

Tuesday, April 22, 2025

8:30am - 10:00am	Registration	Lobby
10:00am - 10:15am	Welcome	Magnolia Ballroom 1
10:15am - 11:00am	Strong Chambers of Future Jeremy Arthur, CCE, IOM <i>Our chambers face a host of issues that affect our relevance and viability. A recent survey indicated several key trends and issues that impact chambers now and will have implications for the future of the industry. This session will discuss many of these trends and ask questions designed to be answered by your local chamber and its leadership. The discussion goal is to look at these industry questions to ensure we are ahead of the curve, deliver value to our partners, work for a competitive marketplace for our members, and look at innovative programs that are changing many of the traditional approaches to chamber management.</i>	Magnolia Ballroom 1
11:00am - 12:00pm	Chambers as AI Thought Leaders Craig Turner, Momentum for Chambers <i>In this session, we'll explore the evolving role of chambers of commerce as AI thought leaders. Learn how your chamber can lead the conversation on AI adoption, ethics, and its role in business growth. We'll discuss opportunities for positioning your chamber as a key resource for members looking to navigate the AI landscape and ensure your organization is at the forefront of innovation.</i>	Magnolia Ballroom 1
12:00pm - 1:15pm	Lunch - ACCS Innovation Center: Workforce Solutions Kailah Dozier, Houston Blackwood, Michael Barnette, Linda Williams, Steve Robinson <i>Hear from a panel of ACCS Innovation Center team members, workforce development leaders, and fellow chamber leaders on how they are collaborating on working, real world solutions to the workforce challenges our businesses and communities are facing. Learn how the Skills for Success program is playing a vital role in meeting industry needs through fast, short term certification training. You'll hear firsthand how this innovative approach is transforming the way Alabama prepares its workforce for success.</i>	Magnolia Ballroom 1
1:15pm - 2:15pm	A Volunteer's Perspective: What Your Volunteer Leadership Wants You To Know John Marshall, Ben Harrison, Lisa Miller; Facilitator: Paige Hutto, IOM <i>Hear a facilitated, frank discussion on what your volunteer leadership needs from you as a professional, how to build a partnership with your board, and how to navigate change and challenges as a cohesive team.</i>	Magnolia Ballroom 1
2:15pm - 2:30pm	Break sponsored by Alabama Trucking Association	Lobby
	Visit Our Exhibitors	
2:30pm - 4:00pm	Body Working: The Nonverbal Side of Networking Mitch Isaacs, Shafer Leadership Academy <i>Networking events offer valuable opportunities to build connections, but they can also feel overwhelming. Who should you approach? What should you say? How do you exit an awkward conversation smoothly? More importantly, how can you tell when someone is ready to move on? Join us for BodyWorking, a session focused on mastering the nonverbalside of networking. Learn to recognize subtle cues that reveal when to engage, when to step away, and how to build stronger, more confident connections—without saying a word.</i>	Magnolia Ballroom 1

AGENDA CONTINUED

4:00pm - 4:15pm	Break sponsored by Funding Solutions Visit our Exhibitors	Lobby
4:15pm - 5:15pm	Building Authentic Connections: A Membership Recruitment and Retention Strategy Beth Morrison, IOM <i>We will discuss the power of building genuine relationships, and how they work for membership organizations. We will review the basic principles and provide examples of the emotional bank account. We will parallel the strategies and culture used to build loyalty in other organizations and how to make it work for ours.</i>	Magnolia Ballroom 1
5:15pm	Day 1 Closing	
6:45pm	Alabama Chambers Night of Champions Reception	Lobby
7:00pm	Alabama Chambers Night of Champions Speaker Mike Jordan, Alabama Power; Introduced by: Darlena Battle, Alabama Power <i>Close out Day 1 with an evening of celebration as we honor chamber professionals, chamber organizations and the great work happening by chambers across our state.</i>	Magnolia Ballroom 1
Wednesday, April 23, 2025		
8:00am	Day 2 Kick Off	Magnolia Ballroom 1
8:00am - 11:30am	Fusion - Leading Multigenerational Teams Mitch Isaacs, Shafer Leadership Academy <i>Fusion: Leading Multigenerational Teams is an interactive experience designed to help leaders navigate the complexities of a diverse workforce. Using Shafer Leadership Academy's innovative Generational Game Board, participants will explore the social, political, and economic influences that shaped the working attitudes of different generations.</i>	Magnolia Ballroom 1
11:30am - 12:30pm	Lunch	Magnolia Ballroom 1
12:30pm - 1:15pm	Sponsor Spotlight Session	Magnolia Ballroom 1
1:15pm - 2:15pm	A View from the "New" Seats: "Unseasoned" Chamber Executives Panel John Mark Freeman, Michelle Epling, Joy Perry; Facilitator: Meredith Drennen, IOM, AACC <i>Hear from a panel of "unseasoned" professionals and the challenges they have faced, successes they've celebrated, and lessons they've learned during their first years leading their chamber.</i>	Magnolia Ballroom 1
2:15pm - 2:30pm	Break - Last Chance to Visit Our Exhibitors	Lobby
2:30pm - 3:30pm	Using AI to Enhance Member Relations, Value and Recruitment Craig Turner, Momentum for Chambers <i>Discover how AI can revolutionize member engagement for chambers of commerce. This session will explore practical AI tools and strategies to enhance member relations, increase the perceived value of membership, and improve recruitment efforts. Learn how AI can streamline personalized communications, provide actionable insights, and create a more impactful membership experience.</i>	Magnolia Ballroom 1
3:30pm - 4:00pm	Conference Adjournment (Grand Prize Drawing)	Magnolia Ballroom 1