



VACCE 2020 STAFF DEVELOPMENT CONFERENCE

MARCH 2 & 3, 2020
STONEWALL JACKSON HOTEL
STAUNTON, VA

2020 CONFERENCE AGENDA

Monday, March 2, 2020 – Stonewall Jackson Hotel & Conference Center
24 S. Market Street, Staunton, VA 24401

8:30 – 10:00am	VACCE BOARD MEETING	Blue Ridge Room
10:30am	CONFERENCE REGISTRATION OPENS Please note that rooms may not be available for check-in until 4:00pm.	Hotel Lobby
10:30 – 11:15am	BONUS SESSION – First Year Attendees Advancing Your Career with VACCE Learn more about your state association and the chamber industry. - <i>Sharon Scott, Montgomery County Chamber & VACCE Board Member</i> - <i>Tiffany Fulmer Ott, Executive Director, VACCE</i> Sponsored by: YGM Total Resource Campaigns	Ballroom – Salon C
11:30am – 1:00pm	OPENING LUNCHEON Table Topics Each table at lunch will have a different chamber industry topic – find a table topic that you'd like to hear more about and share away with your peers!	Colonnade Ballroom
1:00pm	AFTERNOON BREAK	Sponsor Area – Ballroom Foyer
1:15 – 2:45pm	GENERAL KEYNOTE SESSION Storytelling for the Go-To Chamber Workshop You want to be the 'go- to' organization in your community for businesses. In order to do that, you need to be clear and concise with your messaging. The problem is you're not a professional storyteller, which can be frustrating when you realize you have so many stories to tell. You shouldn't have to worry about your messaging when you have so many other important jobs to do. Let's fix this together. In this session, we will learn: 1. What's holding your chamber back from telling a compelling story 2. How to identify the villains and the heroes of your stories 3. How other chambers are addressing their ongoing messaging needs - <i>Kyle Sexton, ChamberThink Strategies</i>	Ballroom – Salons A & B
2:45pm	AFTERNOON BREAK	Sponsor Area – Ballroom Foyer
3:00 – 4:30pm	CONTINUATION OF KEYNOTE SESSION Storytelling for the Go-To Chamber Workshop - <i>Kyle Sexton, ChamberThink Strategies</i>	Ballroom – Salons A & B
5:30 – 6:30pm	HOSPITALITY HOUR Join your peers for a cocktail reception before heading out for the evening.	Magnolia South
7:00pm	NETWORKING DINNERS Sign up for fun Dutch treat networking dinners with your peers.	Various Staunton Locations

Tuesday, March 3, 2020 – Stonewall Jackson Hotel & Conference Center
24 S. Market Street, Staunton, VA 24401

8:00am	NETWORKING BREAKFAST	Colonnade Ballroom
9:00 – 10:00am	BREAKOUT ROUNDTABLE SESSIONS – choose one: Membership Recruitment & Retention Through Advocacy Hear from your peers on how they are using advocacy to sell and retain members. Come prepared to share your tips, as well. - <i>Co-Facilitator: Kate Bates, Arlington Chamber</i> - <i>Co-Facilitator: Grafton deButts, Loudoun Chamber</i> Social Media & Communications What platforms are you having success with? How often are you posting from your Chamber? Share your secrets & tips with your peers. - <i>Co-Facilitator: Kimberly Clarke, Greater Springfield Chamber</i> - <i>Co-Facilitator: Teresa Hammond, Alleghany Highlands Chamber</i> Diversity & Inclusion How are you making sure your Chamber's committees and board are a reflection of your community? Are you making a conscious effort to include all generations of the workforce? Learn how your peers are succeeding. - <i>Co-Facilitator: Sylvia Haines, Hampton Roads Chamber</i> - <i>Co-Facilitator: Frank Tamberrino, Harrisonburg Rockingham Chamber</i>	Ballroom – Salon A Ballroom – Salon B Ballroom – Salon C
10:00am	MORNING BREAK	Sponsor Area – Ballroom Foyer
10:15 – 11:15am	BREAKOUT ROUNDTABLE SESSIONS – choose one: Legislative Affairs Does your Chamber have a government affairs committee? If not, how are you communicating legislative affairs with your members? Learn best practices from our partners with the Virginia Chamber and U.S. Chamber. - <i>Co-Facilitator: Moore Hallmark, U.S. Chamber</i> - <i>Co-Facilitator: Erik Rison, Virginia Chamber</i> Media Training for Chambers Have you ever been interviewed for a story? Do you know what should be included in a press release from your Chamber? Learn how to become a pro when dealing with the media. - <i>Facilitator: Priscilla Monti, Hampton Roads Chamber</i> Ambassador Programs Does your Chamber have an active Ambassador program? If so, how do you utilize them? Learn how this group of volunteers can be developed into your go-to pros! - <i>Facilitator: Danielle Fitz-Hugh, Chesterfield Chamber</i>	Ballroom – Salon A Ballroom – Salon B Ballroom – Salon C
11:30am – 1:00pm	AWARDS LUNCHEON & CLOSING KEYNOTE Join us as we recognize our Service Award recipients for 2020. You will also not want to miss our wrap-up session with Kyle: Why Your Work Matters <i>After two days of staff development, it's time for a pep talk! The work you do in the Chamber matters to your community. If it's not feeling that way, don't miss the lessons and stories that will leave you feeling inspired to take control of your work as a chamber professional.</i> - <i>Kyle Sexton, ChamberThink Strategies</i>	Colonnade Ballroom