



## 2019 Program Schedule

### Sunday, April 14

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

Ballroom Lobby

3-6:00 p.m. Registration

Ballroom Lobby

3-6:00 p.m. Hospitality Suite Opens – Room 1213

Sponsored by



6-8:00 p.m. Welcome Reception & Dinner

Upper Concourse / Short Creek 1-4

Drinks and dinner with your peers while enjoying the sounds of Mile Zero.

Sponsored by Branson Chamber



8 p.m. Hospitality Suite Opens – Room 1213

Sponsored by



### Monday, April 15

7:00 a.m. Registration & Exhibitor setup

Ballroom Lobby

7:15 a.m. Breakfast begins

Ballroom Lobby

8:00 a.m. Opening Session / Welcome

Taneycomo Ballroom B

8:15 a.m. **Keynote Presentation**

Taneycomo Ballroom B

**Herding Porcupines – How to Turn Disruption into Your Competitive Advantage**

*Presented by Steve Iwersen, Aurora Pointe*

Industry Disruption. Innovation. Managing Chaos. The new expectation of every leader and industry is to rethink and retool their approach to business if they want to be relevant, see results, and increase revenue. How individuals and organizations respond to this new business culture will determine if they thrive or die. Steven Iwersen presents the 4 essentials that the best leaders of large corporations and small businesses are using every day to stay ahead of the crowd and to help avoid getting stuck. Discover how turning chaos into an advantage is as easy as herding porcupines. In this session you will learn: How top influencers simplify process to gain progress; how strategic disruption creates relevancy & builds momentum; a new perspective on collaboration & teamwork for organizations experiencing significant change.

9:30-10:00 a.m. Exhibitor Showcase / Break

Ballroom Lobby

State Association Pictures – Missouri & Arkansas

Ballroom Lobby Staircase

10:00 a.m. Breakout Sessions

**1. Leaving a Legacy Through Board Engagement**

Short Creek 1

*Presented by Luann Feehan, Nonprofit Connect*

Don't we all aspire to create a legacy for our board of directors while ultimately building a stronger organization? A board can make a significant contribution beyond fiduciary responsibility, and it is in fact why most people sign up to serve. Board members don't just want the pleasure of combing through financial statements and risk management policies but are interested in igniting the strategic capacity of an organization. If your board frequently gets stuck in the details, this session will provide insight on how the chamber executive can build board engagement by intentionally creating a board legacy.

Luann will help nonprofit leaders outline the board's broad roles of setting the organization's direction, ensuring necessary resources and providing strategic oversight. Board members have a unique and powerful role and require more than enthusiasm for a cause, passion for a mission, or just good intentions. Join this session and learn how you can get volunteer leadership to drive and contribute to the organization's strategic direction.

**2. Government Advocacy: If You're Not at the Table, You're on the Menu** Short Creek 2

*Presented by Jamie Gates, Conway (AR) Area Chamber of Commerce; Bonnie Lowe, The Chamber at Lawrence KS; Josh Driskell, Jenks (OK) Chamber of Commerce*

Chambers should be the leading voice for businesses at the federal, state, and local levels. Find out how three different chambers develop programs, create sponsorships, and drive collaboration to make sure the business voice is heard.

**3. Train-the-Trainer: Interactive Facilitation & Content Design from the Trenches – Short Creek 3-4**

*Presented by Steve Swafford, Leadership Outfitters*

No doubt you've facilitated dialogs with both small and large groups; colleagues or volunteers; this program will explore your preparation, delivery, and interaction techniques with participants. In this interactive chamber execs will practice a variety of instructional techniques; review the basics on effective handouts, audio visuals; explore the principles of adult learning; and creative techniques for increasing interaction. **BONUS: Participants will receive a bonus handout of interactive tools and resources. THIS SESSION IS LIMITED TO 60 PARTICIPANTS**

11:00-11:15 a.m. Break

11:15 a.m. Breakout Sessions

**1. Leading the Reluctant – How to Move Prickly People to Preferred Outcomes** Short Creek 1

*Presented by Steve Iwersen, Aurora Pointe*

Leadership Lessons from the World Championship Porcupine Races -- Leading others to accept change can be as challenging as persuading a porcupine to race! How do you handle those moments when you encounter uncooperative (prickly) people? More importantly, how do you direct them to a successful outcome when they are resistant to the changes necessary for relevancy in a changing marketplace? This fast-paced and interactive session provides practical methods for communicating and building trust during uncomfortable times. Learn how to work with others to a shared success without getting stuck. This session will help you: Discover why people are resistant and how to encourage acceptance; Learn practical methods to increase accountability and enhance communication; Identify a strategy for improved cooperation within your environment.

## 2. **Building the Best Together**

Short Creek 2

*Presented by Maggie Kost, Missouri Department of Commerce*

The stars have aligned in Missouri. Elected officials, community and business leaders and the Department of Economic Development have rallied together to fundamentally shift the state's workforce and economic development strategy. What's our secret sauce? Chambers played a huge role, but you'll have to attend to learn more!

## 3. **Video on A Budget**

Short Creek 3-4

*Presented by Lindsey Slater, The Chamber of Lawrence KS*

You probably think video is expensive and can only be done by a professional. Not true! In this session, you'll learn about tools you can use to implement video at your Chamber on the cheap or for free! No previous editing experience required -- but if you've got some, you'll still learn something. Hear why you need to get into video (even if you're hesitant), plus basic techniques, tools, and apps that can make your venture into video look like you've got the budget to hire a pro.

12:15 p.m. Lunch

Taneycomo Ballroom B

## 12:40 p.m. **Building a Better Chamber**

*Presented by Curtis Sneden, Magician from Main Street*

## 1:15 p.m. **Keynote Presentation**

Taneycomo Ballroom B

### **Making Remarkable – The Blueprint for the Modern Chamber**

*Presented by Adam Legge*

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 *Making Remarkable: How to Deliver Purpose, Inspire People and Build a Platform for Exceptional Results* 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

**State Association Pictures – Kansas & Oklahoma**

Ballroom Lobby Staircase

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

## 1. **CEO Think Tank**

Roark Creek

*Presented 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. This session will continue thru the

## **2. 6 Instagram Trends for DMO's and Chambers**

Short Creek 1

*Presented by Cassandra Vasquez, Explore Branson (MO)*

If you didn't feel frustrated at least once in 2018 with Instagram, you must be a Kardashian. No matter how much we adore the visual marketing and creative features at our finger tips, it is a never-ending struggle to grow, engage, and beat the algorithm. However, we cannot ignore this channel anymore. People LOVE Instagram because it entertains, inspires and creates community. So, if you're frustrated with the never-ending Instagram-game, this session is essential for your DMO's and Chambers social media growth.

## **3. Chamber Foundations: Why Now? Why My Chamber?**

Short Creek 2

*Presented by Jeff Meredith, Monett (MO) Chamber of Commerce*

As a 501C6, Chambers are a non-profit organization, but still don't qualify for many funding opportunities available through public and private grants. Did you know that by establishing a 501C3 Charitable Foundation, these doors suddenly open and money falls from the sky? While the last sentence isn't exactly true, having a Chamber foundation is good to have, fairly easy to establish, and maintain. During this session, you will find out how to start a separate corporation for less than \$1,000. Learn the who, why, when and how all in less than 30 minutes. Corporate documents will be emailed (in an editable format when possible) to all session attendees.

## **4. Membership Idea Sharing**

Short Creek 3-4

*Facilitated by Brandon Wilcox, Shawnee (KS) Chamber of Commerce*

Get membership best practices and tips in this fast-paced session. Come prepared to share your ideas and successes.

3:30 p.m. Break

Upper Concourse

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

### **1. CEO Think Tank - continued**

Roark Creek

*Presented by Adam Legge*

### **2. Innovative Inclusion: More than Membership**

Short Creek 1

*Presented by Sierra Polk, Greater Bentonville (AR) Area Chamber of Commerce*

With technology, population and many other factors continuing to evolve, today's Chamber of Commerce industry requires tangible delivery of its value and community relevance. The human nature of wanting to belong, gather & network, also referred to as the look & feel of "inclusion", will require continuous innovation strategies as well. The Greater Bentonville Area Chamber will share how its dedication to inclusion will ultimately drive economic development and provide a unified voice for businesses that increases the quality of life for all its residents.

### **3. Moving a Group from Chaos to Unity**

Short Creek 2

*Presented by Tammy Wellbrock, Hays (KS) Area Chamber of Commerce*

A group of talented people in one room does not ensure a cohesive team will magically appear, nor does wishful thinking create a successful outcome. It takes purposeful cultivation, leaderful action and a thoughtful understanding on how to guide a group to make progress. Experience an interactive learning environment while Tammy facilitates thought-provoking discussion.

#### 4. Marketing & Communications Idea Sharing

Short Creek 3-4

*Facilitated by Dena Huff, Manhattan (KS) Area Chamber of Commerce*

Share marketing and communication best practices. Bring your successes to share with the group.

4:15 p.m. Break

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

##### 1. CEO Think Tank - continued

Roark Creek

*Presented by Adam Legge*

##### 2. Get to The Point with Your Membership Marketing

Short Creek 1

*Presented by Cari White and Mandy Cook, Jonesboro (AR) Chamber of Commerce*

Share ideas for marketing materials to recruit members and show real value for their investment. Examples of great marketing materials will be shared. Idea exchange for value-added services. Leave this interactive speed track with a list of potential marketing strategies to use in your Chamber.

##### 3. Board Service – The Drive-Thru Version

Short Creek 2

*Presented by Luann Feehan, Nonprofit Connect*

Who has time to sit through a full course on board development? Leading an organization doesn't leave you with much time to fully indulge in all of the roles and responsibilities for effective board service. This fast-paced session will provide you with tips, tricks and tools to engage your board. Chamber veteran and nonprofit professional Luann Feehan will deliver best practices in short order that will feed your need for effective ideas and rejuvenate your board leadership.

##### 4. Non-Dues Revenue Idea Sharing

Short Creek 3-4

*Facilitated by Jeff Meredith, Monett (MO) Chamber of Commerce*

Get new ideas to advance your chamber with non-dues revenue. Bring your best ideas to share.

5:00 p.m. Reception / Sponsor Showcase

Ballroom Lobby

Network with your peers and exhibitors.

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

6:30 p.m. Hospitality Suite Opens

Sponsored by



## Tuesday, April 16

7:15 a.m. **Light breakfast and coffee service begins**

8:00 a.m. **Keynote Presentation**

Taneycomo Ballroom B

### **Challenging Assumptions in Creative Problem-Solving (To Achieve “Airness”)**

*Presented by Eric Melin*

Good creative is more than “raw talent.” It’s talent and strategy. Even in something as inherently absurd as air guitar, you still have to create a plan and execute it. For creative professionals, there’s that dreaded moment where it feels like you’ve hit a brick wall. You’ve looked long and hard at the problem, but every answer that comes out feels rote and uninspired. Eric dissects the very real strategy behind a very unreal competition and finds all kinds of commonalities with ad life. Its subject may be absurdly specific, but its themes are broad, and it resonates with anyone in the creative field who has come up against extreme mental block in their professional life. Besides going through a brief and hilarious history of the air guitar, Eric will talk about maintaining your passion while going through the arduous steps of any creative process. Epiphanies rarely happen in a bubble. Sometimes that light-bulb moment only happens after much research, trial and error, and some hardcore critical thinking about the problem.

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

**Ballroom Lobby**

9:45 a.m. **Breakout Sessions**

#### **1. Building a Comprehensive Membership Retention Plan**

Short Creek 1

*Presented by Sarah Gordley, Springdale (AR) Chamber of Commerce and Cari White, Jonesboro (AR) Chamber of Commerce*

Retaining members is not easy for any Chamber, so we must continue to create new ways to grab their attention and stay relevant in their busy world. Learn how to keep members by using a rating plan to categorize and create the optimum retention strategy. This method will help you get to know your members and get rid of the cookie cutter approach to retention.

#### **2. Refresh, Reinvent, Rethink – An Event Planning Workshop**

Short Creek 2

*Presented by Tammy Wellbrock, Hays (KS) Area Chamber of Commerce*

After years of success, even the best events need to be refreshed so they remain true to organizational mission and marketable to members. Drawing from ACCE’s Horizons Initiative analyses, experienced facilitator and U.S. Chamber Institute instructor Tammy Wellbrock will share important chamber trends and strategies for assessing the value of existing events.

#### **3. Collaboration & Confidence Workshop**

Short Creek 3-4

*Presented by Eric Melin*

It’s common business practice to bring experts and influencers on board when forming a workforce. But even the smartest individuals can’t outperform the net effect of a passionate, dedicated team with shared vision. Teamwork and true collaboration can be catalyzed, and for a team to work at its highest level, these concepts must be reinforced. More than merely understanding the intricacies and precision that any job requires, recognizing that everyone in the team plays a crucial role is key to any team’s ultimate success. The Collaboration & Confidence Workshop starts with John Cleese’s definition of creativity (“a willingness to play”) and combines it with elements of improvisation and risk-taking to bring any team to vivid life and leave them with an absurd feeling of accomplishment—and a great story to tell.

10:45 a.m. **Sponsor Showcase/Break**

Ballroom Lobby

Turn in your Exhibitor Passport to win!

11:00 a.m. Lunch

Taneycomo Ballroom B

11:45 a.m. **I've Been "Conferenced" - Now What?!?!**

Taneycomo Ballroom B

*Presented by Steve Swafford, Leadership Outfitters*

When you return to your offices and chambers, how difficult will it be to share what you learned or want to implement with your board, staff and other key stakeholders? In this interactive segment, chamber execs will identify their best "take aways" with a strategy process that helps prioritize the best ideas that have resonated during the conference. A planning tool will assist each chamber exec to plan and how to share a new idea or change concept to key stakeholders.

1:00 p.m. **Conclusion**

Prize drawing for Exhibitor Passport participants

1:30 p.m. MAKO Board Meeting

Roark Creek

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.