

	Carolina	Poinsette	Colonial	Pinkney	Laurens	Gold
8:00 – 10:00	VRWS Opening Breakfast and Breaking The Hard Rules: Redefining Strength in Women's Leadership with Shelley Brown					
10:15 – 11:000		Website Checklist, is your website ready for 2026? – Alex Husner and Annie Holcomb	Beyond Service: What It Really Takes to Lead with Hospitality Today with April Burns	From Broom Closet to Boardroom: The Power of Scaling Without a Playbook A Fireside Chat with Kimberly White	The ESOP Opportunity: Perhaps a Better Exit Strategy with Meredith Fiocchi	What I Eat in a Day Part 2: Utilizing Nutrition and Exercise in a Chaotic Life with Tiffany Edwards
11:15 – 12:00		Taste of Women's Summit Mid-Morning Tea, Sponsored by Key Data	Hobbspitalty CARE Values with Bethany Hobbs Smith, Rachele Hobbs	Everything Is a Phase (Patriarchy, Please Take Note) with Julie Brinkman	Beyond the Bottom Line: Empowering Property Managers Through Protection and Purpose with Cindy Lee and Shannon MacPeek	Finding joy and Purpose in a world that is radically changing because of AI with Dr. Marie Haynes
12:00 – 1:30	VRWS Lunch, What Feminism Looks Like at 17-Years-Old with Kate Sprenkle, Keynote with Angie Leon					
1:45 – 2:30		Women Do It Better: Intuition, Emotion & Direct Booking Domination with Vanessa Humes	Roundtables: Generational Panelists Moderated by Sue Jones	Leading Whole: Breaking Rules, Building Legacy with Shelley Brown		Summer 2025 Vacation Rental Industry Performance with Melanie Brown
2:30 – 3:00		KPIs with Purpose: Turning Guest Feedback Into Operational Excellence and Hospitality with Natalia Holshouser	Co-opetition Coalition: Turning Competitors into Collaborators in Hospitality with Kerrie Racicot	Bad Stays and Bourbon Chasers: Your Worst Guest Stories with Amy Kam	Scale smarter, not harder, sustainable scaling with Cassie Fields	Shifting Sands: How Beach Erosion Will Reshape Coastal Communities with Amy Hinote
3:00 – 3:45	Fees Unleashed: Navigating the Impact on Your Vacation Rental Pricing Strategy	Elevating Excellence: Hospitality in Luxury Vacation Rentals	Uncover the Power of Property Data and Guest Interactions to Transform Vacation Rental Management	ChatGPT and Gemini: Are Large Language Models Just Hype or the Beginning of a Civilization-Level Change?	Profit Potential: Insider Strategies for Maximizing Revenue & Minimizing Expenses	Marketing and Scalability: How to move from good to great!
4:00 – 5:00	How to Matter in a Market That Pretends You Don't with Jenn Barbee					

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8:00 - 9:30	General Session with Valerie Gangas; Steadfast through storms: Leading with resilience in the vacation rental industry with Vered Raviv Schwarz; and Lowcountry Breakfast					
9:45 - 10:30	Brand Like a Lady. Close Like a Killer. with Jenn Barbee	The Hospitality Advantage: The Biggest Marketing Mistake Great Hosts Are Making & How To Fix It with Jodi Bourne	Cool Under Pressure: Midlife, Menopause, and Managing It All with Claiborne Yarbrough	Mentorship, Momentum, and the Modern Woman in Hospitality Tech with Corie Fabian		Hospitality by Design. The best tool in your toolbox. with Jessica Duce
10:30 - 11:00	In-Case-You-Stayed-Out-Too-Late-And-Missed-Breakfast Mid-Morning Break					
11:00 - 11:45		Roundtables: The Proverbial Glass Ceiling panel moderated by Sue Jones	Stop measuring performance—start driving it: The right metrics don't just reflect growth; they fuel it with Kathleen Fitzpatrick, Sasha Lawler, and Sara Moss	Serving Authentically: Vision, Resilience, and the Power of Memorable Stays with Karen Piscitelli	AI is helping teams with Mental Health with Alex Husner	Google launched an entirely new search engine with AI at its core that will change so much in our lives with Dr Marie Haynes
11:45 - 2:30	VRWS Pioneer Award Luncheon and Keynote with Martha Beck					
2:30 - 3:00		Homeowner Acquisition with Jodi Cleer, Jeanne Daily and Heather Van Wee	The Soul of Hospitality: Stories That Shaped Us with Koryn Okey	Shelf Help: Building Company Culture One Book at a Time with Rachel Alday	ROI Accelerator: Understanding Which Metrics Matter For Evaluating & Improving Marketing Performance with Mia Cole and Aubrie Holcomb	The Power Pivot: Redefining Leadership After a Career Change with Kelly McNeil
3:00 - 3:45		Now Hiring! From Entry to Executive - Building Careers through Revenue Management with Sara Franzen	Built on Hospitality: How Women Leaders Turned Heart into Brand Power with Jeanne Dailey, Rachele Hobbs	Bad News Isn't the End - It's the Turning Point with Kathleen Fitzpatrick	Hot Features, Cold Feet: Tech Romance and the Road to Regret with Dawn Yeskulsy	Know Yourself, Grow Yourself with Sue Jones
4:00 - 5:00	Champagne Closing and Fireside chat with Monica Lewinsky					