



June 2010 Newsletter

National Park Hospitality Association

www.parkpartners.org

This newsletter is also available in PDF format on www.parkpartners.org

In this issue:

- [President Obama, 50 Governors Proclaim Great Outdoors Month](#)
- [PHATFO doctors champion health and the outdoors message](#)
- [Plans for concessioner "app" move forward](#)
- [Plan to participate in October's Park Partners Forum: October 17-20 in Naples, Florida](#)
- [Igloo customization website for concessioners now available!](#)
- [Dues reminder from NPHA Treasurer](#)
- [Federal Parks and Recreation Newsletter: Health care advocates seek major lifestyle set-aside](#)
- [News](#)

President Obama, 50 Governors Proclaim Great Outdoors Month

President Barack Obama and all 50 of America's governors have proclaimed June as Great Outdoors Month. The proclamations, requested by a coalition of outdoor recreation and conservation organizations, celebrate the many special events held during June, including National Trails Day®, National Fishing and Boating Week, National Get Outdoors Day, National Marina Day and the Great American Backyard Campout, and the benefits of time outdoors to the health of Americans, young and old.

President Obama's proclamation states, "America's vast and varied outdoor spaces are a source of great national pride, and we have long strived to protect them for future generations. Our lands provide countless opportunities for exploration, recreation, and reflection, whether in solitude or with family and friends. During Great Outdoors Month, we renew our enduring commitment to protect our natural landscapes, to enjoy them and to promote active lifestyles for ourselves and our children." Referring to America's great outdoor spaces, the proclamation goes on to say, "These places are especially important today, as an increasing number of Americans, especially children, fall into unhealthy sedentary lifestyles."

The proclamation highlights current Administration efforts to get Americans healthier through outdoor activity, like the recently launched America's Great Outdoors Initiative to protect natural landscapes and reconnect Americans to the outdoors, and the First Lady's Let's Move effort to help children eat more nutritious foods, lead healthier lives, and increase their physical activity. More information on these initiatives is available at: www.DOI.gov/AmericasGreatOutdoors and www.LetsMove.gov.

The gubernatorial Great Outdoors Month proclamations began four years ago, but 2010 marks the first year proclamations have been issued in all 50 states. While the state

proclamations vary in emphasis and reflect key state features, most praise volunteerism, the power of outdoor recreation to contribute to happier, healthier lifestyles, and the legacy of parks and public lands and waters.

To read the full news release with highlights from the 2010 proclamations, [click here](#).

The Presidential and state proclamations are available at www.funoutdoors.com/node/view/2486.

[Return to top](#)

PHATFO doctors champion health and the outdoors message

Two medical community leaders were in Washington during Great Outdoors Month laying the groundwork for real progress in the initiative to link outdoor recreation to improved health for all Americans. Representatives from Healthy Measures: Physicians for Healthier Americans Through Fun Outdoors (PHATFOs) Dr. Michael Suk, an orthopedic surgeon and former White House Fellow, and Dr. Daphne Miller, a family practitioner, medical school instructor and writer (Oprah book selection and *The Washington Post* columnist), met with top Interior and Agriculture officials, and with the Surgeon General and other top Health and Human Services leaders. They had conversations with Capitol Hill staffers and national healthcare policy gurus and opened the doors to coordination with the Office of Personnel Management on new initiatives using the eight million civilian federal employees and family members as vanguard troops for preventive actions and healthy lifestyles promotion efforts.

Most importantly, the PHATFOs came away with agreement on an important next step: designing a session for the President's America's Great Outdoors Initiative – launched in April at a White House Conference and targeted toward delivery of a report to the President on a 21st Century Great Outdoors Strategy by mid-November – in time to be considered for one or more Presidential initiatives in the FY 2012 budget. The PHATFOs seek not only to revolutionize healthcare by employing the great outdoors for mental and physical well-being but also to find a new paradigm to fund the recreation infrastructure on public lands that supports healthy activities, including trails and more.

Both Interior and Agriculture Department officials expressed real enthusiasm for the idea of a Health and the Great Outdoors Town Hall. A draft for the program to be submitted to the Initiative leadership team – the Secretaries of the Interior and Agriculture, the Chair of the Council on Environmental Quality and the Administrator of the Environmental Protection Agency – has been prepared, and the topic is on the agenda for the Initiative's upcoming leadership meeting. An impressive list of supporters – including NPHA, the American Recreation Coalition, the Institute at the Golden Gate/Golden Gate Parks Conservancy, National Wildlife Federation, National Environmental Education Foundation, Sierra Club, Children & Nature Network and more – is already in place, and substantial concessioner participation is planned. NPHA will provide more details on how to be involved in the session soon.

[Return to top](#)

Plans for concessioner "app" move forward

Substantial progress has been made on the concessioner smartphone "app" proposal approved at the March 2010 NPHA board meeting. NPHA is working with LightSpeed Media to create a national parks app to be used to elevate awareness of park visitor activities, special events and concessioner services. The app could be a source of revenue to both NPHA and park marketing efforts. Several key NPHA members have pledged financial

support for the initiative, and those who contribute to the effort will be able to offer free app downloads as promotions to past or prospective customers. This week in Washington, LightSpeed is meeting with NPHA staff and hosting nearly a dozen 20-somethings at a focus group on app features.

If your company would like to join in developing the NPHA app, please contact Derrick Crandall at dcrandall@funoutdoors.com.

[Return to top](#)

Plan to participate in October's Park Partners Forum: October 17-20 in Naples, Florida

NPHA's Park Partners Forum will be at the Doubletree Guest Suites (a Guest Services property) in Naples, Florida, on October 17-20 (Sunday meeting start with departure on Wednesday by 10 AM). Top issues on the agenda will be an update from the National Parks Promotion Council, discussions with Interior Department officials on pertinent concessioner issues – including progress on proposed Director's Order 35B and alternative LSI valuation, preparations for the 100th anniversary of the National Park Service, and more. In addition to sessions at the Doubletree Guest Suites, we will likely visit nearby concessioner operations to see our local partners at work!

Look for registration information in the NPHA July newsletter.

[Return to top](#)

Igloo customization website for concessioners now available!



In celebration of Great Outdoors Month, NPHA Preferred Vendor Igloo Products, Inc. will help concessioners order customized outdoor products featuring national parks to offer in your stores! Concessioners can order stock Igloo products with a scenic panel and a unique logo highlighting "History, Nature and Fun" in our national parks, or can choose to further customize products with images depicting a specific park location. NPHA is proud to work with Igloo because of its commitment to U.S. production and

environmentally friendly products and operations.

The website to place your specialized orders is now available at: <http://iglooparks.deco-apparel.com/>. Orders can also be placed by calling 800-823-0905.

If you have any questions, please contact Mark Semlow (713-584-6906 or msemlow@igloocorp.com).

[Return to top](#)

Dues reminder from NPHA Treasurer

NPHA Treasurer Carol Metzler would like to remind all NPHA members that annual dues for Associate Members were due on May 31, and dues for Regular Members should be paid by June 30. If you have not paid, please do so at your earliest convenience!

[Return to top](#)

Federal Parks and Recreation Newsletter: Health care advocates seek major lifestyle set-aside

An alliance of physicians and the recreation establishment, playing off the new health care law, is urging the Department of Health and Human Services (HHS) to greatly expand healthy lifestyle programs. As a starter the alliance, called Healthy Measures, would have HHS follow the example of a federal surface transportation law, which allocates 10 percent of Surface Transportation Program money for transportation enhancements. "It is time for a similar step in health care," said Healthy Measures in comments on a health law provision dealing with something called medical loss ratios. "Health care issuers should be required to invest a minimum of two percent of collected premiums in qualifying preventive/health lifestyles promotion programs."

Healthy Measures, which grew out of an Institute of the Golden Gate gathering in San Francisco in April, encourages HHS to include under healthful living such things as "prescriptions" to use local trails and recreation facilities. And it would have HHS recognize frequent walker miles. The presumption is the health care provider would have to spend less money if its clientele were fitter. "Seventy percent or more of the nation's health care expenditures are now directed at chronic illnesses largely resulting from lifestyle choices," Healthy Measures wrote HHS last month. Nationally known physicians Michael Suk of the University of Florida and Daphne Miller of the University of California at San Francisco are the lead organizers of Healthy Measures. In a second initiative not directly related to the health care law, Healthy Measures is providing input to an Office of Personnel Management (OPM) plan to improve lifestyles of federal employees. Healthy Measures is offering its assistance to health insurance companies to comply with the OPM plan. As with the HHS letter Healthy Measures is promoting "park prescriptions," such as guides to local trails and recreation areas for exercise.

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

[Return to top](#)

News

- [Martha Stewart travels to western national parks](#)
- [Delaware North Companies Chefs participate in First Lady's "Chefs Move to Schools" Campaign](#)
- [Six ways that play can help solve childhood obesity](#)
- [New iPhone application lists 9,500 campgrounds](#)

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