



OUR VISION:

A connected region where communities and counties work together to maximize the shared potential as an exceptional place to live, learn, work and play.

OUR MISSION:

Invite, inspire, and guide communities and counties to dream big, grow leaders, and collaborate across the core quality of life aspects of health, economics, education, housing, built environment, natural environment, and social connections through a proven set of tools for meaningful collaborACTION.



**MAXIMIZE
NWMO**

Dream big and grow together.



COMMUNITY FOUNDATION
OF
NORTHWEST MISSOURI

Better together.

www.maximizenwmo.org | www.cfnwmo.org

together@maximizenwmo.org

1010 West St Maartens Drive, Suite C, St. Joseph, MO 64506

All lists may not be comprehensive. Apologies if your name was unintentionally missed in this publication.

September 24, 2025



3rd Annual
**Maximize NWMO
Celebration**

ITINERARY

- 11:30 a.m. Welcome and Introductions
- 11:40 a.m. Lunch Buffet
- Noon Celebration of Participation and Accomplishments
- 12:55 p.m. Break
- 1:00 p.m. Regional Roundtable Discussion
- 2:20 p.m. Adjourn
- 2:30 p.m. Launch of 2025-2026 Building Strong Teams for Community Excellence Program

A Luncheon at The Comfort Inn & Suites
in Chillicothe, MO

Hosted by



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Maximize NWMO

is a community development initiative focused on regional vitality designed to bring people together, uplift and enhance success, and avoid duplication of efforts. The initiative serves as a **catalyst, convener, connector, and guide for people with many different perspectives who want to maximize the potential of the place they make home.**



Although Maximize NWMO is a board committee of The Community Foundation of Northwest Missouri it operates through its own Maximize NWMO Fund, distinct branding, and a distributed leadership structure that includes a three-part Guiding Coalition, an Action Network of volunteers, and several programs and services.



There are opportunities to get involved for individuals, organizations, groups, communities, counties, and other key stakeholders throughout and serving 18 counties of northwest Missouri.

It's all about growing big-picture thinking, fact-informed decision-making, and work together to **reach common goals faster.**

At its core, Maximize NWMO is a **next-level learning, networking, and proven difference-making approach** for people who care about creating the best possible quality of life for themselves and their neighbors.



**MAXIMIZE
NWMO**



COMMUNITY FOUNDATION
OF
NORTHWEST MISSOURI



**For more information visit
www.maximizenwmo.org**

or email us at together@maximizenwmo.org

Mackenzie Manring*
Linda Martin
Emily Masters
Emiley Maudlin
Marcus McCarty
Hannah McClure*
Quentin McConkey
Andrew McCrea
Josh McKim*
Daniel McNary
Michelle Mears
Kathi Mecham
Karma Metzgar
Brad Meyer
Brad Meyer
Wally Meyer
Edie Miller
Kim Milward*
Jerry Mogg
Jenna Monning
Zach Monroe
Tracie Moore
Kathy "Kat" Morgan*
Zachary Morgan
Keli Morris
Jennifer Morrison
Bud Motsinger
Coral Myers**
Zane Myers
Matt Nolker
Crystal Narr*
Amber Noll*
Stephanie Norling
Jodie O'Brien
Kari O'Neal
Jen Osborn
Brenda Parnam
Shanda Parrish
Jim Patrico
Jason Patterson
Eugene "Gene" Pegler
Bruce Peshoff
Kendra Pickering
Ken Pike
Linda Place*
Ted Place
Zach Pollock
Sandra Potthoff*
Deb Powers
Beatrice Quarella
Carlee Quinn*
Mallory Rahe*
Randy Railsback*
Lance Rains
Phillip Ray
Natalie Redmond
Tyler Reid**
Shelby Renfro
Jordan Rhodes

Jil Richwine
Louis Riggs
Thomas Riggs
Claire Rippel
Elizabeth Roberts
Beth Robey
Ben Rogers
Brent Rosenauer
Case Ruckman
Peggy Rudock
Sherri Runde
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Janet L. Schwarz
Enola Scrivens
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Lynne Shea
Brad Sheely
Brenda Shields
Diane M. Shryock
Mike Shryock
Caitlin Silver
Wes Simmons
Troy Slagle
Nick Smith
Clint Sollars
Jackie Soptic
Jackie Spainhower*
Clayton Spray
Dan Spray
Gerald "Jerry"
Sprong
Stacey Steffens
Susie Steffes
Sandy Steggall
Brend Stevens
Jessica Stewart
Joshua Strong
Kylee Strough
Lara Summers
Max Summers*
Tara Summers
Amy Supple*
Mark Sutherland*
Jeff Sutterer
Leah Swindler
Richard Switzer
Stacey Steffens
BJ Tanksley
Dana Tarpending
Dave Tavres
Brandon Temple
Rebecca
TenHulzen
Sam Tennant

Ray Terwilliger
Martial Thervenot
Steve Tinnen*
Tim Toefer
Angela Trevino
Connie Turner
Ed Turner
Dean Van Shoiack
Michelle Vondrasak
Tama Wagner
Jack Walker
Kaylie Walker
Tomie Walker
Christopher Wallace
Nancy Walley
Corrine Watts
Annette Weeks
Steve Wenger*
Ben White
Lily White*
Rhonda Wiley
Stephanie Williams*
Donna Wilson
Larry Wilson
Quentin Wilson
Mark Woodbury
Theresa Wren
Betsy Wright
Tim Wymes*
Kristy Young

*** COMMUNICATIONS
CollaborACTION TEAM MEMBERS**
(former and current)

**** INTERNS**

Thank you

to the following **ACTION NETWORK** Maximize NWMO Participants in the following activities held from April 2020 – August 2024:

- Regional Forums
- Discovery Groups on High-Speed Broadband, Business Planning, Regional Media, Tourism, and ARPA Funding, Building Community Wealth
- Regional Learning Collaborative Programs
- Communications CollaborACTION Team
- Resource Development CollaborACTION Team

Christopher Ables
T.M. Adair
Penny Adams
Subash Alias*
Jackie Allenbrand
Cara Alexander
Elizabeth Anderson
Tim Arbeiter
Randy Arnold
Kristie Arthur*
Mitchell Bailey
Monica Bailey
Sheila Baker
Matthew Barry
Amber Barnes
Greg Batson
Marcie Behrens
Tony Belilovskiy*
Donna Bell
Marci Bennett
Shelby Berkemeier*
Meredith Berry*
T.J. Berry
Ryan Bever
Rusty Black
Jim Blackford
Lois Bragg
Jon Brand*
Joan Brewer
Kyle Bridgman
Steve Briggs
Caroline Brinker**
Dawn B. Brown
Derek Brown
Jill Brown*
Meggan Brown

Bendi Burgin
Debbie Burke
Chip Byers
Susan Campbell
Mike Chambers
Joseph Chambers
Michael Chambers
Jill Clair
Gary Clapp
Jessica Clariday
Martha Clark
Becky Cleveland*
Chris Collins
Lisa Colson
Chelsea Corkins
Bobbie Cronk*
Dr. Tim Crowley
Pat Curry
Mary Jo Day
Debra Davis
John Davis
Lance Davis
Jerri Dearmont
Bob Dempster
Jolene Dempster
Dick DeShon
Pat Dillon
Jon Doolittle
Randa Doty
Daren Dowell
Amy Dowis
Tim Doyle
Chris Duke
Sarah Dunham
Chris Dunn
Staci Earley

J. Eggleston
Mary Jo Eiberger
Alicia Endicott
Laura Evans
Glory Fagan*
Michelle
Fagerstone
Darren Farnan
Cameron Fast
Denice Ferguson*
Tony Figg
Beth Findley
Somiya Finley
Cathleen Flournoy
Nickolas Freeman
Bob Frohoff
Jack Gamble
Bill Gamble
David Gaines
Joe Gagnon
Chance Gallagher
Darrell Gardner*
Amy Gessert
Laura Gibbons
Amanda Gilland
Karen Gillespie
Michelle Gillespie
Caitlin Goad
Bruce Gollnick
Christel Gollnick*
Nancy Greeley
Marta Green
Connie Griffith
Ellen Griffon
Dr. Lav Gupta
Shelly Guyer

Laura Hale
Robin Hammond*
Truman Hardy
Jill Hathaway
Blake Haynes*
Dan Hegeman
Joe Hegeman
Stacey Helfery
Corey Herron
Chris Heslinga
Rex Hibler
Chad Higdon
Janet Hillman
George Hinde
Mary Hinde*
Krista Hinrichs
D'Anna Honeycutt
Jamey Honeycutt
John Hontz
Steve Houts
Chad Howerton
Bob Hughes
Rodney Hummer
Josh Hurlbert
Nic Hutchinson
Mary Ingersoll
Bill Jackson
Tosha Jackson*
Sgt. Ryan Jensen
David Jett
Elizabeth Johnson
Terri Johnson*
Anita Jolly
Jessica Jones
Amy Justus
Kathy Kagay
Rachel Kagay
Tom Keedy
Amy Keiderling
Annette Kendall
Dr. Lenny Klaver
Dillan Klindt
Lowell Kruse
Patrick Kussman
Micah Landes
Rob Lawton
Joe Lear*
Kristen Leefers*
Julie Lewis
Patt Lilly
Bri Lindstrom
Julie Livengood
Rebecca D. Lobina
Mike Lodewegen
Tristan Londre
Sarah Low*
Gina Lucas*
Lisa Macali*
Don Macke*

Welcome!

We are excited to pause and celebrate YOU as someone who lives, learns, works, and/or plays in the 18-county region served through The Community Foundation of Northwest Missouri!

KEY MAXIMIZE NWMO ENGAGEMENT METRICS | 2012-2025

Regional Forums, Focus Groups, and Discovery Groups	= 1,650 adults and youth
Regional Alumni & Resident Survey	= 3,200+ respondents
Regional Learning Collaborative Programs	= 199 representing 67 communities
Community/County Groups Coached	= 8 groups
CollaborACTION Teams	= 115 volunteers from 14 counties
Investors (Cash and In-Kind)	= 25 donors
Resource Organizations Involved	= 23 organizations
Guiding Coalition	= 56 volunteers
Website Visits	= 28,323 visits
Registered Website Users	= 426 registrants
Social Media Followers	= 248 followers
E-Newsletter Sent	= 38 sent

RECOGNITION

MAXIMIZE NWMO VISION AWARD

2023 – Lowell Kruse
2024 – Steve Wenger
2025 – -----

MAXIMIZE NWMO REGIONAL NAVIGATOR AWARD

2023 – Max Summers
2024 – Rachel Kagay
2025 – -----

MAXIMIZE NWMO COMMUNITY NAVIGATOR AWARD

2023 – Linda Place, Albany
2024 – Joe Gagnon
2025 – -----

BALDRIGE FOUNDATION AWARD FOR LEADERSHIP EXCELLENCE IN COMMUNITY

2023 – Lowell Kruse
2024 – Christel A.K. Gollnick and Steve Wenger

Understanding and Sharing Data on Our Region's Quality of Life

Participate Now and Spread the Word!

Survey Closes October 31, 2025

MAXIMIZE NWMO 2025
ALUMNI & RESIDENT SURVEY
INVITE

<http://muext.us/NWMOsurvey>



Scan or visit to take the short survey today!

Make Progress on Priorities that Everyone Shares!

Regardless of the challenge or opportunity in communities of place, everyone has an important perspective and role to play in addressing it. Learning and planning together as a stronger team with a deep sense of belonging and knowledge about your place can help you do more together faster in all seven core aspects of quality of life!



INVESTORS

(Cash & 'In-Kind listed alphabetically)

Ronald Bachman
Osborn Barr
Caldwell County
Citizens Bank & Trust
Osborn Barr
Citizens Bank and Trust
City of Maysville
City of Stanberry
The Clinton County Initiative
Dick DeShon
Joe Elliott
Everygy
Green Hills Regional Planning Commission
Scott and Mary Hinde
JUPER Communications, LLC*
Tom Keedy
Lowell Kruse
Danny Little
Livingston County
Andrew McCrea
Maximize Albany/City of Albany
Maysville Chamber of Commerce
Missouri Department of Economic Development
Jerry Mogg
Zane Myers
Nodaway Valley Bank
Orscheln Management Co.
Patterson Family Foundation
Rachel Kagay Coaching & Consulting*
James and Andrea Robinson
Max Summers
Don Tally
University of Missouri
USDA-Rural Development
RBDG/SECD
Christopher Wallace
Steve Wenger*
Donna Wilson
Bob and Connie Wollenman

RESOURCE ORGANIZATION INVOLVEMENT

Communities of Excellence 2026
Don Macke/e2 Entrepreneurial Ecosystems
Great Northwest Day at the Capitol
Green Hills Regional Planning Commission
Leadership Northwest Missouri
Missouri Community Betterment
Missouri Department of Economic Development
Missouri Western State University
Center for Entrepreneurship
Mo-Kan Regional Planning Council
North Central Missouri Business Facilitation
Northwest Missouri Enterprise Facilitation
Northwest Missouri Regional Council of Governments
Northwest Missouri Roundtable of Economic Developers
Northwest Missouri Small Business Development Center
Roots & Rounds, Inc.
Second Harvest Community Food Bank
TAPP Network
United Fiber
USDA-Rural Development
University of Missouri Center for Applied Research and Engagement Systems (CARES)
University of Missouri Extension
Community Development
University of Missouri Extension
Exceed – Regional Economic and Entrepreneurial Development

Thank you to the following GUIDING COALITION

of Maximize NWMO participants from April 2020 – August 2025.
The three teams that comprise the Guiding Coalition are the:

- Navigation Team
- Partner Council
- Network Coordination and Support Team

NAVIGATION TEAM

Current:

Christel Gollnick♦, JUPER Communications
Mary Hinde♦, The Community Foundation
of Northwest Missouri President/CEO
Rachel Kagay♦, Rachel Kagay Coaching
& Consulting and The Community
Foundation of Northwest Missouri Board
Tom Keedy, Keedy Law and The Community
Foundation of Northwest Missouri Board
Stephanie Norling, Communities of
Excellence 2026 Executive Director
Sandra Potthoff♦, Communities of
Excellence 2026 Mentor
Randy Railsback, Former Missouri
Representative and The Community
Foundation of Northwest Missouri Board
Jackie Spainhower♦, MU Extension
Steve Wenger♦, Maximize NWMO/ JUPER
Communications

Former:

Randa Doty, MU Extension
Joe Hegeman, United Fiber
Lowell Kruse, Communities of Excellence
2026 and The Community Foundation of
Northwest Missouri
Joe Lear♦, MU Extension
Tracie Moore, MU Extension
Stacey Steffens, MU Extension
Max Summers♦, 1st Community Foundation
of Northwest Missouri Regional Vitality
Committee Chairperson

♦ NETWORK COORDINATION AND SUPPORT TEAM

Rob Lawton & Tony Belivosky, C3
Kristen Leefers, Creative Acres/ JUPER
Communications
Don Macke, The Center for Rural
Entrepreneurship
Andrew McCrea, Andrew McCrea Multi-Media
Amber Noll, JUPER Communications
Lara & Tara Summers, Luminary Leadership

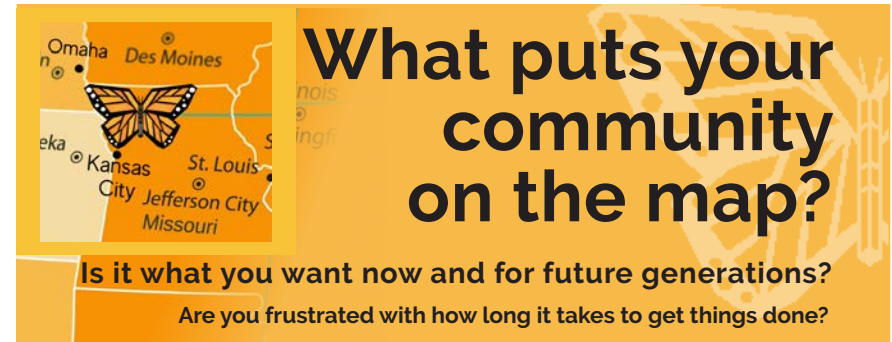
PARTNER COUNCIL

Current:

Tom Brand, Community Alliance of St. Joseph
Lisa Colson, Green Hills Regional
Planning Commission
Chris Duke, Mosaic Life Care
Christel Gollnick, JUPER Communications,
Roots & Rounds, and COE 2026
Jill Hathaway, MO Small Business
Development Center/UMKC
Joe Hegeman, United Fiber
Chad Higdon, Second Harvest
Rachel Kagay, The Community
Foundation of Northwest Missouri Board and
Rachel Kagay Coaching & Consulting
Dillan Klindt, North Central Missouri
Business Facilitation
Jen Osborn, MU Extension
Randy Railsback, The Community
Foundation of Northwest Missouri Board and
Former Missouri Representative
Shari Schenewerk, Missouri Dept.
of Economic Development
Scott Sharp, Formerly Missouri Dept.
of Economic Development
Jackie Spainhower, MU Extension
Rebecca TenHulzen, Green Hills
Regional Planning Commission
Steve Wenger, JUPER Communications
Donna Wilson, St. Joseph Housing Authority

Former:

Chelsea Corkins, MU Extension
Chris Dunn, Formerly Missouri Western
State University
Darren Farnan, United Fiber
Eugene "Gene" Pegler, UMKC Bloch
School of Management
Claire Rippel, MU Extension
Chris Wallace, Nodaway County Extension
Corrine Watts, American Public
Works Association



What puts your community on the map?

Is it what you want now and for future generations?
Are you frustrated with how long it takes to get things done?

Reaching Common Goals Faster: Introduction to Community Excellence

A Maximize NWMO Community Development Leadership Learning Program

Learn About The Maximize

[My Community] Journey™
Join Maximize NWMO, an initiative of
The Community Foundation of North-
west Missouri, for our new community
development and leadership program.

By participating you will:

- Gain network connections and new community leadership skills.
- Learn how to prioritize multiple goals and understand what is needed for decision-making that supports a thriving community.
- Identify who should be invited to ensure goals are reached.
- Learn strategies for addressing urgent and important challenges and opportunities as you **maximize your community's potential!**



Sign up today!

Register: bit.ly/MNWMOIntroRegistration

Pay: bit.ly/MaximizeNWMOFund

Info: www.maximizenwmo.org/maximize-the-nwmo-region

Email: together@maximizenwmo.org

WHY:

To help leaders in communities and counties work together to **solve challenges, take quicker advantage of opportunities, and achieve shared goals beyond what any individual entity can accomplish on their own.**

WHEN



OPTIONS

- Full-Day In-Person from 9:00 a.m.-4:00 p.m. Venue dependent on location of majority of participants. **WEDNESDAY, OCTOBER 29, 2025**
- Self-Paced On-Demand Series of 15 Mini-Modules Available starting **DECEMBER 15, 2025**
- Series of Six (6) 50-Minute Live Online Sessions **FRIDAYS, JAN. 9 - FEB. 13, 2026 | 8:00-8:50 a.m.** **CONTACT US to schedule whichever option works best for your group!**

INVESTMENT:



In-Region: **\$300 per person**

-OR- \$750 for a group of 3 people from the same community/organization. The region includes Andrew, Atchison, Buchanan, Caldwell, Clinton, Daviess, DeKalb, Gentry, Grundy, Harrison, Holt, Linn, Livingston, Nodaway, Mercer, Putnam, Sullivan, and Worth Counties.

Beyond Region: **\$475 per person**



**MAXIMIZE
NWMO**

Dream big and grow together

Which circle best describes your community/county?

How can moving to the next circle improve quality of life?



Learn and Act Together as a Group in Your Place!



What is your community's potential?

Building Strong Teams for Community Excellence

A Maximize NWMO Community Development Leadership Learning Collaborative Program

Embark on your Maximize [My Community] Journey™

Learn and apply this proven approach to building stronger communities of connection, courage, creativity, character, and collaboration using a systematic, inclusive and sustainable approach! This is your opportunity to take action together as a cross-sector team in the place you live, learn, work, give, and play.

By participating your team will:

- Gain clarity of your community's strengths, needs, and dreams.
- Develop a doable action plan for making those dreams reality.
- Gather the right people at the right time for the best experience and results.
- Make connections that can make your collaborative work easier, faster, better, and more fun.
- Discover your community's potential!

WHY: Build a strong and sustainable team of leaders with voices from many areas of the neighborhood/ community/county/region coming together to solve challenges, discover opportunities, and achieve shared goals faster beyond what any one entity can accomplish on their own.

WHEN: Choose 12 weeks or 12 months depending on your needs. We are launching another yearlong multi-community cohort on 9/24/2025!

CONTACT US to discuss which option works best for your cross-sector team

WHERE & WHO: 2 In-person & 10 Online Zoom Sessions
Meaningfully & conveniently connect with your local team as well as other teams of leaders across the region!

INVESTMENT:
In-Region: \$3,000 per collaborative group
The region includes Andrew, Atchison, Buchanan, Caldwell, Clinton, Davies, DeKalb, Gentry, Grundy, Harrison, Holt, Linn, Livingston, Nodaway, Mercer, Putnam, Sullivan, and Worth Counties.
Neighboring Counties: \$9,000 per collaborative group
Beyond Neighboring: \$12,000 per collaborative group
Pricing shown reflects a significant reduction (FMV = \$30,000) thanks to generous financial and in-kind donors.
Community Coaching is available for an additional \$6,000.



Dream big and grow together

Sign your group up today!

Register: bit.ly/Maximize201Registration

Pay: bit.ly/MaximizeNWMOFund

Email: together@maximizenwmo.org

Info: www.maximizenwmo.org/maximize-the-nwmo-region

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Building Strong Teams for Community Excellence

A Maximize NWMO Community Development Leadership Program

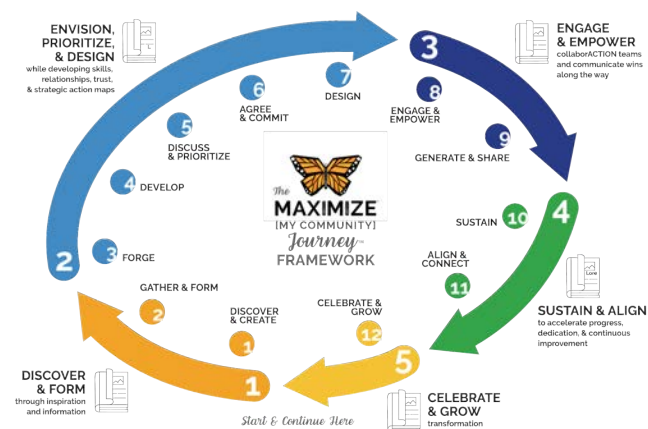
INTERACTIVE SCHEDULE

Session 1 September 24, 2025 In-person 2:30 - 4:30 pm Location TBD	Discover & Create a Sense of Urgency
Session 2 October 8, 2025 Online via Zoom 11:00 am - 1:00 pm	Gather & Form a Guiding Coalition
Session 3 November 12, 2025 Online via Zoom 11:00 am - 1:00 pm	Forge a Consensus & Community Vision
Session 4 December 10, 2025 Online via Zoom 11:00 am - 1:00 pm	Develop a CollaborACTION Story Through Systems Thinking
Session 5 January 14, 2026 Online via Zoom 11:00 am - 1:00 pm	Discuss & Prioritize with All Sectors and Groups
Session 6 February 11, 2026 Online via Zoom 11:00 am - 1:00 pm	Agree & Commit to Shared Vision, Values, & Opportunity Priorities a.k.a. Strategic Objectives
Session 7 March 11, 2026 Online via Zoom 11:00 am - 1:00 pm	Design Strategic Action Maps Based on Data & Stakeholder Experience with Design-Thinking
Session 8 April 8, 2026 Online via Zoom 11:00 am - 1:00 pm	Engage & Empower CollaborACTION Teams to Work Through the Action Maps for Each Priority
Session 9 May 13, 2026 Online via Zoom 11:00 am - 1:00 pm	Generate & Share Wins Along the Way
Session 10 June 10, 2026 Online via Zoom 11:00 am - 1:00 pm	Sustain Accelerated Progress & Dedication Through Support & Networking
Session 11 August 12, 2026 Online via Zoom 11:00 am - 1:00 pm	Align & Connect to Continuously Improve Performance & Outcomes
Session 12 September 23, 2026 In-person 9:00 - 11:00 am Location TBD	Celebrate & Grow Transformation: Recognizing Success & Areas of Improvement to Continue

Act now to secure your spot!



Register today
or call
816.588.2730
with
your questions.



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