

Director Jarvis' Pillars:

- Education
- Stewardship
- Workforce
- Relevance





Baltimore Road Show



EXPERIENCE YOUR AMERICA

Fort McHenry Junior Ranger



EXPERIENCE YOUR AMERICA

South Florida Road Show



EXPERIENCE YOUR AMERICA

National Council of La Raza - 2010 Convention San Antonio



EXPERIENCE YOUR AMERICA

League of United Latin American Citizens (LULAC) 2010 Convention - Youth Group Visit to Petroglyph



EXPERIENCE YOUR AMERICA

Hispanic Experience Roundtable



EXPERIENCE YOUR AMERICA

Hispanic Experience Roundtable



EXPERIENCE YOUR AMERICA

What Role Can Concessioners Play?

- Agree on overall objectives
 - Reach underserved populations
- Become involved in developing outreach programs
 - Bring ideas to the table
- Offer discounts for minority groups (youth)
 - Meals, Activities (boating, biking, etc)
 - Overnight trips
 - Non-peak times
- Consider partnerships with Minority Groups