

CCE: CERTIFYING THE PROFESSION

ACCE Webinar

October 31, 2019, 2 pm ET



Linda Rabe, CCE, IOM

PRESIDENT & CEO
RAPID CITY AREA CHAMBER OF
COMMERCE
CHAIR, CCE COMMISSION

Matt McCormick, CCE, IOM

PRESIDENT, COLUMBIA CHAMBER OF
COMMERCE
CHAIR ELECT, CCE COMMISSION

Susan McGuire

DIRECTOR, PROFESSIONAL
DEVELOPMENT & PROGRAMS
**ASSOCIATION OF CHAMBER OF
COMMERCE EXECUTIVES**

WHY CCE?

THE ONLY NATIONAL
CERTIFICATION FOR CHAMBER
OF COMMERCE
PROFESSIONALS



A NATIONAL NETWORK OF LEADERS

A CONNECTION TO INNOVATIVE AND FORWARD-THINKING PEERS
FROM ACROSS THE COUNTRY

DEMONSTRATING CATALYTIC LEADERSHIP

FACILITATING POWERFUL AND
IMPACTFUL COMMUNITY CHANGE



RECOGNIZED FOR EXCELLENCE

A RIGOROUS PROGRAM
RECOGNIZING THE BEST
OF THE BEST



THE CCE PROCESS

WHAT SHOULD I KNOW?

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**ELIGIBILITY:
6 YEARS. SOME
NON-CHAMBER
EXPERIENCE
WILL COUNT.**

Six years of senior-level experience required. Must include

- Program or project management
- Budget management
- Personnel supervision
- Direct contact with the board

Must be currently employed by chamber in senior position.

Some experience (up to 4 years) can be satisfied by relevant senior-level experience in other (non-chamber) positions. The most recent two years must be at a chamber.

- For an eligibility determination, contact smcguire@acce.org **well before** the application deadline (January 6, 2020)

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**APPLY BY
JANUARY 6,
2020.**

CCE TIMELINE 2020

■ **JANUARY 6**
Applications due

■ **FEBRUARY 10**
Essays due

■ **MARCH 26**
Oral presentations and interviews, Omaha, NE

■ **MAY 4 - JUNE 5**
CCE exams

■ **JULY**
Presentation of new CCEs, ACCE Convention, Dallas, TX

2020 CCE APPLICATION



Please refer to the CCE Application Guidelines for instructions on submitting your application and supporting materials. Please SAVE your application with your last name and the word "application," e.g., McGuireapplication.pdf.

PERSONAL INFORMATION

FIRST NAME LAST NAME M.I.
STREET ADDRESS
CITY STATE ZIP
TITLE
EMAIL PHONE

SECTION ONE: CHAMBER CAREER

List your jobs in chronological order starting with your most recent position.

CHAMBER
TITLE
ADDRESS
CITY STATE ZIP
DATES OF EMPLOYMENT from to
SERVICE AREA POPULATION
NUMBER OF MEMBERS starting present
TOTAL MEMBERSHIP INCOME starting present
TOTAL ORGANIZATION INCOME starting present
NUMBER FULL-TIME STAFF starting present
NUMBER PART-TIME STAFF starting present

Application Deadline:
Monday, January 6, 2020

APPLICATION BASICS

- Application + detailed guidelines at ACCE.org/CCE
- Fillable PDF
- Supporting documentation required
 - Including financial reviews/audits
- 175 points needed
- \$400 application fee
- Resume + five references
- Submit application + attachments electronically

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**COMPLY WITH
AUDIT AND
FINANCIAL
REVIEW
REQUIREMENTS.**

ALL APPLICANTS

- Conduct yearly outside financial reviews (for at least past 3 years)
- Submit 2 most recent reviews with application
 - One must be an audit

CHAMBER REVENUE UNDER \$500K

- Conduct annual review by certified financial firm
- Conduct audit every 3 years

CHAMBER REVENUE \$500K+

- Conduct annual review by certified financial firm
- Conduct audit every other year



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**CALCULATE
YOUR POINTS.**



CCE POINTS

HOW TO GET TO 175

- **Education**
- **ACCE convention, regional conferences, webinars**
- **W.A.C.E., Institute, U.S. Chamber conferences**
- **Professional contributions: presenter, author, trainer, mentor**
- **Leadership in chamber or community organizations**
- **Awards, certifications**

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**IDENTIFY A
GOOD CCE
PROJECT.**

Your CCE project will be the subject of



CCE ESSAY

2 pages

**2-page essay on chamber
financial procedures due at
the same time**

Due in February 2020



CCE PRESENTATION

**15 minute presentation + 15
minute Q&A**

**Followed by 20-30 minute
interview**

March 26, 2020, Omaha, NE

Must be there in person

CCE PROJECT

Recent, significant project of your chamber (3 years)

Important community/organizational impact

Demonstrates professional skills, experience, leadership ability

YOU led the project

You are comfortable writing, talking, and answering questions about it

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**FIND A
MENTOR OR
TWO.**



**MENTORS HAVE BEEN IN
YOUR SHOES! THEY CAN**

- Review your application**
- Brainstorm with you on a CCE project**
- Review your essays**
- Help with presentation preparation**
- Help with exam preparation**
- Be your exam proctor or help you find one**

Great CCE mentors

- CCE colleagues from ACCE, Institute, or state chamber association work
- CCEs in your community or state
- [Recent CCE designees](#)
- CCE Commissioners



See [ACCE.org/CCE](https://www.acce.org/CCE) for current CCE listing

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**DO THE
RECOMMENDED
READING. FOCUS
ON THE BODY OF
KNOWLEDGE.**

[ACCE.org/professionals/cce-recommended-reading/](https://www.acce.org/professionals/cce-recommended-reading/)



[ACCE.org/cce/body-of-knowledge/](https://www.acce.org/cce/body-of-knowledge/)

Management

-  General Management
-  Governance
-  Decision Making
-  Consensus Building

Membership, Communications, and Revenue

-  Membership Recruitment and Retention
-  Events, Programs, Products, and Services
-  Development of Revenue Sources
-  Communications and Marketing

Planning and Development

-  Strategic Planning
-  Public Policy Development and Advocacy
-  Economic Development and Talent Attraction
-  Diversity, Equity, and Inclusion

Operations

-  Financial Management
-  Human Resources
-  Technology

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**DEVOTE
SOME TIME
TO THE
PROCESS. IT'S
DOABLE.**

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**MAINTAIN
YOUR
CERTIFICATION.**

MAINTENANCE REQUIREMENTS

Designation fee of \$200 due after exam

Every 5 years, earn at least 15 points through professional development or professional contributions.

Maintenance fee of \$250 (every 5 years) for ACCE members

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**HAVE
QUESTIONS?
NEED A
PLAN?
CONTACT US.**

CCE Commission 2019-2020

- **Chair: Linda Rabe, CCE, IOM, President & CEO, Rapid City Area Chamber of Commerce (S.D.)**
- **Chair Elect: Matt McCormick, CCE, President, Columbia Chamber of Commerce (Mo.)**
- **Past Chair: Robert L. Quick, CCE, President and CEO, Commerce Lexington Inc. (Ky.)**
- **Doris Carson Williams, President & CEO, African American Chamber of Commerce of Western Pennsylvania**
- **Kelly R. Hall, CCE, IOM, President, Longview Chamber of Commerce (Texas)**
- **Angelle LaBorde, CCE, IOM, President and CEO, Greenwood Chamber of Commerce (S. C.)**
- **Megan A. Lucas, CCE, CEcD, IOM, CEO and Chief Economic Development Officer, Lynchburg Regional Business Alliance (Va.)**

CCE Commission 2019-2020

- **Rebecca Martin, CCE, IOM, MA, President & CEO, Greater Federal Way Chamber of Commerce (Wash.)**
- **Troy McClellan, CCE, President and CEO, Boca Raton Chamber of Commerce (Fla.)**
- **Jeff Rea, CCE, President and CEO, South Bend Regional Chamber (Ind.)**
- **Norma Ritz Johnson, CCE, IOM, Executive Vice President, Lubbock Chamber of Commerce (Texas)**
- **Todd L. Shimkus, CCE, President, Saratoga County Chamber of Commerce (N.Y.)**
- **Elaine Spalding, CCE, President, Rowan County Chamber of Commerce (N.C.)**
- **Vern Squier, CCE, PaCCE, President & CEO, Chamber of Business and Industry of Centre County (Pa.)**
- **Joe Unterreiner, CCE, President & CEO, Kalispell Chamber of Commerce (Mont.)**



ACCE STAFF

Susan McGuire

Director, Professional Development & Programs

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**See [ACCE.org/CCE](https://www.acce.org/CCE) for
Application**

Application guidelines

Essay guidelines

Program timeline

and more



ARE YOU IN?



Certified Chamber Executive (CCE)
Intent to Apply Form
Class of 2020



Please select one:

- I have decided to join the select group of chamber executives who have earned the distinguished Certified Chamber Executive (CCE) designation, and I am aware that the deadline to apply is January 6, 2020.
- I am considering applying but am not 100% certain. I have listed a few questions to help me make my decision below.

- I am interested in pursuing my CCE but will not be applying this year. Please notify me again when the call for applications process begins for the 2021 Class.

Name:

Organization:

City/State:

E-Mail:

Phone:

Years in the Profession:

I need assistance in connecting with a CCE mentor. Yes No

Please list below the qualifications (level of experiences, job title, number of years in the chamber industry, etc.) that you are looking for in a CCE mentor:

Please indicate below any specific questions you may have about the CCE candidate process:

Email form to Susan McGuire at smcguire@acce.org, or contact Susan with any questions.

Send us an Intent to Apply Form

Available at ACCE.org/CCE

QUESTIONS?

THANK YOU!

Slides and CCE resources will be sent to all attendees

For questions or further information: ACCE.org/CCE
Susan McGuire, smcguire@acce.org

