



2024 OCCE ANNUAL CONFERENCE & AWARDS

October 21-23, 2024

Grady County Fairgrounds
Community Building
Chickasha, OK

Hosted by



Agenda

DAY ONE – OCTOBER 21

- 10:00 a.m.** **OCCE Board of Directors Meeting** | Community Building – Class Room 1
- 11:30 a.m.** **Chamber Management Institute - Session 3** | Community Building – Main Room
- 1:00 p.m.** **Exhibitor Setup** | Community Building - Lobby
- 3:00 p.m.** **Conference Registration** | Community Building - Lobby
- 3:00 p.m.** **Hospitality Room Opens** | Best Western Plus Chickasha Inn
- 3:00 p.m.** **The Importance of Vibrant Downtowns in Rural Oklahoma** | Rock Island Depot -100 W. Chickasha Avenue
Join Chickasha Economic Development Director and Chamber President Jim Cowan on this short walking tour (7 blocks) through Downtown Chickasha and hear about incentives and grants that has helped revitalize a once dormant area. *Transportation on your own*
- 4:30 p.m.** **Young Chamber Professionals - Pins & Pints** | El Cheto's – 123 W. Chickasha Ave.
Mix, mingle and get to know other young professionals for a happy hour including duck pin bowling in downtown Chickasha. If you are a chamber of commerce employee under the age of 40, you will not want to miss this networking event. *Attendees are responsible for their own drinks | Casual dress | Transportation on your own.*
- 6:30 p.m.** **Taste of Old Town Chickasha** | The Stage – 101 W. Chickasha Ave. (located between Brandi's and the Flower Shop)
Join your peers for a fun evening of networking. *Casual dress. Transportation on your own*
- 8:00 p.m.** **Hospitality Room Opens** | Best Western Plus Chickasha Inn

DAY TWO – OCTOBER 22

- 6:00 a.m.** **Breakfast (on your own)** | Best Western Plus Chickasha Inn
- 7:30 a.m.** **Registration & Exhibitor Setup** | Grady County Fairgrounds – Community Building
- 8:00 a.m.** **Silent Auction Opens**
- 9:00 a.m.** **Welcome to OCCE 2024** | Main Room

Annual Conference 2024

Oct 21-23

- 9:30 a.m.** **General Session | Main Room**
The Communication Code
Healthy communication is essential in any professional or personal relationship. When the lines of communication are frayed or broken, the resulting drama, unnecessary conflict, and inefficiency often lead to 'dropping the ball'. Better communication yields better results. It's a no-brainer—honest conversations build deeper, more productive relationships. It may seem simple in theory, but healthy communication is one of the most challenging things to master in practice. All relationships can be improved by dealing in on how we communicate with one another. This helps us within our personal relationships, office, community, etc.
Presented by Nate McCalla, Founder & Certified Guide, Alabaster Advisors
- 10:30 a.m.** **Break & Exhibitor Showcase | Lobby**
- 11:00 a.m.** **General Session | Main Room**
Update on the Political Landscape
Presented by Pat McFerron, Founding Partner, CMA Strategies
- 12:00 p.m.** **Lunch | Main Room**
- 12:30 p.m.** **The Political Landscape at the State Capitol | Main Room**
Special Guest, Oklahoma State Senator Lonnie Paxton
- 1:15 p.m.** **Break & Exhibitor Showcase | Lobby**
- 1:30 p.m.** **Breakout Sessions**
- 1) Running Local Non-Candidate Campaigns | Class Room 1**
Presented by Pat McFerron, Founding Partner, CMA Strategies
 - 2) Audit Peace of Mind: How to Prepare Without the Stress | Class Room 2**
Preparing for an audit can feel overwhelming, but with the right approach, it doesn't have to be. In this session, you'll learn practical steps to get audit-ready with confidence. We'll cover essential preparation strategies, including organizing financial documents, understanding compliance requirements, and addressing potential red flags before the audit begins. *Presented by Sherry Jordan IOM, President/CEO, Edmond Area Chamber of Commerce*
- 2:30 p.m.** **Break & Exhibitor Showcase | Lobby**
- 2:45 p.m.** **Breakout Sessions**
- 3) Chambers and Local Government – Weighing the Benefits and Risks of Public Contracts | Class Room 1**
This breakout session will provide a comprehensive look at the pros and cons of Chambers of Commerce entering into contracts with local governments. As Chambers increasingly partner with municipalities to drive economic development and community initiatives, it is important to understand the potential benefits—such as increased resources, influence, and collaborative opportunities—as well as the risks, including possible political entanglements, funding dependencies, and public scrutiny. Attendees will hear from Chamber leaders who have navigated these partnerships and will learn strategies for ensuring contracts align with the Chamber's mission and long-term goals. Whether you are considering entering into a government contract or already engaged in one, this session will offer valuable insights. *Presented by Bill Murphy IOM, CEcD,*

President/CEO, Ardmore Chamber of Commerce & Development Authority; and Chelsea Feary IOM, President/CEO, Owasso Chamber of Commerce & Economic Development

- 4) **Utilizing your Chamber's 501c3 Foundation to Support Your Mission** | [Class Room 2](#)
This session will explore how three different communities utilize their foundations for programs, project funding, and community and economic development. *Panel Presentation by Shelly Arrott, President/CEO, Ponca City Chamber of Commerce; Tracy Caulfield IOM, President/CEO, Cushing Chamber of Commerce; Krystal Crockett IOM, President/CEO, Bixby Metro Chamber of Commerce*

5:30 p.m. **Celebration Reception** | [Main Room](#)
Join your peers and our sponsors to celebrate with cocktails and hors d'oeuvres preceding our Celebration Banquet.

6:00 p.m. **Pictures** | [Main Room](#)
2024 Board of Directors; 2025 Board of Directors; CMI Class of 2024

6:30 p.m. **Celebration Banquet** | [Main Room](#)
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** | [Best Western Plus Chickasha Inn](#)

DAYTHREE – OCTOBER 23

6:00 a.m. **Breakfast (on your own)** | [Best Western Plus Chickasha Inn](#)

8:00 a.m. **Exhibitor Showcase** | [Ballroom Lobby](#)

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

- 1) **Community Impact Through Inclusive Leadership Programs** | [Class Room 1](#)
Examine best practices for developing meaningful leadership programs that influence future leaders and create community impact. *Panel Presentation by Amanda Bowen, Director – Leadership Programs, Edmond Area Chamber of Commerce; Jodi Lewis, President/CEO, Leadership Oklahoma; Cindy Morris, President/CEO, Miami Regional Chamber of Commerce*

- 1) **Tourism & Placemaking** | [Class Room 2](#)
Panel Presentation by Janet Birnie, President, Sapulpa Chamber of Commerce; Jim Cowen, President/CEO, Chickasha Chamber of Commerce; Amanda Davis, President/CEO, Grove Area Chamber of Commerce

10:00 a.m. **Break & Exhibitor Showcase** | [Lobby](#)
Final opportunity to visit with the exhibitors.

10:30 a.m. **Breakout Sessions**

- 2) **Navigating the New Overtime & Minimum Salary Rule** | [Class Room 1](#)
This session will help you determine what employees are entitled to overtime, who's exempt, and the minimum salary rule. *Presented by Ellen Adams, Shareholder, GableGotwals Attorneys*
- 3) **Membership – Creating Value** | [Class Room 2](#)
When exploring membership structures, it's essential to consider how different models can create value and relevance for members. This interactive discussion will explore fair-share versus tiered,

and value-added benefits such as networking opportunities and discounts, how different structure and benefits resonate with their own membership and challenges they have faced in implementing these models. *Panel Presentation by Kim Brown IOM, President/CEO, Moore Chamber of Commerce; Brittany Timmons, President/CEO, Greater Guthrie Chamber of Commerce; Amanda Wion, President/CEO, Sand Springs Chamber of Commerce*

11:30 a.m. **Lunch** | Main Room

12:00 p.m. **General Session** | Main Room
Update from the State Chamber of Oklahoma
Presented by Chad Warmington, President/CEO, State Chamber of Oklahoma

12:30 p.m. **Silent Auction Closes**

12:30 p.m. **General Session** | Main Room
The Best Way to Predict Your Future is to Create It!
Carleeta is driven by a deep passion for empowering individuals to unlock their full potential and break free from limitations. She challenges conventional thinking, urging others to go beyond merely aspiring for middle or upper-class success and instead, to embrace a "World Class" mindset. Carleeta believes that true growth lies in the discomfort of pushing boundaries, and her mission is to inspire you to seek greater heights, where comfort is just the beginning of the journey to excellence. *Presented by Carleeta Nelson, Arbonne Executive National Vice President*

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