

**2018 Annual Conference  
Wednesday, November 7, 2018**

**Public Policy and YOUR Chamber**

**10:30 am-noon: ACE Board of Directors Meeting**  
*(Board of Directors Only)*

**Noon-1:00 pm: Registration/Check-in**

**1:00 pm: Welcome and Introductions**

**ACE Membership Meeting**

**Election Recap**

Mike Huckins, Greater Phoenix Chamber

**State Legislature Updates**

Eric Emmert, Dorn Policy Group

**Federal Updates**

Jennings Imel, U.S. Chamber of Commerce

**2018 Legislative Agenda for Arizona Business**

**5:15 pm: Welcome Reception**

Sunset cruise around Lake Havasu, followed by a reception at Martini Bay

*Special thanks to Lisa Kruger of the Lake Havasu Area Chamber of Commerce and Unisource Energy Services, for the planning and sponsorship of the Welcome Reception.*

## **2018 Annual Conference Agenda Day 2**

### **Reinvigorating YOUR Chamber**

**8:00-8:30 am: Registration & Breakfast**

**8:30 am: Welcome to Lake Havasu**

**Keynote Presentations: The Holman Brothers** - Doug and Bill Holman are renowned chamber speakers, trainers and consultants. They are widely recognized for having subject matter expertise and essential real-world experience to motivate chamber professionals and positively challenge and change the industry.

**Session 1: The Membership Landscape Evolution: Can YOUR Team Keep Up?**

**Session 2: Recruitment & Retention for the Long Run**

**11:45 am: Lunch**

**1:00 pm: Grass Roots Efforts Mean Business**

Tour of Arizona State University at Lake Havasu

Presentation on the power of community in bringing ASU to Lake Havasu

**Arizona Board of Regents Presentation**

Regent Ron Shoopman

Director John Arnold

ABOR will be presenting their annual educational attainment report, and providing attendees with community-specific breakdowns of attainment levels. Regent Shoopman and Director Arnold will also speak to workforce development initiatives of the three state universities.

**Break**

**5:30 pm: Cocktail Reception**

**6:30 pm: Dinner & Silent Auction**

**2018 Annual Conference Agenda  
Day 3**

**Propelling YOUR Chamber Forward**

**8:30-9:30 am: Check-in and Breakfast**

**9:30 am: Leadership Keynote Presentation**

Sheree Anne Kelly, Association of Chamber of Commerce Executives

**Visual Storytelling for Chambers**

Sheree Anne will discuss the latest trends in visual storytelling for chambers. This powerful communication technique can be used in every part of chamber management from membership communications to sales pitches, advocacy strategies, website content and more. Walk away with practical and proven tactics that you can apply to your own chamber work to improve communications with millennial audiences, diverse prospective members, community leaders and other key stakeholders.

**Final Review of 2018 Legislative Agenda for Arizona Business**

**30 Ideas in 30 Minutes**

**11:30 am: Raffle Drawing & Adjourn!**

**Thank you conference sponsors!**

