

**2008 CACCE Professional Development Series**  
**April 30, 2008 to May 2, 2008**  
**Embassy Suites Concord Golf Resort & Spa**  
*Tentative Conference Agenda*

**Wednesday, April 30, 2008**

- 1:00-3:00 p.m.            Registration
- 2:00-3:00 p.m.            Council Members Meeting
- 3:00-4:00 p.m.            Welcome & Icebreaker  
(Welcome remarks by John Cox & Mayor Scott Padgett,  
Icebreaker facilitated by Nancy Lee Garner)
- 4:00-5:45 p.m.            General Session-Sales & Retention  
(Peter Woodham-Customized Chamber Programs)
- 5:45-6:15 p.m.            Free Time
- 6:15 p.m.                    Gather in Lobby for Transfer to Lowe's Motor Speedway
- 6:30-7:30 p.m.            Cocktail Reception-Speedway Club at Lowe's Motor Speedway
- Dinner On Own

**Thursday, May 1, 2008**

- 7:30-8:30 a.m.            Breakfast Buffet-Hotel Lobby
- 8:30-10:00 a.m.            General Session-Sales & Retention Continued...  
(Peter Woodham-Customized Chamber Programs)
- 10:00-10:15 a.m.            Break w/ Sponsors
- 10:15-11:45 a.m.            General Session-Sales & Retention Continued...  
(Peter Woodham-Customized Chamber Programs)
- 11:45-1:15 p.m.            Networking Luncheon (Assigned Seating to Group Individuals by  
Chamber Size)
- 1:15-2:15 p.m.            General Session-"How to Deal With Difficult People"  
(Iwanna Rigill-Midlands Technical College, Columbia, SC)
- 2:15-2:30 p.m.            Break w/ Sponsors

- 2:30-3:30 p.m. Concurrent Breakout Sessions-Roundtable Format  
 Option 1: Retention/Sponsor Investor Relations (Facilitated by Vicki Kiebler & Liz Horton)  
 Option 2: Leadership Programs (Facilitated by Angelle LaBorde & Erin Granger)
- 3:30-4:30 p.m. General Session-“60 Ideas in 60 Minutes”  
 (Facilitated by Becky Adams & Nancy Lee Garner)
- 5:30-7:30 p.m. Managers Reception-Main Lobby (Optional)
- Dinner On Own

**Friday, May 2, 2008**

- 7:30-8:30 a.m. Breakfast Buffet-Hotel Lobby
- 8:30-10:00 a.m. General Session-Entering the Online Marketplace - Getting started  
 (Nadine Long, CabarrusNow.com & Rick Adams, Sphyrx Technologies)  
 \* Search Engine Optimization - Truths and Myths  
 \* Marketing Your Website  
 \* Is Your Website User Friendly?  
 \* Email Marketing  
 \* Should I Update or Overhaul My Website?  
 \* Website Do's and Don'ts
- 10:00-10:30 a.m. Break w/ Sponsors & Checkout
- 10:30-11:30 a.m. Concurrent Breakout Sessions-Roundtable Format  
 Option 1: Dues Restructuring-Tiered vs. Fair Share (Facilitated by Kelly Wallace & Rita Berry)  
 Option 2: New Event Ideas/Creative Community Event Partnerships (Facilitated by Shannon Viera & Melanie ?)
- 11:30-12:00 p.m. Wrap-Up (Scholarship Drawings/Overall Surveys)
- 12:00 p.m. Adjourn & Optional Networking Luncheons on Own