



## April 2009 Newsletter

### National Park Hospitality Association

[www.parkpartners.org](http://www.parkpartners.org)

This newsletter is also available in PDF format on [www.parkpartners.org](http://www.parkpartners.org)

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### **President champions connecting America's children to public lands**

The inspiring video clip of President Obama shown to concessioners at NPHA's Annual Meeting at the Interior Department is now available online. The President spoke passionately about the importance of connecting America's children to their public lands during his address at the 160th Anniversary of the Department of the Interior on March 3. He told the group that America's long-term prosperity depends upon the faithful stewardship of our natural resources, but that this trust cannot be measured just in protected acres, preserved rivers or energy reserves.

*"It's a child wandering amidst ancient redwoods, a love for science stirred as she looks skyward. It's a young man running his hand along the walls at Ellis Island, where his grandmother once carried her every possession and the hope of a new life. It's a family hiking along canyons carved by ancient floods, or mountains shaped by shifting continents – finding peace in the beauty of the natural world. These are experiences that enrich our lives and remind us of the blessings that we share."*

The President fondly shared memories of his own transformational childhood journey to see America's flagship national parks with his family. He described seeing our nation's natural wonders as "an experience I will never forget. It's an experience I want for my daughters, and for all of our daughters and sons, to see the incredible beauty of this nation."

The transcript and video clip of the President's moving speech are at [www.funoutdoors.com](http://www.funoutdoors.com).

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## **Important upcoming meetings for CONPac and Task Force on Rate Approval**

NPHA's Task Force on Rate Approval will meet with NPS Commercial Services staff in Denver on April 22 to discuss steps to improve the current rate-approval process. Commercial Services Chief Jo Pendry and many of her staff members will meet with concessioners from across the country to discuss options for the relief of rate-approval challenges many NPHA members currently face. A summary of this meeting will be made available for NPHA members shortly afterwards on [www.parkpartners.org](http://www.parkpartners.org). NPHA received a substantial number of surveys on rate-approval experiences from our concessioners and allies, and we thank you for the time and effort you invested in this crucial NPHA initiative.

The CONPac Advisory Committee will also be meeting via conference call on April 16 to discuss 2009 plans. Topics will include plans for CONPac-sponsored events, increased solicitation of CONPac contributions, contributor recognition and more.

CONPac would like to thank the following NPHA members for recent and generous contributions to CONPac:

***Joe Fassler, Glacier Park, Inc.***  
***Tom Mack, Tourmobile Sightseeing***  
***Terry MacRae, Hornblower Cruises & Events***  
***Rex Maughan, Forever Resorts***  
***Carol Metzler, Gettysburg Tours, Inc.***  
***Pam Pitts, California Parks Companies***  
***John Schoppmann, Forever Resorts***

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## **New "Ask Washington" feature for NPHA members!**

We are adding a new "Ask Washington" feature to our monthly newsletters to allow NPHA members to submit important questions about concessioner issues to NPHA's Washington office. One question and its answer will be featured in the newsletter each month. Please submit your questions to [mmeade@funoutdoors.com](mailto:mmeade@funoutdoors.com) or call 202-682-9530.

## **"How much did concessioners pay in franchise fees in FY 08 and where did that money go?"**

In FY 08, \$53 million was collected in total franchise fees from approximately 575 concession contracts that collectively gross over \$1 billion annually. Public Law 105-391 states that 80% of franchise fee funds shall be used for visitor services and for purposes of funding high-priority and urgently needed resource management programs and operations at the park where they were generated. Use of these funds is determined directly by each park based on their respective five-year project plans. In FY 08, \$42.5 million was retained directly by the parks as required by law. No funds are expended for maintenance or operational projects that are the responsibility of concessioners. The remaining 20% – \$10.5 million – is meant to be used for supporting Servicewide commercial services initiatives and providing assistance to parks that otherwise have limited funds due to the small volume of concession operations. In FY 08, approximately \$9.3 million of these funds went to the Commercial Services Program by way of Prospectus Development, Arbitration, Salaries, Possessory Interest Purchase and Administrative Fees; \$619,500 went to Deferred Maintenance and \$535,500 went to Capital Improvements.

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## **National Service Bill passes Congress**

The Edward M. Kennedy Serve America Act (HR 1388) has been passed by the Congress, and President Obama is expected to sign the measure into law shortly. The bill amends the National and Community Service Act of 1990 and will create two new service-learning programs. It will also improve and expand national and community service programs and support nonprofits in working with community volunteers.

The Serve America Act provides incentives for students and senior citizens to participate in volunteer community service and includes the Nonprofit Capacity Building Initiative, designed to expand organizational development assistance to small and midsize nonprofits. In these trying economic times, where resources are shrinking while need continues to grow, the Serve America Act provides a much-needed boost to those organizations that already provide needed services to our communities and to those individuals who are answering President Obama's call to service.

A good source of information about the act is [www.corpsnetwork.org](http://www.corpsnetwork.org).

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## **Omnibus Public Lands Management Act signed**

President Obama signed HR 146, the Omnibus Public Lands Management Act of 2009, into law on March 30. The measure put into law the 26-million acre National Landscape Conservation System within the Bureau of Land Management and added two million acres of new wilderness across the country. It will also preserve 1,000 new miles of Wild and Scenic Rivers. Among other things, HR 146 permanently authorizes both a Preserve America program founded by former First Lady Laura Bush and a Save America's Treasures program established by then-First Lady Hillary Clinton. The measure also established new national park units, including the Paterson Great Falls National Historical Park in New Jersey, the William Jefferson Clinton Birthplace Home National Historic Site in Arkansas and the River Raisin National Battlefield Park in Michigan.

"This is what our great land is all about," said House Natural Resources Committee Chairman Nick Joe Rahall (D-WV). "This is what we, who have a responsibility to steward and guard our public resources, have a responsibility as well to pass on to generations to come after us... let us today give assurances to the American people that this Nation does remain great and that we have something to celebrate, a heritage of which we can all be proud."

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## **Important request from NPHA Preferred Vendor Unilever**

As a Preferred Vendor, Unilever contributes special funding for national park programs and projects chosen jointly by NPHA and Unilever representatives. Because Unilever's contribution is based upon your purchases of Unilever ice cream brands, *it is extremely important that NPHA members report all brand purchases back to Unilever!*

### **Unilever asks that you send a case recap of Unilever Ice Cream brand purchases for all of 2008, whether purchased directly from Unilever or through a distributor.**

Eligible brands include: Breyers, Popsicle, Klondike, Good Humor and Ben & Jerry's. NPHA is depending on you to send this request for information to the appropriate person or persons in your company and ask them to supply the requested information via email, fax or mail to the address below **by May 1, 2009:**

Erle C. Hug, Unilever Ice Cream  
National Accounts Manager - Foodservice  
4605 S. Delphine Drive  
New Berlin, WI 53151  
Phone: 262-789-5233  
Fax: 262-789-5239  
[erle.hug@unilever.com](mailto:erle.hug@unilever.com)

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### **Request from NPS: Submit your summer events by April 22!**

At the NPHA Annual Meeting in March, concessioners agreed to submit to NPS descriptions of upcoming events in the parks during the summer months to help promote park visitation. Please email descriptions of your events (no more than 150 words) scheduled between now and September, complete with contact information, to [Commercial\\_Services@nps.gov](mailto:Commercial_Services@nps.gov). News releases and photos are welcome! NPS is requesting that event descriptions be submitted **no later than April 22** to ensure their inclusion in NPS media distribution materials. The information will be consolidated for distribution to magazines, newspapers, online travel sites and other media outlets in early May. We hope that this effort will result in greater awareness of the diversity of activities available through the National Park Service.

Thank you for your efforts to continue strengthening our partnership with the National Park Service – and encouraging park visits!

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### **NPHA Annual dues notices**

NPHA Treasurer Carol Metzler will be sending out dues notices for 2009 at the end of the month. The notice will include a calculation worksheet based on the average revenue from the member's total concessions operations for the prior three years (2006, 2007, 2008). There has been no change to the dues structure from the 2008 model, and Associate member dues remain \$750. NPHA's funding depends upon your timely response to the dues notice.

**Regular members – payment of dues by June 30**  
**Associate members – payment of dues by May 31**

- [2009 Dues Notice](#)
- [2009 Dues Worksheet](#)

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### **REMINDER: Please review the NPHA Membership Directory draft**

Thank you to members who have already reviewed the directory and submitted your corrections. If you would like to review the new draft NPHA Directory and have not yet done so, please visit the "Members Only" section of [www.parkpartners.org](http://www.parkpartners.org) and enter your password – nphaonly – to view the draft. For corrections or to add another contact, notify Mindy Meade at [mmeade@funoutdoors.com](mailto:mmeade@funoutdoors.com) as soon as possible. Thank you!

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## **Federal Parks and Recreation Newsletter: Is interest in a revived NPS Challenge program growing?**

The Obama administration and Congress are working on initiatives that could help upgrade the National Park System in time for its Centennial in 2016. In the most recent development, the Senate April 2 approved its version of an FY 2010 Congressional budget that could clear the way procedurally for new centennial legislation on the Senate floor. It is not a given that Congress this year will address frontally legislation to establish a 10-year, \$2 billion Centennial Challenge program, as proposed by the Bush administration and then-Secretary of Interior Dirk Kempthorne. The Bush legislation would have Congress provide up to \$100 million per year to match a like amount of nonfederal contributions to improve the national parks.

To read the rest of this story, learn about progress of key legislation and more, go to your member-benefit copy of the *Federal Parks & Recreation Newsletter* on the NPHA website and use your password: nphaonly [\[Click here\]](#).

***Federal Parks & Recreation Newsletter – a free service for NPHA members – provides biweekly, up-to-date information on park and outdoor recreation policy developments.***

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### **News**

- [In a slump, camping comes into vogue](#)
- [Wounded warriors go fishing for recovery](#)
- [Experts say play time can relieve stress in bad times](#)
- [1 in 5 preschoolers is obese, study finds](#)
- [Muir Woods to change concessioner and emphasize healthy foods](#)
- [Photo contest: Find the essence of America](#)
- [Statue of Liberty will open for public again on July 4<sup>th</sup>](#)

For more information or to send questions/comments, please email: [mmeade@funoutdoors.com](mailto:mmeade@funoutdoors.com)

To unsubscribe, please send an email to [mmeade@funoutdoors.com](mailto:mmeade@funoutdoors.com) with the subject "NPHA Unsubscribe"

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