



CHCC ANNUAL CONVENTION AGENDA

THURSDAY AUGUST 22

8:00 AM – 9:30 AM

Chamber Awards Breakfast

University Plaza Waterfront Hotel, COURTYARD

Chamber Leaders Awards Breakfast

The CHCC will host its first ever “Chamber Leaders Awards Breakfast” celebrating the best in the business. Join us as we recognize some of California’s most influential business and civic leaders for their exceptional achievements and contributions to the Latino business community. Please note; this event will be held outside, eye protection is recommended. Attire is business casual.

9:30 AM – 12:00 PM

THE PITCH PREP SESSION & BOOT CAMP

University Plaza Waterfront Hotel, BALLROOM 1

The ¡Pitchazo! Competition Boot Camp

The ¡Pitchazo!, sponsored by Bank of America, is a fast-paced venture pitching competition that leverages the massive amount of energy and support for startups working to change old business models. Twelve (12) businesses were pre-selected to learn from industry expert coaches in an intensive bootcamp session where their presentations are judged. Later, the top five (5) small and micro businesses will advance to the final round at the Stockton Arena to compete and pitch their businesses to judges and the audience who will help determine the winner. The Boot Camp is an exclusive invitation-only event.

9:45 AM – 10:45 AM

WORKSHOP: ECONOMIC AND COMMUNITY DEVELOPMENT

Stockton Arena – BREAKOUT RM 1

The Potential of Opportunity Zones: How to Leverage and Create Community Benefit

In December 2017, Congress passed the Tax Cuts and Jobs Act, which included the Opportunity Zone (OZ) tax incentive meant to spur economic development in communities lacking access to capital. The zones selected throughout California broadly fulfill the spirit of the incentive, targeting areas that were more economically distressed, and provide a national model. Since the Internal Revenue Service announced new regulations, local changemakers are seeking guidance on how to capitalize on the incentive. This panel discussion will focus on strategies changemakers can implement to ensure investments yield the maximum benefit for communities, what types of OZ projects drive investor interest, and how OZ’s are sparking innovation in California.

10:00 AM – 5:00 PM

BUSINESS EXPO

Stockton Arena – CONCOURSE

CHCC Business Expo

9:45 AM – 10:45 AM

WORKSHOP: CHAMBER LEADERS

Stockton Arena – BREAKOUT RM 2

The SBDC Advantage: How Chambers Can Work Together to Benefit Members

Savvy chambers use Small Development Business Centers to bolster service and business intelligence for their members. And for good reason: Entrepreneurs, start-ups and small businesses receive no-cost, one-on-one counseling, at-cost trainings, and other resources from SBDCs. Your members can access business planning, capital, marketing, regulatory compliance, technology development, international trade and much more via the SBDC. This panel will detail how chambers leverage what the centers offer to Chambers and their members.

9:45 AM – 10:45 AM

WORKSHOP: SMALL BUSINESS TRAINING

Stockton Arena – BREAKOUT RM 3

The Business of Philanthropy: Partnerships That Benefit the Community

Building relationships between businesses and charitable organizations can be beneficial for both parties in ways not always anticipated. These partnerships can lead to corporate social responsibility goals, employee satisfaction, marketing, tangible resources and even increased sales. During this discussion you'll hear from charitable organizations benefiting the Latino community throughout California and how they partner with local businesses.

9:45 AM – 10:45 AM

WORKSHOP: SMALL BUSINESS TRAINING

Stockton Arena – BREAKOUT RM 4

A Workforce for Today: Agencies Breaking Barriers to Train New Employees

Here in San Joaquin County, public/private partnerships are driving forward-leaning programs to train vitally needed workers. The JobRedi Foundation offers paid internships with top-ranking companies for students who have overcome tough times, Codestack Academy offers training at a fraction of the normal cost, Delta College has a special campus with certificate programs for job training and hands-on computer science learning, and San Joaquin County Worknet is unveiling a new apprenticeship program that addresses high school students and the incumbent worker.

9:45 AM – 11:15 AM

WORKSHOP: SMALL BUSINESS & CHAMBER LEADERS TRAINING

University Plaza Waterfront Hotel, BALLROOM 2

Disputes Don't Have to Be Deal-Breakers: Learn the "3 Practices" for Resolving Conflicts with Safety, Clarity, and Understanding

Conflict, accusations and vitriolic rhetoric are all around us. How do we navigate the complexities of conflict in our businesses and communities when differences large and small threaten to break down relationships and organizations? American Leadership Forum – Great Valley Chapter successfully brings together diverse people with different viewpoints, breaking the cycle of conflict with a new approach. In this session you'll experience a real and unscripted diverse circle of businesspeople exploring the complexities of addressing misunderstandings, disagreements, disputes and conflicts, using a breakthrough model of discussion. The takeaway is a simple toolkit for crossing the difference divide in the communities where we work and live.

11:00AM – 12:00 PM

WORKSHOP: ECONOMIC AND COMMUNITY DEVELOPMENT

Stockton Arena – BREAKOUT RM 1

Local Strategies to Make the Most of Opportunity Zones

The City of Stockton, with the guidance of Accelerator for America, developed a strategic plan to market specific Opportunity Zone projects and initiatives throughout the City. This case study is an example of how cities can showcase several priority projects and how to attract funders. Prepared “shovel-ready” projects can drive investor interest and thoughtful policymaking at the local level can separate your prospectus from the pack. This panel discussion will focus on how the Opportunity Zones are benefiting Stockton.

11:00 AM – 12:00 PM

WORKSHOP: ECONOMIC AND COMMUNITY DEVELOPMENT

Stockton Arena – BREAKOUT RM 2

Law Enforcement Programs That Connect Communities

Across the state, new efforts aim to solve serious urban problems: mentoring youths prone to gun violence, providing a business tax credit for hiring high-risk youth, and ready-to-work programs that help people experiencing homelessness prepared for a job. In this panel, we will discuss how our communities and businesses can make a positive impact.

11:00 AM – 12:00 PM

WORKSHOP: SMALL BUSINESS TRAINING

Stockton Arena – BREAKOUT RM 3

Crafting a Value Proposition with an Entrepreneurial Mindset

Your value proposition is the foundation of your marketing. It gives customers a compelling reason to do business with you, showing them why they need you. A strong value proposition will set your company apart from the competition. Learn the steps you can take to craft the most important part of your marketing copy.

11:00 AM – 12:00 PM

WORKSHOP: CHAMBER LEADERS & SMALL BUSINESS TRAINING

Stockton Arena – BREAKOUT RM 4

Civic Service: Making the Decision to Run for Office

Becoming a candidate for an elected office means understanding the impact a campaign will have on your career, business, family and finances. Campaign experts will describe the nitty-gritty and the rewards of running for office.

12:15 PM – 1:45 PM

GENERAL SESSION & LUNCH

Stockton Arena – ARENA FLOOR

Re-Inventing California's Communities: A Mayor's Bold Plans For Change And A City On The Rise

1:45 PM – 2:45 PM

THE PITCH COMPETITION

Stockton Arena – THE RECORD PRESS CLUB

The iPitchazo! Competition

The iPitchazo!, sponsored by Bank of America, is a fast-paced venture pitching competition that leverages the massive amount of energy and support for startups working to change old business models. Twelve (12) businesses were narrowed to five (5) during an intensive bootcamp session where their presentations were judged. Now, these micro businesses advance to the final round at Stockton Arena to compete and pitch their businesses. Both the judges and audience will determine who wins the \$5,000 prize.

2:00 PM – 3:00 PM

WORKSHOP: ECONOMIC AND COMMUNITY DEVELOPMENT

Stockton Arena – BREAKOUT RM 1

Sow the Seeds of Change: Diverse Communities Addressing Entrepreneurial Needs

Now more than ever, “forward-thinking entrepreneurs and innovators” are aspiring to launch their products to market, but many lack the resources to develop and scale their ideas. This panel will look at the creative programs that are assisting start-ups and small business growth while promoting a positive community impact. La Cocina in San Francisco and Stockton Community Kitchen are food-based incubators that provide access and resources to disadvantaged populations in their regions. Hear more about how these programs are inspiring participants to create culturally diverse and delicious food while achieving the success of owning a business.

2:00 PM – 3:00 PM

WORKSHOP: ECONOMIC AND COMMUNITY DEVELOPMENT

Stockton Arena – BREAKOUT RM 2

The Link Between Housing & Health

This panel will explore specific successful and promising models of affordable and accessible housing paired with programs and services that improve the health and quality of life for disadvantaged and at-risk community bases.

2:00 PM – 3:00 PM

WORKSHOP: CHAMBER LEADERS

Stockton Arena – BREAKOUT RM 3

Chamber Fundraising: Value-Add Services For Your Members

Non-dues chamber income can come from affinity programs, fee-for-services and education that are valued by members. Fundraising and chamber experts will detail how to make and find more income. You will also hear from rising stars who are developing new chamber practices.

3:15 PM – 4:15 PM

CAPS PRESENTATION

Stockton Arena – THE RECORD PRESS CLUB

CAPS Presentation: The 2020 Census

In 2004, the California Hispanic Chambers of Commerce launched the first Creating A Pathway to Success (CAPS) program. This annual fellowship is an intensive 6 month training that provides real-world skills for young professionals, such as interview skills, etiquette for professional gatherings, networking, and learning about optimizing personal strengths. Each year the CAPS participants present a project at the convention on an issue that is impacting Californians' lives.

3:15 PM – 4:15 PM

WORKSHOP: SMALL BUSINESS TRAINING

Stockton Arena – BREAKOUT RM 1

Financial Assistance & Incentive Programs that Benefit Small Business

State, local and regional programs can help small businesses become more efficient. This panel will focus on programs that offer financial assistance in the form of grants and loans to improve a local business as well as tax credits or other incentives for making energy efficient upgrades. These programs also offer free or low-cost technical assistance to help business owners conduct audits and implement efficient technologies.

2:00 PM – 3:00 PM

WORKSHOP: ECONOMIC AND COMMUNITY DEVELOPMENT

Stockton Arena – BREAKOUT RM 4

Taking Stock California's Cannabis and Hemp Industries

The Cannabis and Hemp industries are blossoming, and select locales are approving businesses while the state continues to expand opportunities. A panel of industry leaders will discuss current trends in business and policy that are shaping the industry. In this fast-growing business there is a niche for creative thinkers.

3:15PM – 4:15 PM

WORKSHOP: CHAMBER LEADERS

Stockton Arena – BREAKOUT RM 2

Chamber Membership: Grow, Connect & Retain!

It's called the "Value Proposition" or the WIFIM: What's In It For Me? Chambers that meet members' needs and evolve as the economy and their community change will find recruiting and retaining members easier. Chamber leaders share how it's done.

3:15 PM – 4:15 PM

WORKSHOP: SMALL BUSINESS TRAINING

Stockton Arena – BREAKOUT RM 3

How to Make Outsourcing Work for Your Business

Outsourcing can either be a big advantage or a big drag for your business – how can you ensure outsourcing is working for you? Outsourcing pressures can be intense for small business and start-ups, but these relationships have genuine potential to propel your business forward.

7:00 PM – 9:00 PM

MILLENNIALS RECEPTION

University Plaza Waterfront Hotel, Courtyard

Millennial Party Under the Stars

A celebration for our community's future. Hispanic millennials are the youngest, major ethnic group in California and across the U.S. Party Under the Stars is an evening reception overlooking beautiful Stockton in the sleek courtyard at the University Plaza Waterfront Hotel. Enjoy heavy appetizers and cocktails while lounging at the firepits or dancing to the sounds of the DJ against the hip backdrop of the hotel. Please note; this event is outside on turf; wedge heels or flats are recommended. White attire is encouraged.