



Pennsylvania Association
of Chamber Professionals

2018 Chamber Professionals & Leadership Conference
October 17-19, 2018 | Barnesville, PA

EVENT AGENDA

Wednesday, October 17, 2018 – Mountain Valley Banquet Venue, Barnesville, PA

1:00 – 4:30pm	REGISTRATION OPENS	Clubhouse Lobby
1:00 – 2:00pm	PACP BOARD MEETING	Upstairs Conference Room
1:00 – 4:30pm	Sponsor Exhibit Set-Up	Clubhouse
2:30 – 4:00pm	CEO Roundtable Meeting Best practices and issue sharing for Chamber Presidents / Directors <u>ONLY</u> . <i>Facilitator: Robert Carl, Schuylkill Chamber</i>	Clubhouse
2:30 – 4:00pm	Professional Staff Roundtable Meeting Best practices and issue sharing for all chamber management professionals. <i>Facilitator: Debra Orner, Cambria Regional Chamber</i>	Banquet Room
4:45pm	Buses Leave for Evening	Comfort Inn & Suites
5:15 – 9:00pm	An Evening in Schuylkill County We will join the Chamber’s Member Mixer at Vito’s to enjoy cocktails and a buffet dinner for our PACP members, have a private tour and tasting at Yuengling Brewery, then finish the night with coffee and dessert at the Schuylkill County Chamber offices.	Vito’s Coal Fired Grill/Yuengling Brewery/ Schuylkill County Chamber Offices

Thursday, October 18, 2018 – Mountain Valley Banquet Venue, Barnesville, PA

7:30 – 8:00am	BREAKFAST BUFFET	Clubhouse
8:00am	Official Conference Welcome	Clubhouse
8:30 – 9:45am	OPENING KEYNOTE – Performance Excellence This session will cover setting the standard for chamber performance excellence, identifying what can be measures, using benchmarks, communicating with dashboards, applying for accreditation, and awards of excellence. <i>Bob Harris, CAE</i>	Clubhouse
9:45am	BREAK	Clubhouse – Sponsor Area
10:00 – 11:00am	SPEED NETWORKING SESSION <i>All Attendees and Sponsors</i> Learn about new affinity programs that may mean big non-dues revenue sources for your chamber!	Clubhouse
11:00am – Noon	Chamber Issue Session We will divide into two groups by chamber staff size to allow you time to share best practices and issue discussion: <i>5 or less staff members – Banquet Room</i> <i>6 or more staff members – Clubhouse</i>	
Noon – 1:15pm	LUNCHEON <i>Sponsored by: Citslinc</i> <i>ACCE Update – Sheree Anne Kelly, President & CEO, ACCE</i>	Clubhouse
1:30pm – 2:45pm	AFTERNOON KEYNOTE – Chambers of the Future Ready for 2020, relevant in 2025? This session will cover evolving models to membership, ROI, golden handcuff, technology investment, strategic plan transformations, and more! <i>Bob Harris, CAE</i>	Clubhouse

2:45pm BREAK Clubhouse – Sponsor Area

3:00 – 4:00pm CONCURRENT SESSIONS – *choose one of the two below:*

Top 10 for Membership Growth Clubhouse

How do you simplify steps for signing new members and strengthening retention? In this session, we will learn about the “Top 10” areas of focus for membership growth. Walk away with tips and tools for a strong foundation for membership activity that results in recruitment and retention success.

Shari Pash, Strategic Solutions for Growth

30 Innovative (Kick A\$\$) Program Ideas for Chambers Banquet Room

You’ve heard of speed dating, but this is speed “creativity” as we take a whirlwind look at 30 out-of-the-box, innovative ideas that you can implement for your Chamber.

Anissa Starnes, Swingbridge Partners LLC

4:00pm BREAK Clubhouse – Sponsor Area

4:15 – 5:15pm CONCURRENT SESSIONS – *choose one of the two below:*

Recruitment & Retention for a Strong Membership Foundation Clubhouse

We will have an open a discussion that touches on the relevant points of recruitment and retention for a strong membership. We walk through the elements of recruitment and engagement plans, strategic action steps, and defining your best prospects to stop the churn.

Shari Pash, Strategic Solutions for Growth

Innovative Leadership Programs – Panel Discussion Banquet Room

Learn what your PACP peers are doing to make their Leadership programs stand out.

Panelist – Christa Lundy, Meadville Chamber

Panelist – Lori Nocito, Leadership Wilkes-Barre

Panelist – Gina Suydam, Wyoming County Chamber

6:30 – 8:00pm RECEPTION, DINNER, SILENT AUCTION & AWARDS PRESENTATION Overlook & Clubhouse

Enjoy a fun evening with your peers and help us recognize special awards.

Awards Sponsored By: PFEW

8:30pm Hospitality Suite Comfort Inn & Suites - Lounge

Friday, October 19, 2018 – Mountain Valley Banquet Venue, Barnesville, PA

8:00 – 8:30am BONUS SESSION – Grow Your Chamber Online With Google & Breakfast Buffet Clubhouse

Learn how members find your Chamber and customers find your member businesses online and how to promote your online presence with search engine optimization (SEO) and online advertising. You’ll also learn how you can bring Google to your community for free workshops and events.

- ***Randi Penfil, Google National Speaker***

8:30 – 9:30am PA Chamber & U.S. Chamber Update Clubhouse

Hear more about important issues facing the Commonwealth and your members.

Gene Barr, PA Chamber

Ben Taylor, U.S. Chamber

9:30am BREAK Clubhouse – Sponsor Area

9:45 – 10:45am Making WOW Moments for Your Members & Volunteers Clubhouse

Creating WOW moments without a lot of effort or money is easy to do. This session will give you ideas that any chamber of any size can implement, easily.

Anissa Starnes, Swingbridge Partners LLC

10:45 – 11:45am CLOSING KEYNOTE Clubhouse

Is Your Chamber Ready to Live the New Brand?

Recent brand research on chambers of commerce and the resulting messaging suggestions will be shared. A key question is: Do we have the courage to make the choices and cause the change that’s needed to be the 3C Chamber that’s wanted and needed in the years ahead?

Dave Kilby, President/CEO, Western Association of Chamber Executives (WACE)