



# Embracing Transformation

## Conference Facilities

Marriott Tacoma Downtown  
1538 Commerce St., Tacoma, WA 98402  
(253) 294-9200

[Conference Registration Web Link](#)

**Time: Start at 10AM on 10-26, Conference Agreement at Noon on 10-28**

## Tuesday – October 25<sup>th</sup>

**Time: 5:30PM**

An evening is being planned with individual dinners facilitated by a Chamber Pro. More information is forthcoming!

## Wednesday – October 26<sup>th</sup>

**Start Time: 9AM**

### New Executive Session

- *Andy Mayer, President/CEO Mount Vernon Chamber*

### Conference Presenting Sponsor - AWB

- *Kris Johnson, President & CEO*

### Where Do We Go from Here? The Post-Covid Membership



#### **Cathi Hight, Hight performance Group**

The pandemic disrupted the operating model for membership-based organizations and challenged how they serve. Many organizations were agile, shifted their priorities, and leveraged their influence for the benefit of a broader audience—the community—and became the lynchpin to overcome common challenges. Now that the focus is on economic recovery and long-term solutions, industry leaders must consider how to navigate driving forces to develop future-focused organizations that are resilient to disruption. Returning to “business as usual” is not the option.

- Moving from being relevant to a group of members to becoming essential for all stakeholders
- Communicating value to a diverse audience with different motivations to engage
- Transitioning from a member-based revenue model to diversified funding sources.

### Moving from Good to Great



#### **Anthon Anton, Washington Hospitality Association**

The generational gap with today’s employees has never been wider. The expectations have never been more diverse from historical norms. And with the scarcity of prospective hires and the many options available to them, today’s worker has never been in a stronger position to pursue their dreams. **We as leaders must adapt!**

The Washington Hospitality Association CEO, Anthony Anton will share his oversight of the world we currently face and provide quantifiable methods of leading employees in creating a work environment for their success. You will come away from Anthony’s presentation with tangible “how-to(s)” that will move your organization from good to great

# Thursday – October 27<sup>th</sup>

Start Time: 8AM

## An Upcoming Legislative Session of Threats and Opportunities to business



*Dave Mastin, AWB Vice President of Government Affairs*

## Facilitate with Finesse: Facilitation Skills for the Sought-After Emcee



*Rebeca P. Murray, Showcase Your Shine*

Facilitating meetings and events is a powerful skill that sets you apart. Whether you desire to lead more engaging and productive team meetings or emcee larger corporate or community events, this course sets you up for success in every scenario.

**This course is for you when you desire to:**

- *Manage more engaging and efficient team and client meetings.*
- *Develop skills to set up participating presenters for success.*
- *Keep meetings running smoothly from beginning to end.*

**Use these skills to:**

- *Ensure your audience and presenters are prepared and engaged.*
- *Craft and deliver compelling introductions to inform listeners and elevate presenters.*
- *Handle unexpected disruptions and agenda conflicts with tact, humor, and grace.*

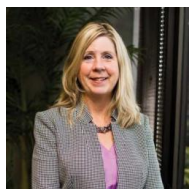
## Security in the 21st Century - From the Family room to the Boardroom, it's not just Cyber!



*Ty Moore, Cyber Defense West*

Ty will share insights on today's cyber and overall security landscape (from the curb to the cloud). He will share tips on where we should focus to protect our home & business. Ty will visit habits we need to stop as well as adopt and discuss the top 5 items the security industry identifies that we need to be mindful of.

## Pushing the Economic Development Envelope



*Betty Capestany, Director of Pierce County Economic Development*

A conversation with Betty who has served 3 Chambers of Commerce before taking on the role as director with Pierce County Economic Development. Betty will share her thoughts and knowledge that has been shaped through her experiences as one of Washington's most successful and recognized Chamber CEO's.

## Workshop Session

### Focus on the Cause, Not the Club

- **Cathi Hight, Hight Performance Group**
  - ✓ How can we create a revenue model that is not dependent on membership dues?
  - ✓ What is the next big idea after the "tiered dues model"?
  - ✓ Why is being essential more important than being relevant?

Member-based organizations seek "golden hand-cuffs" or benefits to influence prospects to join and renew. Tiered dues models for membership creates exclusivity, but do not feel inclusive. In communities dominated by

Millennials and Gen-Zers, we know that causes attract more people than clubs because a sense of belonging and being part of transformational change is a powerful combination. It is time to focus on our missions instead of membership and move from being relevant to a small group of members to becoming essential to our communities.

**In this session, you will explore:**

- Trends that decrease the growth of membership.
- The disconnect between strategic planning and membership models.
- How to develop an investor model that fosters positive change, provides money for your mission, and increases engagement

**Workshop Session**

**What'd She Say? Speak with Crystal Clarity** *(Be heard, be understood, and keep your audience's attention)*

- **Rebecca P. Murray**

An effective speaker is one who is clear. Crystal clear. Achieving clarity is one of the toughest challenges speakers face. Without clarity, we separate ourselves from our audience and waste everyone's time... including our own. This workshop promises to be interactive, entertaining, and – of course – crystal clear!

**Learn to:**

- Use the C.L.E.A.R.<sup>™</sup> method to invite connection.
- Captivate your audience before you say a word.
- Transform nervousness into energy your audience appreciates.
- Master your voice quality and projection tools to ensure you are heard.
- Zero in on clarity-degrading factors that have nothing to do with your oral presentation.

*C.L.E.A.R.<sup>™</sup>: Center, Listen, Engage, Allow, Repeatable*

**Workshop Session**

**Seasoned Executive Roundtable**

- **Cathi Hight, Hight Performance Group**

For Chamber CEO's that have been in the business for over 5 years with the opportunity to hear and share what issues and challenges they are facing in their professional development.

**Workshop Session**

**Security Workshop - Top Tips to Secure your home and its network.**

- **Ty Moore, Cyber Defense West**

In this session Ty will cover on-site physical security, the internet, and areas to focus your cybersecurity. He will cover such concepts as Defense in Depth, the modern internet network, and tuning your mindset in regard to protecting residential, business & cyber assets.

**Non-Profit Turnaround: Leading Your Organization from Struggle to Success**



*Jan Glick, President of Jan Glick & Associates*

**Chairman's Reception & Dinner**

*Presentation of Awards, Installation of the WCCE Leadership and Auction Fundraiser*

**End Time: 9:00PM**

# Friday – October 28<sup>th</sup>

Start time: 8AM

## Just Eat Lunch: Building the Mental Stamina to do Hard Things



- **Brittney Quick-Warner, President/CEO Eugene Oregon Chamber**

Burnout. From a subject line buzzword to a global health crisis in a matter of months. At some point in the past few years, nearly every single one of us has likely experienced the pure mental exhaustion defined as burnout- and if we are being totally honest, some of us are probably questioning whether this is a dreaded part of our “new normal”. Well, whether it is here to stay or not we need tools as chamber leaders to overcome the overwhelm. In this session Brittany will share her experience overcoming stress and burnout and provide tools to build our resilience and stamina in order to tackle the challenging issues facing our community.

## Purposeful Abandonment – Why You Need to Shrink to Grow



- **Cathi Hight, Hight Performance Group**

- ✓ Why doing too much and trying to please everyone is unsustainable for real growth.
- ✓ How purposeful abandonment is the key to innovation for your organization.
- ✓ Strategies to practice purposeful abandonment to eliminate programs, focus on key priorities, and grow your organization

## Conference Adjournment

End time: Noon