



2024 Executive Leadership Conference Agenda

April 23-25 / Marriott Shoals Hotel & Spa, Florence, AL

Monday, April 22, 2024

Arriving Monday? Join us for a screening of the award-winning ***Muscle Shoals*** documentary hosted by the Shoals Chamber. Wine, appetizers, and a look at one of the amazing cities we will be visiting are in store. (Anticipated start time of 6:00pm) Specific details to come.

Tuesday, April 23, 2024

6:30am - 8:00am	Breakfast at your leisure (for hotel guests)
9:00am - 1:00pm	Exhibitor setup
9:00am - 4:00pm	Registration Open
9:30am	Alabama Chambers Board of Directors Meeting
10:30am-12:00pm	Pre-Conference Roundtables
1:15pm - 1:30pm	Conference Opening & Welcome
1:30pm - 5:00pm	Secret Sauce for Organizational Success: Trust, Respect, and Accountability <i>Dr. Melissa Furman, Career Potential</i> Organizational leaders are navigating unique challenges as it relates to diversity, disruption, and workforce engagement, especially when considering generational diversity. A common foundational denominator to successfully navigate these challenges are trust, respect, and accountability. This engaging session will provide knowledge, skills, and tools to successfully navigate generationally diverse environments.
3:00pm - 3:30pm	Break
3:30pm – 5:00pm	Secret Sauce for Organizational Success: Trust, Respect, and Accountability Continued
5:00p	Day 1 Wrap Up
6:30p	Alabama Chambers Night of Champions presented by Alabama Municipal Electric Authority Join us for an evening to celebrate champions in Alabama chambers.

Wednesday, April 24

6:30am – 8:00am	Breakfast at your leisure (for hotel guests)
8:00am	Day 2 Kickoff

- 8:15am – 9:30am **How do we think and do things differently?**
Mary Marshall VanSant, University of North Alabama
 Explore how to better engage your board, create equity of voice, ask better questions, engage the assets that are available, and actually get things done.
- 9:30am – 9:45am **Break**
- 9:45am -10:45am **Ask an Attorney**
Caitlin Burns, IOM, AACE and Adam Burchell, Johnson, Paseur & Medley LLC.
 As we navigate the world of association management, hear from a local attorney on the items to watch out for, areas of concern, and get the answers to those burning questions.
- 10:45am – 11:00am **Break**
- 11:00am -12:15pm **Session 6: Finding the Funds- Beyond Events**
Teri Smiley, IOM, GCCE
 Embark on a journey to secure the financial foundation of your chamber. In this “Dollars and Sense” workshop, we will explore Sponsorships, TRCs, Membership Campaigns, Community Magazines and more! These types of funding opportunities provide the dollars and make sense for any size chamber. Chamber’s always need innovative strategies and sustainable solutions to ensure the chamber's growth and prosperity. This workshop gives some practical ways to partner with others to accomplish this!
- 12:15pm- 1:30pm **Networking Lunch**
- 2:00pm- 6pm **Community Spotlight Afternoon**
 Join us as we visit various sites around the Shoals.
- 6:30pm **Dinner on your own**

Thursday, April 25

- 6:30am – 8:00am **Breakfast at your leisure (for hotel guests)**
- 8:00am **Day 3 Kickoff**
- 8:15am -9:30am **Maximizing your Chamber Foundation**
Vanessa Bennett , IOM
 Chamber foundations continue to be a part of the discussion on the future of chambers. Hear how one chamber maximizes their foundation to best serve their chamber and community.
- 9:30am – 9:45am **Break**
- 9:45am -10:45am **Lessons Learned**
Morri Yancy, IOM, AACE; Jim Page, CCE, IOM, AACE and Patty VanderWal, AACE
 A panel of seasoned chamber professionals will have a frank discussion on the lessons learned, successes, and pitfalls of leading a dynamic chamber.

10:45am- 11:00am **Break**

11:00am-12:15pm **Flawless Delivery: A Workforce Solution**
Craig Johnston

In this interactive, engaging session, you will learn more about another tool in Alabama's workforce development toolkit. Available to communities throughout Alabama, Flawless Delivery customer service training empowers service industry employees with the tools needed to attract, retain and grow tourism across the state. When visitors have exceptional hospitality service, they are likely to return and support more businesses in the area, bringing economic development and vitality to a community.

12:15pm **Conference Adjournment (Grand Prize Drawing)**