



# CHAMBER PROFESSIONALS & LEADERSHIP CONFERENCE 2024

OCTOBER 28 - 30  
LANCASTER, PA



## CONFERENCE AGENDA

### Monday, October 28, 2024 – Lancaster Marriott at Penn Square

<b>8:30am – Noon</b>	<b>PACP BOARD RETREAT</b> PACP Board Members only.	<b>Heritage Ballroom AB</b>
<b>2:00 – 4:30pm</b>	<b>REGISTRATION OPEN</b> Please note that hotel rooms may not be available until 4:00pm.	<b>Heritage Ballroom Pre-Function</b>
<b>2:00 – 3:00pm</b>	<b>WELCOME TO THE CHAMBER INDUSTRY SESSION</b> Specifically for our newest chamber employees...learn more about the chamber industry and your state professional development association.	<b>Heritage Ballroom C</b>
<b>3:00 – 4:30pm</b>	<p><b>Chamber Roundtable Sessions – By Roles – <i>choose one</i>:</b> Each roundtable will tackle specific topics during their sessions.</p> <p><b><u>CEO Roundtable Session – Heritage Ballroom C</u></b> Discussion topics will include Human Resources, Chamber Finances, Strategic Planning, and Board Development <i>Facilitator – Ron Aldom, Somerset County Chamber</i></p> <p><b><u>Staff Roundtable Session – Heritage Ballroom AB</u></b> Discussion topics will include Communications, Events, Membership Sales &amp; Retention, and Sponsorships <i>Facilitators – Xenia Scott, Main Line Chamber &amp; Abby Wolfe, Chester County Chamber</i></p>	
<b>5:30 – 7:30pm</b>	<b>An Evening in Lancaster</b> Join us for a fun night exploring Downtown Lancaster with our “Passport to Lancaster” activity. Once you’ve picked up your “Passport to Lancaster,” venture down Queen Street, where you can admire the impressive historical architecture and modern ambiance. Your passport will outline several Lancaster City retailers and shops that have graciously offered treats or discounts to enhance your walking experience. Your final destination will be at Decades (438 N. Queen Street). We’ll indulge in Decades well-known culinary bits and bites, enjoy craft cocktails and local libations, and play retro arcade games or boutique bowling...all while networking with our colleagues across Pennsylvania! Your Passport will be your guide to Lancaster and the evening’s activity – so be sure to use it as a map reference as you make your way through Downtown Lancaster!	<b>Decades</b>

## Tuesday, October 29, 2024 – Lancaster Marriott at Penn Square

8:00 – 9:00am	<b>BREAKFAST BUFFET</b> No presentation so that you have more time to network with each other!	Heritage Ballroom AB
9:00 – 9:15am	<b>MORNING WELCOME</b> <i>Jodi August, 2024 PACP Conference Co-Chair, Greater DuBois Chamber</i> <i>Christa Lundy, 2024 PACP Conference Co-Chair, Meadville Chamber</i> <i>Heather Valudes, 2024 PACP Conference Host, Lancaster Chamber</i>	Heritage Ballroom C
9:15 – 10:45am	<b>MORNING KEYNOTE WORKSHOP</b> <b>Alive with Purpose: Spark Transformation in your Life and Leadership</b> People are searching--for meaning, for joy, for fulfillment. They want to know that at the end of the day their life and work mattered. They want to know how to break free from the "hustle culture" that drains their energy, depletes their creativity, and burns them out. They want to LOVE their work again. Maybe that someone is you. Maybe that someone is your star employee (...and you might not even know it). What if you could learn how to spark transformation in your life and for those you lead? This powerful and engaging presentation will share the research, insights, and action steps to make real, lasting change happen for you and your team. <i>Katie Sandoe, Light Echo Co.</i>	Heritage Ballroom C
10:45am	<b>BREAK</b> <i>Sponsored by Citislinec</i>	Sponsor Area
11:00 – 11:45am	<b>SPOTLIGHT OUR SPONSORS SESSION</b> Speed networking session with our sponsors.	Heritage Ballroom C
Noon – 1:00pm	<b>NETWORKING LUNCHEON</b>	Heritage Ballroom AB
1:15 – 2:15pm	<b>BREAKOUT SESSIONS</b> <b>Topic 1 – Membership – Your Structure &amp; Journey</b> <ul style="list-style-type: none"><li>• <u>Panelist – Denise Grove, Elizabethtown Chamber</u> – Tiered Dues Structure</li><li>• <u>Panelist – Laura Manion, Chester County Chamber</u> – Board Dues</li><li>• <u>Panelist – Kat Thompson, Venango Area Chamber</u> – Dues Structure</li></ul> <b>Topic 2 – Events &amp; Engagement – Maximizing Experiences at Events</b> <ul style="list-style-type: none"><li>• <u>Panelist – Molly Crouser, Lancaster Chamber</u></li><li>• <u>Panelist – Megan Kreiser, York County Economic Alliance</u></li></ul> <b>Topic 3 – Advocacy – Community Engagement Discussion</b> <ul style="list-style-type: none"><li>• <u>Panelist – Vibha Agrawal, The Main Line Chamber</u> – Talent &amp; Education Network</li><li>• <u>Panelist – Nicole Deary, Carlisle Area Chamber</u> – Workforce Agreement with Local School Districts, Community Leadership Program, and Business Women’s Forum Conference</li><li>• <u>Panelist – Debra Orner, Cambria Regional Chamber</u> – Leadership Program</li><li>• <u>Panelist – Gina Suydam, Wyoming County Chamber</u> – Neighborhood Assistance Program</li></ul>	Heritage Ballroom AB Heritage Ballroom D Heritage Ballroom C
2:15pm	<b>BREAK</b> <i>Sponsored by Citislinec</i>	Sponsor Area
2:30– 3:30pm	<b>BREAKOUT SESSIONS</b> <b>Topic 1 – Membership – Non-Dues Revenue Sources</b> <ul style="list-style-type: none"><li>• <u>Panelist – Tracy Becker, Clarion Area Chamber</u> – Sponsorship Packages</li><li>• <u>Panelist – Casey Nixon, York County Economic Alliance</u></li><li>• <u>Panelist – Heather Valudes, Lancaster Chamber</u> – Use of Foundation</li></ul>	Heritage Ballroom AB

**Topic 2 – Communications & Marketing – Developing Your Brand** **Heritage Ballroom D**

- Panelist – Katie Mahoney, York County Economic Alliance – Chamber Re-Branding Efforts
- Panelist – Justin Johnson, Lancaster Chamber – Realigned Brand to Match Mission

**Topic 3 – Advocacy – Updates from Chamber Peers** **Heritage Ballroom C**

- Panelist – Kat DeSantis, Lancaster Chamber
- Panelist – Robert Garrett, Greater Susquehanna Valley Chamber – StopHopper – Model Micro-Transit Service
- Panelist – Laura Manion, Chester County Chamber – How to Lead a Successful Grassroots Campaign
- Panelist – Aaron Riggleman, PA Chamber – updates from the PA Chamber

**3:30pm** **BREAK** **Sponsor Area**  
*Sponsored by Citslinc*

**3:45 – 4:45pm** **GENERAL SESSION** **Heritage Ballroom C**  
**You're Invited to Play the Feud! – GrowthZone 2024 Chamber Survey Results**  
Get ready to strategize and shout out your answers because GrowthZone's session is inspired by the iconic TV show Family Feud. Bring your A-game because it's time to put your knowledge and wit to the test. Scott Robertson, IOM, will ask questions based on the latest survey results from GrowthZone's 2024 Chamber Survey Report. Put your thinking caps on as we dive into industry trends, member insights, and association dynamics. Get ready to dive headfirst into how chambers compare to non-chamber associations and unlock the secrets to supercharging your current software tools, all in the pursuit of claiming the coveted title of Chamber Feud Champion! Exciting prizes await the winners, along with surprises throughout the session. Don't miss out on this chance to learn about chamber trends, bond with your peers, and have a blast in the process. Flex those brain muscles, warm up your buzzer-hitting hand, and join us for this unforgettable session!  
*Scott Robertson, GrowthZone*

**6:00 – 8:00pm** **RECEPTION** **Sponsor Area**  
**DINNER & AWARDS PRESENTATION** **Heritage Ballroom AB**  
*Awards sponsored by the Foundation for Free Enterprise Education*

**Wednesday, October 30, 2024 – Lancaster Marriott at Penn Square**

**8:00 – 9:00am** **BREAKFAST BUFFET** **Heritage Ballroom AB**  
**"Ask Us Anything" Panel Session with Keystone Award Winners**  
Opportunity to ask our seasoned panel of executives any question you'd like.

**9:00 – 10:30am** **CLOSING KEYNOTE WORKSHOP** **Heritage Ballroom C**  
**Using Artificial Intelligence (AI) at your Chamber**  
Join us as Spark Group leads us through a comprehensive training on harnessing ChatGPT. Points covered in this workshop will include:

- How can ChatGPT help your local chamber?
- What are some best practices and useful prompts individuals can use to integrate ChatGPT into their work?
- How can ChatGPT improve a staff person's experience?
- What should you consider when using AI to streamline communication?
- What risks and legal or ethical concerns should you avoid?

*Mary Gladstone-Highland and Christina Wichert, Spark Group*

**10:45am** **CONFERENCE ADJOURNS**