



**2020**  
EXECUTIVE LEADERSHIP CONFERENCE



**July 7-10**

Jekyll Island Club Hotel • Jekyll Island, GA

## EVENT AGENDA

### Tuesday, July 7, 2020

- 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 – Mezzanine (Upstairs)
- 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  
**Sponsored by: YGM Total Resource Campaigns**
- 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 in Mezzanine (Upstairs)  
**Sponsored by: YGM Total Resource Campaigns**
- 7:00pm              **WELCOME NETWORKING DINNER** (*family members welcome*)  
*Bring your towels or mats and join us for a picnic on the lawn.*  
Jekyll Island Club Resort Riverfront Lawn
- 9:00 – 11:00pm      **HOSPITALITY SUITE**  
Cherokee Cottage Foyer  
**Sponsored by: PSP Group**

### Wednesday, July 8, 2020

*Breakfast for 2 guests per room – available in Grand Dining Room or The Pantry*

(ALL SESSIONS IN MORGAN CENTER)

- 9:00 – 9:15am      **Official Conference Welcome & Introductions**  
*Ralph Staffins, III, GCCE  
President & CEO, Brunswick-Golden Isles Chamber  
2020-21 GACCE Board Chair*

- 9:15 – 9:45am **Georgia Chamber – Video Update**  
*Hear from Chris Clark on our state's economic recovery efforts.*
- 9:45 – 11:30am **Chamber Executive Panel Discussion**  
Hear from veteran chamber executives who have weathered storms with their chambers and come out stronger in the end. We'll cover topics ranging from recovery efforts, diversity and inclusion, and what's next.  
*Moderator – Ralph Staffins, III, Brunswick-Golden Isles Chamber*  
*Panelist – Pam Carnes, Cherokee County Chamber*  
*Panelist – Daniel Jackson, Carroll County Chamber*  
*Panelist – Teri Smiley, Walton County Chamber*  
*Panelist – Woody Woodside, formerly with Brunswick-Golden Isles Chamber*
- 11:30am **Video Messages from our U.S. Senators**  
**The Honorable Kelly Loeffler, United States Senator**  
**The Honorable David Perdue, United States Senator**
- Noon **Free Afternoon – Networking Opportunity**

Participants – Dinner on Your Own or with Sponsors

### **Thursday, July 9, 2020**

*Breakfast for 2 guests per room – available in Grand Dining Room or The Pantry*

(ALL SESSIONS IN MORGAN CENTER)

- 8:45am **Morning Welcome**
- 9:00 – 10:00am **GACCE AWARDS PRESENTATION & SPONSOR SPOTLIGHT**  
Join us as we present our 2020 GACCE Awards and learn more from our 2020 event sponsors.
- 10:00am **Refreshment Break – Sponsor Display Area**
- 10:15 – 11:30am **SESSION 1**  
**Managing After COVID-19**  
To say these are unprecedented times is the understatement of the century. In the blink of an eye, the stock market plummeted by 37% while unemployment skyrocketed by 320%. There are rough seas ahead for small businesses, and for chambers. Many chambers are struggling. But others are using this opportunity to show what they can do for small businesses. In this special presentation, Glenn will show how the best managed chambers all across America are thinking outside the box to become superstars in these historic times, including two examples from right here in Georgia.  
*Glenn Shepard, Glenn Shepard Seminars*
- 11:45am **NETWORKING LUNCHEON – Boxed Lunches**  
Morgan Center / Club Ballroom / Outdoors
- 1:00 – 2:00pm **SESSION 1 – Managing After COVID-19 Continued**  
*Glenn Shepard, Glenn Shepard Seminars*
- 2:00pm **Refreshment Break – Sponsor Display Area**

- 2:15 – 3:15pm      **SESSION 2**  
**Chamber Programming Reality Check**  
 In a matter of a few days, the Chamber model of in-person networking events went out the window. Learn how chambers have excelled during this time and are making money on new endeavors for their chamber.  
*Jason Ebey, YGM Total Resource Campaigns*
- 3:15pm      **Refreshment Break – Sponsor Display Area**
- 3:30 – 4:30pm      **SESSION 3**  
**Your Guide to Chamber Technology**  
 Are you lost with all of the different resources available for virtual meetings these days? Learn from one of the best as she shares the latest and greatest tools for putting your Chamber on the digital map.  
*April Bragg, Robins Regional Chamber*
- 6:30pm      **NETWORKING RECEPTION & DINNER**  
 Grand Dining Room / Federal Reserve / Club Ballroom
- 8:00 – 11:00pm      **HOSPITALITY SUITE**  
 Cherokee Cottage Foyer  
***Sponsored by: PSP Group***

**Friday, July 10, 2020**

*Breakfast for 2 guests per room – available in Grand Dining Room or The Pantry*

(ALL SESSIONS IN MORGAN CENTER)

- 8:45am      **Morning Welcome**
- 9:00 – 10:30am      **SESSION 4**  
**How Chambers Can Become Heroes in Helping Small Businesses Rebuild after COVID-19**  
 Recovery isn't just about getting customers back; it's also about getting employees back to work and up to speed. Even after business is "back to normal", the workforce will be far from normal. Nerves will be frayed and people will look suspiciously at coworkers every time they sneeze. Managing people is the hardest job there has ever been. This doesn't change regardless of whether the economy is booming or has slowed down. This is why the ability to deal with people is the most valuable job skill you can have. Get really, really good at it, and you can write your own ticket. In this session, Glenn will show you how to get the best out of people – even in the worst of times.  
*Glenn Shepard, Glenn Shepard Seminars*
- 10:30am      **Refreshment Break – Sponsor Display Area**
- 10:45 – 11:45am      **CLOSING KEYNOTE**  
**The Honorable Brian P. Kemp, Governor of Georgia**