

2022 PACP CHAMBER PROFESSIONALS & LEADERSHIP CONFERENCE

OCTOBER 19 - 21, 2022
HOTEL GETTYSBURG
GETTYSBURG, PA

HOSTED BY THE CHAMBER OF GETTYSBURG & ADAMS COUNTY



CONFERENCE AGENDA

Wednesday, October 19, 2022 – Hotel Gettysburg

Noon – 1:00pm	PACP BOARD MEETING	Stevens Room
1:00 – 4:30pm	REGISTRATION OPEN Please note that hotel rooms may not be available until 4:00pm.	Conference Lobby
1:00 – 1:15pm	WELCOME SESSION Conference Introductions & Updates from PACP <i>Fred Gaffney, 2022 PACP Chair, Columbia Montour Chamber</i> <i>Michelle Kreutzer, 2022 PACP Conference Co-Chair, Pittsburgh Airport Area Chamber</i> <i>Carrie Stuart, President, The Chamber of Gettysburg & Adams County</i>	Crown Ballroom
1:15 – 2:15pm	TABLETOP ROUNDTABLE SESSIONS – choose one: <u>CEO Roundtable Sessions</u> You will have two 30-minute roundtable discussions during this session. Table topics will be placed around the room, so choose the ones of most interest: <ul style="list-style-type: none">- Advocacy Efforts- Board of Directors- Staffing- Strategic Planning- Volunteer Engagement- Workforce Challenges <u>Staff Roundtable Sessions</u> You will have two 30-minute roundtable discussions during this session. Table topics will be placed around the room, so choose the ones of most interest: <ul style="list-style-type: none">- Membership- Communications- Ambassadors/Young Professionals- Leadership Programs- Events	Ballroom Stevens Room
2:30 – 4:30pm	Leadership Lessons from Gettysburg As we navigate the prolonged uncertainty and challenges of the pandemic, we should look to history for key insights and practical strategies to lead with courage and conviction in 2022 and beyond. The program will focus on adaptability, strategy, communication, team building, and decision-making during pivotal times of crisis. <i>Gene Barr, retired President & CEO of PA Chamber</i>	Ballroom
4:45 – 8:00pm	An Evening in Gettysburg Join us as we visit the Gettysburg Visitors Center for our networking dinner and enjoy a behind the scenes tour of the Gettysburg Cyclorama. We will meet in the hotel lobby and carpool to the Visitors Center.	Gettysburg Visitors Center

Thursday, October 20, 2022 – Hotel Gettysburg

8:00 – 9:00am	BREAKFAST BUFFET	Ballroom
9:00 – 9:15am	MORNING WELCOME <i>Christa Lundy, 2022 PACP Conference Co-Chair, Meadville Chamber</i> <i>Carrie Stuart, President, The Chamber of Gettysburg & Adams County</i>	Ballroom
9:15 – 10:45am	MORNING KEYNOTE SESSION Three Roles to Grow Your Chamber Your chamber culture is an ecosystem, and each role plays an important part in your organization. Setting aside all titles, we will discuss the positions that will help you grow as an organization and as a team. Learn how to quickly interview and audition for the roles you're missing. <i>Kyle Sexton – ChamberThink Strategies</i>	Ballroom
10:45am	BREAK <i>Sponsored by Citslinc</i>	Ballroom
11:00am – Noon	BREAKOUT SESSIONS – choose one: Membership Session Join us for a roundtable session for all things membership-related. Come prepared to share best practices on renewal messaging, tiered dues structures, and more! <i>Facilitator: Kyle Sexton – ChamberThink Strategies</i>	Ballroom
	Cyber Security & Your Chamber It's not just financial institutions and governments that have to worry about ransomware, hackers, and malware. In this session, you'll learn practical steps to improve your Cybersecurity posture to protect your data from intrusion and infiltration, and how to keep your chamber safe in the current "Threatscape" and beyond just the latest vulnerability. We'll also hear more about cyber liability insurance and how you should consider this for your chamber. <i>John George, Rich Hussey, and Andrew Wampler – Team TREYSTA</i> <i>Brian Mahon – EHD</i>	Stevens Room
Noon – 1:30pm	NETWORKING LUNCHEON	Ballroom
1:30 – 2:30pm	SPOTLIGHT OUR SPONSORS SESSION Speed networking session with our sponsors.	Ballroom
2:30 – 3:30pm	GENERAL SESSION Tap Into Your Gold Mine Do you wish you had unrestricted revenue to use however you wanted? What if we told you that you already had that revenue source? And that you could use it to start new programs or to serve your members better or to increase staff benefits? What if we told you how you could develop a plan for earned income based on who you and your chamber are, on what you do, and on what you already know? You may be surprised at how valuable your current assets are. The challenge is simply to look at them as the potential gold mine they are. Many chambers refine and enhance their current programs and services by providing value-added benefits that create new income sources through new payer markets. Learn how to shift your thinking toward optimizing the opportunities you already have available to you. <i>Jason E. Ebey – YGM Total Resource Campaigns</i>	Ballroom
3:30pm	BREAK <i>Sponsored by Citslinc</i>	Ballroom

