



**Young Professionals  
of Central Virginia**

## EVENT PROGRAM

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**NOVEMBER • 13 • 2024**

## REGISTRATION & CONTINENTAL BREAKFAST

8-8:30 AM

## WELCOME & KICKOFF

8:30-8:35 AM

Tori Gilmartin, Director of Talent & Workforce Development, Lynchburg Regional Business Alliance  
Rachael Smith, Business Reporter, News & Advance & YPCV Leadership Council Member

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## NETWORKING ICEBREAKER

8:35-8:55 AM

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## REMARKS & AGENDA OVERVIEW

8:55-9 AM

Victoria Watts, Real Estate Agent, Keller Williams

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## BREAKOUT SESSIONS:

9:10-10:40 AM



### CAREER HACKS & CASH STACKS: STRATEGIES FOR YOUNG PROS (BLUE CONFERENCE ROOM)

Alisha Childress, Community Development Coordinator, Freedom First

Ready to boost your career and achieve financial growth? Join the dynamic Alisha Childress for a high-energy session packed with practical tips and a dash of fun! This presentation is perfect for young professionals who want to level up their careers and financial games. Expect a lively, interactive session where you'll not only learn but also connect with other go-getters. Walk away with actionable insights and the motivation to take your career and finances to the next level. Let's make your professional journey as exciting and rewarding as it can be!



### BRANDING YOU (ORANGE CONFERENCE ROOM)

Jennifer Huffman, Senior VP & Manager of Workplace Solutions, Atlantic Union Bank

A personal brand is, in many ways, similar to a corporate brand by helping to demonstrate who you are, what you stand for, the values you embrace, and the way in which you express those values. Just as a company brand helps to communicate its value to customers and stand out from the competition., a personal brand does the same for individuals, helping to communicate a unique identity and clear value to potential employers and clients.



**levelup**  
YP Summit 2024

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## **6 BUCKETS TO FILL IN YOUR QUEST OF BECOMING A TRUE PROFESSIONAL**

**(PURPLE CONFERENCE ROOM)**

Rebekah Trittipoe, Author & Career Coach

Ever wonder why some teams and organizations are so successful year after year? Is it because they always get the best, the most technical players...or could it be something else?

Come catch a vision of the importance of character skill development for individuals and teams by studying how high-performing teams consistently produce great results. Then, learn to fill the other 5 buckets of professionalism, maintaining focus, effective communication, keeping perspective, and becoming an effective team member. This will be a lively, interactive session where you will have the opportunity to identify key strategies for becoming a true professional.



## **LIVING A LIFE PURPOSE AND LEAVING A LEGACY**

**(GREEN CONFERENCE ROOM)**

Jared Hesse, Author, Football Coach, Barber & Owner of Gentleman John's Barber Shop

Join Jared for an inspiring session as he shares insights on living a life filled with purpose and meaning. He'll delve into lessons learned along his journey and how they relate to effective leadership. Discover how to empower others and build a legacy that endures. This is an interactive opportunity to engage and connect, so come prepared with questions. Join the conversation and be inspired to make a meaningful impact!

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**INBOX INTERMISSION**

**10:40 AM**

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**BREAKOUT SESSIONS:**

**10:55 AM**

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**LUNCH (ORANGE CONFERENCE ROOM)**

**12:25 PM**

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**PRACTICAL SKILLS WORKSHOP**

**1:20 PM**



## **PICKING THE RIGHT MARKETING STRATEGY FOR YOUR MISSION**

**(CENTRA CONFERENCE ROOM)**

Rob Wheeler, Owner & Founder of Mission Clarity

Foundations of marketing strategy

Leveraging marketing channels

Tailoring strategies for small businesses

Tailoring strategies for nonprofits

Develop & Execute your marketing plan

Q&A



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**INBOX INTERMISSION****2:20 PM**

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**KEYNOTE SPEAKER****2:35 PM****EMBRACE UNCOMMON SENSE: BOOST WORKPLACE  
ENGAGEMENT AND WELLBEING  
(CENTRA CONFERENCE ROOM)**

Jason Boron, Leadership Coach &amp; Founder of Leading Strong

We all wish common sense were more common, but it's time to face reality. Instead, let's embrace uncommon sense in the workplace. Recognizing that others experience the world differently is essential for fostering engagement and wellbeing in our work environment. Join Jason as he explores some of the ways you can think differently and improve wellbeing and engagement at work.

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**LEVEL UP AWARDS****3:35 PM**

Tori Gilmartin, Lynchburg Regional Business Alliance

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**CLOSING REMARKS****4:00 PM**

Tori Gilmartin, Lynchburg Regional Business Alliance

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**RECEPTION****4:05-5:00 PM**

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of Central Virginia****levelup**  
YP Summit 2024**#LEVELUPLYH**

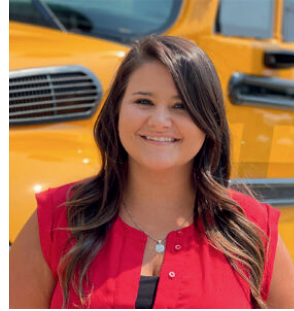


# LEVEL UP AWARDS

## 2024 RECIPIENTS



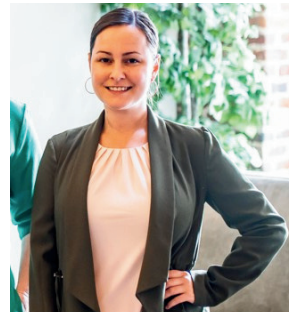
**Tim Lee**  
Principle Software  
Manager  
CoudFit Software



**Katie Millner**  
Administration &  
Infrastructure Manager  
Sonny Merryman, Inc.



**Rachel Murdock**  
Owner  
Lakin & Lee



**Lindsay Land**  
Sales  
Craddock Terry Hotel

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### 2019 LEVEL UP AWARD RECIPIENTS

Ashley Reynolds Marshall, DJ Best, Destin Tanner, Rene Smith, and Jennifer Moore.

### 2020 LEVEL UP AWARD RECIPIENTS

Joy Cover, Lydia Turnier, Meredith Colley, Michelline Hall, and Nicholas George.

### 2021 LEVEL UP AWARD RECIPIENTS

Chelsea Ogden, Lakrisha Scott, Nina Rezai, Ronald Richardson, and Sarah Blankenship.

### 2022 LEVEL UP AWARD RECIPIENTS

Christina Goff, John Hatcher, Seth Mullen, Ashton Sosnowski, and Brett Woolard.

### 2023 LEVEL UP AWARD RECIPIENTS

Ali Berger, Christine Oliver, Zakiyah Pannell, Ryan Raybuck, and Kelvin Whitehurst

# EVENT PARTNERS

## PRESENTING PARTNER

VICTORIA WATTS  
— REAL ESTATE —

## SIGNATURE PARTNERS



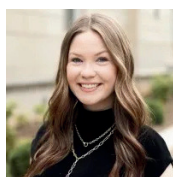
## CORPORATE PARTNER



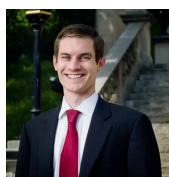
## EVENT ORGANIZERS



## 2024 YPCV LEADERSHIP COUNCIL



**Katie Alexander**  
CASA



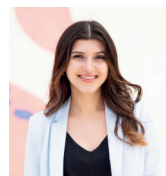
**Mark Burgin**  
PLDR



**Alicia Finney**  
City of  
Lynchburg



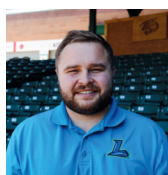
**Gary Garner III**  
Gary's Garden  
Center



**Angelie Keller**  
The Virginian  
Hotel



**Kaci Latimore**  
WSET ABC-13



**Matt Ramstead**  
Lynchburg  
Hillcats



**Nelson Schacht**  
First Bank &  
Trust Co.



**Rachael Smith**  
The News &  
Advance  
*YPCV Chair*



**Terri Tucker**  
T&P Estates



**Victoria Watts**  
Keller Williams



**Kelvin Whitehurst**  
Downtown  
Lynchburg  
Association