



Chamber of Commerce
Executives of Canada

Association des cadres
des chambres de
commerce au Canada

2011

ANNUAL MEETING & CONFERENCE

SEPTEMBER 15 - 17 ST. JOHN'S, NL



THE CHAMBER: THE ROCK IN YOUR COMMUNITY

ALL CHAMBER EXECUTIVES FROM ACROSS CANADA ARE INVITED TO ATTEND THE CCEC ANNUAL MEETING & CONFERENCE, THE PLACE TO:

- MEET FELLOW COLLEAGUES FROM ACROSS THE COUNTRY
- GAIN NEW IDEAS AND PRACTICAL INFORMATION TO HELP YOUR CHAMBER SUCCEED
- BE INSPIRED, MOTIVATED AND RE-ENERGIZED

CATHI HIGHT



Cathi is president of Hight Performance Group. HPG is the developer of the *Member Retention Kit*, a step-by-step guide for developing member retention strategies and retention plans. The *Kit* is distributed through the American Chambers of Commerce

Executives (ACCE) and over 400 associations around the country currently use the *Kit* to improve their retention rates.

Cathi has presented at ACCE national conventions and webinars, as well as numerous regional Chamber Executive organizations and other associations. Cathi has been an instructor for the U.S. Chamber of Commerce's *Institute for Organization Management* for over 7 years. Cathi's career highlights include being the VP of Operations for the Chamber of Commerce of Hawaii, various corporate sales management positions and she has served on the board for the Boulder Chamber of Commerce.

MEGA TRENDS FOR CHAMBERS: ARE YOU PREPARED TO LEAD YOUR COMMUNITY?

According to futurists, 8 mega trends are impacting all member-based organizations. These trends are irreversible and will change the way you operate over the next decade. Learn how these trends will impact your roles, change your member base and how you can prepare to meet members' future needs.

In this session, you will explore:

- The major trends in 8 mega-categories impacting all associations and communities across the country
- Current and emerging trends affecting chambers and associations
- How to stay competitive in your market area and be relevant to your community

RECRUIT, RETAIN AND REWARD YOUR MEMBERS

- Can you recruit new members that are more likely to stay?
- What are the secrets to retaining members?
- How do you reward members with limited resources?

The 3 R's: Recruit, Retain, and Reward are the keys to building a sustainable membership. Like a sturdy three-legged stool, we need to do all three effectively. With competition increasing for our members and their resources, and the ever-prevailing quest to deliver quality experiences and value to our members, we oftentimes find it challenging to get all A's for all three R's.

In this session, you'll explore how to recruit the best members, proven retention strategies, and ways to reward members to keep them coming back year after year after year.

KYLE SEXTON



Kyle Sexton is marketing strategist and founder of Fast Chamber, a business development firm specializing in membership organizations, and director of business development for the Salem Area Chamber of Commerce. Kyle was recognized as the 2007 Chamber Staff Person of the Year for the Western Association of Chamber Executives. In 2008, he created what is now ChamberPeople.com, the largest online social network dedicated to chambers of commerce. He's the creator of the Chamber SalesEngine, an online membership

sales module for chambers of commerce.

Kyle's innovations have been featured in The Wall Street Journal, Business On Main from MSN, and smSmallBiz.com from Smart Money. Kyle is the author of *Remembership: New Thinking for Tomorrow's Membership Organization*, and is working on his second book, *Business Tips From Experts You've Never Heard Of*.

BRANDING YOUR ORGANIZATION

Your brand is not your logo, it's the way people feel about your organization. Learn what you must consider to turn your marketing into a reminder of your brand. This session includes a fun branding exercise with a "getting to know you" component.

CHAMBER ONLINE

Chambers Online - Chambers of commerce can leverage online technology to benefit their members and their community. Figuring out which direction to go is part science, part art, and a lot of research. Social media, B2B systems, online business services ... cut through the techno-clutter and prioritize your online offerings.

SHAUN MAJUMDER



Shaun Majumder was born in Burlington NL on the Baie Verte Peninsula and now lives in the Hollywood hills. His stage career started in Christmas concerts but his first official TV gig was YTV show CLIPS. He joined the CBC's This Hour has 22 Minutes in 2003 and has hosted Just for Laughs specials on TV. His W network series Majumder Manor will be filmed this spring in Burlington, Newfoundland and air in 2012.

THE ROAD TO MAJUMDER MANOR

Shaun will talk about his 22 city comedy tour and the 12 part series he's doing for the W network detailing the building of a five star eco-Inn in his hometown of Burlington on the Baie Verte Peninsula. The lessons learned from the experiences of this home-grown talent are sure to entertain and end our conference on "the rock" on a high note.



CONFERENCE SCHEDULE

THURSDAY, SEPTEMBER 15, 2011

- 6:00 P.M. CCEC Meet and Greet / Newcomers Reception. Open to all. Meet new managers and renew acquaintances. *Sponsored by TD Merchant Services*
- 7:30 P.M. Dinner on your own

FRIDAY, SEPTEMBER 16, 2011

- 7:30 A.M. Breakfast
- 8:30 A.M. Conference Opening & Welcome
- 8:45 A.M. **Mega Trends for Chambers: Are You Prepared to Lead Your Communities?** Keynote Speaker: Cathi Hight *Sponsored by Imagine CDs*
- 10:30 A.M. Networking Break
- 10:45 A.M. Bear Pit -- At this open session, you can pose questions and get answers from your peers and from our expert panel
- 12:00 P.M. Luncheon *Sponsored by Northern Lights 2012*
Service Awards Presentation — who's made it to the 5, 10, 15, 20 year mark? Join us as we recognize CCEC members for their years of service in Chamber management
- 1:30 P.M. **Branding Your Organization** Keynote Speaker: Kyle Sexton *Sponsored by Chamber Bid*
- 2:45 P.M. Networking Break
- 3:00 P.M. **Recruit, Retain and Reward Your Members** Keynote Speaker: Cathi Hight
- 4:30 P.M. Break until Reception/Dinner
- 6:15 P.M. Reception
- 7:00 P.M. Awards Dinner — Each year, CCEC recognizes outstanding performance and service by Chamber professionals. Join us for a stimulating evening as we honour our colleagues. *Sponsored by: Johnston Group, Chambers of Commerce Group Insurance Plan*

SATURDAY, SEPTEMBER 17, 2011

- 8:00 A.M. Breakfast
- 8:45 A.M. Annual Meeting — President Scott Bridger will report on what was accomplished in 2010-11 followed by elections for the 2011-12 Board of Directors
- 9:15 A.M. **Chambers Online** Keynote Speaker: Kyle Sexton
- 10:45 A.M. Networking Break
- 11:00 A.M. **The Road to Majumder Manor** Keynote Speaker: Shaun Majumder
- 12:00 P.M. Silent Auction Wrap-up / Close of CCEC Conference

THANK YOU TO OUR SPONSORS:



REGISTRANT INFORMATION

Name: _____ Title: _____

Chamber/Board: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Phone: _____ Email: _____

Date/Time of Arrival: _____ Year you started in Chamber Management: _____

of Chamber Members _____ Population of Trading Area: _____

Please check if this is your first time attending a CCEC conference.

Please indicate which portions of the conference you will be attending:

- All OR Thursday evening
 Friday breakfast
 Friday lunch
 Friday awards dinner
 Saturday breakfast

CONFERENCE REGISTRATION FEES

	CCEC MEMBER	NON MEMBER	VOLUNTEER
<input type="checkbox"/> Full Conference	\$279	\$350	N/A
<input type="checkbox"/> Friday Dinner only	\$ 85	\$110	\$110

Sub-Total \$ _____

HST (13%) \$ _____

TOTAL \$ _____

GST # 88860 7256 RT0001

Note: Reduced conference fees available to CCEC members.

CCEC membership is separate from your membership in the Canadian Chamber of Commerce; and registration fees for the CCEC conference are separate from Canadian Chamber convention fees.

Return with cheque payable to CCEC to: 700-177 Lombard Avenue
Winnipeg, MB R3B 0W5

Registration Deadline:
September 1, 2011

LOCATION AND ACCOMMODATION INFORMATION

All sessions take place at the Delta St. John's Hotel & Conference Centre, 120 New Gower St., St. John's NL.

FOR MORE INFORMATION

Contact Shelley Morris at: Email: shelly.morris@mts.net

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