



ENGAGEMENT GUIDE

LEADING THE WAY TO THE BEST KC REGION

As an organization, we value...

➤ Integrity

➤ Stewardship

➤ Inclusion

➤ Regionalism

➤ Innovation

➤ Results



JOE REARDON
President & CEO
KC Chamber

At the KC Chamber, we work hard every day to provide value for our members and to make Kansas City the very best it can be. We're not afraid to tackle the biggest challenges in our region, whether it's crime, transportation, or workforce development. And I'm exceedingly proud of our Chamber staff. You won't find a finer group of hard-working professionals committed to our goal of ensuring our region grows and thrives.



CAROLYN WATLEY
Vice President,
Community Engagement, CBIZ
2020 Chair,
KC Chamber Board of Directors

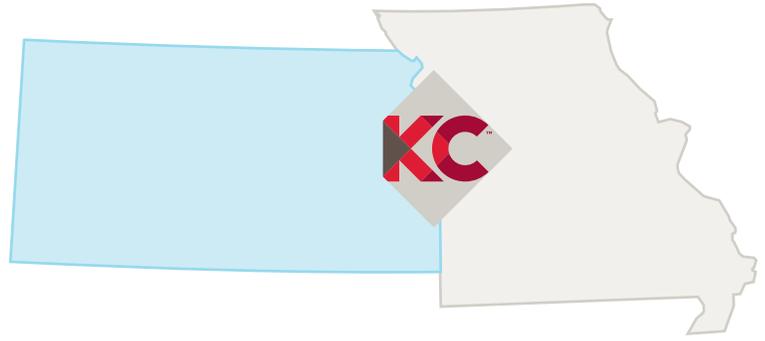
I've been involved with the KC Chamber since 1995, when our company won the "Mr. K" Award as Small Business of the Year. I've been a part of the Chamber ever since. Now, as Chair of the Chamber, I'm looking forward to putting our KC values in the forefront with our focus on inclusive prosperity. Everyone in our community needs to have a place and be included in our workforce deserves.



GORDON LANSFORD
President & CEO,
JE Dunn Construction
Past Chair,
KC Chamber Board of Directors

The KC Chamber is regional in scope and we work to help solve problems throughout the metro area. A perfect example: the KC Chamber's successful effort to end the economic border war between Missouri and Kansas. We are, after all, "One KC." We appreciate that at JE Dunn (a KC Chamber member for more than 50 years) and we've also been impressed with the many activities and programs available to our employees, particularly the Chamber's genKC initiative, which has been of enormous benefit to our company's young professionals.

A BI-STATE CHAMBER

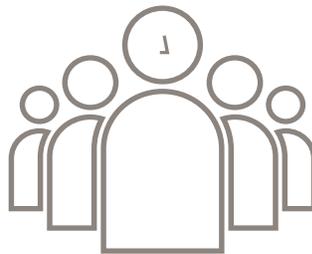


We are the leading voice of the Greater KC business community. We are dedicated to improving the region's economic vitality and quality of life. We empower our members with opportunities to **lead**, **learn**, and **grow**.



2,000

MEMBER
BUSINESSES



300,000+

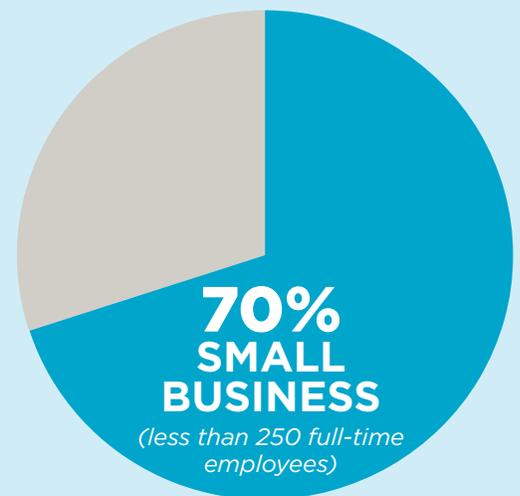
MEMBER
EMPLOYEES



15

COUNTIES

We help small businesses grow, like past **KC Chamber Small Business of the Year** winners like Cerner, Boulevard Brewing, and Einstein Brothers.



AT THE CENTER OF THE REGION

We don't see a state line – only a Greater Kansas City. Mayors, CEOs, superintendents, community leaders, and business owners all come together at the KC Chamber.



BORDER WAR TRUCE:

We brought two governors together – a Democrat and a Republican no less – to end the economic border war of using incentives to lure companies back and forth across the state line without net new jobs.

GLOBAL TRADE:

We connected business leaders and farmers with lawmakers to talk global trade. Plus, we're building global connections through our World Trade Center-Kansas City and the Export Concierge.

#BUILDKCI:

We led the successful push for a #BetterKCI which turned into #BuildKCI, giving 100+ presentations advocating for a new single-terminal airport.

HEALTHY KC:

We help health-minded businesses expand their efforts through education and sharing innovative best practices. Our public health efforts led to adoption of Tobacco 21 ordinances in 29 communities across Kansas and Missouri.

PUBLIC POLICY:

We represent the collective voice of Kansas City's business community in Kansas City, Missouri City Hall; in Topeka; in Jefferson City; and in Washington, D.C. When our members speak, elected officials listen.

GET ENGAGED.

MAKE REGIONAL CONNECTIONS

- Aviation Committee
- Criminal Justice Reform Committee
- Federal Affairs Committee
- Global Cities Initiative & Export Concierge
- Greater KC Superintendents' Forum
- Healthy KC
- Kansas & Missouri State Affairs Committees
- Kansas City, Missouri Committee
- Military Affairs Committee
- Real Estate Policy Committee
- Workforce Development Committee

GROW YOUR NETWORK

- Annual Dinner
- Business After Hours
- Chiefs Kickoff Luncheon
- Face2Face Networking
- Go Global KC Reception
- Member Stand-Up
- Neighborhood Networking
- Small Business Celebration
- Spotlight Greater Kansas City
- World Trade Center - Kansas City
- World Trade Center Workshops

DEVELOP YOUR LEADERS

- ATHENA Awards
- Centurions Leadership Program
- CEO Roundtables
- Executive Recognition Breakfast
- Executive Women's Leadership Council
- genKC
- Leadership Exchange

EMBRACE DIVERSITY & INCLUSION

- 2020 Diversity & Inclusion Survey
- Diversity & Inclusion Summit
- Diverse Business Subcommittee
- Diversity & Inclusion Workshop Series
- Inclusive Economic Development
- Power of Diversity Celebration / ACE Awards
- Welcoming Plan for the KC Region



MAKE REGIONAL CONNECTIONS

We specialize in helping our members make strong connections and build valuable relationships.



AVIATION COMMITTEE

The Chamber's Aviation Committee serves as a leading advisory group for the new single terminal KCI. Through information sharing, advocacy, and messaging, this committee advises the KC Chamber Board of Directors on the new single terminal airport project at KCI scheduled to open in early 2023. Members include representatives from the City of KCMO's Aviation Committee, Edgemoor, the Chamber, and other key stakeholders.

CRIMINAL JUSTICE REFORM COMMITTEE

The KC Chamber's Criminal Justice Reform Committee works to include the business community in solutions to reduce crime in Greater KC. A key part of the Committee's work centers around jobs and helping men and women formerly incarcerated to access them. The Committee recruits companies to implement hiring policies for ex-offenders, partners with local organizations to create an approved "work ready" certification for returning citizens, and advocates for criminal justice reform at the local, state, and national level.

FEDERAL AFFAIRS COMMITTEE

Hosting meetings on the latest federal topics, the KC Chamber Federal Affairs Committee gives members an opportunity to meet with congressional leaders here in KC, by bringing leaders and their staff to KC. The committee develops the KC Chamber's annual federal policy recommendations, giving priority to national issues that affect businesses in the Kansas City metro area.

GLOBAL CITIES INITIATIVE & EXPORT CONCIERGE PROGRAM

The Global Cities Initiative (GCI) is a joint project between the Brookings Institute and JP Morgan Chase assisting metropolitan areas reorient their economies toward greater engagement in world markets. Accepted into the GCI, WTC-KC created the KC Metro Export Plan (KC-MEP) as a result. A strategic component of the KC-MEP, the Export Concierge Program, connects our regional businesses to the people, data, and government agencies that make up the fabric of global commerce.

GREATER KANSAS CITY SUPERINTENDENTS' FORUM

The KC Chamber Superintendents' Forum connects top education and corporate leaders. The purpose: to help promote private sector best practices in school districts; bring key education issues into focus for the business community and its many K-12 public school supporters, and to provide dialogue and general guidance on education policy trends and issues.

HEALTHY KC

A vibrant, healthy workforce means our businesses have healthy employees. Healthy KC works to create a culture of health and wellness by providing access to tools and resources designed to help you help your employees. Every other year, the Chamber recognizes those companies that have been Healthy KC Workplace Wellness Certified, at a special breakfast.

KANSAS AND MISSOURI STATE AFFAIRS COMMITTEES

Get connected with your legislators at a Kansas State Affairs Committee meeting or Missouri State Affairs Committee meeting. These KC Chamber committees develop a public policy plan of action and then work with elected officials in Topeka and Jefferson City to advocate for members' business issues. Members get an opportunity to meet face to face with state officials and policy makers at regularly hosted meetings.

KANSAS CITY MISSOURI COMMITTEE

Get access to Kansas City business leaders and city officials through the Kansas City Missouri Committee. The committee offers Chamber members a forum to focus on business issues concerning Kansas City, Missouri through hosted meetings.

MILITARY AFFAIRS COMMITTEE

The KC Chamber's Military Affairs Committee's (MAC) goal is to set the national standard for civil-military relationships. MAC works to develop a network of high-quality employees transitioning from military to civilian service; to make KC a premier location for veteran job placement and business; and to become the foremost policy advocate for regional military interests.

REAL ESTATE POLICY COMMITTEE

The Real Estate Policy Committee advises the KC Chamber's Public Policy Council and Board of Directors on critical issues confronting the real estate community in Greater Kansas City. The committee focuses on the most pressing and current topics regarding real estate, and connects its members to key experts on both the federal and local levels.

WORKFORCE DEVELOPMENT COMMITTEE

In 2019, the committee began several workforce initiatives to promote skilled trades, advocate to remove legislative barriers to workforce development, and align education with business needs. A key part of this committee is understanding common regional business needs to attract and retain a skilled workforce. This committee strives to advocate for and support public policy that strengthens the region's workforce.

GROW YOUR NETWORK

Where **great ideas** and **partnerships** begin. We work to get you in the room with the right people. From **CEOs** to **new hires**, the KC Chamber offers **specialized networking** for **all levels** of employees.



ANNUAL DINNER

Annual Dinner is the place to see and be seen by leaders, decision-makers, and policy creators in Greater Kansas City's government, civic, and business communities. A longtime tradition, this highly anticipated event is held the Tuesday before Thanksgiving and recaps the accomplishments of the year. It honors the KC Chamber's outgoing Board Chair and welcomes the incoming Board Chair.

BUSINESS AFTER HOURS

Hosted by KC Chamber members, the Chamber offers networking after work. It's an opportunity to make new business connections, exchange ideas, and network in a relaxed and fun environment.

CHIEFS KICKOFF LUNCHEON

Get pumped up for the start of football season! Each fall, the KC Chamber's Chiefs Kickoff Luncheon is the only time that all Chiefs players, coaches, and executives are together under one roof outside of a scheduled game day. It's your opportunity to sit and visit with a player at your table, and hear directly from the coaches, general manager, and owner Clark Hunt before the start of regular season football.

FACE2FACE NETWORKING

Grow your business connections in a speed-dating type format. Face2Face is a structured networking event where you can tell your business story, hand out business cards, and come away with at least 25 business contacts in 90 minutes!

GO GLOBAL KC RECEPTION

Go Global KC is WTC-KC's premier annual event promoting international trade in Kansas City, highlighting the year's successes, and recognizing the work of our community partners.

MEMBER STANDUP

Stand up and introduce yourself to your fellow Chamber members. This event is a fun, high-energy gathering giving you the chance to share marketing materials, get some mic time, meet KC Chamber staff, and connect with members.

NEIGHBORHOOD NETWORKING

The best business networking in the region! Fun and innovative member businesses host a Neighborhood Networking event to introduce their company to their fellow Chamber members. Enjoy new connections, an inside look at a member company, and of course coffee. Held twice per month, these are smaller scale events designed to foster mutual support among Chamber members.

SMALL BUSINESS CELEBRATION

The KC Chamber's Small Business Celebration is a series of events that supports and celebrates the small business community of our region. It culminates in the selection of the Small Business of the Year/Mr. K Award winner and four specialty award honorees, signifying companies that have shown growth or sustainability of their business with strong employee relations and a record of giving back to the community. Over the past 30+ years, this event series has become recognized as one of the nation's largest celebrations for small business.

SPOTLIGHT GREATER KANSAS CITY

Spotlight alternates with the Capitol Hill Fly In. During years that the Chamber is not doing a Fly In, we instead host congressional staffers in Kansas City for an extensive tour and educational opportunity to see and learn firsthand about the projects that the KC Chamber advocates for. It helps to build more meaningful connections between these staff members, our business community, and our region.

WORLD TRADE CENTER KANSAS CITY

A proud member of the World Trade Centers Association (WTCA), World Trade Center Kansas City can connect you to over 300 business communities in over 100 countries, leveraging the largest trade association in the world. WTC-KC staff serve on the WTCA Agriculture Member Advisor Council and Trade Services Member Advisory Council to help further collaboration between WTCs and provide opportunities to our regional business community.

WORLD TRADE CENTER WORKSHOPS

WTC-KC and our partnering organizations offer workshops and seminars to help connect companies to learn the fundamental characteristics of international business, and understand the financial, legal, and other technical aspects of conducting trade internationally. There are vast resources and incentives available for Americans doing business internationally; awareness is key.

DEVELOP YOUR LEADERS

*From **young professionals**, to **community leaders**, to the **executive suite**, the KC Chamber **helps our members** cultivate and strengthen leadership skills at every step of their career.*



ATHENA AWARDS

The ATHENA Award program includes more than 500 communities worldwide and has recognized more than 6,000 women and men for their accomplishments, community service, and opening pathways for others. The Chamber presents this award every fall at a private reception to an individual who has “achieved the highest level of professional excellence, devoted time and energy to the community and, especially, opened the doors of leadership opportunity to women.” The Chamber also honors an emerging leader who serves as a role model for younger women both personally and professionally with the ATHENA Young Professional Leadership Award.

CENTURIONS

Learn. Serve. Lead. The mission of the Centurions Leadership Program is to prepare a representative cross section of the community’s emerging leaders for their role in shaping the future of Greater Kansas City. This mission is achieved by acquainting members with current community issues, providing a framework for meeting and working with other outstanding community leaders, promoting greater awareness of community resources, exploring diversified segments of Kansas City, and finally, offering avenues to become more civically involved through Centurions’ service projects and other opportunities.

EXECUTIVE RECOGNITION BREAKFAST

This CEO-only breakfast is an exclusive opportunity for the region’s executive leaders to meet, network and enhance relationships among community decision-makers and drivers and learn what’s happening in KC. This quarterly breakfast honors those who have been recently appointed or promoted to the executive position within their local company. Invitations for this event are for the top-ranking local executive and are not transferable.

CEO ROUNDTABLES

The KC Chamber helps facilitate monthly meetings of member executives from non-competing industries who can serve as an “external advisory board” for each other.

EXECUTIVE WOMEN’S LEADERSHIP COUNCIL

The Executive Women’s Leadership Council promotes the visibility and advancement of women in business leadership positions, to advocate on behalf of women in business, to instill best practices and initiate new ideas to support women’s success in business, and to promote the awareness of and provide support for the KC Chamber’s ATHENA Awards. The Council is invitation only.

GENKC

genKC helps businesses attract and retain young professionals in the KC region through unique networking, community involvement, and professional development opportunities. These events help young professionals advance their skill sets, meet their peers, and interact outside of the office.

LEADERSHIP EXCHANGE

The Leadership Exchange gives regional, business, and civic leaders the opportunity to study best practices and strategic initiatives in a different peer or model city each fall. The trip gives delegates the chance to strengthen relationships and share ideas about regional needs and opportunities for Kansas City. Topics have included regionalism, energy, tourism, arts and culture, transit, health care, and education. Past visits have been to Austin, Baltimore, Boston, Charlotte, Dallas/Fort Worth, Indianapolis, Denver, Nashville, Seattle, Minneapolis, Cincinnati, San Diego, Pittsburgh, Portland, and Silicon Valley.



EMBRACE DIVERSITY AND INCLUSION

Diversity & Inclusion isn't just a slogan for us. We celebrate similarities and embrace differences among employees in terms of cultural background, physical abilities and disabilities, race, gender, veteran status, and sexual orientation.



2020 DIVERSITY & INCLUSION SURVEY

The KC Chamber will continue conducting its Regional Diversity & Inclusion Survey to determine to what extent Kansas City regional employers are recruiting, supporting, and retaining a more diverse workforce. The survey helps the Chamber track progress toward achieving diversity and inclusion goals, and share newly revealed best practices.

DIVERSITY AND INCLUSION SUMMIT

The Chamber partners with Project Equality for a day-long Diversity & Inclusion Summit. The goal is to provide tools to create a workplace where employees can thrive and grow. This summit is also designed to identify discrimination in the workplace.

DIVERSE BUSINESS SUBCOMMITTEE

The KC Chamber values the region's culturally diverse business community and believes the Chamber has an important role in nurturing and serving woman and minority-owned businesses and in supporting area employers who embrace diversity in their workforce and company practices and culture. The KC Chamber offers several programs and partnerships to embrace and recognize diversity and inclusion measures and help reinforce that diversity is an essential business practice.

DIVERSITY AND INCLUSION WORKSHOP SERIES

This educational series is a direct outcome of our 2018 Regional Diversity & Inclusion Survey, where respondents asked for more guidance and knowledge on implementing D&I practices and policies in the workplace. These free sessions are designed to help businesses start or expand their efforts in areas that the survey has identified such as hiring, retention, and supplier diversity.

INCLUSIVE ECONOMIC DEVELOPMENT

With the rise of income inequality throughout the nation, it becomes imperative to offer opportunities for all. The change is providing a platform for community residents and businesses to work together in reducing the negative effects of gentrification and helping bridge community and business through the development of Opportunity Zones.

POWER OF DIVERSITY CELEBRATION/ ACE AWARDS

One of Kansas City's premier events celebrating business and cultural diversity, the POWER of Diversity Celebration encourages our metropolitan business communities to embrace diversity in thought, action, workforce talent, and supplier base, while honoring the economic impact of Greater Kansas City's minority- and women- owned businesses. We celebrate the ACE Award winners each year, who have worked to advance a culture of diversity and inclusion in the workplace while strengthening the company's bottom line.

WELCOMING PLAN FOR THE KANSAS CITY REGION

This multi-organization initiative is designed to welcome new residents and members of the workforce to the Greater Kansas City region: military transitioning to civilian life, immigrants and refugees, new workers relocating to KC, workers returning to KC, and many more. The goal is to foster connected communities, access, civic engagement, and economic development.



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