

NEWS



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MELINDA MEADE MEYERS SELECTED AS NEW NPHA EXECUTIVE DIRECTOR

Washington, D.C. (August 12, 2022) – Melinda “Mindy” Meade Meyers has been selected by the National Park Hospitality Association (NPHA) as the organization’s new Executive Director.

Meade Meyers, a native of Alaska and an accomplished attorney with solid nonprofit experience and communications skills, will begin her new role in fall 2022.

Her selection to lead NPHA resulted from an active solicitation of candidates from the hospitality, conservation, tourism and outdoor recreation fields and comes at an exciting time for the organization.

NPHA represents businesses key to great park experiences by more than 100 million national park visitors annually, providing National Park Service-approved and supervised services that include lodging, food, transportation, retail and recreation and guiding services in more than 100 park units. Serving park visitors generates more than \$1.5 billion in sales annually and more than \$125 million in park agency resources. Concessioners employ more than 20,000 people in the parks and work closely with other park organizations, including park friends groups and gateway communities.

“Mindy stood out among a number of very qualified candidates for NPHA Executive Director,” said NPHA Chairman Scott Socha, group president of Delaware North’s parks and resorts division.

“Intelligence, passion for parks and a solid grounding in park concessioner issues made consensus on her selection simple. We have now had outstanding discussions with her about NPHA’s future, including implementation of now-pending new regulations and cooperative efforts with the National Park Service on key issues such as employee housing, visitor and transportation management and modernizing key park features such as campgrounds,” Socha said.

In conjunction with Meade Meyers’ selection, NPHA also selected VNF Solutions LLC, a wholly owned subsidiary of Van Ness Feldman, LLP, to provide the organization with key association management, administrative, and government relations services. Van Ness Feldman has provided counsel to National Park Service concessioners for more than 40 years. Meade Meyers is, and will continue to be, Of Counsel to the firm.

During a transition period in fall 2022, NPHA will prepare for its planned November meeting in Colorado focused on better understanding of national park visitation and the

retirement of current NPHA Executive Director Derrick Crandall. Crandall expressed delight and excitement regarding the board selection of his successor.

“Leading NPHA is a wonderful opportunity,” Crandall said. “The industry is led by businesses committed to protecting the remarkable natural, historic and cultural resources of the world’s best national park system and providing best-in-class operations and services in complex circumstances. Mindy is returning home – she was the NPHA Director of Communications early in her career and was a remarkable contributor to the organization then. It is exciting to think about what she and NPHA members can accomplish in the years ahead.”

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About the National Park Hospitality Association:

The National Park Hospitality Association (NPHA) – is the national trade association of the businesses that provide lodging, food services, gifts and souvenirs, equipment rentals, transportation, and other visitor services in the National Park System. Concessioners have played a key role in creating lasting national park memories for more than 130 years. Concessioners operate in more than 100 national park units with combined sales exceeding \$1.5 billion annually and \$125+ million in franchise and related fees paid to the National Park Service each year. The in-park concessioner workforce of more than 20,000 persons assists visitors an estimated 100 million times annually. Information on national park concessioners is at www.parkpartners.org .

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