

**** PRESS RELEASE ****

December 21, 2017

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**EVERY FIRE BEGINS WITH A SPARK!
FIND YOUR SPARK AT OUR ANNUAL LEADERSHIP CONFERENCE**



WATKINS GLEN, NY – The Watkins Glen Area Chamber of Commerce will host the 2018 SPARK! Leadership Conference presented by Excellus BlueCross BlueShield on March 6 and 7, 2018 at the Watkins Glen Harbor Hotel (16 N. Franklin Street, Watkins Glen). This conference offers a fresh take on leadership development to bright, dynamic professionals from all industries across New York State and beyond. Conference speakers are all top-notch professionals, and the slate of programming seeks to engage, encourage, and educate rising leaders, veteran leaders, and the leader in each of us! There will be three large-group sessions and 12 break-out sessions.

The importance of building and maintaining strong leaders cannot be overstated, and this conference intends to build strong foundations and nurture leaders of all kinds. Presenting sponsor Excellus BlueCross BlueShield makes this possible. "Excellus BCBS is proud to partner with the Watkins Glen Chamber of Commerce to bring the SPARK! Leadership Conference to the region. Cultivating leaders for our community and helping new leaders grow and stay in our region is important to us and we look forward to being a part of this valuable conference," stated Jessica Renner, Regional President for Excellus BCBS.

Topics this year include: Lifecycle of Leadership and Inspiring Others to Serve; Community Development and the Arts: Making Our Community Proud, Sustainable, and Engaged; Finding Your Passion Through Your Strengths; Dream Goals; In Your Community; Entrepreneurial Leadership; Defining Decisions; Leading Change, Maintaining Culture; Meeting Management 101; From Chaos to Consensus; Multigenerational Harmony in the Workforce; Back to Civility; Creating Resilience; The Four Agreements. The Bonus Session will feature national best-selling author and speaker Arel Moodie on the Art of Likability.

Registration is open now! Registration for the conference is \$375 for students and \$475 for adults. For those traveling from outside of the area to attend the conference, registration with 2 nights of lodging is \$745. To access registration forms, additional conference information, session descriptions, speaker highlights, and more, visit: www.watkinsglenchamber.com/spark. You may also call 607-535-4300 to register by phone.

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