



2026 Annual Management Conference

November 16 – 18, 2026

GREENVILLE HILTON – GREENVILLE, NC

The Future-Ready Chamber: Relevance, Revenue, Talent & Impact

Monday, November 16, 2026

9:00am – Noon	CACCE BOARD RETREAT	West Wing 1
1:30pm	Conference Registration Opens Please note that rooms may not be available for check-in until 3:00pm.	Carolina Ballroom Pre-function
2:00 – 2:30pm	Behind the Curtain: Greater Greenville Chamber (NC) Go behind the curtain for a candid look at how the Greater Greenville Chamber operates, makes decisions, and turns strategy into action. From organizational priorities and internal operations to navigating challenges and staying focused on impact, this session offers a practical look at what's working, what's evolving, and the lessons learned along the way. <i>Trent McGee & Chamber Team</i>	Ballroom EF
2:30 – 3:15pm	The Current State of the Chamber Profession: What Future Ready Chambers Must Understand Now The chamber profession is evolving rapidly and so are the expectations of the members and communities they serve. From changing member needs and a new generation of leadership to artificial intelligence, workforce challenges, and shifting revenue models, yesterday's strategies may not be enough to ensure tomorrow's success. This opening session will examine the key forces reshaping the profession and challenge chamber leaders to consider what they must understand, rethink, and act on now to remain relevant, resilient, and essential. <i>Anisa Starnes, YGM</i>	Ballroom EF
3:15pm	BREAK	Sponsor Area
3:30 – 4:45pm	Executive Issue Exchange: What's Keeping You Up at Night? Facilitated peer roundtables to include: ➤ <i>Relevance, Value, and ROI</i> ➤ <i>Funding, Sponsorship, and Non-Dues Revenue</i> ➤ <i>Workforce, Staff Capacity, and Succession</i> ➤ <i>AI, Technology, and Digital Member Value</i> ➤ <i>Advocacy, Trust, and Nonpartisan Leadership</i> ➤ <i>Programming Fatigue and Event Redesign</i> ➤ <i>Board Governance and Strategic Alignment</i> ➤ <i>Small Chamber Sustainability</i>	Ballroom EF
4:45 – 5:00pm	Report-Out: The Issues CACCE Must Help Chambers Solve <i>Facilitator: Terra Carroll, North Augusta Chamber (SC)</i>	Ballroom EF
5:00 – 8:00pm	WELCOME RECEPTION & DINNER We are excited to welcome you to Greenville and kick off the conference with an evening that showcases our community, East Carolina University, and our vibrant downtown. Join us for a welcome reception with cocktails at the hotel before we depart for dinner. This will be a great opportunity to connect with Chamber friends and begin your Greenville experience. ECU buses will depart from the Greenville Hilton and take attendees to ECU's TowneBank Tower, a premier event space overlooking Dowdy-Ficklen Stadium. Enjoy dinner while taking in one of Greenville's most iconic views and learning more about our community. After dinner, we'll have one bus return to the hotel, and one bus will take attendees to experience Downtown Greenville.	Greenville Hilton / ECU TowneBank Tower

Tuesday, November 17, 2026

8:00 – 8:45am

BREAKFAST + CONVERSATION TABLES

Conversation tables to include:

- New Revenue Ideas
- Board Expectations
- Membership Retention
- AI Tools Chambers Are Actually Using
- Staff Burnout and Capacity
- Signature Events That Still Work
- Finance and Internal Controls
- Advocacy in a Polarized Climate
- Small Chamber Survival
- Young Professional Engagement

Ballroom AB

8:45 – 9:15am

OFFICIAL CONFERENCE WELCOME

Terra Carroll, North Augusta Chamber (SC), 2026 CACCE Board President & AMC Chair
Trent McGee, Greater Greenville Chamber (NC), 2026 AMC Host Chamber

Ballroom EF

9:15 – 10:30am

Attract Don't Recruit

What if the key to growing your chamber isn't recruiting harder—but becoming the kind of organization people naturally want to join? In this interactive session, Christine Cribb will explore how culture drives engagement, loyalty, and long-term growth. Through engaging stories and practical insights, you'll gain fresh ideas for creating an organization that attracts members, volunteers, sponsors, and advocates.

Christine Cribb, Christine Cribb & Company

Sponsored by The Overton Experience

Ballroom EF

10:30am

BREAK

Sponsor Area

10:45 – 11:30am

SPEED NETWORKING WITH SPONSORS

Get ready to connect, learn, and move quickly! This fast-paced networking session gives you the opportunity to meet our sponsors, hear how their products and services can support your chamber's work, and make valuable connections along the way. And don't forget— you must be present to win prizes!

Ballroom EF

11:30am

NETWORKING LUNCHEON

Ballroom AB

12:45 – 1:15pm

U.S. Chamber Update Session

Moore Hallmark, U.S. Chamber

Ballroom EF

1:20 – 2:30pm

NC / SC Breakout Sessions

Jake Cashion, North Carolina Chamber – Ballroom EF

Will Frierson, South Carolina Manufacturers & Commerce – West Wing 1

2:30pm

BREAK

Sponsor Area

2:45 – 4:15pm

CONCURRENT LABS – Choose One:

Lab A – AI, Tech, and Digital Member Value

Beyond the Prompt: Putting AI to Work in Your Chamber

AI is moving too quickly for chamber professionals to rely on a fixed list of tools. In *Beyond the Prompt*, Momentum AI founder Craig Turner will provide up-to-the-minute guidance, live demonstrations and practical chamber examples that show what AI can do right now. Attendees will leave with a stronger AI mindset, a clearer view of emerging possibilities and practical ideas they can begin applying immediately.

Craig Turner, Momentum AI

Ballroom EF

Lab B – Small Chamber Survival & Scale

Focus, Prioritize, Deliver

When you're leading a small chamber, the to-do list never ends—but your time, staff, and budget certainly do. This practical session will focus on how small chamber professionals can cut through the noise, identify what matters most, and confidently prioritize their work. We'll explore the realities of managing limited capacity while meeting high expectations from members, boards, and the community, with practical strategies for focusing resources, setting boundaries, and delivering meaningful value without trying to be everything to everyone.

Jason E. Ebey, YGM

West Wing 1

Lab C – COO / VP Chamber Operations Role**West Wing 2-3****Leading Operations with Excellence**

Designed specifically for chamber COOs, VPs of Operations, and senior operations leaders, this session explores the many responsibilities of leading a high-performing chamber from the inside out. Discuss operational best practices, staff leadership, organizational systems, internal processes, governance support, and the day-to-day challenges of keeping your chamber running efficiently. You'll leave with practical ideas to strengthen your organization's operational foundation.

Liz Horton, Greenville Chamber (SC)

Lab D – Advocacy, Trust & Nonpartisan Leadership**Ballroom D****Lead with Credibility. Advocate with Confidence.**

Today's Chamber leaders are expected to champion business interests while maintaining the trust of members with diverse political perspectives. Grounded in the 2026 ACCE Government Relations Toolkit, this foundational session explores how Chambers navigate nonpartisan advocacy without falling into the trap of silent neutrality. We will break down a Chamber's 4 core advocacy roles (Educator, Collaborator, Unifier, and Advocate), demonstrate how to frame complex policy around business impact rather than politics, and share strategies for building long-term credibility with members, elected officials, and the public. You will leave with practical approaches for setting member-driven priorities and leading advocacy efforts that strengthen your organization's standing in the community.

Bryan Fox, Lumin Strategies

5:30pm**NETWORKING RECEPTION****Sponsor Area**

Sponsored by PSP Group

6:15pm**AWARDS DINNER****Ballroom AB**

Join us as we present our 2026 CACCE Awards.

Awards Dinner sponsored by Living For Monday, LLC

Bar Sponsored by GrowthZone

Wednesday, November 18, 2026**8:00 – 8:30am****NETWORKING BREAKFAST****Ballroom AB**

Be sure to check out of rooms by 11:00am.

8:30 – 10:00am**CONCURRENT LABS – Choose One:****Lab A – AI, Tech, and Digital Member Value****Ballroom EF****Turn AI into Capacity, Consistency and Member Value**

What could your chamber accomplish with more capacity and greater consistency? In this advanced workshop, Craig Turner will show chamber professionals how to identify repetitive work, broken processes and missed opportunities, then use AI to create stronger systems, practical automations, better reporting and more useful resources for staff, members and boards. The focus is not the technology itself—it is the measurable result for the organization.

Craig Turner, Momentum AI

Lab B – Small Chamber Survival & Scale**West Wing 1****Build Smarter, Lead Stronger**

Building on Session 1, this deeper dive will shift from managing the daily workload to creating a stronger, more sustainable chamber operation. Participants will explore how small chambers can evaluate programs and services, strengthen governance, streamline operations, and build systems that support growth without simply adding more to the plate. The conversation will also address capacity and relevance challenges and the role of the chamber executive in helping boards understand priorities, make strategic decisions, and position the organization for long-term impact.

Jason E. Ebey, YGM

Lab C – COO / VP Chamber Operations Role**West Wing 2-3****Financial Strategy & Organizational Performance**

Building on the operational foundation established in Session 1, this advanced discussion takes a deeper dive into the financial side of chamber leadership. Explore budget forecasting, reserves, cash flow, event profitability, internal controls, and board financial dashboards while gaining practical strategies to support sound decision-making and long-term organizational sustainability.

Liz Horton, Greenville Chamber (SC)

Lab D – Advocacy, Trust & Nonpartisan Leadership
From Strategy to Action

Ballroom D

Building on the principles introduced in Session 1, this interactive lab dives into the high-stakes, real-world scenarios where advocacy gets complicated. We will focus on actionable execution tools—including establishing clear Governance Authority Matrices and Emergency Protocols when fast-moving legislation hits, structuring defensible candidate forums, and converting basic activity tracking into high-impact Outcome Metrics (like quantifying member costs avoided). Through real-world case studies and group discussion, you will gain practical messaging techniques and crisis communication workflows to protect your Chamber's reputation as a trusted, unifying business leader, even during hot-topic debates.

Bryan Fox, Lumin Strategies

10:00am

BREAK

Sponsor Area

10:15 – 10:45am

Report-Out: Concurrent Lab Sessions

Ballroom EF

Facilitator: Terra Carroll, North Augusta Chamber (SC)

10:45 – 11:45am

SESSION

Ballroom EF

The Next Chapter: Chambers as Catalysts for Collective Impact

Chambers of Commerce are central to the economic growth and social well-being of our communities. Our primary mission is to promote local businesses and improve the overall quality of life for residents. One effective way to achieve these goals is through the collective impact model, a framework that brings together diverse stakeholders to address common challenges. By using this approach, Chambers can play a critical role in driving sustainable community and economic development.

Megan Lucas, Lynchburg Regional Business Alliance (VA)

11:45am - Noon

CONFERENCE WRAP-UP

Ballroom EF

What Happens After Greenville

Terra Carroll, North Augusta Chamber (SC)