



JUNE 20 & 21, 2019

2019 VACCE EXECUTIVE LEADERSHIP CONFERENCE



Fredericksburg
Hospitality House Hotel
& Conference Center

FREDERICKSBURG, VA

2019 CONFERENCE AGENDA

**Thursday, June 20, 2019 – Fredericksburg Hospitality House Hotel & Conference Center
(2801 Plank Road, Fredericksburg, VA 22401)**

8:00 – 10:30am	VACCE BOARD RETREAT Planning Retreat for VACCE Board Members only	Palm Room
10:30am	CONFERENCE REGISTRATION OPENS	Conference Lobby 3 (Downstairs)
10:30 – 11:30am	BONUS SESSION – GOOGLE Get Found on Google Search and Maps. - <i>Julia Malecke, Partner Activation Manager, Google</i>	Washington Ballroom
11:45am – 12:45pm	OPENING NETWORKING LUNCHEON Join your peers at topic specific tables for a fun networking lunch. Sponsored by Citslinc	Monroe Ballroom
1:00 – 2:00pm	VIRGINIA CHAMBER UPDATE SESSION Join us as we hear an update from the Virginia Chamber of Commerce. - <i>Barry DuVal, President & CEO, Virginia Chamber of Commerce</i> Session Sponsored by Collette	Washington Ballroom
2:00pm	AFTERNOON BREAK	Sponsor Area – Ballroom Foyer
2:15 – 3:15pm	BREAKOUT SESSIONS – choose one: Advocacy Best Practices Join us as Clark and Nicole share their best practices for engaging members in a grassroots advocacy campaign, establishing relationships with elected officials, tracking legislation, shepherding advocacy goals through the state legislature, and evaluating advocacy efforts for effectiveness. <i>Nicole Bunce, Manager State Gov't Relation & Chamber PAC, Virginia Chamber</i> <i>Clark Jackson, SE Regional Manager, U.S. Chamber of Commerce</i>	Washington Ballroom
	Event Planning Nuts & Bolts Learn ideas for new events and programs to drive engagement and revenue. This session will include tips on marketing events, ensuring you attract strong attendance, and understanding basic event components. <i>Tiffanie Rosier, Owner, AllStar Photobooth</i>	Madison Ballroom
3:15pm	AFTERNOON BREAK	Sponsor Area – Ballroom Foyer
3:15 – 4:15pm	GENERAL KEYNOTE SESSION Working with the Media / Practical Media Partnerships Hear how Chambers can successfully partner with local media on such items as magazines and directories. <i>Dale Lachniet, Publisher, The Free Lance-Star</i> <i>Kristin Mills, Marketing & Communications Manager, Fredericksburg Regional Chamber</i>	Washington Ballroom

6:00 – 9:00pm

RECEPTION & ANNUAL DINNER

Palm Room / Madison & Monroe Ballroom

Join your peers for a cocktail reception and then enjoy our Annual Dinner which will include special awards and our Annual Business Membership Meeting.

Reception Sponsored by the Virginia Chamber of Commerce

**Friday, June 21, 2019 – Fredericksburg Hospitality House Hotel & Conference Center
(2801 Plank Road, Fredericksburg, VA 22401)**

7:45 – 8:30am

BUFFET BREAKFAST

Ledo Restaurant

8:30 – 9:30am

MORNING KEYNOTE SESSION

Washington Ballroom

The Future of Membership Models

Should your revenue model be dependent on dues? Is your mission member or community-centric? Disruption in membership models began almost 20 years ago when forward-thinking associations created the first tiered benefits (or dues) models. Explore some of the new membership models being offered by cutting-edge organizations.

Cathi Hight, Hight Performance Group

9:30am

MORNING BREAK

Sponsor Area – Ballroom Foyer

9:45 – 10:45am

KEYNOTE SESSION

Washington Ballroom

Diversity & Inclusion in your Chamber and Community

Hear how your Chamber can work towards more diversity and inclusion in your community.

Mauricio Velesquez, President/CEO, Diversity Training Group

10:45am

MORNING BREAK

Sponsor Area – Ballroom Foyer

11:00am – Noon

CLOSING KEYNOTE SESSION

Washington Ballroom

The Solution Revolution – Are You a Wavemaker?

What are the biggest challenges facing your members and the community you serve? What role do you play in addressing these challenges? Wavemakers are developing a solution economy based on tackling the biggest challenges. Learn what it takes to be an effective wavemaker and position your organization to be the essential source for information, connections, and solutions.

Cathi Hight, Hight Performance Group

Noon

CONFERENCE ADJOURNS