

**Chamber of Commerce Association of Alabama
2014 Professional Development Conference
Lake Guntersville State Park Lodge
March 11 & 12, 2014**

CONFERENCE AGENDA (subject to revision)

Tuesday, March 11th

10:30am-Noon – Registration

**Location: Lake Guntersville State Park Lodge
Reception/Lobby Area**

Noon-1:30pm - Welcome Remarks and Opening Lunch

Jim Page, IOM, CCE, President and CEO
Chamber of Commerce of West Alabama
Chairman, Board of Directors, CCAA

Keynote remarks:

**Driving Your Business: Your Role in Your Region's Education and
Workforce Development Efforts**

Presented by: Mary Scott Hunter, State of Alabama, Board of Education,
District 8

Location: Goldenrod Room

2:00pm – 3:00pm – Session I (2 concurrent sessions)

- I. **Legislative Update - Issues facing Alabama's business community in 2014**
Hear the latest update on the topics facing your member businesses during the
Alabama Legislative Session
Presented by: Mark Colson, Chief of Staff, Business Council of Alabama
Location: Azalea III

- II. **Beyond Obamacare – As the HealthCare Act goes into effect, discuss what the
law will mean for your members and your chamber.**
Presented by: Terry Kellogg, President, Blue Cross Blue Shield, Alabama
Location: Dogwood Room

3:00pm – 3:15pm – Break

3:15pm – 4:15pm – Session II (2 concurrent sessions)

- I. **It's all about workforce: Let WorkKeys and the Alabama Career Readiness Certificate help** - ACT WorkKeys is a job skills assessment system that helps employers select, hire, train, develop, and retain a high-performance workforce. Alabama Career Readiness Certificate is awarded after taking the assessments which measure and verify skills critical to job success. The Alabama Career Readiness Certificate also offers training to help correct skills gaps. Learn how this program can help your chamber and your businesses community by creating a trained and qualified workforce to be “career ready.”

Presented by: Nancy Griggs, Workforce Development, Northeast Alabama Community College

Location: Dogwood Room

- II. **Technology...embrace it, put it to work and let it provide the help you need.** In a fast-paced ever-changing technological world, it's now more important than ever to remain relevant and stay ahead of the curve. Put your best foot forward to serve your members by utilizing technology to help you succeed.

Presented by: Demming Bass, Regional Development Director – Alabama & Georgia - Constant Contact

Location: Azalea III Room

4:15pm – 5:30pm – Hotel check in/ Break

5:30pm – 6:15pm – Happy Hour Reception

Location: Hickory Lounge

6:30pm – 8:30pm – Dinner

Location: Goldenrod Room

Sponsored by: Marshall County Convention and Visitors Bureau & the Lake Guntersville Chamber of Commerce

Wednesday, March 12

7:30am – 8:30am – CCA Board Meeting

7:30am-9:00am – Buffet Breakfast (at leisure)

Location: Pinecrest Lodge Restaurant

9:00am – 10:00am – Session III (2 concurrent sessions)

- I. **Membership Development- yes it matters!! Let's talk about tiered dues.** Many membership organizations across the country are utilizing a new approach to membership dues. Learn about this trend, the do's/dues and don'ts. Presented by: Tammi Ford, Director of Chamber Operations– Blount County Partnership, Maryville, TN
Location: Dogwood Room

- II. **Dissecting the Deal – see what it takes to land an economic development project.** Are you prepared? Do you have what it takes? Learn some basic tips and tricks from two experienced economic development professionals during this facilitated discussion.
Presented by: Matt Arnold, President and CEO, Marshall County Economic Development Council & Jim Searcy, Executive Director, Economic Development Association of Alabama
Location: Azalea III Room

10:00am – 10:10am – Break

10:10am-11:10am – Session IV (2 concurrent sessions)

- I. **Fundraising/Capital Campaigns – learn what it takes to be successful.** Learn ways to establish, grow and sustain an investment campaign as you lead your chamber into the future. Learn from one of the leading firms in the business during this interactive discussion on do's, don'ts and trends to help you succeed. Presented by: Fred Mickelson, Funding Solutions
Location: Azalea III Room

- II. **Total Resource Campaign – The Process and The Product.** Many membership organizations across the country are utilizing a new approach to their investment dollars. Learn about this trend, the do's/dues and don'ts. Learn some tips from two professional chamber executives during this facilitated discussion.
Presented by: Patsy Guy, Vice President – Member & Investor Relations, Montgomery Area Chamber of Commerce & Amanda Sellnow, Membership Director, Lake Guntersville Chamber of Commerce
Location: Dogwood Room

11:15am – 11:30am - General Session

Take the next step in your professional development: Earn your IOM –
Hear the latest update on the IOM designation for Chamber of Commerce and Nonprofit Management professionals. Learn about the program agenda, how to earn a scholarship, and how this professional development training can enhance your career.

Presented by: Barry B. Copeland, IOM, Senior Vice President – Operations and Strategic Initiatives, Birmingham Business Alliance / Chairman, SE Board of Regents, Institute for Organization Management, U.S. Chamber of Commerce Foundation

Location: Goldenrod Room

11:30am – Noon – General session & Conference Conclusion

30 Ideas in 30 Minutes: A conference favorite. Share your favorite ideas on an innovative program, a revenue-producing event, or a new approach to membership. Use this fast-paced interactive session to implement a new idea at your own chamber.

Presented by: Morri Yancy, President, Lake Guntersville Chamber of Commerce

Location: Goldenrod Room

Noon – Adjourn