



CRO SUMMIT AGENDA

Creating A Winning Culture

Engage * Innovate * Partner * Impact

Date: October 29, 2025

Time: 9:30 AM – 5:00 PM

Location: Ohio Chamber of Commerce, 34 S. Third St., 1st Floor, Columbus, OH 43215

9:30 - 10AM | Registration & Breakfast Bites

Networking and Welcome Reception

Breakfast Bites

First Floor Reception Area

Swag Bags: Marketing Materials from Sponsors and Participants

Distribute Program

10 - 10:30 AM | Opening Remarks & Welcome

Main Conference Room w/ OCC Podium

- Overview of the Day and Introduction of Lead Sponsor – Eric H. Kearney, CRO Director
- Welcome, Overview of Summit's Goals, and Introduction of Speaker – Steve Stivers, President Ohio Chamber of Commerce

10:30 - 11:15 AM | Keynote Speaker

"Culture Eats Strategy for Breakfast" – Jeff Berding, President FC Cincinnati

- An energetic presentation focusing on how to shape corporate culture
- Q & A for 10 minutes.
- Here is Jeff Berding's [Bio](#)

11:15 - 12:15 PM | Panel Discussion

Main Conference Room w/ Classroom set-up

"Unconscious Bias for Leaders"

Moderator: Roger Geiger, Executive Director, Ohio Small Business Council

Panelists:

- **Woody Keown** – President & COO of National Underground Railroad Freedom Center - [Bio](#)
- **Mina Jefferson, Esq.** – Championing Attorney Growth at Bricker & Eckler - [Bio](#)
- **Eric Ellis** – President & CEO of Integrity Development - [Bio](#)

Discussion Topics:

- What is unconscious bias
- How does unconscious bias impact a company's culture
- How do you recognize unconscious bias

Potential Prompts

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1. "What does unconscious bias look like in everyday business decisions?"

2. “How can unconscious bias impact innovation, team dynamics, and customer relationships?”

3. “What are some practical tools or strategies leaders can use to uncover and address their own biases?”

4. “Can you share a moment when you personally realized you had an unconscious bias—and how you responded?”

5. “How can small and mid-sized businesses begin addressing unconscious bias without large budgets or HR departments?”

6. “Why is understanding unconscious bias essential for civic and business leadership in today’s social climate?”

12:15 - 12:30 PM | Networking Break & Lunch Pick Up

Set up for lunch in open area outside of conference room

12:30 - 1:30 PM | Lunch and Interactive Panel

"Social Media’s Impact on Culture"

Main Conference Room with Coffehouse set-up

Facilitated by: [Sponsor #2]

Panelists:

- **Ann Keeling** - President of Cristofoli-Keeling, [Bio](#)
- **Monique Wingard** - President of SAVVY Consulting & Communications - [Bio](#)
- **Ashley Bennett** – Founder of CreativelyU

Focus Areas:

- Social Media impact on corporations
- Social Media influence on decision making
- Pitfalls
- Crisis Communications

Prompts:

1. How has social media changed the expectations for corporate transparency and authenticity among customers, employees, and investors?
2. What practices distinguish companies that successfully use social media to strengthen trust and reputation from those that face backlash or brand fatigue?
3. In what ways should CEOs and senior executives engage personally on platforms like LinkedIn or X to shape corporate voice?
4. How can small and mid-sized businesses leverage social media storytelling to compete with larger brands that have dedicated communications teams?
5. What's the right balance between speed and accuracy in responding to crises or viral moments online?
6. How should companies measure the true ROI of their social media presence—beyond impressions and followers?
7. Looking ahead, how might AI-driven social media tools, video content, and platform shifts (e.g., declining reach of traditional posts) reshape corporate communications strategies?

Room Set-Up

Coffee house conversation

1:30 - 1:45 PM | Networking Break

1:45 - 2:45 PM | Board's Role in Corporate Culture

Main Conference Room

"View from the Top"

Facilitated by: Eric H. Kearney, CRO Director

Activities:

- **David Evans** – President TESSEC Aerospace - [Bio](#) Chairman of Warsaw Federal Bank
- **Robert Shenton** - Executive Director, CEO Forum - [Bio](#)
- **Barbara Howard** – American Bar Association, Chair-Elect - [Bio](#)



Focus Areas:

- Board's Role in setting culture
- Board's Interactions with CEO

Potential Prompts:

1. "Culture starts at the top—how have you seen board leadership directly influence company values and behavior?"

2. "What mechanisms can boards use to monitor and measure corporate culture effectively?"

3. "How do boards balance risk management with fostering a culture of innovation?"

4. "In your experience, how does board diversity—of thought, background, and identity—impact corporate culture?"

5. "What role should the board play during cultural transformation—especially in times of crisis or rapid change?"

6. "How do you ensure alignment between the board, CEO, and executive team on cultural priorities?"

7. "What advice would you give to business owners preparing to build or join a board that wants to lead with culture?"

2:45 - 3:30 PM | Awards

Facilitated by: Sponsor #1

- Belonging Award
- Big Co Award
- Culture Award

3:30 - 4:30 PM | Community Activity

Main Conference Room with assembly line set-up

● Support Packs for Ronald McDonald Charities Central Ohio - [Types](#)

<u>Item</u>	<u>Vendor</u>
Breakfast	Panera
Lunch	Dos Hermanos
Support Packs Supplies	Costco
Program	Ohio Chamber
Photog	Bennett?
Swag	4Imprint
Sacks	4Imprint
Awards	RhoSho?