

2023



HOSTED BY:
THE BEDFORD AREA
CHAMBER OF COMMERCE

CONFERENCE AGENDA

Monday, November 13, 2023 – Omni Bedford Springs

9:00am – 12:30pm **PACP BOARD RETREAT** **Anderson Room**

1:00 – 4:30pm	REGISTRATION OPEN Please note that hotel rooms may not be available until 4:00pm.	Constitution Hall
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1:00 – 1:45pm	WELCOME TO THE CHAMBER INDUSTRY SESSION Learn more about the chamber industry and your state professional development association.	Anderson Room
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2:00 – 3:00pm **TABLETOP ROUNDTABLE SESSIONS – *choose one:***

CEO Roundtable Sessions **Colonnade Ballroom**

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:

- Advocacy Efforts
- Board of Directors
- Staffing
- Strategic Planning
- Volunteer Engagement
- Workforce Challenges

Staff Roundtable Sessions **Reagan Room**

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:

- Membership
- Leadership Programs
- Communications
- Events

3:00 – 4:00pm	PA Chamber & U.S. Chamber Updates Hear more about important issues facing the Commonwealth and your members. <i>Luke Bernstein – PA Chamber</i> <i>Maggie Woodin – U.S. Chamber</i>	Colonnade Ballroom
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4:30 – 7:00pm **An Evening in Bedford** **Location TBA**

Tuesday, November 14, 2023 – Omni Bedford Springs

8:00 – 9:00am	BREAKFAST BUFFET	Constitution Hall & Colonnade Ballroom
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9:00 – 9:15am	MORNING WELCOME <i>Jodi August, 2023 PACP Conference Co-Chair, Greater DuBois Chamber</i> <i>Christa Lundy, 2023 PACP Conference Co-Chair, Meadville Chamber</i> <i>Kellie Goodman Shaffer, Bedford Area Chamber</i>	Colonnade Ballroom
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9:15 – 10:15am	MORNING KEYNOTE SESSION Yes, All Staff Can Impact Member Engagement and Growth In this session, we will look at strategies that allow your full team to have an impact with member engagement and recruitment. We focus on how each staff person can know your members beyond transactions. Discuss strategies that all staff can use to maximize social media for relevant member value, and how staff can provide relevant prospect referrals. In addition, learn how maximizing your membership database is a tool that all staff can access for direct engagement success. No matter the size of your staff or team (2 or 20), all hands-on deck for member engagement and recruitment. <i>Shari Pash – Strategic Solutions for Growth</i>	Colonnade Ballroom
10:15am	BREAK <i>Sponsored by Citslinc</i>	Sponsor Area & Constitution Hall
10:30 – 11:30am	SPOTLIGHT OUR SPONSORS SESSION Speed networking session with our sponsors.	Colonnade Ballroom
11:45am – 1:00pm	NETWORKING LUNCHEON	Constitution Hall & Colonnade Ballroom
1:15 – 2:15pm	GENERAL SESSION Take the Initiative Chambers typically find it easy to have programs and events in their annual program of work. Yet, adding “initiatives” to that list is often a daunting task. Find the grit and determination to use initiatives in elevating your Chamber. By reviewing some strategic initiatives of Chambers across the country, we’ll highlight the process of implementing initiatives, the selection of the right initiatives, and the benefits for your Chamber. <i>Jason E. Ebey – YGM Total Resource Campaigns</i>	Colonnade Ballroom
2:15pm	BREAK <i>Sponsored by Citslinc</i>	Sponsor Area & Constitution Hall
2:30 – 3:30pm	GENERAL SESSION Building Relationships With Your Media Learn how to work with your local media by submitting columns, referring stories and experts, and ways to allow the Chamber to function as a media / news outlet. <i>Kellie Goodman Shaffer – Bedford Area Chamber</i>	Colonnade Ballroom
3:30pm	BREAK <i>Sponsored by Citslinc</i>	Sponsor Area & Constitution Hall
3:45 – 4:45pm	GENERAL SESSION Intentional Sponsorship Sales & Growth If Sales is not your thing, and yet you are expected to sell sponsorships, this is the session for you. Attendees will learn steps to create a sustainable foundation for signing new sponsors. We'll talk about clarifying your sponsorships and connecting to strategic member segments, creating a relevant prospect list, and tips in preparing to make new sponsor calls. In this session, we cover sales steps, tips, and tools. In addition, we delve into choosing the best sponsorship structure for your organization. <i>Shari Pash – Strategic Solutions for Growth</i> <i>Sponsored by YGM Total Resource Campaigns</i>	Colonnade Ballroom
6:30 – 8:00pm	RECEPTION DINNER & AWARDS PRESENTATION <i>Awards sponsored by Foundation for Free Enterprise Education</i>	Sponsor Area & Constitution Hall Colonnade Ballroom

Wednesday, November 15, 2023 – Omni Bedford Springs

8:30 – 9:15am	SPECIAL BREAKFAST SESSION “Ask Us Anything” Panel Session Opportunity to ask our seasoned panel of executives any question you’d like. <i>Chamber Pro Panel – George Book, Gina Grone, and Gina Suydam</i>	Constitution Hall & Colonnade Ballroom
9:15am	BREAK <i>Be sure to check out of your room by 11:00am.</i> <i>Sponsored by Citslinc</i>	Sponsor Area & Constitution Hall
9:30 – 10:30am	GENERAL SESSION Crisis Communications You never know when a crisis will happen – will you be ready? Learn proven strategies for communicating with compassion, conviction, and optimism to help keep your public informed and your brand intact. <i>Amy Bradley – Cambria Regional Chamber</i>	Colonnade Ballroom
10:30am	BREAK <i>Sponsored by Citslinc</i>	Sponsor Area & Constitution Hall
10:45 – 11:45am	CLOSING KEYNOTE SESSION The Power of Micro-Moments: Attracting & Engaging Members in the Age of Distractions Attention spans are shorter than ever. Micro moments and minutes are all we have to intrigue and gain the attention of our members and businesses. So, when it comes to member engagement and recruitment, are you creating impactful content and messaging that captivates your community and compels them to take action? Join us for open discussions on how to make the most of every moment. <i>Shari Pash – Strategic Solutions for Growth</i>	Colonnade Ballroom
11:45am	CONFERENCE ADJOURNS	