



# STAFF DEVELOPMENT CONFERENCE 2024



**MARCH 6-8**  
**COLUMBUS, GEORGIA**

HOSTED BY:  
THE GREATER COLUMBUS  
CHAMBER OF COMMERCE

## 2024 CONFERENCE AGENDA

### Wednesday, March 6, 2024 – Columbus Trade & Convention Center

1:00 – 2:00pm	<b>GACCE BOARD MEETING</b>	<b>Meeting Room 209</b>
2:00pm	<b>CONFERENCE REGISTRATION OPENS</b> Please note that hotel rooms may not be available for check-in until 4:00pm.	<b>Convention Center Lobby</b>
2:00 – 3:00pm	<b>Welcome to the Chamber Industry Session</b> This is a session for any new chamber staff members.	<b>Sycamore Room</b>
3:00 – 4:30pm	<b>Chamber Roundtable Sessions – By Roles</b> Our goal is to help our chamber staff members build their peer groups and learn from each other. Each role will meet in a different room, and we'll have a facilitator to help lead discussions.  <b><u>Communications Staff – Meeting Room 203</u></b> Sample discussion topics may include Effective Member Communications, Growing Social Media Engagement, Newsletters, Using AI, and Using LinkedIn Effectively <i>Facilitator – Kayla Ellis, White County Chamber</i> <i>Facilitator – Aimee Keibler, Barrow County Chamber</i>  <b><u>Events Staff – Meeting Room 209</u></b> Sample discussion topics may include Annual Meetings, Educational Member Webinars, Golf Tournaments, Signature Events, Sponsorships, and Leadership Programs <i>Facilitator – Christine Greeson, Barrow County Chamber</i> <i>Facilitator – Sara Ray, Douglas County Chamber</i>  <b><u>Membership Staff – Meeting Room 204</u></b> Sample discussion topics may include Ambassador Programs, Membership Retention, Membership Sales, and Tiered Membership Dues <i>Facilitator – Amber Batchelor, Sumter County Chamber</i> <i>Facilitator – Vicki Keibler, Barrow County Chamber</i>  <b><u>Operations Staff – Sycamore Room</u></b> Sample discussion topics may include Chamber Foundations, Community Collaboration, Human Resources, Strategic Planning, and Workforce Development <i>Facilitator – Christie Moore, Valdosta-Lowndes County Chamber</i> <i>Facilitator – Pam Powers-Smith, Rome Floyd Chamber</i>	
5:30 – 7:00pm	<b>WELCOME RECEPTION</b> Fun evening reconnecting with your peers! We will share a list of chamber member restaurants if you need a little more for dinner after our reception that evening.	<b>Bo Bartlett Center</b>

## Thursday, March 7, 2024 – Columbus Trade & Convention Center

8:00 – 9:00am	<b>BREAKFAST BUFFET</b> No formal presentation during breakfast so you can network together.	<b>Sycamore Room</b>
9:00 – 9:15am	<b>OFFICIAL CONFERENCE WELCOME</b> <i>David Bradley, President &amp; CEO, Athens Area Chamber &amp; 2024 SDC Chair</i> <i>Jerald Mitchell, President &amp; CEO, Columbus Chamber</i>	<b>Sycamore Room</b>
9:15 – 10:30am	<b>MEASURED RESULTS CONSULTING – SESSION 1</b> <b><i>Understanding the HEART of Leadership</i></b> Understanding the H.E.A.R.T. of Leadership to be the Leader others want to follow. This model, utilized by over 3,000 Chick-fil-A Restaurants and over 3,000 team members at the Corporate Headquarters, describes the mindset of a Leader who transforms culture and provides quality service. <i>Dawn Lowe and Elizabeth Slone, Measured Results Consulting</i>	<b>Sycamore Room</b>
10:30am	<b>BREAK</b>	<b>Sponsor Display Area – Sycamore Foyer</b>
10:45am – Noon	<b>MEASURED RESULTS CONSULTING – SESSION 2</b> <b><i>Using the SERVE Model to Lead People</i></b> Learn the S.E.R.V.E. model to take action and influence outcomes within your role and community. At Chick-fil-A, the S.E.R.V.E. model is the framework that leaders with HEART follow to lead and influence others well. <i>Dawn Lowe and Elizabeth Slone, Measured Results Consulting</i>	<b>Sycamore Room</b>
Noon – 1:30pm	<b>SCHOLARSHIP LUNCHEON</b> We will be presenting our 2024-25 GACCE Scholarships & our Staff Service Awards.	<b>Sycamore Room</b>
1:30 – 2:30pm	<b>BREAKOUT SESSIONS</b>  <b><u>Topic 1 – Social Media Strategies for Chambers</u></b> Social media has become an integral part of our daily lives, and it's no different for businesses and organizations, including Chambers of Commerce. In this session, we'll explore the latest trends and best practices in social media marketing, and how chambers can leverage these strategies to better connect with their members and the wider community. We'll discuss the importance of developing a social media plan, creating engaging content, and measuring success through analytics. You'll leave this session with a better understanding of how social media can help your Chamber of Commerce thrive and grow in today's digital age. <i>Jocelyn Wykoff, Kiss It Jane</i>  <b><u>Topic 2 – Member Retention</u></b> Learn strategies and best practices for maintaining and enhancing member engagement and loyalty. <i>Allison Walden, CCE, CFRE, IOM, Tulsa Regional (OK) Chamber</i>  <b><u>Topic 3 – Chamber Finance &amp; Budgeting</u></b> This session is essential for anyone involved in managing financial matters for your Chamber. In this session you will learn the fundamentals of creating and managing budgets, as well as tips and tricks for forecasting and managing expenses. We will cover best practices for financial record-keeping and reporting, and discuss strategies for maximizing the impact of chamber resources. Whether you are a seasoned financial professional or new to the field, this session will provide valuable insights and practical tools for effective chamber finance and budgeting. <i>Tammy Shepherd, SOAR Nonprofit Solutions</i>	<b>Sycamore Room</b>  <b>Meeting Room 203</b>  <b>Meeting Room 204</b>
2:30pm	<b>EXTENDED BREAK</b>	<b>Sponsor Display Area – Sycamore Foyer</b>

3:00 – 4:00pm

## BREAKOUT SESSIONS

### Topic 1 – AI: A Leader's Friend or Foe

**Sycamore Room**

This program delves into the transformative landscape of Artificial Intelligence (AI) in the workplace and beyond. As people and organizations increasingly integrate AI technologies, leaders find themselves at a crossroads, grappling with both the opportunities and challenges of this evolution. In this session, participants will explore the positive impacts of AI, such as improved efficiency, data-driven decision-making, and enhanced customer experiences. On the flip side, this session also highlights the pitfalls and ethical considerations of this technology.

#### Highlights and Outcomes:

- How to create the perfect AI prompt.
- The three capabilities and benefits of AI for individuals and leaders of teams.
- How to create a balanced and well-informed AI integration strategy.
- Valuable tips for effectively managing AI adoption.
- Ethical considerations and a warning when using AI.

*Juanita McDowell, InMotion Consulting*

### Topic 2 – Career Tracks

**Meeting Room 203**

Guidance and advice on career development within the Chamber of Commerce community.

*Allison Walden, CCE, CFRE, IOM, Tulsa Regional (OK) Chamber*

### Topic 3 – Handling Burnout

**Meeting Room 204**

This session is designed to help professionals recognize, manage, and prevent burnout in their personal and professional lives. Burnout is a state of emotional, physical, and mental exhaustion caused by excessive and prolonged stress. It can lead to a negative impact on work performance, relationships, and overall well-being. During this session, we will discuss the signs and symptoms of burnout, explore the causes and contributing factors, and learn strategies to manage and prevent burnout. We will also discuss the importance of self-care and provide tips for incorporating self-care practices into your daily routine.

*Jason E. Ebey, YGM Total Resource Campaigns*

5:00pm

## REGIONAL NETWORKING DINNERS

**Local Columbus Restaurants**

We want our members to get to know each other better by their regions, so we've asked our Regional GACCE Board Members to host dinners for their regions. These dinners will be Dutch treat. We'll share the list of local restaurants each region will visit at the registration desk.

## **Friday, March 8, 2024 – Columbus Trade & Convention Center**

8:00 – 9:00am

## BREAKFAST BUFFET

**Sycamore Room**

No formal presentation during breakfast so you can network together.

9:00 – 10:30am

## GENERAL SESSION

**Sycamore Room**

### **Telling Your Chamber's Story**

Before podcasts and TikTok, before newspapers and broadcast media, storytelling was key to sharing information and passing down history. Stories celebrate achievements, share insights, and create meaningful connections. Unlock the storytelling potential of your Chamber of Commerce. This session will touch on sharing compelling stories to highlight your Chamber's strengths and benefits.

*Joseph Henning, Henry County Chamber*

***Sponsored by Georgia Partnership for Excellence in Education***

10:30am

## BREAK

**Sponsor Display Area – Sycamore Foyer**

10:45 – 11:45am

## CLOSING KEYNOTE SESSION

**Sycamore Room**

### **MEASURED RESULTS CONSULTING**

#### ***Applying HEART & SERVE to Impact Your People, Your Business, and Your Community***

David Daniels is a 30+ year Chick-fil-A multi-unit Operator who speaks to audiences all over the world to encourage others to lead with HEART & SERVE in order to make a difference in the way they lead themselves and others, grow their business, and make a positive impact on their community. David will share his personal journey with HEART & SERVE.

*David Daniels, Chick-fil-A Operator*