

2023 GSSCC Owners & Entrepreneurs Circle Meetings and Events

January | **Will there really be a recession? A Silver Spring Economic Outlook**

Almost everyone expects a recession next year, but can the economy avoid one? With so much talk of economic fear and uncertainty, how is it that many businesses are booming right now? Inspired by a [recent article in the Washington Post](#), join the OEC and Chamber President Jane Redicker to share perspectives and discuss the economic outlook for the Silver Spring business community.

Thursday, January 5, from 5 p.m. to 7 p.m. at **J. Hollinger's Waterman's Chophouse**

February | **Value-Based Pricing. Is it right for your business?**

In some circles, [value-based pricing](#) is the holy grail of pricing models. It claims to help maximize profits and ensure customers get true value for what they're paying for. Could value-based pricing work for your business, or are there [other pricing models](#) that are a better fit? Is it possible to deploy multiple pricing models, and what factors should you consider in choosing the right one? Join the OEC to share best practices and challenge the way you think about pricing.

Thursday, February 2, from 5 p.m. to 7 p.m. at TBD

March | **Disrupting Yourself. How do you invest in yourself and your team to stay ahead of the curve?**

Most of us can probably point to a small number of pivotal experiences that have fundamentally changed our business, our team, or ourselves. Some call these moments waves, others paradigm shifts, and they typically have an outsized impact on our [personal and professional growth](#). Join the OEC to learn from others and share the most impactful things you've done to invest in yourself, [your team](#), or your business.

Thursday, March 2, from 5 p.m. to 7 p.m. at TBD

March 2023 – *Spring Service Project TBD*

April | **How well do you know your customers, really?**

Most business owners have a pretty good idea of who their customers are in terms of things like demographics, location, or industry? But how well do you know how they think, why they buy, or what's important to them? Join the OEC this month to dive into the topic of [customer personas and archetypes](#). We'll talk about how to discover them, how they should drive your sales and marketing strategy, and how to adapt to changes in your target market over time.

Thursday, April 6, from 5 p.m. to 7 p.m. at TBD

May | **The Inefficiency Problem**

Are innovation and efficiency mutually opposable goals, or can they successfully coexist in a growing organization? Inspired by an article aptly titled [The Inefficiency Problem](#), join the OEC for a spirited discussion about the roles that efficiency and innovation play in growing a business. We'll talk about the trade-offs between the two, how their importance can shift as a company matures, and how to successfully maintain a balance within any organization.

Thursday, May 4, from 5 p.m. to 7 p.m. at TBD

June | **Happy Hour & Open Circle**

Bring a topic that you'd like to get your peers' input on, whether it's a problem you're facing, a decision you're considering, or just an area where you'd like some fresh ideas. Then stick around for a social happy hour to get to know fellow OEC members.

Thursday, June 1, from 5 p.m. to 7 p.m. at TBD

TBD (*All other topics except June move forward by a month*)

Meet and Greet the new President

GSSCC has a new President! Join the OEC as we welcome the new President, learn about their vision for the chamber, and share ideas about what our members would like to see in the months and years ahead.