

2022 Staff Leadership Development Conference

April 27 – 29, 2022

The Beach House Resort – Hilton Head Island, SC

Our 2022 CACCE Partners:



AGENDA

Wednesday, April 27, 2022

2:00pm	Registration Opens (Hotel Check-In 4:00pm)	Ocean Room Pre-function
2:00–3:30pm	CACCE Board Meeting	Sky Room
4:00–5:30pm	Chamber Roundtable Sessions You 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.	Sand & Surf Ballroom
6:30–9:00pm	Welcome Reception & Dinner Enjoy a fun, relaxing evening on the beach with your chamber peers.	The Dunes

Thursday, April 28, 2022

8:30–9:00am	Breakfast Buffet	Sand & Surf Ballroom Pre-function
9:00–9:15am	Official Conference Welcome - <i>Liz Horton, Greenville (SC) Chamber, 2022 CACCE SLD Conference Chair</i> - <i>Hilton Head Island -Bluffton (SC) Chamber Welcome</i>	Sand & Surf Ballroom
9:15–10:00am	Morning Keynote Session 2021 CACCE Innovative Grant Winners Hear from your CACCE peers on the programs they received grant funds to complete. - <i>Alleghany County Chamber – DIY Tourism & Local Marketing Workshop</i> - <i>Clayton Chamber – Student to Entrepreneur Program (STEP)</i> - <i>The Chamber of Catawba County – 2021 Wage & Benefit Survey for County</i>	Sand & Surf Ballroom
10:00am	Morning Break	Sand & Surf Ballroom Pre-function
10:15–11:30am	General Keynote Session Persuasion Strategies Your chamber is in the business of convincing people to do things. It may be to buy something, do something, or behave in a certain way responding to a call of action. The truth is that it takes a lot of people and resources to achieve your chamber’s vision. Learn Dr. Robert Cialdini’s 7 Principles of Influence and how to put them to use for the benefit of your organization and its beneficiaries. - <i>Alysia Cook, Opportunity Strategies</i>	Sand & Surf Ballroom

- 11:45am–1pm **AWARDS LUNCHEON** Sand & Surf Ballroom
 We will present our Communication Excellence Awards, Service Awards, and Scholarships.
Awards Sponsored by: Cowart Awards
- 1:15–2:15pm **Breakout 1** Sand & Surf Ballroom
 Social Media & Digital Marketing
 - *Speaker TBD*
- Breakout 2** Ocean Room
 Diversity, Equity and Inclusion
 Join us as we hear success stories of how chambers are moving forward with these efforts and what they can do to do better.
 - *Dr. William Lewis, WillHouse Global*
- Breakout 3** Sky Room
 Cyber Security & Your Chamber
 - *Speaker TBD*
- 2:15pm Afternoon Break Sand & Surf Ballroom Pre-function
- 2:30–4:00pm **General Keynote Session** Sand & Surf Ballroom
 Get Sticky! Achieving Your Goals in Business and in Life
 Anyone can set goals and write them down, but the trick is getting them to “stick,” working on them until they become a reality. In this session, participants will learn the Get Sticky™ formula that Juanita has now taught to thousands of people across the world. It focuses on six simple steps that, when executed properly, will provide a blueprint for accomplishing any goals in business and in life.
 - *Juanita McDowell, InMotion Consulting*
- 5:30–6:30pm **Hospitality Hour** The Tiki Hut
- 6:30pm **Dinner On Your Own**
 We will provide a list of chamber member restaurants for dinner offsite so that you can visit & have dinner with your peers.

Friday, April 29, 2022

- 8:00–8:30am Breakfast Buffet Sand & Surf Ballroom Pre-function
- 8:30–9:30am **Morning Keynote Session** Sand & Surf Ballroom
 Innovative Customer Service in a High Tech World
 In the world of Yelp.com and Google Reviews, your business members need to think outside the box when it comes to great customer service. Additional customer-facing team members also need to learn the key to longevity in the business world: Keep a customer for life by creating a “raving fan.” This session will show you how.
 - *Juanita McDowell, InMotion Consulting*
- 9:30am Morning Break Sand & Surf Ballroom Pre-function
- 9:45–10:45am **Roundtable Session 1** Sand & Surf Ballroom
 Affinity Programs & Non-Dues Revenue Ideas
 Hear more about the programs your peers are offering their members and how you can elevate your non-dues revenue. Come prepared to share your chamber’s offerings and questions for your peers.
 - *Facilitator: Liz Horton, Greenville Chamber*

Roundtable Session 2

Ocean Room

Chamber Seminars / Job Fairs / Business Expos

Learn how your peers are revamping and making their chamber business seminars more relevant for their members, as well as their job fairs / business expos. Come prepared to share more about your chamber's offerings and questions for your peers.

- *Facilitator: Bryan Moore, Caldwell Chamber*

Roundtable Session 3

Sky Room

Ambassador Programs

Hear how your peers are using their Ambassador programs to enhance chamber ROI. Come prepared with your program information and questions for your peers.

- *Facilitator: David Merhib, Greater Greer Chamber*

10:45am

Morning Break

Sand & Surf Ballroom Pre-function

11:00–Noon

Closing Keynote Session

Sand & Surf Ballroom

You Are Sitting on a Gold Mine: Tap Into It!

Do you wish you had unrestricted revenue to use however you wanted? What if we told you that you already had that revenue source? And that you could use it to start new programs or to serve your members better or to increase staff benefits? What if we told you how you could develop a plan for earned income based on who you and your chamber are, on what you do, and on what you already know? You may be surprised at how valuable your current assets are. The challenge is simply to look at them as the potential gold mine they are. Many chambers refine and enhance their current programs and services by providing value-added benefits that create new income sources through new payer markets. Learn how to shift your thinking toward optimizing the opportunities you already have available to you.

- *Jason Ebey, YGM Total Resource Campaigns*