



**What's the Deal with the Labor Force Market Participation Rate  
And Why Does it Matter to Chambers?**

**Breakout Ballroom**

Every community of every size and shape is seeing workforce issues. Where did all the workers go? And how can we attract them back? This informative presentation will share relevant and interesting information on the current labor market. You may be surprised to learn what some of the issues are!

- *Dr. John Downey, Blue Ridge Community College*

**SOAR for Your Community**

**Afton/Rockfish Gap Room**

Each of our communities has resources and assets in abundance. Learn how and why to use the SOAR analysis – Strengths, Opportunities, Aspirations, and Results – to strengthen your community and plan for the future.

- *Dr. Jay Langston, PhD, Shenandoah Valley Partnership*

**3:15pm**

**BREAK**

**Conference Pre-function Area**

**3:30 – 4:30pm**

**BREAKOUT SESSIONS – choose one:**

**Strategic Planning for Chambers**

**Main Ballroom**

Many Chambers have Foundations, but are we using them to their fullest potential? Probably not! Learn more about creating and using a 501c3 Foundation to strengthen and advance your Chamber goals and strategic plan.

- *Amy Hager, Amy Hager Solutions*

**Topic TBD**

**Breakout Ballroom**

- *Jason Boron, Leading Strong LLC*

**Chamber Foundations**

**Afton/Rockfish Gap Room**

Many Chambers have Foundations, but are we using them to their fullest potential? Probably not! Learn more about creating and using a 501c3 Foundation to strengthen and advance your Chamber goals and strategic plan.

- *Speaker TBD*

**6:00 – 8:00pm**

**RECEPTION & NETWORKING DINNER**

**The Fishin' Pig Pavilion**

Join us for a fun evening with your peers. We are thrilled to announce that Attorney General Jason Miyares will join us for the evening.

**Friday, March 10, 2023 – Best Western PLUS Waynesboro**

**8:00am**

**BREAKFAST**

**Main Ballroom**

**8:30 – 10:00am**

**ROUNDTABLE SESSIONS by CHAMBER DUES INCOME – choose one:**

**Under \$75,000**

**Main Ballroom**

- *Co-Facilitator – Tracy Hale Clark, Louisa County Chamber*

- *Co-Facilitator – Melissa Miller Haley, Hanover Chamber*

**\$75,001 to \$250,000**

**Breakout Ballroom**

- *Facilitator – Jennifer Rose, Central Fairfax Chamber*

**Over \$250,000**

**Afton/Rockfish Gap Room**

- *Facilitator – Sylvia Haines, Hampton Roads Chamber*

**10:00am**

**BREAK**

**Conference Pre-function Area**

**10:15 – 11:00am**

**ROUNDTABLE SESSIONS by ROLE – choose one:**

**CEO / Executive Director / CFO**

**Main Ballroom**

- *Co-Facilitator – Beth Rhinehart, Bristol Chamber*

- *Co-Facilitator – Tracy Lyons, Lexington-Rockbridge Chamber*

**Communications/Marketing/Events**

**Breakout Ballroom**

- *Facilitator – Andrea Winey, Loudoun Chamber*

**Membership**

**Afton/Rockfish Gap Room**

- *Facilitator TBD*

**11:00am – Noon**

**CLOSING KEYNOTE**  
**The Customer/Member Experience**  
*- Todd Bradberry, Parallel Management Company*

**Main Ballroom**

**Noon**

**DOOR PRIZES / CONFERENCE ADJOURNS**

**Main Ballroom**