

New Chamber Professional Boot Camp

December 2 & 3
Little Rock

aedce.org/bootcamp

AGENDA

Wednesday, December 2nd

10:00 AM – 10:30 AM Welcome & Introductions

10:30 AM – 11:30 AM Chamber Operations – Shelley Short, IOM

- Role of the Chamber
- IRS/State Requirements
- Governing Documents
- Bylaws
- Policies
- Time Management

11:30 AM – 12:30 PM Lunch

12:30 PM – 1:30 PM Managing the Board of Directors – Crystal Johnson, PCED IOM and Jay Chesshir, CCE

- Board Selection
- Board Training & Orientation
- Board Responsibilities
- Board/Staff Roles
- Board Committees
- Board Utilization

1:30 PM – 1:45 PM Break

1:45 PM – 2:45 PM Managing the Finances of the Organization – Jim Fram, CEcD CCE FM and Mike Malone, CCE

- Accounting
- Budget
- Billing
- Internal Controls
- Software
- CPAs/Audits
- Bonus: Hiring & Firing

- 2:45 PM – 3:45 PM Raising Revenue – Brad Lacy, CCE IOM**
- Sponsorships
 - Dues/Investment Structure
 - Non-dues Revenue
- 3:45 PM – 4:30 PM QA from Today**
- 6:00 PM Small Group Network Building Dinners**
Dutch treat dinner with fellow classmates – See sign-up sheet

Thursday, December 3rd

- 8:00 AM – 8:30 AM Arrival & Continental Breakfast**
- 8:30 AM – 9:30 AM Membership 101 – Gary Troutman, Shannon LaDuke, and Mara Kuhn**
- Recruitment
 - Retention
 - Answering “WIFM” and adding value
 - Showing appreciation
 - CRM Programs
- 9:30 AM – 9:45 AM Break**
- 9:45 AM – 10:45AM Chamber Programs & Events – Sarah Gordley, IOM and James Reddish, CEcD**
- What events to hold/keep/get rid of?
 - Event Management & Software
 - Volunteer Management
 - Leadership Programs
 - Innovative Ideas
 - Community/Economic Development
- 10:45 AM – 11:45 AM Chamber Communications & Marketing – Steve Clark, IOM CFE**
- Digital & Social Media
 - Website
 - Email Newsletters
 - Printed Materials
 - Software
- 11:45 AM – 12:45 PM Lunch**
- 12:45 PM – 1:45 PM Chamber’s Role in Advocacy – Kenny Hall**
- Why this is critical
 - Local Advocacy
 - Governmental Affairs Events
 - Working with the State Chamber
- 1:45 PM – 2:30 PM Closing, QA from Today, Next Steps**