



## EVENT AGENDA

### Tuesday, July 9, 2019

- 3:00pm           **GACCE Board Meeting**  
Club Ballroom – Main Hotel
- 4:00 – 6:00pm   **Registration Opens and Hotel Check-In**  
Aspinwall Room / Palm Court – Main Hotel
- 4:00 – 6:00pm   **Sponsor Display Set Up**  
Morgan Center
- 4:30 – 5:30pm   **BONUS SESSION – New Executives**  
Opportunity for our new Chamber Executives to have a roundtable discussion with some of our seasoned veterans – what to expect in the chamber industry, issue sharing, etc.  
Club Ballroom – Main Hotel
- 4:30 – 5:30pm   **BONUS SESSION – Craft Beer Tasting Event**  
Join us for a fun session with Mike Pennington as he provides samples and background information on each brewery, beer, and beer style – limited to the first 25 participants.  
*(extra fee of \$25 required – funds support GACCE scholarship effort)*  
Cherokee Cottage – Hospitality Room
- 6:00 – 6:45pm   **FIRST TIME ATTENDEE RECEPTION**  
*Opportunity for our first-time attendees to meet our GACCE Board and sponsors.*  
Federal Reserve/Aldrich Rooms – Main Hotel
- 7:00pm           **WELCOME PARTY** *(family members welcome)*  
*Join us for a fun evening with your GACCE peers to kick off our 2019 event!*  
The Wharf – across from Main Hotel
- 9:00pm           **HOSPITALITY SUITE**  
Cherokee Cottage – Hospitality Room  
**Sponsored by: PSP Group**

## **Wednesday, July 10, 2019**

*Full Breakfast Buffet for Hotel Guests – available in Grand Dining Room*

(ALL SESSIONS IN MORGAN CENTER)

- 8:30 – 8:45am      **Official Conference Welcome & Introductions**  
*Sue Parr, GCCE, President & CEO, Augusta Metro Chamber  
2019-20 GACCE Chair*
- 8:45 – 9:45am      **Georgia Chamber of Commerce Update**  
Hear the latest update from our State Chamber.  
*Chris Clark, President & CEO, Georgia Chamber of Commerce*
- 9:45am              **Refreshment Break – Sponsor Display Area**
- 10:00 – 11:00am    **SPOTLIGHT OUR SPONSORS SESSION**  
Speed networking session with our sponsors.
- 11:00am–Noon      **Chamber Networking Sessions – Breakout Groups**  
Issue sharing and best practices with chambers of similar size.  
Morgan Center / Rooms in Main Hotel
- Noon                  **Free Afternoon – Golf / Pool / Beach**

Participants – Dinner on Your Own or with Sponsors

## **Thursday, July 11, 2019**

*Full Breakfast Buffet for Hotel Guests – available in Grand Dining Room*

(ALL SESSIONS IN MORGAN CENTER)

- 9:00 –10:00am      **GACCE AWARDS PRESENTATION**  
Join us as we present our 2019 GACCE Awards
- 10:00am              **Refreshment Break – Sponsor Display Area**
- 10:15 –11:30am      **SESSION 1**  
**Co-opetition – What Is It and Why Should I Care?**  
The theme of this session is to introduce the concept of collaborating with competing organizations and not just competing with them. Learn how to work with organizations with similar missions where competition for resources and attention exist.  
*Speaker TBA*
- 11:45am              **NETWORKING LUNCHEON**  
Grand Dining Room  
***Sponsored by: Citslinc***
- 1:00 – 2:30pm      **SESSION 2**  
**Co-opetition Part II – Sharing / Leveraging Resources for Win-Win**  
Hear from our panel of chamber executives on how they have developed shared program resources through collaborative efforts.  
*Morgan Law, SVP Community & Economic Dev't, Georgia Chamber  
Sue Parr, President & CEO, Augusta Metro Chamber  
Chamber Exec TBA*

- 2:30pm **Refreshment Break – Sponsor Display Area**
- 2:45 – 4:15pm **SESSION 3**  
**Where and Who is the Workforce of the Future**  
Changes in demographics, business models, educational attainment and lifestyle choices have left workforce development experts scratching their heads (sort of). Learn what your Chamber needs to consider to ensure a successful pipeline of talent for your community.  
*Jason Broadwater, JasonBroadwater.com*
- 6:00 – 7:00pm **GEORGIA CHAMBER RECEPTION**  
Club Ballroom – Main Hotel
- 7:00pm **NETWORKING DINNER**  
Grand Dining Room / Federal Reserve  
**Sponsored by: Oglethorpe Power**
- 9:00pm **HOSPITALITY SUITE & ENTERTAINMENT**  
Cherokee Cottage – Hospitality Room  
**Sponsored by: PSP Group**

**Friday, July 12, 2019**

*Full Breakfast Buffet for Hotel Guests – available in Grand Dining Room*

(ALL SESSIONS IN MORGAN CENTER)

- 8:30 – 9:15am **GOOGLE SESSION**  
Help Your Members Get Found on Google Maps & Search  
*Demming Bass, Google National Speaker*
- 9:15 – 10:30am **SESSION 4**  
**Demographic Shifts**  
Georgia is changing at a rapid pace and with that comes new realities for our communities. Learn more about positioning your chamber for the future.  
*Speaker TBD, Carl Vinson Institute*
- 10:30am **Refreshment Break – Sponsor Display Area**
- 10:45 – 11:45am **SESSION 5**  
**Shifting Membership Mentalities**  
This session will explore generational differences in the interpretation of the membership value proposition. Learn what you can do to attract and retain the largest generational cohort entering the workforce in 50+ years.  
*Dr. Melissa Furman, Assistant Dean, Hull College of Business  
Augusta University*