

Board of Directors Meeting

July 22, 2020
Via Conference Call



ASSOCIATION OF
CHAMBER OF COMMERCE
EXECUTIVES

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Board of Directors Briefing Book

July 22, 2020

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ACCE Board of Directors Meeting

July 22, 2020 | 2:00 p.m. EDT

Via Conference Call

AGENDA

- **Welcome**

- **Approve Minutes from March 25, 2020 Meeting**

- **Chairman's Update**

- **CEO Update**
 - COVID-19 and Economic Recovery
 - Diversity, Equity and Inclusion
 - ACCE Virtual Summit – Sept. 29-Oct. 1
 - Governance Meetings 2020
 - Current and Future Direction of ACCE

- **Treasurer's Report**
 - Finance Report
 - Year-end Financials
 - Finance Report through May 31, 2020
 - Budget Update 2020-21

- **Governance**
 - Nominations Committee Reports
 - Officers Nominating Committee – Election of Officers for 2020-21
 - Board Nominating Committee
 - 2020 CCE Commissioners & Candidates

- **Recognition of Outgoing Directors**

- **ACCE Foundation**

- **Adjourn**



Board of Directors
2020 Governance Meeting Calendar
*All remaining meetings for 2020 are virtual

July
Virtual

| | | |
|---------------------|---------|-------------|
| Finance Committee | July 15 | 2:00 pm EDT |
| Executive Committee | July 21 | 2:00 pm EDT |
| Board of Directors | July 22 | 2:00 pm EDT |

September
Virtual

| | | |
|---------------------|--------------|-------------------|
| ACCE Annual Meeting | September 29 | 12:15-1:00 pm EDT |
|---------------------|--------------|-------------------|

October
Virtual

| | | |
|---------------------|------------|-------------|
| Finance Committee | October 28 | 1:00 pm EDT |
| Executive Committee | October 28 | 3:00 pm EDT |
| Board of Directors | October 29 | 2:00 pm EDT |

Additional committee meetings via conference call announced as needed.

ACCE Board Meeting

March 25, 2020 | 2:00 p.m. EDT
Via Conference Call

MINUTES

Present: Rick Baker, Matt Ballard, Carl Blackstone, Candace Boothby, Beth Bowman, Heather Briccetti, David Brown, Jay Byers, Adrian Cain, Lucia Cape, Chip Cherry, Adrienne Cole, Greg Durocher, Natalie English, Mark Fisher, Shannon Full, Tiffany Esposito, Dottie Gallagher, Christy Gillenwater, Tim Giuliani, Wendy Gramza, Brian Hall, Cecilia Harry, RaDonna Hessel, Michael Huber, Waymond Jackson, Kris Johnson, Nancy Keefer, Adam Knapp, Megan Lucas, Kelle Marsalis, Adam Marshall, Leonardo McClarty, Sherry Menor-McNamara, Vincent Orange, Carlos Phillips, David Prunte, Brittany Quick-Warner, Jeff Rea, Joe Reardon, Pam Ridler, Janet Riopel, Bob Rohrlack, Jim Rooney, David Rumbarger, Todd Sanders, Bill Sisson, Vern Squier, Bryan Starr, Dale Steenbergen, Sherry Taylor, Tony Vedda, Roy Williams, Sandra Wilson and Gilbert Zavala

Excused: Robin Anderson, Sara Armstrong, Chris Clark, Kelly Fanelli, Angela Farley, Michel Leblanc, Matt McCormick, Christine Ross

Staff: Sheree Anne Kelly, Alysia Bell, Stacey Breslin, Beth Bronder, Will Burns, Jacqui Cook, Crystal Moore, Tamara Philbin and Karen Rose

Chair David Brown called the meeting to order.

The board reviewed the minutes from the January 12, 2020 meeting. A motion to accept the minutes was made by David Rumbarger. Seconded by Chip Cherry. *Motion carried.*

CEO Kelly discussed the Coronavirus outbreak and its impacts to date.

The financial report was presented by Treasurer Leonardo McClarty who stated that our cash position is strong with over \$2.3 million. Consolidated net assets total \$2.8 million. National corporate sponsor revenue should land close to budget and membership revenue is slightly under budget due to staffing reasons. 2019 annual convention registration revenue exceeded budget expectations and sponsor and exhibitor revenue fell just short of projections. Due to some reduced staffing expenses, year-end net income projections are expected to exceed budget. A motion to approve the financial report was made by Matt Ballard and seconded by Tony Vedda. *Passed.*

McClarty then addressed the proposed budget. He explained that the budget presented was crafted just prior to the Coronavirus outbreak and will serve solely as a placeholder for our April 1 fiscal year. Major adjustments to programming, services and revenue assumptions will be considered. An immediate spending freeze has been implemented and a final budget will be submitted for approval after a thorough assessment of the significant challenges and impacts resulting from the Coronavirus crisis. In the interim, this proposed budget reflects a positive bottom line for 2020-2021 but is also on the conservative side as we move forward with the infrastructure changes outlined in our new strategic plan. Bill Sisson made a motion to accept the proposed budget. Seconded by Sandra Wilson. *Motion carried.*

Nominating committee chair Nancy Keefer reported that the officers nominating committee has completed its due diligence and slate for the 2020-2021 governance year. Plans to convene the board nominating committee have been put on hold because of the Coronavirus crisis.

Kelly noted that due to the current Coronavirus crisis we will continue to closely monitor the feasibility of ACCE events scheduled this calendar year. Convention is still on for July 13-16. Plans to announce Boston as the host city in 2021 have been put on hold.

Chair Brown made closing remarks. *Meeting adjourned.*

Consolidated Projects
For the Fiscal Year Ending March 31, 2020

| | ACCE | FBI | Foundation | Eliminations | CONS |
|---|-----------------------|---------------------|---------------------|-----------------------|-----------------------|
| Consolidated Balance Sheet | | | | | |
| ASSETS | | | | | |
| Cash | \$1,817,629.49 | \$265,375.02 | \$303,226.78 | | \$2,386,231.29 |
| Investments | 485,756.52 | \$0.00 | \$0.00 | | \$485,756.52 |
| Investments - 457B | 85,477.53 | | | | \$85,477.53 |
| Investment in Subsidiary | 503,379.58 | \$0.00 | \$0.00 | | \$503,379.58 |
| Accounts Receivable - General (net) | 120,358.08 | \$152,535.84 | \$0.00 | | \$272,893.92 |
| Accounts Receivable - Trust | | \$177,424.88 | \$0.00 | | \$177,424.88 |
| Grant Receivable | | | \$17,248.40 | | \$17,248.40 |
| Due from Related Entities | 151,706.27 | \$0.00 | \$0.00 | (151,706.27) | \$0.00 |
| Prepaid Expenses | 89,008.45 | \$3,289.01 | \$0.00 | | \$92,297.46 |
| Prepaid Expenses - Convention | 136,727.11 | \$0.00 | \$0.00 | | \$136,727.11 |
| Deposits | 11,312.12 | \$975.00 | \$0.00 | | \$12,287.12 |
| Fixed Assets, Net | 173,242.53 | \$50,973.69 | \$0.00 | | \$224,216.22 |
| TOTAL ASSETS | \$3,574,597.68 | 650,573.44 | \$320,475.18 | (\$151,706.27) | \$4,393,940.03 |
| LIABILITIES | | | | | |
| Accounts Payable & Accrued Expenses | 205,078.82 | 22,753.65 | 24,223.37 | | \$252,055.84 |
| Accounts Payable - Trust | (13,016.82) | 263.00 | | | (\$12,753.82) |
| 457B Liability | 85,477.53 | | | | \$85,477.53 |
| Due to Related Entities | | 122,028.84 | 29,677.43 | (151,706.27) | \$0.00 |
| Deferred Dues | 730,176.83 | | | | \$730,176.83 |
| Deferred Other | 22,165.00 | 3,396.55 | 221,754.10 | | \$247,315.65 |
| Deferred Rent | 118,315.00 | | | | \$118,315.00 |
| Deferred Convention | 118,614.50 | | | | \$118,614.50 |
| Capital Lease Obligations | 28,227.00 | | | | \$28,227.00 |
| TOTAL LIABILITIES | \$1,295,037.86 | \$148,442.04 | \$275,654.90 | (\$151,706.27) | \$1,567,428.53 |
| NET ASSETS | | | | | |
| Net Assets - Unrestricted | 2,157,540.12 | 503,378.57 | 97,838.28 | | \$2,758,756.97 |
| Net Assets - Temporarily Restricted | 20,449.00 | | 0.00 | | \$20,449.00 |
| YTD Change in Net Assets | 101,570.70 | (1,247.17) | (53,018.00) | | \$47,305.53 |
| TOTAL NET ASSETS | \$2,279,559.82 | 502,131.40 | \$44,820.28 | \$0.00 | \$2,826,511.50 |
| TOTAL LIABILITIES & NET ASSETS | \$3,574,597.68 | \$650,573.44 | \$320,475.18 | (\$151,706.27) | \$4,393,940.03 |
| | 0.00 | | 0.00 | | |
| | | | | 0.00 | |

Association of Chamber of Commerce Executives
Consolidated Statement of Activity
For the Year to Date Period Ending March 31, 2020

| | March 20 YTD ACTUAL | March 20 YTD Budget | March 20 Actual vs. Budget YTD \$\$ Variance | March 20 Actual vs. Budget YTD % Variance | March 19 YTD ACTUAL | March 20 Actual vs. March 19 Actual % Variance |
|---|------------------------|------------------------|--|--|------------------------|--|
| FBI | | | | | | |
| Total FBI Revenue | 1,089,631.21 | 1,079,000.00 | 10,631.21 | 1% | 962,147.70 | 12% |
| Total FBI Expense | 1,090,878.38 | 1,078,263.40 | 12,614.98 | 1% | 857,600.64 | 21% |
| FBI Net Income | (1,247.17) | 736.60 | (1,983.77) | 159% | 104,547.06 | 8,483% |
| Foundation | | | | | | |
| Total Revenue | 1,127,050.59 | 1,731,792.00 | (604,741.41) | (54%) | 1,294,413.91 | (15%) |
| Total Expense | 1,180,068.59 | 1,657,139.00 | (477,070.41) | (40%) | 1,257,831.84 | (7%) |
| Foundation Net Income | (53,018.00) | 74,653.00 | (127,671.00) | 241% | 36,582.07 | 169% |
| ACCE | | | | | | |
| Revenue | | | | | | |
| Annual Convention | 893,346.95 | 895,993.00 | (2,646.05) | (0%) | 901,115.00 | (1%) |
| Awards/COY Revenue | 20,700.00 | 21,250.00 | (550.00) | (3%) | 22,199.00 | (7%) |
| Certification | 9,450.00 | 12,000.00 | (2,550.00) | (27%) | 11,300.00 | (20%) |
| Chamber Education | 47,954.00 | 46,900.00 | 1,054.00 | 2% | 15,227.00 | 0% |
| Chamber Executive Magazine Rev | 117,680.00 | 100,740.00 | 16,940.00 | 14% | 66,630.00 | 43% |
| Economic Development | 3,250.00 | 3,750.00 | (500.00) | (15%) | 11,164.11 | (244%) |
| Executive Search | 11,398.30 | 8,000.00 | 3,398.30 | 30% | 12,762.62 | (12%) |
| Membership Revenue | 1,715,763.43 | 1,750,000.00 | (34,236.57) | (2%) | 1,451,537.23 | 15% |
| Metro Cities Revenue | 48,765.20 | 58,225.00 | (9,459.80) | (19%) | 37,080.00 | 24% |
| Misc Income | 21,927.91 | 15,000.00 | 6,927.91 | 32% | 17,587.58 | 20% |
| National Corporate Sponsors Revenue | 284,357.08 | 287,740.00 | (3,382.92) | (1%) | 171,790.00 | 40% |
| Publications & Research Revenue | 5,082.00 | 3,500.00 | 1,582.00 | 31% | 4,653.00 | 8% |
| Total ACCE Revenue from Operations | 3,179,674.87 | 3,203,098.00 | (23,423.13) | (1%) | 2,723,045.54 | 14% |
| Expense | | | | | | |
| Admin (Operations, Occupancy, Governance) | 473,693.70 | 595,150.00 | (121,456.30) | (26%) | 400,035.52 | 16% |
| Admin Personnel Costs | 572,726.60 | 603,045.32 | (30,318.72) | (5%) | 373,425.80 | 35% |
| Annual Convention | 934,597.70 | 853,151.60 | 81,446.10 | 9% | 696,713.22 | 25% |
| Awards/COY Expense | 40,556.35 | 27,179.40 | 13,376.95 | 33% | 17,829.92 | 56% |
| Certifications Expense | 28,765.33 | 26,001.70 | 2,763.63 | 10% | 12,145.06 | 58% |
| Chamber Education Expense | 90,452.57 | 83,631.72 | 6,820.85 | 8% | 53,592.47 | 41% |
| Chamber Executive Magazine Expense | 90,294.93 | 82,173.93 | 8,121.00 | 9% | 90,500.44 | (0%) |
| Divisions Expense | 9,540.40 | 7,983.43 | 1,556.97 | 16% | 6,038.59 | 37% |
| Economic Development | 17,951.63 | 22,200.00 | (4,248.37) | (24%) | 15,662.38 | 13% |
| Hero | 101,530.57 | 86,766.54 | 14,764.03 | 15% | 101,750.74 | (0%) |
| Membership Expense | 435,770.32 | 489,750.93 | (53,980.61) | (12%) | 400,713.85 | 8% |
| Metro Cities Expense | 39,102.28 | 46,899.05 | (7,796.77) | (20%) | 30,650.90 | 22% |
| National Corporate Sponsors Expense | 183,439.10 | 198,036.94 | (14,597.84) | (8%) | 128,966.20 | 30% |
| Public Policy | 0.00 | 3,000.00 | (3,000.00) | 0% | 1,390.00 | 0% |
| Publications & Research Expense | 16,097.48 | 17,000.00 | (902.52) | (6%) | 12,474.42 | 23% |
| Web Expense | 43,585.19 | 60,176.63 | (16,591.44) | (38%) | 15,586.62 | 64% |
| Total ACCE Expense from Operations | 3,078,104.15 | 3,202,147.19 | (124,043.04) | (4%) | 2,357,476.13 | 23% |
| ACCE Net Income | 101,570.72 | 950.81 | 100,619.91 | 99% | 365,569.41 | (260%) |
| Total ACCE & Affiliates Revenue | 5,396,356.67 | 6,013,890.00 | (617,533.33) | (11%) | 4,979,607.15 | 8% |
| Total ACCE & Affiliates Expenses | 5,349,051.12 | 5,937,549.59 | (588,498.47) | (11%) | 4,472,908.61 | 16% |
| Total ACCE & Affiliates Net Income | 47,305.55 | 76,340.41 | (29,034.86) | (61%) | 506,698.54 | (971%) |

ACCE Finance Report

March 31, 2020 Financial Statements

Please note that the team has worked with our auditor to ensure we are adhering to new GAAP guidelines. While ACCE and its affiliated entities were already operating pursuant to the new standards for much of our accounting process, we did have to make some adjustments for sponsorships.

Balance Sheet

Our cash position is strong: more than \$2.2 million. “Due from related entities” is the amount owed to ACCE by FBI and ACCE Foundation for ordinary operational expenses and consulting. Please note that these amounts were reduced in March due to quarterly payments between entities. ACCE consolidated net assets are standing at \$2.8 million.

Consolidated Statement of Activity

Chamber Executive Magazine Revenue - This line item is higher than budget due to additional unbudgeted advertising revenue received from Amex (\$10k) and GEICO (\$15k). This revenue was for standalone newsletter advertising.

Membership – Membership revenue is below budget. This is due to two factors: the continued trend of flattened membership growth, and the loss of our long-time membership sales professional. While we have had the position covered with contractors, the rate of retention and new member sales has not been as high as this time during previous years.

Admin (Operations, Occupancy, Governance) – Included in this line item are expenses related to upgrading ACCE’s membership database system and website. These systems are still in the development stage therefore the depreciable costs related to the software, data migration, implementation and training have not been included on the income statement. Also included in this line item were expenses related to an in-person BOD meeting. However due to COVID-19 this meeting became a conference call as opposed to in-person.

Annual Convention – Registration revenue exceeded budget expectation, while exhibitor and sponsor revenue fell just short of budget. Even with a staff change in the development function, most sustaining sponsors and exhibitors remained engaged for 2019, and revenue for those line items was only off by \$2,646.

Year End – When looking at ACCE’s fiscal year end net income, compared with budget, we are approximately \$100k better than budget. The primary driver of the net income gap is strong and nimble fiscal management by the team. Additionally, there were expense reductions including salaries for multiple open staff positions and lack of expenses associated with revamping the website and installing the new membership database system.

Association of Chamber of Commerce Executives
Consolidated Projects
For the Two Months Ending May 31, 2020

JC-09CONSBS
Page 1

| | ACCE | FBI | Foundation | Eliminations | CONS |
|---|-----------------------|---------------------|---------------------|-----------------------|-----------------------|
| Consolidated Balance Sheet | | | | | |
| ASSETS | | | | | |
| Cash | 1,437,694.73 | \$479,172.91 | \$328,415.89 | | \$2,245,283.53 |
| Investments | 485,756.52 | \$0.00 | \$0.00 | | \$485,756.52 |
| Investments - 457B | 85,477.53 | \$0.00 | \$0.00 | | \$85,477.53 |
| Investment in Subsidiary | 503,379.58 | \$0.00 | \$0.00 | | \$503,379.58 |
| Accounts Receivable - General (net) | 65,293.61 | \$98,400.80 | \$0.00 | | \$163,694.41 |
| Accounts Receivable - Trust | 0.00 | \$139,830.97 | \$0.00 | | \$139,830.97 |
| Grant Receivable | 0.00 | \$0.00 | \$17,854.42 | | \$17,854.42 |
| Due from Related Entities | 309,168.71 | \$0.00 | \$0.00 | (309,168.71) | \$0.00 |
| Prepaid Expenses | 85,617.51 | \$7,964.80 | \$0.00 | | \$93,582.31 |
| Prepaid Expenses - Convention | 151,979.71 | \$0.00 | \$0.00 | | \$151,979.71 |
| Deposits | 11,312.12 | \$975.00 | \$0.00 | | \$12,287.12 |
| Fixed Assets, Net | 184,097.40 | \$55,254.47 | \$0.00 | | \$239,351.87 |
| TOTAL ASSETS | \$3,319,777.42 | \$781,598.95 | \$346,270.31 | (\$309,168.71) | \$4,138,477.97 |
| LIABILITIES | | | | | |
| Accounts Payable & Accrued Expenses | 87,546.11 | \$19,384.18 | \$21,200.00 | | \$128,130.29 |
| Accounts Payable - Trust | 0.00 | \$263.00 | \$0.00 | | \$263.00 |
| 457B Liability | 85,477.53 | \$0.00 | \$0.00 | | \$85,477.53 |
| Due to Related Entities | 0.00 | \$243,513.81 | \$65,654.90 | (309,168.71) | \$0.00 |
| Deferred Dues | 560,956.34 | \$0.00 | \$0.00 | | \$560,956.34 |
| Deferred Other | 21,690.00 | \$3,396.55 | \$213,969.24 | | \$239,055.79 |
| Deferred Rent | 118,315.00 | \$0.00 | \$0.00 | | \$118,315.00 |
| Deferred Convention | 96,460.50 | \$0.00 | \$0.00 | | \$96,460.50 |
| Capital Lease Obligations | 28,227.00 | \$0.00 | \$0.00 | | \$28,227.00 |
| TOTAL LIABILITIES | \$998,672.48 | \$266,557.54 | \$300,824.14 | (\$309,168.71) | \$1,256,885.45 |
| NET ASSETS | | | | | |
| Net Assets - Unrestricted | 2,279,559.82 | \$502,131.40 | \$44,820.28 | | \$2,826,511.50 |
| Net Assets - Temporarily Restricted | 0.00 | \$0.00 | \$0.00 | | \$0.00 |
| YTD Change in Net Assets | 41,545.12 | \$12,910.01 | \$625.89 | | \$55,081.02 |
| TOTAL NET ASSETS | \$2,321,104.94 | \$515,041.41 | \$45,446.17 | \$0.00 | \$2,881,592.52 |
| TOTAL LIABILITIES & NET ASSETS | \$3,319,777.42 | \$781,598.95 | \$346,270.31 | (\$309,168.71) | \$4,138,477.97 |

Association of Chamber of Commerce Executives
Consolidated Statement of Activity
For the Year to Date Period Ending May 31, 2020

| | May 20 YTD ACTUAL | May 20 YTD Budget | 2020-21 Annual Budget | May 20 Actual vs. Budget YTD \$\$ Variance | May 20 Actual vs. Budget YTD % Variance | May 19 YTD ACTUAL | May 20 Actual vs. May 19 Actual % Variance |
|---|----------------------|----------------------|--------------------------|--|--|----------------------|--|
| FBI | | | | | | | |
| Total FBI Revenue | 181,021.14 | 180,166.67 | 1,081,000.00 | 854.47 | 0% | 182,386.32 | (1%) |
| Total FBI Expense | 168,111.13 | 186,787.42 | 1,120,724.52 | (18,676.29) | (11%) | 167,241.57 | 1% |
| FBI Net Income | 12,910.01 | (6,620.75) | (39,724.52) | 19,530.76 | 151% | 15,144.75 | (17%) |
| Foundation | | | | | | | |
| Total Revenue | 152,856.23 | 237,457.00 | 1,424,742.00 | (84,600.77) | (55%) | 142,975.68 | 6% |
| Total Expense | 152,230.34 | 229,397.83 | 1,376,387.00 | (77,167.49) | (51%) | 152,517.83 | (0%) |
| Foundation Net Income | 625.89 | 8,059.17 | 48,355.00 | (7,433.28) | (1,188%) | (9,542.15) | 1,625% |
| ACCE | | | | | | | |
| Revenue | | | | | | | |
| Annual Convention | 0.00 | 0.00 | 1,092,755.00 | 0.00 | 0% | 0.00 | 0% |
| Awards/COY Revenue | 0.00 | 0.00 | 36,250.00 | 0.00 | 0% | 16,250.00 | 0% |
| Certification | 0.00 | 0.00 | 10,600.00 | 0.00 | 0% | 200.00 | 0% |
| Chamber Education | 147.00 | 1,000.00 | 41,222.00 | (853.00) | 0% | 0.00 | 0% |
| Chamber Executive Magazine Rev | 19,985.00 | 27,115.00 | 108,460.00 | (7,130.00) | 0% | 0.00 | 0% |
| Economic Development | 0.00 | 0.00 | 28,000.00 | 0.00 | 0% | 0.00 | 0% |
| Executive Search | 812.74 | 1,083.33 | 6,500.00 | (270.59) | (33%) | 2,261.08 | (178%) |
| Membership Revenue | 262,021.15 | 287,514.67 | 1,725,088.00 | (25,493.52) | (10%) | 293,393.16 | (12%) |
| Metro Cities Revenue | 1,075.00 | 1,500.00 | 48,725.00 | (425.00) | 0% | 0.00 | 0% |
| Misc Income | 624.33 | 3,333.33 | 20,000.00 | (2,709.00) | (434%) | 5,423.47 | (769%) |
| National Corporate Sponsors Revenue | 18,527.60 | 22,500.00 | 304,043.33 | (3,972.40) | 0% | 24,945.00 | (35%) |
| Publications & Research Revenue | 449.00 | 74.83 | 20,000.00 | 374.17 | 83% | 1,060.00 | (136%) |
| Total ACCE Revenue from Operations | 303,641.82 | 344,121.17 | 3,441,643.33 | (40,479.35) | (13%) | 343,532.71 | (13%) |
| Expense | | | | | | | |
| Admin (Operations, Occupancy, Governance) | 61,484.37 | 89,837.38 | 539,024.26 | (28,353.01) | (46%) | 73,170.19 | (19%) |
| Admin Personnel Costs | 45,847.60 | 105,188.02 | 631,128.10 | (59,340.42) | (129%) | 92,523.21 | (102%) |
| Annual Convention | 0.00 | 0.00 | 984,147.12 | 0.00 | 0% | 0.00 | 0% |
| Awards/COY Expense | 11.99 | 0.00 | 74,397.27 | 11.99 | 100% | 12,036.12 | (100,285%) |
| Certifications Expense | 5,525.32 | 5,331.35 | 31,988.12 | 193.97 | 4% | 3,316.42 | 40% |
| Chamber Education Expense | 7,358.61 | 10,674.34 | 64,046.05 | (3,315.73) | (45%) | 10,211.35 | (39%) |
| Chamber Executive Magazine Expense | 16,222.14 | 15,544.01 | 93,264.06 | 678.13 | 4% | 9,532.27 | 41% |
| Divisions Expense | 2,665.42 | 1,348.79 | 8,092.75 | 1,316.63 | 49% | 1,923.97 | 28% |
| Economic Development | 0.00 | 0.00 | 24,500.00 | 0.00 | 0% | 0.00 | 0% |
| Hero | 14,176.95 | 27,414.06 | 164,484.33 | (13,237.11) | (93%) | 14,745.72 | (4%) |
| Membership Expense | 69,150.00 | 84,088.95 | 504,533.72 | (14,938.95) | (22%) | 85,387.92 | (23%) |
| Metro Cities Expense | 532.44 | 0.00 | 43,510.47 | 532.44 | 0% | 0.00 | 0% |
| National Corporate Sponsors Expense | 32,437.27 | 31,637.64 | 189,825.85 | 799.63 | 2% | 30,554.20 | 6% |
| Publications & Research Expense | 2,355.12 | 3,950.21 | 23,701.28 | (1,595.09) | (68%) | 2,534.93 | (8%) |
| Web Expense | 4,329.47 | 6,250.00 | 60,119.89 | (1,920.53) | (44%) | 5,766.14 | (33%) |
| Total ACCE Expense from Operations | 262,096.70 | 381,264.75 | 3,436,763.25 | (119,168.05) | (45%) | 341,702.44 | (30%) |
| ACCE Net Income | 41,545.12 | (37,143.59) | 4,880.08 | 78,688.71 | 189% | 1,830.27 | 96% |
| Total ACCE & Affiliates Revenue | 637,519.19 | 761,744.83 | 5,947,385.33 | (124,225.64) | (68%) | 668,894.71 | (7%) |
| Total ACCE & Affiliates Expenses | 582,438.17 | 797,450.01 | 5,933,874.78 | (215,011.84) | (107%) | 661,461.84 | (30%) |
| Total ACCE & Affiliates Net Income | 55,081.02 | (35,705.17) | 13,510.56 | 90,786.19 | 39% | 7,432.87 | 23% |

ACCE Finance Report

May 31, 2020 Financial Statements (2 months into the FY)

Balance Sheet

Our cash position is strong with over \$2.2 million. Prepaid expenses are up to \$152K due to the convention which has since been cancelled, with programming converted into a virtual fall program. Total net assets are standing at \$2.9 million.

Consolidated Statement of Activity

Membership Revenue – ACCE membership is below budget. ACCE’s membership revenue had risen for several consecutive years but has declined as of the last fiscal year. The growth was largely due to increased compliance with the dues schedule and introduction of the Horizon Investor Level membership category – and of course new member sales that exceed non-renewals. We anticipate that this line item will continue to tend downward for this fiscal year due to Covid-19 and the economic fallout. Additionally, with our current sliding scale of membership, as our members’ income decreases, so does their dues level.

ACCE expenses from operations – Most expenses for the two months of the fiscal are lower than budget. This is primarily due to an across the board moratorium on spending due to COVID-19. We anticipate that this trend will continue as our revised proposed budget has lean spending provisions.

Net Income – two months into the year the ACCE net is better than the originally submitted budget. FBI and is running slightly ahead of budget and the Foundation currently has a positive net income. The Foundation, which is dependent on foundation grants, can vary significantly in its short-term revenues due to grant delivery even though the long-term trend has been steady. Foundation funding for the next ten months is anticipated to be consistent with budget.

Association of Chamber of Commerce Executives
Consolidated Statement of Activity
2020-2021 Amended Annual Budget

| | 2020-21 Amended Annual Budget | March 31, 2020 Actuals | 2019-20 Annual Budget | March 2020 Actuals vs. 2020-21 Budget \$\$ Variance | March 2020 Actuals vs. 2020-21 Budget % Variance |
|---|-------------------------------------|---------------------------|--------------------------|--|--|
| FBI | | | | | |
| Total FBI Revenue | 1,081,000 | 1,089,631.21 | 1,079,000.00 | (8,631.21) | (1%) |
| Total FBI Expense | 1,000,897 | 1,090,878.38 | 1,078,263.40 | (89,981.38) | (8%) |
| FBI Net Income | 80,103 | (1,247.17) | 736.60 | 81,350.17 | (6,523%) |
| Foundation | | | | | |
| Total Revenue | 1,424,742.00 | 1,127,050.59 | 1,731,792.00 | 297,691.41 | 26% |
| Total Expense | 1,308,638.00 | 1,180,068.59 | 1,657,139.00 | 128,569.41 | 11% |
| Foundation Net Income | 116,104.00 | (53,018.00) | 74,653.00 | 169,122.00 | (319%) |
| ACCE | | | | | |
| Revenue | | | | | |
| Annual Convention | 85,638.07 | 893,346.95 | 895,993.00 | (807,708.88) | (90%) |
| Virtual Convention | 205,000.00 | 0.00 | 0.00 | 205,000.00 | 0% |
| Awards/COY Revenue | 36,250.00 | 20,700.00 | 21,250.00 | 15,550.00 | 75% |
| Certification | 10,600.00 | 9,450.00 | 12,000.00 | 1,150.00 | 12% |
| Chamber Education | 11,020.00 | 47,954.00 | 46,900.00 | (36,934.00) | (77%) |
| Chamber Executive Magazine Rev | 76,980.00 | 117,680.00 | 100,740.00 | (40,700.00) | (35%) |
| Economic Development | 0.00 | 3,250.00 | 3,750.00 | (3,250.00) | (100%) |
| Executive Search | 6,500.00 | 11,398.30 | 8,000.00 | (4,898.30) | (43%) |
| Membership Revenue | 1,343,000.00 | 1,715,763.43 | 1,750,000.00 | (372,763.43) | (22%) |
| Metro Cities Revenue | 26,200.00 | 48,765.20 | 58,225.00 | (22,565.20) | (46%) |
| Misc Income | 20,000.00 | 21,927.91 | 15,000.00 | (1,927.91) | (9%) |
| National Corporate Sponsors Revenue | 287,563.33 | 284,357.08 | 287,740.00 | 3,206.25 | 1% |
| Publications & Research Revenue | 20,000.00 | 5,082.00 | 3,500.00 | 14,918.00 | 294% |
| Total ACCE Revenue from Operations | 2,128,751 | 3,179,674.87 | 3,203,098.00 | (1,050,923.46) | (33%) |
| Expense | | | | | |
| Admin (Operations, Occupancy, Governance) | 447,564.26 | 473,693.70 | 595,150.00 | (26,129.44) | (6%) |
| Admin Personnel Costs | 480,548.30 | 572,726.60 | 603,045.32 | (92,178.30) | (16%) |
| Annual Convention | 161,913.22 | 934,597.70 | 853,151.60 | (772,684.48) | (83%) |
| Virtual Convention | 171,522.30 | 0.00 | 0.00 | 171,522.30 | 0% |
| Awards/COY Expense | 28,963.11 | 40,556.35 | 27,179.40 | (11,593.24) | (29%) |
| Certifications Expense | 13,807.14 | 28,765.33 | 26,001.70 | (14,958.19) | (52%) |
| Chamber Education Expense | 16,371.40 | 90,452.57 | 83,631.72 | (74,081.17) | (82%) |
| Chamber Executive Magazine Expense | 40,691.01 | 90,294.93 | 82,173.93 | (49,603.92) | (55%) |
| Divisions Expense | 21,604.40 | 9,540.40 | 7,983.43 | 12,064.00 | 126% |
| Economic Development | 0.00 | 17,951.63 | 22,200.00 | (17,951.63) | (100%) |
| Hero | 147,649.91 | 101,530.57 | 86,766.54 | 46,119.34 | 45% |
| Membership Expense | 354,491.64 | 435,770.32 | 489,750.93 | (81,278.68) | (19%) |
| Metro Cities Expense | 14,445.63 | 39,102.28 | 46,899.05 | (24,656.65) | (63%) |
| National Corporate Sponsors Expense | 174,416.81 | 183,439.10 | 198,036.94 | (9,022.29) | (5%) |
| Public Policy | 0.00 | 0.00 | 3,000.00 | 0.00 | 0% |
| Publications & Research Expense | 37,000.00 | 16,097.48 | 17,000.00 | 20,902.52 | 130% |
| Web Expense | 41,135.99 | 43,585.19 | 60,176.63 | (2,449.20) | (6%) |
| Total ACCE Expense from Operations | 2,152,125.12 | 3,078,104.15 | 3,202,147.19 | (925,979.03) | (30%) |
| ACCE Net Income | (23,373.71) | 101,570.72 | 950.81 | (124,944.43) | (123%) |
| Total ACCE & Affiliates Revenue | 4,634,493.41 | 5,396,356.67 | 6,013,890.00 | (761,863.26) | (14%) |
| Total ACCE & Affiliates Expenses | 4,461,660.12 | 5,349,051.12 | 5,937,549.59 | (887,391.00) | (17%) |
| Total ACCE & Affiliates Net Income | 172,833.29 | 47,305.55 | 76,340.41 | 125,527.74 | 265% |



2020 Certified Chamber Executive Class

Jane Clark

President
Michigan West Coast Chamber of
Commerce

Sarah Davasher-Wisdom

President & CEO
Greater Louisville Inc. (Ky.)

Brian E. Hall

Senior Vice President
Executive Director, Division of Equity and
Inclusion
Greater Cleveland Partnership

Jim Johnson

President & CEO
Georgetown Chamber of Commerce (Tex.)

Tiffany Tauscheck

Chief Strategy Officer
Greater Des Moines Partnership (Iowa)

Allison Walden

Senior Vice President of Resource
Development
Tulsa Regional Chamber (Okla.)

New CCE Commissioners 2020

Steve Bass, CCE

Sr. Vice President Government Affairs
Metropolitan Milwaukee Association of
Commerce

Jaime Henning, CCE

President & CEO
Greeley Area Chamber of Commerce

Todd Letts, CCE

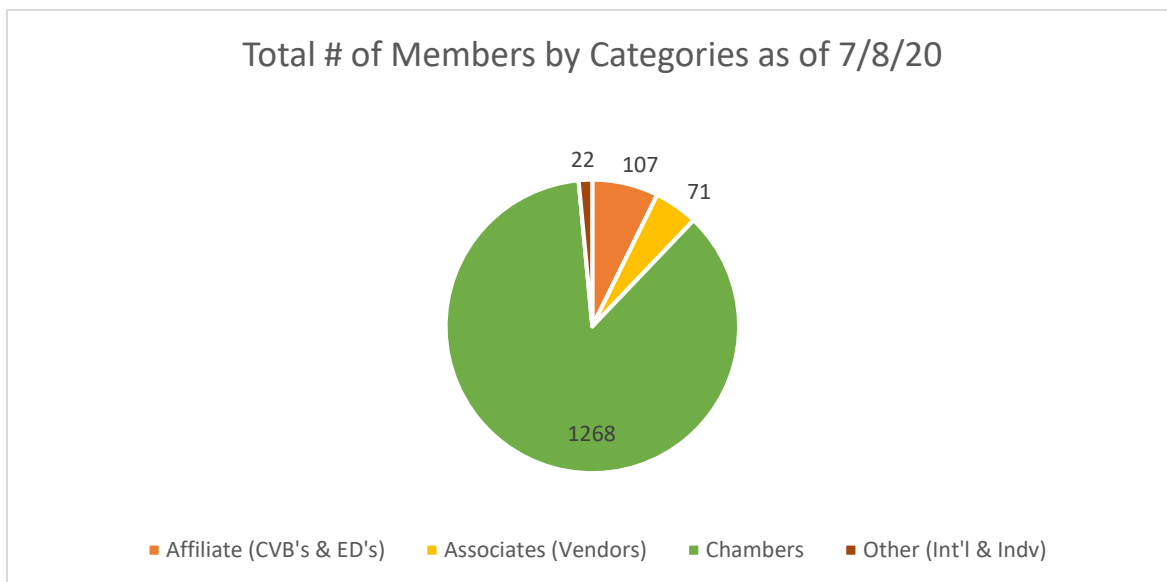
President and CEO
Brampton Board of Trade

Jim Page, CCE

President and CEO
Chamber of Commerce of West Alabama

Overview

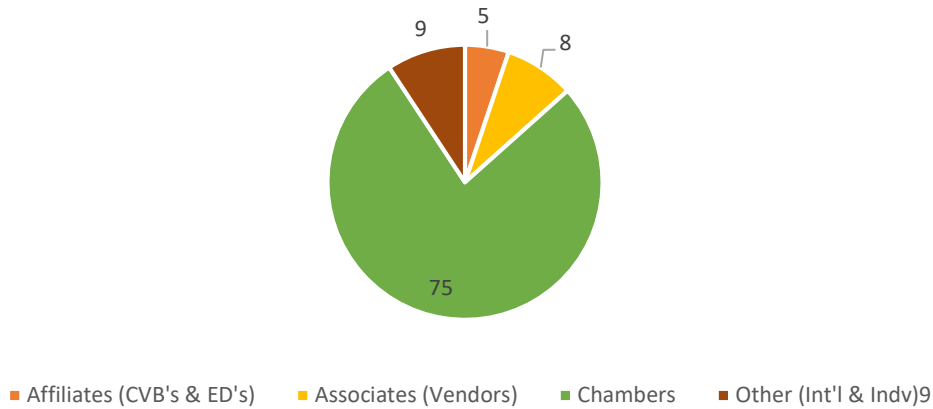
- Staff made outreach calls to all ACCE members during the COVID pandemic
- The majority of members calling in to drop their membership are being saved by offering either payment plans, deferred payments, a dues reduction to match income drop or a combination of all
- Member response to the flexibility we are offering has been very strong; the team receives regular communications of gratitude
- Membership sales were not as pro-active as normal during Q2 of 2020, to account for economic impacts of Covid-19, but activities have resumed during Q3. Focus was shifted to member retention during this time.
- Twelve new members joined during Q2 and three joined to date during Q3



Membership by the Numbers Since March 1, 2020

- 15 new members since March 1 (11 chambers, 2 Associate & 2 Affiliate)
- 8 members have requested installment plans
- 9 members have requested deferred payments – with 3 months being average deferral time
- 3 have dropped membership – 1 Horizon Member (Cincinnati which is experiencing extreme financial hardship), 1 Associate Member and 1 All ACCEss Member
- 7 members have requested to reduce their dues category due to lower organizational revenue; there are wide variations in the reduction of dues based on financial performance.
- 4 members have closed their doors; have heard of 9 non-members that closed
- Members surveyed are projecting a 38% reduction in revenue this year; slightly more than 50% have had some level of staff reduction, whether permanent or temporary

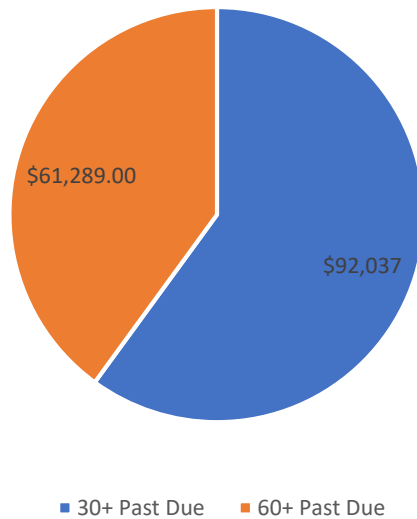
Accounts Receivable Fiscal Year 2020



Accounts Receivable Fiscal Year 2020 – UNPAID ACCOUNTS as of 3/31/20

- 5 Affiliates (CVBs & EDs) - \$2338
- 8 Associates (Vendors) - \$3960
- 75 Chambers - \$67,110
- 9 Other (Int'l & Indv) - \$2896
- 97 Total UNPAID members for Fiscal Year 2020 - \$76,303; by comparison at this time last year ACCE had 131 unpaid members with \$118,000 in outstanding dues
- Anissa will be making 1:1 outreach to all 97 members this month

Accounts Receivable Fiscal Year 2021



Accounts Receivable Fiscal Year 2021 – Past Due Accounts for New Fiscal Year

- 30+ Days (10 affiliates, 12 associates, 85 chambers, 1 other – TOTAL of 108 Members)
- 60+ Days (9 affiliates, 5 associates, 65 chambers, 1 other – TOTAL of 80 Members)
- While we don't have exact data for July past due accounts last year, we estimate this number is about 50% higher than in 2019.
- Anissa will be making 1:1 outreach to all 188 members in early August

Executive Support Alliance – *new offering* Anissa Starnes, IOM / In-House Consultant

Overview

- Launched in May 2020 in light of COVID's economic impact on chambers' finances and programs
- Purpose was to provide a resource for chamber executives in need of professional consultations on areas such as: Programming, Human Resources, Financial, Legal, Marketing and Communications, Strategic Planning, Board Management, Executive Coaching
- Utilized ACCE Associate Members and Life Members who serve as general consultants to offer pro-bono consultations
- Consultants participating were: Alysia Cook, Ryan Evans, Cathi Hight, Mac Holladay, Frank Kenny, Pat McGaughey, Chris Mead, Shari Pash, Rebecca Ryan, Kyle Sexton, Hardy Smith, Casey Steinbacher, Marianne Virgili
- As of July 8, 2020 – we have offered 20 professional consultations

Feedback Received from Post Surveys

How satisfied were you with your professional consultation through the Executive Support Alliance?

- 90% Very Satisfied
- 10% Somewhat Satisfied

Do you think ACCE should continue to offer this as a service to members?

- 100% Yes

We are, of course, offering this service at **NO CHARGE** for our members during this critical time. In the future, if the need was there for a professional consultant, would you be willing to pay a minimal fee to access this service for the opportunity to have a 1 to 2 hour one on one consultation with an expert?

- 30% Yes
- 70% Depends on the Price
- 0% No

Open Comments:

- *Consultant was amazing – took the time to understand my market and my chamber. Was very encouraging and even went back and researched a few more ideas for me.*
- *This was worth my ACCE membership to have access to this level of consultation at no cost. Thank you!*
- *Consultant gave me a LOT to think about and was incredibly helpful!*
- *I think I speak for myself and my consultant when I say it was a perfect match – I felt so comfortable with her and her time and advice was perfect. Thank you ACCE for providing this service at such a critical time.*
- *My consultant gave me more than enough great ideas – I cannot wait to get to them all.*

- *I really enjoyed talking to my consultant and getting to know her. She gave me great advice, solid and honest input, and encouragement that I don't even know I needed.*
- *My consultant was wonderful to speak to – he even followed up with me again to make sure I had everything I needed to forge ahead. Very helpful and appreciated.*
- *My consultant provided incredible feedback and ideas for moving our chamber forward! Just the shot in the arm I needed. I appreciate his time and felt that he was present and eager to help.*
- *The time spent with my consultant was worth my dues payment for the year – thank you for offering it and thank you to the volunteers. I was on edge and this one-hour truly made a difference in my mindset.*
- *My consultation helped talk me off the ledge and trust me, I was close to jumping!*
- *I appreciate this opportunity more than you will ever know. Thank you to ACCE!*

Beth Bronder, VP Development & Partnerships
July 2020

Corporate Sponsorship:

Since the last report, Google renewed their corporate sponsorship at an increased level going from \$30K to \$42K. We will be promoting a Grow with Google chamber awards program this fall.

In the April to June timeframe, we had three corporate sponsors up for renewal – Constant Contact, Power10 and YouScience. YouScience and Constant Contact intend to renew but have delayed their commitments until a July start. Power10 has hit the pause button given their business (capital campaigns) and the chamber priority shift to public health, small business recovery and racial/social equity. We do however expect them to restart their engagement with ACCE later in the year.

In April we onboarded a new corporate sponsor, Cognizant. They invested in a silver-level Metro Cities Council sponsorship. One of their first engagements with the peer group was a presentation on the Future of Work, by their own subject matter expert, Ben Pring.

The disruption of international and group travel is heavily impacting three of our long-time partners. We are expecting to see delayed commitments from Citslinc, Collette and Aventura Worldwide. Likewise, two strong prospects for corporate and event sponsorships this year, Indus and Chamber Discoveries, have pulled back on planned outreach activity for 2020. We'll know more about the future of chamber travel programs as the global health outlook progresses.

Looking forward, we are building a solid prospect list of corporations who are launching community outreach and small & minority business initiatives. ACCE has a strong track record of success promoting these programs and are well positioned to amplify this work on our various platforms. Thus far, we've had conversations with Mastercard, Small for All, Sam's Club and MetLife. Others on our radar include financial institutions and technology/web based services.

Convention Pivot to Virtual Event Sponsorship:

Prior to the cancellation of our annual convention, the development team had over 50% of budgeted revenue booked toward the convention's goal. After the team pivoted to produce a virtual summit in September, we are to some degree starting over. Our partners – both sponsors and exhibitors – have varying degrees of comfort supporting and engaging in a virtual event.

We're actively recruiting sponsors and exhibitors for the fall. While we are excited about the event platform, its ability to connect attendees and vendors, and our opportunity to engage more people via a lower price point, we won't likely see the same level of partner/exhibitor participation. Some of our long-time partners are hindered by both tighter budgets (especially with smaller vendors) and skepticism about return on investment from those who do not have experience with virtual event sponsorship and marketing engagement. That said, we are feeling optimistic about our current revenue goal and are committed to making the summit a positive experience for our partners, as well as our members.

Communications, Networks & Foundation Report

Alysia Bell, Vice President – Education Business Coalitions
Will Burns, Vice President – Communications & Networks

ACCE Communications

Chamber Executive: The [Spring 2020 edition](#) of Chamber Executive is online. The issue features stories on chamber COVID-19 response, remote team management, Horizon insights for recovery efforts, a workforce policy update and more.

- **The Summer 2020 issue** will launch in August and feature stories on inclusive economic recovery; mergers and consolidations, chamber program and service revenue, the 2020 CCE class; a Q&A with chamber diversity, equity and inclusion professionals and more.

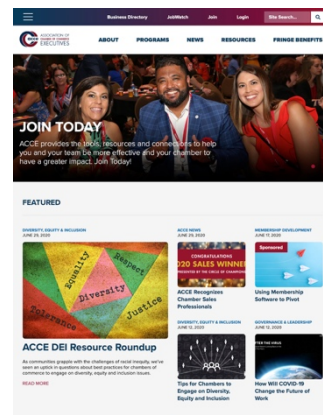


Weekly COVID-19 Updates: ACCE posted regular [COVID-19 updates](#) to our blog and launched a Friday email from the President & CEO to share chamber stories and best practices around member outreach, operational changes, virtual events, efforts to provide small businesses access to capital and consulting services, initiatives to source personal protective equipment, reopening resources, federal policy updates and more. Nearly 30 posts were created since March and that weekly email has a 36 percent open rate.

#ChamberStrong Promoted the #ChamberStrong hashtag to encourage chambers to share stories of how they are making a difference during this pandemic. Our grassroots effort has resulted in thousands of posts across all social media platforms, and helped showcase chamber initiatives to the public and policymakers.

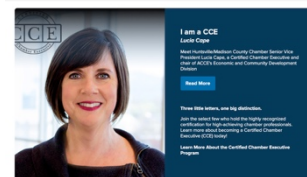
Website Redesign: ACCE will launch a redesigned website later this summer that will enhance the association's ability to tell chamber stories and provide improved virtual peer connection and professional development opportunities. Key features will include:

- A robust learning management system to house all of the association's online learning and showcase our professional development programing in a streamlined, user-friendly way.
- An online community platform to drive deeper member engagement and peer learning opportunities.
- An enhanced digital storytelling platform to compliment the new online Chamber Executive magazine.



Community Peer Groups

Metro Cities Council: ACCE's Metro Cities Council CEOs held weekly calls through April and May and continue calls every-other-week to share strategies and best practices for responding to the COVID-19 crisis. Calls have focused on chamber leadership, launching initiatives to support businesses, managing your team remotely, adjusting your chamber's revenue forecast and more.



Major Cities Council: ACCE's Major Cities Council continues to hold weekly calls to share COVID-19 response strategies and best practices. Recent calls have focused on fundraising during the crisis, mergers and consolidation, the future of chamber events, chamber back to work plans, and more.

Emerging Cities Council: Emerging Cities Council continued its monthly roundtable calls. The most recent calls focused on strengthening talent pipelines and the future of chambers. In addition, the council's Google Group remains active, addressing topics related to chamber COVID response, racial equity and more.

Hometown Chamber Council: The council launched every-other-week calls to discuss how chambers are responding to COVID-19. The calls led to higher levels of engagement from council CEOs and increased participation in the council's Google group. An extended roundtable call is being planned as part of the virtual summit in September.

Divisions

Membership Development Division: The division held six division-wide roundtable calls and four webinars on membership development challenges and responses to the coronavirus crisis. Topics included strategies for new sales and renewals, revenue forecasting and replacement, innovative non-dues revenue opportunities, coaching membership teams, demonstrating member value, small chamber challenges, and more. All calls and webinars have been well-attended, averaging over 260 participants per call and over 215 participants per webinar.

Two outstanding membership professionals joined the division advisory board in July: Omar Cuevas, vice president of sales and marketing at the Grand Rapids Chamber, and Allison Walden, senior vice president of resource development at the Tulsa Regional Chamber. Adrian Cain, senior vice president of leadership and chamber programs at the Charleston Metro Chamber, will assume the chair position, and Kathy Blank, vice president at the McKinney Chamber will become chair elect.

The 2019-2020 sales contest wrapped up on May 31, and [the winners](#) were recognized in a virtual division awards ceremony on July 14. Twenty-four membership professionals also received the 2020 Dana Ketterling Lifetime Achievement Award at this event. Additional online training in membership and revenue topics is planned for summer 2020, including a virtual "60 Sponsorship Ideas in 60 Minutes" session co-hosted by the Events Division and sponsored by YGM. Our September Road to Recovery summit will include sessions on changes and innovations to traditional chamber revenue models.

Communications & Marketing Division: The Communications Division held two roundtable calls in June, one focused on chamber crisis communications in the midst of the COVID-19 and the other on chamber communication strategies related to the national dialogue on racial equity. The next roundtable call is scheduled for July 20, and the division will reopen the call for entries for ACCE's Awards for Communications Excellence later this summer and announce the winners this fall.

Diversity, Equity & Inclusion Division: ACCE's DEI Division continues to hold monthly roundtable calls and interim discussions about the equity impacts of COVID-19 and the work chambers are doing around racial equity. Recent calls focused on practices to improve internal chamber diversity and inclusion, DEI impacts of COVID-19 and lessons learned from the St. Louis Regional Chamber on their work with the Ferguson Commission. The advisory council met to provide input on ACCE's path forward in providing DEI resources and training to the chamber community.

Economic & Community Development Division: The division is meeting regularly to discuss how COVID-19 and economic recovery efforts intersect with economic and community development in different communities. The site consultant program is currently on hold, but staff are working to provide additional content related to economic resilience and recovery. This includes summer webinars on entrepreneurship, economic mobility and the impact of childcare on the workforce.

Finance and HR Division: The division held two roundtable calls this spring to address human resources and financial impacts of COVID-19 on chambers. In addition, two webinars were held on the topics of virtual team management and outsource finance and HR functions.

Education & Talent Development Division:

- The ACCE Foundation kicks off the 2020-21 fiscal year with a diverse portfolio of funding partners, including ten foundations with mission-related focus areas ranging from early childhood education, K-12, higher education and workforce development to smart justice reform and immigration.
- The 6th cohort of the Fellowship for Education and Talent Development graduated from the program in May, marking a total of 120 graduates from the program.
- Our next cohort, the Fellowship for Economic Recovery, will focus on how chambers can support their communities through recovery and create more resilient economies moving forward. ACCE received 70 applications for the program and will accept approximately 30 participants. The cohort launches in August and will be entirely virtual.
- We continue our work with the National Skills Coalition's Business Leaders United. State leads are meeting monthly to compare lessons learned and successful strategies. Each state continues to further its policy agenda, and leads will have the chance to engage at the Federal level at BLU on the Hill in September.
- The division continues to offer monthly virtual peer learning opportunities to reach more chamber professionals who are interested in workforce development. Recent topics included hosting virtual job and career fairs, supporting virtual internships and addressing the digital divide. We continue to offer additional open roundtable discussions to provide opportunities to connect and share.
- We have made the decision to cancel the ETD Annual Meeting for 2020. We will reconvene in November 2021 in Oklahoma City. With input from the ETD Advisory Council, we will explore alternatives for virtual in-depth peer learning over the next year.
- The next peer call for chamber professionals working on criminal justice reform issues will be held on July 30. Topics for discussion include second chance hiring, expungement, automated record clearing, sentencing reform, occupational licensing, expanding educational opportunities and more.

Events Division: In response to the COVID-19 crisis, the division held six roundtable calls and a well-attended webinar series on virtual events. Topics covered in these calls have included virtual event platforms and best practices, planning for future in-person and hybrid events, retaining sponsorship income and monetizing virtual events, and adjusting leadership and YP programs. Attendance on the calls has averaged over 300 for division calls and over 400 for webinars. We have also seen increased engagement on the division Facebook page.

Jaime Henning, CCE, CEO of the Greeley Chamber of Commerce, continues as division chair for 2020-2021, and we welcome four new advisory board members: Ainsley Johnston of the Greensboro Chamber of Commerce, Andrew Gorman of the San Antonio Chamber of Commerce, Cally D'Angelo of the Gwinnett Chamber of Commerce; and Rosa Cavazos of the Greater Topeka Partnership.

This summer's online offerings will include sessions on sponsorship and replacing revenue from community events. ACCE's September summit will include a presentation and roundtable discussion on event participation trends and impacts for chambers. We are also planning a two-day virtual events conference for the fall with opportunities for a deeper dive into event trends and best practices.

Government Relations Division: Monthly calls continue on the fourth Thursday of every month at 2 p.m. ET, and the division held weekly calls through April and May to provide a forum for chamber government relations professionals to discuss potential COVID policy implications and how the crisis could shift chamber policy priorities. Recent calls focused on moving your policy events to virtual and chamber engagement on issues related to racial equity and economic mobility.

Professional Development

Crystal Moore, VP Professional Development & Convention

ACCE Virtual Summit – Sept. 29-Oct. 1

ACCE will have its first-ever virtual summit focused on the future of chambers and the road to recovery. Staff has pivoted quickly to an online program and is excited about the opportunity to present strong professional development via a flexible and user-friendly medium that allows for member engagement.

This new platform, paired with our partner support, has enabled us to make content even more affordable during these challenging times. We are taking this opportunity to engage prospective members to ACCE by showcasing the virtual event which will also feature and highlight many other great resources ACCE has to offer. This program includes a mix of the new event platform Communicue, plus sessions featuring ZOOM, GoTo Webinar and our new learning management system, Blue Sky.

Content

We will have 3 keynote sessions that will include a state of the industry/annual meeting, a speaker centered on DEI and a session with a futurist/economist. Additional sessions will include panel discussions with practitioners, outside thought leaders on critical topics and roundtable discussions for deeper dives into select subjects. We will complement live material with pre-recorded content and supporting ACCE resources and materials.

Certified Chamber Executive (CCE) Program

We welcome six outstanding chamber professionals to the CCE community this year. Our original class of 2020 included nine members; three candidates elected to defer completion of the process until next year due to COVID-19's impact on their organizations and communities.

Portions of this year's CCE process pivoted to virtual: candidate presentations and interviews were conducted virtually, and exams were proctored remotely. All new procedures worked efficiently and may be incorporated into our process for next year and beyond. Our exam, recommended reading, and other resources were revised to reflect our recently updated Body of Knowledge. These materials will continue to be revised and updated in the upcoming year to reflect the most current chamber skills and proficiencies.

Matt McCormick, President of the Columbia Chamber of Commerce, became Chair of the CCE Commission in July, and Norma Ritz Johnson, Executive Vice President of the Lubbock Chamber of Commerce, was appointed as Chair Elect. Linda Rabe, recently retired from Elevate Rapid City, moved into the Past Chair role.

E-learning

We revamped our online learning curriculum in March to present training and information on topics relevant to chambers as a result of the pandemic and economic recession. Webinars were offered on leadership and young professional programs, mergers and alliances, outsourcing chamber finance and human resources functions, selling and coaching sales teams during COVID, self-care for chamber professionals, virtual events and remote office management. These resources complemented division-specific offerings, and resources were compiled into resource guides for quick member reference.

Work has continued on our learning management system, which will launch with our new database and website this summer. Recorded and live online training will be offered through this system to increase the accessibility of our digital learning resources.

Information Office (AskACCE)

The Info Office has partnered with ACCE staff content experts to create resource guides to assist chambers in navigating the difficult circumstances of COVID-19, including [Non-Dues Revenue](#), [Virtual Events](#), and [Alliances and Partnerships](#). Existing guides have been updated to reflect the new environment of coronavirus. The [Coronavirus](#) resource guide has received over 27k views since it was developed in early March and continues to be updated. The Info Office is working with ACCE's DEI Division to develop a resource guide that will help members address pressing DEI concerns that have been amplified due to recent social unrest.

Given national events and shifting chamber priorities, the annual [Dynamic Chamber Benchmarking](#) survey has limited 2019 data. Publication of the 2019 Operations Survey Report is postponed, and usually available customized reports are not available at this time; however, the Info Office is producing customized reports for chambers who participated in the 2019 survey. Please reach out to the team for more information – AskACCE@acce.org.

The Info Office is verifying member accounts in preparation for a transition to our new database migration, so please be on the lookout for that outreach.

Info Office staff participated in data clean-up in preparation for migration to the new system (Fonteva). A system is in place to collect and vet samples to be added to the Samples Library after migration is complete. The [AskACCE Team](#) continues to provide Q&A and in-depth research services to ACCE members and is leveraging metrics to improve services and to track and report trending questions.

Fringe Benefits, Inc.
Robin Anderson, CCE, Chair
July 2020

Since our last report, FBI has been able to apply insurance discounts for members who participate in our dental program via a March premium holiday. A second dental holiday is expected for late summer or early fall. Our database conversion continues, and our insurance invoice programming is nearing completion in the new system. Stacey and the team will be testing and auditing the new programs heavily in the coming weeks.

The 401k audit is almost complete and will be filed by the July 31 deadline. The team continues its newly created per-pay period contribution review for new administrators to try to minimize errors and complications for our members. In addition, we are adding new monitoring that includes delayed employer contribution submissions.

An increase in webinars focused not just on retirement, but overall financial wellness for employees has begun and will continue with a three-part series scheduled for August. In addition, the team is working on final stages of a campaign to get all 401k participants into an online version of the already popular Retire Secure meetings which are 30-45-minute one-on-one personal education sessions with a licensed Principal representative. Our hope is that all of the 401k participants have attended a personalized Retire Secure session by the end of 2020.

The Benefits Trust received an update regarding the SECURE Act at its May meeting and will continue to monitor development for new opportunities this regulation creates. Final guidance is not expected from regulators until early 2021, but Principal is working on multiple options to cover all possible outcomes. FBI staff is also keeping up on the latest developments.

ACCE External Affairs Engagement

As the national association serving and representing the chamber community, it's critical that ACCE staff spend time imbedded in the field. This takes the form of chamber visits for strategic guidance and idea-sharing, speaking and facilitation opportunities, attending broad-based events highlighting issues that impact chambers and the constituents they serve, and outreach to other stakeholders, including but not limited to: media; national associations; universities, etc. This list does not include events hosted by or at ACCE:

| ACCE Staffer | Date | Event | Location | Description |
|---|----------|--|----------------------|---|
| Sheree Anne Kelly, Will Burns, Beth Bronder Amy Shields | Jan. '20 | NACo | Washington, DC | Joint team meeting to discuss partnership opportunities |
| Sheree Anne Kelly | Jan. '20 | Vera Institute of Justice | Via telephone | Discussed potential opportunities to collaborate |
| Amy Shields | Jan. '20 | S.D. Bechtel, Jr. Foundation | Miami, FL | Grantee convening on youth character development |
| David Velazquez | Jan. '20 | Ascendium Education Philanthropy | Webinar | Presented on issues aimed at helping justice-involved individuals obtain and retain meaningful employment |
| Stacey Breslin Anissa Starnes | Feb. '20 | WACE Conference | Portland, OR | Silver sponsor and exhibitor |
| Amy Shields | Feb. '20 | National Skills Coalition | Washington, DC | National 2020 Skills Summit with workforce leaders |
| Sheree Anne Kelly | Feb. '20 | World Chambers Federation | Via virtual platform | Executive Committee meeting |
| Sheree Anne Kelly | Feb. '20 | Council of State Chambers | Marco Island, FL | Session panelist, non-dues and foundation revenue |
| Sheree Anne Kelly | Feb. '20 | Trade Association | Via telephone | Interview for national trade association benchmarking project |
| Sheree Anne Kelly | Feb. '20 | Ohio Chamber Execs | Columbus, OH | Keynote speaker and strategic planning session |
| David Velazquez | Feb. '20 | National Network for Justice | Webinar | Guest speaker on webinar focusing on criminal justice & chamber involvement |
| Sheree Anne Kelly | Mar. '20 | National Assoc. of State Latino Chambers | Telephone | Discussed partnership opportunities with board chair, staff |
| Sheree Anne Kelly | Mar. '20 | National LGBT Chamber | Telephone | Discussed partnership opportunities |
| Will Burns | Mar. '20 | NACo | Virtual | Discuss potential collaboration efforts around economic recovery |
| Sheree Anne Kelly | Apr. '20 | ASAE | Meeting (virtual) | Association Advocacy – COVID-19 |
| Sheree Anne Kelly | Apr. '20 | MA Chamber Execs | Presenter (virtual) | Navigating Chamber Operations & Best Practices during COVID-19 |

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| Sheree Anne Kelly | Apr. 20 | Chamber Chat Podcast | Featured Guest | COVID-19 – Response, Strategies and Resources |
| Sheree Anne Kelly | Apr. 20 | ASAE | Meeting (virtual) | Congressional Town Hall – Association Advocacy on COVID-19 |
| Sheree Anne Kelly | Apr. '20 | ASAE | Meeting (virtual) | Crisis Response Workshop for Associations |
| Sheree Anne Kelly | Apr. '20 | ASAE | Meeting (virtual) | Making Critical Decisions About Meetings Amid COVID-19: A CEO Dialogue |
| Sheree Anne Kelly | Apr. '20 | MS Economic Development Council | Presenter (virtual) | Crisis Management, Recovery and Stimulus Relief |
| Sheree Anne Kelly | Apr. '20 | CEO Update | Meeting (virtual) | The Future of Meetings |
| Sheree Anne Kelly | Apr. '20 | World Chambers Federation | Meeting (virtual) | Executive Committee meeting |
| Sheree Anne Kelly | May '20 | FL Assoc. of Chamber Professionals | Presenter (virtual) | Chamber Value & Relevance – Now and Into the Future |
| Sheree Anne Kelly | May '20 | Convergent | Guest (podcast) | COVID-19 and the Community |
| Sheree Anne Kelly, Will Burns, Beth Bronder, Amy Shields | May '20 | National Governors Assoc. | Meeting (virtual) | Discussed partnership opportunities |
| Sheree Anne Kelly | May '20 | No-COVID | Presenter (virtual) | Chambers of commerce – COVID-19 |
| Sheree Anne Kelly | May '20 | Bogotá Chamber of Commerce | Meeting (virtual) | Partnership opportunities with US chambers |
| Sheree Anne Kelly, Beth Bronder | May '20 | Small Business Saturday team | Meeting (virtual) | Discuss potential partnership opportunities |
| Sheree Anne Kelly, Will Burns, Beth Bronder | May '20 | Sam's Club | Meeting (virtual) | Partnership opportunities |
| Alysia Bell | May '20 | National Collaborative on Infants and Toddlers (NCIT) | Virtual | Participated in kick-off meeting of Movement Building initiative as new member of Steering Committee |
| Will Burns | May '20 | AARP | Virtual | Economic recovery discussion with AARP team & national partners |
| Will Burns | May '20 | Small Business Administration | Virtual | Call with SBA reps to ID local small business grant and loan programs |
| Will Burns | May '20 | Pew | Virtual | National Public Safety Performance Project partner call |

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| Anissa Starnes | May '20 | Thrive! Membership Virtual Conference | Virtual | Webinar for 500+ chamber & association attendees focused on retention & recruitment |
| Anissa Starnes | May '20 | MS Economic Development Council | Virtual | Webinar for chamber members focused on retention and recruitment |
| Sheree Anne Kelly | June '20 | Americans for the Arts (AFTA) – Annual Convention | Presenter (virtual) | You, Your Chamber and Your Private Sector Partnerships on the Road to Re-Opening and Recovery |
| Sheree Anne Kelly | June '20 | Beverly Hills Chamber – Back to Business Virtual Collaborative | Presenter (virtual) | The Critical Role of Chambers of Commerce |
| Sheree Anne Kelly | June '20 | ASAE | Meeting (virtual) | Innovation, Associations as Catalysts, A Virtual Conversation |
| Alysia Bell | June '20 | Council on Criminal Justice (CCJ) | Virtual | Participated in kick-off event as an elected member of CCJ's inaugural membership class |
| Anissa Starnes | June '20 | Blue Water Chamber (MI) | Virtual | Membership luncheon: Taking Care of Yourself and Your Team During COVID-19 |
| Will Burns | June '20 | ICC World Chamber Federation/Dubai Chamber | Virtual | Interview on chamber COVID-19 response for ICC benchmarking project |
| David Velasquez | June '20 | Greater Des Moines Partnership | Panel (virtual) | Smart justice reform, featuring other chambers |

Do you know of events at which our team should speak? Conferences worth attending? Tell Sheree Anne – skelly@acce.org.