



Virginia CEOs – One Great CEO Campaign

The annual campaign that asks every member and sponsor to connect just *one* outstanding CEO with VACEOs. Invite a CEO you respect.

Refer One Great CEO by April 15.

Why CEO Referrals Matter

Most CEOs join Virginia CEOs because another CEO personally encouraged them. Your recommendation is the strongest signal of trust and credibility we can offer a prospective member.

What You Can Say

- “I thought of you because you’d add a lot to the CEO community I’m part of.”
- “Did you know I make some of my toughest decisions after talking them through in my Roundtable?”
- “Did you know Virginia CEOs has helped me become a calmer, more confident leader?”
- “Did you know joining gave me a confidential group of peers who actually get what the job is like?”

What Prospective Members Gain

- CEO Roundtables: confidential, facilitated peer groups
- Statewide network: connections across every region of the Commonwealth
- Leadership growth: practical tools, perspectives, and accountability
- Real relationships: a trusted circle of CEOs to call anytime
- Clarity & confidence: faster decisions and a stronger leadership presence

Who Makes a Great Member?

- CEOs – whether they have the title or not, the buck stops here person
- \$1M+ in revenue, and 5 FTEs – our average member leads a \$7M organization
- Growth-minded, open, and generous with experience
- Seeking community, perspective, and a place to learn and grow

How to Make a Referral (The easy way)

Option 1 – Warm Intro by Email

“I’d like to introduce you to Virginia CEOs. It’s been a valuable resource for me as a leader, especially the confidential CEO Roundtable experience. I thought you might find it helpful as well. Scot—can you help them explore next steps?”

Send to: scot@vaceos.org

Option 2 – Share Their Name

Email Scot directly, and we’ll take it from there.

Option 3 – Bring Them to an Event

Guests are welcome at select programs and events. Contact Scot to register a guest.

Your Invitation Matters

Your referral strengthens our CEO community—and often gives another leader exactly what they’ve been missing: perspective, support, accountability, and connection.

As always, please reach out to the VACEOs team for help or guidance.