



Annual Membership Conference Agenda

August 21-23, 2019

Discovery Park Union City, TN

Wednesday August 21

3:30 pm – 4:30 pm - TCCE Board of Directors Meeting – Stanford Moore Graham Board room Mainstay Hotel

4:30 pm– Registration - Mainstay, Lobby

6:00pm – Kick off – Opening Dinner
Discovery Park Tower

9:30pm – Hospitality Suite Open @
Mainstay
TCCE GIT Up Challenge

Thursday August 22nd

7:45am – Registration

7:45-8:15am – Breakfast - Hot morning breakfast served at Hotel each day.

8:30am – Sponsor Recognition & Self-introductions

Discovery Park - Reelfoot Room
Lindsay Frilling, TCCE President
Thank you to our Sponsors

**9:00-10:15am - Adam Legge,
Making Remarkable Chambers – How to Deliver Purpose, Inspire People and Build a Platform for Exceptional Results**

Being good isn't good enough these days. If you want to thrive, if you want to make an impact and if you want to achieve exceptional results then you need to be remarkable. Remarkable gets noticed. Remarkable does better than everyone else. Remarkable enables your finest work. But achieving remarkability is no easy task these days – the pace of change and disruption is making it harder and harder to stay at the front of the pack.

As the former President and CEO of the Calgary Chamber of Commerce, Adam Legge took a struggling and floundering 125-year-old chamber and transformed it into a national and international award winning organization – he made it remarkable. He turned the framework he

used into his bestselling book Making Remarkable: Making Remarkable Chambers – How to Deliver Purpose, Inspire People and Build a Platform for Exceptional Results

In this session, Adam will share with you the blueprint and DNA you will need to become a remarkable chamber of commerce. His Remarkability Agenda is a rendering of what your organization needs to be and have in place – the core pillars of Purpose, People and Platform create the foundation for long-term remarkable performance.

Adam will dive deep into chamber remarkability by sharing the details of the core pillars, what remarkability looks like for each, where to start in your remarkability journey, how to assess the remarkability of your chamber, how to implement your Remarkability Agenda and how to overcome those ever-present obstacles to change.

Rooted in twenty years of leadership experience, Adam will share the realities, challenges and benefits of achieving remarkability and the transformation journey

10:15- 10:30am–SPONSOR Break
10:30-11:45am – Adam Legge cont...

11:45am - Adjourn

12:00pm – Lunch (included) at Discovery Park. After lunch, we will have the afternoon to discover...Discovery Park! Guides will be on hand to give our group an overview of facility and then we will have an opportunity to check it out on our own.
3:00pm - Hospitality open - Mainstay

5:15pm – Buses depart for White squirrel tasting and Awards Dinner

5:40pm – Tasting at White Squirrel Distillery, 4385 US Hwy 45 W, Kenton, TN
White Squirrel Winery & Vineyard is located in Kenton, TN, home to the largest concentration of white squirrels in the nation! Grown in the rich soils of a small northwest Tennessee farm, the Sanderson family brings you wines made with their personal touch and distinct flavor.

6:30pm Dinner & Award Presentations

TCCE Executive of the Year
Staff Member of the Year
Event Excellence Award
Volunteer of the Year Award

8:00pm – Buses return

9:00pm – Hospitality Open – Mainstay

Friday, August 23rd

8:00 –8:30am Breakfast - Hot breakfast at hotel

8:30am – Welcome

Lindsay Frilling, TCCE President

Thank you to our Sponsors

Discovery Park - Reelfoot Room

8:45-9:30am –

“Squirrel: Communicating Through the Chaos Of Distractions”

Elizabeth Pritchett

Center Point Business Solutions

9:30-10:15am –

TNECD Best Practices Series Workshop; Funding and Technical Assistance Resources for Your Tennessee Community

Presenters: Brooxie Carlton, Deputy Assistant Commissioner
Dr. Bridget Jones, TNECD Project Consultant

Are you ready to learn more about TNECD Rural Development best practices and programs that are available to your community?

TNECD’s Community and Rural Development programs connect communities to funding and technical assistance, identify and build off community assets, and advance economic development across the state. Since 2015, TNECD has invested more than \$288 million in projects in all 95 counties; this includes grant funding or consulting services for more than 1400 projects.

This workshop will feature the TNECD Rural Development Best Practices Series that is a growing resource of 75 stories with metrics that capture your best projects and highlight success stories from across the state. The series features local and regional projects that show what worked, how community leaders did it, and how other communities can replicate the work.

Information will be presented to prepare Chamber of Commerce and Economic Development leaders to predict, measure and communicate ROI impacts and outcomes for projects in all funding areas including site development, broadband, infrastructure development, downtown development, tourism enhancement, workforce development and agriculture.

10:15-10:45am - TN Driving Innovation
Allison Reedy Wolfe, Director of Partnerships, TheCo
Driving Innovation is a mobile program that supports economic and workforce development in Tennessee’s rural communities. Our three mobile innovation labs focus on STEAM education, entrepreneurship and small business support, and community place making.

10:45-11:00am TCCE Business Meeting
Installation of new officers & board Members Door Prizes and adjournment

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