



# THE JOURNEY TO **EXCELLENCE**

## 2018 Program Schedule

### Sunday, April 15

1-6:00 p.m. Exhibitor Set-up

Ballroom Lobby

3-6:00 p.m. Registration Opens

Ballroom Lobby

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

Sponsored by



6-8:00 p.m. Welcome Reception

Sundeck

Enjoy networking with your peers for food and drink

Sponsored by Explore Branson



8 p.m. Hospitality Suite Opens

Sponsored by



### Monday, April 16

7:30 a.m. Registration continues

Ballroom Lobby

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

Ballroom Lobby

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

Taneycomo Ballroom B

8:30 a.m. **Keynote Presentation**

Taneycomo Ballroom B

#### **Why People Do What They Do: Enhancing Interoffice Communications**

*Presented by Tracy Spears, Exceptional Leaders Lab*

ELL Founder Tracy Spears has led groups all over the world through this fun, informative and interactive session. She will give you the blueprint to create a high performing team. Participants will leave the session with a new vocabulary and appreciation of how to leverage the different personalities at work including connecting with different personalities; leveraging those differences; and reducing workplace drama.

9:45-10:15 a.m. Exhibitor Showcase / Break

Ballroom Lobby

## 10:15 a.m. Breakout Sessions

### 1. **Employee Coaching**

Short Creek 1

*Presented by Tracy Spears, Exceptional Leaders Lab*

This impactful new program will help your team identify and embrace the seven keys to organizational culture: trust, humility, recognition, engagement, accountability, diversity, and sustainability. Developing a high-performance team is not easy. We'll go step-by-step through the process of understanding, ownership, commitment, and action.

### 2. **Building Effective Programs**

Short Creek 2

*Presented by Lindsay Henderson, IOM, Conway (AR) Area Chamber of Commerce; Nina DeAngelo, O'Fallon (MO) Chamber of Commerce & Industries; and Sandy Howard, Springfield (MO) Area Chamber of Commerce; Facilitated by Brad Lacy, Conway (AR) Area Chamber of Commerce*

As a Chamber of Commerce, there are different awards that can be bestowed upon an organization. ACCE Chamber of the Year is the pinnacle of success in this business, and something we should all strive to achieve. Chambers who have received this honor will give an overview of their award-winning programs and the process of the application.

### 3. **Google Workshop: Grow Your Business Online**

Short Creek 3-4

This training will be priceless to take back to your community and members to show value and relevancy. This session will give an overview on three things that can be done right now to grow your business online: How can local customers find you on the web; find your business everywhere, on all devices; and find your business with online advertising. Recommend bringing laptop or other electronic devices to follow the trainer.

## 11:15-11:30 a.m. Sponsor Showcase / Break

Ballroom Lobby

## 11:30 a.m. Breakout Sessions

### 1. **Communications – Panel of Experts**

Short Creek 1

*Jason Camis, Gardner Edgerton (KS) Chamber of Commerce; Josh Driskell, Jenks (OK) Chamber of Commerce; Dena Huff, Manhattan (KS) Area Chamber of Commerce*

A great communications strategy is constantly evolving and changing. Industry trends, social media and technology have changed the way we communicate to our members and communities. How do you implement cost-effective measures to create a new look from newsletters to websites? How are changes in social media effecting your outcomes? This interactive discussion will focus on how to drive value added, results driven communications to engage and retain your members and drive your chamber's brand and message.

**2. How to Create a Connected Startup Ecosystem Anywhere** Short Creek 2  
*Presented by Buckley O'Mell, VP, Advocacy, Little Rock (AR) Regional Chamber and Christine Murray, Senior Director, Greater Kansas City (MO) Chamber*

Cities, Chambers, and policy makers can be powerful partners for advancing startup ecosystems. Startups need the support of experienced business leaders as well as spaces to gather and generate new ideas. Partnerships and connections are critical to addressing the challenges around growing entrepreneurial communities. This presentation will include elements that contribute to the creation of a community where entrepreneurs can leverage the strengths of the community in a way that is mutually beneficial. The discussion will include a variety of best practice programs from many disciplines and perspectives to talk about what it takes to build a vibrant entrepreneurial ecosystem.

**3. The Board & President & CEO/Executive Director – How Does This Work?**

Short Creek 3-4

*Presented by Becky Wolfe, Andover (KS) Area Chamber of Commerce*

Board members change and guess what, so does the way a board will work. If your Chamber has board term limits, your board will change. Do you understand how a board should work and does your board understand too? In this session, get insights on board development items as well as look at how the President/Executive Director can manage different situations in their respective roles.

12:30-1:30 p.m. Lunch

Taneycomo Ballroom B

1:30 p.m. **Keynote Presentation**

Taneycomo Ballroom B

**Visual Storytelling for Chambers**

*Presented by Sheree Anne Kelly, President & CEO of Association of Chamber of Commerce Executives*

Keynote Sponsor  **Constant Contact**

2:30 p.m. **Keynote Presentation**

Taneycomo Ballroom B

**“Top 10” for Membership Growth**

*Presented by Shari Pash, Strategic Solutions for Growth*

Multi-tasking and juggling priorities is a way of life in your chamber. How do you simplify steps for signing new members and strengthening retention? In this session, we will discuss and learn about the “Top 10” areas of focus for membership growth. Walk away with tips and tools for a strong foundation for membership activity that results in recruitment and retention success.

3:30-4:00 p.m. Sponsor Showcase / Break

Ballroom Lobby

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4:00 p.m. Breakout Sessions

**1. Make Your Brand GREAT Again**

Short Creek 1

*Presented by Pamela Green*

Your brand is the emotional promise of the experience people have because of interacting with you. You are in charge of your performance and career development. Therefore, your organization needs YOU to become the stand up and stand out leader that gets things done and that motivates others to hop on board and do the same. However, when communication breaks down and silo's block progress, the ability to achieve goals often goes adrift. In this session, learn how to discover new ways of working with your peers, staff and senior leaders to build cooperation, collaboration and achieve success that benefits you and the entire organization.

**2. Small Business Policy**

Short Creek 2

*Tom Sullivan, VP Small Business Policy, U.S. Chamber*

Tom Sullivan, Vice President of Small Business Policy at the U.S. Chamber of Commerce, will give an overview of the Chamber's small business priorities for 2018. He will discuss what the Chamber is hearing from their small business members and give a brief legislative update.

**3. Google Workshop: Tips for Measuring Online Success**

Short Creek 3-4

This interactive workshop will answer the questions of why and how to measure success. You will learn how to evaluate the performance of your website, your business listing, and ad campaigns. Recommend bringing laptop or electronic devices to follow the trainer.

5:00 p.m. Reception / Sponsor Showcase

Ballroom Lobby

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7:00 p.m. Hospitality Suite Opens

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## **Tuesday, April 17**

8:30 a.m. Breakout Sessions

**1. Branding is Not just a Logo or Tagline**

Short Creek 1

*Presented by Steve Chandler, Chandlerthinks*

Cattle ranchers introduced branding. Back then, a mark from a branding iron was used to identify and claim cattle. Ever since many famous marks have been created over the years to identify goods and services. If only it were that easy now. Today, branding is so much more than a mark or tagline. The consumers' desire for authenticity and transparency has opened the doors so everyone can see the "back room" of a brand. True authentic differences matter most, and your consumers will sniff out all imposters. Today's marketing requires an approach that develops the branding process from the inside out and from the ground up. It matters more than paid advertising. It's where real product meets real relationships. Steve will highlight how today's marketers are changing their approach to branding, and how you can begin doing it today.

**2. New Strategies for Membership Recruitment: A Generational and Gender-focused Approach**

Short Creek 2

*Presented by Kristin Brighton, New Boston Creative Group*

Our nation is facing the biggest generational gap in its history. This workshop explores key issues of interest to chambers through generational and gender-specific lenses, such as why business professionals choose to volunteer in their community, what inspires them to step up and lead, what they like best about chamber membership, and how chambers can evolve to better meet their needs. Participants will leave with actionable data and new strategies they can use in membership and volunteer recruitment.

**3. Communicating Your Chamber's Value**

Short Creek 3-4

*Presented by Shari Pash, Strategic Growth Solutions*

In this session, discover strategies and tips for educating potential members on the value of their chamber investment by helping them to see their membership value beyond events and ribbon cuttings. We also discuss tips for sharing why it's important to invest even if the potential member has limited time to be involved. How do we change these perceptions? Help prospects, members, and your business community understand the value that their investment brings to your overall mission.

9:30 a.m. Sponsor Showcase/Break

Prefunction Lobby

10:00 a.m. Brunch

Taneycomo Ballroom B

10:45 a.m. **Keynote Presentation**

Taneycomo Ballroom B

**Branding Your Community**

*Presented by Steve Chandler, Chandlerthinks*

Branding you community. Whose job is it? Is it tourism's? The Chamber's? The local municipalities'? Economic development? Truth is, it's everyone's responsibility. Local residents brag about their community every day - or not! Businesses can sometimes single-handedly affect a community's reputation. Some places are only known for their better-branded higher education. Everything about a place affects its reputation. Steve will take you through a fun and easy-to-understand introduction to place branding, and why it's everyone's job to play a part in its success. More importantly, he will share ways to get everyone in on the process. One more thing – Steve doesn't stay behind a podium. He covers some serious ground, so get ready for an hour of high energy and fun!

12:00 p.m. **Keynote Presentation**

Taneycomo Ballroom B

**Positioned for Excellence**

*Presented by Pamela Green*

Today, more than ever, leaders are having to press their way through, conflict, chaos and confusion to execute business strategies. This requires a solid foundation of strong communication and conflict resolutions skills in today's climate. The ability to bring people together to achieve a common goal can be challenging in any environment, but what can a leader do to achieve excellence when external influences impact internal outcomes? This highly engaging keynote will make you laugh, think, and feel motivated to embrace challenging situations and set your organization onto a solid path to the success you desire most.

1:15 p.m. **“It Pays to Stay to the End”**

Door prize giveaways including two registrations for 2019 MAKO, ACCE 2018 Annual Conference registration, community baskets

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.