



**2021**  
**OKLAHOMA CHAMBER OF**  
**COMMERCE EXECUTIVES**  
**ANNUAL CONFERENCE**  
**& AWARDS**

**October 27 – 29, 2021**

Hilton Garden Inn  
Bartlesville, OK

# Agenda

## DAY ONE – OCTOBER 27

- 10:00 am. **OCCE Board of Directors Meeting** | Hilton Garden Inn
- 1:00 p.m. **Chamber Management Institute - Session 4** | Hilton Garden Inn
- 1:00 p.m. **Exhibitor Setup** | Hilton Garden Inn
- 3:00 p.m. **Conference Registration** | Hilton Garden Inn
- 3:00 p.m. **Hospitality Room Opens** | Hilton Garden Inn – 5<sup>th</sup> floor
- 5:15 p.m. **Walk to YP Reception**
- 5:30 p.m. **Young Chamber Professionals Reception** | Cooper & Mill Brewing Co – 200 S. Dewey  
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.  
*Casual dress*
- 6:15 p.m. **Walk to Networking Dinner** | Crossing 2<sup>nd</sup> | 215 E. 2<sup>nd</sup> Street
- 6:30 p.m. **Networking Dinner** | Crossing 2<sup>nd</sup> | 215 E. 2<sup>nd</sup> Street  
Join us for a fun evening of networking with peers and friends at a local favorite that specializes in small plates – mix and match, share with your friends, eat your way around the world! *Casual dress*
- 8:30 p.m. **Hospitality Room Opens** | Hilton Garden Inn – 5<sup>th</sup> floor

## DAY TWO – OCTOBER 28

- 7:00 a.m. **Registration & Exhibitor Setup** | Hilton Garden Inn – Ballroom Lobby
- 8:00 a.m. **Silent Auction Opens**
- 8:00 a.m. **Welcome to OCCE 2021 - Opening Remarks** | Garden Ballrooms A/B
- 8:30 a.m. **General Session** | Garden Ballrooms A/B  
*Graham Cobb, President/CEO, Greater Bentonville Area Chamber of Commerce*
- 9:45 a.m. **Break & Exhibitor Showcase** | Lobby
- 10:15 a.m. **Breakout Sessions**
- 1) **Talent Attraction and Workforce Development** | Garden Ballroom C

Annual Conference 2021

Oct 27-29

Workforce development, talent attraction, and education are important factors in implementing an economic development strategy. Learn what other communities are doing to attract and retain talent. *Jennifer Conway, President & CEO, Broken Arrow Chamber of Commerce*

- 2) **Membership: New, Renewing, and Those That Aren't Worth the Chase** | [Garden Ballroom D](#)  
This open discussion will be focused on how to gain new members, retain the ones you have, some tough love when maybe they are not the best fit. *Facilitated by Krystal Crockett, President & CEO, Bixby Metro Chamber of Commerce*

11:15 a.m. **Break & Exhibitor Showcase** | [Lobby](#)

11:30 a.m. **Breakout Sessions**

- 1) **What Works When Nothing is the Same** | [Garden Ballroom C](#)

Join veteran events staff for a panel discussion on having events in the new environment, utilizing technology, and when to let things fade away.

- 2) **Building an Entrepreneurial Eco-System** | [Garden Ballroom D](#)

*Graham Cobb, President/CEO, Greater Bentonville Area Chamber of Commerce*

12:30 p.m. **Lunch** | [Garden Ballroom A/B](#)

1:15 p.m. **General Session** | [Garden Ballroom A/B](#)

**Year in Review –OK State Chamber**

*Chad Warmington, President & CEO, The State Chamber*

2:00 p.m. **General Session** | [Garden Ballroom A/B](#)

**Inclusive Chambers WIN with DEI**

In this session, you will learn the value of shared language around diversity, equity, and inclusion, explore the business case for “winning” with DEI, and 5 quick wins to supercharge your chamber strategy for inclusion. *Kuma Roberts, Sr. Diversity, Equity & Inclusion Consultant, Arrowhead Consulting*

3:00 p.m. **Break & Exhibitor Showcase** | [Lobby](#)

3:30 p.m. **Breakout Sessions** |

- 1) **Professional Video on the Go** | [Garden Ballroom C](#)

Learn tips and tricks on using video to engage and promote members and increase sponsorship revenue. *Chris Russell, President/CEO, Nixa (MO) Chamber of Commerce*

- 2) **Communications: How We're Telling Our Story** | [Garden Ballroom D](#)

Join communications experts for a panel discussion covering topics such as efficient tools, best practices, content strategies and more.

4:30 p.m. **Hospitality Room Opens**

Annual Conference 2021

Oct 27-29

- 6:30 p.m.**     **Celebration Reception** | [Garden Ballroom A/B](#)  
Join your peers and our sponsors to celebrate with cocktails and friends preceding our Celebration Banquet.
- 6:45 p.m.**     **Pictures** | [Garden Ballroom A/B](#)  
2021 Board of Directors; 2022 Board of Directors; CMI Class of 2021
- 7:15 p.m.**     **Celebration Banquet** | [Garden Ballroom A/B](#)  
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.*

## DAY THREE – OCTOBER 29

- 8:00 a.m.**     **Exhibitor Showcase** | [Hilton Garden Inn](#)
- 8:30 a.m.**     **Breakout Sessions**
- 1) Government Affairs: At the Table, Off the Menu** | [Garden Ballroom C](#)  
This moderated discussion with veteran government affairs experts will explore the value of advocacy programming, how to start a program, how it works, and how it's going today.  
*Elizabeth Osburn, SVP Government Affairs, Tulsa Metro Chamber; Derek Sparks, Senior Manager Government Relations; Moderated by Josh Driskell, President & CEO, Jenks Chamber of Commerce*
  - 2) Small Chamber, Big Impact Think Tank** | [Garden Ballroom D](#)  
This best practice session is designed for chambers with a staff of one to two. *Facilitated by Renee Peerman, President & CEO, Mustang Chamber of Commerce*
- 9:30 a.m.**     **Break & Exhibitor Showcase**  
Final opportunity to visit with exhibitors
- 10:00 a.m.**     **General Session** | [Garden Ballrooms C & D](#)  
**The ROI of My Chamber**  
Join us for an Ignite-style quick hitting review from 8 different chambers in the state, focusing on relevance and value to their members. Ignite is a series of speedy presentations. Presenters get 20 slides, which automatically advance every 15 seconds. The result is a fast and fun presentation which lasts just 5 minutes per presenter.
- 11:00 a.m.**     **Lunch** | [Garden Ballrooms C & D](#)
- 12:00 p.m.**     **Silent Auction Closes**
- 12:00 p.m.**     **General Session** | [Garden Ballrooms C & D](#)
- 1:00 p.m.**     **Final Words / Silent Auction Winners**