



**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

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

Tuesday, October 21

7:00 am	NPHA Board of Directors Meeting <i>(board members only)</i>	<i>Executive Boardroom-GU</i>
8:00 am	Continental Breakfast	<i>South Gallery-GU</i>
9:00 am	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>
10:00 am	Break	<i>South Gallery-GU</i>
10:15 am	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 Auditorium-SIB
– and More International Visitors, Too!
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