



3:00 – 4:15pm	<b>SECOND CORE SESSIONS – choose one:</b>	
	<b>Social Media &amp; Email Engagement</b>	<b>Shenandoah Ballroom – Salon A</b>
	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.	
	- <i>Anissa Starnes, Swingbridge Partners</i>	
	<b>Non-Dues Revenue</b>	<b>Shenandoah Ballroom – Salon B</b>
	Learn more about non-dues revenue and what affinity programs are available.	
	- <i>Debbie Jones, Prince William Chamber</i>	
	<b>Adult Leadership Program Best Practices</b>	<b>Shenandoah Ballroom – Salon C</b>
	Do you need new ideas to keep your adult leadership program relevant? Hear from your peers on what's working with their programs.	
	- <i>Alexis Ehrhardt, Danville Pittsylvania County Chamber</i>	
	- <i>Christine Kennedy, Lynchburg Regional Business Alliance</i>	
	- <i>Annette Medlin, Greater Augusta Regional Chamber</i>	
4:30 – 5:30pm	<b>PEER-TO-PEER ROUNDTABLE MEETINGS</b>	
	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	<b>HOSPITALITY HOUR</b>	<b>Sorrel's Lounge</b>
	Join your peers for a cocktail reception before heading out for the evening.	
7:00pm	<b>NETWORKING DINNERS</b>	<b>Various Staunton Locations</b>
	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	<b>NETWORKING BREAKFAST</b>	<b>Colonnade Ballroom</b>
	<b>Chamber Value &amp; Relevance – Now and Into the Future</b>	
	We're excited to hear an update of the nine influences shaping the futures of chambers of commerce.	
	- <i>Sheree Anne Kelly, President &amp; CEO, ACCE</i>	
9:00 – 10:00am	<b>MORNING KEYNOTE SESSION</b> <b>Survival Skills for Chamber Professionals</b>	<b>Colonnade Ballroom</b>
	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 ( <i>and about a million events</i> ) happen.	
	- <i>Denise Ryan, FireStar Speaking</i>	
10:00am	<b>MORNING BREAK</b>	<b>Sponsor Area – Ballroom Foyer</b>
10:15 – 11:30am	<b>THIRD CORE SESSIONS – choose one:</b>	
	<b>Membership Sales – Selling for Success – The Personal Touch</b>	<b>Shenandoah Ballroom – Salon A</b>
	Hear from a seasoned pro on every aspect of selling ( <i>prospecting, setting the appointment, the pitch, and the close</i> ) and how to sell the benefits of chamber membership in 30 seconds!	
	- <i>Ashleigh Christian, Director of Membership Development, Knoxville (TN) Chamber</i>	
	<b>30 Innovative (Kick A\$\$) Program Ideas for Chambers</b>	<b>Shenandoah Ballroom – Salon B</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.	
	- <i>Anissa Starnes, Swingbridge Consulting</i>	
	<b>Telling Tales: Advancing Business Through Effective Storytelling</b>	<b>Shenandoah Ballroom – Salon C</b>
	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.	
	- <i>Aimee Rose, VP Integrated Comms &amp; Chief Strategy Officer, Mary Baldwin University</i>	

**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 but at what cost to the professional? This session will share tips on how you can protect your sanity, set boundaries and achieve that hard to find thing that you think doesn't exist called work/life balance.

- *Anissa Starnes, Swingbridge Consulting*

**1:30pm**

**CONFERENCE ADJOURNS**