



CHCC ANNUAL CONVENTION AGENDA

WEDNESDAY AUGUST 21

10:00 AM – 5:00 PM

BUSINESS EXPO

Stockton Arena – CONCOURSE

CHCC Business Expo

10:15 AM – 10:45 AM

Ribbon Cutting

Stockton Arena – LOBBY

Ribbon Cutting Ceremony & Press Event

10:45 AM – 4:30 PM

MATCHMAKING – SMALL BUSINESS CONSULTANTS

Business Consultant Matchmaking Services

SBDC specialists will work one-to-one with firms to help plan and implement successful business strategies. Onsite assistance is available for international business development, technical assistance training, access to capital, business planning services and more. Please register for consultant matchmaking services at the main registration area; training and consulting services are available free to small firms.

10:45 AM – 11:45 AM

WORKSHOP: SMALL BUSINESS PROCUREMENT

Stockton Arena

The REAL Value of Relationships: The Key to Your Business's Future

Relationships are key to any successful business contract. During this panel discussion you'll hear from procurement specialists across California about how you can develop more meaningful connections to agencies you want to do business with. Become an indispensable resource to agencies through timely and regular communications, efficient marketing strategies to attract buyers and plain old-fashioned good business etiquette.

10:45 AM – 11:45 AM

WORKSHOP: CHAMBER LEADERS

Stockton Arena

Chamber Excellence: Building a Dynamic Board of Directors

There is a formula to developing an effective chamber board of directors. Ongoing recruitment and the right blend of a member's passion and professional expertise can best serve the chamber. This workshop details how to attract, build and maintain a successful board of directors.

10:45 AM – 11:45 AM

WORKSHOP: CORPORATE DIVERSITY & INCLUSION

Stockton Arena

Corporate America- Engage Small Business and Increase Your Profit Margins!

Diversity is nature's greatest strength and that's also true in business. There's much large companies can do to engage small and diverse businesses. This workshop explores how large companies can reach out, cultivate and assist small businesses who can add value to their corporate missions and increase profits to the bottom line.

12:00 PM – 1:30 PM

GENERAL SESSION & LUNCH

Stockton Arena – ARENA FLOOR

General Session Luncheon: International Trade & Procurement

1:45 PM – 2:45 PM

WORKSHOP: SMALL BUSINESS TRAINING

Stockton Arena

California's Plan for Disaster Management & Emergency Preparedness

Experts from California's utilities and emergency response organizations will conduct an immersive workshop to prepare your organization for a disruption of service due to a disaster. Risk and resilience refer to the preparation that utilities must undergo to avoid disruptions in quality and delivery due to emergencies such as natural disasters, accidents, or international acts. Learn more about how our communities are prepared for emergencies before they occur, regardless of size or location.

1:45 PM – 2:45 PM

WORKSHOP: INTERNATIONAL TRADE

Stockton Arena

Going Global: Expert Advice on How To Grow Your Business Overseas

The largest markets for U.S. products are overseas. Many free resources are available to assist small business expand internationally. Get started now by listening to experts discuss how to access market intelligence, loans and credit insurance, matchmaking, trade counseling, cultural diplomacy, logistics and more.

1:45 PM – 2:45 PM

WORKSHOP: CHAMBER LEADERS

Stockton Arena

Community Programs that Add Value to Chamber Membership

Throughout the state, Chambers of Commerce and business organizations are reinventing concepts to attract members with programs that add value to local business. Chamber professionals will provide examples of how programs have been revitalized, re-thought or rebranded to open new channels for revenue generation and help businesses succeed.

2:30 PM – 5:00 PM

MATCHMAKING – SMALL BUSINESS PROCUREMENT

Stockton Arena – RECORD PRESS CLUB

Procurement Matchmaking

Small and diverse businesses are innovative, nimble and cost-efficient, which means as contractors they have much to offer large corporations. Procurement matchmaking sessions are designed to help Hispanic and Diverse Business Owners (HDBO) connect with participating corporations to gain contracts or engage in new business opportunities. The CHCC Business Matchmaking Sessions facilitates one-on-one meetings with procurement officials from industries ranging from energy, telecom, financial services and more.

3:00 PM – 4:00 PM

WORKSHOP: Blue Shield of California

Stockton Arena

Workshop Brought to you by Blue Shield of California

3:00 PM – 4:00 PM

WORKSHOP: CHAMBER LEADERS & SMALL BUSINESS TRAINING

Stockton Arena

Employment & Tax Guidelines for Growing Companies & Non-Profits

Think hard: Is that Employment Law poster in your office breakroom up to date for 2019? Workplace and employment laws change yearly—as do tax and accounting regulations. Hear about the latest laws, regulations and practices for nonprofits and businesses.

3:00 PM – 4:00 PM

WORKSHOP: SMALL BUSINESS PROCUREMENT

Stockton Arena

The Joys of Contracting

Winning a contract from a government agency or other organization can be a rewarding experience—or not! Business owners on this panel will have a personal perspective on the challenges of getting a contract and fulfilling it—and how building lasting relationships with clients is the game-changer.

3:00 PM – 4:00 PM

WORKSHOP: INTERNATIONAL TRADE

University Plaza Waterfront Hotel, Ballroom 1

Free Trade in the Americas: A Status Update

Trade agreements among Northern and Central America are in flux. NAFTA is dead, replaced by the United States-Mexico-Canada Agreement. Is the Dominican Republic–Central America Free Trade Agreement (CAFTA-DR) next on the chopping block? International trade experts will bring you up to date.

3:00 PM – 4:00 PM

WORKSHOP: SMALL BUSINESS TRAINING

University Plaza Waterfront Hotel, BALLROOM 2

Reboot Your Brand: Give Your Business a Marketing Makeover

Desktop publishing revolutionized printing, now social media is super-charged marketing. Reinventing your business brand is now easier and quicker than ever. This workshop will discuss strategies to rebrand your company and leverage your social media and online presence.

6:30 PM – 7:00 PM

Transportation to International Trade Evening Reception

University Plaza Waterfront Hotel

Transportation to International Trade Evening Reception

Meet in front of the University Plaza Waterfront Hotel promptly beginning at 6:30 PM for transportation to the reception site.

7:00 PM – 9:30 PM

The Port of Stockton's International Trade Reception at the Lindley House

Lindley House, Port of Stockton

The Port of Stockton's International Trade Reception at the Lindley House

Join us as we celebrate the beginning of the CHCC 40th Annual Statewide Convention. Enjoy heavy appetizers and beverages on the beautiful grounds of the Port of Stockton's historic commander's residence, the Lindley House. Take in the sights as the sun sets over the Delta channel and prepare yourself because this reception will end with a bang!

Please note; this event is mostly outside on grass and concrete; wedge heels or flats are recommended. Stockton is typically hot in August, head and eye protection is encouraged. Attire is summer-appropriate, business casual.

9:30 PM – 10:00 PM

Returning Bus Transportation

Lindley House, Port of Stockton