



## Conference Agenda

### Monday, March 24, 2025 – Sheraton Chapel Hill Hotel

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|-------------|---|-----------------------------|
| 1:30–3:00pm | <b>CACCE Board Meeting</b>  | Blue Hill C                 |
| 2:30pm      | <b>Registration Opens</b><br>Please note that sleeping rooms may not be available for check-in until 4:00pm.  | Blue Hill Pre-function Area |
| 3:00–4:00pm | <b>Welcome to the Chamber Industry Session</b><br>Designed for our newest chamber professionals – learn more about the chamber industry and your professional development association.  | Blue Hill A/B               |
| 4:00–5:00pm | <b>Discover the Inner Workings of...<br/>The Chamber For a Greater Chapel Hill - Carrboro</b><br>Join us for an insightful session designed to unveil the intricate operations and impactful programs of the Chamber. Gain a clear understanding of the Chamber's organizational structure, including its leadership, governance, and decision-making processes. Discover the array of programs and initiatives the Chamber spearheads to support local businesses, foster economic growth, and enhance community engagement. We will also explore the Chamber's role in driving community development and how it collaborates with local government, businesses, and non-profits for the betterment of Chapel Hill.<br><i>- Aaron Nelson &amp; Team, The Chamber For a Greater Chapel Hill – Carrboro (NC)</i> | Blue Hill A/B               |
| 5:30–8:00pm | <b>Welcome Reception &amp; Dinner</b><br>Enjoy a fun, relaxing evening getting to know your chamber peers. Transportation will be provided.   | Downtown / Campus           |

### Tuesday, March 25, 2025 – Sheraton Chapel Hill Hotel

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|-------------|--|---------------|
| 8:00–9:00am | <b>Networking Breakfast</b><br>No formal presentation during breakfast so you can network together.  | Blue Hill A/B |
| 9:00–9:15am | <b>Official Conference Welcome</b><br><i>- Terra Carroll, North Augusta (SC) Chamber, 2025 CACCE SLD Conf Chair</i><br><i>- Natalie English, Wilmington (NC) Chamber, 2025 CACCE Board Chair</i> | Blue Hill A/B |

- 9:15–10:30am **Morning Keynote Session** Blue Hill A/B  
**Chamber on a Mission**  
 Are you ready to take your chamber to the next level? Chamber on a Mission is an energizing presentation designed for chamber leaders who want to sharpen their focus, strengthen their teams, and engage their boards like never before. This fast-paced, practical session will help you:
- Align your leadership for greater impact and avoid burnout
  - Empower your team with clear priorities and accountability
  - Activate your board to be strategic partners—not just attendees
- Walk away with fresh insights, actionable strategies, and renewed motivation to drive your chamber's success. Whether you're looking to refine your leadership, strengthen your staff, or transform your board, this session will give you the tools to make it happen. Join us for this conference kick-off and put your chamber on a mission!  
*- Kyle Sexton, ChamberThink Strategies*
- 10:30am **Morning Break** Blue Hill Pre-function Area  
**Water Dispenser Sponsor – Embassy Suites Wilmington**
- 10:45–11:45am **Breakout Session 1 –** Blue Hill A/B  
**Utilizing AI – Practical Uses for Chambers**  
*- Panelist – Terra Carroll, North Augusta (SC) Chamber*  
*- Panelist – Marnie Schwartz-Hanley, Fountain Inn (SC) Chamber*
- Breakout Session 2 –** Blue Hill C  
**Advocacy – How Does it Apply to Your Chamber?**  
*- Panelist – Kim Effler, McDowell (NC) Chamber*  
*- Panelist – Natalie English, Wilmington (NC) Chamber*  
*- Panelist – Ian Scott, The Chamber For a Greater Chapel Hill – Carrboro (NC)*
- Noon–1:30pm **AWARDS LUNCHEON** Blue Hill A/B  
 We will present our Communication Excellence Awards, Service Awards, and Scholarships.
- 1:45–2:45pm **60 Ideas in 60 Minutes – BY ROLE**  
 Come prepared to share your favorite best practices – what to do or what NOT to do – there will be a prize for the best in each session!
- Session 1 – Membership Sales** Blue Hill A/B  
*- Facilitator – Jonathon Lewis, Moore County (NC) Chamber*  
*- Facilitator – Caroline Titze, Greater Summerville/Dorchester County (SC) Chamber*
- Session 2 – Communications / Marketing** Blue Hill C  
*- Facilitator – Kim Effler, McDowell (NC) Chamber*  
*- Facilitator – Liz Horton, Greenville (SC) Chamber*
- Session 3 – Programming / Benefits / Services** Blue Hill D  
*- Facilitator – Tim James, Greater Cayce-West Columbia (SC) Chamber*  
*- Facilitator – Kaye McHan, Highlands (NC) Chamber*
- 2:45pm **Afternoon Break** Blue Hill Pre-function Area
- 3:00–4:00pm **Breakout Session 1 –** Blue Hill A/B  
**Selling Your Chamber – Selling Your Mission**  
*- Facilitator – Kyle Sexton, ChamberThink Strategies*

## **Breakout Session 2 –**

Blue Hill C

### **Communicating / Marketing the Value of Your Chamber**

- *Panelist – Rebecca Imholz, Mount Pleasant (SC) Chamber*
- *Panelist – Mara McJilton, Wilmington (NC) Chamber*
- *Panelist – Mark Lawson, Cary (NC) Chamber*

5:30–6:30pm

### **Hospitality Hour**

2<sup>nd</sup> Floor – Legends Outdoor Event Deck

You will receive one (1) drink ticket upon arrival to enjoy before you head out to dinner.

***Bar Sponsor – Lumin Strategies***

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 Chapel Hill!

## **Wednesday, March 26, 2025 – Sheraton Chapel Hill Hotel**

7:45–8:45am

### **“Ask Us Anything” Breakfast**

Blue Hill A/B

Are you curious about the inner workings of other CACCE member chambers? Do you have burning questions about how these organizations are surviving and thriving? Join us for an interactive session where the floor is yours to engage directly with our panel of chamber pros - past CACCE Executives of the Year. This session is designed to be a dynamic Q&A, allowing attendees to guide the conversation. Whether it's about strategic planning, economic impact, or membership growth, no topic is off-limits.

- *Terra Carroll, North Augusta (SC) Chamber*
- *Natalie English, Wilmington (NC) Chamber*
- *Jennifer Walters, Little River (SC) Chamber*
- *Dana Wooten, Clayton (NC) Chamber*

9:00–10:30am

### **Closing Keynote Session**

Blue Hill A/B

### **Trends and Influences: How External Forces Shape Chambers and Communities**

Chamber work is never done in a vacuum, and forward-thinking chamber leaders and staff look for ways to understand the factors that shape the world in which we operate. In this session, participants will have the chance to explore some pressing themes that will impact how we work and the issues that we must address in the near and long term. Attendees will hear more about what is driving these trends and will have an opportunity to consider how these influences relate to their work and goals.

- *Amy Shields, Association of Chamber of Commerce Executives (ACCE)*