

**NORTH CAROLINA MOTORCOACH ASSOCIATION
VIRGINIA MOTORCOACH ASSOCIATION**

**Benton Convention Center and Downtown Marriott / Winston-Salem, NC
August 12-15, 2025**

Tuesday, August 12

1:00–6:30 **Registration**

Benton Convention Center (BCC)

Conference 2 *Attendees are welcomed by members of the Boards of Directors*

3:00–4:30 **NCMA Board of Directors Meeting**

BCC-Winston 1AB

4:45–6:15 **VMA Board of Directors Meeting**

BCC-Winston 3AB

6:30 **Board Motorcoaches**

Marriott-Cherry St.

7:00-9:30 **Early Bird Dinner**

Sponsored by Visit Winston-Salem

Transportation provided by Black Tie Bus Charters and Sunway Charters

10:00–12:00 **Hospitality**

Marriott – Bethabara Room

Wednesday, August 13

7:45–5:00 **Registration**

BCC-Conference 2

7:45–9:15 **Breakfast**

BCC-Winston 2

Industry Update

NCMA Board Service Awards

9:15–11:30 **Motorcoach Presentations and Visitation**

BCC-Piedmont 4

9:15–11:30 **Associate Session**

BCC-Winston 3AB

Meeting of the Motorcoach Minds – From Spark to Embark

Facilitators: Melissa Jones, Christian Tours/Burke International Tours and Chris Cavanaugh, Magellan Strategy Group

If you represent an attraction, DMO or hotel group, this is a powerful opportunity for collaboration with tour planners.

From brainstorming tour content and building itineraries, to cultivating group tour culture and closing the deal, this interactive session will be a win-win for all.

11:45–1:15 **Lunch with the Motorcoaches**

BCC-Piedmont 4

Associate and Operator Session

Artificial Intelligence Tools for the Trade

Speaker: Christian Riddell, The Bus Network

All attendees come together for lunch. Much-in-demand speaker, Christian Riddell, CEO of The Bus Network and frequent guest on the Motorcoach Channel podcast, will have the audience on the edge of their seats. He brings fascinating insights into the world of AI and its potential value to businesses in the travel industry.

- 1:30 – 2:15**
BCC-Piedmont 4 **Associate and Operator Session**
Gone in 60 Seconds
 Get ready to rev your engines for this rapid fire, exciting session. Think one minute elevator pitch as associates get sixty seconds (or less, not more!) to introduce themselves, their product or services and quickly capture the operators' attention.
- 2:30 – 3:00**
BCC-Winston 1AB **NCMA Business Meetings**
 All members of NCMA are invited and encouraged to attend
- 2:30 – 3:00**
BCC-Winston 3AB **VMA Business Meeting**
 All members of VMA are invited and encouraged to attend
- 2:30 – 3:00**
Moderator: Julie Levengood, Tuscarawas CVB
Panelists: Kay Calzolari, CTIS, Visit Winston-Salem
- 3:15 – 5:30**
BCC-Winston 1AB **Operator Concurrent Sessions**
3:15 – 4:15 **Insurance Panel**
Panelists: Andrea Vidmar, Senior Marketing Manager, National Interstate Insurance Company
 Steven O'Shea, VP Marketing & Customer Service, Lancer Insurance Company
 Tim O'Bryan, Client Advisor & Manager, Acrisure Southeast Region
 Tom Wood, Manager, Thomas Wood Insurance Agency
- BCC-Winston 2**
3:15 – 4:15 **Driver Recruitment**
Speaker: Mark Szyperki, President/CEO, On Your Mark Transportation
BCC-Winston 1AB
- 4:30 – 5:30** **Company Handbooks**
Speaker: Richard Shienis, Attorney at Law, Hall Booth Smith
BCC-Winston 2
- 4:30 – 5:30** **Marketing on a Shoestring Budget**
Speaker: Christian Riddell, The Bus Network
- 3:15– 5:30**
BCC-Winston 3AB **Associate Sessions**
3:15 – 4:15 **Trends in Tourism**
Speaker: Chris Cavanaugh, Magellan Strategy Group
BCC-Winston 2
- 4:30 – 5:30** **Marketing on a Shoestring Budget**
 Christian Riddell, The Bus Network
- 6:30 – 9:00**
BCC-Piedmont 4 **Winston+Salem – Twice is Nice Dinner**
Sponsored by Visit Winston-Salem
- 9:30 – 11:00**
Marriott-Bethabara Room **Hospitality**

Thursday, August 14

7:30 – 8:30 Breakfast
BCC-Winston 2 VMA Board Service Awards

8:00 – 12:00 Registration
BCC-Conference 2

8:45 – 10:45 Market Place I (*Scheduled Appointments*)
BCC-Piedmont 1/2/3

10:45 – 11:00 Board motorcoaches for Tours and Golf
Marriott-Cherry St.
Transportation for Golf and Tours provided by Black Tie Bus Charters and Sunway Charters

11:30 – 5:30 Golf Tournament at Bermuda Run
Golf Coordinator: Tim O’Bryan, Acrisure/Service Insurance Agency
Golf transportation should return to the Marriott by 5:30.

11:00 – 5:30 Tour #1
Tour #2
Tour #3
Tour #4

Sponsored by Visit Winston-Salem and its partners.
Transportation for all tours should return to the Marriott by 5:30.

6:30 – 7:00 Reception
BCC-Winston Foyer

7:00-9:00 Awards Dinner
Bcc-Winston 2

10:00 – 12:00 Hospitality after event
Marriott – Bethabara Room

Friday, August 15

8:00 – 8:45 Networking Breakfast
BCC-Winston 2

8:30 – 10:00 Registration
BCC-Conference 2

9:00 – 9:30 Display Booth Visitation
BCC-Piedmont 1/2/3

9:30 – 11:30 Market Place II (*Schedule Appointments*)
BCC-Piedmont 1/2/3

11:40 – 11:50 Market Place Awards
Piedmont 1/2/3

Thank you for attending and have a safe journey home!