



**IT STARTS WITH
ME**

KCCE ANNUAL CONFERENCE

Frankfort, Kentucky | September 30-October 1, 2021

Thursday, September 30th, 2021

8:30 AM Welcome and Introductions

- **Ashli Watts**, President and CEO, Kentucky Chamber of Commerce
- **Sandra Wilson**, President, Paducah Area Chamber and KCCE Board President

9:00 AM The Valuable Relationship Between State and Local Chambers (ZOOM)

- Moderator: **Lew Ebert**, COSC
- **Doug Loon**, CEO, Minnesota Chamber
- **Dan Mehan**, CEO, Missouri Chamber
- **Chris Clark**, CEO, Georgia Chamber

You won't want to miss this panel discussion with three of the nation's top state chamber CEOs as they discuss the exponential change taking place in their respective states made possible by working closely with their local chamber partners. You will hear from Chris Clark, CEO of the Georgia Chamber, Doug Loon, CEO of the Minnesota Chamber, and Dan Mehan, CEO of the Missouri Chamber.

10:15 AM Keynote Address: Governor Andy Beshear (invited)

10:45 AM The New ESG: How corporations are evolving

- **Nate Morris**, Founder and CEO, Rubicon

This presentation will introduce you to Nate Morris, American businessman and Kentucky native. Learn about the B Corporation (also B Lab or B Corp) certification of "social and environmental performance," a private certification of for-profit companies and Rubicon's focus on this.

11:30 AM Member Savings Programs. Real Savings for Real Expenses

- Moderator: **Shawna Burton**, Kentucky Chamber
- **Danielle McHarris**, Rubicon
- **Harry Hayes**, Anthem
- **Jeff Borkowski**, ClearPath

Member savings programs start with you. We all know that chamber membership is about more than discounts, but in today's current climate, we also know that chambers are looking for more ways to offer a "stickiness" to your members. Now, your members can save real money on real business expenses. Hear how you can offer health insurance, workers' compensation insurance, waste and recycling solutions, and HR data savings that might be just the stickiness you need to either attract or retain a member. Shawna Burton with the Kentucky Chamber will moderate a discussion with three partners who want to help your members save. Learn how to market these programs, work with insurance brokers, and grow your membership with these offerings.

12:00 PM Lunch

- Worst and Best
- Introduction of our Conference Partners
- Video presentation

1:00 PM The Role of Culture in Today's Rapidly Changing Environment

- **Tiffany Cardwell**, MSIR, SHRM-CP, PHR, CCP, HR Advisory Principal, MCM CPAs and Advisors

2020 was certainly a year of unexpected changes. We often heard words like pivoting and resilience. Along with five distinct generations in the workplace co-existing all at once, a company's culture has been at the forefront of business leaders' minds as we move forward into 2021 and beyond. In this session, we will go into hands-on discussions around culture and its impact on today's rapidly changing environment. We will hear best practices which will give us all an opportunity to think about our own company culture and how each of us plays an integral role in driving that culture every single day.

2:15 PM Break

2:30-3:00 PM Breakout Session #1 You will be assigned one of the three options below.

3:00-3:30 PM Breakout Session #2 You will be assigned one of the three options below.

3:30-4:00 PM Breakout Session #3 You will be assigned one of the three options below.

- **Sales & Marketing Programs: A Recipe for Member Recruitment and Retention**
 - **Jeremy Frankforther and Allen Howie**, ReChamber

All chambers share at least two goals: to retain existing members while recruiting new ones. This roundtable discussion focuses on how to create a robust, ongoing series of sales and marketing programs that will accomplish both goals. You'll hear about why a sales and marketing series is effective, and the seven key ingredients you need to make it work from the very start. Our facilitators are Jeremy Frankforther and Allen Howie of ReChamber, who have collaborated with chambers to start and maintain successful programs, increasing member engagement and attracting more prospective members.

- **How Do You Communicate as a Chamber?**
 - **Jacqueline Pitts**, *Vice President of Communications and Marketing*, Kentucky Chamber

Chambers of commerce play a key role for businesses, communities, and the state. In this session, you will learn from Kentucky Chamber Vice President of Communications and Marketing Jacqueline Pitts on the ways you can look to the state chamber for communications guidance and participate in a roundtable discussion on these areas with other chambers across the state. Learn about the methods the Kentucky Chamber and others use to communicate effectively and how you can utilize those communications in your organization.

- **Growing Your Leadership Programs**
 - **Janice Way**, *Executive Director*, Leadership Kentucky

Whether you're just starting a leadership program or looking to expand your leadership program, this is for you. Join in the discussion, facilitated by Janice Way, Executive Director of Leadership Kentucky to see what others are doing in this area. Learn about local programs, student programs, regional programs and Leadership Kentucky.

4:00 PM **Kentucky Chamber Foundation's Workforce Center**

- **LaKisha Miller**, *Executive Director*, Kentucky Chamber Workforce Center

For nearly five years, the Kentucky Chamber Foundation's Workforce Center has represented over 68,000 businesses, convening employers to understand their hiring needs and providing programs to educate Kentuckians and prepare them for meaningful employment. This session will explore how the Workforce Center's three flagship programs, Talent Pipeline Management, Workforce Recovery, and Bus to Business, continue to build workforce solutions to advance the careers of Kentuckians and support the state's economy.

5:00 PM **Update from the United States Chamber of Commerce**

- **Kevin Courtois**, *Executive Director of Congressional and Public Affairs*, U.S. Chamber of Commerce

5:20 PM **Daily Wrap Up and Announcements**

KCCE Excellence Awards Celebration

Buffalo Trace Elmer T Lee Clubhouse

113 Great Buffalo Trace, Frankfort, Kentucky

6:00 pm **Cocktail Reception**

7:00 pm **Awards Dinner**

Friday, October 1st, 2021

8:00 AM Morning Announcements

8:15 AM The Future of Chamber Value & Relevance

- **Sheree Anne Kelly**, *President and CEO*, Association of Chamber of Commerce Executives

What lies ahead for chambers and how can they adapt and evolve when faced with the after-effects of a global pandemic, a monumental economic downturn, the discordant political climate, and the challenges of racial equity? Sheree Anne Kelly will share ACCE's latest research on the essential components for chamber missions and supporting business models, including an update on the Horizon Initiative and its key principles. Learn how chambers can navigate through the accelerating pace of change in today's social and business climates to ensure chambers are successful and sustainable well beyond these challenging times.

9:30 AM What to Expect in the Next Election

- **John McCarthy**, *Founder/Managing Partner*, McCarthy Strategic Solutions
- **Sherman Brown**, *Partner*, McCarthy Strategic Solutions

Join Kentucky Chamber political and legislative consultants for a discussion of the upcoming election cycle. John and Sherman will discuss trends in the political landscape in Kentucky as well as common themes or issues you can expect to hear on the campaign trail during the coming year. They will also discuss the process for redistricting based on new Census data that will be released later this year. This session will allow you time to ask questions about specific races and get ideas for how your local chamber can engage in the political process.

10:20 AM Break- Silent Auction Ends

10:30 AM Economic Trends

- **Mike Clark, PhD**, *Associate Professor and Director of the Center for Business and Economic Research*, University of Kentucky
- Moderator: **Charles Aull, PhD**, *Senior Policy Analyst*, Kentucky Chamber

What are some of the most important economic trends that business and chamber leaders need to be following during these uncertain times? Potential topics include inflation, job growth, workforce, the housing market, and more.

11:30 AM Regional Challenges and Opportunities

- **Dr. Alison Davis**, *H.B. Price Professor of Agricultural Economics*, University of Kentucky, and *Executive Director*, Community and Economic Development Initiative of Kentucky

Kentucky is comprised of multiple regions based on the workforce, natural resources, and even television stations. Each region has their unique challenges and opportunities. This presentation will describe Kentucky's regions and introduce strategies local chambers of commerce could consider supporting existing businesses as well as to catalyze new ones.

12:15 PM Conference Wrap Up and Lunch

Boxed lunches will be available for those who need to travel

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