

2019 PACP PROFESSIONALS & LEADERSHIP CONFERENCE

OCTOBER 16-18 | 2019



DuBois Country Club & Comfort Suites
DuBois, PA

HOSTED BY THE GREATER DUBOIS CHAMBER OF COMMERCE

EVENT AGENDA

Wednesday, October 16, 2019 – DuBois, PA

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| 1:00 – 4:30pm | REGISTRATION OPEN | Comfort Inn & Suites – Lobby |
| 1:00 – 2:30pm | PACP BOARD MEETING | Comfort Inn & Suites – Meeting Room (1 st Floor) |
| 2:30 – 3:30pm | GOOGLE SESSION
Discover Digital Resources to Empower Your Community
Learn how to teach members of your local community work and life tasks more effectively using Google tools. This session will introduce you to resources available for Grow With Google Partners and how to become a partner.
<i>Erin Bemis, Google National Speaker</i> | DuBois Country Club – Conference Room A&B |
| 3:45 – 4:45pm | GROW PA UPDATE
Hear an update on the Grow PA initiative.
<i>Rob Wonderling, President & CEO, The Chamber for Greater Philadelphia</i> | DuBois Country Club – Conference Room A&B |
| 6:00 – 9:00pm | An Evening in DuBois
Join us as we have a fabulous dinner at Luigi's Ristorante, take a tour of the Winkler Art Gallery, and end the evening at the DuBois Harley Davidson. | Various DuBois Locations |

Thursday, October 17, 2019 – DuBois, PA

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| 7:30 – 8:00am | BREAKFAST BUFFET
Breakfast is included in your room rate | Comfort Inn & Suites - Lobby |
| 8:15 – 9:30am | OPENING KEYNOTE
New Leadership Skills Every Chamber Professional Needs to Know to Succeed in Managing Today's Rapidly Changing Labor Force
The skies look bleak for American employers because several factors have converged to form the perfect storm. Labor shortages are hitting small businesses the hardest, forcing many to close their doors. Because small businesses make up 85% of chamber membership nationwide, it's critical that Chambers lead the way in learning, mastering, implementing, and sharing with their members what the most successful businesses across America are doing to overcome this challenge.
<i>Glenn Shepard, Glenn Shepard Seminars</i> | DuBois Country Club – Conference Room A&B |
| 9:30am | BREAK | Sponsor Area – Conference Lobby |
| 9:45 – 10:45am | OPENING KEYNOTE CONTINUED
Continuation of morning session.
<i>Glenn Shepard, Glenn Shepard Seminars</i> | DuBois Country Club – Conference Room A&B |

11:00am - Noon	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!	DuBois Country Club – Conference Room A&B
Noon – 1:15pm	LUNCHEON	DuBois Country Club – The Tannery
1:15 – 2:45pm	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 – Conference Room A&B</i> <i>6 or more staff members – Conference Room C</i>	
2:45pm	BREAK	Sponsor Area – Conference Lobby
3:00 – 4:00pm	CONCURRENT SESSIONS – choose one: <u>Navigating Today’s Workplace – From Generation Z to Baby Boomers and Beyond</u> Today’s workforce is unique in that, for the first time, four generations are in the workplace at the same time, making effective leadership more essential than ever. Explore real-world communication, supervisory and behavioral techniques to enhance your organizational performance and culture. Learn how optimizing generational preferences can ensure productive team relationships and communication that promotes creativity, innovation, teamwork, and performance. <i>Corey Christman, Vethos, LLC</i>	DuBois Country Club – Conference Room A&B
	<u>Engaging Volunteers: You Get More When You Give More</u> Volunteers and your engagement with them will determine the success of your Chamber. Volunteer motivation and engagement cannot be limited to a single – or even multiple – checklists. Learn how to determine what motivates your volunteers and how to create incentives that work alongside their motivation. <i>Jason Ebey, YGM Total Resource Campaigns</i>	Conference Room C
4:00pm	BREAK	Sponsor Area – Conference Lobby
4:15 – 5:15pm	CONCURRENT SESSIONS – choose one: <u>Chamber Data: How Should You Gather Data About Your Members?</u> Are you storing information about your members on your chamber membership software correctly? How should you gather, clean, and store data about your members? What should you do with it? Find out how to leverage what you learn about your membership through data collection. <i>Mike Pennington, Novi AMS</i>	Conf. Rm A&B
	<u>Sponsorship Strategy: Organizing for Success</u> Is it time to re-think your sponsorships and build more tangible benefits for your members? Are your members supporting programs because they have to or because they see your sponsorships as opportunities to build their business? Learn more about how to build a non-dues portfolio that is what your members want. <i>Jason Ebey, YGM Total Resource Campaigns</i>	Conference Room C
6:30 – 8:00pm	RECEPTION DINNER, SILENT AUCTION & AWARDS PRESENTATION <i>Awards sponsored by PFEW</i>	The Tannery Conference Room A&B
8:30pm	Hospitality Suite	Comfort Inn & Suites – Meeting Room

Friday, October 18, 2019 – DuBois, PA

- 8:00 – 8:30am** **BREAKFAST SESSION** **DuBois Country Club – Conference Room A&B**
CentreREADY™ - Powering the Workforce
Learn more about the CBICC's workforce preparedness and certification program that demonstrates how business and education can work together to respond to local workforce skills gaps.
Vern Squier, President & CEO, CBICC
- 8:30 – 9:30am** **PA Chamber & U.S. Chamber Update** **DuBois Country Club – Conference Room A&B**
Hear more about important issues facing the Commonwealth and your members.
Gene Barr, President & CEO, PA Chamber
Kevin Courtois, Director Great Lakes Region, U.S. Chamber
- 9:30am** **BREAK** **Sponsor Area – Conference Lobby**
- 9:45 – 10:45am** **CONCURRENT SESSIONS – choose one:**
- CEO Roundtable Session** **Conference Room A&B**
Opportunity for Chamber Executives to meet to share best practices & issue discussion.
- Social Media Best Practices** **Conference Room C**
Hear from some of our PACP chamber pros on what's working for them.
Lindsay Griffin, COO, VP, Greater Wilkes-Barre Chamber
Steven Jones, Digital Content Coordinator, Cambria Regional Chamber
Jennifer Tiffany, Membership Coordinator, Cambria Regional Chamber
- 10:45 – Noon** **CLOSING KEYNOTE** **Conference Room A&B**
The Most Lucrative Marketing Secrets of the Most Successful Chambers in America
Glenn will pull back the curtains and show you the exact marketing principles – along with very specific examples you can “Swipe and Deploy” – that have helped chambers move from good to great. Whether you want to turn your Chamber into a money-making machine, help your members make more money, or help people in need, Glenn will show you the marketing principles that will allow you to do it – and exactly how to implement them.
Glenn Shepard, Glenn Shepard Seminars