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

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

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

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*

---

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

Awards to be presented include:
- Board Members of the Year
- Conference Host Award
- Best Chapter Affiliate
- Best New Chapter Affiliate
- Best Chapter Associate
- Best Chapter Volunteer
- Best Chapter Education Program
- Best Chapter Philanthropic Program
- Best Chapter Membership Program
- NCA Communications Award
- Concierge Outstanding Service Award
- Best Chapter Philanthropic Program
- NCA Leadership Award
- Chapter of the Year
- I've Been Everywhere, Man!
  Announcement of the 2019 Annual Conference Location

Thank You to Our Sponsors:

Photography by:

O.C. Tanner

Vik Chohan