



JUNE 20 & 21, 2019

2019 VACCE EXECUTIVE LEADERSHIP CONFERENCE



Fredericksburg
Hospitality House Hotel
& Conference Center

FREDERICKSBURG, VA

2019 CONFERENCE AGENDA

**Thursday, June 20, 2019 – Fredericksburg Hospitality House Hotel & Conference Center
(2801 Plank Road, Fredericksburg, VA 22401)**

8:00 – 10:30am	VACCE BOARD RETREAT Planning Retreat for VACCE Board Members only	Palm Room
10:30am	CONFERENCE REGISTRATION OPENS	Conference Lobby 3 (Downstairs)
10:30 – 11:30am	BONUS SESSION – GOOGLE Get Found on Google Search and Maps. - <i>Demming Bass, Google National Speaker</i>	Washington Ballroom
11:45am – 12:45pm	OPENING NETWORKING LUNCHEON Join your peers at topic specific tables for a fun networking lunch. Sponsored by Citslinc	Monroe Ballroom
1:00 – 2:00pm	VIRGINIA CHAMBER UPDATE SESSION Join us as we hear an update from the Virginia Chamber of Commerce. - <i>Barry DuVal, President & CEO, Virginia Chamber of Commerce</i>	Washington Ballroom
2:00pm	AFTERNOON BREAK	Sponsor Area – Ballroom Foyer
2:15 – 3:15pm	BREAKOUT SESSIONS – choose one:	
	Advocacy Best Practices Join us for a panel discussion about policy efforts that can be applicable for all sizes of Chambers. <i>Clark Jackson, U.S. Chamber of Commerce</i> <i>TBD, Virginia Chamber of Commerce</i>	Washington Ballroom
	Event Planning Nuts & Bolts This session will include tips on marketing events, ensuring you attract strong attendance, and understanding basic event components. This industry-focused, content rich session will be one you can't miss! <i>TBD Events Staff, George Mason</i>	Madison Ballroom
3:15pm	AFTERNOON BREAK	Sponsor Area – Ballroom Foyer
3:15 – 4:15pm	GENERAL KEYNOTE SESSION Working With Media / Practical Media Partnerships Hear how Chambers can successfully partner with local media on such items as magazines and directories. <i>Speaker TBD - Media</i>	Washington Ballroom
6:00 – 9:00pm	RECEPTION & ANNUAL DINNER Join your peers for a cocktail reception and then enjoy our Annual Dinner which include special awards and our Annual Business Membership Meeting. Reception Sponsored by the Virginia Chamber of Commerce	Palm Room / Madison & Monroe Ballroom

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7:45 – 8:30am	BUFFET BREAKFAST	Ledo Restaurant
8:30 – 9:30am	MORNING KEYNOTE SESSION The Future of Membership Models Should your revenue model be dependent on dues? Is your mission member or community-centric? Disruption in membership models began almost 20 years ago when forward-thinking associations created the first tiered benefits (or dues) models. Explore some of the new membership models being offered by cutting-edge organizations. - <i>Cathi Hight, Hight Performance Group</i>	Washington Ballroom
9:30am	MORNING BREAK	Sponsor Area – Ballroom Foyer
9:45 – 10:45am	GENERAL KEYNOTE SESSION Diversity & Inclusion in your Chamber and Community Hear how your Chamber can work towards more diversity and inclusion in your community. - <i>Mauricio Velesquez, President/CEO, Diversity Training Group</i>	Washington Ballroom
10:45am	MORNING BREAK	Sponsor Area – Ballroom Foyer
11:00am – Noon	CLOSING KEYNOTE SESSION The Solution Revolution – Are You a Wavemaker? What are the biggest challenges facing your members and the community you serve? What role do you play in addressing these challenges? Wavemakers are developing a solution economy based on tackling the biggest challenges. Learn what it takes to be an effective wavemaker and position your organization to be the essential source for information, connections, and solutions. - <i>Cathi Hight, Hight Performance Group</i>	Washington Ballroom
Noon	CONFERENCE ADJOURNS	