



New Chamber Professional Boot Camp October 27 – 28, 2021 AGENDA

Wednesday, October 27

10:30 AM – 11:00 AM Welcome & Introductions – Opening welcome by presenting sponsor, Arkansas Small Business and Technology Development Center – Whitney Horton

11:00 AM – 12:00 PM Chamber Operations – Shelley Short, IOM and Jim Fram, CEcD, CCE, FM

- Role of the Chamber
- Chamber + Tomorrow
- IRS/State Requirements
- Governing Documents
- Bylaws & Policies

12:00 PM – 1:00 PM Lunch – Sponsored by Crafton Tull – Dave Roberts

1:00 PM – 2:00 PM Managing the Board of Directors – Jay Chesshir, CCE

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

2:00 PM – 2:15 PM FLASH - QA

2:15 PM – 2:30 PM Break

2:30 PM – 3:30 PM Chamber Programs & Events – Gary Troutman and Shannon LaDuke

- What events to hold/keep/get rid of?
- Event Management & Software
- Volunteer Management
- Leadership Programs
- Innovative Ideas
- Community/Economic Development

- 3:30 PM – 4:30 PM** **Advocacy and the AR State Chamber – Randy Zook & Kenny Hall**
- 4:30 PM – 5:00 PM** **FLASH – QA**
- 5:30 PM** **Networking Event Sponsored by the Arkansas State Chamber of Commerce/AIA and Walmart, Inc.**
Dust Bowl Lanes | 315 E Capitol Ave. | Little Rock

Thursday, October 28

- 8:00 AM – 8:30 AM** **Arrival & Continental Breakfast**
- 8:30 AM – 9:30 AM** **Raising Revenue – Brad Lacy, CCE, IOM**
- Sponsorships
 - Dues/Investment Structure
 - Non-dues Revenue
- 9:30 AM – 10:00 AM** **Being Intentional About DEI – Brad Lacy, CCE, IOM**
- 10:00 AM – 10:15 AM** **Break**
- 10:15 AM – 11:15 AM** **Membership 101 – Cari White, CCE, IOM and Mandy Cook, IOM**
- Recruitment
 - Retention
 - Answering “WIFM” and adding value
 - Showing appreciation
 - CRM Programs
- 11:15 AM – 11:30 AM** **FLASH – QA**
- 11:30 AM – 12:15 PM** **Lunch – Sponsored by UAEX Division of Community & Economic Development – Hunter Goodman**
- 12:15 PM - 1:15 PM** **Chamber Communications & Marketing – Tonya Rogers-Sarlls, IOM**
- Digital & Social Media
 - Website
 - Email Newsletters
 - Printed Materials
 - Software
- 1:15 PM – 1:30 PM** **Break**
- 1:30 PM – 2:30 PM** **Managing the Finances of the Organization – Sarah Gordley, IOM**
- Accounting
 - Budget
 - Billing
 - Internal Controls
 - Software
 - CPAs/Audits
 - Bonus: Hiring & Firing
- 2:30 PM – 3:00 PM** **FLASH – QA & Closing**