



# 2020 CCAA Spring PDC

DoubleTree by Hilton Hotel, Decatur Riverfront  
1101 6<sup>th</sup> Avenue NE, Decatur, AL 35601

DRAFT  
September 2020

## TUESDAY, OCTOBER 27

- 9:30 – 11:30AM      **REGISTRATION**  
(Location: DoubleTree Hotel)
- 10:00 – 11:30AM      **OPTIONAL:**  
**Guided Tour:**  
1833 Old State Bank & 1904 Southern Railway Depot  
(Meet in the DoubleTree Hotel lobby to board transportation)  
Judge David Breland, Director of Historic Resources & Events, City of Decatur
- Special Guest:  
Commodore Stephen Decatur  
John Allison, Morgan County Archivist
- 11:45 AM-1:00PM      **OPENING REMARKS / CONFERENCE OVERVIEW & DETAILS**  
(Location: Innovation/Inspiration Room, DoubleTree Hotel)  
**Opening Remarks:**  
Dean Mitchell, Chair, Chamber of Commerce Association of Alabama; Executive Director, Dothan Area Chamber of Commerce  
Katie Britt, President & CEO Business Council of Alabama  
Ray Long, Chairman, Morgan County Commission  
Tab Bowling, Mayor, City of Decatur
- 12:15 – 12:45PM      **KICKOFF LUNCHEON**  
(Location: Innovation/Inspiration Room, DoubleTree Hotel)
- Luncheon Sponsor:    **Alabama Department of Economic & Community Affairs**
- ADECA: Building Better Alabama Communities.**  
**Mission:** Through partnerships with local governments, nonprofit groups, state and federal agencies, and other agencies, the men and women of ADECA work every day to improve the quality of life for Alabamians. Learn more about how ADECA serves the State of Alabama and can benefit and partner with you to accomplish your mission.
- Elaine Fincannon, Deputy Director, Alabama Department of Economic & Community Affairs
- 12:45 – 1:00PM      **CONFERENCE LOGISTICS**  
Jeremy Arthur, President & CEO, CCAA

1:00PM

**SILENT AUCTION- OPEN**

**(Location: Innovation/Inspiration Room, DoubleTree Hotel)**

1:00 – 1:30PM

**BREAK**

**(Location: Innovation/Inspiration Room, DoubleTree Hotel)**

1:30 – 2:15PM

**SESSION - Choose 1 of the following:**

**Workforce Development:**

**How Your Chamber Can Help Your Members**

**How Your Chamber Can Get Involved**

**Why Workforce Development Is Important To Your Chamber**

**(Location: Excellence Room, DoubleTree Hotel)**

Workforce development isn't just a 'catch phrase.' Implementing a successful workforce development program is essential to identify challenges, focus on solutions, and create a more dynamic workforce in your local community. Hear ways to build a workforce development platform, create successful strategies to grow your workforce pipeline, and pull together essential partnerships to make your program succeed.

**Donny Jones, Chief Operating Officer, The Chamber of Commerce of West Alabama**

**OR**

**The Best & Brightest Initiative**

**(Location: Dedication Room, DoubleTree Hotel)**

The Initiative, launched in Decatur, Alabama – a Top 10 City for Engineers – is the first in the country to offer a comprehensive incentive package recruiting STEM graduates that includes student loan repayment up to \$3,000 per year for up to 5 years, ongoing mentorship, career networking and opportunities, and the ability to influence events. Learn more about this new program and brainstorm ways to create a community of young innovators.

**John Joseph IV, Executive Director, Decatur-Morgan County Entrepreneurial Center**

**OR**

**I'm New, So Now What?**

**(Location: Imagination Room, DoubleTree Hotel)**

Congratulations! You've landed a tremendous position as the lead at your local chamber of commerce! It's a very exciting time, but where do you start? How do you build the necessary support you need to be successful? There's help to be had by connecting with other chamber professionals. Join your fellow chamber executives that have been on the job less than 24 months for an informative session to help you tackle your new responsibilities.

**Heather Brothers New, President, The Chamber – Gadsden & Etowah County**

2:15 – 2:45PM

**BREAK**

**(Location: Innovation/Inspiration Room, DoubleTree Hotel)**

**SILENT AUCTION (Location: Innovation/Inspiration Room, DoubleTree Hotel)**

2:45 – 3:30PM

**SESSION – Choose 1 of the following:**

**Getting the Most from Your Team**

**(Location: Excellence Room, DoubleTree Hotel)**

Are you getting the most from your team? Does your team stand out from the crowd? Driving engagement and innovation in the workplace can be a challenge. Yet, there are ways to help your team grow and address engagement challenges and highlight workplace strengths. Learn how you can help your chamber focus and grow your people.

**Mary Ila Ward, Founder, Horizon Point Consulting**

**OR**

**Total Resource Campaign**

**(Location: Dedication Room, DoubleTree Hotel)**

Total Resource Campaigns can increase your chamber's non-dues revenue 200-800%. From leadership and program development, to financial resources, and volunteer involvement, a total resource campaign can be the recipe for your success. Learn how these programs can breathe new life into your programs and increase the involvement of your members in your chamber activities and increase your revenue.

**Jason E. Ebey, IOM, YGM Total Resource Campaigns**

**OR**

**Economic Development: The Chamber is a Key Partner**

**(Location: Imagination Room, DoubleTree Hotel)**

Economic development strategies and programs of work are vital to every community that wants to compete and expand. And, this holds true whether the local chamber is the primary organization for economic development or not. Your chamber undoubtedly has a place at the economic development table. Your chambers are absolutely relevant to every economic development discussion. So, how are you engaged in economic development? Every chamber should have economic development tools in their toolboxes. This session explores ways to build partnerships and define ways local organizations can work together. By working together, you can incorporate a winning strategy that keeps your community relevant and growing.

**Jeremy Nails, President & CEO, Morgan County Economic Development Association**

**John Seymour, President & CEO, Decatur-Morgan County Chamber of Commerce**

3:30 – 4:30PM

**SESSION – RoundTable Breakout Sessions**

**(Check the Conference Registration Desk for your RoundTable Room)**

**Excellence Room**

**Dedication Room**

**Imagination Room**

4:30PM **SESSIONS ADJOURN**

4:30 – 5:30PM **HOTEL CHECK-IN**

5:30PM **Depart Hotel for Cook Museum of Natural Science (On Your Own)**  
**(Directions provided)**

5:45 – 8:00PM **Dinner and Tour of Cook Museum of Natural Science**

The Cook Museum of Natural Science is a state-of-the-art natural science museum in downtown Decatur, Alabama. It provides a hands-on, immersive experience where you can explore, interact with, and learn about nature. You will leave the Cook Museum feeling fulfilled by your time exploring and inspired by the things you saw and learned. It truly is one amazing experience for all ages!

**Sponsored by: Decatur-Morgan County Chamber of Commerce**  
**Alabama Mountain Lakes Tourist Association**  
**Decatur-Morgan County Convention & Visitors Bureau**

8:00PM **Return to Hotel/Evening on Your Own**

### **WEDNESDAY, OCTOBER 28**

8:30 – 9:30AM **GENERAL SESSION: BUSINESS OVER BREAKFAST**  
**(Buffet Location: Innovation/Inspiration Room, DoubleTree Hotel)**

Each table has been given a topic indicated by a tent card. Choose a topic, grab a seat, enjoy your breakfast, and then let the open discussion begin!

Choose from:

**Membership Retention**

**Chamber Events**

**Communications**

**Board Management/Governance**

**Governmental Affairs**

**Diversity, Equity & Inclusion**

**Mission/Vision Discussion**

**Membership Sales**

**Sponsorships**

**Social Media**

**Budgeting & Finance**

**Workforce Development**

**Leadership Programs**

**Total Resource Campaigns**

**Sponsored by: AlabamaWorks**

What's in the works with AlabamaWorks? The focus of AlabamaWorks is all things workforce! This session highlights the mission and focus of AlabamaWorks and the 7 Regional Workforce Councils across the state. Hear ways that chambers can connect with regional councils to grow regional workforce capacity by maximizing potential and minimizing duplication of services.

9:30 – 9:45AM **Break**

**SILENT AUCTION**

**(Location: Innovation/Inspiration Room, DoubleTree Hotel)**

9:45 – 10:30AM

**SESSION – Choose 1 of the following:**

**Small Town. Small Chamber. BIG Impact**

**(Location: Excellence Room, DoubleTree Hotel)**

Have you ever found yourself saying, “I’m too small to do...,” or, “we’ll never be a big Enough chamber for...,” or, “our chamber doesn’t have the resources for...?” All small chambers of commerce have been there, and that’s okay, it’s how you move forward that counts. In this session, hear how one small chamber makes a big impact in their community and the 8 lessons learned by one small town chamber director in her 8 years in the industry.

**Ashley Jones Davis, Executive Director,**

**OR**

**Main Street and Your Chamber**

**(Location: Dedication Room, DoubleTree Hotel)**

What’s the difference between a Main Street organization and a Chamber of Commerce? Both organizations are funded by and rely on donations, membership investment, and fundraisers. But, can both organizations work together? The answer is, and should be, YES! Learn how successful Main Street programs build linkages and partnerships with their local chambers of commerce for mutual success.

**Rick Paler, Executive Director, Decatur Downtown Redevelopment  
Authority**

**Mary Helmer, President, Main Street Alabama**

**Crystal Brown, Vice President of Development, Decatur-Morgan County  
Chamber of Commerce**

**OR**

**Destination Marketing**

**(Location: Imagination Room, DoubleTree Hotel)**

What is destination marketing for? To stay competitive. Destination marketing promotes a destination with a purpose to increase the number of visitors. In other words, it is tourism advertising for a specific location. This session will explore some trends and tips and help you think outside the box.

**Tami Reist, President & CEO, Alabama Mountain Lakes Tourist Association**

**Danielle Gibson, President & CEO, Decatur-Morgan County Tourism**

10:30 – 11:00AM

**BREAK**

**(Location: Innovation/Inspiration Room, DoubleTree Hotel)**

**SILENT AUCTION CONCLUDES AT END OF BREAK – 11:00AM**

**HOTEL CHECK-OUT**

11:00 – 11:45AM

**SESSION – Choose 1 of the following:**

**Branding and Messaging**

**(Location: Excellence Room, DoubleTree Hotel)**

From finding the perfect story, to telling it well, the art of marketing and advertising is constantly changing. From radio and television, to print and digital ads, and everything in between, getting your message to a target audience is essential.

**Ellen Didier, President & Creative Director, Red Sage Communications**

**OR**

**Mr./Ms. Smith Goes to Montgomery/Washington, D.C.: Government Affairs At Work**

**(Location: Dedication Room, DoubleTree Hotel)**

Communicating your message to members of your elected delegation is a key component to any successful Governmental Affairs/Advocacy program. Discuss how to more effectively work and communicate with your state and federal legislative delegations. Learn how legislative visits, action calls, and engagement can help strengthen your program and help get the job done.

**David Cole, Senior Vice President, Governmental Affairs, Business Council of Alabama**

**Molly Cagle, Vice President, Governmental Affairs, Business Council of Alabama**

**OR**

**From ICSC to Your Door: Retail Development and Your Chamber**

**(Location: Imagination Room, DoubleTree Hotel)**

ICSC RECON (International Council of Shopping Centers) is the premier global trade association of the shopping center industry. Its more than 55,000 members in over 90 countries include shopping center owners, developers, managers, marketing specialists, investors, retailers and brokers, as well as academics and public officials. Learn more about trends in retail recruitment, how to get involved and strategies for success.

**Jim Byard, Jr., Founder, Byard Associates, LLC**

**Connie Bainbridge, Manager of Community & Economic Development, Central Alabama Electric Cooperative**

11:45AM – NOON

**BREAK**

**(Reconvene General Session in Innovation/Inspiration Room, DoubleTree Hotel)**

NOON – 12:30PM

**AWARDS LUNCHEON AND CONCLUDING SESSION**

**(Location: Innovation/Inspiration Room, DoubleTree Hotel)**

**Luncheon Sponsor:**

**Alabama Self-Insured Worker's Compensation Fund (ASIWCF)**

**Loren Traylor, Director of Program Development, ASIWCF**

Join us for this special presentation recognition luncheon. The CCAA Distinguished Service Awards are presented annually at the CCAA Professional Development Conference to Chamber executives and staff who have completed ten (10) years or more of Chamber work.

**Dean Mitchell, 2020 Chairman of the Board of Directors, CCAA;**

**Executive Director, Dothan Area Chamber of Commerce**

12:30 – 1:15PM

**Potpourri – Ask Me Anything!**

The people with the best advice usually are the ones who have been through the most. This panel of seasoned chamber executives from small, medium, and large organizations will be available to offer advice based on experience. Remember, the only stupid question is the one you didn't ask!

**Heather New, President, Gadsden-Etowah County Chamber of Commerce;**

**2019 CCAA Chamber Professional of the Year**

**Jim Page, President & CEO, The Chamber of Commerce of West Alabama; 2018**

**CCAA Chamber Professional of the Year**

**Morri Yancy, President, Lake Guntersville Chamber of Commerce;**

**CCAA Jamie Wallace Award recipient**

1:15 PM

**CONCLUDING REMARKS & ADJOURN**