



**2022 OCCE  
ANNUAL CONFERENCE  
& AWARDS**

**October 19-21, 2022**

Cherokee Casino  
Chota Conference Center  
Tahlequah, OK

*Presented by Cherokee Nation*



# Agenda

## DAY ONE – OCTOBER 19

- 10:00 am. **OCCE Board of Directors Meeting** | Chota VI
- 1:00 p.m. **Chamber Management Institute - Session 3** | Chota IV
- 3:00 p.m. **Exhibitor Setup** | Chota V Lobby
- 3:00 p.m. **Conference Registration** | Chota V Lobby
- 3:00 p.m. **Hospitality Room Opens** | Tru by Hilton - 1<sup>st</sup> floor
- 5:30 p.m. **Young Chamber Professionals Reception** | Kroner & Baer - 200 N. Muskogee Ave.  
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. Transportation on your own.*
- 6:30 p.m. **Networking Dinners** | Downtown Tahlequah Restaurants  
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. Transportation on your own*
- 8:30 p.m. **Hospitality Room Opens** | Tru by Hilton - 1<sup>st</sup> floor

## DAY TWO – OCTOBER 20

- 7:00 a.m. **Registration & Exhibitor Setup** | Cherokee Casino - Chota V
- 7:30 a.m. **Breakfast** | Chota V
- 8:00 a.m. **Silent Auction Opens**
- 8:30 a.m. **Welcome to OCCE 2022** | Chota V
- 9:00 a.m. **General Session** | Chota V  
**Meet Me Around the Campfire: Leaders Tell Stories to Engage, Motive, & Inspire**  
Leadership is about getting people to act on a vision, idea, or mission. How do you do that? Many leaders take the tired and worn-out PowerPoint path, using slides overflowing with charts, graphs, and data points, all rendered in 12-point font, to try to inspire action. But rarely does an audience experience an emotional reaction to the latest quarterly earnings statement. **It is STORY that moves people.** GREAT leaders tell POWERFUL stories, the kind that make sense of the data and illuminate the facts, figures, and statistics in a way that an audience is moved to ACTION. In this keynote, I share the SEVEN stories every leader must master, common mistakes made in storytelling, and ideas for

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how to USE story in an intentional and honest way. In a noisy, crowded, and competitive marketplace, your story will be the way you stand out. Learn how to do it right. Effective storytelling recruits' talent, retains talent, makes sense of chaos during times of disruption, positions you in a crowded and competitive marketplace, wins new customers and clients, and keeps the ones you have. Don't miss the chance to improve your storytelling skills and meet me around the campfire. I'll bring the knowledge; you bring the hot dogs and fixings for s'mores. *Presented by Libby Spears, Bravo CC*

**10:30 a.m.**    **Break & Exhibitor Showcase** | [Chota V Lobby](#)

**11:00 a.m.**    **General Session** | Chota V

The film industry has become a booming business in Oklahoma in the past few years. Learn how your chamber and the business community can be ready to accommodate needs from contractors, housing, to food. *Presented by Rachel Cannon, Co-Founder, Prairie Surf Media*

**12:00 p.m.**    **Lunch** | Chota V

**1:00 p.m.**    **Breakout Sessions**

**1) Contagious Victory: Think Win Win** | [Chota IV](#)

In this session, participants will learn about the five areas of managerial courage, how to reiterate core values, the six paradigms of human behavior and evaluating systems and processes. *Presented by Jarrod Murr, Founder & Chief Executive Officer, Paradigm Shift*

**2) Marketing & Branding with little rules, little budget and little time! Everything has changed.... Where do we go from here?** | [Chota VI](#)

Can you dance like no one is watching? Everyone is watching and dying to tell your story. Learn how a few extra hours a week can revive your brand and recreate messaging in your community about the value of the Chamber. If you don't tell your story.... someone will. *Presented by Amanda Davis, Executive Director, Miami (OK) Convention & Visitors Bureau, and Owner of AKD Marketing & Media Group, LLC*

**2:00 p.m.**    **Break & Exhibitor Showcase** | [Lobby](#)

**2:15 p.m.**    **Breakout Sessions**

**3) Economic Development Synergy** | [Chota IV](#)

What is economic development and why does it matter for your community? This interactive conversation with Andy McMillan of Cherokee Nation Business will cover the basics of economic development, what it means for the Cherokee Nation, and how to ensure your Chamber and community are working towards goals that will help all businesses and citizens have their best chance at success. *Presented by Andy McMillan CEcD, Director of Economic Development & Special Projects, Cherokee Nation Businesses*

**4) Retention Tips and Tricks** | [Chota VI](#)

How do you put "FUN" in membership? Learn from a panel of chambers on member retention from engagement, marketing to invoicing. *Presented by Tiffany Hermann, Vice President, Ponca City Chamber of Commerce; Sara Herrin, Executive Director, Skiatook Chamber of Commerce; Lori Lewis, Sr. Membership & Community Development Director, Broken Arrow Chamber of Commerce*

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3:15 p.m. **Break & Exhibitor Showcase** | Chota V Lobby

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

5) **Is a 501c3 Foundation Right for Your Chamber** | Chota IV

This session will focus on the why's of forming a foundation for your chamber and is it right thing to do now or in the future. Learn the basics of a foundation, how to get started, and how to use it to generate revenue. *Presented by Jeff Meredith IOM, Executive Director, Monett (MO) Chamber of Commerce*

6) **Train the Trainer: Small Business Programs Using Canva** | Chota VI

Here's a chance to create meaningful programs and revenue for your members! We will share tips on how to create a program to teach your members/small businesses how they can step up their marketing efforts, create eye-catching designs to increase sales, impactful social media posts, and more. We will offer a comparison between Canva & Adobe, and Chambers of all sizes can learn tips and tricks, using Canva, to take your graphic designs to a new level. *Presented by Lindsay Cunningham, Director of Communications and Marketing, Broken Arrow Chamber of Commerce, and Shauna Rupp, Executive Director, Kingfisher Chamber of Commerce.*

6:30 p.m. **Celebration Reception** | Chota II

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

6:35 p.m. **Pictures** | Chota II

2022 Board of Directors; 2023 Board of Directors; CMI Class of 2022

7:00 p.m. **Celebration Banquet** | Chota II

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.*

8:30 p.m. **Hospitality Room Opens** | Tru by Hilton - 1<sup>st</sup> floor

## DAY THREE – OCTOBER 21

7:30 a.m. **Breakfast (on your own)** | Tru by Hilton

8:00 a.m. **Exhibitor Showcase** | Chota V - Lobby

9:00 a.m. **Breakout Sessions**

7) **Small Chamber, Big Impact Think Tank** | Chota IV

This best practice session is designed for chambers of one. As the only staff person, you wear many hats, work long hours, and feel like you can never get the work down. Share best practices on time management, technology, membership, increasing revenue, and more to work smarter not harder. So that there is ample time for sharing, this session will continue until 11:15 a.m. *Facilitated by Cindy Morris IOM, Director - Chamber Operations, Miami Regional Chamber of*

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**8) Downtown Re-Development | Chota VI**

Learn how communities are “at the table” in the revitalization of their downtown areas from the planning, business development, to marketing. *Presented by Tracy Caulfield IOM, President/CEO, Cushing Chamber of Commerce; Krystal Crockett IOM, President/CEO, Bixby Metro Chamber of Commerce; Nathan Reed, President/CEO, Tahlequah Area Chamber of Commerce*

**10:00 a.m. Break & Exhibitor Showcase | Chota V - Lobby**

Final opportunity to visit with exhibitors

**10:15 a.m. Breakout Sessions**

**9) Continued...Small Chamber, Big Impact Think Tank | Chota IV**

*Facilitated by Cindy Morris, Director - Chamber Operations, Miami Regional Chamber of Commerce*

**10) Strategic Planning: What’s Next? | Chota VI**

Your board has built the strategic plan, but now what? How do you keep a new board leader from having their own agenda and everything goes off track? Learn how to keep the plan relevant, moving forward, and timely reporting to the board. *Presented by Jennifer Conway, President/CEO, Broken Arrow Chamber of Commerce; Barby Myers, President/CEO, Claremore Area Chamber of Commerce*

**11) People First Strategy | Chota V**

If you are staff at the chamber, this session is designed for you. rather than the President/Executive Director. In this session, participants will learn the five levels of engagement, hierarchy of employee needs, common catalysts for disengagement and building trust through connection. *Presented by Billie Sue Smith, Paradigm Shift*

**11:15 a.m. Lunch | Chota V**

**12:00 p.m. General Session | Chota V**

**30 Ideas in 30 minutes**

The ultimate R & D (rip-off and duplicate) session. Share your best and brightest ideas from events, programs, to membership. Prizes awarded to the top three.

**12:00 p.m. Silent Auction Closes**

**12:30 p.m. General Session | Chota V**

**The 3 secrets of Empowered Leadership**

How do we empower ourselves as strong, confident leaders? Leadership is simply, a transfer of belief from one person to another. Build the belief within yourself and begin the journey of true empowerment. *Deanna Herrin, Author, International Speaker, Leader & Podcast Host*

**1:30 p.m. Final Words / Silent Auction Winners**

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