



Tuesday, March 13, 2012 – Augusta Marriott

3:00pm – 4:00pm	GACCE Board Meeting	Cumming Meeting Room
4:00pm – 5:00pm	GACCE Membership Council Meeting All current Membership Council members and anyone wishing to join this group may attend	Cumming Meeting Room
4:00pm – 6:00pm	REGISTRATION	Convention Center Lobby (Upstairs)
6:00pm – 7:00pm	NETWORKING RECEPTION	Morris Museum of Art
7:00pm – 9:00pm	“TASTE OF AUGUSTA” DINNER	The River Room – Saint Paul’s Church

Wednesday, March 14, 2012 – Augusta Marriott

Complimentary Breakfast in Sponsor Area

8:30am – 9:30am	KEYNOTE SESSION – Jeffrey W. Foley, Brigadier General U.S. Army (Retired)	Lamar Ballroom B & C
9:30am	BREAK	Sponsor Area
10:00am – 11:30am	BREAKOUT SESSIONS <u>Track I: Membership Retention Program</u> The Member Retention Kit offers a step-by-step guide for developing member retention strategies and retention plans. From timelines to surveys, sample letters to forms, it’s all there and ready to go – and attendees will receive the kit! The kit will give you everything you need to use with your staff, volunteers, members, and Board. Cathi will guide you through the kit, and you will leave the day with a well thought-out retention plan. Attendees will need to stay in this track the entire day. – Cathi Hight, Hight Performance Group	Lamar Ballroom B & C
	<u>Track II: Communications</u> Using Email to Communicate, Drive Non-Dues Revenue and Build Membership This presentation will help members who are striving to improve their communications, learn about the right way to use email for their chamber, and to generate non-dues revenue through email communications. – Lanelle Henderson, Constant Contact	Lamar Ballroom A
11:30am – 12:30pm	LUNCH	Estes Exhibit Hall
12:30pm – 2:00pm	BREAKOUT SESSIONS <u>Track I: Membership Retention Program</u> – Cathi Hight, Hight Performance Group	Lamar Ballroom B & C
	<u>Track II: Communications</u> Social Media for Chambers This session will cover some of the strategies and best practices to get the most out of your social media activities including time management and measuring the return of your activities. We will also discuss the most popular and effective social media tools for small businesses, how they interact, ways to leverage their strengths, and how to evaluate them for best use by your chamber. – Lanelle Henderson, Constant Contact	Lamar Ballroom A

2:00pm	BREAK	Sponsor Area
2:30pm – 4:00pm	BREAKOUT SESSIONS	
	Track I: <u>Membership Retention Program</u> – Cathi Hight, Hight Performance Group	Lamar Ballroom B & C
	Track II: <u>Communications</u>	Lamar Ballroom A
	Hands On Getting Started – Creating E-Friendly Newsletters & E-mails Bring your laptop to this session as Lanelle will put you to work putting your new social media skills into practice! You will learn how to select an appropriate email template and create an email, brand your email to match your website, and other tricks-of-the-trade and relevant best practices. – Lanelle Henderson, Constant Contact	
6:00pm	RECEPTION	Sponsor Area
6:30pm	DINNER & ENTERTAINMENT We will be presenting the 2012-13 GACCE Scholarships during this event!	Estes Exhibit Hall

Thursday, March 15, 2012 – Augusta Marriott

Complimentary Breakfast in Sponsor Area

8:30am – 9:45am	GROUP SESSIONS	Lamar Ballroom B & C
	We will discuss the topics below as a group – no breakout sessions today!	
	<ul style="list-style-type: none"> • Alumni Leadership Programs <ul style="list-style-type: none"> ◦ Demming Bass, Cobb Chamber ◦ Kali Boatright, GCCE, Douglas County Chamber ◦ Panelist TBA • Business Expos <ul style="list-style-type: none"> ◦ Christy Hammons, Pike County Chamber ◦ Debi Krause, Barrow County Chamber ◦ Panelist TBA 	
9:45am	BREAK	Sponsor Area
10:00am – 11:30am	GROUP SESSIONS	Lamar Ballroom B & C
	<ul style="list-style-type: none"> • Entrepreneurial Programs <ul style="list-style-type: none"> ◦ Fred Boscarino, Conyers-Rockdale Chamber ◦ Varian Brown, Valdosta-Lowndes County Chamber ◦ Donna Lackey, Carroll County Chamber ◦ Mary Ellen McClanahan, GDEcD • Shop Local Programs <ul style="list-style-type: none"> ◦ Shane Short, Jackson County Area Chamber ◦ Kimberly Walden, Bainbridge-Decatur County Chamber ◦ Leslie McMillan, Cartersville-Bartow County Chamber 	
11:30am- Noon	WRAP-UP & ADJOURN	Lamar Ballroom B & C