

# IT STARTS WITH US

SPARK • INNOVATE • ADVANCE YOUR COMMUNITY



## **2017 OKLAHOMA CHAMBER OF COMMERCE EXECUTIVES ANNUAL CONFERENCE & AWARDS**

**November 1-3, 2017**

Stoney Creek Hotel  
& Conference Center  
Broken Arrow, OK

# Tentative AGENDA

## DAY ONE - NOVEMBER 1

- 2:30 p.m.**     **Pre-Conference Seminar – Understanding Microsoft Office 365 and One Drive for Business**  
In this bonus session, you will gain better understanding of the tools that are offered with Microsoft's Office 365, saving data to the cloud with One Drive, and how exactly Azure, the network that stores this data, really works.  
There is no cost to attend. The session will conclude at 4 p.m.  
**Seth Burns, Microsoft Corporation** | [Wood Room](#)
- 4:00 p.m.**     **Pre-Registration** – [Stoney Creek Conference Center](#)
- 4:00 p.m.**     **Hospitality Room Opens**  
**Sponsored by Southcomm Publishing & Target Marketing** | [Stoney Creek Hotel](#)
- 5:30 p.m.**     **Young Chamber Professionals Reception**  
If you are a chamber of commerce employee under the age of 40, this reception is for you! Mix, mingle and get to know other young professional staff at other chambers across the state. Zach Haney will speak on how to communicate and collaborate as a young leader in your organization. Attendees can help guide the creation of this innovate new group. *Cash bar*  
**Josh Driskell & Zach Haney** | [Blind Buffalo Pour House \(hotel bar\)](#)
- 7:00 p.m.**     **Group Dinners – Downtown Broken Arrow - Rose District**  
One of the biggest benefits of attending any conference is the friendships you develop with peers. To help each of you get to know each other, we have tables reserved at three great restaurants less than a mile from the conference center and hotel (more details coming). Just sign-up for this dutch treat event when checking in!  
  
Afterwards, let's have some fun! Xtreme Racing has offered discounts to OCCE to come and experience their premier indoor go-kart racing facility, featuring two of the nation's only asphalt indoor racing tracks. Conveniently located on the way back to the hotel.
- 9:00 p.m.**     **Hospitality Room Opens**  
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## DAY TWO – NOVEMBER 2

- 7:30 a.m. Breakfast (On Your Own)**  
Breakfast is offered as part of your hotel accommodations
- 8:00 a.m. Registration** – Stoney Creek Conference Center
- 8:30 a.m. Welcome to OCCE 2017** - Opening Remarks | [Salon A](#)
- 9:00 a.m. Keynote – 50 New Members: The Formula for Attracting and Retaining More Members**  
In this fast-paced and value-packed keynote, you'll discover the formula for attracting members by staying relevant and knowing exactly what prospective members are looking for. You'll also learn how to show the value your Chamber has to offer using just five words. This is going to change the way you market to new members and make it easier than ever before!  
**Brian Wrasman** | [Salon A](#)
- 10:15 a.m. Breakout Sessions**
- **17 Tech Tools for Chambers in 2017 (a.k.a. The Most Practical Session You'll Ever Attend)**  
As a Chamber professional, it's difficult to manage the day-to-day operations of the Chamber and keep up with the latest technology tools. This break-out session will bring you up to speed on some of the most innovative tools and resources available for Chambers today, and exactly how you can implement to grow your membership and provide more value.  
**Brian Wrasman** | [Salon A](#)
  - **Building Your Crisis Communications Plan**  
**Sheila Curley** | [Wood Room](#)
- 11:00 a.m. Break & Exhibitor Showcase**
- 11:15 a.m. Breakout Sessions**
- **Benchmarking Your Chamber to Excellence**  
Learn how to benchmark and improve your chamber with the U.S. Chamber's Accreditation program through governance, board structure, legislative, and more.  
**Sherry Jordan** | [Salon A](#)
  - **Education and the Business Community**  
Is your chamber involved in connecting your business community to the classroom? What is the chamber's role in developing community leaders to serve on their local Board of Education boards? Get information on increasing your chamber's relevance to the business community and your members.  
**Brian Paschal** | [Wood Room](#)
- 12:00 p.m. Lunch / Roundtable Discussion** | [Salon B](#)
- 12:45 p.m. Break**

- 1:00 p.m. **Keynote - Zach Haney** | [Salon A](#)
- 2:00 p.m. **Break**
- 2:15 p.m. **Speed Tracts Round 1**  
**- Sponsorship Fulfillment**  
Sponsorship is the biggest non-dues revenue your chamber can develop. Learn how to create a comprehensive report that will show your sponsors the value they received and keep them coming back year after year.  
**April Sailsbury** | [Wood Room](#)
- CEO Contract Negotiation**  
How can you negotiate a great employment contract? If you are the Chief Executive Officer this session is for you.  
**Wes Smithwick** | [Salon A](#)
- 2:45 p.m. **Speed Tracts Round 2**  
**- Knowing When It's Time to Kill Santa: The Confessions of a Convicted Event Killer**  
**Tracy Qualls** | [Wood Room](#)
- Chamber Checkup**  
**Mita Bates** | [Salon A](#)
- 3:15 p.m. **Break**
- 3:30 p.m. **Speed Tracts Round 3**  
**- Social Media Tricks and Tips**  
**Kim Brown** | [Wood Room](#)
- Events & Programs**  
This is NOT what we have always done in the past! What works and what doesn't when it comes to a successful event or program.  
**Angela Wilson** | [Salon A](#)
- 4:00 p.m. **Hospitality Room Opens**  
**Sponsored by Southcomm Publishing & Target Marketing** | [Stoney Creek Hotel](#)
- 5:30 p.m. **Celebration Reception** – [Conference Center Exhibitor Hall](#)  
Join your peers and our sponsors to celebrate with cocktails and friends preceding our Celebration banquet.
- 6:30 p.m. **Celebration Banquet** – [Salon A](#)  
Each year OCCE recognizes outstanding contributions to the Chamber industry through four distinguished awards as well as recognizing recent graduates of Chamber Management Institute (CMI). Cocktail or business attire is requested.

8:30 p.m. **Hospitality Room Opens**  
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## DAYTHREE - NOVEMBER 3

8:30 a.m. **Exhibitor Showcase**

9:00 a.m. **Breakout Sessions**  
- Managing Employees  
[Rebecca Stewart](#) | [Wood Room](#)

- Building a Recruitment and Retention Plan  
[Sunny Cearley](#) | [Salon A](#)

9:45 a.m. **Break & Exhibitor Showcase**

10:15 a.m. **Peer Discussions** | [Salon B](#)

Join peers at designated tables in areas ranging from membership to marketing. Discussions will be facilitated by a table leader and will focus only on the topics selected at each table.

11:00 a.m. **Brunch Buffet** | [Salon B](#)  
Grab a plate and find a seat for one final inspiring presentation!

11:30 a.m. **Keynote - "Developing Your Personal Brand"**  
This in-depth interactive session will explain the importance of a person's personal brand and how it influences their performance & relationships. Participants will learn how to develop and manage their personal brands to increase their influence and effectiveness.

- Understanding & identifying your personal brand & reputation
- Managing & improving your personal brand
- How your personal brand influences your results
- Identify the 3 things to begin working on immediately

[Tracy Spears](#) | [Salon B](#)

12:30 p.m. **Final Words - "It Paysto Stay"**  
[Salon B](#)