



# 2024 Executive Leadership Conference

August 22-23, 2024 | Bristol, TN/VA

Hosted by  
Bristol Chamber of Commerce



2024 Strategic Partner:



## 2024 CONFERENCE AGENDA

### Wednesday, August 21, 2024 – TN Hills Distillery - OPTIONAL

6:30 – 8:00pm

#### WELCOME RECEPTION

For our members coming in on Wednesday evening, the new **TN Hills Distillery** is welcoming us into town with a Welcome Reception. We will meet in the hotel lobby at 6:15pm to carpool to the location. Also – the new **Hard Rock Casino** will be open for business, so feel free to check that out after the reception!

### Thursday, August 22, 2024 – The Bristol Hotel

8:30 – 9:30am

#### VACCE BOARD MEETING

VACCE Board Members only

Reynolds Boardroom

9:30am

#### CONFERENCE REGISTRATION OPENS

Please note that hotel rooms may not be available until 4:00pm.

Conference Foyer

10:00am

#### OFFICIAL CONFERENCE WELCOME

*Regina Hilliard, Luray-Page County Chamber, 2024-25 VACCE Board Chair*  
*Beth Rhinehart, Bristol Chamber, 2024 Event Host*

King Ballroom

10:15 – 11:15am

#### OPENING KEYNOTE SESSION

##### Positioning Virginia as an Economic Growth Leader

*Jason El Koubi, Virginia Economic Development Partnership*

*Sponsored by YGM*

King Ballroom

11:15 – 11:45am

#### SPOTLIGHT OUR SPONSORS SESSION

Speed networking session with our sponsors. You must be present to win prizes!

King Ballroom

11:45am – 1:00pm

#### NETWORKING LUNCHEON

*Sponsored by 365 Degree Total Marketing*

##### Virginia Chamber Update

*Barry DuVal, Virginia Chamber*

King Ballroom

1:00pm

#### BREAK

*Sponsored by Citslinc*

Sponsor Area – King Ballroom

1:15 – 2:30pm

**ROUNDTABLE SESSION – Best Practice Sharing**

**King Ballroom**

We are all better from time learning from our peers. So, come ready and willing to share your “wins” in the following areas:

- What’s working for you with member engagement and participation?
- How are you utilizing AI at your Chamber?
- What workforce and education initiatives are you leading and what has been the result of your leadership?
- How do you engage in public policy and advocacy and sharing that with your members so they see the value you bring to their membership in this arena?
- What marketing/social media best practices do you have to share that help you tell your message and drives member engagement?
- Any campaigns, special projects you are leading for your Chamber?
- If you have a 501c3 Foundation, how are you utilizing it and what have been the benefits in the past year or two?
- What is your biggest money maker for your Chamber?

Lastly, be willing to share what’s on your strategic agenda/long range plan? In other words, what are some emerging issues, trends you are working on for the future?

*Facilitator – Christine Kennedy, Lynchburg Regional Business Alliance*

**Sponsored by Chambers for Innovation and Clean Energy**

3:00pm

**Leave for Afternoon Activity – BRISTOL MOTOR SPEEDWAY**

It’s Bristol, Baby! Join us for a tour of the facility and track laps around the “World’s Fastest Half-Mile!” We can carpool to the location...but if you’d like to drive on the track, be sure to take your car!

6:30pm

**RECEPTION**

**Hotel Rooftop**

**Sponsored by the Virginia Chamber of Commerce**

7:00pm

**AWARDS DINNER**

**King Ballroom**

Join us as we honor VACCE members during our Awards Dinner.

**Friday, August 23, 2024 – The Bristol Hotel**

8:00 – 8:45am

**BREAKFAST SESSION**

**King Ballroom**

**You’re Invited to Play the Feud! – GrowthZone 2024 Chamber Survey Results**

Get ready to strategize and shout out your answers because GrowthZone’s session is inspired by the iconic TV show Family Feud. Bring your A-game because it’s time to put your knowledge and wit to the test. Scott Robertson, IOM, will ask questions based on the latest survey results from GrowthZone’s 2024 Chamber Survey Report. Put your thinking caps on as we dive into industry trends, member insights, and association dynamics. Get ready to dive headfirst into how chambers compare to non-chamber associations and unlock the secrets to supercharging your current software tools, all in the pursuit of claiming the coveted title of Chamber Feud Champion! Exciting prizes await the winners, along with surprises throughout the session. Don’t miss out on this chance to learn about chamber trends, bond with your peers, and have a blast in the process. Flex those brain muscles, warm up your buzzer-hitting hand, and join us for this unforgettable session!

*Scott Robertson, GrowthZone*

**Sponsored by Virginia Tourism Corporation**

8:45 – 10:15am

**LEADERSHIP WORKSHOP – SESSION 1**

**King Ballroom**

**Discover The Power of Your Leadership Voice**

“Know yourself to lead yourself and know yourself to lead others” is just one of many tools KEPA teaches clients. Identifying and retaining good talent starts with leaders becoming self- and others-aware. When we know how to lead ourselves, we can lead others well, inspire them, and ultimately create a culture of engaged employees. Attendees will take the GiANT 5 Voices Assessment prior to this workshop, and will learn the following:

1. Recognize the characteristics of each of the 5 Voices.
2. Understand your Foundational Leadership Voice.
3. Build confidence in using your Foundational Leadership Voice.
4. Commit to applying your leadership insights.
5. Celebrate what your Voice brings to a team.
6. Learn the negative impact your Foundational Voice can have on others.
7. Learn how to use your Voice to optimize your contribution to a team.

*Melissa Spangler, KEPA Consulting, LLC*

**Workshop sponsored by GrowthZone**

**10:15am**

**BREAK**

Please be sure to check out of your hotel room by 11:00am.

***Sponsored by Citslinc***

**Sponsor Area – King Ballroom**

**10:30 – Noon**

**LEADERSHIP WORKSHOP – SESSION 2**

*Melissa Spangler, KEPA Consulting, LLC*

**King Ballroom**

**Noon**

**CONFERENCE ADJOURNS**