



CEO RETREAT 2011



follow the leaders

THE COUNCIL'S ANNUAL MEETING, WHERE CEOs GATHER TO CONNECT, LEARN AND GROW.

Wednesday, April 6, 2011

Thursday, April 7, 2011

Friday, April 8, 2011

Kingsmill Resort, Williamsburg, VA



VA COUNCIL OF CEOs

presenters

JAY GOLTZ

Doing Business in the 'New Economy'



Jay Goltz will discuss the changing dynamics in the new business environment where lowering costs might be easier to achieve and just as important as increasing revenue. There are many opportunities to take advantage of the profound changes that have taken place over the last couple of years including real estate, staffing and finance. He will share with you his own experiences from his unique perspective as a retailer, manufacturer, distributor and as a business with an outside sales force. Jay's talk will have you re-thinking your own business and how to improve your bottom line performance.

Jay Goltz started a picture framing business right out of college, a decision that was not the conventional wisdom of the time. The business grew quickly and before long was twenty times the size of the average frame business, making it by far the largest in the country. Jay soon expanded into other related businesses and now each is at the top of its field: he owns the celebrated home furnishings mecca, Jayson Home & Garden; art business, Chicago Art Source; web-based business, 1-800-ARTWORK; and Bella Moulding, a wholesale frame distributor.

ERIC HERRENKOHL

How to Hire A-Players



Based on his Amazon best-selling book *How to Hire A-Players*, Eric Herrenkohl explains how to find, hire, and lead a team of rock-star employees. You cannot be an effective leader if you're not an effective recruiter. Eric explains how his clients consistently find, hire, and keep superior performers.

Expected Take-aways

- How to create an A-Player Profile for key roles in your company.
- Recruiting strategies for finding A-players that can be implemented immediately.
- Cost-effective recruiting steps that don't require a big HR department to implement.
- How to identify a talent "choke point" in your business and fix it.
- Interviewing techniques to weed out people who interview well but won't perform.
- How to use your current marketing & sales activities to recruit A-players.
- How to use headhunters wisely.

ALAN BEAULIEU

The Recovery – How Long and How Fast



Getting the most out of the recovery

Alan Beaulieu, the President of ITR® will be presenting the economic outlook for our region and for the global economy with the clarity that business leaders have come to expect from ITR®. Beaulieu will be taking a look at what is happening in many key industries and he will be addressing some of the questions common to all attendees:

- What are the short-term and long-term economic forecasts (U.S. and /or abroad)?
- How do those forecasts directly impact my company?
- Which of ITR®'s Phase Management Objectives™ apply to my company at this time in the business cycle?
- What leading economic indicators should I be watching?
- What about inflation and interest rates?
- What about taxes?
- What impact might Healthcare and other legislation have on the economy?
- Should I be worried about the Dollar?
- Does the stock market give us a true reading of the economy?

Attendees will gain confidence in navigating the economic waters that await us, as well as being given a list of what indicators should be watched and which can be safely ignored. This is a must meeting for leaders looking to prepare for the changes that are coming over the next few years.

PING FU

Finding the American Dream



Ping Fu came to this country by way of a Chinese prison. She discovered her talent for writing software relatively late and never had any intention of opening her own business. Yet she founded Geomagic, a digital imaging company that has revolutionized manufacturing of everything from turbines to custom medical devices. How did Ms. Fu go from penniless to winning Inc. Magazine's Entrepreneur of the Year award? She will share her moving story, including the 10-year rollercoaster ride of building Geomagic – from starting it to achieving sustained profitability and growth. Find out how Ms. Fu made her company not only survive but thrive during both good and bad economic conditions.

agenda

WEDNESDAY, APRIL 6 (OPTIONAL)

All Day First Day – Enjoy Kingsmill & Williamsburg
11:00 a.m. Golf Outing – River Course
4:00 p.m. Accommodations Check-in Time
6:00 p.m. First Night – Cocktails and Dinner

2:45-4:00 p.m. Breakout Group Session B
4:00 p.m. Accommodations Check-in Time
6:00-7:00 p.m. Reception
7:00-8:45 p.m. Dinner
8:45 p.m. until Dessert, Coffee & Hospitality
in Moody's Tavern

THURSDAY, APRIL 7

8:00-8:55 a.m. Registration / Check-in /
Continental Breakfast
9:00-10:30 a.m. Opening Session
Jay Goltz: *Doing Business in the 'New Economy'*
10:30-10:45 a.m. Break
10:45-12:00 p.m. Breakout Group Session A
12:00-1:00 p.m. Lunch
1:00-2:15 p.m. Eric Herrenkohl: *How to Hire A-Players*
2:15-2:45 p.m. Break

FRIDAY, APRIL 8

7:15-8:45 a.m. Breakfast Buffet
9:00-10:00 a.m. Alan Beaulieu:
The Recovery – How Long and How Fast
10:00-10:30 a.m. Break
10:30-11:45 p.m. Breakout Group Session C
12:00-12:30 p.m. Lunch
12:30-1:30 p.m. Ping Fu: *Finding the American Dream*
1:30 p.m. Retreat Adjourns

register

Register online at [HTTP://CEORETREAT11.EVENTBRITE.COM](http://CEORETREAT11.EVENTBRITE.COM)

Kingmill Resort
800-832-5665

Please trim on dotted line and mail payment to: P.O. Box 14766, Richmond, VA 23221

Wednesday, April 6 First Day/Night (optional)

- \$175** Golf outing on the River Course beginning at 11 a.m.
(\$195 after March 8, 2011)
Your handicap _____

- \$95** First Night reception and dinner.
(\$120 after March 8, 2011)

Thursday and Friday, April 7 & 8 (Main Meeting Days)

- \$395** Retreat Registration includes the program and all
meals from breakfast Thursday to lunch on Friday
Paid registration postmarked by March 8, 2011
(\$495 after March 8, 2011)

Total Amount Paid: _____

Name: _____

Company: _____

Phone: _____

E-mail: _____

My check payable to "Virginia Council of CEOs" is enclosed.

Pay with a credit card online at <http://ceoretreat11.eventbrite.com>

Refund Policy: Full refunds less \$50.00 fee will be issued for cancellations made in writing by March 19, 2010. No refunds after this date

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!

Kingmill Resort: Our group rate is \$169 for standard rooms and \$189 for suites, \$209 for River One bedroom suites. Make your reservations now! The Virginia Council of CEOs block of rooms will be held until March 16. This is a busy time of year for Kingsmill Resort, so don't wait!

CONNECT *with your peers*

Your Roundtable will not meet during the Retreat, unless you make arrangements to hold a meeting on Wednesday, or on Friday after 1:30 p.m. conclusion. We encourage you to focus on forming new relationships with other CEOs in the Council. It won't be difficult, because we will be mixing everyone up for two days. Our program is for members and sponsors only and is not appropriate for spouses or children.

YOUR TIME *to retreat*

Even during these challenging times, you need to take time to re-charge your batteries. We have scheduled the optional First Day of this year's CEO Retreat for rest and recreation. You can join our Wednesday golf outing on the acclaimed River Course, or pull together a foursome for Friday afternoon. Take advantage of the Spa or Tennis at Kingsmill, or just enjoy the peaceful setting with a walk along the river. Colonial Williamsburg is at your doorstep, as are great shops and restaurants. The day is yours. Take it.

By choosing to attend First Day, you can check into your room at Kingsmill on Wednesday afternoon and join your colleagues for First Night, 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.

Some VACEOs members and sponsors choose to extend their stay and have their spouse join them for an extra night or two. Kingsmill has extended our group rates for additional nights before or after the Retreat.

