

2025



CHAMBER PROFESSIONALS & LEADERSHIP CONFERENCE

NOVEMBER 17-19
SEVEN SPRINGS
MOUNTAIN RESORT
SEVEN SPRINGS, PA

HOSTED BY:
THE SOMERSET COUNTY CHAMBER OF COMMERCE

CONFERENCE AGENDA

Monday, November 17, 2025 – Seven Springs Mountain Resort

8:30am – Noon	PACP BOARD RETREAT PACP Board Members only.	Room TBD
2:00 – 4:30pm	REGISTRATION OPEN Please note that hotel rooms may not be available until 4:00pm.	Ballroom Pre-Function Area
2:00 – 3:00pm	WELCOME TO THE CHAMBER INDUSTRY SESSION Specifically for our newest chamber employees...learn more about the chamber industry and your state professional development association.	Grand Ballroom
3:00 – 4:30pm	Chamber Roundtable Sessions – By Roles – <i>choose one</i>: Each roundtable will tackle different chamber industry topics during their sessions. <u>CEO Roundtable Session – Grand Ballroom</u> <u>Staff Roundtable Session – Breakout Room</u>	
5:00 – 7:00pm	WELCOME DINNER Join us for a fun evening at the resort's ski bar – the Foggy Goggle. This special event provides a unique opportunity for attendees to connect, network, and build meaningful relationships within our chamber community.	Foggy Goggle

Tuesday, November 18, 2025 – Seven Springs Mountain Resort

8:00 – 9:00am	BREAKFAST BUFFET No program – just a chance for you to network with your peers.	Grand Ballroom
9:00 – 9:15am	MORNING WELCOME <i>Jodi August, 2025 PACP Conference Co-Chair, Greater DuBois Chamber</i> <i>Christa Lundy, 2025 PACP Conference Co-Chair, Meadville Chamber</i> <i>Ron Aldom, 2025 PACP Board Chair & Conference Host, Somerset County Chamber</i>	Grand Ballroom
9:15 – 10:45am	MORNING KEYNOTE SESSION Governance and Working with Boards Distinguishing governance from management; effective orientation techniques and tools; keeping the Board at an altitude of 50,000' and higher to advance the mission and goals of the Chamber. <i>Bob Harris, Harris Management Group</i>	Grand Ballroom

10:45am	BREAK	Sponsor Area
11:00 – 11:45am	SPOTLIGHT OUR SPONSORS SESSION Speed networking session with our sponsors.	Grand Ballroom
Noon – 1:00pm	NETWORKING LUNCHEON	Grand Ballroom
1:15 – 2:45pm	AFTERNOON KEYNOTE SESSION Strategic Plans that Work Development; trends in planning; ideas for maximizing the impact of a plan; discussion about the smartest practices with plenty of samples. Bring your Chamber’s plan for discussion. <i>Bob Harris, Harris Management Group</i>	Grand Ballroom
2:45pm	BREAK	Sponsor Area
3:00– 4:00pm	BREAKOUT SESSIONS Topic 1 – The Future of Workforce and Impact of AI The accelerating pace of artificial intelligence is transforming the way we work, creating both disruption and unprecedented opportunity across industries. This session will explore how AI is reshaping workforce demands, skill requirements, and employer strategies—and what businesses can do now to adapt, upskill, and thrive. <i>Bradley R. Burger, Goodwill of the Southern Alleghenies</i> Topic 2 – Board Engagement Join us to explore how thoughtful committee structures, purposeful board retreats, and innovative programs can foster deeper board engagement and stronger leadership. Whether you're looking to reinvigorate your board or fine-tune existing practices, this discussion offers practical insights and real-world examples to help elevate your chamber's governance and impact. <i>Panelist – Jodi August, Greater DuBois Chamber</i> <i>Panelist – Carrie Stuart, The Chamber of Gettysburg & Adams County</i> <i>Panelist – Heather Valudes, Lancaster Chamber</i>	Grand Ballroom Breakout Room
4:00pm	BREAK	Sponsor Area
4:15– 5:00pm	BREAKOUT SESSIONS Topic 1 – Exploring Innovative Revenue Streams for Chamber Success In this session, attendees will discover innovative strategies to maximize non-dues revenue. You’ll hear about successful revenue initiatives and engage in interactive discussions to share best practices. Join us to gain actionable insights and creative approaches that ensure financial growth and sustainability for your organization. <i>Jason E. Ebey & Anissa Starnes, YGM</i> Topic 2 – Branding & Marketing Best Practices Discover strategies behind effective chamber branding and marketing. Learn how to craft a clear brand identity, engage your community through compelling messaging, and leverage digital tools to amplify your reach. This session is designed to help chambers of all sizes strengthen their visibility, relevance, and member engagement. <i>Panelist – Michelle Kreutzer, Pittsburgh Airport Area Chamber</i> <i>Panelist – Kellie Goodman Shaffer, Bedford County Chamber</i>	Grand Ballroom Breakout Room
6:00 – 6:30pm	RECEPTION	Sponsor Area
6:30 – 8:00pm	DINNER & AWARDS PRESENTATION	Winterberry Room

Wednesday, November 19, 2025 – Seven Springs Mountain Resort

8:00 – 9:00am

“Ask Us Anything” Breakfast Buffet

Grand Ballroom

Are you curious about the inner workings of other PACP member chambers? Do you have burning questions about how these organizations are surviving and thriving? Join us for an interactive session where the floor is yours to engage directly with our panel of chamber pros. This session is designed to be a dynamic Q&A, allowing attendees to guide the conversation. Whether it's about strategic planning, economic impact, or membership growth, no topic is off-limits.

Panel Session with Keystone Award Winners

9:00 – 10:30am

CLOSING KEYNOTE SESSION

Grand Ballroom

Trends and Influences: How External Forces Shape Chambers and Communities

Chamber work is never done in a vacuum, and forward-thinking chamber leaders and staff look for ways to understand the factors that shape the world in which we operate. In this session, participants will have the chance to explore some pressing themes that will impact how we work and the issues that we must address in the near and long term. Attendees will hear more about what is driving these trends and will have an opportunity to consider how these influences relate to their work and goals.

Amy Shields, Association of Chamber of Commerce Executives (ACCE)