

Schedule of Activities

September 20 — Thursday Program

8:00 a.m. **Registration and Continental Breakfast**

8:45 – 9:15 a.m. **Welcome and Opening Remarks**

9:15 – 10:15 a.m. **General Session — Keynote Address**
Kara Kelley, President/CEO, Las Vegas Chamber

Today's chamber CEO can be the catalyst that takes the chamber as well as the business community to higher levels of prosperity and growth. One of the top chamber CEOs in the country will discuss the key steps chamber executives can take to position themselves as the top leaders in their respective business communities and at the same time position their chambers as the leading and most influential business organization.

10:15 – 10:30 a.m. **Break and Exhibitor Showcase**
 Visit our exhibitors and discover the latest and greatest products and services available for your chamber.

10:30 – 11:45 a.m. **Breakout Session**
Kravis Leadership Institute, Claremont-McKenna College

Presenting the Leader in You — Communicate with confidence and influence. Leadership skills start with the ability to communicate effectively and in a way that inspires the listener to want to be part of your project or organization. Learn some of the skills necessary to getting your message across in an effective and influential manner.

10:30 – 11:45 a.m. **Breakout Session**
Branding 101 — What do people think of when they hear the words “chamber of commerce”? Your chamber's brand is critical if you are to attract and retain members as well as thrive as a credible and relevant organization serving the business community. Hear from two chambers that have gone through this crucial exercise and understand the components necessary to successfully brand your chamber.

11:45 a.m. – 12:10 p.m. **Break and Exhibitor Showcase**

12:10 – 1:15 p.m. **Luncheon and Networking**
 A great time to network and share valuable secrets to successful chamber management.

12:45 p.m. **SCACCE 2008 Board Installation**

1:15 – 2:30 p.m. **Breakout Session**
Perfecting the Communication Mix — The communication process at a local chamber must be multi-faceted in order to be successful. It is no longer effective to simply mail a newsletter once a month. Hear the secrets that top chamber communication directors utilize in order to get the most exposure for their chamber's programs, events and overall plan of action.

1:15 – 2:30 p.m. **Breakout Session**
Business Initiatives at Your Chamber That Reflect Leadership — Is your chamber involved in the “important” initiatives that will make a difference in your community's economic prosperity? Hear from some chambers that have implemented initiatives that are making a major difference in their local economy and are strategically placing the chamber as the leading business organization in the region.

2:30 – 2:45 p.m. **Break and Exhibitor Showcase**

2:45 – 3:15 p.m. **Legislative Advocacy Tools for the Chamber**
Cathryn Mesch, Grassroots Coordinator, CalChamber

Chambers today are involved in legislative advocacy and representing business interests before government. Does your chamber understand the important tools available and the best way to utilize those tools in order to be an effective advocate? Hear the CalChamber's grassroots coordinator talk about some of the important tools available to local chambers that they can use in order to effectively get their members' voices heard at the State Capitol.

3:15 – 5:00 p.m. **Keynote Address**
*Drs. Janet and Neal Larsen Palmer
 Co-Founders, Communication Excellence Institute*

Learning the Language of Leaders — The Communication Excellence Institute specializes in providing resources and expertise to help executives improve their communication skills in the workplace, to develop greater sophistication in handling interpersonal challenges, to strategize about their careers and to polish their public presentation skills. This is a must for chamber executives and support staff looking to excel as leaders in the chamber industry.

5:30 – 6:30 p.m. **Reception and Exhibitor Showcase**

6:30 p.m. **Dinner on Your Own**

September 21 — Friday (Volunteer Leaders Summit)

(Chamber executives and staff invited to attend and join their Volunteer Leaders)

7:00 a.m. **Registration**

8:30 a.m. **Welcome/Exhibitor and Sponsor Introductions**
Full Breakfast

9:30 a.m. **Volunteer Leaders Summit**
*Dave Kilby, Executive Vice President, CalChamber
 Steve Snyder, Vice President, Local Chamber Relations, CalChamber*

An interactive and dynamic session for volunteer leaders at a chamber of commerce presented by two top leaders in the chamber industry. Attendees will walk away with tools and knowledge to bring back to their chambers that will take the organization to a higher level of excellence and relevance. Topics to be addressed will include:

- W.A.C.E. *Tool Kit*: Research and Best Practices for Implementing and Marketing Relevant Programs to Your Members
- What It Takes to Be the Most Effective Board Member
- Making Sure You Don't Get Sued or Fined
- Review of the Roles and Responsibilities of Volunteer Leaders
- Interactive Session on Board Issues and How to Solve Problems Facing Chambers Today
- What Leading Chambers Are Doing in Legislative Advocacy and Political Action and Why This Is So Important

12:30 p.m. **Luncheon**

1:30 p.m. **Volunteer Leaders Summit (continued)**

3:00 p.m. **Closing Comments and Adjourn**