



Welcome to the 2025 CEC Conference in 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 - Excelsior Springs Museum and Archives. *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	Warbird Whiskey	414 & Company	Ventana Gourmet Grill
	Session Title	Increasing Your Town's Entrepreneurial Opportunities through Tourism	Innovative Financing Strategies for Downtown Revitalization	Using Strategic Doing to Transform the Face of Child Care in a 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
<i>2:30 - 3:00 PM Networking and moving to the next breakout session</i>						
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	Ventana Gourmet Grill	Warbird Whiskey	Wine and Shine
	Session Title	Marketing + Downtown = Another Success Story!	Doubt & Imposter Syndrome for Entrepreneurial Success	The Power of Entrepreneurship	Building Entrepreneur's from the Beginning	Refreshing Our Focus on Local: Supporting Microbusinesses for Thriving Community
	Speaker	Gus Wagner	Dr. Kasi Lacey	Becca Castro	Janine Castillo Group	Marci Goodwin & Leigh Ann Brown
<i>3:45 – 4:15 PM Networking and moving to the next breakout session</i>						
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	Ventana Gourmet Grill	414 & Company	Wine and Shine	Casa Di Vite	Warbird Whiskey
	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)
Pre-registration required.

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 (Sessions are within walking distance. However, the Trolley will be available.)

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	Ventana Gourmet Grill	Warbird Whiskey	Casa Di Vite	414 & Company
	Session Title	Creating Effective Capabilities Statements for Government Contracting	Inclusive Entrepreneurship-Breaking the Barriers	Grant Writing as a Team: Collaborative Strategies for Winning Funding	Beyond the Block Party: Where Events Meet Economic Impact	Building Community: Reimagine Coworking
	Speaker	Jason Cole	Taylor Clark & Dr. Dwayne T. James	Melinda Mehaffy Group	Lyndsey Baxter	Heather Heckroot & Bob Martin

10:30 – 11:00 AM *Networking and moving to the next breakout session*

Breakout Session 5	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
11:00 – 11:45 AM	Location	414 & Company	Warbird Whiskey	Casa Di Vite	Wine and Shine	Ventana Gourmet Grill
	Session Title	Slow Productivity: Redefining Success for Entrepreneurs	Second String Income Strategies for Small Business Success	That WAS a genius idea.... now pivot. A rebrand story.	How to Host a Connecting Entrepreneurial Communities Conference	Building Social Capital to Strengthen Rural Communities
	Speaker	Sunitha Bosecker	Savanna Nave Group	Heather Mincer	Deana Dothage	Dr. Mallory Rahe

11:45 AM *Move to closing session at Montgomery Event Venue*

12:00 PM Lunch Served: Montgomery Event Venue

12:20 – 12:30 PM Recognitions and Resolutions (TBA)

12:35 - 1:25 PM SPECIAL CLOSING KEYNOTE SPEAKER, JEFF SIEGLER. BROUGHT TO YOU BY THE CLAY COUNTY COUNCIL OF MU EXTENSION

1:30 – 1:45 PM Plain Air Prize Drawing and Closing Remarks

1:45 – 2:15 PM Conference ends, but please continue to network and enjoy the post-conference GLOW!

