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CHAMBERS OF THE FUTURE

APRIL 29-MAY 1, 2024

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SCHEDULE AT A GLANCE

MONDAY, APRIL 29

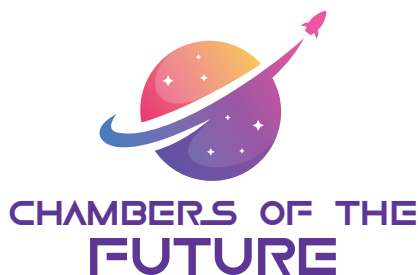
- 1:00-6:00 P.M. **EXHIBITOR SET-UP** Ballroom Lobby
3:00-6:00 P.M. **REGISTRATION** Ballroom Lobby
3:00-6:00 P.M. **HOSPITALITY ROOM OPENS** Hilton Branson Room 1213
4:30-5:30 P.M. **FIRST TIME ATTENDEE RECEPTION** Level 2 Bar - Hilton
6:00-8:00 P.M. **FUN-A-PALOOZA AT ANDY B'S** Andy B's in Branson Landing
8:00 P.M. **HOSPITALITY ROOM OPENS** Hilton Branson Room 1213

TUESDAY, APRIL 30

- 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
9:30 A.M. **GENERAL SESSION WITH JEREMY ARTHUR** Taneycomo Ballroom B
10:30-11:00 A.M. **EXHIBITOR SHOWCASE / BREAK** Ballroom Lobby
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12:00 P.M. **LUNCH** Taneycomo Ballroom B
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11:15 A.M. **LUNCH & EXHIBITOR SHOWCASE** Ballroom Lobby
12:00 P.M. **GENERAL SESSION WITH SARAH SLADEK** Taneycomo Ballroom B
1:00 P.M. **CONCLUSION**
1:30 P.M. **MAKO BOARD MEETING** Roark Creek



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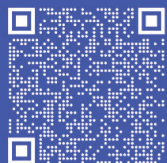
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RAYMOND BURNS, CCE

Rogers-Lowell (AR) Area Chamber of Commerce

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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

2022 | JAMES REDDISH

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2023 | BONNIE LOWE, IOM

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2024 SCHEDULE OF EVENTS

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Strong Chamber of the Future

Our chambers face a host of issues that affect our relevance and viability. A recent survey indicated several key trends and issues that impact chambers now and will have implications for the future of the industry. This session will discuss many of these trends and ask questions designed to be answered by your local chamber and its leadership. The discussion goal is to look at these industry questions to ensure we are ahead of the curve, deliver value to our partners, work for a competitive marketplace for our members, and look at innovative programs that are changing many of the traditional approaches to chamber management.

Presented by Jeremy Arthur IOM, Director Government & Economic Development Institute, Auburn University

- 10:30-11:00 A.M. **EXHIBITOR SHOWCASE / BREAK** Ballroom Lobby
- 10:45 A.M. **STATE ASSOCIATION PICTURES – KANSAS & OKLAHOMA**
- 11:00 A.M. **GENERAL SESSION WITH DOUG HOLMAN** Taneycomo Ballroom B

The Paradox of the Middle: How to Generate Sustainable Member Revenue in the Elusive Middle-Market

It's easy to understand why the multi-billion-dollar mid-market continues to be a coveted space for chambers. There are a limited number of large businesses in every community, and mid-market companies are more stable with larger budgets than small businesses. The mid-market is abundant with high growth companies and great partnership opportunities for chambers. But it's also the most challenging segment to recruit successfully. Join us for this informative keynote to explore proven strategies and actionable tactics to help you educate decision-makers on the business value of your chamber – and drive sustainable growth from the mid-market.

Presented by Doug Holman, Holman Brothers Membership Sales Solutions

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

1:00 P.M.

GENERAL SESSION WITH DR. CHRIS KUEHL Taneycom Ballroom B

Five Trends Affecting 2024 Forecasts

Right now, there are indicators pointing to a decent 2024 and indicators that look troublesome. What to watch? The five to keep an eye on will be 1) timing of an interest rate reduction, 2) status of inflation concerns, 3) unemployment rate and connection to worker shortage, 4) change in priority due to politics and 5) status of trade activity and the supply chain.

Presented by Dr. Chris Kuehl PhD, Managing Director, Armada CI

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**

1. Industry Trends Cooper Creek 1-2

Since we know you're curious what other chamber pros are doing, Scott will review GrowthZone AMS's 2024 Chamber survey Results and share trends, ideas, recommendations, and tips related to what your peers said about challenges/concerns, reinstatement strategies, non-dues revenue sources and more.

Presented by Scott Robertson, IOM, Director of Strategic Accounts, ChamberMaster/GrowthZone

2. Ethics and the Chamber of Commerce Cooper Creek 3

Become aware of the pitfalls, red flags, and troublesome routine activities to avoid. Learn how to protect your character and your organization. This session will delve into examining how individuals and organizations think, act, and develop policies along with determining if structure or policy changes are necessary to avoid ethical conflicts.

Presented by Matt McCormick IOM, CCE, President & CEO, Columbia (MO) Chamber of Commerce

3. Strategic Planning Compton Ferry

Any successful chamber needs a plan for the future. From vision, to mission, from goals, to objections, and finally from measurements, to outcomes, a strategic plan can provide the direction your chamber needs to set its sights on what's next and how to get there. This session will discuss the steps of a strategic plan, provide "how to's" to consider, and some direction to successfully get a plan started and on the road to implementation.

Presented by Jeremy Arthur IOM, Director Government & Economic Development Institute, Auburn University

3:30 P.M. **BREAK** Ballroom Lobby

3:45 P.M. **BREAKOUT SESSIONS**

4. Trends in Membership: Looking Over the Horizon Cooper Creek 1-2

Businesses demand more from their chamber investment every day. From customizing communications to leveraging your current member data, this session will focus on trends in membership, and how chambers can embrace them to create a long-term strategy to improve members' experience and increase member ROI. Attendees will come away with information custom recruitment activity, data driven tracking and techniques for staying top-of-mind throughout the membership lifecycle.

Presented by Kevin Jacobs, Membership Director, Association of Chamber of Commerce Executives (ACCE)

5. Mastering Money: Strategies for Chamber Success Cooper Creek 3

Join Chamber Executive Directors Megan Barfield & Crystal Narr for a dynamic session focused on boosting your Chamber's financial success. Learn how to maximize revenue through events, sponsorships, and non-dues sources. Discover innovative approaches to capital funding, tiered dues structures, and how to confidently "Master the ASK" from potential sponsors and donors. Don't miss this opportunity to network, learn, and elevate your Chamber's financial game!

Presented by Crystal Narr, Executive Director, Chillicothe (MO) Area Chamber of Commerce; and Megan Barfield, President & CEO, Great Bend (KS) Chamber of Commerce

6. Learning From Each Other: Advancing Community Development Through Intercity Collaboration Compton Ferry

An intercity visit is a program where a delegation of leaders from one city travels to another city to learn about its best practices and challenges. Intercity visits are an opportunity for Chamber members and staff, elected officials, business leaders, educational administrators, young professionals, and regional partners to gather ideas and insights from cities overcoming challenges similar to their own community. In this session, you will hear from two chambers who are using these visits to elevate their communities.

Presented by Matt Pivarnik IOM, CCE, CEO, Greater Topeka (KS) Partnerships; and Brad Lacy IOM, CCE, President & CEO, Conway (AR) Area Chamber of Commerce. Facilitated by Josh Driskell IOM, Vice President of Government Affairs, Tulsa (OK) Regional Chamber

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 1

7:30-8:45 A.M. **BREAKFAST** Taneycomo Ballroom B

You are going to want to get up and come to breakfast for coffee and conversations. The tables will be set up by topics for you to share and learn from your peers. Each table will have a facilitator to guide the topic and conversation.

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

9:00 A.M. **BREAKOUT SESSIONS**

7. Unlocking AI Synergy: Let ChatGPT Be Your Guide to Next-Level Productivity Cooper Creek 1-2

In today's fast-paced world, mastering the art of delegation isn't just about working with humans; it's about forming productive partnerships with AI. Imagine having an assistant that's always ready, never tires, and is constantly learning how to serve you better. That's the potential of AI tools like ChatGPT for chambers of commerce. In "Unlocking AI Synergy," Tim Goree, a seasoned tech leader and visionary, draws on his own transformative experience of learning to work effectively with an assistant to demonstrate how we can apply the same principles to our interactions with AI. This session isn't just about tips and tricks; it's about fostering a mindset shift that turns ChatGPT from a tool into a team member. Attendees will walk away with: Practical techniques for integrating ChatGPT into daily workflows, making tasks from customer service to content creation more efficient; Insights into crafting effective prompts that unlock ChatGPT's full potential, tailored to the unique needs of chambers of commerce; A simple yet powerful thinking process for engaging with any AI tool, ensuring that technology serves as a catalyst for productivity, not just another gadget on the desk. Whether

you're an AI novice or looking to refine your digital collaboration skills, this session will equip you with the knowledge to transform how you work with AI, making it an indispensable ally in your mission to serve your community better.

Presented by Tim Goree, Co-Founder & COO, CityCenter AI

8. Trends in Economic Development Cooper Creek 3

There are many trends that can affect economic growth such as demographic shifts, rising interest rates, and supply chain disruptions to name a few. This interactive panel session will explore the future of business recruitment, workforce development, staying competitive, and how communities can prepare for the changing landscape.

Panelist: Gary Troutman, IOM, President & CEO, Greater Hot Springs (AR) Chamber of Commerce; Debra Teufel, President & CEO, Hutchinson Reno County (KS) Chamber of Commerce; and Travis Stephens, President & CEO, Joplin (MO) Area Chamber of Commerce. Facilitated by Megan Barfield, President & CEO, Great Bend (KS) Chamber of Commerce

9. How Diverse Is Your Board of Directors Compton Ferry

The diversity of boards of directors is a complex and multifaceted issue. Diverse boards lead to better decision-making, improved financial performance, and enhanced corporate governance. Diversity is not just about gender and race it's about including people from different backgrounds and experiences. In this session, the O'Fallon (MO) Chamber will discuss their strategy for recruiting board members and cultivating a team atmosphere.

Presented by Kathy Duck, IOM, President & CEO, O'Fallon (MO) Chamber of Commerce

10:00 A.M.

SPONSOR SHOWCASE/BREAK Ballroom Lobby

10:15 A.M.

BREAKOUT SESSIONS

10. Forty-Five (45) Membership Ideas in 45 Minutes Cooper Creek 1-2

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

Facilitated by Angela Wilson IOM, President & CEO, Greater Muskogee (OK) Area Chamber of Commerce

11. Creating a Sound Financial Foundation Cooper Creek 3

No one ever told you that running a chamber included understanding financials. This session will explore how to engage your board, budgeting, reporting, policies, the pros and cons of an audit, just to name a few.

Presented by Jennifer Conway IOM, President & CEO, Broken Arrow (OK) Chamber of Commerce; and Candi Westbrook, President & CEO, Coffeyville (KS) Area Chamber of Commerce

12. Strong Chambers of the Future Compton Ferry

This interactive discussion will explore future trends and challenges that chambers could face on the quest to stay relevant and have a unique value proposition.

Panelists: Gayle Potter IOM, President, Liberty (MO) Area Chamber of Commerce; Bill Rogers, President & CEO, Springdale (AR) Chamber of Commerce; Facilitated by Josh Driskell IOM, Vice President of Government Affairs, Tulsa (OK) Regional Chamber.

11:15 A.M.

LUNCH & EXHIBITOR SHOWCASE Ballroom Lobby

Turn in your Exhibitor Passport to win!

12:00 P.M.

GENERAL SESSION WITH SARAH SLADEK Taneycomo Ballroom B

Membershift: Why Members Leave and the Strategies to Bring Them Back

Membership organizations are reporting higher levels of disengagement and decline than ever before. That's a fact. It's also a fact no one really knows how to solve the problem. If they did the decline would have reversed long ago. Think about it. Membership is not a recognized subject of expertise. There are no degrees, defined requirements, career paths, or educational tracks. Membership organizations employ millions and generate billions in revenue, and not a single person has been certifiably or definitively trained in the subject of membership. This means the strategies essential to member engagement and growth have remained largely unknown, overlooked, guessed, or left to chance. It also means associations have continued to borrow best practices from business and non-profit models or relied on the traditions of the past. A new membership strategy is urgently needed, and Sarah Sladek has discovered it.

1:00 P.M.

CONCLUSION

Exhibitor Passport Prize Drawing

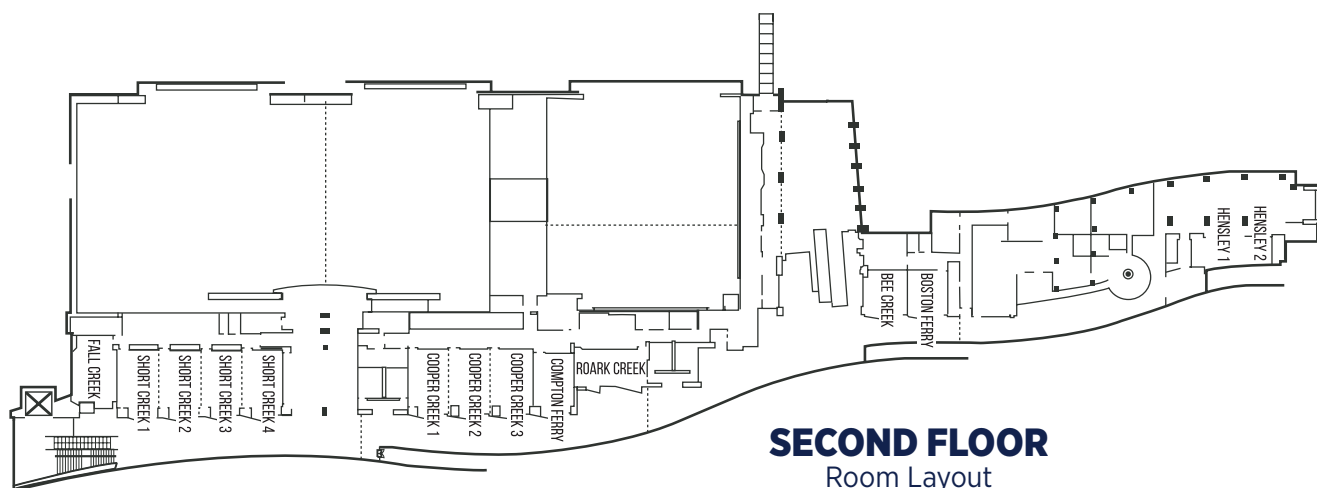
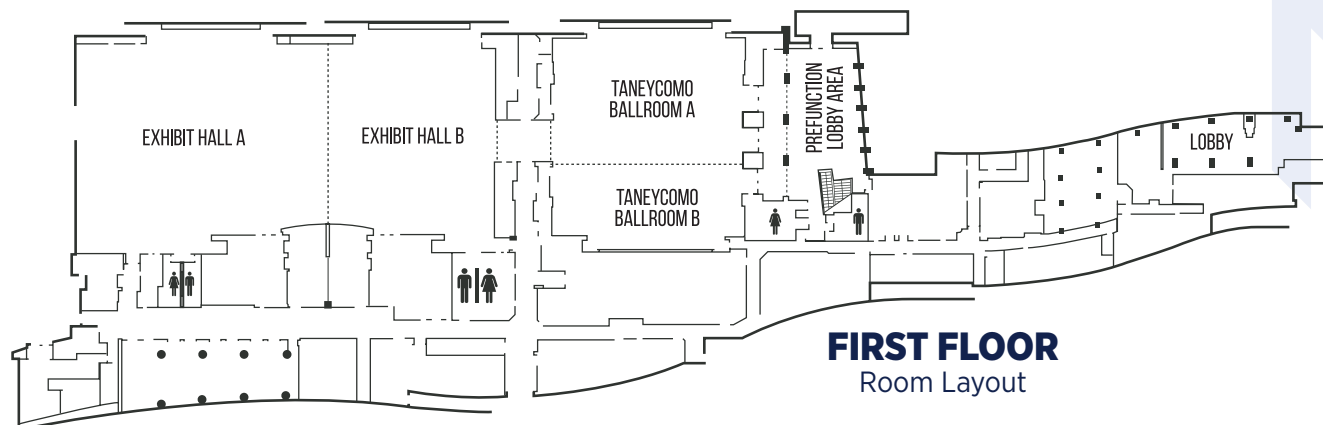
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MAKO BOARD MEETING Roark Creek

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