

**NORTH CAROLINA MOTORCOACH ASSOCIATION  
VIRGINIA MOTORCOACH ASSOCIATION**

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

**Tuesday, August 12**

**1:00 – 5:30 Registration**

**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 – 8:30 *Frolic at the Folly: Happy Hunting + Eating Escapades at Korner's Folly***

Step across the threshold of The Strangest House in the World, where Victorian splendor meets a delicious dose of whimsy and wonder! At Korner's Folly, attendees will become explorers of the eccentric and digital daredevils in a Photo Upload Challenge. Flavorful fare will fuel adventurers at this evening's Frolic at the Folly!

**Sponsored by Visit Winston-Salem and Korner's Folly**

**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**

**Winston 2**

**Moderators:** Kay Calzolari, CTIS, Visit Winston-Salem  
Julie Levensgood, Tuscarawas Convention & Visitors Bureau  
Pete Smith, Smoky Mountain Resorts Hospitality Group/Liberty Receptive

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

**Winston 3AB**

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

**Speaker:** Chris Riddell, TBN Drives

**Winston 1AB**

**4:30 – 5:30 Company Handbooks**

**Speaker:** Richard Shienis, Attorney at Law, Hall Booth Smith

**Winston 2**

**4:30 – 5:30 Driver Recruitment**

**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**

Join colleagues for an evening of networking and new opportunities! There will be entertainment, locally inspired eats and collaborative conversations. And state-of-the-art, amenity-packed motorcoaches will take center stage! Don't miss this opportunity to make connections with new and veteran members at the Twice As Nice event, where the roads of tourism and transportation intersect.

**Sponsored by Visit Winston-Salem**

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

**Bethabara (In Marriott)**

**Thursday, August 14**

7:30 – 8:30 **Breakfast**

**Winston 2** **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 coach 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 – 11:15 Board Coaches for Tours (Lunch provided on all 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!