

A man in a blue shirt and grey vest is leaning over a table, talking to a woman with blonde hair. The setting is a networking event with tables set with drinks and food. Other people are visible in the background.

# Let's Maximize Your Investment!

The logo for Table Rock Lake Chamber of Commerce features three stylized waves in green and blue above the text.

**Table Rock Lake**  
**Chamber of Commerce**

Maximize Your Investment is sponsored by:

# ARVEST<sup>®</sup>

Member FDIC

Today's class materials and presentation:  
[www.visittablerocklake.com/maximize](http://www.visittablerocklake.com/maximize)

# What to expect today



## #1

Get to know more about the role the Table Rock Lake Chamber plays in the community.

## #2

Engage in conversation on how to tap into all your Chamber benefits.

## #3

Meet other great Chamber members.

## #4

Get to know Chamber staff.



# Why did you make a Chamber investment?

- How long do you plan to be a member?
- What needs to happen in order for you to continue your investment?
- What can the Chamber do to help you?

# Membership vs. Investment



**Are you a member or an investor?**

Did you join for **transactional** or **transformational** purposes ?

To get something out of a membership you have to put in your effort, but an investment is working for you whether you put in more resources...or not.



Enter name, category or keyword

[BUSINESS DIRECTORY](#) [OUR COMMUNITY](#) [ECONOMIC DEVELOPMENT](#) [ABOUT US](#) [VISITOR INFORMATION](#)





Time to get  
to know  
each other



Table Rock Lake  
Chamber of Commerce

# A little about the Table Rock Lake Chamber of Commerce

TRG 4-8-19-94



Eighteen of the 20 past presidents of the Table Rock Lake/Kimberling City Chamber posed with their Boston Rockers at the 20th anniversary celebration. They are, front row, from left: Alberta Nacke, Ralph Swanson, Bruce Brashers, Richard Meyerkord, Chris Andrews. Second row: Ken Bowling, Bud Lynn, W.K. Lewis, Kelby Ayres, Dale Harding, Jeff Simms. Third row: Larry Price, Bob Lighthizer, Dick Rea, Don Sherer, Pat Connell, Mel Schlemmer, Thelma Rea. Not pictured: Randy Hawkins and Dottie Lewis.

## Table Rock/Kimberling Chamber commemorates two decades of service

On Saturday, April 9, the Table Rock Lake/Kimberling City Area Chamber of Commerce celebrated 20 years of service in the Table Rock Lake Area.

Dignitaries, honored guests and past presidents were invited to celebrate the growth, recognize the chamber's contributions and honor those individuals who

premier entertainment, fun and surprises.

Each past president received a personalized, handcrafted Boston Rocker with the chamber's 20th anniversary logo embossed upon the headpiece. An added surprise was in store for the 21st chamber president, Jim Heckman, and Executive Director Hamilton,

# For 50+ Years

For more than 50 years, the Table Rock Lake Chamber of Commerce has been a source of information and services for the lake area business community. As Stone County and the Table Rock Lake change, so does the Table Rock Lake Chamber of Commerce. We're not your "father's chamber of commerce" – we're YOURS.

# The Chamber in a snapshot.



## Celebrating 50+ Years

Established in 1974 as the Kimberling City Chamber of Commerce; 2022 Indian Point Chamber merger

## 3 Organizations

Serves as a Chamber of Commerce, Economic Development Organization, Destination Marketing Organization of Stone County, and a Visitors Center

## 3rd Largest in Region

525+ members who have made an investment in the economic and community development of the Stone County/Table Rock Lake area

## Volunteers

17 Board of Directors and 19 Ambassadors



**Devin Sonnenfelt**  
White River Valley Electric  
Co-op  
*Immediate Past Chairman*



**David Casaletto**  
Ozarks Water Watch  
Chairman



**Eric Simkins**  
Branson Bank  
Chairman Elect



**Susan Mayr**  
Central Bank  
Secretary



**Matt Growcock**  
Branson's Nantucket  
Treasurer



**Nancy Akromis**  
Arvest Bank



**Kathy Clark**  
Table Rock Sunset Properties  
Secretary



**Brandei Clifton**  
Silver Dollar City



**Maureen Darby**  
State Farm Insurance



**Shannon Dotson**  
Table Rock Community Bank



**Bob Fritz**  
City of Kimberling City



**Jody Gertson**  
Talking Rocks Cavern



**Cody Hirschi**  
Reeds Spring School District



**Tyler Lingholm**  
Port of Kimberling Marina



**Kortney Neal**  
Sight & Sound Theatre



**Sam Piche**  
Generations Bank



**Diane Todd**  
RD Todd Properties

# 2026 Board of Directors



To promote business success and quality of life by being a leader in economic and community development in the Table Rock Lake area

Table Rock Lake Chamber of Commerce  
Mission



## The Table Rock Lake Chamber of Commerce exists to:

- Promote member businesses to residents and visitors
- Market Table Rock Lake as a destination
- Lead Stone County's economic development efforts
- Advocate for all area business interests at the local, state and federal levels



## THE FAMILY GETAWAY SPOT

MISSOURI

Visit  
Table Rock Lake



EXPLORE



## MEET *the* TEAM



Sheila Thomas  
President/CEO



Michelle Glenn  
Membership  
Development Director



Jeremy Goggans  
Economic Development  
Director



Ladona Weathers  
Member Services/  
Communications  
Director



Lynne Harman  
Administrative  
Coordinator



Laken Hole  
Member Services/  
Financial Coordinator

# Professional Staff



Table Rock Lake  
Chamber of Commerce

# Revenue

**18%**

## **Economic Development**

Funds raised through the Launch Stone County Capital Campaign

**12%**

## **Member Dues**

The Chamber investment each member pays to belong.

**40%**

## **Visitor Marketing**

Missouri Division of Tourism Grant, TCED Funds and Stone County Lodging Tax Funds

**17%**

## **Advertising**

Vacation Guide, Community Guide, Lake Map, Website, The View

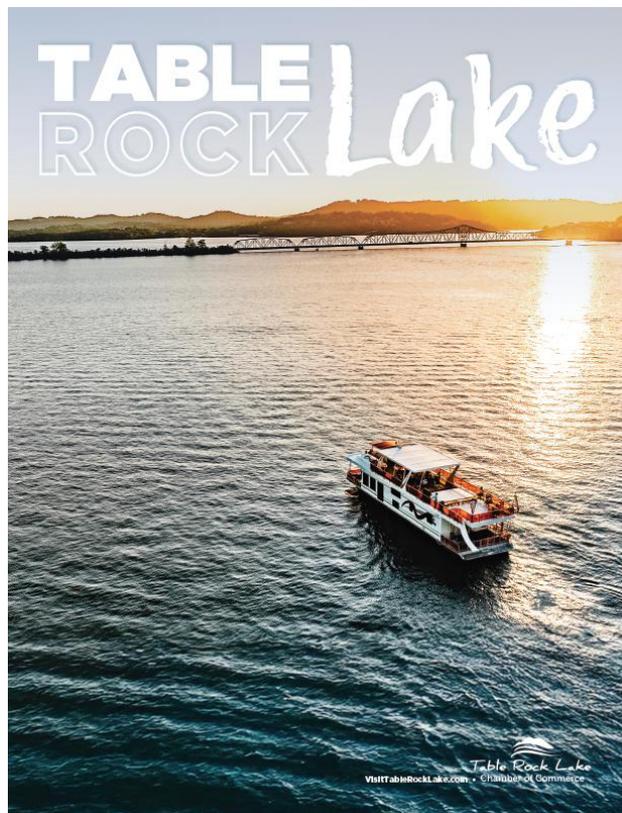
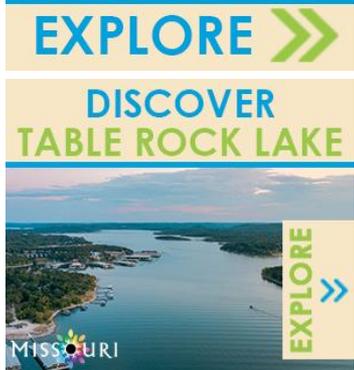
**12%**

## **Services/Fundraising**

Events, Programs, and Sponsorships



# Tourism Marketing



**Funds:**

- Missouri Division of Tourism Grant
- Tourism Community Enhancement District Matching Funds
- Stone County Lodging Tax
- Partnerships

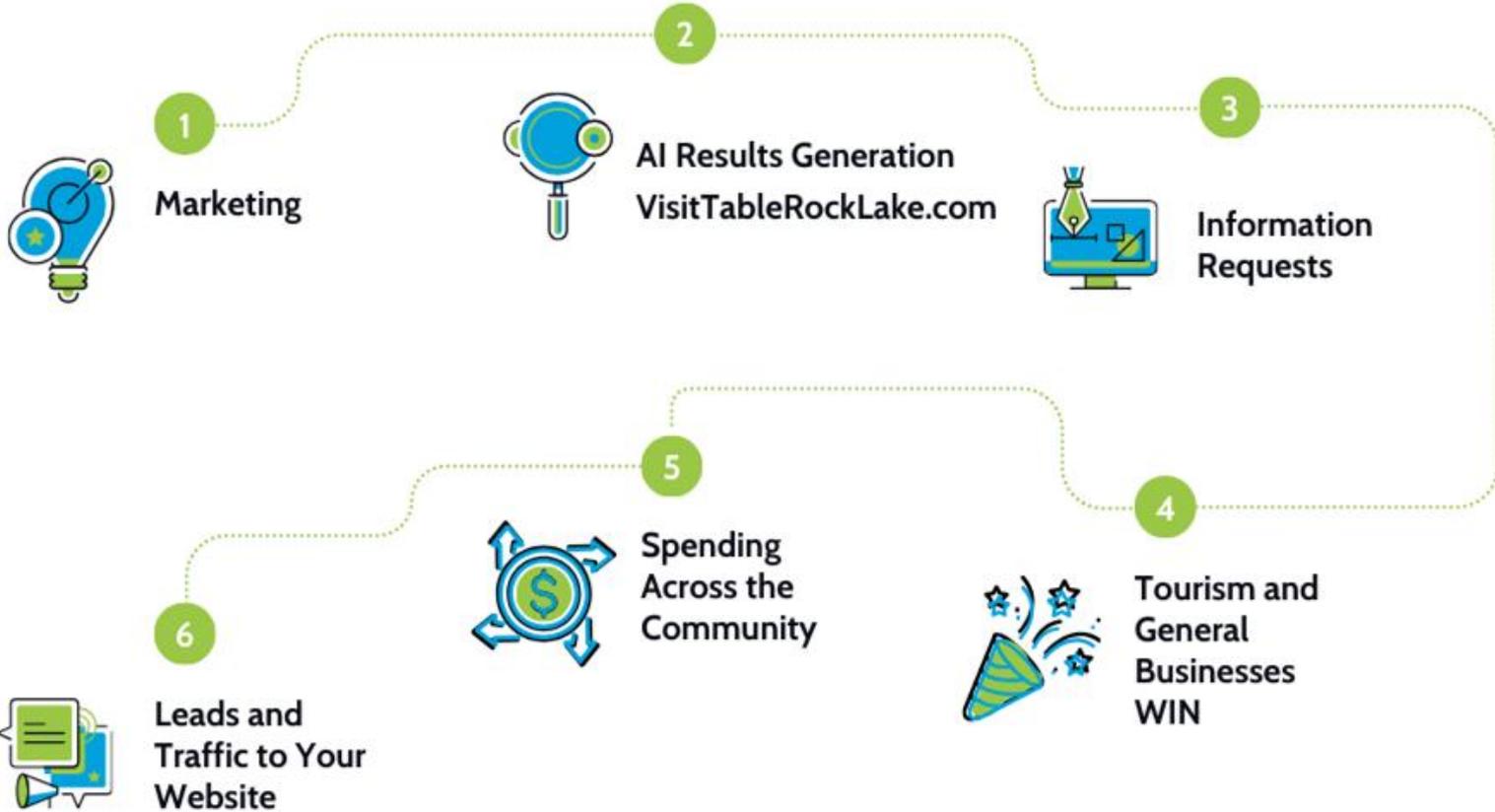
**Tactics:**

- Vacation Guides in State Welcome Centers and Throughout the Midwest
- Google Display and Video Ads
- Connected TV and Streaming
- Meta Advertising
- Search Engine Marketing (SEM)
- Targeted Emails to New Visitors
- E-newsletter Segmented for Visitor Interests
- Geofencing at Chicago and Kansas City Outdoor Shows
- Magazine Advertising
- Public Relations
- Search Engine Optimization (SEO)

**Just like you're marketing your business, we do the same for Table Rock Lake with data-driven initiatives.**

# How our marketing affects your business.

Table  
Rock  
Lake



**Promote Your Business**

We are  
partners.



Help us get to know you.

Chamber staff is available to talk about your goals and what tools/resources can be utilized to help you reach them.

Welcome Center

As a member, you are invited to place business cards or brochures in our Welcome Center.

Share your news

We want to help tell your story. Share your news, pictures and other information. The more content we have about you, the more we can share. We can host images in our exclusive member's image portal.

Business Consultations

Brainstorming session on topics to help your business such as marketing and employee recruitment

# Events



BB - Business Branding

C - Connections

## Monthly Luncheons

- Connections
- Last Thursday of the month
- Sponsorships (BB)
- Meeting members

## Lake Splash

- Business branding & connections
- Held annually in the fall
- Sponsorships
- Meeting members

## Fireburst

- Business branding
- Held annually
- Solely supported through sponsorships

## Ribbon Cuttings

- Connections
- Held on demand for business milestones
- Anyone can attend

## Golf Tournament

- Business branding & connections
- Held annually in September
- Sponsorships
- Meeting members

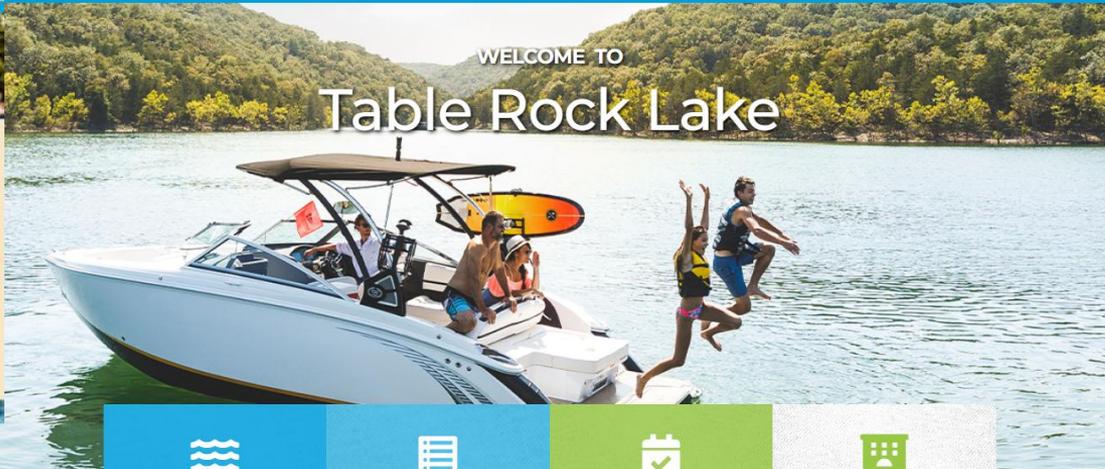
## Other Events

- Teacher Welcome (BB & C)
- Member Mingle (C)
- Coffee and Conversation (C)
- Industry meetings (C)

# WHERE TO STAY AT TABLE ROCK LAKE

Visit  
Table Rock Lake

[PLAN YOUR VISIT](#) ▾ [EVENTS](#) ▾ [REQUEST INFORMATION](#) [BUSINESS DIRECTORY](#) [CHAMBER & COMMUNITY](#)



## How can you leverage our marketing?



Lake Info



Request Info



Plan Visit



Chamber

### VisitTableRockLake.com

As a Chamber investor you now have your own web page on the official visitor website for Table Rock Lake.

### Share Media Assets

A picture is worth 1,000 words. Share your pictures to help tell the story of Table Rock Lake. We can host images in our exclusive member's image portal.

### Connect on Social Media

Tag our social channel or direct message us posts of interest, and we will interact with them. Comment on our channels, and we'll comment back.

# Social Media



## Facebook/Instagram

Visitor Focused

@VisitTableRockLake

Business/Community Focused

@TableRockLakeChamber

## Facebook Group

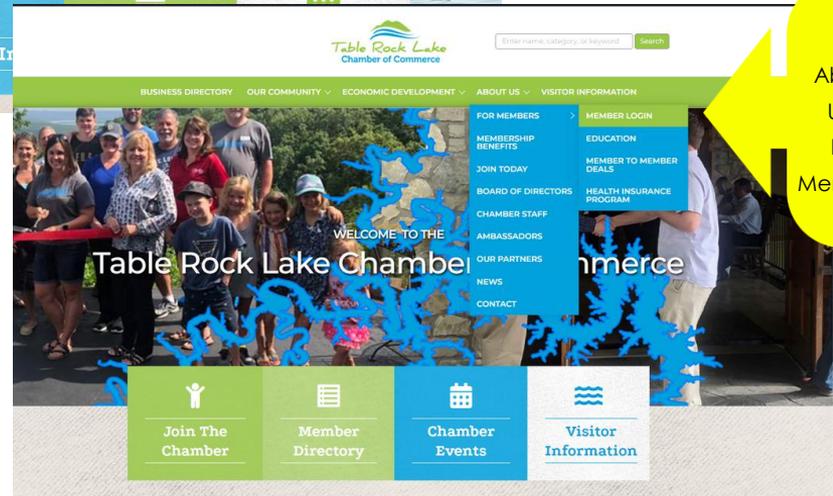
Community/Business Focused

@ConnectingStoneCounty



# Member Information Center

- Business Directory
- Job Postings
- Event Calendar
- Hot Deals or Member to Member Deals
- Business Web Page Updates
- Billing
- Analytics
- Link to Member Image Portal



# Member Information Center

## Helpful Links

- Updating your company information - <https://bit.ly/4cCrTHy>
- Adding an event - <https://bit.ly/4cEToAf>
- Submitting a hot deal - <https://bit.ly/3xQZlLg>
- Create a job posting - <https://bit.ly/3zE0jv2>
- Submitting a press release - <https://bit.ly/4by88jb>
- Setting up auto pay - <https://bit.ly/3zEzNBF>

# Included in your membership investment:

## Publicity

Social Media  
News Releases  
Ribbon Cuttings  
Networking  
Content Sharing

## Business Directories

VisitTableRockLake.com  
Vacation Guide  
Community Guide

## Member Web Page

Digital Presence  
Link Backs  
Analytics

## Research/ Data

Website Analytics  
Visitor Profile Study  
Placer AI  
Marketing Effectiveness Study

## Digital Tools

Hot Deals  
Member-to-Member Deals  
Job Postings  
News Releases  
Leads

## Business Tools

Business Consultations  
Access to Experts & Education  
Access to Chamber Health Plan  
Ironwood Human Resource Consult.

## Welcome Center

Marketing Materials Welcome  
Visitors, Residents, Relocators

## Advocacy/ Economic Development

Business Expansion Resources

# Additional Opportunities

## Community Partners

Mission Supporter  
Discounts of Advertising  
Exclusive Exposure  
Supports Chamber Initiatives

## Printed Advertising

Community Guide  
Vacation Guide  
Lake Map

## Digital Advertising

Sponsored Website Listings  
Newsletters  
Member Service Announcements  
Digital Guides

## Sponsorships

Luncheons  
Fireburst Fireworks  
Lake Splash Annual Dinner  
Golf Tournament

# 2026 Community Partners



Stone County Commission

# Economic Development and Advocacy

# Advocacy



Public Policy Committee:  
Monthly meetings with  
Branson Chamber & CVB,  
the City of Branson, Stone  
County, Taney County and  
Ozarks Water Watch

Serving on MDT Cooperative  
Marketing Advisory Council

Worked with Stone County  
Commission to pass a  
Lodging Tax for Tourism

Set Legislative Agenda

Worked with Missouri  
Department of Revenue to  
correct tax reportings to MDT

# Advocacy



- Meet with our county commissioners, state legislators and federal legislative representatives to discuss issues that affect policy and our member businesses
- State and local officials looked to the Chamber for input on what the business community is feeling/needing.
- Administered the Stone County CARES Act grant application process to assist putting \$3 million into the community
- The Chamber will be become involved regarding tax issues when directed by our Board of Directors

# Economic Development

- 
- 2019  
First Ever Stone County Economic Development Summit held in 2019
  - 2020  
Received a \$12,000 grant to conduct ED research/data collection, completed in February 2020
  - 2021  
Created Stone County Economic Development Strategic Plan in 2021
  - 2022  
Preliminary Housing Study performed by University of Missouri was completed.  
Conducted an Economic Development Capital Campaign Feasibility Study
  - 2023  
Launch Stone County Capital Campaign for Economic Development
  - 2024 - Year One Launch Stone County  
First Economic Development Director Hired  
Housing Study Completed
  - 2025 - Year Two Launch Stone County  
New Economic Development Director Hired  
Choose Stone County Brand Launched  
Economic Development Communications with Community  
Kids Win Initiative and SCICOG Convened

# LAUNCH STONE COUNTY

- Five Year Strategic Plan: 2024 - 2028
- 100+ community members and business owners worked in task forces to refine the county-wide Economic Development Strategic Plan: Launch Stone County
- Launch Stone County has raised over \$1.2M to begin dedicated economic development work in Stone County

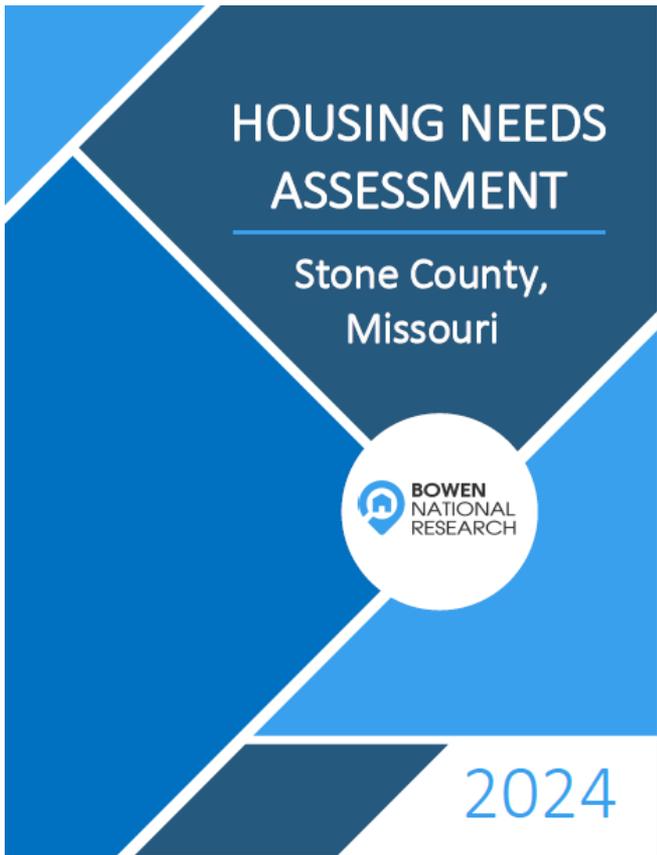


# Launch Stone County Investors

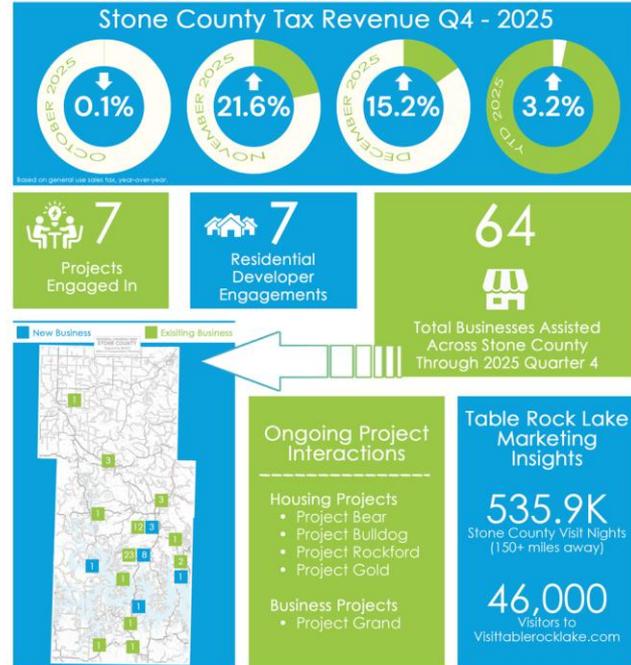
American Family Insurance, Tracy Carver Agency  
Arvest Bank – Chandler Johnston  
Aux-Arcs Team at Keller Williams - Ann Ferguson  
Ayres Sign Company - Kelby Ayres  
BFRealty - Allen and Judy Berkstresser  
Branson Bank – Bill Jones  
Branson's Nantucket – Matthew Growcock  
Jennifer Busen – ReeceNichols Real Estate  
Central Bank of Branson – Joe Loth  
City of Branson West  
City of Kimberling City  
Connell Insurance, Inc. – Randy Brashers  
Cox Medical Center Branson – William Mahoney  
Dake/Wells Architecture – Brandon Dake  
DeWitt & Associates – G.R. Stovall  
El Lago Mexican Restaurant – Esteban Aguirre  
Generations Bank – Sam Piche  
Great Southern Bank – Andrea Brady  
HealthMarkets Insurance - Nick Morris  
Virgil and Susan Moore  
L & J Plumbing – Jeff Justus

Keller Williams Tri-Lakes Realty  
Mike Tinnes Farm Bureau Insurance  
Ozark Electric Cooperative – Mitchell Johnson  
Pizza World – Duane and Amanda Rogers  
Reeds Spring School District  
Rockn' Rental at Table Rock – Diane Todd  
State Farm Insurance - Maureen Darby  
Stone County Commission  
Table Rock Sunset Properties - Kathy and Gary Clark  
Table Rock Community Bank - Charles Hachtel  
Table Rock Shore Resort – Jim Towery  
Talking Rocks Cavern - Bruce Herschend  
The Village of Indian Point  
Tom Martin Shelter Insurance  
Tri-Lakes Board of Realtors  
Steve and Robin Verheyen  
White River Management Co., Inc. – Mike Walker  
White River Valley Electric Cooperative - Cassie Cunningham  
Deana Wolfe, REALTOR® - ReeceNichols Real Estate  
Yocum Silver Mine, Inc. – Nita Jane Ayres





Housing Needs Assessment Presented to Community December 2024



Quarterly Dashboard Available

[www.LaunchStoneCounty.com](http://www.LaunchStoneCounty.com)

## Choose Stone County – Opportunity in the Ozarks



The Table Rock Lake Chamber of Commerce's Economic Development Department connects businesses, developers, and entrepreneurs with the tools and resources needed to succeed in the heart of the Southwest Missouri Ozarks. In collaboration with local, regional, and state partners, we help create new jobs, support business expansion, and drive investments that strengthen our economy. Strategic planning and community partnerships are launching a vibrant future for Stone County—where people want to work, live, and invest.

Stone County offers the advantages your business needs to grow and thrive. With a workforce built on strong Midwestern values and a growing pipeline of skilled talent from nearby colleges and technical schools, employers find success in industries like tourism, agriculture, healthcare, and professional services. Our team can help you explore local and state incentive programs and available sites to support everything from small business startups to large-scale developments.

463.8  
Square miles of land

32,134  
County population

11.1%  
The cost of living is lower in Stone County  
Missouri than the U.S. average

[More About Stone County](#)



[www.ChooseStoneCounty.com](http://www.ChooseStoneCounty.com)



# Giving business a voice

A chamber of commerce is an organization of businesses working together to protect and further the interests of its members while advancing the community, region, state or nation.

# Education



# Chamber University

- Four classes throughout spring

- Professional Development/Education

- Expert Speakers

# Workforce Support

The Table Rock Lake Chamber of Commerce is a Grow with Google Partner, which means we can offer scholarships that cover 100% of the cost of qualifying Google Career Certificates.

Helping companies **upskill and reskill employees** and **access new talent pipelines**

	Foundational Google Career Certificates	Advanced Google Career Certificates	Google Courses
Intended Outcome	Upskill employees or reskill employees into in-demand job fields	Upskill employees to move up in their existing job fields	Increase employee productivity through upskilling
Training	Cybersecurity Data Analytics Digital Marketing & E-commerce IT Support Project Management UX Design	Advanced Data Analytics Business Intelligence IT Automation with Python	AI Essentials Prompting Essentials Agile Essentials
Time	3-6 months 100% online, self-paced	1-2 months or 3-6 months 100% online, self-paced	5-7 hours 100% online, self-paced
Credentials	Certificate & badge		
	Recommended for college credit by American Council on Education		

# Google Career Certificates

<https://tinyurl.com/b5xcmpdy>





## Luncheon Programs

- Relevant programs are presented at the monthly member luncheons.

## Pass Along Tips / News / Resources

- Read The View weekly and check your emails.
- Links & videos available in the MIC resources folder

## Knowledge & Resources

- Do you have a question? We either know the answer or probably know someone who does.

# Additional Benefits

# Chamber Ambassadors

- Chamber Champions
- Eyes & Ears in the Community
- Resource for Members
- Volunteers at Events
- Resource for the Chamber



**Cy Bortner**  
Reeds Spring R-IV  
School District  
2025 Ambassador of  
the Year



**Jayne Swanson**  
Southern Bank  
2021 Ambassador of  
the Year



**Grant Beasley**  
Edward Jones -  
Kimberling City  
2020 Ambassador  
of the Year



**Harlie Koth**  
Great Southern  
Bank  
2018 Ambassador of  
the Year



**Jade Hall**  
White River  
Connect



**Todd Hauger**  
Generations Bank



**Mark Hyde**  
Branson Bank



**Kim Melcher**  
Realty One Group  
Grand



**Cassie Aberle-  
Doyle**  
LedgeStone  
Country Club  
LedgeStone Grille  
StoneBridge Village  
POA  
2015 Ambassador of  
the Year



**Judi Bernhardt**  
Branson Tri-Lakes  
News



**Tracy Carver**  
American Family  
Insurance-Tracy  
Carver Agency



**Hillary Cherry**  
Arvest Bank



**Amy Morris**  
Health Markets  
Insurance- Nick  
Morris



**Thayne  
Robertson**  
Heritage Realty &  
Development



**Paula Snow**  
Generations Bank



**Josh Cherry**  
Hogan Land Title



**Erica Dees**  
Branson Bank



**Jesse Deets**  
Ozarks Clean Water  
Company  
Ozarks  
Environmental  
Services  
H2Ozarks



**Shannon Dotson**  
Table Rock  
Community Bank



# Chamber Benefit Plan

Group insurance available to  
Chamber members in Missouri

<https://mochamber.com/membership/missouri-chamber-benefit-plan/>

# Human Resources Consulting

[More Information](#)

[Services Agreement](#)



- Regulatory telephone and e-mail support with a team of HR, Safety, and DOT specialists at NO COST TO YOU. This support service is paid for by Table Rock Lake Chamber of Commerce and is intended as a management/ownership support line.
- This service is only available to active Table Rock Lake Chamber of Commerce members.
- To utilize this service, a no-cost agreement must be signed with Ironwood and once on file, you can call 888-743-5238 or email IRONWOOD directly with your questions.



# Meeting Spaces

## Doing business is our business.

The Table Rock Lake Chamber of Commerce offers four spaces in their building located at 16407 State Highway 13, Branson West for public use that falls within its guidelines. If you have questions, please call the Chamber office at 417-739-2564.

## Available Meeting Spaces

### Small Meeting Space

- Chamber members and coworker space leases may reserve this space for no cost.
- Non-member businesses may reserve this space for \$75 per hour.
- Accommodates Up to 4 people
- Round Table and 4 Chairs
- Wi-Fi
- Mounted SmartTV with HDMI cord that your device can plug into or use Bluetooth to cast to the TV

[Request a Reservation](#)



### Conference Room

- Chamber members and coworker space leases may reserve this space for no cost.
- Non-member businesses may reserve this space for \$150 per hour.
- Accommodates Up to 8 people
- Board Room Table and 8 Chairs
- Wi-Fi
- Coffee Set-up
- Mounted SmartTV with HDMI cord that your device can plug into or use Bluetooth to cast to the TV
- Upgraded Speaker

[Request a Reservation](#)



### Training Room

- Chamber members and coworker space leases may reserve this space.
- A cleaning deposit of \$100 is required. The deposit is returned after proper post-event clean-up. Deposits must be made by check. Reservation is not confirmed until check is received.
- Accommodates Up to 42 people
- Classroom Tables, two seats per table and 42 rolling chairs
- Light refreshments may be served in this space. Meals are not permitted.
- Lectern
- Wi-Fi
- Two mounted 70-inch TVs, mini-PC, keyboard, mouse, presentation clickerCan accommodate a flash drive or access web-based information such as a Google folder.
- Sound Bar for audio

[Request a Reservation](#)



- Members may reserve small meeting rooms and training room at no cost.
- Rooms have to be reserved prior to use.
- Reserve a space and read guidelines at [www.visittablerocklake.com/meetingspace](http://www.visittablerocklake.com/meetingspace)

# Let's stay connected.



[Follow Us On Social Media](#)

[Read The View Weekly](#)

[Check Your Emails](#)

[Attend Events](#)

[Ask the Staff](#)



Thanks for joining us  
today!



Table Rock Lake  
Chamber of Commerce