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MAKO 2023

MAY 1-3, 2023

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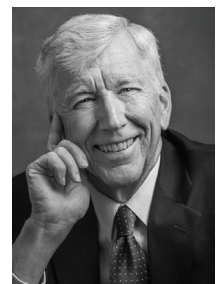
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SCHEDULE AT A GLANCE

MONDAY, MAY 1

- 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 1213
4:30-5:30 P.M. **FIRST TIME ATTENDEE RECEPTION** Level 2 Bar - Hilton
6:00-8:00 P.M. **FUN-A-PALOOZA AT ANDY B'S** Andy B's in Branson Landing
8:00 P.M. **HOSPITALITY ROOM OPENS** Hilton Branson Room 1213

TUESDAY, MAY 2

- 7:30 A.M. **REGISTRATION & EXHIBITOR SETUP** Ballroom Lobby
8:00-9:00 A.M. **BUFFET BREAKFAST** Taneycomo Ballroom B
9:00 A.M. **WELCOME** Taneycomo Ballroom B
9:15 A.M. **GENERAL SESSION WITH KYLE SEXTON** Taneycomo Ballroom B
10:30-11:00 A.M. **EXHIBITOR SHOWCASE / BREAK** Ballroom Lobby
10:45 A.M. **STATE ASSOCIATION PICTURES - KANSAS & OKLAHOMA**
11:00 A.M. **BREAKOUT SESSIONS**
12:00 P.M. **LUNCH** Taneycomo Ballroom B
1:00 P.M. **GENERAL SESSION WITH KIRK ELMQUIST** Taneycom Ballroom B
2:00-2:30 P.M. **EXHIBITOR SHOWCASE / BREAK** Ballroom Lobby
2:15 P.M. **STATE ASSOCIATION PICTURES - ARKANSAS & MISSOURI**
2:30 P.M. **BREAKOUT SESSIONS**
3:30 P.M. **SPONSOR SHOWCASE / BREAK** Ballroom Lobby
2:30 P.M. **BREAKOUT SESSIONS**
4:45 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 1213

WEDNESDAY, MAY 3

- 7:00-8:30 A.M. **BUFFET BREAKFAST** Taneycomo Ballroom B
7:30-8:30 A.M. **COFFEE AND CONVERSATIONS** Taneycomo Ballroom B
8:30 A.M. **EXHIBITOR SHOWCASE / BREAK** Ballroom Lobby
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11:15 A.M. **LUNCH & EXHIBITOR SHOWCASE** Ballroom Lobby
12:00 P.M. **GENERAL SESSION WITH ED O'MALLEY** Taneycomo Ballroom B
1:00 P.M. **CONCLUSION**
1:30 P.M. **MAKO BOARD MEETING** Roark Creek

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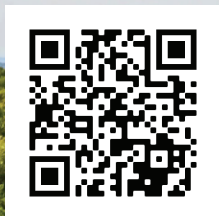
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2014 | MITA BATES, IOM, CCE

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KERRY KLUMP

Troy (MO) Area Chamber of Commerce

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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

2022 | JAMES REDDISH

Little Rock (AR) Regional Chamber

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2023 SCHEDULE OF EVENTS

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- 9:00 A.M. **WELCOME** Taneycomo Ballroom B
- 9:15 A.M. **GENERAL SESSION WITH KYLE SEXTON** Taneycomo Ballroom B

What Investors Want

Learn the vocabulary of the elusive aspirational investor and the programs they want to support. This business profile doesn't want to attend, and sometimes doesn't even want credit. Take a deep dive on What Investors Want. Sponsored by U.S. Chamber Institute for Organizational Management

- 10:30-11:00 A.M. **EXHIBITOR SHOWCASE / BREAK** Ballroom Lobby
- 10:45 A.M. **STATE ASSOCIATION PICTURES – KANSAS & OKLAHOMA**
- 11:00 A.M. **BREAKOUT SESSIONS**

1. Risk Awareness and Avoidance Cooper Creek 1-2

"Nobody ever told me", is a bad way to find out about potential risks. The board of directors, committees and staff need to be aware of risks in a chamber. From public record requests to the misguided authority of a committee or volunteer, the session will describe the most common risks and how to avoid them, including real examples of risks and mitigation.

Presented by Bob Harris

2. Small Businesses & The Chamber Cooper Creek 3

Three different kinds of small business that the chamber may support, and the unique needs of each. We'll discuss the unique balance of support and nuts-and-bolts business help, special challenges that might surprise you, and the outlook of small business.

Presented by Beth Snyder, Founder & Vice President of Creative, 1Canoe2

3. Trust and Transform Compton Ferry

"Leveraging his experiences as Chairman of the Board of the Wichita Regional Chamber of Commerce and his Civic and Leadership Development background, Damon Young presents an invigorating session that you will not want to miss.

Trust and Transform: Why the challenge of trust must be faced for us to reach transformational goals in our personal, organizational, and civic lives and how our personal stories may be the key."

Presented by Damon Young, Chief Business Officer, Kansas Leadership Center

- 12:00 P.M. **LUNCH** Taneycomo Ballroom B

1:00 P.M.

GENERAL SESSION WITH KIRK ELMQUIST Taneycom Ballroom B

Everyone brightens a room, some when they walk in and some when they walk out! Kirk will touch on communications, enthusiasm, image, and getting better at being a leader. Are you listening? Or are you waiting to talk? How do you know you are communicating effectively?

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

2:15 P.M.

STATE ASSOCIATION PICTURES – ARKANSAS & MISSOURI

2:30 P.M.

BREAKOUT SESSIONS

4. Strategic Plans that are Successful for the Chamber Cooper Creek 1-2

Many strategic plans fail at the start. Too many people, too much time for the retreat, overly frequent planning (not annually), and a plan left to collect dust on the shelf. Every chamber needs a strategic plan to guide successive boards, empower the staff, and communicate value to the community. From the planning retreat to successful implementation – the session will offer guidance and models of excellence.

Presented by Bob Harris

5. Three Roles To Grow Your Chamber Cooper Creek 3

Throughout his 25-year membership career, Kyle Sexton has discovered a staffing pattern among growing chamber of commerce. Learn the three roles every growing chamber has on their team.

Presented by Kyle Sexton, Think Strategies

6. Storytelling For All Compton Ferry

Storytelling is the latest technique to break through the noise – but where do you start? Your chamber is sharing stories already, whether you realize it or not. Harnessing the power of those narratives – showing your audience what is and what could be – is the heart of storytelling. In this session, learn how to use this ancient art form to create connections that inspire shared visions, whether creating an event experience, demonstrating your organization's value to the community, or sharing information about its programming and initiatives. Both communications professionals and event organizers will benefit from this session.

Presented by Lindsey Slater, Director of Communications & Storytelling, Association of Chamber of Commerce Executives

3:30 P.M.

SPONSOR SHOWCASE / BREAK Ballroom Lobby

3:45 P.M.

BREAKOUT SESSIONS

7. Chambers of the Future Cooper Creek 1-2

The most successful chambers don't behave like a chamber. It's a business. What mindset does the board have? Chambers must evolve and innovate to remain relevant. Consider the ROI, activities, branding, and streams of income for advancing a strong chamber. This session is a discussion about making changes and what's working for other chambers. Bring your ideas and questions.

Presented by Bob Harris

8. Annual Banquets That Rock Cooper Creek 3

Is it the food, the speakers, the date, the time? What makes a good annual meeting? This session will explore best practices for Chamber annual meetings and give you examples, ideas and tools to make your event rock!

Presented by Marcy Kauffman, Vice President of Membership, Hutchinson/Reno County (KS) Chamber of Commerce, and Candi Westbrook, President/CEO, Coffeyville (KS) Area Chamber of Commerce

9. Never Underestimate the Value of a Loyal Membership Base [Compton Ferry](#)

What's better than acquiring a new member? It sounds like a trick question, but the answer isn't acquiring two new members. It's actually retaining a current member. Without a doubt, recruiting new members is essential for every chamber. However, retaining the members you already have is equally essential for sustainable growth. Are you doing all you can to keep your members engaged and nurture long-term, mutually beneficial member relationships? From providing a strong onboarding experience to prioritizing personalization, membership strategist Doug Holman will share 13 actionable strategies that any size chamber can implement right away to drive sustainable growth.

Presented by Doug Holman, Holman Brothers Membership Sales Solutions

4:45 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 1213](#)

WEDNESDAY, MAY 3

7:00-8:30 A.M. BUFFET BREAKFAST [Taneycomo Ballroom B](#)

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](#)

9:00 A.M. BREAKOUT SESSIONS

10. Beyond The Ribbon Cutting: Innovative Strategies for Engaging, Connecting, and Educating Prospective Chamber Members [Cooper Creek 1-2](#)

This session will focus on programs designed to reach a wider audience of prospects, and strategies for clearly illustrating membership perks to those prospects. The more educated non-members are on what the Chamber can do for their business - BEYOND the ribbon cutting - the more likely they'll join and utilize their benefits. The more they know about Chamber benefits, the more they can retain that information and share with other prospective members. Programs such as "Bagels & Benefits", "Operation Invitation", and "Cards Over Coffee" have helped our Chamber engage, connect, and educate prospects, and "seal the deal" on new members.

Presented by Shannon LaDuke, Business Development Director, Greater Hot Springs (AR) Chamber of Commerce (AR)

11. Young Professional Programs - the Good, the Bad, and the Ugly [Cooper Creek 3](#)

This session will explore how chambers are keeping their Young Professional groups engaged and growing that will include recruiting the next generation of leaders, rebranding, funding, to programs that work and didn't work.

Presented by Megan Barfield, President/CEO, Great Bend (KS) Chamber of Commerce; Dena Huff, Director of Communications, Manhattan Area (KS) Chamber of Commerce; Kristen King, Events & Programs Manager, Edmond (OK) Area Chamber of Commerce; Susan Neill Dawdy, Director of Membership & Special Events, Jefferson City (MO) Area Chamber of Commerce

12. Speak Softly and Carry a Big Stick: Advocacy Program for Chambers of Any Size

Compton Ferry

A chamber of commerce doesn't need a dedicated government affairs staffer or even a large staff to execute effective government affairs programs. In this session, attendees will how their chamber can follow the wise words of Theodore Roosevelt and carry a big stick in the halls of government.

Presented by Josh Driskell, Vice President Government Affairs & Operations, Broken Arrow (OK) Chamber of Commerce; Lily White, Vice President Government Affairs, Columbia (MO) Chamber of Commerce

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

10:15 A.M. **BREAKOUT SESSIONS**

13. A Modern Playbook for Community Awareness Cooper Creek 1-2

As the lead economic development marketer for the state of Tennessee for nearly a decade and recently as an advisor to Governor Bill Lee, Justin Lane has implemented community awareness strategies that have led to some of the largest economic development deals in history. Lane will share his approach for chambers, of any size, looking to promote and advance their brand within their community or around the globe.

Presented by Justin Lane, President & Co-Founder, Civitas Agency

14. 45 Event Ideas in 45 Minutes Cooper Creek 3

The ultimate R & D (rip-off and duplicate) session. Share your best and brightest event ideas that create value, relevance and make money! Cash prizes awarded to the top three.

15. The Voice of Business Compton Ferry

The Voice of Business committee was formed as an opportunity to encourage engagement from the business community at City Council. The committee is represented by business and community leaders from various sectors, which is representative of the larger Chamber membership, and encourages members to attend city council meetings on a regular basis. When and if necessary, committee members speak on issues of importance to the business community, so that they have indeed been the "Voice of Business".

Presented by Tori Reaves, Talent Retention Coordinator, Springfield (MO) Area Chamber of Commerce

11:15 A.M. **LUNCH & EXHIBITOR SHOWCASE** Ballroom Lobby

Turn in your Exhibitor Passport to win!

12:00 P.M. **GENERAL SESSION WITH ED O'MALLEY** Taneycomo Ballroom B

Leadership is not about authority and position. Leadership is actually an activity—small actions taken in moments of opportunity. That means everyone can lead. You can lead, no matter where you sit in your company or community. And when more people feel empowered to see, and seize our moments to lead, we make more progress on our most important challenges. When Everyone Leads is a new book from Bard Press and the Kansas Leadership Center. It's a resource that helps tap your power and unleash capacity among your peers and teams. Check out this video. Then, join us in conversation with the co-author. Discover new ways to move forward on what matters most. Leave with energy and insight about:

- Leadership in The Gap between big concerns and bold aspirations.
- Common barriers to leadership and how to get around them.
- Leadership starts with you and must engage others.
- Moving forward on what matters most.
- Making leadership less risky for others.
- Building cultures where everyone leads.

1:00 P.M.

CONCLUSION

Exhibitor Passport Prize Drawings

1:30 P.M.

MAKO BOARD MEETING [Roark Creek](#)

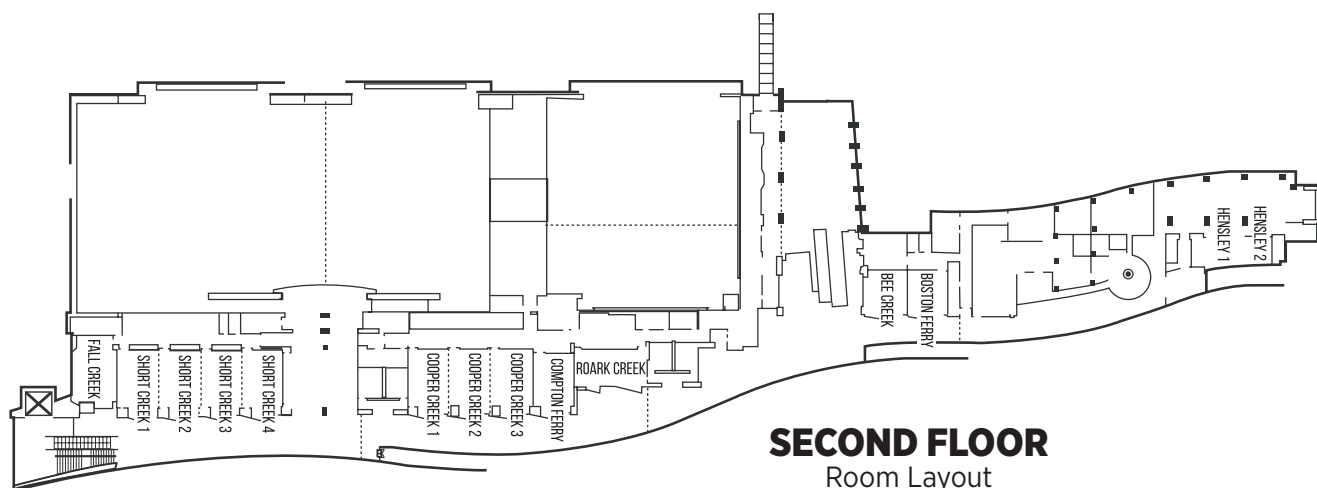
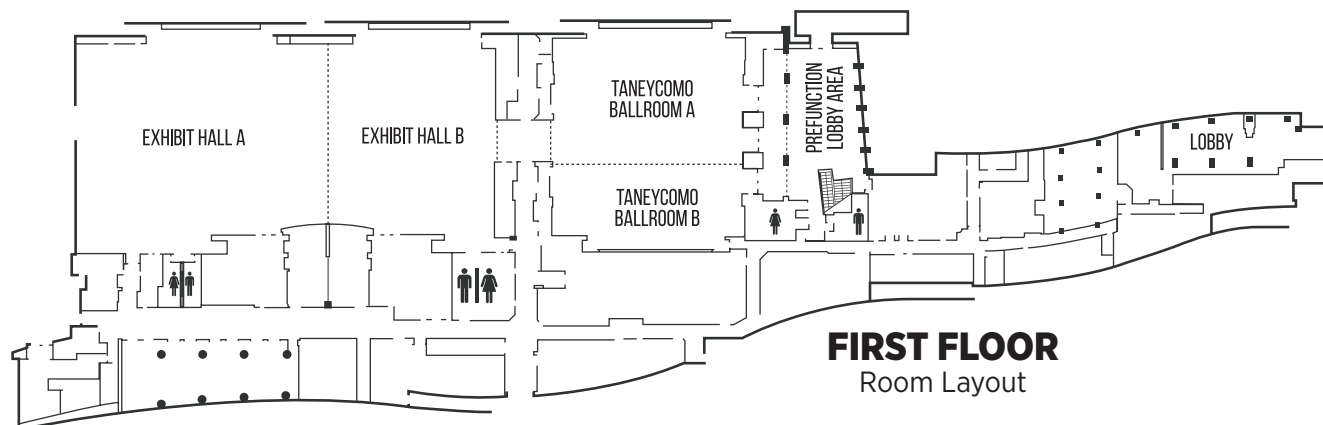
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