

**July 9 – 12
2024**

*Executive Leadership
Conference
St. Simons Island, GA*



AGENDA

2024 GACCE Executive Leadership Conference

Tuesday, July 9, 2024

- 8:30am – Noon **GACCE Board Retreat**
Cypress Room
- 4:00 – 6:00pm **Sponsor Display Set Up**
Musgrove Room & Conference Center Foyer
- 4:00 – 6:00pm **Conference Registration Opens and Hotel Check-In**
GACCE Registration – Conference Center Foyer
Hotel Check-In – Main Hotel Lobby
- 4:30 – 5:30pm **BONUS SESSION – New Executive Fireside Chat**
Opportunity for our new Chamber Executives to learn more about the chamber industry and GACCE from our Executive Committee.
Grand Ballroom
Sponsored by: YGM
- 5:45 – 6:15pm **FIRST TIME ATTENDEE RECEPTION**
Opportunity for our first-time attendees to meet our GACCE Board and sponsors.
Musgrove Room & Conference Center Lobby
Sponsored by: Lumin Strategies
- 6:15pm **WELCOME RECEPTION**
Welcome to our 2024 Conference! Meet your peers from across the state during our opening reception. We'll have a cash bar and food stations for the event this evening.
Musgrove Room & Grand Ballroom
Bar Sponsored by: Natasha Bowles Virtual Staffing
- 8:00 – 11:00pm **HOSPITALITY SUITE**
Executive Suite (*across parking lot behind Conference Center*)
Sponsored by: PSP Group

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2024 GACCE Executive Leadership Conference

Wednesday, July 10, 2024

8:00 – 9:00am

Breakfast Buffet

No presentation in order to give you more time to network with your peers!

Musgrove Room & Grand Ballroom

Sponsored by: POWER 10

(ALL SESSIONS IN GRAND BALLROOM)

9:00 – 9:15am

Official Conference Welcome & Sponsor Introductions

Heath Taylor – Dublin-Laurens County Chamber & 2024-25 GACCE Board Chair

Ralph Staffins III – Brunswick-Golden Isles Chamber

9:15 – 10:45am

SESSION 1

Executive Presence Workshop: You Belong in the Room

Executive Presence is the ability to act decisively and with dignity while embodying the most essential elements of leadership. Those with an executive presence work well under pressure, communicate clearly, and have a confident, capable persona. Some people think or feel like they do not belong in a room of executives. You do belong! You will learn the attributes of executive presence and how to develop a growth mindset. We will also walk through an executive presence case study to see what executive presence looks like in real life. You will be given next steps and suggestions to continue your growth as a leader.

Melissa Spangler – KEPA Consulting

Sponsored by: The Chason Group

10:45am

Refreshment Break – Sponsor Display Area

Sponsored by: Citslinc

11:00 – 11:45am

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!

Musgrove Room & Grand Ballroom

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Wednesday, July 10, 2024 (continued)

1:15 – 2:45pm

SESSION 2

Conclusion – Executive Presence Workshop

Melissa Spangler – KEPA Consulting.

Sponsored by: Oglethorpe Power Corporation

2:45pm

Enhanced Refreshment Break – Musgrove Room

Sponsored by: Georgia Chamber

3:15 – 4:15pm

SESSION 3

2024 Chamber Survey Results – Hear What Your Peers Have to Say

If you're curious what other chamber pros think – this session is for you. We'll review GrowthZone AMS's 2024 Chamber Survey Results and share trends, ideas, recommendations, and tips related to what your peers have to say about:

- Challenges / Concerns / Worries
- Reinstatement Strategies
- Non-Dues Revenue Sources
- And a LOT more!

Everyone attending this session will also receive access to the full survey results report.

Scott Robertson – GrowthZone

Open Evening – Dinner on Your Own or with Sponsors

Thursday, July 11, 2024

8:00 – 9:00am

Breakfast Buffet

No presentation in order to give you more time to network with your peers!

Musgrove Room & Grand Ballroom

8:00 – 9:00am

GACCE Past Chair & Current GACCE Board Breakfast

Cypress Room

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2024 GACCE Executive Leadership Conference

Thursday, July 11, 2024 (continued)

(ALL SESSIONS IN GRAND BALLROOM)

9:00 – 10:00am

SESSION 4

Trends in Workforce Development

Join Alysia in an engaging exploration of innovative economic and workforce development trends that will empower your community for a transformational future. Uncover visionary strategies that have driven impactful change in other communities nationwide.

Alysia Cook – Opportunity Strategies

Sponsored by: Georgia Partnership for Excellence in Education

10:00am

Refreshment Break – Sponsor Display Area

Sponsored by: Citslinc

10:15 – 11:30am

SESSION 5

Getting the Most Out of Your Foundation (A Working Guide)

Does your Chamber have a “Foundation”? Is your Chamber considering adding a “Foundation”? What exactly do you want to accomplish through your “Foundation”? Like many issues in the tax world, you have to know what to ask for if you want the IRS to recognize and support your business plan. The term “foundation” is a non-tax description of a type of tax exempt organization which can take a number of different forms, each of which is subject to different rules as to the deductibility of contributions, the oversight required if a grant is received and the types of operations which can be undertaken. There are also a number of IRS rules for how a Chamber, which is not a charitable entity, should interact with an affiliated charity, especially if money is expected to move from the charity to the Chamber. This session will provide an overview of the federal tax and state law rules and regulations which must be considered when deciding whether to form an affiliated tax-exempt charity and, if you do, which structure will be best for your Chamber.

James “Jim” McCarten – Lindsey & Lacey P.C.

Sponsored by: SOAR Nonprofit Solutions

11:30am

Free Afternoon – Golf / Pool / Beach

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Thursday, July 11, 2024 (continued)

6:30pm

GACCE RECEPTION & AWARDS DINNER

Join us for a fun evening as we recognize our 2024 award winners.

Musgrove Room & Grand Ballroom

Bar Sponsored by: *Natasha Bowles Virtual Staffing*

Awards Dinner Sponsored by: *Purchasing Alliance Solutions*

8:00 – 11:00pm

HOSPITALITY SUITE

Executive Suite (*across parking lot behind Conference Center*)

Sponsored by: *PSP Group*

Entertainment Sponsored by: *Louder NonProfit Strategies*

Friday, July 12, 2024

8:00 – 9:00am

Breakfast Buffet

No presentation in order to give you more time to network with your peers!

Musgrove Room & Grand Ballroom

(ALL SESSIONS IN GRAND BALLROOM)

9:00 – 10:00am

SESSION 6

Georgia's ACCE Chambers of the Year

Hear from our GACCE members who have won the ACCE Chamber of the Year award in the past. They will share what helped them stand out above the rest and provide ideas for you to R&D for your communities.

Moderator – Heath Taylor, Dublin-Laurens County Chamber

Panelist – Candace Boothby, Newnan Coweta Chamber

Panelist – Joe Henning, Henry County Chamber

Panelist – Nick Masino, Gwinnett Chamber

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Friday, July 12, 2024 (continued)

- 10:00am **Refreshment Break – Sponsor Display Area**
If you are leaving the resort today, be sure to check out by 11:00am.
Sponsored by: Citslinc
- 10:30 – 11:30am **SESSION 7**
Fortify Your Future: How to Navigate Challenges and Crisis to Dominate your Position in Life and Business
We all face obstacles and challenges coming at us from the outside. How we deal with them will directly impact our success, relationships, and goals. Carve out your personal power and your team’s conviction to overcome challenges and obstacles. Create a culture of THRIVE. Shifting how you view “crisis” will allow us to reach a higher level of success in our career, relationships and in life. Get ready to build your inner armory!
Ilke Lander – The Lander Company
- 11:30am **Conference Adjourns**

Thank You to our 2024 GACCE Event Partners:

