

2019 CONFERENCE AGENDA

Monday, March 4, 2019 – Stonewall Jackson Hotel & Conference Center (24 S. Market Street, Staunton, VA 24401)

8:30 – 10:00am VACCE BOARD MEETING Blue Ridge Room

10:30am CONFERENCE REGISTRATION OPENS Hotel Lobby

10:30 – 11:15am BONUS SESSION – First Year Attendees Blue Ridge Room

Advancing Your Career with VACCE

Learn more about your state association and the chamber industry.

- Grafton deButts, Loudoun Chamber

- Tiffany Fulmer Ott, Executive Director, VACCE

11:30am – 1:00pm OPENING LUNCHEON & KEYNOTE SESSION

Welcome - Carolyn W. Dull, Mayor, City of Staunton

How to Communicate With Everyone Who Isn't You

Life would be so easy if everyone we interacted with was just like us. Unfortunately, no one else is exactly like you and to succeed, you must communicate with the crazy, the angry, the silly, and yes, even the smarter and more articulate. This session will help you do just that. You will learn about barriers to communication and how to remove them. You'll take a communication styles quiz and find out just how different a large portion of the world really is and how to communicate with them effectively.

- Denise Ryan, FireStar Speaking

1:00pm AFTERNOON BREAK Sponsor Area – Ballroom Foyer

1:15 – 2:30pm FIRST CORE SESSIONS – choose one:

2:30pm

Member Retention Success

Shenandoah Ballroom – Salon A

Colonnade Ballroom

In this session, we will learn about creating a retention process, setting realistic goals, and creating strategies for building and keeping strong member relationships.

- Ashleigh Christian, Director of Membership Development, Knoxville (TN) Chamber

Workforce Innovation Discussion

Shenandoah Ballroom - Salon B

Hear about programs working for communities in Virginia.

- Danielle Fitz-Hugh, Chesterfield Chamber

- Jay Langston, The Shenandoah Valley Partnership

Branding: It's Not a Thing

AFTERNOON BREAK

Shenandoah Ballroom - Salon C

Sponsor Area – Ballroom Foyer

Learn about the essentials of brand building and how you can develop yours. From global icons to local businesses big and small, find out what sets them apart and how you can apply the same fundamentals to grow your business, meet your goals and achieve success.

- Aimee Rose, VP Integrated Comms & Chief Strategy Officer, Mary Baldwin University

3:00 – 4:15pm SECOND CORE SESSIONS – choose one:

Social Media & Email Engagement

Shenandoah Ballroom - Salon A

Is your Chamber keeping up with the trends and are you getting an ROI on your email and social marketing? Learn some tricks of the trade that will make your efforts more effective and start seeing immediate positive results.

- Anissa Starnes, Swingbridge Partners

Non-Dues Revenue

Shenandoah Ballroom - Salon B

Learn more about non-dues revenue and what affinity programs are available.

- Debbie Jones, Prince William Chamber

Adult Leadership Program Best Practices

Shenandoah Ballroom - Salon C

Do you need new ideas to keep your adult leadership program relevant? Hear from your peers on what's working with their programs.

- Alexis Ehrhardt, Danville Pittsylvania County Chamber
- Christine Kennedy, Lynchburg Regional Business Alliance
- Annette Medlin, Greater Augusta Regional Chamber

4:30 – 5:30pm PEER-TO-PEER ROUNDTABLE MEETINGS

Issue sharing and best practices with your job specific peers. We will break up into groups so that our attendees have an opportunity to learn from each other.

6:00 – 7:00pm HOSPITALITY HOUR

Sorrel's Lounge

Join your peers for a cocktail reception before heading out for the evening.

7:00pm NETWORKING DINNERS

Various Staunton Locations

Sign up for fun Dutch treat networking dinners with your peers.

Tuesday, March 5, 2019 – Stonewall Jackson Hotel & Conference Center (24 S. Market Street, Staunton, VA 24401)

8:00 – 8:45am NETWORKING BREAKFAST

Colonnade Ballroom

Chamber Value & Relevance - Now and Into the Future

We're excited to hear an update of the nine influences shaping the futures of chambers of commerce.

- Sheree Anne Kelly, President & CEO, ACCE

9:00 – 10:00am MORNING KEYNOTE SESSION

Colonnade Ballroom

Survival Skills for Chamber Professionals

This action-packed session covers three survival skills for Chamber Pros: member engagement, volunteer development, and time management. When asked about their greatest concerns, Chamber pros want to recruit and retain more members. They want enthusiastic volunteers who show up and work. And they want more time to make all this (and about a million events) happen.

- Denise Ryan, FireStar Speaking

10:00am MORNING BREAK

Sponsor Area – Ballroom Foyer

10:15 - 11:30am

THIRD CORE SESSIONS - choose one:

Membership Sales – Selling for Success –

The Personal Touch

Shenandoah Ballroom - Salon A

Hear from a seasoned pro on every aspect of selling (*prospecting, setting the appointment, the pitch, and the close*) and how to sell the benefits of chamber membership in 30 seconds!

- Ashleigh Christian, Director of Membership Development, Knoxville (TN) Chamber

30 Innovative (Kick A\$\$) Program Ideas for Chambers Shenandoah Ballroom – Salon B

You've heard of speed dating, but this is speed "creativity" as we take a whirlwind look at 30 out-of-the-box innovative ideas that you could implement for your Chamber. You'll walk away with a worksheet of ideas complete with contact names so you don't have to recreate the wheel.

- Anissa Starnes, Swingbridge Consulting

Telling Tales: Advancing Business Through Effective Storytelling

Shenandoah Ballroom – Salon C

Have you ever asked yourself this question: what's in it for me? Well, so has your audience - your customer base, your constituency, your community. The truth is everyone has a story to tell - organizations large and small. Finding your story - and sharing it - through authentic brand storytelling, you can move your business forward.

- Aimee Rose, VP Integrated Comms & Chief Strategy Officer, Mary Baldwin University

11:45am – 1:30pm	GRADUATION LUNCHEON & CLOSING KEYNOTE	Colonnade Ballroom
	Stop. Drop. Roll. – Avoiding Burnout In today's world of connectivity it is almost encouraged to be "on the job" 24/7 by	out at what cost to the
	professional? This session will share tips on how you can protect your sanity, s	et boundaries and achieve
	that hard to find thing that you think doesn't exist called work/life balance.	
	- Anissa Starnes, Swingbridge Consulting	
4.2000	CONFEDENCE AD IQUIDNO	
1:30pm	CONFERENCE ADJOURNS	