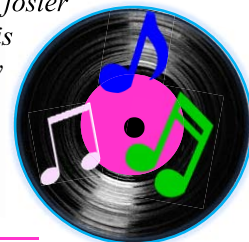




20TH Anniversary National Concierge Association Education Conference August 23 – 25, 2018

Join us in Memphis as we celebrate the 20th anniversary of the National Concierge Association. Education, Networking & Service is our theme with guest speakers who are actively involved in supporting and educating those of us in the hospitality and tourism industries. Also included are individuals who work to foster kindness and compassion on a greater scale. Enjoy the spirit of Elvis at The Guest House at Graceland and the music of Beale Street in the city known as the Birthplace of Blues AND Rock 'n' Roll. Together, we will witness what lasting differences a sacred promise and a commitment to a noble cause can make in our lives. Join us for what will be a celebration of this organization as well as a mind-opening, heart-touching conference that reinforces why we do what we do in the NCA and why we love it!



Keynote Speaker Saturday, August 25

Civil Rights Movement & MLK50: Where Do We Go From Here?



Faith Morris
Chief Marketing & External
Affairs Officer,
National Civil Rights Museum

Faith Morris has used her 20-plus years of experience in marketing communications and eight years in broadcast journalism working with business leaders and influencers in various sectors – corporate, media, non-profit, entertainment and legislative. At the [National Civil Rights Museum at the Lorraine Motel](#), she established the Museum's diverse outreach initiatives, programming and issues-based platforms. She has been a key driver of the Museum's 2017-18 MLK50 commemoration for the 50th anniversary of Dr. Martin Luther King's assassination. A Memphis native, she is a graduate of the University of Memphis and Dartmouth College Tuck School of Business. In 2017, *ii100* magazine named her a Top 100 Interesting & Influential Individuals; in 2016, the NAACP Tennessee State Convention presented Ms. Morris with the Bridge of Honor Award.

Friday, August 24



More than half a century ago, entertainer [Danny Thomas](#) envisioned a hospital that would treat children regardless of race, color, creed or their family's ability to pay. Join us as we hold our Annual Meeting at the [St. Jude](#) Domino's Event Center and then tour the hospital, learning about the ongoing success of his vision, and take part in a group activity to aid the hospital. NCA medical concierges from [Children's National Medical Center](#) in Washington, DC, will be our group leaders during the tour and activity.

Friday, August 24

Dealing with Natural Disasters in the Workplace

NCA Panel Discussion

Maggie Walker, CNCA, Moderator
Chief Concierge & Wine Director,
Kenwood Inn & Spa Resort,
Sonoma Valley, California



Due to unavoidable circumstances, John T. Edge will not be able to join us for his previously scheduled presentation. So we have shifted our *Dealing with Natural Disasters in the Workplace* panel discussion from the TEAM meeting to this larger meeting. Now all attendees will benefit from the hard-earned knowledge that four of our members gained during the seemingly endless natural disasters of 2017. Joining Maggie on the panel will be Brenda Kolenda, CNCA, At Large/Florida; Rebecca Thompson, Affiliate, NCA-Greater Houston Chapter (PC); and Carol Mullikin, CNCA, National President and Special Advisor to the NCA-Greater Houston Chapter (PC). We'll discuss the Northern California wildfires, Hurricane Harvey and Hurricane Irma as these disaster-tested members share what they've learned about overcoming diversity and re-establishing a welcoming environment for tenants, patrons and visitors.

Friday, August 24

Following our lunch panel discussion, we will visit the



[National Civil Rights Museum at the Lorraine Motel](#). The visit promises to be a very special experience that will take us through centuries of history. From powerful visual images to audio recordings to sharing the moment with our diverse membership – we will learn more about the commitments and sacrifices that are an integral part of the struggle for civil rights. Your ticket to the museum is included with your registration.

Top Restaurant Recommendations in Memphis

Reservations highly recommended for Fine Dining. Request Marlowe's Pink Cadillac pick-up in advance.

1. [Flight](#) - Fine Dining
2. [Folk's Folly](#) - Fine Dining
3. [Itta Bena](#) - Fine Dining - Hidden gem above BB King's on Beale
4. [Restaurant Iris](#) - Fine Dining
5. [Paulette's](#) - Fine Dining
6. [Central BBQ](#) - Local Favorite - Very near Civil Rights Museum; recommended by EB members Mullikin, Sunvold & Finstad!
7. [Marlowe's Ribs](#) - Local Favorite - Southern food to die for; picks you up in a pink Cadillac
8. [Gus's World Famous Fried Chicken](#) - Local Favorite
9. [Majestic Grill](#) - Moderately Priced
10. [Terrace at the River Inn](#) - Moderately Priced - Great sunsets



Click [HERE](#) for Thrill List's 10 best cocktail bars in Memphis. And don't miss the Lobby Bar at the iconic [Peabody Hotel](#) in downtown Memphis. Be sure to try the Blue Suede Shoes martini for a totally Elvis vibe.

Still looking for a restaurant?

Click [HERE](#) for Eater's list of the hottest new Memphis restaurants.

Thursday, August 23 9:00 a.m. – 3:00 p.m.

TEAM MEETING

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.

After lunch, we're in for a treat with an [Insider's Mojo Tour](#). This familiarization tour of Downtown and Midtown key points of interest takes place on a Backbeat Tour bus. A [Welcome to Memphis](#) docent will guide us through a tour of all we need to see in the Home of the Blues. This tour is made possible by a sponsorship from O.C. Tanner in Salt Lake City, Utah.



Saturday, August 25 11:15 – 11:45 a.m.



Trends Shaping the Future of the Concierge Profession

Tim Flohr, instructor at the [University of Memphis Kemmons Wilson School for Hospitality and Resort Management](#), will share with us some of the trends that are

currently shaping the hospitality industry. We look forward to learning more about these trends and what we can do to stay relevant and current in today's rapidly changing environment.

Saturday, August 25 11:45 a.m. – 12:15 p.m.

Delivering Authentic Memphis Hospitality

Jeanne-Marie Cummings, Training Program Coordinator for the [Welcome To Memphis](#) customer service driven program, will share the purpose and success of "Authentic Memphis Hospitality." This creative training is used extensively by the city's hospitality and service industry professionals.



Thursday, August 23 6:00 p.m.



Welcome Reception & Pinning Ceremony

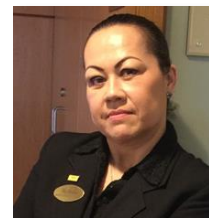


The conference officially kicks off with a welcome reception on the beautiful grounds of [The Guest House at Graceland](#). Mix and mingle while enjoying hors d' oeuvres, non-alcoholic beverages. A cash bar is available inside the hotel. We'll pin our newest NCA Certified Concierges and Endorsed Partners as we begin our 20th anniversary celebration. Afterwards, you can enjoy lawn games, take a dip in the pool or head to Beale Street on the hotel shuttle.

Saturday, August 25
9:00 – 10:00 a.m.

Taj Ma Heal

Mayra Belen, NCA Certified Concierge and Senior Concierge at the [University of Pennsylvania Health System \(Penn Medicine\)](#) will present **Taj Ma Heal** on Saturday. This presentation will educate attendees on the growing role of medical concierges and how they are changing the way the medical profession interacts with patients. By using the superior service she has learned through the Ritz-Carlton Service Excellent Training, along with other career experience, Mayra plays a leadership role in implementing service standards at Penn Medicine, going beyond typical patient treatment.



Beale Street Shuttle!



The Guest House at Graceland offers a shuttle to Beale Street every night from 6:00 - 11:30 p.m. Tickets are \$5.00 per person or \$10.00 round-trip. It's best to schedule in advance. The first shuttle of the evening departs the hotel at 6:00 p.m., arriving at the Hard Rock Café on Beale Street at 6:30 p.m. The final run picks up at the Hard Rock at 11:30 p.m. If you miss it, there's always Uber or Lyft!

Annual Membership Meeting

Friday, August 24

Domino's Event Center @
St. Jude Children's Research Hospital

Busses leave the hotel at 8:00 a.m.

We're doing it a little differently this year! All members will load the busses at The Guest House at Graceland as we travel off-site for an exciting meeting at the Domino's Event Center on the campus of [St. Jude Children's Research Hospital](#). Immediately following the Annual Meeting, we will split into two groups. While one group receives a guided tour of the hospital, the other group will participate in an activity with families and patients. Then we'll switch.

After the tours and activities are completed, we will enjoy a traditional Memphis BBQ lunch and participate in a panel discussion about *Dealing with Natural Disasters in the Workplace*, hearing from NCA members who dealt with wind, fire and flood last year – Maggie Walker, At Large Member/California; Brenda Kolenda, At Large Member/Florida; and Carol Mullikin and Rebecca Thompson, Greater Houston Chapter (PC).

Following this presentation, we'll travel to the [National Civil Rights Museum at the Lorraine Motel](#) for a self-guided tour. Your ticket is included in your conference registration and will be distributed during the Annual Meeting.

Please wear your NCA member pin to gain admittance. The remainder of the day's events are open to registered attendees. A detailed transportation schedule will be included in your welcome packet.

Saturday, August 25 10:00 – 11:00 a.m.



Historic Memphis to Modern Memphis

There's no better way to get a feel for a city than to learn a bit of its history. Jimmy Ogle, noted Memphis historian, will lead us through 500 years of the city's history, highlights and firsts, teaching us about one of the most influential cities in America. Mr. Ogle has studied Memphis throughout his career and hobbies, ranging from being the director of the Memphis Rock 'n' Soul Museum, to managing the Beale Street Landing, to being the scoreboard operator for the University of Memphis Men's Basketball, to being a downtown Memphis walking tour guide, to a stint as a Duckmaster at the famed Peabody Hotel. His perspective and knowledge are unique and his love of Memphis is evident in his storytelling. Let's have a little fun as we sit back, relax and listen to a master storyteller weave a tale of the history of this Southern city.

Conference Schedule of Events

THURSDAY, AUGUST 23 Resort Casual Attire

9:00 a.m. - 3:00 p.m. TEAM Meeting – NCA Boards

Breakfast Served 8:00 a.m.

9:00 a.m.–12:00 p.m. Morning Session

12:00 -1:00 p.m. Lunch provided

1:00-3:00 p.m. Welcome to Memphis' Insider's Mojo Tour

3:00 -5:00 p.m. FREE TIME

6:00- 7:30 p.m. Reception & Pinning Ceremony
Hors d' oeuvres, cash bar available in the hotel

FRIDAY, AUGUST 24 Business Casual Attire w/Walking Shoes

BUSSES LEAVE THE HOTEL AT 8:00 A.M.

8:30-10:00 a.m. NCA Annual Membership Meeting @ St. Jude/Domino's Event Center

All Members Welcome - Breakfast Provided

10:00 a.m. – 12:00 p.m. Tour & Activity @ St. Jude

12:00 – 2:00 p.m. Lunch & Panel Discussion, *Dealing with Natural Disasters in the Workplace*

Busses Leave St. Jude at 2:30 p.m.

3:00 – 5:00 p.m. National Civil Rights Museum

Busses Leave NCRM at 5:00 p.m.

5:00 - ??? FREE TIME

SATURDAY, AUGUST 25 Resort Casual

Breakfast Served 8:00 – 8:45 a.m.

9:00 – 10:00 a.m. *Taj Ma Heal*, Mayra Belen, CNCA & Senior Concierge, Penn Medicine, Philadelphia, Pennsylvania

10:00 – 11:00 a.m. *Historic Memphis to Modern Memphis*, Jimmy Ogle, Memphis Historian

Break Time

11:15 – 11:45 a.m. *Trends Shaping the Future of the Concierge Profession*, Tim Flohr, UM Kemmons Wilson School for Hospitality and Resort Management

11:45 a.m. – 12:15 p.m. *Delivering Authentic Memphis Hospitality*, Jeanne Marie Cummings, Welcome To Memphis

12:15 – 2:30 p.m. Keynote Address & Luncheon *Civil Rights Movement & MLK50: Where Do We Go From Here?* Faith Morris, National Civil Rights Museum at the Lorraine Motel

2:30 – 5:00 p.m. FREE TIME

6:00 – 10:00 p.m. Gala Dinner & Awards

Cocktail Attire

A light wrap may be necessary for sessions held inside. Comfortable shoes are a MUST for Friday. We will be walking through St. Jude and the National Civil Rights Museum.

20th Anniversary GALA

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

Dinner | Awards
Saturday, August 25, 2018
6:00 – 10:00 p.m.

The Guest House at Graceland
Semi-formal, cocktail attire

6:00 - 7:00 p.m.	Reception, Open 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 2019 Annual
Conference Location

Thank You to Our Sponsors:

concierge
PREFERRED


St. Jude Children's
Research Hospital
ALSAC • Danny Thomas, Founder
Finding cures. Saving children.



O.C.TANNER

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Vik Chohan

