



WCCE
WISCONSIN CHAMBER OF
COMMERCE EXECUTIVES

2010

Annual Conference and Retreat



Tap into Your

Leadership Potential

22

SEPTEMBER

24

LAKE LAWN RESORT
DELAVAN, WISCONSIN

Leading in times of uncertainty

CONFERENCE HIGHLIGHTS

High Performance Chambers in Today's Economy

How to take advantage of the economic crisis because, "This is exactly why you exist!" This is the perfect time to show value as a business leadership organization.

How to Make Email Marketing Work for Your Chamber

Communicate effectively and affordably while generating non-dues revenue and driving membership.

Social Media: 2010 and Beyond

Explore how you can use Facebook, Twitter, LinkedIn, HootSuite and other types of social media used today.

Show Me the Money!

Making a profit in a non-profit world by learning how to increase membership and sponsorship sales for your chamber.

CONFERENCE LOCATION

Nestled on over 250 wooded acres along the shores of beautiful Delavan Lake, Lake Lawn Resort proudly stands as one of Wisconsin's most popular destinations for both leisure and business travelers.

TRANSPORTATION

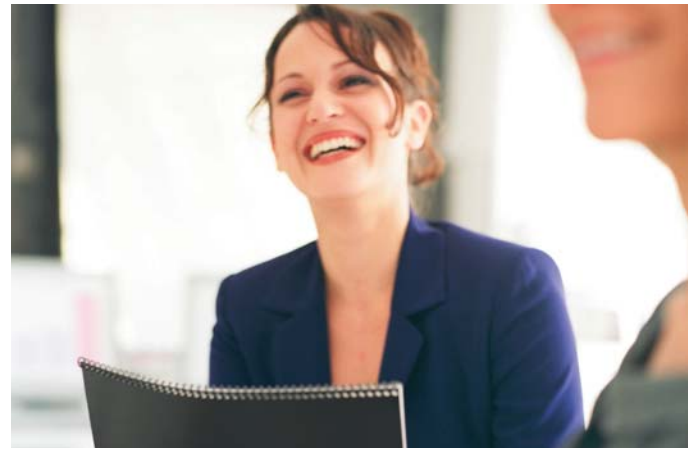
From Chicago/Western Suburbs: Take 355 north to 53, continue north on 53 to Hwy 12 north, exit on I-43 south to Highway 50 in Delavan. Turn left on Highway 50, and the resort will be about 1/4 mile on your right.

From Milwaukee/Mitchell International: Take I-94 South to Highway 50 in Kenosha. Exit on Highway 50 West. Continue through Lake Geneva and go another 8-10 miles. Turn left into the resort. OR, take I-94 North from Mitchell Airport to I-894 West. Exit 1-894 on I-43 South. Continue on I-43 South to Highway 50 in Delavan. Turn left on Highway 50, and the resort will be about 1/4 mile on your right.

From Madison: Take I-90 South to Janesville and exit on Highway 11/14 East. Continue on 11/14 to Highway 50 in Delavan. Turn right on Highway 50 and continue through the city. Lake Lawn will be about 1/4 mile past I-43 on your right.

RESORT INFORMATION:

Lake Lawn Resort
2400 East Geneva Street
Delavan, Wisconsin 53115
(800) 338-5253
lakelawnresort.com



CONFERENCE SPEAKERS:

1. Patrick H. McGaughey, CPF

ChamberMentor.com

Patrick is a professional business consultant, speaker and certified professional facilitator. His background in broadcasting, chamber of commerce management and medical administration has given him the credentials to address critical issues of leadership, management, sales and marketing.

2. Steve Robinson

Regional Development Director, Constant Contact, Illinois

Steve relies on his experience in business development, sales and fundraising to help small businesses and nonprofits achieve success. As a small business owner, advocate and marketing expert, he understands the importance of staying connected with one's customer base and using affordable marketing technologies to do it.

3. Laurie Boettcher

Speaker, Trainer, and Social Media Enthusiast

With over 15 years design and communications experience, Laurie speaks, trains, blogs and tweets on branding, marketing, public relations and social media. She conducts workshops, tailoring each one to the organization and its specific needs.

4. Doug Loon

Vice President Regional Affairs, U.S. Chamber of Commerce

As one of the vice presidents in the U.S. Chamber of Commerce's Congressional and Public Affairs Division, Doug plays a key role in strengthening the Chamber's voice in the political arena while continuing to build grassroots and membership development.

5. James S. Haney

President, Wisconsin Manufacturers & Commerce (WMC)

Jim Haney, president of Wisconsin's largest and most influential business and industrial organization, is well-versed in both the public and private sectors. With over 3,500 members statewide, Jim understands our state's economy and is dedicated to making Wisconsin the most competitive state in our nation.



SCHEDULE OF EVENTS



Wednesday, September 22

9:00 am – 11:00 am (Pre-Conference)

Chamber Boot Camp

This program is designed for chamber professionals with less than two years of experience in the chamber business and will cover the basics, including: organization structure; finance, budget, and resources; external relationships and influence; membership development and ambassadors; community promotion and tourism; economic development and downtown revitalization; and technology.

12:30 pm – 1:00 pm

Conference Registration

1:00 pm – 2:00 pm

Welcome and Introductions

Jim Morgan, Vice President, Wisconsin Manufacturers & Commerce (WMC)

2:00 pm – 3:00 pm

Breakout Session on Advocacy

From beginner to more advanced, these breakout sessions will allow you to interact with chambers that are at the same experience level as you and want to learn more about advocacy.

3:00 pm – 4:00 pm

Breakout Session on Topics by Like-Size Chambers

Topics of discussion will be based on feedback from your registration form. Chambers will be grouped together by chamber size (small, medium, large) based on number of members.

4:00 pm – 5:00 pm

Roundtable Discussion by Interests

These roundtables will cover topics on non-dues revenue, dues structures/tiered dues, new chamber programs, WMC/WCCE benefits, strategic planning, board issues, education, seminars, webinars, and manufacturing members. And, of course, if there is something we missed that you'd like to discuss, let us know and we'll be sure to add it to the list for consideration.

5:00 pm – 6:00 pm

Free Time

6:00 pm – 8:00 pm

Reception and Dinner Cruise

Thursday, September 23

7:30 am – 9:00 am Breakfast

9:00 am – Noon

High Performance Chambers in Today's Economy

Patrick McGaughey, CPE, ChamberMentor.com

The keynote session will show local chambers how to take advantage of the economic crisis because, "This is exactly why you exist!" Today's economy can be your biggest hurdle or your greatest gift, and this is the perfect time to show value as a business leadership organization.

Noon – 1:00 pm Lunch

1:00 pm – 2:00 pm

Making Email Marketing Work for Your Chamber

Steve Robinson, Regional Development Director, Constant Contact, Illinois

Learn how email marketing can help your chamber communicate effectively and affordably, while also generating non-dues revenue and driving membership. Email marketing is an easy-to-use, affordable and effective way to deliver professional communications that will enhance your image to both current and prospective members. Topics covered will include: permission-based email marketing; appropriate format and frequency; valuable and relevant content; getting your email opened; and tips on tracking your results.

2:00 pm – 3:00 pm

Panel Presentation

Local chamber professionals will share their best practices of how they are using email marketing to move their chamber forward.

3:00 pm – 4:00 pm

Social Media: 2010 and Beyond

Laurie Boettcher, Speaker, Trainer, and Social Media Enthusiast

Social media has become an integral tool in our marketing efforts, and it is evolving at an insane pace. Laurie will break down the complex world of social media (making it interesting and understandable to any skill level); give realistic and attainable ideas to incorporate into your chamber's marketing efforts; explore how to use Twitter, Facebook, LinkedIn, HootSuite and others; and teach you how to gain and grow followers.

4:00 pm – 5:00 pm

Panel Presentation

Local chamber professionals will share their best practices of how they are using social media as a way to communicate effectively with their members and the business community.

5:00 pm – 6:00 pm

Free Time

6:00 pm – 7:00 pm

Reception

7:00 pm – 9:00 pm

Annual Dinner and Special Recognition of WMC President Jim Haney's Retirement

Friday, September 24

7:30 am – 9:00 am Breakfast

8:00 am – 9:00 am

Local, State and Federal Legislative Update

Doug Loon, Vice President Regional Affairs, U.S. Chamber of Commerce

Jim Haney, President, WMC

9:00 am – 11:00 am

Show Me the Money!

Patrick McGaughey, CPE, ChamberMentor.com

Making a profit in a non-profit world. Learn how to overcome fears of calling on the same sponsors, where to sit when asking for support, how to close your presentations and increase membership and sponsorship sales for your chamber.

11:00 am – Noon

Gifts and Evaluations

WCCE Annual Conference & Retreat 2010 Registration Form

All-inclusive packages, as well as daily pricing, are available for all attendees. Packages include registration, food, program materials, and an overnight room for two nights. **Register by September 10 and save \$100.**

Single (Option #1)

This all-inclusive package includes your registration, food, materials, and a sleeping room all to yourself.

Shared (Option #2)

This all-inclusive package includes your registration, food, materials, and a sleeping room shared with another participant.

Daily Price

Includes all sessions and pre-arranged activities for that day. Call for more information on daily pricing structure.

ORGANIZATION INFORMATION

Chamber _____
 Contact _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ Fax _____
 # of Members _____

REGISTRANT INFORMATION

If you are registering more than two individuals, please copy this form.

REGISTRANT #1

Name _____
 Title _____
 Email _____

First Time Attendee: YES NO

Registration Type:

- Full Conference Registration (Single – Option #1)
 Full Conference Registration (Shared – Option #2)
 Single Day Registration: Wed Thurs Fri

Additional Item for Registrant:

- Chamber Boot Camp

REGISTRANT #2

Name _____
 Title _____
 Email _____

First Time Attendee: YES NO

Registration Type:

- Full Conference Registration (Single – Option #1)
 Full Conference Registration (Shared – Option #2)
 Single Day Registration: Wed Thurs Fri

Additional Item for Registrant:

- Chamber Boot Camp

GUEST REGISTRATION

If you are registering more than one guest, please copy this form. Guest registration includes all receptions, meals and organized activities.

Guest Name _____
 Guest Email _____

FEES

PLEASE NOTE: Early bird registration must be received with payment by September 10, 2010. Rates will increase \$100 after that date.

	Early Bird Price/Regular Price	# Attendees/\$ Amount
Member Full Registration (#1)	\$499/\$599	# _____ x \$ = _____
Member Full Registration (#2)	\$349/\$449	# _____ x \$ = _____
Non-Member Full Registration (#1)	\$599/\$699	# _____ x \$ = _____
Non-Member Full Registration (#2)	\$449/\$549	# _____ x \$ = _____
Guest Registration	\$200/\$200	# _____ x \$ = _____
Chamber Boot Camp	\$50/\$75	# _____ x \$ = _____

*Daily Price: Call for more information

ADDITIONAL INFORMATION REQUIRED

Advocacy Session (Wed, Sept 22)

Please check the box which most closely represents your level of advocacy experience.

- Beginner: Early stages of advocacy program and/or looking to start one.
 Intermediate: Advocacy/GR program in place; looking for more visibility.
 Advanced: Experienced, taken stands on issues, involved in elections; looking for best practices.

Like-Size Chamber Session (Wed, Sept 22)

Please check the box which most closely represents your chamber size. List topics you would like discussed with similar sized chambers.

- Small (< 200 mems) Medium (200-400 mems) Large (> 400 mems)
 Topics: _____

Roundtable Sessions (Wed, Sept 22)

Please check all boxes of interest for discussion. Two rounds of three sessions will be offered.

- Non-Dues Revenue Dues Structure/Tiered Dues
 New Chamber Programs WMC/WCCE Benefits
 Strategic Planning Board Issues
 Education/Seminars/Webinars Manufacturing Members
 Additional Topics _____

I would be willing to moderate a roundtable discussion on the following topic(s): _____

Special Dietary Requirements

If any registrant has special dietary restrictions, please describe here.

Name _____
 Requirement _____

PAYMENT INFORMATION

Grand Total \$ _____ Check number (check enclosed) _____
 Credit Card: MasterCard Visa American Express
 Name on Card _____
 Card Number _____ Exp Date _____

Fax to: (608) 258-3413

Mail to: WCCE, Attn: Registration Dept, PO Box 352, Madison WI 53701-0352

Register online at: www.wichamberexecs.org

Meeting Codes: Conference 1023/Chamber Boot Camp 1096

Registration questions contact: Susan Nyffenegger at
 (608) 258-3400 or snyffenegger@wmc.org