



**FOR IMMEDIATE RELEASE**

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## **U.S. Christian Chamber of Commerce to host global gathering of Christian CEOs in Orlando**

*SWC 2026 three-day "Yes&" experience will equip leaders to integrate faith and business at the highest level*

**ORLANDO, Fla. (Feb. 19, 2026)** - More than 750 Christian CEOs, founders and senior executives from across the United States and around the world are expected to gather in Orlando April 22-24, 2026, for SWC 2026, the flagship global marketplace leadership conference of the U.S. Christian Chamber of Commerce™.

Hosted by the U.S. Christian Chamber of Commerce, one of the nation's largest Christian business networks connecting more than 2,000 members across 30 affiliated chambers, SWC 2026 is designed as a three-day immersive experience built around the theme, "It's Not Either/Or... It's Yes&." The event is created for leaders who view the marketplace as a mission field.

The conference will be held at the DoubleTree by Hilton Hotel Orlando Theme Park Resort on International Drive.

Registration is now open for the gathering, which organizers describe as more than a conference. They call it a catalytic moment for Christian business leaders committed to shaping culture through commerce.

"Christian CEOs are facing enormous cultural pressure right now," said Krystal Parker, president of the U.S. Christian Chamber of Commerce. "SWC 2026 is not about retreating from that pressure. It is about leading through it with clarity and conviction.. This is where leaders gather to sharpen conviction, strengthen strategy, and return home ready to lead visibly and unapologetically in the marketplace."

Organizers describe the event as a commissioning moment for leaders determined to lead with conviction in complex cultural environments and return to their cities equipped to influence companies, communities and industries.

### **A movement-building environment**

SWC 2026 is structured as a movement-level environment where faith, strategy and leadership come together to shape the future of Christian commerce.

Attendees will engage in:

## **Christ-centered keynotes and worship**

Main-stage sessions anchored in Scripture will address real-world leadership pressures and marketplace challenges.

## **Leader Labs**

Interactive, 100-person leadership forums will serve as think tanks where participants surface shared challenges, develop biblically grounded solutions, and identify collective opportunities for impact.

## **Expo and strategic networking**

A robust Christian business expo will connect attendees with Kingdom-aligned partners, tools and resources designed to strengthen businesses and expand influence.

The conference will feature national Christian marketplace leaders and innovators, including:

- Kevin Freeman, owner of Freeman Global Holdings
- Ford Taylor, owner of TLOnDemand
- Krystal Parker, president of the U.S. Christian Chamber of Commerce
- Bill Yeargin, president and CEO of Correct Craft
- Sam Sorbo, actress and education advocate
- Sean Kouplen, chairman and CEO of Regent Bank and host of 94X

A continually updated speaker roster, including video reflections on the “Yes&” theme, is available at [uschristianchamber.com/swc-2026](https://uschristianchamber.com/swc-2026).

## **Dates and travel information**

SWC 2026 runs Wednesday through Friday, April 22-24, 2026. The conference begins with a ribbon cutting and official welcome at 4 p.m. Wednesday and concludes Friday at 12:30 p.m.

Organizers encourage attendees to arrive by Wednesday afternoon and remain through Friday lunch, noting that the experience is intentionally designed as a start-to-finish journey that moves from alignment and foundation to activation and commissioning.

Tickets, conference details and registration are available at [uschristianchamber.com/swc-2026](https://uschristianchamber.com/swc-2026).

A discounted hotel room block is available at the DoubleTree by Hilton Hotel Orlando Theme Park Resort and can be secured directly through the conference website.

A dedicated media room will be available on-site for credentialed journalists. Media inquiries, interview requests and credential information are available by contacting Robbie Harper at [robbie@bluebridgepr.com](mailto:robbie@bluebridgepr.com).

## **About the U.S. Christian Chamber of Commerce™**

*The U.S. Christian Chamber of Commerce is a national movement uniting Christian business leaders to advance the Kingdom of God through commerce. The chamber equips and connects Christian-led businesses, empowers values-driven entrepreneurs, and mobilizes leaders to transform cities through Christ-centered economic impact.*

*Through its Christian Chamber Coalition, the largest Christian chamber network in the nation, the USCCC connects more than 2,000 members across 30 affiliated chambers, providing shared resources, leadership development and collective influence to scale Kingdom impact nationwide. Learn more at [uschristianchamber.com](https://uschristianchamber.com).*

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