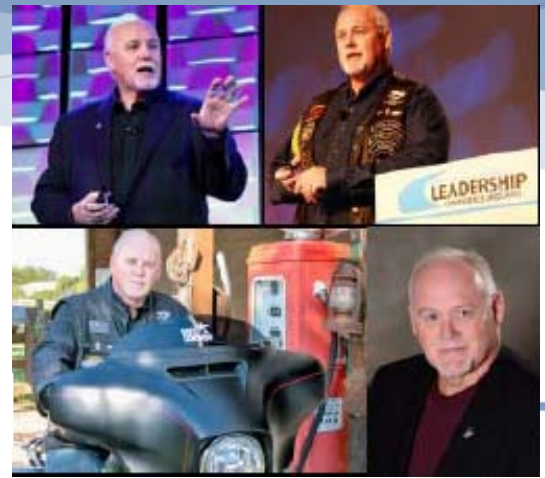


KEYNOTE PRESENTATION

Wednesday

INTERACTIVE CORPORATE SOCIAL RESPONSIBILITY



Full Throttle Goodness: Rising Up with Passion, Power & Purpose
Steven G. Foster, CMP, Managing Partner, Foster + Fathom, LLC, Dallas, TX

Organizations and individuals are seeking meaningful opportunities to engage with and provide support to the communities where they live, work, and meet. "Full Throttle Goodness" provides a roadmap to serve others in a way that leads to brand loyalty and crisis awareness which creates profound engagement. Steven Foster will challenge you to define your own "Goodness."

Corporate Social Responsibility can take many forms including philanthropy and volunteer efforts. CSR programs most often support local non-profit organization efforts where they boost morale, build teams, and create a community connection people desire more now than ever. These programs can also serve to build brand awareness and loyalty.



Give It Up For 24



Give It Up For 24 was founded on the principles of Corporate Social Responsibility. Fundraising participants donate to a chosen charity in an amount equal to the value of a lunch out, a car wash, a visit to the dry cleaner, or other daily activity. **Honor Veterans Now**, a non-profit organization in Fredericksburg, Texas, supports the estimated 1.5 million veterans who battle food insecurity every day. They provide consistent access to healthy, daily meals for veterans under age 60 who are struggling financially through its "**Meals for Vets**" program.

In this interactive session, we will learn how to design and participate in a unique social media fundraising activity using creative photos and videos to raise funds for **HONOR VETERANS NOW** so that you and your customers can be CSR heroes.

Thursday Speaker & Facilitator -
Fire Up Your Network: Powerful Connection Tips & Tricks
Paige Mejia – Co-Owner & Chief Marketing Officer, Pyrotex



Even with a fancy new name like Relationship Marketing, networking has been a career staple across all industries for hundreds of years. The connections you form with potential business partners not only grow your business but establish lifelong friendships.

Dubbed the “Queen of Networking” in the D/FW area, Paige Mejia will take you through a journey of why networking is crucial to any business while giving you some simple tips and tricks that you can implement immediately to make your networking experience easy.

Even if you consider yourself an introvert, Paige will teach you how to break through that fear and become a Relationship Marketing expert!



Thursday Lunch & Finale!

*Let's go to Luckenbach, Texas
Willie and Waylon and the boys
This successful life we're livin's got us feudin'
Like the Hatfield and McCoys
Between Hank Williams' pain songs
And Jerry Jeff's train songs and "Blue Eyes Cryin' in the Rain"
Out in Luckenbach, Texas there ain't nobody feelin' no pain*



We can't let “Willie and Waylon and the boys” have all the fun in Luckenbach, Texas!

Join us for the always-popular open discussions at picnic tables under the oak trees. We'll have a BBQ lunch with a side of *pickin' and grinnin'* live music. Don't forget to grab your complimentary Luckenbach koozie!

Pricing Information

Inn on Baron's Creek
308 S. Washington Street
Fredericksburg, Texas 78624
(830) 990-9202



In Person Conference

\$550.00 fee includes:

- Live, high-quality, and timely industry presentations
- 2 nights at Inn on Baron's Creek in Fredericksburg
- Meals:
 - Hospitality Reception Tuesday evening
 - Breakfast, Lunch & Dinner Wednesday
 - Breakfast & Lunch Thursday
- Evening Activity Wednesday including Transportation
- 2020-2021 Forum Question categorized on CD
- Special Conference Gift - Special Make & Take Conference Gift
- Networking opportunities galore!
- And don't forget your very own Luckenbach koozie!

[CLICK HERE
TO REGISTER NOW](#)

Virtual Conference

\$75.00 fee includes:

- One (1) person per registration: Zoom link to watch Speakers, Facilitations and Business Meeting
- Inclusion with CSR Social Media exercise

NEW THIS YEAR! EXTRA TIME, EXTRA DAYS TO ENJOY FREDERICKSBURG

- Come early!
- Stay late!
- Bring your family!
- Bring your spouse!
- Enjoy some ME time!

We've built in some YOU TIME this year! Explore Fredericksburg on your own, with friends or with family.

RESERVE NOW! Fredericksburg is a popular place! The Inn on Baron's Creek extended a special rate of \$109.00 ++ per night. Rooms are only available the day before and day after the conference. Contact the hotel at 830-990-9202 and tell them you're with TxAVF! **BOOK NOW!** Before they sell out!

(An extended stay is separate from the conference)

2021 Conference Agenda



Tuesday, October 19

- 3:00 p.m. – Check into Inn on Baron’s Creek Hotel in Fredericksburg
- 4:30-6:30 p.m. – Join us in the Presidential Suite (Room 315) for refreshments (alcoholic and non-alcoholic). Plus, Heavy hors d’oeuvres while catching up with old friends and making new ones.
- You’ve got the rest of the evening off to explore Fredericksburg with fellow members.

Wednesday, October 20

- 6:30 a.m. - Hotel begins serving breakfast buffet
- Walk to Conference Center (next door)
- 8:30 a.m. - Conference begins with On Time Door Prize
- Welcome
- Keynote Speaker – Steven G. Foster, CMP, Foster & Fathom
Full-Throttle Goodness: Rising Up with Passion, Power & Purpose
 - Speaking & Facilitating breakout groups (appropriate breaks taken)
- 12:00 p.m. – Boxed Lunch at Conference Center
- 1:00 p.m. - On Time Door Prize
- Walk to Pacific War Museum Memorial Garden for presentation to Honor Veterans Now. (2 blocks)
- 2:15 p.m. - Business Meeting
- 3:00 p.m. - Break until dinner – Go explore Fredericksburg! Just be back in the lobby for some fun at 5:30 p.m.
- 5:30-8:00 p.m. - Catch the Wine Shuttle Bus outside the hotel for our evening activity at Barrel King to “make” your conference gift and enjoy dinner afterwards at Sweetbriar Rose.

Thursday, October 21

- Breakfast buffet served starting at 6:30 a.m. at hotel
- Walk to Conference Center (next door)
- 8:30 a.m. Conference begins
- On Time Door Prize
- **Give It Up For 24** Campaign Results
- Speaker & Facilitator – Paige Mejia, Co-Owner & Chief Marketing Officer, Pyrotex
Fire Up Your Network: Powerful Connection Tips & Tricks
- 11:30 a.m. – Store luggage in conference room if you’re checking out today.
- 12:00 p.m. – Wine Shuttle Bus leaves for Luckenbach for Lunch. Feel free to take your personal vehicle and leave from Luckenbach afterward if necessary.
- BBQ Lunch and reserved area for TxAVF Group. Non-alcoholic beverage provided with lunch. Icehouse available on your own. Picnic Table Topics/RoundTable Discussion.
- 2:00 p.m. - Bus returns to hotel *Safe Travels Home!*

SAFETY MEASURES

We live in the **What if** world right now and want to be sensitive to everyone's comfort level and needs.

⇒ *What if...* your city or employer implements a No Work Travel policy?

⇒ *What if...* you or a family member contracts COVID-19 or is ill

⇒ *What if...* you're comfortable about in person events now, but mid-October, you're scared?

⇒ *What if...* the host city restricts the Conference or we feel it's unsafe to meet in-person?

We want this event to happen, but **What if** we can't do anything in person? Our plan is to still have the conference, but totally virtual. If you... or we... can't meet in-person and you've paid for the In Person experience, we'll update your registration to the Virtual experience and refund the difference.

Personal Accountability/Duty of Care

We want this Conference to be as safe as possible and need your help.

Share your comfort level by putting provided sticker on your nametag:

RED Sticker – Please keep 6' **YELLOW Sticker - Fist Bump!** **GREEN Sticker – Hugs!**

- ◆ Feel free to wear your mask, some will, some won't
- ◆ Wash your hands often
- ◆ Keep socially distanced
- ◆ Stay home if you're sick

We'll do our part too!

- ◆ Daily Temperature Check
- ◆ Distanced Room Layouts
- ◆ Safe Food Handling

CARE STATION:

- ◆ Hand Sanitizer ◆ Kleenex
- ◆ Extra Mask Available
- ◆ Individual snacks