

BE READY FOR WHAT'S NEXT!
MOVING FROM RELEVANT TO ESSENTIAL.

FEB
2-4
2022



RENAISSANCE
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HOTEL & SPA
GLENDALE, AZ



WESTERN ASSOCIATION
OF CHAMBER EXECUTIVES
2022 CONFERENCE



Renaissance Phoenix Glendale Hotel & Spa

9495 W. Coyotes Blvd.
Glendale, AZ 85305

RATE

\$229 single/double

**Group rate is available (3) days before
and after event dates, pending availability.*

PARKING

**\$10 Overnight Self-Parking per day; \$15
Overnight Valet Parking per day**

AIR TRAVEL

**The Renaissance Phoenix Glendale Hotel & Spa
is located approximately 20 miles from Phoenix
Sky Harbor International Airport (PHX).**

CUTOFF DATE

January 12, 2022

**Reserve your hotel room now with special pricing for
W.A.C.E. Conference attendees.**

Visit <https://www.marriott.com/event-reservations/reservation-link.mi?id=1614718438868&key=GRP&app=resvlink> any time or call 1 (800) 931-1595. Please reference "WE1" when making a reservation.

W.A.C.E. does take a financial risk when securing rooms for this conference. Booking a room at another hotel increases our risk and may result in fewer rooms being booked and higher prices at future conferences. We kindly ask that you book within the group block.

Please do not book through websites like Orbitz, Expedia and Travelocity, as these reservations will not count toward the room block commitment.

Basic in-room internet is included in the guestroom rate of \$229.

Message from the Conference Chair



John Brewer,
President/CEO
Billings (MT) Chamber

I'm a sports fan. And in every sport there is a "ready position," or an "athletic position" you assume to be able to move quickly in any direction to make a play.

Being prepared for what is coming, and being equipped to respond in an environment where balls are coming at you from every direction is part of the theme of the 2022 W.A.C.E. Conference.

Over the past two years chambers learned to move fast and act in expedient ways. This changed the model of governance and ultimately moved many chambers from relevant to essential as they

led their business community through an unknown battlefield. Being relevant is simply being connected with what is happening. Being essential is being extremely important or necessary. Can your members and community be their best without you?

The chamber industry may have been born in the year 1599 in Marseilles France; but the chamber of 2022 (its expectations, importance and essentialness) has evolved. An essential chamber is one that has endeavored to be a 3C's Chamber of today: a Champion for their community; Convener of leaders and influencers; and a Catalyst for growth.

Like a phoenix rising from the desert—a rebirth of sorts—our business community, along with the support and leadership of their local chambers, is open. Unfortunately, most continue to face an array of unchartered challenges once again. Take time during this conference to reflect on how your chamber has done over the past year, but more importantly, equip yourself with resources, knowledge and contacts that will help you become essential—rather than resetting to operations of old. Your communities and members are counting on you.

As you cross paths with the conference planning committee (especially Todd Sanders, Phoenix, AZ; Robert Heidt, Glendale, AZ; Kelly Hall, Longview, TX; and Lorraine Clarno, Kalispell, MT), please give them a high five and thank them for their incredible graciousness in giving their time to build an agenda to help us all get to the next step.

Welcome to Glendale—a great community and a hub for wonderful entertainment, shopping, sun and sports.

"A good hockey player plays where the puck is. A great hockey player plays where the puck is going to be." — Wayne Gretzky

Register online at cvent.me/Xna2aG

Conference Committee

John Brewer

Billings (MT) Chamber

Ken Brengle

Mammoth Lakes (CA) Chamber

Lorraine Clarno, ACE

Kalispell (MT) Chamber & CVB

Kristen Dare

Santee (CA) Chamber

Colin Diaz, IOM

Culver City (CA) Chamber

Patrick Ellis, ACE

Murrieta/Wildomar (CA) Chamber

Paul Farmer

Salinas Valley (CA) Chamber

Krystlyn Giedt

Half Moon Bay Coastside (CA) Chamber & VB

Kelly Hall, IOM, CCE

Longview (TX) Chamber

Jeremy Harris, ACE

Long Beach Area (CA) Chamber

Robert Heidt

Glendale (AZ) Chamber

Sheri Heiney

Prescott (AZ) Chamber

Nancy Hoffman Vanyek, ACE

Greater San Fernando Valley (CA) Chamber

Jim Johnson, IOM

Pearland (TX) Chamber

Lisa Krueger, ACE, IOM

Lake Havasu Area (AZ) Chamber

Jill Lagan, ACE

Boulder City (NV) Chamber

Mike Neal, CCE, CCD

Tulsa (OK) Regional Chamber

Chris Romer, ACE, IOM

Vail Valley (CO) Partnership

Todd Sanders

Greater Phoenix (AZ) Chamber

Bret Schanzenbach

Carlsbad (CA) Chamber

Katie Stice, IOM

Rancho Mirage (CA) Chamber

Mark Turner

Gilroy (CA) Chamber

Kathi Van Etten

Simi Valley (CA) Chamber

Patty Villeneuve

Carefree-Cave Creek (AZ) Chamber

Sarah Watts

Gilbert (AZ) Chamber

Zeb Welborn

Chino Valley (CA) Chamber

Kira Zavala

The Chamber of Medford & Jackson County (OR)

Save the Dates

W.A.C.E. Academy
August 1-3, 2022
Sacramento, CA

2023 W.A.C.E. Conference
February 13-15, 2023
Sacramento, CA

Contact Us

W.A.C.E. Membership Questions
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W.A.C.E. Conference & Room
Block Questions
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@DaveKilbyWACE

Don't forget to use our
2022 Conference hashtag: #WACE2022

2022 W.A.C.E. CONFERENCE

Why should YOU attend?

The W.A.C.E. Annual Conference is a perfect opportunity to invest in your chamber and yourself. This unique conference is the convening of chamber leaders from 21 Western States and Canada, with plenty of time for networking and education. The agenda is packed with top-notch keynote speakers, workshops and educational sessions to learn from the best and brightest chamber organizations across the West. By attending, you'll gain the knowledge and the contacts you'll need to help your chamber chart a course for success.

W.A.C.E. Conference Mobile App

Download details coming soon



Networking Receptions



FEBRUARY 2

Chairman's New Member Briefing & First-Time Attendee Reception

By invitation only 4:30 – 5:30 p.m.

This reception offers first-time attendees and new members to W.A.C.E. the opportunity to meet the chair, Chris Romer, ACE, IOM, and W.A.C.E. officers. Learn how this conference continues to build relationships and strengthens your career while networking with peers in a fun, relaxed atmosphere.

FEBRUARY 2

Welcome Reception & Trade Show

5:30 – 7:00 p.m.

Kick-off your W.A.C.E. Conference experience at the Welcome Reception & Trade Show! Enjoy food and drinks as you network with peers, build vital business connections and make new friends. This is your first chance to get exclusive access to the exhibitors you've been waiting to meet. Remember to have each exhibitor sign your **2022 Trade Show Passport** for a chance to win a **FREE 3-day registration** to the 2023 W.A.C.E. Conference!

Passports will be collected the final day of the conference and the drawing will be conducted at the conclusion of the event (must be present to win).

FEBRUARY 3

Celebration Party!

Live Auction & Foundation Raffle

5:15 – 7:00 p.m.

Don't miss the action at the Celebration Party! The W.A.C.E. Foundation will host its annual Live Auction, with proceeds benefiting future W.A.C.E. programs and scholarships. The Foundation will be selling raffle tickets throughout the conference and prizes will be drawn at the conclusion of this fantastic event.

Exhibitors

(as of 12/15/21)



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Conference Schedule At-A-Glance

WEDNESDAY, FEBRUARY 2

7:30 a.m.

Registration Opens

10:45 – 11:50 a.m.

Conference Opening with Lee Rubin

12:20 – 2:20 p.m.

Connections Luncheon & Award Recognition

2:50 – 4:00 p.m.

Breakout Sessions

4:30 – 5:30 p.m.

Chairman's New Member Briefing Reception

5:30 – 7:00 p.m.

Welcome Reception & Trade Show

THURSDAY, FEBRUARY 3

7:30 a.m.

Continental Breakfast

8:00 – 8:55 a.m.

General Session with Libby Spears

8:55 – 10:15 a.m.

Business Session, Award Recognition & General Session with William Henry

10:40 – 11:50 a.m.

Breakout Sessions

12:05 – 2:05 p.m.

Luncheon with Suzanne Clark & Award Recognition

2022 W.A.C.E. CONFERENCE

Breakout Sessions and Workshops

WEDNESDAY, FEBRUARY 2

2:50 -4:00 p.m.

A. Small Chamber — Issues & Solutions

We often hear the following from smaller chambers: our boards don't understand their roles; we lack organizational structure, management and leadership; we don't have a member engagement strategy; we are continually chasing money; we are just known for hosting events; and, we don't have the resources (technology, staff and time) needed to succeed. Join us to discuss these challenging issues.

- **Anne Glasscock, ACE, Kaufman (TX) Chamber**
- **Heidi McCutcheon, Shelton-Mason County (WA) Chamber**

B. Business Retention & Expansion — BRE

Eighty percent of all new jobs in America are created by existing businesses in our communities. 3C chambers are uniquely positioned to not only retain businesses in their communities, but to help them grow and create new jobs. Learn how to build out a successful BRE program, understand how to partner with government to maximize your effectiveness and develop strategies to sustainably fund a program for your chamber.

- **Michael Guymon, Tucson Metro (AZ) Chamber**
- **Jeanine Jerkovic, City of Surprise (AZ)**
- **Erin Hull, Redding (CA) Chamber**

C. Telling Your Chamber's Story

You could be the best chamber in the world, one that delivers unprecedented value – but if you don't communicate that value, it's all for nothing. Telling your chamber's story is vital to the success of your organization. This session will help you develop a process to answer 4 questions: What is your chamber's story (value proposition)? How do you create a compelling story? How do you deliver that story? What outcomes can you expect when that story is delivered?

- **Kathleen McNary, Carlsbad (CA) Chamber**
- **Laura Perdue, Greater Irvine (CA) Chamber**

D. Houston, WE have a Problem: Leading Through Crisis

In March 2020, chambers were put on notice. Needed more than ever, our business model was rendered virtually useless. Our value proposition was tested. No events = no revenues. No meetings = no convening. Learn how our panelists moved the dial from relevant to essential organizations. How did they change to successfully grow and retain members, monetize those activities and emerge stronger? How are they, post-pandemic, continuing to disrupt, change and deliver to grow into the future?

- **Rachel Beld, Vista (CA) Chamber**
- **Tara Doyle-Enneking, Puyallup Sumner (WA) Chamber**
- **Deanna Palm, ACE, Washington County (OR) Chamber**

E. Tough Community Issues — Determining What They Are & Being a Leadership Force

Is your chamber a leading force in the community, or are you sitting on the sidelines? Successful chambers should be relevant, mission-driven conveners for the betterment of the region. They must be able to identify and bring the right people to the table to find solutions to the tough issues. Join us for an interactive session led by chamber leaders who have unlocked their organization's problem-solving capacity to identify and work on problems affecting their community.

- **Candace Carr Strauss, Sedona (AZ) Chamber & Tourism Bureau**
- **Brittany Quick-Warner, Eugene Area (OR) Chamber**
- **Chris Romer, ACE, IOM, Vail Valley (CO) Partnership**

RENAISSANCE PHOENIX GLENDALE HOTEL & SPA

THURSDAY, FEBRUARY 3

10:40 – 11:50am

A. DEI Business Strategies

If your chamber is unsure where to begin to address diversity, equity and inclusion as a strategy for talent attraction and retention, or if your chamber is searching for ideas along your journey of growth, this session is for you. Making DEI a strategic priority while providing tools for your investors will take your chamber and community to the next level. Come explore, with an open mind, the benefits of recognizing and embracing the need for change.

- **Frank Ferral, Greater Stockton (CA) Chamber**
- **William B. Henry, Be Better World LLC**
- **Angela Hughey, ONE Community**

B. Additional Revenue Streams

It's common for approximately 40% of a chamber's income to come from dues, but where does the other 60% come from? Chambers today MUST continue to explore different ways to drive revenue. This session will cover trends in publications and media while diving into sources of revenue, including lease space, conference center, grants, contracts, and capital campaigns. This session will also introduce how non-mission-focused revenue can result in unrelated business income tax (UBIT).

- **Jason Camis, Gardner-Edgerton (KS) Chamber**
- **Jason Mock, San Marcos Area (TX) Chamber**
- **Katie Stice, IOM, Rancho Mirage (CA) Chamber**

C. Membership Retention

Many members have already decided within the first 90 days of their membership if they will renew based on their onboarding experience. In this session, we will cover what a successful onboarding process looks like in 2022. Learn how to build and structure a plan of contact using staff, volunteers and automated touch points. You will walk away with a comprehensive draft retention plan and a new perspective on how to effectively communicate to your members, resulting in retention for years to come.

- **Shane Etwiler, Great Falls Area (MT) Chamber**
- **Allison Walden, Tulsa (OK) Regional Chamber**

D. Government Affairs/Advocacy — Tips for Success, Including Monetizing your Program

Is your chamber considered the lead business advocacy organization in your area? Do you know the difference between issue management/advocacy vs. political action? Are there ways to make non-dues income off your governmental affairs activities? For the answers to these questions, or any question you may have on why it is imperative for your chamber to be THE business advocate in your community, join us at this session.

- **Ken Brengle, Mammoth Lakes (CA) Chamber**
- **Cathy Burwell, Helena Area (MT) Chamber**
- **David Schroedel, Tacoma-Pierce County (WA) Chamber**

E. The Changing Workplace — Are You Ready?

The past couple of years have changed how we think about office and team dynamics. These changes are rooted in organizational policies, how our offices look and defining our culture. In order to recruit and retain top talent, chambers will need to evolve our core infrastructure to support these changes. This session will dig into strategies, policies and barriers that will lead to being a destination employer and serving your business community effectively long into the future.

- **Paul Komadina, CBRE Arizona**
- **Anna Robinson, Vail Valley (CO) Partnership**
- **Kami Welch, Arvada (CO) Chamber**

RENAISSANCE PHOENIX GLENDALE HOTEL & SPA

Featured Speakers

WEDNESDAY, FEBRUARY 2

Grand Opening

Build an Extraordinary Team



Lee Rubin

Lee Rubin has been building high performance teams for 20 years, starting as captain of the Penn State football team and moving on to professional sports

and then corporate America as a human resource executive. Rubin has worked with Fortune 500 companies, college and professional sports teams, and organizations across the country.

THURSDAY, FEBRUARY 3

General Session

Meet Me Around the Campfire



Libby Spears

Sponsored by U.S. Chamber Institute for Organization Management

Libby Spears is the founder of Bravo CC, which specializes in helping organizations

shape confident leaders. She has traveled the world to help leaders and organizations uncover and expand their potential. Spears used her love for talking to win a college scholarship, started her firm after training a group of architects to be better public speakers, and now works with clients who "get it but aren't sure how to get there."

General Session

I Have an I.D.E.A.: Identifying Diversity, Equity, & Assumptions.



William B. Henry

Sponsored by the Billings (MT) Chamber

William B. Henry has more than 20 years of experience helping executives, teams and organizations develop

leadership, plan strategically, engage employees and build cultures. He has helped clients in a wide variety of industries, including community corrections, blood banks, professional service organizations and school systems (grades K–12).

2022 W.A.C.E. CONFERENCE

Conference Schedule At-A-Glance

Continued

2:20 – 3:30 p.m.

Breakout Sessions

3:50 – 5:00 p.m.

Breakout Sessions

5:15 – 7:00 p.m.

Celebration Party with Live Auction

FRIDAY, FEBRUARY 4

7:45 a.m.

Continental Breakfast

8:10 – 9:00 a.m.

General Session with Casey Steinbacher

9:00 – 9:10 a.m.

Recognition of ACE Recipients

9:30 – 10:30 a.m.

General Session - "Ted Talks"

10:30 – 10:50 a.m.

Academy Graduation

10:50 – 12:00 p.m.

Closing Session with Jeff Tippett

12:00 p.m.

"Stay to the End" Cash Drawing Conference Adjourns

Breakout Sessions and Workshops

THURSDAY, FEBRUARY 3

2:20 – 3:30 pm

A. Staff Challenges: Motivation & Burnout

Many chamber executives spent most of the pandemic months dealing with a combination of desire to help, fear of not helping enough and adding an additional layer of stress to their lives. This new stress, coupled with the challenges of balancing our personal and professional lives, has and continues to demotivate and cause burnout at all levels. This session will provide tips on putting time in your schedule for work, rest and play and help you understand what really matters. A highlight will be a demonstration and opportunity to practice stress-relieving stretches and light exercises you can do at your desk.

- **Ben Kalkman, Rocket Media**
- **Darla Reed, Arizona Life Chiropractic Center**

B. Chamber's Role in Economic Development

Economic Development — Chambers have fulfilled this function in their communities since their inception. Where does your chamber fit into this vital role? Do you have a dedicated staff person for this role? Are you a one-person operation doing it all? Does your chamber partner with other organizations? Or are you not quite sure where to begin? Join us as we explore the topic which is woven into everything we do to ensure a vibrant and strong community.

- **Tallia Hart, Healdsburg (CA) Chamber & VB**
- **Jessie Pederson, City of Glendale Economic Development**

C. Membership Sales & Recruitment

W.A.C.E. survey data shows a 20% decrease in membership retention the year following the 2008 financial crisis. What will it show post-pandemic? This session will provide you with ideas, strategies, and tools to assist your chamber in staying above the red line and maintaining and improving membership numbers. We'll talk best practices on closing the sale and sealing the deal for members' second year and beyond.

- **Derek Miller, Salt Lake (UT) Chamber**
- **Myke Munroe, Murrieta/Wildomar (CA) Chamber**

D. Collaboration & Partnerships: How Chambers Can Lead

Through cooperation and coordination, chambers that form partnerships can share plans and resources, solve problems together, and build coalitions that make a difference in their community. Panelists will share case studies of national, statewide and local partnerships that helped get things done, explore the advantages and pitfalls, and share how to monetize them.

- **Nancy Hoffman Vanyek, ACE, Greater San Fernando Valley (CA) Chamber**
- **John Tayer, Boulder (CO) Chamber**
- **Sherry Taylor, Mason-Deerfield (OH) Chamber**

E. Chambers Assisting the Hospitality Industry

Chambers play an important role in stimulating and supporting the local economy. Since March 2020, the hospitality industry (hotels, restaurants, attractions, event venues, wineries, etc.) have been hit the hardest, some still without recovery. This workshop will provide insight on how your chamber can support this crucial industry through strategies in the areas of communication, workforce, legislative and consumer motivation.

- **Sheila Goode, Wickenburg (AZ) Chamber**
- **Mark Stanton, Scottsdale Area (AZ) Chamber**
- **Alex Sholly Tyson, IOM, Visit Billings (MT)**

THURSDAY, FEBRUARY 3

3:50 – 5:00pm

A. What Chambers Need to Be

Chambers are more important than ever before. The past couple of years have proven that in our communities. The lingering question, however, is one that revolves around what chambers need to be in the future. This session tackles that topic, highlights where focus should be centered, and takes a deeper dive into why this all matters.

- **John Brewer, Billings (MT) Chamber**
- **Ann Hutchison, CAE, Fort Collins Area (CO) Chamber**
- **Bret Schanzenbach, Carlsbad (CA) Chamber**

B. Workforce Development

You have to be at the Workforce Development Board table. If you don't have this table, you need to build it. It is no longer a choice for chambers. This breakout will explain the importance of workforce development in your chamber and communities, as well as how to create value and programming around this important topic.

- **Patrick Ellis, ACE, Murrieta/Wildomar (CA) Chamber**
- **Erik Williams, Vail Valley (CO) Partnership**

C. Chamber Foundation Best Practices

What is the advantage of setting up a 501(c)(3) foundation and is it worth it? Hear from industry executives who operate foundations within their chambers as they share their basics: where to begin, ideas for organizational structure, programs which qualify, lessons learned, and what they wish someone had told them along the way. If you are considering or are in the beginning stages of establishing a foundation, join us for this session!

- **Scott Muelrath, Henderson (NV) Chamber**
- **Pam Ridler, CCE, Castle Rock (CO) Chamber**

D. Strategic Planning

Without a defined direction and executable plan, your chamber may be behaving more like a lost hiker, instead of the experienced navigator your organization and community needs. In this session, learn why it's important to set your chamber's path, how to be reasonable with goal setting, and tips on dealing with the inevitable bumps in the trail. Lace up those boots...we're hunting success!

- **Krystlyn Giedt, Half Moon Bay/Coastside (CA) Chamber & VB**

E. Small Chambers — Ask Me Anything

Are you looking for information or need an answer to a question that didn't get addressed in another session? Or are you looking to start a dialogue to discuss/confirm an opinion on a topic? If so, then this session is for you! Our panel of industry experts will offer advice, get the conversation started to help you be successful and maybe even learn from their mistakes.

- **Jill Lagan, ACE, Boulder City (NV) Chamber**
- **Jeremy Harris, ACE, Long Beach Area (CA) Chamber**

Featured Speakers

General Session

Luncheon with the U.S. Chamber President & CEO



Suzanne Clark

Suzanne Clark is president and CEO of the U.S. Chamber, a director on two corporate boards and former owner of a financial information boutique business. She has led a

multi-year effort to strengthen the Chamber's influence, advocacy and impact while modernizing its work and attracting new members from the fastest-growing and most innovative sectors of the economy. Clark helped drive the national conversation on managing and recovering from the pandemic through the U.S. Chamber Foundation's Path Forward program.

FRIDAY, FEBRUARY 4

General Session

From Relevant to Essential



Casey Steinbacher

Casey Steinbacher, a nationally recognized expert on urban innovation strategies, served as CEO of chambers of commerce in Pennsylvania, Florida and

North Carolina before founding Finding Next, which helps organizations and communities reimagine their model, mission and work.

Her book, *From Relevant to Essential*, redefines the work community-based organizations need to do to elevate their value from relevant to essential in today's world.

Closing Session

Power of Persuasion: Unleashing Your Superpower



Jeff Tippett

Jeff Tippett, founder of public affairs firm Targeted Persuasion, is an international speaker who has worked on political campaigns from the city council to the presidency. The author of *Unleashing Your*

Superpower, Tippett says there's power in persuasion because there's power in connection — one is useless without the other. He leads diversity and engagement communications at the University of Tennessee Knoxville and is completing doctoral studies in higher education leadership.

General Information

Important Dates

Early Bird Registration ends on December 7, 2021

Attendees who register by December 7 will be entered into a drawing with a chance to win a FREE webinar series!

Discounted Registration ends on January 7, 2022. After January 7, all fees will go up.

The deadline to register is January 18, 2022. This is also the last day to submit a substitution and/or request a cancellation in writing.

W.A.C.E. Foundation

The W.A.C.E. Foundation helps to pay for conference speakers and fund scholarships for local chamber executives and staff to further their professional development.

Please Consider Giving to the Foundation

W.A.C.E. Membership Discounts

W.A.C.E. members receive discounted prices when they register to attend the conference. To become a member, visit www.waceonline.com/join and download the membership application. Membership is on an individual basis and does not cover your chamber as a whole. There is a \$35 new member processing fee per person.

Conference Attire & Glendale, AZ Weather

Business casual attire is requested at all conference events and sessions. We advise wearing layers as the temperature in the meeting rooms may vary.

Average daily temperatures for February range from a low of 46 to a high of 75.

Food Allergies/Dietary Restrictions

W.A.C.E. makes its best effort to accommodate all attendees with its menu choices for group functions. When you register for the conference, please share your dietary restrictions to help us prepare accordingly.

COVID-19 GUIDELINES

W.A.C.E. conference participants, exhibitors, sponsors, speakers and staff will adhere to appropriate COVID-19 guidelines and protocol at the time of the event.

Accessibility

W.A.C.E. is committed to ensuring that its annual conference is accessible to persons with disabilities. Persons with disabilities are strongly encouraged to make this indication on their meeting registration form. The more notice you give us, the better we will be able to accommodate you so that you have a safe and enjoyable experience.

For airport assistance, please contact **TSA Cares** for additional travel services. This program provides travelers with special needs information on what to expect at airport security checkpoints, along with whom to contact if additional assistance is needed.

Cancellation & Refund Policy

Requests for cancellations must be made in writing to W.A.C.E. and received by January 18, 2022, for registrants to receive a 90% refund of the cost of registration. No refunds will be made for cancellations received after January 18, 2022, or for no-shows. Refunds may not be processed until after the conference concludes.

Terms & Conditions

Your registration entitles you to admittance to the event for which you have registered. Any and all costs associated with your attendance (including without limitation travel and accommodation expenses) shall be the attendee's sole responsibility. W.A.C.E. shall have no liability for such costs. No one under the age of 18 shall be admitted to the event. Attendee badges must be worn at all times in event areas. Usage of the W.A.C.E. logo in any capacity is prohibited without the express written consent of W.A.C.E. officials. The personal information supplied in connection with this registration will be held by W.A.C.E. as a record of attendees, sponsors and exhibitors. By registering for this conference, the parties concerned are agreeing that the conference organizers may use that personal information to contact them by email, direct mail, or telephone, in order to supply information relevant to this conference. Photos and video recordings will be taken by W.A.C.E. personnel during the conference. By registering for this conference, you are authorizing W.A.C.E. to utilize any media collected in future promotions. You acknowledge and agree that W.A.C.E. reserves the right to remove you from the event if W.A.C.E. determines that your presence or behavior creates a disruption or hinders the event or the enjoyment of the event by other attendees. Solicitation of products, events or services not pre-approved per Exhibitor/Sponsor agreements are strictly prohibited during conference activities.

Thank You to our Conference Sponsors

(as of 12/15/21)

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CONFERENCE REGISTRATION

Paying by **CHECK**? Fill out this form!

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WESTERN ASSOCIATION
OF CHAMBER EXECUTIVES

2022 CONFERENCE

CONTACT INFORMATION

Information listed below to be used for the attendee roster and name badge.

Chamber/Organization

First & Last Name

Job Title

Address

City/State/Zip

Email (required)

Phone Number

Is this your first W.A.C.E. Conference? Yes No

Will you be staying at the Renaissance Phoenix Glendale Hotel & Spa? Yes No

Dietary Restrictions: Vegetarian Gluten Free Other: _____

Accessibility Requirements: Yes No If so, please describe: _____

Emergency Contact

Relationship

Phone Number

1 REGISTRATION FEES **NOTE: \$30 of the registration fee will go to the W.A.C.E. Foundation.*

Please note, you must indicate one type/day(s)	On or before January 7		After January 7	
	Member	Non-Member	Member	Non-Member
Three Day <input type="checkbox"/> Wednesday-Friday	\$595	\$745	\$645	\$795
Two Day <input type="checkbox"/> Wednesday-Thursday <input type="checkbox"/> Thursday-Friday	\$545	\$645	\$595	\$695
One Day <input type="checkbox"/> Wednesday <input type="checkbox"/> Thursday <input type="checkbox"/> Friday	\$285 \$385 \$285	\$335 \$435 \$335	\$335 \$435 \$335	\$385 \$485 \$385

2 NETWORKING RECEPTIONS

Will you attend the Welcome Reception (**February 2**)? Yes No
If so, would you like to bring a guest for \$90? Yes No

Will you attend the Celebration Party (**February 3**)? Yes No
If so, would you like to bring a guest for \$90? Yes No

Guest's First & Last Name

3 OPTIONAL - W.A.C.E. FOUNDATION DONATION: \$50 \$100 \$150 other _____

TOTAL AMOUNT ENCLOSED 1 \$ _____ + 2 \$ _____ + 3 \$ _____ = \$ _____

BREAKOUT SESSIONS

Select the sessions you will attend that are applicable per the dates you are registered. **Review the session descriptions inside the brochure before choosing. Please note, registration cannot be processed unless breakout sessions are selected.**

Wednesday Breakout Session

2:50 p.m.: A B C D E

Thursday Breakout Sessions

10:40 a.m.: A B C D E

2:20 p.m.: A B C D E

3:50 p.m.: A B C D E

PAYMENT

Your registration CANNOT be processed until payment has been received. To ensure you are registered for the 2022 W.A.C.E. Conference, your completed registration form and payment must be received by W.A.C.E. by **January 18, 2022**.

CHECKS are payable to W.A.C.E.

Mail to: W.A.C.E., P.O. Box 1736, Sacramento, CA 95812-1736

To pay with a credit card (Visa or MasterCard), register at cvent.me/Xna2aG

CANCELLATION POLICY

90% refund of the cost of registration will be provided for cancellations made in writing on or prior to January 18, 2022. After January 18, 2022, no refunds will be made.

REGISTRATION DEADLINE

Registrations will be accepted until **January 18, 2022**. No registrations or substitutions will be accepted after January 18, 2022.

TERMS & CONDITIONS

A complete list of our terms & conditions is listed on the general information page of this brochure. By registering for this event, you agree to these terms.

Register online at cvent.me/Xna2aG