

2019 Annual Management Conference

October 2 – 4, 2019

Embassy Suites by Hilton – Myrtle Beach, SC

Our Platinum Event Sponsors:



AGENDA

Wednesday, October 2, 2019

- | | | | | | | | | | | | | | | |
|-----------------|---|---|------------------|------------------|--------|--------------|----------------------------|-----------|--------------|------------------|-----------------|------------|----------------|--|
| 1:00pm | Conference Registration Begins
Please note that hotel room check-in does not begin until 4:00pm. | Cambridge Hall | | | | | | | | | | | | |
| 1:00–2:00pm | CACCE Board Meeting | Pembroke Room | | | | | | | | | | | | |
| 2:30–3:30pm | OPENING SESSION
GOOGLE – Digital Skills for Everyday Tasks
Learn how to teach members of your local community work and life tasks more effectively using Google tools. Whether they want to build a project, create a meeting agenda, or organize priorities, these best practices will boost their productivity.
<i>Demming Bass, Google National Speaker</i> | Kensington D&E Ballroom | | | | | | | | | | | | |
| 3:30–5:00pm | TABLE TOPIC SESSIONS – Choose Your Topic!
We will have three 30-minute roundtable discussions during this session. Table topics will be placed around the room, so choose the ones of most interest to you! | Kensington D&E Ballroom | | | | | | | | | | | | |
| | <table border="0" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 33%;">Advocacy</td> <td style="width: 33%;">Membership Sales</td> <td style="width: 33%;">Member Retention</td> </tr> <tr> <td>Events</td> <td>Sponsorships</td> <td>Communications / Marketing</td> </tr> <tr> <td>HR Issues</td> <td>Board Issues</td> <td>Volunteer Issues</td> </tr> <tr> <td>Workforce Dev't</td> <td>Healthcare</td> <td>Funding Issues</td> </tr> </table> | Advocacy | Membership Sales | Member Retention | Events | Sponsorships | Communications / Marketing | HR Issues | Board Issues | Volunteer Issues | Workforce Dev't | Healthcare | Funding Issues | |
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| Events | Sponsorships | Communications / Marketing | | | | | | | | | | | | |
| HR Issues | Board Issues | Volunteer Issues | | | | | | | | | | | | |
| Workforce Dev't | Healthcare | Funding Issues | | | | | | | | | | | | |
| 6:00–9:00pm | WELCOME RECEPTION
Enjoy a fun, casual night with your CACCE peers.
<i>Sponsored by: North Carolina Chamber & South Carolina Chamber</i> | Pool Deck & Pavilion | | | | | | | | | | | | |
| 9:00–11:00pm | Hospitality Room Open
<i>Sponsored by: Target Marketing</i> | Nightwatch Room – 2 nd Floor | | | | | | | | | | | | |

Thursday, October 3, 2019

- 8:00am Breakfast Buffet for Hotel Guests Coastal Grill – Main Floor
- 8:30–9:45am **SPEED NETWORKING SESSION** Kensington D&E Ballroom
Conference Attendees and Sponsors
Fun session designed for you to meet our sponsors and see how their companies may assist your Chamber. *Must be present to win special sponsor prizes!*
- 9:45am Break Sponsor Area – Cambridge Hall
- 10–11:30am OPENING KEYNOTE – Kensington D&E Ballroom
The Most Lucrative Marketing Secrets of the Most Successful Chambers in America
Glenn will pull back the curtains and show you the exact marketing principles – along with very specific examples you can “Swipe and Deploy” – that have helped chambers move from good to great. Whether you want to turn your Chamber into a money-making machine, help your members make more money, or help people in need, Glenn will show you the marketing principles that will allow you to do it – and exactly how to implement them.
Glenn Shepard, Glenn Shepard Seminars
- 11:45am **CACCE AWARDS LUNCHEON** Kensington D&E Ballroom
We will present our Executives of the Year, Chambers of the Year, Accredited Chambers, Certified Chamber Executives of the Carolinas, Lifetime Achievement Awards, and announce our CACCE Grant winners.
Awards sponsored by: Cowart Awards
Awards Luncheon sponsored by: Citslinc
- 1:15–2:30pm SESSION – Kensington D&E Ballroom
The One Page Strategy Workshop
Make strategy an ongoing discipline...not a one time event. In this interactive workshop, you will assemble a one-page strategy and understand the underlying methodology that makes this tool so effective.
Kevin Mead, Kinect Consulting
- 2:30pm Break Sponsor Area – Cambridge Hall
- 2:45 – 3:45pm SESSION – Kensington D&E Ballroom
Social Media & Email Marketing for Chambers
Learn how to make your chamber stand out in a world of non-stop communications.
Alex Hadding, Blue Pack Marketing
- 4:00–5:00pm **State Chamber Update Sessions**
Join us for a discussion with our state chamber executives to hear what’s next for North Carolina and South Carolina.
- SC Chamber Update** Kensington D&E Ballroom
Ted Pitts, President & CEO, South Carolina Chamber of Commerce
- NC Chamber Update** Pembroke Room
TBD, North Carolina Chamber

- 6:00–9:00pm **Reception & Networking Dinners** Sponsor Area – Cambridge Hall
Join us for a fun reception at the resort & Dutch-treat networking dinners to visit your favorite Myrtle Beach restaurant. Sign up sheets will be available at registration desk.
- 9:00–11:00pm **Hospitality Room Open** Nightwatch Room – 2nd Floor
Sponsored by: Target Marketing

Friday, October 4, 2019

- 8:00am Breakfast Buffet for Hotel Guests Coastal Grill – Main Floor
- 8:30–9:30am MORNING KEYNOTE SESSION Kensington D&E Ballroom
New Leadership Skills Every Chamber Professional Needs to Know to Succeed in Managing Today’s Rapidly Changing Labor Force
The skies look bleak for American employers because several factors have converged to form the perfect storm. Labor shortages are hitting small businesses the hardest, forcing many to close their doors. Because small businesses make up 85% of chamber membership nationwide, it’s critical that Chambers lead the way in learning, mastering, implementing, and sharing with their members what the most successful businesses across America are doing to overcome this challenge.
Glenn Shepard, Glenn Shepard Seminars
- 9:30am Break Sponsor Area – Cambridge Hall
- 9:45–10:45am **Morning Keynote Session, Continued** Kensington D&E Ballroom
Glenn Shepard, Glenn Shepard Seminars
- 10:45am Break Sponsor Area – Cambridge Hall
- 11am – Noon CLOSING KEYNOTE – Kensington D&E Ballroom
Workforce Development Initiatives
Hear what ACCE is doing on this front as well as best practices from other chambers across the nation.
Sheree Anne Kelly, President & CEO, ACCE