

2026 CPO ANNUAL AWARDS

January 28, 2026—6:30PM

Pro Football Hall of Fame

Canton, Ohio



Matt Owen

Executive Director
Chamber Professionals of Ohio

Report to the Membership
STRATEGIC PLAN 2025-2027

GOAL 1: Professional Development

GOAL 2: Organization Rebrand

GOAL 3: Expand Organization

GOAL 4: Resources



GOAL 1: Professional Development

Objective A: Create new opportunities for professional development and organization excellence.

Key Tactics:

Create/Implement multi-level educational curriculum for entry-level, mid-level and seasoned chamber executives.

Completed:

- Updated “*First 100 Days*” program to reflect new requirements/trends
- Created a new *Onboarding Program* for new chamber CEO’s
- *Chamber 201* - Created a new program for Chamber CEOs at their 5+ year mark of their careers.
- CPO now offer the “*All Things Chamber*” Starfish Partnerships.

In progress:

- 10 year + Chamber CEO career development
- Metro/Regional Chamber CEO career development

Objective B: Update and improve Organizational Consulting Services

Key Tactics:

1. Maximize effectiveness by focusing on following consulting services:
 - Strategic Planning
 - Executive Search
 - Board Governance
 - CEO Transitional Planning
 - Onboarding “First 100 days”
 - Coaching/Mentoring



GOAL 2: Organization Rebrand

Objective A: Develop new brand for organization

At the November 2024 Strategic Planning Session, the Board approved and authorized a complete brand redesign including a new logo and name of organization.

Key Tactics:

First Quarter of 2025: (April 1, 2025)

- New organization name selected
- New logo (Brand) is selected
- Begin process of updating organizational materials and media

Objective B: Organization Brand Awareness

Expand awareness of the organizations brand by communicating the value proposition among chamber executives, benefit providers and businesses that support the chamber industry.

Key Tactics:

1. Improve communication effectiveness through all organization news/media outlets.
2. Schedule visits and set up group presentations to promote new services and direction.



GOAL 3: Expand Organization

Objective A: Build strong professional relationships with Ohio's regional chambers

Conduct informative meetings with Regional CEO's to seek feedback and input on professional training & development needs.

Key Tactics:

- Establish professional training model for regional staff.
- Coordinate informational sessions for CEO's seeking professional designations.

Objective B: Form geographical service regions (Collaborations) to better serve all chambers.

Create new Regional Chamber Collaborations to maximize the organizations efforts with in-person training/mentoring.

Key Tactics:

- Establish regional groups (Next 12-18 months)
- Establish key chamber executives to assist with coordinating their region.
- Generate program calendar and schedule.
- Key issues, trending topics, industry updates and information sharing.

Objective C: Continue to strengthen and expand professional relationships with key industry partners.

Continue to nourish and grow our current partnerships.

Key Tactics:

- Provide support and development to strengthen chamber service and benefit organizations here in our state.
- Continue to be a key partner of our national chamber organizations, ACCE & U.S. Chamber of Commerce.
- Seek new sponsorship partners.



GOAL 4: Resources

Objective A: Build an online library of chamber industry samples for members to access.

Key Tactics:

- Gather samples documents from small, medium and large chambers.
- Utilize our professional relationship with the U.S. Chamber of Commerce and ACCE as a resource of information and samples.

Objective B: Build an online training video library.

Key Tactics:

- Provide training and informative sessions for members to access and utilize.



Membership Growth Summary

- **2023 Year-End Membership:** (63) paying members
- **Ended 2025 with 21 New Members:** 110 members total
- **Net Growth:** +47 members
- **Percentage Growth:** 74.6% increase over the past year and a half period

Key Growth Drivers

1. **Enhanced Member Engagement:**
2. **Improved Communication and Visibility:**
3. **Membership Outreach and Recruitment:**
4. **Value-Added Benefits:**

2026 Membership Goals:

1. Continue to schedule visits.
2. Continue to grow membership.
3. Get feedback from chamber CEOs and staff on needs/challenges/changes in the industry.



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OUTSTANDING CHAMBER OF THE YEAR

(Over 600)

S Y L V A N I A



AREA CHAMBER OF COMMERCE

OUTSTANDING CHAMBER OF THE YEAR

(Under 600)



Willoughby
Western Lake County
CHAMBER *of* COMMERCE

MICHAEL A. SCHULTZ

PROFESSIONAL OF THE YEAR

(Over 600)



Joy Lytle

President

Clermont Chamber of Commerce



MICHAEL A. SCHULTZ

PROFESSIONAL OF THE YEAR

(Unver 600)



Stacy Beougher

Executive Director

Celina-Mercer Chamber of Commerce



CELINA-MERCER COUNTY
CHAMBER OF COMMERCE

Lifetime Legacy Award



Janet Tressler Davis

President & CEO

Westerville Area Chamber of Commerce



Lifetime Legacy Award



Tony Gallo

President

Lorain County Chamber of Commerce



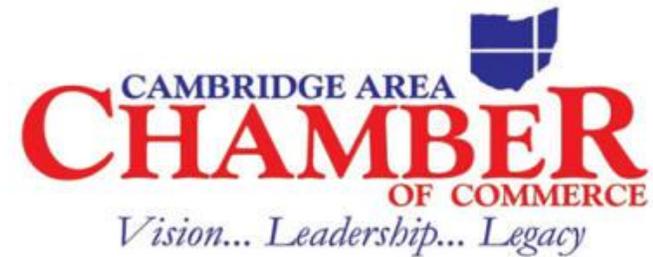
Outgoing 2025 Board Chair (CPO)



Jennifer Vincent

President & CEO

Cambridge Area Chamber of Commerce



Congratulations!

