



2022 LACCE Annual Conference

November 6 – 8, 2022

HILTON SHREVEPORT
SHREVEPORT, LA

HOSTED BY BOSSIER CHAMBER & GREATER SHREVEPORT CHAMBER

EVENT AGENDA

Sunday, November 6, 2022

3:30pm	Conference Registration Opens	Hotel Lobby
3:30 – 4:30pm	LACCE BOARD MEETING	Boardroom
5:00 – 6:00pm	CHAMBER ROUNDTABLE SESSION Chamber Industry Breakout Tables You will have two 30-minute roundtable discussions during this session. Table topics will be placed around the room, so choose the topics of most interest.	Hilton A & B
6:30 – 8:30pm	WELCOME RECEPTION Join us for a fun night as we welcome everyone into town for our conference.	Market 104 Bar

Monday, November 7, 2022

8:00 – 9:00am	Breakfast	Market 104
9:00 – 9:15am	OFFICIAL CONFERENCE WELCOME <i>Lisa Johnson, 2022 LACCE Chairman, Bossier Chamber of Commerce</i>	Hilton A & B
9:15 – 10:15am	OPENING KEYNOTE SESSION A Healthy Board of Directors Discover the proven board retreat framework that will get your board activated and living up to their responsibilities. You will be amazed on how much better your life is, and what your chamber can accomplish, when you have a healthy board of directors. <i>Frank Kenny, Chamber Pros Community</i>	Hilton A & B
10:15am	BREAK <i>Sponsored by Citslinc</i>	Sponsor Area – Hotel Foyer
10:30 – 11:30am	SPOTLIGHT OUR SPONSORS SESSION Speed networking session with our sponsors. You must be present to win prizes!	Hilton A & B
11:45am	NETWORKING LUNCHEON	Market 104
1:00 – 2:00pm	Louisiana Economic Development (LED) Update <i>Don Pierson, Secretary of Economic Development</i>	Hilton A & B
2:00pm	BREAK <i>Sponsored by Citslinc</i>	Sponsor Area – Hotel Foyer

2:15 – 3:15pm **GENERAL SESSION** **Hilton A & B**
Tap Into Your Gold Mine
Do you wish you had unrestricted revenue to use however you wanted? What if we told you that you already had that revenue source? And that you could use it to start new programs or to serve your members better or to increase staff benefits? What if we told you how you could develop a plan for earned income based on who you and your chamber are, on what you do, and on what you already know? You may be surprised at how valuable your current assets are. The challenge is simply to look at them as the potential gold mine they are. Many chambers refine and enhance their current programs and services by providing value-added benefits that create new income sources through new payer markets. Learn how to shift your thinking toward optimizing the opportunities you already have available to you.
Jason E. Ebey, YGM Total Resource Campaigns

3:15pm **BREAK** **Sponsor Area – Hotel Foyer**
Sponsored by Citslinc

3:30 – 4:30pm **GENERAL SESSION** **Hilton A & B**
The Key to Social Media Success is Engagement
Discover how to get the most out of your chamber's social media. Learn how to leverage the algorithms, how to get more reach and engagement, and how to turn your online audience into new members and non-dues revenue.
Frank Kenny, Chamber Pros Community

6:00 – 8:00pm **RECEPTION & AWARDS DINNER** **Market 104**
Join us for a fun evening of networking to celebrate our 2022 Award Winners.

Tuesday, November 8, 2022

8:00 – 9:00am **Breakfast** **Market 104**

9:00 – 9:45am **KEYNOTE SESSION** **Hilton A & B**
Keep Louisiana Beautiful – Update on Green Business Practices
Susan Russell, Keep Louisiana Beautiful

9:45 – 10:45am **KEYNOTE SESSION** **Hilton A & B**
Chambers: Know Your Role in Community and Economic Development
As connection agencies, chambers of commerce are poised to be hubs for community development, as this type of work involves everything that goes into making your community a great place to live, work, play and learn. Learn what you are doing that falls into the community development realm and how you can enhance these efforts to build a stronger community.
Jessica Hemingway, Bossier Chamber

10:45am **BREAK** **Sponsor Area – Hotel Foyer**
Sponsored by Citslinc

11:00am – Noon **CLOSING KEYNOTE SESSION** **Hilton A & B**
What the Future Holds for Chambers
Want to know what the future holds for your chamber? While we can't be certain what the future looks like, we can look at and discuss the latest numbers from the chamber and association world. Join us for this interactive training and discussion around membership trends, retention, non-dues revenue, events, engagement, marketing, and more.
Frank Kenny, Chamber Pros Community