



VACCE 2019 STAFF DEVELOPMENT CONFERENCE

March 4 & 5, 2019
Stonewall Jackson Hotel
Staunton, VA

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 Advancing Your Career with VACCE Learn more about your state association and the chamber industry. - <i>Grafton deButts, Loudoun Chamber</i> - <i>Tiffany Fulmer Ott, Executive Director, VACCE</i>	Blue Ridge Room
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. - <i>Denise Ryan, FireStar Speaking</i>	Colonnade Ballroom
1:00pm	AFTERNOON BREAK	Sponsor Area – Ballroom Foyer
1:15 – 2:30pm	FIRST CORE SESSIONS – choose one: Member Retention Success In this session, we will learn about creating a retention process, setting realistic goals, and creating strategies for building and keeping strong member relationships. - <i>Ashleigh Christian, Knoxville (TN) Chamber</i> Workforce Innovation Discussion Hear about programs working for communities in Virginia. - <i>Danielle Fitz-Hugh, Chesterfield Chamber</i> - <i>Jay Langston, The Shenandoah Valley Partnership</i>	Shenandoah Ballroom – Salon A Shenandoah Ballroom – Salon B
	Branding: It's Not a Thing 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. - <i>Aimee Rose, VP Integrated Comms & Chief Strategy Officer, Mary Baldwin University</i>	Shenandoah Ballroom – Salon C
2:30pm	AFTERNOON BREAK	Sponsor Area – Ballroom Foyer

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.	
	- <i>Anissa Starnes, Swingbridge Partners</i>	
	Non-Dues Revenue	Shenandoah Ballroom – Salon B
	Learn more about non-dues revenue and what affinity programs are available.	
	- <i>Debbie Jones, Prince William Chamber</i>	
	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.	
	- <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	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 Chamber Value & Relevance – Now and Into the Future	Colonnade Ballroom
	We're excited to hear an update of the nine influences shaping the futures of chambers of commerce.	
	- <i>Sheree Anne Kelly, ACCE</i>	
9:00 – 10:00am	MORNING KEYNOTE SESSION Survival Skills for Chamber Professionals	Colonnade Ballroom
	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	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 (<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, Knoxville (TN) Chamber</i>	
	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.	
	- <i>Anissa Starnes, Swingbridge Consulting</i>	
	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.	
	- <i>Aimee Rose, VP Integrated Comms & Chief Strategy Officer, Mary Baldwin University</i>	

11:45am – 1:30pm

GRADUATION LUNCHEON & CLOSING KEYNOTE

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*

Colonnade Ballroom

1:30pm

CONFERENCE ADJOURNS