:
- Elk Fest
- Eco Fair
- Old Bill’s Fun Run
- Wild Science
- Junior Ranger Day
The total solar eclipse on August 21, 2017 was a major event that required intensive planning and preparation to meet the challenge of dramatically increased visitation across the region. The Grand Teton Association provided vital support to meet this challenge. The association supplied education materials, mementos, temporary booths, personnel, and most importantly safe eclipse viewing glasses, 21,900 pairs sold and 3,100 donated. GTA was instrumental to the success of this rare event.

Plein Air for the Park

The 2017 Plein Air event brought over 40 artists to the park for a week in July. This unique event allows visitors to see the park through the eyes of an artist. Visitors enjoyed both watching the artist create a work of art in an outdoor setting and being able to interact with the artists. The art sale during the event was an important event for the association with gross revenue exceeding $84,420.
Grand Teton National Park

Education and Research

Contributions to park research and reporting that would not be met without GTA funding include:

- The Boyd Evison fellowship awarded to Danielle Fagre in 2017. Her research project focuses on the abundance of grassland songbird species in relation to bison grazing intensity in Yellowstone National Park. Fagre’s study will measure bison grazing intensity in songbird habitat, record songbird abundances, and statistically relate the two variables to examine whether there is an association. This will contribute to understanding the ecological interactions that result from current bison management.


Interpretive Information and Programs

Grand Teton Association continues to provide invaluable support for distance learning programs especially in funding the technology components. The programs include:

- The winter Snow Desk program reaching over 40 schools across the US and internationally.
- Behind the Flat Hat, a look at the work of public servants at Grand Teton in a variety of fields and professions, utilizes GTA funded.
- Ask a Ranger, a program driven by the interest and the students participating in the broadcast.

Training and Staffing

The Grand Teton Association’s funding provided:

- 6 Summer associates for visitor services and interpretation positions in 2017. Associates provide ranger-led programs and staff visitor center facilities.
- 3 Winter associates delivered education programming and along with the permanent rangers reached nearly 8,000 students. Winter GTA Associates also:
  - Led snowshoe hikes for visitors.
  - Provided valuable administrative task assistance from answering park telephone inquiries to mailing information requests.

Conferences and Events

Grand Teton National Park provided a world class experience for viewers of the total solar eclipse. On eclipse day, August 21, 2017, the park welcomed over 38,000 people - the busiest single day in park history (a 40% increase over the same days in 2015 and 2016). This memorable event succeeded because of support from the GTA team:

- Assisting in management of four official viewing areas providing approximately 7000 visitors with interpretation of the event including solar telescopes (provided with GTA donation funds).
- Staffing a contact facility in the largest viewing area on the Gros Ventre Road.
- Suppling eclipse glasses to those in need.

Other special events are possible because GTA funded associate positions assist with school visits and special immersion programming. Highlights are:

- The 2017 NPS Academy introduced 15 students from across the country to park service careers. 7 NPS Academy interns will complete their summer internships in Grand Teton and others will serve many different park sites.
- Mountains to Main Street, a program born from the nationwide Urban Agenda, connects underserved urban populations to resources preserved in NPS park sites. In 2017, 15 young professionals came to Grand Teton to learn about national parks along with community engagement and planning skills. These ambassadors will perform community-based service projects with other participating NPS sites. Last year more than 500 people attended the programs led by the ambassadors at 18 urban NPS units with more than 1,700 social media contacts.

“Grand Teton Association continues to excel as a premier cooperating association in Grand Teton National Park. I feel deep gratitude, great pride and eternal joy in working closely with the amazing staff and board at the Association. Thank you for all that you do for interpretation, education, and research in Grand Teton National Park.”

- Victoria Mates, Chief of Interpretation & Partnerships, Grand Teton National Park
Training and Staffing

GTA’s funding provided:

- Three seasonal winter naturalists to provide educational/interpretive programming and visitor services. Some highlights include:
  - 6 Craft days with 161 participants.
  - Informal “Feature Creature” table staffed by a naturalist with 745 participants.
  - 2 Full Moon walks with 14 participants.
  - At least 21 special request programs for visiting groups or schools with 1,458 participants.
  - 35 Refuge-led wildlife excursions with 164 participants.
- Expenses for the three winter naturalists to attend training at the Yellowstone Institute.
- Expenses related to hosting a Greater Yellowstone Coordinating Committee meeting at the Refuge.
- Recognition items and banquet for the extensive refuge volunteer program.
- Printing training and resource material for the historic Miller House.
- Security upgrades for non-government computers used by interagency visitor center staff.

Conferences and Events

With contributions from the Grand Teton Association, the National Elk Refuge supports conservation, educational activities, and conferences. This included:

- The Public Lands Alliance Conference.
- Jackson Hole Wildlife Symposium.
- 22 in 21 Conference, focusing on community.
- Kid’s Fishing Day, sponsored by the Wyoming Game & Fish Department.
- Donation to the Rocky Mountain Elk Foundation.
- Donation to the Ducks Unlimited annual banquet.
- Don’t Poach the Powder campaign, sponsored by the Jackson Hole Conservation Alliance.
- Purchase of eclipse glasses for staff and volunteers, helping with the event.
- Hosting a community celebration for retiring Refuge Manager, Steve Kallin.

Infrastructure and Capital Projects

The Grand Teton Association financed the replacement of the wallpaper at the historic Miller House.

Education and Research

The National Elk Refuge purchased 30 GPS elk collars with release mechanisms. This aid from the association is instrumental not only for research but also in informing management decisions.

Interpretive Information and Programs

The National Elk Refuge used Grand Teton Association funding to provide:

- Critters of Wyoming books to Teton County School District second grade program participants.
- 162 Prizes for children participating in the sleigh ride bingo program.
- Weekly Teton Raptor Center demonstrations at the visitor center including:
  - 9 Talon Tuesdays during the summer with 1,018 participants.
  - 15 Feathered Fridays during the winter with 2,652 participants.
- Refreshments and recognition items for Groundworks USA, a youth work group that helped repost hunt boundary signs on the Refuge.
- Advertising for the Jackson Hole & Greater Yellowstone Visitor Center in Explorer Magazine and the Jackson Hole Picture Map.
- An educational booth at the Eco Fair.

“We’re so appreciative of the Grand Teton Association’s additional funding and commitment to educating our visitors through high quality visitor services.”
- Lori Iverson, Outreach & Visitor Services, National Elk Refuge
The Grand Teton Association is a critical partner that supports the ability to expand capacity, leverage dollars and provide a public lands connection to the local community and visitors to the area. Without their support and flexibility BTNF's capacity would be greatly reduced.

- Mary Cernicek, Public Affairs Officer, Bridger-Teton National Forest
Grand Teton Association Sales

It was hard to imagine that 2017 sales could be higher than 2016’s NPS Centennial year, but that was exactly what happened. The August 2017 Solar Eclipse which drew record visitors to the region. 2016 sales revenue was $4,032,763 and 2017 sales revenue was $4,291,866.

2017 Sales by Department $4,289,003

<table>
<thead>
<tr>
<th>Department</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Books</td>
<td>14%</td>
</tr>
<tr>
<td>Children &amp; Youth</td>
<td>8%</td>
</tr>
<tr>
<td>Apparel</td>
<td>26%</td>
</tr>
<tr>
<td>Convenience Items-Maps, Soaps</td>
<td>3%</td>
</tr>
<tr>
<td>Food</td>
<td>4%</td>
</tr>
<tr>
<td>Jewelry</td>
<td>5%</td>
</tr>
<tr>
<td>Multi Media-Audio, DVDs</td>
<td>1%</td>
</tr>
<tr>
<td>Remembrance Items- Magnets, Key Chains, Patches, Pins</td>
<td>19%</td>
</tr>
<tr>
<td>Outdoor gear-Bear Spray, Flashlights, Waterbottles</td>
<td>8%</td>
</tr>
<tr>
<td>Stationary-Postcards, Stickers, Calendars, Bookmarks</td>
<td>9%</td>
</tr>
</tbody>
</table>

New Directions

Several new initiatives have resulted in a more targeted approach to interpretative product offerings.

- Regular analysis of location and product performance resulted in a more focused scope of sales where products are aligned with the interpretive characteristics of the location.
- There has been a strategic reduction in product line offering to best align scope of sales with product performance.
- Having interpretive items at all price points is still important. However, sales of high price point items have been particularly successful.

3 year Sales Comparison of Departments

Merchandising Improvements

In 2016 GTA chose to reduce the volume of items in two interpretive retail locations with the hope that there would not be a significant drop in sales. At the end of the year, both locations actually showed an increase in sales even with a reduction of inventory offered.
Direct Aid to Partners:
Prior to FY 2012, the National Elk Refuge received a majority of support as indirect aid from the Grand Teton Association.
The Bridger-Teton National Forest receives a majority of support as indirect aid from the Grand Teton Association.

Operating Expenses:
Prior to FY 2015, as well as FY 2017, operating expenses included a significant investment in board and staff professional development.
Board of Directors
Mark Aronowitz, Co-Chair
Amy Brennan McCarthy, Co-Chair
Franz Camenzind, Secretary
Annie Band, Director
Ed Kraisky, Director
Amy Williams, Director
Mary Gibson Scott, Director

Grand Teton Association Staff
April Landale, Executive Director
Marjie Pettus, Director of Operations
Erin O'Brien, Director of Retail Operations
Judy duPied, Accounting Manager
Jacob Gampe, IT and Inventory Specialist
Lori Dreger, Inventory Manager
Bridget Bottomley, Event and Outreach Coordinator
Sarah Adams, CTDVC Supervisor
Amy Hinnenkamp, JHGYVC Supervisor

PO Box 170
Moose, WY 83012
Phone (307) 739-3606
Fax (307) 739-3423
www.grandtetonpark.org
Shipping:
Grand Teton Association
GTA Warehouse/1 Park HQ-170
Moose, WY 83012
email: grte_assoc@partner.nps.gov