



Executive Leadership Conference

July 7 – 10, 2025

Jekyll Island Club Hotel | Jekyll Island, GA

EVENT AGENDA

Monday, July 7, 2025

- 8:30 – 11:30am **GACCE Board Retreat**
Club Ballroom – Main Hotel
- 1:00 – 4:00pm **Sponsor Display Set Up**
Morgan Center – Main Conference Room
- 4:00 – 6:00pm **Registration Opens and Hotel Check-In**
GACCE Registration – Morgan Center Foyer
Hotel Check-In – Main Hotel Lobby
- 4:30 – 5:30pm **BONUS SESSION – Chamber Executive Issue Session**
Let's kick things off with a chance to get to know each other! This session is all about connecting with fellow Chamber execs, swapping stories, and sharing what's on your mind. We'll start with quick introductions, then hear a few updates from our GACCE Executive Committee. After that, it's your turn—ask questions, bring up any challenges you're facing, and tap into the group's collective know-how. It's a relaxed, open space to talk shop and support each other.
Morgan Center – Main Conference Room
- 6:00 – 6:30pm **FIRST TIME ATTENDEE RECEPTION**
Opportunity for our first-time attendees to meet our GACCE Board and sponsors.
Pulitzer & Aspinwall Rooms – Main Hotel
Photography Sponsor: ACE – Access to Capital for Entrepreneurs
- 6:30pm **WELCOME RECEPTION & DINNER**
Grand Dining Room – Main Hotel
Sponsored by: Thatch
- 9:00 – 11:00pm **THE EXECUTIVE LOUNGE**
Come kick back with your chamber peers for some adult beverages and relaxation.
Sans Souci – First Floor
Sponsored by: Valdosta-Lowndes County Chamber

Tuesday, July 8, 2025

- 8:00 – 9:00am **Breakfast Buffet**
No presentation in order to give you more time to network with your peers!
Club Ballroom
Sponsored by: Citslinc

- 9:00 – 9:15am **Official Conference Welcome & Sponsor Introductions**
Christie Moore, Valdosta-Lowndes County Chamber – 2025-26 GACCE Chair
Ralph Staffins, Brunswick-Golden Isles Chamber
 Morgan Center – Main Conference Room
- 9:15 – 10:45am **SESSION 1**
After the Storm: Chamber Leadership in Times of Crisis
 Disasters—natural or man-made—can strike without warning, disrupting communities and local economies. This session equips chamber professionals with the tools and strategies to lead effectively in the aftermath. Learn how to support businesses, communicate with clarity, coordinate with local agencies, and help your community recover stronger. Real-world examples and practical takeaways will prepare you to be a steady, informed leader when it matters most.
Panelists TBD
Sponsored by: Lumin Strategies
- 10:45am **Refreshment Break – Sponsor Display Area**
Sponsored by: Louder NonProfit Strategies
- 11:00am – Noon **SPOTLIGHT OUR SPONSORS SESSION**
 Speed networking session with our sponsors. You must be present to win prizes!
- Noon **NETWORKING LUNCHEON**
 No presentation in order to give you more time to network with your peers!
 Morgan Center / Outdoors
Sponsored by: Thatch
- 1:30 – 3:00pm **SESSION 2**
Framing Individual and Collective Leadership Development
 Identifying personal, chamber, and community development goals.
Brandy Walker & Jason Edwards
J.W. Fanning Institute for Leadership Development
Sponsored by: The Chason Group
- 3:00pm **Enhanced Refreshment Break – Sponsor Display Area**
Sponsored by: Georgia Chamber
- 3:30 – 4:30pm **SESSION 3**
Communicating with Intentionality
Brandy Walker & Jason Edwards
J.W. Fanning Institute for Leadership Development

OPEN EVENING – Dinner on Your Own or with Sponsors

Wednesday, July 9, 2025

- 8:00 – 9:00am **Breakfast Buffet**
 No presentation in order to give you more time to network with your peers!
 Club Ballroom
Sponsored by: POWER 10
- 9:00 **Morning Welcome**
 Morgan Center – Main Conference Room

- 9:15 – 10:30am **SESSION 4**
Group Dynamics and Navigating Differences
 Leading teams, boards, and communities and how to focus on applying leadership styles to different groups.
Brandy Walker & Jason Edwards
J.W. Fanning Institute for Leadership Development
Sponsored by: Georgia Partnership in Excellence in Education
- 10:30am **Refreshment Break – Sponsor Display Area**
Sponsored by: Louder NonProfit Strategies
- 10:45 – Noon **SESSION 5**
Leadership Development Planning for the Future
 The Leader you want to be and next steps.
Brandy Walker & Jason Edwards
J.W. Fanning Institute for Leadership Development
Sponsored by: Office of the Georgia Secretary of State
- Noon **Free Afternoon – Golf / Pool / Beach**
- 6:30pm **GACCE AWARDS DINNER**
 Join us as we recognize our new GCCE designees and our 2025 award winners.
 Morgan Center – Main Conference Room
Sponsored by: Living For Monday, LLC
- 8:00 – 10:00pm **HOSPITALITY HOUR & TEAM TRIVIA NIGHT**
 Keep the party going with team trivia and an extra drink ticket provided by our friends Eli and Kenny.
 Morgan Center – Main Conference Room
Sponsored by: PSP Group

Thursday, July 10, 2025

- 8:00 – 9:00am **Breakfast Buffet**
 No presentation in order to give you more time to network with your peers! Make sure you check out of your room by 11:00am.
 Club Ballroom
- 9:00am **Morning Welcome**
 Morgan Center – Main Conference Room
- 9:15 – 11:00am **CLOSING WORKSHOP**
AI Revolution in Chamber Management: Empowering Engagement, Efficiency, and Growth
 Explore how AI is transforming Chambers of Commerce and revolutionizing member engagement, operational efficiency, and community growth. This session will provide real-world, practical use cases—proven strategies that have successfully been implemented to enhance chamber operations. The session will move beyond theory, focusing on actionable solutions that are already helping chambers streamline tasks, improve member relationships, and scale multi-channel marketing efforts. Attendees will gain insight into the challenges chambers face when adopting AI, and how those challenges can be overcome to deliver measurable results. Whether you're just starting to explore AI or looking for new ways to expand its role, this session provides tangible examples and hands-on guidance to help your chamber thrive.
Joe Sutherland, Emory University
- 11:00am **Conference Adjourns**