

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** Cambridge Hall Please note that hotel room check-in does not begin until 4:00pm. 1:00-2:00pm CACCE Board Meeting Pembroke Room 2:30-3:30pm OPENING SESSION Kensington D&E Ballroom Discover Digital Resources to Empower Your Community Learn how to teach members of your local community work and life tasks more effectively using Google tools. This session will introduce you to resources available for Grow With Google Partners and how to become a partner. Demming Bass, Google National Speaker 3:30-5:00pm TABLE TOPIC SESSIONS – Choose Your Topic! Kensington D&E Ballroom 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! Membership Sales Member Retention Advocacy **Events** Sponsorships Communications / Marketing Board Issues Volunteer Issues HR Issues Workforce Dev't Healthcare **Funding Issues** 6:00-9:00pm WELCOME RECEPTION Pool Deck & Pavilion Enjoy a fun, casual night with your CACCE peers. Sponsored by: North Carolina Chamber & South Carolina Chamber 9:00-11:00pm Hospitality Room Open Nightwatch Room – 2nd Floor Sponsored by: Target Marketing

Thursday, October 3, 2019

Breakfast Buffet available for hotel guests in the Coastal Grill – Main Floor

7:45 – 8:30am	BONUS SESSION Take a Bold Stand for Business in a Splintered F Hear how Chambers can be the voice of reason on emotionally of able to take a position on issues others won't touch. Moderator – Lindsay Keisler, Catawba County Chamber Panelist – Kit Cramer, Asheville Area Chamber Panelist – Aaron Nelson, The Chamber for a Greater O	charged issues and how they may be er
8:30–9:45am	SPEED NETWORKING SESSION Conference Attendees and Sponsors Fun session designed for you to meet our sponsors and see how Chamber. Must be present to win special sponsor prizes!	Kensington D&E Ballroom
9:45am	Break	Sponsor Area – Cambridge Hall
10–11:30am	OPENING KEYNOTE – The Most Lucrative Marketing Secrets of the Mo in America Glenn will pull back the curtains and show you the exact market specific examples you can "Swipe and Deploy" – that have helpe great. Whether you want to turn your Chamber into a money-m make more money, or help people in need, Glenn will show you allow you to do it – and exactly how to implement them. Glenn Shepard, Glenn Shepard Seminars	ing principles – along with very ed chambers move from good to naking machine, help your members
11:45am	CACCE AWARDS LUNCHEON We will present our Executives of the Year, Chambers of the Year Chamber Executives of the Carolinas, Lifetime Achievement Awa winners. Awards sponsored by: Cowart Awards Awards Luncheon sponsored by: Citslinc	
1:15–2:30pm	SESSION – The One Page Strategy Workshop Make strategy an ongoing disciplinenot a one time event. In the assemble a one-page strategy and understand the underlying me effective. Kevin Mead, Kinect Consulting	1 5
2:30pm	Break	Sponsor Area – Cambridge Hall
2:45 – 3:45pm	SESSION – Social Media & Email Marketing for Chambers Learn how to make your chamber stand out in a world of non-st Keegan and Corey Rush, Founders, Blue Pack Marketi	

State Chamber Update Sessions 4:00-5:00pm 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. Nightwatch Room – 2nd Floor 9:00-11:00pm Hospitality Room Open Sponsored by: Target Marketing Friday, October 4, 2019 Breakfast Buffet available for hotel quests in the Coastal Grill – Main Floor 7:45 – 8:30am BONUS SESSION Kensington D&E Ballroom Active Shooter Training for Chambers Hear an overview of active shooter training as well as how to find a local resource to do an on-site assessment of your facilities. Eric DiLorenzo, Police Captain, City of Myrtle Beach MORNING KEYNOTE SESSION 8:30-9:30am 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 Sponsor Area – Cambridge Hall Break 11am – Noon CLOSING KEYNOTE -Workforce Development Initiatives Kensington D&E Ballroom 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