



19th Annual NCA Education Conference

AUGUST 17-19, 2017

HOTEL DEREK



Houston, Bayou City, H-town, Clutch City – whatever you want to call the largest city in Texas and the fourth largest in the U.S., get ready to enjoy the vibe and settle in for an inspired conference.

The 19th Annual NCA Education Conference will offer you an opportunity to explore the city's nightlife and be "social" about it. The next day, we'll delve into how you can manage your digital reputation with tips from a digital strategist. We'll also get to meet a real, live astronaut, learn more about the hospitality industry from an expert in the field, jam out to some classic rock at a live music performance, get tips on building a fundraising legacy, and hear how one Houston entrepreneur is not only teaching a

Southern city to love South African cuisine, but is challenging philanthropic norms by finding new, creative ways of giving back to the community he loves. We'll also squeeze in customer service, discuss and compare new apps and do a little power networking - so bring your business cards. See you in Houston!



Hospitality Today Friday, August 18

Dr. Dennis Reynolds
Dean, UH-Hilton College

Houston is home to a world leader in hospitality education - the [University of Houston Conrad N. Hilton College of Hotel & Restaurant Management](#) (UH-CNHC) - and the NCA is excited to host Dr. Dennis Reynolds, dean of the Hilton College, as one of our guest speakers.

Dr. Reynolds, who is also the Barron Hilton Distinguished Chair at UH-CNHC, began his career in hospitality as a busser in a fine-dining restaurant in Southern California – and never left the industry. He is a scholar, seasoned hospitality executive, researcher and author, a gifted teacher and a frequent speaker to management groups in Asia, Europe, and North America.

Specializing in global service-management issues, Dr. Reynolds is ranked 15th among the world's most prolific hospitality-management authors. He is also a frequent and sought-after speaker across the globe. Don't miss this opportunity to hear a leader in the hospitality field at the conference this year.

Failure Is Not An Option

Fred Haise, Apollo 13 Astronaut



Conference Keynote Speaker Saturday, August 19

The NCA is honored to present Fred Haise, astronaut from the [Apollo 13](#) mission, made famous by the phrase "Houston, we've had a problem here." Mr. Haise, also a Presidential Medal of Freedom recipient and test pilot for the Space Shuttle program, will share how teamwork is a necessary and integral component of success in any undertaking, big or small. For more information on Mr. Haise visit our Conference Speakers bio page at www.ncakey.org. The keynote luncheon and the opportunity to hear an American hero speak is included in your conference registration!

Register & Pay @ www.ncakey.org or Download the Registration Form & Pay With a Check

All prices listed below include sales tax. Online payments are subject to PayPal service fees

NCA MEMBERS REGISTERING BY JUNE 1, 2017	\$825
Single registration - Includes 3 nights accommodations at Hotel Derek (August 17-19) and all NCA hosted events, activities and meals.	
TEAM LEADERS' MEETING (NCA Chapter & Executive Board members only)	\$45/each
GREATER HOUSTON ATTENDEES REGISTERING BY JUNE 1, 2017	\$250
Single Registration for Houston area attendees only (hotel not included & membership meeting not included for non-members)	
NON-NCA MEMBER ATTENDEES REGISTERING BY JUNE 1, 2017	\$875
Single registration - Includes 3 nights accommodations at Hotel Derek (August 17-19) & hosted events, activities and meals, excluding Friday's membership meeting	
OPTIONAL ADDITIONAL FEES	
Extra room nights available	\$158/night
Guest fee (includes Keynote Speaker Luncheon)	\$250

Additional registration and conference information is available at www.ncakey.org.



Thursday, August 17
9:00 a.m. – 3:00 p.m.

All chapter and executive board members will participate in the annual TEAM meeting to plan, compare programs, learn from each other and to celebrate our Board Members of the Year. Breakfast and lunch will be provided.

Welcome y'all!

Welcome Reception
Thursday, August 17
6:00 p.m.



The conference officially kicks off with a warm Texas welcome and suggestions on where to Be Social in Houston and the use of **#NCAHouston2017** and **#YouShouldBeHere**. Then you're off to explore Houston's restaurants, event venues, shopping districts and nightlife, snapchatting, instagramming, tweeting and posting your experiences.

Explore Houston - Be Social
Thursday, August 17 6:30 p.m.

#NCAHouston2017 #YouShouldBeHere

It's your night out in the Bayou City! Participate in [Houston Restaurant Weeks](#), attend [Alley Theatre](#), shop or dance until you drop – but do it all while you snapchat, instagram, tweet, and post pictures and reviews of the places you go using **#NCAHouston2017** and **#YouShouldBeHere**. In our Friday session, we'll review some of our social media posts and learn from a Digital Strategist how businesses are dealing with social media and how you can help manage your company's digital reputation. Check out our list of great Houston websites at www.ncakey.org and start planning your night out in Houston!



The NCA arrives in Houston in time for [Houston Restaurant Weeks](#)! It's a foodie's paradise, so make your reservations (*highly recommended*) and enjoy some of the city's best restaurants on a fixed price menu. For information and to make reservations, visit www.houstonrestaurantweeks.com after July 15. A portion of all food sales benefits the Houston Food Bank.

Thursday, August 17

9:00 a.m. - 3:00 p.m.	TEAM Meeting – NCA Board Members
9:00 a.m. – 12:00 p.m.	Morning Session - Breakfast provided
12:00 -1:30 p.m.	Lunch provided
1:30-3:30 p.m.	Afternoon Session
3:00 -5:00 p.m.	FREE TIME.
5:30- 6:30 p.m.	Welcome Reception – Room Bravo
	Cash Bar Available
6:30 p.m. - ???	Explore Houston & Be Social!
	See list of options at www.ncakey.org .

Friday, August 18

8:00-10:00 a.m.	NCA Annual Membership Meeting
	All Members Welcome - Breakfast provided
10:00-10:30 a.m.	Speed Networking
10:45-11:45 a.m.	Hospitality Today
12:00-1:30 p.m.	Lunch On Your Own
1:30-2:30 p.m.	Managing Digital Reputations

Friday, August 18 continued

2:30-3:30 p.m.	Building a Fundraising Legacy
3:30-5:00 p.m.	FREE TIME
6:30-10:30 p.m.	Classic Albums Live! Creedence
	Clearwater Revival
	Miller Outdoor Theatre
	Dinner Provided by Dinner's Served

Busses leave @ 6:30pm!

Saturday, August 19

9:00-10:00 a.m.	FIRST Touch – The Ultimate Service Experience
10:00-10:45 a.m.	Apps, Apps & More Apps
11:00 a.m.-12:00 p.m.	Giving Back Creatively to Your Community
12:00-1:30 p.m.	Keynote Luncheon
1:30-2:30 p.m.	Keynote Speaker, Fred Haise
2:30-5:00 p.m.	FREE TIME
6:00-10:00 p.m.	Gala Dinner & Awards

#NCAHouston2017 #YouShouldBeHere

Visit www.ncakey.org to register



NCA Annual Membership Meeting Friday, August 18



All NCA members are welcome and do not need to be registered for the conference to attend the business meeting. Please wear your NCA member pin to gain admittance. The remainder of the day's events are open only to registered attendees.

We'll recognize and pin our newly NCA Certified Concierges and Endorsed Partners – VIP. Our special guest, Ram Silverman with Golden Tickets, will share ticket purchasing tips with us; and don't forget - it's an election year for the NCA Executive Board. We'll get to hear from candidates and cast our votes electronically for the first time! Be sure to bring a smartphone or tablet to cast your vote during the meeting. Bios for candidates can be found in Member Resources at www.ncakey.org by June 30. Members not attending the conference will be able to vote in advance by email.



Bring your business cards for fast, fun NCA networking during the annual membership meeting. We've got new members to connect with as well as new friends to make!



Apps, Apps & More Apps Saturday, August 19

We're all hooked on having information at our fingertips. How did we ever survive without apps? Bring a list of your favorites that make your job in the hospitality industry easier to do - as well as those that don't make the cut – and we'll have a group discussion, sharing the information with our NCA colleagues.

Managing Your Digital Reputation

Steven Goldfried
Digital Content Strategist



In our world of social media, how you respond – or don't respond – to criticisms can have immediate repercussions. Taking NCA social media posts from your Thursday's "Be Social" events, Steven Goldfried, Digital Content Strategist for the [Houston Rockets](http://www.houstonrockets.com) (NBA) will offer advice on how to successfully manage your social media image. To learn more about Mr. Goldfried, visit our Speaker's Bio page at www.ncakey.org.

Building a Fundraiser Legacy

Patsy Chapman
CEO, Nutcracker Market



Imagine a fundraiser so successful that vendors wait for years to get in and attendees tailgate in the morning before the doors open! Patsy Chapman, CEO of the [Nutcracker Market](http://www.nutcrackermarket.com), one of Houston Ballet's major sources of income, has guided the annual holiday market to such success and has tips to help you build on your chapter's fundraising successes and create your own legacy. Read more about Ms. Chapman on the Speakers' Bio page at www.ncakey.org.

FIRST TOUCH – The Ultimate Service Experience

Fred Johnson, CNCA
First Baptist Church of Glenarden



As an NCA Certified Concierge at [First Baptist Church of Glenarden](http://www.firstbaptistchurchglenarden.com), Fred Johnson guides visitors through the new era in houses of worship. This facility greets more than 15,000 a week and his customer service skills are an integral part of their unique experience, which he will share with us. Read more about Mr. Johnson on the Speakers' Bio page at www.ncakey.org.

Giving Back Creatively to Your Community

Thomas Nguyen, Co-founder/owner, Peli Peli



Teaching the Culinary Capital of the South to love South African food makes for an interesting career, but when Thomas Nguyen decided to coordinate the [Prom Party Palooza](http://www.prompartypalooza.com) for patients at the M.D. Anderson Cancer Center *and* to get his [Peli Peli](http://www.pelipeli.com) customers involved, he made a significant difference in many people's lives. Meet this Houston powerhouse entrepreneur and learn more about giving back to your community in ways that you may never have considered. For more background on Mr. Nguyen, visit www.ncakey.org to see the Speakers' Bio page.

19th Annual
NCA
Gala Dinner | Awards
Saturday, August 19, 2017
6:00 – 10:00 p.m.

The NCA Executive Board of Directors invites all registered attendees & guests to join the celebration!

Hotel Derek Semi-formal, cocktail attire

6:00 - 7:00 p.m.	Reception, Cash Bar
7:00 - 8:00 p.m.	Dinner
8:00 - 10:00 p.m.	Awards Program



Awards to be presented include:

- | | |
|----------------------------|-------------------------------------|
| Board Members of the Year | Best Chapter Education Program |
| Conference Host Award | Best Chapter Philanthropic Program |
| Best Chapter Affiliate | Best Chapter Membership Program |
| Best New Chapter Affiliate | NCA Communications Award |
| Best Chapter Associate | Concierge Outstanding Service Award |
| Best Chapter Volunteer | NCA Leadership Award |
| | Chapter of the Year |

I've Been Everywhere, Man!

Announcement of the 2018 Annual Conference Location

Music provided by



Classic Albums Live!



Friday, August 18
6:30 – 10:30 p.m.

There's nothing like a live, rock concert, so load the candle app on your phone and get ready to enjoy music from Creedence Clearwater Revival's Chronicle and Greatest Hits albums. It's classic rock and roll with hits like *Bad Moon Rising*, *Proud Mary*, *Born on the Bayou* and more. It's not an official cover band, but rumor has it they sound just like CCR.

Busses will load at Hotel Derek, we'll enjoy a gourmet picnic dinner, compliments of Dinner's Served, at the [Miller Outdoor Theatre's Pavilion](#) and then take our seats for a night full of fun, good music and great friends! Dress in cool, outdoor summer wear and put on your dancing shoes.



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Cissy Segall Davis
Managing Director

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