



VISALIA CHAMBER
OF COMMERCE

IMPACT

LEADERSHIP CONFERENCE

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VISALIA CHAMBER OF COMMERCE

SKILLS

RESPONSIBILITY

TEAMWORK

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COMPETENCE

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visaliachamber.org/leadership



WELCOME

Welcome, and thank you for attending the 2023 IMPACT Leadership Conference, presented by the Visalia Chamber of Commerce. For company leaders and executives, the conference will provide the opportunity to refresh skills and talk about the latest and greatest in leadership trends. For the creators and agents of change within a business, this conference will connect you to other entrepreneurs and changemakers, while providing insights to innovation and creative energy. For the new start-up businesses, this conference will help you spread your brand and provide a valuable networking opportunity to learn about trends and hear from potential customers. For those looking to advance their careers, there will be opportunities to meet employers from all over the Central Valley.

8:30AM – OPENING REMARKS

Gail Zurek, President/CEO, Visalia Chamber of Commerce

8:40AM – MORNING PEP TALK

Lee Rubin, 2022 IMPACT Keynote

9:00AM to 10:00AM – Breakout Sessions

10:15AM to 11:15AM – Breakout Sessions

11:30AM to 12:30PM – Breakout Sessions

12:45PM to 2:30PM – Lunch at The Woodlands

2:30PM to 3:30PM – **AFTERNOON KEYNOTE**

Libby Spears, Founder of Bravo cc

Libby Spears is the founder of Bravo cc which specializes and helping organizations shape confident leaders. She works all over the world to help leaders find and fuel their purpose, be authentically powerful, and uncover and expand their potential.

A natural born rule breaker, it took years for Libby to turn her love for talking into her superpower. In high school she found 'her people' on the speech and debate team. Winning a college scholarship for all those weekends at tournaments all over Texas and the United States, Libby pursued a bachelors and masters degree in communication studies.

She dreamt of a tenure tack position as a university professor.

She taught at the University of North Texas and Texas Christian University in the Communication Studies Departments. But as fate would have it, her professional career took a turn after a serendipitous consulting gig came her way. After training a group of architects on how to be better public speakers, she figured out what she wanted to be when she grew up. Libby founded Bravo cc in 2004 and 17 years later she has traveled the world helping leaders and organizations find the courage to go from good to great.

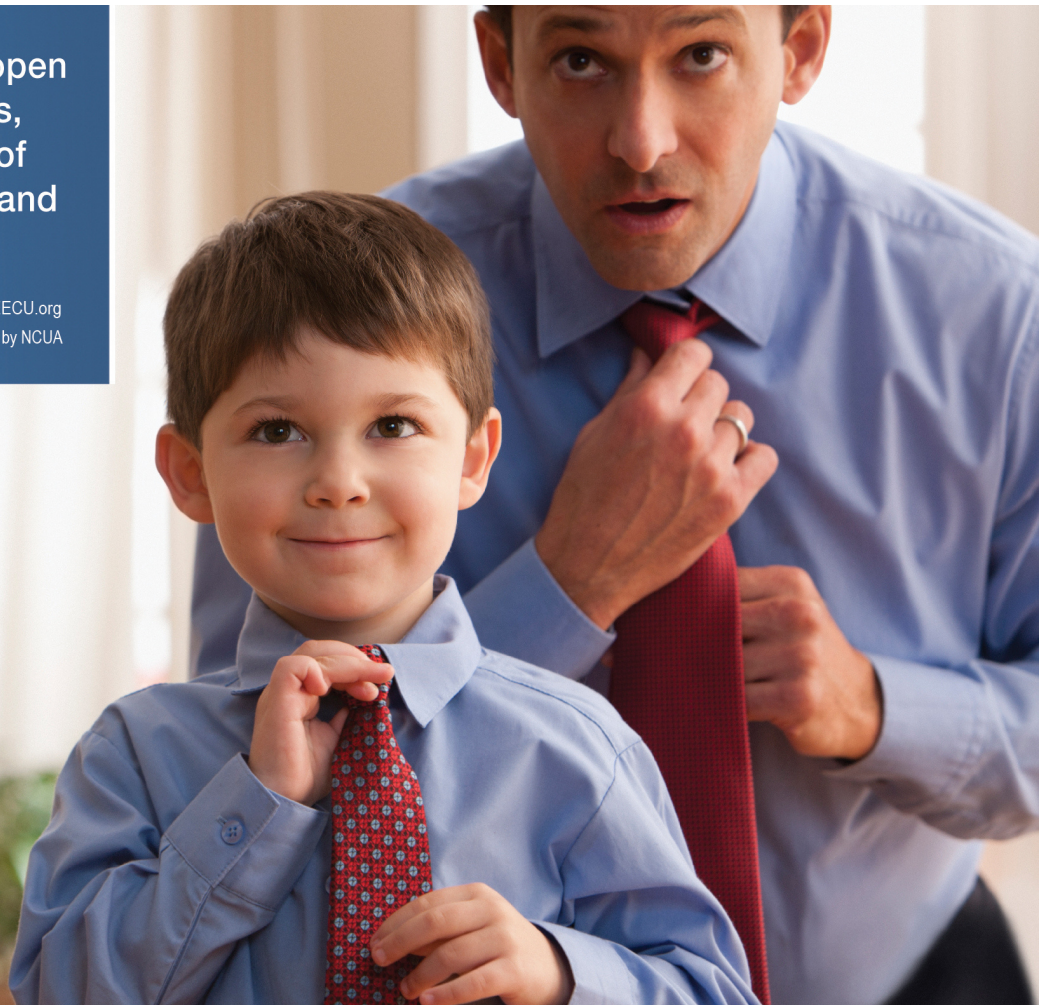
Today she works with clients who 'get it but aren't sure how to get there' with keynotes, workshops, coaching, and custom content. She owns every stage from the corporate classroom to international conferences. Libby's extensive client list including Southwest Airlines, GameStop, Dell, Lockheed Martin, Accenture, Overhead Door, Young President's Organization, and Stantec Engineering speak to how in demand she is. She is gifted at challenging people to get out of their comfort zone and do things that scare them. She is not afraid to ask the tough questions or have the hard conversation in order to grow, transform, and lead.



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IMPACT BREAKOUTS

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9:00AM-10:00AM

Managing Personalities & Healthy Boundaries for Teams

Sponsored by Eagle Mountain Casino

Finding out if your employees are thinkers or feelers is important for creating a positive work environment for everyone. Managing different personalities isn't easy, but it is important. Successful teams are formed when a supervisor understands each employee's strengths and weaknesses, knows how to leverage their talents, and encourages everyone to work together.

Presenters:

Raquel Garcia, Executive Director, CityServe TulareKings

Airica de Oliveira, President & Chief Executive Officer, Tulare County Economic Development Corporation

When the Customer is Your Business

Sponsored by Eagle Mountain Casino

Lessons from businesses that strive to keep the customer focus at all levels of business development.

Presenters:

Sal Cortez—Owner & Operator, BLISS Entertainment Group

Matthew Mingrone— General Manager, Eagle Mountain Casino

Brice Yocum—President & CEO, Tucoemas Federal Credit Union

5 Steps to Build Clarity and Confidence in your Brand

Sponsored by Eagle Mountain Casino

If there's one thing that all business owners and marketers know all too well it's this: without clarity and confidence in your brand – you'll never be able to make a lasting impact on customers. You need people to recognize the value of what you provide, understand how your service or product works and resonate with why they should choose you over others. Unfortunately, achieving that type of recognition is much easier said than done! In this workshop we will share five steps you can use right now to build more clarity and confidence around your own brand so that you can increase customer engagement immediately. Let's dive in!

Presenter:

Eric Riley, CEO, Topograph & Lifestyle Magazine



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GRAND OPENING CELEBRATION

May 9th
10 am

1850 West St.
Porterville, Ca. 93257



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IMPACT BREAKOUTS

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10:15AM-11:15AM

Employee Retention: How to Attract and Keep Talent

Sponsored by **Elite Medical**

Measures to Increase Retention; Retention is Essential for any business & leaders who can retain employees are in a stronger position.

Presenters:

Jon Anderson, Owner & Operator, Component Coffee Lab.

Nick Gambini, Owner & CEO, Elite Corporate Wellness

Moderator:

Stacy Morris, President & CEO, Employer Driven Insurance Services

Safety and Security in the Workplace

Sponsored by **Elite Medical**

Tips and tricks to keeping your property, employees and customers safe.

Presenter:

Patrick Lozano, CEO, Echelon Security Group

The Good, Bad, and Hard Truth of Entrepreneurship

Sponsored by **Elite Medical**

The truth behind being an entrepreneur; the hard truth of starting and running your own business.

Presenters:

Sam Ramirez, Founder, The Naxon Group

Miguel Reyes, Founder, Quesadilla Gorilla

Jeremy Schultz, Founder, 1852 Visalia

Moderator:

Gail Zurek, President & CEO, Visalia Chamber of Commerce



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IMPACT BREAKOUTS

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11:30AM-12:30PM

When your Teammate Becomes the Leader

Sponsored by **EECU**

How friendships, boundaries, and new roles impact leadership on a team.

Presenters:

Crystal Williams, President & Owner, Armstrong Community Management
Alberto Ramos, Executive Director, CASA of Tulare County

Moderator:

Tosha Pequeno, Senior Branch Manager, Valley Strong Credit Union

Should work be Structured, Flexible or a combination of both?

Sponsored by **EECU**

Presenters:

JoeAnna Todd, Area Senior Vice President & Market Leader- Northern California, Gallagher
Andre Pecina, Administrator Communications Strategy & Outreach, Visalia Unified School District
Monique Mellow, Visalia Branch Manager, QK

Moderator:

Gail Zurek, President & CEO, Visalia Chamber of Commerce

Reinventing the Game

Sponsored by **EECU**

How to continue to market to new customers

Presenter:

Robert DeSoto, Manager – Business Development, Bulldog Sports

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KEYSTONE

