

2017 Tennessee Chamber Institute  
Agenda for 1<sup>st</sup> year attendees

Sunday, March 5<sup>th</sup>

4:00-6:30pm- Check in & Registration  
Doubletree Murfreesboro (615/895-5555)  
6:30-Reception at the hotel in Restaurant.

Monday, March 6<sup>th</sup>

7:15am- Breakfast at the Doubletree  
Welcome, Bryan Daniels, Institute Chairman  
Sponsors recognized.  
After breakfast, we will drive to campus for classes.

8:30-10:00am-Session I

Business & Aerospace Bldg. MTSU Campus  
**\*Chamber 101**-Bryan Daniels, CEcD, CCE,  
IOM, President & CEO of the Blount  
Partnership. First year attendees will be  
introduced to all facets of Chamber  
Management in this fast paced session.  
Bryan has 16 years experience in the  
Chamber profession.

10:00-10:15am Break

10:15-11:45am -Session II

**\*Budget & Finances-** It's Everyone's Job to  
Know & Understand  
Tammy Hall, IOM, Dyersburg/Dyer County  
Chamber of Commerce, Vice President,  
Finance & Administration  
This session will deal with the fundamentals  
of budgets, financial management, income  
statements, collections, etc. In order to  
properly manage a chamber, you must  
understand the numbers.

11:45am-1:00pm **Lunch** (included)

Lunch will be catered into the Business  
Building.

1:00-2:30pm-Session III

**\*Membership Development**  
Mark Field, Knoxville Area Chamber of  
Commerce

Basic Approaches to Membership  
Development

Where is your Chamber today in terms of  
membership accounts and membership  
revenues? This session will offer several  
approaches to growing your membership and  
will help you determine whether your sales  
approach should be driven by staff,  
volunteers, or outside assistance.

2:30-2:45pm Break

2:45-4:45pm-Session IV - **\*Working with  
Volunteers**-Can't we recruit a better class of  
members?

Shirley Jones, IOM, Sr. Vice President of  
Public Affairs, Jackson Chamber of  
Commerce  
Sometimes it would be easier to just do it  
yourself, but if your members don't get  
involved they may not see any need to be a  
member. Secondly, you need their help. Too  
many cooks might spoil the broth but when  
you have to serve it, you need servers. Many  
more people are willing to help than we  
sometimes think-but successfully managing  
and working with volunteers can be tricky.  
This interactive session will give you some  
tips for making the volunteer experience a  
positive one for the volunteers and your  
Chamber.

6:30pm Dinner (included) –  
Reception and Dinner in Restaurant at the  
Doubletree. Music and Karaoke after dinner.

Tuesday, March 7<sup>th</sup>

7:15am- Breakfast- Doubletree Hotel  
Bradley Jackson, President, Tennessee  
Chamber of Commerce & Industry

The President of our state chamber of  
commerce will discuss how to develop  
effective relationships between the state  
chamber and local chambers of commerce

8:30-10:00am-Session V

**\*Communications**

Bob Feagins, Kingsport Area Chamber of  
Commerce, Director of Communications &  
Public Relations

Communications is the key to any  
relationship, and relationships are the key to  
the success of any chamber. This session  
offers tips to ensure credibility and enhance  
the message both between a chamber and its  
members and between a chamber and its  
local community.

10:00-10:15am Break

10:15-11:00am-Session VI

**\*Boards (How to handle Boards)**-Who  
invited all these nosey people?

George Halford, CCE, Cookeville  
Area/Putnam County Chamber of Commerce  
There are at least two extremes of Board  
involvement-No one wants to serve and when  
they do, they want staff to do it all. "That's  
why we pay you people." The other is when  
the chairman of your board takes over with  
the support of the rest of the members. Is  
there a happy medium? There certainly is  
and this session will show you how to walk  
the line between a board that does nothing  
and one that manages everything

11:00-11:45am-Session VII

**\*45 ideas in 45 minutes**

**All classes will combine for this last  
session.**

This class requires some  
homework by participants, but don't worry  
about having to pull an all nighter at the  
library. Just bring 3 successful "chamber

ideas." Your ideas will be put in a box with other class ideas.

A facilitator will pull ideas from the box, ask the idea suggester to offer some quick details and the class will have a brief discussion. Before the class ends, participants will select a "Best Idea" winner who will receive a prize and recognition. Ideas are not limited to any one chamber area, so be creative and bold. We might just want to "borrow" your idea.

12:15pm: Graduation Lunch  
Doubletree Hotel - **Graduation lunch for all classes.** (we will drive from campus back to the Doubletree Hotel for lunch and dismiss after lunch) Those completing the second year of Tennessee Institute will be recognized and certificates will be distributed. Melinda Shepard, Clarksville Chamber & Chair of Institute 2017 will give the keynote. Bring door prizes from your area for drawings throughout Institute!

**Sponsors**

**Constant Contact**

**Journal Communications**

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## INSTITUTE REGISTRATION For 1<sup>st</sup> Year Institute

Name \_\_\_\_\_

Title \_\_\_\_\_

How long in present position? \_\_\_\_\_

How many members in your  
Chamber? \_\_\_\_\_

Chamber \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Telephone \_\_\_\_\_

Cell \_\_\_\_\_

E-mail \_\_\_\_\_

List one interesting fact about yourself that  
others may not  
know \_\_\_\_\_

Conference Fee (Register by 2/19/17)

TCCE Members \$200.00 \_\_\_\_\_

Non Members \$275.00 \_\_\_\_\_

Payment may be made by check or cc.

### Hotel Reservations

For reservations, call Doubletree  
Murfreesboro at 615/895-5555. TCCE has a  
block of rooms at the special rate of \$95.00.  
The deadline for this rate is  
February 5, 2017

Please Mail or Fax Registration To:

Tennessee Chamber of Commerce

Attn: Suzie Lusk

414 Union Street, Suite 107

Nashville, TN 37219

Tel. (615) 256-5141 Fax (615) 256-6726

[suzie.lusk@tnchamber.org](mailto:suzie.lusk@tnchamber.org)



# INSTITUTE For first year attendees

## Middle Tennessee State University

## March 5-7, 2017