



# **Certified Chamber Executive** Informational Webinar

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CEO and Chief Economic Development Officer  
Lynchburg Regional Business Alliance  
Chair, CCE Commission

## **Tony Vedda, CCE, IOM**

CEO and President  
North Texas LGBT Chamber of Commerce  
Chair-Elect, CCE Commission

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CEO  
Allen Fairview Chamber of Commerce  
CCE 2023 Class

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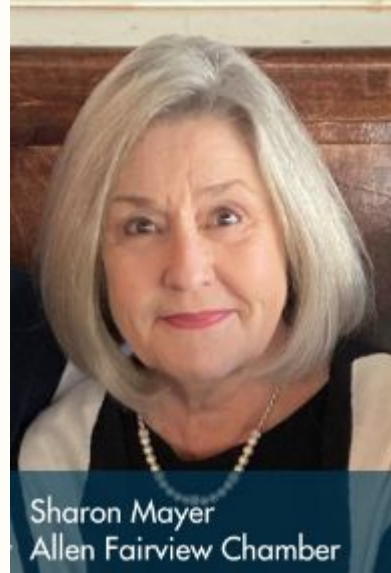
# Why CCE?

- An international network of leaders
- The only national and international certification for Chamber of Commerce Professionals
- A rigorous program recognizing the best of the best



# Why CCE?

Let's hear from Sharon Mayer,  
CCE class of 2023!





# **The CCE Process**

What should I know?

# Top 10 Things to Know...

1

Eligibility

2

Application

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Audit and Financial Review

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Points

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Help and Resources



# Eligibility

For an eligibility determination, contact [apurdy@acce.org](mailto:apurdy@acce.org)  
well before the application deadline (February 2, 2024).

|                   | Requirements   |  |
|-------------------|--|--|
| <b>Experience</b> | Must have six years of senior-level experience   | Must include:<br>Program/project management<br>Budget management<br>Personnel supervision<br>Direct contact with the board |
| <b>Position</b>   | Must be currently employed by a chamber in a senior position   |  |
| <b>Exemption</b>  | Some experience (up to four years) can be satisfied by relevant senior-level experience on other (non-chamber) positions | Most recent two years must be at a chamber   |

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# Application

Due by February 2, 2024

- Application + detailed guidelines at [ACCE.org/CCE](https://www.acce.org/CCE)
- 175 points needed
- Application fee: \$450 ACCE member, \$650 non-member
- Supporting documentation required, including financial reviews/audits, resume and five references
- Submit application + attachments electronically



# CCE Timeline 2024

| February 2   | March 15  | April            | May 6-31                  | July 15                                     |
|--|-----------|------------------|---------------------------|---|
| Application due                                      | Essay due | Prepare for exam | CCE exam (taken remotely) | Oral presentation and interview (in person) |
| Presentation of new CCEs will be at ACCE Convention. |           |                  |                           |   |

**More detailed timeline available on [ACCE website](#).**

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# Audit and financial review

## All applicants

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

## Chamber revenue under \$500K

- Conduct annual outside review by certified financial firm
- Conduct audit every three years

## Chamber revenue \$500K+

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



# Audit FAQs

- Audits and reviews are formal examinations of an organization's finances. Both result in **written reports**. For CCE, both must be done by independent CPAs.
- Audits and reviews **differ** in assurances provided, nature and level of inquiry, verification, and analytic procedures, and in other respects.
- **Compilations of financial statements or tax returns are not audits or reviews.**

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# CCE Points

**Goal: 175 points**

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

To find your recent ACCE activity, visit your personal member profile page on the [ACCE website](#). You'll find recent activity listed under Learning and Event Participation. Questions? [Click here](#).

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# CCE Project

- Must be a recent, significant project of your chamber (from within the last three years)
- Important community/organizational impact
- Demonstrates professional skills, experience, and leadership ability
- YOU led the project.
- You are comfortable writing, talking, and answering questions about it. You will use your project for one of the essays and also for your oral presentation.



# CCE Project

## CCE Essay

- 2 pages
- Due March 15, 2024
- An additional financial essay is also due at the same time.

## CCE Presentation

- 10 minute presentation + 15 minute Q&A
- Followed by 20-30 minute interview by a panel of CCE Commissioners
- July 15, 2024

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# CCE Mentors

CCE mentors have been in your shoes! Get one...or more!

## Mentors can...

- Review your application
- Brainstorm with you on a CCE project
- Review your essays
- Help with presentation preparation
- Help with exam preparation

## Great CCE Mentors

- CCE colleagues from ACCE, Institute, or state chamber association work
- CCEs in your community or state
- Recent CCE designees
- CCE Commissioners



Omar Cuevas  
Grand Rapids Chamber

Tamara Fleischhaker  
Ocala Metro CEP

Tiffany Garling  
Jackson County Chamber

David Griggs  
MetroHartford Alliance

Lindsay Keisler  
Chamber of Catawba County

Sharon Mayer  
Allen Fairview Chamber



Carlos Philllips  
Greenville Chamber

Kevin Sheilley  
Ocala Metro CEP

Bob Thomas  
Michigan Chamber

Andrea Woodard  
Greater Des Moines Partnership



2023 Class



# CCE Commission 2023-2024

Megan A. Lucas, CCE, CEcD, IOM, CEO & Chief Economic Development Officer, Lynchburg Regional Business Alliance (Chair)

Tony Vedda, CCE, IOM, President and CEO, North Texas LGBT Chamber of Commerce (Chair Elect)

Matt McCormick, CCE, IOM, President, Columbia Chamber of Commerce (Past Chair)

Lucia Cape, CCE, Senior Vice President, Economic Development, Industry Relations and Workforce, Chamber of Commerce of Huntsville/Madison County

Sarah Davasher-Wisdom, CCE, President & CEO, Greater Louisville Inc.

Tiffany Esposito, CCE, President & CEO, SWFL, Inc.

Jaime Henning, CCE, President & CEO, Greeley Area Chamber of Commerce & Visit Greeley

Angelle LaBorde, CCE, IOM, President & CEO, Greenwood Chamber of Commerce

Todd Letts, CCE, CEO, The Brampton Board of Trade

Rebecca Martin, CCE, IOM, MA, President & CEO, Greater Federal Way Chamber of Commerce

Leonardo McClarty, CCE, President & CEO, Fayette Chamber of Commerce

Justin McLaughlin, CCE, CEcD, Executive Vice President & COO, Tulsa Regional Chamber

Lynn Olberding, CCE, IOM, Vice President of Economic Development, Metropolitan Milwaukee Association of Commerce

Jeff Rea, CCE, President & CEO, South Bend Regional Chamber

Heather Valudes, President & CEO, Lancaster Chamber of Commerce

Heidi Walker, CCE, Chief Operating Officer, Salt Lake Chamber

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# Recommended Reading

## Resources

### Chamber Profession Body of Knowledge

- Management
- Planning & Development
- Membership, Communications & Revenue
- Operations

### ACCE Resource Guides

### ACCE Online Learning Portal

## CCE Program Toolkit

- Application and guidance documents
- Workshop recordings
- Essay and presentation guidelines
- Recommended reading
- Exam preparation resources



**Click the links to view resources.**





# Certificate in Chamber Management

Flexible, on-demand education  
based on the Body of Knowledge



**Click the links to  
view resources.**

[Operations & Finance](#)

[Governance & Planning](#)

[Membership & Revenue Development](#)

[Diversity, Equity & Inclusion](#)

[Events, Programs & Communications](#)

[Community Leadership & Advocacy](#)

[Your Chamber Career](#)

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# Time Management

Devote some time to the process. It's doable!

- Set up a regular review schedule.
- Use ACCE resources and your mentors.
- Take it one step at a time. Class calls will introduce each step of the process.
- Trust your experience!

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# CCE Maintenance Requirements

- Designation fee due after interview/presentation: \$250/member, \$350/non-member
- Every 5 years, earn at least 15 points through professional development or professional contributions.
- Maintenance fee (every 5 years): \$300/member, \$350/non-member
- [Learn more about CCE maintenance requirements here.](#)

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# Have questions? Need a plan?

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

- Application
- Application guidelines
- Link to submit your application
- Essay guidelines
- Program timeline
- Link to program toolkit
- And more!





# Are you in?

Send us an [Intent to Apply form](#).

(also available at [ACCE.org/CCE](https://ACCE.org/CCE))



**Click to view or scan the QR code  
with your phone camera.**







**Questions?**



# Thank you!


Slides and resources will be sent to all  
webinar participants.



Megan Lucas, [meganlucas@lynchburgregion.org](mailto:meganlucas@lynchburgregion.org)

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Ashley Purdy, [apurdy@acce.org](mailto:apurdy@acce.org), 703-998-3572



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