



EVENT AGENDA + FACILITY MAP (1.24.2024)

Quest Conference Center 9200 Worthington Road, Suite 400, Westerville, Ohio, 43082

WEDNESDAY, FEBRUARY 7, 2024

5:00-7:00 P.M. **Exhibitors move-in and setup.** *Edison Room (only open between these hours)

THURSDAY, FEBRUARY 8, 2024

7:15-8:00 A.M. **Final exhibitor's set-up**

8:00 A.M. **Registration and Continental Breakfast**
*Edison Room

8:15-8:40 A.M. **"CCEO First Timer's Breakfast and Meetup!"**
If you are a first-time attendee, we welcome both the chamber executive and staff members. Make sure you are part of this educational opportunity to learn how CCEO is YOUR partner and how to leverage the benefits and meet the team and fellow chamber executives and support staff.
*Edison Room (Tables marked)

8:45 A.M. **ChamberCon "Sustainable Success" Welcome**
Travis Markwood, CCEO Board Chair, President, Lancaster Fairfield County Chamber of Commerce
Matt Appenzeller, President & CEO, SOCA, and ChamberCon Presenting Sponsor
*Edison Room

9:00-9:50 A.M. **KEYNOTE: " The 20/80 Rule: Creating Systems to Help Keep Your Smallest Members Happy! "**
Keeping smaller members happy starts with understanding your current members, knowing why they join, and making sure your sales team is recruiting the companies that fit best.
In his interactive presentation for chambers, Craig discusses:

1. Getting to Know (all of) Your Members Better
2. Using Data to Target the Right Prospects
3. Systems to Keep Your Smallest Members Happy (so you can focus on the bigger members)

Let's dig into your membership from the ground up and see what we can do to keep your smallest members loving you.
Craig Turner, President, Momentum
*Edison Room

10:00 A.M. **AM BREAK- NETWORKING**

10:10-10:45 A.M. **BREAKOUT SESSIONS (CHOOSE ONE)**
"Reels, Dances, and Be Real Panel."
Learn how to make choices on how to compete in the social media world and elevate your Chamber's digital presence and beyond!
Matt Lofy, President & CEO, Worthington Area Chamber
Jennifer Vincent, President & CEO, Cambridge Area Chamber
*Resnik Room
"Engage, Serve, and Grow Your Membership with ChatGPT."
Discover the number of ways that ChatGPT and other AI tools can help to advance your chamber of commerce's goals, presenting beginner, intermediate and advanced solutions - something for everyone - and concepts that will have your imagination running at full steam.
Craig Turner, President, Momentum
*Edison Room

- 10:50-11:30 A.M. BREAKOUT SESSIONS (CHOOSE ONE)**
- “Strategic Planning with Execution!”**
 Strategy execution is the implementation of a strategic plan in an effort to reach your Chamber’s business goals and objectives. Learn how to take action and ensure that your board members and entire team are engaged and involved with the delegation towards achieving and meeting the goals set in the plan!
Mike Throne, President & CEO, Chillicothe-Ross Chamber
 *Resnik Room
- “How Can Chambers Provide Support to Small to Medium Enterprises Transition to The New Economy.”**
 The reality is that the Small to Medium Enterprises (SMEs), the small local shops on your local corner are having trouble adapting to new regulation and the changing times. We define this group as the ‘missing middle’ and face challenges when it comes to addressing ever-changing economics and adaptation to new opportunities. Learn how to provide support and assist your members while navigating and advocating for them.
Josh Torres, CCEO-AP2, CEO, Chamber of Commerce Executives of Ohio
Isaac Lee, MBA, CCEO-AP, COO, Chamber of Commerce Executives of Ohio
 *Edison Room
- 11:45 A.M. Lunch (Edison Room)**
“Legislative Update with the U.S. Chamber of Commerce”
Ryan Gleason
Government Affairs, Senior Manager, Great Lakes Region
- 12:30-1:30 P.M. “Speed Sponsor Session”**
 *Edison Room
- 1:45-2:25 P.M. General Session “Creating a Data Collecting Culture at Your Chamber”**
- Keeping smaller members happy starts with understanding your current members, knowing why they join, and making sure your sales team is recruiting the companies that fit best. In his interactive presentation for chambers, Craig discusses:
1. Getting to Know (all of) Your Members Better
 2. Using Data to Target the Right Prospects
 3. Systems to Keep Your Smallest Members Happy (so you can focus on the bigger members)
- Let’s dig into your membership from the ground up and see what we can do to keep your smallest members loving you.
Craig Turner, President, Momentum
 * Edison Room
- 2:25-2:40 P.M. PM BREAK-NETWORKING**
- 2:45-3:15 P.M. General Session: “How to Avoid Chamber Burnout”**
 Stress is a fact of professional life, but extreme and unrelenting pressures can lead to the debilitating state we call burnout. Three symptoms characterize burnout: exhaustion; cynicism, or distancing oneself from work; and inefficacy, or feelings of incompetence and lack of achievement. We will have an open discussion and hear from your peers in this engaging and important topic.
Moderated by Craig Turner, Momentum
 *Edison Room
- 3:15-4:00 P.M. “CCEO ROUNDTABLES”**
 Take advantage of the opportunity to learn from your peers in this accelerated and interactive roundtable session. You will be able to pick up to three topics at 15 minutes each and learn more about a specific topic or subject matter area for your Chamber.
 *Edison Room
- 4:00-5:00 P.M. BREAK**
- 5:00-6:00 P.M. “CCEO Cocktail Hour and Reception”, Sponsored by CCEO**
 *Ohio Inventors’ Common Area

6:00-7:00 P.M. **“108th CCEO Annual Meeting & Awards Dinner”**
Annual CCEO Report and awards including: CCEO Accredited Professional, Michael A. Schultz Professional of the Year, and Outstanding Chamber of the Year.
*Morgan Room

7:00 P.M. **OPTIONAL EVENING ACTIVITIES (Not CCEO or event sponsored)**
Make a plan with your peers and have fun! Here are some options:
Star Lanes, 8655 Lyra Dr., Columbus, OH 43240 (5 minutes from Quest)-Bowling/Bar
Dave and Busters, 1554 Polaris Parkway, Columbus, OH 43240 (8 minutes from Quest)-Gaming, Arcade, Bar
Check out any of the local Downtown Westerville where to eat and night life spots.
<https://www.westervillechamber.com/list/QL/restaurants-food-beverages-22>

FRIDAY, FEBRUARY 9, 2024

8:00 A.M. **Full Breakfast + Networking with Peers**
*Edison Room

8:30-9:20 A.M. **General Session: “The Four Critical Challenges Facing Chambers of Commerce Today”**
SOCA interacts with 278 of the 315 Chambers of Commerce in Ohio. Over time, we’ve seen the same Four Critical Challenges emerge that threaten local Chambers of Commerce today.
This breakout session will:

1. Define the Four Critical Challenges facing local Chambers of Commerce today.
2. Describe the negative implications of not resolving these challenges.
3. Preview tools that SOCA is building to meet two Critical Challenges.
4. Recommend courses of action for the remaining two Critical Challenges.

Matt Appenzeller, President & CEO, SOCA, and ChamberCon Presenting Sponsor
*Edison Room

9:20-10:00 A.M. **BREAKOUT SESSIONS (CHOOSE ONE)**

“Storytelling with Your Chamber.”

Make sure your chamber and community tell its best story. Elevate your marketing and ensure that all chamber team members and board members can tell the Chamber’s story or the greatest examples of members’ success because of the Chamber’s impact.
Bryce Riggs, Executive Director, Seneca Regional Chamber
Marisa Stephens, Director of Marketing, Seneca Regional Chamber
*Resnik Room

“SHINY COINS AND DIRTY PENNIES!”

Most people think the Chamber CEO’s job is big events, but the job is much more than that. It’s workforce, member benefits, childcare, and education – and sometimes other items that aren’t as pretty as the Annual Meeting or the Golf Outing. How to learn to love the dirty pennies as much as the shiny coins.
Mike Throne, President & CEO, Chillicothe-Ross Chamber
*Edison Room

10:00-10:30 A.M. **“30 IDEAS IN 30 MINUTES”**

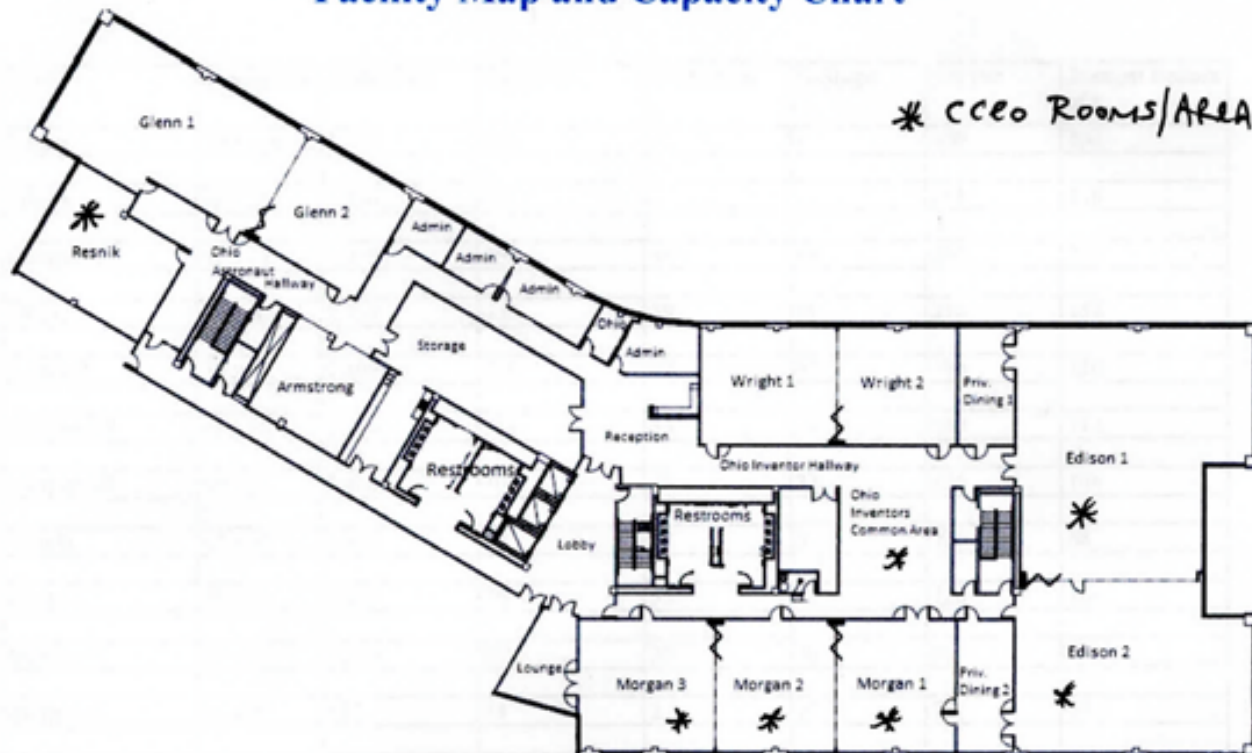
11:00 A.M. **“Final Closing Remarks and Gift Certificate Giveaway”**
Travis Markwood, *President, Lancaster Fairfield County Chamber Chair, Chamber of Commerce Executives of Ohio (CCEO)*



Thank You to Our 2024 ChamberCon Presenting Sponsor:



Facility Map and Capacity Chart



OHIO ASTRONAUT WING (Famous Ohio Astronauts)

John Glenn – John Herschel Glenn Jr. was a United States Marine Corps aviator, engineer, astronaut, businessman and politician. He was the third American in space, and the first American to orbit the Earth, circling it three times in 1962.

Judith Resnik – Judith Arlene Resnik was an American electrical engineer, software engineer, biomedical engineer, pilot and NASA astronaut who died aboard the Space Shuttle Challenger when it was destroyed in 1986.

Neil Armstrong - Neil Alden Armstrong was an American astronaut and aeronautical engineer, and the first person to walk on the Moon. He was also a naval aviator, test pilot, and university professor.

OHIO INVENTOR WING (Famous Ohio Inventors)

Thomas Edison – Thomas Alva Edison was an American inventor who developed devices in fields such as electric power generation, mass communication, sound recording, and motion pictures. Inventions include the phonograph, the motion picture camera, and early versions of the electric light bulb.

Garrett Morgan – Garrett Augustus Morgan, Sr. was an African-American inventor, businessman, and community leader. His most notable inventions were a three-position traffic signal and a smoke hood (predecessor of the gas mask) notably used in a 1916 tunnel construction disaster rescue.

Wright Brothers - The Wright brothers—Orville and Wilbur—were two American aviation pioneers generally credited with inventing, building, and flying the world's first successful motor-operated airplane.