

2024 MCSA Conference • Kansas City, MO

Conference Agenda

SUNDAY, JUNE 9, 2024

9:30 a.m. – 12:00 p.m.	MCSA Board Meeting
1:30 p.m. – 3:30 p.m.	Sponsor Registration and Booth Setup
1:30 p.m. – 3:30 p.m.	Attendee Registration
4:15 p.m. – 4:30 p.m.	Buses Leave • <i>Main Lobby Registration</i>
4:45 p.m. – 5:15 p.m.	Presentation • <i>Auditorium, World War I Memorial</i>
5:15 p.m. – 8:00 p.m.	Tour and Dinner • <i>World War I Memorial</i>
8:00 p.m. – 9:00 p.m.	Dessert and Tower Tours • <i>Outside</i>
9:00 p.m. – 9:30 p.m.	Transportation to Hotel
9:00 p.m. – 10:30 p.m.	Hospitality Bar • <i>Hotel Bar</i>

MONDAY, JUNE 10, 2024

7:30 a.m. – 2:00 p.m.	Registration
8:00 a.m. – 8:30 a.m.	Breakfast Buffet • <i>Sponsor Area</i>
8:00 a.m. – 8:30 a.m.	MCSA Chair • <i>Ballroom</i> – Opening Comments, Welcome to Missouri, Sponsor Spotlight
8:30 a.m. – 9:30 a.m.	Opening Session

Understanding Your Personality to Better Work With Others

It is time to learn and explore your color personality! Learning more about yourself and others based on the personality colors test helps us all work together more effectively, utilizing our strengths and understanding our weaknesses.

Beth Bramstedt, Christian Fellowship

9:30 a.m. – 10:00 a.m.	Break with Sponsors
10:00 a.m. – 11:00 a.m.	Keynote: KC Wolf

Keynote Speaker • Dan Meers, KC Wolf

Dan Meers goes to work each day dressed in a suit. The only difference is instead of wearing a tie with his suit he wears a tail. Dan is widely known as KC Wolf, the official mascot of the Kansas City Chiefs — and yes he has a Super Bowl ring!! Dan is in high demand not only as a mascot, but as a humorous and motivational speaker. His enthusiasm, optimism, and mad love for life are contagious and makes Dan an inspiration to all those he meets. Be inspired by Dan's passion for encouraging others to strive for the best in life. Fun Fact! Dan began his mascot career as University of Missouri's Truman Tiger, later becoming Fredbird, the mascot for the St. Louis Cardinals.

11:10 a.m. – 12:10 p.m.	Breakout Sessions (3)
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1. Outreach Session – Illinois Masonic Outreach Services Job and Career Building Program

Jeni Martin, IMOS Director, will share how this new program has helped Illinois Master Masons and their Spouses and Widows pursue new career paths and gain employment when they were having trouble finding employment. Jeni will talk about the successes of the program and how it has improved the lives of the members and their families.

Jeni Martin, Grand Lodge of Illinois

2. Community Session – State of Senior Living: Current and Future Trends - ZIEGLER

There is much talk about a “new normal” in our senior living and care sector. The reality is, many of the dramatic shifts that have unfolded the past four years were trends that were already underway in many respects. What the pandemic did was disrupt the sector at a much faster pace than anyone was prepared for. So, what does this all mean for the future of our sector? The reality is, while much

has changed, there are also factors that have not. We continue to be in a country that is aging and aging fast. During this session, presenters will address topics such as the dynamic healthcare environment, technology adoption, growth, workforce pressures, and the capital markets ranging from the bank direct placement market to fixed-rate bond issuances.

3. Board Session – Personality Review, Part 2 • Deeper Dive into Leadership

We know a little more about our own personality from the general session, but how do we effectively leverage that knowledge into leadership? This session builds upon the personality colors test to focus specifically on leveraging the various strengths and weaknesses to help us all become more effective leaders in our organizations.

Beth Bramstedt, Christian Fellowship

12:15 p.m. – 12:45 p.m.	Lunch with Sponsors – Sponsor Spotlight
12:45 p.m. – 1:15 p.m.	MCSA Membership Meeting, Including Installation of Officers
1:15 p.m. – 1:30 p.m.	LeadingAge Update
1:30 p.m. – 1:45 p.m.	Dessert Break with Sponsors
1:45 p.m. – 2:45 p.m.	Breakout Sessions (3)

1. Outreach Session – Empowering Lodges: Revitalizing Communities Through Lodge Charity Accounts

Overview of how we created and launched the Lodge Charity Account program to reignite our Lodges and transform the way they engaged with their communities and how they could be the catalyst to changing lives through charity!

Kelly Thompson, CFRE, Michigan Masonic Charitable Foundation

2. Community Session – Branding as Storytelling: Interior Design Strategies for Better Marketing Results

Life Plan Community sponsors are redefining their communities in response to shifting markets and consumer priorities. Consequently, marketing messaging, branding, and even interior spaces must also be reimagined. A critical, sometimes neglected aspect of brand identity is making sure that the community itself is a true reflection of your marketing materials. Presenters will detail how storytelling through design can reinforce branding and positively impact marketing efforts. Attendees will come away with an understanding of how to integrate brand standards and regional relevance into senior-friendly spaces that reinforce the unique character and culture of your community.

Adrienne Staudenmayer, Chief Operating Officer, Masonic Villages of Pennsylvania
Josh Van Den Berg, Vice President of Community Services & Strategy, Three Pillars Senior Living Communities
Kristin Novak, IIDA, Senior Interior Design/Pittsburgh Office Manager, RLPS Architects

3. Board Session – Working with Grand Lodge Leadership

As Masonic Charities created by the Masonic Fraternity, there exists a connection to the leadership between the charities and the Grand Lodge. The strength of the connection can vary between jurisdictions. There are inherent struggles and opportunities in collaboration. This panel discussion will feature the perspectives of past and current Grand Lodge and Masonic Home of Missouri Leadership.

Ron Jones, Past Grand Master and Former Masonic Home Board President
Kevin Fuller, Deputy Grand Master and Masonic Home of Missouri’s Board President
Chris Nickle, Junior Grand Warden and Masonic Home of Missouri Board Member
Barbara Ramsey, Executive Director of the Masonic Home of Missouri

2:50 p.m. – 3:50 p.m.	General Session
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Philanthropy Across the Generations

Amy Pieper and Richard English will discuss key trends in philanthropy sharing information garnered from the Commerce Trust nonprofit survey around fundraising and planned giving. They will explore strategies for involving younger generations in philanthropy while sharing some key planned giving strategies that nonprofits can use with donors.

Amy M. Pieper, Senior Vice President, Commerce Trust, Director of Nonprofit and Institutional Services
Richard English, Senior Vice President, Commerce Trust, Family Office Director

3:50 p.m. – 4:30 p.m.	Break
4:45 p.m. – 5:00 p.m.	Buses Load • <i>Main Lobby Registration</i>
5:00 p.m. – 8:30 p.m.	Kansas City BBQ Dinner • <i>The Guild</i> – Hosted by the Masonic Home of Missouri
8:30 p.m. – 9:00 p.m.	Transportation to Hotel
8:30 p.m. – 10:30 p.m.	Hospitality Bar • <i>Hotel Bar</i>

TUESDAY, JUNE 11, 2024

8:00 a.m. – 11:30 a.m.	Registration
7:45 a.m. – 8:30 a.m.	Breakfast Buffet • <i>Sponsor Area</i>
8:30 a.m. – 8:40 a.m.	Intro to Basecamp • <i>Ballroom</i>
8:45 a.m. – 9:00 a.m.	Get to Know Your Camp
9:00 a.m. – 10:00 a.m.	General Session

Brand Marketing: You Have a Brand. Now What?

Get ready to kick start your morning by diving into the secrets of boosting your brand with an Omni channel marketing strategy! In a world gone digital, how can you make sure your brand is right where your audience is? Crafting a solid road map with flexibility is key. Dive into the art of maximizing your content’s potential and making it work its magic for you. Let’s explore the secrets of roadmap creation, content development, and crafting goal-driven strategies. Get ready for an exciting journey into mastering content!

Fran Patrick, Director of Marketing & Communications, Masonic Home of Missouri

10:00 a.m. – 10:15 a.m.	Break with Sponsors
10:15 a.m. – 11:15 a.m.	Breakout Sessions (3)

1. Outreach Session – Building Your Masonic Volunteer Program

Listen to DeAnna Kinney, Community Outreach Coordinator/ Masonic Volunteer Program Coordinator share about building a volunteer program from the ground up, utilizing Fraternal connections and client programs to form a partnership which allows for identification and assistance of those in need.

DeAnna J. Kinney, L.S.W., Ohio Masonic Communities Resource Center

2. Community Session – How the Anticipated Drivers of U.S. Economic Growth in the Decade Ahead Will Impact Investment Strategies That Support the Mission of Masonic Communities

This presentation will focus on how the anticipated drivers of U.S. economic growth over the next decade will influence investment portfolios that are critical in the support of the mission of Masonic Communities. These factors include changing consumption habits from baby boomers, the movement of millennials into middle age, immigration challenges, and the quickly changing landscape of artificial intelligence (AI). The drivers of economic growth in any period create investment opportunities and influence the risks in capital markets – both public and private. We will note that the trajectory of economic growth over the next decade will depend on a complex interplay of these factors, along with unforeseen events, policy decisions, and external shocks that may arise. Additionally, the pace and distribution of economic growth may vary across different regions and sectors of the economy.

Brian A. Maxwell, Investment Officer
Sean M. Bannon, Investment Officer

3. HR Session -

11:30 a.m. – 12:30 p.m.	Breakout Sessions (3)
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1. Outreach Session – Telling the Story of Your Organization

Let’s get practical about crafting compelling narratives to effectively communicate your organization’s journey, values, and impact. This session delves into understanding your audience, embracing authenticity, and key strategies for engagement through powerful storytelling. You can attract clients, donors, or supporters by leveraging key messaging, utilizing various channels, and articulating your organization’s story with authenticity and purpose – leaving a lasting impression in both the Masonic and wider communities.

Marissa Douglas, The Grand Lodge of Oregon

2. Community Session – Building a Pipeline for Nurses - The Masonic Homes Academy

When faced with the nursing shortage crisis and the on-going struggle to hire and fill vacancies, the Masonic Homes of CA knew it was time to do something dramatically different. Through a unique partnership with Unitek, a local nursing school, the Masonic Home Academy was born. The program has exceeded expectations and created deeper opportunities than originally imaged. The Masonic Homes of CA was able to become the funder and recruiter for this program, resolving long-term hiring struggles and providing a rich opportunity for future nurse.

Terry Quigley, CEO & President Masonic Homes of CA
Sabrina Montes, CSO Masonic Homes of CA

3. Board Session – Strategic Leadership - Fundraising IS Marketing!

In the world of nonprofits, the marketing wizards and fundraising gurus often operate in their own bubbles. As leaders, there is a need for intentional, fiscal strategic outcomes to ensure the longevity of an organization. So, what if you merge the superpowers? The possibilities for nonprofit magic are endless! Join this session to see how the Masonic Home of Missouri leadership has built a strong foundation to make this happen and supercharged their fundraising efforts. As leaders, be part of the solution for a stronger future.

Jodi Blake, Director of Finance & Development, Masonic Home of Missouri
Fran Patrick, Director of Marketing & Communications, Masonic Home of Missouri

12:30 p.m. – 1:15 p.m. Lunch with Sponsors – Comments About 2025 Conference
 1:30p.m. – 2:15 p.m..... **General Session**

Panel Discussion • Leveraging Your History to Impact Your Future

The Masonic Fraternity dates back in America to before the Revolutionary War and many Masonic Homes trace their origins to the 1800s. This combined history is full of artifacts and stories that not only impacted the Masonic organizations, but also the wider communities, states, and country from which they originate. This session explores turning those stories into museums, displays, articles, and other mediums to share these stories to educate and connect to the Fraternity and the public at large while preserving the history and stories for future generations.

Alexandra Guillossou, onemousecreative
Barbara Ramsey, Executive Director of the Masonic Home of Missouri

2:15 p.m. – 2:45 p.m..... Closing Comments
 3:30 p.m. – 4:00 p.m..... Buses Load • *Main Lobby Registration*
 4:15 p.m. - 4:30 p.m..... Truman Library Auditorium
 5:00 p.m. – 6:30 p.m. Cocktails and Tours • *Truman Library*
 6:30 p.m. - 8:30 p.m..... Dinner (Additional Cost)
 8:30 p.m. – 9:30 p.m. Transportation to Hotel
 8:30 p.m. – 10:00 p.m. Hospitality Bar • *Hotel Bar*