

**National Park Hospitality Association
2009 Park Partners Forum
October 18-20, 2009
Tenaya Lodge, Yosemite Valley**

Sunday, October 18, 2009

		<u>Room</u>
1:00 PM – 4:00 PM	Registration	Foyer
2:00 PM – 3:00 PM	NPHA Leadership Meeting	The Counties
4:00 PM – 6:00 PM	Opening Session: Report on Association Activities -- Chairman Joe Fassler; Presentation by U.S. Department of the Interior Deputy Assistant Secretary for Policy, Management and Budget Robert Stanton	Salon II
6:00 PM – 9:00 PM	Reception and Dinner <i>Recognition of CONPac Contributors</i>	Salon I & Salon III

Monday, October 19, 2009

7:00 AM – 8:45 AM	NPHA Board of Directors Meeting	The Counties
8:00 AM – 9:00 AM	Continental Breakfast	Foyer
9:00 AM – 10:30 AM	General Session: Recreation, Travel and Tourism Trends Affecting the Concessions Industry in 2010 and Beyond Presenter: Linking Our Legacy of Parks to 21st Century Youths <i>Dr. Emilyn Sheffield, California State University at Chico</i> Response: <i>Jim Lyons, Lecturer and Research Scholar, Yale School of Forestry and Environmental Studies</i>	Salon II
10:30 AM – 10:45 AM	Coffee Break	Foyer
10:45 AM – 11:15 PM	General Session: Discussion of Interior's Youth and National Service Initiatives – And Opportunities for Concessioners Deputy Assistant Secretary for Policy, Management and Budget Robert Stanton	Salon II
11:15 AM – Noon	General Session: Recreation, Travel and Tourism Trends Affecting the Concessions Industry in 2010 and Beyond: Washington Report <i>Tourism Promotion Act NPS/ARC Inventory: Innovative Park Marketing Programs Second Century Commission and Outdoor Resources Review Group Reports FY2010 Appropriations</i>	Salon II

Monday, October 19, 2009, Cont'd.

Noon – 1:30 PM	Lunches with Learning , <i>featuring NPHA Staff, Associate Members and Consultants</i>	Salons IV, V & VI
2:00 PM – 3:30 PM	NPHA Marketing Committee Session 1: Update on NPS and Related Websites, Review of Summer of 2009 Marketing Initiatives, NPS Concessioner Mark and MOU and more	Salon II
3:30 PM – 4:00 PM	Break	Foyer
4:00 PM – 5:15 PM	NPHA Marketing Committee Session 2: Promotion Action Items	Salon II
6:00 PM – 9:00 PM	Reception and Dinner	Salon I & Salon III

Tuesday, October 20, 2009

7:30 AM – 8:00 AM	Continental Breakfast	Foyer
8:00 AM – 9:30 AM	New Technology Opportunities in Parks Marketing Moderator: Terry MacRae, Chairman, NPHA Marketing Committee Panelists: Dennis Biela, LightSpeed Media Mark Finley, Finley-Holiday Film Corporation Alan O'Neill, ePark Guide Mark Saferstein, American Park Network	Salon II
9:30 AM – 10:15 AM	NPHA Rates and Standards Task Force: Today's Opportunities and Using SERA to Continue Progress	Salon II
10:15 AM – 10:30 AM	Coffee Break	Foyer
10:30 AM – 11:30 AM	Exchange with NPS Commercial Services Staff: Briefing on Concessions Management Advisory Board and other key issues; Q&A Session	Salon II
11:30 AM – 1:15 PM	Yosemite in the 21st Century: remarks by Mike Tollefson, President, Yosemite Fund and Superintendent (ret.), Yosemite National Park Roundtable Luncheon with NPHA Officers Moderator: Joe Fassler, Chairman, NPHA	Salon III
1:15 PM	Board buses for trip into Yosemite National Park	
2:30 PM – 5:00 PM	Briefings by NPS, DNC and Yosemite Institute	
5:00 PM – 9:00 PM	Reception, Dinner at the Ahwahnee Hotel Presentation of the Sheldon Coleman Great Outdoors Award to Rex Maughan, Forever Resorts	The Solarium

Tuesday, October 20, 2009, Cont'd.

9:00 PM **Depart for Tenaya Lodge**

Wednesday, October 21, 2009

7:00 AM – 8:00 AM **NPHA Board of Directors Meeting** Salon III

9:00 AM – 5:00 PM **NPS Concessions Management Advisory Board
Meeting at the Ahwahnee Hotel**

10/13/09