



FOR IMMEDIATE RELEASE

Cavers convene in Glenwood Springs Sept. 24-28 for the 2018 National Caves Association Convention

Glenwood Caverns Adventure Park is hosting the 53rd Annual National Caves Association Convention, giving members the opportunity to network with fellow cave owners and operators from around the U.S., learn ways to improve their businesses and enjoy Glenwood Springs.

GLENWOOD SPRINGS, Colo. (Sept. 13, 2018) — Members of the National Caves Association (NCA) will convene in Glenwood Springs and at Glenwood Caverns Adventure Park for the 53rd annual convention Sept. 24 -28. The event is a venue for the exchange and sharing of ideas on all things related to owning and operating a cave attraction. While in town, NCA members will have the opportunity to learn more about Glenwood Caverns and its operations as well as share about their own experiences and insights.

Some of the convention highlights include a vendor show at the Hotel Colorado, an opening reception at Iron Mountain Hot Springs, keynote and other speakers, as well as roundtable discussions for the members. There are also opportunities for these visitors to get the full Glenwood Springs experience. Convention guests will have a chance to soak at Iron Mountain Hot Springs, ride the thrill rides at Glenwood Caverns Adventure Park and spend a Western-themed afternoon at Bair Ranch High Canyon Adventures complete with four-wheeling or horseback riding excursions and a chuckwagon dinner. They will also have free time to explore and enjoy the shops, restaurants and other area businesses.

Lisa Langer, vice president of tourism promotion for the Glenwood Springs Chamber Resort Association is eager to welcome the group to town. "Glenwood Springs is honored to have this prestigious national group in our community. What a wonderful way to highlight not only the Glenwood Caverns, but also all the other wonderful attractions here. While in town, these guests are supporting many local businesses, which is an added benefit during the fall shoulder season."

This year's keynote speaker is Mike Kaplan, President and CEO of Aspen Skiing Co. Kaplan was one of the youngest executives of a top U.S. ski resort when he took the reins as president and CEO of Aspen Skiing Co. He offers a depth of knowledge about the fast and changing pace of guest expectations, recreational technology and growth opportunities.

Nancy Heard, general manager of Glenwood Caverns Adventure Park, will speak about ride safety during a breakout session on Thursday. Heard is an instructor and a senior ride inspector with the National Association of Amusement Ride Safety Officials. She's one of just a handful of women in the U.S. to have achieved level III certification, the highest level offered by the association.

"We've been active in the NCA for many years and have always benefited from attending the conventions at caves all around the U.S.," Steve Beckley, who owns Glenwood Caverns



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Adventure Park with his wife Jeanne, said. “Hosting the event here means a lot to us. It’s our turn to show off Glenwood Caverns and the Historic Fairy Caves and our hometown. Our team has been working with NCA for months to develop an educational and entertaining itinerary with plenty of time for our guests to explore and experience the area.”

Other speakers include Jon Schallert, an internationally known speaker who helps small businesses improve their marketing strategies and become destinations that attract visitors far beyond regional geography. Schallert’s message resonates with cave owners, many of whom are family-owned enterprises. Also speaking on the topic of marketing is Trent Blizzard, owner of BlizzardPress, a website design and marketing firm in Glenwood Springs. A social media expert, Blizzard will share tips with NCA members about how to engage with audiences across a variety of marketplace platforms.

With 146 registered participants, Glenwood Caverns is expecting the largest turnout for an NCA convention to date. The NCA represents 80 show caves from across the US, Bermuda and Barbados—including Glenwood Caverns. It was founded in 1965 by a small group of private show cave owners with the goal of encouraging the public to discover America’s underground wonders. The association is also dedicated to educating about cave science. They provide material resources; give talks and tours about everything from cave critters and how to protect the fragile cave environment to the mesmerizing cave formations that delight visitors.

Glenwood Caverns Adventure Park will be open to the public and operating as usual during the NCA convention. More information about the park, including hours of operation and a list of which attractions are open, can be found at GlenwoodCaverns.com or by calling 800-530-1635 or 970-945-4228, ext. 0.

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About Glenwood Caverns Adventure Park

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Located in scenic Glenwood Springs, Colo., midway between Aspen and Vail, Glenwood Caverns Adventure Park offers a one-of-a-kind mountain-top adventure. The Adventure Park features a gondola ride, walking and wild tours of Glenwood Caverns and Historic Fairy Caves, dining, and year-round attractions including the new Haunted Mine Drop, Alpine Coaster, 4D Motion Theater and Laser Tag Arena. Seasonal offerings include the Giant Canyon Swing, Glenwood Canyon Flyer, Cliffhanger Roller Coaster, Wild West Express family coaster, a climbing wall, gemstone sluice box mining, a Ferris wheel ride and a holiday light display. Ideal setting for groups and birthday parties. Glenwood Caverns Adventure Park operates the new Iron Mountain Hot Springs now open on the bank of the Colorado River in Glenwood Springs.