

cTunes

creating the right mix for chamber operations excellence

September 24-26, 2008

Marriott Downtown Louisville

Presenting Sponsor



Kentucky Chamber

Uniting Business. Advancing Kentucky.



2008 KCCE/ICEA Fall Conference

*Shuffle over to Louisville Sept. 24-26 for the Fall Conference of KCCE and ICEA.
Discover the right mix that will have your membership singing your praises.*

Kentucky Chamber of Commerce Executives
464 Chenault Road
Frankfort, KY 40601





About the KCCE/ICEA Fall Conference

Rock, jazz, R&B, slow, fast — no matter the choice, the right mix is essential for maximum enjoyment. The same is true for your local chamber. Networking, member services, events, communications — if your chamber is to grow and thrive, the right mix must be achieved to recruit and retain members. Further, the mix must be just right and display excellence in both preparation and implementation.

For the first time ever, join your colleagues from Kentucky and Indiana to discuss topics that will help you invigorate your chamber with innovative and creative ideas. September 24-26, 2008 will be dates permanently sealed in your mind as the days that your chamber experienced a philosophical revolution and began its strengthened charge toward the future.

Along with excellent keynotes and general sessions, the KCCE/ICEA Conference will offer breakout sessions and operational tracks focused on the key areas of communications and events. Finally, the two associations will again partner with the American Chamber of Commerce Executives (ACCE) to provide a partnership day featuring excellent speakers and the addition of colleagues from the balance of the region and the country. This is an event that you will not want to miss.

The Speakers



Keith Woods serves as the chief executive officer of the North Coast Builders Exchange, an 1,800-member construction industry association. He also served as the president and CEO of the Santa Rosa Chamber of Commerce for 13 years. Keith has conducted customer service and association training in the North Bay and throughout the nation for nearly 20 years. The humor, innovation and common sense he injects into his programs have made him a popular presenter to over 5,000 employees in businesses, professional firms, governmental agencies, and education institutions. If you want a greater understanding of the chamber profession and the direction it is heading you won't want to miss Keith Woods.

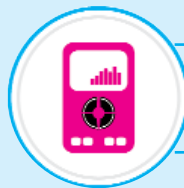


The Agenda

Wednesday, September 24
9:30 a.m. Registration & Exhibit Hall Open
11 a.m. **Opening Session**
Keynote Presentation - Chamber Trends Across America
Noon
Luncheon and Networking Event with Silver Sponsor Ignite Speed Networking
1:15 p.m. Conference Breakout Sessions I
2:15 p.m. Networking Break
2:45 p.m. Conference Breakout Sessions II
3:45 p.m. Conference Breakout Sessions III
5:30 p.m. Taste of Kentucky Opening Reception
8:30 p.m. Hospitality Suite

Thursday, September 25
7:30 a.m. Chamber Veterans CEO Breakfast
8 a.m. Breakfast
9 a.m. Opening Session
9:15 a.m. Conference Breakout Sessions IV
10:30 a.m. Conference Breakout Sessions V
11:30 a.m. Networking Break
Noon
Luncheon/KCCE Excellence Awards
1:30 p.m. Networking Break
2 p.m. Conference Breakout Sessions VI
3:00 p.m. Conference Breakout Sessions VII
Optional Conference Excursions

Friday, September 26
ACCE Regional Partnership Day
9 a.m. – 2:30 p.m. Partnership Day Sessions
Noon
Working Lunch – Keynote Session – Gold Medal Strategies for Capital Campaigns
2:30 p.m. Fall Conference 2008 Adjourns



The Sessions - 3 Tracks to Choose From

	Executive	Membership/Communications	Events
Wednesday, Sept. 24, 2008	10 TRAITS OF A GREAT CHAMBER PROFESSIONAL	GAINING THE ADVANTAGE: TIPS ON SUCCESSFULLY SELLING CHAMBER MEMBERSHIPS	DEVELOPING PROGRAMS AND PROJECTS THAT SIGNIFICANTLY IMPACT YOUR CHAMBER
	CREATING EFFECTIVE REGIONAL PARTNERSHIPS	WINNING STRATEGIES FOR MEMBER RETENTION	HOW TO WHACK 'EM AND PLAQUE 'EM: REVAMPING YOUR ANNUAL MEETING
	LEADERSHIP AND MANAGEMENT IN A CHANGING WORLD	COMMUNICATING WITH POWER: MAINTAIN MEMBER ENGAGEMENT WITH COMMUNICATIONS	GROWING YOUR INFLUENCE & COMMUNITY LEADERSHIP: EFFECTIVE INTERCITY VISITS
Thursday, Sept. 25, 2008	3 PROFICIENCIES OF A GREAT CHAMBER DIRECTOR: PART 1 — ORGANIZATION/OPERATIONS SKILLS	BEYOND NETWORKING: CREATE REAL CONNECTIONS BETWEEN MEMBERS	BUILDING THE NON-DUES BANK
	PART TWO — PROVIDING STRATEGIC DIRECTION	EFFECTIVELY INTEGRATING TECHNOLOGY IN THE CHAMBER — TIPS, TRICKS & FREE STUFF!	THE ABC'S OF DOUGH-RE-MI: CREATING EFFECTIVE SPONSOR PACKETS
	PART THREE — DEVELOPING A GOOD BOARD OF DIRECTORS	EFFECTIVELY UTILIZING SOCIAL MEDIA TOOLS TO ENGAGE MEMBERS	CREATING ANNUAL SPONSORSHIPS FOR EFFECTIVE NON-DUES DEVELOPMENT

Bob Harris is one of the foremost experts on non-profit operations and association management in the country. Dubbed the “Martha Stewart of Associations” for providing tips and templates for making management easier, Bob provides real world examples and hands-on opportunities for learning to chamber executives across the country. He is a faculty member of the U.S. Chamber of Commerce's Institute for Organizational Management, works with the U.S. State Department to promote associations in the country of Jordan, and has worked for Hyatt Hotels of Florida for the past 23 years.



Patrick H. McGaughey, IOM is an international business consultant to chambers of commerce across the United States and Canada and the founder of ChamberMentor.com, an interactive Web site to help bring services to chambers of commerce and chamber executives. His outstanding successes during his career as a chamber executive have qualified him to share his expertise and skills with chamber executives and their members coast to coast. As an educator, Pat is a faculty member of the U.S. Chamber of Commerce's Institute for Organizational Management.



Excursions and Events

Along with great professional development opportunities, the 2008 KCCE/ICEA Fall Conference will offer great times of networking with colleagues, special excursions and a celebration of chamber excellence. Plan to attend one or all of the following offered at the fall conference:

Speed Networking Opening Luncheon — Get to know your colleagues and enjoy one of the hottest new ways to connect members at your events. Join conference silver sponsor Ignite Speed Networking as they demonstrate this innovative product.

KCCE Annual Excellence Awards — A special luncheon session devoted to recognizing outstanding performance in the areas of Membership growth and retention, events, and communication. This celebration showcases some of the best work of the past year.

Chamber Veteran CEO Breakfast — An exclusive breakfast reserved for chamber CEO's that have been in the profession for 10 years or more.

Finally, enjoy times of relaxing, learning and seeing the sites on one of the conference excursions that have been planned. Conference tours include:

West Louisville Business District — See chamber-led economic development in action as you tour this revitalized district.

Kentucky Derby Museum — Take in one of the most historic and familiar sites of Louisville on a visit to the backside of Churchill Downs.

Historic Downtown Louisville — Take a walking tour and learn of the history that has made the city great.

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Registration

Name _____

Chamber _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail Address _____

Detach and mail to: KCCE, 464 Chenault Road, Frankfort, KY 40601

Fax to 502-848-8747

Register online at www.kychamber.com/kcce

Conference registration deadline is Sept. 17, 2008
For more information, contact Aaron Cox, KCCE executive director, at 502-848-8738 or acox@kychamber.com

Book your hotel reservations today!
Marriott Louisville Downtown — 1-800-533-0127

Full Conference Registration

- Member \$199*/\$225 Non-member \$235*/\$275

*Early Bird Rate (Before 8/24/08)

One-Day Only

- Member \$125 Non-member \$149

Two days Only

- Member \$159*/\$179 Non-member \$189*/199

Choose 1, if any, excursion (included in fee unless noted)

- Ky. Derby Museum - \$15 Historic Downtown Walking Tour Western Louisville Revitalization Tour

Payment Information

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