

2019 Tennessee Chamber Institute
Agenda for 1st year attendees

Sunday, March 3rd

4:00-6:30pm- Check in & Registration
Doubletree Murfreesboro (615/895-5555)

6:30-Reception at the hotel in Restaurant.
Get to know others across the state during the opening reception.

Monday, March 4th

7:15am- Breakfast at the Doubletree
Welcome, Mark Field, Institute Chairman and Senior VP of the Knoxville Chamber Sponsors recognized.

After breakfast, we will drive to campus for classes.

***New Location**

Jones College Executive Education Center,
503 Bell Street

Parking is right outside classrooms!

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 18 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 EEC.

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

2:45-4:00pm-Session IV - ***Working with**

Volunteers- Kelli Beam, IOM, Vice President of Membership Development
Rutherford County 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 5th

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 Chamber, 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.

Mark Field, Senior VP, Knoxville Chamber and Chair of Institute 2019 will give the keynote

Bring door prizes from your area for drawings throughout Institute!

Sponsors

Convergent Nonprofit

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Commerce

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INSTITUTE REGISTRATION
For 1st Year Institute

Name _____

Title _____

How long in present position? _____

How many members do you have? _____

Chamber _____

Address _____

City, State, Zip _____

Telephone _____

Cell _____

E-mail _____

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

Conference Fee (Register by 2/15/19)

TCCE Members \$200.00 _____

Non Members \$275.00 _____

Sponsorships \$1,000.00 _____

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 \$99.00.

The deadline for this rate is February 5, 2019

Please Mail or Fax Registration To:

Tennessee Chamber of Commerce

Attn: Suzie Lusk

414 Union Street, Suite 107

Nashville, TN 37219

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suzie.lusk@tnchamber.org



INSTITUTE
For first year
attendees

Middle Tennessee State
University

March 3-5, 2019