



**The National Park Hospitality Association 2014 Fall Meeting  
Supporting America's National Parks for the Next 100 Years**

**Date:** October 20-22, 2014  
**Locations:** Georgetown University Hotel and Conference Center (GU)  
 3800 Reservoir Road, N.W., Washington, D.C.  
 U.S. Department of the Interior South Building: Auditorium (SIB)  
 1951 Constitution Avenue, N.W., Washington, D.C.  
 U.S. Department of the Interior Main Building: South Penthouse (MIB)  
 1849 C Street, N.W., Washington, D.C.

**AGENDA**

**Monday, October 20**

<b>1:30 pm</b>	Strategy Session: Expanding Visitor Services in Parks	<i>Executive Boardroom-GU</i>
<b>5:00 pm</b>	Registration	<i>South Gallery-GU</i>
<b>6:00 pm</b>	Opening Reception	<i>Salon H-GU</i>
<b>7:00 pm</b>	Dinner	<i>Salon H-GU</i>

**Tuesday, October 21**

<b>7:00 am</b>	NPHA Board of Directors Meeting <i>(board members only)</i>	<i>Executive Boardroom-GU</i>
<b>8:00 am</b>	Continental Breakfast	<i>South Gallery-GU</i>
<b>9:00 am</b>	General Session <i>(NPHA members and invited guests)</i> <i>Topics will include: NPHA Strategic Plan; NPHA Membership Committee Report; NPHA Dues Committee Report; Healthy Parks Healthy People; Fall Meeting; and other key issues</i>	<i>Salon H-GU</i>
<b>10:00 am</b>	Break	<i>South Gallery-GU</i>
<b>10:15 am</b>	Spotlight on Dowdle Folk Art and Thompson & Little	<i>Salon H-GU</i>

**Tuesday, October 21** *(continued)*

- 10:20 am** General Session continued *(NPHA members and invited guests)* Salon H-GU
- 11:30 am** Lunch Faculty Club Restaurant B-GU
- 12:30 pm** Transportation to U.S. Department of the Interior South Building
- 1:30 pm** Marketing Parks and the Great Outdoors to All Americans – and More International Visitors, Too! Auditorium-SIB  
*In cooperation with the National Parks Promotion Council*  
*Presentations: Chris Thompson, President and CEO, Brand USA;*  
*Dave Bratton, Managing Partner, Destination Analysts, Inc.;*  
*Carlos Alcazar, Managing Director, The Tombras Group*  
*Responding Panel: Jerry Jacobs, Jr., Principal, Delaware North*  
*Companies; John Peters, President, USA TODAY Travel*  
*Division; Ken Dowling, Partner, GREYnyc; Stephanie Meeks,*  
*President, National Trust for Historic Preservation*  
*Moderator: Jon Jarvis, Director, National Park Service*
- 3:00 pm** Break Auditorium-SIB
- 3:15 pm** Centennial Actions: Logos, Events and More Auditorium-SIB  
*Speakers: Alexa Viets, Centennial Coordinator, National Park Service,*  
*and Ken Dowling, Partner, GREYnyc*
- 4:00 pm** NPHA's Survey on Enhanced Visitor Service Opportunities Auditorium-SIB  
*Presentation: Terry MacRae, NPHA Chairman*
- 5:00 pm** Reception South Penthouse-MIB  
*Featuring: Dowdle Folk Art, M Style, GREYnyc,*  
*Old Hickory Furniture*
- 7:00 pm** Transportation to Georgetown University Hotel and restaurants

**Wednesday, October 22**

- 7:00 am** Continental Breakfast South Gallery-GU
- 8:00 am** Transportation to U.S. Department of the Interior South Building
- 9:00 am** Roundtable Session with NPS Commercial Services Staff Auditorium-SIB  
*Featuring: Jo Pendry, NPS Acting Chief, Commercial Services, and*  
*Kurt Rausch, NPS Senior Operations Analyst, Commercial*  
*Services Program*  
*Moderator: Terry MacRae, NPHA Chairman*
- 10:30 am** Break Auditorium-SIB
- 10:40 am** Spotlight on Old Hickory Furniture Company Auditorium-SIB

**Wednesday, October 22** *(continued)*

- 10:45 am**      **Roundtable Session with Key NPS Leaders**      *Auditorium-SIB*  
*Topics will include: Communications, Centennial, and Capitol Hill;*  
*Interpretation, Education and Volunteers; Workforce and*  
*Youth Programs*  
*Featuring: Christy Goldfuss, NPS Deputy Director for Congressional*  
*and External Affairs; Don Wollenhaupt, NPS Acting Deputy*  
*Associate Director, Interpretation, Education and Volunteers;*  
*Mike Reynolds, NPS Associate Director, Workforce,*  
*Relevancy and Inclusion Management; George McDonald,*  
*NPS Youth Programs Manager*  
*Moderator: Celinda Peña, NPHA Communications Consultant*
- 12:00 noon**      **Transportation to Georgetown University Hotel**
- 12:30 pm**      **Lunch**      *Faculty Club Restaurant B-GU*
- 1:30 pm**      **Legal Issues Roundtable**      *Salon H-GU*  
*Panelists: Kevin Garden, Managing Director, The Garden*  
*Law Firm PC;*  
*Alan Saltman, Partner, Smith, Currie & Hancock LLP*  
*Moderator: Alex Klein, NPHA Vice Chairman*
- 3:15 pm**      **Break**      *South Gallery-GU*
- 3:40 pm**      **Roundtable with Key Park Partners**      *Salon H-GU*
- 4:30 pm**      **Closing comments**

10/17/14