



CHAMBER PROFESSIONALS & LEADERSHIP CONFERENCE 2024

OCTOBER 28 - 30
LANCASTER, PA



CONFERENCE AGENDA

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

All meeting rooms are on the 3rd Level of the West Tower in the Lancaster Marriott.

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|----------------------|--|---------------------------------------|
| 8:30am – Noon | PACP BOARD RETREAT
PACP Board Members only. | Heritage Ballroom AB |
| 2:00 – 4:30pm | REGISTRATION OPEN
Please note that hotel rooms may not be available until 4:00pm. | Heritage Ballroom Pre-Function |
| 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.
<i>Sponsored by YGM</i> | Heritage Ballroom C |
| 3:00 – 4:30pm | Chamber Roundtable Sessions – By Roles – <i>choose one:</i>
Each roundtable will tackle specific topics during their sessions.

<u>CEO Roundtable Session – Heritage Ballroom C</u>
Discussion topics will include Human Resources, Chamber Finances, Strategic Planning, and Board Development
<i>Facilitator – Ron Aldom, Somerset County Chamber</i>

<u>Staff Roundtable Session– Heritage Ballroom AB</u>
Discussion topics will include Communications, Events, Membership Sales & Retention, and Sponsorships
<i>Facilitator – Abby Wolfe, Chester County Chamber</i> | |
| 5:00 – 7:00pm | An Evening in Lancaster
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!
<i>Sponsored by the Lancaster Chamber of Commerce</i> | Decades |

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

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8:00 – 9:00am	BREAKFAST BUFFET	Heritage Ballroom AB
9:00 – 9:15am	MORNING WELCOME <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	MORNING KEYNOTE WORKSHOP SPARKED: A Different Way to Live, Work, and Lead People are searching... for joy and fulfillment in their lives and workplace. They want to know they're contributing to something meaningful. They want to be inspired by the people they work with, including their leaders. And leaders are looking for motivated people who care about their work. They want high-performing teams and thriving cultures where people collaborate, take responsibility, and do great work. What if both needs could be fulfilled by embracing a different way to live, work, and lead? What if you could spark transformation in your life and for your team? This powerful and engaging presentation will share research, insights, and action steps to help you and your team find deeper joy and fulfillment that translates to real, lasting results. Learning objectives include: <ul style="list-style-type: none">• Understand the "existential crisis of work" that's plaguing workers in the US.• Explore how a simple mindset shift can dramatically change how you approach life, work, and leadership.• Learn how to apply specific Japanese concepts to find more meaning, fulfillment, and balance in your work.• Walk away inspired and empowered to make small changes that will spark real, lasting transformation. <i>Katie Sandoe, Light Echo Co.</i> <i>Sponsored by PCI</i>	Heritage Ballroom C
10:45am	BREAK <i>Sponsored by Citslinc</i>	Sponsor Area
11:00 – 11:45am	SPOTLIGHT OUR SPONSORS SESSION Speed networking session with our sponsors.	Heritage Ballroom C
Noon – 1:00pm	NETWORKING LUNCHEON <i>Sponsored by ReadyNation / Start Strong PA</i>	Heritage Ballroom AB
1:15 – 2:15pm	BREAKOUT SESSIONS Topic 1 – Membership & Events Engagement – Your Structure & Journey <ul style="list-style-type: none">• <u>Facilitator – George Book, West Shore Chamber</u>• <u>Panelist – Molly Crouser, Lancaster Chamber</u> – Event Engagement• <u>Panelist – Denise Grove, Elizabethtown Chamber</u> – Tiered Dues Structure• <u>Panelist – Kat Thompson, Venango Area Chamber</u> – Dues Structure• <u>Panelist – Julie Varga, Chester County Chamber</u> – Board Dues Topic 2 – Advocacy – Community Engagement Discussion <ul style="list-style-type: none">• <u>Facilitator/Panelist – Gina Suydam, Wyoming County Chamber</u> – Neighborhood Assistance Program• <u>Panelist – Vibha Agrawal, The Main Line Chamber</u> – Talent & Education Network• <u>Panelist – Nicole Deary, Carlisle Area Chamber</u> – Workforce Agreement with Local School Districts, Community Leadership Program, and Business Women's Forum Conference• <u>Panelist – Debra Orner, Cambria Regional Chamber</u> – Leadership Program	Heritage AB Heritage C
2:15pm	BREAK <i>Sponsored by Citslinc</i>	Sponsor Area

2:30– 3:30pm

BREAKOUT SESSIONS

Topic 1 –Non-Dues Revenue – Aligning to Mission & Brand

Heritage AB

- Facilitator – George Book, West Shore Chamber
- Panelist – Tracy Becker, Clarion Area Chamber – Sponsorship Packages
- Panelist – Justin Johnson, Lancaster Chamber – Realigned Brand to Match Mission
- Panelist – Heather Valudes, Lancaster Chamber – Use of Foundation

Topic 2 – Advocacy – Updates from Chamber Peers

Heritage C

- Facilitator – Dan DeBone, Westmoreland County Chamber
- Panelist – Kat DeSantis, Lancaster Chamber – How Chambers Enable Civic Engagement
- 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. Scott Robertson, IOM, will ask questions based on the latest survey results from GrowthZone's 2024 Chamber Survey Report. Get ready to dive headfirst into how chambers compare to non-chamber associations and unlock the secrets to supercharging your current software tools. Exciting prizes await the winners, along with surprises throughout the session. 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

Sponsored by Pennsylvania Parks & Forests Foundation

DINNER & AWARDS PRESENTATION

Heritage Ballroom C

Awards sponsored by the Foundation for Free Enterprise Education

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

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8:00 – 9:00am

BREAKFAST BUFFET

Heritage Ballroom C

"Ask Us Anything" Panel Session with Keystone Award Winners

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