



# 2024 LACCE Annual Conference

September 22 – 24, 2024

HILTON GARDEN INN & LOUISIANA DELTA COMMUNITY COLLEGE  
WEST MONROE, LA

HOSTED BY WEST MONROE WEST OUACHITA CHAMBER

## EVENT AGENDA

### Sunday, September 22, 2024 – Hilton Garden Inn

1:00 – 2:00pm	LACCE BOARD MEETING	Executive Boardroom
2:00pm	Conference Registration Opens	Conference Lobby
2:00 – 3:30pm	<b>CHAMBER ROUNDTABLE SESSION</b> <b>Chamber Industry Breakout Tables</b> You won't want to miss this kick-off session! You will have three 30-minute roundtable discussions where table topics will be placed around the room, so you will choose the topics of most interest. This roundtable session promises the best exchange of ideas, so join us as we tackle discussion topics crucial for your chamber's progress.	Magnolia Room
3:30 – 4:30pm	<b>60 Ideas in 60 Minutes Session</b> Come prepared to share your BEST idea with your peers!	Magnolia Room
6:00 – 7:30pm	<b>WELCOME RECEPTION</b> Join us for a fun evening as we welcome you to West Monroe!	The Lotus Club

### Monday, September 23, 2024 – Louisiana Delta Community College

8:30 – 9:15am	<b>NETWORKING BREAKFAST &amp; OFFICIAL CONFERENCE WELCOME</b> <i>Laura Lyles, 2024 LACCE Chairman, Natchitoches Area Chamber</i> <i>Kristopher Kelley, West Monroe West Ouachita Chamber</i> <b>Keep Louisiana Beautiful Update Session</b> <i>Susan Russell, Keep Louisiana Beautiful</i>	Room TBD
9:15 – 10:15am	<b>OPENING KEYNOTE SESSION</b> <b>Navigating the Future: A Proven Strategic Planning Framework</b> Has your Chamber encountered roadblocks while trying to develop a successful strategic plan or faced obstacles in executing your existing plan? If so, this session is tailor-made for you. Join Alysia as she reveals the essential elements of a highly effective planning process, emphasizing board engagement, mission and vision development, and practical implementation strategies. You will learn how to craft a powerful blueprint for success that aligns with your Chamber's goals. <i>Alysia Cook, Opportunity Strategies</i>	Room TBD
10:15am	<b>BREAK</b> <i>Sponsored by Citslinc</i>	Sponsor Area

<b>10:30 – 11:15am</b>	<b>SPOTLIGHT OUR SPONSORS SESSION</b> Speed networking session with our sponsors. You must be present to win prizes!	<b>Room TBD</b>
<b>11:30am</b>	<b>LUNCHEON</b> <b>Louisiana Economic Development (LED) Update</b> <i>Susan Bourgeois, LED Secretary</i>	<b>Room TBD</b>
<b>1:00 – 2:00pm</b>	<b>PANEL DISCUSSION</b> <b>Social Media Engagement and Membership Sales &amp; Retention</b> <i>Panelist – Ginger Guttner, LSU Manship School of Mass Communication</i> <i>Panelist – Deborah Randolph, Central Louisiana Regional Chamber</i>	<b>Room TBD</b>
<b>2:00pm</b>	<b>BREAK</b> <b>Sponsored by Citslinc</b>	<b>Sponsor Area</b>
<b>2:15 – 3:15pm</b>	<b>PANEL DISCUSSION</b> <b>Foundations &amp; Grants and Economic Development Best Practices &amp;</b> <i>Panelist – Will Dearmon, Ruston-Lincoln Chamber</i> <i>Panelist – Ashley Hilsman, New Orleans Chamber</i> <i>Panelist – Megan Duhon, One Acadiana</i> <i>Panelist – Troy Wayman, One Acadiana</i>	<b>Room TBD</b>
<b>3:15pm</b>	<b>BREAK</b> <b>Sponsored by Citslinc</b>	<b>Sponsor Area</b>
<b>3:30 – 4:30pm</b>	<b>The Original Influencers' Panel</b> Don't miss this fireside chat between some of the most influential organizations in Louisiana: Louisiana Association of Business and Industry (LABI), Committee of 100, Public Affairs Research Council (PAR), and the Pelican Institute. Moderated by Marie Centanni of Centanni Communications, attendees will walk away with a better understanding of the work these organizations focus on, how their roles may be shifting under a new administration, and how local Chambers should be engaging in the conversation to help move the needle for Louisiana. <i>LABI – Will Green</i> <i>C100 – Adam Knapp</i> <i>PAR – Steven Procopio</i> <i>Pelican Institute – Daniel Erspamer</i>	<b>Room TBD</b>
<b>6:00 – 8:00pm</b>	<b>RECEPTION &amp; AWARDS DINNER</b> Join us for a fun evening of networking to celebrate our 2024 Award Winners. <b>Awards sponsored by Louisiana Armed Forces Alliance</b>	<b>Hilton Garden Inn – Magnolia Room</b>

## **Tuesday, September 24, 2024 – Louisiana Delta Community College**

<b>8:00 – 8:30am</b>	<b>NETWORKING BREAKFAST</b> No formal presentation during breakfast so you can network together.	<b>Room TBD</b>
<b>Tuesday's Workforce Development Workshop sessions sponsored by Opportunity Strategies</b>		
<b>8:30 – 10:00am</b>	<b>WORKFORCE DEVELOPMENT WORKSHOP – SESSION 1</b> <b>Workforce Alignment Session</b> <i>Dr. Jim Henderson, President, Louisiana Tech University</i>	<b>Room TBD</b>
<b>10:00am</b>	<b>BREAK</b> <b>Sponsored by Citslinc</b>	<b>Sponsor Area</b>
<b>10:15 – 11:45am</b>	<b>WORKSHOP DEVELOPMENT WORKSHOP – SESSION 2</b> <b>Trends in Workforce Development</b> Join Alysia in an engaging exploration of innovative economic and workforce development trends that will empower your community for a transformational future. Uncover visionary strategies that have driven impactful change in other communities nationwide. <i>Alysia Cook, Opportunity Strategies</i>	<b>Room TBD</b>