



**Chamber of Commerce
Executives of Kansas**

Homecoming
2022

Creating Memories & Building Traditions

2022

Fall Conference

November 2-4, 2022

Great Bend Events Center

Great Bend, Kansas

Working Together to Move Kansas Businesses Forward



KANSASCHAMBER

UNITED FOR BUSINESS

The Kansas Chamber is here to be your partner. We provide unmatched resources on public policy and a powerful voice for Kansas businesses in state and federal government.

Together, we will work to enhance the business climate to make sure Kansas is a great state to do business.

www.kansaschamber.org | president@kansaschamber.org | 785-357-6321



Program Schedule

WEDNESDAY, NOVEMBER 2

- 3:00 p.m. CCEKS Board of Directors Meeting | Great Bend Events Center
- 4:00 p.m. First Time Attendee Orientation and Chamber 101 | Great Bend Events Center
- 4:00 – 6:00 p.m. Registration & Exhibitor Setup | Great Bend Events Center
- 4:00 p.m. Hospitality Lounge Opens | Best Western Angus Inn Courtyard
- 6:30 – 8:00 p.m. Dinner at Dry Lake Brewing | 1305 Main St. Great Bend, KS 67530
It's Homecoming 2022! Wear your hometown or college team shirt for a casual tailgate party at Dry Lake Brewing and for taco bar and dessert. Casual dress. Transportation is on your own.
Sponsored by Great Bend Chamber of Commerce
- 8:30 p.m. Hospitality Lounge Opens | Best Western Angus Inn Courtyard

THURSDAY, NOVEMBER 3

- 7:30 a.m. Registration & Exhibitor Setup
- 7:30-8:30 a.m. Breakfast | Great Bend Events Center - Ballroom East | *Sponsored by Great Bend CVB*
- 8:30 a.m. Welcome to CCEKS 2022 | Ballroom East
- 8:45 a.m. General Session | Ballroom East
- Registered Apprenticeship Program**
Chastity oversees the operation of the statewide Registered Apprenticeship Program activities in accordance with state and federal laws, regulations, policies, guidelines, and standards. Promotes public awareness of the Registered Apprenticeship Program, providing consultative services to prospective program sponsors in promotion and development of training programs utilizing Registered Apprenticeship. Chastity provides assistance in development of the Standards of Apprenticeship for training programs, including on-the-job training outlines, related technical instruction schedules and wage progression schedules that meets state and federal Registered Apprenticeship Guidelines. *Presented by Chastity Troxel, Registered Apprenticeship Program Manager, Kansas Department of Commerce*
- 9:30 a.m. **Break | Exhibitor Showcase**
- 10:00 a.m. Breakout Sessions
1. **Workforce Panel** | Santa Fe Trail Room
Debra Teufel from the Hutch Chamber will moderate a panel with three Chamber/Economic Development Professionals discussing innovative ways that communities are addressing their workforce challenges. Lee Ann June with Great Bend Economic Development will discuss workforce attraction efforts where they have taken their message on the road to neighboring state events to promote jobs in Central and Southwest Kansas. Lacie Janzen with Greater Hutch will discuss their launch of a pilot program called Career Quest to expose 6th grade students to future careers and mentorships in their community. Greater Wichita has launched a Talent Roadmap initiative to make the region attractive for talent and workforce development in a plan that has been developed in coordination with Deloitte. The goal was to come out of the pandemic with a game plan that would position Wichita and the

surrounding region as a place ready for the future of work and the workforce of the future. Out of that came the "Talent Roadmap: Building a Community Defying Expectations." Tami will describe the process and more importantly the outcomes and initiatives that are needed for regions to successfully compete for talent and a workforce that meets today's pipeline needs while preparing for tomorrow's jobs of the future. *Presented by Tami Bradley, Sr. consultant on Talent & Workforce Development, Greater Wichita Partnership; Lacie Janzen, Economic Development Manager, Greater Hutch/Hutch Chamber; Lee Ann June, Communications Director, Great Bend Economic Development, Inc.*

2. Retention Tips & Tricks | Fort Zarah Room

This interactive session will explore retention tips that work from onboarding, new member orientations, to invoicing. *Presented by Sharla Meisenheimer, Manhattan Area Chamber of Commerce; Candi Westbrook, President/CEO, Coffeyville Area Chamber of Commerce*

11:00 a.m.

Break | Exhibitor Showcase

11:15 a.m.

General Session | What Now? Scenarios for 2023's Economy | Ballroom East

It would be helpful if there was a clear direction for the economy in the coming year but alas - that is not likely to emerge anytime soon. There are as many indicators pointing to a recession as there are pointing to a fairly robust 2023. The US economy rarely sinks into a 100% recession - sectors fall while others climb. Where is the growth in 2023 and where is caution warranted? We will take a look at these contrary factors as they apply to our region. *Presented by Dr. Chris Kuehl, Economist*

12:15 p.m.

Lunch | Ballroom East

Presentation by Taylor Lowe, Eagle U

1:00 p.m.

General Session | Ballroom East

Kansas knows Jackie from her historical roots in Claflin, KS, where she led the county in women's basketball scoring, then rewrote the NCAA women's basketball record at Southwest Missouri State, and onto her professional career in the WNBA! Jackie is not only inspiration to sports lovers, but to anyone who sees value in teamwork, leadership, hard work and passion. She believes in big dreams, enthusiastic effort and overcoming life's trials and tribulations with dedication and hope. Jackie has impacted millions through her love of basketball and coaching, but now she inspires others through camps and professional speaking adventures! You won't want to miss this women's basketball Hall of Fame member as she connects with people of all kinds, ages, and all walks of life. *Presented by Jackie Stiles*

2:00 p.m.

Break | Exhibitor Showcase

2:30 p.m.

Breakout Sessions

3. Government Relations and Your Chamber | Santa Fe Trail Room

Government relations is one of the biggest reasons that a chamber exists. Gain more knowledge on state legislative issues and how your chamber can stay relevant by staying informed and advocating for your members. *Presented by Sandy Braden, President, Braden Heidner Lowe & Associates; Scott Heidner, J.D., SVP, Braden Heidner Lowe & Associates; Eric Stafford, VP of Government Affairs, Kansas Chamber of Commerce*

4. Taking Care of Business: Creating Your Strategic Plan and Program of Work | Fort

Zarah Room

There are foundational documents that every chamber needs from bylaws, handbooks to a solid business plan. In this session, learn how to develop your board to lead and govern the organization with the result of the creation and implementation of a comprehensive strategic plan to guide the organization. *Presented by Becky Wolfe, Advance Innovations, LLC*

5:00 p.m.

Dinner – Great Bend Brit Spagh Zoo | 2123 Main Street, Great Bend, KS 67530

Let's "walk on the wild side" with a BBQ dinner, wine-tasting, and feeding of the animals.

Transportation is on your own. Casual attire. Warm clothing suggested.

7:30 p.m.

Hospitality Lounge Opens | Best Western Angus Inn Courtyard

FRIDAY, NOVEMBER 4

7:30-8:30 a.m.

Breakfast | Ballroom East | *Sponsored by Great Bend CVB*

8:30 a.m.

Roundtables | Ballroom East

Open discussion with other attendees on various subject areas including membership, creating a foundation for your chamber, leadership programs, etc.

9:30 a.m.

Break | Exhibitor Showcase

10:00 a.m.

Breakout Sessions

Marketing on a Shoestring Budget | Santa Fe Trail Room

5. Zoey will take the time to answer your questions, troubleshoot issues, and provide best practices on the methods available to your community for marketing on the cheap. From website development, driving digital traffic, keeping a diverse and consistent message, and maximizing branding — this hour-long breakout session is designed to give you a basic gameplan for beginning your DIY digital marketing journey. *Presented by Zoey Bond, Executive Director, Council Grove Area Trade & Tourism Association, and Marketing & Strategy Director at Ad Astra Directive*

6. Partnering to Build Child Care Capacity for Tomorrows Future Workforce | Fort Zarah Room

Did you know 57% of Kansas counties meet less than 50% of the potential child care demand for working families? Child Care Aware of Kansas is partnering with communities build child care capacity in an effort to increase child care for working families. Join this session learn more about resources available and innovate solutions communities are using to build child care capacity. Find out how your chamber can provide support for the current workforce to strengthen business today while building the workforce we'll depend on for decades to come. *Presented by Tanya Koehn, Director of Family & Community Services, Child Care Aware of Kansas*

11:00 a.m.

Lunch

11:30 p.m.

General Session | The Secret to Awakening Your SUPER Memory | Ballroom East

In this fun and fast-paced program, Mystery Curtis Sneden demonstrates ancient and modern techniques for rapidly and reliably remembering anything: names, lists, dates, places. He's honed these skills for use in his magical performances and he walks the

audience through a step-by-step process to improve their own memories - a prized skill in a day when most of us have outsourced our memories to the Internet! *Presented by Curtis Sneden, President, Greater Topeka Chamber of Commerce*

12:00 p.m.

General Session | When Everyone Leads | Ballroom East

Strategies for how to make our personal leadership styles and community leadership approaches more inclusive, more accessible, and ultimately more transformational by focusing our efforts on our toughest challenges. *Presented by Damon Young, Chief Business Officer, Kansas Leadership Center*

1:00 p.m.

Conference Wrap-up

WiFi

Open Wireless Network = GB Events Center

No password



MAKO
CONFERENCE

**MAY 1-3
2023**

**APRIL 29-MAY 1
2024**

**APRIL 28-30
2025**

**SAVE
THE
DATE**

Branson Convention Center and
Branson Hilton Convention Center Hotel
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Advanced Innovations, Inc.

Becky Wolfe, Facilitator, Consultant, Coach

(316) 322-5654

advanceinnovationsllc@gmail.com

Child Care Aware of Kansas

Tanya Koehn, Director of Family & Community Services

(785) 833-6554

Tanya.koehn@ks.childcareaware.org

www.ks.childcareaware.org

Kansas Chamber

Alan Cobb, President & CEO

(785) 357-6321

alanc@kansaschamber.org

www.kansaschamber.org

Kansas Department of Commerce

Registered Apprenticeship Program

Chastity Troxel, Program Manager

(316) 218-7142

chastity.troxel@ks.gov

www.kansascommerce.gov

Kansas Leadership Center

Maren Berblinger, Civic Engagement Manager

(316) 462-9963

mberblinger@kansasleadershipcenter.org

www.kansasleadershipcenter.org

Move Your Mountain Coaching & Consulting

Kimberly Becker, Founder & Coach

(620) 282-8970

Moveyourmountain19@gmail.com

Opportunity Funding

Lyle Butler, Senior Project Director

(785) 341-7037

butler@opportunityfunding.net

www.opportunityfunding.net

Vision Care Direct

J. Gallaher, Senior Account Executive

(816) 562-4248

John.gallagher@visioncaredirect.com

www.visioncaredirect.com

CONFERENCE PLANNING COMMITTEE

Megan Barfield, Great Bend Chamber of Commerce

Susie Carson, Olathe Chamber of Commerce

Bonnie Lowe, The Chamber of Lawrence Kansas

Sharon Mitchell, Spring Hill Chamber of Commerce

Debra Teufel, Hutchinson/Reno County Chamber of Commerce

Sarah Wasinger, The Chamber in Hays, Kansas

Candi Westbrook, Coffeyville Area Chamber of Commerce



**Chamber of Commerce
Executives of Kansas**

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Notes

FUELING THE VISION OF COMMUNITIES ACROSS AMERICA

Opportunity Funding's primary function is to raise funds exclusively for community and economic development organizations, chambers of commerce, museums, arts, theaters, hospitals, community, technical colleges and non-profits. Secondly, Opportunity Funding provides strategic planning, economic development planning and organizational development.



JERRY HINSON

Hinson@OpportunityFunding.net
803-379-6006



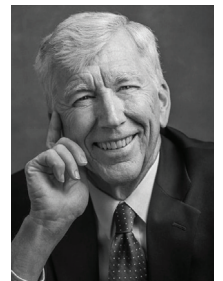
DOUG KINSINGER

Kinsinger@OpportunityFunding.net
785-554-8785



ADAM KINSINGER

AdamKinsinger@OpportunityFunding.net
785-580-7008



LYLE BUTLER

Butler@OpportunityFunding.net
785-341-7037



www.opportunityfunding.net

GREAT BEND

CHAMBER OF COMMERCE

620-792-2401 | www.greatbend.org
125 Williams St. | Great Bend, KS 67530



Shop Our Members!

Retention programs like the Barton County Young Professionals engage young residents in the community.

Providing marketing and networking opportunities, seminars and round table discussions; all to help develop a cutting edge workforce.

Chamber Gift Certificates as a gift, always fit!

Our Mission: To promote and improve the business climate in the City of Great Bend through services and partnerships that encourage growth and assist existing and new business in reaching their business goals.

FOUR AREAS OF FOCUS:

Advocacy for Business
Community Marketing & Promotion
Investment in Our Future
Member Services & Events

CentralKansasJobs.com

Helping to connect jobseekers with employers.



Explore

GREAT BEND

Shop - Stay - Play - Grow



SRCA DRAGSTRIP



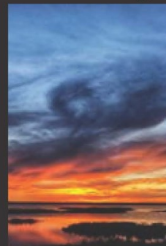
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