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

Presenting Sponsor:

RDA
Regional Development Associates, Inc.
"Putting Communities on Target for Tomorrow"

CONFERENCE SCHEDULE

Sunday, April 29

1-5 p.m. **Exhibitor Set-Up** – Grandview Conference Center
1-3 p.m. **State Exec Association Board Meetings** – Various Locations
3-5:30 p.m. **Registration (Conference & Accommodations)** – Grandview Conference Center

5:00 p.m. **Opening Reception** - Lawn at Grandview Conference Center
Chamber Spirit Night – Everyone is encouraged to wear their Chamber apparel during the reception.
Welcome from Ross Summers, President & CEO, Branson Lakes Area Chamber of Commerce and CVB
Welcome from MAKO Co-Chairs - **Ruth Littlefield**, CCE, Vice President Membership Development & Relations, Tulsa (OK) Chamber of Commerce; and **Stevie Kearse**, IOM, Executive Director, Rolla (MO) Area Chamber of Commerce
Entertainment provided by **Blue Note**

(In the event of inclement weather, this reception will be moved to the Grandview Ballroom A/B/C)

Sponsored by:
BRANSON
Lakes Area Chamber of Commerce and CVB

6:30 p.m. **State Association Dinners** – Various locations

9:00 p.m. **Hospitality Suite** Open – Governor's Suite

Sponsored by:
at&t

Monday, April 30

7:00 a.m. **Registration** continues – Grandview Conference Center
7:30 a.m. **Opening Session & Breakfast** – Grandview Ballroom A/B/C
Opening Conference Remarks
Ruth Littlefield, CCE, Vice President Membership Development & Relations, Tulsa (OK) Chamber of Commerce; and **Stevie Kearse**, IOM, Executive Director, Rolla (MO) Area Chamber of Commerce

7:45 a.m. **Keynote Presentation:**

Money, Money, Money – How to Double the Size of Your Chamber without Spending a Dime

Presented by Glenn Shepard – *In this session, Glenn will show exactly how chamber executives with $0 budget have gotten phenomenal results using smart marketing techniques, such as a South Carolina chamber that brought in $60,000 in two months using QR codes; An Indiana chamber that doubled their sponsorship dollars by asking one simple question; a Minnesota chamber that doubled what they bring in from their annual golf outing; a Washington chamber that brings in thousands of dollars by simply hitting the F7 key on their computer; a Florida chamber that increased turnout at their After-Hours by 50% by raising the fee; and a Georgia chamber that brings in an extra $15,000 a year by doing virtually nothing. Glenn practices what he preaches by spending over $400,000 a year on marketing for his own company, and says marketing is the most lucrative skill chamber executives can have.*

9:15 a.m. **Exhibitor Showcase & Break** – visit sponsors and exhibitors

9:30 a.m. **Breakout Sessions:**

- **Community Development Panel** – Lakeview A&B
  Presented by Wes Stucky, Ardmore (OK) Chamber of Commerce & Development Authority
  Community Development is the real key to economic growth. Successful communities know that it all starts with creating a vision and implementing programs that improve the community and make it an attractive place for business location, expansion and start-up. Traditional industry hunting is not the key to quality growth. Successful Chamber of Commerce and Economic Development Organizations are undertaking new initiatives to grow their community through innovative community development activities.

- **Selling Features, Advantages & Benefits** – Grandview D
  Presented by Doug Holman - *Business and individuals join your Chamber when they believe they will gain an advantage. It's your job to explain how and get them engaged. Learn the techniques that will help overcome objections and retain a long-term member.*

- **How To Do Performance Evaluations** – Lakeview C
  Presented by Glenn Shepard - *Short of terminations, there's no task more dreaded by managers than performance evaluations. Learn how to make the dreaded process painless for both manager and employee. This session is based on his fifth book "How to Make Performance Evaluations Really Work: A Step-by-Step Guide Complete with Sample Words, Phrases, Forms, and Pitfalls to Avoid", published by John Wiley & Sons of New York.*

- **Two Special Interest Breakouts**:
  These informal sessions will allow you an opportunity to brainstorm with your peers interested in the same topics.
  - **Business Retention & Expansion** – Osage Room
  - **Military Chambers** – Table Rock Board Room

10:45 a.m. **Exhibitor Showcase & Break** – visit sponsors and exhibitors

11:15 a.m. **Breakout Sessions:**

- **How to Capitalize on Higher Education in Your Community** – Lakeview C
  Panelists: Kristi Ray,CCE, Columbia (MO) Chamber of Commerce; Cari White, CCE, Chief Operating Officer, Jonesboro (AR) Regional Chamber of Commerce; Blake Benson, CCE, President, Pittsburg (KS) Area Chamber of Commerce; Joyce Burch, Manager, Graduate Outreach & Internships, Greater Oklahoma City (OK) Chamber
  For those of us that have some form of higher education in our communities, it's a constant struggle to advocate, support and partner with our colleges and universities. This panel will give you ideas on how Chambers of any size can benefit from the institutions of higher learning in your community.

- **Building Your Volunteer/Board Orientation Program** – Grandview D
  Presented by Pat McGaughey - *This session will highlight Board, new member and committee volunteer orientations. Learn how to make organization value the centerpiece of your orientation programs, how to build an orientation program you can trust volunteers to present, "show the flow" of the Chamber in a simple but effective manner, and orientation programs can re-engage long-term inactive members.*

- **How to Make Email Marketing Work for Your Chamber** – Lakeview A&B
  Presented by Paige Cahill, Constant Contact – *Learn best practices and tips on how email marketing can help your Chamber communicate more effectively, enhance your Chamber's image and generate non-dues revenue. This session will also cover how to avoid the common mistakes of an e-newsletter, and determining what is relevant and valuable information that Chamber's should be sending to current and prospective members.*

- **Two Special Interest Breakouts**:
  These informal sessions will allow you an opportunity to brainstorm with your peers interested in the same topics.
  - **Capital Fundraising Campaigns** – Osage Room
  - **Chamber of One** – Table Rock Board Room

12:30 p.m. **Lunch** – Grandview Ballroom A/B/C
Prospects for the 2nd Session of the 112th Congress
Presentation by Rolf Lundberg, Sr. Vice President, Congressional & Public Affairs, U.S. Chamber

Sponsored by:

1:45 p.m. **Exhibitor Showcase & Break** – visit sponsors and exhibitors

2:00 p.m. **Keynote Presentation** – Grandview Ballroom A/B/C
Sold on Selling Your Chamber of Commerce
Presented by Pat McGaughey – *Learn how to make 80% of the sale before your presentation, overcome the top two objectives of "I don't have the money or time", and understand the goal of the most successful national salesman and women.*

3:00 p.m. **Exhibitor Showcase & Break** – visit sponsors and exhibitors

3:30 p.m. **Breakout Sessions:**

- **Selling Credibility** – Grandview D
  Presented by Doug Holman – *Utilize the research findings from the Schapiro Survey and your Chamber's good name to recruit and retain members. Participants will gain better understanding of "branding" for small businesses.*

- **How to Manage Problem Employees** – Lakeview C
  Presented by Glenn Shepard - *It's harder to manage a Chamber with one employee than with 10, because there's less room for mistakes. In this session, learn the in-the-trenches supervisory issues all Chamber execs need to know, from finding good employees to motivating Generation Y to eliminating gossip, whining, tardiness, absenteeism, bad attitudes, and toxic behavior before they infect everyone else. This session is based on his fourth book, "How to Manage Problem Employees: A Step-by-Step Guide for Turning Difficult Employees into High Performers", published by John Wiley & Sons of New York.*

- **The Transformational Chamber** – Lakeview A&B
  Presented by Ian Scott, ACCE – *The political and economic climate in which you work has never been more challenging. Private sector leadership in economic development, advocacy, regional cooperation and place-making has never been in higher demand. Chambers that can effectively meet the challenges and lead this kind of "transformational" work will be stronger and better funded. Get ahead on trends and best practices to help make your chamber transformational.*

- **Two Special Interest Breakouts**:
  These informal sessions will allow you an opportunity to brainstorm with your peers interested in the same topics.
  - **Non-Dues Revenue** – Osage Room
  - **Social Networking** – Table Rock Board Room

6:00 p.m. **Exhibitor Showcase & Networking / Reception** – visit sponsors and exhibitors
Cash Bar will be available

7:00 p.m. **Dinner** – Grandview A/B/C

Money vs. Grassroots – Begin the Battle

Presented by Richard Mendenhall – *In a polarized political environment what are successful techniques and models to achieve your member's objectives to help them grow their business.*

Sponsored by:

CHAMBERS FOR INNOVATION & CLEAN ENERGY

8:30- 11:00 p.m. **Networking & Dancing to the sounds of "Danceenhance" Entertainment**

Sponsored by:

Poteau Chamber of Commerce Celebrating 100 1912-2012 Years Strong Above the Ordinary

8:30 p.m. **Hospitality Suite** Open – Governor's Suite

Sponsored by: at&t

Tuesday, May 1

8:30 a.m. **Breakout Sessions:**

- **60 Ideas in 60 Minutes** – Grandview A/B/C
  Facilitated by Matt Pivarnik, Tulsa (OK) Metro Chamber of Commerce – *Share your best practices and learn new ideas and techniques from other Chambers. Prizes awarded to the top ideas.*

- **Resource Development – A New Approach to Chamber Investments** – Lakeview A&B
  Presented by Karen Humphrey, Director of Resource Campaigns, and Allison Walden, Director of Development, Tulsa (OK) Metro Chamber of Commerce – *Membership investment is the cornerstone for today's chamber revenue source. Sponsorships and capital campaigns have become the additional revenue sources to sustain and support the organizations initiatives. Learn how to identify new investment opportunities to overcoming investor fatigue by managing investor relation strategies.*

9:45 a.m. **Exhibitor Showcase & Break** – visit sponsors and exhibitors

10:00 a.m. **Brunch** – Grandview Ballroom A/B/C

10:30 a.m. **Keynote Presentation** – Grandview A/B/C
What if It Doesn't Go Faster - presented by Doug Holman, Vice President Membership, San Diego (CA) Chamber of Commerce – *If technology is making everything better, than why are we feeling lost? Put a real perspective on technology and how we use it especially as fast as it is changing.*

11:45 a.m. **Concluding General Session** – Grandview A/B/C
The Power of Likable Leadership – Taking Your Team Toward the Island of Success
Presented by Bill Graham – *Communication is a one-way street, Likability is the final-decision maker, and Leadership is about helping others win. When you're trying to persuade and inspire members, boards, and staff, your impact will come down to three questions: Do they like you? Will they remember what you said? Do they know you are on their team?*

Sponsored by: Institute.

1:00 p.m. "**It Pays to Stay to the End"** – *Great prizes will be awarded to those who have stayed to the end. Prizes include 2013 MAKO registration, Silver Dollar City tickets, and one night stay at Big Cedar Lodge. You must be present to win.*

Adjourn

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.