



NPHA 2023 Annual Meeting Agenda

March 15-17, 2023

Hyatt House/The Wharf
725 Wharf Street, SW
Washington, D.C. 20024

WEDNESDAY, MARCH 15	
4:00 PM Chesapeake Boardroom	NPHA Executive Committee Gathering
5:00 PM H Bar	Welcome Reception for All NPHA Members and Guests

THURSDAY, MARCH 16	
7:30 AM Potomac Room	Registration and Breakfast for All Attendees
8:30 AM Potomac Room	NPHA Board of Directors Meeting <i>The Board of Directors Meeting is open to all NPHA Members</i>
12:30 PM Hyatt House Breakfast Area	Lunch
1:30 PM Potomac Room	Progress Towards Sustainability Initiatives Panelists will offer insights on how the concessions industry can further progress on sustainability initiatives. This session will focus on the potential role of circular economies in achieving sustainability goals and meeting reduction requirements. In addition, the National Park Service will share the latest on implementation of Secretary’s Order 3407 on reducing single-use plastics in national parks. <ul style="list-style-type: none"> • Debbie Friedel, Director of Sustainability, Delaware North • Shaun Garrison, Senior Manager, Federal and Diplomatic Government Relations, The Coca-Cola Company • Kurt Rausch, Chief, Commercial Services Program, National Park Service • Megan Stoffer, Senior Manager, Sustainability/ESG, Sysco • Emma Stradling, Strategy and Transformation, PepsiCo

THURSDAY, MARCH 16

2:30 PM Potomac Room	Effective Engagement with Native American Communities National Park Service leaders, NPHA members, and representatives from Native communities will present on best practices for engaging with Native communities, examples of successful partnerships between those working in the national parks and local Native communities, and legal obligations to consult with Tribal entities. <ul style="list-style-type: none">• Brian Drapeaux, Deputy Superintendent, Grand Canyon National Park• Dorothy FireCloud, Native American Affairs Liaison, National Park Service• Brandy Frederich, Senior Director of West Coast Operations, Guest Services Inc.• Sherry L. Rupert, Chief Executive Officer, American Indian Alaska Native Tourism Association
3:30 PM Potomac Room	Coffee Break
3:45 PM Potomac Room	Discussion with National Park Service Leadership National Park Service leadership will offer thoughts on agency priorities and how concessioners and the Department of the Interior/National Park Service can continue to work together effectively on shared goals such as visitor data, sustainability, diversity. <ul style="list-style-type: none">• Lena McDowall, Deputy Director for Management and Administration, National Park Service• David Moore, Superintendent, Fort McHenry National Monument & Historic Shrine, Hampton National Historic Site, Star-Spangled Banner National Historic Trail• Kurt Rausch, Chief, Commercial Services Program, National Park Service• Justin Unger, Associate Director for Business Services, National Park Service
5:00 PM H Bar	Reception for All NPHA Members and Guests

FRIDAY, MARCH 17

7:30 AM Potomac Room	Breakfast for All Attendees
8:15 AM Potomac Room	Reconvene and Recap of Previous Day
8:30 AM Potomac Room	Legislative Update from Congressional Staff on Recreation Bill Developments and Outlook Key congressional staffers from Capitol Hill will join us to discuss efforts that will support and promote our national parks in the 118 th Congress, including

FRIDAY, MARCH 17

	<p>updates on Great American Outdoors Act funding, Gateway Community and Recreation Enhancement Act reintroduction, and more.</p> <ul style="list-style-type: none">• Aniela Butler, U.S. House Committee on Natural Resources• Bryan Petit, Senior Professional Staff, U.S. Senate Committee on Energy and Natural Resources• Joshua Sizemore, Policy Advisor, U.S. Senator Steve Daines (R-MT)• James Willson, Counsel, U.S. Senate Committee on Energy and Natural Resources
9:20 AM Potomac Room	<p>Leveraging Funding Opportunities in the Current Political Environment to Support Transportation, Access, Facilities, Connectivity, and More</p> <p>National Park Service officials and others will discuss where concessioners fit and how they can engage in efforts to support infrastructure needed to provide access to and serve national park visitors.</p> <ul style="list-style-type: none">• Gill Beck, Director of Hotel Operations, Grand Teton Lodge Company• Michael Caldwell, Associate Director, Park Planning, Facilities, and Lands, National Park Service• Patrick Kenney, Superintendent, Shenandoah National Park, Cedar Creek & Belle Grove National Historical Park• Michelle Lane, Vice President, Government Relations, National Park Foundation• Kevin Schmitt, Deputy Associate Director, Information Resources, National Park Service
10:30 AM Potomac Room	Coffee Break
10:45 AM Potomac Room	<p>Discussion of Results from Latest Morning Consult Survey: Barriers to Entry</p> <p>NPHA Task Force leaders walk us through the findings of NPHA's latest Morning Consult Survey on barriers to entry and what those findings mean for concessioners.</p> <ul style="list-style-type: none">• Tina Heney, Chief Marketing Officer, Hornblower Group• Deborah Ward, Business Development Director, Delaware North
11:45 AM Potomac Room	Recap and Action Plan for Next Steps
12:00 PM	Adjourn for PM flights