



**Missouri Community Betterment
Educational Fund, Inc.**
903 S. 3rd St.
Clinton, MO 64735

Non-Profit Org
U.S. POSTAGE
PAID
Permit No. 15
Clinton, MO

51st Annual Missouri Community Betterment Conference

MCB: Catch the Vision

October 19 & 20th, 2014 Stoney Creek Hotel & Conference Center, Columbia

Hotel Registration Information

Stoney Creek Hotel & Conference Center
2601 S. Providence Rd.
Columbia, MO 65203
Call 800.659.2220

The conference group rate for rooms is \$93.00 plus state tax & lodging tax. Ask for the Missouri Community Betterment group rate. Rooms will remain at the conference rate until the block is released on October 1st. After that date, rooms will continue to be sold for the conference based on availability; however, the room rate may increase. Be sure to make your room reservations early.

The Missouri Community Betterment rate is available for Saturday, October 18th as well. If you would like to come in on that date, ask for our group rate while making your reservation.

Hotel Check-in 3pm, checkout at 11pm.

NOTE: Breakfast is provided with the hotel registration. MCB will not be holding a breakfast event for attendees. Please utilize the hotel breakfast.

SILENT AUCTION & RAFFLES

Johanna Reed Adams of the MCBEF board is volunteering to coordinate the Silent Auction and other raffles. If you'd like to donate items for the auction, please contact Johanna at 573-882-3978 or by email Adamsjr@missouri.edu.

COMMUNITY BOOTHS

Plan to share information about your community at the MCB Conference. If your community would like to have a booth please contact Christa at Christa@mocommunitybetterment.com or 660.383.1034. This is a great way to showcase your community and there is no booth rental fee. Call and reserve your space now. Booth set up is on Sunday afternoon and takedown is after the Banquet Monday evening.

Featured Speakers include:
Governor Jay Nixon (invited)
Joe M. Turner, Luncheon Speaker
Susie Oberdahloff, Sunday Evening Adult Reception

More detailed session information and biographies of the speakers are available at
www.MOCommunityBetterment.com

CONFERENCE SCHEDULE OF EVENTS

Sunday, October 19

2:00-5:00pm Registration, Silent Auction, Raffles & 50/50 Drawing are underway. Visit the Booth Display and Community Project Books.

3:00pm Youth Board the Bus to "Venture Out".

(MUST HAVE 2 signed permission slips to board bus)

4:00-9:00pm Youth: "Venture Out" at MU Campus

5:30pm Evening Dinner & Reception - Adults

Susie Oberdahlhoff, Speaker - "Life & Rural Life Humor"

Followed by an Adult Networking & Game Event - "I Spy"

Monday, October 20

8:00am-4:30pm Registration, Silent Auction, Raffles & 50/50 Drawing are underway
Visit the Booth Display and Community Project Books

7:00-8:30am Breakfast served by Hotel to all Guests of the Hotel

8:30-9:30am Adult & Youth Session: "Which Road to the Future?" This session will be an interactive discussion where you as community leaders will provide MCB Board members guidance on what services MCB should continue providing or start providing to assist you in your efforts of local community betterment. MCB is here to serve you—guide us in that role by sharing your ideas.

9:45-10:30am Youth Session: "Catch the Vision—Youth 2015"- Brett Dinkins. MCB has new plans and ideas for 2015. Help us implement, plan and design these events to better serve the youth.

9:45-10:30am Adult Session: "Recruiting Companies to Missouri - A Look Behind the Scenes" - Clint O'Neal & Deborah Price, Missouri Partnership. This session will provide an overview of the Missouri Partnership: the history, the approach they take to marketing Missouri, and the results. Included in this session are case studies of business attraction projects throughout Missouri and ways to collaborate with the Missouri Partnership's marketing activities.

9:45-10:30am Adult Session: "Missouri Tourism - Impact & Opportunities" - Dan Lennon, Missouri Department of Tourism. A presentation/discussion of the impact of tourism statewide, Missouri Division of Tourism marketing programs, critical elements of tourism success, and some free/low cost opportunities for smaller communities to benefit from state investments in tourism.

10:30-10:45am Break (snack served)

10:45-11:45am Youth Session: "Youth Entrepreneurship World Café" - Steven Henness, University of Missouri Extension 4-H Center for Youth Development. This MCB session is an invitation to youth attendees to join young entrepreneurs and adult mentors in a conversation about youth, communities, careers, and the future. Topics to be discussed include: What are youth currently doing to turn their business ideas into reality? What resources and opportunities are available to young entrepreneurs in Missouri? What can schools and communities do to better support youth in harvesting their potential as entrepreneurs?

10:45-11:45am Adult Session: "The 5 Percent Solution: Promoting Philanthropy for Community Betterment" - Louise Knauer, Community Foundation of the Ozarks. The Alliance of Missouri Community Foundations commissioned a study on the impact of the nation's largest-ever intergenerational transfer of wealth for Missouri. The results give the Alliance great data to encourage Missourians to include charitable giving in their estate planning.

10:45-11:45am Adult Session: "Blighted Properties – From Ugly Ducklings to Swan" - Catherine Jones, Missouri Department of Natural Resources and Dr. Sabine Martin, CTOR Solutions. This session will provide an overview on how to tackle blighted properties, often referred to as Brownfields, to convert them into community assets. Resources and tips on how to do so will be discussed, and examples of successful redevelopment scenarios will be provided.

12:00-1:30pm Adult & Youth Leader Awards Luncheon

Welcome-Columbia CVB

Keynote Speaker: "5 Kinds of Amazing: Key Elements for Communicating an Amazing Vision" - Joe M. Turner.

In this presentation you will learn: The parallels between the theatrical experience and the customer experience, How to classify amazing experiences using a magical 5-point model, The "kicker" concept that pushes amazing experiences over the top, and Amazing isn't something you can be until it is something you can do!

1:45-2:45pm Youth Session: "Intro to Amazing: Magic for Fun & Leadership" - Joe M. Turner. Joe returns to continue the magic and the fun with a youth session that is sure to entertain, but which will also delve into additional ideas about leading others to "catch the vision." You'll not only enjoy being amazed, but you'll also leave having learned an illusion or two that you can use to communicate what you're doing in exciting ways. Magic can be a great tool for promoting and communicating ideas, and Joe will show you how he makes those connections.

1:45-2:45pm Adult Session: "Trees & Streets Can Work Together" - Nick Kuhn, Missouri Department of Conservation. MDC helps home & business owners as well as the cities they live in manage their trees. Trees in a community provide added services more than those in the woods, such as by shading your home or car, improving property value, and making streets more walkable. This session will focus on how streets and sidewalks can exist with trees without conflict. We will also cover all the programs available through MDC to gain your community recognition, train your staff, develop plans, and inventory your tree resources. MDC has programs to help you through grants and other assistance.

Sunday Evening Events

The Youth must arrive by 3pm with both permission slips signed by a parent or legal guardian to board the bus to the "Venture Out" event. Dinner will be provided at the outing.

Permission Slips are available at
www.MOCommunityBetterment.com

Adults will have a dinner & reception.

1:45-2:45pm Adult Session: "Missouri Expeditions -- Using Your Stories as an Economic Development Resource" - John Dies & Louis Riggs. Heritage Tourism is a key aspect of a new, more comprehensive approach to tourism planning. It affirms that we have identified significant elements of our places as important enough to preserve and to pass on to future generations. The driving business philosophy of Missouri Expeditions is to stay true to the mission of the Missouri Humanities Council (MHC) by serving communities interested in pursuing economic development opportunities through Heritage Tourism projects that present high-quality, humanities-based content for general audiences. MHC awards grants to support locally-generated programs and projects that are based in the humanities (subjects such as history, archaeology, anthropology, literature, religion, law, philosophy and languages). Louis Riggs will discuss the application process and how you can apply for a MHC grant for your community.

2:45-3:00pm Break (snacks served)

3:00-4:00pm Youth Session: "PhotoVoice Missouri"- The Health Communication Research Center (HCRC) at the University of Missouri School of Journalism. Photovoice Missouri (<http://photovoicemissouri.org>) is an on-going, hands-on, community-based participatory research and advocacy project that the HCRC has led since 2011. Through the medium of photography, students from ages 12 to 18 identify and raise awareness about environmental factors and policies that affect healthy lifestyles in the community. We have guided student participants to implement a range of successful policy and environment.

3:00-4:00pm Adult Session: "MCB Day at the Capitol & How to Utilize this in Your Community" Geri Mills, Annapolis; Robin Simpson, Mark Twain Regional Council of Government & MCB Board Member; & Representative Paul Fitzwater. A discuss will be held about the 2014 MCB Day at the Capitol as well as how South Iron/Annapolis utilizes a similar format in there community as a fundraiser. Representative Fitzwater will give a Legislature's viewpoint of both events.

3:00-4:00pm Adult Session: "Let's Talk Funding" - John Gulick, MCB Board President, Elaine Campbell, Houston; & Kimberly Baughman, Missouri Department of Economic Development. Communities are always looking for ways to finance projects. Join this session to discuss just some of the options available to communities in Missouri.

4:00-5:00 pm Visit Project Books/Silent Auction/Display Booths

5:00pm Annual Communities and Youth Group Awards Banquet-Governor Jay Nixon (Invited)

Please make sure you pick up your Community Project Book

NEW Event for Youth at the Annual MCB Conference

Make sure you do not miss this year's conference. On Sunday evening the youth will be participating in the Venture Out program which is offered by the Center for Leadership & Service at the University of Missouri.

MCB youth will need to pick up their registration packet for the conference at Stoney Creek Hotel & Conference Center and be ready to board the bus by 3pm. Each Youth will also need to complete a Course Waiver for Venture Out as well as a Course Waiver for MCB. Both forms must be turned in before the youth will be allowed to board the bus. They can be mailed to the MCB Office prior to the conference.

The courses start by doing icebreaker activities on ground and eventually graduate up to the Odyssey Course. The Odyssey Course ends with a zipline, capping off an evening of learning in a way that you cannot find elsewhere. Please go to www.ventureout.missouri.edu for more information about Venture Out and the events.

Venture Out will put the youth through activities which require communication, teamwork, problem solving skills and leadership. The activities are designed to be fun and challenging. They strive to help your group emerge from the experience closer and more cohesive.

Youth, you don't want to miss this! Dinner will be provided at the event. The Adult's will have dinner & be entertained by many events at the hotel!

Sunday Evening Reception, Dinner and Entertainment

While the Youth are participating in the Venture Out Event the adults can relax at the hotel. We will serve dinner and have a special presenter, Susie Oberdahloff, who will entertain with "Life and Rural Life Humor".

Join us for I SPY Bingo on Sunday evening following dinner & presenter as we view project books and have lots of fun networking with other communities. Prizes will be awarded and participants that wear a hat will receive a one point advantage.

I SPYa lady with a feather in her hat, our taxes at work, caring and sharing projects, community spirit, green spaces and projects that can be adapted to all communities.

REGISTRATION INFORMATION

- 1) FULL REGISTRATION includes all sessions and events during the conference. All registrations must be submitted in writing. No registration will be taken over the phone. Note: Registrations are transferable and substitutions at any time are allowed.
- 2) INDIVIDUAL MEAL TICKETS are offered to those who wish to attend only the Luncheon **or** only the Awards Banquet.
- 3) PAYMENT: All registrations must be accompanied by payment in full and must be received in the MCB office by October 10th to be considered for the Early Bird Registration fee. "After 10/10 Registration Fee" will apply to all payment received after October 10.
- 4) TABLES: Tables of eight (8) may be reserved for the Monday, October 20 Awards Banquet. Reservations and full payment for a table of eight (8) must be received by October 10. Checks or money orders for conference registrations should be made payable to: MCB Educational Fund, Inc., 903 S. 3rd St., Clinton, MO 64735.
- 5) REFUNDS: A \$10 cancellation fee will be deducted from all refunds. To receive a refund, your cancellation must be in writing and received by the MCB office no later than October 10. No refunds will be granted after that date. Refunds will be made within 30 days after the conference.
- 6) HOTEL RESERVATIONS: All hotel reservations should be made directly with Stoney Creek Hotel & Conference Center, 800.659.2220. Please see the Hotel Registration Section for more information.
- 7) CHECK-IN PROCEDURES: Check-in time is 3pm, with check-out at 11am.

	Early Bird Registration for MCB Participating Community Received by 10/10/14	Early Bird Registration for Non-Participating Community Received by 10/10/14	After 10/10 Registration Fee for MCB Participating Communities	After 10/10 Registration Fee for MCB Non-Participating Communities
Full Conference Registration, Adult	\$130.00	\$150.00	\$140.00	\$160.00
Full Conference Registration, Youth	\$100.00	\$120.00	\$110.00	\$130.00
Luncheon or Awards Banquet Ticket, Adult	\$ 75.00	\$ 85.00	\$ 80.00	\$ 90.00
Luncheon or Awards Banquet Ticket, Youth	\$ 65.00	\$ 75.00	\$ 70.00	\$ 80.00

Call *Christa Atchison, 660-383-1034 with questions* or visit www.MOCommunityBetterment.com
Make checks payable to: MCB Educational Fund, Inc. and mail to: 903 S. 3rd St., Clinton, MO 64735

The MCB Educational Fund, Inc. has underwritten the cost for both youth and adult participants to assist with keeping a minimal price.. Please help us by pre-registering and by indicating the functions that you will attend. Your cooperation is appreciated.

REGISTRATION FORM

<i>Photocopy if necessary</i>	X if Youth (under 18)	X if Adult	Name, Address, City & Zip Code	Email (please print)	X for Full conference	X Sunday PM Meal	X Only Luncheon	X Only Banquet	Total Payment included for each Registrant
									\$
									\$
									\$
									\$

Community/Neighborhood/Organization: _____