



2019 Staff Leadership Development Conference

April 14 – 16, 2019

Marriott Winston-Salem – Winston-Salem, NC

Our Platinum Event Sponsors:



AGENDA

Sunday, April 14, 2019

All CACCE Meeting Rooms at the Marriott are on the 2nd Floor

2:00pm	Registration Opens (Hotel Check-In 4:00pm)	Hearn Foyer
2:00–3:30pm	CACCE Board Meeting	Bethabara Room
4:00–5:30pm	Membership Professionals Meeting Best practices and issue sharing for all membership professionals.	Hearn C Ballroom
4:00–5:30pm	Communications Professionals Meeting Best practices and issue sharing for all communications professionals.	Heard D Ballroom
4:00–5:30pm	Events / Programs Professionals Meeting Best practices and issue sharing for all events/programs professionals.	Bethabara Room
6:30–9:00pm	Welcome Reception Enjoy a fun, relaxing evening in Winston-Salem with your chamber peers.	Butcher & Bull – Marriott Lobby

Monday, April 15, 2019

8:30–9:00am	Breakfast Buffet	Hearn Foyer
9:00–9:15am	Official Conference Welcome <i>- Winston-Salem (NC) Chamber Welcome</i>	Hearn A & B Ballroom
9:15–10:30am	Morning Keynote Session 2018 CACCE Innovative & Professional Development Grant Winners Hear from our CACCE Members on the programs they won grants to attend or programs they are developing for their members. <i>- Internet Summit – Little River Chamber</i> <i>- NC Rural Economic Development Institute – Outer Banks Chamber</i> <i>- Industry Fuel School – Caldwell Chamber</i>	Hearn A & B Ballroom
10:30am	Morning Break	Hearn Foyer

10:45–11:45am	<p><u>Topic 1</u> Member Retention: What’s the Silver Bullet? Is your retention rate normal? Do you drop as many members as you recruit? What’s the secret to keeping more members? You can increase member retention by 5% or even 25% if you know what to look for and choose the right strategies to implement. <i>- Cathi Hight, Hight Performance Group</i></p>	Hearn A & B Ballroom
	<p><u>Topic 2</u> Workforce Development Initiatives Hear what our CACCE members are doing in the workforce development world. <i>- Midlands Youth Apprenticeship Program Signing Day – Columbia (SC) Chamber</i> <i>- LaunchGVL – Greenville (SC) Chamber</i> <i>- Career Academy for Educators (CAFÉ) – Stanly County (NC) Chamber</i> <i>- Make It In Union County – Union County (NC) Chamber</i></p>	Hearn C Ballroom
	<p><u>Topic 3</u> Adult & Youth Leadership Program Best Practices Discover leadership program best practices that you can take back to your community. <i>- Leadership Summit – Greenville (SC) Chamber</i> <i>- Youth Leadership Program – Kershaw County (SC) Chamber</i> <i>- Women’s Leadership Summit & SC Student Leadership Conference – Greenwood (SC) Chamber</i></p>	Heard D Ballroom
12:00–1:30pm	<p>AWARDS LUNCHEON We will present our Communication Excellence Awards, Service Awards, and Scholarships. <i>Awards Sponsored by: Cowart Awards</i></p>	Hearn A & B Ballroom
1:45–3:00pm	<p><u>Topic 1</u> The Science Behind Member Loyalty Is member retention more of a science than an art? How can neuroscience show me how to develop loyal members? Do engagement levels correlate with member loyalty? Loyal members reduce churn, attract a better pool of new members, and have a positive impact on your bottom line. Learn how experiences with three parts of our brains help form deeper relationships, stronger connections, and ensure member loyalty. <i>- Cathi Hight, Hight Performance Group</i></p>	Hearn A & B Ballroom
	<p><u>Topic 2</u> Entrepreneur Programs – Best Practices Learn how these CACCE members are developing programs for their local entrepreneurs. <i>- Junior Leadership – Kids Expo – Brunswick County (NC) Chamber</i> <i>- The Edison Project – Entrepreneurial Competition – Catawba County (NC) Chamber</i> <i>- Certified Entrepreneurial Community – Cleveland County (NC) Chamber</i> <i>- FUEL Program – Greater Sumter (SC) Chamber</i> <i>- Young Entrepreneurs Fair & Launch Wake Forest – Wake Forest Area (NC) Chamber</i></p>	Hearn C Ballroom
	<p><u>Topic 3</u> Canva – Your Guide to Creating Great Marketing Pieces Get a step-by-step tutorial on how to use Canva for your Chamber to create flyers, event logos, and much more! <i>- Susan Kraut, Newnan-Coweta (GA) Chamber</i></p>	Heard D Ballroom
3:00pm	Afternoon Break	Hearn Foyer

- 3:15–4:30pm **Afternoon Keynote Session** Hearn A & B Ballroom
 2018 CACCE Innovative Grant Winners
 Hear about the following programs our CACCE members are creating at their chambers.
 - *Chamber App Talk of the Town – Clayton Chamber*
 - *IDEA Center – Rowan County Chamber*
 - *One Button Studio – York County Regional Chamber*
- 5:30–6:30pm **Hospitality Hour** Hearn Foyer – Sponsor Area
Sponsored by: Target Marketing
- 7:00–9:00pm **Networking Dinners** Various Winston-Salem Restaurants
 Sign up for fun Dutch treat networking dinners with your peers.

Tuesday, April 16, 2019

- 8:00–8:30am Breakfast Buffet Hearn Foyer
- 8:30–9:30am **General Keynote Session** Hearn A & B Ballroom
It's a Whole New World for Chambers
 How will trends and driving forces impact your members? What strategies should you deploy to remain relevant? Expectations for ROI and motivations to be members are being altered. What does that mean for your organization and how can you prepare to be essential over the next decade? In this session you'll learn to recognize the difference between being proactive and preactive and why you need to shift your focus to solving problems before they impact your members.
 - *Cathi Hight, Hight Performance Group*
- 9:30am Morning Break Hearn Foyer
- 9:45–10:45am **Topic 1** Hearn A & B Ballroom
Sponsors – Getting Them, Thanking Them, Keeping Them
 Recruiting and retaining sponsors – how to sell out event sponsorships, sponsorship levels and acknowledgement.
 - *Anissa Starnes, Swingbridge Partners*
- Topic 2** Hearn C Ballroom
Chamber Data – How Should You Gather Data About Your Members?
 Are you storing information about your members on your chamber membership software correctly? How should you gather, clean, and store data about your members? What should you do with it? Find out how to leverage what you learn about your membership through data collection.
 - *Mike Pennington, novi AMS*
- Topic 3** Hearn D Ballroom
Engaging Volunteers: You Get More When You Give More
 Volunteers and your engagement with them will determine the success of your Chamber. Volunteer motivation and engagement cannot be limited to a single – or even multiple – checklists. Learn how to determine what motivates your volunteers and how to create incentives that work alongside their motivation.
 - *Jason Ebey, YGM Total Resource Campaigns*
- 10:45am Morning Break Hearn Foyer
- 11:00–Noon **Closing Keynote Session** Hearn A & B Ballroom
Stop. Drop. Roll. – How to Avoid Chamber Burnout
 In today's world of connectivity it is almost encouraged to be "on the job" 24/7 but at what cost to the professional? This session will share tips on how you can protect your sanity, set boundaries and achieve that hard to find thing that you think doesn't exist called work/life balance.
 - *Anissa Starnes, Swingbridge Partners*