



Creating Entrepreneurial Communities

September 21-22, 2022

Hermann, MO



Extension
University of Missouri



Keynote Speaker



Dr. Sean Siebert



Siebert serves as the founder of the strategic management firm Invent Yourself, LLC, and the creator of the “Adopt An Innovator” business model for community betterment. Siebert also serves on the Executive Board for Missouri Enterprise, the Vice-Chairman for the Crawford County Enhanced Enterprise Zone, and he is a Board Member for the County Law Enforcement Restitution Fund Board, the Missouri Baptist Hospital Patient Care Committee, and the Crawford County R-II School Board.

His work, in the industries of education, workforce development, entrepreneurship, and economic development, continues to be recognized all across the United States and around the world. In April 2018, Dr. Siebert was honored by the Missouri Association of School Administrators with the prestigious *Friend of Education Award* for his work with school districts all-across the State of Missouri.

In October 2018, Dr. Siebert was the recipient of the *National Association of Development Organizations Innovation Award*, for his work that helps communities, and individuals, to combat mental health, poverty, addiction, and the opioid crisis. Siebert has also been honored as the *Entrepreneur of the Year* and *Citizen of the Year* by the Cuba Area Chamber of Commerce.

Siebert has made research contributions in several areas of business and management. He has given many lectures and presentations regarding management theory and has been published in numerous publications including *The Huffington Post*, *UP Global*, *The Wall Street Journal Online*, and the *Missouri Department of Economic Development*. Additionally, Siebert authors his own weekly publication, *The Weekly Win*, with an established reader base in the thousands for each weekly publication.

Keynote Speakers



Chris Egelston



Chris Egelston began pursuing his first passion in life when he discovered the art of magic at the age of six. As a teenager he turned that passion into profits starting his entrepreneurial journey booking and performing magic shows.

Besides being a fun and engaging entertainer, he started using his magic skills as a professional speaker teaching audiences about the life success principles that he was using daily. Chris “infotained” his way through Southern Illinois University at Carbondale where he earned both his Bachelor’s Degree in Marketing and M.B.A.

Following college, he continued his infotainment career full-time. With a lifetime running his business, he began sharing the business practices he was using including goal-setting, marketing, networking and customer service.

Then in 2014, Chris’ career started to circle back to its beginning when he first learned about the Creating Entrepreneurial Opportunities Program.

A program that helped high school juniors and seniors experience entrepreneurship while learning mission-critical life, career and business success skills. In between his regular gigs, he began speaking annually with several CEO Classes in southern Illinois, sharing what he wished he knew when he started his career as a teenager. Then in 2019, the Midland Institute for Entrepreneurship was looking for someone to help expand the CEO Program to more communities nationwide as their Community Engagement Leader. Chris now keynotes local and national events with presentations on the CEO Program as well guiding local communities through a proven process for launching their own CEO programs. And, he still performs magic as well.

From that first magic trick 50 years ago to more than 6,000 presentations later, Chris’ journey meets up with yours at the CEC Conference!

Wednesday September 21, 2022

10:30 AM	Inn at Hermannhoff Festhalle- Registration & check-in					
11:00 AM	Inn at Hermannhoff Festhalle- Lunch					
11:15 to 11:45 AM	Opening Panel - Successful Entrepreneurial Ecosystems in 2022 Melissa Lensing, Mike Sloan, Muriel Bryson, Colleen Murphy					
11:45 AM	Opening Welcome - MU & Hermann					
12:00 to 12:30 PM	Keynote Presentation: Sean Siebert \$50 by Friday – Entrepreneurship is a Mindset, Not an Occupation					
12:30-1:00 PM	<i>Move to breakout sessions</i>					
Breakout Session 1						
1:00 PM to 2:00 PM	Location	Hermann Wurst Haus	Stomp'n Grounds	Tin Mill Brewery	Espresso Laine	Bourbon Hall
	Topic	Workforce Development	Business Development	Youth Development	Inclusivity	Business Development
	Presentation	The Jesup Group: Creating a Regional Entrepreneurial and Community Development Ecosystem	Entrepreneurship: You can do it too!	Youth Entrepreneurship: Your Route to Workforce Preparedness	Cultural Intelligence for Business and Economic Development.	The Shift from Potential to Kinetic Energy
	Speaker	Dr. Chett Daniel	Dan Lauer	Mark Cowser and Itzel Gutierrez	Tish Johnson	Jay Sparks & Raymond Hall
2:00-2:30 PM	<i>Networking and moving to the next breakout session</i>					
Breakout Session 2						
2:30 PM to 3:30 PM	Location	Bar Vin	Blondie's Doll Toy Shop	Bank Bar Venue 115	Vine Boutique	Amish on 4th
	Topic	Workforce Development	Business Development	Youth Development	Inclusivity	Food Entrepreneurship
	Presentation	State and Community Resources to help Retain Employees	Moving Forward with the American Rescue Plan	K-16 Ecosystem Builders: Communities Engaging in Entrepreneurial Youth-Part One	Disability 101	Creating Entrepreneurship in Farming
	Speaker	Justin Logan	Darla Campbell and Jason Morris	Steve Henness and panelists	Amber Cheek	Katie Nixon and Cristina Jopling
Breakout Session 3						
4:00 PM to 5:00 PM	Location	Bar Vin	Blank Canvas	Bank Bar Venue 115	Evergreen	Vinchester Inn
	Topic	Workforce Development	Business Development	Youth Development	Inclusivity	Business Development
	Presentation	State and Community Resources to help Retain Employees	Resources for Financing Your Small Business	K-16 Ecosystem Builders: Communities Engaging in Entrepreneurial Youth-Part Two	Using Strategic Planning Tools to Address Workforce Development Needs	Microenterprise Financing for Rural Revitalization
	Speaker	Justin Logan	Mark Christian	Steve Henness and panelists	Amy Patillo and Richard Proffer	Patty Cantrell, Jo Ann Lane, Kelly Asbury, & Sheridan Garman-Neeman
5:00 PM to 5:30 PM	<i>Free time. Check into lodging.</i>					
5:30 PM to 7:30 PM	Evening Social and Networking Event Taste of Hermann (Location: Hofgarten) See Map					

Thursday September 22, 2022						
7:30 AM - 8:30 AM	Breakfast & Opening Session – 30 Ideas in 30 Minutes, Stephen Mukembo Inn at Hermannhoff Festhalle					
	Group Photo Hermann River Memorial 110 W First Street					
8:30 AM - 9:00 AM	<i>Networking and moving to the next breakout session</i>					
Breakout Session 4						
9:00 AM to 9:45 AM	Location	Evergreen	Bank Bar Venue 115	Espresso Laine	Hermann Wurst Haus	Bourbon Hall
	Topic	Workforce Development	Business Development	Youth Development	Partnerships	Business Development
	Presentation	A Toolkit for Embarking on Socially Engaged Community Work	Entrepreneurship & the Arts	C.E.O.- Transforming Young People into Entrepreneurial Thinkers	ABC's of a Thriving Community	The Power of Pop-ups
	Speaker	GK Callahan and Lisa Overholser	Chris Hansen	Chris Egleston	Lynette Stokes, Amy Breshears, Jo Ann Lane	Pamela Schallhorn
9:45 AM - 10:15 AM	<i>Networking and moving to the next breakout session</i>					
Breakout Session 5						
10:15 AM- 11:00 AM	Location	Bourbon Hall	Espresso Laine	Stomp'n Grounds	Bank Bar Venue 115	Vinchester Inn
	Topic	Workforce Development.	Business Development	Other: Food E-ship	Other: Community Building	Other: Placemaking
	Presentation	Justice Involved Individuals, An Untapped Source	Moving Forward with the American Rescue Plan	Cultivating Community Around Food	\$50 By Friday - Entrepreneurship is a Mindset, Not an Occupation-Extended	Regional Strategies for Placemaking and Population Retention
	Speaker	Alex Earls	Darla Campbell and Jason Morris	Corrina Smith	Sean Siebert	Mallory Rahe / Luke Diettrle
11:00 AM - 11:15 AM	<i>Move to closing session</i>					
11:15 AM - 12:15 PM	Luncheon & Panel Discussion <i>Community Entrepreneurial Growth-What is Working?</i> Becky Cleveland-Brookfield Area Growth Partnership Inn at Hermannhoff Festhalle					
12:15 PM - 12:45 PM	Closing Keynote – Chris Egelston – <i>Seven Secrets of Entrepreneurial Communities</i>					
12:45 PM	Announcement of the 2023 CEC conference location					

CEC Planning Committee Members

Lisa Doster, CEC Chair, University of Missouri Extension

University of Missouri Planning Team:

Stephen Mukembo, Amie Breshears, Tish Johnson, Amber Childers, Elizabeth Anderson, Mike Krauch

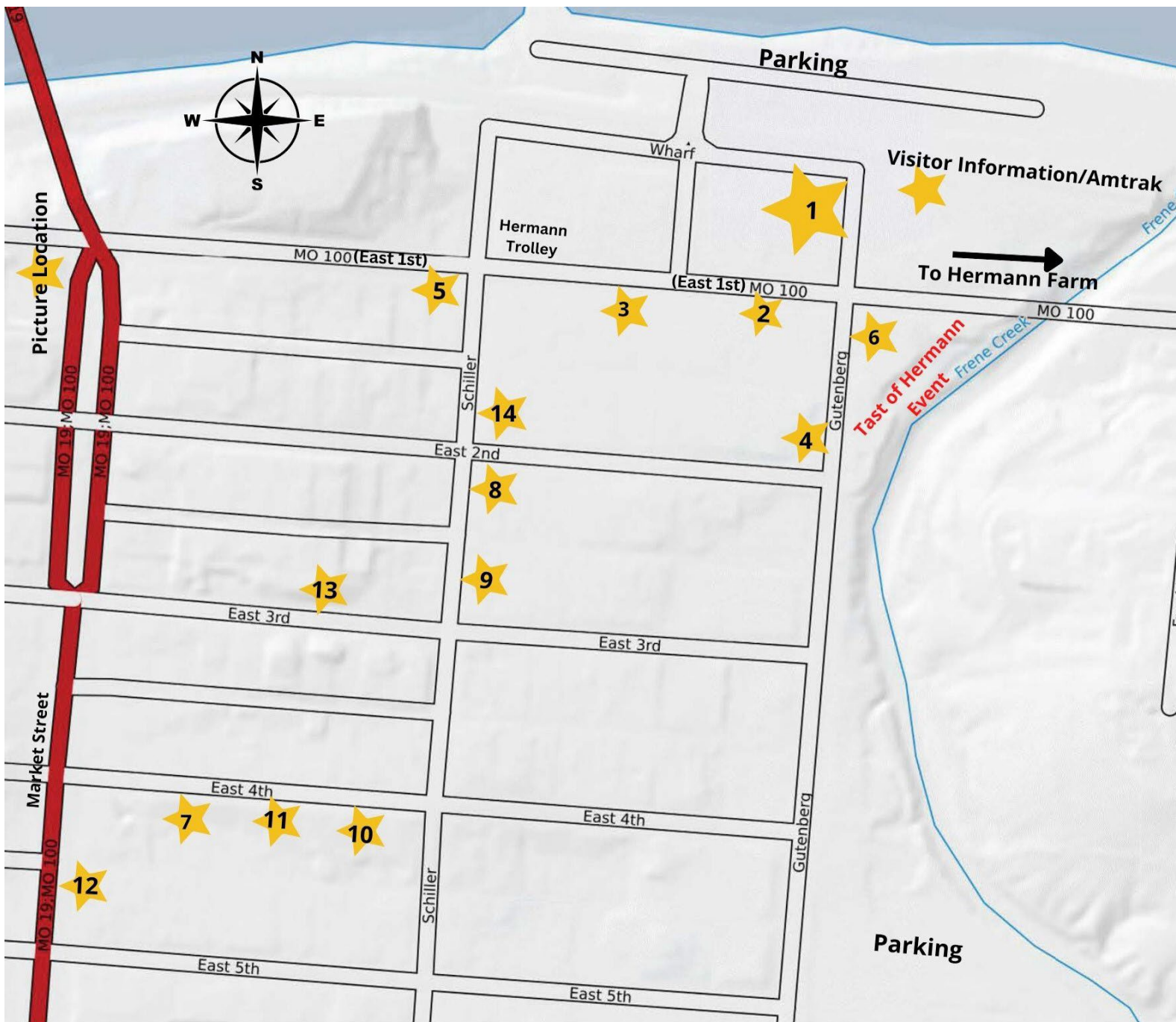
Melissa Lensing, CEC-Hermann Chair, Hermann Area Chamber of Commerce

Hermann Planning Team:

Karla Uthlaut, Hannah James, Georgie Busch, Pam Jacquin, Lee Pettijohn, Brian Jett

Host Locations

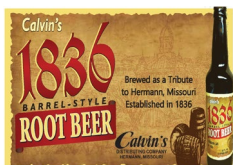
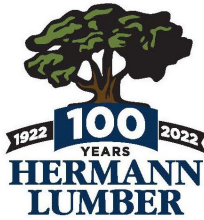
1. Inn at Hermannhoff Festhalle, 237 E. 1st St.
2. Hermann Wurst Haus, 234 E. 1st St.
3. Stomp'n Grounds, 214 E. 1st St.
4. Tin Mill Brewery, 114 Gutenberg
5. Espresso Laine, 100 Schiller
6. Bourbon Hall, 111 Gutenberg
7. Bar Vin, 114 E. 4th St.
8. Blondie's Dolls Toy Shop, 201 Schiller
9. Evergreen, 209 Schiller
10. Amish on 4th, 128 E. 4th St.
11. The Vine Boutique, 122 E. 4th St.
12. Blank Canvas, 409 Market
13. Vinchester Inn, 129 E. 3rd St.
14. Bank Bar Venue 115, 115 Schiller



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