

CONNECT

CEO ESSENTIALS

LEARN

GROW



VA COUNCIL OF CEOS

RETREAT 2016

KINGSMILL RESORT, WILLIAMSBURG

WEDNESDAY, APRIL 27 | THURSDAY, APRIL 28 | FRIDAY, APRIL 29

CEO ESSENTIALS

CONNECT ★ LEARN ★ GROW

This year's CEO Retreat program highlights what every CEO needs the most - focus. As CEOs we are constantly pulled in many directions, stretched too thin, overworked and not as productive as we can be. Our presenters bring experience and expertise on the topic of finding ways to focus on what matters for the CEO. And, you will have lots of ways to connect with the other experts – your peers. Come Connect*Learn*Grow.

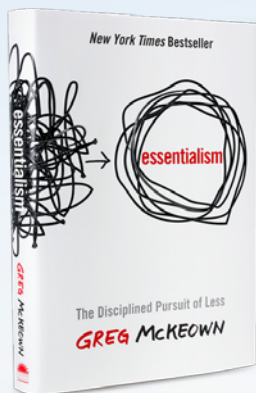


The 12 Week Year

Brian Moran has over thirty years of expertise as a CEO, corporate executive, entrepreneur, consultant and coach. His background as a corporate executive combined with his experience as an entrepreneur positions him with a unique skill set to help individuals and organizations grow and prosper. Brian's corporate experience includes management and executive positions with UPS, PepsiCo, and Northern Automotive. As an entrepreneur he has personally launched and led successful businesses and been instrumental in the success of many others. In addition, he has consulted for dozens of world-class companies including Coldwell Banker, Mass Mutual, Medtronic, New York Life, and Tiffany & Co.

Brian is a recognized expert in the field of leadership and execution. His realization that most people don't lack ideas but struggle with effective implementation led him to the development of The 12 Week Year. In addition to his books, Brian has been published in many of the leading business journals and magazines. He is a sought after speaker, educating and inspiring thousands each year.

Brian will introduce the key concepts in his book The 12 Week Year which will help you discover how to develop clarity and focus on what matters most, and a healthy sense of urgency to get it done!

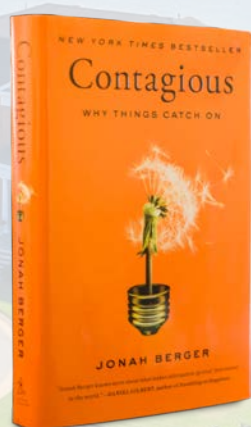


Essentialism: The Disciplined Pursuit of Less

Greg McKeown is emerging as one of the most refreshing and transformative thought leaders and speakers on leadership, peak performance, and business growth. He is a NYT and WSJ best-selling author, founder and CEO of THIS Inc.—a leadership and strategy design agency in Silicon Valley—and one of the most popular bloggers for *Harvard Business Review* and LinkedIn's Influencer Group. McKeown has trained at hundreds of events across the world including in the U.S., Australia, Bulgaria, Canada, China, England, India, Ireland, Italy, Japan, Norway and Singapore. Organizations, teams, and individuals have benefited from McKeown's innovative perspective, which challenges conventional wisdom and defines how to break through to the next level of success and profitability.

McKeown has dedicated his career to discovering why some people break through to the next level—and others do not. He is distinguished for reviving the essence of what it means to create a life that truly matters.

Greg will help you apply more selective criteria for what is Essential, **the disciplined pursuit of less** empowers us to reclaim control of our own choices about where to spend our precious time and energy.



Crafting Contagious

Why do some things catch on while others fail? What makes online content go viral? And why do some products, ideas, and behaviors get more word of mouth than others? **Professor Jonah Berger** examines the behavioral science that underlies these questions. He examines how consumers make decisions, how ideas diffuse, and how social influence leads people to imitate (or avoid) what others are doing.

Berger is a Marketing professor at the Wharton School at the University of Pennsylvania and a visiting professor at Cornell Tech. He has published dozens of articles in top-tier academic journals, and popular accounts of his work frequently appear in popular outlets like the *New York Times*, *Wall Street Journal*, *NPR*, *Science*, *Harvard Business Review*, *Sloan Management Review*, *Wired*, *Business Week*, *The Atlantic*, and *The Economist*. His research has also been featured in the *New York Times Magazine*'s "Year in Ideas." Berger has been recognized with a number of awards for both scholarship and teaching, including various early career awards and being named Wharton's Iron Prof (an award for awesome faculty research).

Wednesday, April 27 “First Day” Options

The optional First Day of this year’s CEO Retreat is for rest and recreation. By choosing to attend First Day, you can check into your room on Wednesday afternoon and join your colleagues for many activities including an informal cocktail and dinner gathering. By arriving Wednesday, you will be rested and ready for two days of learning, thinking and sharing with your fellow members.

Golf on The River Course

Play your own ball on the magnificent River Course at Kingsmill. Box lunch, beverages and snacks are provided. Closest to the pin and long drive prizes will be awarded. We tee off at 10:30 a.m. (separate registration required)

Segway Tour

Segways are a great way to tour Kingsmill, and have fun doing it! Your guide will teach you how to use the Segway for 30 minutes, and then will guide you on a 60 minute tour, enjoying the history and nature of Kingsmill. Meet at the Tennis Club at 3:00 p.m., rain or shine. (separate registration required)

Wine & Oyster Sampling

Enjoy river views at the James Landing Grille while sampling local oysters and wine. The chef is excited to present this special tasting for us. Come start your retreat by relaxing and getting to know other members. Meet at James Landing Grille at 3:00 p.m. We will finish by 4:30 p.m. which allows you time to get checked-in and ready for Speed Networking and First Night Dinner. (separate registration required for the Oysters & Wine)

The Spa at Kingsmill

The Spa is newly renovated. With inspiration from the resort grounds, the Spa utilizes a palette of natural-based and organic products to create incredibly luxurious treatments designed to comfort and pamper you as never before. VACEOs guests get 15% off on all spa treatments. Book on your own or with a friend at www.kingsmill.com/spa or call 800-965-4772.

Tennis, Fitness, Bike Rentals

Kingsmill has lots of other options for those who want to be active. See www.kingsmill.com/recreation for all the options.

First Night Dinner

First Night is your opportunity to begin connecting with other Retreat participants over a cocktail and dinner. During the cocktail hour, we will do some “Speed Networking”, so that you can get to know more VACEOs folks, faster! 6:00 p.m. (separate registration required)

Friday, April 28 Options

Friday Morning Run

Meet at the front entrance of the Resort Center at 6:45 a.m. on Friday for a morning run. We will group up based on your desired distance and pace. Or, hit the Fitness Center for a workout. (just show up)

Recreation

All Kingsmill has to offer is open to you. Tennis, golf, marina, bike riding, spa, and much more! Schedule on your own or with others, and have fun!

Lingerers Reception

Many of our members choose to have their spouse join them and stay at Kingsmill another night (our group room rate is still good). For you we will have an informal reception 5:30 to 6:30 p.m., at the Elements Bar. Drinks and hors d’oeuvres are on us – come meet some new friends. (just show up)

CEO RETREAT

- ✓ Register online! See Events at www.vaceos.org. Early bird discount when you register by **March 13**.
- ✓ Reserve your room at Kingsmill Resort: 800.832.5665.

ACCOMMODATIONS

Hotel Reservations: The CEO Retreat is designed as a RETREAT, so we encourage you to spend the night and immerse yourself in the peer learning and relationship building that makes this meeting the most valuable conference you will attend this year! Our program is for members and sponsors only and is not appropriate for spouses or children.

Kingsmill Resort: Make your room reservations now! Call **800.832.5665** and mention “Virginia Council of CEOs” for our group rates of \$169 and up, or book online at **www.kingsmill.com** using the Group Code “vaceo”. Our block of rooms will be held until **April 12**.

WEDNESDAY, APRIL 27 (OPTIONAL)

First Day programs allow you to connect with your VACEOs colleagues. (see listed elsewhere and online)

First Night Dinner at 6:00 p.m. starts with Speed Networking. (separate registration required)

THURSDAY, APRIL 28

Opening Session at 9:30 a.m.

Keynote: Brian Moran, “The 12 Week Year”

Lunch

Keynote: Greg McKeown, “Essentialism”

Dinner

FRIDAY, APRIL 29

Early risers: group run, or workout at the fitness center

Breakfast buffet

Keynote: Jonah Berger, “Contagious”

Adjourn at 2:30 p.m.

Lingers Reception at 5:30 p.m.

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