

National Park Partners Strategic Planning Session

The Madison Hotel – Washington, D.C.

1177 15th Street, N.W.

November 1-2, 2011

Tuesday, November 1

101 Constitution Avenue N.W., Seventh Floor (ACLI)

5:30 – 8:00 pm **Opening Reception**

Wednesday, November 2

The Madison Hotel

8:00 – 8:30 am Coffee

Mount Vernon

8:30 – 8:45 **Welcome and Session Overview**

Tom Kiernan, President, National Parks Conservation Association
Derrick Crandall, Counselor, National Park Hospitality Association
Neil Mulholland, President and CEO, National Park Foundation

8:45 – 9:15 **Sharing A Call to Action**

Speaker: Jon Jarvis, Director, National Park Service

9:15 – 9:30

Inviting Engagement Through Organizational Excellence

Speaker: Michael Creasey, Superintendent, Lowell National Historical Park, National Park Service

9:30 – 10:30

Partner Responses-Supporting and Building on A Call to Action

Speakers: Tom Kiernan, President, National Parks Conservation Association
Neil Mulholland, President and CEO, National Park Foundation
Derrick Crandall, Counselor, National Park Hospitality Association

10:30 – 10:45

Break

10:45 – 12:10 pm

Breakout Sessions: Round One

- **Connecting Parks and Programs to Communities** *Constitution*

Facilitator: Tom Powers, President, Boston Harbor Island Alliance

Resources: Greg Moore, Executive Director, Golden Gate National Parks Conservancy

Mickey Fearn, Deputy Director of Communications and Community Assistance, National Park Service

- **If You Build It, Will They Come Back?**

Mount Vernon

Facilitator: Cathy Ahern, Vice President, Member Services, American Recreation Coalition

Resources: Curt Buchholtz, Former Executive Director, Rocky Mountain Nature Association

Terry MacRae, CEO, Hornblower Cruises and Events

Brian Joyner, Special Assistant to the Deputy Director, National Park Service

Wednesday, November 2 (cont'd.)

12:15 – 12:35 **Healthy Parks Healthy People... Healthy Foods** *Mount Vernon*
Presentations by the National Park Service and National
Park Hospitality Association

12:40 – 1:30 **Lunch** *Montpelier*
Delaware North Companies Parks and Resorts is pleased to
showcase a healthy and sustainable menu based upon its
in-park operations.

1:30 – 1:50 **Centennial Steering Committee: Common Ground for Partners**
Speakers: Craig Obey, Senior Vice President, Government Affairs,
National Parks Conservation Association
Dan Puskar, Director of Partnerships and Government Relations,
National Park Foundation
James Ashurst, Vice President of Public Relations and
Advertising, Recreation Vehicle Industry Association

2:00 – 3:20 **Breakout Sessions: Round Two**

● **Advancing the NPS Educational Mission**

Constitution

Facilitator: David French, Vice President of Marketing and
Communications, National Park Foundation
Resources: Julia Washburn, Associate Director of Interpretation and
Education, National Park Service
Vanessa Morel, Washington, D.C. Director, NatureBridge
Gerry Gabrys, President and CEO, Guest Services, Inc.

● **Preserving America's Special Places**

Mount Vernon

Facilitator: Tony Jewett, Vice President of Regional Operations, National
Parks Conservation Association
Resources: Peggy O'Dell, Deputy Director of Operations, National Park
Service
Denis Galvin, Former Deputy Director, National Park Service
Chris Belland, CEO, Historic Tours of America, Inc.

3:30 – 4:15 **Actions/Goals for the Summit**

Montpelier

Facilitator: Katie Nyberg, Executive Director, Mississippi River Fund

4:15 – 4:30 PM **Concluding Remarks**

Tom Kiernan, President, National Parks Conservation Association
Neil Mulholland, President and CEO, National Park Foundation
Derrick Crandall, Counselor, National Park Hospitality Association