

Professional Development

(Yulonda Beauford, Vice Chair)

Committee: Tamaka Hudson, Tommy Jennings, Jimmy Phillips, Dinah Rowe, and Ralph Staffins

Purpose: The purpose of the Professional Development Division is to educate and empower Chamber Executives in Georgia

OBJECTIVES:

1. PROFESSIONAL DEVELOPMENT OPPORTUNITIES

A. 2011 ANNUAL CONFERENCE (July 19-22, 2011 / Jekyll Island Club Hotel)

Chair: Myrna Ballard

- Theme – Secrets of a Successful Chamber Executive
- 2012 event – Mythbusters or Survivor (*Chair – Kali Boatright*)
 - Sponsor Value
 - Create survivor challenges
 - Speed Networking
 - Sponsor Wednesday activity
 - Speakers / Sessions
 - Managing – People / Volunteers
 - Best Practices
 - Table topics at lunch
 - Divide seating by size (roundtable session)
 - Motivational – balance life, family, work – working half days
 - Welcome Family Night
 - Bounce house (younger kids)
 - Games – tug of war, private pool, limbo, movie
 - Late Night Ghost Walk
 - Rain option – karaoke
 - “Family Night” Sponsor

B. 2011 WASHINGTON FLY-IN (September TBD, 2011)

- AirTran / Capitol Hill Suites
- US Chamber briefing / Day with GA Chamber / meet with Senators / Georgia Chamber Congressional Reception

C. 2011 LEADERSHIP CONFERENCE (November 14-15, 2011 / Chatsworth, GA)

Chair: Kali Boatright

- Theme – TBD
- 2012 event – theme TBD (*Chair – Candace Boothby*)
 - Agenda
 - Focus on meet & best practices
 - Issues management – advocacy / interacting with key issues
 - Creating meaningful dialogue – eliminate artificial harmony
 - Harnessing horse power / clout – engaging board
 - Eliminate legislative stuff on Day 2 and replace with best practices/tools/how to
 - Use open/close leadership speakers

- Promote Awards Dinner agenda – motivational speaker
- Survey execs – what causes heartburn & the #1 message to deliver to Board Chairs
 - Clarify expectations/role
 - Encourage ownership & seriousness of job
 - Holding Board Member accountable by Chair
 - Setting & modeling high expectations by Chair for Board Members
 - Above/below line
 - Strategic thinking
 - Role with membership growth/retention
- Survey officers – what information do you need to be successful or prepare you for role
 - Use Bob Harris' list for multiple choice

D. 2012 STAFF CLINIC (March 12-14, 2012 / Augusta, GA)

Chair: Dinah Rowe

- Theme – TBD
 - Discussion on how important we are to our communities – “why are we worth it” – relevance
- Opening Night – must have event that educates/entertains/motivates
- Best Practices – from chamber to chamber – what will it take from start to finish – more nuts & bolts
- Panel Discussions – use our chamber professionals – make sure all size chambers represented
 - Membership
 - Fundraisers (new ideas)
- Group together by topics and size
 - Choose session by topics
 - Choose session by size of chamber (position/responsibilities)
- Session Topics
 - Staffing
 - Membership
 - Events
 - Board Engagement
 - Daily Operations
 - HR
 - Volunteers - Ambassadors

2. BID PROCESS

- Send out RFP in April 2012 for multi-year Annual Conference – survey execs before RFP is sent
- Send out RFP in April 2012 for 2013 GACCE events
 - Encourage chambers of all sizes to participate and showcase their communities
- Committee will review all bids in advance of Board Retreat and will present proposal of top locations to Board at Retreat.

3. AWARDS, GCCE PROCESS, AND SCHOLARSHIPS

- GACCE Executive of the Year Award – no changes – to be awarded at Annual Conference
- GCCE Process – no changes – to be awarded at Annual Conference
- Scholarships –
 - keep at current amount:
 - US Chamber Institute = 2
 - ACCE Convention = 2
 - GACCE Annual Conference = 4
 - GACCE Leadership Conference = 2
 - GACCE Staff Clinic = 6
 - Change application date:
 - apply by December 31
 - committee decides winners January/February
 - winners announced March (Staff Clinic)
- Recognition – recognize Executive of the Year and GCCE's at Leadership Conference
- Press Releases – develop press releases for all awards

4. MEMBERSHIP COUNCIL

Co-Chairs: *Becky Needham* (Eatonton-Putnam Chamber) & *Becky Palmer* (Toombs-Montgomery Chamber)

- Continue quarterly meetings
- Conduct survey regarding Young Professionals Council – determine interest