



October 2011 Newsletter

National Park Hospitality Association

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

In this issue:

- [National Park Partners Strategic Planning Session, November 1-2](#)
- [Update: America's Summit on National Parks](#)
- [National Park Service Launches Diverse Cultures Travel Itinerary](#)
- [NPHA at the White House – Healthy Food in Parks](#)
- [National Park Service Fee-Free Dates Announced for 2012](#)

National Park Partners Strategic Planning Session, November 1-2

The National Park Partners Strategic Planning Session, on November 1-2, will unite leaders of NPHA, the National Park Foundation, National Parks Conservation Association and National Park Service for the first time. Among the key topics for the group will be America's Summit on National Parks, January 24-26, 2012. The Planning Session will include speakers such as NPS Director Jon Jarvis, senior NPS officials and leaders of the hosting organizations.

Breakout sessions will focus on how to connect parks and their programs to communities, build attractive and sustainable visitor programs, utilize the educational power of national parks and use **A Call to Action** to protect current and potential park units. And on November 2, Delaware North Companies Parks and Resorts will serve up a healthy lunch at The Madison, and discuss how that company is embracing "green operations" and healthy foods into its park food operations.

If you have reserved a room at The Madison Hotel for the meeting, please be sure you confirm your reservation by calling 800-424-8577 and identifying yourself as part of the "Park Partners" room block. Contact Julia Mitchell at jmitchell@funoutdoors.com or 202-682-9530 with any questions.

The annual NPHA Fall Members meeting will bookend the Planning Session. To see the agenda for the NPHA members meeting, please click [here](#). If you have not yet done so, you may fill out your registration form [here](#).

[Return to top](#)

Update: America's Summit on National Parks

The National Parks Conservation Association, National Park Foundation and National Park Hospitality Association are hosting a first-ever America's Summit on National Parks in Washington, January 24-26, 2012. The Summit will draw nearly 400 leaders from across the nation to meet with Members of Congress, National Park Service officials, medical and education community leaders and more.

The Summit will highlight the energies invested over several decades in crafting visions for America's national parks, review the NPS' ***A Call to Action*** and then unite park partners around actions designed to make national parks relevant and valued to all Americans long into the future. Some 40 top NPS officials, including Director Jon Jarvis, will participate in the sessions, and the program will feature a large number of high-profile individuals such as Members of Congress, public officials and political strategists with valuable insights into the future of national parks and park programs. The opening reception will be hosted by Guest Services Inc. The Summit's main-day dinner will be hosted by Xanterra Parks and Resorts. Both will highlight "Healthy Parks, Healthy People, Healthy Food" themes.

Key themes of the Summit include: connecting people to parks, including attracting more visitors to parks; expanding the role of parks in education; protecting park natural, cultural and historic resources; and boosting organizational excellence within NPS and its partners. The Summit will play a key role in launching efforts to prepare for the 100th anniversary of the NPS in 2016.

Sponsor packages include poster session displays for organizations with visions for programs and activities connected with NPS in its second century. The poster sessions will offer organizations an opportunity to stimulate conversation and discussions during key Summit events and seek out partners and support for park-related initiatives. If your organization would like to explore sponsorship options at the Summit, please contact Derrick Crandall at dcrandall@funoutdoors.com. More information on poster sessions is available [here](#).

The soon-to-be-available Summit website is www.2016parksummit.org and will contain detailed agenda information and registration links. Participation is by invitation only.

[Return to top](#)

National Park Service Launches Diverse Cultures Travel Itinerary

Places such as Jamestown, Ellis Island, and Little Rock Central High School remind us that the American story reflects the contributions of many diverse peoples and the interaction and blending of cultures. The National Park Service's newest online travel itinerary, *Places Reflecting America's Diverse Cultures*, takes you to more than 150 sites that have played a role in the nation's development. The itinerary, loaded with maps, information, images, and essays from prominent historians, is available at www.nps.gov/history/nr/travel/cultural_diversity.

"Each place in this itinerary has had a role in shaping our national identity," said National Park Service Director Jon Jarvis. "This website is a great tool to use to learn about, or plan a visit to, sites important to our collective history. The stories of these places will resonate with everyone, regardless of individual background."

To read the NPS news release on the launch of the new travel itinerary, please [click here](#).

[Return to top](#)

NPHA at the White House – Healthy Food in Parks

The White House is hosting a discussion on healthy food initiatives on November 1, and National Park Service (NPS) leadership will play a key role in the event. More than a dozen concessioner representatives have been invited to the meeting. Administration officials in attendance are expected to include: NPS Director Jon Jarvis, Dr. Judith S. Palfrey, former president of the American Academy of Pediatrics and the new director of the First Lady's Let's Move initiative; Council on Environmental Quality staff; a senior staffer with the White House Office of Domestic Policy; senior officials from other departments and agencies; and a "surprise" – perhaps a close associate of the First Family in the White House kitchen.

Participating concessioners will be given time to discuss accomplishments as well as to raise issues that should be addressed by the Administration and NPS.

Healthy food is an Obama Administration priority – and especially important to the First Lady. We all support healthy food and also see a focus on healthy food as needed in a nation that suffers from portion-inflation and activity-reduction trends that cost the nation huge amounts of money. The NPS has also made healthy food one of the 36 action items in ***A Call to Action***. The agency sees concessioners as essential partners in achieving its healthy food goals.

NPHA plans to address concessioner concerns at the meeting, including: visitor resistance to changed menus; sourcing ingredients of healthy menus; the integration of healthy foods into other park objectives like green operations and more; and NPS rate-approval and menu-approval processes. NPHA will suggest ways to further involve park concessioners in the healthy foods initiative to achieve outcomes that are beneficial to concessioners, NPS and visitors alike.

[Return to top](#)

National Park Service Fee-Free Dates Announced for 2012

Secretary of the Interior Ken Salazar has announced the Fee-Free Days for 2012. The National Park Service will waive admission fees on 17 days in 2012. The Fee-Free dates for 2012 are January 14 to 16 (Martin Luther King, Jr. weekend), April 21 to 29 (National Park Week), June 9 (National Get Outdoors Day), September 29 (National Public Lands Day), and November 10 to 12 (Veterans Day weekend).

NPHA concessioners are joining in on the fun and submitting their own special offers to celebrate Fee-Free Days. Shark Valley Tram Tours in the Everglades National Park will renew their 2011 special offer, and Swan Mountain Outfitters in Glacier National Park will offer a new horseback-riding package to all riders on June 9 and September 29. NPS has agreed to list concessioner special offers on their website – so if you're planning on offering a deal in 2012, let us know!

NPHA will send out a news release on the announcement soon. If your organization is planning on making a special offer available on 2012 Fee-Free Days, please email Julia Mitchell at jmitchell@funoutdoors.com as soon as possible.

To see the news release announcing the 2012 Fee-Free Days, please click [here](#).

[Return to top](#)

*For more information or to send questions/comments, please email jmitchell@funoutdoors.com
To unsubscribe, please send an email to jmitchell@funoutdoors.com with the subject "NPHA
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