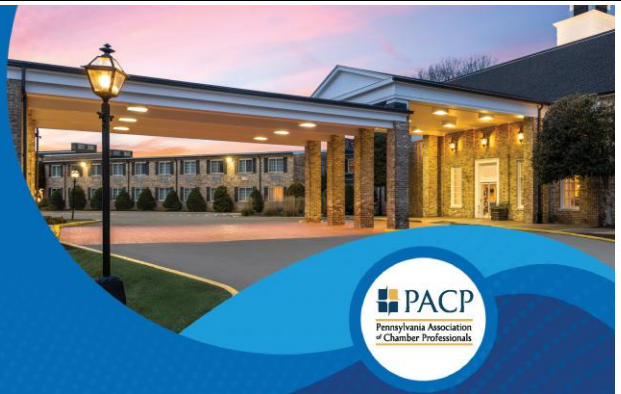


# 2026 CHAMBER PROFESSIONALS & LEADERSHIP CONFERENCE

October 26 - 28, 2026

THE PENN HARRIS HOTEL • CAMP HILL, PA

HOSTED BY: THE WEST SHORE CHAMBER OF COMMERCE



## CONFERENCE AGENDA

### Monday, October 26, 2026 – The Penn Harris Hotel

- |               |   |                         |
|---------------|---|-------------------------|
| 8:30am – Noon | PACP BOARD RETREAT  | Keystone E              |
| 1:30 – 4:30pm | REGISTRATION OPEN<br>Please note that hotel rooms may not be available until 4:00pm.  | Convention Center Lobby |
| 2:00 – 3:00pm | WELCOME TO THE CHAMBER INDUSTRY SESSION<br>Specifically for our newest chamber employees...learn more about the chamber industry and your state professional development association.   | Ballroom South          |
| 3:00 – 4:30pm | Chamber Roundtable Sessions – By Roles – <i>choose one</i> :<br>Each roundtable will tackle different chamber industry topics during their sessions.<br><br><u>CEO Roundtable Session – Ballroom South</u><br><br><u>Staff Roundtable Session – Keystone BC</u> |                         |
| 5:00 – 7:00pm | WELCOME RECEPTION & DINNER<br>Join us for a fun evening getting to know your PACP peers and our sponsors!   | Dave & Buster's         |

### Tuesday, October 27, 2026 – The Penn Harris Hotel

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|----------------|--|----------------|
| 8:00 – 9:00am  | BREAKFAST BUFFET<br>No program – just a chance for you to network with your peers.   | Ballroom South |
| 9:00 – 9:15am  | MORNING WELCOME<br><i>Jodi August, 2026 PACP Conference Co-Chair, Greater DuBois Chamber</i><br><i>Christa Lundy, 2026 PACP Conference Co-Chair, Meadville Chamber</i><br><i>George Book, Jr., 2026 PACP Board Chair &amp; Conference Host, West Shore Chamber</i>   | Ballroom South |
| 9:15 – 10:15am | MORNING KEYNOTE SESSION<br><b>March Forth // Lead From Where You Are</b><br>Leadership is not a title. It is a decision. In March Forth, Kyle shares practical leadership lessons drawn from his career as a marketing strategist, advisor, and consultant. Through real stories from the field, he connects leadership moments to the same principles that drive successful marketing: clarity, ownership, trust, and momentum. This keynote introduces a simple framework that helps people lead from where they are — without waiting for permission or a formal role. March Forth is honest, grounded, and immediately useful. It is designed for leaders, emerging leaders, and anyone who wants to create progress without waiting to be “in charge.”<br><i>Kyle Sexton, ChamberThink Strategies</i> | Ballroom South |

<b>10:15am</b>	<b>BREAK</b>	<b>Sponsor Area – Ballroom</b>
<b>10:30 – 11:30am</b>	<b>SPOTLIGHT OUR SPONSORS SESSION</b> Speed networking session with our sponsors.	<b>Ballroom South</b>
<b>11:45am – 1:00pm</b>	<b>NETWORKING LUNCHEON</b> <i>Sponsored by ReadyNation c/o Pennsylvania Partnerships for Children</i>	<b>Ballroom South</b>
<b>1:00– 2:00pm</b>	<b>BREAKOUT SESSIONS</b>	
	<b><u>Topic 1 – Chamber Unscripted</u></b> This session is an open Q&A format with no agenda or slides. The focus will be to help chambers get unstuck and process all the amazing things you are learning at the conference. <i>Kyle Sexton, ChamberThink Strategies</i>	<b>Ballroom South</b>
	<b><u>Topic 2 – New Revenue Streams</u></b> Diversify your funding by looking into new programming for your members. This panel will dive into successful, creative ways chambers are sustaining and growing revenue. <i>George Book, Jr. – West Shore Chamber – Golf Tournament Success</i> <i>Kellie Goodman Shaffer – Bedford County Chamber – Women in Business Program</i> <i>Michelle Kreutzer – Pittsburgh Airport Area Chamber – Chamber Travel Program</i>	<b>Keystone BC</b>
<b>2:00pm</b>	<b>BREAK</b>	<b>Sponsor Area – Ballroom</b>
<b>2:15– 3:15pm</b>	<b>BREAKOUT SESSIONS</b>	
	<b><u>Topic 1 – Membership Recruitment and Retention</u></b> Looking for new ideas to grow and keep your membership? This panel brings together three chamber professionals to talk about what’s working for them right now—what’s driving recruitment, what’s helping retention, and what they’ve learned along the way. Come ready to take notes and leave with ideas you can use immediately. <i>Chris Berleth – Columbia Montour Chamber</i> <i>Jessica Capistrant – Phoenixville Regional Chamber</i> <i>Dallan Yoh – Greater Reading Chamber Alliance</i>	<b>Ballroom South</b>
	<b><u>Topic 2 – Communication Strategies</u></b> Looking to strengthen your chamber’s communications game? This panel brings together three chamber professionals to share what’s working across their blog, podcast, and print and digital marketing efforts. From content creation to audience engagement, you’ll hear real-world ideas, lessons learned, and strategies you can adapt for your own chamber. <i>Hailey Heimbach – TriCounty Area Chamber – Chamber Blog</i> <i>Jodi August – Greater DuBois Chamber – Chamber Podcast</i> <i>Justin Johnson – Lancaster Chamber – Print &amp; Digital Marketing</i>	<b>Keystone BC</b>
<b>3:15pm</b>	<b>BREAK</b>	<b>Sponsor Area – Ballroom</b>
<b>3:30 – 4:30pm</b>	<b>AFTERNOON KEYNOTE SESSION</b> <b>The New Economic Model for Chambers</b> Most chambers are active. Many are respected. But very few are intentionally engineered to produce predictable growth, scalable revenue, and strategic influence in their region. As a result, leaders often default to activity instead of leverage, adding more programs, more events, and more effort without a clear understanding of what actually drives outcomes. In this keynote, Kyle reframes the chamber not as a collection of programs, but as a system with specific economic drivers that determine how revenue is generated, how value is delivered, and how the organization is positioned in the market it serves. This is not about doing more. It is about pulling the right levers, in the right order, with intention. <i>Kyle Sexton, ChamberThink Strategies</i>	<b>Ballroom South</b>

6:00 – 6:30pm                      RECEPTION    Sponsor Area

6:30 – 8:00pm                      DINNER & AWARDS PRESENTATION                      Ballroom South  
*PA Chamber Update – Luke Bernstein, President & CEO*  
*Awards sponsored by PFEW*

**Wednesday, October 28, 2026 – The Penn Harris Hotel**

7:30 – 8:00am                      Breakfast Buffet    Ballroom South

8:00 – 9:00am                      MORNING KEYNOTE SESSION                      Ballroom South  
**Boundaries & BINGO!**  
Ever feel like your chamber work is sneaking into every corner of your life (including your vacations, weekends and even your dreams)? You’re not alone. Setting boundaries at work isn’t about building walls—it’s about creating smart, healthy habits that help you stay productive, happy, and human. Join us for a fun, interactive session where we’ll dive into the magic of saying no (without any of the guilt), setting clear expectations, and protecting your time and energy like the treasures they are. You’ll walk away with practical tips, a few laughs, and a renewed sense of control over your work-life balance. Because let’s face it—you’re kind of a big deal, and it’s time to protect your most important resource...yourself.  
*Jason E. Ebey, YGM*

9:00 – 11:00am                      CLOSING WORKSHOP    Ballroom South  
**AI and the Chamber of the Future**  
The future? Chambers of Commerce are already using AI - but often without a strategy, framework, or shared understanding of its implications or possibilities. This session explores what the “Chamber of the Future” looks like when AI is intentionally integrated across operations, member services, and thought leadership. Designed for both techies or newbies, we’ll look at practical internal uses (meeting prep, communications, data analysis), how chambers can responsibly train staff and members, and how AI can elevate a chamber’s role as a trusted guide - not just a convener - in a rapidly changing business environment. Attendees will leave with a clear mental model for where AI fits (and where it doesn’t), examples from real chamber use cases, and a simple roadmap for moving from experimentation to long-term, impactful results - without overwhelming staff or members.  
*Craig Turner, Momentum AI*