

NHACCCE

New Hampshire
Association of Chamber of Commerce
Executives

FALL CONFERENCE
October 18 & 19, 2009
Red Jacket Mountain View Resort
North Conway, New Hampshire

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Chamber of Commerce Executives
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AGENDA

October 18

3:00 PM Check in at Red Jacket Mountain View Resort. Come early and enjoy the Water Park for the group rate of \$15.00 per person or enjoy a Spa treatment(s) that you have reserved prior to arrival

5:30 PM Social Hour - *Hampshire Hall*

6:30 PM Dinner and Keynote - *Sponsor: Millyard Communications Business NH Magazine.*

Dinner Keynote - Looking for White Space? - *Presented by Matt Mowry, Editor, & Heidi Copeland, VP of Business NH Magazine*

October 19

8:00 - 8:45 AM Continental Breakfast and Registration - *Hampshire Hall*

9:00 - 9:30 AM Sponsor Introduction

9:40 - 10:30 AM Managing the Member Experience Resulting in Membership Retention, - *Presented by Deb Titue of Dale Carnegie - New Hampshire*

Every encounter with your organization, whether through people, your technology, your environment, your policies and processes a member is having an experience. The question is "Is it an experience that will compel them to remain a member of your Chamber of Commerce?" *She will address:*

- The Continuum of Customer Attitudes and the impact on retention
- The Range of Chamber Staff Confidence and how that engages or disengages with members
- The Think-Feel-Behave Connection. How staff shows up can support a service strategy or induce a service tragedy.
- Meeting member standards
- Three Key Membership Retention Principles
- Preliminary Mapping of Moments of Truth - How to Scrutinize your Chamber in the interests of your members

By Phone or on the Web, give us a call!

Reach Mt. Washington Valley Chamber of Commerce & Visitor's Bureau on the web, www.mtwashingtonvalley.org or call us Toll Free, 800.367.3364

- Climb Mt. Washington by foot, train, or car
- Play 180 different holes of golf
- Enjoy a pampering massage
- Shop, tax-free, at over 200 stores
- Marvel at a perfect martini
- Be adventurous in a cigar bar
- Tour the countryside by train
- Refresh your soul at the spa, for men too!
- Stargaze or enjoy a fireworks display
- Bicycle along scenic routes or perfect single track
- Paddle along a pond or river
- Dine where the owner is in the building
- Stroll through a park
- See the world from atop a horse
- Watch the game in a sports bar
- See a moose
- Watch and enjoy a taste at a microbrewery
- Peruse the selections in a wine shop
- Explore a theme park
- Go camping and fishing
- Rope up and rock climb
- Experience a museum
- Relax with live music
- Read a book while hanging out in a hammock
- Take a tour by boat
- Enjoy and buy art at an art show
- Learn to cook
- Tour and learn how to farm
- And that's just a start...

*in the Mt. Washington Valley
Anything is Possible*

Boutique Shopping and Restaurants in the Heart of North Conway Village

- Aaron Hats
- Art Gallery at the Met
- Bangkok Cafe
- Ben & Jerry's
- Bob & Terry's Sports Outlet
- Bum Wraps
- Chef's Market
- Copper Tops
- Decades Steakhouse
- Fields of Ambrosia
- Flatbread Company
- Four Your Paws Only
- Frontside Grind
- Gifts of Life That Give Back
- Horsefeathers
- International Mountain Equipment
- Jewelry by Tim
- Joe Jones Ski and Sport
- Little Green Closet
- Little Shop in the Woods
- Luna Gallery
- Mt Top Resort Shops
- Naked Bohemian
- Nancy's Alterations
- New England Charms and Imports Too
- North Country Fair Jewelers
- Northern Charm Gift Shoppe
- Old Tyme Picture Show
- Old Village Soaps and Sundries
- Olympia Sports
- Penguin Gallery of NH
- Pleasant Image Family Salon
- and Day Spa
- R & D Vacuum
- Salvatore Michael's Framed Art Superstore
- Sawyer River Knife Company
- Simply Primitive
- Split Endz Hair Salon
- Spruce Hurricane
- Sweeney Ridge
- Synergy
- The Barber Shop
- The Briar Rose Shoppe
- The Met
- The Teeny Bean
- Toy Chest
- Village Cigar Emporium
- Vintage Framework
- White Birch Books
- Zeb's General Store



*Something Unique
for Every Shopper...*

AGENDA CONT'D

- A process of service communication that will produce a WOW experience.

10:30 - 11:00 AM Vendor Networking and Break - Hampshire Hall

11:00 - 11:50 AM Engaging a Committed Board of Directors - Presented by Deb Titus of Dale Carnegie - New Hampshire

Deb Titus will provide you with a human capital approach to working with your board. As a board member herself of a Chamber and a human capital management consultant, she is uniquely positioned to discuss this challenge. She will address:

- Getting the right board members
- Understanding competence, commitment and clout
- Getting in sync with the vision of each board member
- Connecting their role as board member to contributions they can make back at their company
- Discovering your influence with each board member
- Presenting needs to generate eager board participation
- Preventing Resume Builders

12:00 - 12:50 PM Social Networking and Other Electronic Wizardry - Presented by Sean Bossie of Wildleaf Internet Services

Looking for the wow factor in providing more membership benefits that won't cost a bundle? Confused by the value of Facebook, Twitter, blogging, mobile texting, mobile websites and their value to members. Offer the value of these electronic marketing tools before someone else does. Sean Bossie of Wildleaf Internet Services will clear away the confusion for each application and provide options for improving membership orientation, communication and benefits.

1:00 - 1:50 PM Luncheon Keynote Sponsor: UNH Speakers Bureau.

Strategic Planning: Your Key to Reaching Your Organizations Goals - Presented by Dr. Dan Innis - Dean of the Whittemore School, UNH, School of Business Management

NHACCE REGISTRATION

October 18 & 19, 2009 - 2 Day Program and Meals

of people _____ X \$85 = \$ _____

Names of attendees: (please print) _____

October 19, 2009 - Continental Breakfast, Lunch & Workshops

of people _____ X \$50 = \$ _____

Names of attendees: (please print) _____

Scholarships Available for Registration Fees Only • Contact Janice

Lodging Available at Red Jacket Mountain View Resort,
Spa & Water Park • White Mountain Hwy • North Conway NH



BEST WESTERN • S.O. or D.O. Room \$89 + 9% Tax
red jacket • Spouse Rate for Meals \$70
mountain view resort • RESERVE BY 10/15/09

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Please Mail & Return Form (with payment enclosed) to:
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Questions: Janice Crawford 603-356-5701 ext 2



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| Book Warehouse | Haggard Outlet | Old Navy Outlet | The Foreside Company |
| Brandli's Outdoor Bistros | Hair Excitement | Orvis Factory Store | The Gap Outlet |
| Brandli's Pasta,
Pizza & Grille! | Harry and David Outlet | OshKosh B'Gosh | Time Factory Watch Outlet |
| Brookstone Outlet | Hatley Nature Outlet | Pacific Sunwear | Tommy Hilfiger |
| Cape Cod Crafters | J. Crew Factory Store | Paper Factory | Van Heusen |
| Carter's Childrenswear | J. Jill Outlet | Pfaltzgraff | Wilson's Leather Outlet |
| Claire's Accessories | Jockey | Reebok | Woolrich |
| Dancers Café | Journeys | Reed & Barton | Yankee Candle |
| Dress Barn Outlet | KB Toy Outlet | Rockport | Zales, The Diamond
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| Dress Barn Woman | Kitchen Collection | Rue 21 | |
| Eddie Bauer | Lane Bryant Outlet | Solutions | |
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DANIEL E. INNIS

Whittemore School of Business and Economics

The University of New Hampshire • Durham, NH 03824

603-862-1983 • e-mail: dan.innis@unh.edu

Daniel E. Innis, Dean of the Whittemore School of Business at the University of New Hampshire, joined UNH in 2007. Prior to his tenure at UNH he served as the dean of the College of Business, Public Policy and Health at the University of Maine. He has also served Ohio University as the Associate Dean of the College of Business, Chair of the Marketing Department, and as a professor in the Marketing Department. After earning a B.B.A. from Ohio University in 1985 and an M.B.A. in marketing from Miami University in 1986, he spent two years with the Warner-Lambert Company in Morris Plains, NJ as an assistant operations analyst in the corporate distribution division. Professor Innis earned his Ph.D. in marketing and logistics with a minor in consumer behavior from The Ohio State University in 1991.

UNH SPEAKERS BUREAU

The UNH Speakers Bureau is a program of the University of New Hampshire, the state's flagship land grant university. This outreach program connects non-profit and civic groups around the state with the vast knowledge, research, and resources of the University through speaking engagements with faculty experts. As non-profit entities, Chambers of Commerce in the state of New Hampshire have access to UNH Speakers, at no charge, to educate and engage your members. What is it that your business leaders and your community want to know more about? Hundreds of speakers and topics, from business and economics to water resources, health care, political science and more are available. Visit the UNH Speakers Bureau online www.unh.edu/speakersbureau to search available speakers, and topics. You may also contact the bureau at 603-862-4401 or speakers.bureau@unh.edu for more information.

INTRODUCTION TO SPEAKERS

MATT MOWRY

Matt Mowry is the award-winning editor of Business NH Magazine, published by Millyard Communications, which he joined in 2000. The U.S. Small Business Administration named him the 2006 small business journalist of the year for both New Hampshire and New England. He is responsible for overseeing and editing all editorial content, writing stories, and facilitating the magazine's major competitions, including the Best Companies to Work For, the Businesses and Business Leader of the Year, and the Lean and Green Awards. He has been a professional journalist for 16 years, including working at daily newspapers in Vermont and New Hampshire. Matt serves on the board of the Manchester Young Professionals Network, Our House for Girls in Dover and on the marketing/PR committee for NH Businesses for Social Responsibility. Business NH Magazine, catering to NH business owners and executives, is celebrating its 25th anniversary this year. The monthly business-to-business publication celebrates and elevates NH businesses, serving 14,500 subscribers and 50,000 readers.

HEIDI COPELAND

Heidi Copeland is vice president of Millyard Communications, Inc. in Manchester, NH where she oversees the publishing, contract publishing, and event divisions. Millyard Communications' flagship publication is Business NH Magazine and the firm's flagship event is the Made in NH Expo, an event that promotes the purchase of locally-made products. Copeland is a graduate of the University of Southern California and received her B.A. in journalism from the Annenberg School for Communication. She lives in Peterborough, NH with her husband, Michael Wozmak, and their two dogs and two cats.



DEB TITUS

Deb Titus joined the training and development industry as a trainer with Dale Carnegie in 1984. She is an accomplished Organizational Development consultant, facilitator and trainer who addresses the following areas: Leadership Effectiveness, Team Performance, Sales Effectiveness, Customer Service, Process Improvement, Presentation Effectiveness, Competency model development, Online competency assessments Hiring & Selection, Succession planning, Performance management, Business growth strategies. Some Clients include: Coca-Cola, Bressett & Company, BAE Systems, Public Service of New Hampshire & New England Coffee. Originally from New York, she has lived in NH since 1986 with her husband, Scott. They have two transitioning children, Geoff, 21 and Sarah, 19. They live on a small farm in Auburn, NH with their dog and two horses.

SEAN BOSSIE

Sean Bossie has been in the information technology industry since 1987 employed as the New England Region Technical Manager for MediaOne and later moving into the online world of web development and search engine optimization in 1997. He has worked as the IT Manager for Comcast, Inc., the Mt. Washington Valley Chamber of Commerce and RE/MAX Presidential. He currently manages the search engine and social media marketing for Coldwell Banker and the Mt Washington Valley Chamber of Commerce and develops social media integrated websites at iGrOOps.com. He can be contacted at sean@iGrOOpsMedia.com

The Internet has profoundly transformed the way people communicate and interact with each other. This change has also dramatically affected the business world by altering the way people shop for products, both B2B and B2C. Just ten years ago, companies reached their consumers through trade shows, print advertising, and other traditional marketing methods. Today, people start their business experience by looking on the Internet. Businesses have the opportunity to leverage the Internet to reach out to customers effectively and inexpensively with targeted messages that customers seek out, not ignore. This workshop will teach you how.