

# 2025



## EXECUTIVE RETREAT

AUGUST 14 & 15  
THE MIMSLYN INN  
LURAY, VA

HOSTED BY:  
LURAY-PAGE COUNTY CHAMBER OF COMMERCE

## 2025 EXECUTIVE RETREAT AGENDA

### Wednesday, August 13, 2025 – Stover Hall - OPTIONAL

6:30 – 8:30pm

#### WELCOME RECEPTION

Kick off our VACCE Executive Retreat with a warm and unforgettable welcome! Join us for a special Welcome Reception on Wednesday evening hosted at the charming Stover Hall, nestled in the heart of the Shenandoah Valley. Generously sponsored by Luray Caverns, the reception promises an evening of great company, delicious food, and authentic local flair. Enjoy a mouthwatering spread from Hank's Grille & Catering, sip on hand-selected wines from DuCard Vineyard, and sample craft beers as you unwind before the main event. The night will come alive with live music by Taylor LaFever, an indie-country, folk, and Americana artist whose sound captures the spirit of the region. Whether you're reconnecting with colleagues or meeting new faces, this is the perfect opportunity to relax, mingle, and ease into the conference in style. Deadline to sign up is Friday, August 1, 2025.

### Thursday, August 14, 2025 – The Mimslyn Inn

8:30 – 9:30am

#### VACCE BOARD MEETING

VACCE Board Members only

Skyline Terrace Room

9:30am

#### CONFERENCE REGISTRATION OPENS

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

Conference Foyer

10:00am

#### OFFICIAL CONFERENCE WELCOME

*Tracy Hale-Clark, Louisa County Chamber, 2025-26 VACCE Board Chair*  
*Regina Hilliard, Luray-Page County Chamber, 2025 Event Host*

Blue Ridge Room

10:15 – 10:45am

#### Virginia Chamber Legislative Update Session

*Carter T. Whitelow, VP of Government Relations, Virginia Chamber*

Blue Ridge Room

10:45 – 11:15am

#### Community College System Update Session

*Chancellor David Dore*

Blue Ridge Room

11:15 – 11:45am

#### SPOTLIGHT OUR SPONSORS SESSION

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

Blue Ridge Room

11:45am – 1:00pm

#### NETWORKING LUNCHEON

Circa '31 Dining Room

1:15 – 2:45pm

#### KEYNOTE SESSION

##### Resilience by Design: Building Organizations That Thrive in Uncertainty

Workshop Objectives:

- Understand The Key Components Of Organizational Resilience In The Face Of Disruption.
- Develop Strategies For Anticipating, Adapting To, And Recovering From Crises.
- Learn How To Build A Culture Of Resilience And Adaptability Within Their Organizations.
- Equip CEOs with Frameworks For Strategic Risk Management And Business Continuity Planning.

*Crystal Smith, Crystal Clear Business Strategies*

Blue Ridge Room

3:30pm

**Leave for Afternoon Activity – Luray Caverns**

Experience the largest and most celebrated caverns in the Eastern United States! Located in the heart of the Shenandoah Valley, Luray Caverns offers breathtaking natural wonders, including towering stalactites, shimmering pools, and the world-famous Great Stalacpipe Organ. Wander through vast underground chambers and marvel at formations that have been millions of years in the making. Don't miss the on-site Car & Carriage Caravan Museum, Toy Town Junction, and the captivating Shenandoah Heritage Village, where history comes to life. Wear comfortable walking shoes.

6:30pm

**RECEPTION**

**Sponsor Area**

7:00pm

**AWARDS DINNER**

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

**Circa '31 Dining Room**

**Friday, August 15, 2025 – The Mimslyn Inn**

8:00 – 9:00am

**BREAKFAST SESSION**

**Circa '31 Dining Room**

**“Ask Us Anything” Panel Session**

Are you curious about the inner workings of other VACCE member chambers? Do you have burning questions about how these organizations are surviving and thriving? Join us for an interactive session where the floor is yours to engage directly with our panel of chamber pros. This session is designed to be a dynamic Q&A, allowing attendees to guide the conversation. Whether it's about strategic planning, economic impact, or membership growth, no topic is off-limits.

*Panelists TBD*

9:00am

**BREAK**

**Sponsor Area**

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

9:15 – 10:45am

**KEYNOTE SESSION**

**Blue Ridge Room**

**Navigating the Future: Essential Executive Skills for 2025 and Beyond**

Workshop Objectives:

- Identify the critical skills and competencies that are in high demand for executives
- Understand the evolving landscape of executive leadership in the digital age
- Provide actionable strategies for CEOs to enhance their skills and build high-performing executive teams

*Crystal Smith, Crystal Clear Business Strategies*

10:45am

**BREAK**

**Sponsor Area**

11:00 – Noon

**CLOSING KEYNOTE SESSION**

**Blue Ridge Room**

**Trusting Teams Breed Ownership**

In this session, we will review traditional team structures (*types of teams, nature of team, ingredients of the team*), discuss building trust (*practicing, challenges, productive conflict, alternative perspectives, and communicating in ways that matter*), how to measure collective success (*managing up and setting clear expectations*), and learn why confidence builds groups. If we build trust, we gain influence, and then we can truly lead our team.

*Sean Quigley, Knighthawk Consulting*

Noon

**CONFERENCE ADJOURNS**