



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

10 - 10:30 AM | Opening Remarks & Welcome

Main Conference Room w/ OCC Podium

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

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](#)
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11:15 - 12:15 PM | Panel Discussion

Main Conference Room w/ Classroom set-up

"Unconscious Bias for Leaders"

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
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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

Panelists:

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

Focus Areas:

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

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

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](#)