



**Agenda for Fall Conference at the French Lick Springs Hotel in
French Lick, Indiana September 18th – 21st.
“It’s Sales and Marketing Tune up time!”**

Dress is Business Casual except where noted.

ALL ATTENDEES: Please supply the following information: How many members you have, (Dues paying Accounts) your membership income budget, and what your organization’s total annual income from last year.

SATURDAY EVENING, SEPTEMBER 18TH, REGISTRATION 5:00 – 6:30PM

5:30 – 7:30PM - First-time Attendee’s Mini Orientation and Welcome Reception for all - **Taggart Room**

7:30PM – Dinner on your own.

SUNDAY, SEPTEMBER 19TH – Registration - 8:30 - 9:00AM – Habig Room

9:15AM - (Introductory Session) - **Habig Room**

Welcome, ground rules, and expanded self introductions for all.

Each attendee should tell their personal background, experience, position, and size of staff or if you are the staff, how long you have been there and how many times you have attended ASCP meetings. (This is also a chance to practice your 30-second elevator speech.)

10:30AM – Break

10:45AM – ASCP web site update and info. - Leisa Fox and Todd Heinz

11:15AM - Start “Parade of States and Organizations.” We will go around the room and let each person present one idea that has worked well recently or one that has flopped to the group (Please bring 40 copies of examples for each attendee, 3- hole punched if possible). For those who are new or just really need help or advice with a certain area this is the time to throw it out on the table for group suggestions and advice.

NOON – 1:00PM - Lunch: - **Murdock Room**

After hearing and learning more about each other during the introductory session, this should open the door for networking during lunch with organizations that are similar in size and experience. Past attendees have said they get more helpful and valuable information during these times than from the presentations.

1:15PM- 2:45PM: **New Technology for State Chambers** - It shouldn’t cost you money, **it should make you \$money\$**. WebLink is revolutionizing the way State Chambers are using software, AND generating non –dues revenue. Find out from the technology experts in the field, how the Industry’s best membership management software can also make your organization money.

2:45PM- Break

3:00PM – Continue “Parade of States and Organizations”

4:00PM Break

4:15PM – Special joint meeting with the COSC on federal issues. – **Habig Room**

Presentation will be from Michael Davis with BIPAC in Washington DC. Discussions on key federal issues affecting states including health care, immigration, and regulatory policy is paired with updates on hot congressional races that could shift the balance of power this fall.

5:15PM – Wrap-up first day

6:30PM -7:30PM - Joint Reception with COSC - (**Business Attire**) – **West Baden Springs Hotel Lobby**

7:30PM - ASCP Awards Dinner and The Passing of the COSC Gavel – (**Business Attire**) - **West Baden Springs Hotel Lobby**

Remember pictures after dinner for all award winners

ASCP Hospitality Suite will be open for Joint ASCP COSC networking after dinner (location TBD)

MONDAY, SEPTEMBER 20TH - This is going to be a ½ day joint session with the Council of State Chambers

7:30AM – 9:00AM - Breakfast – **Clifton Ballroom II**

8:00AM – 9:00AM During breakfast “Learn from the Award Winners” – Jeff Albright to explain the awards process and moderate Q & A with a panel of winners (from the awards dinner – TBD) - **Clifton Ballroom**

9:00AM – 10:00AM ASCP- Panel discussion - Governmental Affairs Directors from 3 Multi- National Corporations to discuss what State Chamber’s need to do to be of benefit to their corporations. (Participants will be Mr. Fran Valluzzo from DELL; Mr. Jason Klipa from Wal-Mart; and Richard Chapman from Weyerhaeuser Corp.)

10:00AM - Break

10:15AM – 11:00AM – **COSC** –Trends in Money Making Meetings \$

COSC members were surveyed on their best meetings to share trends: agendas, revenue targets, and speakers.

11:00AM - Noon – COSC sponsored program - The Foundation for Fair Civil Justice. Tools to advance your State Chamber mission

Presented by - Dick Rush, Vice Chairman and John Ratzenberger, FFCJ Board Member

Lunch and afternoon on your own. Possible options: golf; spa; mountain biking; horse back riding, or the casino.

6:00 - 8:00PM Hayride and Chuck Wagon Dinner – (Not a Coat and tie function) - **West Baden Springs Hotel Stables**

Monday Night Football – New Orleans vs. San Francisco - in the Hospitality Suite (Suite # TBD)

TUESDAY, SEPTEMBER 21ST

7:30 – 9:00AM – CONTINENTAL BREAKFAST - MEZZANINE

9:01AM – “Find out”; How to have a 100% first year retention rate for new members. – Habig Room

9:15AM - Annual ASCP Business/Membership meeting

9:45AM - Sponsor presentation from the American Chamber of Commerce Resources

10:00AM – Break

10:15 AM – Sponsor presentation – **West Corporation was named the “2010 North American Contact Center Outsourcing Company of the Year”.**

Find out how their proven sales processes and account management techniques can become a seamless extension of your organization. They provide customized inside sales and account management solutions that deliver superior results, increase sales and generate new growth opportunities.

11:00AM - Social Media: What the ** is a Tweet and why should we care?**

Indiana Chamber publications & social media director Matt Ottinger discusses his experiences with social media. He will explain which media are most useful, and how to approach the difficult task of quantifying ROI from your social media efforts. Additionally, Matt will discuss why using these tools to connect with friends of your cause – as well as enemies – can enhance your ability to spread your message to the public.

Noon – 1:00PM - LUNCH (Conference evaluation forms) - **Sponsors** will be available at separate tables and members are encouraged to get one on one time and/or more information. Please give a special ASCP “Thank you” to last minute Sponsor, **WeSave Commerce Network , Ryan Eller CEO – Colonnade Restaurant**

1:01PM – Is talent retention on your state’s radar screen? Are your members in need of a talent pipeline? Is your membership team searching for a way to develop relationships and add value with the education community?

Pam Norman, Executive Director of the Indian Chamber’s INTERNnet program will share a business model designed to stem the “Brain Drain”. Discover how www.indianaintern.net serves as a powerful online matching, searching & reporting system connecting students and employers with internships- **Habig Room**

1:45PM - - How do **you** deal with Local Chambers of Commerce? Are they Friends or foes??

2:15PM - Break

2:30PM - Balance of the Parade of States or other expanded discussions

3:45PM - Break

4:00PM - Best “new idea” heard at the conference. (Prize will be awarded)

Most inventive way to sell a new membership. (Prize will be awarded)

4:30PM - How to turn the conference into results (**Suggestions for next year’s agenda to budm@okstatechamber.com**)

6:00PM – Beer and Pizza night for Networking – Hospitality Suite – or networking Dinner on your own.
Remember: WE can't be too busy out chopping wood to come in and get our axe sharpened at least once a year.