



AGENDA

WEDNESDAY, SEPTEMBER 28TH, 2022

8:00 AM REGISTRATION AND NETWORKING

8:30 AM WELCOME

Ashli Watts, President and CEO, Kentucky Chamber of Commerce
Shawna Burton, Director of Member Benefits and Partnerships, Kentucky Chamber of Commerce
Kevin Atkins, Chief Development Officer, City of Lexington

8:40 AM BEST PRACTICES

Jordan Gibson, President, Southeast Kentucky Chamber President, KCCE Board

Introduce yourself by sharing a best practice, great idea or event.

10:00 AM KEYNOTE ADDRESS: BUILDING OUTSIDE YOUR BUSINESS' WALLS
Ouita Michel, Owner, Holly Hill Inc.

For the last 20+ years, Chef Ouita Michel's restaurants have stood on the deeper purpose of creating a community around local food. In late 2021, she took the next step in that journey by carrying this mission (and the Holly Hill & Co brand) outside the restaurant walls, helping people incorporate it into their daily lives.

11:00 AM BREAK SPONSORED BY KENTUCKY COMEBACK

11:15 AM BREAKOUT SESSIONS: 35 MINUTES EACH, PICK 2

Mission Minded Strategies

Mark Field, Senior Vice President of Development and Investor Experience, Knoxville Chamber of Commerce

- Developing an intentional plan to share your story and impact with supporters so your organization can be sustainable.
- Connecting with investors or members to understand the core issues in our community when time and resources are limited.
- Focusing on issues and solving them, not on features and benefits that most members never use.
- Identifying and communicating your organization's value in a more meaningful way.

CONFERENCE SPONSORS



Relevant Issues

John Cox, *Director of Public Affairs, Kentucky Chamber of Commerce*

Discussion on emerging issues facing the Kentucky General Assembly in 2023. Continued efforts to address workforce development, childcare, flood damage in Eastern Kentucky, and more will be covered in this informative breakout session.

Maximizing ClearPath and Anthem Programs

Shawna Burton, *Director of Member Benefits and Partnerships, Kentucky Chamber of Commerce*

Workers' compensation and small group health insurance are big expenses for your members. Every penny counts. Learn how you can successfully market these two benefits to your members and work with your insurance agent community to help with new sales and retention. This breakout session will focus on growing and retaining your membership with these two insurance savings programs.

5 Dysfunctions of a Team

Foster McCarl, *Strategic Advisor, Action Coach*

Like it or not, all teams are potentially dysfunctional. This is inevitable because they are made up of fallible, imperfect human beings. From the basketball court to the executive suite, politics and confusion are more the rule than the exception. However, facing dysfunction and focusing on teamwork is particularly critical at the top of an organization because the executive team sets the tone for how all employees work with one another. This breakout session will review Patrick Lencioni's 5 Dysfunctions of a team. The leader will facilitate a discussion about your organization and where it fits in relation to the pyramid as well as ideas to rise above the dysfunctions.

12:30PM LUNCH SPONSORED BY KENTUCKY AMERICAN WATER

1:15 PM MEMBERSHIP DEVELOPMENT

Mark Field, *Senior Vice President of Development and Investor Experience, Knoxville Chamber of Commerce*

Membership Development Growth and how to position your chamber to increase members and engagement with low-cost strategies.

2:00 PM CRIME AND SUBSTANCE ABUSE AND OUR ECONOMY.

Kate Shanks, *Senior Vice President of Public Affairs, Kentucky Chamber of Commerce*

Jon Dye, *Field Organizer, Kentucky Chamber of Commerce*

Discussion on the problematic trends in crime and substance abuse and how these factors impact employers and workforce. They will use live polling to lead an interactive discussion to better understand how these problems specifically impact your community and what solutions may work best. This session is part of a statewide listening tour over the next two years to better inform policy makers on these issues as they impact economic growth.

CONFERENCE SPONSORS



2:45 PM BREAK SPONSORED BY KENTUCKY COMEBACK

3:00 PM DIVERSITY, EQUITY AND INCLUSION FOR YOUR COMMUNITY

Dr. Eric Jordan, *Manager of Diversity and Inclusion Strategies, Greater Louisville Inc.*

Tyrone Tyra, *Senior Vice President of Community and Minority Business Development, Commerce Lexington*

Moderator: **Beth Davisson**, *Senior Vice President, Kentucky Chamber of Commerce Foundation*

Join in the discussion with two of our state's top experts Tyrone Tyra and Dr. Eric Jordan. Learn how partnering with employers of all sizes and guidance from civic, education, and non-profit leaders can create deliberate, meaningful, and sustainable change to address the inequality that exists in your community.

4:00 PM U.S. CHAMBER UPDATE

Ryan Gleason, *Manager of Great Lakes Region Congressional and Public Affairs, U.S. Chamber of Commerce*

Ryan Gleason manages the U.S. Chambers Great Lakes regional office that covers Illinois, Indiana, Michigan, Ohio, Pennsylvania, and Kentucky. Ryan will be highlighting the last year's legislative session on Capitol Hill. Ryan will also talk about what to expect in next year's legislative session and what remains for the rest of this year. Additionally, Ryan will provide a midterm update. Questions are welcomed at the end.

4:30 PM DAY ONE WRAP UP

6:00 PM COCKTAILS AND APPETIZERS SPONSORED BY BEAM SUNTORY AT MANE ON MAIN

7:00 PM AWARDS DINNER AT MANE ON MAIN

CONFERENCE SPONSORS



THURSDAY, SEPTEMBER 29TH, 2022

8:15 AM MORNING ANNOUNCEMENTS

Shawna Burton, *Director of Member Benefits and Partnerships, Kentucky Chamber of Commerce*

Jordan Gibson, *President, Southeast Kentucky Chamber President, KCCE Board*

8:30 AM KEYNOTE ADDRESS

Dr. Eli Capilouto, *President, University of Kentucky*

President Capilouto will discuss how UK – as the University for Kentucky – is focused like never before on advancing the Commonwealth in everything that we do. Our strategic plan is focused squarely on what we must do – through education, research, service and care – to advance the state and create a Kentucky that is healthier, wealthier and wiser.

9:00 AM POPULATION GROWTH IN KENTUCKY

Dr. Matthew Ruther, *Associate Professor, University of Louisville*

Dr. Ruther will be presenting data from the Kentucky State Data Center's recent population and household forecasts for Kentucky. This will include a look at results from the 2020 Decennial Census that demonstrate how the state's population has shifted over the past decade, as well as expectations for the next thirty years. The presentation will focus on the state as a whole, individual counties, and Area Development Districts.

9:30 AM SAY WHAT? IMPROVED COMMUNICATIONS FOR ALL LEVELS OF THE ORGANIZATION

Foster McCarl, *Strategic Advisor, Action Coach*

The best strategies and ideas in the world are rendered ineffective if they are not communicated properly. When armed with the proper communication tools, you and your team will be able to harness the power to design strategic plans, build trust, expand creativity, focus on the implementation of ideas, collaborate effectively, and achieve your goals faster.

This presentation will change the way you interact with your team, board members, strategic partners, volunteers, and potential donors and will teach you how to adapt your communication style based on the situation at hand and the parties involved, resulting in better results . . . period.

**10:20 AM BREAK SPONSORED BY KENTUCKY COMEBACK
(SILENT AUCTION ENDS AT 10:30 AM)**

CONFERENCE SPONSORS



10:30 AM BEST PRACTICES FOR YOUR COMMUNITY LEADERSHIP PROGRAM

Amy Stout, *Director of Leadership Development, Commerce Lexington, Inc.*

Sandra Wilson, *President, Paducah Area Chamber of Commerce*

Janice Way, *President, Leadership Kentucky*

Moderator: Amy Cloud, *Executive Director, Kentucky Chamber of Commerce Executives*

This is a very interactive session, explicitly tailored to the needs/questions of those present. Topics range from program development, resources needed, alumni engagement, recruitment, and selection to challenges and innovations. Come with your questions and be prepared for a lively conversation.

11:15 AM KENTUCKY CHAMBER FOUNDATION

Beth Davisson, *Senior Vice President, Kentucky Chamber of Commerce Foundation*

Hilary Crowe, *Vice President of Programs, US Chamber of Commerce*

Harper Michael, *Senior Manager, Kentucky Chamber of Commerce Foundation*

The National Civics Bee is an annual competition initiative started by the U.S. Chamber of Commerce Foundation that encourages young Americans to engage in civics and contribute to their communities. Participating middle school students will flex their civics knowledge for a chance to win recognition and cash prizes. The Kentucky Chamber Foundation was one of six chambers of commerce chosen to participate in the inaugural Civics Bee in 2022. In this session, you will learn about the successes of the inaugural Bee and how the U.S. Chamber plans to scale this program for an even broader impact.

12:15 PM CONFERENCE WRAP UP

CONFERENCE SPONSORS

