

The Explorer

*Newsletter of Cabrillo National Monument
and the
Cabrillo National Monument Foundation*

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Positioning for the twenty-first century: a name change for the Cabrillo Historical Association

by Dr. Raymond Starr

Chair, Board of Directors, Cabrillo National Monument Foundation



We are all aware that the 21st century is almost upon us (although we are not all exactly sure when it begins—2000 or 2001?) One thing we can be sure of is that Cabrillo National Monument's cooperating association will be ready for it. One of the signals of the association's readiness is the change of its name from Cabrillo Historical Association to the new, more accurate, designation: Cabrillo National Monument Foundation.

The name change reflects both an effort to make the name correspond to the reality of the current nature of the association, and to signal a move into some new directions for the new century.

The original name, Cabrillo Historical Association, never really reflected the realities of the organization's functions. It began in 1956 when a number of individuals incorporated a non-profit corporation to operate a bookstore in the Old Point Loma Lighthouse and to provide other assistance to the National

Park Service in running the monument. Over the years, the association did address historical research and interpretation, including efforts to learn more about Juan Rodríguez Cabrillo, the publication of a journal, *Western Explorer*, historical seminars, and development of a film on Cabrillo's voyage. But it also published books on non-historical topics, such as the *Whale Primer*, funded other activities related to science and nature, and subsidized educational projects (few of which were history oriented), and did other things which went way beyond the "history" implied in the name. In recent years, as

the monument's interpretative charge was expanded from just Cabrillo and his voyage to include the Old Point Loma Lighthouse, whales, the natural environment, and the military heritage of the site, the Cabrillo Historical Association moved even further beyond just history. In recognition of this, the issue of changing the name has come up frequently over the last decade, but probably out of an attachment to a name that reflected nearly half a century of service and a national reputation as a model cooperating association, the board of directors never acted.

Recently, exciting changes in the di-

rection of the CHA have begun to occur, and it is in that context that the board decided to make the change. To date the organization has generated income primarily from bookstore sales, interest, and some gifts, which have supported its publications and contributions to the monument. Because the future needs of the monument greatly

exceed what the United States Congress is likely to provide, the cooperating association is looking to increase its role in providing financial assistance to Cabrillo National Monument. It is developing a planned giving, living income, endowment program; it is looking into possible fund-raising campaigns to help build a military history museum, to restore the area around the lighthouse to its original state, to build a new, larger,

more effective Whale Overlook, and maybe someday to build a tidepool visitor center. Even though these will be part of a National Park Service facility, they are things which will have direct and specific impact on our own community, and maybe we San Diegans should be responsible for funding as much of possible of these improvements.

To further involve the community in the monument, the association is also looking into the possibility of creating a larger membership program, perhaps at several levels of support. By providing members special events at the park (night visits to the lighthouse, special programs for their children, for example), we can show the community how much the monument has to offer and help more people utilize it.

Thus, with the cooperating association expanding its role in helping make Cabrillo National Monument better for the visitor, it seemed like a good time to officially change the name of the organization to better reflect what the association really is. We expect to continue to provide a unique bookstore and gift shop,



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and to continue the publication of materials pertinent to the monument, and all the other things we have been doing for over forty years. At the same time Cabrillo National Monument Foundation will be undertaking new initiatives to help the monument develop to its fullest potential, and to make it the best possible asset for our community. We think this is all going to be quite exciting. Keep your eyes open for information on CNMF's new initiatives—and remember that Cabrillo National Monument Foundation is just a new name for Cabrillo National Monument's old friend, Cabrillo Historical Association!

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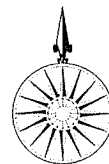
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Superintendent's report *by Terry DiMattio*

Even though the cooperating association is changing its name to the Cabrillo National Monument Foundation, its central purpose will remain the same: to help the NPS provide visitors to Cabrillo NM with high-quality interpretive programming and media, and assist it with its scientific research and educational programs.

In this issue, the Cabrillo Historical Association, our cooperating association, is announcing a number of changes that we believe will put it in a better position to help the National Park Service at Cabrillo National Monument. We wholeheartedly support these changes and look forward to working with the board of directors and staff as they consider others.

Even though the cooperating association is changing its name to the Cabrillo National Monument Foundation, its central purpose will remain the same: to help the NPS provide visitors to Cabrillo NM with high-quality interpretive programming and media, and assist it with its scientific research and educational programs. Since its establishment in 1956, the association has relied on the sale of interpretive material for funds to support the monument. We believe the establishment of an endowment fund with the San Diego Community Foundation, a planned giving program, and perhaps the initiation of an expanded membership program and capital campaign in the future will help ensure that the association has a reliable source of funds during times of economic change. These actions will also enhance its ability to support the National Park Service in our desire to provide a margin of excellence at Cabrillo NM. And they will help ensure that the association will continue to do what it has done so well for so many years: produce attractive, interesting books on the monument, conduct seminars and lectures on the monument's history and natural history, fund new exhibits and research, and improve the reference library. We think these changes will also invite the community of San Diego to participate ac-

tively in the improvement of one of our city's most important historic, and beloved, visitor attractions. For while Cabrillo NM is part of the National Park System attracting visitors from around the world, it is also seen as San Diego's park and cherished by those who live here.

As many of you know, over the past five or six years we have completed two planning documents which articulate a vision of what Cabrillo National Monument should be like in the future. The first is the Interpretive Prospectus, or IP. The second is the General Management Plan (GMP). The IP identified several interpretive projects which would greatly enhance our visitors' understanding and appreciation of the monument's cultural and natural history. One such project is the creation of exhibits on the military history of Point Loma and Fort Rosecrans. Another is a new film on the ecology and migration of the Pacific gray whale. A third is the creation of exhibits on the history of the Old Point Loma Lighthouse and its keepers. Similarly, the GMP recommended restoring the historic scene at the Old Point Loma Lighthouse to the way it was in the 1880s by rebuilding the assistant keeper's quarters, concrete catchbasin, picket fence and flagpole, reshaping the ground contours and replanting the area with native vegetation. A second project was to build a new, more spacious whale overlook so more visitors could watch the winter migration of the gray whale in comfort.

These are exciting projects that will make the time that visitors spend here more educational and memorable. Unfortunately, they do not compete very well against the thousands of other worthwhile projects from parks across the Na-

tional Park System for the limited amount of money that is available. With that in mind, we have turned to our partner of 40 years for help. And thankfully, the board of directors has been willing to explore and adopt new ways of providing the funds necessary to make the interpretive media and programs at Cabrillo NM the pride of San Diego and the National Park Service.

We appreciate and are encouraged by the cooperating association's willingness to consider new initiatives to foster community support for the park and to raise funds for park projects. At the same time, it is comforting to know that at its heart, the Cabrillo National Monument Foundation will remain the same. The funds that are raised will enable it to achieve its mission and make Cabrillo NM a great place to visit—a place where generations to come will be able to learn about their cultural and natural heritage.

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A brief history of the Cabrillo Historical Association

The Cabrillo Historical Association began its service to Cabrillo National Monument in March 1956 when it drew up its articles of incorporation and opened a bookstore in the kitchen and lean-to of the Old Point Loma Lighthouse. Richard Yale, curator of *The San Diego Union* Museum in Old Town, was the first president, and Donald Robinson, who had just become the first superintendent of Cabrillo NM (it had previously been administered by Sequoia National Park), was the Executive Secretary. Other charter directors were Mildred Rock, wife of the first concessionaire at the lighthouse; Guy Ryan, a *San Diego Tribune* journalist; C. Guy Selleck, an attorney; Ethel Skinner, and Jay Thomson. In addition to operating the bookstore, Mrs. Rock and part-time clerk Gladys Neuber assisted National Park Service staff by answering the telephone, typing, and acting as receptionists to lighthouse visitors (the association continued to contribute to the monument stenographer's salary until 1967). At the end

of the first year, gross sales exceeded \$19,000; \$767.00 was given to interpretive programs at the monument.

Over the next several years, CHA funded books for the library, wayside exhibits, and the publication of Dr. Ted Walker's *Whale Primer*. The association extended its largesse beyond the monument boundaries, contributing funds for interpretive projects at Channel Islands NM and the NPS regional office, as well as loaning money to Whitman National Monument and making donations to two

fledgling cooperating associations, Pinnacles and Craters of the Moon Natural History Associations.

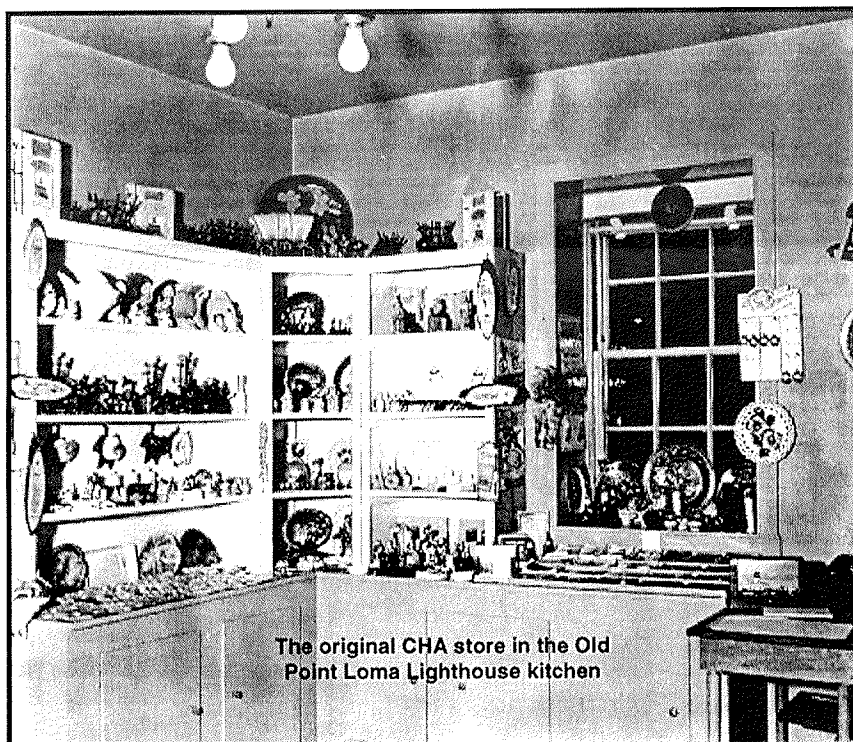
In 1961 the association published the first edition of a quarterly journal, *Western Explorer*. It focused on early explorations of the west coast and other aspects of regional history and appeared periodically until 1967. In order to receive the publication, libraries, educational institutions, students, and others interested in local history joined the Cabrillo Historical Association, swelling the membership to 150 in 1966.

In 1963 Chief Ranger Thomas Tucker

Vincent Peloso, to conduct research in Guatemala; further, Dr. Joan Jensen, a historian and CHA Board member, was given funds for a visit to Spain and Portugal in search of the elusive explorer's roots. Both returned empty-handed.

The association continued to prosper throughout the sixties, its increasing income making it possible to continue support of the monument's interpretive programs at a high level. In order to enliven the interpretation of Cabrillo, CHA commissioned a local artist, Robert Geise, to produce a series of paintings depicting the explorer's life and voyage. These be-

came the basis of a slide presentation and later of a film narrated by actor Ricardo Montalban which was shown to the visiting public for nearly 25 years. The association published *The Old Point Loma Lighthouse*, by Cabrillo NM historian and CHA Executive Secretary F. Ross Holland, in 1968. Revised in 1977, it has received several awards for design, and remains a valuable source of information for interpreters and all those interested in the popular San Diego landmark. The



became superintendent of Cabrillo National Monument. CHA worked with the new superintendent, monument staff, and local civic and historical groups in planning and organizing an annual Cabrillo Festival. The first of the modern festivals was held in 1964, and the event has become a San Diego tradition, partially funded by the association.

In 1965 CHA sought to augment the scant information available about the life of Juan Rodríguez Cabrillo by awarding a contract to a graduate student in history,

association's publication *Cabrillo's Log*, in a translation by board member James Moriarty and Mary Keistman, reprinted from a 1962 *Western Explorer* article, also proved to be a best seller.

In March 1966 the CHA bookstore moved into the new visitor center complex, greatly increasing its sales space. Sales items had become more carefully selected in the preceding years, eliminating seashells and souvenir items that were not related to the monument's interpretive themes. (The board of directors, with

the "bottom line" in mind, initially resisted removing the seashells and certain other items since they were great revenue producers.)

In 1973 the association sponsored the Cabrillo Gravestone Seminar, the first of the annual Cabrillo Festival Historic Seminars. (The eponymous gravestone is the artifact found on Santa Rosa Island in 1901 which some archaeologists and historians believe to be that of Juan Rodríguez Cabrillo, though his grave has never been found.) The papers were published and offered for sale. Seminars were held regularly until 1987, local historians, archaeologists, and several speakers from outside the area participating. The publications resulting from the sessions have made a significant contribution to San Diego history.

Throughout the seventies, CHA not only contributed funds for the interpretive programs and expansion of the library, but its board of directors worked closely with the park service on such important projects as the master plan for the monument. The issues of developing a standard agreement between cooperating associations and the park service and organizing a national conference of cooperating associations were put forth in 1977, CHA Board member Les Earnest being an important proponent of those issues. The National Association of Cooperating Associations became a reality in 1978, with Earnest serving on the first board of directors; he later became chairman of that board.

During the 1980s, the association's revenues continued to increase. Among the major projects it helped fund in this decade were restoration of the lighthouse lantern to accommodate a new Fresnel lens, replacement of the Cabrillo statue, development of an interpretive slide program about the tidepools; CHA also hired and funded an education coordinator (J. Chris Dawes) to develop the park's new educational program for schoolchildren. In addition to the Seminar publications, CHA published a guidebook, *Cabrillo National Monument*, by Joseph Brown (1981); *Robert Decatur Israel*, by Patricia Klenner Ravits (1984); *Cabrillo National Monument Oral History Project* by Howard Overton (1986); and *An Embarrassment of Riches: Administrative His-*

tory of Cabrillo National Monument (1987). Catherine Leahy's *Cabrillo Historical Association: A History* was published in 1989, and the first issue of *The Explorer* was produced in that year.

Since the association's inception, the Executive Secretary had been a NPS staff member—first the superintendent, then the park historian, and later the chief of interpretation. This was changed in 1986, and a General Manager, John Pearson, was hired to oversee the operations of the organization. He was succeeded in 1988 by Tricia Takacs, the title changed to Executive Director. In that year, CHA built and moved into its own office and conference room adjacent to the administration building. As was the case with Superintendents Tom Tucker and Don Robinson, the association enjoyed an outstanding relationship with both of Cabrillo NM's superintendents in the 80s—first, Doris Omundson and later, Gary Cummins—a relationship that was the envy of many less fortunate cooperating associations. At Cabrillo, there has always been the understanding that CHA and NPS are working toward the same goal: improving the park and enhancing the visitors' experience.

Terry DiMattio became park superintendent in 1990, and has enlisted the aid of the association in a wide variety of projects, including the general management plan for the monument, an interpretive prospectus, the education program, the tidepool monitoring project, wayside exhibits and audio stations, redesign of the exhibit room, a new Cabrillo film, a seminar series and visitor center exhibits during the 1992 quinquennial year, and a drama about Cabrillo's voyage. The association built a new structure behind the auditorium in the visitor center complex for much-needed storage and other operations of the bookstore. Barry Joyce's military history of Point Loma, *A Harbor Worth Defending*, was published in 1995 and the interpretive media committee is currently working on a revision of *Cabrillo's Log*.

Tricia Takacs, who had been on the board of directors of the National Conference of Cooperating Association, resigned in 1993 to become interim executive director of the national organization. Charles Reilly replaced her as CHA's executive

director, serving until October 1996. He was succeeded by Karen Eccles, who had been the bookstore manager; the title was changed back to General Manager.

But the Cabrillo Association has done more than just sell books to support the monument's interpretive programs. Its board of directors has brought the monument into contact with many different sectors of the San Diego community. Lawyers, educators, businessmen, journalists, port commissioners, military personnel, and politicians, among others, have given generously of their time, energy, and expertise to promote the programs of the association and Cabrillo National Monument.

Cabrillo Historical Association—now Cabrillo National Monument Foundation—has come a long way in the 41 years since its humble beginnings in the cramped quarters of the lighthouse. As Dr. Starr has indicated in the introductory article of this issue and Superintendent DiMattio has reiterated, the name may be changing, but the association's mission as a supporting partner of the National Park Service will remain unaltered.

Most of the information about CHA's history has been extracted from Catherine (Kay) Leahy's "Cabrillo Historical Association: A History," published by CHA in 1989 and available for purchase in the association bookstore. The directors of the association asked Kay—the administrative officer of Cabrillo NM during Tom Tucker's superintendency—to prepare the history in 1983. Working from minutes of the association's meetings and her personal recollections, she produced a meticulously handwritten document preserving the history of the organization. The Cabrillo National Monument Foundation and Cabrillo NM are indebted to Kay for her important contribution.



Cabrillo National Monument Foundation is one of 64 organizations comprising the Conference of National Park Cooperating Associations (CNPCA). To help our readers gain a better understanding of cooperating associations and their important role in supporting the programs of the National Park Service, we asked Executive Director Paula Degen to write about CNPCA's history and accomplishments. We are most grateful to her for the following article.

The Conference of National Park Cooperating Associations

***By Paula Degen, Executive Director,
Conference of National Park Cooperating Associations***

Twenty years ago, Cabrillo Historical Association joined with other charter members to form the Conference of National Park Cooperating Associations. CHA saw that it was part of a national network of organizations that could benefit from sharing information and speaking with a united voice. The formation of CNPCA in 1977 signaled a maturing of the cooperating association movement that had begun more than 50 years before.

The National Park Service was only four years old when a park ranger named Ansel Hall initiated the first of what we know today as cooperating associations. He had the idea of using private sector assistance to provide interpretive services for visitors to national parks. Even then the National Park Service lacked sufficient funds for interpretive and visitor services. Through Hall's efforts, beginning in 1920, the Yosemite Museum Association was formed to raise money for a museum in Yosemite Valley. The association met that goal, and in 1925 expanded its mission under a new name, the Yosemite Natural History Association.

Yosemite Association's new mission included producing and disseminating printed interpretive materials for visitors. Already there was a need for site-specific publications not available through the government. Here was a simple partnership concept: provide a service that the government could not provide by offering site-specific educational materials to the public at a reasonable price and gen-

erating revenues to recoup the costs and provide for more educational materials, all in a not-for-profit environment.

The Yosemite's precedent-setting partnership caught the attention of park managers who saw the benefits of private sector assistance in supporting museums, publications, libraries, research, and other programs. Other parks soon followed Yosemite's example by starting cooperating associations: Zion-Bryce Natural History Association and Rocky Mountain Nature Association in 1931; Grand Canyon Natural History Association in 1932; Yellowstone and Hawaii in 1933; Shenandoah in 1936, and others. In 1938, the Southwestern Monuments Association, predecessor to Southwest Parks and Monuments Association, was formed to assist a number of small monuments and sites instead of a single park unit.

By this time, the associations—which were largely the creations of park superintendents—had official recognition by the Department of the Interior and the Congress. Associations were already legal entities incorporated under state laws, but in 1936 they gained legal status in federal law as well. The Interior Appropriations Act for 1937 authorized appropriations "...for the services of field employees in cooperation with such non-profit scientific and historical societies engaged in educational work in the various parks and monuments as the Secretary, in his discretion, may designate." Field employees, who in essence ran cooperating associations, now had the legal authority to perform work for associa-

tions as part of their official duties.

Meanwhile, associations continued to spring up. In 1948 several small parks and historic sites in the east came together under one association, Eastern National Park and Monument Association. Park historians meeting in Gettysburg passed a hat to collect money to establish the new cooperating association to serve park units unable to sustain an association of their own and also to contribute toward projects that would benefit the National Park System as a whole. The \$147 collected in the hat that

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more than
\$17 million.**

day was the start of the largest association, which today serves well over a hundred park areas in more than 30 states. It is a story of remarkable growth and represents an important part of the cooperating association tradition: pooling and sharing resources.

The story of the cooperating association movement as a whole is one of remarkable growth. Today there are 64

National Park Service cooperating associations, ranging in size from average annual revenues of \$20,000 to Eastern National's \$20 million. From the early years of existing primarily to provide publications, associations now generate significant revenues to support a wide variety of programs requested by the parks. Last year alone, donations to parks totaled more than \$17 million.

With this growth has come increasing sophistication in the business operations of associations. Once shoebox operations, associations now have considerable expertise in nonprofit management, publishing, merchandising, accounting, and other areas. Following the decision by NPS solicitors in the 1970s that NPS employees should no longer manage the associations or serve on boards of directors, associations became increasingly independent, which has also contributed to their maturing as organizations and as partners.

Their products and activities have increased in sophistication as well. Yet the purpose of cooperating associations has remained consistent with that of the first association at Yosemite: to aid the education and interpretive mission of the National Park Service.

This growth and consistency of purpose are due in large part to coordination at the national level. In 1966 the National Park Service created a staff position for a servicewide cooperating association coordinator. The National Park Service coordinated biennial meetings and occasional training programs through the 1970s, and the Park Service issued the guidelines, known as NPS-32, by which all NPS cooperating associations operate.

By the mid 1970s, association personnel felt a sense of community. They recognized the value of networking and sought group benefits that NPS could not provide. They also felt the need for representation to the National Park Service so that the association viewpoint would be considered in the Service's policies and guidelines. The Conference of National Park Cooperating Associations formed in 1977, and through the years has taken on many of the national coordination functions formerly provided by NPS.

Voting membership in CNPCA is

No price tag can be placed on the value of associations in furthering public understanding, appreciation, and stewardship of the nation's natural and cultural resources.

currently open only to organizations recognized by the National Park Service as cooperating associations by virtue of a Memorandum of Agreement. Since 1990, an affiliate member category exists for organizations that perform similar functions for federal agencies other than NPS, such as the U.S. Forest Service or the Fish and Wildlife Service.

The conference's organization reflects its roots. Members primarily operate bookstores to provide educational and interpretive materials to park visitors, and dues are based on gross revenues. The organization also reflects the strong tradition among associations of sharing resources for the common good. Large associations pay high dues to support the small associations who cannot pay their way. It is a very democratic system, with each association having one vote, regardless of size or dues paid. Members elect representatives to a seven-person board of directors, balanced between association staff and volunteer board members.

As the member associations have grown, so has the conference. One measure is the increased interest through the years in the biennial convention and trade show. This event brings association staff, volunteer boards, and agency personnel together for enlightening meetings, workshops, and networking. When Cabrillo NM hosted the CNPCA convention at San Diego in 1986, attendance was under a hundred; just ten years later, more than

eight hundred attended the 1996 meeting in St. George, Utah. Attendance should exceed a thousand when the Conference next meets, March 15-19, 1998, in Gatlinburg, Tennessee.

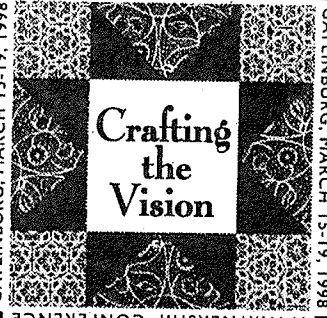
The success of the NPS cooperating associations has attracted the attention of other agencies. Ours is a partnership model almost as old as the Park Service itself, and as a group, cooperating associations are its largest donor. No price tag can be placed on the value of associations in furthering public understanding, appreciation, and stewardship of the nation's natural and cultural resources.

With this success have come heightened expectations by the National Park Service and by the associations themselves. Associations are continually trying to increase their levels of service and funding as park needs increase. In the face of federal cutbacks, many park managers are seeking aid in areas outside the educational and interpretive purposes of cooperating associations. Some associations try to move into activities beyond

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■ A PARTNERSHIP CONFERENCE ■

GATLINBURG, MARCH 15-19, 1998



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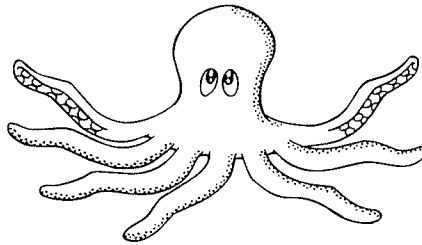
Developing and crafting partnerships of all kinds will be emphasized at the biennial convention of the Conference of National Park Cooperating Associations in Gatlinburg, Tennessee, March 15-19, 1998, hosted by Great Smoky Mountains Natural History Association

CNPCA strives to help its members deliver the highest level of service and support to their partner agencies and the public, thus continuing the long and proud tradition of cooperating associations.

their traditional roles, including fundraising functions similar to friends groups. Some associations incubate new friends groups which will eventually become separate entities. Some associations are coexisting with friends groups as their park seeks multiple partnerships. Some associations have also extended their operations into non-NPS areas at the request of other federal or even state agencies. Over a third of the cooperating associations now serve non-NPS areas. For certain, these are changing times for many cooperating associations.

CNPCA recognizes the changing environment in which many associations work. In recent months, the Conference has engaged in a strategic planning process initiated by the members that, if adopted, would broaden its mission beyond NPS-serving associations. The plan proposes that CNPCA become an umbrella organization embracing all not-for-profit partners working in support of public lands. The changes in CNPCA are not intended to change how individual associations function locally—except to provide park managers and associations with additional tools to enhance their partnerships.

CNPCA strives to help its members deliver the highest level of service and support to their partner agencies and the public, thus continuing the long and proud tradition of cooperating associations.



"Pickled octopi"

Standards for cooperating association stores were certainly not as strict in the early years as they are now. In 1968 NPS Associations Coordinator, Edwin C. Alberts, visited Cabrillo National Monument and its association store and submitted, in a somewhat jocular vein, a report of his field trip. It makes entertaining reading while touching on problems faced by cooperating associations of that period. Alberts addresses one such problem—that of non-profit cooperating-association stores versus commercial concessioners in the parks—in his report. Some excerpts:

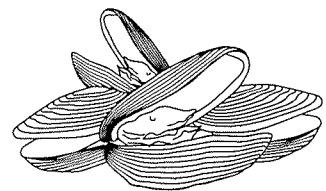
•The association operation is . . . unusual. As direct successor to a concession operation—a "teashop" in the Old Lighthouse—whose permit expired in the 1950's, its wares have traditionally included an assortment of souvenirs and tourist gimmicks which would seem completely out-of-place in a standard park situation. (By having done this, no public outcry arose because of lack of a concessioner development, and none has therefore been able to slip into the scene—which is a great advantage to the Service.)

•My visit was primarily to review association operations, and see whether the various adverse comments I had heard about "Coney Island" sales tactics, and sales of such odd souvenirs as pickled octopi were deserved. I found the former allegation false, but the latter correct. (The octopi are minute little jobbies, in a

plastic case less than three inches wide.) A frank discussion of this matter . . . resulted in [an] agreement voluntarily to withdraw a number of completely non-pertinent souvenir items such as foreign stamps, peep-viewers of the New York City skyline, decals, etc. I agreed that many mementoes of types focussed on the park and the San Diego area were quite appropriate, in view of the tradition here. (Should they pull out of everything but books, an alert curio dealer in "Dago" would unquestionably soon move in!)

•They plan to . . . phase out all souvenir stuff not somewhat related to area interpretation; to make the seashells etc. more interpretive by working up a sort of museum display tying them into the Cabrillo story (like maybe he ate some of the clams).

•Their association operation resembles a curio store more than a museum sales room, partly because it originated directly from a defunct concessioner. This policy—moderated by application of more severe criteria for sales items—should continue, even if for no other reason than to discourage any potential concession-seeker from entering the scene, with consequent added problems for the staff and no added benefit for the visitor. . . . Within a year we can anticipate elimination of those adverse factors which mar an otherwise almost superb association operation.



" . . . like maybe he ate some of the clams."

No Octopuses, no clams. . .

The Cabrillo National Monument Foundation Bookstore

*by Karen Eccles,
General Manager,
Cabrillo National Monument Foundation*

Cabrillo National Monument Foundation's main source of revenue is the bookstore which is located in the visitor center at the monument. Visitors can find interpretive materials relating to all the interesting experiences they have had while

to one of the themes of the park. This form is then attached to the item so that it can be reviewed and a determination is made. Many aspects are considered when reviewing an item: Does it directly support the park's interpretive themes or provide needed orientation to the park; does the item fit into the overall balance



at the park, further enhancing their understanding and appreciation for the monument and its resources.

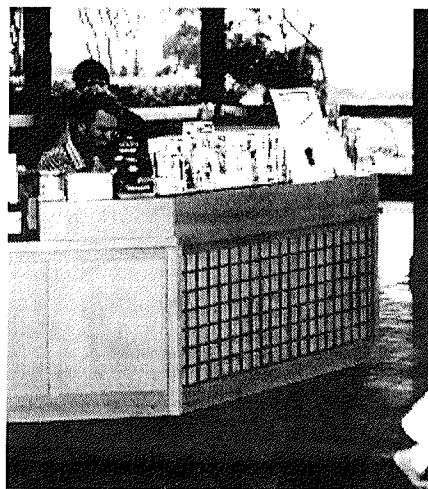
How do these interpretive materials make their way into the store? It all begins with the National Park Service document referred to as NPS 32. This document is an overall guide for cooperating associations and also covers whether or not a prospective sales item is appropriate for sale in a NPS area. As a result of these guidelines, each prospective sales item must go through an approval process that involves the general manager, the park cooperating association coordinator, and the superintendent. A form is filled out stating basic information about the item including price, author/publisher, description of the item, and how it relates

of interpretive sales items; is it fairly priced; is the item's quality in keeping with the quality of the park's resources; does it come from a reputable source; what kind of a discount will be offered by the vendor; will shipping costs be an economic issue; are there other item-specific details that must be considered?

The items themselves come to be reviewed in a number of different ways. Recognizing that Cabrillo National Monument has a large visitation, it is seen as an ideal location to make a certain item available to people; therefore we have many individuals bring their merchandise to us in the hope that we will incorporate it into the sales area. Park and association staff often suggest books or other interpretive material they have

seen or know of that they believe would be a good addition to the mix. The general manager attends trade shows where items are displayed and reviews scores of catalogs from publishers and manufacturers on an ongoing basis.

As with just about everything at Cabrillo National Monument, a joint effort of association and park staff results in the bookstore's maintaining its reputation for providing quality interpretive materials to visitors of all ages and interests.



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In the last issue of The Explorer, Chief Ranger Carol Knipper wrote about summer plans for the Youth Conservation Corps at Cabrillo NM. Here she tells us how it all turned out.

A job well done

by Carol Knipper

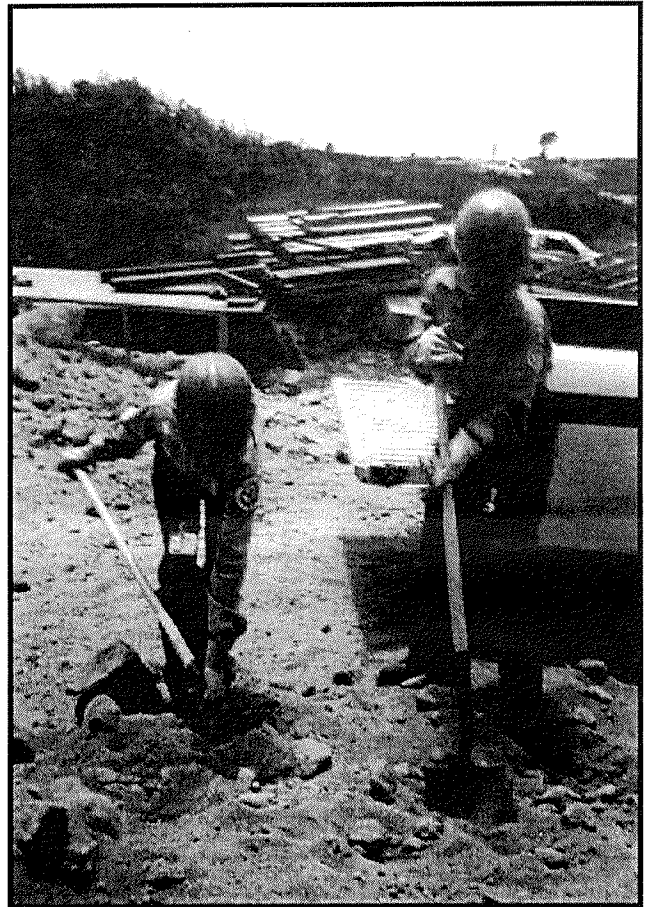
It was just over eight weeks ago that the Youth Conservation Corps kicked off the third year of its expanded program with the Navy. As some of us sweltered in our offices completing non-tangible tasks, it seemed like the program had only just started, but when we look around Cabrillo National Monument and the Point Loma Ecological Reserve, we realize that it was a tough but productive two months for those who participated in the program. We had lofty goals at the beginning of the summer: We wanted each crew member to be highly productive, environmentally aware, committed to teamwork and to have a good time! It was ultimately up to the teams and individuals to achieve this and they didn't fall far from the mark.

At Cabrillo NM we saw iceplant disappear before our eyes; in fact, these young adults filled over six 40-cubic-yard dumpsters—or approximately 15,000 square feet—with this green, succulent weed. They moved more than 11 truck loads of dirt (about 110 cubic yards) and spread it over this denuded area (30 cubic yards at Ballast View and the bus area alone!) which will help new native plant seeds germinate. But they also created in the park. If you get a chance to explore the coastal area above the tidepools you will note that the YCC crew hauled wheelbarrow after wheelbarrow of iceplant, straw, wood stumps, and wood chips to help reinforce and build up a trail where seasonal rains have carved ravines in the hillside. On top of this fill, rocks and thousands of wheelbarrows of dirt were used to restore the natural contour of the slope. In addition to reinforcing a single trail, they closed off and rehabilitated 710 feet of unwanted and unsightly social trails. Our hope is

that this vegetative area above the coastline will become an example of contiguous coastal sage scrub habitat unmarred by excess trails and erosion.

For the Navy, NRaD and Fleet Combat Training Center, 600 Acacia trees were removed. These non-native trees have spread rapidly and their removal is essential for the restoration of the native coastal environment. Imagine this debris covering an area 250 by 40 feet and 10 feet high! You might think that we're running out of exotic plants in the park and the reserve, but unfortunately plenty remain for next year—and the year after that and into the next century.

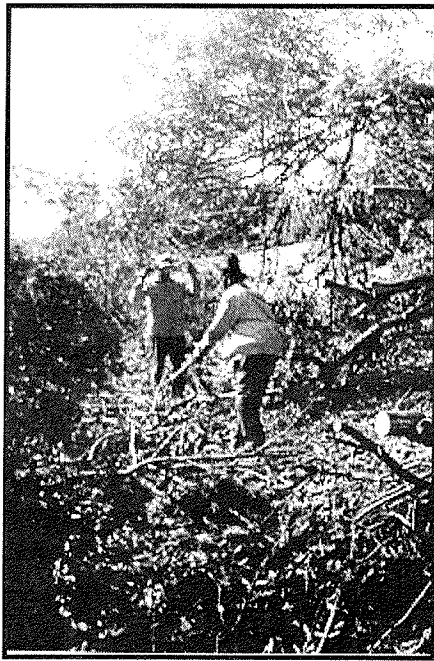
The environmental education required by the program gave us the opportunity to share with them some of the natural areas of San Diego County on the weekly field trips. Beyond this, we asked them to "build their own park." Each group was allotted a different budget and from that they developed an overall park plan and mission goal. It's a tough project for



"...It is to their credit that these crew members, at their young age, hung in there and produced some quality work."

Crew Supervisor Glenn Spindell

high-school-age students; there is quite a lot involved in planning for a new park and plenty of choices to make. At the end



of the program each group's "superintendent" presented the plan for their unique park.

Ask the crew members what they got out of the program and more than likely they'll tell you, "Money!" There is nothing more dazzling to a first-time employee than getting a pay check reflecting 80 hours of work. It's an exciting amount of money. But we hope that beyond the thrill of the paycheck many of them will remember what they learned and the satisfaction of team work and accomplishment. Glenn Spindell, one of the supervisors, observed that over the course of the program "Teamwork gradually set in: certain crew members were able to motivate others to keep up the work pace and the challenge of the hard work, the hot weather, the relatively remote work site, heavy lifting, cutting and sawing. It is to their credit that these crew members, at their young age, hung in there and produced some quality work." Another supervisor, Todd Partridge felt that "The hard work helped them build self esteem. When the team realized how much work they could get done in a day or two, they began believing that they were the best of the three crews; I did nothing to dissuade them from that belief." And how did the crew members feel about their accomplishments? Quipped one crew member in his team's journal, "I worked my ass off today: it was cool."

The 34th Annual

Cabrillo Festival

September 21-28, 1997



ARTWORK BY ANDREW LEVINE, AGE TEN
FLORA VISTA ELEMENTARY SCHOOL
ENCINITAS, CA

Events at Cabrillo National Monument

Sunday, September 21

Opening Ceremony, 1 PM

Raising of Cabrillo Festival Flag; dances by the Spanish Ballet of San Diego and the Portuguese-American Dancers

Friday, September 26

U.S. Navy Band concert, 5:30 PM; Commemorative ceremony and wreath laying, 6 PM

Saturday, September 27

Historical Symposium, 10 AM-1 PM. One-act play, "Voyage of Cabrillo"; 16th-Century Spanish soldier living history demonstration and arquebus firing; ranger talks on Age of Exploration weapons and navigation.

Sunday, September 28

Open House, 10 AM-5 PM. Music, dancing, and foods of Mexico, Portugal, Spain, and Native Americans. Re-enactment of Cabrillo's landing on Ballast Point; 16th-Century living history and Kumeyaay basket-making demonstrations.

Free Park entrance

***The
Explorer***



**Cabrillo National
Monument Foundation**

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