

U.S. Chamber of Commerce
Regional Government Affairs Conference
Atlanta Omni Hotel

AGENDA

Wednesday – October 26

- 12:00 – 5:00 **Registration**
- 1:00 – 2:30 **Concurrent Roundtable Discussions**
Get the conference off to a solid start with one of these open-ended discussions with your peers. With the economy pressuring the budgets of our governments, our members, and our chambers, we need new ways to get things done. Nothing is off-limits, and if you are facing a difficult situation chances are another participant is, or has, too. There's always plenty we can learn from each other.
- State Chamber Roundtable**
Facilitated by Steve Roberts, President, West Virginia Chamber of Commerce
- Metro Chamber Roundtable**
Facilitated by Jeff Wansley, Vice President, Government Affairs, Metro Atlanta Chamber of Commerce
- Idea Exchange Roundtable**
Facilitated by Art Roberts, former Senior Vice President for Chamber Relations, Texas Association of Business
- 3:00 – 3:45 **A Chairman's Perspective**
Tom Bell, Chairman, Mesa Capital Partners and Immediate Past Chairman, U.S. Chamber of Commerce
Introduced by John Brock, Chairman and CEO, Coca-Cola Enterprises
During his term as Chairman, Tom Bell saw the big picture at the U.S. Chamber. He is uniquely qualified to provide an overview of some of the Chamber's most significant programs – notably the new "Six Steps" initiative – and discuss how they affect your chamber. Tom will also comment on the all-important relationships between our organizations and how we can make those relationships more productive for us all. John Brock, Chairman and CEO of Coca-Cola, one of the world's best known brands, will introduce Tom.
- 3:45 – 4:00 **Welcoming Remarks/Housekeeping**
Chris Clark, President, Georgia Chamber of Commerce
Doug Loon, Vice President, Regional Affairs, U.S. Chamber of Commerce

4:00 – 4:30

Spotlight on Trade

John Murphy, Vice President, International Division, U.S. Chamber of Commerce

The three Free Trade Agreements with Colombia, Korea, and Panama passed with broad, bi-partisan support – and support from chambers of commerce across the country. But why did it take so long, what are the prospects for actually growing jobs with enactment of these agreements, and what is next on the trade horizon?

5:00 – 6:30

Opening Night Reception

Thursday – October 27

7:30 – 10:30

Registration

7:30 – 9:00

Breakfast / Enterprising States report – State Best Practices

Delore Zimmerman, Praxis Strategy Group

In this very difficult economic environment, states are taking very different approaches to make themselves attractive places to do business. Some are modernizing government, some are focusing on workforce and training, on infrastructure, on tax and budget issues. Delore Zimmerman will discuss what is working where, with an eye toward spotlighting tactics that translate best across state lines.

9:00 – 12:00

Concurrent Tracks:

COMMUNICATIONS TRACK

9:00 – 10:00

Social Media: Finding Your Audience, Finding Your Voice

Nick Schaper, Executive Director, Digital Strategic Communications, U.S. Chamber of Commerce

Someone influential wants to hear from you, and chances are they're not scouring the yellow pages. Social media has become a mainstay in Americans' lives and an increasingly crucial piece of your overall communications strategy. Schaper will discuss the tools and tactics to help you build stronger digital relationships with your members, opinion leaders, and the media.

10:00 – 12:00

Improve Your Likeability –► Improve Your Impact

Bill Graham, Adjunct Professor, Seton Hall University, and Owner, Graham Corporate Communications

If you are a lobbyist or a communicator, you sell ideas. If you are an entrepreneur, you sell products. Either way, likeability is the final decision-maker. Bill Graham will help you look at your likeability from two perspectives: who you are, the *messenger*, and what you say, the *message*. Graham will deliver immediately usable likeability tools to improve your ability to make personal connections while leaving powerful, memorable impressions with customers and legislators.

Several members of the session will be selected to participate in a videotaped exercise to help participants improve their communications skills.

PUBLIC POLICY TRACK

9:00 – 10:15

View from the Other Side: Electeds on Lobbying Tactics that Work

Moderated by Rolf Lundberg, Senior Vice President, Congressional and Public Affairs, U.S. Chamber of Commerce

Senator Doug Stoner, Minority Whip, Georgia state Senate

Representative Ed Lindsey, Majority Whip, Georgia state House of Representatives

Chris Strow, Executive Director, Northwest Regional Office, U.S. Chamber of Commerce and former Washington State Representative

Who better to talk about effective lobbying techniques than the elected officials we try to lobby? Three veteran state legislators who have heard it all share which approaches have affected them most – for better or worse. From grassroots to grasstops, facts to friendships, what influences legislators most as they decide the issues that affect your members? This view from the other side will be introduced and moderated by Rolf Lundberg, who runs the U.S. Chamber’s Congressional Affairs team and knows quite a bit about the subject himself.

10:30 – 12:00

Latest on Issues Affecting Business (pick 3 of 5)

Labor – *Mike Eastman*

Workforce/Education – *Cecilia Retelle*

Immigration: Action in the States – *Amy Nice*

Health Care – *Katie Mahoney*

Taxes – *Caroline Harris & Ashley Wilson*

Choose three issues that matter to your chamber for whirlwind, small group discussions led by leading experts on each. A great opportunity to focus directly on your concerns with people who have as good a feel as anyone for which way things are headed.

12:15 – 1:30

Lunch

Keeping Runaway Regulation in Check

Andrew H. Card, Jr., Acting Dean, Bush School of Government and Public Service, Texas A&M University and former White House Chief of Staff

Introduced by Tom Collamore, Senior Vice President, Communications and Strategy and Counselor to the President, U.S. Chamber of Commerce

American businesses are dealing with an unprecedented array of new regulations, including those related to health care reform, Dodd-Frank, and the EPA’s intent to regulate greenhouse gases. The regulatory process has spun out of control without the necessary checks and balances, making concerns about regulatory burdens a rallying cry of Congress and the business community.

1:30-2:30

Regulations: Restoring Balance

Moderated by Tom Collamore, Senior Vice President, Communications and Strategy and Counselor to the President, U.S. Chamber of Commerce.

Randy Johnson, Senior Vice President, Labor, Immigration, and Employee Benefits, U.S. Chamber of Commerce

Bill Kovacs, Senior Vice President, Environment, Technology, and Regulatory Affairs, U.S. Chamber of Commerce

Bryan Sunderland, Vice President of Government Affairs, Kentucky Chamber of Commerce

U.S. Chamber experts will address the current regulatory environment in Washington, its impact on the business community, and what the U.S. Chamber is doing through its Project on Regulatory Reform to reform the process to make it more effective and accountable to the American people.

2:45 – 4:00

Breakout Sessions (choose one)

Present, Connect, and Amaze Using Memorable Visuals

Susan Peterson, Founder and CEO, The Communication Center

This informative and entertaining seminar is based on Ms. Peterson's professional campaign to end "death by PowerPoint" after 27 years as a prominent communication coach and speech trainer. Ms. Peterson will reveal what the latest research shows about the vital role that visuals play in creating compelling and memorable presentations. She'll demonstrate how to captivate and engage any audience, no matter what the subject, through inspirational and persuasive communications skills.

Elections 2012: Candidate Recruiting & Training

Mark Mills, CEO (Chief Encouragement Officer), The Political Leadership Innovation Institute, Inc.

If business wants elected officials that they can work with they might have to get involved at the very beginning of the process, with recruiting candidates who understand their concerns. But they can't leave it there; those candidates will need the background and skills required to win. Mark Mills will lay out how chambers can play these essential roles.

Funding Infrastructure Without Earmarks

Alex Herrgott, Director, Congressional Affairs, U.S. Chamber of Commerce

If your chamber's DC fly-ins have focused on asking for money for a much-needed highway interchange or wastewater treatment plant, that way of doing things is over. Alex Herrgott will present a glimpse of the new Washington and open doors to new ways to fund your vital infrastructure projects.

5:30

Dinner / Entertainment

Friday – October 28

8:00 – 9:15

Breakfast

Energy Outlook: Can We Have It All?

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

For all of the talk about various types of “green” energy, fossil fuels will be with us for decades to come. Ms. Harbert will take us on a tour of the energy landscape. Along the way we’ll visit efforts to boost green energy sources within the overall energy mix; impediments to those efforts; the extent of our reliance on oil, coal, and natural gas; where those fuels come from and where we could find more; prospects for conservation; and much more. Public policies are central to all of this, of course, and they won’t be overlooked.

9:15 – 10:00

Infrastructure Overview

Alex Herrgott, Director, Congressional Affairs, U.S. Chamber of Commerce

Business and our economy depend on functioning systems of public infrastructure, from all types of transportation to water supply and treatment to energy transmission to broadband and more. The United States has been under-investing in most of these for years, even decades, and the results are showing in the form of slower growth and reduced competitiveness. Alex will provide an overview of where we are and some ideas of how we might turn things around.

10:00 – 11:00

Elections 2012: A Preview

Matt Towery, Syndicated Columnist and Pollster

Introduced by Glenn Spencer, Executive Director, Workforce Freedom Initiative, U.S. Chamber of Commerce

While all elections are important, next year’s promise to be especially so – from the presidential to the congressional to the states. Matt Towery has been taking the pulse of the electorate for two decades. He’s well positioned to provide an early look at how present attitudes about the economy, public policy, and governmental effectiveness might shape electoral outcomes a year from now. While no one knows what will happen, Matt’s insights should help us stay focused on the factors that matter most.

11:30

Adjourn