

2017 Tennessee Chamber Institute Agenda for 2nd Year Attendees

Sunday, March 5th

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

Monday, March 6th

7:15am- **Breakfast** at Doubletree Hotel
Welcome, Bryan Daniels, Institute Chairman
2016 Sponsors recognized
After breakfast and announcements, we will
drive to MTSU campus for classes.

8:30-10:00am: Session I – MTSU Campus
Business & Aerospace Bldg

***Government Relations**

Shirley Jones, IOM, Senior Vice President of
Public Affairs for the Jackson Chamber of
Commerce
Miles Burdine, Kingsport Area Chamber of
Commerce.
Bradley Jackson, Vice President Governmental
Affairs, Tennessee Chamber of Commerce &
Industry

Suppose a business is running like a well-oiled
machine when, all of a sudden, you learn that a
bureaucrat or elected official is proposing a new
law or regulation that could destroy that
business. Before this happens in your
community, you need relationships with
government officials so you and your members
will have sympathetic ears at the city, county or
state level of government. This session will
show you how to create an ongoing program of
government relations that will be effective.

10:00-10:15am Break

10:15-11:45 am: Session II

***Alternative Revenue Streams**

Stephanie Brackman, Rutherford County
Chamber of Commerce

Anita Spicer, Mt. Juliet Chamber/West Wilson
County Chamber of Commerce
Bob Feagins, Kingsport Area Chamber of
Commerce

After you reach a certain point in member
investment in dues and other special projects,
other revenue sources become important.
Even though you charge a fee for products,
services or workshops, members receive added
value from their purchases and will purchase
what you are selling.

A panel of chamber executives from different
size chambers will lead this session along with a
moderator to discuss what works for them.

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

Lunch will be catered into the Business Building.

1:00-2:30 pm: Session III

Business & Aerospace Bldg

Economic Development 101 & Tourism 101

Lori Nunnery, Jackson Convention & Visitors
Bureau
Margot Fosnes, Robertson County Chamber
Kyle Spurgeon, Jackson Chamber of Commerce

Chambers exist for many reasons, but perhaps
the most significant is economic development. If
a community does not grow and thrive, it will die.
This session will help you understand the
building blocks of a sound economic
development approach to sustaining vibrant
communities.

A session on Tourism was also added for
Institute since a significant part of Economic
Development revolves around tourism. The
attractions that bring people to your community
provide jobs, tax revenue and additional revenue
for all the businesses in your community.

2:30-2:45 pm: Break

2:45-4:15 pm: Session IV

Social Media for Chambers

Demming Bass, Constant Contact
Social Media Marketing for Chambers will cover
email marketing, Facebook, LinkedIn, Twitter

and how they all work together (or separately) to
benefit a Chamber and their needs.

6:30pm Dinner (included) –

Reception and Dinner in Restaurant at the
Doubletree. Music and Karaoke after dinner.

Tuesday, March 7th

7:15am- Breakfast- Doubletree Hotel

8:30-10:00am-Session V –

***Membership Development**

Mark Field, Knoxville Chamber
Keeping, Involving and “Up-selling” Members.
Membership retention is crucial to the success
of any chamber. This session will cover basic,
easy-to-implement membership retention
strategies. It will also address partnerships,
sponsorships and other means to attract greater
financial support from your existing members
Media trends will also be discussed.

10:00-10:15am Break

10:15-11:00am: Session VI Business &
Aerospace Bldg

*Best Practices Discussion & Questions
Experienced chamber executives will lead a
discussion on best practices in this session.
This is a time to voice your questions about
issues not covered by this year’s Institute. You
can bring them ahead of time or previous
sessions may trigger questions to bring up at
this time.

Margot Fosnes, Robertson County Chamber -
moderator

Miles Burdine, Kingsport Area Chamber
Mark Field, Knoxville Chamber
Kyle Spurgeon, Jackson Chamber
Anita Spicer, Mt Juliet Chamber

11:00-11:45am-Session VII Business &
Aerospace Bldg

***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 2

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 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

SouthComm/Target Marketing

TVA

INSTITUTE REGISTRATION -2nd year
(Registration deadline February 15th)

Name _____

Title _____

How long in present position? _____
How many members in your Chamber? _____

Chamber _____

Address _____

City, State, Zip _____

Telephone _____

Fax _____

E-mail _____

List one interesting fact about yourself that others may not know _____

Conference Fee
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 1, 2016.

Please Mail or Fax Registration To:
Tennessee Chamber of Commerce
& Industry
Attn: Suzie Lusk
414 Union Street, Suite 107
Nashville, TN 37203
Tel. (615) 256-5141
suzie.lusk@tnchamber.org

Or register online at www.tnchamber.org
Click on Calendar and March 5th



INSTITUTE

For second year attendees

March 5-7, 2017

Middle Tennessee State University Murfreesboro, TN