



# VACCE SPRING CONFERENCE 2024



MARCH 21-22  
STAUNTON, VIRGINIA

HOSTED BY:  
THE GREATER AUGUSTA REGIONAL CHAMBER OF COMMERCE

## CONFERENCE AGENDA

**Thursday, March 21, 2024 – Hotel 24 South – Staunton, VA**

8:00 – 9:00am	<b>VACCE BOARD MEETING</b>	Blue Ridge Room
8:30am	<b>CONFERENCE REGISTRATION OPENS</b> Please note that rooms may not be available for check-in until 4:00pm.	Hotel Lobby
10:00 – 11:15am	<b>OPENING KEYNOTE SESSION</b> <i>Benefits or Transformations: Which Are You Creating and Sharing With Potential Members?</i> Why do members join your organization? Is it really for networking? Potential members are being more cautious with their spending and therefore need more reasons to join your organization besides “networking” or “because it is the right thing to do”. They want results for their investment, but we frequently sell them benefit. Bring a pen and paper or your computer and an upcoming event or current offering that you want to create a transformation statement for. The way we will break this down can be taken back and used in your future product and event development or to revamp current offerings and events that need messaging help. - Amy Hager, Amy Hager Solutions	Ballroom – Salon A/B
11:30am – 12:30pm	<b>NETWORKING LUNCHEON</b> Join us as we present our 2024 Service Awards and Scholarships.	Colonnade Ballroom
1:00 – 1:45pm	<b>BREAKOUT SESSIONS – choose one:</b>  <b>Plan Your Best Marketing &amp; Communications Year Yet!</b> Your communications strategy needs to effectively convey organization products, programs, and services to your target markets. Learn to evaluate your target markets so that your communications and marketing strategy is positioned to reach critical audiences. Amy will also share a great in-house communication tool to help teams stay on track and work together. Course objectives: <ul style="list-style-type: none"><li>• Targeting the right audience for various communications efforts.</li><li>• Determining the appropriate communications tool within the market.</li><li>• Understand how to develop and share your strategy internally to gain support and streamline all of your organizations' communication and marketing efforts.</li></ul> - Amy Hager, Amy Hager Solutions	Ballroom – Salon A/B
	<b>Advocacy in Today's Political Climate – How to Make a Difference</b> - Keith Martin, Virginia Chamber	Ballroom – Salon C
1:45pm	<b>BREAK</b>	Hotel Lobby

2:00 – 2:45pm

**BREAKOUT SESSIONS – choose one:**

**Leadership Program Best Practices**

- Do you have a community leadership program?
- Do you struggle with staff capacity to truly make a difference?
- Are you wanting to increase the impact and outcomes from your program?
- Do you want to learn what makes a leadership program “world class?”

If you are passionate about leadership and ready to engage and learn, then this session is for you! Twenty years ago, Leadership Lynchburg was a single program with a 'one size trying to fit all' curriculum. Today, Leadership Lynchburg has grown from this one program, to three and with an active and engaged core of alumni who ensure that quality and impact are at the forefront of all that is done. Program director and COO of the Lynchburg Regional Business Alliance, Christine Kennedy will lead this session pulling content from her own experience but also from the national Association of Leadership Programs which she serves as facilitator, instructor and past board member.

- *Christine Kennedy, Lynchburg Regional Business Alliance*

**Ballroom – Salon A/B**

**Effectively Using Artificial Intelligence (AI)**

**Ballroom – Salon C**

In this session, our speakers will share their insights on using artificial intelligence (AI) in practice. Topics will include discussion of AI platforms (e.g., ChatGPT, Dall-E), possible uses, ethical considerations, and effective strategy. The session will feature remarks from the presenters as well as discussion and Q&A.

- *Dr. Benjamin Selznick, School of Strategic Leadership, James Madison University*
- *Dr. Tatjana Titareva, School of Strategic Leadership, James Madison University*

2:45pm

**BREAK**

**Hotel Lobby**

3:00 – 4:00pm

**BREAKOUT SESSIONS BY TOPICS – choose one:**

**Operations**

**Blue Ridge Room**

- *VACCE Facilitators*

**Communications & Marketing**

**Ballroom – Salon A/B**

- *VACCE Facilitators*

**Membership**

**Ballroom – Salon C**

- *VACCE Facilitators*

4:00 – 4:45pm

**BONUS SESSION – 45 Ideas in 45 Minutes**

**Ballroom – Salon A/B**

6:00 – 8:00pm

**RECEPTION & NETWORKING DINNER**

**Shakespeare Theatre & Hotel 24 South**

Join us for a fun evening with your peers!

**Friday, March 22, 2024 – Hotel 24 South – Staunton, VA**

8:00am

**NETWORKING BREAKFAST**

**Colonnade Ballroom**

No program – just an opportunity to network with your peers to start the day!

8:30 – 10:00am

**GENERAL KEYNOTE SESSION**

**Ballroom – Salon A/B**

*Tiny Habits, Big Impact*

We all aspire to lead healthier, happier, and more productive lives, but often we find ourselves overwhelmed by increasingly fast-paced and demanding workplaces. It is paramount to find ways to prioritize your wellbeing. And it is easier than you think! Small, consistent actions, known as tiny habits, can significantly impact your wellbeing. Motivation can be fleeting and unreliable, preventing you from making the necessary changes. Instead, we will talk about how to spark small actions to make big differences in your work-life, at home, and even in your sense of wellbeing

- *Jason Boron, Leading Strong LLC*

10:00am

**BREAK**

**Hotel Lobby**

Be sure you have checked out of your hotel room!

10:15 – 11:30am	<b>CLOSING KEYNOTE</b> <i>Disrupt Yourself: Unlock Success in Uncertain Times</i> How do you deliver results when things are constantly changing? How do you invest in your growth while simultaneously supporting your communities? This presentation will equip you with the tools and resources to leverage disruption and navigate through life's only constant – change. We will answer questions like, why, despite the desire to grow, can it be so difficult to start? What does it take to gain and maintain momentum once people start? And finally, why do people outgrow things so quickly? Use the Smart Growth Framework, identifying tools, concepts, and resources to accelerate your growth, your team's growth, and your community's growth. Feel confident and move toward continuous improvement rather than succumbing to the chaos of change. - Whitney Johnson, <i>The Disruption Advisors</i>	Ballroom – Salon A/B
11:30am	<b>CLOSING REMARKS &amp; DOOR PRIZES</b>	Ballroom – Salon A/B