

CHAMBER LEADERSHIP ALLIANCE

Presents

CHAMBER LEADERSHIP DEVELOPMENT PROGRAM

About Chamber Leadership Alliance (CLA)

The Chamber Leadership Alliance (CLA) is a collaboration of the National LGBT Chamber of Commerce (NGLCC), the U.S. Black Chambers, Inc. (USBC), the U.S. Hispanic Chamber of Commerce (USHCC), and the US Pan Asian American Chamber of Commerce Education Foundation (USPAACC). The CLA in partnership with Wells Fargo has launched a new Chamber Leadership Development Program to support diverse entrepreneurs in the U.S.

Project Overview

The Chamber Leadership Development Program (CLDP) is aimed at educating and developing leaders of diverse state and local chambers of commerce to support diverse entrepreneurs. The CLDP will include university partners and will affect more than 400 chamber leaders through innovative programming designed to empower chamber leaders to better serve their local communities of diverse businesses. The training programs will happen in conjunction with each CLA members' annual conference.

CLA's Four Core Competencies



Fundraising,
Grant Writing
Access to Capital



Leadership
Development
& Chamber
Governance



Strategic
Planning



Administration

NGLCC Chamber Leadership Training Program



August 12-13, 2019
9:00 am - 4:00 pm



Tampa Convention Center
333 S Franklin St
Tampa, FL 33602
[Google Directions](#)

For more information, please visit: chamberleadershipalliance.org

Sponsored By



Presented By



In Partnership With



TIME MONDAY, AUGUST 12

8:00 AM - 9:00 AM Breakfast

9:00 AM - 10:20 AM Session 1A: Leadership Development & Chamber Governance
 Building Tomorrow's Chambers Through Catalytic Leadership
 Chamber leaders can trigger big changes with broad-reaching effects – ranging from innovations and exponential growth to organizational crises and membership atrophy. Leaders who seek to ensure their organization's success in the evolving environment must be prepared and proactive. In this session, CLA attendees will learn how change works, why disruption is happening more. Quickly, how to adapt and what leadership it necessitates.
Expert: Louise Chernin, President & CEO | Greater Seattle Business Association (GSBA)

10:20 AM -10:40 AM Short Break

10:40 PM - 12:00 PM Training Session 1B: Leadership Development & Chamber Governance
 Building Tomorrow's Chambers Through Catalytic Leadership (continues)
Expert: Louise Chernin, President & CEO | Greater Seattle Business Association (GSBA)

12:00 PM - 1:30 PM Luncheon Talk on GameChangers
Speaker: Suzanne Smith, Founder & CEO | Social Impact Architects

1:30 PM - 2:50 PM Training Session 2A: Strategic Planning & Business Plan Development
 Getting the Revenue Model Right
 For chambers, one of the most integral factors in the organization is ensuring there is a strong and sustainable revenue model. A key step in developing or updating revenue models is determining the types and sources of financial support the organization is currently generating as well as those it could be generating. This session will explore revenue types, including membership, events, product sales, service fees, advertising sales, data access fees, license fees, and grants.
Expert: Deborah Carroll, Ph.D., Associate Professor & Director | Center for Public & Nonprofit Management, University of Central Florida

2:50 PM - 3:10 PM Short Break

3:10 PM - 4:30 PM Training Session 2B: Strategic Planning & Business Plan Development
 Getting the Revenue Model Right (continues)
Expert: Deborah Carroll, Ph.D., Associate Professor & Director | Center for Public & Nonprofit Management, University of Central Florida

5:00 PM - 7:00 PM Reception Venue: Il Terrazzo, Marriot

TIME TUESDAY, AUGUST 13

8:00 AM - 9:00 AM Breakfast

9:00 AM - 10:20 AM Training Session 3A: Fundraising, Grant Writing & Access to Capital
 Access to Capital: A Strategic Approach to Grant Writing and Fundraising to Increase Financial Capacity
 Grants can be an effective part of a chamber's overall financial strategy and program delivery. However, knowing what kind of grants to pursue and how to effectively apply them can make all the difference between success and utter frustration. This session explores best practices in grant writing, program development and positioning for achieving positive results.
Expert: Angela White-Jones, Ph.D., Lecturer | Public Administration, University of Central Florida

10:20 AM -10:40 AM Short Break

10:40 PM - 12:00 PM Training Session 3B: Fundraising, Grant Writing & Access to Capital
 Access to Capital: A Strategic Approach to Grant Writing and Fundraising to Increase Financial Capacity (continues)
Expert: Angela White-Jones, Ph.D., Lecturer | Public Administration, University of Central Florida

12:00 PM - 1:00 PM Lunch

1:00 PM - 2:20 PM Training Session 4A: Administration
 Succession Planning: The Key to Lasting Sustainability & the Road to Retirement
 Organizations that are serious about their own sustainability will also be serious about planning for smooth and thoughtful transitions of leadership and senior staff positions as well as making sure they are prepared for unexpected departures. This includes having a written succession plan in place. This session will help prepare leaders for transitions that occur due to an unexpected vacancy on the staff or board, or the anticipated transition of a long-tenured leader or senior staff.
Expert: Tony Vedda, President & Chief Executive Officer | North TexasGLBT Chamber of Commerce

2:20 PM - 2:40 PM Short Break

2:40 PM - 4:00 PM Training Session 4B: Administration
 Succession Planning: The Key to Lasting Sustainability & the Road to Retirement (continues)
Expert: Tony Vedda, President & Chief Executive Officer | North TexasGLBT Chamber of Commerce

4:15 PM - 5:15 PM Certificate Ceremony Venue: At the Convention Center

CHAMBER LEADERSHIP DEVELOPMENT PROGRAM (CLDP) EXPERTS

LOUISE CHERNIN

President & CEO | Greater Seattle Business Association (GSBA)



Louise Chernin is the President & CEO of GSBA, Washington State's LGBTQ and allied Chambers of Commerce. GSBA is one of the oldest and is the largest LGBTQ Chambers in North America with over 1300 members. In addition to business development and advocacy on behalf of business and civil rights, GSBA sponsors a Scholarship Fund, which since 1990, has awarded over \$4 million to 650 LGBTQ and allied students in Washington State. GSBA is also the sponsor of Travel Out Seattle, an LGBT Tourism Initiative created to increase revenue in the state of Washington.

Louise is a Board member of the Seattle Metropolitan Chamber of Commerce and in 2015 was appointed by the Governor to the Seattle Colleges Board of Trustees and is the current Chair. Louise was honored by the National Gay and Lesbian Task Force (NGLTF) with its Leadership Award and also so named by the Puget Sound Business Journal as one of the top 20 most Influential women in Puget Sound. In 2013, the Seattle Storm, Washington State's WNBA team, presented Louise with its 2013 Inspiring Women award and the UW Women's Center honored Louise with their Women of Courage

award. In 2016, Louise was honored by the Puget Sound Business Journal with a Lifetime Achievement Award and this June, Louise was named by Business Equality Magazine as one of the 50 over 50 Legacy Leaders in the United States.

DEBORAH CARROLL, PH.D.

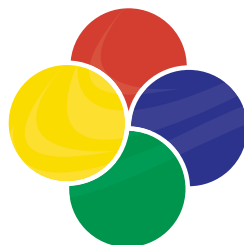
Associate Professor and Director | Public Administration, Center for Public and Nonprofit Management
University of Central Florida



Deborah A. Carroll is an Associate Professor in the School of Public Administration as well as the director of the Center for Public and Nonprofit Management. Her research focuses on management and policy issues of state and local governments, particularly related to taxation, revenue diversification, and urban economic development, as well as the interconnectedness of the public and nonprofit sectors and the implications for tax policy, nonprofit management and public service provision.

Her research appears in the Journal of Public Administration Research and Theory, Public Administration Review, Public Budgeting and Finance, The American Review of Public Administration and Urban Affairs Review, among other academic journals.

She served as treasurer of a local grassroots nonprofit organization called BikeAthens for three years. She was elected to the governing board of the Southeastern Conference for Public Administration (2011-2013), the Association for Budgeting and Financial Management (2006-2008), and served as the editorial board member of Urban Affairs Review (2009-2011). She currently serves in the appointed positions of treasurer for the Association for Budgeting and Financial Management and associate editor of Public Administration Review.



CHAMBER LEADERSHIP ALLIANCE

CHAMBER LEADERSHIP DEVELOPMENT PROGRAM (CLDP) EXPERTS CONTINUED

SUZANNE SMITH

Founder & CEO | Social Impact Architects, Public Speaker & Top-Rated Blogger



Suzanne Smith (@snstexas) has a deep belief that everyone is a changemaker. As a serial social entrepreneur, she strives to harness the powerful force of organizations, including nonprofits, foundations and socially responsible businesses, and individuals, especially students and young entrepreneurs, to maximize the potential of the social sector to create real, scalable impact.

Suzanne has been at the epicenter of game-changing social solutions for more than two decades as a social intrapreneur. Her first jobs at the City of Garland and Texas Municipal League taught her the power and potential of local government to impact change. Later, she worked for Phoenix House to scale evidence-based prevention and treatment programs to Texas and for the American Heart Association to build a national state advocacy strategy. One of her greatest achievements was co-founding the Alliance for a Healthier Generation – one of the country’s first movements focused on combating childhood obesity – with a team from the William J. Clinton Foundation. She also co-founded Flywheel: Social Enterprise Hub in Cincinnati, Ohio, to help nonprofits build meaningful and sustainable

social enterprises.

Suzanne holds an MBA from Duke University’s Fuqua School of Business, where she was selected as the CASE (Center for the Advancement of Social Entrepreneurship) Scholar. Nationally, she was selected as a member of Peter Senge’s Society of Organizational Learning and Young Entrepreneurs Council. She also served on the national board of the Social Enterprise Alliance.

ANGELA WHITE-JONES, PH.D.

Lecturer | Public Administration, University of Central Florida



Dr. White-Jones's primary research interests include:

- Grant and Contract Administration (pre-post award, monitoring);
- Social enterprises, NGOs, and Community Values
- Research Administration and Research Law

Dr. White-Jones teaches Grant and Contract Management, Strategic Planning and Management, Leadership and Organization Models in Research Administration, and Public Program Evaluation Techniques within the Research Administration and Nonprofit Management Graduate Programs.

Dr. White-Jones brings extensive professional experience in grants and contract management, research administration and advocacy in a number of sectors, but most extensively in NGOs/nonprofits. Dr. White-Jones believes in the connection between theory, developed data, and the dissemination of ideas through practical application and best practice development in the professional realm.

Professionally, Dr. White-Jones has written and been awarded over \$20 million in grants and contract funding in her young career.

CHAMBER LEADERSHIP DEVELOPMENT PROGRAM (CLDP) EXPERTS CONTINUED

TONY VEDDA, IOM, CCE

President & Chief Executive Officer | North Texas GLBT Chamber of Commerce



Tony has been the Chamber's President & CEO since 2007, following two years of service on the Board of Directors. His career in chamber management began thirty years ago as a membership specialist for the Greater Albuquerque Chamber of Commerce. Since that time he has worked with several general market chambers in Arizona and California, as well as five years as Executive Director of San Francisco's Golden Gate Business Association, the nation's first GLBT chamber of commerce.

Tony is one of 530 chamber leaders, and the only LGBT chamber leader, to receive the Certified Chamber Executive (CCE) designation from the Association of Chamber of Commerce Executives. He is also a graduate of the US Chamber's Institute for Organization Management (IOM). Currently Tony has served on the US Chamber West Institute Board of Regents and the Institute Board of Trustees. He currently serves on the board of the North Texas Chamber of Commerce Executives Association, and the Visit Dallas executive committee. He is a member of the Association of Chamber of Commerce Executives (ACCE), the Texas Chamber of Commerce Executives (TCCE), as well as the Leadership San

Francisco, and Leadership Dallas alumni associations.

FOR ADDITIONAL INFORMATION, PLEASE CONTACT:

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