

CONFERENCE AGENDA



MACCE

The Maine Association of
Chamber of Commerce Executives

October 16th - 18th, 2019

Sugarloaf USA

Our Host Chamber: Franklin County Chamber of Commerce

Wednesday, October 16th

4:00 pm

Hotel Check-In

5:30 pm

Welcome to Sugarloaf USA! Autumn is upon us and so are many chambers pumpkin and apple picking and harvest festivals. Due to the business of the season, no larger excursion has been planned for this event. If you want to join us for a group dinner, self-pay, please let Angie know so that she can make a reservation. Plan to meet in the hotel lobby at 5:30 p.m. to catch the shuttle to The Rack where you can have dinner and join in on Trivia Night.

Thursday, October 17th

7:30- 8:30 am

Breakfast is served in the Flagstaff room on the second floor.

8:30- 9:00 am

Welcome & Introductions- *Jessie Perkins; MACCE President & Trisha Mosher- Franklin County Chamber of Commerce*

9:00- 9:45 am

Cracker Barrel This rapid-fire, honest sharing of ideas and issues facing Chamber directors, is always one of the highest rated portions of every conference-not to be missed! *Moderated by Cory King- Southern Midcoast Maine Chamber*

9:45 – 10:00 am

Break

10:00 am – 1:00 pm

It's a Whole New World for Associations- What does that mean for your organization and how you can prepare to be essential over the next decade? How will trends and driving forces impact your members? Which stakeholders will be the winners and losers? What strategies should you deploy to remain relevant?

The only thing permanent is change, although the pace of change is accelerating. Driving forces influence trends that will create winners and losers amongst the stakeholders you serve. Expectations for ROI and motivations to be members are being altered.

In this session, you will: Explore how numerous drivers of change are creating megatrends that will impact your communities and the business of your members. Recognize the difference between being proactive and preactive and why you need to shift your focus to solving problems before they impact your members. Discover ways to develop a culture of foresight with your board of directors to help navigate the future. Learn 5 strategies to deploy to be the essential organization your community can't succeed without. *Presented by Chamber Institute Instructor Cathi Hight of Hight High Performance Group*

- 1:00-2:00 pm **Lunch Break**
- 2:00 – 4:30 pm **Member Personas Drive the Decision to Engage**– How do we determine which messages will best resonate with various types of members? Do we really know our members and what they need and want? Aside from demographics, how else can we segment our membership base?
- Creating member personas helps you to better understand the needs of people you want and serve. Personas can help you to recruit and retain more of the members you want. By understanding your members’ roles and responsibilities, motivations and drivers, you can create meaningful dialog with them. Learn how to create personas and develop targeted communications and programming that better meets your member segments’ needs.
- In this session, you will: Explore member personas and the benefits of creating them for your organization. Identify the information needed to segment your membership by common attributes. Discover how to use personas to develop targeted messaging, refine programs and redesign communication strategies *Presented by Chamber Institute Instructor Cathi Hight of Hight High Performance Group*
- 4:30 – 5:00 pm **Break**
- 5:00 – 6:00 pm **Cocktail Reception at 45 North, restaurant off the lobby.**
- 6:00 pm **Dinner for MACCE Members** (included in conference registration) followed by choice of evening activity: Gigantic hot tub on site or bowling at the Sugar Bowl (this activity is a 6 mile drive and self-pay).

Friday, October 17th

- 7:30- 8:30 am **Breakfast** is served in the Flagstaff room on the second floor.
- 8:30 – 10:00 am **Take Back Your Time and Your Life!**– Do you dream about work? Are you working more hours than you’d like? Has chaos become the new “normal” in your office?
- Multiple ‘To Do’ lists, endless emails, conflicting priorities and staff shortages place relentless demands on your time. The result is longer work weeks, less personal time and increased stress levels. The solution is multitasking, coming in early and staying late, and/or buying Tylenol in bulk . . . or is there a better way to get more done in less time with less stress? Yes, there is a solution and it’s learning how to “work smarter, not harder”. But, what does that really mean? It’s about recognizing work habits that are counter-productive and creating work environments that allow employees to work and live a more balanced life. Learn the “secret sauce” of time management strategies that really work.
- In this session, you’ll explore:
- The myth of multitasking and why it actually hurts your brain. Six ways to say “No” or “Not right now”. How time suckers steal 8 weeks a year from your life and how you can gain it back. *Presented by Chamber Institute Instructor Cathi Hight of Hight High Performance Group*

10:00 – 10:30 am	<i>Break / Hotel Check out</i>
10:30 – 12:00 pm	<i>Business Meeting, Maine Association of Chamber of Commerce Executives</i>
12:00–12:15 pm	<i>Wrap-up and Goodbye / Adjourn to Guest Guide Swap in the Parking Lot</i>
12:30-1:30	MACCE Board of Directors Meeting