



NPHA 2022 Fall Meeting *Schedule*

November 8-10, 2022

**The Westin Denver International Airport
8300 Peña Boulevard, Denver, CO 80249**

TUESDAY, NOVEMBER 8	
5:00 PM Boxelder Ballroom	Registration
6:00 PM Boxelder Ballroom	Reception for NPHA Members and Special Guests with hors d'oeuvres <i>Sponsored by Delaware North</i>

WEDNESDAY, NOVEMBER 9	
7:30 AM Alder Ballroom	Registration and Breakfast for All Attendees <i>Support Provided by Fort Sumter Tours</i>
7:30 AM Alder Ballroom	NPHA Executive Committee Meeting
8:15 AM Alder Ballroom	NPHA Board of Directors Meeting <i>All NPHA members are invited to participate. Special sessions on 2022 midterm elections, key NPHA issues, and 2023 NPHA workplan and priorities.</i>
11:00 AM Alder Ballroom	Joint NPS/NPHA session – Opening Comments, Introductions
	Applying the Lessons of COVID, Floods, and More: Using Nimbleness, Communications, and Data to Succeed Via Partnerships <i>A panel of National Park Service leaders and park concessioner executives will highlight important responses to the COVID pandemic that can bring about continuing successes on park safety, operations, and visitor experiences. Topics will include employee housing and medical care, gateway/park coordination, and nimbleness in providing essential visitor services including food and lodging and more.</i>

WEDNESDAY, NOVEMBER 9

	<p><u>Moderators:</u></p> <ul style="list-style-type: none">• Justin Unger, Associate Director for Business Services, National Park Service• Scott Socha, Group President, Parks & Resorts, Delaware North Chairman, National Park Hospitality Association <p><u>Panelists:</u></p> <ul style="list-style-type: none">• Cam Sholly, Superintendent, Yellowstone National Park• Brandon Bies, Deputy Superintendent, Acadia National Park• Sula Jacobs, Superintendent, Olympic National Park• Chip Campsen, President, Fort Sumter Tours <p><u>Reporter:</u></p> <ul style="list-style-type: none">• Brad Hill, President, Evelyn Hill, Inc.
12:00 PM Boxelder Ballroom	Lunch, informal conversation, and update on NPHA Native American Initiative by Brandy Frederich , Senior Director of West Coast Operations, Guest Services Inc.
1:00 PM Alder Ballroom	THE NATIONAL PARK HOSPITALITY ASSOCIATION'S FORUM ON NATIONAL PARK VISITOR DATA AND MANAGEMENT <i>Registration begins at 12:30 PM</i>
1:00 PM Alder Ballroom	Welcome Address by Scott Socha (Chairman, National Park Hospitality Association)
1:05 PM Alder Ballroom	Keynote Remarks by Mark Keam (Deputy Assistant Secretary for Travel and Tourism, U.S. Department of Commerce)
1:30 PM Alder Ballroom	Presentation of New National Survey on National Park Visitation by Caroline Bye , Vice President of Research, Morning Consult <u>Responding Panel:</u> <u>Moderator:</u> <ul style="list-style-type: none">• Deborah Ward, Business Development Director, Delaware North <p><u>Panelists:</u></p> <ul style="list-style-type: none">• Geoff Baekey, Managing Partner, CHM Government Services• Tina Heney, Chief Marketing Officer, Hornblower Group• Alex Klein, General Manager, Grand Teton Lodge Company• Michelle Lane, Vice President of Government Relations, National Park Foundation• Justin Unger, Associate Director of Business Services, National Park Service

WEDNESDAY, NOVEMBER 9

2:35 PM Alder Ballroom	Introduction to a New Website Aggregating National Park Visitor Data and Studies <u>Moderator:</u> <ul style="list-style-type: none">• Deborah Ward, Director II- Business Development, Delaware North <u>Panelists:</u> <ul style="list-style-type: none">• Christina Gay, International Trade Specialist, National Travel and Tourism Office, U.S. Department of Commerce• Tina Heney, Chief Marketing Officer, Hornblower Group• Sascha Ohler, Senior Vice President of Outdoor Recreation, Tyler Technologies
3:20 PM Alder Ballroom	Break <i>All Breaks Sponsored by Evelyn Hill, Inc.</i>
3:45 PM Alder Ballroom	Inviting All Americans to Share in the Legacy of Our National Parks and Using Partnerships to Protect Parks and Boost Lasting Memories <u>Moderator:</u> <ul style="list-style-type: none">• Alex Klein, General Manager, Grand Teton Lodge Company <u>Panelists:</u> <ul style="list-style-type: none">• Mark Keam, Deputy Assistant Secretary for Travel and Tourism, Department of Commerce• Frank Lands, Regional Director, Pacific West, National Park Service• Michelle Lane, Vice President of Government Relations, National Park Foundation• Cam Sholly, Superintendent, Yellowstone National Park, National Park Service• Mary Ellen Sprenkel, President & CEO, The Corps Network
4:30 PM Alder Ballroom	Data as the Building Block of Partnerships <u>Moderator:</u> <ul style="list-style-type: none">• Derrick Crandall, National Park Hospitality Association <u>Panelists:</u> <ul style="list-style-type: none">• Todd Merry, Chief Marketing Officer, Delaware North• Sascha Ohler, Senior Vice President, Outdoor Recreation, Tyler Technologies• Toby O'Rourke, President and CEO, Kampgrounds Of America Inc.
5:30 PM Alder Ballroom	Next Steps in Efforts to Sustain Our Parks – A Call to Action and for Unity

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	<p><u>Moderators:</u></p> <ul style="list-style-type: none">• Scott Socha, Chairman, National Park Hospitality Association• Justin Unger, Associate Director for Business Services, National Park Service
6:00 PM Grand Foyer	<p>Reception and Celebration of Native American Cuisine</p> <p>Remarks by Chris Vandall, OZ Architecture, and Westin Executive Chef</p> <p><i>Reception Sponsored by Xanterra</i></p> <p><i>Special Support Provided by OZ Architecture and The Coca-Cola Company</i></p>

THURSDAY, NOVEMBER 10

7:30 AM <i>Alder Ballroom</i>	<p>Breakfast and Informal Conversations</p> <p><i>Support Provided by TRF Concessions Specialists of Florida</i></p>
8:00 AM <i>Alder Ballroom</i>	<p>Opening Comments and Recap of Day One</p>
8:15 AM <i>Alder Ballroom</i>	<p>Panel Discussion: Managing Visitors with Better Transportation Options, Better Information, and Contemporary Management Skills</p> <p><i>National Park Service leaders, park concessioner executives and park partners will discuss strategies for achieving the goal Ken Burns set in testimony before the Senate National Parks Subcommittee: helping Americans “vote with their feet” to demonstrate support for national parks, and to make certain that all Americans feel welcomed to the national park system for learning, fun and important health benefits. Special emphasis will be given to direct and indirect benefits to key communities, including Tribal Nations, rural America and those identified for special DEI efforts.</i></p> <p><u>Moderator:</u></p> <ul style="list-style-type: none">• Alex Klein, General Manager, Grand Teton Lodge Company <p><u>Panelists:</u></p> <ul style="list-style-type: none">• Brandon Bies, Deputy Superintendent, Acadia National Park• Erica Cole, Transportation Planner, National Park Service• Rachel Collins, Visitor Use Management Project Manager, National Park Service

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	<ul style="list-style-type: none">• John Hannon, Visitor Use Management Planner & Concession Management Specialist, Rocky Mountain National Park• Sula Jacobs, Superintendent, Olympic National Park• Lance Wellwood, Regional Vice President of Parks and Resorts, West Region, Delaware North <p><u>Reporter:</u></p> <ul style="list-style-type: none">• Craig Erickson, President/Owner, Management and Engineering Services, LLC
<p>9:15 AM <i>Alder Ballroom</i></p>	<p>Pursuing World-Class Performance on Sustainability and Environmentally-Friendly Operations in National Parks</p> <p><i>Concerns about climate change and the overall impact of human activity make best-in-class operations in national parks popular and appropriate. Reduction in single-use plastics and improved overall sustainability efforts are timely actions and will be discussed by a panel of National Park Service leaders, park concessioner executives, and key suppliers to concessioners.</i></p> <p><u>Moderator:</u></p> <ul style="list-style-type: none">• Debbie Friedel, Director of Sustainability, Delaware North <p><u>Panelists:</u></p> <ul style="list-style-type: none">• Shaun Garrison, Senior Manager of Federal and Diplomatic Government Relations, The Coca-Cola Company• Patrick Gilham, National Account Sales Manager, Pactiv Evergreen• Chip Jenkins, Superintendent, Grand Teton National Park• Michelle Lane, Vice President of Government Relations, National Park Foundation• Richard Mills, President, Foodware, Newlight Technologies• Kurt Rausch, Chief, Commercial Services Program, National Park Service <p><u>Reporter:</u></p> <ul style="list-style-type: none">• Carol Metzler, Secretary/Treasurer, Gettysburg Tours, Inc. & TRF Concession Specialists of Florida
<p>10:15 AM <i>Alder Ballroom</i></p>	<p>Matching Park Needs for Operations, Investment and Maintenance with Needed and Reliable Resources</p> <p><i>The challenges of sustaining and improving America’s national park system are great, but there are many reasons for optimism. Public interest and support for parks is strong, as demonstrated by visitation patterns and recent powerful and bipartisan national steps to boost park</i></p>

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tools and resources, including the Great American Outdoors Act, Bipartisan Infrastructure Law, and Inflation Reduction Act. These joint authorities like FLREA and concessioner and philanthropy tools as tools for strategic use. Our panel of National Park Service leaders, park concessioner executives and park partners will discuss how to best use, integrate, and sustain these tools and support champions at the local, state, and national levels with ideas and data.

Moderator:

- **Mary Ellen Sprenkel**, President & CEO, The Corps Network

Panelists:

- **Bethany Barron**, Division Manager, Major Construction Division & GAOA Program Manager, National Park Service
- **Frank Lands**, Regional Director, Pacific West, National Park Service
- **Brad Hill**, President, Evelyn Hill, Inc.
- **Sula Jacobs**, Superintendent, Olympic National Park, National Park Service
- **Cam Sholly**, Superintendent, Yellowstone National Park, National Park Service

11:30 AM
Alder Ballroom

Closing Session and Conclusions, Including Discussion of Next Research Efforts by Morning Consult

Moderator:

- **Melinda Meade Meyers**, Incoming Executive Director, National Park Hospitality Association

Reporters:

- **Derrick Crandall**, Executive Director, National Park Hospitality Association
- **Kurt Rausch**, Chief, Commercial Services Program, National Park Service