



VA COUNCIL OF CEOs

DOUBLE DOWN

BETTING ON GROWTH

A

2015 RETREAT

KINGSMILL RESORT, WILLIAMSBURG
WEDNESDAY, APRIL 22 | THURSDAY, APRIL 23 | FRIDAY, APRIL 24

DOUBLE DOWN

BETTING ON GROWTH

This year's CEO Retreat program is all about growth. Is it time for you to **DOUBLE DOWN** on a new growth strategy for your business? Our presenters bring experience and expertise on the topic. In main stage speeches and small group workshops, you will hear new ideas balanced with practical advice. And, you will have lots of ways to connect with the other experts – your peers.

The Happiness Advantage

Shawn Achor is the New York Times bestselling author of *The Happiness Advantage* and *Before Happiness*. He spent 12 years at Harvard, where he won over a dozen distinguished teaching awards, and delivered lectures on positive psychology in the most popular class at Harvard. Shawn has since become one of the world's leading experts on the connection between happiness and success. Shawn has now worked with over a third of the Fortune 100 companies, and with places like the NFL, the Pentagon and the U.S. Treasury. His research on happiness made the cover of *Harvard Business Review*, his TED talk is one of the most popular of all time with over 8 million views, and his lecture airing on PBS has been seen by millions.



Shawn will illuminate new research showing step by step how a leader can change their mindset about stress to increase productivity by 30% and lower health problems and fatigue by 23%. You will leave with five clear, practical takeaways, which can immediately start to transform your life, raising both happiness and success rates. In this program, participants will learn how to navigate multiple realities at work, cancel internal and external noise, add vantage points to planning, use success accelerants to speed goal completion and use meaning markers to spread positive genius throughout a team, family and an entire organization.





Zero to Good

Throughout his career, **Cameron Herold** has been instrumental in the successful sale, branding and integration of a remarkable 500 business locations with three major companies. He may be best known as a driving force behind 1-800-GOT-JUNK?'s spectacular growth from \$2 million to \$106 million in revenue in just six years. Cameron is a top-rated lecturer at the EO/MIT Entrepreneurial Masters Program and a powerful and effective speaker at EO/YPO & Vistage events around the world.



Managing business growth can be an exhilarating experience, but it can also be an intimidating one. In this dynamic presentation, Cameron reveals the systems all companies need to grow and how to do it while making a profit. He will teach many of the tools from his book *Double Double*.

The New Normal: No Man's Land & Your Company's Worth and Why

Doug Tatum is a successful growth company CEO and a recognized expert on the capital markets and the entrepreneurial growth economy. Doug speaks extensively throughout the world, presenting the research and frameworks included in his book *No Man's Land: Where Growing Companies Fail*. Doug co-led our 2008 CEO Retreat, "Hope, Fear and Mojo," with Inc. editor Bo Burlingham. A number of VACEOs members have cited Doug's ideas as the catalyst for change and growth in their companies.



Doug's presentation this year is designed to help participants plan for the future of their business and will focus on issues including: understanding the value and worth of your business; determining how and when to exit the business on your terms; and how to successfully manage growth and navigate No Man's Land.

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.



Wednesday, April 22 “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 Tasting

Enjoy river views from the James Landing Grille at the Marina, with a chef-prepared wine and cheese tasting. A great way to relax and get to know new folks. Meet at the Marina at 3:00 p.m. (*separate registration required*)

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. at Eagles. (*separate registration required*)

Friday, April 24 “Linger On” 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*)

Lingers 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*)

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!

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 “vaceos”. Our block of rooms will be held until **April 1**.

WEDNESDAY, APRIL 22 (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 23

Opening Session at 9:30 a.m.

Keynote: Shawn Achor, “The Happiness Advantage”

Lunch

Afternoon Learning Labs – three sessions, twelve topics

Casino Night at 6:00 p.m. – cocktails, buffet dinner, gaming, prizes

FRIDAY, APRIL 24

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

Breakfast buffet

Keynote: Cameron Herold, “Zero to Good”

Lunch

Keynote: Doug Tatum, “New Normal: No Man’s Land & Your Company’s Worth and Why”

Adjourn at 2:30 p.m.

Lingers Reception at 5:30 p.m.



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