



# MIDWEST MANUFACTURERS TRADE SHOW & CONFERENCE

MISSOURI ASSOCIATION OF  
MANUFACTURERS

Branson, MO . February 20 & 21, 2024

PRESENTING  
SPONSOR



Higginbotham™



## Conference Guide

Pre-Conference Kick-off – Monday, Feb. 19<sup>th</sup>, 4:30-6:30pm

### Manufacturing Happy Hour with Chris Luecke

For over a decade, Chris Luecke has been helping manufacturers reduce their costs and drive profitability & growth through automation technologies. Now he helps those same people tell their story and attract the right clients & talent to their business through his podcast – [Manufacturing Happy Hour](#).

Every week, Chris sits down with the leaders & doers that are driving change and innovation within the manufacturing industry. They go beyond the buzzwords to equip you with actionable strategies to take your people, processes, and enabling technologies to the next level, preparing you for a more productive and profitable future in manufacturing.

Connect with Chris and other manufacturing professionals at the FIRST EVER Missouri Manufacturing Happy Hour to kick off our Midwest Manufacturers Trade Show & Conference!



MANUFACTURING  
HAPPY  
HOUR

*Stay Innovative, Stay Thirsty*



# Conference Agenda

Day 1, Tuesday, Feb. 20

Registration Open: 7:30am - 5:00pm

8:15-9:00am  
Taneycomo A  
First Floor

Opening Keynote- Missouri Lt. Governor  
**Mike Kehoe**



## 9:00am-5:00pm Trade Show Expo Hall Open

	Room Fall Creek	Room Short Creek 1 & 2	Room Cooper Creek 3	Room Cooper Creek 1 & 2	Room Short Creek 3 & 4
Conference Session Tracks	<b>Leadership</b>	<b>Economic Playbook</b>	<b>Workforce</b>	<b>Operations /Tech</b>	<b>Marketing</b>
Sponsored by:					
10:30am - 11:30	<b>Leading The Next Generation</b>  Speaker: Terri Tucker, Tucker Resources	<b>Financing Solutions You Might Not Know About</b>  Speakers: Vivek Malek, Missouri State Treasurer Angela Leakey, ATRAFIN Rachel Hacker, PNC Bank	<b>Recreational Marijuana: One Year Later</b>  Speaker: Jay Preston, Carnahan Evans	<b>Getting Ready For AI: Is Your House In Order?</b>  Speakers: Chance Weaver, New Charter Technologies Jason Rincker, Stronghold Data	<b>Panel Discussion: The Marketing Voices</b>  Panelists: Allen Fennwald, Gorilla 76 Sarah Nennering, Mostly Serious Tate Harpster, Classy Llama Brandon Dempsey, goBRANDgo!  Moderator: Chris Luecke Manufacturing Happy Hour Host

Noon - 1:00pm  
Keynote Speaker

### Lunch on the Trade Show Floor

Sponsored By:



## Dan Meers

KC Wolf Mascot  
Kansas City Chiefs

1:30pm - 2:30	<b>The Art and Science of Team Building in Manufacturing</b>  Speaker: Spencer Harris, Mostly Serious and Habitat Communication & Culture	<b>Understanding the Buyer's Journey</b>  Speaker: Aaron Solari, Trustpoint, a Sandler Sales Co.	<b>Panel Discussion: Supporting a Workforce Pipeline</b>  Panelists: Stacey Marler, Missouri Enterprise Mark McNay, SMC Packaging Dale Graves, MO Enterprise  Moderator: Allyssa Johnson, SME	<b>Panel Discussion: Energy Efficient Solutions</b>  Panelists: Glyn Strong, Green CHP Doug Kolker, Wipfli Marsha McClanahan, City Utilities of Springfield, MO  Moderator: Randy Niederer, Cambridge Air Solutions	<b>Evaluating &amp; Improving Your Digital Content</b>  Speakers: James Boeckmann, Gorilla 76  Allen Fennwald, Gorilla 76
3:30pm - 4:30	<b>Developing Leaders From Within</b>  Speakers: Krisi Schell, SRC Holdings Corp. Brian Underhill, SRC Logistics	<b>Taxing Times: Ups &amp; Downs &amp; New Tax Credits</b>  Speakers: Doug Kolker, Wipfli Tim O'Neill, Wipfli	<b>Panel Discussion: Getting Creative With Your Culture</b>  Panelists: Dr. Jennifer Baker, Good Dads Mark McNay, SMC Packaging Group Kevin Thompson, Cambridge Air Solutions  Moderator: Terri Tucker, Tucker Resources	<b>The Fake Labor Shortage: How to Adapt and Achieve Operational Excellence</b>  Speaker: Jared Wehde, Veryable	<b>Optimizing the Digital Experience</b>  Speakers: Tate Harpster, Classy Llama

5:30pm - 6:30  
(Pre-Registration Required)

Reception -  
Taneycomo A & B

6:30pm - 8:30  
(Pre-Registration Required)

Dinner  
Taneycomo A & B



Keynote Speaker:  
**WINGMAN**  
LT. COL. WALDO WALDMAN

Sponsored by:  
**CAMBRIDGE**  
AIR SOLUTIONS  
Enriching Lives



Inaugural  
Hall of Fame  
Induction  
Ceremony  
  
 -Class of 2024-  
 Jack Stack  
 Edwin "Cookie" Rice  
 Robert J. Trulaske, Sr.  
 William F. Ungashick  
 Boeing Company

# Conference Agenda

Day 2, Wednesday, Feb. 21

Registration Open: 7:30am - Noon

8:00am-1:30pm

## Trade Show Expo Hall Open

(Enter from 2nd Floor by MAM Registration Booth)



	Room Fall Creek	Room Short Creek 1 & 2	Room Cooper Creek 3	Room Cooper Creek 1 & 2	Room Short Creek 3 & 4
<b>Conference Session Tracks</b>	<b>Leadership</b>	<b>Economic Playbook</b>	<b>Workforce</b>	<b>Operations /Tech</b>	<b>Marketing</b>
<b>Sponsored by:</b>					
<b>9:00am - 10:00</b>	<p><b>“We May Have a Problem Here?”</b></p> <p><b>Speakers:</b> Daniel McDowell, Ashley Brest, &amp; Natasha Corkins, Burrell Behavioral Health</p>	<p><b>Commodity Price Risk: Measuring &amp; Mitigating</b></p> <p><b>Speaker:</b> Matt Marshall, AEGIS Hedging</p>	<p><b>Employee Benefit Benchmarking in the Industry</b></p> <p><b>Speaker:</b> Tom Jensen, Higginbotham</p>	<p><b>* 8:30am - 10:00am *</b></p> <p><b>Workshop: Practical AI Solutions for Business Success</b></p> <p><b>Speaker:</b> Jarad Johnson, Mostly Serious and Habitat Communication &amp; Culture</p> <p><b>* *</b></p>	<p><b>Sitting On Gold: Monetizing Past Prospects &amp; Customers</b></p> <p><b>Speaker:</b> Brandon Dempsey, goBRANDgo!</p>
<b>10:30am - 11:30</b>	<p><b>Revolutionize Your Leadership: Master the Tools of Change for Lasting Improvement</b></p> <p><b>Speaker:</b> Chad Smith, CI Solutions</p>	<p><b>How to Grow by Double Digits in an Election Year</b></p> <p><b>Speaker:</b> Eric Knudsen, NorthStar Group</p>	<p><b>Accelerate Job Readiness with Tech</b></p> <p><b>Speaker:</b> Nate Walts and Elishia Carrillo, WorkForge</p>	<p><b>NIST 800-171 &amp; CMMC - Cybersecurity for Manufacturers</b></p> <p><b>Speaker:</b> Elizabeth Niedringhaus and Robert Duffy, SSE, Inc.</p>	<p><b>Marketing In The Machine Age</b></p> <p><b>Speaker:</b> Sarah Nenninger, Mostly Serious</p>

Noon - 1:30pm

## Lunch on the Trade Show Floor

### Women In Manufacturing



Missouri Association of Manufacturers



Rachel Hacker  
-Moderator-



Lisa Kilwin



Kate Sanders



Cristy Gies

Sponsored By:



TOOLINGU



A panel discussion with three female industry leaders, moderated by the sponsor of the Women in Manufacturing Association - Missouri Chapter. They will share challenges, lessons and celebrations from a perspective that is not always heard from in a typically male-dominated industry.

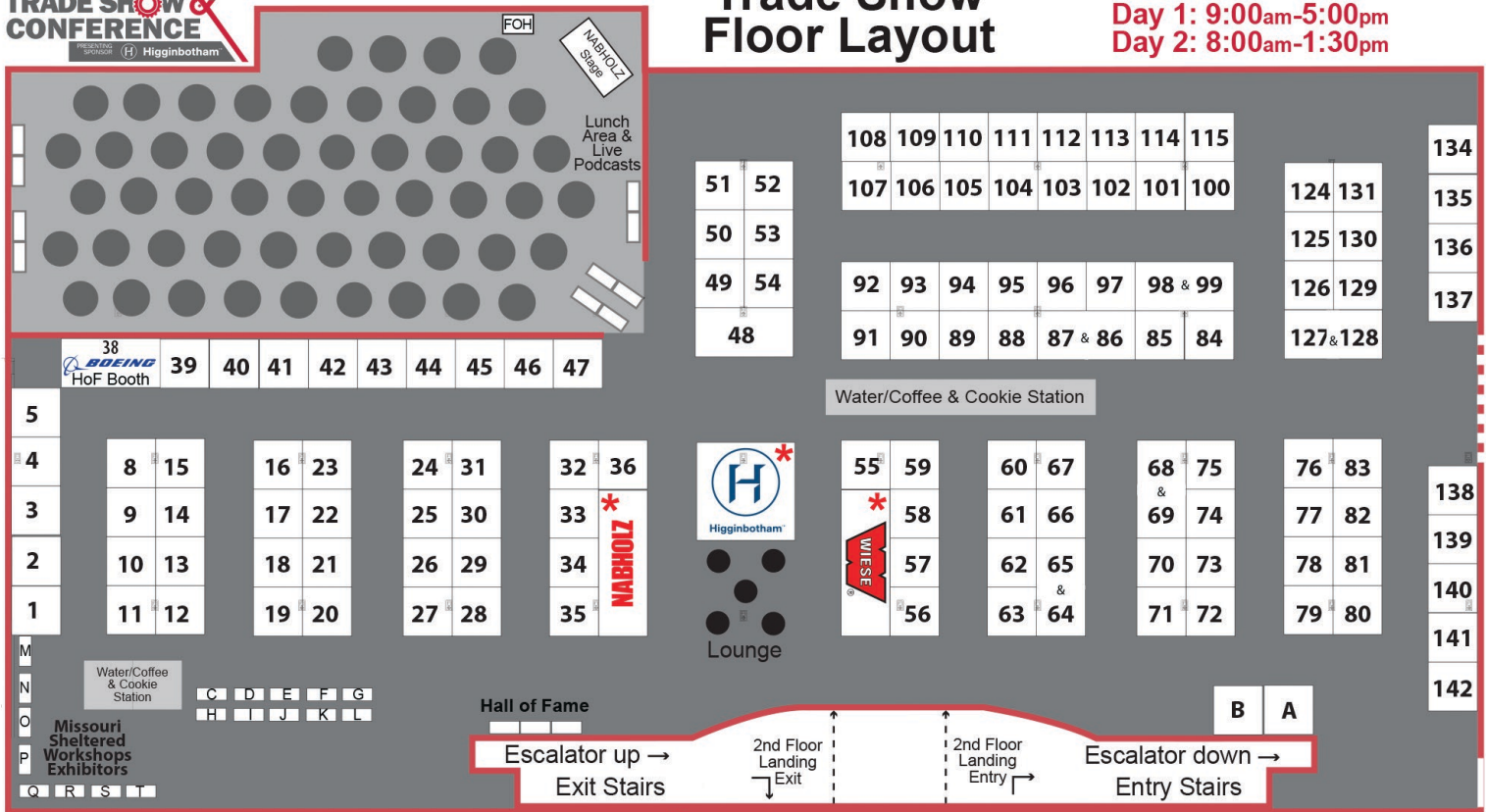
Midwest Manufacturers Trade Show & Conference

Thank you for a great trade show & conference. See you next year!

[www.mamstrong.org](http://www.mamstrong.org)

# Trade Show Floor Layout

**Show Hours**  
 Day 1: 9:00am-5:00pm  
 Day 2: 8:00am-1:30pm



**New for 2024:**

Lunch will be included and served on the Trade Show Floor, both days, for attendees, sponsors, speakers, and exhibitors.

- \* Higginbotham
- \* NABHOLZ
- \* Wiese
- 1. SWI Industrial Solutions
- 2. Ideal Industries
- 3. D&L, Inc.
- 4. L&R Industries
- 5. Shapiro Metals
- 8. Davis Paint Company
- 9. Harness Roofing, Inc.
- 10. Hornet Cutting Systems
- 11. CargoQuotes
- 12. Hastings Air Energy Control
- 13. Botkin Lumber
- 14. Leverage
- 15. MC Machinery Systems
- 16. ECC-Technology Systems Integrator
- 17. American Security Associates
- 18. Holmes Murphy
- 19. Missouri Ridge Distillery
- 20. Steel Blue Boots
- 21. Custom Cut Fabrication
- 22. Cambridge Air Solutions
- 23. Blaylock Gasket & Packing
- 24. Rotation Engineering & Manufacturing
- 25. I&M Machine & Fabrication
- 26. SCS Engineers
- 27. Gold Mechanical
- 28. NvisionKC
- 29. Branco Enterprises
- 30. AC Component Specialists
- 31. Missouri One Start, Division of MO DED
- 32. Pearl Solutions Group
- 33. Insuperity
- 34. Carmeco
- 35. Fluid Power Support
- 36. Show Me Global Logistics
- 38. Boeing-Hall of Fame exhibit
- 39. RION Equipment
- 40. Tri-State Equipment
- 41. Guarantee Electric
- 42. CR Metal Products
- 43. ATB Technologies
- 44. Veryable
- 45. Gallagher Benefit Services
- 46. Davlan Engineering
- 47. Mercy
- 48. IEP
- 49. JMARK
- 50. MRC Midwest Recycling Center
- 51. Green CHP
- 52. Swisher Acquisition
- 53. Tooling U - SME
- 54. Springfield Sign
- 55. Caddis Systems
- 56. CoxHealth
- 57. Ozarks Environmental & Water Research Institute
- 58. ACC Cutting
- 59. Evans & Dixon
- 60. SSE Inc.
- 61. Consolidated Truck & Caster Co
- 62. S & S Nationwide
- 63. OmniEvent/Kleertech
- 64. Boeing
- 65. St. Louis Community College
- 66. Legacy Bank and Trust
- 67. Superior Air Products
- 68. Tri-V Tool and MFG Company
- 69. Tri-V Tool and MFG Company
- 70. Elliott Data Systems
- 71. WorkForge
- 72. NOC Technology
- 73. Deskera
- 74. GoEngineer
- 75. Engineered Lubricants
- 76. Southern Spring & Stamping
- 77. Kenwood/WS Communications
- 78. SMC Electric
- 79. AdvancedTek
- 80. Stronghold Data
- 81. Augmentir
- 82. Darmok Designs
- 83. SMSI Group
- 84. Beyond Components
- 85. Herzig Engineering
- 86. Tri Pro Graphics & Packaging
- 87. Tri Pro Graphics & Packaging
- 88. Missouri Enterprise
- 89. Didon Orf Recycling
- 90. Phillips Corp - Markforged
- 91. Big Rocks Engineering
- 92. Creaform
- 93. Industrial Shelving Systems
- 94. Independent Electric Machinery Co.
- 95. Sumitomo Machinery Corporation
- 96. Classy Llama
- 97. Select Powder Coating
- 98. Mostly Serious
- 99. Habitat Communication & Culture
- 100. Leadline Marketing
- 101. Alro Steel
- 102. Tremco
- 103. Eagan Building Group
- 104. Chicago Metal Fabricators
- 105. Sutton Transport
- 106. City of Springfield Workforce Dev.
- 107. Greenpoint Metals
- 108. SwiftOtter
- 114. Boone Center Inc.
- 115. Imagine Technical Institute
- 124. SHOWA
- 125. EDC
- 126. Teklab
- 127. Multi-Craft Contractors
- 128. Multi-Craft Contractors
- 129. Wipfli
- 130. United Robotics
- 131. beRobox
- 134. Maruka
- 135. Maruka
- 136. Cintas
- 137. AssuredPartners
- 138. G3 Industrial Solutions
- 139. Tomo Drug Testing
- 140. HHM Facility Management
- 141. Premium Solutions
- 142. Griffin Industries
- A. Harvin AR
- B. Harvin AR
- C. Bestway International
- D. Kagmo Electric Motor
- E. Jaytech Water Solutions
- F. WiM-Women In Manufacturing
- G. JRV Technologies
- H. Encountering Innovation
- I. Bank of America
- J. Missouri Stem Initiative
- K. MU International Trade Center
- L. EIERA Missouri Market Development
- M-T. Missouri Sheltered Workshops