

2019 Tennessee Chamber Institute  
Agenda for 2nd 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, Senior VP, Knoxville Chamber and Institute Chairman  
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 – MTSU Campus

**\*Government Relations**

Miles Burdine, President/CEO, Kingsport Chamber

Ryan Porter, Chief Operating Officer/General Counsel, Jackson Chamber of Commerce  
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

Bob Feagins, Kingsport Chamber

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

**Economic Development 101 & Tourism 101**

Lori Nunnery, Jackson Convention & Visitors Bureau

Kyle Spurgeon, Jackson Chamber

Lindsay Frilling, Obion County Chamber  
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**

Elizabeth Pritchett

Center Point Business Solutions

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 6th

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

**\*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.

Mark Field, Knoxville Chamber

Lindsay Frilling, Obion County

Kyle Spurgeon, Jackson Chamber

Bryan Doleshel, Chief Community Development Officer, Williamson, Inc.

11:00-11:45am-Session

**\*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.

Mark Field, Senior VP Knoxville Chamber and TCCE Institute Chair will give the keynote.

Bring door prizes from your area for drawings throughout Institute!

## Sponsors

Convergent Nonprofit

Journal Communications

Target Marketing

Tennessee Chamber of  
Commerce & Industry

TVA

INSTITUTE REGISTRATION -2<sup>nd</sup> year  
(Registration deadline February 15<sup>th</sup>)

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 \$99.00. The deadline for this rate is February 1, 2019.

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](http://www.tnchamber.org)

Click on Calendar and March 3rd



## INSTITUTE

For second year attendees

March 3-5, 2019

Middle Tennessee State  
University  
Murfreesboro, TN