

# 2019 CCAA Spring PDC

Troy University at Montgomery – Whitley Hall (Downtown Montgomery)  
231 Montgomery Street, Montgomery, AL 36104

## TUESDAY, APRIL 2

9:30 – 11:30AM

### **REGISTRATION**

(Location: Civic Room, 1<sup>st</sup> Floor, Whitley Hall)

10:00 – 11:00AM

### **OPTIONAL:**

**Guided Tour of the Rosa Parks Museum (252 Montgomery Street)**

**(Meet in the Civic Room of Whitley Hall at Registration to walk across street to museum)**

Troy University's Rosa Parks Museum is an active memorial to the life of civil rights icon Rosa Parks and the lessons of the Montgomery Bus Boycott that brought racial integration to transportation and international attention to civil rights. Located in downtown Montgomery, Alabama, at the site where Mrs. Parks was arrested, it is the nation's only museum dedicated to Rosa Parks. The museum's mission is to honor her legacy and that of the boycott by providing a platform for scholarly dialogue, civic engagement, and positive social change.

11:30 AM-12:15 PM

### **OPENING REMARKS / CONFERENCE OVERVIEW & DETAILS**

(Location: Gold Room, 2<sup>nd</sup> Floor, Whitley Hall)

**Luncheon Sponsor:**

**Funding Solutions**

**Tom Mucks, Founder & President, Funding Solutions**

**Heather Brothers New, Chairwoman, Chamber of Commerce Association of Alabama; President, The Chamber – Gadsden & Etowah Count**

**Katie Britt, President & CEO Business Council of Alabama**

**Honorable Todd Strange, Mayor, City of Montgomery (invited)**

**Commissioner Rhonda Walker, Montgomery County Commission**

**Ray White, Vice Chancellor, Troy University Montgomery Campus**

12:15 – 12:45PM

### **KICKOFF LUNCHEON**

(Location: Gold Room, 2<sup>nd</sup> Floor, Whitley Hall)

#### **The Trojan Warrior Spirit in Alabama**

As the second longest serving Chancellor at a public university in the United States, Dr. Jack Hawkins has truly transformed Troy University. From more than \$300 million in capital improvements, to more than 30 buildings on four of Troy's campuses, Hawkins has overseen an era of change and growth at Troy, as he led the merger of the worldwide Troy State University System into the unified Troy University, an initiative called "One Great University." Chancellor Hawkins has been the catalyst for the University's evolution to an international institution, as Troy has attracted record numbers of students from other nations and established teaching sites around the

world. During his tenure, academic standards for admission have been increased, new degree programs established in all academic college, and intercollegiate athletics joined the highest level of NCAA competition.

**Dr. Jack Hawkins, Jr., Chancellor, Troy University**

1:00PM **SILENT AUCTION open in Civic Room, 1<sup>st</sup> Floor, Whitley Hall**

1:00 – 1:30PM **BREAK**  
**(Location: Civic Room, 1<sup>st</sup> Floor, Whitley Hall)**

1:30 – 2:15PM **SESSION - Choose 1 of the following:**

**How To Make Networking Events ‘Fun’**  
**(Location: Room W-325, 3<sup>rd</sup> Floor, Whitley Hall)**

Are your events ‘must-go’ occasions? Or, are your events a little stale and in need of some new life? Learn some tips and tricks to add life back to your events, grow attendance, earn some revenue, and revitalize your program of work.

**Pammie Jimmar, Vice President, Small Business & Events, Huntsville/Madison County Chamber of Commerce**

**OR**

**Do’s and Don’ts – Finances**  
**(Location: Room W-326, 3<sup>rd</sup> Floor, Whitley Hall)**

Do you love your job? Do you want to continue to help businesses in your community grow? This breakout will assist you in keeping your job. Fiduciary responsibility is the most common reason for chamber executives losing their jobs. Come learn the do’s and don’ts when it comes to chamber finances.

**Paul Redhead, Vice President, Finance, Montgomery Area Chamber of Commerce**

**OR**

**Executive Leadership – Governance, Board Management, Team Building**  
**(Location: Room W-328, 3<sup>rd</sup> Floor, Whitley Hall)**

This session will feature clear and actionable take-aways for executives to strengthen their chamber. Learn tips and tricks from the chamber world about board management, team building among staff, chamber governance, and more.

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

2:15 – 2:45PM **BREAK**  
**(Location: Civic Room, 1<sup>st</sup> Floor, Whitley Hall)**

**SILENT AUCTION open in Civic Room, 1<sup>st</sup> Floor, Whitley Hall**

2:45 – 3:30PM

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

**Chamber Ambassadors: The Key to Success**

**(Location: Room W-325, 3<sup>rd</sup> Floor, Whitley Hall)**

Creating a successful Chamber Ambassador program is now more important than ever. An ambassador's program is an example of referral marketing at its best. As a chamber professional, you can talk about how great your chamber is all day long but when a business owner hears why it's important for him/her to join from another business owner in the community, it's worth so much more. This session will discuss ways to not only create a program, but also sustain and grow a successful program over time through the benefits offered.

**Lynn Norton, Senior Manager, Member and Investor Relations, Montgomery Area Chamber of Commerce**

**Anne Sanford, Director of Programs & Events, Prattville Area Chamber of Commerce**

**Francine Wasden, Executive Director, Chilton County Chamber of Commerce**

**OR**

**Monetizing Matters: Maximizing Your Programming Value**

**(Location: Room W-326, 3<sup>rd</sup> Floor, Whitley Hall)**

Do you know how valuable the services your chamber provides really are? How do you determine that value? How much would it cost your members to buy your services outside your organization? This session will look at the value you bring to the marketplace, how to price it, and how to sell it! The goal is to never under-value your chamber's value-proposition.

**Casey Gay Williams, President, Eastern Shore Chamber of Commerce**

**OR**

**Know Your Community**

**(Location: Room W-328, 3<sup>rd</sup> Floor, Whitley Hall)**

'Know Your Community' is a new tool that you can use to find useful, at-a-glance information for your city or county. This session will explore this interactive website that provides high-quality local and state-level data and dynamic mapping tools. This community intelligence platform is a free service provided by the Auburn University Government & Economic Development Institute.

**Joe Sumners, Executive Director, Government and Economic Development Institute, Auburn University**

3:30PM

**SESSIONS ADJOURN**

3:30 – 5:45PM **HOTEL CHECK-IN**

5:30 – 7:00PM **BUSINESS COUNCIL OF ALABAMA  
SALUTE TO ALABAMA'S LEADERS RECEPTION  
Renaissance Montgomery Hotel & Spa at the Convention Center  
Ballroom B  
201 Tallapoosa Street, Montgomery, AL 36104**

7:00 PM – UNTIL **DINNER (on your own)**

**WEDNESDAY, APRIL 3**

8:30 – 9:45AM **GENERAL SESSION: BUSINESS OVER BREAKFAST**

**(Buffet Location: Gold Room, 2<sup>nd</sup> Floor, Whitley Hall)**

**What Are The Risks?**

From audits, to accounting, from tax, to compliance, not-for-profits face a unique set of challenges and opportunities. Non-profit organizations, and Chambers of Commerce in particular, are being asked to do more and more these days, sometimes with limited resources. This session will help you navigate some of the many risks that your organization may face. If not managed effectively, these risks threaten to interfere with the fulfillment of the mission of your organization.

**Chad Singletary, Partner, Carr Riggs Ingram**

9:45 – 10:00AM **Break**

10:00 – 10:45AM **SESSION – Choose 1 of the following:**

**Preparing Tomorrow's Leaders Today (Successful Leadership Programs)**

**(Location: Room W-325, 3<sup>rd</sup> Floor, Whitley Hall)**

Leadership Programs strive to empower and encourage a diverse group of existing and emerging leaders that are prepared and committed to serve their local chamber and community. These programs provide opportunities for individuals to enhance their civic knowledge, hone their leadership skills, and network with leaders across the community. Learn how to get the most out of a Leadership Program so that participants will receive a better understanding of how their community works, will build relationships with the region's leaders and will be inspired to apply their talents to serve the community.

**Sharleen Smith, Continuing Education and Outreach, Troy University**

**OR**

**Productive Work Spaces (Entrepreneurship and Start-Ups)**

**(Location: Room W-326, 3<sup>rd</sup> Floor, Whitley Hall)**

Entrepreneurial centers are designed to aid emerging businesses with the development of management, financial, and technical skills in a maturing environment so that they can thrive in the local business community. From incubation space for new and developing businesses, as well as virtual and co-working space, innovation and entrepreneur centers can transform business needs that are critical for their growth and success. Not just any other work space, learn how two such centers in Alexander City and Tuscaloosa have become a model for small business development.

**Ed Collari, President & CEO, Alexander City Chamber of Commerce, Lake Martin Innovation Center (confirmed)**

**Jim Page, President & CEO, Chamber of Commerce of West Alabama, The Edge Center for Entrepreneurship & Innovation (confirmed)**

**OR**

**What's In It For Me? (Engaging Your Members) or (Difficult Member Conversations)  
(Location: Room W-328, 3<sup>rd</sup> Floor, Whitley Hall)**

Have you ever heard the following: Where's my return on investment? What do I get out of it? Why should I join/renew? I just don't see the value in my membership. If so, are you able to answer the questions? This session will provide a discussion on creating a dialogue of engagement to create a relationship of value and trust between you and your members.

**Michael Jackson, Trainer, Continuing Education and Outreach, Troy University**

10:45 – 11:00AM

**BREAK**

**(Location: Civic Room, 1<sup>st</sup> Floor, Whitley Hall)**

**SILENT AUCTION CONCLUDES AT END OF BREAK – 10:45AM**

11:00 – 11:45AM

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

**Understand and Engaging Next Gen**

**(Location: Room W-325, 3<sup>rd</sup> Floor, Whitley Hall)**

Next Gen is changing the American business landscape as both customers and employees. With Next Gen being the largest age group since their baby boomer parents, the business community is adjusting to their engagement models. This session will share knowledge and tips on how to best engage with this unique demographic and how to meet the Next Gen needs.

**Ashley Jernigan, Continuing Education and Outreach, Troy University**

**OR**

**Hello? Can You Hear Me? – Is Anyone Listening?**

**(Location: Room W-326, 3<sup>rd</sup> Floor, Whitley Hall)**

George Barnard Shaw once said, "The biggest problem in communication is the illusion that it has taken place." With more communication tools available than ever before, how do we best communicate to employees, co-workers, board members, chamber members, vendors and others? This session will provide various tips on how to improve communications, ensure communication has occurred, and determine the best mode of communication.

**Dr. Jane Goodson, Continuing Education and Outreach, Troy University**

**OR**

**If You Build It, People Will Come. On the Lookout for Sponsors**

**(Location: Room W-328, 3<sup>rd</sup> Floor, Whitley Hall)**

Ray Kinsella (Kevin Costner) said “if you build it, he will come,” in the movie “Field of Dreams.” Terence Mann (James Earl Jones) also said “people will come,” halfway through the same film. So, if Kevin and James Earl said it, it must be true? Right? The truth is, if you build it, you increase the likelihood of them coming. This session will explore tips and ideas to help you build and secure sponsorships that can help your chamber grow.

**Mike Gaymon, Chamber of Commerce and Economic Development Talent Development & Recruitment, The Chason Group (confirmed)**

11:45AM – NOON

**BREAK**

**(Reconvene General Session in Gold Room, 2<sup>nd</sup> Floor, Whitley Hall)**

NOON – 12:30PM

**AWARDS LUNCHEON AND CONCLUDING SESSION**

**(Location: Gold Room, 2<sup>nd</sup> Floor, Whitley Hall)**

**Awards Presentation – Distinguished Service Awards**

**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.

**Heather Brothers New, 2019 Chairwoman of the Board of Directors, CCAA;  
President, The Chamber – Gadsden & Etowah County**

12:30 – 12:45PM

**Opportunity Zones**

**Alex**

12:45 – 1:15PM

**Potpourri – Ask Me Anything!**

The people with the best advice usually are the ones who have been through the most. A 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!

**CCAA Chamber Professionals of the Year:**

**Jim Page, The Chamber of Commerce of West Alabama**

**Kirk Mancer, Greater Shelby County Chamber of Commerce**

**Diane Poole, Trussville Area Chamber of Commerce**

1:15 PM

**CONCLUDING REMARKS & ADJOURN**