



# Executive Leadership Conference

July 12 – 15, 2022

Jekyll Island Club Hotel | Jekyll Island, GA

## EVENT AGENDA

### Tuesday, July 12, 2022

- 3:00 – 4:15pm **GACCE Board Meeting**  
Club Ballroom – Main Hotel
- 4:00 – 6:00pm **Registration Opens and Hotel Check-In**  
GACCE Registration – Morgan Center Foyer  
Hotel Check-In – Main Hotel Lobby
- 4:00 – 6:00pm **Sponsor Display Set Up**  
Morgan Center – Main Conference Room
- 4:30 – 5:30pm **BONUS SESSION – New Executive Boot Camp**  
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 – Main Conference Room
- 6:30pm **WELCOME RECEPTION**  
Welcome to our 2022 Conference! Get to know others across the state during our opening reception.  
Morgan Center – Main Conference Room & Mezzanine
- 9:00 – 11:00pm **HOSPITALITY SUITE**  
Cherokee Cottage Foyer  
**Sponsored by: PSP Group**

### Wednesday, July 13, 2022

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

(ALL SESSIONS IN MORGAN CENTER)

- 9:00 – 9:15am **Official Conference Welcome & Introductions**  
*Cindy Williams, GCCE  
CEO, Cartersville-Bartow County Chamber  
2022-23 GACCE Board Chair*

- 9:15 – 10:15am **“Dear Members, This is Why We Can’t Have Nice Tech Things”**  
 Picture this: You find the perfect project management tech tool to manage your committees...and no one uses it. Or you have a foolproof, rock-solid system for conference registration... but your newest board member demands more bells and whistles. You don't have a tech problem. You have a people problem. Join Beth Z, aka Your Nerdy Best Friend, to discover your Technology Psychology -- the subconscious reaction that drives how you view today's cutting-edge technology. This session will help you understand not only where you stand when it comes to tech changes, upgrades and shiny objects. You'll also gain insight into the mysterious minds of members who push, delay or avoid today's technological advancements.  
*Beth Ziesneis – Your Nerdy Best Friend*
- 10:15am **Refreshment Break – Sponsor Display Area**
- 10:30 – 11:30am **SPOTLIGHT OUR SPONSORS SESSION**  
 Speed networking session with our sponsors. You must be present to win fabulous prizes!
- 11:30am **NETWORKING LUNCHEON – Boxed Lunches**  
 Morgan Center / Outdoors
- 1:00 – 2:00pm **Must-Have Employment Policies for All Chambers**  
 Both employers and employees benefit from sound personnel policies; they contribute to good management, provide clear procedures for reporting and resolving issues, and give your business important legal defenses when there are disputes. But by that same token, poorly written policies can have the opposite effects and lead to unintended consequences. In this session, we will explore the "Top 10" personnel policies and best practices that every Chamber should have, including EEO policies and reporting procedures, standards of conduct and discipline, performance reviews, and use of technology resources.  
*David Cole – Freeman Mathis & Gary LLP*
- 2:00 – 3:00pm **Using a Budget to Meet Organizational Goals**  
 Every Chamber Executive has a list of goals to accomplish and limited resources to get it all done. That is why it is important to have a budget. An effective budgeting process provides a framework for organizing these goals and objectives and serves as a roadmap to achieving them. In this presentation we will discuss a budgeting methodology that helps to identify the organization's most important goals, how to translate them into a budget or plan, and how to stay on track to ensure success.  
*Dan Dollevoet, Dan the CFO*
- 3:00pm **Refreshment Break – Sponsor Display Area**
- 3:15 – 4:15pm **Leading with Focus: Collaboration and Productivity Without a Billion Videoconferences**  
 Overnight the traditional workplace culture shifted when the pandemic forced our country's workforces into work-from-home models. Never-ending videoconferences haven't helped you and your colleagues be more efficient...they're just wasting your time. In this session you'll learn proven techniques for focus and productivity, along with the tools to lead your team to be more efficient and effective.  
*Beth Ziesneis – Your Nerdy Best Friend*
- 6:30pm **GACCE AWARDS DINNER**  
 Join us as we recognize our new GCCE designees and our 2022 GACCE Legacy Award Winner.  
 Morgan Center
- 9:00 – 11:00pm **HOSPITALITY SUITE**  
 Cherokee Cottage Foyer  
**Sponsored by: PSP Group**

## **Thursday, July 14, 2022**

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

(ALL SESSIONS IN MORGAN CENTER)

9:00 **Morning Welcome**

9:15 – 10:30am **Data Security & Privacy: Protecting Your Chamber in the Digital Age**

You have no doubt seen headlines about businesses and governments falling victim to cyber-attacks like ransomware and data breaches. But don't become another statistic and think that these events only affect big business. In reality, most cyber-attacks are directed at small and medium businesses that are not as well protected or prepared to respond. This session will give you a fascinating look at the world of cybercrime and the real ways it can impact your Chamber and its members. You will learn key steps you can take to better protect your Chamber and avoid cyber-attacks, as well as the best practices to follow if an incident does occur.

*David Cole – Freeman Mathis & Gary LLP*

10:30am **Refreshment Break – Sponsor Display Area**

10:45 – Noon **Marketing Made Simple: Grow Your Chamber Online with Google and More**

Learn how increase engagement, get more members, and generate more member loyalty with free tools and the latest strategies from Google and others. Grow With Google Trainer and former 20-year chamber executive Demming Bass will show how you can improve your online presence almost immediately across five areas: Website SEO; Google Business Profile; Online Advertising; Email Campaigns + Social Media; and Brand Message and Positioning. You'll learn chamber-specific best practices to:

- Improve your website's visibility in Google's organic search results, on all devices, with the latest Search Engine Optimization (SEO) secrets
- Book prospect appointments and promote your chamber's services and events with your free Google Business Profile
- Automate your online advertising by creating an effective "Smart Campaign" on Google
- Generate sales through effective email nurture campaigns + social media
- Create messaging that works through clear, effective storytelling (learn the secrets of Academy Award-winning screenwriters and the biggest brands alike)

As a bonus, you'll learn how to gain access to all of Grow With Google's free trainings and marketing resources for chambers and small businesses, as well as free tools like Local Opportunity Finder, Grow My Store, Google Trends, Google Search Console, and more.

*Demming Bass – Grow With Google*

Noon **Free Afternoon – Golf / Pool / Beach**

Participants – Dinner on Your Own or with Sponsors

## **Friday, July 15, 2022**

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

(ALL SESSIONS IN MORGAN CENTER)

9:00am

### **Morning Welcome**

9:15 – 10:30am

### **5 Kinds of Amazing: Creating Audience Experiences that Engage and Amaze**

No matter who your audience is -- customers, clients, members, students, donors, investors, or the general public -- they want to be amazed! In this presentation you'll explore five kinds of amazing experiences that will help you create moments in your marketing, business processes, and events that will attract and engage your audiences. Lessons from the theatre can help you "pop" in the minds of your members and prospects, helping them to be more enthusiastic about joining your organization and sharing their experiences with others. This program is an unique combination of live, interactive experiences that drive home the key points in an unforgettable way.

*Joe M. Turner – Joe Turner Magic*

10:30am

### **Refreshment Break – Sponsor Display Area**

10:45 – Noon

### **Cool Changes**

Tools to renew your mind to beat back burnout/fear/anxiety/challenges. We will present 5 tools you can use to shift your mind and steps into the possibilities today offers. Not seeking perfection but the beautiful fun journey of seeing the world in a fresh new way.

*Kevin Williams – Chick-fil-A*

Noon

### **Conference Adjourns**