

CONCESSIONS MANAGEMENT ADVISORY BOARD
SKYLAND RESORT – HISTORIC CONFERENCE BUILDING
SHENANDOAH NATIONAL PARK, LURAY, VA

Tuesday, September 18, 2012

8:30am Continental breakfast available – Meeting Room – Historic Conference Building

9am Welcome
Jo Pendry, Chief, Commercial Services Program

Superintendent's Welcome

Martha Bogle, Superintendent, Shenandoah National Park

Convene Business Meeting
(Call to Order/Agenda Review/Approve Minutes/Introduction of Participants)

Dr. James J. Eyster, Chairman

General Program Updates Including:

- Planning for the NPS Centennial
- Innovative New Services Study
- Simplifying contracts for small concessioners
- Campground Management
- 2012 Visitation Trends

Jo Pendry, Chief, Commercial Services Program

Regional Contracting Updates & Discussion on Contract Terms

Debra Hecox, Branch Chief Planning and Development

Use of Arrowhead by Concessioners and the Development of Official Logo

Kurt Rausch, Branch Chief, Contract Management

10:30am BREAK

Rate Approval Review and Standards, Evaluations and Rate Approval (SERA) Project Update

Kurt Rausch, Branch Chief, Contract Management

Concessioner Marketing Expenses Compared to Industry &

Marketing Efforts of the NPS

Robert Hyde, Branch Chief, Financial Management

Asset Management Update: LSI, Curing Deferred Maintenance,
Project Management

Deborah Harvey, Branch Chief, Asset Management

12 pm LUNCH *(on your own)*

1:00 pm An Open Discussion on Incentive Programs for Concessioners

Moderated by Kurt Rausch

2:30pm BREAK

An Open Discussion on Incentive Programs for Concessioners

Moderated by Kurt Rausch (continued)

Items of Interest to Concessioners

David Brown, America Outdoors

Derrick Crandall, National Park Hospitality Association

New Business

Concluding Remarks

5 PM MEETING ADJOURNED