



Chamber of Commerce
Executives of Canada

Association des cadres
des chambres de
commerce au Canada



We
BELIEVE

2010 | ANNUAL MEETING & CONFERENCE

SEPTEMBER 23-25 GATINEAU, QUEBEC

All Chamber managers from across Canada are invited to attend the CCEC Annual Meeting & Conference, THE place to:

- Meet fellow colleagues from across the country
- Gain new ideas and practical information to help your Chamber succeed
- Be inspired, motivated and re-energized

Our Keynote Speakers

Scott Kress



Scott Kress is an accomplished mountaineer, keynote speaker and President of both Summit Training and Frontier Team Building.

Over 15 years of experience and a Masters in Leadership and Training provide Scott with unique qualifications to design and deliver some of the most innovative leadership and team development training available today. Scott is also a professor for the University Of Windsor Odette School Of Business, and teaches in their Executive MBA program. He has been voted professor of the year two years in a row.

Through his dynamic background of education, training, and adventure, Scott can motivate and challenge any group and inspire them to reach the peak of their performance.

Learning in Thin Air: How to survive in an ever changing landscape

Discover what it takes to build and lead a high performance team in a highly complex and ever changing environment. Award winning EMBA Professor Scott Kress will share with you the five key strategies that helped him and his team reach the summit of Mount Everest during one of the most complex and ever changing climbing seasons in history. Scott will share how vision, leadership, team development, communication and mostly change management created the conditions for success in this hostile environment of avalanches and politics. After this presentation you will walk away with a greater understanding of what you can do to successfully climb the mountains in your life, even when those mountains seem to change from day to day.

Learning in Thin Air: The Workshop

How can you, as a leader, create the conditions for your team to excel? Building from the lessons shared in the morning keynote, you will have the opportunity delve deeper into the five key strategies that you can use as a leader to guide your team towards high performance. Through this guided workshop, you will examine each strategy and develop an action plan that you can implement to realise dramatic results. Take the inspiration from the keynote and put it into action.

Kordell Norton



High energy, humorous, and entertaining, **Kordell Norton** helps organizations get explosive business growth. Kordell is President of Synergy

Solutions and an adjunct faculty member to more than 7 universities. A frequent speaker to Chambers, he has worked with the Alberta Chamber Executives and The American Chamber of Commerce Executives and others.

Norton is a professional speaker and author of several books, the past President of the National Speakers Association - Ohio Chapter and a former senior executive with several multi-billion dollar companies.

Chocolate, Elephants and Wrinkle Remover: How to Supercharge your Chamber for Explosive Growth

In this fast-paced, humorous and mind-shaking session, you will get insights on how to position your organization for growth, customize your message with your various prospects, look at ways branding can help or hinder your efforts and learn easy methods to drastically improve your results. Discover how to present your organization in ways that will motivate the members and customers to take action. Come laugh and learn how Chocolate, Elephants and Wrinkle Remover can get results and growth for your organization. Find out why Cheesecake and Grocery Bag stories can help you get more motivated customers who will "buy" now. Highly interactive, entertaining and jam packed with insights and tools to help you move your group to the next level.

Control of YOUR Destiny – How to Add Sizzle, Pizzazz and Revenue

In this interactive session participants get to C.A.S.E. (Copy And Steal Everything) ideas from each other. In addition, they take their best ideas and run them through an Event & Experience Builder...a series of practices and insights from Hollywood, Disney, Punxsutawney's Ground Hog, and classic marketing practices for other creative sources. At the end of the session, participants will have marketing and events that have extra revenue streams written all over them that will make an impact immediately.

Conference Schedule

Thursday, September 23, 2010

Sponsored by  **Merchant Services**

- 6:00 p.m. **CCEC Meet and Greet / Newcomers Reception—Canadian Chamber of Commerce**
- Open to all. Meet new managers and renew acquaintances.
 - What were you doing in (pick a year, any year . . .). Get to know your fellow Chamber managers
 - Visit the Canadian Chamber of Commerce offices

7:30 p.m. **Dinner on your own**

Friday, September 24, 2010

7:30 a.m. **Breakfast**

8:15 a.m. **Conference Opening & Welcome**

8:30 a.m. **Learning in Thin Air: How to survive in an ever changing landscape**
Keynote Speaker: Scott Kress

10:30 a.m. **Networking Break**

10:45 a.m. **Bear Pit**

Sponsored by Competitactics

At this open session, you can pose questions and get answers from your peers and from our Council of Excellence panel—Debbie Nicholson, Martin Salloum and Scott McCammon - all past recipients of CCEC's prestigious Council of Excellence award.

12:15 p.m. **Lunch**

Sponsored by:



1:45 p.m. **Chocolate, Elephants and Wrinkle Remover: How to Supercharge your Chamber for Explosive Growth**
Keynote Speaker: Kordell Norton

3:15 p.m. **Networking Break**

3:30 p.m. **Learning in Thin Air: The Workshop**
Keynote Speaker: Scott Kress

4:30 p.m. **Break until Reception/Dinner**

The Reception and Awards Dinner will be held at the Lac Leamy Casino (on site at the Lac Leamy Conference Centre)

6:15 p.m. **Reception**

7:00 p.m. **Awards Dinner**

Each year, CCEC recognizes outstanding performance and service by Chamber professionals. Join us for a stimulating evening as we honour our colleagues.

Sponsored by:



Saturday, September 25, 2010

7:30 a.m. **Breakfast**

8:30 a.m. **Control of YOUR Destiny: How to Add Size, Pizzazz and Revenue**
Keynote Speaker: Kordell Norton

10:15 a.m. **Break**

10:30 a.m. **Annual Meeting**

President Valerie Roy will report on what was accomplished in 2009-10 followed by elections for the 2010-11 Board of Directors.

11:00 a.m. **Mentorship**

Ever thought about being a mentor or wanted to be mentored?

11:45 a.m. **Silent Auction Wrap-up**

12:00 p.m. **Close of CCEC Conference**



Registrant Information

Name: _____ Title: _____

Chamber/Board: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Phone: _____ Email: _____

Date/Time of Arrival: _____ Year you started in Chamber Management: _____

Please check if this is your first time attending a CCEC conference.

Are you interested in being a mentor being mentored

Please indicate which portions of the conference you will be attending:

- All OR Thursday evening
 Friday breakfast
 Friday lunch
 Friday awards dinner
 Saturday breakfast

Conference Registration Fees

	CCEC Member	Non Member	Volunteer
<input type="checkbox"/> Full Conference	\$269	\$325	N/A
<input type="checkbox"/> Friday Dinner only	\$ 85	\$110	\$110
Sub-Total	\$ _____		
GST (5%)	\$ _____		
TOTAL	\$ _____		
GST #	88860 7256 RT0001		

Note: Reduced conference fees available to CCEC members.

CCEC membership is separate from your membership in the Canadian Chamber of Commerce; and registration fees for the CCEC conference are separate from Canadian Chamber convention fees.

Return with cheque payable to CCEC to: Shelley Morris
 700-177 Lombard Avenue
 Winnipeg, MB R3B 0W5

Registration Deadline:
 September 3, 2010

Location and Accommodation Information

Unless otherwise noted, all sessions take place at the Hilton Lac-Leamy, 3 Boulevard du Casino, Gatineau QC
1-819-790-6444

For more information

Contact Shelley Morris at: Email: shelley.morris@mts.net
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