LEAD. Conference Agenda Denver, Colorado | Sept 24th - Sept 27th

Tuesday, September 24, 2019			
	State Chamber CEOs	COSC	ASCP
3:00 - 5:00 pm	**COSC Board Meeting** *Room: Horace Tabor*	**Leverage COSC to Advance Your Chamber** *Room: TBD* COSC continues to evolve to better support the mission of our members. This session will address three key value drivers for State Chambers: (1) COSC's curated collection of policy materials on critical state business policy issues, accessible through our reengineered website (no more wiki!); (2) New communications tools accessible through the COSC website to foster more robust collaboration; and (3) COSC's policy and professional committees, through which COSC develops best practices for use by our members. MemberClicks, which partnered with COSC to develop our new website, will join us to for this discussion focused on leveraging COSC to advance your State Chamber.	**ASCP Board Meeting** *Room: Boardroom*
6:00 - 7:30 pm	**COSC / ASCP Welcome Reception** *Location: Rock Bottom Brewery*		

Wednesday, September 25, 2019				
	State Chamber CEOs	COSC	ASCP	Local/Metro Chambers
8:30 - 12:00 pm	**State Chamber CEOs Morning Session** *Room: Horace Tabor* COSC Compensation Survey Release - COSC Annual Meeting	**COSC Committee Breakout Sessions** *Room: TBD* We will kickoff the first day of the conference with the morning dedicated to custom programming for COSC Government Relations, Communications, Operations, and Policy Committees members. These sessions will focus on operational and policy issues specific to state chambers such as legislative scorecards, ballot initiatives, changing state political climate, using social media or video to leverage communication strategy, managing roles in a growing chamber, and so much more.	**ASCP Programming** *Room: Molly Brown* 8:30-8:45am - Welcome & Introductions 8:45-10:00am - David Woods - Business Development: Making Your Message Irresistible 10:00-11:00am - Panel Discussion - Retention Best Practices 11:00am - Noon - ASCP Sponsor Updates	
Noon - 1:00 pm	**Networking Lunch** *Room: Confluence Foyer*			
1:00 – 3:30 pm	**Best & Worst Roundtable Sessions** *Room: Horace Tabor* Consistently our top-rated session, where we invite you to share with your colleagues in a roundtable discussion, the best and worst practices your chamber implemented in the past year.	**Best & Worst Roundtable Sessions** *Room: Platte River Room* Consistently our top-rated session, where we invite you to share with your colleagues in a roundtable discussion, the best and worst practices your chamber implemented in the past year.	**ASCP Programming** *Room: Molly Brown* 1:00-2:00pm - David Woods - Connecting with People: CEO Mindsets During the Sales Process 2:00-3:30pm - Best & Worst Roundtable Session	**Best & Worst Roundtable Session** *Room: Lawrence AB* Potential Speaker: Dave Kilby
3:45- 5:00 pm	**General Session and Conference Kickoff: Kristen Soltis-Anderson, Author, Pollster, Podcaster, Columnist, Cofounder of Echelon Insights, Millennial (and Gen Z) Whisperer** *Room: Confluence Ballroom* When you pen a book – The Selfie Vote: Where Millennials Are Leading America (And How Republicans Can Keep Up) – about America's most commercially and politically sought-after, not to mention largest, cohort, leaders all around the country take notice. What millennials are thinking, and how they are voting at the ballot box and with their wallets, is especially important as younger Americans have in some ways broken the mold with some of their economic and political decision making. Kristen is a modern-day renaissance woman, communicating across numerous media platforms, and she will lead a lively, interactive discussion on our future – and increasingly, current – leaders' thoughts on everything from socialism to the sharing economy and how those trends will affect 2020 and beyond.			
5:30 - 8:30 pm	**COSC/ASCP Awards Dinner** *Room: Augusta*			**Welcome Reception** *Pool Deck* 5:30-6:30PM

Thursday, September 26, 2019				
	State Chamber CEOs	COSC	ASCP	Local/Metro Chambers
8:00 - 8:45 am	**Breakfast and U.S. Chamber Update: Neil Bradley** *Room: Confluence Ballroom*			
9:00-9:45	**Public Policy and Communications Roundtables** ***Choose 1 of 3 roundtable topics:*** ***1) Session TBD*** **2) Session TBD** **3) Session TBD**		**ASCP Programming** *Room: Molly Brown* 9:00-9:45am - Panel Discussion - Non-Dues Revenue & Affinity Programs 10:00-11:45am - David Woods - Final Session TBD	**Public Policy and Communications Roundtables**
10:00 - 10:45 am	**Public Policy and Communications Roundtables** ***Choose 1 of 3 roundtable topics:*** ***1) Session TBD*** **2) Session TBD** **3) Session TBD**			**Public Policy and Communications Roundtables**
11:00-11:45 am	**Public Policy and Communications Roundtables** ***Choose 1 of 3 roundtable topics:*** ***1) Session TBD*** **2) Session TBD** **3) Session TBD**			**Public Policy and Communications Roundtables**
12:00- 1:00 pm	**Networking Lunch** *Room: Confluence Ballroom*			
1:15-2:30 pm 2:45-4:00 pm	**Emerging Issue Panels** *Room:*		**ASCP Afternoon Tour** *ASCP members only	**Emerging Issue Panels** *Room:*
6:00 - 8:30 pm	**Thursday Evening Event** *Denver Union Station Main Hall* *Please join us on Thursday, September 26 at Denver's 100-year-old Union Station Great Hall for dinner, drinks and a variety of entertainment. Truly Denver's Living Room, the energetic Great Hall of Denver Union Station has been hailed as an award-winning setting. Kick back on the lounge-style seating vignettes and enjoy our musical entertainment while you dine on a menu of Colorado-inspired foods or challenge colleagues to a game of shuffleboard! Union Station is located just 5 blocks from our hotel and is at the center of the bustling city so we welcome you to check out the downtown scene as the night goes on.*			

Friday, September 27, 2019				
	State Chamber CEOs	COSC	ASCP	Local/Metro Chambers
8:30 - 9:15 am	**Breakfast with Dan Schnur & Michelle Russo, U.S. Chamber Chief Communications Officer** *Room: Confluence Ballroom* *Getting your message heard in this world of endless politics and policy continues to be a challenge for chambers, elected officials and campaigns. Join the conversation with two experts in the communications and political fields to hear the latest on how to effectively message and navigate the current political climate.*			
9:15 - 10:30 am	***On Deck with the Admiral – How to Plot a Course through Crises Foreign & Domestic*** *Speaker: Admiral James A. Winnefeld, Jr., Former Chairman, Joint Chiefs of Staff* *Room: Confluence Ballroom* *From his days as an instructor at the U.S. Navy Fighter Weapons School, better known as TOPGUN, to his tenure as our country's second-highest ranking military officer, Admiral James Winnefeld has lived his life keeping others safe. His service has taken him around the world, from combat operations in Afghanistan and Iraq, to NATO command in Europe, to just down the road in Colorado Springs commanding NORAD and USNORTHCOM. All of these experiences have helped forge Admiral Winnefeld into one of the most knowledgeable and articulate voices on the myriad geopolitical threats we face. But a tragedy much closer to home has steeled his resolve to tackle one of the foremost challenges countless Americans and their families and friends face every day: the scourge of addiction. Join us for breakfast as we explore how we can, together, steer through these treacherous seas.*			
10:30 AM	**Conference Adjourns**			
10:30-12:00 pm			**ASCP Membership Meeting / Closing Session** *Room: Molly Brown/Horace Tabor*	