



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



2026 SCHEDULE OF EVENTS

MONDAY, APRIL 27

1-5:00 p.m.	Exhibitor Set-up	Ballroom Lobby
1-5:00 p.m.	Registration	Ballroom Lobby
1:00 – 4:00 p.m.	Bonus Session #1 – Silver Dollar City Behind the Scenes Tour - Additional cost & limited seating	
2:00 – 5:00 p.m.	Bonus Session #2 – College Of the Ozarks/Keeter Center Tour – Additional cost & limited seating	
3-6:00 p.m.	Hospitality Room Opens	Hilton Branson Room 1213
5:00-6:30 p.m.	Opening Reception / Sponsor Showcase	Ballroom Lobby
6:30-8:30 p.m.	State Association Dinners	Various Locations
8:00 p.m.	Hospitality Room Opens	Hilton Branson Room 1213

TUESDAY, APRIL 28

7:30 a.m.	Registration & Exhibitor setup	Ballroom Lobby
8:00-9:00 a.m.	Buffet Breakfast	Taneycomo Ballroom A
9:00 a.m.	Welcome	Taneycomo Ballroom A
9:30 a.m.	General Session with Jeff Siegler	Taneycomo Ballroom A

Civic Apathy and Civic Pride

Communities across the country have been devastated by apathy, and unless we take drastic action, the problem will continue to worsen. Apathy destroys everything it touches, and it can't be fixed by planning or money alone. The lack of care and concern among residents won't change if we stay on the same path. We need a fresh approach to restore people's connection to their town. Only by fostering a sense of civic pride can we combat apathy. This means bringing people together, restoring beauty, fostering affection, and giving meaning to people's relationship with their community. A small-scale, simple, and incremental approach can help replace apathy with pride. The key is to start working, there is no silver bullet, and no one is coming to fix it for us. Every resident, every day, must do their part to make the community just a little bit better. When everyone participates, we can create something truly special: a community we can all be proud of. *Presented by Jeff Siegler, Writer, Speaker, Consultant, Founder of Revitalize or Die*

- 10:30-11:00 a.m. Exhibitor Showcase / Break Ballroom Lobby
- 10:45 a.m. State Association Pictures – Kansas & Oklahoma
- 11:00 a.m. **Peer-to-Peer Conversations That Matter** Taneycomo Ballroom A
- Connect with peers in your role during this interactive roundtable session. Engage in meaningful discussion around shared challenges, best practices, and emerging trends specific to your job title. Look on your name badge for your table number.
- 12:30 p.m. Lunch
- 1:15 p.m. State Association Pictures – Arkansas & Missouri
- 1:30 p.m. **Breakout Sessions**

1. Collections vs. Connections: Rethinking Past Due Member Outreach

Cooper Creek 1-2

When a member doesn't renew, is it time to collect or reconnect? This session examines how chambers can handle non-renewals with integrity, offering practical tools to safeguard both revenue and relationships. We'll review a real-world decision-making framework, explore outreach strategies that are personal—not punitive, and share ways to manage difficult situations without burning bridges. Whether you handle dues in-house or outsource collections, you'll come away with actionable insights that balance financial responsibility with long-term member engagement.

Presented by Doug Holman, Holman Brothers Membership Sales Solutions

2. Pillars of the Community, Targets of Opportunity: How Cybercriminals Exploit Trust in Chambers of Commerce Cooper Creek 3

Chambers of Commerce exist because of trust. Cybercriminals understand this and routinely exploit it, often with grim consequences for both the Chamber and its members. In this hands-on workshop, we'll explore real horror stories showing how attackers leverage that trust to bypass skepticism and move quickly through a business community.

Participants will see how these attacks unfold, learn to spot the red flags that are often missed, and practice using simple tools and techniques to verify requests and secure accounts. This session is designed to empower Chamber leaders and staff with practical defenses that protect their reputation and prevent trust from becoming a liability. *Presented by Sam Sapp, CEO, Lockbaud*

3. Building Your Organizations Roadmap Compton Ferry

Regardless of the size of your organization or its available resources, strategy is essential. From a "To Do List" to a "Multi-Year Strategic Plan," this session will break down the most effective methods of strategic planning to ensure your organization's success. Presented by Jim Fram, CEcD, CCE, FM, HLM, Consultant & Difference Maker, Community Growth Strategies, LLC

- 2:30-2:45 p.m. Exhibitor Showcase / Break Ballroom Lobby

- 2:45 p.m. **Breakout Sessions**

4. Cutting Through the Noise: Chamber Marketing Cooper Creek 1-2

Organic reach is shrinking, and attention spans are shorter than ever, chambers can't afford fluff, filler, or one-sided messaging. In this session, what's working—and what's not for chambers, with real-world examples, audience engagement strategies, and storytelling that drives value. You'll also learn simple ways to cut through the noise and create scroll-stopping content—even if your chamber has a small staff and limited time. *Presented by Michelle West, Chamber Speak*

5. From Workforce Storm to Workforce Strategy: How Chambers Lead, Align, and Deliver Solutions Cooper Creek 3

Workforce challenges are no longer looming; they're here. Demographic shifts, retirements, and evolving skill demands

are creating real constraints for employers across communities. This extended session explores how Chambers of Commerce can move from awareness to action by understanding workforce trends, leveraging proven partnership frameworks, and building sustainable talent pipelines. Participants will examine the Chamber's role as a convener and strategist, learn how to engage employers in meaningful ways, and explore career pathways and skills-based strategies that translate into real outcomes. Attendees will leave with practical insights they can apply immediately in their communities. *Presented by Becca Camp, Ed.S, Special Program Director, Mountain Home Public Schools District; Candy Hente, President & CEO, Farmington (MO) Regional Chamber of Commerce; Jasen Jones, Program Director, ACT Work Ready Communities & Workforce Solutions; Dani Pugsley, EdD, PCED, IOM, President & CEO, Mountain Home (AR) Area Chamber of Commerce*

6. Chamber Ambassadors: Your Front Line for Engagement & Growth Compton Ferry

Chamber Ambassadors are often the first point of contact for new and existing members—but many chambers underutilize their potential. This breakout session will explore how to recruit, train, motivate, and retain ambassadors who actively drive engagement, membership retention, and chamber visibility. Attendees will leave with practical tools and ideas to strengthen or launch an ambassador program that delivers real results. *Presented by Natalie Hawn, St. Joseph (MO) Chamber of Commerce; and Julie Mazouch, Member Success Manager, Great Bend (KS) Chamber of Commerce*

3:45 p.m. Break

4:00 p.m. Breakout Sessions

7. Membership & Retention: Building Connection, Value & Belonging Cooper Creek 1-2

Over the last three years, the Grandview Chamber has increased its member retention rate by 35% and has seen the number of new members within the fiscal year grow by 300%. They'll share their methods for building relationships and community businesses that they want to be part of. *Presented by Liz Ogle, President, Grandview (MO) Chamber of Commerce; and Chelsea Scoma, Membership & Event Manager, Grandview (MO) Chamber of Commerce*

8. From Workforce Storm to Workforce Strategy: How Chamber Lead, Align, and Deliver Solutions - Part 2 Cooper Creek 3

9. Keeping the Spark Alive: Leading Teams Through Conflict, Change, and Growth

Compton Ferry

A thriving chamber culture is built — not by chance, but through trust, collaboration, and curiosity in the face of conflict. In times of shifting priorities and public pressure, even strong teams can lose their spark. This session helps leaders reignite energy, alignment, and innovation within their teams. Learn how to navigate conflict constructively, turn tension into creativity, and strengthen connection and resilience so your team's purpose and passion stay alive through change. *Presented by Kimberly Becker, Move Your Mountain Coaching & Consulting*

6:30 p.m. Dinner on Your Own

8:00 p.m. Hospitality Suite Opens

Hilton Branson Room 1213

WEDNESDAY, APRIL 29

7:30–9:00 a.m. Breakfast

Taneycomo Ballroom A

8:30 a.m. Exhibitor Showcase / Break

Ballroom Lobby

9:00 a.m. Breakout Sessions

10. Leveling Up Sponsorships: Increase Revenue & Simplify Sales

Cooper Creek 1-2

Sponsorships are the lifeblood of chamber programming but managing them can often feel chaotic- scattered spreadsheets, one-off emails, and last-minute sales pitches. In this session, discover how the Stillwater Chamber of

Commerce reimagined its sponsorship campaign by creating a professional sponsorship guide paired with an easy-to-use online portal. Attendees will walk away with actionable strategies, fresh sponsorship ideas, and practical tools to modernize their own campaigns. *Presented by Grace Impson, Director of Marketing & Events, Stillwater (OK) Chamber of Commerce*

11. From Candidate Forums to Keyboard Warriors: Election-Year Advocacy for Chambers Compton Ferry

12. Election years amplify the challenges of chamber government affairs, from hosting candidate forums and responding to CAVE voices to navigating online criticism and heightened political tension. This peer-to-peer panel features experienced chamber professionals sharing practical strategies for staying credible, policy-focused, and effective while managing the noise that comes with campaign season.

13. Leading Through Change: Building a Resilient and Engaged Board Compton Ferry
Boards make or break Chamber success. This interactive session focuses on creating alignment, fostering buy-in, and building a cohesive leadership team even during turnover, economic uncertainty, or strategic shifts. Attendees will leave with tools to strengthen both governance and relationships. *Presented by Candi Westbrook, President & CEO, Coffeyville (KS) Area Chamber of Commerce*

10:00 a.m. **Sponsor Showcase/Break**

Ballroom Lobby

10:15 a.m. **Breakout Sessions**

14. How AI Can Think, Work, and Serve with You

Cooper Creek 1-2

In this session, attendees will learn more about the ins and outs of AI usage. With a specific focus on ChatGPT, session attendees will learn how to quickly improve their workflows by improving their use of AI tools. This includes opportunities to set up custom instructions, tips for maximizing their prompts, techniques for generating effective research, and novel ways to use the tools for Chamber-specific purposes.

Presented by Dr Spencer Harris, President, Mostly Serious

15. Fighting Fires: Overcoming Adversity and Building a Resilient Chamber

Cooper Creek 3

This session will explore how your chamber can navigate challenges and maintain member trust through effective communication, strategic programming, and community-centered leadership. Presenters will share practical approaches to overcoming adversity—from managing public perception to maintaining staff morale and member engagement. Participants will leave with tools to enhance member value, improve messaging during difficult times, and strengthen their chamber’s foundation for future success. *Presented by Angie Duntz, President/CEO, Jenks (OK) Chamber of Commerce; and Stephanie Kerns, Engagement Manager, Jenks (OK) Chamber of Commerce*

16. Storytelling IS Strategy

Compton Ferry

In an era where everyone is overstimulated, oversaturated, and overcommitted... the last thing anyone needs is “more information”. What they are desperate for is belonging to an inspiring community. Inspiration is based in story. It’s time to stop thinking only in marketing terms and start becoming a community storyteller. Storytelling is the human touch that can become not just informative, but transformative for commerce and tourism. Before joining the Wamego Chamber and Tourism Team, Corey Reeves dedicated over 20 years of his career to local radio, using storytelling as his #1 strategy for community building and talent coaching, as well as for client marketing. Improve your story, and you will improve your results. *Presented by Corey Reeves, Event & Tourism Coordinator, Wamego (KS) 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 Bill Graham**

Taneycomo Ballroom A

Emotional Currency: Human Communication for the 21st Century

The world is changing rapidly. AI can logically connect data faster than we can. We can do things that AI can't. We can create, imagine new concepts, and dream of our future. We can understand right and wrong, and we can include emotions in our decision making. Our senses allow us options that are not possible for AI. This interactive conversation will look at opportunities to communicate in this new world. *Presented by Bill Graham, Graham Corporate Communications*

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, exhibitors, and presenters for supporting this year's conference. However, the views and opinions of the sponsors, exhibitors, and presenters are not necessarily the views and opinions of MAKO and the attendees.