



## Inaugural NPHA Tele-Workshop Fact Sheet December 5, 2007



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President, Acadia Corporation  
NPHA Vice-Chairman



Derrick Crandall  
NPHA Counselor



Hon. Jim Santini  
NPHA Policy  
Advisor



Elvis Oxley  
NPHA Director of  
Member Services



Caroline Mica  
NPHA Director of  
Communications

*"The tele-workshop provides a great opportunity to reconnect between meetings, to hear everyone's voice, and share information...."*

*- David Woodside , Vice Chairman NPHA*

The inaugural NPHA tele-workshop brought together NPHA'S Washington D.C. based staff and NPHA members to discuss the progress and PRIORITIES of our association.

### **Mission and Governance**

NPHA Vice-Chairman David Woodside and NPHA Counselor Derrick Crandall explained recent changes in the NPHA Board of Directors, membership and mission. The NPHA Board met in Austin, Texas on October 14 and made several key decisions. Bruce Fears of ARAMARK and Kevin Kelly of Delaware North Companies were elected as additional vice chairmen, while Gerard Gabrys was elected as Concessioners Centennial Council Chairman, a new post on the Executive Committee. In addition, a new post on the Executive Committee was created for Past Chairmen, and Rex Maughan of Forever Resorts was elected to that office.

The Board agreed that NPHA would focus on increasing the role and the understanding of concessioners as partners to the National Park Service and would work to reverse a two decade decline in visitor attendance to our national parks. Mr. Crandall noted that NPHA has compiled a overview of concessioner efforts contributing to park protection and visitor experiences and will use this to expand recognition of concessioners' valuable efforts.

- [NPHA Officers and Board of Directors](#)
- [Mission, Goals and Actions 2008](#)

## **Government Affairs/ Policy**

NPHA Policy Director Jim Santini applauded NPHA's new mission and reported that NPHA is working closely with the Department of the Interior, the National Park Service and the Hill. NPHA is an active player in the National Park Service Centennial Challenge fund legislation. Remarkable collaboration among the concessioners, environmentalists and recreation organizations has boosted the probability of a \$4 billion increase in the National Park Service budget over the next ten years, including substantial increases in visitor services. Mr. Santini noted NPHA's rising status as Secretary Kempthorne and Director Mary Bomar frequently rely on NPHA's input on important park issues.

NPHA is building upon these strengthened relationships and will soon create an active government affairs committee. The committee will review the operations of CONPAC and other association public policy programs with the goal of involving more members. NPHA is also helping members stay informed on Washington issues through the free-to-members bi-weekly Federal Parks and Recreation report. Mr. Santini invited members to become actively engaged in NPHA's public policy activities.

- [Centennial Initiative](#)
- [Committee/Task Force Application](#)

## **Member Services**

Growth in public awareness of the NPS Centennial should bring renewed interest in visiting parks. Substantial new investments and expanded programs through the Centennial Challenge fund are exciting, and opens doors for NPHA -- the only national organization representing in-park companies committed to partnering with NPS to deliver outstanding visitor experiences and inviting Americans to visit their parks.

Elvis Oxley, NPHA Director of Member Services, shared the important membership gains over the past three months. NPHA's new management team, with nearly 80 years of combined national association representation, understands memberships and has introduced programs and services that will benefit all of NPHA members. The Preferred Vendor program, especially, will recognize vendors specially committed to aiding NPHA members do their jobs well and to supporting NPHA's mission.

NPHA plans to grow membership through recruiting current NPS concession contract holders, attracting member vendors and adding gateway community representatives -- chambers of commerce, CVBs, state tourism agencies and other interested partners. Elvis urged NPHA members to assist in the growth of the association by giving feedback on member services and sharing the membership benefits with fellow concessioners.

- [Membership Benefits Brochure](#)
- [Membership Application](#)

## **Communications**

The inaugural tele-workshop is one of many ways NPHA is increasing the ease and accessibility of information to members, prospective members and other interested parties. An improved website, a new monthly e-newsletter, members surveys and more are opening the lines of communication and sharing a wealth of information.

NPHA Director of Communications Caroline Mica highlighted some of the specific features of the NPHA website and e-newsletter. The *Members-Only* section is password protected (**nphaonly**) and provides access to the Federal Parks and Recreation newsletter, the monthly NPHA e-newsletter and downloadable applications, surveys and resources for our members. The **Federal Parks and Recreation** newsletter is a \$227 resource, free to NPHA members. It provides a straightforward summary of the proceedings in national park and recreation policy.

In addition to the permanent website resources, the monthly e-newsletter keeps members, prospective members, NPS superintendents and a select list of industry insiders up to date on the most recent NPHA news.

In accordance to NPHA's goal of increasing the visibility of the concessioner industry in Washington, NPHA hopes to build on our "A Pillar of Support to National Parks" document and highlight NPHA's member success stories. Ms. Mica encouraged submissions from NPHA members to emphasize the great work concessioners are doing in meeting the needs of visitors to America's national parks.

- [Members Only](#)
- [Concessioners: A Pillar of Support to National Parks](#)

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