



2019 Program Schedule

Sunday, April 14

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 15

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

Herding Porcupines – How to Turn Disruption Into Your Competitive Advantage

Presented by Steve Iwersen, Aurora Pointe

9:45-10:15 a.m. Exhibitor Showcase / Break	Ballroom Lobby
10:15 a.m. Breakout Sessions	
<ol style="list-style-type: none"> 1. Board Development & Strategic Planning <i>Presented by Luann Feehan, Nonprofit Connect</i> 	Short Creek 1
<ol style="list-style-type: none"> 2. Train the Trainer <i>Presented by Steve Swafford, Leadership Outfitters</i> 	Short Creek 2
<ol style="list-style-type: none"> 3. Legislative Advocacy Panel 	Short Creek 3-4
11:15-11:30 a.m. Sponsor Showcase / Break	Ballroom Lobby
11:30 a.m. Breakout Sessions	
<ol style="list-style-type: none"> 1. Social Media <i>Eric Melin</i> 	Short Creek 1
<ol style="list-style-type: none"> 2. Leading The Reluctant – How to Move Prickly People to Preferred Outcomes - Short Creek 2 <i>Presented by Steve Iwersen, Aurora Pointe</i> 	
<ol style="list-style-type: none"> 3. Economic Development 	Short Creek 3-4
12:30-1:15 p.m. Lunch	Taneycomo Ballroom B
Enjoy entertainment by Curtis Sneden	
1:15 p.m. Keynote Presentation	Taneycomo Ballroom B
Making Remarkable – The Blueprint for the Modern Chamber <i>Presented by Adam Legge</i> We live in dynamic and changing times, and the imperative to ensure your chamber is at the top of its game has never been higher. Are you looking for the blueprint of the modern, dynamic chamber? Are you wanting to make sure you not just survive, but thrive? Is transformation or modernization on your agenda? Adam Legge, former President and CEO of the Calgary Chamber of Commerce and author of <i>Making Remarkable: How to Deliver Purpose, Inspire People and Build a Platform for Exceptional Results</i> will share the blueprint you need to achieve remarkability. Walking you through the three pillars – Purpose, People and Platform – he will share what each looks like, how to get started, and ways to successfully implement your transformation agenda.	
2:30 – 3:00 p.m. Sponsor Showcase / Break	Ballroom Lobby

3:00 p.m. Speed Tract Sessions – Round 1

1. **Membership Idea Sharing**
2. **Social Media**
3. **Starting a 501c3 Foundation**

Short Creek 1
Short Creek 2
Short Creek 3-4

3:30 p.m. Break

Upper Concourse

3:45 p.m. Speed Tract Sessions – Round 2

1. **Advocacy – If You’re Not at the Table, You’re on the Menu**
2. **Marketing & Communications Idea Sharing**
Creek 2
3. **Resources for Chamber and Your Community**

Short Creek 1
Short
Short Creek 3-4

4:15 p.m. Break

4:30 p.m. Speed Tract Sessions – Round 3

1. **Membership Retention Tools**
2. **Keeping Your Board Out of the Weeds**
3. **Non-Dues Revenue Idea Sharing**

Short Creek 1
Short Creek 2
Short Creek 3-4

5:00 p.m. Reception / Sponsor Showcase

Ballroom Lobby

6:30 p.m. Dinner on Your Own in Branson

6:30 p.m. Hospitality Suite Opens

Sponsored by



Tuesday, April 17

8:30 a.m. Breakout Sessions

1. **Video On A Budget**

Short Creek 1

Presented by Lindsey Slater, The Chamber at Lawrence Kansas

2. CEO Think Tank

Short Creek 2

Facilitated by Adam Legge

Transformation is hard work. At its core, it is all about you. When many leaders are recognized or acknowledged they often say that it was about the team. Well, that may be the case for some results, but remarkable organizations start with remarkable leadership. In times of change, disruption, uncertainty and complexity, you must show the path and model the way. You must be the exemplar of behavior, ethics, decisions and values. People will respond to what they see in you. But it all starts with you. Adam will share his inspirational story of transforming a struggling organization and a toxic work environment around through leadership and modelling the way, including experiences of failure trying to move his organization to remarkable.

3. Membership Best Practices

Short Creek 3-4

9:30 a.m. Sponsor Showcase/Break

Prefunction Lobby

10:00 a.m. Brunch

Taneycomo Ballroom B

10:45 a.m. **Interactive Session**

Taneycomo Ballroom B

Presented by Steve Swafford, Leadership Outfitters

11:45 p.m. **Keynote Presentation**

Taneycomo Ballroom B

Presented by Eric Melin

1:15 p.m. **Conclusion**

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.