2020 CCAA Summer Conference

August 10 – August 12, 2020
The Grand Hotel (Point Clear, Alabama)

August 10 (Monday)
11:00am – 1:00pm – Conference Registration (Location: TBD)

1:00pm – 1:30pm – We’re Glad You Are Here (Location: TBD)
Whether you are new to the chamber profession, a first-time conference attendee or just want to reconnect, come join us for a ‘Meet and Greet’ and enjoy some sweet treats as our welcome to you.

1:30pm – 2:00pm – Opening Session (Location: TBD)
Welcome, Conference Overview, and Introductions
Dean Mitchell, Chairman, Chamber of Commerce Association of Alabama
Executive Director, Dothan Area Chamber of Commerce
Join your fellow chamber executives from across Alabama as the 2020 CCAA Summer Conference kicks off on Alabama’s beautiful Mobile Bay! Get a preview of the conference sessions and things you will not want to miss, get to know your peers, make a few connections, and of course, have some fun!

2:00pm – 4:15pm – General Session (Location: TBD)
How Some Chambers Are Thriving After Covid19
Glenn Shepard, Glenn Shepard Seminars
These are unprecedented times for all of us. In the blink of an eye, the stock market plummeted by 37% while unemployment skyrocketed by 320%. There are rough seas ahead for chambers. Many are struggling. Some are laying off staff and asking chamber execs to take pay cuts, while others are merging. But some are using this as an opportunity to show what they can do for small businesses. In this special presentation, Glenn will show you how the best managed chambers all across America are thinking outside the box to become superstars in these historic times, including an example from right here in Alabama.

3:00pm – 3:15pm – Break
Silent Auction and Sponsor Showcase (Location: TBD)

4:15pm – Session Wrap-Up

4:30pm- 6:30pm- Break/Hotel Check-in

6:30pm – 8:00pm Reception & Awards Dinner (Location: TBD)
6:30pm – 7:00pm – Reception
7:00pm – 8:00pm – Awards Dinner
Join your fellow chamber executives for a casual evening dinner buffet as the sun sets on the horizon of Alabama’s Mobile Bay. Put on your casual resort attire and join us for a relaxing evening of food, fun and networking.

This special presentation recognition dinner celebrates the Accredited Alabama Chamber of Commerce distinction, the Accredited Alabama Chamber Executive designees and the Chamber Executive of the Year Award.

The Chamber of Commerce Association of Alabama created the Accredited Alabama Chamber of Commerce (AACC) Designation as a way to set a new standard of excellence. This designation signifies that a local chamber has excelled in all areas of chamber management and leadership and is the “best of the best.”

The Chamber of Commerce Association of Alabama established the Accredited Alabama Chamber Executive (AACE) Designation to recognize the professional competence of chamber of commerce executives in the State of Alabama.

The CCAA Chamber Professional of the Year Award recognizes the exemplary performance and leadership of an Alabama chamber executive with their local chamber. The award recognizes the long-term professional career achievements of the candidate.

August 11 (Tuesday)

8:00am – Breakfast Buffet opens (Location: TBD)

8:15am – 10:30am – Breakfast General Session (Location: TBD)
  How Chambers Can become Heroes in Helping Small Businesses Rebuild After Covid19
  Glenn Shepard, Glenn Shepard Seminars
Recovery isn't just about getting customers back; it's also about getting employees back to work and up to speed. Even after business is "back to normal", the workforce will be far from normal. Nerves will be frayed and people will look suspiciously at coworkers every time they sneeze. Managing people is the hardest job there has ever been. This doesn’t change regardless of whether the economy is booming or has slowed down. This is why the ability to deal with people is the most valuable job skill you can have. Get really, really good at it, and you can write your own ticket. In this session, Glenn will show you how to get the best out of people – even in the worst of times.

9:15am – 9:30am Break
  Silent Auction and Sponsor Showcase (Location: TBD)

9:30am – 10:30am
  Session continues with Glenn Shepard

10:30am – 10:45am – Break
  Silent Auction and Sponsor Showcase (Location: TBD)

10:45am – 12:15pm – General Session (Location: TBD)
  Motivation and Volunteer Priorities
  Shari Pash, Membership & Growth Strategist, Strategic Solutions for Growth
More than ever motivation is a critical part of how we work with our volunteers. This is a skill that is necessary for securing more volunteers for your Chamber and extends too many other elements in business and life. In
this session, discover strategies for motivating diverse volunteers, and why it’s easier to connect to some than it is others. Identify your best and most challenging volunteers and understand the expectations of each. Discover tools to help in adapting and recruiting diverse types of volunteers. We’ll also explore the priorities that drive each of your potential volunteers and how they might make decisions.

12:15pm- 12:30pm Lunch Buffet Open for serving (Location: TBD)

12:30pm -1:15pm – Luncheon and General Session (Location: TBD)
**Member Retention, Renewals, and Recovery**
Anissa Starnes, IOM, President, Swingbridge Partners, LLC
We are in uncharted waters right now, membership organizations have never before been faced with a challenge that potentially affects 100% of your members. What does that actually mean for your association, your chamber, and your members — the true backbone of your organization? Some organizations are reporting a boost in memberships and others are not. Being innovative, empathetic, and creative can help you maintain and grow your membership in a time of need. Hear real-life examples and practical takeaways you can take back and implement right away. This session will include: Examples of how to engage members during this time while their own business is likely suffering; samples of effective messaging on your recruitment and retention communications; and, best practices on using this crisis as an opportunity to grow membership and not let it be just a tremendous challenge.

1:15pm – 1:30pm –Break
**Silent Auction and Sponsor Showcase (Location: TBD)**

1:30pm – 3:45pm – General Session (Location: TBD)
**Building Your Chamber’s Virtual Strategy**
Shari Pash, Membership & Growth Strategist, Strategic Solutions for Growth
Things are virtual, now is the time to focus on this part of your brand — what does that look like? What are you doing virtually that is benefiting the chamber and your members? How can you support your members and stay connected during rebuilding and recovery, and much of what we are doing is still virtual?

In this session, we discuss and introduce tools to help you create the best virtual experience for your members; connect, engage, and stay relevant using social media; and, focus on building and maintaining digital engagement and relationships.

2:30pm – 2:45pm – Break
**Silent Auction and Sponsor Showcase (Location: TBD)**

2:45pm – 3:45pm
Session continues with Shari Pash

3:45pm – Session Wrap-Up /Adjourn (Evening Free)

**August 12 (Wednesday)**

8:00am – Breakfast Buffet opens (Location: TBD)

8:15am – 9:30am – Breakfast Session (Location: TBD)
**Letting Go of High Maintenance Volunteers**
Shari Pash, Membership & Growth Strategist, Strategic Solutions for Growth
From front line volunteers to board members, we all have them. The volunteer that makes our job difficult and can drain you and those around you of energy and morale. One of your least favorite roles as a non-profit
manager is firing a volunteer. However, as with any role in your organization, you sometimes have no choice but to make the change, part ways. This can be an awkward and uncomfortable. In this session, we will have an open discussion, look at best practices, and tips to help alleviate difficulty and achieve the best outcome.

9:30am – 9:45am – Break
Silent Auction and Sponsor Showcase (Location: TBD)

Silent Auction Concludes at End of Break- 9:45am

10:00am - 10:45am – General Session (Location: TBD)
Chamber Leaders as Change Leaders
Anissa Starnes, IOM, President, Swingbridge Partners, LLC
Experiencing and leading change is challenging, and 2020 has certainly brought our industry a lot of change. Change management is no longer a term that denotes only operational improvements, cost efficiencies and process reengineering. Change management has become a much bigger, more interwoven part of the overall organization fabric – an embedded leadership requirement that plays into everything that we do, every day, and how we go about getting things done, regardless of hierarchy or position. Every chamber leader must become a change leader to successfully lead. Together we will learn how to do that.

10:45am – Closing Remarks/Adjourn