

## Karen Davis

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**Subject:** FW: Bottled Water at Grand Canyon  
**Attachments:** Bottled Water Grand Canyon.PDF

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**From:** Karen Davis  
**Sent:** Wednesday, May 26, 2010 8:41 AM  
**To:** Neil Mulholland  
**Subject:** FW: Bottled Water at Grand Canyon

Neil,

Betty looped me in on this issue. Do we have any ability to discuss the issue with Jarvis or DOI? It creates a bit of a hassle with one of our larger supporters.

KD

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**From:** Quinton Martin [qmartin@na.ko.com]  
**Sent:** Monday, May 24, 2010 7:52 PM  
**To:** Neil Mulholland  
**Cc:** Betty Hallman; Janine Kellner; Dor Silverman; Dan Manning  
**Subject:** Fw: Bottled Water at Grand Canyon

Neil

Thanks for the help in pushing forward the program on the National Mall, at the end of the day I believe it will be a good thing for all of us.

I hate to engage you only with issues or opportunities but the attached note is a little disturbing for us as a beverage company. We clearly understand the impact of waste on the environment and are working on multiple fronts to be a part of the solution versus being identified as solely a part of the problem. I would love to take you and NPS through our total recycling and packaging efforts.

The attached letter from the Grand Canyon, the elimination of all bottled water, is somewhat of a shock to us as it was also to someone at NPS in DC when they were questioned about it...see last message in the string. As you can imagine we have had extensive conversations with DOI and NPS on the ability of the Service and the individual parks to regulate or mandate products and merchandise in the parks....we of course were looking for ways to gain exclusive availability which maybe a different subject. However, the end result was a belief that the parks' authority was limited to areas of public safety, quality or questionable content, bottles of water would appear to fall outside that realm. If this a trend across the service it creates a new set of challenges for us.

I know park governance is outside your job description but thought I would share this with you in the hope that you could point me in the right direction for a conversation on recycling and plastic bottle material content with NPS. I would normally go to the Partnership Office but it appears to be still understaffed.

Hopefully on my next trip to DC we will be able to discuss this or you can point me to the right person to meet with at NPS. I believe we can help without going to this extreme.

Quinton Martin  
Retail Community Partnerships  
Coca-Cola North America

Ph: 404-676-0070  
Fax: 404-598-0070  
qmartin@na.ko.com

----- Forwarded by Quinton Martin/US/NA/TCCC on 05/24/2010 07:28 PM -----

From: James Yost/US/NA/TCCC  
To: Quinton Martin/US/NA/TCCC@TCCC  
Cc: Jeffrey Foote/US/NA/TCCC@TCCC, Nicole C. Hutcheson/US/NA/TCCC@TCCC, Angela Christopher/US/NA/TCCC@TCCC  
Date: 05/24/2010 07:08 PM  
Subject: Bottled Water at Grand Canyon

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Hello Quinton,

Thank you for the note and I just got this from our customer Xanterra. We really need to step up production of our Plant Bottle if the parks would still allow and this will have a huge impact on our business and other parks in the future. My customer passed this along to me and I know that you have been managing the NPS relationship. Let me know if we have official communication other than letters like this that are being sent to our customer. Also, I will be sending this over to Swire who is our bottling partner in the area in case they have not received word.

Thanks,

James Yost  
Coca-Cola Foodservice  
Senior Sales Executive  
425-498-8143 - Office  
303-229-8616 - Cell

From: Quinton Martin/US/NA/TCCC  
To: "James Yost" <jyost@na.ko.com>  
Date: 05/21/2010 07:38 AM  
Subject: Fw: Quick Question

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James

Please see the note below, are there concerns at Grand Canyon with Xanterra and bottle water sales? I am pretty sure of the answer but have to check.

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**From:** Janine Kellner  
**Sent:** 05/21/2010 10:22 AM EDT  
**To:** Quinton Martin  
**Cc:** Dori Silverman  
**Subject:** Fw: Quick Question  
Quinton, can you double check to see if there is anything to this? Or tell me who to call?

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**From:** "Barbara Hiden" [bhiden@ameribev.org]  
**Sent:** 05/21/2010 09:53 AM AST

To: Janine Kellner  
Subject: Quick Question

Elaine Taylor from Montana said a friend "had it on good authority" that bottled water sales will be banned from the Grand Canyon effective January 1, 2011. I have called the Park Service at Interior, and they think I'm nuts! It's a nutty idea. I was just thinking of KO's relationship with the Park Service and thought I'd check with you to see if you've heard anything like this? I feel certain it would have been a big deal if true. The hikers would go nuts! Bad idea.

Thanks!

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June 3, 2009

Jamie Patten  
SVP, Communications  
National Park Foundation  
1201 Eye Street, NW, Suite 55  
Washington, DC 20005

John Piltzecker  
Chief, NPS Partnership Office  
National Park Service  
1849 C Street, NW  
Room 3127  
Washington, DC 20240-0001

Caroline Cunningham  
President  
The Trust for the National Mall  
801 13<sup>th</sup> Street NW, Suite 300 North  
Washington, DC 20005

RE: National Mall and Memorial Parks Recycling Program -- Letter of Intent

Dear Caroline, Jamie and John:

Reference is made to the Proud Partnership Sponsorship Agreement among the National Park Foundation ("NPF"), National Park Service ("NPS") and The Coca-Cola Company ("TCCC"), dated January 1, 2007; and our discussions concerning the proposed long-term recycling program for the National Mall and Memorial Parks.

As we have discussed, TCCC will commit to provide funding in an amount up to \$500,000 for the analysis, development and implementation of a sustainable recycling program for the National Mall and Memorial Parks (from the Lincoln Memorial to the Capital) in 2009 as follows:

- The parties will work together to develop a waste stream analysis that will be commissioned and executed beginning in July and continuing through September 2009;
- An analysis of waste stream (to be completed by a third party NGO agreed on by all parties) will define the scope of work and design requirements for the Mall program as well as identifying the approved uses of the funding; and
- Permanent structures and recycling communications points will be constructed to meet design requirements, including uses of trademarks owned by the parties and

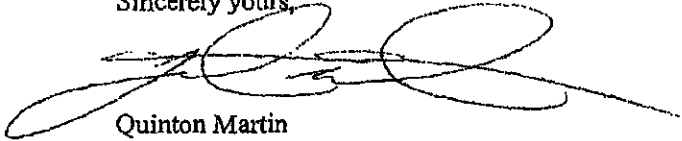
SJ-11982-00040

made available for this program subject to the trademark holders prior written approval in each case.

- NPS, Trust or NPF will be solely responsible for hiring, managing and paying the suppliers that will build the permanent recycling structures.
- NPS will be solely responsible for the ongoing maintenance of the recycling structures and the removal of recycled materials under its existing NPS contracts. To this end, TCCC will assume no responsibility or liability for the construction, maintenance or use of the recycling structures.
- The parties will enter into an agreement that captures each of these points and provides the details around TCCC's funding commitment.

We look forward to our continued discussions to finalize and execute an agreement to establish a sustainable recycling program and appreciate the opportunity to partner with you on this meaningful initiative as part of our long standing relationship with the NPF, NPS and now The Trust. Thank you very much,

Sincerely yours,

A handwritten signature in black ink, appearing to read 'Quinton Martin', with a large, stylized flourish extending to the right.

Quinton Martin

C: Dori Silverman  
Wendy O'Sullivan  
Neha Patel