



- 8:00AM**      **REGISTRATION FOR BOOT CAMP**  
Check in and networking
- 8:30AM**      **WELCOME AND OPENING SESSION**  
Welcome and introduction to boot camp and attendee introductions  
**Speakers:** Ashli Watts, President/CEO, Kentucky Chamber  
Jordan Gibson, President/CEO, Southeast Kentucky Chamber & KCCE Board President
- 8:40AM**      **CHAMBER OPERATIONS /WHAT IS A CHAMBER?**  
Get an overview of chamber operations. Learn about organizing documents that every chamber should have. Hear about offerings from the Kentucky Chamber and KCCE that will boost your organization.  
**Speaker:** Amy Cloud, KCCE
- 9:30AM**      **THE CHAMBER'S ROLE IN ADVOCACY**  
Our Public Affairs team will help you understand the resources offered by the Kentucky Chamber and how to engage in public policy and key issues for the 2022 session  
**Speakers:** Kentucky Chamber Public Affairs team
- 10:30AM**      **BREAK**
- 10:45AM**      **MANAGING THE FINANCES OF THE ORGANIZATION**  
Our discussion with focus on practical financial matters that impact daily operations. Topics will include budgeting, governance, the purpose of financial statements, internal controls, and the post-COVID world.  
**Speaker:** Justin Hubbard, CPA, DeanDorton
- 12:15PM**      **LUNCH**
- 12:45PM**      **RECRUIT THEM AND KEEP THEM: THE KEYS TO CHAMBER MEMBERSHIP**  
Learn ways to recruit new members and developing prospect lists, how to engage them so you retain them and ways to maintain your membership list through databases. We will talk about recruitment tactics, fun ways to engage members and share some ideas on ways to get your board and ambassadors involved in your retention plans.  
**Speaker:** Josh Suiter, The Chamber of St. Matthews

- 1:30PM**      **ONBOARDING YOUR BOARD!**  
This presentation will give a thorough overview of how to build a thriving board that creates maximum impact for your Chamber.  
**Speaker:** Ellen Redding
- 3:00PM**      **BREAK**
- 3:15PM**      **LESSONS LEARNED: CEO ROUNDTABLE**  
Hear from our metro Presidents about experiences that have taught them more about the industry.  
**Speakers:** Brent Cooper, CEO, Northern Kentucky Chamber  
Sarah Davasher-Wisdom, CEO, Greater Louisville Inc.  
Bob Quick, CEO, Commerce Lexington
- 4:15PM**      **EFFECTIVE CHAMBER COMMUNICATIONS**  
Chambers of commerce play a key role for businesses, communities, and the state. Learn the best ways to capitalize on your influence through proven communications techniques including social media and press releases.  
**Speakers:** Kentucky Chamber Communications Team