



**October 26 -29, 2021
Clarkston, WA**



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2021 WCCE Conference Agenda

Tuesday - October 26th

3:00PM - 4:30PM

Conference Registration & Exhibitor Set - Up

4:00PM

WCCE Board of Directors' Meeting

4:30PM - 5:30PM

How to Thrive in Your Role of Chamber CEO



You have chosen what can be a fun and rewarding position as a Chamber CEO. But as a new CEO there are some important things you need to know to help navigate the sometimes-turbulent waters. Board role, communication, finances, and getting the most out of your staff, are just some of the areas that we will cover. Another piece will be some thoughts on what your Chamber should really be trying to accomplish. Also, bring any questions that you might have as you launch what could be your new career.

- **Andy Mayer** has been in the Chamber business for 30 years, serving 4 Chambers around the country, as the CEO of 3 of them. He is a graduate of the U.S. Chamber Institute for Organization Management (IOM) program.

5:30PM

No-Host Gathering



Tomato Bros. is a casual family-style Italian restaurant located in Clarkston, WA.

200 Bridge Street,

(509) 758-7902

Conference Registration Information go to <https://www.wcce.org/upcomingevents>

2021 WCCE Conference Agenda

Wednesday - October 27th

8:00AM

Conference Registration & Exhibitor Set - Up

9:00AM

Conference Opening & Welcome

9:30AM—10:30AM

Speed Chamber CEO Networking

10:30AM - 11:45AM

Break

10:45AM—12:15PM

General Session: 13 Ways to Kill Your Community



13 Ways to Kill Your Community will offer implementable steps that can be taken to bring a moribund community back to life. The information provided is sometime startling and often positively revelatory. The anecdotes and examples are delivered with wit and a little bit of dishy factor. But underneath all the fun is a clear breadth of experience, no-nonsense, practical approach to community building which can be easily grasped.

- Doug Griffiths is the founder and CEO of 13 Ways, Inc, a consulting firm based in Alberta, Canada. He is the best-selling author of “13 Ways to Kill your Community”, and a highly sought after speaker and “community therapist”.

Brought to you by:



12:15PM—1:00PM

Lunch

Conference Registration Information go to <https://www.wcce.org/upcomingevents>

2021 WCCE Conference Agenda

Wednesday - October 27th

1:00PM—2:30PM

General Session: Highly Effective Board Orientation



An annual orientation, or “refresh and blend”, is needed for a high performing board. What to include in a comprehensive training, tools to use, and a focus on the governing documents and their purposes. Also remind volunteers about risks such as copyright violations, antitrust laws, liabilities, discrimination and harassment.

- **Bob Harris started his career in Washington DC working with Presidential Classroom. He went on to build an association management company in Tallahassee, FL. Bob is on the faculty for the US Chamber of Commerce and has worked in Amman, Jordan, Tokyo, Japan, Kiev, Ukraine and Minsk, Belarus to help organizations. Bob has authored books on association management. To improve management, he created the Association Self-Auditing Process, used by more than 20,000 organizations. He believes that nonprofit organizations should be as efficient as any commercial business. He’s been dubbed the “Martha Stewart of association management” for providing tips and templates for making management easier. These are available free on his website at www.nonprofitcenter.com.**

2:30PM

First Day Program Adjournment

2:45PM—4:30PM

Field Trip & Tour - Schweitzer Engineering Laboratories



- **Dr. Edmond Schweitzer III is an electrical engineer, inventor, and founder of Schweitzer Engineering Laboratories (SEL). Schweitzer launched SEL in 1982 in Pullman, Washington.**

4:30PM

Carpool to Winery from SEL

5:00PM

Wednesday Night Event



Location: Lindsay Creek Vineyards
Beverages and heavy hors d'oeuvres, group photo
Sponsored by: Washington Retail Association

Brought to you by:



2021 WCCE Conference Agenda

Thursday - October 28th

7:30AM

Breakfast

8:00AM—9:00AM

General Session: Your Social Styles



Social Styles is a lesson about getting to know your personal communication style and understanding the styles of others across the table. The lesson will include a self-assessment of your own style, an explanation of what that style means to your preparations to interact with others, and a description on ways to make the most of your discussions once you know the styles of your team or the styles of your adversaries. The lesson will stress flexibility in your personal style to meet the needs of your audience and your team.

- **Scott Corbit, President/CEO of Valley Vision, Inc., the economic development agency focusing on Nez Perce and Asotin Counties.**

9:00AM

15 Minute Break

9:15AM—10:15AM

General Session: You Have Talent. You Are Capable. You Belong.



Over the course of the past year-plus, leaders have been called upon to make consequential decisions, based on insufficient, sometimes conflicting and often changing information, within unreasonably constrained timeframes. To say this has been a source of stress would be at best an understatement. And yet, decisions were made, competing priorities and views navigated – sometimes better than others, and we find ourselves many months later on what we hope is the recovery side of a global pandemic.

In the best of circumstances leaders and their decisions are subject to controversy and scrutiny, at times questioned most harshly by the leaders themselves; and these have not been the best of circumstances. Even so, prepared or not, confident or not, individuals have been called upon to lead. This presentation will consider leadership insights associated with the Imposter Syndrome -- a psychological phenomenon that can be triggered by new, unexpected and/or transitional experiences, as well as its antithesis, the Dunning-Kruger effect.

- **Dr. Cynthia Pemberton serves as Lewis-Clark State College's 16th president.**

10:15AM

15-Minute Break

Conference Registration Information go to <https://www.wcce.org/upcomingevents>

2021 WCCE Conference Agenda

Thursday - October 28th

10:30AM—11:45AM

General Session: it's a Mad, Mad, Mad, Mad Chamber



Ok, we're not THAT MAD, but we should be! On average across the U.S. and Canada twenty-five percent (25%) of local businesses are members of their local Chamber of Commerce while seventy-five (75%) don't join, putting the operating burden on one quarter of the local business community. Maybe it's time for the Top 25% to get fired up.

Here's the best part, members don't have to get angry as much as they need to become more assertive in building chamber support with their non-member neighbors, their non-member vendors, and their non-member clients. The Top 25% have the leverage, we just have to educate, encourage and empower them to speak up.

- **Patrick H. McGaughey, CPF, IOM is a national business consultant, certified professional facilitator, and business speaker**

12:00PM—1:30PM

Lunch Program: The Boeing Company Report



1:30PM

15-Minute Break

1:45PM—2:45PM

General Session: AWB Reports...

- **Kris Johnson** – AWB's Focus for 2022
- **Dave Mastin** – Upcoming Legislative Session Issues
- **Dru Garson** – AWB Local Chamber Grassroots Alliance
- **Mike Schwenk** - AWB's Institute



2:45PM

30-Minute Break

3:15PM

Workshops

#1 World Travel with the Chamber



Find out what all the buzz is about with this fun non-dues revenue opportunity. Learn how to build a good program with traveler loyalty that will generate revenue for your chamber.

- **Debbie is the President/CEO for the Moses Lake Chamber of Commerce and owns CornFusion Gourmet Popcorn, a specialty food company in Moses Lake, WA.**

2021 WCCE Conference Agenda

Thursday - October 28th

3:15PM

Workshops (cont.)

#2: Your Chamber in Alphabetical Order



For every letter in the alphabet, there's a word of wisdom for Chamber Executives that inspires us to perform at the highest possible level. Inspired by Pat's 2K21 Blog Series, "Your Chamber in Alphabetical Order," get ready to be inspired with words that define what we do and how we do it.

This interactive conference session will invite all attendees to challenge each word offered and will show you how to use the same exercise in stimulating and motivating your staff and board members throughout the year.

- **Pat McGaughey, America's Chamber Mentor**

#3: Chamber as Economic Development Engines



Chambers of Commerce are economic development organizations. As our industry has changed over the past decade, so too has the Chamber functionality which may include some combination of membership, tourism, community or economic development. As we look to economic recovery, diversifying revenue streams to support the Chamber's program of work matters more than ever. Learn how two Execs leveraged the Chamber brand as economic development engines to expand opportunities in their community.

- ◇ Economic Research for data-driven decisions
- ◇ Business Retention & Expansion

- **Rebecca Martin, CCE, IOM, MA President/CEO Greater Federal Way Chamber**



How the TCRCC has diversified our revenue and programming over the past 12 years (2009 – 2021) How we went from membership and events chamber to a more diversified chamber with membership, events, small business programs, workforce/education, government affairs and community development:

- ◇ Procurement Technical Assistance Center (PTAC)
- ◇ Economic Gardening
- ◇ myTRI 2030 Regional Vision Project
- ◇ L & I Contract
- ◇ Workforce & Education Initiatives

- **Lori Mattson, President/CEO Tri-City Regional Chamber**

4:15PM

15-Minute Break

4:15PM—4:45PM

General Session: Issue and Program Brainstorming Exchange



- **Kris Johnson, President & CEO - Association of Washington Business**

2021 WCCE Conference Agenda

Thursday - October 28th

4:45PM—5:00PM

Day 2 Wrap-Up

6:00PM - 7:00PM

WCCE Chair's Reception

7:00PM

Banquet

- ⇒ WCCE Chamber Jeopardy
- ⇒ Presentation of Awards, Installation of the WCCE Leadership and Auction Fundraiser



Friday - October 29th

8:00AM

Breakfast Buffet

8:30AM - 9:00AM

General Session: US Chamber Report and the value of the Accreditation Program



There are over 900 chambers that have participated in the program since 1964. Currently, 194 chambers carry this distinction. The Tri-City Regional Chamber is the only Chamber in Washington state is accredited. With approximately 7,000 chambers in the United States, Accreditation with the U.S. Chamber of Commerce is a prestigious honor that distinguishes the high quality, expertise, and strong leadership displayed by Accredited state and local chambers of commerce.

- **Chris Eyler, US Chamber**



By earning Accreditation from the U.S. Chamber of Commerce, a chamber shows its dedication to:

- ◇ Reviewing, improving, and promoting strong business practices
- ◇ Recognizing leadership and outstanding contributions to the community
- ◇ Supporting the principles of free enterprise and promoting pro-growth policies at federal, state, and local levels
- ◇ Establishing best practices and staying in-step with industry changes

- **Lori Mattson, President/CEO, Tri-City Regional Chamber**



2021 WCCE Conference Agenda

Friday - October 29th

9:00AM - 10:00AM

General Session: What Role Does Marketing Play in Your Chamber



Your Chamber's brand is one of its most valuable assets, it represents the thoughts and images that your members and community associate with the Chamber. Designing and sharing the value of your brand across channels can improve the value of your organization.

What role does marketing play in your Chamber? Having a well-defined marketing strategy and overall business strategy will help you define how the organization will successfully engage members and prospective members. The messaging strategy for this membership drive campaign for the Lewis-Clark Valley Chamber is simple: Let high profile community leaders who are also chamber members share what they see as the number one thing the chamber does for them.

- **Charles M. Christopher, President Advantage Advertising, Inc.**

10AM—11:30AM

General Session: Frame Your Strategic Plan



The roadmap for volunteer leaders is the strategic plan. There are ways to create a meaning plan in just half a day without wasting time on games and group hugs. Learn how to use the plan to keep the board strategic, guide committees, empower staff, and inform members of the Chamber's value. Lots of best practices to share; feel free to bring examples from your Chamber.

- **Bob Harris has 30+ years experience with associations, chambers and other nonprofits. His seminars are interactive, focused on core-knowledge and organizational (realistic) capacity. He utilizes case studies, trends and headlines for board orientation, training, strategic planning, staff training and consulting. He is the author of Association Management 101 Online®; creator of the Association Self-Auditing Process® and co-author of "Building an Association Management Company."**

11:30AM - 11:45AM

Conference Wrap - Up and Adjournment



2021 WCCE Conference Information

Registration and Hotel Information

Registration rate: Early bird rate: before Sept. 15, 2021: \$400 (discount available for 2 or more registrations - for groups of 7 or more, call Bob Green at 360-802-4595- After Sept. 30, 2021, \$500 each registration.

Hotel Accommodations: The Holiday Inn Clarkston: You can find more information about [Holiday Inn Clarkston](#) at their website. Reservations can be made by calling directly at 509-758-9500 (Advise the hotel that you are with the WCCE Conference when calling for reservations to secure the conference room rate) - *Conference Room Rates: **\$99.00** plus taxes (single occupancy) - **\$109.00** plus tax (double occupancy)*

WCCE Scholarship Auction

Dear Washington Chamber Execs,

Can you believe we're a little more than 2 months out for the WCCE Conference in Clarkston? Kristin Kemak and her committee have done an excellent job in putting together a top-notch conference, designed to meet your professional development goals and those of your staff.

One of the highlights of the conference is the annual auction. We will have both a silent and a live auction, featuring hotel packages, golf outings, sports venues, and much, much more. The WCCE Program and Scholarship Fund allows Chamber executives and/or staff to attend Institute, WACE Academy, and the WCCE Conference in October as well as specialized workshops throughout the year.

The annual auction at WCCE is the **only** fundraising we do to fill the scholarship and program development coffers. Your generous donations will assure the continued professional development of our members, thus strengthening our Chambers and our communities throughout the state.

Whether or not you plan to attend the conference in Clarkston, your donation is greatly appreciated. Items of interest are:

- ◆ Weekend packages that include golf/spa/dinner/theater
- ◆ Wine-lovers basket
- ◆ Jewelry/custom art/glass art/wearable art/folk art etc.
- ◆ Airline tickets
- ◆ Special VIP event packages: VIP passes to Hydro Races; Grand Parade; Rodeo, etc.
- ◆ Gardeners basket: gloves/bulbs/book/trowel/etc.
- ◆ Gourmet cook basket
- ◆ Community theme basket
- ◆ Use of condo, cabin or vacation property

Use your imagination. What were the hot selling items at your own Chamber auction?

Go to <https://www.wcce.org/members-area/2021-wcce-auction-donation-form> to complete an online auction donation form.

WCCE Conference Scholarship

To apply for a WCCE Conference Scholarship for either \$100 or \$250 towards your registration fee, go to <https://www.wcce.org/members-area-scholarship-application>

2021 WCCE Conference Speaker Bios

Dr. Cynthia Pemberton



Dr. Cynthia Pemberton serves as Lewis-Clark State College's 16th

president. She earned her B.S. degree in biology and psychology from Willamette University, her M.S. in Interdisciplinary Studies from Southern Oregon State College, and her doctorate in Educational Leadership from Portland State University. Dr. Pemberton has worked in higher education for over 30 years in positions ranging from faculty member, to successful intercollegiate athletic coach and administrator (at the NCAA I, III and NAIA levels), to department chair, associate dean, vice president, and provost. She is a two-time Fulbright awardee, serving for a year as a Fulbright Scholar to the Republic of Malta (2011-2012), and as a Fulbright Specialist education consultant to the Kingdom of Jordan (fall of 2017).

Dr. Pemberton has conducted research, published and presented locally, regionally, nationally and internationally. Her 2002 book, *More Than a Game: One Woman's Fight for Gender Equity in Sport*, addresses educational equity from both personal and professional perspectives, through a lived experience pursuing gender equity in sport; and was recognized with the Phi Kappa Phi Bookshelf Award in October 2002. Likewise, her 2012 book: *Getting There: Women's Journeys to and through Educational Attainment*, Sense Publishing, received the Phi Kappa Phi Bookshelf Award, summer 2013.

Dr. Pemberton is only the third female president in the history of Idaho's four-year public institutions.

Scott Corbit



President/CEO of Valley Vision, Inc., the economic development agency focusing on Nez Perce and Asotin

Counties.

Scott was born in the Rocky Mountains of Montana. He headed to the ocean after graduation, studying marine biology at the University of Washington and receiving a commission in the United States Navy. He served for over 6 years and deployed for two cruises to the Persian Gulf, the latter cruise as ship's navigator. He then taught leadership, communications, and tactics for two years on shore duty.

Scott left the Navy and returned to Montana for law school. He practiced law for over ten years, defending his clients that had been sued in civil litigation. A twist of fate and timing brought him to serve as in-house counsel and HR manager for a paper company in Montana and later as the first HR manager for a new company in Lewiston, Idaho called Clearwater Paper, where he worked for almost 9 years. In April of 2018, he joined SEL as HR manager and university relations manager until he was selected to lead Valley Vision.

Scott is active in the community of the LC Valley. He served as Chairman of the Board for the LC Valley Chamber of Commerce, where he founded and led the Leadership LC Valley program. He is the past President of the Board of Directors of the Twin County United Way and is the newest member of the Lewiston Civic Theatre's Board of Directors. He is married and has a daughter that is a senior at the University of Idaho and a son who is a sophomore at Lewis-Clark State College

Dr. Edmund O. Schweitzer



Dr. Edmund O. Schweitzer, III, is recognized as a pioneer in digital protection and holds the grade of Fellow in the IEEE, a title bestowed on

less than one percent of IEEE members. In 2002, he was elected as a member of the National Academy of Engineering.

Dr. Schweitzer received the 2012 Medal in Power Engineering, the highest award given by IEEE, for his leadership in revolutionizing the performance of electrical power systems with computer-based protection and control equipment. In 2019, Dr. Schweitzer was inducted into the National Inventors Hall of Fame for his invention of the first digital protective relay.

Dr. Schweitzer is the recipient of the Regents' Distinguished Alumnus Award and Graduate Alumni Achievement Award from Washington State University and the Purdue University Outstanding Electrical and Computer Engineer Award. He has also been awarded honorary doctorates from both the Universidad Autónoma de Nuevo León, in Monterrey, Mexico, and the Universidad Autónoma de San Luis Potosí, in San Luis Potosí, Mexico, for his contributions to the development of electric power systems worldwide. He has written dozens of technical papers in the areas of digital relay design and reliability and holds more than 200 patents worldwide pertaining to electric power system protection, metering, monitoring and control.

Dr. Schweitzer received his bachelor's and master's degrees in electrical engineering from Purdue University, and his doctorate from Washington State University. He served on the electrical engineering faculties of Ohio University and Washington State University, and in 1982, he founded Schweitzer Engineering Laboratories, Inc. (SEL), to develop and manufacture digital protective relays and related products and services.

2021 WCCE Conference Speaker Bios

Bob Harris



Bob Harris started his career in Washington DC working with Presidential Classroom. He went on to build an association

management company in Tallahassee, FL.

He is on the faculty for the US Chamber of Commerce. He has worked in Amman, Jordan, Tokyo, Japan, Kiev, Ukraine and Minsk, Belarus to help organizations. He received "Association Partner of the Year" award from Association Trends Magazine in 2012.

He has authored books on association management. To improve management, he created the Association Self-Auditing Process, used by more than 20,000 organizations. He believes that nonprofit organizations should be as efficient as any commercial business.

He's been dubbed the "Martha Stewart of association management" for providing tips and templates for making management easier. These are available free on his website at www.nonprofitcenter.com.

Bob's career passions are demonstrated in two principles:

- Promoting the impact of nonprofits in America.
- Sharing the tools for successful associations and chambers.

Pat McGaughey



Patrick H. McGaughey, CPF, IOM is a national business consultant, certified professional facilitator and business

speaker. Pat earned his business credentials in broadcasting and leading three Chambers of Commerce in Oregon, Washington and Idaho.

During his Chamber of Commerce career, Pat developed the first "Tiered Dues" membership format which is now the standard in the industry. He is a graduate of the U.S. Chamber of Commerce Institute for Organization Management (IOM) and served as a regular faculty member for twenty years.

As a planning facilitator and consultant, Pat has served over 400 Chambers of Commerce, Industry Associations and NPO's helping them build long-range strategic and operational plans. Included with his facilitation services, he provides informative training helping boards engage with a practical understanding of their roles and responsibilities.

As a consultant and speaker, Pat has successfully addressed hundreds of business audiences on topics of personal and professional performance, leadership, management, marketing and sales. He is one of the few speakers who guarantees client satisfaction with every speaking engagement and Pat continues to have a 100% client satisfaction record.

Charles Christopher



Charles M. Christopher (Chuck's) been making ads since before getting his Advertising de-

gree from the University of Idaho in 1984. He founded Advantage in 1986 as a one man shop and has gone from doing everything to hiring people who do everything better.

Today he's responsible for concept development and creative execution while leveraging a multitude of business relationships to exploit media and marketing partnerships and opportunities on behalf of clients. He also manages all strategic planning and content of all facets of advertising, including copy writing, production, and direction. And he does all that with an eye on every element in the creative process that ensures successful campaigns from concept to completion, on time, on target and on budget.

He received the American Advertising Federation's Silver Medal Lifetime Achievement Award in 2012 and has served on the Idaho Advertising Federation Board of Directors for 20 years. He shares an office with Bandit, his Chihuahua-Shiatsu-Poodle mix and Chica, his Border Collie.

2021 WCCE Conference Speaker Bios

Kris Johnson



Prior to joining AWB in 2010, Kris was president of the Saint Paul Area Chamber of Commerce. There, he led initiatives

resulting in state and federal funding for the Central Corridor Partnership, which will bring light rail transit from downtown Minneapolis to downtown Saint Paul. During his time in Saint Paul, he also led a comprehensive rebranding effort of the chamber and played a key role during the Republican National Convention, which was held in the Twin Cities in the fall of 2008. Kris was selected as a Fellow for the Ford Foundation's focus on Regional Sustainability Development.

Before leading the efforts of the Saint Paul Area Chamber, Kris served as president and CEO of the Tri-City Regional Chamber of Commerce in Washington state. While there, he led a regional chamber merger, resulting in the formation of the new Tri-City Regional Chamber of Commerce, representing the interests of more than 1,250 businesses from five states, including Washington, Oregon, Idaho, Montana and California. More than 40 of the region's top business leaders comprised the board of the larger chamber, which promoted economic prosperity for the entire region.

During his tenure, the Chamber was recognized as one of the top ten chambers in the country for membership growth, receiving four "Awards in Communications Excellence" from the American Chamber of Commerce Executives. He is certified as a chamber executive by the Institute for Organizational Management (IOM) from the American Chamber of Commerce.

From 1997-2002, Kris served as manager of governmental/public affairs at the Spokane Regional Chamber of Commerce in Washington.

Lori Mattson



Lori Mattson is President and CEO of the Tri-City Regional Chamber of Commerce. Lori joined the Tri-City Regional Chamber in

2004 and has held the position of President and CEO since October of 2008.

Under Lori's leadership, the Tri-City Regional Chamber has grown to hold the distinction as the 5th largest in the state of Washington. During her tenure, Lori has focused on creating innovative offerings that provide a high return on investment for members. Over the past 10 years, the Regional Chamber has launched numerous high-impact programs and events which include, the Tri-Cities Women in Business Conference, Ask the Experts, Meet the Buyer, Small Business Incentive Program, Good Health is Good Business, Economic Gardening and the Tri-Cities Diversity Summit.

A passionate community leader and collaborator, Lori is working to bring the Tri-City region together to identify big opportunities for growth and approach the future in a unified way through an extraordinary visioning project; myTRI 2030.

Lori is a graduate of the U.S. Chamber's Institute of Organization Management. She has served on the boards of the Association of Chamber of Commerce Executives (ACCE), U.S. Chamber's Committee of 100, Western Association of Chamber Executives (WACE), and Washington Chamber of Commerce Executives (WCCE) and the Association of Washington Business Institute Board of Directors. Locally, Lori serves on the boards of Benton Franklin Workforce Development Council, Fuse SPC, and Visit Tri-Cities.

Rebecca Martin



Rebecca Martin, CCE, IOM, is the President and CEO of the Greater Federal Way Chamber of Commerce.

Martin is a certified Chamber professional with experience in economic development, tourism, small business, education, as well as membership organizations and public sector entities. She is one of only 6% of Chamber executives in the U.S. with the CCE designation from the American Chamber of Commerce Executives and the only practicing CEO in the State of Washington with the CCE certification.

Prior to her work in the Chamber of Commerce industry, Martin served as Director of Marketing & Government Affairs for the Erie-Western Pennsylvania Port Authority.

A former State Commissioner, she was appointed by Pennsylvania Governor Edward Rendell to the Pennsylvania Commission for Women for two consecutive terms. Previously, she was appointed to Governor Rendell's Transition Team for Travel and Tourism and served on the Northwest Pennsylvania Travel and Tourism Task Force under Governor Thomas Ridge.

Active in a variety of professional associations, Martin was a Trustee of the Erie Rotary Club's Scholarship Foundation Board, serving as the Foundation's President for two years. She served on the advisory Board for the South by Southwest Interactive Festival in Austin, TX, and was on faculty for the online university in Chamber management offered by the American Chamber of Commerce Executives.

In Pennsylvania, she earned her MA from Gannon University and her BA, magna cum laude, from Mercyhurst College.

2021 WCCE Conference Speaker Bios

Doug Griffiths



After acquiring an Honours Bachelor of Arts in Philosophy and a Bachelor

of Education, Doug spent several years teaching, and ranching with his family. Despite having two degrees he always said the best education and practical experience he ever received was growing up on the farm. It taught him practical lessons about life, built in him a strong work ethic, and developed in him a deep understanding of what it takes to be successful and how the wrong attitude can ensure failure.

Concerned about the future of rural communities, he ran and won his first election to become the sixth youngest person to ever serve in the Legislature. Elected for four consecutive terms, Doug continuously advocated for policies that would strengthen rural communities. Through his four terms he also served in two senior Cabinet portfolios as Minister of Municipal Affairs and Minister of Service Alberta, as well as three junior positions in Agriculture, Finance, and Solicitor General.

Doug retired from politics in January 2015, after 13 years of service, to resume his long-time passion for helping communities find ways to be prosperous and enduring. Doug accepts invitations from around North America to speak while he and his team provide guidance and services to all types of communities looking to succeed. He also completed the 2nd edition of his national best-seller, *13 Ways to Kill Your Community*, with 40% more stories of challenges and solutions for communities. His experience, his style, and his skill have led many community leaders to call Doug a community therapist.

Debbie Doran-Martinez



Debbie is the President/CEO for the Moses Lake Chamber of Commerce and also owns

CornFusion Gourmet Popcorn, a specialty food company in Moses Lake, WA. She joined the Moses Lake Chamber as a member in 1995 and has been President/CEO since 2007.

Debbie is a graduate from the Institute for Organizational Management. She is active in her community and has taken leadership rolls in the Moses Lake Chamber of Commerce serving as Chairman of the Board prior to being hired on as the President/CEO. She has served as president for Soroptimist International of Moses Lake, president of Columbia Basin chapter of National Association of Professional Mortgage Women, and is a past Exalted Ruler for the Columbia Basin Elks Lodge #1930.

She is married to Alex Martinez and they have a daughter, Sydnee, who just graduated from UNLV in Las Vegas. They have two older sons, Brad & Jason, that live locally and have given them 7 grandchildren. When she is not busy with work and her popcorn business, she enjoys camping, family get-togethers, and traveling the world.

Chris Eyler



Chris Eyler is executive director of the Northwest Region in the Congressional and Public Affairs Division at the U.S. Chamber of Com-

merce. He represents the Chamber throughout the states of Alaska, Idaho, Montana, Oregon, Washington, and Wyoming and helps develop and implement the Chamber's grassroots, legislative, and political activities in the area. He works closely with state and local chambers and members of Congress in his region to further the legislative priorities of the Chamber.

Earlier in his career, Eyler served as a staff counsel on the Senate Committee on Health, Education, Labor and Pensions, where he advised Ranking Member Mike Enzi (R-WY) on postsecondary education and national service issues. In addition, he served as a legislative assistant handling health care, education, Social Security, and telecommunication issues for former Sens. Frank Murkowski (R-AK) and Conrad Burns (R-MT), as well as for Rep. Kevin Brady (R-TX),

Eyler received his B.A. in history and political science from Miami University (Ohio) and a law degree from the University of Oregon.