

2024 Tennessee Chamber Institute  
Agenda for 2nd year attendees

Sunday, March 3

4:00-6:30pm- Check in & Registration  
Holiday Inn Murfreesboro

6:30-Reception at the hotel in Restaurant.  
Get to know others across the state during the  
opening reception. Self Introductions  
Fun presentation by Visit Kingsport

Monday, March 4

7:15am- Breakfast at the Holiday Inn  
Murfreesboro

Welcome, DeLaney Timberman, 2024 Institute  
Chairman and Executive Director, Hardin  
County/Savannah Chamber of Commerce.  
After breakfast, we will drive to the Rutherford  
County Chamber of Commerce for classes.  
(Across the street from hotel)

8:30-10:00am: Session I

\*Government Relations

Lora Barnett, Director of Education/Workforce  
Development, Kingsport Chamber  
Karrington Anderson, Manager, Government  
Affairs & Outreach, TN Chamber of Commerce  
& Industry

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, COO, Rutherford County  
Chamber of Commerce  
Sherri Ferguson, President/CEO, Portland  
Chamber

Kim Baker, President/CEO, Gallatin 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 Chamber

1:00-2:30 pm: Session III

Economic Development 101 & Tourism 101  
Lindsay Frilling, President/CEO, Obion County  
Chamber  
Chelsea Ketron, Visit Kingsport Marketing  
Manager

Kyle Spurgeon, President/CEO, Greater  
Jackson 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

2:45-4:00pm: Session IV

Social Media

Kristina Troglen, Senior Director of  
Communications and Marketing, Rutherford  
County Chamber of Commerce  
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.

4:00pm – 6:00pm – **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](http://beprobeproudtn.org) Bus will  
be parked in the Chamber parking lot.

6:30pm Dinner (included) –

Mexican Fiesta Buffet in hotel Ballroom.  
Reception, Music, Door prizes, Activities and  
Karaoke in hotel restaurant after dinner!

Tuesday, March 5

7:30am- Breakfast- Holiday Inn

8:30-10:00am-Session V –

\*Membership Development

Mark Field, Senior Vice President, Knoxville,  
Chamber of Commerce  
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

Year Two will drive back to the Holiday Inn for  
the remainder of Institute – You will combine  
with the ICE class for the Best Practices Session

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.

Vanessa Bennett, Kingsport Chamber

Mark Field, Knoxville Chamber of Commerce

Lindsay Frilling, Obion County

Stephanie Brackman, Rutherford Co Chamber

DeLaney Timberman, Savannah/Hardin Co.

Chamber

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. 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, a "Best Idea" winner will be chosen for 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.

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

12:15pm: Graduation Lunch

Holiday Inn - **Graduation lunch for all**

**classes.** (we will drive from campus back to the Holiday Inn for lunch and dismiss after lunch)

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

DeLaney Timberman, Chair of Institute will give the keynote

INSTITUTE REGISTRATION -2<sup>nd</sup> year  
(Registration deadline 2/16/24)

Name \_\_\_\_\_

Title \_\_\_\_\_

How long in present position? \_\_\_\_\_

How many members in your Chamber? \_\_\_\_\_

Chamber \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Telephone \_\_\_\_\_

E-mail \_\_\_\_\_

List one interesting fact about yourself that others may not know (This information will be used in opening Ice Breaker) \_\_\_\_\_

\_\_\_\_\_  
Conference Fee (Register by 2/16/24)

TCCE Members \$275.00 \_\_\_\_\_

Non Members \$350.00 \_\_\_\_\_

Sponsorships \$750.00 \_\_\_\_\_

Payment may be made by check or cc.

Hotel Reservations

For reservations, call Holiday Inn, 1453 Silohill

Lane, Murfreesboro at 615/751-5300.

TCCE has a block of rooms at the special rate of \$134.00. The deadline for this rate is February 9th

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 3



INSTITUTE

For second year attendees

March 3-5, 2024

Holiday Inn/  
Rutherford County Chamber  
of Commerce  
Murfreesboro, TN

Bring door prizes from your area for Monday night drawings!

Sponsors

- Chamber Concierge
- Chamber Master/Growth Zone
- Convergent Nonprofit
- Livability
- Tennessee Chamber of Commerce & Industry
- Tennessee Housing Development Agency
- TVA
- YGM, Total Resource Campaign