

ICEA Annual Conference Schedule

Wednesday



1:00 p.m. EST—Bonus Session

User-Group Meet-Up for GrowthZone/ChamberMaster Clients

User-Group Meet-Up for Atlas Clients

2:30 p.m.—4:00 p.m. Bonus Session

Strategic Board Engagement—Susan Decker

What is the proper role of the board for a Chamber of Commerce? How hands-on should they be? How hands-off should they be? Identifying and encouraging board engagement that is strategic can make a difference in the satisfaction of board members and staff.

5:00 p.m.—7:00 p.m. EST Opening Party Celebration

Constructed in 1938, Crystal Beach Swimming Pool is an important part of Madison’s history. Crystal Beach Swimming Pool is a national landmark that was constructed in 1938 during the Great Depression by the Works Progress Administration. We will head to Hunter Hall above Crystal Beach for the opening celebration featuring live music, hors d’oeuvres, cash bar, goodie bags, photo ops, and free tours/mingling at the National Historic Landmark Shrewsbury/Windle House (with the chance to enjoy some ‘Windle Punch’ there).



** Walkable from the Fairfield but trolley/golf cart transportation will be provided*

7:15 p.m. EST Group Dinners Out

Sign up at the registration table upon arrival for one of our group dinners out. You will have the opportunity to experience some of Madison’s unique dining spots in the downtown area. Choices range from the newly opened in 2024 premier steak & seafood place to the best burger around at Madison’s oldest continually running tavern (opened in 1867). Great experiences await for dining tonight with peers!

Evening Alternatives

Evenings in Madison are always fun. We will have a full list of late-night preferred activities available at the registration table.

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Thursday, June 13:

8:30 a.m. EST—Conference Welcome

8:45 a.m.—9:30 a.m. EST

From Apple to AI: What Chambers Can Learn from Tech Companies
Sourced from over 4 decades of tech business experience providing software to the chamber of commerce world, this talk will focus on the surprising operational similarities between tech companies and chambers of commerce.

Presenter: DJ Muller

9:30 a.m. - 10:30 a.m. EST

Let's make some noise with our sponsors & exhibitors during this speed sponsor session to be held out on the patio (weather permitting). Participate for the opportunity to win some cool gift certificates and fun prizes while hearing so much about how our sponsoring partners can provide resources to your Chamber team.

10:30 a.m. EST—BREAK

11:00 a.m.—11:45 a.m. EST—Breakouts

- 1.) *Leadership Panel on Big Project Success*
- 2.) *The Power Alliance: Chambers & Education Partnerships*
- 3.) *Let's Talk Chamber Foundations Peer-to-Peer*

Noon—2:00 p.m. EST—Awards Luncheon

2:30 p.m.—3:15 p.m. EST—Breakouts

- 1.) *Maximizing ROI: Demonstrating Value to Chamber Members During Membership Renewal*
Rudy Flores, IOM (Lincoln Square Ravenswood IL Chamber CEO)
- 2.) *Critical Issues with Impactful Solutions*
Jason Bearce, Indiana Chamber of Commerce
- 3.) *Let's Talk Social Media Engagement Peer-to-Peer*

3:30 p.m.—Closing Keynote

Finding the Funds Beyond Events
Teri Smiley, Starfish Partnerships



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Thursday, June 13:



From talking a walk across the bridge—to a private guided tour of the Lanier Mansion—maybe enjoying golf carts as you roam downtown—or hiking the Heritage Trail—to a self-guided tour around Madison— or an evening hike at Clifty Falls State Park—or enjoying the atmosphere at one of our popular destinations, Thursday evening offers you plenty of opportunities to explore in Madison with peers but plan to meet up at 7:00 p.m. with friends back at our central location for live music entertainment. A full line-up of fun activities will be listed in the conference program booklet.

ICEA Annual Conference Schedule

Friday, June 14:



8:30 a.m.—9:15 a.m. EST—Opening Keynote

Get connected with our new Indiana Chamber President & CEO Vanessa Green Sinders as she shares about the Indiana Chamber and her passion to partner with our local chambers.

9:30 a.m.—10:15 a.m. EST—Breakouts

- 1.) *Leveraging Chambers for Community & Economic Development*
Rudy Flores, IOM-Lincoln Square Ravenswood IL Chamber
- 2.) *Preferred Futuring: Building The Organization That You Would Want to Join*
- 3.) *Let's Talk Career Tracks & Avoiding Burn-Out Peer-to-Peer*
Justin Groenert facilitating

10:30 a.m. EST—11:15 a.m.—Breakouts

- 1.) *Relationship Building with Lance Allison, IOM—President & CEO of One Southern Indiana*
- 2.) *Better Utilizing AI for Your Chamber—John McDonald, Next Studios*
- 3.) *Let's Talk Ambassadors Peer-to-Peer*
Stacy Bruce Facilitating

10:15 a.m. EST—Breakouts

11:30 a.m. EST—12:30 p.m.—Closing Keynote

2024 Chamber Survey Results – Hear What Your Peers Have to Say

If you're curious what other chamber pros think – this session is for you. Scott Robertson with GrowthZone will review 2024 National Chamber Survey Results and share trends, ideas, recommendations, and tips related to what your peers have to say about: Challenges/Concerns/Worries; Reinstatement Strategies; Non-Dues Revenue Sources; and a LOT more! Everyone attending this session will also receive access to the full survey results report.

12:30 p.m. EST—Conference Adjournment