

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 dinner

Monday – October 15th

9:30 – 11:30AM **Conference Registration**
SEL Event Center – 2350 NW Hopkins Court
No parking at SEL. Alternative transportation and available nearby parking will be publicized prior to the conference

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

1:00 – 2:00PM **General Session: Flip the Script: Four Habits to Radically Increase Productivity and Potential**
**Coyte Cooper*
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 **Break**

2:15 – 2:30PM **Mini-Session: Taking your Best Selfie**
**Julia Jordon, CEO Auburn Area Chamber of Commerce*

2:30 – 3:30PM **General Session: Building the Worlds Greatest Membership Retention Program**
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 **Break**

3:45 – 4:00PM **Mini-Session: Instagram and you**
**Heather Carter, Executive Director LaConner Chamber*

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4:00 – 5:15PM

General Session: ***This Is How We Lead***

**Nancy Bacon, Director of Learning & Engagement*

“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

6:30 – 8:30PM

Monday Night Welcome Event - Sponsored by WRA

Merry Cellars - (1300 NE Henley Court, Pullman)
Heavy Hors d'oeuvre and Tasting

Wednesday 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**

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**

What is it like to experience the Chamber’s influence from both sides of the politic 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 – 11:00AM

Break

11:00 – Noon

Workshop Session

#1: Portraying Your Personal Brand

**Coyte Cooper*

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.

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11:00 – Noon

Workshop Session (cont.)

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

**Lori Mattson, President/CEO Tri-City Chamber of Commerce*

**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 and Lori 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.

12:00 – 12:45PM

Lunch

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

** Rich White, Boeing Government Relations Director*

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

Mini-Session: TBD

1:45 – 2:15PM

Break

2:15 – 3:15PM

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

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2:00 – 3:15PM

Workshop Session (cont.)

#3: Washington Tourism Alliance

**WTA Representative*

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.

3:15 – 3:45PM

Break - Sponsored by Citslinc International

Break Sponsored by:



3:45 – 5:00PM

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

WCCCE Annual Banquet – Sponsored by “The Boeing Company”

Special Guest Speaker: **Rueben Mayes*

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

Wednesday – October 17th

6:00 – 8:00AM

Breakfast (served by hotel)

8:30 – 9:30AM

General Session: Planning Sessions Best Practices

**David Jones, MBA, CLSSBB, FABC / COO, Tri-Date Memorial Hospital & Medical Campus*

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?

9:30 – 10:30AM

General Session: Ever Changing Face of Retail

**Renée Sunde, President & CEO, Washington Retail Association*

**Mark Johnson, Vice President Government Affairs, Washington Retail Association*

**Tammie Hetrick, COO, Washington Retail Association*

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10:30 – 11:30PM General Session: **Managing Your Own Stuff**

*Cathy Rider, Managing Consultant CJ Associates

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.

- 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



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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 leads nonprofit learning at Washington Nonprofits, our state's nonprofit association. She is a teacher and instructional designer who has served in the nonprofit roles of executive director, founding program director, board member, and volunteer since 1996. She led the teams creating Finance Unlocked, Boards in Gear, Let's Go Legal, and Strategic Planning in Nonprofits and regularly speaks on nonprofits topics in communities across Washington. She writes a blog on nonprofits and adult learning.

Rich White



Rich White is a Government Relations manager for The Boeing Company. In this position, he is responsible for representing the company before elected and appointed public officials and their staffs, industry and business association executives and political community-based organizations in the Central Puget Sound region. He acts as the primary company focal for negotiating and influencing government relations' policy on external issues and he provides political strategy and advice to company management. White also develops and implements legislative and regulatory programs to ensure that the business interests of the company are reflected to the best advantage.

Prior to joining The Boeing Company, White was the director of government affairs for the Bellevue Chamber of Commerce, where he oversaw the development and implementation of the chamber's policy positions. White also acted as the chamber's lobbyist both regionally and in Olympia, Wash..

White also has worked in Olympia for the state Senate Republican caucus and as the Washington field director for the Dole/Kemp Presidential Campaign. He previously worked for former U.S. Sen. Slade Gorton in both Washington D.C. and the state of Washington.

White is a graduate of the University of Washington with a Bachelor of Arts in political science and a master's degree in public administration from the Evans School of Public Affairs. He was a 2005 Marshall Memorial Fellow and is a 2000 graduate of Leadership Tomorrow.

White's current activities and volunteer experiences include serving on the Board of Directors for the Everett Public Library, United Way of Snohomish County, Leadership Tomorrow, Economic Development Board for Tacoma & Pierce County and nearly a dozen other groups, chambers and agencies.

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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!

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.