

**2017 Tennessee Chamber Institute  
Agenda for Institute Continuing  
Education (ICE)**

Sunday, March 5th

4:00-6:30pm-Check in & Registration

Doubletree Murfreesboro (615/895-5555)

6:30-**Reception** at the Hotel Restaurant.

Monday, March 6th

7:15am- Breakfast at the Doubletree

**Welcome**, Melinda Shepard, Institute  
Chairman. Sponsors recognized.

After breakfast, we will drive to campus for  
classes.

8:30-10:00am-Session I

Business & Aerospace Bldg. MTSU Campus

**Membership Trends and Retention  
Strategies**

Mark Field, Knoxville Area Chamber-

What are some of the latest ideas to stay  
relevant with programming and events?

Retention strategies and using data to  
succeed.

10:00-10:15am Break

10:15-11:45am -Session II

**Leadership Programs**

Local chamber executives will share current  
programs/activities offered to further  
leadership skills both inside and outside the  
workplace. Find out what programs are  
working best in different parts of the state.

Ryan Porter, Jackson Chamber of  
Commerce, Moderator

Kimberly Lynn, Goodlettsville Area  
Chamber of Commerce

Vanessa Bennett, Kingsport Area Chamber  
of Commerce

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

**Lunch** will be catered at the college.

1:00-2:30pm-Session III

**Workforce Development Strategies**

How does your region recruit and retain a  
qualified workforce? Learn strategies that  
are enhancing economic stability and  
prosperity by training your area's workers.  
Miles Burdine, Kingsport Area Chamber,  
Moderator

Terri Brahms, Pellissippi State Community  
College

Charlie Koon, Director of Workforce and  
Economic Development, Workforce  
Essentials, Inc.

Beth Duffield, Rutherford County Chamber

2:30-2:45pm Break

2:45-4:00pm-Session IV

**Events, Festivals and Sponsorships**

What makes a Chamber event successful?  
How do you recruit sponsors and generate  
excess revenue? Learn tips from the best-  
of-the-best and see how to make any event,  
big or small, a success.

Bob Feagins, Kingsport Area Chamber

Rob Preston, Athens Area Chamber

Margot Fosnes, Robertson County Chamber

6:30pm **Dinner** (included) –

Reception and Dinner in Hotel Restaurant

Tuesday, March 7th

7:15am- **Breakfast**- Doubletree Hotel

8:30-10:00-Session V

**Member Engagement**

What percentage of your Chamber's  
membership is fully engaged? How do you  
add value and boost member engagement?  
Learn how other chambers are engaging  
members through events, meeting, e-  
newsletters, social media and more!

Bryan Daniels, Blount Partnership

Rebecca Ozols, of Director of Business  
Engagement, Williamson, Inc.

10:00-10:15am – Break

10:15-11:00am: Session VI

**Best Practices Discussion & Questions**

Chamber executives will lead a discussion  
on best practices in this session.

This is an interactive session to discuss  
ideas along with 2<sup>nd</sup> year students. This is a  
great time for discussion on different topics.  
Also Information on ACCE and US Chamber  
and the benefits of joining along with  
information on how to apply for Chamber of  
the Year and CCE designation.

Margot Fosnes, Robertson County Chamber  
Miles Burdine, Kingsport Area Chamber  
Mark Field, Knoxville Chamber  
Kyle Spurgeon, Jackson Chamber  
Bryan Daniels, Blount Partnership

11:00-11:45am-Session VII

**45 ideas in 45 minutes**

All classes will combine for this last session.  
Just bring 3 successful "chamber ideas."  
The idea suggester will 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.

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, TCCE Vice  
President, Clarksville Area Chamber  
Executive Director will give the keynote

INSTITUTE REGISTRATION  
For Institute Continuing Education (ICE)

Name \_\_\_\_\_

Title \_\_\_\_\_

Chamber \_\_\_\_\_

Address \_\_\_\_\_

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

Telephone \_\_\_\_\_

Fax \_\_\_\_\_

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

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

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

List an interesting fact about  
yourself \_\_\_\_\_

Conference Fee Register by 2/13/17

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

Non Members \$250.00 \_\_\_\_\_

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 Email Registration To:

Tennessee Chamber of Commerce

Attn: Suzie Lusk

414 Union Street, Suite 107

Nashville, TN 37219

Tel. (615) 256-5141

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

(Bring door prizes from your area for  
drawings throughout Institute)

Tennessee Chamber of  
Commerce  
Executives

INSTITUTE  
Continuing Education  
(ICE)

For those who have  
graduated TCCE Institute



Middle Tennessee State  
University

March 5-7, 2017