

Conference Theme: "**Next-Level Chambers: Tools for Today, Vision for Tomorrow**"

Perfect for any size Chamber navigating changing landscapes, the 2025 CCEM Fall Conference highlights forward-thinking leadership and enduring value. Geared towards professionals looking to modernize their operations while staying rooted in mission, attendees will leave with immediate takeaways in addition to future planning strategies.

CONFERENCE AGENDA

Day 1 (Wednesday, November 5)

8:30am - CCEM Board Meeting

11:00-1:00pm - Conference Registration

1:00pm - A Warm Welcome & Vision Ahead

CCEM 2025 President Tamara Tateosian, Callaway County Chamber

Matt Morrow, President, Springfield Area Chamber of Commerce

Andrea Brady, Community Outreach & Development Mgr., Great Southern Bank

1:30-2:30pm Kickoff Connections: CCEM Bingo

2:30-2:45pm Stretch & Connect Break

2:45-3:45pm "The Membership Blueprint: Proven practices for onboarding, retention & growth." *Michelle Glenn, Table Rock Lake Chamber*

3:45-4:00pm Stretch & Connect Break

4:00-5:00pm Breakout Sessions: "Chambers of Your Size: Sharing Solutions Together"

Meet peers facing similar challenges and opportunities. This session is designed to spark conversation and gather ideas that work for Chambers like yours.

6:30pm Evening Social: Springfield Brewing Co.

Gather with your Chamber colleagues for a casual night out at Springfield Brewing Co. It's all about good brews, great conversations, and reconnecting with friends old and new.

Day 2 (Thursday, November 6)

8:30-9:00am - Rise & Shine Breakfast

9:00-9:45am "Chamber Collective: Real-Time Solutions and Best Practices"

9:45-10:00am Stretch & Connect Break

10:00 – 11:00am "From Fundraisers to Focus: Building a Mission-Driven Chamber"
Jennifer Dalton, COO, Springfield Area Chamber of Commerce & Alisha Trammell, Dexter Chamber Executive Director

11:00-11:15am Stretch & Connect Break

11:15am-1:15pm - CCEM Awards Luncheon

Keynote: *"The Bright Side Advantage: Next Level Tools for Turning Challenge into Opportunity"*

In a time when chambers are being asked to do more with less, leadership is not just about strategy. It is about energy, mindset, and meaning. In this interactive and high impact keynote, Dr. Tim Crowley shares Next Level Tools that help chamber directors and team members strengthen connection, boost morale, and increase their impact, influence, and success in their chambers and communities.

1:30-2:30pm Breakout Sessions

"Grassroots Advocacy: Building Influence without becoming Partisan"

Tori Mercado, Public Affairs Manager, Springfield Area Chamber of Commerce & Alisha Trammell, Dexter Chamber Executive Director

"The Bright Side Blueprint: Seven Micro Habits to Move from Burnout to Breakthrough"

Dr. Tim Crowley

2:30-2:45pm Stretch & Connect Break

2:45-3:45pm Breakout Sessions

"The Legal Landscape for Chambers: Avoid Pitfalls, Protect Your Organization"

John Marino, Labor & Employment Lawyer, McMahon Berger

"From Message to Impact: Effective Communication for Chamber Professionals"

Dr. Lance Coffman, Sr. Program Manager, Strategic Initiatives; efactory & MO SBDC

3:45-4:00pm Stretch & Connect Break

4:00-5:00pm Breakout Sessions: "Gather with Your People: Chamber Peer Conversations"

It's time to talk shop with those who "get it." Choose your group — Chamber Executives or Chamber Staff — and dive into discussions on the trends, challenges, and wins unique to your role.

6:30pm: Chamber Social: Adventure Awaits!

Meet in the lobby to receive your team assignments for a lively Downtown Scavenger Hunt! Explore the local area, connect with fellow attendees, and enjoy a little friendly competition. Afterward, unwind and dine at one of our recommended local restaurants. Dinner is on your own, but good company is guaranteed!

Day 3 (Friday, November 7)

8:30-9:45am - Breakfast Session: *Operational Excellence: Tools, Tech & Tracking that Matter*

Lauri Lyerla, Neosho Chamber of Commerce

9:45-10:00am Stretch & Connect Break

10:00-11:00am - *The Chamber Brain: How AI Can Think, Work, and Serve with You*

Dr. Spencer Harris; President, Mostly Serious

11:00-11:15am Stretch & Connect Break

11:15am-12:00pm - Closing Session: CCEM Annual Meeting