



21st Annual National Concierge Association Education Conference

August 8-10, 2019

Marquette Hotel | Minneapolis, Minnesota

Major Support Provided by *ABTS Convention Services*

Welcome to our 21st Annual Education Conference in beautiful Minneapolis-St. Paul, Minnesota. We look forward to spending time as guests of our NCA Minnesota Chapter, learning more

about icons of the Twin Cities such as the [Mall of America](#) and the magnificent

Mississippi River. Our host hotel is the [Marquette Hotel](#), ideally situated in downtown Minneapolis and connected to the [Crystal Court in the IDS Center](#), where our awards gala and dinner will be held. The hotel is also connected to the Minneapolis Skyway for easy access to restaurants, shops and nightlife. Our guest speakers will help us get in touch with our “wild” side; give us tips on providing [red carpet service](#), create some concierge magic, teach us more about social media marketing, educate us about the role of a very large river, share how [Broadway Across America](#) creates a bridge from the Great White Way to the rest of the country, and provide entrepreneurial inspiration based on some [funky cheesecake](#). The Minnesota Chapter Board of Directors will lead us in *Star of the Show*, an interactive networking activity that will help you find a cast mate so you can learn more about the stars in the NCA. This is also an election year for the NCA Executive Board. We’ll say goodbye to some of our leaders as they step off the board and welcome newly elected officers as they lead the organization for the next two years. Join us this year as we continue to build a bridge toward the future!

Keynote Luncheon & Speaker Saturday, August 10 | 12:00 – 2 p.m.

*From Diva Dogs to Do-Overs:
A Dog Musher’s Perspective on Personalities,
Adaptability & Unleashing Your Wild Side*



Chris Heeter
Founder, [The Wild Institute](#)

Unleashing your *Wild* side means having the courage to bring the gift of who you are to all of what you do. That means showing up whole, creative, free, engaged, connected, and bold. Our keynote speaker, [Chris Heeter](#), a wilderness guide since 1984 and a Certified Wilderness First Responder, has received numerous speaking awards and has been profiled on *National Geographic Today*. Her *Wild* life serves as the canvas for her speaking and team-building programs. She admits that much of what she has learned about humanity comes from dogs and rivers—from her team of 16 sled dogs, who she helped breed, raise and train, to her decades of guiding whitewater canoe trips. Combined, they create the perfect back-drop for memorable, easy to apply, and life-changing tools for individuals, teams, leaders, and organizations. Bring your “Wild” side to conference and get ready for a keynote speech like you’ve never experienced!



Friday, August 9 11:30 a.m. – 12:15 p.m.

*Roll Out the Red Carpet: Add the
WOW Factor to Your Work*

Donna Cutting, Founder & CEO
[Red Carpet Learning Systems, Inc.](#)

For almost two decades, [Donna Cutting](#) has been inspiring audiences and leading teams to roll out the red carpet for their customers. She is the author of two books, including *501 Ways to Roll Out the Red Carpet for Your Customers: Easy-to-Implement Ideas to Inspire Loyalty, Get New Customers, and Leave a Lasting Impression* (Career Press, 2015), and *The Celebrity Experience: Insider Secrets to Delivering Red Carpet Customer Service* (Wiley, 2008). As the Founder and CEO of Red Carpet Learning Systems, Inc., Donna has built a team of experts who help clients increase employee engagement, improve internal communication, get better customer service scores, and earn sales through the customer experience. She’s an active member of the National Speakers Association, and a Certified Speaking Professional (CSP); a designation held by less than 10% of professional speakers worldwide.



NCA MEMBERS REGISTERING BY JUNE 1, 2019 (Early Bird pricing)

Single Occupancy - Includes 3 nights accommodations at The Marquette Hotel (Aug. 8-10) and all NCA hosted events, activities and meals.

\$960

NCA MEMBERS REGISTERING AFTER JUNE 1, 2019

TEAM LEADERS' MEETING (NCA Chapter & Executive Board members only)

\$1,085

GREATER MINNEAPOLIS/ST. PAUL AREA REGISTRATION

\$70/each

Single Registration for Greater Minneapolis/St. Paul area attendees only (hotel not included & membership meeting not included for non-members). Registrants must live and/or work within 100 miles of the metroplex.

\$510

NON-NCA MEMBER ATTENDEES REGISTERING BY JUNE 1, 2019 (Early Bird pricing)

\$1,235

Single registration - Includes 3 nights accommodations at The Marquette Hotel (Aug. 8-10) and all NCA hosted events, activities and meals, excluding Friday's membership meeting

NON-NCA MEMBER ATTENDEES REGISTERING AFTER JUNE 1, 2019

\$1,360

OPTIONAL ADDITIONAL FEES

Extra room nights available

\$180/night

Guest fee (includes Keynote Speaker Luncheon)

\$310

Register and pay online at www.ncakey.org. Service fees will apply.

Thursday, August 8 8:15 a.m. – 4:00 p.m.

TEAM Meeting – Depart The Marquette at 7:30 a.m.

Rise and shine chapter and executive board members! All early birds will depart the hotel at 7:30 a.m. for the [Landmark Center](#) in St. Paul to participate in the annual TEAM meeting to plan, compare programs and learn from each other.

Breakfast and lunch will be provided, complements of [Bite Squad](#) and [Chanhassen Dinner Theatre](#).



After lunch, we'll go on a [Padelford Riverboats](#) cruise down the mighty Mississippi River and learn a little more about birding in Minneapolis, made cool by birding expert and park ranger, [Sharon Stiteler](#), a.k.a. the Minnesota Bird Chick.

[Stiteler](#), a.k.a. the Minnesota Bird Chick.



Thursday, August 8 | 6:00 p.m.

Welcome Reception & Pinning Ceremony

The conference officially kicks off with a welcome reception at the [Shindig Event Space](#). Mix and mingle, enjoying light hors d'oeuvres and a cash bar. We'll pin our newest NCA Certified Concierges and Endorsed Partners and celebrate their achievements. Afterwards, feel free to explore our host city's many restaurants while re-connecting with your NCA colleagues.

Friday, August 9 | 1:30 – 2:30 p.m.

Bridging Broadway

Jim Sheeley, President, Historic Theatre Group & Broadway Across America-North

Jim Sheeley will share with us the evolution of Broadway on the road, how theatres work, and tips about hot shows on the horizon. As the President of the [Historic Theatre Group](#) and [Broadway Across America – North](#), Jim is responsible for management of the Historic Orpheum, State and Pantages theatres, presenting more than 350 performances in Minneapolis annually. He also oversees Broadway subscription series in Minneapolis and surrounding cities. Previously, Jim was responsible for the supervision of local Broadway touring business and operations, working in a total of 17 markets across the country. There's no business like show business!

Background Image: [Golden Gate Bridge](#) /San Francisco, California

Friday, August 9 | 3:00 – 3:30 p.m.

Cheesecake Funk

Vanessa Drews | Owner, Cheesecake Funk

The well-worn concierge adage of “because you just never know” certainly applies to Vanessa Drews. Little did she realize that

by sweetly leaving cheesecakes at [Paisley Park](#) as regular late-night treats for co-workers and band members, she was gaining [Prince](#) as a fan of her culinary skills. Named by the artist, [Cheesecake Funk](#) is now a growing business for this mom and life-long Prince fan. Dig if you will...her unique story, served with samples of cheesecake.

Saturday, August 10 | 10:15 – 11:30 a.m.

The Magic of Concierge Services

Steven “Hudson” Cotariu

Owner/Entertainer, Hudson Magic

[Hudson](#) has been performing magic for over 40 years and is one of the fortunate few to turn his hobby into his livelihood. Based in Minnesota, he has performed professionally across the country and has entertained informally on all seven continents. Hudson will share with us how to apply techniques magicians use to customize their show for a specific audience, such as matching the promise to the client's needs. It works like magic!



Saturday, August 10 | 9:00 – 10:15 a.m.

What Happens Next (Social Media)?

David Keinert, Director of Marketing
Bigos Management

David Keinert has been in the hotel and property management industry for almost 20 years. While most of his experience has been in upscale hotels and resorts, he is currently working in residential property management and marketing. David is currently the Director of Marketing for [Bigos Management](#), where he directs the overall brand strategy and general marketing strategies for the company, and manages the digital presence of all assets including websites, social media and other electronic platforms. With his social media expertise, David will share with us what he anticipates will happen next with this evolving marketing tool.

Annual Membership Meeting & General Sessions

Friday, August 9 | 9:00 a.m. - 4:00 p.m.

The Marquette Hotel | Mississippi Room

Breakfast Service Begins @ 8:45 a.m.

The annual meeting of the National Concierge Association will provide members with a review of the past year by the NCA Executive Board and will include discussion and voting for the 2019-20 budget. Members in attendance who have not cast their vote for the 2019-2021 Executive Board of Directors will be able to do so during the Annual Meeting. Wear your NCA membership pin for admittance. The rest of the day's events are open to registered attendees.

Friday, August 9 | 9:00 – 11:00 a.m.

Annual Meeting & Voting

Final voting will take place during the Annual Meeting for NCA members in attendance who have not voted for candidates for the 2019-2021 NCA Executive Board of Directors. These votes will be combined with votes cast electronically prior to the conference and the new Executive Board will be announced after our final speaker of the day.



Friday, August 9 | 11:00 – 11:30 a.m.

The Three Mississippis of the Twin Cities



John O. Anfinson, Superintendent
National Park Service - Mississippi
National River and Recreation Area

John O. Anfinson became Superintendent of the [Mississippi National River and Recreation Area](#) in August, 2014. Prior to that, he worked for the St. Paul District, Corps of Engineers, as a cultural resources specialist and district historian. This Mississippi National Park runs for 72 miles through Minneapolis-St. Paul, and John has been researching, writing and speaking about the upper Mississippi River for over 25 years. He is also a founding board member of [Friends of the Mississippi River](#), an organization that focuses on the environmental health of the Mississippi in the Twin Cities metropolitan area.



Friday, August 9 | 6:00 – 8:30 p.m.

Mall of America Scavenger Hunt

It's time for a little Friday night fun! Our NCA colleagues from the Minnesota Chapter have designed a scavenger hunt at the country's signature shopping/entertainment destination – the [Mall of America](#). With progressive appetizers and cash bars, this promises to be an event for the conference history book. Light rail transportation, sponsored by [Meet Minneapolis](#), begins at 4:30 p.m. Special instructions for the staggered departure schedule will be provided during the General Sessions.

Conference Schedule of Events

**All meetings/events at The Marquette Hotel
will be in the Mississippi Room**

Wednesday, August 7

6:00 – 8:00 p.m.

Resort Casual Attire

[Royal Foundry Craft Spirits](#)

Welcome Reception for Chapter Boards,
Hosted by Minnesota Chapter

Thursday, August 8

8:15 a.m. - 4:00 p.m.

7:30 a.m.

Resort Casual Attire

TEAM Meeting – NCA Boards
Depart The Marquette Hotel for [Landmark Center](#), St. Paul

8:15 – 8:45 a.m.

8:45 – 11:45 a.m.

11:45 a.m.-12:45 p.m.

1:00 – 3:00 p.m.

Breakfast

Morning Session

Lunch

Padelford Riverboats on Mississippi River -
Sharon Stiteler, "Minnesota Bird Chick"

Return to The Marquette Hotel

FREE TIME

Conference Welcome Reception & Pinning
Ceremony, [Shindig Event Space](#)

Friday, August 9

9:00 a.m. – 4:00 p.m.

Business Casual Attire

Annual Meeting & General Sessions, The
Marquette Hotel - Mississippi Room

8:45 a.m.

9:00 – 10:00 a.m.

Breakfast served

NCA Annual Membership Meeting - All
Members Welcome

Elections for 2019-2021 Executive Board held during this time

10:15 – 11:00 a.m.

11:00 – 11:30 a.m.

Annual Meeting continues after break
The Three Mississippis of the Twin Cities
John Anfinson, Mississippi National River
and Recreation Area, National Park Service

11:30 a.m. – 12:15 p.m.

*Roll Out the Red Carpet: Add the WOW
Factor to Your Work* – Donna Cutting,
Red Carpet Learning Systems

12:15 – 1:15 p.m.

1:30 – 2:30 p.m.

Lunch on your own

Bridging Broadway - Jim Sheeley,
Historic Theatre Group and Broadway
Across America-North

2:30 – 3:00 p.m.

Star of the Show Networking, Minnesota
Chapter Board of Directors

3:00 – 3:30 p.m.

Cheesecake Funk - Vanessa Drews,
Owner

3:30 p.m.

3:30 – 4:30 p.m.

4:30 – 6:00 p.m.

6:00 – 8:30 p.m.

NCA Executive Board Election Results
FREE TIME

Travel time to Mall of America

[Mall of America](#) Scavenger Hunt

Transportation via light rail

Saturday, August 10

Breakfast on your own

9:00 – 10:15 a.m.

Business Casual Attire

10:15 – 11:30 a.m.

11:30 a.m. – Noon

Noon – 2:00 p.m.

What Happens Next (Social Media)

David Keinert, Bigos Management

The Magic of Concierge Services

Steven "Hudson" Cotariu, Hudson Magic
Group Photo

Keynote Luncheon & Speaker - *From
Diva Dogs to Do-Overs: A Dog Musher's
Perspective on Personalities, Adaptability
& Unleashing Your 'Wild' Side*, Chris
Heeter, The Wild Institute

FREE TIME

Gala Reception, Dinner & Awards,
IDS Center, 50th Floor – **Cocktail Attire**

Gala & Awards

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

Dinner | Awards
Saturday, August 10, 2019
6:00 – 10:00 p.m.

The IDS Center, 50th Floor
Semi-formal, cocktail attire

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

Awards Include:

Board Members of the Year
Conference Host Award
Best Chapter Affiliate
Best New Chapter Affiliate
Best Chapter Associate
Best Chapter Volunteer
Chapter of the Year

Best Chapter Education Program
Best Chapter Philanthropic Program
Best Chapter Membership Program
NCA Communications Award
Concierge Outstanding Service Award
NCA Leadership Award

Drum Roll, Please!

Announcement of the 2020 Annual Conference Location

Thank You to Our Conference Sponsors:



Convention Services

