



# 20<sup>th</sup> Anniversary National Concierge Association Education Conference August 23 – 25, 2018

Join us in Memphis as we celebrate the 20<sup>th</sup> 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 50<sup>th</sup> 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

### From Kitchen Tables to Restaurant Theaters: The Role of Food in the Civil Rights Movement



**John T. Edge**  
Director, Southern Foodways Alliance  
Author, *The Potlikker Papers: A  
Food History of the Modern South*

John T. Edge has served as the director of the [Southern Foodways Alliance](#) since its founding in 1999. The Alliance is an institute of the University of Mississippi's Center for the Study of Southern Culture and explores the diverse food cultures of the American South. Mr. Edge is also the author of [The Potlikker Papers: A Food History of the Modern South](#), which was named a best book of 2017 by National Public Radio, Publisher's Weekly and others. He is a winner of the MFK Fisher Distinguished Writing Award from the James Beard Foundation and has served as a culinary curator for the weekend edition of NPR's *All Things Considered*. Mr. Edge will explain the pivotal role of food and culinary traditions in the Civil Rights Movement. After a question and answer session following his presentation, we will visit the National Civil Rights Museum.

## 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. We will also participate in an activity with patients and their families while at St. Jude.

## Friday, August 24



Following our lunch presentation with John T. Edge, 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.

## Register & Pay @ [www.ncakey.org](http://www.ncakey.org) or Download the Registration Form & Pay With a Check

Online payments are subject to PayPal service fees

<b>NCA MEMBERS REGISTERING BY JUNE 15, 2018 (Early Bird pricing)</b>	\$925
Single Occupancy - Includes 3 nights accommodations at The Guest House at Graceland (Aug. 23-25) and all NCA hosted events, activities and meals.	
Double Occupancy – <b>Deadline for Double Occupancy is June 1</b>	\$875
<b>TEAM LEADERS' MEETING</b> (NCA Chapter & Executive Board members only)	\$60/each
<b>GREATER MEMPHIS AREA REGISTERING BY JUNE 15, 2018 (Early Bird pricing)</b>	\$565
Single Registration for Memphis area attendees only (hotel not included & membership meeting not included for non-members)	
<b>NON-NCA MEMBER ATTENDEES REGISTERING BY JUNE 15, 2018 (Early Bird pricing)</b>	\$1,250
Single registration - Includes 3 nights accommodations at The Guest House at Graceland (Aug 23-25) & hosted events, activities and meals, excluding Friday's membership meeting	
<b>OPTIONAL ADDITIONAL FEES</b>	
Extra room nights available	\$175/night
Guest fee (includes Keynote Speaker Luncheon)	\$300

Additional registration and conference information, including special student rates for UM Kemmons Wilson School of Hospitality & Resort Management is available at [www.ncakey.org](http://www.ncakey.org).

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. During the TEAM meeting, Maggie Walker, NCA Certified Concierge and Chief Concierge & Wine Director at [Kenwood Inn & Spa Resort](#) in Sonoma Valley, California, will lead a panel discussion about **Natural Disasters in the Workplace** during the afternoon session.



We'll discuss how these can affect our guests and how we can help overcome adversity and re-establish a welcoming environment. The Kenwood Inn & Spa Resort were recently affected by the wildfires in California.

Saturday, August 25 11:00 – 11:30 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 11:30 a.m. – 12:00 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 and a cash bar. We'll pin our newest NCA Certified Concierges and Endorsed Partners as we begin our 20<sup>th</sup> 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!

# 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 lunch and hear [John T. Edge](#), author and noted culinarian, about the role of food, recipes and culinary traditions in the Civil Rights Movement.

Following Mr. Edge's 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.

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. 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

9:00 a.m. - 3:00 p.m.

9:00 a.m. – 12:00 p.m.

12:00 -1:30 p.m.

1:30-2:30 p.m.

2:30 – 3:00 p.m. Afternoon Session

3:00 -5:00 p.m.

6:00- 7:30 p.m.

**Resort Casual Attire**

TEAM Meeting – NCA Board Members

Morning Session - Breakfast provided

Lunch provided

Natural Disasters in the Workplace,

Maggie Walker, CNCA, At Large

Member

FREE TIME

Reception & Pinning Ceremony

Heavy hors d' oeuvres, cash bar

**All of the day's events are at The Guest House at Graceland**

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 & Speaker, *From Kitchen*

*Tables to Restaurant Theaters: The*

*Role of Food in the Civil Rights*

*Movement*, John T. Edge, Author &

Director of Southern Foodways

Alliance

National Civil Rights Museum

FREE TIME

3:00 – 5:00 p.m.

5:00 - ???

Saturday, August 25

**Resort Casual Attire**

**Breakfast Provided**

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**

**All of the day's events are at The Guest House at Graceland**

*Please note that 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 at the Lorraine Motel.*

# 20<sup>th</sup> 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:



Photography by:

Vik Chohan