

U.S. Chamber of Commerce
2015 Regional Government Affairs Conference
Nashville, TN

Agenda

Wednesday – October 14

11:00 – 5:00

Registration

Symphony Foyer

12:00 – 2:00

BONUS SESSIONS: Choose from two roundtable discussions

(lunch for attendees provided in meeting rooms)

State Issues Roundtable

Kirkland/Calhoun

Moderated by Mark Colson, SVP & Chief of Staff, Business Council of Alabama

Back by popular demand, state chamber execs and government affairs staff will have plenty of time to exchange ideas on what's working and what's trending at statehouses across the country.

Managing the Talent Pipeline: A Supply Chain Approach

Carmichael/McTyeire

Jason Tyszko, Senior Director, Policy, Education and Workforce, U.S. Chamber Foundation

The skills gap is impacting the ability of companies to compete and grow in today's economy. Join the U.S. Chamber of Commerce Foundation (USCCF) in a facilitated discussion on how employers can play an expanded leadership role in closing the skills gap by leveraging lessons learned from supply chain management and applying them to education and workforce partnerships. Building on their call to action from last year, USCCF will share best practices from their recent work in states and communities and will introduce and engage participants on signature strategies that build the capacity of employers to play the "end-customer" role in a talent supply chain partnership.

2:15– 3:45

BONUS SESSIONS: Latest on Issues Affecting Business (pick 3 of 5)

Symphony I

Choose three sessions that matter to your chamber for whirlwind, interactive discussions led by U. S. Chamber experts. The "pods" are great opportunities to focus in-depth on your primary issues with colleagues who share your concerns.

Tax Extenders & Reform – *Caroline Harris*

Healthcare – *Katie Mahoney*

Trade – *Christopher Wenk*

Cybersecurity – *Bradley Hayes*

Immigration Reform – *Jon Baselice*

Threat from Fiduciary Rule – *Alice Joe*

4:00 – 5:00

Welcoming Remarks

Symphony II & III

Moore Hallmark, Executive Director, U.S. Chamber of Commerce

Catherine Glover, President, Tennessee Chamber of Commerce & Industry

Straight Talk Delivered by Fed-Ex Freight

Symphony II & III

Michael Ducker, President & CEO, FedEx Freight / Chairman, U.S. Chamber of Commerce

Michael Ducker kicks off our formal agenda with a discussion of how his company moves your members' products from design to destination. He will also discuss the roadblocks FedEx faces from DC, and how the U.S. Chamber – with YOUR help – is working to fix those impediments.

5:30 – 7:00

Opening Reception

Symphony Foyer

Thursday – October 15

7:30 – 10:30

Registration

Symphony Foyer

8:00

Breakfast with Enterprising States

Symphony II & III

Moderated by Vanessa Lyon, U.S. Chamber Foundation

Mark Schill, Vice President, Praxis Strategy Group and Co-author of Enterprising States

Keith Martin, Vice President of Public Policy & General Counsel, Virginia Chamber of Commerce

The future competitiveness of America's states rests largely on how they adapt to and take advantage of changes in technology. Much of this growth will not only be in what we traditionally think of as "high tech" but also a broader realm of industries extending from medicine, manufacturing, and energy, to business services. The U.S. Chamber Foundation's *Enterprising States* study focuses on these trends as well as best practices in innovation and entrepreneurship, transportation and trade, business climate, talent pipeline, and overall state performance. Hear about the latest developments from the states from Mark Schill, and Keith Martin, who will discuss how Virginia is using similar criteria to create long-term growth for the Commonwealth.

9:00 **Concurrent Tracks (Choose One)**

1) COMMUNICATIONS TRACK

Symphony I

9:00 – 10:30

Making YOUR Community the Next Silicon Valley

Moderated by Michael Hendrix, U.S. Chamber Foundation

Stuart McWhorter, CEO, Entrepreneur Center

Jason Moore, Founder & COO, Stratasan

Chambers are uniquely positioned to empower startups to foster economic growth in their communities. According to the U.S. Chamber Foundation's new *Innovation That Matters* report, building connections between civic startups and diverse groups of local stakeholders is the key to jumpstarting urban innovation. The report is a first-of-its-kind study on the state of civic innovation in eight leading American cities. Its results provide a roadmap for cities to catalyze entrepreneurial innovation in the civic sector. To create the next Silicon Valley your chamber must take the lead, cutting through the red tape that holds down startups. Attend the session to find out how.

10:30 – 12:00

Online Dating for Advocacy: Meeting People Where They (Virtually) Are

Jean Ellen Cowgill, President, Editorial, Atlantic Media Strategies

Tina Johnson-Marcel, U.S. Chamber of Commerce

As advocacy organizations, we're all looking online to meet our "special someone"—that person who believes in our advocacy goals and is willing to take action on our behalf. Yet, with the rise of social media and technology, there are more ways than ever to connect with your audiences online. The competition for eyeballs and mouse-clicks is cutthroat with institutions, media, and brands all vying for attention. That's why we need to find people where they are to engage them in their native habitat – the jungles of 1s and 0s. Join us and learn how to capture your online prey.

2) PUBLIC POLICY TRACK

Symphony II & III

9:00 – 10:00

Labor and Legal Reform: States Take the Lead

Glenn Spencer, Workforce Freedom Initiative, U.S. Chamber of Commerce

Andrew Wynne, Institute for Legal Reform, U.S. Chamber of Commerce

The action on large parts of the legislative agenda has moved out of The Beltway and into the states, AKA the "Laboratories of Democracy." This is especially true on labor and legal reform issues, areas where U.S. Chamber affiliates have partnered with state and local chambers to make substantial progress. Glenn Spencer and Andrew Wynne will tell us all about it.

10:00 – 11:00

What Does "Joint Employer" Mean in Your Town?

Matt Haller, International Franchise Association

Glenn Spencer, Workforce Freedom Initiative, U.S. Chamber of Commerce

The National Labor Relations Board (NLRB) thinks that successful business models like franchising and subcontracting – which have served our economy well for decades – need a major overhaul. Right now, the NLRB is considering significant changes to the so-called “joint-employer” standard, changes that could make thousands of employers liable for workplaces they don’t control and workers they don’t actually employ. Franchise businesses in restaurants, hotels, retail, and a host of other services, as well as any company engaged in subcontracting could be affected. Learn more from the policy experts on the front lines of this issue.

11:00 – 12:00

Time is Now to Modernize our Runaway Regulatory Process

Bill Kovacs, Senior Vice President, U.S. Chamber of Commerce

The regulatory process has spun out of control as the EPA and other federal agencies are pumping out roughly 4,000 new regulations a year leaving American businesses struggling to comply. Learn more about the current regulatory environment, the impact on the business community and efforts to reform the rulemaking process by making it more effective and accountable to the American people.

12:15 – 1:45

Lunch / Washington in 2015: One Reporter’s View

Symphony II & III

Charlie Hurt, Political Columnist, Washington Times

Charlie writes extensively about the state of national politics, media fiascos, and myriad criminal activities of politicians and bureaucrats. Covering Washington politics for nearly 15 years with various news outlets, he’s traveled extensively with presidential campaign press pools, including with John Kerry, Hillary Clinton and Barack Obama...where he was made to walk the plank after one particularly scathing column. Join Charlie as he shares his stories and insights on the current slate of candidates, the relative merits of a clown car vs. a coronation primary, and the issues sure to shape the battle for the White House.

2:00 – 2:45

Navigating the Administration’s Energy Offensive

Symphony II & III

The Honorable Karen Harbert, President & CEO, Institute for 21st Century Energy

From massive new EPA regulations on power plants and ozone emissions to the Administration’s continued paralysis on new oil and gas exploration, energy has been under siege. We’ll explain exactly what is happening and how it impacts businesses across America—and what we’re doing to combat it.

2:45 – 3:30

Transportation: Funding the Trust Fund for the Future

Symphony II & III

Adrian Moore, PhD; Vice President, Policy, Reason Foundation

One idea for replacing the gas tax in the future is to charge drivers based on how far they drive, not on how much fuel they use. It’s called VMT – Vehicle Miles

Traveled – or MBUF – Mileage Based User fees. While the concept is simple, the policy and implementation issues are complex. There are states already testing the concept or planning to do so: Oregon, Minnesota, Nevada, California, Indiana, Washington—and many more. Your chamber is likely to be asked what you think. Come and get the facts, identify key policy issues, ask questions, and talk with your peers who have some experience in this area about how to go about educating your members, evaluating options, and formulating policy positions around this method to pay for transportation.

3:30 – 4:15

Intellectual Property and the Creators Who Enrich Our Lives

Symphony II & III

Bart Herbison, Executive Director, Nashville Songwriters Association International

Brian Noyes, Executive Director, Global Intellectual Property Center

Today's unprecedented accessibility to music and movies often comes with just the tap of a screen. The availability of "free" music, movies, books, and other creative works on the internet has caused many to forget that this content is actually the culmination of hard work by thousands of creative people around the world whose livelihoods depend on their intellectual property rights. Join us for a session with those who know first-hand about the importance of intellectual property rights and why you should think twice before downloading that song or movie for "free."

5:30 – 5:45

Buses depart

6:00 – 8:30

Reception & Entertainment: An Evening with Country Music's Top Singers and Songwriters

Country Music Hall of Fame, Rotunda & Ford Theatre

Join us at the historic Country Music Hall of Fame Thursday night for an intimate show with Nashville's finest songwriters. We will have a reception in the Hall of Fame rotunda, followed by a performance in the Ford Theatre, where we will hear the origins of some of country music's most popular hits.

9:00 – 10:00

Buses return

Friday – October 16

8:00 – 9:30

Breakfast – 2016 in 2015: Dan Schnur Breaks out his Crystal Ball

Symphony II & III

Dan Schnur, Director, Unruh Institute of Politics, USC

Break bread with a leading political analyst on the Left Coast as we discuss the trends in the already-hot Presidential race and how it will affect down-ballot contests in your neck of the woods.

9:30 – 11:00

Political Workshop

Symphony II & III

Larry Dowell, President, Dowell Management

Dave Kilby, President & CEO, Western Association of Chamber Executives

Larry Dowell and Dave Kilby will be the team on this interactive presentation. Larry will present an assessment of the chamber industry based on the findings from the US Chamber's nationwide survey on methods and tools used by chambers in both public policy and political action. Dave Kilby will then facilitate an open discussion with the group based on the findings utilizing interactive technology.

11:00

Adjourn