

A photograph of a networking event. In the foreground, a man in a blue shirt and grey vest is leaning over a table, talking to a woman with blonde hair. The table is set with glasses, plates, and a small green bag. In the background, other people are seated at tables, and a woman in a red shirt is visible. The text "Let's Maximize Your Investment!" is overlaid in white, bold, sans-serif font across the top half of the image.

Let's Maximize Your Investment!

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

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 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 Sommerhoff
Wetzel Glen Valley Electric
- Owner
Immediate Past Director



David Casaletto
Owens Water Works
- Chairman



Eric Simkins
Stamm-Burns
- Chairman Elect



Susan Mayr
Central Bank
- Secretary



Matt Greencock
Stamm-Burns Association
- Treasurer



Nancy Anselmi
Frost Bank



Kathy Clark
Table Rock Summit Properties
- Director



Brandol Clifton
Silver Dollar City



Hauteon Darby
State Farm Insurance



Shannon Dolazo
Table Rock Community Bank



Bob Fritz
City of Horseburg City



Jody Gertson
Talking Stone Casino



Cody Hirschi
Hess-Spring School District



Tyler Lingham
Frost of Horseburg Bank



Kaitney Neal
High 8 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

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



Tourism Marketing

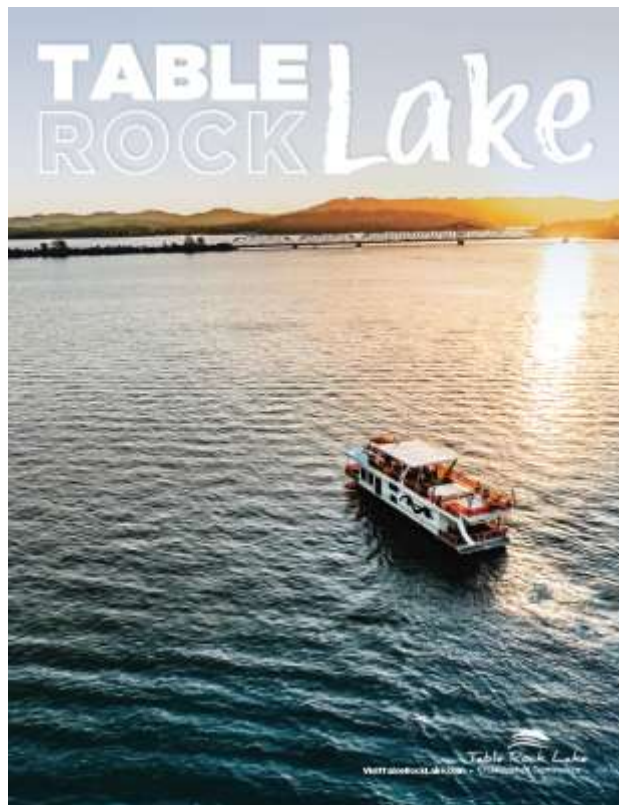
**THE
FAMILY
GETAWAY
SPOT**

Visit
Table Rock Lake

MISSOURI



EXPLORE >>



Funds:

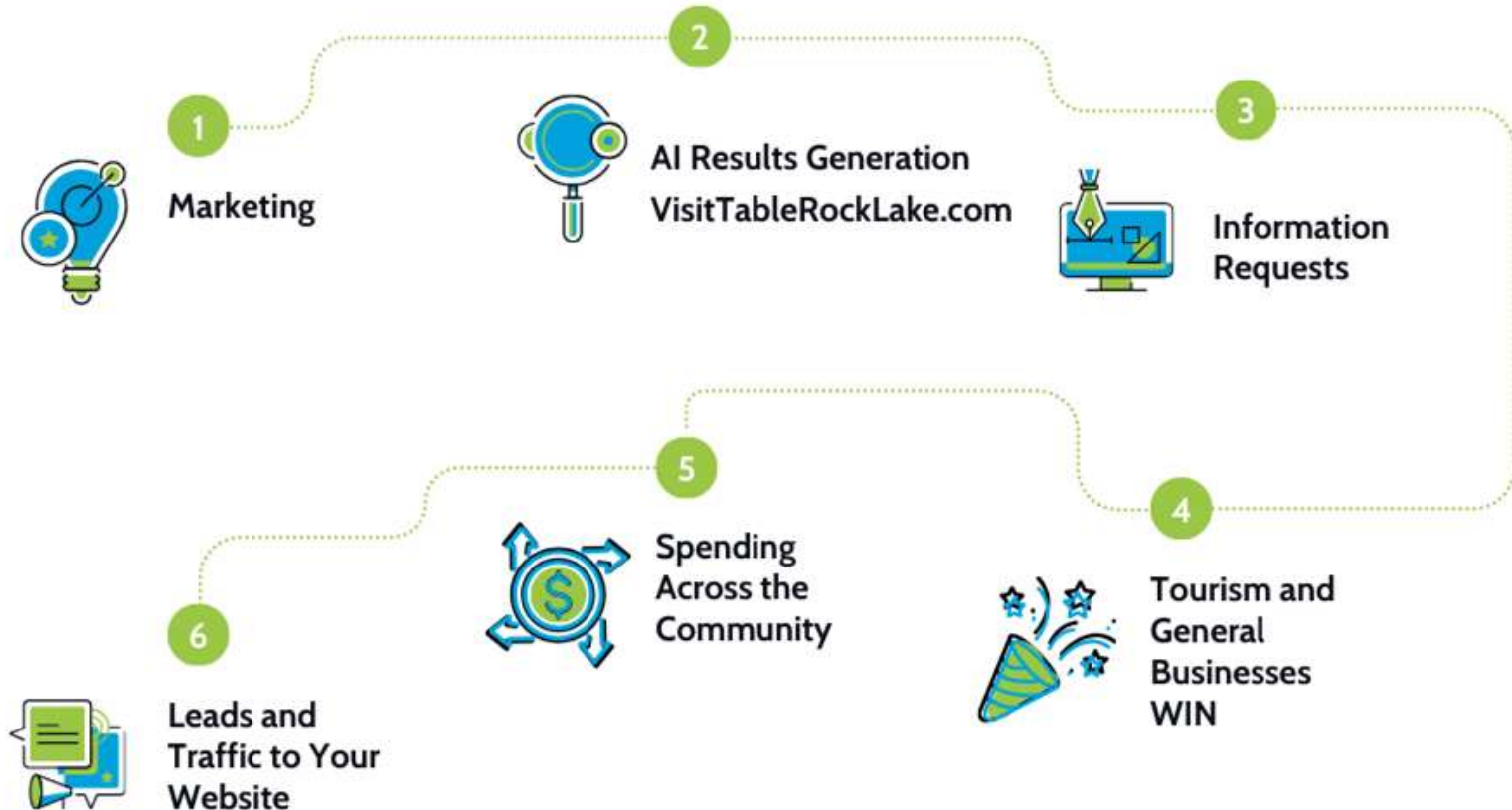
- Missouri Division of Tourism Grant
- Tourism Community Enhancement District Matching Funds
- Stone County Lodging Tax
- Partnerships

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

Visit
Table Rock Lake

PLAN YOUR VISIT ▾ EVENTS ▾ REQUEST INFORMATION BUSINESS DIRECTORY CHAMBER & COMMUNITY



Lake Info



Request Info



Plan Visit



Chamber

How can you leverage our marketing?

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



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.
- 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

- 
- 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

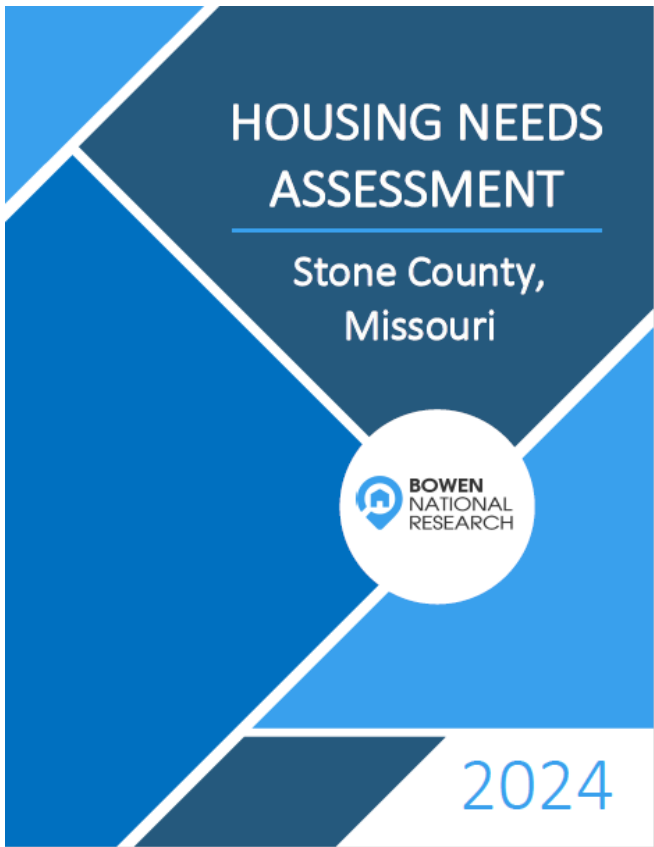


Launch Stone County Investors

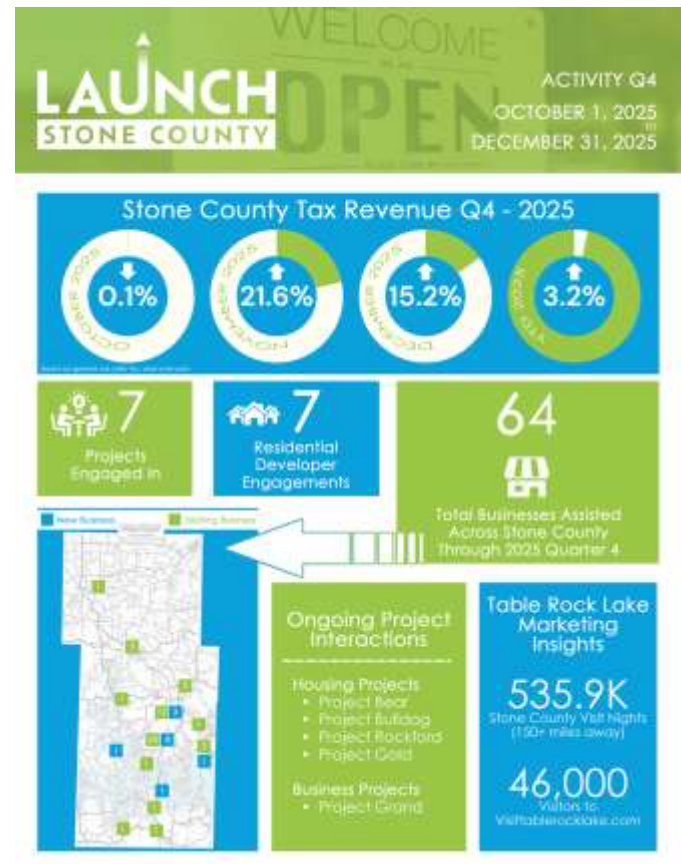
American Family Insurance, Tracy Carver Agency
Arvest Bank – Chandler Johnston
Aux-Arcs Team at Keller Williams - Ann Ferguson
Ayres Sign Company - Kelby Ayres
BFRealty - Allen and Judy Berkstresser
Branson Bank – Bill Jones
Branson's Nantucket – Matthew Growcock
Jennifer Busen – ReeceNichols Real Estate
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





Housing Needs Assessment Presented to Community December 2024



Quarterly Dashboard Available

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.

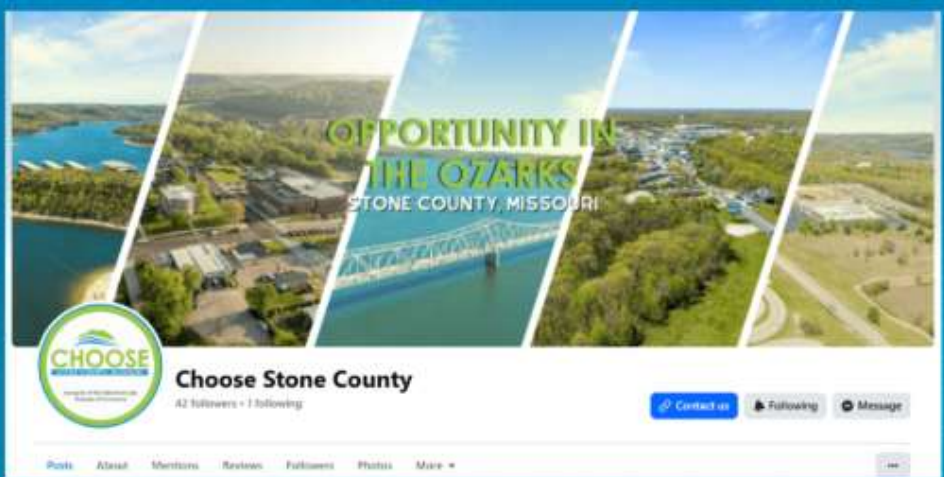
Stone County offers the advantages your business needs to grow and thrive. With a workforce built on strong Midwestern values and a growing pipeline of skilled talent from nearby colleges and technical schools, employers find success in industries like tourism, agriculture, healthcare, and professional 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

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 seated at tables. The room has a drop ceiling with fluorescent lights, dark curtains on the windows, and a large screen on the wall displaying a presentation. The text 'Giving business a voice' is overlaid in large white font across the center of the image.

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
Beets Spring R-IV
School District
2025 Ambassador of
the Year



Jayne Swanson
Southern Bank
2023 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
Barnhart Bank



Kim Melcher
Realty One Group
Grand



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



Judi Bernhardt
Barnhart 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
Barnhart Bank



Jesse Deets
Osarka Clean Water
Company
Osarka
Environmental
Services
HQOsarka



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 18007 State Highway 18, Benton West for public use that falls within its guidelines. If you have questions, please call the Chamber office at 417-339-2544.

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 Smart TV with HDMI cord that your device can plug into or use Bluebeam to cast to the TV.

Requires a 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 8 people.
- Size of Round Table and 8 Chairs.
- Wi-Fi.
- Coffee bar-top.
- Mounted Smart TV with HDMI cord that your device can plug into or use Bluebeam to cast to the TV.
- Carpeted floor.

Requires a 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 an hour post-event clean-up. Deposits must be made by check. Refund option is not confirmed until check is received.
- Accommodates up to 40 people.
- Classroom Tables, 100 seats per table and all rolling chairs.
- Light refreshments may be served in this space. Meals are not permitted.
- Scaffolds.
- Wi-Fi.
- Two mounted 55-inch TVs, 100W-DC, 100-watt projector screen plus a Bluebeam account number & fresh ink for use with built-in information lists as a single table.
- Sound bar for audio.

Requires 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

Let's stay connected.



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[Check Your Emails](#)

[Attend Events](#)

[Ask the Staff](#)



Thanks for joining us
today!



Table Rock Lake
Chamber of Commerce