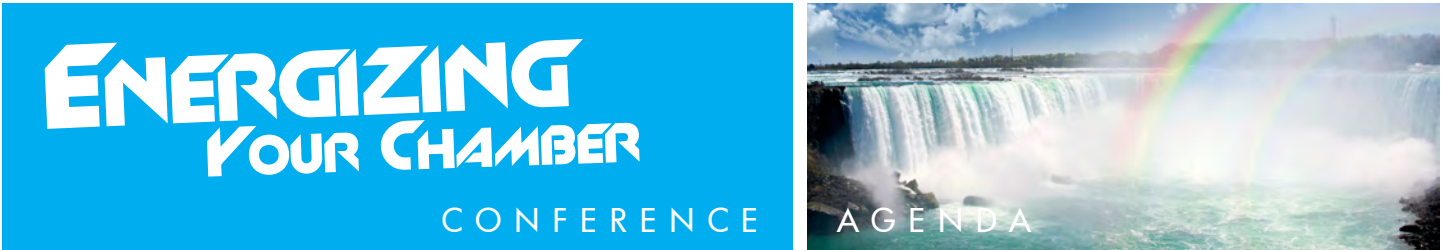


# ENERGIZING YOUR CHAMBER



Taking place November 5-7, 2014  
REGISTER NOW!

Marriott Gateway to the Falls  
Niagara Falls, ON



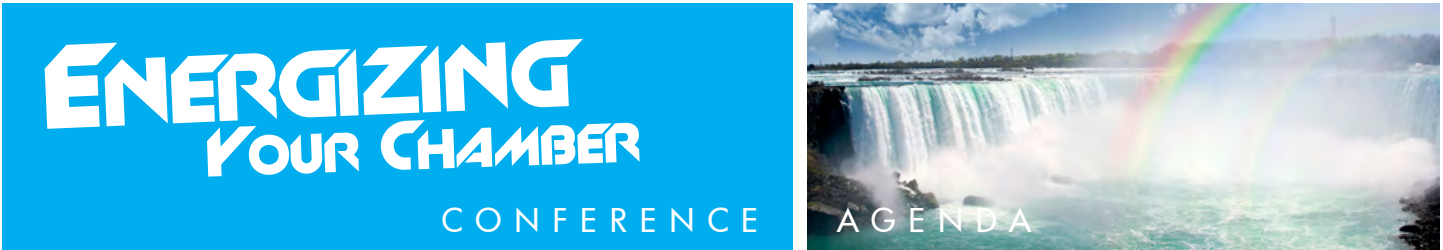
Chamber executives are the catalysts for new ideas to better their communities. They bring energy to their boards, staff and business community. This conference focusses on energizing and re-energizing chamber programs, people and practices.

WEDNESDAY, NOVEMBER 5

2:00pm - 5:30pm	Registration Desk Open for Kit Pick-up
2:30pm - 4:30pm	CEO Board Meeting
6:00pm - 6:30pm	Reception
6:30pm - 8:00pm	Welcome Dinner for all registrants, sponsors and exhibitors
8:00pm - 10:30pm	Networking and Idea Swap Shop in the Grand Lounge

THURSDAY, NOVEMBER 6

7:00am - 7:50am	Breakfast
8:00am - 8:10am	President's Opening Remarks
8:15am - 8:45am	Case Study: Overview of Saratoga County Chamber Todd Shimkus leads New York State's largest chamber of commerce. He will share the key challenges and success factors that move his chamber and community forward. Plenary Workshop
8:50am - 9:50am	Concurrent Sessions Session A: Leading Today's Teams: cultivating a culture that embraces change - Neil Thornton, Trigger Strategies Session B: 90-days To Better Sales - Larry Anderson, Trigger Strategies
9:55am - 10:10am	Nutrition Break at Exhibitor Expo Visit sponsors and exhibitors that help your chamber raise non-dues revenue and add value to your suite of member services. Technology providers, affinity programs and many more companies look forward to supplying your chamber and community. Get to know these people and programs.

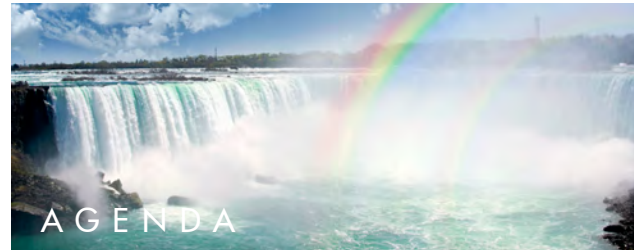


THURSDAY, NOVEMBER 6 (CONT'D)

10:15am - 11:15am	Concurrent Sessions Session A: Powering Your Personal Brand Larry Anderson, Trigger Strategies Session B: Marketing Affinity Programs
11:20am - Noon	Reflections: Increasing Revenue per Member
Noon - 1:30pm	Keynote Lunch Presentation (TBD)
1:30pm - 2:30pm	Concurrent Sessions Session A: Generating New Regional Economic Development - Todd Shimkus, Saratoga County Chamber of Commerce Session B: Amping Up Your Social Media Strategy
2:30pm - 2:45pm	Nutrition Break at the Exhibitor Expo
2:50pm - 3:50pm	Peer Forums Self-directed agendas designed to get to the heart of the issues a) Delphi (accredited Chamber leaders) <ul style="list-style-type: none"><li>Contract and Succession Essentials</li><li>Performance Appraisals</li><li>Region-wide Chamber Collaborations</li></ul> b) Intrepid (new or those from non-accredited Chambers) <ul style="list-style-type: none"><li>Accreditation - your next step</li><li>Government Service Contract Essentials</li><li>Effective Meeting Essentials</li></ul> c) Mercury (membership development representatives) <ul style="list-style-type: none"><li>Managing Up: tips on handling the boss</li><li>Selling Policy Benefits</li><li>Best Sales Tactics</li></ul>
4:0pm - 5:00pm	Concurrent Sessions Session A: Generating Impact: Your 1-page Strategic Plan - Larry Anderson, Trigger Strategies Session B: Presence, Impact and Influence: own the room with your next presentation - Neil Thornton, Trigger Strategies

# ENERGIZING YOUR CHAMBER

CONFERENCE



## THURSDAY, NOVEMBER 6 (CONT'D)

- 5:45pm **Meet in Lobby**  
A short walk to dinner with a Brazilian flare
- 6:00pm - 8:00pm **Dinner at Copa Cabana**
- 8:00pm - 11:00pm **Networking**  
Conference participants are free to explore the Niagara nightlife

## FRIDAY, NOVEMBER 7

- 7:00am - 7:50am **Breakfast**
- 8:00am - 8:05am **Opening Remarks**
- 8:05am - 8:30am **Carnegie Memorial Address**  
John Sawyer, CEO, Oakville Chamber of Commerce  
*A Philosophy of Helping*
- 8:35am - 9:20am **Minimizing Static: Navigating Difficult Situations**  
Judy Croon, Author and Comedian
- 9:25am - 9:55am **Powering Your Profession**  
Shannon Churchill will lead a discussion on trends in our profession, survey results and the work of CEO's strategic plan task force.
- 9:55am - 10:10am **Nutrition Break**
- 10:15am - 11:15am **Concurrent Sessions**  
Session A: Election Ready: Energize Your GR Plan  
Session B: TBD
- 11:20am - 11:50am **Provincial / Federal Chamber Update**
- 11:50am - Noon **Silent Auction Close**
- Noon - 1:30pm **Closing Networking Lunch**  
*Humour: Your Awesome Power Source*  
Judy Croon, Author and Comedian

# ENERGIZING YOUR CHAMBER

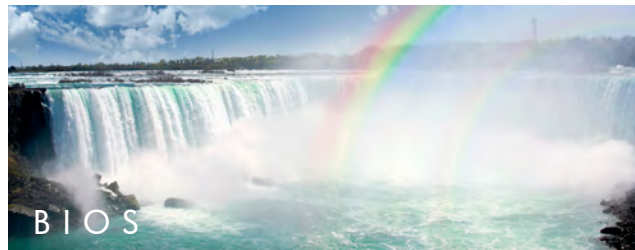
CONFERENCE





# ENERGIZING YOUR CHAMBER

SPEAKER



BIO

## JAVED S. KHAN



Javed S. Khan is an Authorized Local Expert for Constant Contact. He works with and speaks to small and medium business owners, associations, non-profits and individuals teaching best practices relating to various marketing services programs including Email & Social Media.

Javed is also the Founder and President of EMpression: A Marketing Service Company. EMpression helps companies/individuals bring their unique story to life through a strategic, collaborative, and creative process. Whether it's helping you build/rebuild a website, manage your social media programs or brand equity, Javed and his team will manage your marketing communication programs from goal identification to delivery. EMpression ultimately creates and executes a uniquely tailored Engaged Marketing plans for optimal results and strong return-on-investments over a long term!

Javed Khan is an accomplished speaker/presenter, voice over talent, broadcaster and is passionate about helping people and organizations "look and feel" like rock stars.

## JUDY CROON



Judy is a comedian, motivational speaker, emcee and author.

She has been the opening act for many celebrities including; John Stewart, Lewis Black, Robert Klein and Joan Rivers.

Her specials have appeared on NBC, CBS, CTV and The Comedy Network.

She is a co-author of 'From the Stage to the Page: Life Lessons from Four Funny Ladies!'

Judy draws from her standup performance experience to entertain, inform and inspire in her dynamic keynotes entitled:  
"Minimizing Static: Dealing with Difficult People" and  
"Humour: Your Awesome Power Source"

Judy is the creator and host of "Laughlines" and "Stand Up for The Girls" which have raised over \$650,000 for breast cancer research.

# ENERGIZING YOUR CHAMBER

SPEAKER



BIO

## KITHIO MWANZIA



Kithio Mwanzia holds a Bachelor of Arts degree in political science and Master of Arts in political science specializing in public policy from Brock University. He is the Director of Policy and Government Relations for the Greater Niagara Chamber of Commerce. In his role Kithio is responsible for the Chamber's public affairs, advocacy and government relations portfolio.

Kithio is a recipient of the Business Link Newspaper Top 40 Under 40 Business Achievement Award and the Brock University Alumni Association David Betzner Award for volunteer service. He also serves on the YMCA Niagara Board of Directors and the Niagara Community Observatory Community Advisory Committee.

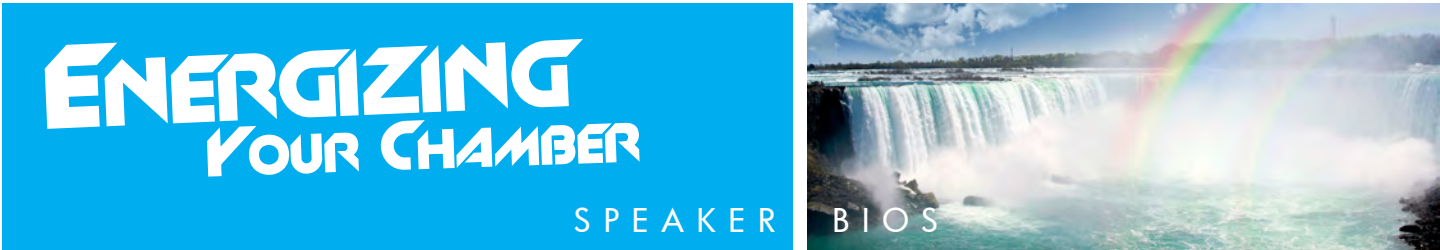
## NEIL THORNTON



Neil brings over 20 years of success in coaching, consulting and training to every talk and client he works with. His uncanny ability to read people and see through what seem like insurmountable situations makes him one of the most highly sought after consultants in the Golden Horseshoe.

Neil has a unique talent for understanding the psychology behind employee behaviour, engagement and corporate culture and vision. He has a unique and direct approach that hits straight to the heart in an honest and direct point.

His talks are entertaining and high energy but also filled with great substance and tremendous learning opportunities for those in attendance.



LARRY ANDERSON



Solving complex business problems is what Larry is best known for. From declining sales to the need to completely rebrand a business Larry has over 20 years experience in sales, marketing, social media and business development.

With experience in media, advertising agencies and franchising, Larry has developed a successful process for business development that is both measurable and repeatable. His talks are designed to challenge your thinking and to give you specific tools and resources you can put to work immediately.

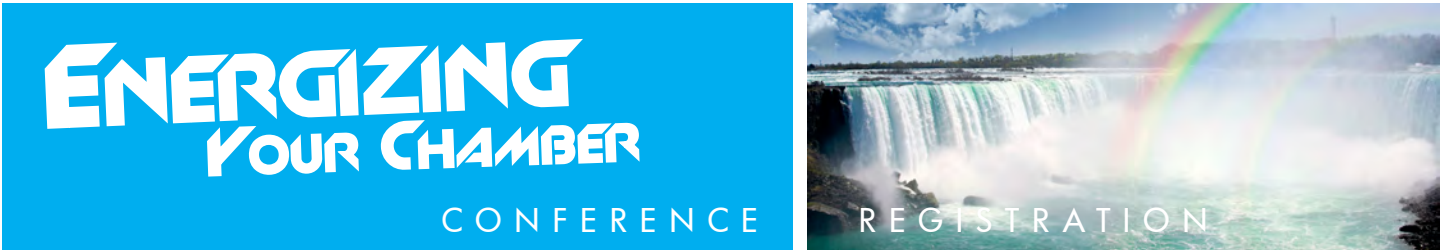
Larry is described as direct, genuine, honest, and insightful.

TODD SHIMKUS



Todd Shimkus is the President of the Saratoga County Chamber of Commerce, in Saratoga Springs, New York. Prior to joining the Saratoga County Chamber of Commerce, Todd was the President of the Adirondack Regional Chamber of Commerce, in Glens Falls, NY, from 2003 to 2010 and before that served as the Vice President of the North Central Massachusetts Chamber of Commerce from 1995 to 2003. He holds a Master's Degree in Public Policy from Tuft's University, in Boston, MA, and a Bachelor's Degree from Clark University, in Worcester, Massachusetts. He has earned the Certified Chamber Executive (CCE) and Center for Creative Leadership (CCL) designations and also completed the ACCE Ford Fellowship on Regionalism and Sustainable Development. In his current position, he serves on the Board of Directors of the Saratoga Economic Development Corporation which shares offices and staff with the Chamber and the Saratoga Convention and Tourism Bureau which focuses on promotion Saratoga County as a destination for meetings and conventions.

He lives in Saratoga Springs with his wife, Lisa, who is a third grade teacher at Saint Clements Regional Catholic School. Lisa and Todd have two children, Katelynne, who is completing a Master's Degree program in Literature at the University of Leuven, in Belgium, and Benjamin who is a junior at the State University of New York at Cortland.



Chamber Executives of Ontario  
Fall 2014 Conference

Marriott Gateway on the Falls  
Niagara Falls, ON

CONFERENCE REGISTRATION FEES

November 5-7, 2014

CEO Members

Full Conference Registration	\$ 355.00	_____
Companion's Registration	\$ 150.00	_____
Non-member Registration	\$ 395.00	_____

One-day Registration

Please indicate which day:	\$ 300.00	_____
<input type="checkbox"/> Wednesday <input type="checkbox"/> Thursday <input type="checkbox"/> Friday	Subtotal	_____
	13% HST	=====
	TOTAL	=====

Payment Type:

☐ Cheque ☐ Visa ☐ Mastercard

Card #: \_\_\_\_\_ Expiry: \_\_\_\_\_

Board of Trade/Chamber of Commerce: \_\_\_\_\_

Name of Attendee: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

Please indicate the # of years as a Chamber Executive \_\_\_\_\_

Is your Chamber an accredited Chamber of Commerce? \_\_\_\_\_

Is this your first CEO Conference? \_\_\_\_\_

TO REGISTER

To register, please complete the registration form and return with payment to:

Chamber Executives of Ontario  
55 Northfield Dr. E., Suite 357  
Waterloo, Ontario N2K 3T6  
Tel: (519) 498-9552  
Fax: (519) 880-0853

Email: tletts@chamberexecutives.on.ca

HOTEL REGISTRATION

Marriott Gateway  
6755 Fallsview Blvd, Niagara Falls, ON L2G 3W7

Ask for the CEO room rate which ranges from \$115-\$130 plus tax.

For Reservations Call: 1-877-353-2557  
Ask for Chamber Executives of Ontario group rate.

Please note that the Chamber Executives of Ontario block of rooms is only being held until October 3rd, so please confirm your reservation as soon as possible.