



# 2023 Staff Leadership Development Conference

March 29 – 31, 2023

Hilton Garden Inn – Kitty Hawk, NC

Our 2023 CACCE Partners:



## AGENDA

### Wednesday, March 29, 2023

2:00pm	<b>Registration Opens</b> Please note that sleeping rooms may not be available for check-in until 4:00pm.	Conference Pre-Function Area
2:00–3:00pm	<b>CACCE Board Meeting</b>	Katherine Room
3:00–4:00pm	<b>Welcome to the Chamber Industry Session</b> Learn more about the chamber industry and your professional development association.	Katherine Room
4:00–5:30pm	<b>Chamber Roundtable Sessions</b> 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.	Wilbur & Orville Ballroom
6:00–7:30pm	<b>Welcome Reception</b> Enjoy a fun, relaxing evening on the pier with your chamber peers.	Kitty Hawk Pier House

### Thursday, March 30, 2023

8:00–9:00am	<b>Networking Breakfast</b> <i>Sponsored by Collette</i>	Wright Ballroom
9:00–9:15am	<b>Official Conference Welcome</b> - Josh Bass, Currituck Chamber, 2023 CACCE SLD Conference Chair - Karen Brown, Outer Banks Chamber Welcome	Wright Ballroom
9:15–10:00am	<b>Morning Keynote Session</b> 2022 CACCE Innovative Grant Winners Hear from your CACCE peers regarding programs they implemented in 2022. - Asheboro/Randolph Chamber – The Business Gym - Clayton Chamber – Launch Johnston County - Greater Summerville/Dorchester Chamber – NonProfit Workshop Series - York County Regional Chamber – 4 Essential Roles of Leadership Work Session	Wright Ballroom
10:00am	Morning Break	Conference Pre-Function Area

- 10:15–11:30am **General Keynote Session** Wright Ballroom  
**The Power of Micro-Moments: Attracting and Engaging Members in the Age of Distractions**  
 Attention spans are shorter than ever. Micro moments and minutes are all we have to intrigue and gain the attention of our members and businesses. So, when it comes to member engagement and recruitment, are you creating impactful content and messaging that captivates your community and compels them to take action? Join us for open discussions on how to make the most of every moment!  
 - *Shari Pash, Strategic Solutions for Growth*  
**Sponsored by Louder Nonprofit Strategies**
- 11:45am–1pm **AWARDS LUNCHEON** Kitty Hawk Pier House  
 We will present our Communication Excellence Awards, Service Awards, and Scholarships.  
**Sponsored by Long Consulting Group**
- 1:30–2:30pm **Breakout Session 1 – Membership** Katherine Room  
**Intentional Sponsorship Sales & Growth**  
 If Sales is not your thing, and yet you are expected to sell sponsorships, this is the session for you. Attendees will learn steps to create a sustainable foundation for signing new sponsors. We'll talk about clarifying your sponsorships and connecting to strategic member segments, creating a relevant prospect list, and tips in preparing to make new sponsor calls. In this session, we cover sales steps, tips, and tools. In addition, we delve into choosing the best sponsorship structure for your organization.  
 - *Shari Pash, Strategic Solutions for Growth*
- Breakout Session 2 – Communications** Orville Room  
**What Do Colors Mean to Your Brand?**  
 Determining appropriate colors for each business or destination is a huge part of visual branding. People will change. The meaning behind colors will not. The psychology of colors is vital to reflecting each business or community appropriately.  
 - *Linda Mosely, 365 Degree Total Marketing*
- Breakout Session 3 - Events** Wilbur Room  
**Golf Tournaments & Other Recreational Events**  
 Hear how to take your golf tournament to the next level and how to incorporate other recreational events for your members to generate additional non-dues revenue.  
 - *Bryan Moore, Caldwell Chamber*  
 - *Linda Parsons, Moore County Chamber*
- 2:30pm Afternoon Break Conference Pre-Function Area
- 2:45–3:45pm **Breakout Session 1 – Membership** Katherine Room  
**Utilizing Your Volunteers to Boost Sales**  
 Hear how your peers use volunteers (ambassadors) to help sell memberships and sponsorships when they don't have specific sales staff as part of their chamber team.  
 - *Natalie English, Wilmington Chamber*  
 - *David Merhib, Greater Greer Chamber*  
 - *Bryan Moore, Caldwell Chamber*
- Breakout Session 2 – Communications** Orville Room  
**Social Media Workshop**  
 Learn how to tell your Chamber's story with video and utilize your social media to your advantage.  
 - *Rebecca Collett, Collett Media LLC*
- Breakout Session 3 - Events** Wilbur Room  
**Best Event Ideas in 45 Minutes**  
 Come prepared with your best chamber event to share with your peers – we want to know all the how, why, and how much!

5:30–6:30pm **Hospitality Hour** Kitty Hawk Pier House  
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 chamber member restaurants for dinner offsite so that you can have dinner with your peers and sponsors and enjoy the beautiful Outer Banks!

## **Friday, March 31, 2023**

8:30–9:30am **Breakfast Roundtable Sessions**  
Networking sessions with chambers of similar sizes...  
***Sponsored by Collette***

**Roundtable Session 1**

1 to 300 Members

Katherine Room

**Roundtable Session 2**

301 to 800 Members

Orville Room

**Roundtable Session 3**

Over 800 Members

Wilbur Room

9:30am Morning Break Conference Pre-Function Area

10:00–11:00am **General Keynote Session** Wright Ballroom

**Where Do You Begin When Creating a Culture of Belonging?**

You hear it all the time... “This is how our organizational culture works!” “That candidate doesn’t ‘fit’ our organizational culture.” and “Our organizational culture embraces diversity.” But the reality is that most people who have made these statements have no clue of what the “organization’s culture” is. That’s because the organizational culture is invisible, dynamic, and pervasive. Organizational culture governs attitudes, mindsets, and behaviors from behind a veil. In this keynote address, Dr. Lewis and the participants will pull back the veil and explore the characteristics of an organizational culture. We will explore how the organization’s leadership, management styles, systems, processes, and unwritten rules influence the success or failure of DEIB efforts within your company.

- *Dr. William Lewis, WillHouse Global*

11:00am–Noon **Closing Keynote Session** Wright Ballroom

**Yes, All Staff Can Impact Member Engagement and Growth**

In this session, we will look at strategies that allow your full team to have an impact with member engagement and recruitment. We focus on how each staff person can know your members beyond transactions. Discuss strategies that all staff can use to maximize social media for relevant member value, and how staff can provide relevant prospect referrals. In addition, learn how maximizing your membership database is a tool that all staff can access for direct engagement success. No matter the size of your staff or team (2 or 20), all hands-on deck for member engagement and recruitment.

- *Shari Pash, Strategic Solutions for Growth*