

# Program

CCEO  
Winter Conference



Feb. 11-12, 2010  
Doubletree Columbus

**Keep Your Chamber Thriving in 2010!**

## **Thursday, February 11, 2010**

8:00 AM  
to 9:15

### ***Registration & Check-In***

8:30 AM  
to 9:00 AM

### ***First-Timers' Breakfast Reception***

***"How to get the most out of your CCEO membership investment and this conference"***

- Meet your First-Timers Relations team
- Presentations by CCEO CEO, Vicki Lowery and Co-Conference Chairs, Dan Yahraus & Amy Nelson

8:30 AM  
to 9:00 AM

### ***Sponsors' Breakfast Reception***

***"Win Win: Mission Possible"***

- Meet your Sponsor Relations team
- Special arrangements have been made for a SURPRISE guest speaker for you!!

9:15 AM

### ***Welcome & Opening Remarks***

9:30 AM

### ***The Kick-Off: "The Magic Touch"***

Bill Gladwell - "The Hypnotist"

Bill is called the master manipulator of thoughts and behavior. You will realize why from the first moment you meet him. By combining hypnosis, NLP (trademarked), psychology and directed awareness with over twenty years of focused attention on the study and application of advanced mind control techniques; Bill is able to predict and influence people's thoughts and actions with covert suggestion, manipulate their decision-making process and read unconscious signs that indicate what a person is thinking.

10:30 AM

### ***Refreshment Break***

10:45 AM  
to 11:45 PM

### ***General Session: "Building a Better Mousetrap"***

Kordell Norton, Synergy Solutions

In this fast paced, entertaining and humorous presentation you will learn marketing secrets and insights that will help your members get better results and GROW YOUR CHAMBER! You will get insights on how to motivate members to join and how improve your retention revenues. Discovers tips and tricks for social networking and how to keep yourself from being buried by these tools. Come and discover innovation and creative ways to drive up your non-dues revenue. What do mousetraps, rubber chickens and the movie Avatar have in common and how can they help your chamber. Buckle up, and hang on, this one is going to be fun.



11:00 AM  
to 12:15 PM

**Board Leaders Session: “The Important Role of Volunteer Chamber Leaders”**

This is an opportunity for board leaders to be clarify their role, work out specific issues, plan for the future and be inspired and appreciated! Panel presenters:

Patrick Guancia, Realtor, Coldwell Banker King Thompson & former Licking County Chamber of commerce Board Chairman

Cheri Hottinger, CEO, Licking County Chamber of Commerce

Jed Metzger, CEO, Lima/Allen County Chamber of Commerce

11:45 AM  
to 12:15 PM

**Master sponsor introduction/Speed Sponsor Session**

12:15 PM

Board members join your CEO if you are staying for lunch

12:15 PM  
to 1:15 PM

Lunch and Presenting Sponsor, Leo Liu, Citslinc International  
**“Non-Dues Revenue →Discover China!”**

1:15 PM  
to 2:15

**General Session: “Social Media Leaps”**

Steve Millard, CEO, COSE (Council of Smaller Enterprises), Cleveland AND

Rose DiPietro, Social Media Manager, COSE

Millard and Dipietro will provide an overview of a resource created through a collaboration between the Council of Smaller Enterprises (COSE) and the American Chamber of Commerce Executives (ACCE) designed to support chambers’ and their members’ exploration of social media. This workshop will explore the “seven big questions” that chambers have about social media and result in social media novices and the more experienced all walking away with something new that they can use in their chamber to “leap” to the next level of success for their social media efforts.

2:30 PM  
to 3:30

**General Session: “Motivating Volunteer Leadership”**

Duane Swift, Organization Dynamics, Connecticut

Securing executive leadership for not-for-profits *is different* from finding executive talent in the private sector. It isn't just another marketing problem to solve. The selection is a decision that will have a profound effect on the organization for years to come. Learn to approach leadership from an "organization development" perspective.

3:30 PM  
to 3:45

**Refreshment Break**

3:45 PM  
to 4:30

**“Gift Cards, Certificates and Chamber Bucks Programs”**

This session is geared for anyone looking to replace your CertifiChecks program, start a certificate program for the first time or hear what is working the best at other Chambers to tweak your existing program. Panel presenters are:

Cheri Hottinger, Licking County Chamber of Commerce, CEO

Jed Metzger, Lima/Allen County Chamber of Commerce, CEO

Amy Nelson, Tuscarawas County Chamber Commerce, CEO

Dan Yahraus, Bryan Area Chamber Commerce, CEO

4:30 PM

Hotel Check-in ...

5:00 PM

**Pre-Dinner Reception with Sponsors & Silent Auction**



6:00 PM

**Dinner**

**Annual Meeting**

**Recognitions & Awards:**

- ***Train the Trainer Certificates*** –VC, Professional Development, Jan Hills (Reynoldsburg)
- ***CCEO-AP Presentations***
- ***Michael A. Schultz Professionals of the Year***

8:00 PM  
to?

**Hospitality/Networking/Silent Auction results & pick up//Karaoke**

### **Friday, February 12, 2010**

7:30 AM  
to 8:00

**Breakfast & Networking**

8:00 AM  
to 9:00

**Breakfast With (& Presentation by) the Ohio Chamber of Commerce**

Your mission, should you decide to accept it, is building the most powerful grassroots network in the country. This session will teach you the art of the possible...how to use the rules and tools at your disposal to root out evil and claim victory for Ohio businesses. From forming political action committees to telling your story in the most compelling way possible.

Linda Woggon, VP, Governmental Affairs, Ohio Chamber of Commerce

***“Forming a PAC and Other How To Tips for Effecting Local Issues & Candidates”*** AND

Linda will discuss the ins and outs of political advocacy including Political Action Committees, Independent Expenditures, Electioneering Communication and member communications.

Chris Brock Grassroots Manager, Ohio Chamber of Commerce

***“Grassroots, Your Resource for Impacting Legislation that Impacts Your Members”***

Chris is the master of the written word. He'll review upcoming issues and tell you how to get the biggest bang from your grassroots action alerts.

9:00 AM  
to 9:15

**Update from the US Chamber of Commerce**

Ben Taylor, Congressional & Public Affairs Manager, US Chamber of Commerce

9:30 AM  
to 10:15

***Special Topics Breakouts: Round 1***

a) ***“Managing Your Micromanaging Board”***

Debra Lynn Schmitz, CEO, Greater Medina Chamber of Commerce

Crowd favorite and seasoned professional, Debra Lynn Schmitz, is here to navigate you through what to do when the role of a board member vs. the role of a CEO is unclear.

b) ***“Hidden Values: Show Your Members Their ROI & Other Value Concepts”***

Duane Swift, Organization Dynamics, Connecticut

Membership is an investment, so how can you most effectively show that return to those choosing to make an investment in Chamber.

c) ***“Will Workers Compensation & Unemployment Tax Issues Effect Ohio – You Bet”***

Tony Fiore, Independent Contractor with Workers Compensation TPA's



You've been experiencing the fallout from all of the changes to Ohio's Workers Compensation system but what may be of equal impact to the success of business is Unemployment compensation. As a specialist in this field, Fiore shares his insights and updates.

10:15 AM  
to 10:30

### ***Refreshment Break***

10:30 AM  
to 11:15

### ***Special Topics Breakouts: Round 2 -***

a) ***"Issues for Chambers in College Communities"***

Panel presentation & discussion:

b) ***"Hidden Values: Show Your Members Their ROI & Other Value Concepts"***

Duane Swift, Organization Dynamics, Connecticut

Membership is an investment, so how can you most effectively show that return to those choosing to make an investment in Chamber.

c) ***"Will Workers Compensation & Unemployment Tax Issues Effect Ohio – You Bet"***

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11:30 AM  
to 12:15

### ***"Hidden Talents & Money Makers"***

***How to*** descriptions on successful, NEW & innovative revenue programs :

Facilitated by Joel Miller and Presentations by:

1) Dan Yahraus, Bryan Area Chamber of Commerce, CEO

2) Tannie Whitling, Lima Allen County Chamber of Commerce, Director of Programs

3) Cheri Hottinger, Licking County Chamber Commerce, CEO

12:15 PM

### **Summation**

- Certificate drawings (You must be present to win)
- Inspirational send off

Note: Final schedule will be presented at the conference. Some details here are subject to change.