



SHAPING

OUR COMMUNITIES

2023 OCCE ANNUAL CONFERENCE & AWARDS

OCTOBER 23-25, 2023
HILTON GARDEN INN & CONFERENCE CENTER
EDMOND, OK

PRESENTED BY

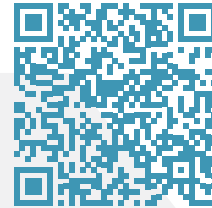




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SHAPING

OUR COMMUNITIES

October 24, 2023

Dear Chamber Leaders,

Welcome to Edmond, Oklahoma, and the 2023 Oklahoma Chamber of Commerce Executives Conference and Annual Meeting. I am so excited to see each of you here and to kick off a fabulous week of Chamber learning and fun!

On behalf of the entire OCCE Board of Directors and myself, we want to thank you for attending the conference and for investing in yourselves, your Chamber, and your community.

Our program is full of exciting and energetic speakers who will fill your heads with great ideas to impact your Chamber in an uplifting and positive way. We hope that you leave here on Wednesday ready to utilize all the notes you'll take this week and shape the business climate in your community and in your chamber.

It has been an honor to serve as the chair of OCCE this past year. Your OCCE board and a few other integral Chamber staff members have put together an educational and informative program for the conference. It is our hope that the program proves to be valuable in advancing your organization as well as yourself.

Please consider this an opportunity to renew old friendships, create new ones, and have a fun-filled week with your Chamber family!

Welcome again to Edmond.

Best regards,

Barby Myers

OCCE Chair 2023

President & CEO, Claremore Area Chamber of Commerce



CONFERENCE WIFI NETWORK: EDMOND CONFERENCE CENTER



SHAPING OUR COMMUNITIES

CONFERENCE PLANNING COMMITTEE



Jennifer Conway
Broken Arrow Chamber of Commerce

Krystal Crockett
Bixby Metro Chamber of Commerce

Tracy Caulfield
Cushing Chamber of Commerce

Elaine Lyons
South Oklahoma City Chamber of Commerce

Sherry Jordan
Edmond Area Chamber of Commerce

Barby Myers
Claremore Area Chamber of Commerce

Pam Shelton
Yukon Chamber of Commerce

Jodi Bradford-Stevison
Alva Area Chamber of Commerce

Leslie Walker
Tuttle Area Chamber of Commerce

Angela Wilson
Greater Muskogee Chamber of Commerce

Sherri Wilt
Bartlesville Regional Chamber of Commerce

Shana Wood
Ada Area Chamber of Commerce



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Claremore Area Chamber of Commerce

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Greater Muskogee Chamber of Commerce

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Pam Shelton, Secretary
Yukon Chamber of Commerce

Krystal Crockett, IOM, Past Chair
Bixby Metro Chamber of Commerce

Ruth Littlefield, IOM, CCE, Association Manager
Littlefield Management Solutions, LLC

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Broken Arrow Chamber of Commerce

Elaine Lyons
South Oklahoma City Chamber of Commerce

Sherry Jordan
Edmond Area Chamber of Commerce

Pam Shelton
Yukon Chamber of Commerce

Jodi Bradford-Stevison
Alva Area Chamber of Commerce

Leslie Walker
Tuttle Area Chamber of Commerce

Sherri Wilt, IOM
Bartlesville Regional Chamber of Commerce

Shana Wood
Ada Area Chamber of Commerce



CONFERENCE WIFI NETWORK: EDMOND CONFERENCE CENTER

**DAY ONE - OCTOBER 23**

- 10:00 AM OCCE BOARD OF DIRECTORS MEETING | MEETING ROOM 1
- 11:30 AM CHAMBER MANAGEMENT INSTITUTE - SESSION 3 | MEETING ROOM 2
- 1:00 PM EXHIBITOR SETUP | BALLROOM LOBBY
- 3:00 PM CONFERENCE REGISTRATION | BALLROOM LOBBY
- 3:00 PM ECONOMIC DEVELOPMENT WALKING TOUR - DOWNTOWN EDMOND | THE RAILYARD, 23 W. 1ST ST.
- 4:30 PM YOUNG CHAMBER PROFESSIONALS BAR CRAWL | THE MULE & FRENZY BREWING
- 6:30 PM OPENING RECEPTION | SHOWBIZ CINEMAS
- 8:30 PM HOSPITALITY ROOM OPENS | MEETING ROOM 3B/3C

DAY TWO - OCTOBER 24

- 7:00-8:30AM BREAKFAST (ONLY FOR THOSE STAYING AT THE HOTEL) | MEETING ROOM 3B/3C
- 7:30 AM REGISTRATION & EXHIBITOR SETUP | BALLROOM LOBBY
- 8:00 AM SILENT AUCTION OPENS
- 8:30 AM WELCOME TO OCCE 2022 | BALLROOM 2
- 9:00 AM GENERAL SESSION | BALLROOM 2
- 11:00 AM BREAK & EXHIBITOR SHOWCASE | BALLROOM LOBBY
- 11:30 AM GENERAL SESSION | BALLROOM 2
- 12:30 PM LUNCH | BALLROOM LOBBY
- 1:15 PM GENERAL SESSION | BALLROOM 2
- 2:00 PM DESSERT BREAK & EXHIBITOR SHOWCASE | BALLROOM LOBBY
- 2:30 PM BREAKOUT SESSIONS
- 3:30 PM BREAK & EXHIBITOR SHOWCASE | BALLROOM LOBBY
- 3:45 PM BREAKOUT SESSIONS
- 6:30 PM CELEBRATION RECEPTION | BALLROOM LOBBY
- 6:45 PM PICTURES | BALLROOM LOBBY
- 7:00 PM CELEBRATION BANQUET | BALLROOM 2
- 8:30 PM HOSPITALITY ROOM OPENS | MEETING ROOM 3B/3C

DAY THREE - OCTOBER 25

- 7:30-9:00AM BREAKFAST (ONLY FOR THOSE STAYING AT THE HOTEL) | MEETING ROOM 3B/3C
- 8:00 AM EXHIBITOR SHOWCASE | BALLROOM LOBBY
- 9:00 AM BREAKOUT SESSIONS
- 10:00 AM BREAK & EXHIBITOR SHOWCASE | BALLROOM LOBBY
- 10:30 AM GENERAL SESSION | BALLROOM 2
- 11:00 AM GENERAL SESSION | BALLROOM 2
- 11:30 PM LUNCH | BALLROOM 2
- 12:30 PM SILENT AUCTION CLOSES
- 12:30 PM GENERAL SESSION | BALLROOM 2
- 1:30 PM FINAL WORDS / SILENT AUCTION WINNERS

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THE RAILYARD, 23 W. 1ST ST.
- 4:30 PM** YOUNG CHAMBER PROFESSIONALS BAR CRAWL | THE MULE & FRENZY BREWING
Join the Edmond Young Professionals for a bar crawl in downtown Edmond. If you are a chamber of commerce employee under the age of 40, you will not want to miss this networking event. Mix, mingle and get to know other young professional staff at other chambers across the state. Free t-shirt (first-come, first-served for sizing).
Attendees are responsible for their own drinks | Casual dress | Transportation on your own.
4:30-5:15 PM - The Mule, 16 South Broadway
5:15-6:00 PM - Frenzy Brewing, 15 South Broadway
- 6:30 PM** OPENING RECEPTION | SHOWBIZ CINEMAS
Join your peers for a fun evening of networking and games. Heavy appetizers and free bowling sponsored by the Edmond Chamber of Commerce and the Edmond Economic Development Authority. Showbiz is located a quarter of a mile from the hotel.
Casual dress | Transportation on your own.
- 8:30 PM** HOSPITALITY ROOM OPENS | MEETING ROOM 3B/3C

DAY TWO - OCTOBER 24

- 7:00-8:30AM** BREAKFAST (ONLY FOR THOSE STAYING AT HOTEL) | MEETING ROOM 3B/3C
- 7:30 AM** REGISTRATION & EXHIBITOR SETUP | BALLROOM LOBBY
- 8:00 AM** SILENT AUCTION OPENS
- 8:30 AM** WELCOME TO OCCE 2022 | BALLROOM 2
- 9:00 AM** GENERAL SESSION | BALLROOM 2
True Colors Workshop
Understanding the personality dynamics present in all organizations is the first step toward building an adaptive culture. The True Colors™ model is built for understanding yourself and others based on your personality temperament. The colors of Blue, Gold, Green and Orange are used to differentiate the four central personality styles of individuals. Each of us has a combination of these True Colors™ that make up our personality spectrum, usually with one of the styles being the most dominant. Identifying your personality spectrum, and the spectrum

of others in your organization, provides you with insights into different motivations, actions, and communication approaches. True Colors™ works because it is based on true principles and is easy to remember and use – in all kinds of circumstances – from personal relationships to professional success. Our fun and interactive Discovery Session will help you begin your journey toward building a more cohesive group dynamic; both personally and professionally.

Presented by Sean Conrad, Founder & President, RadVine Marketing

11:00 AM BREAK & EXHIBITOR SHOWCASE | BALLROOM LOBBY

11:30 AM GENERAL SESSION | BALLROOM 2

Yes, All Staff Can Impact Member Engagement and Growth

In this session, we will look at strategies that allow your full team to have an impact with member engagement and recruitment. We focus on how each staff person can know your members beyond transactions. Discuss strategies that all staff can use to maximize social media for relevant member value, and how staff can provide relevant prospect referrals. In addition, learn how maximizing your membership database is a tool that all staff can access for direct engagement success. No matter the size of your staff or team (2 or 20), all hands-on deck for member engagement and recruitment.

Presented by Shari Pash, Membership & Growth Specialist, Strategic Solutions for Growth

12:30 PM LUNCH | BALLROOM LOBBY

1:15 PM GENERAL SESSION | BALLROOM 2

Mike Beckham is the co-founder and CEO of Simple Modern, a global producer of premium drinkware and lifestyle products. Founded in 2015 and based in Oklahoma, Simple Modern currently generates a nine-figure annual revenue and is committed to generosity, donating at least 10% of annual profits to nonprofit organizations. Since day one, Simple Modern’s company culture has prioritized generosity, relationships, and excellence. Under Mike’s leadership, Simple Modern is fostering a vibrant and supportive company culture in Oklahoma and setting an example for other companies and organizations across the state and the nation.

2:00 PM DESSERT BREAK & EXHIBITOR SHOWCASE | BALLROOM LOBBY

2:30 PM BREAKOUT SESSIONS

1 Beyond The Ribbon Cutting: Innovative Strategies for Engaging, Connecting, and Educating Prospective Chamber Members | MEETING ROOM 2

This session will focus on programs designed to reach a wider audience of prospects, and strategies for clearly illustrating membership perks to those prospects. The more educated non-members are on what the Chamber can do for their business - BEYOND the ribbon cutting – the more likely they’ll join and utilize their benefits. The more they know about Chamber benefits, the more they can retain that information and share it with other prospective members. Programs such as “Bagels & Benefits”, “Operation Invitation”, and “Cards Over Coffee” have helped our Chamber engage, connect, and educate prospects, and “seal the deal” on new members.

Presented by Shannon LaDuke, Business Development Director, Greater Hot Springs (AR) Chamber of Commerce (AR)



AGENDA

2 Train the Trainer: Canva 2.0 | BALLROOM 3A/3B

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, Broken Arrow Chamber of Commerce and Shauna Rupp, Executive Director, Kingfisher Chamber of Commerce

3:30 PM BREAK & EXHIBITOR SHOWCASE | BALLROOM LOBBY

3:45 PM BREAKOUT SESSIONS

3 How Chambers Can Utilize Chat GPT | MEETING ROOM 2

Learn how to make ChatGPT increase your fact-checking, explore the ethical implications and what safeguards need to be put in place for fact-checking and make sure it's still your chamber's voice.

Presented by Josh Driskell, Vice President Operations and Government Affairs, Broken Arrow Chamber of Commerce

4 Strengthen Your Ambassador Team and Maximize its Impact | BALLROOM 3A/3B

In this session, we talk about the role of your Chamber Ambassadors and how to maximize their impact. The value of peer-to-peer retention combined with staff to member retention. Are your ambassadors working strategically with the areas of need, recruitment, retention, events, and social media? We will have an open discussion on Ambassadors as a strategic team or a "social club". In addition, we discuss how to learn the motivation and priorities of your volunteers and even how to let go of high maintenance volunteers.

Presented by Shari Pash, Membership & Growth Specialist, Strategic Solutions for Growth

6:30 PM CELEBRATION RECEPTION | BALLROOM LOBBY

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

6:45 PM PICTURES | BALLROOM LOBBY

2023 Board of Directors; 2024 Board of Directors; CMI Class of 2023

7:00 PM CELEBRATION BANQUET | BALLROOM 2

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 PM HOSPITALITY ROOM OPENS | MEETING ROOM 3B/3C

DAY THREE - OCTOBER 25

7:30-9:00AM BREAKFAST (ONLY FOR THOSE STAYING AT HOTEL) | MEETING ROOM 3B/3C

9:00 AM BREAKOUT SESSIONS

5 45 Ideas in 45 Minutes | BALLROOM 3A/3B

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

6 Don't Be Afraid of the "A" Word | MEETING ROOM 2

You're the voice of your business community, and your members rely on you to help propel their interests and build a thriving place for business. How can you do this? Advocacy. In this session, you will gain insights on getting familiar with legislators and the process; create a legislative committee; and get active and engaged.

Presented by Sherry Jordan, President/CEO, Edmond Area Chamber of Commerce; and Barby Myers, President/CEO, Claremore Area Chamber of Commerce

10:00 AM BREAK & EXHIBITOR SHOWCASE | BALLROOM LOBBY

Final opportunity to visit with the exhibitors.

10:30 AM GENERAL SESSION | BALLROOM 2

Update from the State Chamber of Oklahoma

Presented by Chad Warmington, President/CEO, State Chamber of Oklahoma

11:00 AM GENERAL SESSION | BALLROOM 2

Oklahoma Alcoholic Beverage Laws Enforcement (ABLE) Commission

Presented by Brandon Clabes, Executive Director, Oklahoma ABLE Commission; Captain Greg Bynum, Oklahoma ABLE Commission

11:30 AM LUNCH | BALLROOM 2

12:30 PM SILENT AUCTION CLOSES

12:30 PM GENERAL SESSION | BALLROOM 2

On the Horizon: 2024 Marketing Predictions

Candor is an award-winning marketing and communications agency located in Oklahoma City. Founder & CEO Karen Wicker, along with President Ally Glavas, will present on marketing trends for 2024 and beyond.

1:30 PM FINAL WORDS / SILENT AUCTION WINNERS



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As the voice of business and the visionary organization of Oklahoma City, the Greater Oklahoma City Chamber is a champion for the ongoing success of the central Oklahoma region.

Our members are working together to continue our momentum, and together, we know our future is bright.



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www.okcchamber.com | www.greateroklahomacity.com | www.VeloCityOKC.com

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