

# 2026 STAFF LEADERSHIP DEVELOPMENT CONFERENCE

March 30 – April 1, 2026

DOUBLETREE BY HILTON • COLUMBIA, SC

HOSTED BY: THE COLUMBIA CHAMBER OF COMMERCE



## 2026 CACCE Conference Agenda

### Monday, March 30, 2026 – DoubleTree by Hilton – Columbia, SC

- 2:00pm **Registration Opens** Congaree Prefunction Area  
Please note that sleeping rooms may not be available for check-in until 4:00pm.
- 2:30–3:30pm **Welcome to Chamber World: Orientation & Inspiration** Congaree B  
New to chamber life? This session is for you. Gain an overview of how chambers function, what makes the profession unique, and how CACCE can support your growth. Meet peers who are also new to the industry and walk away with clarity, purpose, and connection.  
- *CACCE Executive Committee*
- 3:30–4:30pm **Behind the Curtain...  
Columbia Chamber of Commerce** Congaree B  
Peek behind the curtain at how one high-performing chamber keeps operations efficient, mission-driven, and community-focused—even in uncertain times.  
- *Carl Blackstone & Team, Columbia Chamber (SC)*
- 5:30–8:00pm **Welcome Reception & Dinner** Congaree A  
Enjoy a fun, relaxing evening getting to know your chamber peers.

### Tuesday, March 31, 2026 – DoubleTree by Hilton – Columbia, SC

- 8:00–9:00am **Networking Breakfast** Congaree A  
No formal presentation during breakfast so you can network together.
- 9:00–9:15am **Official Conference Welcome** Congaree B  
- *Kim Effler, McDowell Chamber (NC), 2026 CACCE SLD Conf Chair*  
- *Terra Carroll, North Augusta Chamber (SC), 2026 CACCE Board President*
- 9:15–10:30am **Opening Keynote Session  
Boundaries & BINGO!** Congaree B  
Ever feel like your chamber work is sneaking into every corner of your life (including your vacations, weekends and even your dreams)? You're not alone. Setting boundaries at work isn't about building walls—it's about creating smart, healthy habits that help you stay productive, happy, and human. Join us for a fun, interactive session where we'll dive into the magic of saying no (without any of the guilt), setting clear expectations, and protecting your time and energy like the treasures they are. You'll walk away with practical tips, a few laughs, and a renewed sense of control over your work-life balance. Because let's face it—you're kind of a big deal, and it's time to protect your most important resource...yourself.  
- *Anissa Starnes, YGM*

10:30am	<b>Morning Break</b>	Congaree Prefunction Area
10:45–11:45am	<b><u>Breakout Session 1</u></b> – <b>New Revenue Realities: Women’s Programming</b> Diversify your funding by looking into new programming for businesswomen. This panel will dive into successful, creative ways chambers are sustaining and growing revenue through this niche. - <i>Myrtle Beach Area Chamber (SC)</i> - <i>The Chamber of Catawba County (NC)</i> - <i>Wilmington Chamber (NC)</i>	Congaree B
	<b><u>Breakout Session 2</u></b> – <b>Beyond Job Fairs: Workforce Development that Works</b> Workforce is the #1 issue for many chambers today. Learn how to design effective talent pipelines, build employer partnerships, and create training programs that truly make a difference for your local economy. - <i>Panelist TBD</i> - <i>Panelist TBD</i> - <i>Panelist TBD</i>	Richland-Fairfield Room
Noon–1:30pm	<b>AWARDS LUNCHEON</b> We will present our Communication Excellence Awards, Service Awards, and Scholarships.	Congaree A
1:45–2:45pm	<b><u>Breakout Session 1</u></b> – <b>New Revenue Realities: Successful Chamber Programs</b> This session will dive into new programming for your Chamber. Learn more about travel programs, unique sponsorship programs, and other ways to diversify your revenue streams. - <i>Greenville Chamber (SC) – Affinity Programs &amp; Naming Rights</i> - <i>Lancaster County Chamber (SC) – Travel Program</i> - <i>The Caldwell Chamber (NC) – Partner Program</i>	Congaree B
	<b><u>Breakout Session 2</u></b> – <b>Chamber Leadership Programs: Building Leaders Your Community Needs</b> Leadership programs are more than a rite of passage—they’re economic and civic development engines. Explore program formats, funding strategies, and alumni engagement models that drive results. - <i>Cary Chamber (NC)</i> - <i>McDowell Chamber (NC)</i> - <i>York County Regional Chamber (SC)</i>	Richland-Fairfield Room
2:45pm	<b>Afternoon Break</b>	Congaree Prefunction Area
3:00–4:00pm	<b>General Keynote Session –</b> <b>The Psychology Behind Events: Creating an Emotional Connection</b> Discover how to turn ordinary events into unforgettable experiences by tapping into the power of human psychology. This session explores the emotional drivers that influence attendee engagement, memory, and satisfaction. - <i>Cally D’Angelo, Collective Edge Agency</i>	Congaree B
5:30pm	<b>Reception &amp; Networking Dinner</b> Join us for a fun evening with your peers – we may have a few surprises up our sleeves for you!	Congaree A

## **Wednesday, April 1, 2026 – DoubleTree by Hilton – Columbia, SC**

7:45–8:45am

### **Table Topic Breakfast**

Congaree A

Join fellow chamber professionals for an interactive roundtable experience designed to spark ideas and solve real-world challenges. Tables around the room will focus on key chamber industry topics, each led by experienced chamber peers. This session is all about learning from each other—through open conversation, shared expertise, and collective problem-solving.

#### ***Table Topics will include:***

- *Advocacy*
- *Board Development*
- *Foundations*
- *Economic Development*
- *Professional Development*
- *Chambers as a Business*
- *Internal Chamber Events*
- *External Events (Festivals)*
- *Membership Sales*
- *Member Retention*

9:00–10:30am

### **Closing Workshop**

Congaree B

#### **The Profound Role of AI in Revolutionizing Chamber Management**

AI is reshaping how chambers serve their members – not someday, but right now. This workshop breaks AI down into practical, real-world strategies that chamber staff can use immediately: smarter membership management, better campaigns, clearer communication, and productivity gains that free up time for truly meaningful work. We'll explore simple tools, real case studies, and step-by-step approaches that show chamber professionals how to build confidence with AI and apply it directly to the challenges they face every day. The goal is straightforward: leave the room with ideas you can use as soon as you get back to your desk, a sense of what's possible, and the momentum to move forward.

- *Craig Turner, Momentum*