2018 REGIONAL MEMBER SERVICES CONFERENCE



[**Williamsburg Lodge & Conference Center**](https://www.colonialwilliamsburghotels.com/accommodations/williamsburg-lodge/)

***310 South England Street***

***Williamsburg, VA 23185***

***(757) 220-7976***

**Lodging:**Register online using this [sitekey link](https://aws.passkey.com/event/49536391/owner/31763/home%22%20%5Ct%20%22_blank) by **March 7, 2018**to receive the $196 group rate.

**Group Room Rate:**$196 - also available *April 16-17 and 20-21 for those wishing to extend their stay (based on availability)*

**Lodging Discount Cut-off Date:**March 7, 2018 (Rooms may not be available after this date)

**Check-in/Check-out Times:**4:00 pm check-in and 11:00 am check-out

**Cancellation Policy:** By 5:00 pm EST, at least 3 business days before reserved date of arrival.

**Parking:**Complimentary Self-Parking

**Conference Schedule**

**Wednesday, April 18**

**Pre-Conference Activities**

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| 7:00-8:30 am | **Guided Walk/Run around Historic Area** |
| 8:00-10:00 am | **Exhibitor Set-up in the Virginia Room** |
| 8:15-11:00 am | **Colonial** **Photo Safari**  |
| 8:30-11:00 am | **Nine Holes at the Golden Horseshoe’s Spotswood Course** |
| 10:00-12:45 pm | **Registration**(Walk-in attendees must pay $375 at the door) |
| 10:00 am-noon | **Meet our Exhibitors & Light Refreshments** |
| **LUNCH ON YOUR OWN -**please visit our registration desk to pick up a restaurant list with many options within a short walk of the hotel(for those requiring dinner reservations, we’ll have a list to which you can add your name). |
| **The 2018 Regional Member Services Conference Begins** |
| 1:00-1:15 pm | **Welcome** |
| 1:15-2:00 pm | **Opening Session: Williamsburg & Cooperatives, Foundations that Continue to Change a Nation** |
| 2:00-2:30 pm | **Break & Vendor Expo** |
| 2:30-3:30 pm | **Choose from these breakout sessions:** |
|   | **Member Services: Co-ops to the Rescue: Mutual Aid Speeds Outage Restoration, Increases     Member Engagement** |
|   |      **Communications: Tuning Up Your Social Media (or How to Get More Views, Likes and Shares)** |
|   |      **Energy: The Story Behind Georgia's Solar Revolution** |
|   |      **Demand Response/Energy Efficiency: Making Home Improvement Affordable** |
| 3:30-3:45 pm | **Break & Vendor Expo**- finalize dinner signups |
| 3:45-4:45 pm | **Choose from these roundtables:** |
|   |      **Member Services: The 7th Cooperative Principle in Action** |
|   | **Communications: Keeping Everyone "In the Loop" - Best Practices for Internal Co-op Communications** |
|   | **Energy: Best Practices for Community Solar** |
|   | **Demand Response/Energy Efficiency: Innovations in Load Control** |
| 5:00-6:00 pm | **Welcome Reception with our Exhibitors**(cash bar, light hors d'ouevres) |
| **DINNER ON YOUR OWN -** List of restaurants not requiring reservations and walking maps are on the table outside the exhibit hall. |

**Thursday, April 19th**

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| 7:30-8:30 am | **Continental Breakfast in the Exhibit Hall** |
| 8:30-9:20 am | **General Session: Ensuring Success: Understanding & Pleasing Our Customers** |
| 9:20-9:50 am | **Break & Vendor Expo** |
| 9:50-10:50 am | **Choose from these breakout sessions:** |
|   | **Member Services: CWB, the Next Generation** |
|   | **Communications: Building Your Co-op's Brand** |
|   |     **Energy: How Net Metering has Impacted the Co-op Business Model** |
|   | **Demand Response/Energy Efficiency: Innovations in Member Contact** |
| 10:50-11:00 am | **Break & Vendor Expo** |
| 11:00-noon | **General Session: Bringing Broadband to Rural America** |
| Noon-1:00 pm | **Lunch** |
| 1:00-1:30 pm | **Dessert in Exhibit Hall/Vendor Bingo Drawing** (must be present to win) |
| 1:30-2:30 pm | **Choose from these breakout sessions:** |
|   | **Member Services: Serving Members with Special Needs** |
|   |      **Communications: Digital Asset Management Best Practices** |
|   | **Energy: Cybersecurity: Creating a Culture to Keep Co-op Data Safe** |
|   | **Demand Response/Energy Efficiency: Environmentally Beneficial Electrification***(& what it means for your co-op)* |
| 2:30-2:45 pm | **Break & Vendor Expo**(final chance to win prizes and must be present to win) |
| 2:45-3:45 pm | **Choose from these roundtables:** |
|   |      **Member Services: New Takes on an Old Tradition - Changing Up the Annual Meeting Format** |
|   | **Communications: My Favorite Apps** |
|   | **Energy: Helping Members Understand Co-op Rates & Fees** |
|   | **Demand Response/Energy Efficiency: Saving Energy While on the Go** |
| 4:00-6:00 pm | **Wine Tasting at Williamsburg Winery** (meet in lobby, transportation provided) |
| **DINNER ON YOUR OWN** |
| 8:15-10:00 pm | **Colonial Ghost Tour**(meet in the lobby, wear comfortable shoes) |

**Friday, April 20th**

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| 7:30-8:30 am | **Continental Breakfast available in Exhibit Hall** |
| 8:00-9:00 am | **State Meetings**(state basket drop-off) |
| 9:00-10:00 am | **General Session: How to Harvest Happy Members***(Hint: Data Helps)* |
| 9:00-11:00 am | **Exhibitor area breakdown** |
| 10:00-10:15 am | **Break** |
| 10:15-10:30 am | **State Basket Drawing**(must be present to win) |
| 10:30-11:30 am | **Closing Session: The Enduring Role of America's Cooperatives in Meeting Members' Needs** |
| **LUNCH ON YOUR OWN** |
| 11:45 am-3:30 pm | **Jamestown Rediscovery** (meet in lobby, carpool to Jamestown, tour starts at 1:00) |

**Registration Fees:**

* $275 Attendee Registration - Includes welcome reception, conference sessions, Thursday lunch buffet, continental breakfast and refreshments on Thursday and Friday.
* $50 Guest Registration - Includes the Wednesday welcome reception and the ability to register for optional activities.


**Registration fees increase after March 7th**

**Payment options:**

* Make check payable to: **VMDAEC**(**Please note "2018 Regional" in the memo section**). Send it to VMDAEC/2018 Regional, 4201 Dominion Blvd., Glen Allen, VA 23060.
* Pay online at [www.PayPal.me/VMDAEC](http://www.paypal.me/VMDAEC). (**Please note "2018 Regional" in the memo section**).
* Invoice upon request and can include multiple participants.
* *Last cancellation date for a full refund:****April 10, 2018***

