

BEST PRACTICES



MEASURING YOUR IMPACT LEADERSHIP CONFERENCE

OCTOBER 23RD -25TH 2024

A leadership Conference for Leaders Teaching Leaders.
The annual TN Association of Community Leadership
Conference hosted by IMPACT Leadership



CONFERENCE AGENDA

Wednesday, October 23

12-4:30 p.m. - Registration

2-3 p.m. Newcomers workshop for first time conference attendees

5-8:30 p.m. - Welcome Event at the Lazy G Ranch

Thursday, October 24

8:00 a.m. - Registration & Continental Breakfast

8:30 a.m. - TACL Chair, Mark Hutchins, Opening Address

8:50 a.m. - Special Guest Bill Imada, Keynote Address

9:45 a.m. - Breakout One: Choice of Four Track Options

11:00 a.m. - Breakout Two: Choice of Four Track Options

Noon Lunch - with Special Guest Speaker Barbara Scales

1:15 p.m. - Breakout Three: Choice of Four Track Options

2:15 p.m. - Networking Break

2:30 p.m. - Breakout Four: Choice of Track Options

3:30 p.m. - Networking Break and End of Learning Program

5:30 p.m. - TACL Awards Banquet at The Salt Box Inn & Stables - All Invited

Friday, October 25

8:00 a.m. - Breakfast

8:30 a.m. - Special Guest Keynote Address

9:30 a.m. - Ideas that Work - 60 in 60 Minutes"

10:30 a.m. - TACL Membership Meeting & Exchanging of the Gavel

(all invited, only TACL members can vote)

11:15 a.m. - Door Prizes - Adjourn

11:30 a.m. - Dismiss to Cooking on the Square

Conference at-a-Glance

Day One*

Wednesday, October 23

12-4:30 p.m.

Arrivals and Registration

2-3 p.m.

Newcomers workshop with Kara Williams

5-8:30 p.m.

Welcome Event at the Lazy G Ranch



Lazy G Ranch Welcome Event



Day Two*

Thursday, October 24

- 8:00 Arrival, Registration & Continental Breakfast
- 8:30 **Chair Mark Hutchins**, Opening Address
- 8:50 **Special Guest Bill Imada**, Keynote Address
- 9:45 **Breakout One:** Choice of Four Track Options
- 11:00 **Breakout Two:** Choice of Four Track Options
- Noon Lunch with Special Guest Speaker Barbara Scales
- 1:15 **Breakout Three:** Choice of Four Track Options
- 2:15 Networking Break
- 2:30 **Breakout Four:** Choice of Four Track Options
- 3:30 Networking Break and End of Learning Program
- 5:30 **TACL Banquet** at the The Salt Box Inn & Stables

*All events to be held at United Methodist Church in Cookeville, unless otherwise noted.
165 E Broad St, Cookeville, TN Time is CST



Track One - Measuring What Matters - Explore the ways that effective metrics helps us tell our stories and lead. Amy New on Strong Towns, Ben Brady on Power Information, Tammy White on Measures for Support, Sarah Scales on Presenting Power Metrics

Track Two - Transformational Thinking - A look at what transformations means and how we can best understand how leaders and communities are changing. Cindy Schueman on meaningful transformations, Rachel Martin on a 30yr study, Teresa Chasteen-Dunn on optimizing your brain, Andrea Geren on Harnessing AI.

Track Three - Engaging Leaders for Measurable Impact - Pragmatic structures, exercises, games and debriefs you can use as a leader and facilitator in creating those “aha” moments. Tammy Key facilitating vision conversations, Lisa Uhrik on Play with Purpose, Faune Nunnery and Kara Williams with team experientials.

Track Four - Out of the Box - Fresh ideas and approaches for Storytelling as a leader, building bridges, leadership book briefs, Michael McCray on Storytelling, Rob Owens on building bridges and Plenty Bookshop with cliff notes on 50 leadership books.

9:45 Breakout One

Track 1: Measures Matter	Track 2: Measuring Transformation	Track 3: Facilitating Leadership Leaps	Track 4: Impactful Resources
			
Amy New	Cindy Schueman	Kara Williams	Dr. William Rayburn
CEO, Cookeville Chamber of Commerce	Executive Director & Co-Founder, Impact Leadership	Executive Director, Leadership Maury	Leadership Professor, Austin Peay State University
The Measure of a Strong Town	Understanding Transformation	The Power of Play	What's Your Decision Making Style
Delving into the concepts in the Strong Town books, identify the metrics that matter most to us and why. Amy New did her master's thesis on this book and has used it extensively in her work with the State of Tennessee and now with the Putnam County Chamber and Leadership Putnam.	We all aim at transformation, so it is helpful to explore research and practice that identifies the four essential aspects of measurable transformation. Cindy will share information from several studies and resources that has shaped her work as a founder of Impact Leadership.	Explore networking and the power of play in this workshop, designed to give you practical tools and experiences you can use.	In this interactive workshop using The Decisions Book:50 Models for Strategic Thinking, explore your own unique decision making style and develop strategies to help others do the same.
Room TBD	Room TBD	Room TBD	Room TBD

11:00 Breakout Two

Track 1: Measures Matter 	Track 2: Measuring Transformation 	Track 3: Facilitating Leadership Leaps 	Track 4: Out of the Box
Ben Brady	Rachel Martin	Faune Nunnery	TBD
Owner, Ciphertek Systems	Author, A Very Tolerant Little Town	Cost Specialist, ATC Automation Board Chair, Impact Leadership	
Learn how data becomes information in this humorous and insightful workshop with an IT professional who has helped many organizations sort through information overload.	This insightful book took 30 years to write. An oral history of the school integration efforts in Clinton, TN involving the people who were there, this book is both impactful history and a primer on transformation today.	Experience and learn this structure that invites participants to be brief session leaders. This workshop structure shows how you can get everyone's passions in the room and determine, real time, the interests and topics that the group wants to pursue.	
Information Matters	A Very Tolerant Little Town	Seminar in a Session	

1:15 Breakout Three

Track 1: Measures Matter 	Track 2: Measuring Transformation 	Track 3: Facilitating Leadership Leaps 	Track 4: Out of the Box 
Tammy White	Teresa Chasteen-Dunn	Lisa C. Uhrick	Dr. Robert Owens
Executive Director, Leadership Knoxville	Founder, Win Learning Systems	Author, Speaker, Thought Leader Co-Founder Plenty Bookshop & Franklin Fixtures	Co-Founder, Impact Leadership; Senior Executive for Access and Community Outreach for Tennessee Technological University
How the right metrics can generate support for leadership initiatives, programs and organizational or community work.	We are not stuck with the brains that we have. We can improve them and create personal transformation, wherever we are in life.	Experiential education and games are popular ways of infusing energy into a group event. Learn to make them more powerful as well through quality debriefs and purposeful choices in experientials.	Bridging efforts in academia, community transformation, ministry and more, Dr. Owens shares what he has learned about the nature of leadership and what it means to love people while encouraging productive change.



2:30 Breakout Four

Track 1: Measures Matter 	Track 2: Measuring Transformation 	Track 3: Facilitating Leadership Leaps 	Track 4: Impactful Resources 
Sarah Scoles	Sharon Cochrane	Tammy Key	Plenty Bookshop
IQTM Process Tool Innovator, Black Belt		Owner, Key Learning & Development	Nonprofit bookshop and national exemplar for book culture in America
How do we help people quickly understand our message? Communication with data is powerful, but only when we present it in ways that powerfully communicate the message.		Experience and learn this unique leadership structure – an effective way to get a lot of energy and voices in the room that is quicker and more energizing than the usual “go around the room” ideas.	Get a personal overview of 50 of the best leadership books available today and choose your – or your group’s – next transforming leadership focus.
Presenting Power Metrics		Community Vision Speed Dating	Leadership Book Briefs

Day Three*

Friday, October 24

- 8:00 Arrival and Coffee/Tea Networking
- 8:30 Keynote: The Meaning of Impact by Dr. Michael J. Torrance
- 9:00 Keynote: Michael McCray

- 9:45 Chair Mark Hutchins, Remarks and introduction to Chairperson-Elect
- 10:00 Chairperson-Elect, Remarks
- 10:15 Officers and Recognitions
- 10:30 TACL Business Meeting
- 11:00 Door Prizes and Closing Remarks
- 11:30 Dismiss to Cooking on the Square



[Register Now](#)



TACL CONFERENCE 2023 - TESTIMONIALS **FEEDBACK**



"This was my 1st time attending, and I was blown away. The people were so friendly and encouraging. I learned so many perks I can take back to my leadership program. The speakers were knowledgeable and engaging. The venue and food were quality. There was the perfect balance of learning and fun. The entire conference has motivated me to be an even better leader for my program and community. It is my goal to attend every year moving forward." – Cheryl Browne, Chairperson, Leadership Fayette & WestStar Board of Trustee



"I have attended tons of conferences over my career and this was a standout conference for sure! Fantastic content, wonderful speakers, an exchange of great ideas, and plenty of opportunity to network. This will absolutely have a great impact on my service with Leadership Jackson Alumni Association. I couldn't have asked for more. I will definitely be back!" - Randy Moffitt, Board Member, Leadership Jackson Alumni Association.



"As a first-time attendee of the 2023 TACL conference, it is safe to say I learned so much from the speakers as well as my peers. I was able to take so much information back to my local Chamber and made many connections I am so grateful for. The Lodge at Paris Landing State Park was the perfect scenery for this conference, and I look forward to attending next year in middle Tennessee!" - Lakelinn Simmons, Youth Leadership Warren County.



"This was my first time attending a TACL conference since I started my new position with Cookeville Putnam County Chamber of Commerce a year ago. I met so many wonderful people that now I consider "new friends". All the break-out sessions were very informative. I walked away with a lot of information and new ideas to run my Leadership Putnam class. Thank you for a great conference in Paris Tennessee. The resort was AMAZING! Looking forward to the next one!" - Angie Wells, Leadership Putnam County

Contact Us



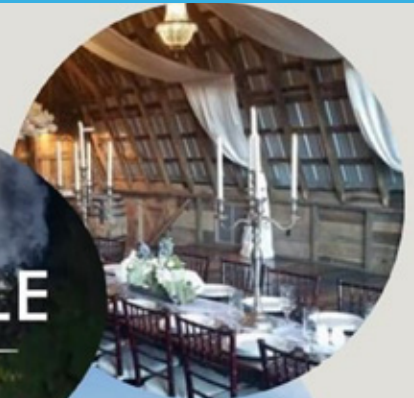
C/O Judy Renshaw,
TACL Executive Director



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Register Now

**Mark your calendar for our
2024 TACL Leadership Conference,
Measuring Your Impact located in Cookeville, Tennessee
hosted by IMPACT Leadership
on October 23-25. Registration is now open.
Thank you for your investment in TACL.**

<https://leadershiptennessee.com/tacl>



Check Us Out Online at <https://leadershiptennessee.com/tacl>