



# Annual Membership Conference Agenda

August 22-24, 2018

Clarksville, TN

Hilton Garden Inn

**Names must be submitted by  
August 3<sup>rd</sup> for Fort Campbell  
purposes**

## Wednesday August 22

**3:30 pm – 4:30 pm** - TCCE Board of Directors Meeting – Hilton Garden Inn

### **4:30 pm– Registration**

Hilton Garden Inn, Lobby

### **6:00pm – Kick Off – Opening Dinner**

Opening Dinner at F&M Bank, 50 Franklin Street

### **9:30pm – Hospitality Suite Open**

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## Thursday August 23<sup>rd</sup>

### **7:45am – Registration**

**8:00-8:30am – Breakfast**–Meeting room at Hilton Garden Inn Dress is casual on Thursday because of our visit to Fort Campbell.

### **8:30am – Sponsor Recognition & Self-introductions**

**Hilton Garden Inn Meeting Room**

*Melinda Shephard, TCCE President*

Self-introductions

Thank you to our Sponsors

### **9:00-10:00am - Glenn Shepard**

***“Could YOU Unknowingly Be Working With (or Sleeping with) a Sociopath?”***

They’ll attack you in three ways:

Sabotage, Ambush, and Revenge. Most people think of serial killers when they hear the word “Sociopath”. But while it’s true that most serial killers are sociopaths, it is NOT true that most sociopaths are criminals. In fact, they’re often very successful because the lack of a conscience (and any boundary other than not getting caught) gives them a huge

advantage over everyone else who has certain lines we won’t cross to get ahead.

Psychiatrists estimate that as many as 1 in 25 Americans is a sociopath. That’s 4% of the U.S. population, which means there’s about a 100% chance you know one.

They could be on your board, on your staff, or in your bed. Because they’re so charming and are such master manipulators, it’s almost impossible for normal people to see what’s going on – even when it’s right under your nose.

Glenn Shepard is the best-selling author of 6 books, 13 CD and DVD programs, 638 published articles, and has given over 1,000 seminars on the subject. He is known and respected all over America as one of today’s leading experts on how to handle deviant behavior in the workplace.

In this special presentation for TCCE, he’ll show you how to tell if you have one of these destructive people in your life – and if you do, what to do about it before they cost you your job, your marriage, or your sanity.

### **10:00- 10:15am–SPONSOR Break**

**10:15-11:00am – Glenn Shepard cont..**

**11:00am – Bradley Jackson, Tennessee Chamber of Commerce / Legislative Update**

### **11:15am - Volunteer Tennessee**

Is your Chamber helping member companies with social responsibility and recognizing the value it brings to the

company, their employees, and their communities?  
Tina Hodges, Advance Financial CEO

### **11:30am – Lunch**

Buses load to Fort Campbell  
We will spend some time at Fort Campbell, home of the 101<sup>st</sup> Airborne Division, the “Screaming Eagles”, and the 5<sup>th</sup> Special Forces Group. Participants will get a chance to meet and talk with the leadership and participate in several facets of their training regimen.

Obstacle Course Demo and Rappel Tower.  
Everyone will have an opportunity to rappel off the tower.

**3:30pm** – Return to Hilton Garden Inn

**5:30pm** – Tasting at Old Glory Distilling

**6:00pm Dinner & Award Presentations**

TCCE Executive of the Year

Staff Member of the Year

Event Excellence Award

Volunteer of the Year Award

**Dinner at Old Glory Distillery, 451 Alfred Thun Road (located on same street as Hilton Garden Inn)**

**10:00pm** – Hospitality Open

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**Friday, August 24<sup>th</sup>**

**8:00 –8:30am** Breakfast, Hilton Garden

**8:45-9:45am Glenn Shepard**

***“How I Made \$10,700,000 from a Single Piece of Paper – and You Can Too”***

Pat McGaughey and Target Marketing CEO

Philip Hageman have described Glenn

Shepard as a “Marketing Genius”. Those who

attended the ACCE conference in Nashville last year saw his marketing brilliance in action, from the Jack Daniels bottles with his picture on them, to the eerily realistic Dolly Parton impersonator, to chamber execs from all over America proudly wearing “I’m a Glenn Shepard Fan” buttons with real \$100 bills attached.

Even if you haven’t been to ACCE, you’ve seen his incredible marketing machine at work with his Chamber Exec Job Openings at [www.GlennShepardJobs.com](http://www.GlennShepardJobs.com) (which is bigger than ACCE’s and the U.S Chamber’s) that he spends nearly \$20,000 a year to provide and send to every chamber exec in North America.

He’s a self-made multi-millionaire who becomes Nashville’s Secret Santa each Christmas.

So, what was his “Secret of Success”? It’s the one thing that he describes as “The most lucrative skills anyone can have, but tragically the one that’s studied, understood, and practiced the least – MARKETING.”

Whether you want to turn your chamber into a money-making machine, help your members make more money, or open your own business, Glenn will show you how he made \$10.7 million from one marketing piece – and how you can too. This will be the most profitable thing you’ll ever learn during your time in Chamber World.

**9:45 - 10:00am** – SPONSOR Break

**10:00-11:00** – **Mridu Parikh**, *Life is Organized*

**“How Effective Leaders Spend Time”**

Leaders are overwhelmed by balancing their day-to-day operational responsibilities, while finding the time to work with their teams and think about strategic initiatives. Productivity Speaker and Consultant, Mridu Parikh, identifies three key practices that will enable leaders to focus on their high value activities and boost productivity for themselves, their team and their organization.

**11:15am TCCE Business Meeting**

***Installation of new officers & board***

***Members Door Prizes and adjournment***

## **TCCE ANNUAL SPONSORS**

**Convergent NonProfit Solutions**

**Journal Communications**

**Lockton**

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**Tennessee Chamber of Commerce & Industry**

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