



# 2012 CCEO Winter Conference February 9-10

**ROOM & REGISTRATION FORM DEADLINES:**  
**Hotel Room Reservations... Wednesday Jan. 18, 2012**  
**Conference Registration ... Friday Jan. 27, 2012**

## VENUE & FEES

**Venue:** DoubleTree Worthington- 175 Hutchinson Ave Columbus, OH 43235

**Lodging:** \$99 + tax/ \$49.50 + tax each if sharing with a roommate  
**INCLUDES FREE PARKING AND FREE WI-FI IN YOUR HOTEL ROOM!!**

**Reservations:** 614-885-3334 (Mention: "CCEO" or "Chamber of Commerce Executives of Ohio")  
 Or toll free at 1-800-870-0349

### 1. REGISTRANT INFORMATION

<b>Chamber of Commerce:</b>		CCEO Member?
<b>Email Address:</b>		<input type="checkbox"/> Yes <input type="checkbox"/> No
1st Attendee Name:	Title:	First Timer? <input type="checkbox"/> Yes <input type="checkbox"/> No
2nd Attendee Name:	Title:	First Timer? <input type="checkbox"/> Yes <input type="checkbox"/> No
3rd Attendee Name:	Title:	First Timer? <input type="checkbox"/> Yes <input type="checkbox"/> No

### 2. BREAKOUT CHOICES- PLEASE FILL OUT PAGE 2!

### 3. FEES

Current CCEO Members:	FEE	# OF REG.	TOTAL
First Registrant.....	\$195	x 1	\$ _____
Additional Registrants from this Chamber.....	\$155	x _____	\$ _____
<b>Non-Members:</b>			
Per Person:.....	\$295	x _____	\$ _____
<b>Bonus Session on Wednesday Feb. 8<sup>th</sup></b>			
First Member.....	\$45	x 1	\$ _____
Additional Registrants from this Chamber.....	\$15	x _____	\$ _____
Non-Member.....	\$90	x 1	\$ _____
Additional Registrants from this Chamber.....	\$30	x _____	\$ _____
<b>Sub-Total:</b>			\$ _____
<b>5% Discount on conference attendance if paid by Jan. 18, 2012:</b>			<b>5% Off</b> \$ _____
Guests for Thursday Dinner Banquet Only (in addition to those registered above):	\$35	x _____	\$ _____
<b>Registration Deadline: Jan. 27, 2012</b> <b>Mail to:</b> CCEO, 230 E. Town St. Columbus, OH 43215 <b>Fax to:</b> 614-228-6403 <b>Questions:</b> <a href="mailto:cceo@ohiochamber.com">cceo@ohiochamber.com</a> , 614-629-0918 <b>Payment by check only please, Thank you!</b>	<b>Scholarship Donation:</b>	(Any amount is appreciated)	\$ _____  <b>TOTAL DUE:</b> \$ _____

Breakout Choices – Please place an **X** in the sessions each attendee plans to attend

**Thursday 9<sup>th</sup> 2:05 – 3:05** (Please pick the **ONE** session you will attend)

Name of Attendee	Best Practices in Econ. Dev	Effective Email Communications	Understanding Personalities	Social Media

**Thursday 9<sup>th</sup> 3:10-4:10pm** (Please pick the **ONE** session you will attend)

Name of Attendee	Best Practices in Econ. Dev	Effective Email Communications	Retention Session	Social Media Results Panel

**Friday 10<sup>th</sup> 10:05 – 11:05 am** (Please pick the **ONE** session you plan to attend)

Name of Attendee	Government Relations Panel	Small Chamber Panel	Accounting Panel

## CCEO Winter Conference & Annual Meeting 2012 Agenda

### Wednesday February 8

**1:00 – 4:00 pm:** BONUS SESSION: **Strong Chambers for the Future: A Planning Session – Cathi Hight, Hight Performance**

*Government regulation, technology, public trust, volunteerism and a host of other issues affect the relevance and viability of associations. Explore the key trends and issues that impact relevancy to members and develop strategies to succeed in the new economy.*

*In this session, you will:*

- *Examine trends in the Chamber industry—revenue, board governance and membership metrics*
- *Identify how to navigate the trends to ensure your Chamber stays ahead of the curve and delivers member value*

- Consider innovative programs, benefits, and governance models of trailblazing associations
- Determine goals and strategies for 2012 to develop a stronger Chamber

**\*\*Attendance for this session requires a fee of \$45 for the first member attendee and \$15 for each additional from the same chamber\*\***

**3:00 – 5:00 pm: Volunteer Stuffing:** If you can, please stop by the registration desk at this time to help the committee stuff packets and 'hang out' with us for a bit before we head to dinner!

**6:30 pm: Champp's American Restaurant** – If you are in town early, come meet us for drinks and appetizer specials just down the road from the hotel: 161 E Campus View Blvd

## Thursday February 9

**8:00 – 9:00 am: Registration & Networking Breakfast**

**8:00 – 8:40 am: First Timers Session & Breakfast**

**9:00 – 9:15 am: Welcome by Chairman**

**9:20 – 10:30 am: Keynote: Navigate the Mega Trends – Cathi Hight, Hight Performance**

*According to futurists, 8 mega trends are impacting all member-based organizations. These trends are irreversible and will change the way you operate over the next decade. Learn how these trends will impact your roles, change your member base and how you can prepare to meet members' future needs.*

*In this session, you will explore:*

- The 100 trends in 8 mega-categories impacting all associations and communities across the country
- How to stay competitive in your market area and be relevant to your community
- The needed changes and support your Board and staff members should implement
- How to prepare to meet your members and community's changing needs

**10:35 – 11:35 am: Speed Sponsor Session**

*As always, we take this valuable opportunity to sit down with our sponsors and learn about the products and services they have available to make our lives easier.*

**11:35-11:55 am: Break & Grab Lunches**

**11:55 – 12:30 pm: Ohio Chamber Presentation**

**12:40 – 2:00 pm: Keynote: How to Double the Size of Your Chamber without Spending Any Money- Glenn Shepard, ChamberUniversity.org**

*In this keynote address, Glenn will show how chamber execs with \$0 budget have gotten phenomenal results by applying his marketing techniques, such as:*

- A South Carolina chamber that brought in \$60,000 in two months by using QR codes
- An Indiana chamber that doubled their sponsorships by asking one simple question
- A South Dakota chamber that brings in over \$25,000 every year with a motorcycle
- A Minnesota chamber that doubled what they bring in from their annual golf outing
- A Washington chamber that brings in thousands of dollars by simply hitting the F7 key on their computer.

**2:05 – 3:05 pm: Breakout Workshops**

A. **Best Practices in Economic Development Panel**

B. **How to Communicate Effectively Through E-mail:** Ron Cates, ConstantContact

- C. **Understanding Personalities: Making Connections With Your Board & Members:** Lance Allison, President/CEO, Murray-Calloway Co. Chamber

*This session will look at how personalities affect the decision making process. Understanding the varying personalities of your board will help you gear your discussions more productively to achieve shared goals. Additionally, a clear understanding of personality styles can help you in affectively communicating with your members. Topics will include; understanding personalities (DISC Profiles), communicating one on one, and leveraging knowledge of personality profiles for effective board relationships.*

- D. **Social Media for Your Chamber:** Jacquelyn Beckner, Director of Communications, Lima/Allen Co. Chamber

**3:10 – 4:10 pm:** Breakout Workshops

A-B: **Repeated**

- C. **Retention Session:** Lacey Allison, President/CEO, Murray-Calloway Co. Chamber

*Many members look at their investment in the local chamber from a Return on Investment perspective. This session will explore how chambers should direct members to view membership from a Return on Relationship perspective. Topics will include; investing in return on relationships, why some leaders inspire where others don't, and how to deal with difficult members.*

- D. **Social Media Real Results Panel:** Jacquelyn Beckner, Lima/Allen Co. Chamber, Jessika Phillips, President/Owner – NOW Marketing Group

4:10 – 6:00 pm: Check-in to hotel

**6:00 – 7:00 pm: Reception & Silent Auction**

**7:00 – 8:00 pm: Annual Banquet & Annual Meeting**

**8:00 pm: Hospitality Room, Silent Auction Pick-Up & Trivia Challenge!**

*Get your brain working late tonight with a brand new addition to the CCEO conference: Pop culture trivia with a few industry questions that only us 'chamber folk' will know, thrown in! You won't want to miss this Trivia Challenge!*

## Friday February 10

**8:30 – 9:30 am: Breakfast and Networking**

**9:30 – 10:00 am: US Chamber Session: 2012 – What's on tap in Washington before the silly season starts?**

*On the heels of the President's State of the Union Address and the convening of the Second Session of the 112<sup>th</sup> Congress, legislative leaders in Washington are working to finish leftover priorities from last year, pass annual appropriations and authorization bills, and take on pro-growth "jobs" initiatives – however those are defined. This will come amidst a sluggish economy and in a compacted calendar with the Presidential and Congressional elections staring us in the face. How can YOU impact the agenda, inform and advocate for your members?*

**10:05 – 11:05 am:** Breakout Workshops

A. **Government Relations at a Local Level Panel**

B. **Small Chambers Panel: Size Does Matter**

C. **When the IRS Comes: Tips to Survive an Audit plus Accounting Information for Chambers:** Charlotte Keim- President/CEO, Marietta Area Chamber, Doug Johnson- Executive Director, Twinsburg Chamber, Jane Pfeifer- CPA, Clark Schaefer Hackett

**11:15 – 12:15 pm: Communicate the Value of Membership- Cathi Hight, Hight Performance**

*Explore how to communicate the value of membership and strategies to move from the dreaded ROI to a stronger VOI approach. As a result, you'll deliver stronger presentations, communicate targeted messages for prospective and current members, and close more sales and increase membership retention rates.*

- *Discover how to create strong value propositions that attract prospects to join*
- *Respond to the "So What?" factor and communicate what really matters to others*
- *Explore how to turn features into benefits prospects want to buy*
- *Turn ROI into VOI benefits to communicate the value of Chamber membership*
- *Employ 3 Strategies to Move from ROI to VOI*

12:15pm: **Send-off and Certificate Giveaway**