

TCCE Winter Conference & Legislative Reception Sheraton-Downtown Wednesday, March 13

11:30am – Lunch

The Honorable Bill Haslam Governor,
State of Tennessee (invited)
Commissioner Bill Hagerty, TN
Department of Economic & Community
Development
Commissioner Karla Davis, TN
Department of Labor & Workforce
Development (invited)

1:15-1:30pm – TCCE Conference Schedule begins

Visit with Sponsors

1:30-1:45pm – Welcome, Margot
Fosnes, TCCE Vice President
Sponsor Recognition

Tennessee Chamber of Commerce &
Industry Update, Catherine Glover,
President

1:45-3:00pm

Session 1: Money, Money, Money! How to Double the Size of Your Chamber without Spending a Dime

Glenn Shepard will show you LOTS of
new non dues techniques chamber

execs across the country are using to
bring in boatloads of cash, such as:

- How an Indiana chamber exec
doubled her sponsorship dollars by
asking one simple question

- How a Nebraska chamber exec
brought in an extra \$12,000 by making
one easy change on their letterhead

- How a South Carolina chamber exec
brought in an extras \$60,000 in 60
days using one QR code

- How a Florida chamber exec brought
in an extra \$100,000 with one phone
call at their annual dinner

3:00-3:15pm– Sponsor Break

3:15-4:15 Session 2: Management & Motivation: How to Get Anybody to Do Anything You Want Them to Do - Including Your Staff, Board, and Kids

Glenn Shepard, Glen Shepard Seminars

4:15-5:10pm– Not Another #!%& ^%! Social Media Speaker!

Steve Chandler, Chandler thinks
We're all past the idea on how to use
Facebook. Right? Social media has
proven itself enough to demand our
attention and some of our marketing
efforts. There may not be another B2B

industry that fits social media better
than the Chamber of Commerce. Steve
Chandler is an established community
branding and digital marketer and will
lead you through a discussion on how
to be a chamber marketing social media
rock star to your members. Be prepared
to be a part of this session. It's part
speaker - part workshop. Plus Steve
promises to end the day with high
energy. That alone will be worth the
time spent.

5:10-5:20pm – TCCE Wrap Up
*US Chamber Institute Scholarship
winners announced.
*Tennessee Institute Scholarships
winners recognized.

*TCCE Annual Leadership Conference
information August 21-23, 2013
Memphis, TN Allen Hester, TCCE
President

5:30-7:00pm

At the conclusion of the conference, we
will have our annual legislative
reception hosted by TCCE, TEDC and
the Tennessee Department of
Economic and Community
Development. This provides you the
opportunity to network with your
legislative delegation, and your peers
from across the state.

REGISTRATION

Names _____

Chamber _____

Address _____

City, State _____

Zip _____

Telephone _____

Email _____

Conference Fee (Please register by 3/1/13)

TCCE Members \$99.00 _____

Non Members \$199.00 _____

Sponsors are available

**Please contact Suzie Lusk
at 615/256-5141**

Payment may be made by check or cc.
Call 615/256-5141 to pay by credit card.

Hotel Reservations

For reservations, call the Sheraton-Downtown at 615/259-2000 or 800/447-9825 and ask for the TCCE rate of \$169.00.
Call before February 13, 2013

Please Mail, Fax or Email Registration to:

Tennessee Chamber of Commerce

Attn: Suzie Lusk

611 Commerce Street, Suite 3030

Nashville, TN 37203

Tel. (615) 256-5141

Fax (615) 256-6726

suzie.lusk@tnchamber.org

Winter Conference
Sponsors
(As of January 14, 2013)

American Chemical
Society

Journal Communications

SouthComm Publishing/
Target Marketing

TVA

We encourage you to bring your
volunteers and staff.

Tennessee Chamber of Commerce Executives



2013
Winter Conference
& Reception
March 13

Nashville, Tennessee
Sheraton-Downtown