

REALIZE **OUR** VISION



AKFCF Annual Convention 2026

★ **WASHINGTON DC** ★

February 17-20th, Gaylord National Resort



REALIZE **OUR** VISION

KFC Family,

Welcome to “**Realize Our Vision**,” a call to action that challenges every member of the KFC System to unite behind a shared direction and drive tangible progress.

This is no lofty dream, but a meticulously crafted strategy forged through rigorous planning, unwavering trust, and a relentless commitment to execution. Franchisees, corporate leaders, and vendor partners will come together to create a future where clear expectations, honest conversations, and a shared sense of purpose propel the brand to new heights.

We need comprehensive planning, bold decision-making, and a steadfast dedication to execution at every level of the organization. By harnessing the collective intelligence and resources of the entire KFC System, the brand is poised to navigate the challenges of the modern marketplace and emerge as an even stronger, more agile brand.

As the curtain rises on this pivotal moment, KFC franchisees are called to embrace the future with unwavering commitment. The path forward may not be easy, but with a shared vision, a spirit of collaboration, and a relentless drive to succeed, the KFC family is primed to Realize Our Vision and shape the brand’s destiny for generations to come.

Don’t just attend this convention. Own it—with energy, ideas, and action. It takes guts to envision the future. This isn’t about hoping people return to KFC. It’s about giving them a reason to. A real, compelling, fried-chicken-worthy reason. We’ve seen what’s possible when we tell our stories, connect, and move as one.

I look forward to seeing you all in D.C.!

Leslie Sharp
AKFCF President

2026 SCHEDULE AT-A GLANCE

Tuesday, February 17

2:00 pm – 7:00 pm | Attendee Registration
8:30 pm – 11:00 pm | KFC Foundation Silent Disco

Wednesday, February 18

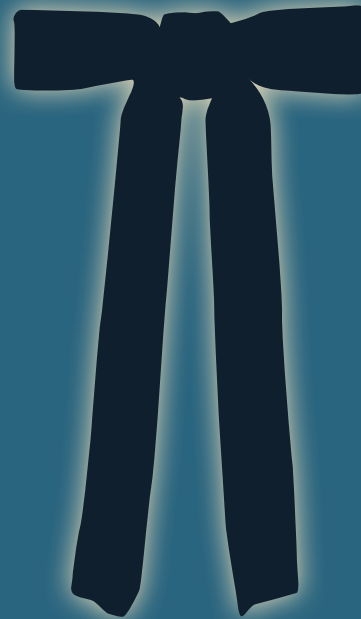
7:30 am – 8:45 am | Networking Breakfast
8:00 am – 5:00 pm | Hospitality/Reg Desk
9:00 am – 11:15 am | AKFCF General Session
11:30 am – 1:30 pm | Lunch in Trade Show
2:00 pm - 5:00 pm | Workshops
6:30 pm – 9:30 pm | Stars, Stripes, and Sips Soiree

Thursday, February 19

7:30 – 8:45 am | Continental Breakfast
8:00 am – 4:30 pm | Hospitality Desk
9:00 am – 12:00 pm | KFCC General Session
12:15 pm – 2:30 pm | Vision in Minutes – Lunchtime Exchange of Ideas
2:30 pm – 5:30 pm | General Session
NCAC, RSCS, GAC and Legal Updates
6:00 pm – 8:00 pm | Dinner in Trade Show
8:00 pm – 10:00 pm | Yacht Rock Party

Friday, February 20

8:00 am – 11:00 am | Regional Meetings with Continental Breakfast
11:15 am – 12:30 pm | Voices in Action – KFC Town Hall
8:00 am – 1:00 pm | Hospitality Desk
1:00 pm – 2:30 pm | AKFCF Board Meeting





SNEAK PREVIEW



Tuesday, March 17

AKFCF Convention Registration Opens

Check-in here when you arrive to get your name badge and other materials for the 2026 Convention.



KFC Foundation Silent Disco

Three channels. Two floors. One unforgettable night.

Join us above the city at the elevated Pose Rooftop Lounge for a night of music, movement, and meaning. Slip on your headphones and dance to your own beat at our silent disco, where every step helps power the mission of the KFC Foundation. Or if you choose not to disco, just vibe at your own pace and relax in the lounge.



What's Included:

- Access to three music channels
- Two premium drink tickets
- Hors d'oeuvres
- Breathtaking harbor views
- High-energy atmosphere

Whether you're catching up with old friends or making new ones, this is the perfect way to start your week at Convention—with great music, great vibes, and a great cause.



[Reserve your spot now!](#)

Use code **EARLYBIRD** at checkout to save \$25—offer ends December 31



SNEAK PREVIEW



Wednesday, February 18

AKFCF Welcome Opener

We told our stories last year. We looked in the mirror. Now it's time to look through the windshield—together.

“Realize Our Vision” is a bold call to action for the entire KFC System, including franchisees, corporate teams, and vendor partners. The goal is to transform clear ideas into actionable progress and collaborative success. The vision isn't a lofty dream. It's a shared direction, felt at the front lines and forged through execution, trust, and drive.

We need to **See It. Believe It. Build It.** It needs to start now, so, we'll start it right now, right here at convention with AKFCF President Leslie Sharp.



Leslie Sharp



Trade Show/Lunch

Join us as we ignite the future of the KFC brand at the opening of the AKFCF Trade Show. This high-energy lunch event brings together franchisees and exhibitors for a bold beginning that celebrates innovation, connection, and the power of shared purpose.

This year's theme, **“Realize Our Vision,”** is a rallying call to turn bold ideas into tangible impact. From new product rollouts to operational breakthroughs, this opening sets the stage for a trade show focused on unlocking potential and driving growth across every corner of the KFC community. Whether you're here to showcase, strategize, or simply soak in the energy, this trade show is your first step in realizing the vision we share—and building the future we crave.



SNEAK PREVIEW



Workshops

You don't need to arrive early this year to attend our exciting & engaging workshops. You can join us mid-convention for a powerful lineup of interactive workshops that put the work (and fun!) back into WORK-shops. We will be exploring two main themes with a more limited "lecture" format and a lot more audience participation with best practice sharing and problem solving to create solutions you can take back to your restaurant(s). Our journey will start with some motivation & energy, a little icebreaker, and then dive right in to provide you

with helpful tools to add to your problem-solving tool chest. First, a few techniques to help us visually organize concepts around issues we want to fix. Next, some simple tools to help us narrow our issues to core root cause as well as contributing factors. Each subsequent session will allow us to use these tools as we work together in smaller groups, sharing best practices and ideas that work to solve some of our biggest day-to-day issues.

Session 1: Feel Good Hospitality

It seems silly to talk about Hospitality. . . AGAIN! Please! Spare me the "education!!". You're right! We won't waste time "teaching" what hospitality is or isn't. We know this stuff! But why then are we so MEH at implementing consistently across the brand? Let's spend our time working together to discuss what IS working in many restaurants. We will troubleshoot how to eliminate excuses and mitigate for what is preventing consistently

delivered - "Feel Good Hospitality" - in our brand. In your breakout groups, facilitators will guide you through practical ways for us to implement consistently great service despite food and labor constraints. Every participant should come away with a plan to collectively lock KFC in as a brand people can count on to be a cut above in service.

Session 2: Tech-Centric: How are we using tech to make us better?

This session is all about breaking down the barriers to what should be helping us get better and more efficient – the use of Technology. Ipad Routines, Orbit, Dashboards, Digital, and understanding key reports to help guide us to get better.

Step 1 – De-mystify some of the processes & reporting around several tech components.

Step 2 – Facilitate small group discussions on technology that has been incorporated successfully to improve our business. Small groups will again share what's working, how to build routines around tech and reporting, and work together to narrow best practices into actionable plans to take back to your own restaurants.

Stars, Stripes, and Sips Soiree

Ignite your patriotic spirit at the "Stars, Stripes and Sips Soiree" – an unforgettable event at the National Museum of American History. Indulge in delectable cuisine, refreshing libations, and captivating entertainment as you immerse yourself in the rich tapestry of American history and culture. Explore the museum's renowned exhibits, including the original Star-Spangled Banner, presidential artifacts, Dorothy's iconic ruby red slippers, and the dresses of First Ladies. Visit

KFC and Colonel Sanders in the "American Enterprise Exhibit" as well as many other of the nation's most cherished treasures. This exclusive event offers a unique opportunity to celebrate America's vibrant past and bright future. You can venture off for dinner on your own or return on the buses and experience the monuments at night near Capitol Hill on your way back to the hotel, creating lasting memories of this patriotic soiree.



SNEAK PREVIEW



Thursday, February 19

KFCC Presentations

Join President Catherine Tan-Gillespie and the KFC U.S. Leadership Team for a compelling look at the progress of our comeback journey.

We're no longer talking about a comeback, we're living it. With the Comeback Agreement in motion and The Bird Comeback Plan continuing to gain traction, we're seeing early signs of momentum across the system. But this is just the beginning.

In this session, we'll share how the future of KFC will look—and feel—different. From radically redesigned restaurants to a modernized menu and seamless omnichannel access, we're creating a brand that shows up feisty yet charming, with a straight-shooting approach that resonates. You'll hear how our strategy is shifting from incremental to intentional, with bold moves in media, innovation, and experience that meet younger generations where they live, work, and play.

This is our moment to realize the vision we're building together—to keep fueling the Kentucky Fried Comeback with fresh energy, bold flavors, and a mindset that's always thinking beyond the bucket. With the Colonel's spirit guiding us, we're giving bland "The Bird" and forging a future that's unmistakably KFC.



Catherine Tan-Gillespie

Vision in Minutes – Lunchtime Exchange of Ideas

Join us for Vision in Minutes, a dynamic lunchtime experience designed to spark meaningful connections and fast-track collaboration. Inspired by the energy of speed dating, this session pairs vendors and franchisees in rapid-fire, timed exchanges—each lasting just a few minutes. The goal? Share your vision, pitch your value, and uncover synergy in record time.

Whether you're introducing a new product, exploring partnership opportunities, or simply planting the seeds for future growth, Vision in Minutes is your chance to make a lasting impression—one conversation at a time.



What to Expect:

- Casual lunch setting with rotating table assignments
- Timed conversations (3–5 minutes each)
- Focused prompts to guide discussion and maximize impact
- Opportunity to follow up post-event with new contacts

Updates from NCAC, RSCS and GAC

NCAC Vice Chair, Jim McKenzie, RSCS VP, KFC Supply Chain Sara Fischer, and Dan Gans Principal & Founder at Polaris Consulting will discuss hot topics, share trending perspectives, and explain the current impacts facing franchisees.

Annual Legal Update (Red Badges Only)

The "comeback" is on, and it affects all KFC franchisees in different ways. From the macro events of the outside world to the direct actions of KFC and Yum, Ron Gardner's Annual Legal Update is a "must attend" event for all KFC franchisees. Come listen and learn as Ron breaks down these events and explains how and why all of these issues and developments are important, current, and critical to your business.



SNEAK PREVIEW



Thursday, February 19

Smooth Sailing into Success: Yacht Rock Trade Show

Set your course for an unforgettable evening of mellow vibes and meaningful connections at the Yacht Rock Trade Show, exclusively for KFC franchisees and vendors. The exhibit hall will transform into a retro-chic marina of opportunity during the AKFCF Convention.

Event Highlights:

- **Yacht Rock Soundtrack:** Glide through the evening to the smooth sounds of Hall & Oates, Michael McDonald, and Steely Dan.
- **KFC Meets Coastal Cool:** Discover the latest innovations, products, and partnerships that keep your business cruising ahead.
- **Cocktails & Connections:** Sip on themed drinks while networking with fellow franchisees and top-tier vendors.
- **Swag & Surprises:** Collect exclusive giveaways and enter raffles that'll make you feel like you've struck gold on the high seas.

Dress in your finest captain's whites, pastel polos, or breezy resort wear—because this isn't just a trade show, it's a voyage into the future of KFC, set to the soundtrack of smooth success.



Yacht Rock Party

Come aboard, KFC family! Set sail for the ultimate Yacht Rock Party on a wave of smooth sounds and endless fun. Celebrate the end of the convention with live yacht rock jams that'll have you dancing like you're on the high seas. Snack on delicious small bites while soaking in stunning views of the National Harbor. Whether you're here for the music, the munchies, or just to ship out some fun, this party is your port of call for unforgettable memories.

Don't miss the boat! Come rock the dock with us!

Friday, February 20

Regional Association Meetings with Continental Breakfast

Regions meet to conduct important association business matters. Members of the AKFCF leadership will stop at each meeting to address concerns and answer questions.

Voices in Action – KFC Town Hall

Step into the spotlight at Voices in Action - KFC Town Hall, where the future of KFC ignites through collaboration and bold conversations. Watch AKFCF President Leslie Sharp and KFC President Catherine Tan-Gillespie set the stage for transformative dialogue. Join leadership from AKFCF, KFCC, NCAC, and RSCS as they engage directly with franchisees, team members, and vendors in a dynamic Q&A session. This is your moment to contribute, connect, and shape the vision—don't miss the energy, inspiration, and unity driving KFC's success!

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How to Register

To register for the Convention and its events,
go to www.akfcf.com.

Early Bird Rate - \$249

Register by October 31st.

Regular Rate - \$399

Register by December 31st.

2026 On-Site Rate - \$499

Hotel Information

[Gaylord National Resort and Convention Center](#)

201 Waterfront Street

National Harbor, MD 20745

301-965-4000

AKFCF Group rate based on availability.

\$269 per night plus a \$22 resort fee plus 18% tax

To reserve online: <https://book.passkey.com/go/KFC2026>

Cut-off is January 23rd, 2026, at 5pm EST.

Please note, all reservation cancellations must occur at least 5 days prior to arrival to avoid a one night's room and tax penalty charge.

Daily Resort fee of \$22 includes:

- Daily enhanced high-speed internet access.
- Two welcome glasses of beer, wine, or cocktail in any of the Resort's bars (Offer valid one time only during your stay.)
- Daily transportation on the National Harbor Circulator Bus (Offer valid for up to four people)
- Daily cookie or fruit at Potomac District Café & Market (Offer valid for two people)
- Two bottles of water replenished in guestroom daily.
- Daily one hour sunrise yoga (Offer valid for two people)
- Additional Benefits Exclusive to Marriott Bonvoy™ Members

Rates are honored three (3) days prior and post-convention dates at the Gaylord are based on availability.

Air

Ronald Reagan airport is conveniently located just 6.9 miles from the Gaylord or a 25-minute drive from the airport. The hotel does not have an airport shuttle.

Transportation

Ground – Taxis and ride shares are available from the airport.

Parking – Valet parking is available at \$67 per day for all hotel guests. Self-parking is \$43 per day.

Odds & Ends

Attire

- Business casual for meetings
- Cocktail wear for Stars, Stripes, and Sips Soiree
- Cruise wear for Yacht Rock Party

Americans with Disability Act

The Gaylord National Resort is in full compliance with the ADA. Rooms are available for those with wheelchairs or hearing impairment.

Please contact Kelly Rodenberg by January 17th if you need special arrangements to attend the Convention.

Tax Considerations

You are advised that the U.S. Internal Revenue Code may limit the deductibility of registration fees and other costs associated with the Convention. Consult your tax advisor for detailed information.

Destination

The Potomac area is not only home to the nation's capital but also to a diverse array of enriching and historical neighborhoods with local monuments, unique attractions, and regional cuisine.

Official Tourism Site of [Washington DC](#)

The Best [Things to Do](#) in National Harbor, Maryland

Questions

If you have questions or require additional convention information, please contact the Convention Team via email: convention@akfcf.com

The Convention app with detailed information will be available in early February.



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