Director Jarvis’ Pillars:

- Education
- Stewardship
- Workforce
- Relevance
Baltimore Road Show
Fort McHenry Junior Ranger
South Florida Road Show
National Council of La Raza - 2010 Convention
San Antonio
League of United Latin American Citizens (LULAC) 2010 Convention - Youth Group Visit to Petroglyph
Hispanic Experience Roundtable

EXPERIENCE YOUR AMERICA
Hispanic Experience Roundtable
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