



## 2017 Chamber Professionals & Leadership Conference

**October 25-27, 2017 | Park Inn – Clarion, PA**

*presented by:*



### **Wednesday, October 25, 2017 – Park Inn**

2:00pm	REGISTRATION OPENS	Hotel Lobby
2:00pm – 3:00pm	PACP BOARD MEETING	Clarion Room
2:00pm – 4:00pm	Sponsor Exhibit Set-Up	Ballroom Foyer
3:30pm – 5:00pm	CEO Roundtable Meeting <i>Best practices and issue sharing for Chamber Presidents / Directors <u>ONLY</u>.</i> <i>Facilitator: Bernie Dagenais, Main Line Chamber</i>	Clarion Room
3:30pm – 5:00pm	Professional Staff Roundtable Meeting <i>Best practices and issue sharing for all chamber management professionals.</i> <i>Facilitator: Debra Orner, Greater Johnstown/Cambria County Chamber</i>	Armstrong Room
6:00pm – 9:00pm	Reception & Networking Dinner <i>Join us as we tour downtown Clarion with cocktails &amp; appetizers at the historic Clarion Chamber offices, dinner at Clarion River Brewing Company, and dessert at Michelle's Café</i>	Clarion Chamber Offices/CRBC/Michelle's Café

### **Thursday, October 26, 2017 – Park Inn**

7:30am – 8:15am	BREAKFAST BUFFET <i>Sponsored by: Atlantic Communications Group</i>	Ballroom Foyer
8:15am	Official Conference Welcome	Ballroom
8:30am – 9:45am	What's Your Plan Be? <i>Plan A thinking – this is how we've always done it – doesn't work anymore. Learn the systematic approach to finding out who you want to Be as a professional, a team, and and organization.</i> <i>Libby Spears, Bravo cc</i>	Ballroom
9:45am	BREAK	Ballroom Foyer
10:00am – 11:00am	SPEED NETWORKING SESSION <i>All Attendees and Sponsors</i> <i>Learn about new affinity programs that may mean big non-dues revenue sources for your chamber!</i>	Ballroom
11:00am – Noon	Chamber Issue Session <i>We will divide into three groups by chamber staff size to allow you time to share best practices and issue discussion:</i> <i>3 or less staff members – Ballroom</i> <i>4 – 9 staff members – Allegheny Forest Room</i> <i>10 or more staff members – Cook Forest Room</i>	

Noon – 1:15pm	<p><b>NETWORKING LUNCH</b></p> <p><i>Sponsored by: Citslinc</i></p>	Courtyard
1:30pm – 2:15pm	<p><b>The Triple Threat: Power, Persuasion, and Influence</b></p> <p><i>No matter your place in the organization, your ability to influence people to see your point of view is critical to your success. In this class, you will reassess your own thinking and begin to formulate and understand how to tap into your Power, Persuasion, and Influence.</i></p> <p><b>Libby Spears, Bravo cc</b></p>	Ballroom
2:15pm	<b>BREAK</b>	Ballroom Foyer
2:30pm – 3:30pm	<p><b>CONCURRENT SESSIONS – choose one of the three below:</b></p> <p><b><u>Leveraging LinkedIn for Chamber Professionals</u></b></p> <p><i>Do you have a LinkedIn presence but have no idea what to do with it? Have you avoided updating and enhancing your profile? Are you missing structure and systems for using LinkedIn to promote your chamber membership and events? In this practical and powerful session, you'll have all the tools you need to streamline and systemize LinkedIn for your chamber.</i></p> <p><b>Beth Caldwell – Speaker, Author, Influencer</b></p> <p><b><u>Industries of Opportunity Panel</u></b></p> <p><i>It's an exciting time in Pennsylvania, with Industries of Opportunity bringing the promise of prosperity to many regions of the Keystone State. Hear an update from a few of these economic impactors, and have your questions answered.</i></p> <p><b>Philip Hopkins, IHS Global Insight</b> <b>Dan Weaver, PIOGA</b></p> <p><b><u>Leadership Programs Panel</u></b></p> <p><i>Pennsylvania Chambers boast some of the best Leadership Development programs in the country. Hear from some of your peers whose Leadership programs have made a dramatic impact in their community, and join in the discussion.</i></p> <p><b>Joe Hurd, Blair County Chamber</b> <b>Debra Orner, Greater Johnstown/Cambria County Chamber</b></p>	Ballroom
3:30pm	<p><b>BREAK</b></p> <p><i>Sponsored by: TBD</i></p>	Ballroom Foyer
3:45pm – 4:45pm	<p><b>CONCURRENT SESSIONS – choose one of the three below:</b></p> <p><b><u>Selling With Integrity: Trust and Helping Your Prospects Is the Key!</u></b></p> <p><i>Learn the new way of selling both online and offline. Tim will show attendees that savvy salespeople ease people into the sales process with information that helps their prospects by educating and informing – and providing real value to them – while at the same time showing them why their product or service is the best choice.</i></p> <p><b>Tim Piccirillo, Tim Piccirillo Productions</b></p> <p><b><u>Board Development Tips</u></b></p> <p><i>Boards are an essential key to our organizational success. Let's talk about how to recruit, engage, organize and motivate our Board Members. We will share best practices, evaluation methods, and your personal Board stories.</i></p> <p><b>Marianne Martelli, Chester County Chamber</b></p> <p><b><u>Opioid Crisis Panel</u></b></p> <p><i>The opioid epidemic is a problem that cannot be solved by focusing on individual parts of the healthcare system. It must be addressed through doctors, pharmacies, distributors, manufacturers, and regulators. In order to address the crisis, we must understand the origins of the epidemic, confront the growing impact of opioid abuse and find solutions.</i></p> <p><b>Robert Carl, Jr., Schuylkill Chamber</b> <b>Jenna Herbert, Armstrong-Indiana-Clarion Drug &amp; Alcohol Commission</b> <b>Jill Northey, Armstrong-Indiana-Clarion Drug &amp; Alcohol Commission</b></p>	Ballroom

<b>6:00pm – 8:00pm</b>	<b>RECEPTION, DINNER, SILENT AUCTION &amp; AWARDS PRESENTATION</b> <i>Enjoy a fun evening with your peers and help us recognize special awards.</i> <b>Awards Dinner Sponsored By: TBD</b> <b>Awards Sponsored By: PFEW</b>	<b>Courtyard &amp; Ballroom</b>
<b>9:00pm</b>	<b>Hospitality Suite</b> <i>Join us for samples and goodies from local businesses and wineries.</i> <b>Sponsored by: Target Marketing / SouthComm Publishing</b>	<b>Allegheny Forest Room</b>

### **Friday, October 27, 2017 – Park Inn**

<b>8:00am – 8:30am</b>	<b>BREAKFAST BUFFET</b> <b>Sponsored by: Atlantic Communications Group</b>	<b>Ballroom Foyer</b>
<b>8:30am – 9:30am</b>	<b>PA Chamber Update</b> <i>Hear more about important issues facing the Commonwealth and your members.</i> <b>Gene Barr, PA Chamber</b>	<b>Ballroom</b>
<b>9:30am</b>	<b>BREAK</b>	<b>Ballroom Foyer</b>
<b>9:45am – 11:30am</b>	<b>Lessons in Chamber Leadership</b> <i>We'll close the conference with a lively discussion about leadership from the perspective of respected Chamber executives with more than 125 years of collective experience in service to their communities and the Chamber industry. Topics include: overcoming obstacles, leading your team, risk-taking, sources of inspiration, and more.</i> <i>Panelists include:</i> <b>Chad Amond, Westmoreland County</b> <b>Tracy Becker, Clarion Area</b> <b>Robert Carl, Schuylkill</b> <b>Bernie Dagenais, Main Line</b>	<b>Ballroom</b>

**Vince Matteo, Williamsport/Lycoming**  
**Debra Orner, Greater Johnstown/Cambria**  
**Carrie Stuart, Gettysburg Adams**