

2024 TCCE Institute

Agenda for Institute Continuing Education (ICE)

Sunday, March 3rd

5:00-6:30pm-Check in & Registration Holiday Inn Murfreesboro

6:30-**Reception** at Holiday Inn

Get to know others across the state during the opening reception.

Self introductions and a fun presentation by Visit Kingsport

Monday, March 4th

7:15am- Full Breakfast at the hotel with all classes

Welcome, Delaney Timberman, Executive Director, Savannah/Hardin Co Chamber and 2024 Institute Chair Sponsors recognized.

ICE classes will meet at the Holiday Inn Murfreesboro (Year One and Year Two will meet at the Rutherford County Chamber)

8:30-10:00am-Session I

Membership Trends – Transition to the Missional Mindset

Mark Field, Senior Vice President 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

Polarization in the Political Climate

In this session, we're talking about how politics can get divided as we have seen in many cases across the state.

We'll look at why this happens, from media to social platforms and demographics and we will discuss how this affects businesses and our community.

We will also discuss how fostering dialogue and providing practical strategies to navigate diverse political views, promoting unity in the local business community.

Tennessee State Representative Sam Whitson

1:00-2:30pm -Session III

Workforce Climate – Housing

Sharon Younger, Younger Associates

This session will discuss how the housing market intersects with economic development and community development.

Sharon will share the study on housing that was conducted for the Greater Jackson Chamber.

11:45am-1:00pm Lunch (included) **Lunch** will be catered at the Rutherford Chamber
Our ICE class will drive to the Chamber for lunch with Year One and Year

2:30-2:45pm Break

2:45-4:00pm-Session V

Diversity & Inclusion

Vanessa Bennett, Kingsport Chamber & Cheryl Millsaps

Building a business case for DEI in your community along with DEI programming that works and where to find resources.

4:00-5:00pm – **The Be Pro Be Proud Tennessee mobile workshop will be onsite! Special opportunity to tour Tennessee’s new custom-built, cutting-edge workforce development unit!**

Be Pro Be Proud Tennessee, launched in October, has already reached 5,000 Tennessee students, using virtual career simulations housed in a semi-truck, to raise awareness about rewarding career and training opportunities in skilled professions. The program is made possible through generous industry support and an appropriation from the General Assembly in 2022.

Take a tour and see for yourself how Be Pro Be Proud Tennessee is working to address the workforce crisis in our state and connect students to opportunity. To learn more about bringing this to your community, visit beprobeproudtn.org

Bus will be parked in the Rutherford County Chamber parking lot

6:30pm **Dinner** (included) –

Mexican Fiesta in Ballroom of Holiday Inn/After Dinner Event in the Restaurant of the Holiday Inn. Music, Karaoke & Activities

Bring Door Prizes from your area for drawings throughout this event.

Tuesday, March 5th

7:30am- **Breakfast**- Holiday Inn

Tennessee Chamber of Commerce Update at breakfast

Bradley Jackson

Turn in 45 ideas in 45 Minutes sheet during breakfast

8:30-10:00-Session VI

Leadership Programs

Are you thinking of starting a Leadership Program at your chamber?

Are you looking to create new ideas for your Existing Program?

This session will be a discussion on Leadership Programs and will include..

Sample activities that you can plan with your Leadership Class

Group Discussion – Best practices in Leadership Programs

Find out what programs are working best in different parts of the state.

Vanessa Bennett, Executive Director of Operations and Talent Development, Kingsport Chamber

10:00-10:15am – Break

10:15-11:00am: Session VII

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 2nd year students. This is a great time for discussion on different topics.

Mark Field, Knoxville Chamber

Lindsay Frilling, Obion County

Vanessa Bennett, Kingsport Chamber

Stephanie Brackman, Rutherford County Chamber

DeLaney Timberman, Savannah/Hardin County Chamber of Commerce

11:00-11:45am-Session VIII

45 ideas in 45 minutes

All classes will combine for this last session. Just bring 2 successful "chamber ideas."

Please submit ideas on Tuesday morning during Breakfast

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.** Those completing the second year of Tennessee Institute will be recognized and certificates will be distributed.

DeLaney Timberman, TCCE Vice President, Savannah/Hardin County Chamber,

Executive Director will give the keynote