



# WINTER CHAPTER LEADER SUMMIT 2023

Conference Theme:  
Strong Foundation, Endless Opportunities

**SUNDAY, NOVEMBER 5, 2023 11AM-4PM**

Bethesda, MD

## Agenda

Time	Activity	Speaker	Location
10:30 AM - 11:00 AM	Registration	---	Brookside
11:00 AM - 11:15 AM	Welcome and Overview of NCMA HQ Chapter Resources	Regais Wilson, Community Program Manager, NCMA  Dr. David Resto, Jr. Chapter Development Specialist, NCMA	Brookside
11:15 AM - 12:00 PM	NCMA Chapter Backbone	Jason Pickart NCMA Member Engagement Committee	Brookside
12:00 PM - 1:00 PM	Lunch (included in registration)	---	White Oak
1:00 PM - 1:30 PM	Icebreaker	Lou Elias Washington DC Chapter	Brookside
1:30 PM - 2:00 PM	Three W's Who is the _____ chapter? (insert chapter name) What does the _____ chapter have to offer its member? Why does the _____ chapter exist? (this will tie into the planning the "mission statement")	Kerry Hall NCMA Member Engagement Committee	Brookside
2:00 PM - 2:30 PM	How to Engage Your Small Business Members	Danielle Carr (Bethesda Chapter)	Brookside
2:30 PM - 2:45 PM	Break		Brookside
2:45 PM - 3:45 PM	The New Reality - How To Engage Post Covid	Dr. Alexis Shellow (Tysons Chapter)  Chapter Panel Discussion	Brookside
3:45 PM - 4:00 PM	Closing Remarks and Adjournment	Heidi Timmerman Chair: Member Engagement Committee	Brookside