



2010 CONCESSIONAIRES & PUBLIC LANDS SYMPOSIUM



*“Connecting to California’s Changing Demographics and Economy -
Fulfilling People’s Expectations”*

Tuesday, November 16

- 11:00 a.m. – 1:00 p.m.** **Registration**
- 1:00 p.m. – 1:15 p.m.** **Welcome** – Ray Murray, John Koeberer and Jim Luscutoff
- 1:15 p.m. – 2:00 p.m.** **Opening Session – “Providing Services That Engage California’s Resident and Visitor Demographics”**
- Keynote Address:** **Carolyn Beteta**, California Travel and Tourism Commission and Tourism, Business, Transportation and Housing Agency
- 2:00 p.m. – 2:15 p.m.** **Break**
- 2:15 p.m. – 3:30 p.m.** **Panel Session 1 – “Consumer Value and Lifestyle Trends/Indicators”**
John Poimiroo, Poimiroo & Partners
Derrick Crandall, American Recreation Coalition and National Parks Hospitality Association
Craig Mackey, Outdoor Industry Association
- 3:30 p.m. – 3:45 p.m.** **Break**
- 3:45 p.m.– 5:00 p.m.** **Panel Session 2 – “Relevance and Services to Engage Emerging Demographics”**
Nina Roberts, California State University, San Francisco
Michael Collins, REI
Emilyn Sheffield (invited), California State University, Chico
- 5:00 p.m.** **Adjourn**
- 6:00 p.m.** **Reception** – Seascape Room
- 7:00 p.m.** **Dinner**– Seascape Room
- Keynote Speakers:** **Ruth Coleman**, California State Parks
Elizabeth Goldstein, California State Parks Foundation
Tom Stienstra, San Francisco Chronicle



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- 8:30a.m. – 8:45 a.m. **Opening Dedication to the Legacy of Brian O’Neill – Doug McConnell**
- 8:45 a.m. – 10:30 a.m. **Panel Session 3 – “Partnership Success Stories”**
Muir Woods National Monument
Shane Ortega, Ortega Family Enterprises
Aaron Roth, Golden Gate National Recreation Area
McArthur–Burney Falls State Park
Warren Meyer, California State Parks Concessionaire
Robert Foster, California State Parks
Marilyn Linkem, California State Parks
Ski Industry/United States Forest Service Case Study(ies)
Andrew Strain, Heavenly Mountain Resort
Jonathan Cook-Fisher, United States Forest Service
County Partnerships
Marshall Pike, The California Parks Company
Jim O’Conner, Santa Clara County Parks and Recreation
Kelly Klett, Santa Clara County Parks and Recreation
- 10:30 a.m. – 10:45 a.m. **Break**
- 10:45 a.m. – 12:15 p.m. **Session 4 – “Health and Wellness in Parks”**
Slow Health Foods in Parks
Frank Klein, FK Restaurants & Hospitality
Parks as Health and Wellness Venues
Pat O’Brien, East Bay Regional Park District
Jennifer Scanlon, Kaiser Permanente
Smoke Free Zones in Parks and Connecting with the Health Community
Jim Milestone, Whiskeytown National Recreation Area
- 12:15 p.m. – 1:15 p.m. **Lunch– Kiln Room**
- 1:15 p.m. – 2:25 p.m. **Session 5 – “More Sustainable and Cost –Efficient Operations”**
Chris Lane, Xanterra Resorts
Bruce Fears, Aramark Parks and Destinations
Stephen Gehrett, East Bay Regional Park District
- 2:25 p.m. – 2:40 p.m. **Break**
- 2:40 p.m. – 3:50 p.m. **Session 6 – “Marketing and Promotion”**
John Poimiroo, Poimiroo & Partners
Terry MacRae, Hornblower Cruises & Events
Jonelle Tannahill, California Travel & Tourism Commission
- 3:50 p.m. – 4:00 p.m. **Wrap-up and Adjourn**