

FACING THE FUTURE
 **TOGETHER**

2019
OKLAHOMA CHAMBER OF
COMMERCE EXECUTIVES
ANNUAL CONFERENCE
& AWARDS

October 23 – 25, 2019

Frisco Conference Center
Clinton, OK

Agenda

DAY ONE – OCTOBER 23

- 10:00 am** **OCCE Board of Directors Meeting** | Frisco Conference Center – Lorenz Room
- 1:00 p.m.** **Chamber Management Institute - Session 4** | Frisco Conference Center – Cornell/Engelman Rooms
- 3:00 p.m.** **Hospitality Room Opens**
LaQuinta Inn by Wyndam Clinton - Meeting Room 1st Floor
- 5:15 p.m.** **Bus Departs for YP Reception** | LaQuinta Inn by Wyndam Clinton
- 5:00 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 | White Dog Hill Restaurant – Beany Bar
- 6:00 p.m.** **Bus departs for Networking Dinner** | LaQuinta Inn by Wyndam Clinton
- 6:30 p.m.** **Networking Dinner** | White Dog Hill Restaurant
Join us for a fun evening of networking with peers and friends at a local favorite and infamous steak house in Clinton.
- 8:30 p.m.** **Hospitality Room Opens**
LaQuinta Inn by Wyndam Clinton – Meeting Room 1st Floor

DAY TWO – OCTOBER 24

- 7:00 a.m.** **Registration** | Frisco Conference Center - Lobby
- 8:00 a.m.** **Silent Auction Opens**
- 8:00 a.m.** **Welcome to OCCE 2019 - Opening Remarks** | Exhibit Hall
- 8:30 a.m.** **Keynote**
Building Better Boards and Governance
A great board requires training and nurturing, not every director understands the distinction between governance and management. There are techniques to build a better board and board meetings.
Bob Harris | Exhibit Hall
- 9:45 a.m.** **Break & Exhibitor Showcase** | Lobby

- 10:15 a.m. Breakout Sessions (1-3)**
Innovative Ways of Using Data
See how you can use social media engagement, reviews, newsletter analytics, and data from other digital platforms to help inform your marketing strategy. Plus, find out how marketers can create world-class content for specific markets and campaigns.
Andrea Leitch, Oklahoma Aquarium | [Exhibit Hall](#)
- Representing Business Interests with Local Government**
Keys to understanding and developing an effective program to represent your businesses at the local and county levels. This session will cover school boards, bond issues, endorsements, and other politics that influences the chamber daily.
Scott Martin, Norman Chamber | [Sewell/Sinor Rooms](#)
- Bylaws of the 21st Century**
What legally must be in your corporation bylaws as per the State of Oklahoma? In this session, learn about indemnification, term limits, director elections, articles of incorporation, public record information and open meeting laws. Bring your questions to ask the expert.
Cori Loomis, Christensen Law Group, P.L.L.C | [Cornell/Engelman Rooms](#)
- 11:15 a.m. Break & Exhibitor Showcase** | [Lobby](#)
- 11:30 a.m. Breakout Sessions (4-5)**
Strategic Direction
Many strategic plans are developed only to be placed on the shelf to collect dust. Creating a great plan to serve as a roadmap for the board, committees and staff requires adoption of best practices. Your plan should answer for members – why join and why renew
Bob Harris | [Exhibit Hall](#)
- Community Events – Managing the Liability and Permits** | [Cornell/Engelman Rooms](#)
- 12:30 p.m. Lunch** | [Route 66 Café](#)
Take a short walk across the parking lot to the Route 66 Café for quaint buffet style lunch.
- 2:00 p.m. Breakout Sessions (6-8)**
The Cannabis Industry and the Chamber
The recent law change legalizing medical marijuana has created a fast-growing industry segment and a surge of new businesses in our communities. This session will educate on state regulations and will help you understand one of the fastest growing businesses in Oklahoma and how to engage and support from a cannabis owner and an industry lobbyist.
Jordan Smith, Green Springs Oklahoma and Blair Naifeh | [Exhibit Hall](#)
- Successful Partnerships - Economic Development and the Chamber**
Not all chambers have economic development as part of their chamber. In most cases, the Economic Development is a stand-alone organization or housed with the city government. This panel will be led by two economic development/chamber professionals who will discuss that chambers are in the economic development business and how strong partnerships and collaboration will help move your community forward and strengthen your business climate.
Roland Mower, Clinton Economic Development and Jim Mason, Elk City Economic Development | [Sewell/Sinor Rooms](#)

Building Your Membership Recruitment and Retention Plan

Get great information from this panel of membership pros on building recruitment and retention plans that work.

Angie Rains, Jenks Chamber; Jamie Wade, Norman Chamber, Judy Williams, Bartlesville Regional Chamber | [Cornell/Engelman Rooms](#)

3:00 p.m.

Break & Exhibitor Showcase

Sponsored by ITC Great Plains | [Lobby](#)

3:30 p.m.

Speed Tracts Round 1

Local Elections: Resources for Your Community

Drew Dugan, Greater OKC Chamber | [Exhibit Hall](#)

Elements of a One Ask Sponsorship

Sheri Wilt & Tressa Cruse, Bartlesville Regional Chamber | [Sewell/Sinor Rooms](#)

Creating and Maintaining Your Chamber's 501c3 Foundation

Mita Bates, Ardmore Chamber of Commerce | [Cornell/Engelman Rooms](#)

3:50 p.m.

Break

4:00 p.m.

Speed Tracts Round 2

Top 10 Technology Tools

Josh Driskell, Jenks Chamber | [Exhibit Hall](#)

Using Video to Promote Your Members

Kelly Arnold, Norman Chamber | [Sewell/Sinor Rooms](#)

Your Event is Over Now What? Fulfillment and Evaluating Your Event

Jennifer Conway & Alex Risenhoover, Broken Arrow Chamber | [Cornell/Engelman Rooms](#)

4:30 p.m.

Hospitality Room Opens

[LaQuinta Inn by Wyndam Clinton - Meeting Room 1st Floor](#)

6:00 p.m.

Bus Departs for Frisco Conference Center

6:30 p.m.

Celebration Reception | [Frisco Conference Center - Lobby](#)

Join your peers and our sponsors to celebrate with cocktails and friends preceding our Celebration Banquet.

6:45 p.m.

Pictures | [Exhibit Hall](#)

2019 Board of Directors; 2020 Board of Directors; CMI Class of 2019

7:15 p.m.

Celebration Banquet | [Exhibit Hall](#)

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.

Annual Conference 2019

Oct 23-25

8:30 p.m. **Hospitality Room Opens**
LaQuinta Inn by Wyndam Clinton - Meeting Room 1st Floor

DAY THREE – OCTOBER 25

8:00 a.m. **Exhibitor Showcase** | Exhibit Hall

8:30 a.m. **Peer Discussions – Chamber Staff** | Exhibit Hall

Peer Discussions – President/CEO & Executive Director | Sewell/Sinar Rooms

Peer Discussions – New President/CEO & Executive Director | Cornell/Engelman Rooms

9:30 a.m. **Break & Exhibitor Showcase** | Lobby
Final opportunity to visit with exhibitors

10:00 a.m. **Brunch** | Exhibit Hall

11:00 a.m. **Lunch Buffet** | Exhibit Hall
Grab a plate and find a seat for one final inspiring presentation!

10:30 a.m. **General Session** | Exhibit Hall
Carla Harris
Hear Carla Harris discuss her “Pearls” of wisdom from the top-rated speaker at the Leadercast Live 2019.

11:00 a.m. **Silent Auction Closes**

11:00 a.m. **State and Federal Advocacy Updates**

11:30 a.m. **Closing Keynote**
The world does not need more leaders, we need better ones. The 100X Leader keynote utilizes the metaphor of the Sherpa to communicate a necessary paradigm shift in leadership. It will no longer do for leaders to focus on personal performance, rather, they must fundamentally shift their mindset into one of liberation for other people. The 100X leader challenges the audience to start with radical reflection around their own leadership health. The content inspires leaders to become people who inspire others to follow rather than demand compliance. By using engaging visual tools and insightful stories, this keynote catalyzes leaders to become people of influence who know how to take others up the leadership mountain to achieve more than they could have without their Sherpa Guide.
Jessica Rimmer, Giant Worldwide | Exhibit Hall

12:30 p.m. **Final Words / Silent Auction Winners** | Exhibit Hall