



FOUR STATES. ONE VISION.
CHAMBER CONFERENCE
MISSOURI | ARKANSAS | KANSAS | OKLAHOMA

MAKO 2021

May 10-12, 2021

Branson Convention Center

www.makoconf.com

SCHEDULE OF EVENTS

MONDAY, MAY 10

1-6:00 p.m.

EXHIBITOR SETUP

3-6:00 p.m.

REGISTRATION

5-6:00 p.m.

FIRST-TIME ATTENDEE RECEPTION Level 2 Bar Hilton Branson

6-8:00 p.m.

ANNIVERSARY CELEBRATION Taneycomo A Ballroom

Join your peers for an anniversary celebration with drinks and dinner along with a presentation by Dave Kilby. Stay after the presentation for fun with Trivia Night.

7:00 p.m.

GENERAL SESSION Taneycomo A Ballroom

The ABCs of a Successful Chamber

The questions are the same, but now the answers are different. The way we have always done it, just does not work anymore. Let's get back to basics, essential ingredients and start with learning the new ABCs of a successful chamber.

- Dave Kilby, EVP Corporate Affairs, California Chamber & President & CEO, Western Association of Chamber Executives

TUESDAY, MAY 11

7:00 a.m.

REGISTRATION & EXHIBITOR SETUP

7:00-8:30 a.m.

BREAKFAST Taneycomo A Ballroom

8:30 a.m.

WELCOME AND OPENING REMARKS Taneycomo A Ballroom

8:45 a.m. **GENERAL SESSION** - Taneycomo A Ballroom

Shift Happens

In this eye-opening, engaging, and inspiring keynote address, Roger unveils the ten keys to energizing every city and town, ultimately sowing the seeds of prosperity. Revealing new trends and the largest demographic shift in American history, you will come away with fresh ideas and a new outlook on what it takes to become a successful destination that will easily attract new investment, a growing population, and increased visitor spending.

- Roger Brooks, CEO, Destination Development Association

10:00 a.m. **BREAK / EXHIBITOR SHOWCASE**

10:30 a.m. **BREAKOUTS**

A. 2021 and Beyond: World Class Development and Retention Strategies for Leading Edge Organizations (Part 1) Taneycomo B Ballroom

- Jim Durland, Membership Monday

B. Economic Development 2021: It's Not Your Grandfather's Industrial Recruitment Compton Ferry

- Jim Fram, Consultant & Economic Development Leader, Community Growth Strategies
- Doug Kinsinger, Principal, Opportunity Funding
- John Coen, President/CEO, Ottawa Area Chamber of Commerce

C. Branding with Purpose: How to Build a Brand Your Audience Will Love Cooper Creek

- Kel Woods, Strategy Marketing Agency

D. Video on the Go Roark Creek

Learn tips and tricks on using video to engage and promote members and increase sponsorship revenue.

- Chris Russell, President/CEO, Nixa (MO) Chamber of Commerce

11:30 a.m. **BREAK / EXHIBITOR SHOWCASE**

11:45 a.m. **BREAKOUTS**

A. 2021 and Beyond: World Class Development and Retention Strategies for Leading Edge Organizations (Part 2) Taneycomo B Ballroom

- Jim Durland, Membership Monday

B. Shift Happens, Part II: The Future of Tourism Taneycomo A Ballroom

Fasten your seat belts! In this session we'll dig into the top tourism trends for 2021 and 2022 AND the five tourism marketing priorities that will have you coming out of the pandemic with robust tourism spending, accelerating your recovery efforts. If you're working with decimated funding, you'll be happy to know that you can implement these five marketing priorities on a shoestring budget!

- Roger Brooks, CEO, Destination Development Association

C. Inclusive Chambers WIN with DEI Compton Ferry

In this session, you will learn the value of shared language around diversity, equity and inclusion, explore the business case for “winning” with DEI, and 5 quick wins to supercharge your chamber strategy for inclusion.

- Kuma Roberts, Sr. Diversity, Equity & Inclusion Consultant, Arrowhead Consulting

E. Become a Cybersecurity Hero: 10 Ways to Prevent Cyber Attacks *Cooper Creek*

- Jordan List, Strategy Marketing Agency

12:45 p.m.

LUNCH *Taneycomo A Ballroom*

1:30 p.m.

GENERAL SESSION *Taneycomo A Ballroom*

3 Keys for Leading Through Disruption

In the wake of the 2019 coronavirus pandemic felt around the globe, leadership communicator and pastor Andy Stanley shares a dirty little secret about leadership: “We don’t always know what to do. We don’t have all the answers. We’re making this up as we go along.” In times of uncertainty and disruption, people look to leaders for reassurance above all else. Andy says during these moments, it’s a leader’s job to pastor (or shepherd) those they lead to provide them with this reassurance. In his talk at Leadercast 2020 – Positive Disruption, he shares three essentials for leading through disruption. *Sponsored by Leadercast*

- Andy Stanley, *Best-Selling Author and Leadership Communicator*

2:15 p.m.

GENERAL SESSION

Leading as an Intentional Inclusionist® *Taneycomo A Ballroom*

Viewing diversity and inclusion as a leadership function is vital for well- functioning organizations. Years of experience have taught us that a diverse, inclusive workplace and society don’t just happen. Yet, as we look to the future, we recognize that huge demographic shifts are happening that impact society, requiring strategic diversity and intentional inclusion be practiced at every level to optimize performance. Learning how to become effective allies and strengthen team engagement requires operating as Intentional Inclusionists®. *Sponsored by US Chamber Institute for Organization Management*

- Dr. Nika White, Nika White Consulting

3:15 p.m.

BREAK / EXHIBITOR SHOWCASE

3:45 p.m.

BREAKOUTS

A. Rethinking Events *Taneycomo B Ballroom*

Rethink and refresh your events to get maximum participation and revenue. Join a panel of your peers to hear what’s working and get feedback on your ideas. Let’s have an idea exchange to shake things up for more relevant and appealing events as we move from virtual to live this year.

- Rich Cantillon, President/CEO, Ponca City (OK) Chamber of Commerce
- John Coen, President/CEO, Ottawa (KS) Area Chamber of Commerce
- Sarah Gordley, VP Programs & Events, Springdale (AR) Chamber of Commerce

- Lara Vermillion, President, Blue Springs (MO) Chamber of Commerce
- Cari White, EVP/COO, Jonesboro (AR) Regional Chamber of Commerce - *moderator*

B. Making Magic Happen When You Wear All the Hats *Cooper Creek*

Join this interactive session featuring CEOs of small chambers from all four-states. Whether today's hat is event planner, webmaster or financial guru, these small Chamber professionals make magic happen in their worlds and want to share their tips and learn from your own.

- Ginger Harper, Executive Director, Heber Springs (MO) Chamber of Commerce
- Jeff Meredith, Executive Director, Monett (MO) Chamber of Commerce
- Suzanne Shirey, President, Sapulpa (OK) Chamber of Commerce
- Becky Wolfe, President/CEO, Andover (KS) Area Chamber of Commerce

C. Certificate of Origins *Roark Creek*

This interactive discussion on the chamber's role in world trade documents will include the chamber's responsibilities and liabilities as well as best practices and guidelines, free vs. fee, and how to provide a real value instead of just a service. Learn how to get started or how to improve on your current program. Turn this enigma into a non-dues profit center for your chamber.

- Wendy Baggett, Certificate of Origin Guru

D. Executive/Senior Management Think Tank *Compton Ferry*

This best practice session is designed for the chief paid officer and senior management level staff.

- James Reddish, EVP, Little Rock (AR) Regional Chamber - *facilitator*

5:00 p.m.

APPY HOUR *Taneycomo A Ballroom*

Come on, let's get APPY! Join us for a fun-filled yet informative hour filled with delightful mix of apps to boost your productivity and cold drinks to refresh your conference weary mind.

- *Sponsored by Target Marketing*

6:30 p.m.

DINNER ON YOUR OWN

WEDNESDAY, MAY 12

7:00-8:30 a.m.

CONTINENTAL BREAKFAST *Taneycomo A Ballroom*

7:30 a.m.

COFFEE AND CONVERSATIONS *Taneycomo A Ballroom*

The "early bird gets the worm" and in this case gets to take home some new knowledge from topics, ranging from leadership programs to board development. Join us for a moderated roundtable discussion and an opportunity to share and learn from your peers. The coffee is on us!

8:30 a.m.

BREAK / EXHIBITOR SHOWCASE

8:45 a.m.

BREAKOUTS

A. Talent Attraction and Workforce Development Cooper Creek

Workforce development, talent attraction, and education are important factors in implementing an economic development strategy. Learn what other communities are doing to attract and retain talent.

- Eric Brown, President/CEO, Salina (KS) Area Chamber of Commerce
- Jennifer Conway, President/CEO, Broken Arrow (OK) Chamber of Commerce
- James Reddish, EVP, Little Rock (AR) Regional Chamber

B. Human Resources – Working from Home and Employee Vaccinations Taneycomo B Ballroom

Is working from the beach really working or vacation? Can COVID vaccines be required? Get answers to these and other HR questions.

- Tiffany Haynes, Chief People Officer, Jack Henry & Associates, Inc.

C. Using Automated Emails for Onboarding and Retention Compton Ferry

Tips and tools to easily create auto-triggered email series with Constant Contact and Chamber Master

- a. Ladona Weathers, Member Services/Communications Director, Table Rock Lake (MO) Chamber of Commerce

9:45 a.m.

BREAK / EXHIBITOR SHOWCASE

10:15 a.m.

GENERAL SESSION Taneycomo A Ballroom

What I've Learned from the Pandemic

Join us for an Ignite-style quick hitting review from 8 different chambers from the region, focusing on lessons learned from the pandemic. Ignite is a series of speedy presentations. Presenters get 20 slides, which automatically advance every 15 seconds. The result is a fast and fun presentation which lasts just 5 minutes per presenter.

11:15 a.m.

LUNCH / EXHIBITOR SHOWCASE

Last chance to turn in your Exhibitor Passport to win!

12:00 p.m.

GENERAL SESSION Taneycomo A Ballroom

The Game Winning 3 – Making It Count...In Business and In Life

Success can be defined in its simplest form as making life better for someone else. Whether it comes in creating a better product, helping to relieve someone's stress or pain, bringing someone laughter or joy or helping someone get more out of their life, success is always about serving. This being the case, the key to success in any business lies not only in the development of great products and services, but more importantly in the development of great people. In this insightful presentation, Dave Davlin shares three essential ingredients for developing a purpose-driven mentality to achieve a fulfilling career and balanced life.

b. Dave Davlin

1:15 p.m.

CONCLUSION / PRIZE DRAWINGS

1:30 p.m.

MAKO BOARD MEETING

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 Board and the attendees.