

THIS IS HOW WE CHAMBER

Presenting Sponsor



2018 Washington Chamber Leadership Conference



Sunday – October 14th

5:30PM Early Arrival Get-Together
Banyans on the Ridge - (1260 Palouse Ridge, Pullman) <http://www.banyansontheridge.com>
No-host reception and no-host dinner

Monday – October 15th

9:30 – 11:30AM **Conference Registration & Exhibitor Set-up**
SEL Event Center – 2350 NW Hopkins Court

11:30 – 1:00PM **Conference Kick-off Lunch – Welcome and Attendees introductions**
*Marie Dymkoski, WCCE Chair
*Kris Johnson, AWB President/CEO
*Mike Schwenk – AWB Institute, Executive Chairman

1:00 – 2:00PM General Session: **Flip the Script: Four Habits to Radically Increase Productivity and Potential**
*Coyte Cooper, Ph.D.
This keynote talk is designed to introduce four simple, impactful steps that proactive professionals can take to radically increase their productivity levels and overall potential. It will outline how to flip the script on the most common counterproductive habits, so attendees can be far more balanced, focused, ENERGIZED, motivated, passionate and intentional on a daily basis. Join us for an opening session that will raise the bar on your personal performance, accountability and expectations when it comes to leadership in your organization.

2:00 – 2:15PM Mini-Session: **Taking your Best Selfie**
*Julia Jordon, Partner – Jag Chamber powered by WinnComm

2:15 – 2:30PM **Break**

2:30 – 3:30PM General Session: **Building the Worlds Greatest Membership Retention Program**
Stephanie Hamilton, Executive Director – Anacortes Chamber
WCCE is going to take full advantage of the fact that attending the conference is a room jam-packed of knowledgeable and experienced professionals. This facilitated session will bring forth what is working in keeping your members involved and active in your Chamber. You are guaranteed to return to your office with a retention program second to none.

3:30 – 3:45PM Mini-Session: **Instagram and you**
*Heather Carter, Executive Director La Conner Chamber

3:45 – 4:00PM **Break**

THIS IS HOW WE CHAMBER

Presenting Sponsor



2018 Washington Chamber Leadership Conference



4:00 – 5:15PM General Session: ***This Is How We Lead***

**Nancy Bacon, Director of Learning & Engagement – Washington Nonprofits*

“This is How We Chamber” moves “chamber” from noun to verb, from what you are to what you do. It invites you to think about how you lead within your community, and how you bring others into that leadership. “This is How We Lead” will explore three ideas for leading nonprofits in today’s changing world. Whether you are an executive, board member, or staff person, you will be challenged to reflect on your organization’s purpose, position, and people. In a hands-on session, you will leave ready to lean in to leadership in new ways.

5:15 – 5:30PM

Announcements & First Day Session Closing

6:00 – 7:30PM

Monday Night Welcome Event - Sponsored by WRA
Merry Cellars - (1300 NE Henley Court, Pullman)
Heavy Hors d'oeuvre and Tasting

Monday Night Sponsor:



Tuesday – October 16th

7:00 – 8:00AM

Breakfast Buffet (*Served by hotel*)

8:30 – 9:30AM

General Session: **60 great ideas in 60 minutes**

Facilitator: *Guy Occhiogrosso, Bellingham Regional Chamber President & CEO*

From legislative influence and membership to new revenue streams, this is the opportunity to share Chamber’s best practices

9:30 – 10:30AM

General Session: **Chamber CEO Experiences from “Public & Private” side of Politics**

Moderator: *Renee Radcliff Sinclair, TVW President & CEO*

Todd Mielke, Greater Spokane Incorporated President & CEO

Pola Kelley, Sedro-Woolley Chamber Executive Director

Mike Steele, Lake Chelan Chamber President & CEO

What is it like to experience the Chamber’s influence from both sides of the political arena? This panel of Chamber professionals have either sat (or are sitting) on both sides of the legislative dais. Learn what Chambers can do to improve their effectiveness from those who have seen life from “Both Sides Now”!

10:30 – 11:15AM

General Session: **Developing and training a regional workforce to support your community’s local economy**

**Mike Brennan, Workforce Board Business and Industry Liaison*

**Jennie Weber, Eastern Regional Director for Employment Security Department*

**Rod Van Alyne, Executive Director for EWP (Eastern WA Partnership Workforce Council)*

**Deloitte Wolfe, Director of Marketing and Business Development, Impact Washington*

Hear from state experts where your members can locate their future employees and the host of advanced training and education opportunities that are available at the local level.

THIS IS HOW WE CHAMBER

Presenting Sponsor



2018 Washington Chamber Leadership Conference



11:15 – 12:15PM

Workshop Session

#1: Portraying Your Personal Brand

**Coyte Cooper, Ph.D.*

This workshop is designed to outline a simple process that professionals can implement to build a unique personal brand that radically increases their leadership ability. It will show attendees how to create a core set of values that will build authenticity with others while driving uncommon results in key areas of their life. Unlike many leadership classes, this one will focus on your personal brand and how to portray it within the culture of your organization.

11:15 – 12:15PM

Workshop Session (cont.)

#2: “Surviving and Thriving as the New Chamber Executive”

**Kristin Kemak, IOM – President/CEO Lewis Clark Valley Chamber*

There’s no profession as rewarding as leading a Chamber of Commerce, but new Chamber Executives have many demands competing for your time and moving parts to grasp hold of. Kristin will facilitate this interactive session which includes lessons learned and actional steps for navigating your first important months and years in your exciting new role.

#3: “Get Your Board in Gear”

**Nancy Bacon, Director of Learning & Engagement*

Your board matters. It provides the leadership and connection your Chamber needs to your community. How do you build a great board? How do you keep them moving forward in ways that leads to results? This session draws highlights from Washington Nonprofits’ highly acclaimed nonprofit board toolkit, “Boards In Gear.” You will learn key leverage points for getting your board in gear and leave with access to everything you’ll need to take action.

12:15 – 12:45PM

Lunch – Sponsored by Western Display Fireworks

12:45 – 1:30PM

Lunch Program

Topic: Over the horizon; A front seat view to what is happening and planned for Boeing in Washington State

** Rachel Peterson, Regional Advocacy Expert Government Operations*

Boeing is now looking forward to its second 100 years and want to celebrate and thank community leaders for their key role in creating the business environment for Boeing and many other innovation-based companies to become established and thrive here in Washington. And Boeing wants you to know how important the Chamber’s continuing support is as competition intensifies from aerospace and technology companies from all over the globe.



1:30 – 1:45PM

Break

THIS IS HOW WE CHAMBER

Presenting Sponsor



2018 Washington Chamber Leadership Conference



1:45 – 2:45PM

Workshop Session

#1: Emergency Preparedness

**Rex Oliver, CEO Bainbridge Island Chamber*

Is your Chamber prepared to deal with an emergency effecting your businesses, your chamber and/or your community as a whole? If disaster strikes, will you be ready to take a leadership role in dealing with its aftermath and reconstruction? Find out what your Chamber colleagues are doing to prepare themselves for what could happen!

#2: What you do matters and often what you don't do matters even more!

**Cathy Rider, Managing Consultant, CJ Associates*

Great Customer Service begins with valuing those who have the POWER. Give those on the "front line" the tools and skills to make a positive impact on customer satisfaction and your bottom line.

- Managing Customers; Expectations
- Saying no without the no
- Controlling the outcome of events
- Customer Service in the new medical world

#3: Washington Tourism Alliance

**Shiloh Burgess, Executive Director, Wenatchee Valley Chamber, WTA Board Co-Chair*

**Mike Steele, Executive Director, Lake Chelan Chamber*

With a marketing plan in hand and a bill now signed, our real task has just begun. However, to make our marketing plan a reality, there are still steps to be taken before we can begin.

2:45 – 3:15PM

Break - Sponsored by Citslinc International



3:15 – 3:45PM

General Session: **Federal Issues**

**Chris Eyler, Executive Director, NW Region Congressional Affairs*

3:45 – 4:30PM

General Session: **Economic Development Business Survey results**

**Dru Garson, CEO Greater Grays Harbor Incorporated*

4:30 – 5:30PM

General Session: **AWB Grassroots Alliance and what's next**

** Gary Chandler, Rich Hadley and the AWB Team*

6:00 – 7:00PM

Chairman's Reception

Elson S. Floyd Cultural Center

405 SE Spokane Street

<https://culturalcenter.wsu.edu/>



7:00 – 9:00PM

WCCE Annual Banquet – Sponsored by "The Boeing Company"

Special Guest Speaker: **Rueben Mayes*

"Bold Visions and Embracing Change"

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

THIS IS HOW WE CHAMBER

Presenting Sponsor



2018 Washington Chamber Leadership Conference



Wednesday – October 17th

6:00 – 8:00AM	Breakfast (served by hotel)
8:30 – 9:30AM	<p>General Session: Planning Sessions Best Practices</p> <p><i>*David Jones, MBA, CLSSBB, FABC / COO, Tri-State Memorial Hospital & Medical Campus</i></p> <p>The next time you plan your board planning session, will it bring your Chamber success or be a colossal waste of time and energy? What are the elements of a successful planning session and the pitfalls to avoid? Are there any new ideas that can help your planning efforts bring the strategic framework to build an efficacious Chamber?</p>
9:30 – 10:30AM	<p>General Session: Ever Changing Face of Retail</p> <p><i>*Renée Sunde, President & CEO, Washington Retail Association</i></p> <p><i>*Mark Johnson, Vice President Government Affairs, Washington Retail Association</i></p> <p><i>*Tammie Hetrick, COO, Washington Retail Association</i></p> <p>Retail has experienced major disruption and transformation over the past several years. But if 2017 was the year of the retail apocalypse, 2018 could be the year of retail renaissance. The signs are promising. Retailers have come through a time of trial requiring significant adjustments to better align with evolving consumer demands. Low unemployment rates, growing consumer confidence and increased disposable income have increased consumer spending. While the challenges for retail are real and far from over, this session will explore the opportunities and top trends in 2018 as well as top Retail advocacy issues and recent legislation on the minds of WA retailers.</p>
10:30 – 11:30PM	<p>General Session: Managing Your Own Stuff</p> <p><i>*Cathy Rider, Managing Consultant CJ Associates</i></p> <p>If you don't manage you, someone else will! A personal management system of tools, processes, skills, and lessons learned that focuses on personal responsibility, integrity, respect, and continuous improvement.</p> <ul style="list-style-type: none">• THE FOUNDATION - communicating, managing, change, problem solving...• A COMMON LANGUAGE - defining what you mean when you say...• LESSONS LEARNED - where to stop wasting your time• TOOLS - building a toolbox• 3-STEP PROCESSES - make it simple or no one will take the time to do "it"
11:30 - 12:00PM	Conference Adjournment
12:30PM – 2:00PM	WCCCE Board Meeting

THIS IS HOW WE CHAMBER

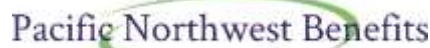
Presenting Sponsor



2018 Washington Chamber Leadership Conference



Conference Sponsors & Exhibitors



THIS IS HOW WE CHAMBER

Presenting Sponsor



2018 Washington Chamber Leadership Conference



Conference Presenters

Coyte Cooper



Thought leader and High-Performance specialist Dr. Coyte Cooper is on a mission to empower leaders, professionals and organizations around the world to perform to their highest potential. A bestselling author, podcast host, executive coach, TEDx Speaker and former NCAA Division I All-American, Dr. Cooper specializes in creating transformational systems and strategies that are designed to help proactive people radically improve their balance, clarity, ENERGY, motivation and vision so they can cultivate MASSIVE desirable results in their lives.

Nancy Bacon



Nancy Bacon thinks a lot about one number: 58,000. That is the number of nonprofit corporations in Washington State when she started Washington Nonprofits' learning program in 2013. What would it take for every nonprofit in Washington to have an effective board? What kinds of resources would they need to thrive? How can we help them connect and collaborate with other nonprofits, government, and the private sector? As Associate Director of our nonprofit state association, Washington Nonprofits, Nancy leads a team that now delivers over 150 learning events a year across Washington and online. She is a teacher and instructional designer who writes about nonprofits and adult learning in her spare time.

Rachel Peterson



Rachel Peterson joined The Boeing Company in March 2017 as the Regional Advocacy Expert West based in Renton, Washington. Prior to joining Boeing, Rachel worked as a member of Senator Patty Murray's National Security team in Washington D.C. While there, she worked on a myriad of issues - from defense, veterans, and foreign policy to supporting a coalition in support of Washington State's growing space industry. Before joining Senator Murray's staff, Rachel met regularly with Congressional staff, U.S. Administration officials, and United Nations representatives as Communications Director for a small non-profit focused on Middle East foreign policy.

Cathy Rider



Cathy is an enthusiastic management coach, trainer and public speaker. For over 30 years, she has worked with individuals and organizations in 45 states as well as the United Kingdom, conducting over 800 private and public workshops. Her work has focused on the processes and skills of leadership, customer service, conflict and change management, teamwork and communication. Her clients span a wide variety of disciplines from medical organizations, banking institutions, manufacturers to public entities. She is a Certified Facilitator from ODI in Boston, Massachusetts and has been on the board of directors for multiple not-for-profit organizations.

Cathy first developed, "The Art of Managing (Your Own Stuff)" to build a foundation of skills, tools and processes that help individuals better manage what is theirs to do. If you don't manage you... someone else will! "The Lost Art of Customer Service" builds upon this foundation and focuses on managing customer expectations while supporting quality and preventing recurring problems. By customizing these systems to meet her clients' current needs, she establishes the basis for ongoing individual, team and organizational success. These personal management systems, are based on the non-negotiables of respect, integrity, personal responsibility and continuous improvement.

What you do matters, and quite often what YOU DON'T DO matters even more!

THIS IS HOW WE CHAMBER

Presenting Sponsor



2018 Washington Chamber Leadership Conference



Rueben Mayes



Rueben Mayes leverages his passion for people and philanthropy to deliver the necessary resources in support of the Pullman Regional Hospital. His success as a college two-time consensus All-American, National College Hall of Fame Inductee, NFL Rookie of the Year and multi-year Pro Bowl selectee opens many doors and builds rapport beyond his 24-year fundraising career.

He went on to earn an MBA in 2000 and with Certified Fund-Raising Executive (CFRE) credentials. As Chief Development Officer, Rueben works closely with Department Medical Directors, physicians, hospital executive staff, foundation boards and committees to grow system-wide philanthropic/investment support for key priorities.

Rueben has been married for over 30 years to Marie Mayes (both WSU Alumni) and they have two sons, Logan and Kellen. Volunteer community involvement activities include volunteer non-profit fundraising consulting. His hobbies are fishing, reading, cooking, and besides yoga is also an avid swimmer, golfer and skier.

David Jones



David is Tri State Memorial Hospital's Chief Operations Officer. David began his career in management with Hilton Hotels. He took that experience with him to two healthcare systems located in the Kansas City Region and spent nearly twenty years at Mosaic Life Care and Saint Luke's Health System. David enjoys being involved in the communities where he lives and has volunteered with organizations such as United Way, Kansas City Chiefs Red Coats, and serving on the board of directors for Chambers of Commerce in various locations. In his twenties he served on the city council and held the office of Mayor for his home town of Saint Joseph, MO: population 85,000. His interest in local politics lead him to then pursue and win an election to serve on the Parkville, MO, city council.

David's strategic experience includes the development of medical clinics in new cities and implementation of retail clinic models in major franchise chains, the addition of millions of square feet to medical centers and leading a team that achieved the Malcom Baldrige Award. David holds an Associates Degree in Marketing, a Bachelor of Science in Management, and a Masters in Business Administration. He was selected to participate and complete a fellowship with the Healthcare Advisory board, and has attained a master black belt in Six Sigma Lean.

Deloit R. Wolfe, Jr.



Deloit has 21 years consulting expertise related to strategic planning, goal and policy deployment, management system design and implementation Client base in and consumer goods, marketing, and warehousing and distribution industries. He has also 22 years of managerial experience with responsibilities growing from first line Supervisor to Regional Vice President. Full profit and loss accountability and daily management of all functional areas. Expertise in identifying and creating strategic plans; management system design and development; global expansion into new markets; new product development and introduction; supply chain management; and continuous process improvement.

THIS IS HOW WE CHAMBER

Presenting Sponsor



2018 Washington Chamber Leadership Conference



Jennie L. Weber



Jennie is the Eastern Regional Director for the Employment Security Department. She oversees the administration of the Employment Security Department employment, reemployment and training programs located in the Eastern Region which includes 12 Eastern Washington Counties with multiple WorkSource service locations. Jennie has developed a leadership team within the region that supports and carries out the expectations of US Department of Labor, the governor, the agency, and local workforce development councils. She is an active member of three Workforce Development Councils in Washington State areas; 10 Eastern Washington Partnership, 11 Benton-Franklin, and 12 Spokane. Through local strategic planning, policy implementation, and administrative oversight she is fully committed to establish and maintain a viable WorkSource system. Jennie has 40 years of service with the Washington State Employment Security Department.

Rod Van Alyne

Rod Van Alyne is the Executive Director for the Eastern Washington Partnership Workforce Development Council (EWP). He works with the 19 member EWP board to design and oversee a system which effectively meets the workforce development needs of employers, workers, job seekers, and youth in Asotin, Columbia, Ferry, Garfield, Lincoln, Pend Oreille, Stevens, Walla Walla and Whitman counties, that make up workforce area 10. Rod works, in collaboration with local partners, to establish and maintain a workforce development system for the delivery of high quality, customer-focused workforce training, education, and employment services in a rural area. Rod has over 25 years of experience with workforce development in eastern Washington.