

STAFF LEADERSHIP DEVELOPMENT CONFERENCE 2024

APRIL 29 - MAY 1
GREENVILLE, SC

Carolinas
Association of Chamber of Commerce Executives
Better Leaders. Stronger Chambers.

HOSTED BY: THE GREENVILLE CHAMBER OF COMMERCE

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Conference Agenda

Monday, April 29, 2024 – Hyatt Regency Greenville

- 2:00–3:00pm **CACCE Board Meeting** Crepe Myrtle Room
- 2:00pm **Registration Opens** Conference Pre-Function Area
Please note that sleeping rooms may not be available for check-in until 4:00pm.
- 3:00–4:00pm **Welcome to the Chamber Industry Session** Regency C
Learn more about the chamber industry and your professional development association.
Sponsored by YGM
- 4:00–5:30pm **Chamber Roundtable Sessions – by Roles**
Our goal is to help our chamber staff members build their peer groups and learn from each other..
- Communications Staff – Regency A/B**
Sample discussion topics may include Effective Member Communications, Growing Social Media Engagement, Newsletters, and Using AI
Facilitators – Terra Carroll, North Augusta Chamber & Jennifer Walters, Little River Chamber
- Events Staff – Studio BC**
Sample discussion topics may include Annual Meetings, Educational Member Webinars, Golf Tournaments, Signature Events, Sponsorships, and Leadership Programs
Facilitators – Kaye McHan, Highlands Chamber & Elaine Spalding, Rowan County Chamber
- Membership Staff – Regency C**
Sample discussion topics may include Ambassador Programs, Membership Retention, Membership Sales, and Tiered Membership Dues
Facilitators – Kim Effler, McDowell Chamber & Jonathon Lewis, Moore County Chamber
- Operations Staff – Crepe Myrtle Room**
Sample discussion topics may include Human Resources, Chamber Finances, Strategic Planning, and Board Development
Facilitators – Liz Horton, Greenville Chamber & Dana Wooten, Clayton Chamber
- 6:00–7:00pm **Welcome Reception** Studio 220
Enjoy a fun, relaxing evening visiting with your chamber peers.
Hosted by the Greenville Chamber of Commerce

Tuesday, April 30, 2024 – Hyatt Regency Greenville

- 8:00–9:00am **Networking Breakfast** Regency A/B
No formal presentation during breakfast so you can network together.
- 9:00–9:15am **Official Conference Welcome** Regency C
- *Liz Horton, Greenville Chamber, 2024 CACCE Board President*
- *Carlos Phillips, Greenville Chamber Welcome*
- 9:15–10:15am **Morning Keynote Session** Regency C
7 Elements of Healthy Confrontation
Conflict doesn't have to mean a "break" in relationships. Healthy conflict can still connect you to the person in an even deeper sense. But sometimes, we must face the truth in a relational context. How do you do that? All confrontations need to start with a plan. Learn how to take 7 simple steps and create clear, kind, and to the point messages that resolve conflict without hurting your relationships.
- *Traci Newkirk, Human Potential Advisors*
- 10:15am **Morning Break** Conference Pre-Function Area
Sponsored by ChamberMate
- 10:30–11:30am **Breakout Session 1 –** Regency C
Building Your Strategy + Roadmap: What, Why, and How?
What is a Strategy and Roadmap? What is it, Why does your organization need it, and How are you going to do it? We walk through that in this session where we bring in examples from companies across the country that have seen proven results, including one of our very own Chambers. Again, you will gain perspective on how this tool can help your organization - from completing a digital audit of your own channels to seeing what your industry peers are doing to attract and retain investors - and learn the steps you can take to create a game plan.
- *Kamber Parker, The YoPro Know*
- Breakout Session 2 –** Studio BC
The Membership Mixer – Recruitment, Relationships, Retention
We will look at strategies for member recruitment, building relationships, and member retention. We'll also cover renewal processes and member feedback.
- *Teri Smiley, Starfish Partnerships*
- Breakout Session 3 –** Crepe Myrtle Room
Elevating Your Leadership Program Experience through LEAD Principles
This session is for organizations who want to elevate their leadership program experience and for organizations interested in launching a new leadership program. How do you build (and sustain) a leadership program that is relevant and impactful? During this interactive session, you will gain understanding of key factors that can determine program success for your participants, stakeholders, and organization AND identify next steps for elevating your program experience!
- *Tami Miller, Retired – Director of Leadership Development, Greenville Chamber*
- 11:45am–1pm **AWARDS LUNCHEON** Regency A/B
We will present our Communication Excellence Awards, Service Awards, and Scholarships.
Awards sponsored by Cowart Awards

1:15–2:15pm

Breakout Session 1 –

Regency C

How to Attract, Cultivate, and Retain Investors Using Digital Tools

This interactive session will outline the digital tools available to your team to attract, cultivate, and retain new and current investors - and why it is so critical to use in 2024. Questions like "Is Instagram or LinkedIn better?" and "How do I reach all generations across the different platforms?" will be answered during this session. Participants will leave the session with actionable items to take with them back to their teams the following day and a plan they can put into action.

- *Kamber Parker, The YoPro Know*

Breakout Session 2 –

Studio BC

Events Planning – From Concept to Success

This session will include the basics on how to plan an event – from beginning to end – and will include the following: pre-event planning, event design & marketing, logistics & operations, event execution, and post event evaluation & wrap up.

- *Teri Smiley, Starfish Partnerships*

Breakout Session 3 –

Crepe Myrtle Room

Cyber Security

Join our staff-exclusive Cybersecurity breakout session for an enriching and insightful experience! In this dynamic gathering, we will explore the user perspective of the ever-evolving cybersecurity landscape, covering the latest trends, challenges, and best practices. Discover key strategies to boost user awareness, encourage responsible online behavior, and strengthen your organization's human firewall against cyber threats. Our goal is to cultivate a resilient and security-aware workforce, empowering you to be the initial line of defense against cyber threats. Take part and play a pivotal role in enhancing the overall cybersecurity posture of your organization.

- *Becky Ballinger, TSACchoice, Inc.*

2:15pm

Afternoon Break

Conference Pre-Function Area

Sponsored by ChamberMate

2:30–3:30pm

Breakout Session 1 –

Regency C

I Was Happy; Then I Went to Work: Examining Belonging in the Workplace

We strive to be happy in our home lives, our personal relationships, and our workplaces. In this session, Dr. Lewis will lead participants in a powerfully engaging discussion about how to build the infrastructure for workplace cultures of happiness and belonging. Specifically, we will look at the five mindset shifts (*Mindset, Language, Relationship, Behavior, Culture*) that Chamber of Commerce leaders and their members need to make happiness and belonging realized in their workplaces and communities. He will then walk participants through a five-step process that will accelerate the performance of work teams.

- *Dr. William T. Lewis, National People and Culture Thought Leader*

Breakout Session 2 –

Studio BC

Handling Burnout

This session is designed to help professionals recognize, manage, and prevent burnout in their personal and professional lives. Burnout is a state of emotional, physical, and mental exhaustion caused by excessive and prolonged stress. It can lead to a negative impact on work performance, relationships, and overall well-being. During this session, we will discuss the signs and symptoms of burnout, explore the causes and contributing factors, and learn strategies to manage and prevent burnout. We will also discuss the importance of self-care and provide tips for incorporating self-care practices into your daily routine.

- *Jason E. Ebey, YGM*

Breakout Session 3 –

Crepe Myrtle Room

"COMFORT"-able Public Speaking

Public speaking isn't always a comfortable experience. This presentation will include seven keys to making your next public speaking engagement a better one.

- *Ryan Simons, Wilson Chamber*

3:30–4:30pm **Afternoon Panel Discussion
Your Chamber Career Path** Regency C
Find out more on how you can advance in the Chamber of Commerce industry.
- *Moderator: Claire Louder, CAE, IOM, Louder NonProfit Strategies*
- *Panelist: Natalie English, Wilmington Chamber*
- *Panelist: Charles Hardin, Blowing Rock Chamber*
- *Panelist: Liz Horton, Greenville Chamber*
Sponsored by Louder NonProfit Strategies

5:30–6:30pm **Hospitality Hour** Pergola @ Roost
You will receive one (1) drink ticket upon arrival to enjoy before you head out to dinner.

6:30pm **Dinner – On Your Own**
We will provide a list of local restaurants for dinner offsite so that you can have dinner with your peers and sponsors and enjoy beautiful downtown Greenville!

Wednesday, May 1, 2024 – Hyatt Regency Greenville

8:00–9:00am **Networking Breakfast** Regency A/B
No formal presentation during breakfast so you can network together. Be sure to check out of your room by 11am.

9:00–11:00am **Closing Workshop – The EQ Leader** Regency C
Success in life at work comes from having a high IQ and EQ (Emotional Intelligence). Your EQ affects many things:

1. Your performance at work.
2. Your physical health.
3. Your mental health.
4. Your relationships.
5. Your social intelligence.

Come and join our session to learn what it means to be a high EQ leader.
- *Traci Newkirk, Human Potential Advisors*

11:00am **Conference Adjourns**