



2018
OKLAHOMA CHAMBER OF
COMMERCE EXECUTIVES
ANNUAL CONFERENCE
& AWARDS

October 31-November 2

Ardmore Convention Center
Ardmore, OK

AGENDA

DAY ONE – OCTOBER 31

- 10:00 a.m. **OCCE Board of Directors Meeting** | Ardmore Convention Center - Executive Board Room
- 1:00 p.m. **Chamber Management Institute - Session 4** | Conference Room 3-4
- 4:00 p.m. **Conference Registration** | Ardmore Convention Center – Valero Hall
- 4:00 p.m. **Hospitality Room Opens**
Sponsored by Target Marketing | Holiday Inn
- 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.
Cash bar
Josh Driskell & Krystal Crockett | Holiday Inn Ardmore - Hotel Bar
- 6:30 p.m. **Buses start to depart for Networking Dinner** | Ardmore Convention Center
- 7:00 p.m. **Explore Downtown Ardmore – Networking Dinner** | Downtown Ardmore
Ardmore’s downtown area is seeing a resurgence of new businesses and restaurants. Join us for a great evening of networking with peers. More details coming.
- 9:00 p.m. **Hospitality Room Opens**
Target Marketing | Holiday Inn Ardmore

DAY TWO – NOVEMBER 1

- 8:00 a.m. **Registration** | Ardmore Convention Center – Valero Hall
- 8:30 a.m. **Welcome to OCCE 2018 - Opening Remarks** | Salon C
- 9:00 a.m. **Keynote**
The Post-Boomer Chamber: Attracting Gen X and Millennial Leaders
Our nation is facing the biggest generational gap in its history. This workshop explores key issues of interest to chambers through generational and gender-specific lenses, such as why business professionals choose to volunteer in their community, what inspires them to step up and lead, what they like best about chamber membership, and how chambers can evolve to better meet their needs. Participants will leave with actionable data and new strategies they can use in membership and volunteer recruitment.
Kristin Brighton | Salon C
- 10:15 a.m. **Break & Exhibitor Showcase** | Valero Hall

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- 10:30 a.m. Breakout Sessions**
Power at Your Fingertips! Ambassadors that “Work” for You
Every chamber has a group of Ambassadors or Diplomates, or representatives, but how many chambers use the POWER that’s right at their fingertips? Ambassadors are much more than a networking or ribbon cutting group! Build a group of Ambassadors that “work” for you! We can’t fire volunteers, but we CAN re-build. This session will take you through the steps to transform a large networking group of members (that called themselves Ambassadors), to a group of hard working, dedicated Ambassadors that recruited members and help build relationships with current members.
- Select the RIGHT Ambassadors and use them where they are more effective
 - Re-build and utilize your current group without alienating any members
 - Teach the Ambassadors how to tell their story...and yours
 - Teach them the proper way to network for your chamber and themselves
 - Develop recognition programs instead of prizes
- Ellie Braxton**, | [Conference Room 1-2](#)
- Being a Strategic Chamber Manager and Leader**
Steve Swafford | [Conference Room 3-4](#)
- 11:30 a.m. Break & Exhibitor Showcase** | [Valero Hall](#)
- 11:45 a.m. Breakout Sessions**
Membership Retention “Attraction”
Membership Directors to Executive Directors – Whether you are a new hire or have been on the job for a while, this session can help you become valuable to your members. With more than 20 years of first-hand experience in membership sales and retention, Ellie will share successful strategies that helped grow a chamber’s membership and reduced their attrition rate by more than 12%.
- Learn to tell your chamber story with facts, not claims
 - Identify the value you can bring to your membership and how to communicate it to them
 - Identify your leaders and how to use them
 - Open the doors, the windows, and the shutters of the chamber
- Ellie Braxton** | [Conference Room 1-2](#)
- Co-Working Space**
Jill Castilla | [Conference Room 3-4](#)
- 12:45 p.m. Lunch / Roundtable Discussion** | [Salon C](#)
- 1:15 p.m. Keynote –**
Innovate or Hibernate
Steve Swafford | [Salon C](#)
- 2:30 p.m. Break & Exhibitor Showcase** | [Valero Hall](#)

- 3:00 p.m.** **Speed Tracts Round 1**
Women's Programming Ideas
Sherry Jordan, Edmond Area Chamber | [Conference Room 1-2](#)
- How to Be Smarter Than Your Financial Statements** | [Conference Room 3-4](#)
Ardmore Chamber Financial Team
- 3:30 p.m.** **Speed Tracts Round 2**
When You Should and Should Not Take Positions – Developing Your Advocacy Plan
Drew Dugan, Greater OKC Chamber | [Conference Room 1-2](#)
- Video on a Budget**
Josh Driskell, Jenks Chamber of Commerce | [Conference Room 3-4](#)
- 4:00 p.m.** **Speed Tracts Round 3**
Sponsorship Opportunities – How to Put It All Together
Mita Bates, Ardmore Chamber | [Conference Room 1-2](#)
- Membership Segmentation**
Krystal Crockett, Bixby Metro Chamber | [Conference Room 3-4](#)
- 4:30 p.m.** **Hospitality Room Opens**
Target Marketing | [Holiday Inn Ardmore](#)
- 6:00 p.m.** **Celebration Reception** | [Salon C](#)
Join your peers and our sponsors to celebrate with cocktails and friends preceding our Celebration Banquet.
- 6:45 p.m.** **Celebration Banquet** | [Salon C](#)
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**
Sponsored by Target Marketing | [Holiday Inn Ardmore](#)

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DAY THREE - NOVEMBER 2

- 8:00 a.m.** **Exhibitor Showcase** | [Valero Hall](#)
- 8:30 a.m.** **Peer Discussions – President/Executive Director** | [Conference Room 3-4](#)
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.
- 8:30 a.m.** **Peer Discussions - Staff** | [Conference Room 1-2](#)
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.
- 9:30 a.m.** **Break & Exhibitor Showcase** | [Valero Hall](#)
- 10:00 a.m.** **General Sessions**
Keepers of Your Community's Brand: How to Love the Haters
Social media is a great tool for promoting community brands, but what happens when a negative post goes viral? Don't let one bad comment control your community's story. Learn how to respond, engage and even love your haters. Candor's Karen Wicker and Ally Glavas will provide tips for effectively managing community reputations, both online and in the real world.
Karen Wicker & Ally Glavas | [Salon C](#)
- 11:00 a.m.** **Brunch Buffet** | [Salon C](#)
Grab a plate and find a seat for one final inspiring presentation!
- 11:30 a.m.** **Silent Auction Closes**
- 11:30 a.m.** **Keynote**
The Emerging Leader
Based on David's bestselling book, The Emerging Leader, this presentation puts careers and companies on the fast track with principled centered leadership. Speakers should do more than entertain, they should impact the bottom line of your organization, and that's just what David Lewis does. In "The Emerging Leader" presentation, based on his bestselling book, attendees will gain insights that will drive the future growth of their career and your company while also being entertained with unique stories from David's own unique experiences. Attendees will be equipped with a new language of achievement; learning how to "beat the ref", prepare for "woodpeckers, not the waves" and to be a "racehorse, not a workhorse".
David Lewis, Express Employment Professionals | [Salon C](#)
- 12:30 p.m.** **Final Words–Silent Auction Winners / Checkout** | [Salon C](#)