

**2024 Annual Management Conference**  
**November 20 – 22, 2024**  
 CHETOLA RESORT – BLOWING ROCK, NC

*Our 2024 CACCE Partners:*



**EVENT AGENDA**

**Wednesday, November 20, 2024**

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|----------------------|--|---|
| <b>2:00pm</b>        | <b>Conference Registration Opens</b>   | <b>Resort Lobby</b>                                 |
| <b>2:00 – 3:00pm</b> | <b>CACCE BOARD MEETING</b>   | <b>Equestrian Board Room – 2<sup>nd</sup> Floor</b> |
| <b>3:30 – 5:00pm</b> | <b>OPENING KEYNOTE SESSION</b><br><b>2035: The Next Horizon for Chambers of Commerce</b><br>In a world that is constantly shifting, how can chamber leaders ensure that they are adapting and evolving to key trends and issues in the next decade? ACCE has revisited its original Horizon Initiative work to help chambers proactively shape their next ten years. In this session, Amy Shields will share the latest influences that chambers should be prepared to navigate. Participants will have the opportunity to learn more about each influence and consider how these trends may show up in their communities.<br><i>Amy Shields, ACCE</i> | <b>Evergreen Ballroom – 2<sup>nd</sup> Floor</b>    |
| <b>5:45pm</b>        | <b>Shuttles Leave for Reception</b><br>All attendees joining us for the reception must take the shuttle to our location – no private cars will be allowed on the property. The shuttles will run continuously throughout the evening.  | <b>Front Steps of Resort</b>                        |
| <b>6:00 – 8:00pm</b> | <b>WELCOME RECEPTION</b><br>Join us for a fun night of networking with your peers at this exclusive private location! The 13,000-square-foot Perry “Car Barn” is the private showroom of Chip Perry, founder of AutoTrader.com. The Car Barn was completed in 2018 and shelters more than two dozen antique automobiles. You won’t want to miss this opportunity to see these classics!<br><b>Sponsored by Purchasing Alliance Solutions</b>   | <b>Perry Car Barn</b>                               |

**Thursday, November 21, 2024**

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| <b>8:00 – 9:00am</b>  | <b>BREAKFAST BUFFET</b><br>No program – just an opportunity to network with your peers to start the day!   | <b>Timberlake’s Restaurant – Main Floor</b>      |
| <b>9:00 – 9:15am</b>  | <b>OFFICIAL CONFERENCE WELCOME</b><br><i>Charles Hardin, Blowing Rock Chamber, 2024 CACCE AMC Chair</i><br><i>Liz Horton, Greenville Chamber, 2024 CACCE President</i>   | <b>Evergreen Ballroom – 2<sup>nd</sup> Floor</b> |
| <b>9:15 – 10:30am</b> | <b>GENERAL KEYNOTE SESSION</b><br><b>You’re Invited to Play the Feud! – GrowthZone 2024 Chamber Survey Results</b><br>Get ready to strategize and shout out your answers because GrowthZone’s session is inspired by the iconic TV show Family Feud. Scott Robertson, IOM, will ask questions based on the latest survey results from GrowthZone’s 2024 Chamber Survey Report. Put your thinking caps on as we dive into industry trends, member insights, and association dynamics. Exciting prizes await the winners, along with surprises throughout the session. Don’t miss out on this chance to learn about chamber trends, bond with your peers, and have a blast in the process!<br><i>Scott Robertson, GrowthZone</i> | <b>Evergreen Ballroom – 2<sup>nd</sup> Floor</b> |

10:30am	<b>BREAK</b> <i>Sponsored by Citslinc</i>	<b>Sponsor Area – Evergreen &amp; Embers</b>
10:45 – 11:30am	<b>SPOTLIGHT OUR SPONSORS SESSION</b> Hear from our sponsors on how their services can help you grow. Must be present to win prizes!	<b>Evergreen Ballroom – 2<sup>nd</sup> Floor</b>
11:30am	<b>NETWORKING LUNCHEON</b>	<b>Timberlake’s Restaurant – Main Floor</b>
12:45 – 2:00pm	<b>GENERAL KEYNOTE SESSION</b> <b>National Election Update / Analysis</b> <i>Dr. Michael Bitzer, Catawba College</i>	<b>Evergreen Ballroom – 2<sup>nd</sup> Floor</b>
2:00pm	<b>BREAK</b> <i>Sponsored by Citslinc</i>	<b>Sponsor Area – Evergreen &amp; Embers</b>
2:15 – 3:30pm	<b>PANEL DISCUSSION</b> <b>Policy Outlook for 2025 – North Carolina, South Carolina, and the Nation</b> <i>Gary Salamido, North Carolina Chamber</i> <i>Moore Hallmark, U.S. Chamber</i>	<b>Evergreen Ballroom – 2<sup>nd</sup> Floor</b>
3:30pm	<b>BREAK</b> <i>Sponsored by Citslinc</i>	<b>Sponsor Area – Evergreen &amp; Embers</b>
3:45 – 4:45pm	<b>PANEL DISCUSSION</b> <b>Building Better Boards</b> Hear from your peers on how to build a better board – from recruitment, managing expectations, strategic agendas, ex-officio roles, and more! <i>Kim Effler, McDowell Chamber</i> <i>Elaine Spalding, Rowan County Chamber</i> <i>Dana Wooten, Clayton Chamber</i>	<b>Evergreen Ballroom – 2<sup>nd</sup> Floor</b>
6:00pm	<b>CACCE RECEPTION</b>	<b>Sponsor Area – Embers</b>
6:30pm	<b>AWARDS DINNER</b> Join us as we present our 2024 CACCE Awards.	<b>Evergreen Ballroom – 2<sup>nd</sup> Floor</b>

### **Friday, November 22, 2024**

8:00 – 9:00am	<b>BREAKFAST BUFFET</b> No program – just an opportunity to network with your peers to start the day!	<b>Timberlake’s Restaurant – Main Floor</b>
9:00 – 11:00am	<b>CLOSING WORKSHOP</b> <b>Bridging Generations in Small Business Leadership</b> In this engaging 2-hour workshop, we will delve into the distinct leadership styles, communication preferences, and work ethics of each generation, providing a comprehensive understanding of the challenges and opportunities that come with the generational transition in business ownership. Through a mix of informative presentations, comparative analyses, and interactive group activities, participants will learn best practices for supporting Baby Boomer owners as they transition out, engaging the tech-savvy and community-oriented Millennial and Generation Z entrepreneurs, and leveraging the experience of Generation X leaders. Join us to explore how chambers of commerce can bridge the generational gap, ensuring a vibrant and sustainable future for small businesses in our communities. <i>Karen Atilas, Lifelong Development LLC</i>	<b>Evergreen Ballroom – 2<sup>nd</sup> Floor</b>
11:00am	<b>CONFERENCE ADJOURNS</b>	