



# FOUR STATES. ONE VISION. CHAMBER CONFERENCE

MISSOURI | ARKANSAS | KANSAS | OKLAHOMA

---

**APRIL 24-26, 2022**  
**BRANSON CONVENTION CENTER, BRANSON, MO**

---

  /MAKOConf · #MAKO2022 · [www.MAKOconf.com](http://www.MAKOconf.com)

# FUELING THE VISION OF COMMUNITIES ACROSS AMERICA

Opportunity Funding's primary function is to raise funds exclusively for community and economic development organizations, chambers of commerce, museums, arts, theaters, hospitals, community, technical colleges and non-profits. Secondly, Opportunity Funding provides strategic planning, economic development planning and organizational development.

---



**JERRY HINSON**  
Hinson@OpportunityFunding.net  
803-379-6006



**DOUG KINSINGER**  
Kinsinger@OpportunityFunding.net  
785-554-8785



**ADAM KINSINGER**  
AdamKinsinger@OpportunityFunding.net  
785-580-7008



[www.opportunityfunding.net](http://www.opportunityfunding.net)

# SCHEDULE AT A GLANCE

## SUNDAY, APRIL 24

- 1:00-6:00 P.M. **EXHIBITOR SET-UP** Ballroom Lobby
- 3:00-6:00 P.M. **REGISTRATION** Ballroom Lobby
- 3:00-6:00 P.M. **HOSPITALITY ROOM OPENS** Hilton Branson Room 1203
- 3:00-6:00 P.M. **BE PRO BE PROUD MOBILE WORKSHOP** Convention Ctr Parking Lot
- 5:00-6:00 P.M. **CHAMBER YOUNG PROFESSIONALS RECEPTION** Level 2 Bar - Hilton
- 6:00-8:00 P.M. **FUN-A-PALOOZA AT ANDY B'S** Andy Bs in Branson Landing

## MONDAY, APRIL 25

- 7:00 A.M. **REGISTRATION & EXHIBITOR SETUP** Ballroom Lobby
- 7:30-8:30 A.M. **BREAKFAST** Taneycomo Ballroom B
- 8:30 A.M. **WELCOME** Taneycomo Ballroom B
- 8:45 A.M. **GENERAL SESSION WITH JUSTIN PATTON** Taneycomo Ballroom B
- 10:00-10:30 A.M. **EXHIBITOR SHOWCASE / BREAK** Ballroom Lobby
- 10:15 A.M. **STATE ASSOCIATION PICTURES – KANSAS & OKLAHOMA**
- 10:30 A.M. **BREAKOUT SESSIONS**
- 11:30-11:45 A.M. **BREAK**
- 11:45 A.M. **BREAKOUT SESSIONS**
- 12:45 P.M. **LUNCH** Taneycomo Ballroom B
- 1:30 P.M. **GENERAL SESSION WITH DAVE ADKISSON** Taneycomo Ballroom B
- 2:30-3:00 P.M. **EXHIBITOR SHOWCASE / BREAK** Ballroom Lobby
- 2:45 P.M. **STATE ASSOCIATION PICTURES – ARKANSAS & MISSOURI**
- 3:00-4:30 P.M. **BREAKOUT SESSIONS**
- 4:30 P.M. **RECEPTION / SPONSOR SHOWCASE** Ballroom Lobby
- 6:30 P.M. **DINNER ON YOUR OWN**
- 6:30 P.M. **HOSPITALITY SUITE OPENS** Hilton Branson Room 1203

## TUESDAY, APRIL 26

- 7:30-8:30 A.M. **COFFEE AND CONVERSATIONS** Taneycomo Ballroom B
- 8:30 A.M. **EXHIBITOR SHOWCASE / BREAK** Ballroom Lobby
- 8:45 A.M. **BREAKOUT SESSIONS**
- 9:45-10:00 A.M. **SPONSOR SHOWCASE/BREAK** Ballroom Lobby
- 10:00 A.M. **BREAKOUT SESSIONS**
- 11:00 A.M. **LUNCH & EXHIBITOR SHOWCASE** Ballroom Lobby
- 11:45 A.M. **GENERAL SESSION WITH DALE WILSHER** Taneycomo Ballroom B
- 1:00 P.M. **CONCLUSION**
- 1:30 P.M. **MAKO BOARD MEETING** Roark Creek

## SPECIAL GUEST SPEAKERS



**DAVE ADKISSON**  
CHAMBER VETERAN, AUTHOR  
[www.ChamberDave.com](http://www.ChamberDave.com)



**JUSTIN PATTON**  
EXECUTIVE COACH, AUTHOR  
[www.JustinPatton.com](http://www.JustinPatton.com)



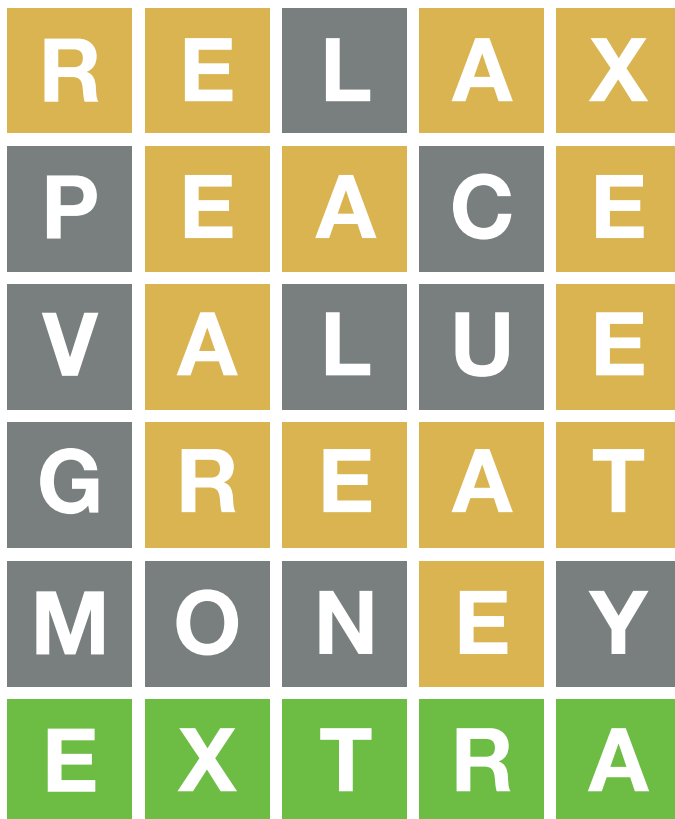
**DALE WILSHER**  
EXECUTIVE DEVELOPMENT COACH,  
MOTIVATIONAL SPEAKER  
[www.YourAuthenticPersonality.com](http://www.YourAuthenticPersonality.com)



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



Connect to Wireless Network **BCC-MTG**  
Open Browser, type **go.com**  
**Username:** MAKO  
**Password:** mako2022  
(case sensitive)



Scan the QR code above or visit  
**communitymattersinc.com/mako**  
to enter our drawing for AirPods Pro\*

\*AirPods Pro are compatible with Apple and Android devices

**Come visit with us at our exhibit space  
to discuss your publishing needs**

**RELAX:** We make the sales and publishing process easy

**PEACE:** Rest assured the job will be done right

**VALUE:** Quality products and services

**GREAT:** References are available from Chamber Executives

**MONEY:** Generous non-dues revenue paid on time

**EXTRA:** The difference between ordinary and extraordinary

Our word of the day is always **EXTRA.** That's what Community Matters provides.



# BOARD OF DIRECTORS & OFFICERS

## OFFICERS:

**JAMES REDDISH, CCE, CEcD**  
**2022 MAKO CHAIR**

Executive Vice President  
Little Rock (AR) Regional Chamber

**JASON CAMIS, IOM**  
**MAKO CHAIR-ELECT**

President & CEO  
Gardner (KS) Chamber of Commerce

**GAYLE POTTER, IOM**  
**MAKO BOARD TREASURER**

President  
Liberty Area (MO) Chamber of Commerce

**JOSH DRISKELL, IOM**  
**MAKO BOARD SECRETARY**

President & CEO  
Jenks (OK) Chamber of Commerce

## BOARD OF DIRECTORS:

**DREW DUGAN, IOM, CCE**

Vice President, Education & Workforce Development  
Greater Oklahoma City (OK) Chamber

**TAMMY LONG, IOM**

Director Missouri Chamber Federation  
Missouri (MO) Chamber of Commerce & Industry

**BONNIE LOWE, IOM**

President & CEO  
The Chamber at Lawrence Kansas

**JEFF MEREDITH, IOM**

Executive Director  
Monett (MO) Chamber of Commerce

**LINDSAY MADISON**

President  
Fort Scott (KS) Chamber of Commerce

**COREY PARKS, MBA, PCED**

Vice President of Economic Development  
Conway (AR) Area Chamber of Commerce

**BILL ROGERS, IOM**

President & CEO  
Springdale (AR) Chamber of Commerce

**SHELLEY SHORT, IOM**

Executive Director, AEDCE  
Arkansas (AR) State Chamber of Commerce/AIA

**GRANT SLOAN**

Vice President  
Branson/Lakes Area (MO) Chamber of Commerce & CVB

**ANGELA WILSON**

President & CEO  
Greater Muskogee (OK) Area Chamber of Commerce

**RUTH LITTLEFIELD, IOM, CCE**

Association Manager  
Littlefield Management Solutions, LLC

## MAKO PAST CHAIRS

**2011 | TRACEY OSBORNE OLTJEN, CCE**

Overland Park (KS) Chamber of Commerce

**RAYMOND BURNS, CCE**

Rogers-Lowell (AR) Area Chamber of Commerce

**2012 | RUTH LITTLEFIELD, IOM, CCE**

Tulsa (OK) Regional Chamber of Commerce

**STEVIE KEARSE, IOM**

Rolla (MO) Area Chamber of Commerce

**2013 | JACKIE ARRISON**

Greater Hot Springs (AR) Chamber of Commerce

**BLAKE BENSON, CCE**

Pittsburg (KS) Area Chamber of Commerce

**2014 | MITA BATES, IOM, CCE**

Ardmore (OK) Chamber of Commerce

**KERRY KLUMP**

Troy (MO) Area Chamber of Commerce

**2015 | GARY PLUMMER**

Wichita (KS) Regional Chamber of Commerce

**CARI WHITE, CCE**

Jonesboro (AR) Regional Chamber of Commerce

**2016 | RICH CANTILLON, IOM**

Ponca City (OK) Area Chamber of Commerce - Tourism Bureau

**LINDA LEEPER**

Shawnee (KS) Chamber of Commerce

**2017 | GRAHAM COBB, IOM**

Little Rock (AR) Regional Chamber of Commerce

**2018 | JEANINE MCKENNA, IOM**

Emporia (KS) Area Chamber of Commerce

**2019 | JEFF MEREDITH, IOM**

Monett (MO) Chamber of Commerce

**2020 | SUZANNE SHIREY, IOM**

Sapulpa (OK) Chamber of Commerce

**2021 | SUZANNE SHIREY, IOM**

Sapulpa (OK) Chamber of Commerce

# SPONSORS

## EVENT SPONSORS

### PREMIER SPONSOR



### PARTNER/RECEPTION SPONSOR



### MONDAY LUNCH SPONSOR



### TUESDAY LUNCH SPONSOR



### KEYNOTE SPEAKER SPONSOR



### RECEPTION SPONSOR



### DRINK SPONSOR



### BREAK SPONSOR



### EXHIBITOR PASSPORT SPONSOR



### NAME BADGE SPONSOR



### LANYARD SPONSOR



## CHAMBER CHAMPIONS



## CHAMBER PARTNERS

Bixby (OK) Metro Chamber of Commerce

Chamber of Commerce Executives of Kansas (KS)

Claremore (OK) Chamber of Commerce

Columbia (MO) Chamber of Commerce

Emporia (KS) Area Chamber of Commerce

Jenks (OK) Chamber of Commerce

Jonesboro (AR) Regional Chamber of Commerce

Liberty (MO) Area Chamber of Commerce

Manhattan (KS) Area Chamber of Commerce

Monett (MO) Chamber of Commerce

Norman (OK) Chamber of Commerce

Overland Park (KS) Chamber of Commerce

Springfield (MO) Area Chamber of Commerce

The Chamber at Lawrence Kansas (KS)



## WiFi

Connect to Wireless Network

**BCC-MTG**

Open Browser, type **go.com**

**Username:** MAKO

**Password:** mako2022

(case sensitive)

[www.MAKOconf.com](http://www.MAKOconf.com)

# SPONSORS & EXHIBITORS



**APP MY COMMUNITY**  
**Mary Margaret Butler**  
 (314) 805-9040  
 mmbutler@armstrongsoft.com  
 www.armstrongsoft.com



**ASSOCIATION OF CHAMBER OF COMMERCE EXECUTIVES (ACCE)**  
**Beth Bronder**  
 (703) 998-3545  
 bbronder@acce.org  
 www.acce.org



**AVENTURA WORLD**  
**Ian Scott**  
 (760) 212-0779  
 ian@aventuraworld.com  
 www.aventuraworld.com



**BE PRO BE PROUD**  
**Montrell Thornton**  
 (501) 372-2222  
 Montrell.thornton@beprobeproud.org  
 www.beprobeproud.org



CHAMBER NATION

**CHAMBER NATION**  
**Richard Scully**  
 (925) 699-9997  
 richard@membermomentum.com  
 www.chambernation.com



**CITSLINC INTERNATIONAL, INC.**  
**Leo Lui**  
 (626) 571-0616  
 citslinc@aol.com  
 www.citslinc.org



**COMMUNITY MATTERS**  
**Layne & Kimberly Mullin**  
 (800) 380-2450  
 layne@communitymattersinc.com  
 www.communitymattersinc.com



**CONVERGENT NONPROFIT SOLUTIONS**  
**Paul Santiago**  
 (904) 333-7719  
 psantiago@convergentnonprofit.com  
 www.convergentnonprofit.com



**EXPLORE BRANSON**  
**Mariya Baker, CMP**  
 (417) 243-2109  
 mbaker@bransoncvb.com  
 www.explorebranson.com



**GROWTHZONE/CHAMBERMASTER**  
**Scott Robertson**  
 (800) 825-9171 ext. 377  
 Scott.robertson@growthzone.com  
 www.chambermaster.com



MEMBERSHIP SALES SOLUTIONS

**HOLMAN BROTHERS MEMBERSHIP SALES SOLUTIONS**  
**Bill & Doug Holman**  
 (619) 886-1301  
 bill@holmanbros.com  
 doug@holmanbros.com  
 www.holmanbros.com



**NW ARKANSAS DEMOCRAT GAZETTE**  
**Gordon Weathers**  
 (417) 676-0136  
 gweathers@nwonline.com  
 www.nwaonline.com



**MY SHIFT APP**  
**Cole Bowman & Scott Morris**  
 (620) 215-5250  
 cole@myshiftapp.com  
 scott@myshiftapp.com  
 www.myshiftapp.com



**OPPORTUNITY FUNDING**  
**Doug Kinsinger, CCE**  
**Jerry Hinson**  
 (785) 554-8785  
 kinsinger@opportunityfunding.net  
 hinson@opportunityfunding.net  
 www.opportunityfunding.net



**PONCA CITY CHAMBER OF COMMERCE & CVB**  
**Rich Cantillion, IOM**  
 (580) 765-4400  
 rich@poncacitychamber.com  
 www.poncacitychamber.com



**POSITIVE IMPACT MEDIA**  
**Karan Ediger**  
 (405) 818-5124  
 sales@positiveimpactmedia.net



**TARGET MARKETING**  
**John Hensley**  
 (800) 886-5421  
 jhensley@chambermaps.com  
 www.chambermaps.com



**U.S. CHAMBER OF COMMERCE FOUNDATION INSTITUTE FOR ORGANIZATION MANAGEMENT**  
**Karyn MacRae**  
 (202) 463-5704  
 kmacrae@uschamber.com  
 www.institute.uschamber.com



**VISION CARE DIRECT**  
**James Ashford**  
 (918) 695-3080  
 James.ashford@visioncaredirect.com  
**Kaden James**  
 Kaden.james@visioncaredirect.com  
 (316) 803-1255  
 www.visioncaredirect.com



**VYVE BROADBAND**  
**Natalie Ellis**  
 (785) 656-9848  
 Natalie.ellis@vyvebb.com  
 www.vyvebb.com

# 2022 SCHEDULE OF EVENTS

## SUNDAY, APRIL 24

**1:00-6:00 P.M. EXHIBITOR SET-UP** Ballroom Lobby

**3:00-6:00 P.M. REGISTRATION** Ballroom Lobby

**3:00-6:00 P.M. HOSPITALITY ROOM OPENS** Hilton Branson Room 1203

**3:00-6:00 P.M. BE PRO BE PROUD MOBILE WORKSHOP** Convention Ctr Parking Lot

Be Pro Be Proud is a workforce development initiative working to change perceptions surrounding technical careers in construction, manufacturing, transportation, and utilities sectors. Be Pro Be Proud operates a statewide tour of high schools and middle schools with the Be Pro Mobile Workshop, a 73-foot-long semi-truck-and-trailer outfitted with 15 virtual reality simulators that allow students to experience a day in the life of a technical professional. Starting in Arkansas in 2016, Be Pro Be Proud has impacted over 116,000 students across 679 Tour Stops in 396 cities. As of 2020, Be Pro Be Proud is operating in South Carolina and Georgia. The mobile workshop will be available on Monday during the breakout sessions also.

**5:00-6:00 P.M. CHAMBER YOUNG PROFESSIONALS RECEPTION** Level 2 Bar - Hilton

**6:00-8:00 P.M. FUN-A-PALOOZA AT ANDY B'S** Andy Bs in Branson Landing

## MONDAY, APRIL 25

**7:00 A.M. REGISTRATION & EXHIBITOR SETUP** Ballroom Lobby

**7:30-8:30 A.M. BREAKFAST** Taneycomo Ballroom B

**8:30 A.M. WELCOME** Taneycomo Ballroom B

**8:45 A.M. GENERAL SESSION WITH JUSTIN PATTON** Taneycomo Ballroom B

### Your Roadmap to Trust

Trust is your biggest advantage. It impacts loyalty, engagement, candor, and the bottom line of every organization. Trust is ultimately impacting what doors open or close for you. The best leaders communicate to build trust, not compliance. This interactive program shows you how to build trust in yourself, guides you through the four factors of building trust with others, shares what erodes trust, and discusses how to repair trust once it's broken. Sponsored by U.S. Chamber Foundation Institute for Organization Management

**10:00-10:30 A.M. EXHIBITOR SHOWCASE / BREAK** Ballroom Lobby

**10:15 A.M. STATE ASSOCIATION PICTURES – KANSAS & OKLAHOMA**

**10:30 A.M. BREAKOUT SESSIONS**

### 1. #ChambersSoWhite: One Chamber's Pursuit to Diversify Their Team

Cooper Creek 1-2

Chambers have long been criticized for their lack of diversity. While this problem exists at the board level, it is often more common at the staff level. Over a decade ago, the Conway Area Chamber of Commerce committed itself to diversifying its professional staff. What started as an aspirational attempt to "look" more like America eventually changed the culture of the organization. This commitment to diversity positioned the Chamber to help lead the city through its response to the national, civil unrest of 2020. In this candid conversation, Chamber team members will explore how cultivating authentic relationships internally has shifted the organization's approach to diversity, equity, and inclusion. You will learn practical ways to promote diversity in your organization, even if your community's racial and ethnic demographics are more homogenous.

*Presented by Brad Lacy, President/CEO; Leo Cummings III, Director of Sales & Member Engagement; Lindsay Henderson, Chief Revenue Officer; and Adena White, Editor, Conway (AR) Area Chamber of Commerce*

## 2. Crisis Management in a Media-aholic World Cooper Creek 3

If the message is wrong the result can't be right. In our hyper-connected, media-aholic world, there is no winging it when dealing with a serious incident. Every person on every level of management should know what to do "in case" – both those on support teams and those out in front should be well-versed on dos and don'ts of message management delivery. This session will challenge your thinking about all aspects of communication management – and motivate you to BE READY!

*Presented by Lisa Rau, Director PR/Publicity, Silver Dollar City Attractions/Herschend Family Entertainment*

## 3. Be Pro Be Proud Mobile Workshop Convention Ctr Parking Lot

11:30-11:45 A.M. **BREAK**

11:45 A.M. **BREAKOUT SESSIONS**

## 4. Three Chambers and Their Approaches to Workforce Cooper Creek 1-2

Workforce shortage is a major issue that all businesses are facing in the US. This session will explore how these chambers are addressing the workforce issues from childcare, education partnerships, and assistance programs.

*Presented by Anita Brackin, VP Workforce Development, Fort Smith (AR) Regional Chamber of Commerce; Dana Keller, Director, Mexico (MO) Chamber of Commerce, Bonnie Lowe, President/CEO, The Chamber of Lawrence Kansas; Facilitated by James Reddish, EVP, Little Rock (AR) Regional Chamber*

## 5. Leading Confidently Through the Power of Your Personality Cooper Creek 3

If you've ever felt like you're not a leader because you don't have a certain set of skills or particular strengths, think again. Effective leadership comes in many forms. When you understand your design and how you are equipped to lead, you will become more confident and intentional in leading your team, board, and chamber toward the achievement of common goals.

*Presented by Dale Wilsher, Your Authentic Personality*

## 6. Negotiating Employment Contracts Compton Ferry

This CEO level only session will explore the details of an employment contract between the CEO and the board, what should be included, additional benefits, and how to negotiate a win-win result for you, your board, and the chamber.

*Presented by Matt Morrow, President, Springfield (MO) Area Chamber of Commerce; Tracey Osborne Oltjen, President/CEO, Overland Park (KS) Chamber of Commerce; Natalie Redmond, President/CEO, St. Joseph (MO) Chamber of Commerce; Facilitated by Matt Pivarnik, CEO, Greater Topeka (KS) Partnership*

## 7. Be Pro Be Proud Mobile Workshop Convention Ctr Parking Lot

12:45 P.M. **LUNCH Taneycomo Ballroom B**

1:30 P.M. **GENERAL SESSION WITH DAVE ADKISSON Taneycomo Ballroom B**

## Chambers of the Future: Where Do We Go From Here?

Dave Adkisson, a Chamber veteran, former mayor, and author of a best-selling book about life in Chamber World, will offer an insider's view of the future of Chambers and Chamber leaders. Join Dave for this interactive session about how Chamber professionals can be more effective in shaping the future of their communities.



**2:30-3:00 P.M. EXHIBITOR SHOWCASE / BREAK** Ballroom Lobby

**2:40 P.M. STATE ASSOCIATION PICTURES – ARKANSAS & MISSOURI**

**3:00-4:30 P.M. BREAKOUT SESSIONS**

**8. CEO Peer Group** Cooper Creek 1-2

*Moderated by James Reddish, Executive Vice President, Little Rock (AR) Regional Chamber*

**9. CEO Peer Group – Staff of One** Cooper Creek 3

*Moderated by Jason Camis, President/CEO, Gardner (KS) Chamber of Commerce*

**10. Staff Peer Group** Compton Ferry

*Moderated by Dena Huff, Director of Communication, Manhattan (KS) Area Chamber of Commerce*

**11. Be Pro Be Proud Mobile Workshop** Convention Ctr Parking Lot

**4:30 P.M. RECEPTION / SPONSOR SHOWCASE** Ballroom Lobby

Network with your peers and exhibitors.

**6:30 P.M. DINNER ON YOUR OWN**

**6:30 P.M. HOSPITALITY SUITE OPENS** Hilton Branson Room 1203

## TUESDAY, APRIL 26

**7:30-8:30 A.M. COFFEE AND CONVERSATIONS** Taneycomo Ballroom B

This early morning roundtable discussion is designed for you to share and learn from your peers. The tables will be setup for the you to meet others who do what you do in the chamber from a chamber of one to communications. The coffee is on us!

**8:30 A.M. EXHIBITOR SHOWCASE / BREAK** Ballroom Lobby

**8:45 A.M. BREAKOUT SESSIONS**

**1. Planning Your Successful Advocacy Programs** Cooper Creek 1-2

Learn how these chambers promote advocacy through programs, events, engagement, partnerships and access for their members.

*Presented by Jeanine McKenna, President/CEO, Emporia (KS) Area Chamber of Commerce; Cari White, COO, Jonesboro (AR) Regional Chamber of Commerce; Lily White, VP of External Affairs, Columbia (MO) Chamber of Commerce*

**2. Turning Anonymous Web Traffic into Legitimate Leads** Cooper Creek 3

Tired of getting vague information from Google Analytics about visitors to your website? Ever wish you could contact them directly? The St. Joseph (Mo.) Chamber of Commerce has been working with one of its members, Stealth Data, to do just that. With new tracking capabilities on its website, the Chamber gets detailed information about who has visited its site including email addresses, phone numbers, physical addresses and more – all without the user filling out a form. The information is also sorted into mild, medium, and hot lead categories. See how the Chamber has used this in its talent recruitment campaign.

*Presented by Kristi Bailey, Director of Communications, St. Joseph (MO) Chamber of Commerce, and Kevin Puckett, President/CEO, Stealth Data*

### 3. Tiered Membership Dues Compton Ferry

The way chambers charge for membership dues have changed over the past years. In this session, three chambers will share the process of switching to tiered dues, what their tiers incorporate, and challenges then and today.

*Presented by Astra Ferris, CEO, Barton County (MO) Chamber of Commerce; Jason Camis, President/CEO, Gardner (KS) Chamber of Commerce; Candi Westbrook, President/CEO, Coffeyville (KS) Area Chamber of Commerce*

9:45 -10:00 A.M. **SPONSOR SHOWCASE/BREAK** Ballroom Lobby

10:00 A.M. **BREAKOUT SESSIONS**

### 4. Chamber Programs for Professional Women Cooper Creek 1-2

Your Chamber can create a space that elevates, amplifies, and empowers women. Such events range from providing forums that address challenges women face to leadership conferences training female leaders.

Learn how these 3 chambers created platforms impacting professional women and discover strategies on how you can offer similar opportunities through your organization.

*Presented by Caitlin Ferguson, Communications Director, Columbia (MO) Chamber of Commerce; Sharla Meisenheimer, Director of Membership, Manhattan (KS) Area Chamber of Commerce; Angela Wilson, President & CEO, Muskogee (OK) Area Chamber of Commerce; Facilitated by Tammy Wellbrock, Girl Twin Solutions*

### 5. A Chamber's Role in Economic Development Cooper Creek 3

Chambers have fulfilled this function in their communities since their inception. Where does your chamber fit into this vital role? This session will explore how a chamber is doing economic development without additional money from their city, recruiting new businesses, and create a strong economic development strategy.

*Presented by Krystal Crockett, President/CEO, Bixby (OK) Metro Chamber of Commerce; Gary Troutman, President/CEO, Greater Hot Springs (AR) Chamber of Commerce; Facilitated by Josh Driskell, President/CEO, Jenks (OK) Chamber of Commerce*

### 6. Digital Tools to Enhance Communications – Internal and External Compton Ferry

Learn how the Greater Bentonville Chamber has implemented digital technology tools that are significantly increasing productivity and communications internally and externally. These tools range from Axios Platform, Trello, Sprout Social, to Geofencing.

*Presented by Andre' Arceneaux, Director of Marketing & Communications, Greater Bentonville (AR) Area Chamber of Commerce*

11:00 A.M. **LUNCH & EXHIBITOR SHOWCASE** Ballroom Lobby

Turn in your Exhibitor Passport to win!



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



Connect to Wireless Network **BCC-MTG**  
Open Browser, type **go.com**

**Username:** MAKO  
**Password:** mako2022  
(case sensitive)



**11:45 A.M.**      **GENERAL SESSION WITH DALE WILSHER** Taneycomo Ballroom B

**How to Keep the Urgent from Hijacking What’s Important**

The average employee is only productive for 2 hours and 53 minutes per day\*, resulting in decreased profits and increased stress. It’s not just a time management program, it’s a brain issue that stems from a lack of awareness and poo self-management. With all the urgent demands, crazy expectations, and a pace of work that never seems to end, it is possible to make meaningful progress toward things that matter most so you can build resiliency and pursue legacy. If you’re sick of living in a rush, Dale will show you how to get ahead of the chaos, slow the hurry, and bring out your best self and your highest contribution.

**1:00 P.M.**      **CONCLUSION**

Exhibitor Passport Prize Drawing

**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.

**NOTES** 

---

---

---

---

---

---

---

---

---

---

---

# Stop by our booth!

**FREE**  
\$5 STARBUCKS CARD  
for taking our short  
survey



## Total Audience Solutions!

# WE'VE GOT YOU COVERED!

**PRINT & DIGITAL**

Community Guides & Chamber Directories  
Newsprint Commercial Printing  
Magazine & Catalog Design • Inserts • Direct Mail  
Retail, Classified & Web Advertising

**Targeted Ads and Digital Services**

Precision Targeted Email Blasts  
Google Ads Search and Display  
Social Media Display Ads  
Website Design and Optimization

**Contact Gordon Weathers**  
**417-676-0439**

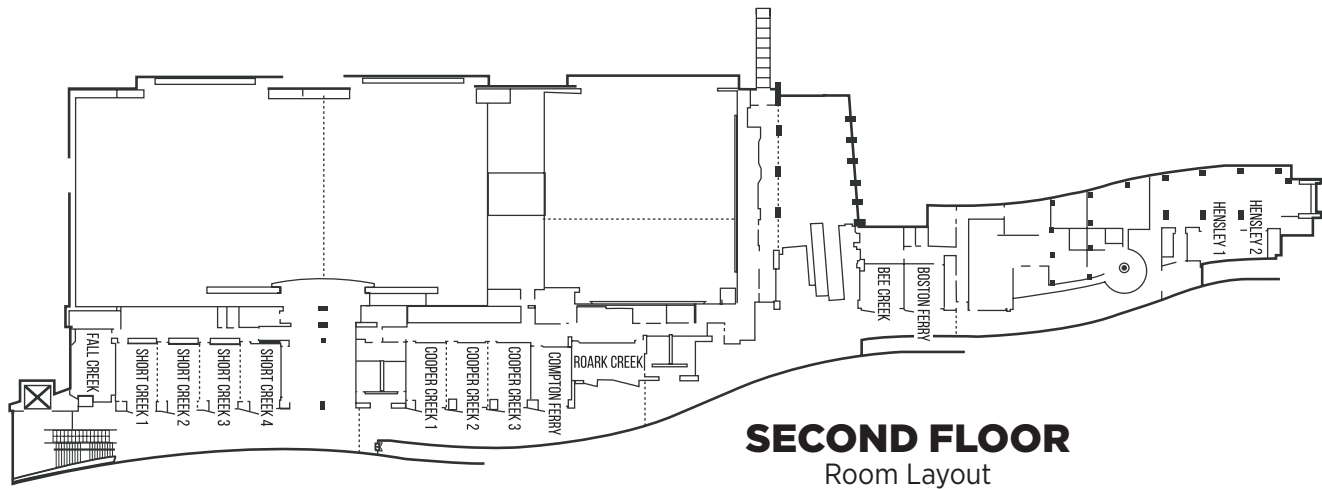
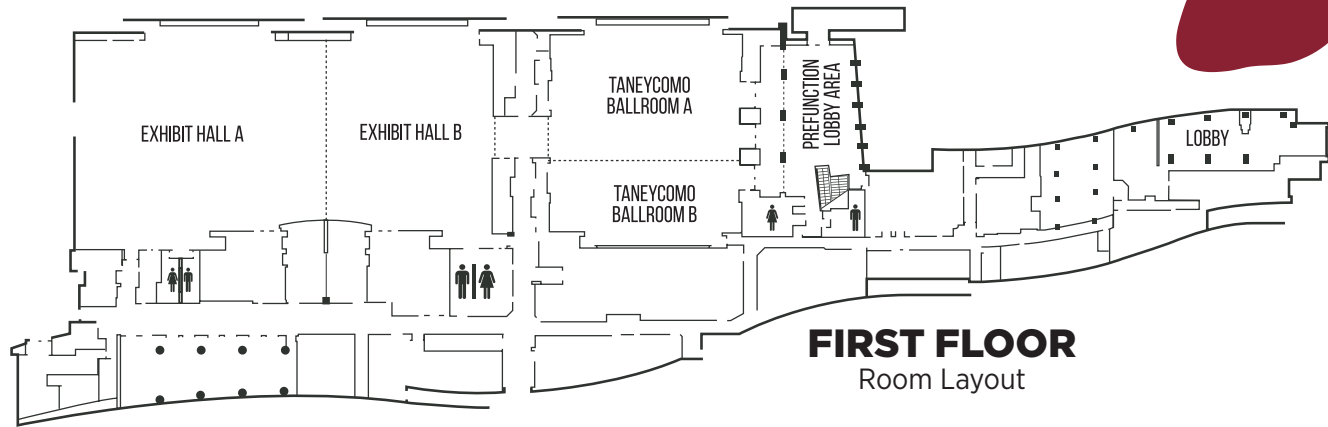
**gweathers@nwaonline.com**

**NORTHWEST ARKANSAS  
Democrat & Gazette**

**www.nwaonline.com**



# CONFERENCE MAP



## EXHIBITOR PASSPORT

### Complete Your Exhibitor Passport to Win!

**ACCE 2022 Annual Conference Registration (\$899 value)**  
**2-nights stay at Hilton Promenade at Branson Landing**  
**Branson Entertainment Package**  
**Bluetooth Speakers**  
**2023 MAKO Registration (\$345 value)**

Turn in your Passport at the  
Target Marketing Exhibitor Booth

*Must Be Present To Win*

Sponsored by





"I love when walking the  
course counts as a nature  
hike."

– Vacation

A Vacation like yours deserves more than 18 holes with a view of the parking lot. Your Vacation is worth breaking out the good stuff. We're talking six professionally designed courses in the shade of the Ozark mountains. Give your golf Vacation the life it yearns for. [ExploreBranson.com](http://ExploreBranson.com)





**MAY 1-3  
2023**

---

**APRIL 29-MAY 1  
2024**

---

**APRIL 28-30  
2025**

MAKO  
CONFERENCE  
**SAVE  
THE  
DATE**

Branson Convention Center and  
Branson Hilton Convention Center Hotel  
[www.makoconf.com](http://www.makoconf.com)



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

**MAKO CONFERENCE ASSOCIATION**  
P.O. Box 1729 | Broken Arrow, OK 74013  
[MAKOConf.com](http://MAKOConf.com)

[Twitter](#) [Facebook](#) /MAKOConf • #MAKO2022