



**AGENDA FOR FALL CONFERENCE AT THE PINEHURST RESORT IN  
VILLAGE OF PINEHURST, NORTH CAROLINA**

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**SEPTEMBER 18<sup>TH</sup> – 21<sup>ST</sup>**  
**“CHAMBERS AT THE CROSSROADS”**

**DRESS IS BUSINESS CASUAL EXCEPT WHERE NOTED.**

**ALL ATTENDEES SHOULD SUPPLY THE FOLLOWING  
INFORMATION: NUMBER OF MEMBERS, (DUES- PAYING  
ACCOUNTS), ORGANIZATION’S REVENUE GENERATED  
FROM DUES, AND ORGANIZATION’S TOTAL ANNUAL  
INCOME FROM LAST YEAR.**



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**SUNDAY EVENING, SEPTEMBER 18<sup>TH</sup>**

- 3:00 – 6:00PM      REGISTRATION**  
**WEST LAWN & FRONT PORCH**
- 3:30 -5:30 P.M.      ASCP BOARD MEETING- CENTENNIAL  
BOARDROOM**
- 5:00 P.M.              COSC/ASCP WELCOME RECEPTION FOR  
SPOUSES – VILLA #510**
- 6:00 P.M.              COSC/ASCP WELCOME RECEPTION - WEST  
LAWN & FRONT PORCH – HOSTED BY  
PINEHURST**
- 7: 15 P.M.              HOSPITALITY SUITE –VILLA #510-  
PIZZA PARTY**



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### **MONDAY, SEPTEMBER 19<sup>TH</sup> – REGISTRATION**

#### **ALL ASCP MEETINGS IN OLMSTEAD ROOM**

**8:00 A.M. CONTINENTAL BREAKFAST- OLMSTEAD ROOM**

**9:15 A.M. INTRODUCTORY SESSION**

**WELCOME, OVERVIEW, AND EXPANDED  
INTRODUCTIONS.**

**EACH ATTENDEE WILL PROVIDE THEIR PERSONAL BACKGROUND,  
EXPERIENCE, POSITION, STAFF SIZE, TENURE WITH CURRENT  
ORGANIZATION, AND NUMBER OF PAST ASCP MEETINGS  
ATTENDED.**

**10:30 A.M. BREAK**

**10:45 A.M. **WEblink INTERNATIONAL- DJ MUELLER -****

#### **5 BIGGEST MISTAKES CHAMBERS MAKE IN PROVIDING MEMBERSHIP VALUE**

**THE RACE FOR RELEVANCE IS ON. IS YOUR ORGANIZATION  
POSITIONING ITSELF TO DELIVER THE HIGHEST VALUE TO ITS  
MEMBERS IN TODAY'S EXTREMELY COMPETITIVE ENVIRONMENT?  
THE TRUTH IS, CHAMBERS ACROSS THE COUNTRY, REGARDLESS  
OF SIZE, ARE STRUGGLING WITH PROVIDING REAL VALUE TO THEIR  
MEMBERS, AND COMMUNICATING THAT VALUE EFFECTIVELY.  
SOME ORGANIZATIONS ARE THRIVING: INCREASED NEW MEMBER  
SALES AND HIGHER RETENTION RATES ARE A DIRECT RESULT OF  
THEIR ABILITY TO DEMONSTRATE THEIR VALUE. OTHER  
ORGANIZATIONS, HOWEVER, ARE MAKING MISTAKES THAT CAN  
EASILY BE AVOIDED. ARE YOU GIVING YOUR MEMBERS WHAT THEY  
NEED?**

**11:15 A.M. TAKEAWAYS – SUCCESSFUL IMPLEMENTATION OF  
PAST ASCP TOPICS**

**12:00 P.M. LUNCH AND OPEN DISCUSSION**

1:15 P.M.

## **MASTER YOUR MARKETING ...AND MORE! –**

***SONI DIMOND***

### **MASTER THE MISSION. *WHAT DO YOU WANT TO DO?***

INCREASE MEMBERSHIP? MAKE A SPLASH IN THE MEDIA? DECIDE ON YOUR NEXT PUBLIC CAMPAIGN? BE THE BEST ADVOCATE FOR PRO-BUSINESS LEGISLATION? CLARIFY YOUR OBJECTIVES BEFORE YOU MOVE AHEAD! THE ANSWER TO THESE QUESTIONS IS DIFFERENT FOR EACH CHAMBER, BUT WHAT IS YOUR MISSION? YOU MUST ANSWER THIS BEFORE WE MOVE ON...

### **MASTER THE MARKETING TARGET. *WHO CARES? KNOW***

THY AUDIENCE. WHO'S YOUR TARGET MEMBER? WHAT'S THE DEMOGRAPHIC OF THE BUSINESS GROUP YOU ARE TRYING TO REACH? THE TARGET MARKET MUST UNDERSTAND AND BE MOTIVATED BY YOUR MESSAGE.

### **MASTER THE MESSAGE. *WHAT DO YOU WANT TO SAY, DO***

*OR INSTIGATE?* WHAT DO "THEY" (YOUR MEMBERS YOUR TARGET MARKET, YOUR LAWMAKERS) WANT TO KNOW? DO THEY NEED WHAT YOU CAN PROVIDE? HOW WILL THEY HEAR, SEE AND FEEL IT? AND WILL THE MESSAGE YOU WANT TO COMMUNICATE ACCOMPLISH YOUR MISSION?

### **MASTER THE MEDIA. *GOT A STORY? NEED RECOGNITION?***

WHERE DO YOU WANT TO BE SEEN, HEARD OR QUOTED? YOU MIGHT HAVE A PUBLIC RELATIONS STAFF BUT DO YOU HAVE POWERFUL PUBLICITY? "BE CAREFUL WHAT YOU WISH FOR" AS THE SAYING GOES! LEARN THE TOP TENETS OF MEDIA TRAINING FROM SONI DIMOND, A NATIONALLY KNOWN PROMOTE-ABILITY EXPERT AND MEDIA RELATIONS COACH! YOU WILL FIND OUT HOW TO PAY TO YOUR STRENGTHS, BECOME A RELIABLE SOURCE AND AVOID MEDIA MISTAKES

### **MASTER THE MOOLAH. *WHAT CAN YOU AFFORD TO DO? TO***

COMPETE IN TODAY'S COMPETITIVE, UNCERTAIN ECONOMIC TIMES...IT'LL COST YOU. AND REALISTICALLY, WHAT *MUST* YOU DO TO STAY IN THE GAME AND BE RELEVANT? SHOW US THE MONEY. WHAT'S YOUR BUDGET? ALTHOUGH EARNED MEDIA (NEWS) IS "FREE" YOU WILL HAVE TO SUPPORT MOST OF YOUR *MMMMMM*'S WITH MONEY.

### **MASTER THE MEMORIES. *WANT TO BE REMEMBERED FOR***

*YOUR ACCOMPLISHMENTS?* IF THE PUBLIC DOES NOT KNOW YOUR BRAND AND WHAT YOU STAND FOR... *YOU CAN FORGET ABOUT IT!* YOUR PUBLIC AND POTENTIAL MEMBERS MUST MAKE THE MENTAL CONNECTION BETWEEN WHAT YOU OFFER AND FORM A POSITIVE IMPRESSION. REMEMBER TO NETWORK TO BUILD AND KEEP ESSENTIAL RELATIONSHIPS. *WHAT ARE YOU OFFERING THAT'S DIFFERENT, UNIQUE, NEW OR EXCITING? DO PEOPLE THINK OF YOUR CHAMBER ... AND SMILE?* SONI DIMOND WILL HELP YOU CLARIFY YOUR POSITIVE REPUTATION AND VISIBILITY FACTOR.

SONI WILL SHOW YOU HOW TO DESCRIBE YOUR VALUE PROPOSITION AND DEVELOP YOUR CHAMBER PROFESSIONALS' "SOFT SKILLS" – THOSE QUALITIES, HABITS, ATTITUDES AND SOCIAL GRACES THAT MAKE YOU *MEMORABLE!*

**2:45 P.M.**

**BREAK**

**3:00 P.M.**

**AMERICAN CHAMBER OF COMMERCE RESOURCES-  
BRAD APLAND**

**3:15 P.M.**

***“HOW TO CONCEPTUALIZE, DESIGN AND RUN  
EVENTS TO BE HIGHLY EFFECTIVE TOOLS TO SELL  
AND RETAIN MEMBERS”-DAVE TABOR***

- 1. HOW TO CONCEPTUALIZE, DESIGN AND RUN EVENTS SO THAT THEY ARE MORE EFFECTIVE AT SELLING NEW MEMBERS AND FOR RETENTION;**
- 2. HOW TO COLLABORATE WITH THOSE RESPONSIBLE FOR EVENTS TO IMPROVE RESULTS FOR BOTH “DEPARTMENTS;” AND**
- 3. EXAMPLES OF EVENTS DESIGNED SPECIFICALLY TO GROW MEMBERSHIP AND RETENTION, AND EVENTS MODIFIED SPECIFICALLY TO ACCOMPLISH THOSE ENDS.**

**4:00 P.M.**

**BREAK**

**4:15 P.M.**

***“TOP PRODUCERS TAKE THE STAIRS- SERVICE-  
MINDED SELLING TECHNIQUES AND THE HABIT OF  
SELF-DISCIPLINE”- RORY VADEN***

**THE NUMBER ONE CAUSE OF FAILURE IN SALES IS “CREATIVE AVOIDANCE”. SALESPEOPLE ARE CONSTANTLY TORN BETWEEN THE SUPPORT WORK REQUIRED TO FULFILL THEIR SERVICE TO THEIR CUSTOMERS AND WITH GOING OUT AND PROSPECTING FOR NEW BUSINESS. MOST SALESPEOPLE DON’T LIKE TO DO THINGS LIKE COLD CALL EVEN THOUGH COLD CALLING IS AN IMPORTANT PART OF ANY LEAD GENERATION MACHINE. SUCCESS IN SALES DEFINITELY MEANS DOING THINGS YOU DON’T WANT TO DO AND OVERALL IT’S JUST PLAIN DIFFICULT TO SURVIVE IN SALES WITHOUT FIRST ESTABLISHING THE HABIT OF DISCIPLINE. THIS PROGRAM FOCUSES ON SHARING A UNIQUE COMBINATION OF MOTIVATION AND SALES TECHNIQUES TO HELP YOUR PRODUCERS REACH THE NEXT LEVEL.**

**AFTER HEARING RORY’S PRACTICAL AND EMPOWERING SPEECH YOUR SALESPEOPLE WILL:**

- OVERCOME THEIR CALL RELUCTANCE AND TAKE IMMEDIATE PROSPECTING ACTION.**
- BECOME MORE FOCUSED ON THEIR CRITICAL SUCCESS FACTORS.**
- FEEL COMFORTABLE AND CONFIDENT ASKING FOR THE SALE.**
- HAVE TOOLS FOR DEALING WITH GATEKEEPERS, QUALIFYING CORRECTLY, AND SELLING ON VALUE OVER PRICE.**
- BE DISCIPLINED ABOUT CONTROLLING THEIR ACTIVITY AND THEIR ATTITUDES**

**TAKE THE STAIRS MORE OFTEN IN THE MALL, THE AIRPORT, AND IN LIFE SITUATIONS.**

- 5:15 P.M. WRAP-UP FIRST DAY**
- 6:30 P.M. COSC/ASCP AWARDS RECEPTION - (JACKETS REQUIRED) – RESORT CLUB VERANDA**
- 7:00 P.M. COSC/ASCP AWARDS DINNER – (JACKETS REQUIRED) – DONALD ROSS GRILL**

***PHOTOS OF ALL AWARD RECIPIENTS WILL BE TAKEN AFTER DINNER.***

**HOSPITALITY SUITE WILL BE OPEN FOR JOINT ASCP COSC NETWORKING AFTER DINNER -VILLA #510**

**MONDAY NIGHT FOOTBALL – IN THE HOSPITALITY SUITE – VILLA #510**



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**TUESDAY, SEPTEMBER 20<sup>TH</sup>**

**HALF-DAY JOINT SESSION WITH THE COUNCIL OF STATE CHAMBERS**

**JOINT MEETINGS WILL BE IN THE ROSS/TUFTS ROOM**

**(EXCEPT BREAKFAST)**

**8:00 A.M. BREAKFAST BUFFET – SOUTH ROOM**

**“LEARN FROM THE AWARD WINNERS”  
EXPLANATION OF AWARDS PROCESS AND Q & A  
WITH PANEL OF WINNERS – KATHY WOOLEVER**

**9:00 A.M. “HOW STATE CHAMBERS CAN EFFECTIVELY  
INFLUENCE RELATIONSHIPS WITH INTERNATIONAL  
COMPANIES” – JEFF ALBRIGHT**

**SCOTT PAUCHNIK/ FEDEX**

**JASON KLIPA/WAL-MART**

**SCOTT MASON/LOWE’S**

**10:00 A.M. “POWERFUL COMMUNICATION STRATEGIES FOR  
SELLING ADVOCACY” - JIM SIMPSON- PANEL**

**11:00 A.M. “MAKING TWITTER, FACEBOOK & LINKEDIN WORK  
IN 30 MINUTES A DAY”- DICK RUSH & RORY VADEN**

**12:00 P.M. ADJOURN – BOX LUNCH**



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**WEDNESDAY, SEPTEMBER 21<sup>ST</sup>**

- 8:00 A.M. CONTINENTAL BREAKFAST- OLMSTEAD ROOM**
- 9:00 A.M. “THE LATEST & GREATEST IN SOCIAL MEDIA”-  
UPDATE ON SOCIAL MEDIA TRENDS FROM THE HIGH  
END USERS-TIM BREWER**
- SEAN HEINER- WA LESLEY SMITH- PA**
- ALEX PERRY- IL MATT OTTINGER- IN**
- 10:00 A.M. ANNUAL ASCP BUSINESS/MEMBERSHIP MEETING**
- 10:30 A.M. HEINZ & ASSOCIATES -TODD HEINZ**
- 10:45 A.M. “BOARD INVOLVEMENT PROGRAM – ENGAGING  
YOUR BOARD TO GROW YOUR CHAMBER” - DAVE  
TABOR**
- 11:45 A.M. LOCAL CHAMBER PROGRAMS AND RELATIONSHIPS-  
HOYT STRAIN- PANEL, “ADVANTAGES OF TIERED  
MEMBERSHIP – HOW TO STRUCTURE YOUR  
CHAMBER TO MAXIMIZE REVENUE AND ROI” –  
JEFF ALBRIGHT- PANEL**
- 12:30 P.M. ADJOURN**

**PINEHURST RESORT  
80 CAROLINA VISTA DRIVE  
VILLAGE OF PINEHURST, NC 28374  
(800) 487-4653 OR 910.235.8507**



