



# Executive Leadership Conference

July 9 – 12, 2024

Sea Palms Resort | St. Simons Island, GA

## EVENT AGENDA

### Tuesday, July 9, 2024

- |                |   |
|----------------|---|
| 8:30am - Noon  | <b>GACCE Board Retreat</b><br>Cypress Room  |
| 4:00 – 6:00pm  | <b>Registration Opens and Hotel Check-In</b><br>GACCE Registration – Conference Center Foyer<br>Hotel Check-In – Main Hotel Lobby   |
| Noon – 4:00pm  | <b>Sponsor Display Set Up</b><br>Musgrove Room & Conference Center Foyer  |
| 4:30 – 5:30pm  | <b>BONUS SESSION – New Executive Fireside Chat</b><br>Opportunity for our new Chamber Executives to learn more about the chamber industry and GACCE.<br>Grand Ballroom<br><b><i>Sponsored by: YGM Total Resource Campaigns</i></b>  |
| 5:45 – 6:15pm  | <b>FIRST TIME ATTENDEE RECEPTION</b><br>Opportunity for our first-time attendees to meet our GACCE Board and sponsors.<br>Musgrove Room & Conference Center Foyer   |
| 6:15pm         | <b>WELCOME RECEPTION</b><br>Welcome to our 2024 Conference! Get to know others across the state during our opening reception. We'll have a cash bar and food stations for the event this evening.<br>Musgrove Room & Grand Ballroom |
| 8:00 – 11:00pm | <b>HOSPITALITY SUITE</b><br>Executive Suite ( <i>across parking lot behind Conference Center</i> )<br><b><i>Sponsored by: PSP Group</i></b>   |

## **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

(ALL SESSIONS IN GRAND BALLROOM)

9:00 – 9:15am      **Official Conference Welcome & Sponsor Introductions**  
*Heath Taylor – Dublin-Laurens County Chamber & 2024-25 GACCE 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*

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!  
Buffet in Musgrove Room

1:15 – 2:45pm        **SESSION 2**  
**Conclusion – Executive Presence Workshop**  
*Melissa Spangler, KEPA Consulting*

2:45pm                **Enhanced Refreshment Break – Musgrove Ballroom**  
***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 Board Breakfast**  
Cypress Room

(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*

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”) M. McCarten, Lindsey & Lacey P.C.*

11:30am              **FREE AFTERNOON – Golf / Pool / Beach**

6:30pm                **GACCE RECEPTION & AWARDS DINNER**  
Join us for a fun evening as we recognize our 2024 award winners.  
Musgrove Room & Grand Ballroom

8:00 – 11:00pm      **HOSPITALITY SUITE**  
Executive Suite (*across parking lot from Conference Center*)  
***Sponsored by: PSP Group***

## **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*

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, Lander Company*

11:30am

### **Conference Adjourns**