



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

**May 1-3, 2011**  
**Big Cedar Lodge**  
**Ridgedale, Missouri**

Join colleagues from Missouri, Arkansas, Kansas and Oklahoma to learn from some of the biggest names in the chamber profession! The conference will feature specialized breakout sessions, focused panel discussions and special sessions for CEOs. Breakout sessions include membership, communications, public policy, social media, young professionals, and economic development.

Register by March 31 for the early-bird registration price of \$199. A special room rate of \$89 at Big Cedar Lodge is available only until April 1. **Register today!**

**Featured Speakers:**



**Mick Fleming,**  
American Chamber of  
Commerce Executives  
President



**Bob Harris, CAE,** one of the  
nation's foremost experts  
on board governance and  
organizational efficiency



**Cathi Hight,**  
Hight Performance Group



**Dr. Martin Regalia,**  
US Chamber of Commerce  
Chief Economist

**Conference Schedule:**

**Sunday, May 1**

**Optional Activities:**

- 9:30 a.m. **Golf Outing** – tee times at Branson Creek beginning at 9:30 a.m., organized by Perry Webb, CCE, President, Springdale (AR) Chamber  
On your own: Shopping and other activities in Branson, Mo.
- 2-4 p.m. **Chamber 101** presented by Mary Birch, CCE, Government Relations Coordinator, Lathrop & Gage LLP
- 1-5 p.m. **State Exec Association Board meetings** - TBA
- 3-5 p.m. **Registration**
- 5 p.m. **Reception** – shuttle begins to Dogwood Canyon; tram tours available
- 6 p.m. **Dinner** at Dogwood Canyon
- 8 p.m. **Hospitality Suite** open at Big Cedar Lodge

## Monday, May 2

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- 7:30 a.m. **Registration continues**
- 8:00 a.m. **Opening Session & Welcome**
- 8:30 a.m. **Kick-off Address**  
Leadership presentation by Jim Anderson, CCE, President, Springfield (MO) Chamber
- 9:05 a.m. **Partner Showcase** – Visit sponsors and exhibitors
- 9:30 a.m. **Break-out Sessions**  
**Tweet, friend and link: Are you maximizing social media?**  
Panel discussion with Scott Tate, President, St. Charles (MO) Chamber; Claire Faucett, Public Relations and Interactive Media Manager, Springfield (MO) Chamber; and other speakers TBA  
**Creating public policy programs that affect change**  
Panel discussion facilitated by Brad Bodenhausen, Executive Vice President, Springfield (MO) Chamber; and featuring four-state chamber lobbyists and public policy experts: Cindy Malek, IOM, President, Dodge City (KS) Chamber; Mark VanLandingham, Vice President of Government Relations & Policy, Greater Oklahoma City (OK) Chamber; and Michael Lindsay, Vice President of Government Affairs, Rogers-Lowell (AR) Chamber.  
**Show Me the Money: New sources of non-dues revenue**  
Panel discussion with Brad Lacy, IOM, President, Conway (AR) Chamber; Shelia Lee, CCE, President, Lawton Fort Sill (OK) Chamber; Speaker TBA, Joplin Area (MO) Chamber; and other speakers TBA  
**CEO Roundtable**  
Small chamber discussion facilitated by Mary Birch, CCE, Government Relations Coordinator, Lathrop & Gage LLP
- 10:30 a.m. **Break**
- 10:45 a.m. **Staff Break-out Sessions & Brainstorming**  
**Membership** – facilitated by Luann Feehan, Vice President Member Development, Greater Kansas City (MO) Chamber  
**Programming & Communications** – facilitated by Jeanine McKenna, IOM, President, Emporia (KS) Chamber  
**Government Affairs** – facilitated by John Mehner, CCE, President, Cape Girardeau (MO) Chamber  
**CEO Roundtable** – Metro and mid-size discussion facilitated by Mick Fleming, President, ACCE – *invitation only*
- Noon **Lunch**  
Keynote presenter – Mick Fleming, President, ACCE – Trends in the Chamber World
- 1:15 p.m. **Break**
- 1:30 p.m. **Keynote Presentation**  
Three Proficiencies of a Chamber Executive presented by Bob Harris, CAE  
*To be an effective chamber executive it requires expertise in three core areas: Management of the Chamber; Development of the Board; and a Strategic Direction. Are you balanced in your knowledge of chamber management? Have you mastered the three proficiencies of management, governance and strategic direction?*
- 3:00 p.m. **Break & Visit Exhibit Hall**
- 3:15-5 p.m. **Reconvene**  
More Bob Harris!

6:00 p.m.

**Reception**

7:00 p.m.

**Dinner**

Survive and Thrive: The Keys to Survival in the Chamber Industry presented by Jack Camper, CCE, Jack Camper Consulting Group

**Tuesday, May 3**

8:00 a.m.

**Breakfast**

How Member-Centric Is Your Chamber? – Cathi Hight, Hight Performance Group, Inc.

9:15 a.m.

**Wise Ones Panel**

Panel discussion with Don Laird, CCE, President, Columbia (MO) Chamber; Lyle Butler, IOM, President, Manhattan (KS) Chamber; Nancy Bruns, CCE, President, Lee’s Summit (MO) Chamber; and Mike Neal, CCE, President, Tulsa Metro (OK) Chamber

10:15 a.m.

**Break**

10:30 a.m.

**Break-out Sessions**

**Creating & Maintaining Top-Level Economic Development Partnerships –**

Jay Chesshir, CCE, President, Little Rock Regional (AR) Chamber; Mike Neal, CCE, President, Tulsa Metro (OK) Chamber; Doug Kinsinger, CCE, Greater Topeka (KS) Chamber; and other speakers TBA

**Retention in a Recession –** Cathi Hight, Hight Performance Group, Inc.

**Harnessing the Power of Young Professionals –**

Panel discussion with Sheila Curley, Vice President of Communications, Tulsa Metro (OK) Chamber; Blake Benson, IOM, President, Pittsburg (KS) Chamber; and Jennifer Hail, Director of Marketing & Communications, Rogers-Lowell (AR) Chamber.

**60 ideas in 60 minutes –** facilitated by Matt Pivarnik, CCE, Executive Vice President, Tulsa Metro (OK) Chamber

11:45 a.m.

**Lunch**

Program presented by Dr. Marty Regalia, Senior Vice President and Chief Economist, U.S. Chamber of Commerce

1:00 p.m.

**Closing Remarks**



## MAKO CONFERENCE REGISTRATION FORM

Name \_\_\_\_\_  
Title \_\_\_\_\_  
Chamber Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Office Phone \_\_\_\_\_ Office Fax \_\_\_\_\_  
Cell Phone (In Case of Emergency) \_\_\_\_\_  
E-Mail \_\_\_\_\_  
Number of Years of Service \_\_\_\_\_ Total Members \_\_\_\_\_ Member Dollars \_\_\_\_\_  
CCE designation: \_\_\_\_\_ (year) IOM designation \_\_\_\_\_ (year)

### Registration Information

\_\_\_\_\_ \$ 90 Golf Tournament (Sunday, May 1)  
\_\_\_\_\_ \$199 Early Bird Conference Registration (prior to March 31, 2011)  
\_\_\_\_\_ \$229 Conference Registration (after April 1, 2011)  
(Please indicate if you will be attending the functions listed below)  
\_\_\_\_\_ Chamber 101 (Sunday, May 1  included in registration)  
\_\_\_\_\_ Reception/Dinner at Dogwood Canyon (Sunday, May 1  included in registration)  
\_\_\_\_\_ Reception/Dinner  Tales from the Crypt (Monday, May 2  included in registration)

Total Registrants: \_\_\_\_\_ (please complete registration form for each attendee)  
Total Registration Cost: \$ \_\_\_\_\_  
\_\_\_\_\_ check enclosed \_\_\_\_\_ credit card payment Registration deadline: April 22, 2011

### Hotel Information:

Big Cedar Lodge  
612 Devil's Pool Road  
Ridgedale, MO 65739  
www.bigcedar.com

Room Rate: starting at \$89 (A special rate has been negotiated for the CCEM/MAKO meeting and a limited number of rooms have been reserved. To get the negotiated room rate, make your reservation today and be sure to ask for the CCEM/MAKO rate.)

**Room Cut-off Date: Friday, April 1**

### Conference Payment Policy

All registrations must be accompanied with payment. On-line registrations must be paid for with a credit card. Cancellations prior to April 15 will receive a refund, less a \$25 cancellation fee. No refunds will be given after April 15, 2011.

### Accommodations

If you require specific dietary or physical accommodations, please list below:

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Please complete form for each attendee and send with payment to:  
Chamber of Commerce Executives of Missouri, PO Box 149, Jefferson City, MO 65102  
OR  
To pay by credit card online, go to [www.ccmo.org](http://www.ccmo.org) and select Pay by Credit Card  
Fax registration form to 573.634.8855