

# ACADEMY

A high-quality W.A.C.E. training program for a new era of chamber management



July 31 – August 3, 2022 • Sacramento, California

Register online at [cvent.me/yGk9wq](https://cvent.me/yGk9wq)  
Registration Deadline – July 13, 2022



# Experience!

## ACADEMY

Academy is a three-day (three-year) high-quality summer program on chamber management essentials geared for today's chamber executives and professional staff.

<b>DATES &amp; LOCATIONS</b>	Sunday, July 31 Check-In & Reception Location to be determined.	Monday, August 1 Networking Event Location to be determined.	Mon.–Wed., August 1-3 Classes Hyatt Regency Sacramento 1209 L St Sacramento, CA 95814
<b>CHECK-IN, RECEPTION &amp; NETWORKING EVENT</b>	Check-in and an opening reception will be from 5:30–7:00 p.m. on Sunday, July 31. Included in your registration is the networking event during the evening on Monday, August 1. Details to be provided at a later date.		
<b>CLASSES</b>	All Academy courses will be from August 1-3, 2022 Classes at the Hyatt Regency run from 8:15–11:45 a.m. and from 1:15–4:45 p.m. daily. <b>In order to receive credit for the program, participants MUST attend ALL classes. No airline departures should be made before 6:00 p.m. on Wednesday, August 3</b>		
<b>TUITION</b>	\$600 for W.A.C.E. members. \$825 for non-members. Space is limited. Registrations will be accepted on a first-paid, first-reserved basis or until sold out. <b>Tuition includes opening reception, networking event, continental breakfast and all materials, but does not include meals, transportation, hotel accommodations, meeting room Wi-Fi, or parking.</b>		
<b>HOTEL ACCOMMODATIONS</b>	The program and our room block is at the Hyatt Regency in Sacramento, CA. Our attendees will receive a discounted room rate of \$184 per night + tax and surcharges for a single/double occupancy room, while supplies last. The discounted rate is available until July 8, or until sold out. To reserve a room, visit our <b>Hotel &amp; Travel</b> page on the event website, <a href="https://cvent.me/yGk9wq">cvent.me/yGk9wq</a>		
<b>QUESTIONS</b>	Call the W.A.C.E. office at (916) 442-2223 or email <a href="mailto:dave.kilby@calchamber.com">dave.kilby@calchamber.com</a> .		

### \*Academy Graduation Requirements

**Successful completion of three years of Academy curriculum.**

*\*All three years of classes must be completed within a five year period in order to graduate.*

**Earn 10 additional credits by providing documentation of attendance/participation in any of the following:**

- W.A.C.E. Webinars (1 credit each). Maximum of 6 credits allowed.
- Regional or other state chamber executive conferences (2 credits each).
- Other conferences or programs must be approved by the Academy Steering Committee (2 credits maximum).

**After attending first year of Academy, participants must attend (as a full three-day delegate) two of the next three W.A.C.E. Annual Conferences.**

**\*Class Attendance Policy**

Missing more than five minutes of any one class will require the completion of an extra assignment to receive credit. Missing more than one hour of any class will require retaking that class to receive credit.

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# 2022 Academy Curriculum

## First Year

## Second Year

(Successful completion of First Year is a prerequisite)

## Third Year

(Successful completion of Second Year is a prerequisite)

- **Budget Preparation and Monitoring**  
Tips for developing an effective budget and establishing a financial monitoring program for your chamber.
- **Chamber Overview and Trends**  
An overview of the keys to chamber success, current trends and issues facing chambers of commerce today.
- **Committee and Board Development**  
Explore staff and volunteer relations, roles in decision making and skills needed to be an effective leader guiding chamber boards and committees.
- **Legal Basics**  
Thorough review of the legal basics and common pitfalls (and how to avoid them).
- **Marketing and Communications**  
Learn how to communicate value and examine tools and techniques to help you market your chamber. Ideas presented will help you develop a consistent, core competency-based chamber image and identity for members, prospects and the public.
- **Membership Sales and Recruitment**  
Discover new and proven membership sales techniques and recruitment programs that will help you grow your chamber.
- **Financial Policies and Procedures**  
Develop and implement sound financial policies and procedures to ensure that your chamber's assets are protected and your tax-exempt status is maintained.
- **Keeping Your Chamber Relevant**  
Is your chamber embracing change or stuck in the past? This class will examine the W.A.C.E. brand research, core competencies, data from recent chamber membership surveys and key influences outlined in the ACCE Horizon Initiative. Fasten your seat belts – remaining/being relevant could mean you are in for a bumpy ride.
- **Membership Retention Essentials**  
It's one thing to recruit new members, but can you keep them once you have them? Essential strategies and key components of a successful membership retention program will be presented.
- **Policy Development**  
Developing, implementing and evaluating various operational, personnel and legislative policies.
- **Representing Business Interests with Government**  
Keys to developing an effective program to represent the interests of your members at all levels of government.
- **Revenue Development**  
An extensive look at new and best practices for funding a chamber (beyond membership).
- **Dealing with the Media**  
Care and feeding of the media, successful interview techniques, the basics of press releases and tips for getting your story communicated to the general public, including the use of new media.
- **Everyday Ethics**  
Chambers of commerce, like all businesses, are increasingly exposed to the glare of public scrutiny. This requires a complete rethinking of the functions of compliance, governance, social accountability and putting *ethics* into the daily vocabulary of mainstream management. *Everyday Ethics* will examine your personal ethics IQ and provide tools for doing what's right, time and time again.
- **Intro to Economic Development Essentials**  
Basics and principles of economic development, community analysis, business attraction and retention. Best practices of what chambers are doing (and could be doing) to help strengthen the local economy in their communities.
- **Personal Leadership Development**  
Traits of a successful leader, the chamber CEO as a community leader, setting personal goals and suggested skills to develop for success.
- **Staff Development and Management**  
Hiring and keeping good staff members, orientation and training, tips to get and keep your team motivated.
- **Strategic Planning**  
Focus on the need for strategic planning, using research, organizational analysis and the strategic planning process. Real-life tips for a successful board planning conference.

JOIN THE CONVERSATION  #WACEAcademy2022

Use this hashtag when tweeting about the 2022 W.A.C.E. Academy program.

Here's what some of our participants said about their 2021 Academy experience:



### First Year

This was a fantastic 3 days of learning. I feel full of amazing ideas to flush out and determine what I can do to make improvements to our chamber. I am inspired and energized about all of the

opportunities to grow!

**Trista Borrego**  
Director of Events & Programs  
Northwest Douglas County (CO) Chamber & EDC



### Second Year

Academy has constantly taught me to further invent ourselves within the Chamber community. Each time I come to Sacramento, I meet so many incredibly talented Chamber leaders that are

doing the "best of the best" in Chamber work. It motivates me to go back to continue to figure out we can be more relevant, more innovative, and create an even better value proposition for our business community.

**Chad Maender**  
President & CEO  
LAX Coastal (CA) Chamber



### Third Year

Inspiration, Wisdom, and Camaraderie. W.A.C.E. provides everything you need to grow as a chamber leader.

**Wendy Laros**  
President & CEO  
Kona-Kohala (HI) Chamber

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