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**Greater Kansas City
Chamber of Commerce
Annual Report 2022**





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I was a member of the KC Chamber Board of Directors several years before I was named CEO and President. I thought then, and believe even more strongly now, that the Chamber is uniquely positioned to address many of the issues facing our regional community.

The Chamber plays three distinct roles in carrying out our work: convener, collaborator, and supporter.

As **convener**, we bring groups of like-minded individuals and organizations together to work on an issue or action.

- Too many of our members are facing challenges filling vacant jobs, so we've convened businesses and others in a Workforce Development task force. We also know that immigrants can be an important source of potential employees, are more likely to be working age and are represented in key industries like Science, Technology, Engineering and Math (STEM) and healthcare. In response, the Chamber convened 40 local organizations to develop the Kansas City Welcoming Plan, an effort to ensure our community is a welcoming place for these new residents.
- After the first round of Paycheck Protection Program results showed too few minority-owned businesses received funding, we convened bankers, entrepreneurial support organizations, foundations, and minority businesses and have been working to establish connections between those groups.

The Chamber doesn't always have to take the lead on an issue; instead, we **collaborate** with other organizations focusing on an issue or problem.

- The Kansas City Sports Commission led the successful effort to secure the 2026 World Cup, and the Chamber was part of the committee that worked to bring this incredible event to our home town.
- We worked with stakeholders on both sides of the state line to help determine our region's priorities for the infusion of federal dollars through the bipartisan Infrastructure Investment and Jobs Act.

The third role the Chamber plays is that of **supporter**. As the 'voice of business' in Greater Kansas City, we work at the local, state, and federal levels to advocate for legislation that helps both business and the community.

- In Kansas this past year, we successfully supported expansion of the early childcare tax credit, gradual reduction of the food



tax, and APEX – the incentives bill that resulted in winning the new Panasonic plant.

- In Missouri, we helped pass a bill providing \$5-million in funding to attract international air service to KCI, another bill providing \$40-million for UMKC’s Health Sciences District, and a sales tax exemption for the World Cup.
- And in Washington, we pushed hard for the successful passage of the Chips & Science Act, which invests in our nation’s technology, bringing new dollars to the region for research, innovation, and manufacturing.

Whatever role the KC Chamber plays, we’re adhering to our organization’s mission: to lead the way to the best Kansas City region. As a member of the Chamber, we appreciate the role you play in helping us achieve our goals.

JOE REARDON @JReardonKC @KCChamber

President and CEO, Greater Kansas City Chamber of Commerce

STRATEGIC IMPERATIVE:

**STRONG
WORKFORCE**

STRATEGIC IMPERATIVE:

**INCLUSIVE
PROSPERITY**

**KC CHAMBER
STRATEGIC
OBJECTIVE:**

Achieve Regional Vitality and Cohesiveness by Improving the Conditions for Inclusive Economic Growth



STRATEGIC IMPERATIVE:

**ROBUST
TRANSPORTATION**

STRATEGIC IMPERATIVE:

**ORGANIZATIONAL
EXCELLENCE**



GENKC MAKES PLANS FOR 15TH ANNIVERSARY



“How can we make Kansas City ‘sticky’ and keep our youngest employees?”

That was the question countless area CEOs asked the Chamber in interviews conducted about 16 years ago. They wanted the Chamber’s help in retaining their young professionals. >>>



The Chamber's answer was genKC, a program now celebrating its 15th anniversary. genKC was designed as a way to connect early career professionals with one another and with their community through a variety of activities and events. The hope, as it says on the genKC website, is to offer "early career professionals opportunities to enhance your personal and professional skill set. We want to connect you to Kansas City because we want you to stay."

genKC offers its members a variety of experiences: opportunities for community service, for professional development, and signature networking events. Today, more than 6000 people are part of genKC and most of their events are sell-outs.

"I wanted to join an organization outside of our office walls that would help me grow professionally," says 2023 genKC Chair Jacob Robertson. "I'm from a small town and was new to Kansas City. I wanted to meet new people, to grow and build my network. I appreciate the high-quality events they put on. Plus the leadership

opportunities and opportunities to grow your skills were there."

"genKC opened doors to a group of people I never would have networked with," says outgoing Chair Ariel Penner. "I love this city and plan on staying."

Past genKC Chair Ellie Webb says she's staying as well. "I've built a great network here and genKC has been a big part of that over the last several years." Her experience with the group was unexpected, she adds, "I think my expectations in joining an early professionals organization were pretty low. I've been continually surprised by the impact this group has and the opportunities we have to really influence Kansas City's early professionals community. Every year we come up with new programming responding to what those professionals need. Every year is different and we continue to grow."

Community Service: genKC volunteers work yearlong with community organizations like Harvesters and Habitat for Humanity. Plus every year, the organization hosts KC Connections, an expo highlight-



ing community partners - an opportunity for early career professionals to learn about a variety of nonprofit volunteer opportunities.

Networking: December just saw genKC's annual holiday party, Jingle Mingle, benefiting Big Brothers Big Sisters of Greater Kansas City. Other signature events include the popular Banter & Decanter, the annual competitive wine tasting held in different neighborhoods throughout the region. And there's the Battle of the Brains, genKC's annual trivia night where teams of eight compete for the title of "Trivia Extraordinaire."

Networking, by the way, is built into nearly every genKC event.

Professional development: A panel of area leaders shares their experiences and expertise in genKC's Grow to CEO. "It's more about inviting leaders and having conversations," Ariel Penner says she likes that program because "you hear insights from people, get advice that you'd never get otherwise."

genKC's Leadership Roundtable Series brings early career professionals together with top leaders from a variety of industries and career paths in an intimate roundtable rotation. It's a chance to get the unique experiences and expertise of successful men and women from all over Kansas City.

There are opportunities as well outside of the events. Jake Robertson says he was elected to genKC's Executive Board in his second year with genKC. "I was able to chair a committee, which allowed me to lead a committee, public speaking, that kind of thing. "I don't know how I would have had that experience otherwise."

As for the celebration of genKC's 15th Anniversary, stay tuned. Robertson says, "That's in the works...We're looking at doing a party -there was a big one for the 10th. We really want to engage genKC alumni, highlighting the work they did to get us here and let them know how their efforts are affecting us. And we'll make sure there's a way it will benefit Kansas City." ▾



SMALL BUSINESS SUPERSTARS

CONTINUE TO RISE



➤ Tamara McConnell is coming off one of her busiest times of the year. Her private bartending business, Breathe Beverages, was booked nonstop over the holidays. “Holiday gatherings, private parties, corporate events, pop-ups, you name it, we were doing it,” she said. But she likes the busy schedule and helping her clients have a memorable experience. “I love gathering. I love entertaining people. I love just to see people together enjoying time and space with each other.” ➤➤➤



McConnell has more than 20 years' experience in the hospitality industry. Her full-time position is Immediate Needs Coordinator for Loews Kansas City Hotel, working her way up at different KC hotel chains after starting out as a server's assistant. As her resume grew, so did her expertise and her passion to work with clients in a more intimate setting. Five years ago, McConnell started Breathe, creating a personal beverage service that focuses on intimate gatherings.

Breathe has been growing since day one thanks to great customer feedback and robust word of mouth recommendations. However, when McConnell was recognized in early 2022 as one of the KC Chamber's Small Business Superstars, she saw a big increase. "In the first 30 days of being a member of the Chamber, I received more than 15 inquiries for service. All of them were referrals from inside the Chamber from being a Superstar," she said. "I didn't know the magnitude of what getting that recognition would bring."

McConnell was honored as a Small Business Superstar by the Chamber in 2022 - the second year of the program. It began in 2021 when Small Business Director Vicky Kulikov wanted to



celebrate as many of KC's small businesses and entrepreneurs as possible, especially women- and minority-owned businesses. As COVID created unprecedented challenges, Kulikov wanted to let small businesses

know they belonged. "That was always the point of the Small Business Superstars initiative," she said recently. "To connect with different businesses and people from different backgrounds and let them know that they belong here."

That goal aligns with the Chamber's strategic imperative of inclusive prosperity - increasing economic opportunities for all. For too many generations, parts of Greater Kansas City had been overlooked and underserved, creating difficult conditions for small business owners. Since the launch of the Small Business Superstars program, hundreds of minority-owned businesses have been given access and have experienced that same sense of belonging in the KC business community.

In 2021, about 1,100 small businesses were recognized. That number grew to 1,200

in 2022, and exploded to 2,162 in 2022, putting McConnell in good company. "We've grown tremendously just by the reputation the Chamber has in the community to build up minority-owned and





women-owned businesses. A lot of the inquiries I received were from people specifically looking for women-owned vendors or Black-owned vendors. I don't know if I would've seen that without that Chamber connection."

She's not the only one recognizing the impact of the Superstars program. Startland News is entering its third year serving as the media partner for the program and the Small Business Celebration. When the partnership began, it was during the first year of the Superstars program by design. "We tend to forget that we're also a small business," said the outlet's Executive Editor Austin Barnes. "We began as a startup seven years ago, so we've had a lot of the same growing pains as the small businesses we've been covering. For us to partner with the Chamber is also validation for us as a small business."

Over the years, Startland News has been intentional about inclusive coverage of startups, entrepreneurs, and minority-owned small businesses. Barnes has seen firsthand how the Small Business Superstar program is creating more inclusivity in the business community. "This program removed a barrier to entry for many of the minority-owned businesses that need to benefit from the Chamber's resources, programming, and opportunities," he said. "Creating this program and removing that barrier has been tremendous for our community. This program has made it so accessible for small businesses to find the value and benefit of being part of a chamber."

As part of the Superstar program, Superstars could join the Chamber and enter the Small Business Celebration, which culminates in the naming of the Small Business

of the Year. The Superstars' impact on the Celebration was evident at the Small Business Showcase at Union Station. Of the 55 booths there:

- 37 percent were minority-owned
- 74 percent women-owned
- 33 percent minority women-owned



Several Superstars even made the finalist group of the Top 10 Small Businesses, including Parrish & Sons Construction, KD Academy, and RK Contractors.

The third year of the Small Business Superstars program begins in early January, when the Chamber will start accepting submissions. "I fully expect to see the number of Superstars triple this year," said Barnes. "This program and the Small Business Superstar stickers that you see in storefronts resonate with people. It's a sign of recognition and pride." ▾



A BETTER KCI

With the opening of the new KCI terminal just a few weeks away, it may be hard to remember how difficult it was to get there.

A survey in 2016 showed just 36 percent of Kansas City residents wanted to replace the outmoded three-terminal configuration with a new single terminal.

That year, the KC Chamber, Kansas City Area Development Council, and Civic Council of Greater Kansas City came together to determine what position the three organizations should take on the proposal. For it or against it.



Months of research followed. Chamber Senior Vice President for Civic and Community Initiatives Scott Hall said they reviewed the Transportation Safety Administration's Upgraded Terminal Security Protocols to see how operations in Kansas City should conform. They looked at what was happening at other terminals then under construction, including Indianapolis, Sacramento, New Orleans, and others. They met with the Kansas City, Missouri Aviation Department and airlines serving KCI. Their conclusion: it would not be practical to keep the current configuration and operate efficiently, especially where security was concerned.

The three organizations held a series of focus groups to hear what residents were thinking. At each of those sessions, residents were initially opposed to the idea of a new terminal, but when the numerous problems were pointed out to them, minds changed. One focus group observer said, "If we could just spend an hour with each Kansas City voter, we'd get a new terminal."



That's essentially what happened, at least to a degree. Chamber CEO Joe Reardon noted at the time that "the business case for a better KCI just hasn't been made." So the Chamber, KCADC, and the Civic Council decided to make it. They put together a presentation outlining the reasons a new terminal was necessary, and then took the show on the road.

"We'd meet with anybody," Hall said. Businesses, country clubs, neighborhood associations, non-profits, and civic groups. "We didn't say 'no' to anybody," Hall added.

In the months before the election, Reardon, Hall, and KCADC CEO Tim Cowden made the case for "A Better KCI" to 230 organizations reaching more than 6000 people. Their pitch: a new terminal would provide better security, more amenities and convenience, increased access and destinations, would cost taxpayers nothing, and serve as an economic driver for the metro.

In November 2017, KCMO voters approved construction of a new terminal by nearly 76 percent.



A MASSIVE UNDERTAKING

The new terminal is the largest infrastructure project in KC history. These statistics tell the story: a cost of \$1.5 billion; 5000 construction-related jobs; 4.2 million workforce hours; 225 local partners; a one-million square foot terminal, 39 gates, and 6200 parking spaces.



Geoffrey Striker, Senior Managing Director for Edgemoor Infrastructure & Real Estate, the turnkey developer for the KCI project, says construction “has gone extremely, extremely well. The megaproject is on time and on budget, despite the headwinds we’ve seen over the nearly four years of construction, including the pandemic and supply chain issues.” Early planning, he says, had a lot to do with that.

“When the pandemic started, we had a very large site so we could spread out, with a lot of the work being done outdoors. Worker safety is a priority for us, so we put in place policies around social distancing, masking, putting additional washing stations around the site, and had observers walking around to make sure that procedures were being followed,” he said.

Edgemoor put other programs in place to support

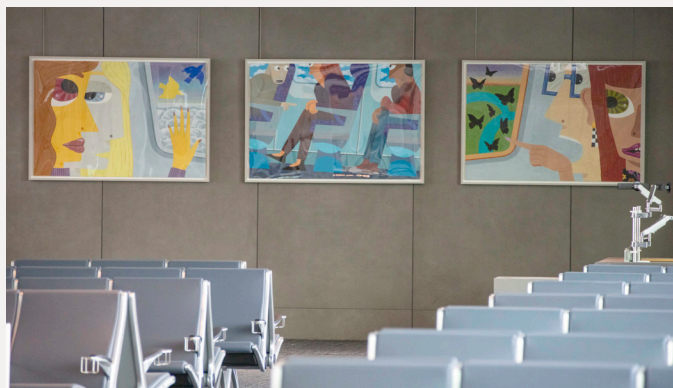
the men and women on the project, contracting with area childcare facilities to provide services outside of the usual working hours; partnering with the KC Area Transportation Authority to make

sure workers could get to their jobs; and implemented a workforce training program for those who wanted to get into the construction industry.

Striker says his team wanted to create a “legacy impact” in the Kansas City market, providing “opportunities for women and minorities who wanted to get into the trades and the businesses that wanted to participate. As of this October, Edgemoor has exceeded every commitment it made for hiring minority- and women-owned businesses. “We wanted to build capacity for those business so they could prepare for additional work” beyond the KCI project.

KC Aviation Director Pat Klein says, “If you would have told me we would go through a pandemic and we’d be sitting here three months out and being where we are (on time and budget) I would have been surprised. Edgemoor has been terrific.”

Klein says the new terminal will be a massive change for travelers. “Once you’re past security, 90 percent of the





In November 2017, KCMO voters approved construction of a new terminal by nearly 76 percent.

terminal amenities will be available to you. We'll have a business center, a quiet room, an air travel experience, history of aviation in Kansas City, and 80 percent of the food available will be things that Kansas Citians know and have dear to their heart."

One of the reasons for approving a new terminal was the possibility of more flights. That's already happening. Sun Country Airlines will be the first new airline to fly in and out of KCI's new terminal. It's the 11th scheduled passenger air carrier at KCI. Sun Country direct flights to and from Minneapolis will begin May 29, 2023.

Air Canada has announced it will resume its cancelled flights between KCI and Toronto on June 17, 2023, flying a plane that is 50 percent larger than the previous plane used on the route. And KCI's biggest carrier, Southwest Airlines, has announced it will add more flights to several routes servicing KCI this spring, including Los Angeles, St. Louis, Atlanta, and San Diego. The airline also plans to add flights between KCI and Pensacola, Orlando, and Las Vegas.

You won't have to be a passenger to tour the new KCI - plans for a public grand opening are underway. The date for that will be announced in January. 📌



Photos credit: Cheryl Schoenberg, From the Ground Up Photography



NEW HEARTLAND EXPORT ACCELERATOR PUTS BUSINESSES ON THE MAP





The KC Chamber is recognized as an innovative Chamber and industry leader among its peers. One reason for that is our World Trade Center Kansas City. As one of only three chambers nationwide to directly hold a WTC license, it's already an added value for Chamber members. This year, those benefits and value grew more thanks to the Heartland Export Accelerator. This globally focused program is designed to ramp up strategic development for small to medium sized businesses and better prepare them for expansion into foreign markets.



**Heartland
Export
Accelerator**
World Trade Center Kansas City



Funded by an International Trade Administration Market Development Cooperator Program grant, the HEA's inaugural cohort took place over eight weeks in the Fall of 2022, featuring three small businesses: Aero-Mod, Cherry Sportsgear, and Shark OFF - the latter two being KC Chamber members. All three businesses learned valuable skills to overcome trade barriers, enhance their competitiveness in their industry, and generate exports that created new jobs or made sure they could sustain their current jobs.

For Shea Geist, CEO of Shark OFF, the Heartland Export Accelerator was an oppor-

tunity to put together a strategy and to be intentional about their product, a non-magnetic proven shark repellent bracelet safe for electronics that customers can wear in the water. As people begin traveling and taking beach vacations again, the demand for Shark OFF's products is increasing. "We have been exporting on a case-by-case basis for a while, with no plan of attack for moving forward with accessing everyone outside of the U.S.," she said. "The U.S. only makes up about 4% of the global population. That's a lot of scared people we are not currently helping."

With more than a dozen partners across both sides of the state line, participating businesses had access to experts across different specialties. "This program was World Class right out of the gate," said John Addressi, Business Advisor with the Kansas Small Business Development Center at Johnson County Community College - and one of more than a dozen partners in the HEA. "Our mission as an SBDC is to create new jobs, increase new sales, and increase access to sales. This Heartland Accelerator Program does all of that."

Addressi served as the facilitator for the entire eight-week program. He taught three of the sessions, including market research and market entry. Through the SBDC databases, participating businesses narrowed down the best markets for their products - first through a top 20, then to a top five, and eventually an ideal country for exporting based on their products. "It's good to have the other resource providers see what this program's capabilities are," said Addressi. "For example, when someone from a resource like the U.S. Commercial Service sees that, they feel more confident

"Learning specific information was excellent, but access to the accomplished professionals that dedicate their time and expertise to making entrepreneurs successful exporters is beyond valuable."

- Shea Geist, Shark OFF

referring someone to the program.”

The Heartland Export Accelerator helped small businesses and positively impacted the Chamber’s overall value as an organization. “HEA really helped us develop new partnerships and strengthen existing ones,” said World Trade Center Kansas City Director Melissa Miller. “When we can strengthen those relationships, it helps us help businesses with their trade needs. When our small businesses, especially Chamber member small businesses, can scale up and add new jobs, that means more growth for KC, a boost for our regional economy, and it’s another benefit added to a business’s Chamber membership.”

Shea Geist echoed that sentiment. “We believe the greatest benefit comes from thoughtfully chosen, genuine engagement,” she said. “The Heartland Export Accelerator was yet another excellent opportunity the Chamber has provided. Learning specific information was excellent, but access to the accomplished professionals that dedicate their time and expertise to making entrepreneurs success-

ful exporters is beyond valuable. And in a world where everybody loves tech, hanging out with other product-based companies was refreshing. Despite the wide variety of products represented, we still share challenges and solutions.”

The plan is to grow the HEA, as recruitment for the second cohort will begin in January. Miller said the focus will be on traditionally underserved businesses, such as minority, women, and veteran owned. “That not only aligns with the current federal administration’s priorities, but those of the Chamber as well,” she said.

Addressi and the SBDC plan to remain part of the program. He said it’s not only because of the program’s content, but the organization behind it. “You have a full World Trade Center, and both the Chamber and the World Trade Center are recognized and have power in their brand. This is a unique skillset that isn’t really found anywhere else. We knew collaborating on this program would be a success. Any time the SBDC can link up with a leader, we are going to.”





2022 KC CHAMBER
AWARD
WINNERS



Kansas Citian of The Year, **Bill Berkley**

Quiet leadership and commitment to urban education, civic issues, and life sciences has earned Bill Berkley the Greater Kansas City Chamber of Commerce's 2022 Kansas Citian of the Year Award. Berkley is President and CEO of the Tension Corporation, a position he has held since 1988. The Berkley family has played a significant role in the Kansas City business, philanthropic, and civic communities, and Bill

has continued that legacy as the third in his family to be named Kansas Citian of the Year. Berkley has been involved with and served in leadership roles with the Civic Council of Greater Kansas City, KC Chamber, Greater Kansas City Community Foundation, Kansas City Area Life Sciences Institute and BioNexus KC, PREP-KC, and the Urban Neighborhood Initiative just to name a few.

2022 KC CHAMBER AWARD WINNERS



Mr. K Award, Chicken N Pickle

Founder Dave Johnson accepted the Mr. K Award on behalf of Chicken N Pickle, the KC Chamber's Small Business of the Year, in June 2022. The North Kansas City-based restaurant is a family entertainment center based around pickleball. Johnson founded the business in 2016 after coming up with the idea while on vacation in the Grand Cayman Islands. He wanted to create a unique expe-

rience that gave customers something to do while enjoying food and drink. Today, Chicken N Pickle offers live music, a unique and varied menu, lawn games, and of course pickle ball. This is the third time Chicken N Pickle was named a Top 10 Small Business, first in 2020 and again in 2021. They also took home the Entrepreneur Award in 2018.

Top 10 Small Businesses

CruX KC	DEMDACO	KD Academy
Midwest Recovery Centers	Parrish & Sons Construction	Resolve Counseling
RK Contractors	SnapIT Solutions	Walz Tetrick Advertising

Emerging Small Business of the Year: Bliss Books & Wine

Sisters La’Nesha Frazier and La’Nae Robinson started Bliss Books & Wine in 2019. This independently owned bookstore for wine enthusiasts and booklovers opened with a mission to provide an environment and perfect atmosphere to indulge in fantastic wine, get lost in a great book, or engage in conversation with friends. Bliss Books & Wine began with pop-ups, an online storefront, and virtual book clubs to grow a loyal community. They recently secured their storefront in Midtown Kansas City to welcome booklovers into a dedicated space.



La’Nae Robinson and La’Nesha Frazier of Bliss Books and Wine accepted the Emerging Small Business Award from Greg Moore of Charlie Hustle.

Legacy of Kansas City Award: DEMDACO

Founded in 1997, DEMDACO designs and curates purposeful gifts that help Lift the Spirit - in times of celebration, when comfort is needed, or just to put a smile on someone's face. These handcrafted artisan gifts are created to nurture goodness, support family and friends, and encourage people to inspire others. Willow Tree, along with other DEMDACO products, are sold nationwide in card and gift shops, florists, home furnishing stores, and hospital gift shops. As DEMDACO has grown, they’ve expanded to be consumer facing with direct buying available through their website. This sets them up to



Mark Garrett of Blue Cross and Blue Shield of Kansas City presented the Legacy of Kansas City Award to DEMDACO's Demi Lloyd.

continue their mission and quality customer service, all the while preparing them for the next 25 years.

Weida Award for International Small Business of the Year: **KENZEN**

Kenzen's mission is to harness the power of physiology data to predict and prevent industrial workforce injuries and improve productivity. The Weida International Small Business of the Year winner was founded in 2014. The company specializes in groundbreaking safety monitoring technology that predicts and prevents heat injury, illness, and death from heat on worksites. As temperatures rise around the world, Kenzen CEO and Co-founder Heide Lehmann expects up to 40% of revenue will be generated overseas. In the next 5 years, Kenzen



Dylan Plemons of Honeywell presented the Weida Award for the International Small Business of the Year to Heidi Lehmann of Kenzen.

plans to enter the Middle East, Asia, South America, and Europe.

Small Business Equity Award: **Parrish & Sons Construction**

Parrish & Sons Construction is a first-generation 100% minority woman-owned general contractor specializing in excavation, grading, underground water and storm utilities, hauling, and aggregate crushing and recycling. Founded in 2015, the company made a name for themselves when they were awarded a contract to work on the new single-terminal at Kansas City International Airport. With that high-profile project, Owner and President Fahteema Parrish and her team created secured work on more



Jeff Beeson of Evergy presented the Small Business Equity Award to Fahteema Parrish of Parrish & Sons Construction.

high-profile construction projects.

ATHENA Award:
Dr. Marjorie Williams

ATHENA Young Professional Leadership Award:
Pooja Shah

The ATHENA Award is presented annually by the KC Chamber at a reception in the Fall.

Named for Athena, the Greek goddess of intelligence and wisdom, arts and sciences, this award recognizes not only exemplary leadership and service but also honors an individual who has actively assisted in opening pathways for others. The ATHENA Young Professional Leadership Award is an international award presented to emerging women leaders across professional sectors for exemplary leadership.

In 2022, Dr. Marjorie Williams, with nearly 40 years' experience in education, was honored with the ATHENA Award. Founder of The Marste Group, and former Superintendent of Hickman Mills School District, she also previously worked in Kansas City Public Schools and the Columbia and Ferguson Florissant School Districts.

Pooja Shah, who received the ATHENA Young Professional Leadership Award, is a Senior Consultant within DNV's Energy Storage and Emerging Technologies Advisory. Passionate about advancing equity while addressing climate change, she has worked on the engineering and design teams of some of the largest renewable energy projects in North America.



Pooja and Marjorie

Centurions Awards

2022 Bernard Powell Award
Recipient: Karen Randolph
Rogers

2022 (Apex) Centurion of the
Year: Stephen Mapes, MRI Global

2022 (Pinnacle) Centurion of the
Year: N/A

Diversity Awards

Champion of Diversity: Commerce Bank

In 2019, Commerce Bancshares’s CEO, John Kemper, signed the CEO Action for Diversity and Inclusion pledge, committing to creating an environment that supports and grows diverse talent. They see diversity, equity, and inclusion as an imperative and seize opportunities to build teams that reflect the communities Commerce serves.



Nonprofit Champion of Diversity: GEHA

The 2022 Nonprofit Champion of Diversity provides health benefits for federal employees and military retirees, and their respective family members. GEHA's mission, to empower members to be healthy and well, is demonstrated through its focus on innovation as well as providing members with access to one of the largest medical provider networks nationwide. GEHA embraces diversity, equity, and inclusion as one of its five core values through four pillars: workforce, workplace, marketplace, and community. These serve as guideposts to implementing and driving organizational change.



Ace Award: Drew Eanes, Senior Client Solutions Manager at JE Dunn Construction

Not only does Drew serve as the Regional Co-Chair of the employee resource group known as BUILD (Blacks United in Learning and Development) at JE Dunn, but he also sits on six different boards across the region, including the Greater Kansas City Foundation Board, and each have an emphasis on equity and business development. Outside of the workplace, Eanes has co-founded the Hadley Project Fund, a \$6 million fund focused on racial, social, and environmental justice, as well as co-founding Launch KC Social Venture Studio.

Ace Award: Emanuel McCrainey, Department Vice President of Diversity, Equity, Inclusion and Talent at Blue Cross and Blue Shield of Kansas City

Emanuel is responsible for Blue KC's DEI initiatives, talent acquisition, and primarily building a diverse pipeline. That includes leading a team that is intentionally developing ways to engage employees and develop an inclusive culture. Some examples of the intentional work include building an informal network of diverse suppliers and giving them the tools to equitably compete for contracts with Blue KC, hosting several employee resource groups, and conducting an employee engagement survey that included key questions related to DEI.



Tiffany, Drew and Emanuel

Ace Award: Tiffany Willis, Licensed Clinical Psychologist at Children's Mercy Hospital

During her seven years at Children's Mercy, Dr. Willis has been a driving force to diversify the workplace. She has been part of several initiatives, including co-chairing an employee resource group, founding the Developmental and Behavioral Diversity Workgroup along with other psychologists, helping address representation in hospital newsletters, and she's participated in hospital wide panels to help people understand the experience of those different from them. She said her proudest moment was being asked to lead the hospital's Diversity Committee for their 5-year strategic plan. 📌

2022-2023 BOARD OF DIRECTORS

Effective November 1, 2022
*Indicates Executive Committee

» OFFICERS



» **MARK GARRETT***
Chair
Senior Vice President
and Chief Human
Resources Officer
Blue Cross and Blue
Shield of Kansas City



» **LISA GINTER***
Chair Elect
KCADC Co-Chair
Chief Executive Officer
CommunityAmerica
Credit Union



» **CHARLIE SHIELDS***
Vice Chair
President and CEO
University Health



» **JEFF SIMON***
Treasurer
Managing Partner
Husch Blackwell LLP



» **RAMIN CHERAFAT***
Immediate Past Chair
CEO
McCownGordon
Construction



» **JOE REARDON***
President and CEO
Greater Kansas City
Chamber of Commerce

» BOARD OF DIRECTORS



» **C. MAULI AGRAWAL, PH.D.***
*Chancellor
University of Missouri-
Kansas City*



» **MAYRA AGUIRRE**
*President
Hall Family Foundation*



» **RICK L. ARMSTRONG**
*President and CEO
Kansas City Metropolitan
Crime Commission*



» **MARIO AZAR**
*Chairman and CEO
Black & Veatch*



» **KEVIN BARTH***
*Chairman and Chief
Executive Officer
Commerce Bank -
Kansas City*



» **KIMBERLY BEATTY, ED.D.***
*Chancellor
Metropolitan Community
College*



» **THALIA CHERRY***
*Founder and CEO
Cherry Co.*



» **RON COKER**
*Senior Vice President
Burns & McDonell*



» **BILLY DOUGLASS**
*Senior Vice President
Development
HCA Healthcare |
MidAmerica Division*



» **WESLEY O. FIELDS***
*Legal Counsel/Corporate
Secretary
Office Managing Partner
Bryan Cave Leighton
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2022 FINANCIAL OVERVIEW

Consolidated Revenue and Expenses

October 31, 2022 and October 31, 2021

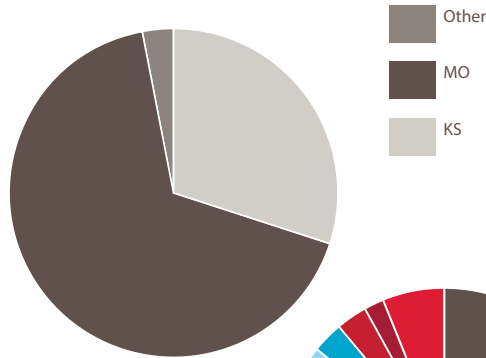
	2022 <i>Audited</i>	2021 <i>Audited</i>
TOTAL REVENUE	\$6,455,124	\$6,429,461
TOTAL EXPENSES	\$6,572,046	\$5,580,738

MEMBERSHIP STATISTICS

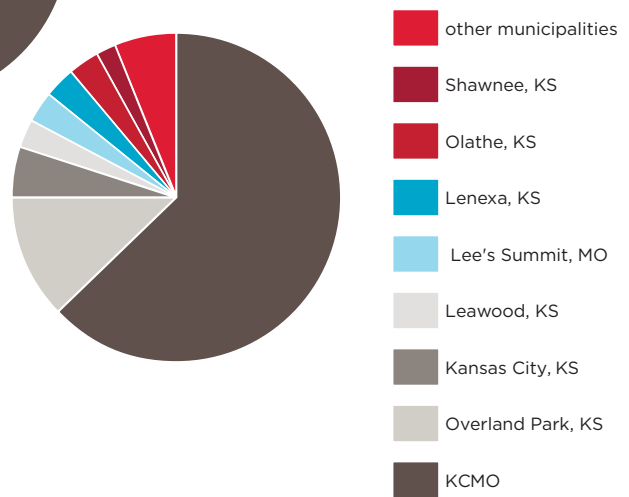


Geography

31% KS
66% MO
3% other

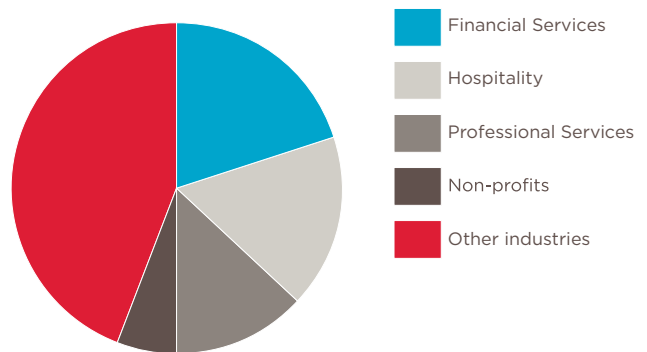


63% Kansas City, MO
12% Overland Park, KS
5% Kansas City, KS
3% Leawood, KS
3% Lee's Summit, MO
3% Lenexa, KS
3% Olathe, KS
2% Shawnee, KS
6% other municipalities



Business Type

Financial Services 20%
Hospitality 17%
Professional Services 13%
Non-profits 6%
Other industries 44%



KC CHAMBER FOUNDATION IMPACT

Foundation Grant Portfolio Size

FY20: \$102,294.00

FY21: \$192,814.00

FY22: \$251,640.00

*does not include grants made to the KC Chamber, 501c(6)

FY22 Foundation Board Diversity

	Total # Members	American Indian	Asian	Black or African American	Hispanic or Latino	Native Hawaiian/Pacific Islander	White	Bi/Multi-Racial	Other Race
Board of Directors	10	0	0	4	2	0	3	1	0

Centurions Leadership Program

- Awarded over \$26,000 in scholarships, including the Alumni Legacy Scholarship which provides two-years full tuition and trip fees for a professional of color
- 164 Actives representing 139 organizations
- 16 Task Forces + 2 Benchmarking Trips to San Antonio and Nashville

Women's Leadership Programs

- Introduced Executive Women's Roundtables - an opportunity for Executive Women's Leadership Council members to discuss topics in a small, intimate environment relevant to women in leadership
- Quarterly networking opportunities included "Friendships in Black and White," "ATHENA Global Café," and "Women in the Workforce"

genKC Young Professionals

- 8 public events held
- 1,516 total registrations for events held throughout FY22
- 58 Advisory Board members each representing a different organization.

KC CHAMBER FOUNDATION IMPACT

Workforce Opportunities for Returning Citizens (WORC)

- Workforce Opportunities for Returning Citizens has engaged with over 200 individuals at WORC events in 2022.
- WORC has connected more than 100 second chance candidates to job training, opportunities, and interviews.
- WORC has collaborated with 65 nonprofit organizations and institutions that serve formerly incarcerated individuals
- WORC has convened 50 in-person and virtual meetings with WORC partners
- WORC has educated 45 Greater Kansas City area companies about second chance hiring
- Helped 10 new formerly incarcerated-owned businesses gain access to resources and become members of the KC Chamber.
- WORC hosted 8 panels featuring second chance experts for the Kansas City community

Project LEAD

- Pilot companies have successfully created and implemented demographic data collecting processes on their existing employees and candidates for hire (data includes gender, race, ethnicity). The pilot companies now all measure demographic data or are working to measure it.
- The second half of the yearlong pilot is focused on improving data which shows the trend of underrepresentation of BIPOC employees in companies and especially in leadership positions. Now that they measure it, how do they manage it?
- Several companies state that they have increased relationships with HBCUs and Minority Chambers in Kansas City financially and operationally.

WHAT'S NEW WITH WELCOMING KC?

Just over two years ago, Welcoming KC officially launched its strategic plan to make the Greater Kansas City region more welcoming to all. This collaboration brought together people from the business community, refugee and resettlement agencies, school districts, civic organizations, local governments, and more to create a welcoming plan that would help Kansas City achieve designated welcoming status from Welcoming America. Those partnerships have grown to include more than 70 businesses and community organizations. It's been an impactful and robust two years, especially the past year.

In 2022, Welcoming KC completed its first year of programming, a highlight of which was hosting the first-ever naturalization ceremony held in historic Union Station. Keynote speaker and Immediate Past Chamber Chair Ramin Cherfat welcomed 250 new Americans and shared his own story of coming to the U.S. as a child from Iran.

Welcoming KC also hosted a workforce development series designed to help local businesses grow their workforce by connecting with immigrants. Sixty job seekers attended, speaking six languages other than English: Spanish, Amharic, Dari, Pashtu, Swahili, and Turkish. Fifty-five employers participated. Most were Chamber members, including Top 10 Small Business Parrish & Sons Construction.

More than 100 attendees came out for the International Food Tour in June. Welcoming KC partnered with the Northeast Kansas City Chamber of Commerce to highlight and bring people to the myriad immigrant-owned restaurants along Kansas City's Independence Avenue. Everyone had a chance to enjoy delicious food from immigrant-owned businesses and had the opportunity to connect with restaurant owners and learn about their experiences.

Welcoming KC also supported and helped promote the work of the Kansas City LGBTQ Commission's first year, creating a community where all people are welcome and celebrated.

In September, the City of Kansas City, Missouri issued a proclamation officially recognizing Welcoming Week in Kansas City, September 9 to 18, as well as the contributions and impact that immigrants bring to Greater Kansas City.

Welcoming KC also focused on structure, establishing an Executive Committee and six subcommittees focused on a particular framework of the criteria outlined by Welcoming America to achieve national recognition as a Welcoming Community. These programs, actions, recognition helped build a solid foundation to carry into 2023, when Welcoming KC will begin the application process to become a nationally recognized Welcoming Community.





FOR A GREATER KANSAS CITY

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call (816) 221-2424
or email info@kcchamber.com

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