

Chamber of Commerce
Executives of Kansas



FORWARD FOCUSED

2018 Fall Conference Schedule and Program

**November 4-6, 2018
The Oread
Lawrence, KS**

Schedule at a Glance

DAY 1 – SUNDAY, NOVEMBER 4

- 3:00 – 6:00 p.m. **Registration** | *All Seasons Den*
3:00 – 6:00 p.m. **Hospitality Room Opens** | *Room 221*
3:00 p.m. **CCEKS Board of Directors Meeting** | *Hancock Library*
6:00 – 9:00 p.m. **Pub Crawl in Downtown Lawrence**
8:00 p.m. **Hospitality Room Opens** | *Room 221*

DAY 2 – MONDAY, NOVEMBER 5

- 7:30 a.m. **Registration** | *All Seasons Den*
8:30 a.m. **Welcome to CCEKS 2018** | *Hancock Room*
9:00 a.m. **Opening Keynote** | *Hancock Room*
10:15 a.m. **Break / Exhibitor Showcase / Silent Auction Opens** | *All Seasons Den*
10:30 a.m. **BREAKOUT SESSIONS** | *Gathering Room I & Five 21*
11:30 a.m. **Lunch** | *Hancock Room*
12:00 p.m. **Kansas State of Affairs** | *Hancock Room*
12:15 p.m. **Luncheon Keynote** | *Hancock Room*
1:30 p.m. **Break / Exhibitor Showcase / Silent Auction** | *All Seasons Den*
1:45 p.m. **Keynote** | *Hancock Room*
2:45 p.m. **Break / Exhibitor Showcase / Silent Auction** | *All Seasons Den*
3:00 p.m. **BREAKOUT SESSIONS** | *Gathering Room I & Five 21*
4:00 p.m. **Break / Exhibitor Showcase / Silent Auction** | *All Seasons Den*
4:15 p.m. **BREAKOUT SESSIONS** | *Gathering Room I & Five 21*
5:30 p.m. **Sponsors / Exhibitor Reception** | *All Seasons Den*
6:30 p.m. **Hospitality Room Opens** | *Room 221*
6:30 p.m. **Networking Dinners**

DAY 3 – TUESDAY, NOVEMBER 6

- 8:30 a.m. **BREAKOUT SESSIONS** | *Gathering Room I & Five 21*
9:30 a.m. **Break / Exhibitor Showcase / Silent Auction** | *All Seasons Den*
9:45 a.m. **Brunch** | *Hancock Room*
10:30 a.m. **Closing Keynote** | *Hancock Room*
12:00 p.m. **Conference Wrap-up** | *Hancock Room*

DAY 1 - SUNDAY, NOVEMBER 4

- 3:00 – 6:00 p.m. **Registration & Exhibitor Setup** | *All Seasons Den*
- 3:00 – 6:00 p.m. **Hospitality Room Opens** | *Room 221*
Sponsored by ChamberDM
- 3:00 p.m. **CCEKS Board of Directors Meeting** | *Hancock Library*
- 6:00 – 9:00 p.m. **Pub Crawl in Downtown Lawrence**
Join your peers for a night of fun, networking, and spirits in Downtown Lawrence. The bus will start pickup from The Oread at 6:00pm and will take you to local favorites – Quinton’s Bar and Deli, Sandbar, Grinders LFK, and Lark A Fare. Pickup will begin at 8:00pm. Dutch treat. *Transportation provided by Explore Lawrence*
- 8:00 p.m. **Hospitality Room Opens** | *Room 221*
Sponsored by ChamberDM

DAY 2 – MONDAY, NOVEMBER 5

- 7:30 a.m. **Registration** | *All Seasons Den*
- 8:30 a.m. **Welcome to CCEKS 2018 / 2018 Annual Recap** | *Hancock Room*
- 9:00 a.m. **Opening Keynote** | *Hancock Room*
Title: Building Kansas Prosperity: The Essential Role of Higher Education
Why should business leaders value and support higher education? Higher education contributes to growth and prosperity in a number of significant ways, as it serves as a powerful economic driver for Kansas. And as businesses across the state grapple with vital workforce shortages, the state’s higher education enterprise has an especially powerful role to play in engaging with business leaders to address that major concern, and others. This panel will lead a discussion of these important issues.
Chancellor Douglas G. Girod, The University of Kansas and President Richard B. Myers, Kansas State University
- 10:15 a.m. **Break / Exhibitor Showcase / Silent Auction Opens** | *All Seasons Den*
- 10:30 a.m. **BREAKOUT SESSIONS**
Video on a Budget for Beginners | *Gathering Room I*
You probably think video is expensive and can only be done by a professional. Not true! In this session, you’ll learn about tools you can use to implement video at your Chamber on the cheap or for free! No previous editing experience required -- but if you’ve got some, you’ll still learn something. Hear why you need to get into video (even if you’re hesitant), plus basic techniques, tools, and apps that can make your venture into video look like you’ve got the budget to hire a pro.
Lindsey Slater, Communications Director, The Chamber of Lawrence Kansas

Small Business Succession & Exit Planning: Critical Issue Facing our Communities | *Five 21*

Many of the businesses in our communities are owned by people approaching retirement. Successful transitions help our communities keep the businesses that provide jobs and generate tax revenues. Come learn a little more about the elements of good planning so that you can ask the right questions!

Will Katz, Kansas Small Business Development Center

11:30 a.m. **Lunch** | *Hancock Room*

12:00 p.m. **Kansas State of Affairs** | *Hancock Room*
Alan Cobb, President/CEO, Kansas State Chamber

12:15 p.m. **Luncheon Keynote** | *Hancock Room*
We Were Never Designed for This: The Psychological Toxicity of Modern Life (And What You Can Do About It)
Stephen Ilardi, University of Kansas, College of Liberal Arts and Sciences – Psychology Associate Professor

1:30 p.m. **Break / Exhibitor Showcase / Silent Auction** | *All Seasons Den*

1:45 p.m. **Keynote** | *Hancock Room*

The Art of Influence: It All Begins with Trust

Leadership is all about “influence.” And building influence is impossible without first building trust. During this session, you will learn:

- Your existing trust level (how trustworthy are you?)
- The things that build—and break—trust
- Your own level of “Influence Power”
- The CARE principle of influencing

Leaders at all levels of management will come away with actionable tips for understanding and increasing their trust and influence within their organizations. This is a program you do not want to miss!

Art Atkinson, Express Employment Professionals

2:45 p.m. **Break / Exhibitor Showcase / Silent Auction** | *All Seasons Den*

3:00 p.m. **BREAKOUT SESSIONS**

Retention - Who Does It for Your Chamber? What's Your Plan? | *Gathering Room I*

It's not a solo game, even if you're a solo staff. During this interactive session, you are encouraged to bring a copy of your retention plan. We will discuss in small groups and share helpful tips on increasing your retention numbers.

Stacey Cowan, Membership Director, Overland Park Chamber of Commerce

Government Advocacy and Your Chamber | *Five 21*

This panel of experts will share how to create value and relevancy to your investors and stakeholder through effective advocacy.

Monique Thierry, US Chamber; Tracey Osborne Oltjen, Overland Park Chamber; Blake Benson, Pittsburgh Area Chamber; John Coen, Ottawa Area Chamber

4:00 p.m. **Break / Exhibitor Showcase / Silent Auction** | *All Seasons Den*

4:15 p.m. **BREAKOUT SESSIONS**

The Reluctant Generation: Inspiring Gen X to Lead | *Gathering Room I*

Generation X — the smallest generation in the workforce — is now in their 40s and 50s.

Sandwiched between the Baby Boomer and the Millennials, this group is coming into its own in the workplace. But a new research study shows that Generation X, especially Gen X women, are more reluctant to get involved in their chambers and greater communities. This presentation will present new research findings specific to Generation X and new strategies to help chambers motivate this group to step up and lead.

Kristin Brighton, New Boston Creative Group

Chicken or Egg? A Good Startup Idea or A Good Entrepreneur: Which Comes First?

| *Five 21*

How to identify and grow both high potential entrepreneurs and solid new business concepts in your hometown. Plus, a case study of a highly successful Kansas startup: Red Tire.

Wally Meyer, University of Kansas School of Business

5:30 p.m. **Sponsors / Exhibitor Reception** | *All Seasons Den*

6:30 p.m. **Hospitality Room Opens** | *Room 221*

Sponsored by ChamberDM

6:30 p.m. **Networking Dinners**

DAY 3 – TUESDAY, NOVEMBER 6

8:30 a.m. **BREAKOUT SESSIONS**

Critical Tools for Chamber Board Governance: Finances and Evaluation | *Gathering Room I*

Board leaders are charged with a duty of care, loyalty and obedience but what does that mean for a board member on a month to month basis? To be an effective board member, individuals should have a comfort level with the organization's regular financial statements. There are key items to review closely and Michele will discuss the top three numbers on your financials that you should understand. Additionally, an effective board member should be prepared to evaluate the functioning of the board itself and the Board's employee, the CEO. This presentation will include practical tools as well as the grounding for why this is not just a good idea, but critical to any organization's success.

Michele Hammann, CPA, CVA, & Erika Dvorske, SS&C Solutions & Summers, Spencer & Co., P.A.

Cybersecurity for Small Business | *Five 21*

America's small businesses are not prepared for a cyber security breach. 94% of businesses in Kansas have done nothing to secure their digital footprint. 60% of businesses breached will go out of business in 6 months. The Kansas SBDC has opened a first of its kind center that is tackling the cyber security problem head on. Learn about multiple free opportunities to partner with the Kansas SBDC to deliver training to Kansas business owners.

Brian Dennis, Kansas Small Business Development Center

9:30 a.m. **Break / Exhibitor Showcase / Silent Auction** | *All Seasons Den*

9:45 a.m. **Brunch** | *Hancock Room*

Silent Auction Closing at 10:30 a.m.

10:15 a.m. **Kansas Turnpike Authority and You** | *Hancock Room*

KTA wants to share information on the advancements in transportation, including the opening of our Open Road Tolling plazas and how it pertains to businesses and citizens in your communities. Learn about their current tourism campaign promoting traveling to cities along the Turnpike.

10:30 a.m. **Closing Keynote** | *Hancock Room*

The Post-Boomer Chamber: Attracting Gen X and Millennial Leaders

Our nation is facing the biggest generational gap in its history. This workshop explores key issues of interest to chambers through generational and gender-specific lenses, such as why business professionals choose to volunteer in their community, what inspires them to step up and lead, what they like best about chamber membership, and how chambers can evolve to better meet their needs. Participants will leave with actionable data and new strategies they can use in membership and volunteer recruitment.

Kristin Brighton, New Boston Creative Group

12:00 p.m. **Conference Wrap-up** | *Hancock Room*

Silent Auction Winners

WiFi

Connect to Wireless Network = Oread Guest
Password = 1200ave14

Thank You to Our 2018 Conference Committee!

Conference Chair - **Bonnie Lowe** - The Chamber, Lawrence, Kansas

Jan Baggett - Wichita Regional Chamber of Commerce

Tara Burkhart - Dodge City Area Chamber of Commerce

Jason Camis - Gardner Edgerton Chamber of Commerce

Tamara Clymer - Colby/Thomas County Chamber of Commerce

Cathy Lewis - The Chamber, Lawrence, Kansas

Gary Plummer - Wichita Regional Chamber of Commerce

Lindsey Slater - The Chamber, Lawrence, Kansas

2017-2018 Board of Directors

President - **Gary Plummer**, Wichita Regional Chamber of Commerce

President Elect - **Matt Pivarnik**, Greater Topeka Partnership

Treasurer - **Jennifer Burch**, McPherson Area Chamber of Commerce

Secretary - **Becky Wolfe**, Andover Area Chamber of Commerce

Tara Burkhart, Dodge City Chamber of Commerce

Jason Camis, Gardner Edgerton Chamber of Commerce

Bonnie Lowe, The Chamber, Lawrence, Kansas

Lindsay Madison, Fort Scott Area Chamber of Commerce

Mark Staats, Derby Chamber of Commerce

Tammy Wellbrock, Hays Area Chamber of Commerce

save the date

MAKO 2019

April 14-16, 2019

Branson Convention Center

www.makoconf.com

IMPORTANT DATES AND DEADLINES

INSTITUTE SITES AND DATES

Winter Institute
University of Arizona
Tucson, AZ
January 6-10, 2019

Midwest Institute
University of Wisconsin
Madison, WI
June 9-13, 2019

Southeast Institute
University of Georgia
Athens, GA
June 23-27, 2019

West Institute
Loyola Marymount University
Los Angeles, CA
July 14-18, 2019

Northeast Institute
Villanova University
Villanova, PA
July 28-August 1, 2019



EARLY ENROLLMENT DEADLINES

Be sure to register for the Institute site of your choice before the early enrollment deadline to save \$200 on your tuition. Individual tuitions increase \$200 after the deadline.

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| Winter Institute | Friday, Nov. 16, 2018 |
| Midwest Institute | Friday, April 19, 2019 |
| Southeast Institute | Friday, April 19, 2019 |
| West Institute | Friday, May 24, 2019 |
| Northeast Institute | Friday, May 24, 2019 |

SCHOLARSHIP DEADLINES

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| Winter - October 19, 2018 |
| Midwest & Southeast- March 22, 2019 |
| West & Northeast - April 26, 2019 |

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