



# CHAMBER: THE NEXT GENERATION

February 1-3, 2012



Delta Guelph Hotel and Conference Centre

50 Stone Road St. West, Guelph, ON N1G 0A9

## Our Innovation Legacy Making Innovation Tangible



Kevin Hall  
University of Guelph



Kirk Roberts  
Innovation Guelph



Karen Farbridge  
Mayor of Guelph



Jonathan Burns  
Strategy Cube

This conference will explore your role:

- as a regional innovation catalyst
- as the "go to" business connector in your town
- as a cool community leader that young professionals need to know

## New Canadian Member Strategies



Gillian Hewitt-Smith  
Institute for Canadian Citizenship



Erin Skimson  
University of Guelph



Lloyd Longfield  
Guelph Chamber

Can Chambers Survive The Digital Age?

Gain practical tips and ideas on:

- Engaging members through better surveys
- Increasing sponsorship revenue
- Reducing staff turnover
- Motivating your team
- Developing new programs

## More Members, More Sponsors, Higher Profile



Lisa Kember  
Constant Contact



Andrew Wall  
Sandler Training



Linda Kern  
Teneo Results

## Grow Forth & Prosper



Tim Feil  
LinEx

## Powering Your Leadership



Carly O'Brien  
The Achievement Centre



Sarah Sladek  
XYZ University

The End of Membership As We Know It

## Power of Laughter



Neil Aitchison  
Melloul-Blamey Construction



Matt Rendall  
Clearpath Robotics

## A Passion For Promoting Business



Mary Armstrong  
Greater Barrie Chamber





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How will chambers be different in 2012, 2015 or 2020?

What programs will be the same and where are the new opportunities? This conference will focus on steps chambers and boards of trade are taking today, in order to prepare for a better tomorrow.

Be prepared to re-think your annual plan, membership model and engagement strategies as this conference provides special emphasis on discussions of the economic development initiatives chambers lead and support, including a new look at community resources, partnerships and current challenges for Ontario's business community.

Sessions will be held in both plenary and peer forums. Peer forums will include deeper discussion on topics for emerging chamber professionals, membership development representatives, as well as, for those executives that represent accredited chambers.

As in past conferences, [The Delphi Forums](#) are recommended for those chamber executives that have already led their chambers to professional accreditation. Their preferred focus is on anticipating future needs of their membership. This stream will also be of most interest to those chamber executives that have more than a decade of chamber management experience and are interested in a more self-directed learning opportunity.

[The Intrepid Forums](#) are recommended for those chamber executives within their first ten years of the profession. These executives bring a fresh perspective to the profession and have indicated a preference for more opportunities to better understand the operational and philosophical underpinnings of an effective chamber of commerce.

Time has also been scheduled for membership development executives to network in peer forums focussed on revenue development. [The Mercury Forums](#) pay particular attention to issues of retention/recruitment of members and sponsors and non-dues revenue. Focus is on how we can better understand and create opportunities to generate more member value.

All three forum streams will provide valuable insights for chamber and membership development executives and there will continue to be many opportunities for both streams to learn from one another in the plenary sessions.

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## A G E N D A

### WEDNESDAY, FEBRUARY 1ST, 2012

**2:30 - 5:45pm** **Registration Desk Open**  
(Hotel Lobby, Delta Guelph)

Guests are welcomed by representatives of the Guelph Chamber of Commerce and are provided conference kits.

**3:00 - 4:30pm** **CEO Board Meeting**  
(Terrace Room, Delta)

**5:30 - 6:00pm** **The Vodka Experience**  
A spirits education seminar

**6:00 - 6:30pm** **Meet the New OCC President Reception** (Royal City B)

Join Allan O'Dette at his first official function.

**6:30pm** **Welcome Dinner at Delta**  
(Royal City B)  
Sponsored by: The Johnston Group



**7:30pm** **Greetings**

**8:00 - 11:00pm** **Speak Easy Exchange**  
(Gryphon/Ken Danby Room)

Relax or sing along to some classic rock and blues/fusion which will ebb and flow throughout this fun filled evening. Rodney Jewell and Steve Masson get the networking started in the calm, cool fashion you've come to expect from Chamber Executives of Ontario.

### THURSDAY, FEBRUARY 2ND, 2012

(Registration Desk will be open from 7:00 am - 9:00 am)

**7:00 - 7:45am** **OES Connect to Innovate Breakfast**  
(Royal AB, Delta Hotel)

**7:45 - 8:00pm** **Opening Remarks**  
Todd Letts, Chamber Executives of Ontario

### THURSDAY, FEBRUARY 2ND, 2012

**8:00 - 8:15am** **An Innovation Legacy**  
Kevin Hall, University of Guelph

Remarks on the important responsibility universities, businesses and regional organizations have in bringing innovation and productivity alive in their communities

**8:15 - 10:20am** **Peer-2-Peer Sessions**  
(See concurrent streams 1 and 2)

**1) INTREPID & DELPHI FORUM** (Royal AB)

**8:15 - 9:10am** **Making Innovation Tangible**

This panel discussion will explore the Chambers of Commerce' role in encouraging innovation in Ontario, with emphasis on finding synergies with community partners.

Kirk Roberts, Executive Director, Innovation Guelph  
Lloyd Longfield, President & CAO, Guelph Chamber of Commerce  
Erin Skimson, Director, Business Development, University of Guelph  
Karen Farbridge, Mayor, City of Guelph

**9:10 - 9:45am** **Plenary Session**  
**Grow Forth and Prosper**  
Tim Feil, LinEx  
Matt Rendall, Clearpath Robotics

Two case studies will help define how businesses have worked with community partners to find the services, information, technologies and money needed to prosper.

**9:45 - 10:20am** **Open Networking**

**2) MERCURY FORUM** (Macrae Room)

**8:20 - 9:35am** **Engagement Rules!**  
Lisa Kember, Constant Contact

What are the best online strategies for engaging members and sponsors? This session will outline a few that will optimize your time and productivity.

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## AGENDA - CONTINUED

### THURSDAY, FEBRUARY 2ND, 2012

**9:40 - 10:20am** **Why Sales People Fail**  
Andrew Wall, Sandler Sales Institute

Andrew will outline common sales mistakes and outline strategies to avoid them and recover the sale.

**10:20 - 10:35am** **Nutrition Break**  
Sponsored by: Collette Vacations



**10:35am - Noon** **High Performance Peer-2-Peer Sessions** (See concurrent streams)

**1) INTREPID & DELPHI FORUM** (Royal A)

**10:35am - Noon** **Can Chambers Survive The Digital Age?**  
Jonathan Burns, StrategyCube

Be prepared to rethink your value proposition. Jonathan will challenge you to embrace three new strategies to enhance your relevance in the marketplace including new tools for reaching more prospects and converting them, more efficiently, into members, event registrants and sponsors.

**2) MERCURY FORUM** (Macrae Room)

**10:35am - Noon** **Cash Questions: Making The Ask**  
Linda Kern, Teneo Results, Inc.

This workshop focuses on the "consultative investigation" stage of the sales process, that is, asking the right questions to understand your prospect's point of view and key issues. Learn new techniques to prepare for your most important sales calls.

**Noon - 1:30pm** **Lunch and Keynote** (Royal A)  
**Engaging Our Communities**

Gillian Hewitt Smith, Executive Director  
Institute of Canadian Citizenship  
Sponsored by: Citslinc

Identify new ways to bring fresh ideas to your chamber by leveraging the expertise of Canada's newest citizens.



### THURSDAY, FEBRUARY 2ND, 2012

**1:35 - 2:35pm** **Building The Next Generation Chamber: Live** (Royal A)  
Johnathan Burns, StrategyCube

Jonathan will be joined by 4 business people who are digital natives (born after '73) and also chamber skeptics. They will run a live workshop to build a Commerce Enabler of the Future from the ground up using the principles from the morning session. To close off the day you will breakout into small groups for discussion and to create personal action plans for the next 60 days.

**2:35 - 2:50pm** **Nutrition Break** (break stations)  
Sponsored by: Citslinc

**2:50 - 3:50pm** **Peer-2-Peer Networks**  
(see below for concurrent streams)

**1) INTREPID FORUM** (Royal A)

#### Focus on Governance

Facilitated by Kathy McKay, Executive Director, Ajax-Pickering Board of Trade

Some say peer learning is the best learning. What's keeping you up at night? Have you got something that's really working for you that you want to share? This is an open agenda format, where chamber executives (those with less than 10 years of experience) can discuss issues of key importance in a facilitated forum.

**2) DELPHI FORUM** (Royal B)

#### Focus on Talent

Facilitated by Todd Letts, President, Chamber Executives of Ontario

Chamber executives (from accredited chambers and those with more than 10 years of experience) will discuss issues of key importance in a facilitated forum. Topics are derived from current challenges and issues facing these experienced executives.

**3) MERCURY FORUM** (Macrae)

#### A Passion for Promoting Business: Tips That Works for Me

Mary Armstrong, Director of Sales for the Greater Barrie Chamber will share her insights into what works and hasn't when selling chamber memberships, sponsorships and services.

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## AGENDA - CONTINUED

### THURSDAY, FEBRUARY 2ND, 2012

**4:00 - 5:00pm** CEO Annual General Meeting

**5:30 - 6:30pm** Barcode of Life Tour

**6:30 - 8:30pm** **Innovation Synergies Dinner**  
(University of Guelph, Science Centre Atrium)  
Sponsored by: Constant Contact



**8:30pm** **Happy Bus to Downtown Guelph**  
Delegates may choose to continue networking at the hotel's facilities or at a variety of downtown venues.

### FRIDAY, FEBRUARY 3RD, 2012

**6:30 - 7:50am** **Breakfast** (Royal A)

**8:00 - 8:30am** **Power Your Leadership**  
Carly O'Brien, The Achievement Centre

The community looks to you for direction, strength and optimism. Are you taking care of yourself? Carly will discuss the need to preserve your skills, outlook and network to help you nourish your full leadership potential.

**8:30 - 9:25am** **Forum on New Program Ideas**  
(see below for concurrent streams)

#### 1) INTREPID & DELPHI FORUM, BEAR PIT (Royal A)

Facilitated by Stu Harrison, GM, Greater Peterborough Chamber of Commerce

Got a new idea? Here's the forum to share, test and add to the ideas you and your peers are generating every day.

### FRIDAY, FEBRUARY 3RD, 2012

#### 2) MERCURY FORUM, THE MONEY PIT (Macrae)

Facilitated by Diane Stephenson, Membership Services Manager, Hamilton Chamber of Commerce

This session is dedicated to sharing, bear-pit style, ideas, successes and failures with your peers. Share stories of sales calls that went good or bad – featuring ideas on handling objections etc. and other money-making tips.

**9:30 - 10:25am** **The End of Membership As We Know It**  
(Royal A)  
Sarah Sladek, XYZ University

Demographic shifts, changes in technology, and a declining economy have merged to create a relentless three-headed monster for membership associations to combat. What members held valuable yesterday doesn't necessarily hold any value today. Sarah provides practical solutions to help you survive and thrive.



**10:25 - 10:40am** **Nutrition Break**  
Sponsored by: Nabernet/Commerce Ad & Marketing

**10:45 - 10:50am** **The ABC's of Generation X, Y and Z**  
(Royal A)  
Sarah Sladek, XYZ University

What's with this generation? What do you need to know about communicating, motivating and recruiting generations X, Y and Z? Sarah will provide valuable insight into how you can differentiate your organization to better understand, serve and leverage generational shifts and trends.

**Noon - 1:30pm** **The Power of Laughter**  
**Closing Keynote Lunch** (Royal A)  
Neil Aitchison, Melloul-Blamey

Neil will close our conference with fun and provide some helpful tips for your next big podium appearance.

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