



SOROPTIMIST®
Investing in Dreams

Spring Conference 2025: Camp Soroptimist

7th Conference of the Central East Coast Region | April 28 & May 2-4, 2025 | Natural Bridge, VA

AGENDA

Monday, April 28

7:00 – 9:00 pm Central East Coast Region Delegates Meeting
Via Zoom

Friday, May 2

9:00 am – 11:00 am Central East Coast Region Board Meeting
Monroe

12:00 - 4:00 pm Optional Event Excursion - Natural Bridge and/or Winery Tour
Leave from Hotel Lobby at 12:00 noon

5:00 pm – 7:00 pm Registration
Small Lobby

6:00 pm – 9:00 pm **S'more Good Times Dinner**
Jefferson
Get into the camp spirit with a kickoff dinner followed by s'mores at a campfire for dessert!

9:00-11:00 pm **Hospitality Suite**
Rm 226
Join us to relax and enjoy each other's company.

Saturday, May 3

7:30 – 9:00 am Registration
Small Lobby

8:00 - 10:00 am **Breakfast & Business Session**
Jefferson

Welcoming Remarks

Robin Davis, Governor & Presiding Officer

Ginger Cole, SIA President

Michelle Burnett, SIA Executive Director/CEO

Memorial Acknowledgement

Inspiration

Johann Dretchen, CECR Dream It, Be It Chair

Member, SI/Upper Montgomery County, MD

Business Session

- *Recognition of New Attendees and Seasoned Members*
Jamilah Dalton, CECR Membership Chair
Member, SI/Manassas, VA
- *Credentials Report*
Kerri Ardner, CECR Governor-Elect
Member, SI/Fairfax, VA
- *Secretary's Report/Approval of 2024 Spring Conference Minutes*
Heather Jankovich, CECR Secretary
Member, SI/Williamsburg, VA
- *Treasurer's Report*
Linda McCann, CECR Treasurer
Member, SI/Salisbury, MD
- *Formation of 26-28 Nominating Committee*

Presentation:

Club Bylaws Checkup

SIA is starting a multi-year project to help clubs modernize and update their bylaws. Get ahead of the curve with forming your own plan to update your club's bylaws and procedures that reflect current and future needs to administer the club effectively.

Lisa Mangiafico, Senior Director of Information Services

Soroptimist International of the Americas

Philadelphia, PA

Federation Visitor Keynote:

Embracing Change, Celebrating Success, and Committing to Inclusivity:

A Call to Action for Soroptimists

This interactive speech emphasizes the importance of three key actions: embracing change, celebrating successes, and committing to inclusivity. It concludes with a call to action, the speaker invites all members to commit to these shared values, envisioning a supportive community that empowers women and girls to achieve their dreams.

Peggy Gentile-VanMeter

Board Member, Soroptimist International of the Americas, Inc.

Member, SI/Cumberland County, NJ

10:15 am - 12:45 pm **Workshops**
Jefferson

Recognition/Public Awareness Pillar Session
Creating an Effective Club Website: From Vision to Launch
Building a club website doesn't have to be daunting. Discover key steps for creating a professional, impactful and user-friendly website. From forming a committee and selecting tools to designing a homepage and maintaining security, learn how to craft a site that aligns with your club's goals and SIA brand while staying manageable and budget-friendly. Plus, this session includes some interactive fun to help you kick off your web-building journey!

Robin Davis, CECR Governor

Impact/Program Pillar:
Reaching the Big Goal Together: Best Practices
Your club is motivated to achieve the necessary Big Goal increases so we can hit our 2031 Big Goal, but you're not quite sure how. This presentation will share an overview of best practices to increase your reach through the Dream Programs and Big Goal Accelerator Projects and feature successful club and region projects.

Tara Ayers, CECR Program Chair
Member, SI/Wake Forest, NC

Federation Visitor Workshop:
Thriving Through Change
Navigating change is crucial for our organization's success. This presentation explores how to thrive in the face of evolving circumstances, drawing on insights from personal experience(s) and individual change management principles.

Peggy Gentile-VanMeter
Board Member, Soroptimist International of the Americas, Inc.

1:00 – 2:30 pm
Washington Hall

Live Your Dream Program Luncheon
The Soroptimist Live Your Dream Awards are cash awards given to motivated women who are the primary financial supporters of their families. The recipients of the awards seek to improve their lives by gaining additional skills, training, or education, but do not have the resources to do so. These cash awards are meant to offset any costs associated with the recipient's efforts to attain higher education, including tuition, books, supplies, childcare, or transportation costs.

2:45 - 4:00 pm
Washington Hall

Workshops

Philanthropy/Fundraising Pillar Session

Building Your Fundraising Confidence: Overcoming Your Fear of the Ask

Whether you are new to fundraising, a seasoned fundraiser, or want to keep up with current strategies, this presentation will provide helpful tools for success. Learn some best practices for donor relationship building, engaging potential donors in local initiatives and confidently making the ask.

Cathy Brinsfield, CECR Co-Chair, Fundraising
Member, SI/Salisbury, MD

Virginia Dempsey, CECR Co-Chair, Fundraising
Member, SI/Woodbridge, VA

Engagement/Membership Pillar Session

Combating the Great Membership Decline

Like most service club organizations, membership is declining in Soroptimist. During this session, briefly share why you think membership is declining. Then, learn some strategies on how to grow and retain members.

Jamilah Dalton, CECR Membership Chair

5:30 – 6:15 pm
Namaste Spot

Laurel Society Reception (invite only – Society Members)

Together, we recognize the remarkable contributions of our members and reaffirm our commitment to creating transformative opportunities for women and girls worldwide.

6:00 – 6:30 pm
Jefferson

General Reception (cash bar)

6:30 – 8:00 pm
Jefferson

Denim and Diamonds Dinner

- Club Anniversaries Celebration
- Presentation of the “We Dream Big” Betty Jean “B.J.” Cook CECR Governor’s Trophy
- Raffle Announcements

8:30 pm
Natural Bridge
State Park

Spring Night Sky Program

Join park rangers for an exploration of our night sky at this International Dark Sky Park. Pick out constellations, observe planets and nebula through a telescope, and take in the silhouette of the star-lit Blue Ridge Mountains.

Sunday, May 4

8:30 – 11:00 am
Jefferson

Bee's Knees Recognition Brunch

Finish up your time at Conference with a celebration of all our accomplishments for the year – be sure to attend as many Club Awards and individual recognition programs will be featured.

Presentation of Awards:

- “She Dreams Big” Club Award
- Bennie G. Mendelson Recruitment Award

Closing Announcements

- 2025 Leadership Round Table
- 2025 Fall Meeting
- 2026 Spring Conference
- 49th Annual Convention
- #Tech Talks

11:00 am

Adjourn

11:30 am – 1:00 pm Central East Coast Region Board Meeting

