

# 2025



## SPRING CONFERENCE

MARCH 20 & 21  
HOTEL 24 SOUTH  
STAUNTON, VA

HOSTED BY:  
GREATER AUGUSTA REGIONAL CHAMBER OF COMMERCE

## CONFERENCE AGENDA

### Thursday, March 20, 2025 – Hotel 24 South – Staunton, VA

8:00 – 9:30am	<b>VACCE BOARD MEETING</b>	<b>Blue Ridge Room</b>
9:30am	<b>CONFERENCE REGISTRATION OPENS</b> Please note that hotel rooms may not be available for check-in until 4:00pm.	<b>Hotel Lobby</b>
10:00 – 11:15am	<b>OPENING KEYNOTE SESSION</b> <i>The Power of You: Own Your Talents, Transform Your Team</i> In this session, chamber professionals will explore how identifying and harnessing their individual talents can transform not only their own work but also their entire team. By understanding and owning what they naturally do best, participants will learn how to elevate their personal performance while contributing to a more cohesive, successful chamber team. Through interactive activities and practical tools, this session will help you unlock your potential and make an even greater impact within your chamber and community. - <i>Teri Smiley, Starfish Partnerships</i>	<b>Ballroom – Salon A/B</b>
11:30am – 12:45pm	<b>NETWORKING LUNCHEON</b> Join us as we announce our 2025 Service Awards and Scholarships.	<b>Colonnade Ballroom</b>
1:00 – 2:00pm	<b>BREAKOUT SESSIONS – choose one:</b>  <b>Successful Crisis Initiatives</b> Learn from your peers on how chambers should mobilize in times of crisis. - <i>Facilitator: Beth Rhinehart, Bristol TN/VA Chamber</i>	<b>Ballroom – Salon A/B</b>
	<b>Think Tank Showdown: Non-Dues Revenue Edition</b> This session will engage our chamber professionals in a dynamic brainstorming competition where teams generate and refine innovative non-dues revenue ideas. The most creative, actionable, and effective ideas win! - <i>Facilitator: Tracy Hale Clark, Louisa County Chamber</i>	<b>Ballroom – Salon C</b>
2:00pm	<b>BREAK</b>	<b>Hotel Lobby – Sponsor Area</b>
2:15 – 3:15pm	<b>BREAKOUT SESSIONS – choose one:</b>  <b>Strategic Media &amp; PR for Chambers</b> Effective communication is essential for Chambers of Commerce to build credibility, engage their communities, and advocate for local businesses. Led by the City of Staunton's Communications Coordinator and Public Speaking teacher at Mary Baldwin University Morgan Smith and the City of Staunton's Tourism Department's Sales & Marketing Manager Jessica Williams, this session will provide key strategies for working with the media, crafting impactful messages, and managing interviews with confidence. Learn how to proactively shape your Chamber's public image and maximize media opportunities to enhance your influence. - <i>Morgan Smith, City of Staunton Communications Coordinator</i> - <i>Jesscia Williams, City of Staunton Tourism Manager</i>	<b>Ballroom – Salon A/B</b>

**Team Building for Chambers**  
- Jason Boron, Leading Strong LLC

**Ballroom – Salon C**

**3:15pm**

**BREAK**

**Hotel Lobby**

**3:30 – 4:30pm**

**KEYNOTE SESSION**

**Ballroom – Salon A/B**

***Measuring & Communicating Your Impact: A Data-Driven Approach to Chamber Success***  
In this session, we will discuss how to effectively measure and communicate the impact of chamber work using meaningful data. This interactive workshop will cover strategies for identifying key metrics, building an impactful one-pager for annual reports, and crafting concise, compelling stories that highlight chamber achievements. By the end of the session, attendees will have the tools to create a data-driven narrative that not only showcases results but also aligns with their strategic goals, making it easier to share the chamber's value with stakeholders and the community.  
- Teri Smiley, Starfish Partnerships

**6:00 – 8:00pm**

**RECEPTION & NETWORKING DINNER**

**Location TBD**

Join us for a fun evening with your peers!

**Friday, March 21, 2025 – Hotel 24 South – Staunton, VA**

**8:00am**

**CHAMBER TOPIC BREAKFAST**

**Colonnade Ballroom**

Sit at a table with the chamber topic of most interest – come prepared to share best practices!

***Sponsored by Virginia Talent + Opportunity Partnerships (V-TOP)***

**9:00 – 11:00am**

**CLOSING KEYNOTE WORKSHOP**

**Ballroom – Salon A/B**

***AI Revolution in Chamber Management: Empowering Engagement, Efficiency, and Growth***

Explore how AI is transforming chambers of commerce and revolutionizing member engagement, operational efficiency, and community growth. Drawing from extensive experience working directly with chambers across the country, Zach Giglio will present real-world, practical use cases—proven strategies that have successfully been implemented to enhance chamber operations. This session will move beyond theory, focusing on actionable solutions that are already helping chambers streamline tasks, improve member relationships, and scale multi-channel marketing efforts. Attendees will gain insight into the challenges chambers face when adopting AI, and how those challenges can be overcome to deliver measurable results. Whether you're just starting to explore AI or looking for new ways to expand its role, this session provides tangible examples and hands-on guidance to help your chamber thrive.

- Zach Giglio, GCM

**11:00am**

**CLOSING REMARKS & DOOR PRIZES**

**Ballroom – Salon A/B**