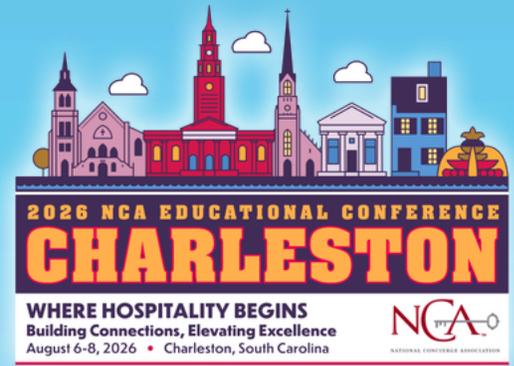


# AGENDA

All meetings and general sessions are at Francis Marion Hotel unless otherwise noted.



## THURSDAY, AUGUST 6, 2026

Registration for all attendees - Noon to 4pm in the Lobby

### NCA TEAM LEADERS ANNUAL MEETING

- Location:** Colonial Room (Lobby Level)  
**Who may attend:** All NCA Chapter Board of Directors and NCA Executive Board of Directors  
**Attire:** Business casual - wear your NCA Certified or Endorsed Partner pin!  
**Times:**  
9:00am – 11:30 am NCA Team Leaders Annual Meeting  
11:30am – 1:00pm Lunch Break  
1:00 pm - 3:30pm NCA Team Leaders Annual Meeting  
3:30pm – 6:00pm Free Time

### NCA WELCOME RECEPTION AND MEMBERSHIP NETWORKING EVENT

- Location:** Share House at 23 Ann Street, Charleston  
**Who may attend:** All registered attendees, guests and local Concierge professionals  
**Attire:** Business casual  
**Time:** 6:00pm – 8:00pm with complimentary light appetizers & cash bar  
*Attendees encouraged to make dinner plans following event.*

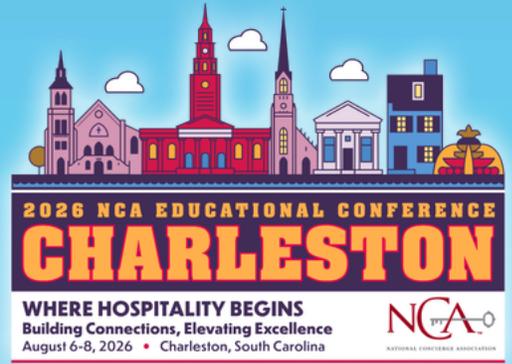
## FRIDAY, AUGUST 7 - DAY SESSIONS

- Location:** Colonial Room (Lobby Level)  
**Who may attend:** All registered attendees  
**Attire:** Business casual - wear your NCA Certified or Endorsed Partner pin!  
**Times:**  
9:00am – 10:30am NCA Annual Membership Meeting (NCA Members only)  
10:30am – 10:45am *Break*  
10:45am – 11:30am *More Than 1776; Revolutions in Charleston*  
Speaker: Tyler Page Wright Friedman, Founder, Walk and Talk Charleston LLC  
11:30am – 11:40am HipMaps Presentation by Rachel LeRoy  
11:40am – 11:55am *Fifth Generation Legacy Business*  
Speaker: Eli Hyman, Owner, Hyman's Seafood  
11:55am - Noon Overview of NCA Lunch in Charleston "Dine-Around" Event  
Noon – 1:30pm Lunch Dine-Around at local Charleston restaurants  
1:30pm – 2:00pm Dine-Around Restaurant Reviews by attendees  
2:00pm – 3:00pm *AI In Action; How Concierge & Business Networks Can Use AI Today and Without the Hype!*  
Speaker: Waldron McCritty, Founder & CEO, BE LUX AI

***Friday Evening - Free Time, Enjoy Charleston!***

The NCA is proud to support **Joseph Floyd Manor**, a vital housing community for elderly and disabled residents in Charleston. Through our conference philanthropy, we aim to foster dignity, connection, and care by uplifting local efforts and providing meaningful support.

# AGENDA



## SATURDAY, AUGUST 8 – DAY SESSION

**Location:** Colonial Room  
**Who may attend:** All registered attendees & guests  
**Attire:** Business casual - wear your NCA Certified or Endorsed Partner pin!

**Times:**

- 9:00am – 10:20am *Partnering with National Heritage Areas*  
Speaker: Djuanna Brockington, Interim Executive Director, Gullah Geechee Cultural Heritage Corridor
- 10:20am- 10:30am *Break*
- 10:30am – 11:30am *A New Paradigm of Hospitality and Tourism Education*  
Dr. Hunter Kim, Professor and Chair, Hospitality and Tourism Management Department, School of Business, College of Charleston
- 11:30am – 11:45am NCA Philanthropic Presentation:  
Angela Childers, CEO, Charleston County Housing & Redevelopment Authority
- 11:45am - Noon *Break*
- Noon – 2:00pm Keynote Speaker Luncheon  
*The Contagious Concierge:*  
*How Small Touchpoints Create Unforgettable Experiences*  
Speaker: Anne Obarski, Founder/Principal, Merchandise Concepts
- 2:00pm – 6:00pm *Free Time*

## SATURDAY EVENING, AUGUST 8 – NCA GALA RECEPTION, DINNER & AWARDS

**Location:** Colonial Room  
**Who may attend:** All registered attendees & guests  
**Attire:** Semi-formal / Formal

**Times:**

- 6:00pm – 6:45pm Reception with cash bar
- 6:45pm - 7:00pm Group Photo
- 7:00pm – 8:00pm Dinner
- 8:00pm – 8:15pm *Break*
- 8:15pm – 10:15pm NCA National Awards presented by the NCA Executive Board and the announcement of the 2027 NCA Conference Location

**SPECIAL THANKS - The NCA is especially grateful to our Conference Sponsors:**



*Heartfelt thanks also go out to our conference speakers, each of our NCA chapters, and the conference planning committee for their contributions.*