



Welcome to the 2025 CEC Conference hosted by the City of Excelsior Springs, Missouri

Tuesday September 30, 2025

3:30 – 4:45 p.m. Stop by, check-In, and pick up your name badge (The Elms Hotel and Spa)

5:00 – 7:00 p.m. Pre-Conference Reception (Hall of Waters) *Pre-registration required.*



Remember to take advantage of the time before and after the CEC Conference (and in between Breakout Sessions!) to visit the many fine shops, restaurants, museums, parks and natural beauty that Excelsior Springs has to offer!

<https://visitexcelsior.com/cec2025/>



Pre-Conference and Plenary Programming for Wednesday October 1, 2025

8:00 AM Pre-Event: Gentle Sunrise Yoga - The Elms Hotel and Spa (Please register by emailing lori.king@pyramidglobal.com. Bring your own yoga mat.)

9:30 – 11:00 AM Special Pre-Event Program: **Building Better Neighborhoods, Building Better Business**
with Neighboring experts David Burton and Laura Mize
Presented by the City of Excelsior Springs – *pre-registration required.* (The Elms Hotel and Spa)

10:00 - 11:30 AM Remember to check-In and pick up your name badge before the CEC Conference begins (The Elms Hotel and Spa)

11:30 AM Lunch Served

11:50 AM Opening Welcome and Remarks – University of Missouri Extension

12:00 PM Welcome to Excelsior Springs – Excelsior Springs Team

12:15 PM Opening Keynote: Evolution of the Entrepreneur with Jim and Daphne Bowman of Willow Mercantile

12:55 PM CEC Conference Day One Agenda Overview – Ashley Allen-Brown, CEC Conference Chair, University of Missouri Extension

1:00 PM Move to Breakout Sessions (*Sessions are within walking distance. However, the Trolley will be available throughout the day.*)

Breakout Session Schedule for Wednesday October 1, 2025

Breakout Session 1	Track	Reframe Your Entrepreneurial Opportunities	Remove Barriers to Entrepreneurial Success	Reignite Your Passion and Purpose	Reconnect with Your Community to Revitalize Your Entrepreneurial Spirit	Rethink Your Approach to Entrepreneurial Innovation
1:45 – 2:30 PM	Location	Casa Di Vite	Wine and Shine	Solana	414 & Company	Warbird Whiskey
	Session Title	Increasing Your Town's Entrepreneurial Opportunities through Tourism	Innovative Financing Strategies for Downtown Revitalization	Using Strategic Doing to Transform the Early Child Care Landscape	Power Up Your Marketing: Strategies for Digital & Traditional Success	Ecosystem Building: Strengthening Community Coalitions for Entrepreneurial Growth
	Speaker	Richard Proffer	Laura Mize Group	Sarah Kennedy Group	Courtney Cole	Tiffany Henry
2:30 - 3:00 PM	Networking and moving to the next breakout session					
Breakout Session 2	Track	Reframe Your Entrepreneurial Opportunities	Remove Barriers to Entrepreneurial Success	Reignite Your Passion and Purpose	Reconnect with Your Community to Revitalize Your Entrepreneurial Spirit	Rethink Your Approach to Entrepreneurial Innovation
3:00 - 3:45 PM	Location	414 & Company	Casa Di Vite	Warbird Whiskey	Solana	Wine and Shine
	Session Title	Marketing + Downtown = Another Success Story!	Grant Writing as a Team: Collaborative Strategies for Winning Funding	The Power of Entrepreneurship	Building Entrepreneur's from the Beginning	Refreshing Our Focus on Local: Supporting Microbusinesses for Thriving Community
	Speaker	Gus Wagner	Melinda Mehaffy Group	Becca Castro	Janine Castillo Group	Marci Goodwin & Leigh Ann Brown
3:45 – 4:15 PM	Networking and moving to the next breakout session					
Breakout Session 3	Track	Reframe Your Entrepreneurial Opportunities	Remove Barriers to Entrepreneurial Success	Reignite Your Passion and Purpose	Reconnect with Your Community to Revitalize Your Entrepreneurial Spirit	Rethink Your Approach to Entrepreneurial Innovation
4:15 – 5:00 PM	Location	Warbird Whiskey	414 & Company	Wine and Shine	Casa Di Vite	Solana
	Session Title	Rethinking Customer Connections – Finding, Engaging and Keeping the Right Customers	Entrepreneurial Success Starts Here: Removing Roadblocks to Growth	Shift Happens: How to Turn Life's Detours into Entrepreneurial Triumphs	Beyond Entrepreneurship: Leadership that brings the whole community together	Detecting New Businesses: Is Your Community Thriving with Startups?
	Speaker	TaylorAnn Washburn	Deana Imhoff	Natasha Harris	Mel Lambert & Elias Corpas	Alan Spell & Luke Dietterle
5:00 – 7:00 PM	SPECIAL CEC EVENT HOSTED BY THE CITY OF EXCELSIOR SPRINGS A Taste of Excelsior Springs with Food, Music, and Plein Air Art Exhibit and Competition (Hall of Waters) <i>Pre-registration required.</i>					

Plenary Sessions for Thursday, October 2, 2025						
8:00 – 8:20 AM		Coffee, Connections, and a Sense of Community – Enjoy breakfast and an opportunity to network with fellow CEC Conference attendees				
8:20 – 8:30 AM		University of Missouri Extension Announcements				
8:30 – 8:50 AM		Breakfast Presentation: Encore Entrepreneur Panel – Presented by the City of Excelsior Springs				
9:15 AM		Group Photo – The Elms Hotel and Spa				
9:30 - 9:45 AM		Move to Breakout Sessions (<i>Sessions are within walking distance. However, the Trolley will be available.</i>)				
Breakout Sessions for Thursday, October 2, 2025						
Breakout Session 4	Track	Reframe Your Entrepreneurial Opportunities	Remove Barriers to Entrepreneurial Success	Reignite Your Passion and Purpose	Reconnect with Your Community to Revitalize Your Entrepreneurial Spirit	Rethink Your Approach to Entrepreneurial Innovation
9:45 – 10:30 AM	Location	Wine and Shine	Warbird Whiskey	Solana	Casa Di Vite	414 & Company
	Session Title	Creating Effective Capabilities Statements for Government Contracting	Inclusive Entrepreneurship- Breaking the Barriers	Doubt & Imposter Syndrome for Entrepreneurial Success	Beyond the Block Party: Where Events Meet Economic Impact	Building Community: Reimagine Coworking
	Speaker	Jason Cole	Taylor Clark & Dr. Dwayne T. James	Dr. Kasi Lacey	Lyndsey Baxter	Heather Heckroot & Bob Martin
10:30 – 11:00 AM						