

2017 SCHEDULE OF EVENTS

Sunday, April 23

1-5:30 p.m. Exhibitor Set-up

Grand/Ambassador Ballrooms Hallway

3-5:30 p.m. Registration Opens

Grand Registration

3-6:00 p.m. Hospitality Suite Opens

Presidential Suite 9th floor

Sponsored by Southcomm / Target Marketing



3-6:00 p.m. Share Table Room Opens

Ambassador C

6-8:00 p.m. Welcome Reception

Sundeck

Enjoy networking with your peers for food and drink

Sponsored by Visit Rogers Arkansas



8 p.m. Hospitality Suite

Presidential Suite 9th floor

Sponsored by Southcomm / Target Marketing



Monday, April 24

7:30 a.m. Registration continues

Grand Registration

7:30 a.m. Exhibitor Set-up continues

Grand/Ambassador Ballrooms Hallway

8:00 a.m. Opening Session/Breakfast served

Grand Ballrooms 2-4

8:15 a.m. Keynote Presentation

Grand Ballrooms 2-4

Telling Your Story in 2017

Presented by Kyle Sexton, ChamberThink Strategies

Your membership brochure is full of stuff. Too...Much... Stuff. You might be surprised to learn that this stuff isn't what people are investing in. Discover what businesses are actually investing in and learn the surprising profile of your ideal testimonial. Great things can happen when you align your organization around your values and reach your target audience with influential messaging.

Sponsored by



9:30 a.m. Sponsor Showcase/Break

9:45 a.m. Breakout Sessions

Collaborative Leadership

Grand Ballroom 1

Presented by Megan Lucas, Lynchburg Regional Business Alliance (VA)

Maximize your organization's potential and create a synergistic environment through trust, appropriate culture, and the ability to affect change.

Creativity Within Constraints

Ambassador A/B

Presented by Clifton Alexander, Owner, Reactor Design Studio (MO)

How to stay creative without going rogue. Learn some tips and tricks to being more creative within the parameters of your brand and budget.

Board and Committee Management – The Do's and Don'ts

Ambassador D/E

Presented by Rich Cantillon, President & CEO, Ponca City Chamber of Commerce (OK)

How do you make board and committees more effective in achieving the goals of your chamber? In this session, Rich will share best practices from years of experience that will help you learn the do's and don'ts of working board and committees.

11:00 a.m. Sponsor Showcase/Break

Grand/Ambassador Ballrooms Hallway

11:15 a.m. Breakout Sessions

Economic Development Funding Methods and Campaigns

Ambassador D/E

A panel of experts will share experiences as to what different models they have used to fund economic development or other major chamber initiatives. *Moderated by Mita Bates, President & CEO, Ardmore Chamber of Commerce and Industrial Authority (OK); Lyle Butler, President & CEO, Manhattan Chamber of Commerce (KS); Jerry Hinson & Doug Kinsinger, Opportunity Funding*

Best Practices at Getting Member Feedback

Ambassador A/B

Presented by Jason Camis, President & CEO, Gardner/Edgerton Chamber of Commerce (KS)

We all want to know what our members think ...but how do we do that? And what should I do after I have that information? Should we be surveying major employers, conducting focus groups, and doing business walks? Are there other ways to ask our members their opinions – and have them actually respond? This session will bring some best practices to the table from the industry and the business community to help chambers of any size get a pulse of what their members are thinking and how to best use that information to move your organization forward.

Events and Registration in a Digital World

Grand Ballroom 1

Presented by Kyle Sexton, ChamberThink Strategies

In this session, Kyle will show you how to engage your audience before they get to the event.

12:30 p.m. Lunch (Grand Ballrooms 2-4)



Sponsored by SLNconnect (Save Local Now)

12:45 p.m. Keynote Presentation

Grand Ballrooms 2-4

Marketing. Technology. Awesomeness!

Presented by Clifton Alexander, Owner, Reactor Design Studio (MO)

Come prepared to learn about the latest marketing trends, the technology behind them and how to use them to make your organization more awesome. You'll come away more informed and better prepared for what's now and what's next.

2:00 p.m. Keynote Presentation

Grand Ballrooms 2-4

Bold . . . it's the New Safe: The Cost of Risk Avoidance for Chambers

Presented by Mick Fleming, President & CEO Assoc. of Chamber of Commerce Executives (VA)

It's been two years since the Horizon Initiative: Chambers 2025 was released. Many chambers took this information and presented it to their boards to create future thinking strategies for their communities. So, now what? Mick Fleming will discuss how to keep the momentum and strategic thinking alive and moving our communities forward.

3:15 p.m. Sponsor Showcase/Break

Grand/Ambassador Ballrooms Hallway

Sponsored by EventBank



3:45 p.m. Breakout Sessions

Workforce Initiative that Works

Ambassador D/E

Presented by Danny Hearn and Perry Webb, President/CEO Springdale Chamber of Commerce
In this session, you will learn how the Catawba County (NC) Chamber and the Springdale (AR) Chamber published and distributed a new MADE Magazine within their public and private schools, local community college and university, and other agencies that featured advertorials of local employers and their hardest to fill career opportunities.

The Business Case for Healthy Communities

Ambassador A/B

Presented by Scott Hall, VP Civic & Community Initiatives and Jasmin Williams, Program Coordinator, Greater Kansas City Chamber

Nearly four years ago, the Greater Kansas City Chamber of Commerce started work on a regional health initiative - "Healthy KC." This initiative aims to make Greater Kansas City a destination for health and wellness. Learn why the KC Chamber sees regional health as critical to its future, hear stories (both the good and the bad) about the lessons learned from that work, and hear about how your chamber can impact the health of your community.

Onboarding and Renewals

Grand Ballroom 1

Presented by Kyle Sexton, ChamberThink Strategies

Learn how to restructure your new member onboarding based on a banking industry study with chamber implications. You have XX days and XX emails to make a long-term member or a one-hit wonder.

5:30 p.m. Reception/Sponsor Showcase

Grand/Ambassador Ballrooms Hallway

6:00 p.m. Dinner & Entertainment

Grand Ballrooms 2-4

Entertainment provided by Patrickhallogy

At the core of 'Patrickhallogy' is the collaborative, endearing, and constantly evolving music of Northwest Arkansas native Patrick Hall and vocal powerhouse, Julie Lonon. Patrick found his way to the international stage after his appearance as a finalist on Season 5 of American Idol.

Sponsored by the Northwest Arkansas Chamber of Commerce Executives

8:00 p.m. Hospitality Suite

Presidential Suite 9th floor

Sponsored by Southcomm / Target Marketing  

Tuesday, April 25

8:30 a.m. Breakout Sessions

The Chamber's Role in Economic Development

Ambassador A/B

Presented by Megan Lucas, Lynchburg Regional Business Alliance (VA)

Does your Chamber do Economic Development? Of course, it does! Learn how to be a strategic partner in your community's success.

Membership Development – Peer Mindshare

Ambassador D/E

This all-hand-on-deck networking and brainstorming session, attendees will be divided by dues category and share membership best practices, challenges, exchange information, and develop solutions with your peers.

Be Freaking Awesome

Grand Ballroom 1

Presented by Angela Belford, The Bedford Group

Being a leader requires mental toughness. To be a successful leader you need a success mindset that many of us aren't raised with or learn in school. Angela Belford will present a workshop on developing the critical mental components needed to Be Freaking Awesome in business and in life.

9:45 a.m. Sponsor Showcase/Break

10:00 a.m. Brunch

10:30 a.m. Keynote Presentation

Grand/Ambassador Ballrooms Hallway

Grand Ballrooms 2-4

Grand Ballrooms 2-4

A View from Capitol Hill – Presented by Ron Eidshaug, U.S. Chamber

With a new Administration and a new Congress getting started in D.C., Ron will discuss opportunities and challenges for the business community in the House and Senate in 2017.



Sponsored by

11:45 a.m. Keynote Presentation

Grand Ballrooms 2-4

If It Ain't Broke Sometimes You've Got to Break It! - Presented by Danny Hearn

Chambers that try to differentiate themselves by focusing on incremental innovation instead of game changing, disruptive innovation will differentiate themselves right out of value and relevancy to their members. It's about asking yourself and staff everyday Why do we do it that way? and How can we get better? By the time you figure out its broke, it's been broke for a very long time!

1 p.m. "It Pays to Stay to the End"

MAKO would like to thank the conference sponsors and exhibitors for supporting this year's conference. However, the views and opinions of the sponsors and exhibitors are not necessarily the views and opinions of MAKO and the attendees.

John Q. Hammons
Convention Center

