

**National Park Hospitality Association  
2010 Park Partners Forum  
October 17-20, 2010  
DoubleTree Guest Suites Naples, Naples, Florida**

**Sunday, October 17, 2010**

**Room**

2:00 PM – 4:00 PM	<b>Registration</b>
3:00 PM – 5:00 PM	<b>Hospitality Suite</b>
5:00 PM – 6:00 PM	<b>Opening Session: Report on Association Activities by NPHA Chairman Joe Fassler</b>
6:00 PM – 9:00 PM	<b>Reception and Dinner</b> <ul style="list-style-type: none"><li>• <b><i>Speaker: Hon. Thomas Strickland, Assistant Secretary of the Interior for Fish and Wildlife and Parks (invited)</i></b></li></ul>

**Monday, October 18, 2010**

7:00 AM – 8:45 AM	<b>NPHA Board of Directors Breakfast Meeting</b>
8:00 AM – 9:00 AM	<b>Continental Breakfast</b>
9:00 AM – 10:30 AM	<b>General Session - Linking Our Legacy of Parks to 21<sup>st</sup> Century Americans</b> <p>Discuss initiatives underway as well as new ideas to create and foster a robust link between national parks and 21<sup>st</sup> Century Americans, including:</p> <ul style="list-style-type: none"><li>- <b>America's Great Outdoors Initiative (AGO)</b></li><li>- <b>100th anniversary of the National Park Service in 2016</b></li></ul> <p>Moderator: Gerry Gabrys, President and CEO, Guest Services, Inc.</p> <p>Panelists: David Vela, Regional Director, Southeast Region, National Park Service <i>(confirmed)</i> Rex Maughan, Chairman, Forever Resorts</p>
10:30 AM – 10:45 AM	<b>Coffee Break</b>
10:45 AM – Noon	<b>General Session 2: NPS/NPHA Cooperation</b> <p>Discuss opportunities such as:</p> <ul style="list-style-type: none"><li>- <b>"Green" Operations</b></li><li>- <b>Optimizing Responses to Crises (Hurricanes, Fires, Oil Spills and More)</b></li><li>- <b>Obtaining Better Visitor Data.</b></li></ul> <p>Moderator: Kevin Kelly, President, Delaware North Companies Parks and Resorts</p> <p>Panelists: Dan Kimball, Superintendent, Everglades and Dry Tortugas National Parks <i>(invited)</i> Chris Belland, CEO, Historic Tours of America, Inc. <i>(invited)</i> Eric Ostern, Sr. Manager, Unilever Corporate Responsibility &amp; Community Awareness <i>(invited)</i></p>

Noon – 1:30 PM

**Lunches with Learning**, *featuring NPHA Staff, Associate Members and Consultants*

2:00 PM – 6:00 PM

**Mobile Seminar: Visit to Big Cypress Preserve** or Free Time/Golf

7:00 PM – 9:30 PM

**Reception, Pool Side Cookout, Hosted by Segway Inc.**

**Tuesday, October 19, 2010**

7:30 AM – 8:30 AM

**“Segway Sampler” & Continental Breakfast**

8:30 AM – 8:45 AM

**Segway Tours:** Matt Dailida, Vice President, Segway, Inc.

8:45 AM – 10:00 AM

**General Session 3: National Park Hospitality Association Outreach Efforts**

Discuss efforts and new outreach undertakings:

- **The National Parks Promotion Council**
- **MyParkGuru smart phone APP**
- **Tourism Allies**

Moderator: Terry MacRae, CEO, Hornblower Cruise

Panelists:

Lightspeed Media - App Unveiling (Live and Webinar)

John Poimiroo, Interim Executive Director, National Parks Promotion Council

Betty Huskins, Southeast Tourism Society and Ridgetop Associates

10:00 AM – 10:15 AM

**Coffee Break**

10:15 AM – 11:30 AM

**General Session 4: Growing and Improving Visitor Services in National Parks**

Discuss such issues as:

- **Shaping GMPs and Commercial Services Plans to allow responsiveness to new visitor needs and technologies**
- **New Ideas for Funding the Next Generation of Park Lodges and other visitor facilities**
- **Use of Historic Building Tax Credits in parks and more as tools to create park-quality, LEED certified and ADA compliant facilities**
- **Putting healthcare dollars to use in parks**

Moderator: Bruce Fears, President, ARAMARK Parks and Destinations

Panelists: Peggy O'Dell, Regional Director, National Capital Region, National Park Service

Rich Weideman, Chief, National Park Service Partnerships/Philanthropic Stewardship Office

Cpt. Charles Higgins, Health & Human Services (invited)

11:30 AM – 1:30 PM

**Luncheon**

- **National Parks in the 21<sup>st</sup> Century: Remarks by Jon Jarvis, Director, National Park Service (invited)**

1:30 PM – 3:30 PM

**Operational Issues Exchange with NPS staff:** DO 35B, SERA process; alternative LSI treatment and more

Moderator: Derrick Crandall, Counselor, NPHA

Panelists: Jo Pendry, Chief, Commercial Services, National Park Service (confirmed)  
Tim Harvey, Facility Management Officer, National Park Service (invited)

4:00 PM – 5:30 PM

**General Session 5: Teaming Up for National Parks**

Discuss such issues as:

- **Guest check-off programs**
- **Concerts and special events for fun, fund-raising and more**
- **Other tools to increase national park resources, nationally and locally**
- **Spurring visitation: youth initiatives; international tourism**

Moderator: Armand Ortega, President, Ortega's Enterprise

Panelists: Terre Jones, President, Wolf Trap Foundation for the Performing Arts (confirmed)  
Sue Cronin, US Travel Association (USTA)  
Ray Rivera, Director, Office of Public Engagement, U.S. Department of the Interior

5:30 PM – 9:00 PM

**Reception and Dinner**

- **Hon. Bennett Johnston (invited)**

**Wednesday, October 20, 2010**

7:00 AM – 8:00 AM

**NPHA Board of Directors Breakfast Meeting**

8:00 AM

**Departures**

9/14/10