



# 2021

## PACP CHAMBER PROFESSIONALS & LEADERSHIP CONFERENCE



OCTOBER 20-22, 2021  
Holiday Inn Johnstown- Downtown  
Johnstown, PA

HOSTED BY THE CAMBRIA REGIONAL CHAMBER

## EVENT AGENDA

### Wednesday, October 20, 2021 – Holiday Inn Johnstown-Downtown, Johnstown, PA

<b>1:00 – 4:30pm</b>	<b>REGISTRATION OPEN</b> Please note that hotel rooms may not be available until 4:00pm.	<b>Hotel Lobby</b>
<b>1:00 – 2:30pm</b>	<b>PACP BOARD MEETING</b>	<b>Tuscany/Piedmont Room</b>
<b>2:30 – 3:00pm</b>	<b>WELCOME SESSION</b> Conference Introductions & Updates from PACP <i>Kellie Goodman Shaffer, 2021 PACP Chair, Bedford County Chamber</i> <i>Christa Lundy, 2021 PACP Conference Chair, Meadville Chamber</i>	<b>Crown Ballroom</b>
<b>3:00 – 4:00pm</b>	<b>CONCURRENT SESSIONS – choose one:</b>  <b><u>CEO Roundtable Session</u></b> Opportunity for Chamber Executives to meet and share best practices on the following subjects: <ul style="list-style-type: none"> <li>• Advocacy Efforts</li> <li>• Board of Directors</li> <li>• Staffing</li> <li>• Workforce Challenges</li> </ul> <b>Moderator: Kellie Goodman Shaffer, Bedford County Chamber</b>  <b><u>Staff Roundtable – Goal Setting</u></b> Research shows that success on the job has more to do with your soft skills than your technical skills. The National Association of Colleges and Employers Job Outlook 2016 survey listed leadership, teamwork, problem-solving skills, communication skills, strong work ethic, initiative, and flexibility / adaptability in the top ten skills in demand by employers. This presentation will discuss the importance of soft skills in an organization, how they are acquired, and how they can be improved. <i>Mike Artim, President &amp; CEO, Intrignia, Inc.</i>	<b>Crown Ballroom</b>          <b>Napa/Sonoma Room</b>
<b>5:30 – 9:00pm</b>	<b>An Evening in Johnstown</b>	<b>Various Johnstown Locations</b>

### Thursday, October 21, 2021 – Holiday Inn Johnstown-Downtown, Johnstown, PA

<b>8:00 – 9:00am</b>	<b>BREAKFAST BUFFET AVAILABLE</b>	<b>Harrigan’s Restaurant</b>
<b>9:00 – 9:15am</b>	<b>MORNING WELCOME</b> <i>Christa Lundy, 2021 PACP Conference Chair, Meadville Chamber</i> <i>Amy Bradley, President/CEO, Cambria Regional Chamber</i>	<b>Crown Ballroom</b>

9:15 – 10:45am	<b>MORNING KEYNOTE SESSION</b>	<b>Crown Ballroom</b>
	<b>How to Communicate with Everyone Who Isn't You</b>	
	The pandemic has made communication more important (and more challenging) than ever. Members may feel isolated or disengaged and distracted. This session will help you make them feel more included and welcome than ever before! We'll discuss some of the barriers to communication and how to overcome them. We'll discuss virtual communication and ideas for utilizing it moving forward. You'll also receive a tool to help you understand your communication style and how to communicate more effectively with others. You can take this resource back to your chamber to utilize in board, volunteer and staff development. People need connection more than ever – and that's where chambers excel.	
	<b>Denise Ryan, Firestar Speaking</b>	
10:45am	<b>BREAK</b>	<b>Sponsor Area – Crown Ballroom</b>
11:00am – Noon	<b>GENERAL SESSION</b>	<b>Crown Ballroom</b>
	<b>Finding the Hidden Money in Social</b>	
	For years, chambers have attempted to capitalize on the ever-changing nuances of social media and have strategized how to use those platforms for financial gain, both for the chambers and their members. As chambers apply proven chamber of commerce principles to their presence on Facebook, they will be able to access the potential to generate revenue development in the tens of thousands of dollars in sponsorships. More than just revenue generation, these tips and processes show how chambers can influence their communities-at-large with organic #ShopLocal endeavors, create segmentation of their members, and widen their organization's network reach.	
	This session will cover three distinct topics:	
	<ol style="list-style-type: none"> <li>1. How to create Facebook Groups that your sponsors are passionate about accessing</li> <li>2. How to increase revenue development for your chamber via social media</li> <li>3. How to diversify non-dues revenue utilizing segmentation</li> </ol>	
	This session will offer three specific outcomes:	
	<ol style="list-style-type: none"> <li>1. Detailed social media road map to assist with creating a sponsor-desired Facebook Group</li> <li>2. Specific Facebook sponsorship ideas</li> <li>3. Group segmentation examples to actively engage chamber members</li> </ol>	
	<b>Jason Ebey, YGM Total Resource Campaigns</b>	
Noon – 1:30pm	<b>NETWORKING LUNCHEON</b>	<b>Crown Ballroom</b>
1:30 – 2:30pm	<b>GENERAL SESSION</b>	<b>Crown Ballroom</b>
	<b>60 Ideas in 60 Minutes</b>	
	Come ready to share your creative ideas on revenue generation, engagement, communications, etc.	
	<b>Moderator: Jason Ebey, YGM Total Resource Campaigns</b>	
2:30pm	<b>BREAK</b>	<b>Sponsor Area – Crown Ballroom</b>
2:45 – 3:30pm	<b>SPOTLIGHT OUR SPONSORS SESSION</b>	<b>Crown Ballroom</b>
	Speed networking session with our sponsors.	
3:30 – 5:00pm	<b>GENERAL SESSION</b>	<b>Crown Ballroom</b>
	<b>Survival Skills for Chamber Professionals</b>	
	This action-packed session covers three survival skills for Chamber Pros: stress management, time management, and member engagement. We all want to know how to get members re-engaged after a world rocking global pandemic, but we can't engage anyone if we're stressed out with no time to spare. So we'll begin by covering over a dozen ideas for stress and time management. Then we'll discuss how you define member engagement and if your definition has changed (or needs to change) post-pandemic. We'll discuss some of the new tools for outreach (Zoom and other virtual platforms) and how you may or may not use them in your efforts. The world has changed dramatically and to survive and thrive, chambers must change, too.	
	<b>Denise Ryan, Firestar Speaking</b>	

6:30 – 8:00pm	RECEPTION DINNER, SILENT AUCTION & AWARDS PRESENTATION <i>Awards sponsored by PFEW</i>	Napa/Sonoma Room Crown Ballroom
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**Friday, October 22, 2021 – Holiday Inn Johnstown-Downtown, Johnstown, PA**

8:00 – 9:00am	BREAKFAST BUFFET AVAILABLE	Harrigan's Restaurant
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9:00 – 10:00am	<b>ACCE Update</b> <b>The Future of Chamber Value &amp; Relevance</b> What lies ahead for chambers and how can they adapt and evolve when faced with the after-effects of a global pandemic, a monumental economic downturn, the changing nature of business, the discordant political climate and the challenges of racial equity? Sheree Anne Kelly will share ACCE's latest research on the essential components for chamber missions and supporting business models that will ensure chambers are successful and sustainable well beyond these challenging times. <i>Sheree Anne Kelly, President &amp; CEO, ACCE</i>	Crown Ballroom
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10:00am	BREAK	Sponsor Area – Crown Ballroom
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10:30 – 11:30am	<b>PA Chamber &amp; U.S. Chamber Updates</b> Hear more about important issues facing the Commonwealth and your members. <i>Gene Barr, President &amp; CEO, PA Chamber</i> <i>Kevin Courtois, Director Great Lakes Region, U.S. Chamber</i>	Crown Ballroom
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11:30am	CONFERENCE ADJOURNS	
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