2020 CCAA Spring PDC
DoubleTree by Hilton Hotel, Decatur Riverfront
1101 6th Avenue NE, Decatur, AL  35601

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: Recruiting STEM Talent To Your Community
(Location: Dedication Room, DoubleTree Hotel)
The Initiative, cited as a national best practice for STEM talent recruitment and 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 the community by joining a Board of Directors. Learn more about this new program and brainstorm ways to create a community of young innovators.
    Von Bryan, Design Engineer, Magnolia River Services

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
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 an grow your people.
   
   Mary Ilia 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 – 6:30PM  Tour of Cook Museum of Natural Science and Dinner
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!

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

6:30 – 8:00PM  Dinner and presentation of CCAA Distinguished Service Awards
In addition, the CCAA Distinguished Service Awards are presented annually to Chamber
executives and staff who have completed ten (10) years or more of Chamber work.
These individuals will receive special recognition

Dean Mitchell, 2020 Chairman of the Board of Directors, CCAA;
Executive Director, Dothan Area Chamber of Commerce

Awards Sponsor:
Alabama Self-Insured Worker’s Compensation Fund (ASIWCF)
Loren Traylor, Director of Program Development, ASIWCF

8:00PM  Return to Hotel/Evening on Your Own
8:15 – 9:15AM  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.

9:15 – 9:30AM  Break

SILENT AUCTION  
(Location: Innovation/Inspiration Room, DoubleTree Hotel)
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, North Baldwin Chamber of Commerce

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

10:15 – 10:45AM
BREAKE
(Location: Innovation/Inspiration Room, DoubleTree Hotel)
SILENT AUCTION CONCLUDES AT END OF BREAK – 10:45AM
10:45 – 11:30AM

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. In this session, you’ll learn how to set your community apart from the competition, better support your local business community and more.

*Michelle Stark, Vice President of Sales & Marketing, 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.

*Molly Cagle, Vice President, Governmental Affairs, Business Council of Alabama; Executive Director, ProgressPAC*

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*

11:30AM

ADJOURN