

A photograph of a social event, likely a banquet or conference. In the foreground, a man with a shaved head, wearing a blue button-down shirt and a dark vest, is leaning over a table and talking to two women with blonde hair who are seated. The table is set with white linens, glasses of water and wine, and small green and blue informational cards. In the background, other guests are visible, some standing and some seated at other tables. The overall atmosphere is professional yet social.

Let's Maximize Your Investment!

The logo for the Table Rock Lake Chamber of Commerce. It features a stylized green mountain peak above three wavy blue lines representing water.

Table Rock Lake
Chamber of Commerce

Maximize Your Investment is sponsored by:

ARVEST[®]

Member FDIC

Today's class materials and presentation:
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.





Time to get
to know
each other



Table Rock Lake
Chamber of Commerce

A little about the Table Rock Lake Chamber of Commerce

TRG 4-519-84



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 Schlemer, 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

A group of people are gathered in what appears to be a modern office or industrial setting. In the foreground, a man in a purple shirt and jeans is talking to a man in a dark blue polo shirt. To their left, a woman with blonde hair is seen from the back, wearing a light blue shirt and jeans. Further back, an older man in a blue and white striped shirt and a grey cap is looking towards the left. The background is dark and industrial. A semi-transparent dark grey box is overlaid in the center, containing white text.

**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



Revenue

20%

Economic Development

Funds raised through the
Launch Stone County
Capital Campaign

11%

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



MEET *THE* TEAM

Professional staff serving members, business and community.



Sheila Thomas
President/CEO



Michelle Glenn
Membership
Development Director



Jeremy Goggans
Economic Development
Director



Ladona Weathers, IOM
Member Services/
Communications Director



Lynne Harman
Administrative
Coordinator



Laken Hole
Member Services/
Financial Coordinator



STAFF ACCOMPLISHMENTS



Sheila Thomas

- Springfield Business Journal 20 Most Influential Women, 2018



Michelle Glenn

- ACCE National Sales Contest Winner, 2024
- ACCE 40 Under 40, 2025
- ACCE Dana Ketterling Lifetime Sales Achievement Award, Bronze, 2026
- National/regional conference instructor
- ACCE mentor
- Chamber Management Academy instructor



Ladona Weathers, IOM

- Completed Institute for Organization Management, 2025
- SBDC Business Bootcamp marketing instructor
- Speaker at MAKO, Chamber Management Academy and CCEM
- National marketing podcast guest
- Marketing mentor for the eFactory

Board of Directors

Table Rock Lake Chamber of Commerce



Devin Sonnenfelt
White River Valley
Electric Coop.



Immediate Past Chairman



David Casaletto
H2Ozarks



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



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
Edward Jones



Diane Todd
RD Todd
Properties

Ambassadors

Table Rock Lake Chamber of Commerce

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



Cy Bortner
Reeds Spring R-IV
School District

2025 Ambassador
of the Year

☆ 2025 Ambassador of the Year



Jayne Swanson
Southern Bank

2021 Ambassador
of the Year

☆ 2021 Ambassador of the Year



Grant Beasley
Edward Jones -
Kimberling City

2020 Ambassador
of the Year

☆ 2020 Ambassador of the Year



Harlie Koth
Great Southern Bank

2018 Ambassador
of the Year

☆ 2018 Ambassador of the Year



Cassie Aberle-Doyle
LedgeStone Country Club
LedgeStone Grille
StoneBridge Village POA

2015 Ambassador
of the Year

☆ 2015 Ambassador of the Year



Judi Bernhardt
Branson Tri-Lakes News



Tracy Carver
American Family
Insurance -
Tracy Carver Agency



Hillary Cherry
Arvest 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



Jade Hall
White River Connect



Todd Hauger
Generations Bank



Mark Hyde
Branson Bank



Kim Melcher
Realty One Group
Grand



Amy Morris
HealthMarkets
Insurance -
Nick Morris



Thayne Robertson
Heritage Realty &
Development



Paula Snow
Generations Bank

Award-Winning Chamber Work

Recognized for chamber excellence, communications and marketing success.



Best of Southwest Missouri



Best Chamber of Commerce:
2023, 2024, 2026 (4th consecutive year)



Chamber of Commerce Executives of Missouri Awards of Excellence

- **Vacation Guide:** 2025, 2024, 2023, 2021, 2019, 2018, 2016
- **The View Member Newsletter:** 2025, 2023, 2022, 2019, 2017, 2016
- **Lake Map:** 2022, 2020, 2018
- **Visitor Newsletter:** 2017, 2016
- **Stone County Community Guide:** 2023, 2019, 2015



Marketing Recognition



Silver Adrian Award for Digital Marketing: 2018

Community & Industry Recognition

Nationally and regionally recognized as a leader in the chamber industry

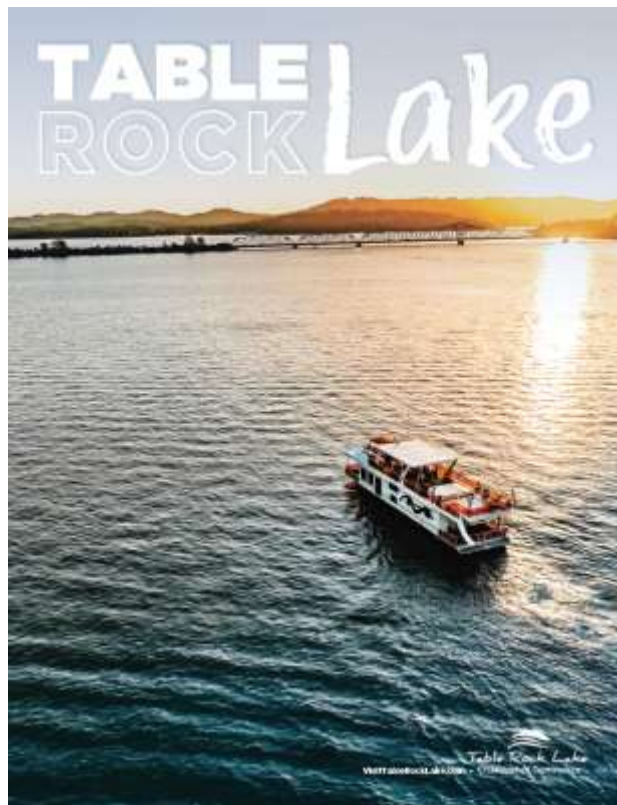
We

“Chamber well.”

Service. Training. Advocacy. Results.



Tourism Marketing



Funds:

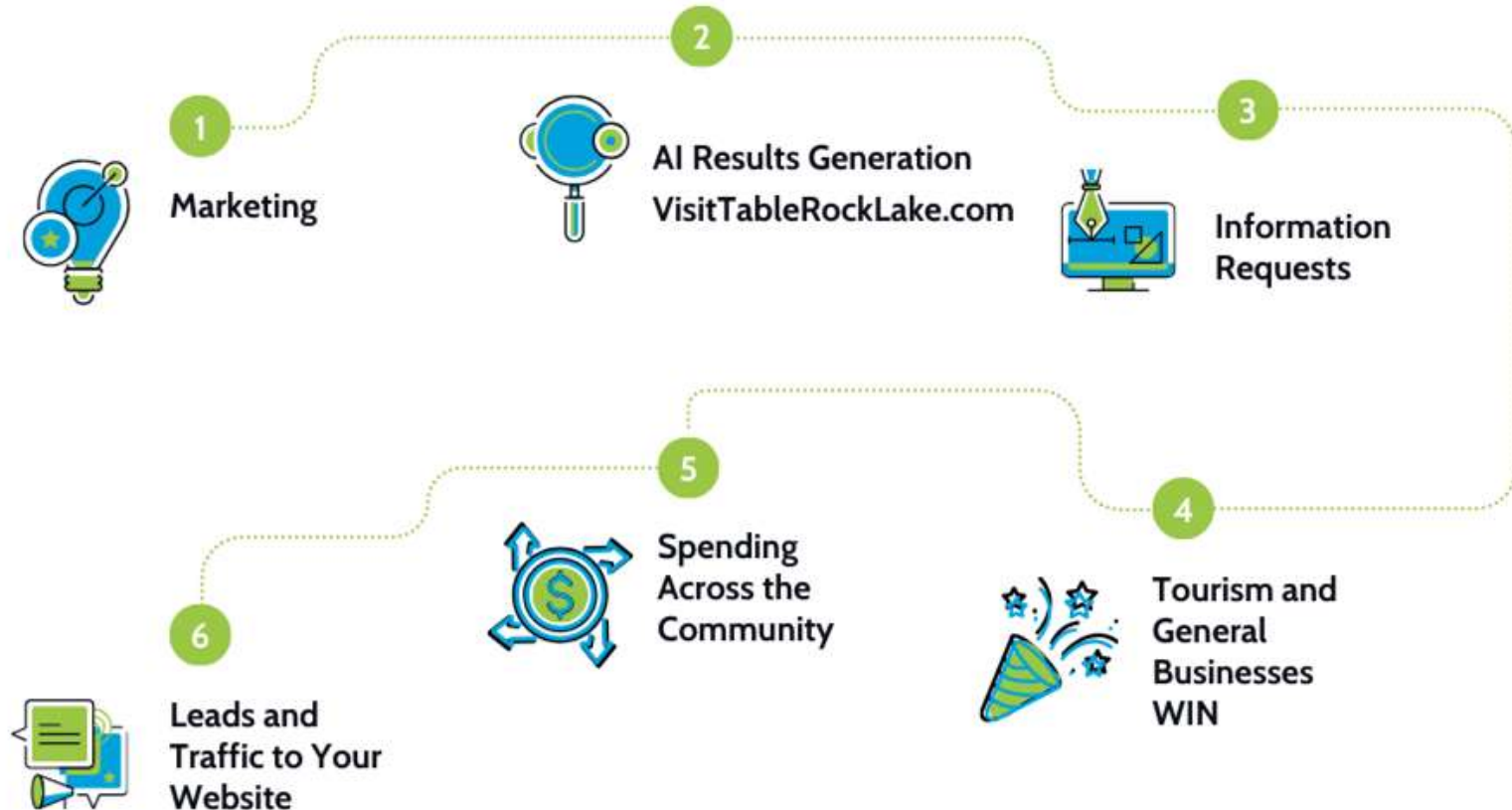
- Missouri Division of Tourism Grant
- Tourism Community Enhancement District Matching Funds
- Stone County Lodging Tax
- Partnerships

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.



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



How can you leverage
our marketing?

Visit
Table Rock Lake

Enter name, category, or keyword

Search

PLAN YOUR VISIT

EVENTS

REQUEST INFORMATION

BUSINESS DIRECTORY

CHAMBER & COMMUNITY

WELCOME TO

Table Rock Lake



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



Start Here



About Us / For Members

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/3xQZILg>
- 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

Advocacy means listening to our members and giving our business community a strong, informed voice in the decisions that shape our economy and our community.



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

Why it matters:

The Chamber gives businesses a collective voice. By listening to our members, building relationships with decision-makers and staying engaged on issues that affect our community, we can help ensure the business perspective is considered in decisions that shape our local economy.



- 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.
- Public Policy Committee: Monthly meetings with Branson Chamber & CVB, the City of Branson, Stone County, Taney County and Ozarks Water Watch
- The Chamber will be become involved regarding tax issues when directed by our Board of Directors



Economic Development

Economic development means helping build a strong, sustainable local economy by supporting existing businesses, attracting new opportunities, developing our workforce and improving the conditions that allow our community to grow and prosper.



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



2026

- Year Three Launch Stone County
- Collaborating with Our Stone County
- Agriculture Initiatives
- Consulting on Various Developments



- 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



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

A photograph of a man with a white beard, wearing a blue shirt and a brown vest, standing on the left side of a room and presenting to a group of people. He is clapping his hands. The room has a drop ceiling with fluorescent lights and large windows with dark curtains. Several people are seated at tables, facing the presenter. A large screen on the left wall displays a presentation slide with a logo and text. A smaller screen is also visible on the wall. The overall atmosphere is professional and collaborative.

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 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 18027 State Highway 18, Browns Meier for public use that fall within its [guidelines](#). If you have questions, please call the Chamber office at 475-228-2546.

Available Meeting Spaces

Small Meeting Space

- Chamber members and associate space users 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

[Reserve & Reservation](#)



Conference Room

- Chamber members and associate space users may reserve this space for no cost.
- Non-member businesses may reserve this space for \$100 per hour.
- Accommodates up to 6 people
- Round Round Table and 6 Chairs
- Wi-Fi
- Coffee bar-top
- Mounted SmartTV with HDMI cord that your device can plug into or use Bluetooth to cast to the TV
- Upgraded Soundbar

[Reserve & Reservation](#)



Training Room

- Chamber members and associate space users may reserve this space.
- A cleaning deposit of \$200 is required. The deposit is returned after proper prep-work clean-up. Deposits must be made by check. Reservations are not confirmed until check is received.
- Accommodates up to 42 people
- Classroom Tables, two rows per table and 42 rolling chairs
- Light refreshments may be served in this space. Meals are not permitted.
- Scaffolding
- Wi-Fi
- Two mounted 55-inch TVs, one PC, keyboard, mouse, presentation clicker, CUE account number & fresh 16-oz or more water-based information books as a Google folder
- Sound bar for audio

[Reserve & 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

Let's stay connected.



[Follow Us On Social Media](#)

[Read The View Weekly](#)

[Check Your Emails](#)

[Attend Events](#)

[Ask the Staff](#)



A photograph of a social event, likely a networking dinner. In the foreground, a man with a shaved head, wearing a blue button-down shirt and a grey vest, is leaning over a table. He is looking down and smiling at two women seated at the table. The women have blonde hair and are looking up at him. The table is set with white linens, glasses of water and wine, and small green and blue informational cards. In the background, other people are seated at similar tables, and the room has a warm, dimly lit atmosphere. Overlaid on the image is the text "Thanks for joining us today!" in a large, white, sans-serif font.

Thanks for joining us today!

The logo for the Table Rock Lake Chamber of Commerce. It features a stylized green mountain peak above three wavy blue lines representing water. Below the graphic, the text "Table Rock Lake" is written in a green, cursive-style font, and "Chamber of Commerce" is written in a blue, sans-serif font.

Table Rock Lake
Chamber of Commerce