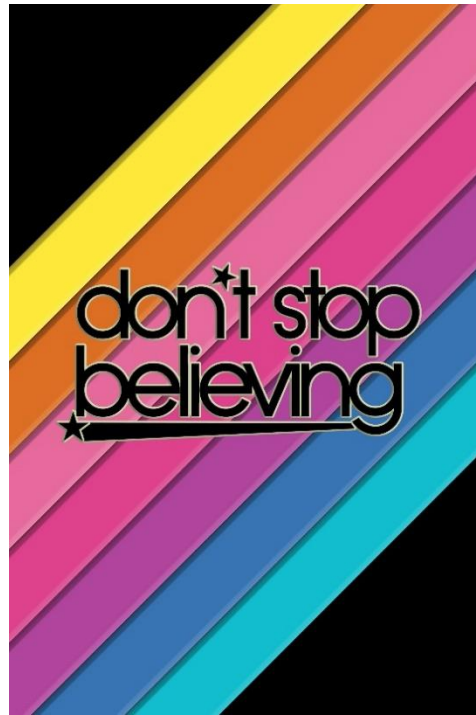


**Chamber of Commerce  
Executives of Kansas**



**2023**  
**Fall Conference**

**November 1-3, 2023**  
**Bluemont Hotel**  
**Manhattan, KS**

# Program Schedule

## WEDNESDAY, NOVEMBER 1

- 1:00 p.m. **CCEKS Board of Directors Meeting** | Bluemont Hotel - 5<sup>th</sup> floor, Excel Room
- 3:00 - 5:00 p.m. **Downtown Manhattan Re-Development Tour**
- 4:00 – 6:00 p.m. **Registration & Exhibitor Setup** | Bluemont Hotel - 5<sup>th</sup> floor lobby
- 4:00 p.m. **Hospitality Lounge Opens** |
- 6:30 – 8:00 p.m. **Opening Reception** | Bramlage Coliseum/Shamrock Zone, 1800 College Ave.  
Join us for heavy appetizers at the Bramlage Coliseum/Shamrock Zone. K-State Athletics Director, Gene Taylor, will greet us on behalf of K-State Athletics. Tim Steffensmeier, Director of Engagement, and Jessica Gnad, Director of K-State 105, will give an update about the new K-State 105 initiative. Casual dress. Transportation is on your own. *Sponsored by Manhattan Area Chamber of Commerce & K-State 105*
- 8:30 p.m. **Hospitality Room Opens** | Bluemont Hotel

## THURSDAY, NOVEMBER 2

- 7:30 a.m. **Registration & Exhibitor Setup**
- 9:00 a.m. **Welcome to CCEKS 2023** | Hartford Ballroom
- 9:30 a.m. **General Session** | Hartford Ballroom  
**Change Catalysts & Trains Coming Down the Track for Kansas Chambers**  
*Presented by Steve Swafford IOM, Balance Warrior + CEO, Leadership Outfitters, LLC*  
There are several change catalysts that are coming down the track affecting every local Kansas community. These key drivers are typically related to legislative, technology/artificial intelligence, economy, and cultural trains coming down the track. This session will explore common Kansas trends as well as unique attributes for your own community for a healthy future. In this session, participants will:
- Identify community trends coming down the track for your chamber
  - Discover broad strategic themes around the state as well as unique for your own chamber
  - Examine ACCE's "Horizon Initiative: Chambers 2025" and how this is relevant to your Chamber
- 10:30 a.m. **Break | Exhibitor Showcase**
- 11:00 a.m. **General Session** | Hartford Room  
**Strengths-Based Strategic Thinking for Your Kansas Chamber**  
*Presented by Steve Swafford IOM, Balance Warrior + CEO, Leadership Outfitters, LLC*  
Building on the earlier interactive session, this hands-on session will focus specifically on your chamber. Using the SOAR Framework, this strengths-based approach will identify your chamber's "bright spots" and build on areas not performing at the same level. SOAR stands for: strengths; opportunities; aspirations; and results (measurements/ benchmarks). This session will explore common Kansas trends as well as unique attributes for your own community for a healthy future. In this session, participants will:
- Discover how to build strategic initiatives using a strengths-based lens

- Identify key issues and themes unique for your own Kansas chamber
- Initiate a framework for building goals and actionable leveraging local trends in your community

12:15 p.m. **Lunch** | Hartford Ballroom

1:00 p.m. **General Session** | Hartford Ballroom

**Leadership Lessons from Safari**

*Presented by Gregory J. Fine FASAE, CAE, Principal Consultant, Tecker International*

Inspired from his numerous safari adventures in South Africa, Greg takes audiences on an engaging, interactive, and personal photo leadership journey. From the interaction of the Safari Guides and Trackers to the animals of the South African Bush, there are many life lessons to be learned:

- Life inspiration from the "Big Cats"
- The Guide/Tracker partnership
- Why elephants never forget and what we can learn from them
- The beauty of the Hyena and the power of the Impala
- Finding your center in the rhythm of safari
- The circle of life and what really matters

2:00 p.m. **Break | Exhibitor Showcase**

2:30 p.m. **Breakout Sessions**

**1. Maximize Your Revenue** | Hartford Ballroom

Maximize! From membership benefits that increase your membership dues to fundraising, events, and other and non-dues revenue, come learn how to maximize your services and increase revenue for your Chamber. *Presented by Marcy Kauffman, Vice President of Membership, Hutchinson/Reno County Chamber of Commerce, and Candi Westbrook, President/CEO, Coffeyville Area Chamber of Commerce*

**2. Elections Matter - Why Your chamber MUST Be in the Game** | Excel

Join a candid conversation about what's at stake in your community if you're not engaged in elections and advocacy and how you can begin to build your impact.

*Presented by Terry Holdren, CEO & General Council, Kansas Farm Bureau*

4:00 p.m. **Aggieville Bar Olympics**

Enjoy some friendly competition with your peers for Aggieville Bar Olympics. Meet at the Bluemont Hotel 5<sup>th</sup> floor lobby for the opening ceremony for instructions, team selections, where to start your quest to win the gold medal and closing ceremony location. *Casual dress. Short walk from hotel. Purchase of alcoholic drinks is not required. Beverage cost is on your own.*

7:30 p.m. **Dinner** – After working up an appetite from the bar Olympics, come back to the Bluemont Hotel 5<sup>th</sup> floor for an Italian feast from Nico's Little Italy.

8:30 p.m. **Hospitality Room Opens** |

## FRIDAY, NOVEMBER 3

9:00 a.m.

### Breakout Sessions

**1. Child Care** | Excel Room

Most communities in Kansas are struggling with quality and affordable childcare, yet many don't know where to start making progress. This session will explore how two Kansas communities, Great Bend and Hays, are tackling these big challenges and how their chambers of commerce and economic development organizations are facilitating those efforts. *Presented by Sara Arnberger, President, Great Bend Economic Development and Sarah Wasinger, President & CEO, The Chamber in Hays, Kansas*

**2. Young Professionals - The Good, The Bad, The Ugly** | Hartford Ballroom

In this interactive session, learn from three chambers who are revamping, rebranding, and re-energizing their YP groups. *Presented by Susie Carson, Vice President Membership & Sponsorship Investments, Olathe Chamber of Commerce; Dena Huff, Director of Communications, Manhattan Area Chamber of Commerce; Rhett Flood, Executive Director of Forge Young Talent, Go Topeka*

10:00 a.m.

*Break | Exhibitor Showcase*

10:30 a.m.

### Breakout Sessions

**1. TBD**

**2. Evaluations for the Chief Paid Staff**

11:30 a.m.

*Break | Exhibitor Showcase*

11:45 a.m.

**Kansas State of Affairs** | Hartford Ballroom

*Presented by Alan Cobb, President & CEO, Kansas State Chamber*

12:15 p.m.

*Lunch* | Hartford Ballroom

### Roundtables

Open discussion with other attendees on various topics that include membership recruitment, retention, leadership programs, etc.

1:00 p.m.

**General Session** | | Hartford Ballroom

1:30 p.m.

**Conference Wrap-up**