

**NORTH CAROLINA MOTORCOACH ASSOCIATION
VIRGINIA MOTORCOACH ASSOCIATION**

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

Tuesday, August 12

1:00 – 6:30 Registration

Members are welcomed by members of the boards of directors.

Conference 2

Benton Convention Center

2:00 – 3:30 NCMA Board of Directors Meeting

Winston 1AB

3:45 – 5:15 VMA Board of Directors Meeting

Winston 3AB

5:50 – 6:10 Board Coaches

Front of Marriott

6:30 *Frolic at the Folly: Happy Hunting + Eating Escapades at Korner's Folly*

Sponsored by Visit Winston-Salem

Transportation provided by Black Tie Bus Charters and Sunway Charters

10:00 – 12:00 Hospitality

Bethabara (in Marriott)

Wednesday, August 13

7:45 – 5:00 Registration

Conference 2

7:45 – 9:15 Breakfast

Winston 2 Industry Update

NCMA Board Service Awards

9:15 – 11:30 Coach Presentations and Visitation

Piedmont 4

9:15–11:30 Associate Session

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 Among the Motorcoaches

Piedmont 4

Artificial Intelligence Tools for the Trade

Speaker: Christian Riddell, The Bus Network

All members and guests come together for lunch among the motorcoach display. 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 **Associate Introductions**

Piedmont 4 **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, more not more!) to introduce themselves, their product or services and quickly capture the operators' attention.

2:30 – 3:00 **NCMA Business Meetings** (*all members invited to attend*)

Winston 1AB

2:30 – 3:00 **VMA Business Meeting** (*all members invited to attend*)

Winston 3AB

2:30 – 3:00 **Welcome First Time Attendees**

Moderators: **Kay Calzolari, Visit Winston-Salem**

Julie Levengood, Tuscarawas Convention & Visitors Bureau

3:15 – 5:30 **Operator Sessions**

Winston 1AB

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

3:15 – 4:15 **Marketing on a Shoestring Budget**

Winston 3AB

Speaker:

Chris Riddell, TBN Drives

4:30 – 5:30 **Company Handbooks**

Winston 1AB

Speaker:

Richard Shienis, Attorney at Law, Hall Booth Smith

4:30 – 5:30 **Driver Recruitment**

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Speaker:

Mark Szyperski, President/CEO, On Your Mark Transportation

3:15 – 5:30 **Associate Sessions**

Winston 3AB

3:15 – 4:15 **Marketing on a Shoestring Budget**

Speaker:

Christian Riddell, The Bus Network

4:30 – 5:30 **Trends in Tourism**

Speaker:

Chris Cavanaugh, Magellan Strategy Group

6:30 – 9:00 **Twice as Nice Dinner— Coaches + Connections**

Piedmont 4

Sponsored by Visit Winston-Salem

9:30 – 11:00 **Hospitality after event**

Bethabara (In Marriott)

Thursday, August 14

7:30 – 8:30 **Breakfast**

VMA Board Service Awards

8:00 – 12:00 **Registration**

Conference 2

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

10:50 – 11:00 **Board coaches for Golf**
Marriott (Cherry Street)

Transportation for Golf and Tours provided by Black Tie Bus Charters and Sunway Charters

11:30 – 5:30 **Golf at Bermuda Run**
Coordinator: Tim O’Bryan, Acrisure/Service Insurance Agency

11:00 – 5:30 **Tours**
Sponsored by Visit Winston-Salem and its partners.
Tour #1 Gorgeous Gardens + American Art
Tour #2 Strolling Salem + Moravian Museums
Tour #3 Sugary Sweets + Hometown Treats
Tour #4 Mayberry Meetup – Visit Mount Airy

7:00 – 7:30 **Reception**
Winston Foyer

7:30 **Awards Dinner**
Winston 2

10:00 – 12:00 **Hospitality after event**
Bethabara (In Marriott)

Friday, August 15

8:00 – 8:45 **Networking Breakfast**
Winston 2

8:30 – 10:00 **Registration**
Conference 2

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

9:30 – 11:30 **Market Place II (*Scheduled Appointments*)**
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!