

# CHAMBERS: POWER OF THE PAST, FORCE OF THE FUTURE

Presenting Sponsor



## 2017 Washington Chamber Leadership Conference



### Tuesday – Sept. 26<sup>th</sup>

5PM Early Arrival Get-Together  
**Tour & Tasting at of TENPIN Brewery**  
**No-host reception at the Porterhouse Steakhouse**

### Wednesday – Sept. 27<sup>th</sup>

9:30 – 11:30AM **Registration**

11:30 – 1:00PM **Conference Kick-off Lunch – Welcome and Attendees introductions**

1:00 – 2:00PM General Session: **Crucial Characteristics of Aspiring Leaders**  
*\*Josh Allison, Founder of ThinkCafe*  
**The six crucial characteristics of aspiring leaders and how to leverage them for organizational growth and achievement.**  
**Key learning objectives include:**

- Why IQ is commoditized and EQ is the new workplace value
- The correlation between mentorship and professional development
- The critical role gratitude plays in the workplace
- How to utilize the Feedback Loop for insightful, personal feedback

*Leverage your personal ATTITUDE to achieve organizational ALTITUDE*

2:00 – 2:15PM **Break**

2:15 – 3:15PM General Session: **The Chamber Advocacy Report**  
*\* Gary Chandler, AWB Vice President of Government Affairs*  
*\* Mark Johnson, Vice President of Government Affairs*  
*\* Chris Eycler, US Chamber Executive Director, NW Region*

3:15 – 3:45PM **Break**

3:45 – 4:30PM General Session: **The 8 M's of Marketing for Organization Management Professionals**  
*\*Jay Handler, Membership 180*  
**Top-down filter that will help Chamber pros who are TASKED with marketing their organizations, but not necessarily TRAINED to do so**

4:35 – 5:15PM General Session: **The interworking of Washington State Workforce Development.**  
*\*Cheryl B. Fambles, CEO Pac Mt. Workforce Board*  
**Who are the partners; where are the resources and how exactly does a sector partnership work. What and where is the Chamber strategic position in the workforce development arena?**

5:15 – 5:30PM *Announcements & First Day Session Closing*

6:30 – 8:30PM **Wednesday Night Welcome Event - Sponsored by WRA**  
St. Brigid's Brewery  
Heavy Hors d'oeures and Tasting

Wednesday Night Sponsor:





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### Thursday – Sept. 28<sup>th</sup>

7:00 – 8:00AM

**Breakfast Buffet** (Served by hotel)

8:15 – 9:15AM

General Session: 60 great ideas in 60 minutes

**\*From legislative influence and membership to new revenue streams, this is your opportunity to share your Chamber's best practices**

9:15 – 10:15AM

General Session: **Grow Washington Business Retention & Expansion - Amplifying What Chambers Already Do**

\*Rich Hadley, AWB Grassroots Coordinator

\*Dru Garson, CEO Greater Grays Harbor Incorporated

10:15 – 10:45AM

Break – **Sponsored by Indus Travel**



10:45 – 11:45AM

Workshop Session

**#1: Sustainable Growth Models for Membership**

\*Jay Handler, Membership 180

A new look at how to deliver the greatest possible value to the largest number of members

**#2: Is it time for your Chamber to build its own private social network.**

\*Greg Troin, Sygnifi Networks

Are you tired of being depended on Facebook, Twitter and others to market your Chamber?

It's time for your Chamber's Private Social Network...find out how!

**#3: Workforce Development**

\*Sytease Geib, Thurston County Chamber VP - Workforce Development

Examples of successful Chamber Workforce Development programs

12:00 – 12:45PM

**Lunch – Sponsored by Citlinc International**

12:45 – 1:45PM

Lunch Program

**Topic: Washington State Chamber Survey Results**

\*Brad Rucker, Verometrics & Kevin Dwyer, Dwyer & Associates



1:45 – 2:00PM

**Break**

2:00 – 3:30PM

Workshop Session

**#1: Going Above and Beyond for your Sponsors**

\*Lori Mattson, Tri-City Chamber of Commerce

We all know that sponsors are the key to profitable programs and events. More often than not, sponsors expect more than their logo on marketing materials. Learn ways to boost sponsor ROI, cultivate relationships, and deliver value long after the banners come down by creating data driven post-event sponsorship reviews.

**#2: Chamber 20/20**

\*Jay Handler, Membership 180

**A look at what we should be doing in order to take advantage of the direction the industry**



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is headed in the next few years

2:00 – 3:00PM

Workshops Session (cont.)

### #3: Utilizing the Private Social Network for Washington State Tourism

\**Greg Troin, CEO – Sygnifi Networks, Inc.*

Discover how you can be part of this exciting and groundbreaking Private Social Network. Learn the top 5 ways your Chamber can make a difference in the future of Washington Tourism along with a how-to guide that helps your community tourism business thrive.

3:15 – 3:45PM

**Break**

3:45 – 5:00PM

General Session: Ready for your Chamber brand to grow, thrive and ignite?

\**Joanie Parsons, Parsons & Co., Pam Perry, Parsons & Co.*

How do research, creativity and persistence lead to a clear strategy with measurable results? Join this interactive session and learn how to create a new roadmap to expand your viability as a tourist destination. Find out how to see the big picture, question assumptions and look for new ways to do things smarter and better.

6:00 – 7:00PM

**Reception**

7:00 – 9:00PM

**WCCE Annual Banquet – Sponsored by Boeing**

**Boeing Presentation**

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



## Friday – Sept. 29<sup>th</sup>

6:00 – 8:00AM

Breakfast (served by hotel)

8:15 – 9:00AM

**WCCE Annual State Business Meeting**

*Association's Report on progress and feedback opportunities*

9:00 – 11:00AM

General Session: Digital Marketing Strategies that work for your Chamber

\**Doug Schust, Hagadone Digital, USA*

***Is your Chamber looking for edgy digital marketing solutions that effectively catapult your online brand ahead of competing entities? Learn how you can develop your own distinctive online voice to connect with members, prospective members and the community at large with sustainable results.***

11:00 – 12:00PM

General Session: Update on the Chamber Excise Tax Issue with the Dept. of Revenue

12:00PM

Conference Adjournment

12:30PM – 2:00PM

WCCE Board Meeting

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### WCCE Conference Exhibitors



#### **Josh Allison**



Josh is a workplace leadership and development expert, and the founder of ThinkCafé. He has spoken and worked with organizations from Hawaii to New York and 25 states in between. Josh is a sought after speaker and trainer, specializing in leadership, engagement and culture for the finance and communication industries.

In the past, Josh partnered with an Emmy winning TV show to develop a financial literacy program for use by schools across the country. In 2013, he worked alongside international credit unions to study best practices in Gen Y engagement in partnership with the WOCCU. In 2014, Josh was recognized as the CUNA Business Development Professional of the Year for the credit union industry. In 2015, Josh was recognized as a top ten speaker for the 2015 World Credit Union Conference. Josh also serves as a Senior Consultant for FI-Strategies, a leading finance industry consulting firm serving the trillion dollar credit union industry.

He serves as a CUNA FUSE Institute faculty member, is a graduate of Leadership Spokane and certified as a Credit Union Development Educator (CUDE). Josh lives with his beautiful wife and children in Spokane, Washington.

#### **Jay Handler**



Jay Handler is the owner of Membership180, a membership development consultancy working with Chambers and Associations across the globe, with a focus on long-term, sustainable growth.

As a sought-after speaker, author, trainer & consultant, Jay helps his clients in the areas of membership, marketing and management. He's worked with organizations throughout the US and internationally with the Calgary Chamber in Canada, the Pakistan Afghanistan Joint Chamber of Commerce and Industry in Karachi, Kabul and Dubai on behalf of the British government via the Center for International Private Enterprise, and with the Cape Chamber in Cape Town, South Africa.

Additionally, Jay has served as a faculty member for the US Chamber's Institute for Organization Management and graduated from that program himself at Northeast Institute in 2014.



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### Cheryl B. Fambles



Cheryl Batalon Fambles has served as Chief Executive Officer of Pacific Mountain Workforce Development Council (PacMtn) since 2012. Cheryl previously held executive and senior positions in the Washington Workforce Association and in local government agencies including King County, Thurston County, the City of Issaquah, and the Skokomish Tribal Nation. Her consulting work has been diverse and includes community, organizational and infrastructure projects. She completed a master's degree in public administration from City University of New York, and is a graduate of the

Senior Executives in Local Government Program JFK School of Public Service at Harvard. She received her undergraduate degree from The Evergreen State College. In January 2017 Cheryl was appointed as a Board Director for the Seattle Branch of the San Francisco Reserve Bank. She serves on the Thurston County Chamber and the Governor's WA Military Transition Council. Cheryl is an articulate advocate for rural communities, issues of poverty and inequity and the redemptive power of work and quality employment.

### Doug Schust



Doug Schust is a digital marketing expert, and helped create a global digital marketing company back in 1995 which is in 87 countries and has over 1000 offices, and he is currently the COO of Hagadone Digital in Coeur d Alene. Doug has spoken in over 60 countries on digital marketing for companies like Google, Facebook, WSI and many others.

In the ever changing world of digital it is clear that marketers need to understand behavior habits based on time, location and device along with the various habits of the individuals or organizations they wish to attract to their site.

Doug and his team have won over 36 International web awards for site design and conversion as well as best of breed digital marketing results in this new digital world

He had contributed to several books and has had numerous articles written about what Doug believes the key principals are of a successful digital marketing plan & strategy and some of the key tools needed to achieve business goals.



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### Lori Mattson



Lori Mattson joined the Tri-City Regional Chamber in 2004. She 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. In 2015, Mattson led the Tri-City Regional Chamber's efforts to launch the first Economic Gardening Pilot Program in the Pacific Northwest. Lori is a graduate of the U.S. Chamber's Institute of Organization Management. She is a Past Chair of the Washington Chamber of Commerce Executives, a member of the U. S. Chamber's Committee of 100, serves on the Executive Board of the Association of Washington Business, and the Board of the Association of Chamber of Commerce Executives.

### Greg Troin



Greg Troin, Chief Executive Officer, Sygnifi Networks is a results oriented business communications executive with 25+ years of achievement in sales and marketing management, business planning, joint ventures, and business start-ups. Adept at recognizing unique opportunities and was instrumental in developing a comprehensive community collaboration business model and resourceful in planning and organizing strategies to achieve this entrepreneurial objective.

Greg's background includes senior sales and marketing leadership responsibilities, business plan development and execution, joint venture development and execution, as well as over 20+ years market experience in telecommunications areas of the Internet, website design, database and online application development and systems integration. Greg launched a successful business communications agency in 1989 with a history of consistent growth and innovation catering to a mix of Fortune 50 businesses, State Tourism Industry, and Main Street Business organizations.

Onward and Upward ~

**Check back for information on the rest of our presenters and workshop facilitators**