
FE221

The Emily Morgan San Antonio

705 E Houston St
San Antonio, TX 78205
210.225.5100

Meeting Room: William King

Monday, March 2, 2026

7:00 AM – 8:00 AM Breakfast on Own
8:00 AM – 12:00 PM 20 Group Meeting
12:00 PM – 1:00 PM Lunch in Meeting Room
1:00 PM – 5:00 PM 20 Group Meeting
6:30 PM Group Dinner

Tuesday, March 3, 2026

7:00 AM – 8:00 AM Breakfast on Own
8:00 AM – 12:00 PM 20 Group Meeting
12:00 PM – 1:00 PM Lunch in Meeting Room
1:00 PM – 4:00 PM 20 Group Meeting

Highly detailed and sensitive operational information will likely be shared at this meeting. Let us be reminded of the confidential nature of the information and the importance of compliance with the antitrust laws. Our purpose is to enhance the performance of each group Member's operations through individual decisions and actions of each Member. There are to be no agreements, oral, tacit, or otherwise, by which coordinated or cooperative actions are to be taken, whether in connection with buying or selling either goods or services. Similarly, though we may discuss manufacturers and their practices, no concerted or cooperative action, other than expressing our views on a subject, are to be taken.

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Greg Mosness
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Senior Member

Group Listserv

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Composite Run Date

The group-requested mandatory run date for your composite is the **25th of every month***.

*The group or the NCM team may select a run date before/after the mandatory monthly run date to use current data for a meeting composite. The deadline will be communicated to the group if it is running earlier or later than normally scheduled.

What to Bring

Pre-Meeting Homework

- Submit 2026 budgets by deadline of 2/13
- Submit Best Idea by Friday, 2/27
- Be prepared to discuss How's Business in detail with group
- Be prepared to report on prior Objectives progress in detail with group

Monday, March 2, 2026

7:00 AM **BREAKFAST ON OWN**

8:00 AM **WELCOME, INTRODUCTIONS AND CONFIDENTIALITY REMINDER**

Goal: Welcome all 20 Group Members to Meeting

- Welcome to new members and guests
- Confidentiality Reminder – Outside of meeting, conventions, manufacturer and vendor meetings, restaurants, email, pictures, etc.
- Bylaws Violations – Confidentiality, missing numbers & budgets, past due accounts, missed meetings
- Review Agenda
- Level set- Group expectations, respectful discussion, challenging to improve.

8:15 AM **HOW'S BUSINESS & PRIOR OBJECTIVES REVIEWS**

- Review of prior objectives
- Business highlights and current challenges

10:00 AM **MARKET & ECONOMIC TRENDS**

- Review industry data, trends and discuss outlook for 2026

11:00 AM **2025 YEAR IN REVIEW & 2026 STRATEGIC OUTLOOK**

12:00 PM **LUNCH**

1:00 PM **2025 YEAR IN REVIEW & 2026 STRATEGIC OUTLOOK ... CONTINUED**

- Budget Strategy & best practices
- Review 2025 results by location
- Preview 2026 budgets by location
- Highlight wins and areas of opportunity by location

4:00 PM **SALES DISCUSSION & MYSTERY SHOP DATA**

5:00 PM **ADJOURN**

6:30 PM **DINNER**

Bohanan's Prime Steaks and Seafood
219 E Houston St #275, San Antonio, TX 78205

Tuesday, March 3, 2026

7:00 AM **BREAKFAST ON OWN**

8:00 AM **2025 YEAR IN REVIEW & 2026 STRATEGIC OUTLOOK ... CONTINUED**

- Budget Strategy & best practices
- Review 2025 results by location
- Preview 2026 budgets by location
- Highlight wins and areas of opportunity by location

11:00 AM **A.I. PRESENTATION W/ BRENT WEES**

12:00 PM **LUNCH**

1:00 PM **A.I. PRESENTATION ... CONTINUED**

2:00 PM **NEW OBJECTIVES & BEST IDEA**

- Individual business action plans

3:30 PM

MEETING WRAP UP

- Upcoming dates/locations
- Future agenda items
- Misc/other

4:00 PM

ADJOURN

All speakers addressing NCM® 20 Groups are intended to give up-to-date and practical information to 20 Group members for their consideration, evaluation, and use as they deem advisable. The statements of fact, opinions, and accompanying materials are those of the speaker or author only, and as such, NCM Associates, Inc. Assumes no responsibility for any such statements of fact, opinions or recommendations.

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[Group Feedback Link](#)