



2021 Executive Leadership Conference

July 6 – 9, 2021

Jekyll Island Club Hotel | Jekyll Island, GA

EVENT AGENDA

Tuesday, July 6, 2021

- 4:00 – 6:00pm **Registration Opens and Hotel Check-In**
GACCE Registration – Morgan Center Foyer
- 4:00 – 6:00pm **Sponsor Display Set Up**
Morgan Center – Main Conference Room
- 4:30 – 5:30pm **BONUS SESSION – New Executives**
Opportunity for our new Chamber Executives to have a roundtable discussion with our GACCE Executive Committee – will discuss what to expect in the chamber industry, issue sharing, etc.
Club Ballroom – Main Hotel
- 6:00 – 6:30pm **FIRST TIME ATTENDEE RECEPTION**
Opportunity for our first-time attendees to meet our GACCE Board and sponsors.
Morgan Center – Sponsor Area
- 7:00pm **WELCOME NETWORKING DINNER** (*family members welcome*)
Join us for a fun night at the beach!
Jekyll Island Club Resort Beach Pavilion
- 9:00 – 11:00pm **HOSPITALITY SUITE**
Cherokee Cottage Foyer
Sponsored by: PSP Group

Wednesday, July 7, 2021

Breakfast for 2 guests per room – available in Grand Dining Room

(ALL SESSIONS IN MORGAN CENTER)

- 9:00 – 9:15am **Official Conference Welcome & Introductions**
Ralph Staffins, III, GCCE
President & CEO, Brunswick-Golden Isles Chamber
2021-22 GACCE Board Chair

- 9:15 – 10:00am **Georgia Chamber – New Georgia Economy Update / Advocacy Session**
Morgan Law / Cosby Johnson
- 10:00am **Refreshment Break – Sponsor Display Area**
- 10:15 – 11:00am **SPOTLIGHT OUR SPONSORS SESSION**
Speed networking session with our sponsors
- 11:00am – Noon **Chamber Roundtable Sessions – Breakout Groups**
You will have two 30-minute roundtable discussions during this session. Table topics will be placed around the room, so choose the ones of most interest.
- Noon **Free Afternoon – Golf / Pool / Beach**
- Participants – Dinner on Your Own or with Sponsors

Thursday, July 8, 2021

Breakfast for 2 guests per room – available in Grand Dining Room

(ALL SESSIONS IN MORGAN CENTER)

- 9:00am **Morning Welcome**
- 9:15 –9:45am **GACCE AWARDS PRESENTATION**
Join us as we present our 2021 GACCE Awards.
- 9:45am **Refreshment Break – Sponsor Display Area**
- 10:00 –11:30am **Leading From Within: Overcoming Unconscious Bias**
Human brains are hardwired to make unconscious judgements and there is a direct link between our unconscious thinking and our actions and behaviors. This session provides a strong foundation as organizational leaders are launching diversity, equity, and inclusion (DEI) initiatives, and will provide strategies and techniques for addressing unconscious bias to positively impact diversity challenges, career advancement, workplace dynamics, and member relations.
Melissa Furman, Career Potential LLC
- 11:30am **NETWORKING LUNCHEON – Boxed Lunches**
Morgan Center / Outdoors
- 1:00 – 2:00pm **Transitioning to the Missional Mindset**
Knoxville’s new focus to the missional-investor model came after fact-finding conversations with business leaders. Many businesses thought the organization focused more on attracting new businesses than helping existing ones expand. In short, business leaders had become disenchanted with membership features and benefits. The chamber rolled out its “Path to Prosperity” strategic vision focusing on six core components--infrastructure, talent, and business climate, among them--that will drive regional economic prosperity for everyone. Businesses are asked to invest at the highest level they can afford, regardless of sales or headcount. The key to thriving with this model is to ask the community what it needs and what barriers to success exist. The singular focus on mission has broken down organizational silos as everyone works toward common goals.
Mark Field, Knoxville (TN) Chamber
- 2:00pm **Refreshment Break – Sponsor Display Area**

- 2:30 – 4:00pm **Managing & Leading a Multigenerational Workforce: A Closer Look**
As presented during the virtual GACCE 2021 Staff Development Conference, managers and organizational leaders are increasingly challenged with managing generational diversity. This session will quickly review the previously presented content and then provide more in-depth information and strategies to maximize engagement, productivity, and satisfaction for each generation present in the workforce today.
Melissa Furman, Career Potential LLC
- 6:00pm **GEORGIA CHAMBER RECEPTION**
Club Ballroom
- 6:45pm **NETWORKING DINNER**
Grand Dining Room / Federal Reserve
- 8:00 – 11:00pm **HOSPITALITY SUITE**
Cherokee Cottage Foyer
Sponsored by: PSP Group

Friday, July 9, 2021

Breakfast for 2 guests per room – available in Grand Dining Room

(ALL SESSIONS IN MORGAN CENTER)

- 9:00am **Morning Welcome**
- 9:15 – 10:30am **Workforce Development Panel Discussion**
Hear from your peers on the programs they have developed to assist their member businesses with workforce development.
Panelists TBD
- 10:30am **Refreshment Break – Sponsor Display Area**
- 10:45 – 11:45am **When Quitting Is Not an Option: Overcoming Burnout**
Organizational leaders and employees are reporting feelings of emotional and physical exhaustion, increased negativity, and decreased productivity, which may be signs of burnout. This refreshing, practical session utilizes revealing self-quizzes and engaging exercises to provide solutions for avoiding, recognizing, and overcoming burnout.
Melissa Furman, Career Potential LLC