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Community Matters



Missouri Community Betterment Educational Fund, Inc.

September 2017

It's Conference Time [Register Here!](#)

**54th Annual MCB Conference
"Rural Progress & Pride"
October 15 & 16, 2017
Stoney Creek Hotel & Conference Center
Columbia, MO**

NOTE: MCB did not mail registration forms this year due to cost. However, if you need one and don't have access to our website, please contact [Teresa Keller](#) or 660-383-1034, and she will assist you.

Otherwise, Visit the [MCB Website](#) for additional information and register today!

If you haven't sent in your registration yet and wish to make the September 22nd deadline, please e-mail or fax the registration form to [Teresa Keller](#) TODAY and then mail registration and payment to:

Missouri Community Betterment
PO Box 105997
Jefferson City, MO 65110

MCB Quick Links

[2015-2016 Annual Report](#)

[MCB Board of Directors](#)

[Who are currently MCB Communities](#)

[2017 MCB Community Information](#)

[2017 MCB Sponsor Information Sheet](#)

[2017 MCB Youth Information Sheet](#)

Recorded Webinars Available to MCB Communities

Visit the "Community Login" section of the MCB website to view recorded webinars.

[LOGIN NOW](#)



Keynote Speaker: *Deb Brown* **[SAVEYOUR.Town](#)**

Join us on October 16th at 12:00 p.m. to hear Deb Brown speak on "Rural Innovative Business Models"

Rural businesses are exploring new shapes, new locations and new ways of doing business, including pop-ups, shared buildings, businesses inside of other businesses and more. Deb will share many examples you can use in your small town.

Deb Brown shares stories and advice on social media, working and living in a small town and creating the kind of community you want to live in. You might recognize her online as @debworks or as the former director of the Webster City Area Chamber of Commerce. She grew up in a town of 141 people, Geneva, Iowa. She loves to tell stories and share real world examples of how people are changing their small town into the kind of place the community wants to live, work and play in. Outstanding leaders build outstanding communities.

See Deb's Flyer [Here](#)



Keynote Speaker: *Kyle Scheele*

Sunday, October 15th @ 6:00 p.m.

Youth & Adult Session

kylescheele.com

"It Only Takes One" - With a perfect balance of humor and inspiration, Kyle shows us that it only takes one person to change the world, and each of us can be that person.

When he's not on a plane or a stage, Kyle is at home in Springfield, MO, where he lives with his beautiful wife Lindsay, their rambunctious son Wesley, and their adorable daughters, Lucy and Wendy. He's still not sure how he ended up with such an incredible family, but he's trying to lay low in case this whole thing was some sort of mistake. In his free time, Kyle enjoys reading, writing, and helping his kids build forts out of household furniture.



"Bringing the HEET"
3:00-4:00 p.m.
Youth & Adult Session
October 16th, 2017

Mark Kempker, 14 year veteran of the Hannibal Fire Department , Public Education Coordinator. Instructor , Fire Inspector & Fire Investigator will present a session addressing the Opioid crisis in Missouri. The "Heet" Initiative (Heroin Enforcement, Education and Treatment) is a multi-pronged approach to address concerns about heroin usage. Enforcement is obviously a key component, but the issue must be addressed by a variety of means to be more effective.



Developing (small) Sustainable Historic Projects "Finding the Right Mix"

10:45 a.m. to 12.00 p.m.

October 16th, 2017

Jeff and Carolina Neal are pioneers in the revitalization of Joplin's Downtown. Their construction and development companies have led more than 100 commercial historic retrofit projects.

Since 2004, Neal Group Construction, LLC has grown into one of the region's most experienced historic renovation companies.

Jeff and Carolina are currently working on the sustainable restoration of two nationally registered historic buildings. The project is a testimony of acting locally but thinking globally, it generates clean solar energy in downtown, harvests rainwater as part of the irrigation system for the green patio area, and uses the most efficient processes in its operating systems. This green emphasis on historic restoration is a natural outgrowth of what the Neal's have always believed that "the greenest building is usually the one already built" (C. Elefante). Working in conjunction with talented craftsmen, they strive to provide 100 year old buildings better next centuries.

Visit their [Website](#) to learn more.



"Cultures of Innovation"

8:30-9:30 a.m.

Adults & Youth

October 16th, 2017

Dr. Sean Siebert specializes as a community innovation consultant. Dr. Siebert educates his audience on the value of understanding the concept that entrepreneurship is a mindset, not an occupation. Dr. Siebert also shares his methodology and approach, and he provides a strategic line of focus as follows:

- (1) What does it mean to think like an entrepreneur?
- (2) How do we re-think what we do?
- (3) How do we begin to see the world, and opportunities, through a different filter?
- (4) How do we re-invent ourselves?
- (5) What does the process look like?

Throughout the session, Dr. Siebert addresses these strategic questions, and he shows each audience member exactly what that world, and process, looks like. Relatable to every person, on every level, this will be a full hour of innovation, energy, opportunity and strategy.

AND

"Job Creation Through Innovation"

9:30-10:30 a.m.

Youth Only

Dr. Siebert continues to work diligently to ensure that young adults, throughout the state of Missouri, are afforded access to innovative and entrepreneurial learning opportunities. During this presentation, Dr. Siebert shares inspiring stories about young, successful innovators within the State, he encourages the attendees to recognize their own talents, and Siebert shares with them why it's important to continually learn. Additionally, for young adults, the presentation lets them know what their future can look like with, or without, a four-year degree. The presentation also addresses failure, Siebert talks openly about past mistakes and how they can happen to any of us, and he focuses on an improved and more confident self for each attendee. Through this, the presentation encourages each attendee to recognize a new and more opportunistic future.



You will have the opportunity to provide a "Community Display" again this year at the MCB Fall Conference. This is an excellent way to showcase your community and what you are doing. Others can find inspiration and fresh ideas that they can take back to their respective communities to share. If you would like to have a table reserved for your community display, please let [Teresa Keller](#) know by September 22nd.



Silent Auction

If you wish to donate items for the Silent Auction this year at the conference, please notify [Teresa Keller](#). Attendees always enjoy bidding on these items and the funds raised are applied directly to MCB youth education and training opportunities.

Thank you to our MCB Sponsors

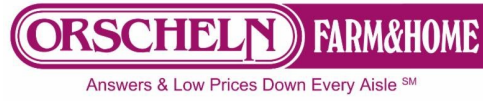
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Contact Information

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