

# National Park Partners Strategic Planning Session

The Madison Hotel – Washington, D.C.

1177 15<sup>th</sup> Street, N.W.

November 1-2, 2011

**Tuesday, November 1**

*101 Constitution Avenue N.W., Seventh Floor (ACLI)*

5:30 – 8:00 pm      **Opening Reception**

**Wednesday, November 2**

*The Madison Hotel*

8:00 – 8:30 am      Coffee      *Mount Vernon*

8:30 – 8:45      **Welcome and Session Overview**  
Tom Kiernan, President, National Parks Conservation Association  
Derrick Crandall, Counselor, National Park Hospitality Association  
Neil Mulholland, President and CEO, National Park Foundation

8:45 – 9:15      **Sharing A Call to Action**  
Speaker: Jon Jarvis, Director, National Park Service

9:15 – 9:30      **Inviting Engagement Through Organizational Excellence**  
Speaker: Michael Creasey, Superintendent, Lowell National Historical  
Park, National Park Service

9:30 – 10:30      **Partner Responses-Supporting and Building on A Call to Action**  
Speakers: Tom Kiernan, President, National Parks Conservation  
Association  
Neil Mulholland, President and CEO, National Park Foundation  
Derrick Crandall, Counselor, National Park Hospitality Association

10:30 – 10:45      Break

10:45 – 12:10 pm      **Breakout Sessions: Round One**

- **Connecting Parks and Programs to Communities**      *Constitution*  
Facilitator: Tom Powers, President, Boston Harbor Island Alliance  
Resources: Greg Moore, Executive Director, Golden Gate National Parks  
Conservancy  
Mickey Fearn, Deputy Director of Communications and  
Community Assistance, National Park Service

- **If You Build It, Will They Come Back?**      *Mount Vernon*  
Facilitator: Cathy Ahern, Vice President, Member Services, American  
Recreation Coalition  
Resources: Curt Buchholtz, Former Executive Director, Rocky Mountain  
Nature Association  
Terry MacRae, CEO, Hornblower Cruises and Events  
Brian Joyner, Special Assistant to the Deputy Director, National  
Park Service

**Wednesday, November 2** (cont'd.)

12:15 – 12:35      **Healthy Parks Healthy People... Healthy Foods**      *Mount Vernon*  
Presentations by the National Park Service and National  
Park Hospitality Association

12:40 – 1:30      **Lunch**      *Montpelier*  
  
Delaware North Companies Parks and Resorts is pleased to  
showcase a healthy and sustainable menu based upon its  
in-park operations.

1:30 – 1:50      **Centennial Steering Committee: Common Ground for Partners**  
Speakers: Craig Obey, Senior Vice President, Government Affairs,  
National Parks Conservation Association  
Dan Puskar, Director of Partnerships and Government Relations,  
National Park Foundation  
James Ashurst, Vice President of Public Relations and  
Advertising, Recreation Vehicle Industry Association

2:00 – 3:20      **Breakout Sessions: Round Two**

●      **Advancing the NPS Educational Mission**

*Constitution*

Facilitator: David French, Vice President of Marketing and  
Communications, National Park Foundation  
Resources: Julia Washburn, Associate Director of Interpretation and  
Education, National Park Service  
Vanessa Morel, Washington, D.C. Director, NatureBridge  
Gerry Gabrys, President and CEO, Guest Services, Inc.

●      **Preserving America's Special Places**

*Mount Vernon*

Facilitator: Tony Jewett, Vice President of Regional Operations, National  
Parks Conservation Association  
Resources: Peggy O'Dell, Deputy Director of Operations, National Park  
Service  
Denis Galvin, Former Deputy Director, National Park Service  
Chris Belland, CEO, Historic Tours of America, Inc.

3:30 – 4:15      **Actions/Goals for the Summit**

*Montpelier*

Facilitator: Katie Nyberg, Executive Director, Mississippi River Fund

4:15 – 4:30 PM      **Concluding Remarks**

Tom Kiernan, President, National Parks Conservation Association  
Neil Mulholland, President and CEO, National Park Foundation  
Derrick Crandall, Counselor, National Park Hospitality Association