

Where Creativity and Commerce Connect

► Alliance Breakfast Discusses Outcome of Legislative Session



The 2017 General Assembly Session adjourned on Saturday, February 25 and both chambers voted on the \$107 billion budget bill, HB1500, on Friday, February 24. We were pleased to host six of our Region's legislators at our Annual Pancakes & Politics Legislative Wrap-Up Breakfast on March 7.

In attendance were Senator Steve Newman, Senator Mark Peake, Delegate Kathy Byron, Delegate Ben Cline, Delegate Scott Garret, and Delegate Matthew Fariss.

We are fortunate to have several state representatives with significant tenure in our Region, including Senator Newman who serves as the President Pro Tempore of the Senate, as well as the Chair of the Senate Education and Health Committee. We presented questions to our legislators regarding issues identified by our members as important to their businesses, such as access management for roads, air transportation, cost of health insurance, and broadband.

Based on a series of questions we posed our legislators discussed:

1. Legislation which will decrease the required number of SOL tests per year while adding the critical skill of writing to the list of required standards
2. COPN study to determine costs that hospitals incur for required charity care
3. Newman's SB1417 with which he hopes to bring more support to the Lynchburg Regional Airport
4. Byron's broadband bill and efforts for a balanced approach to broadband expansion
5. Coinciding public-private partnerships, progress on access management on congested roadways, and the need for the 29 highway around Charlottesville.

Though the General Assembly Session has concluded, we will continue to stay in close communication with our state legislators regarding issues pertinent to the economic growth and development of our Region. We will also begin planning federal legislative events such as a "Whistle-Stop" trip to the Capitol in Washington, D.C. with members of our local business delegation and local business round-tables with our federal representatives.

► Leadership Lynchburg's Executive Forum for Senior Managers

As a leader, your responsibility has most likely grown, but your circle of peers—people to whom you can relate—is smaller.

Do you want to form confidential brain trusts with other high-level managers and executives through a certified executive coach? Could you further develop your leadership skills, identify new goals, and solve challenges you may not otherwise feel comfortable discussing?

The Executive Forum consists of monthly four-hour sessions over eight months with other executives with the theme that features: Focus, Leadership, Communication, Innovation, and Measurement that will help support your business goals. For more information contact Christine Kennedy at 434.845.5966

► Upcoming Events

Buy the Burg! Show Exhibitors' Workshop

Tues., March 28, 3 – 4 p.m.

Lynchburg Regional Business Alliance
2015 Memorial Avenue, Lynchburg
RSVP by March 24 to the Alliance

If you have already reserved your space at the Alliance's May 23 Buy the Burg! Show (formerly Connection Expo) or are considering exhibiting, don't miss the exhibitor workshop on March 28, 3- 4 p.m. Buy the Burg! Show Exhibitors receive pre-paid attendance for two.

Receive valuable trade show tips and exhibitor materials/information specific to the Expo designed to maximize your trade show experience.

A.M. Alliance

Fri., April 7, 7:30 – 9 a.m.

Lynchburg Regional Business Alliance
2015 Memorial Avenue, Lynchburg

Join us for our monthly morning networking event for members. Each participant gives a 30-second introduction of their business and services. Complimentary for members, reservations not required but thoughtful.

Economic Vibe Breakfast

Thurs., April 13, 7:30 – 9 a.m.

Hilton Garden Inn
4025 Wards Road, Lynchburg
RSVP by noon, April 6 to the Alliance

Insights to Regional and Economic Development Initiatives.

Come hear Shannon Valentine, Commonwealth Transportation Board member – Lynchburg District, provide results on our Region's Connectivity Study. This study was undertaken to strengthen the Lynchburg regional economy by first diagnosing the current role of connectivity in supporting the economy, and then identifying and assessing opportunities for improvement.

Hear current insights, updates and discussions from leaders impacting regional economic development.

Cost w/breakfast: \$25 Alliance members/\$35 general admission.

**Join the Alliance
on Social Media!**



Strategic Planning for Results

Tues., April 18, 8:30 a.m. – 3 p.m.

Tues., May 2, 8:30 a.m. – 3 p.m.

Eagle Eyrie Conference Center
1 Eagle Eyrie Drive, Lynchburg

How many times have you and your teams created a plan only to end up short in execution?

In this two part workshop series, teams will:

- Capture momentum and harness your team's creativity
- Learn essential keys to strategic planning
- Unlock the secret to effective execution
- Discover pillars of unleashing productivity

Facilitated by Adam Deyo, LEAD Director at Thomas Road Baptist Church and Christine Kennedy, Life Purpose Coach, Lynchburg Regional Business Alliance. Adam and Christine have years of experience in facilitating planning processes as well as creating and executing strategic plans that lead to results.

Cost: \$180 per person/ \$140 per person for groups of 4 or more

REGISTER/ www.eagleeyrie.org
For more information call 434.384.2211.

SMALL BUSINESS SUMMIT & 29th ANNUAL AWARDS LUNCHEON

Thursday, April 6, 2017 | Summit 8:30 a.m. – 12 p.m.

Awards 12 p.m. – 1:30 p.m.

Holiday Inn, Downtown Lynchburg

A Salute to Small Business...a half-day event celebrating the entrepreneurial spirit and business success of our Region

SMALL BUSINESS SUMMIT

SEMINAR TOPICS AND SPEAKERS:

- **Hope: You're One Decision Away from a Breakthrough**, presented by Dean Parker, Founder and CEO of Vita Capital
- **Eyes Wide Open: Overcoming Obstacles and Recognizing Opportunities**, presented by Eric Hansen, President, Innovative Wireless Technologies
- **Tales of an Entrepreneur Panel of three local entrepreneurs**



LUNCHEON KEYNOTE SPEAKER



John Henry, CEO, Cofound Harlem

John Henry, who within just two years, grew his business from 0 to seven-figures and sold the company by age of 21. Founded Cofound Harlem with a mission to incubate over 100 companies in his neighborhood.

COST INFORMATION

Summit & Lunch/Members	\$55	General Admission	\$75
Lunch Only/Members	\$25	Reserved Table of Eight	\$300

Presenting Partner	Media Partner	Photography Partner	Corporate Partner
WELLS FARGO	WLNI 105.9	Property One Photography	Abe Loper, Northwestern Mutual Business Partner
Altavista Economic Development			

Reserve by 3/31 at www.LynchburgRegion.org or 434.845.5966

► Welcome new Alliance Members

Alliance welcomes the following new members who joined in the past month and are growing their business.

Putt-Putt of Lynchburg, LLC • WFLP Property Management

► Reserve Your Booth for the Regional Business Expo

The Lynchburg Regional Business Alliance will host the 29th annual business tradeshow, Buy The Burg! Show, the Region's largest and most prestigious tradeshow presented by Union Bank.



The event is scheduled for 1 – 6 p.m. on Tuesday, May 23, at Liberty University. Between 4 – 6 p.m., the show will feature Bites of the 'Burg, with a variety of cuisine from the Region's restaurants and caterers.

The Buy the Burg! Show emphasizes making business connections and the importance of doing business locally. The show will help your business make money by expanding on your company's name, reputation and marketing reach.

Your future customers will be there—will you?

Visit LynchburgRegion.org for more information or contact Kaye Lewis at (434) 845-5968 x16 or KLewis@LynchburgRegion.org.

► Explore the World with the Alliance on these trips

Surprise a family member or a friend with a trip!

Explore Scotland: August 1-10, 2017, \$3,799 per person

Sightseeing by luxury coach • Professional tour director • 8 hotel nights • Tours of Glasgow, St Andrews and Edinburgh • Loch Lomond scenic cruise • Blair Athol Distillery whisky tasting and tour • Visits and admissions to Kelvingrove Art Gallery & Museum, Inveraray Castle and more.



Slovenia: September 21-30, 2017 \$3,299 per person

Hotel accommodations • The Best of Piran Private tour • Full day boat trip to Venice • Visit of Predjama castle with private guide • Lunch on a day to Postojna • Bubbly boat ride on Ljubljanica river with private tour & lunch in a castle restaurant • Gourmet dinners in the Capital city • The Best of Lake Bohinj • Gourmet dinner in Castle Otočec and more



To book your trip now call 434.845.5966.