

**July 9 – 12
2024**

*Executive Leadership
Conference
St. Simons Island, GA*



ORGANIZATIONAL EXCELLENCE

Mission & Leadership

Mission

The mission of GACCE is to engage, educate, and empower chamber professionals.

Our GACCE 2024-2025 Executive Committee Officers



CHAIR
Heath Taylor
Dublin-Laurens County
Chamber



1st VICE CHAIR / SECRETARY
David Bradley
Athens Area Chamber



IMMEDIATE PAST CHAIR
April Bragg, GCCE
Robins Regional
Chamber



CHAIR-ELECT
Christie Moore, GCCE
Valdosta-Lowndes County
Chamber



2nd VICE CHAIR / TREASURER
Sara Ray, GCCE
Douglas County Chamber

Our GACCE 2024-2025 Board of Directors – by Region

Region 1

Jason Mock, Greater Dalton

Region 2

Steve Rowe, Blairsville-Union County

Region 3

Veronica Maldonado-Torres, Georgia Hispanic

Region 4

Madison Ruttinger, Thomaston-Upson County

Region 5

Debbie Harper, Newton

Region 6

Kara Lassiter, Milledgeville-Baldwin County

Region 7

Jeffrey Fowler, Warren County

Region 8

Amber Batchelor, Sumter County

Region 9

Paula McCain, Eastman-Dodge County

Region 10

Andrea Collins, Thomasville-Thomas County

Region 11

Melissa Dark, Fitzgerald-Ben Hill

Region 12

Courtney Rawlins, Greater Pooler Area

Permanent Appointment

Georgia Chamber – Chris Clark

Ex-Officio Appointment

GDECd – Allen Fox

GEDA – Grant Cagle

One-Year Chair Appointments

Joe Henning, Henry County

Maggie Schuyler, Perry Area

Summer Beal, Richmond Hill-Bryan County

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GEORGIA CERTIFIED CHAMBER PROGRAM
as of November 2023



One of the most prestigious programs of GACCE is the **Georgia Certified Chamber** program.
The program recognizes chambers that have met standards of excellence.
We currently have 46 Georgia Certified Chambers:

- | | | |
|-----------------------------------|--------------------------------------|-----------------------------------|
| Albany Area Chamber | Fannin County Chamber | Newton Chamber |
| Augusta Metro Chamber | Fayette Chamber | Pelham Chamber |
| Bainbridge-Decatur County Chamber | Greater Columbus Chamber | Pickens County Chamber |
| Barrow County Chamber | Greater Dalton Chamber | Randolph County Chamber |
| Brunswick-Golden Isles Chamber | Greater Macon Chamber | Roberta-Crawford County Chamber |
| Carroll County Chamber | Greater North Fulton Chamber | Robins Regional Chamber |
| Catoosa County Chamber | Griffin-Spalding Chamber | Rome Floyd Chamber |
| Cherokee County Chamber | Gwinnett Chamber | Sylvester-Worth County Chamber |
| Columbia County Chamber | Habersham County Chamber | Thomaston-Upson County Chamber |
| Conyers-Rockdale Chamber | Jackson County Area Chamber | Thomasville-Thomas County Chamber |
| Dawson County Chamber | LaGrange-Troup County Chamber | Thomson-McDuffie County Chamber |
| Douglas County Chamber | Liberty County Chamber | Toccoa-Stephens County Chamber |
| Douglas-Coffee County Chamber | Madison-Morgan County Chamber | Valdosta-Lowndes County Chamber |
| Dublin-Laurens County Chamber | Milledgeville-Baldwin County Chamber | White County Chamber |
| Eatonton-Putnam Chamber | Moultrie-Colquitt County Chamber | |
| Effingham County Chamber | Newnan-Coweta Chamber | |

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U.S. CHAMBER ACCREDITATION

as of June 2024

UNITED STATES CHAMBER OF COMMERCE

ACCREDITATION®

The U.S. Chamber of Commerce instituted the Accreditation program to recognize effective performance within outstanding Chamber organizations. It is a voluntary program developed to provide a method by which local chambers of commerce may make a self-study and analysis.

The following Chambers in Georgia are currently accredited
(per the U.S. Chamber website June 2024):

Five-Star Chambers ★★★★★

Brunswick-Golden Isles Chamber
Cobb Chamber
Columbia County Chamber
Greater Columbus Chamber
Greater North Fulton Chamber
Gwinnett Chamber
Habersham County Chamber
Newnan-Coweta Chamber
Toccoa-Stephens County Chamber
Valdosta-Lowndes County Chamber
White County Chamber

Four-Star Chambers ★★★★

Albany Area Chamber
Newton County Chamber

Three-Star Chamber ★★★

Catoosa County Chamber

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GEORGIA CERTIFIED CHAMBER EXECUTIVES (GCCE)

as of July 2024

The Georgia Certified Chamber Executive (GCCE) designation exemplifies excellence and professionalism of Georgia's Chamber Executives. We salute these Chamber Executives for their outstanding service to the Chamber profession in the State of Georgia:

Kali Boatright, Greater North Fulton Chamber
Candace Boothby, Newnan-Coweta Chamber
Fred Boscarino, Conyers-Rockdale Chamber
April Bragg, Robins Regional Chamber
Pam Carnes, Cherokee County Chamber
Angie Cox, Augusta Metro Chamber
Aura Lee Durham, Robins Regional Chamber
Crystal Fairless, Blairsville-Union County
Debbie Harper, Newton Chamber
Joseph Henning, Henry County Chamber
Amy Jackson, Catoosa County Chamber
Tommy Jennings, Barrow County Chamber
Cindy Jones, Griffin-Spalding Chamber
Russell Lahodny, Columbia County Chamber
Morgan Law, Georgia Chamber
Melissa Lee, Forsyth-Monroe County Chamber
Christie Moore, Valdosta-Lowndes County Chamber
Beth Morrison, Greater Dalton Chamber
Sue Parr, Augusta Metro Chamber
Julie Paysen, Toccoa-Stephens County Chamber
Leah Poole, Liberty County Chamber
Sara Ray, Douglas County Chamber
Monica Simmons, Cordele-Crisp Chamber
Teri Smiley, Walton County Chamber
Ralph Staffins, III, Brunswick-Golden Isles Chamber
Beth Truelove, White County Chamber
Cindy Williams, Cartersville-Bartow County Chamber

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GACCE LEGACY AWARD

as of July 2023

The highest award presented by GACCE, the recipient of the Legacy Award, (formerly known as the GACCE Executive of the Year Award Honoring Kent Lawrence), is one who exemplifies the ideals of our profession.

- 2023** – Sue Parr, *GCCE*, Augusta Metro Chamber
- 2022** – Tommy Jennings, *GCCE*, Barrow County Chamber
- 2021** – Candace Boothby, *GCCE*, Newnan-Coweta Chamber
- 2020** – Daniel Jackson, Carroll County Chamber
- 2019** – Monica Simmons, *GCCE*, Cordele-Crisp Chamber
- 2018** – Kit Dunlap, Greater Hall Chamber
- 2017** – Kali Boatright, *GCCE*, Greater North Fulton Chamber
- 2016** – Roddie Anne Blackwell, *GCCE*, Eatonton-Putnam Chamber
- 2015** – Teri Smiley, *GCCE*, Walton County Chamber
- 2014** – Myrna Ballard, Valdosta-Lowndes County Chamber
- 2013** – Bill Mitchell, *GCCE*, Toombs-Montgomery Chamber
- 2012** – Fred Boscarino, *GCCE*, Conyers-Rockdale Chamber
- 2011** – Chip Cherry, *CCE*, Greater Macon Chamber
- 2010** – Pam Carnes, *GCCE*, Cherokee County Chamber
- 2008** – Bonnie Pfrogner, *GCCE*, Griffin-Spalding Chamber
- 2007** – Cile Warr, *GCCE*, Bainbridge-Decatur County Chamber
- 2006** – David Garriga, Americus-Sumter County Chamber
- 2005** – Betsy Hueber, *GCCE*, Thomaston-Upson County Chamber
- 2003** – Sue Spivey, *GCCE*, Chattooga County Chamber
- 2002** – Don Sims, Thomasville-Thomas County Chamber
- 2001** – Albert M. Hodge, Jr., Greater Rome Chamber
- 2000** – Woody Woodside, Brunswick-Golden Isles Chamber
- 1999** – Peggy Chapman, *GCCE*, Statesboro-Bulloch County Chamber
- 1998** – Mike Gaymon, *GCCE*, Greater Columbus Georgia Chamber
- 1997** – Willie Paulk, *GCCE*, Dublin-Laurens County Chamber
- 1996** – Jerry Bartels, *CCE*, Metro Atlanta Chamber
- 1995** – Nancy Kinsey, Walton County Chamber
- 1995** – Ken O’Neill, *GCCE*, Carroll County Chamber
- 1994** – Dick James, Newton County Chamber
- 1994** – Phil Overton, Gordon County Chamber
- 1993** – Tim Chason, Cartersville-Bartow County Chamber
- 1993** – Jane Fryer, *GCCE*, LaGrange-Troup County Chamber
- 1992** – Max Lockwood, Douglas-Coffee County Chamber
- 1992** – Cliff McDuffie, Gainesville-Hall County Chamber
- 1991** – Phil Overton, Gordon County Chamber
- 1991** – Dick Walden, Warner Robbins Area Chamber

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**GACCE PAST CHAIRS
as of July 2024**

We'd like to thank the following Chamber Executives for their leadership and commitment:

- 2023 – 2024.....April Bragg, *GCCE*, Robins Regional
- 2022 – 2023.....Cindy Williams, *GCCE*, Cartersville-Bartow County
- 2020 – 2022.....Ralph Staffins III, *GCCE*, Brunswick-Golden Isles
- 2019 – 2020.....Sue Parr, *GCCE*, Augusta Metro
- 2018 – 2019.....Brian Anderson, *GCCE*, Greater Columbus
- 2017 – 2018.....Tommy Jennings, *GCCE*, Barrow County
- 2016 – 2017.....Daniel Jackson, *GCCE*, Carroll County
- 2015 – 2016.....Yulonda Darden Beauford, *GCCE*, Clayton County
- 2014 – 2015.....Dinah Rowe, *GCCE*, Chatsworth-Murray County
- 2013 – 2014.....Candace Boothby, *CCE, GCCE*, Newnan-Coweta
- 2012 – 2013.....Kali Boatright, *GCCE*, Douglas County
- 2011 – 2012.....Myrna Ballard, Valdosta-Lowndes County
- 2010 – 2011.....Teri Smiley, *GCCE*, Walton County
- 2009 – 2010.....Chip Cherry, *CCE*, Greater Macon
- 2008 – 2009.....Monica Simmons, *GCCE*, Cordele-Crisp
- 2007 – 2008.....Bill Mitchell, *GCCE*, Toombs-Montgomery
- 2006 – 2007.....George Woodward, *GCCE*, Dalton-Whitfield
- 2005 – 2006.....Pam Carnes, *GCCE*, Cherokee County
- 2004 – 2005.....Tim Martin, *CCE*, Albany Area
- 2003 – 2004.....Bill Cooper, Cobb
- 2002 – 2003.....Betsy Hueber, *GCCE*, Thomaston-Upson County
- 2001 – 2002.....Greg Wright, Newnan-Coweta
- 2000 – 2001.....Saralyn Stafford, Douglas-Coffee County
- 1999 – 2000.....John Cox, Paulding County
- 1998 – 1999.....Steve Rieck, *GCCE*, Clayton County
- 1997 – 1998.....Al Hodge, Augusta Metro
- 1996 – 1997.....Peggy Chapman, *GCCE*, Statesboro-Bulloch County
- 1995 – 1996.....Mike Gaymon, *GCCE*, Greater Columbus
- 1994 – 1995.....Willie Paulk, *GCCE*, Dublin-Laurens County

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GACCE STAFF SERVICE AWARDS

as of March 2024

GACCE is proud to recognize the following chamber professionals who are achieving milestone anniversaries this year in the chamber industry:

35 Year Service Award

Debbie Evans – Greater Vidalia Chamber

20 Year Service Award

Aura Lee Durham – Robins Regional Chamber

10 Year Service Awards

Susan Davis – Newton Chamber

Elizabeth Langley – Greater Haralson Chamber

Patricia Sledge – Gwinnett Chamber

5 Year Service Awards

Trinity Archer – Sylvester-Worth County Chamber

Ansley Brewer – Gwinnett Chamber

Dana Brown – Greater Vidalia Chamber

Darrell K. Butler II – Columbia County Chamber

Tiffany Janay Harris – Robins Regional Chamber

Debbie Hughes – Catoosa County Chamber

Kara Lopez – Wayne County Chamber

Mindy Mosser – Jackson County Area Chamber

Caitlin Neal – Gilmer Chamber

Tura Sandt – Richmond Hill-Bryan County Chamber

Phyllis L. Taylor – Liberty County Chamber

Leslie Traylor – LaGrange-Troup County Chamber

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CHARTING THE COURSE

Exemplary Leadership

ACCE Chamber of the Year

The nation's only award that recognizes the dual role chambers of commerce have leading businesses and communities. The award recognizes excellence in operations, member services and community leadership.

Since 2007, ACCE has annually recognized chambers of commerce in various size categories for their work leading businesses and communities with the prestigious Chamber of the Year award.

The award recognizes excellence in operations, member services and community leadership.

The Chamber of the Year award involves a multi-stage process, which includes Dynamic Chamber Benchmarking, application and interview. During the first two stages, chambers compete against the numbers. As finalists, they compete against other chambers within their category. ACCE uses a five-factor equation based on the numbers submitted in Dynamic Chamber Benchmarking to determine an applicant's competition category (1–4). This process ensures that all applicants will be competing against chambers of commerce of similar size and capacity.

The benefits of winning Chamber of the Year are significant and going through the process is a great learning experience. Georgia is currently represented by three previous winners, the **Georgia Chamber**, the **Henry County Chamber**, and the **Newnan-Coweta Chamber...and the Newnan-Coweta Chamber is up for the award again this year!**



CCE: Aspire to be a National Certified Chamber Executive

Earn the internationally-recognized certification for chamber professionals! The Certified Chamber Executive (CCE) program is designed to assess the applicant's knowledge of the four core chamber management areas - Management, Planning and Development, Membership and Communications, and Operations.

CCEs exemplify commitment to the chamber of commerce profession; dedication to managerial and leadership excellence; and leadership in state, regional, and national chamber professional associations.

Join more than 500 chamber executives who have earned the designation of Certified Chamber Executive. Contact Susan McGuire with ACCE at smcguire@acce.org for more information on the CCE program, process, and eligibility requirements.

Current CCEs in Georgia:



Candace Boothby, CCE
Newnan-Coweta
Chamber



Chris Clark, CCE
Georgia Chamber

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CHARTING THE COURSE

Industry Associations and Professional Certifications

Chamber executives enjoy many paths to success, from National recognition to professional distinction. As a leader in business and in your community, learn more about how to effectively demonstrate your commitment to industry standards of excellence.

Industry Associations

Learn more about the two statewide associations and the two national associations that serve as the cornerstone of support for all successful chambers of commerce.

State

Professional Development



National



Advocacy Support



U.S. Chamber of Commerce

Professional Certifications

Six professional and organizational certifications exist to recognize the outstanding achievements of world class chambers and world class chamber executives who strive daily to lead communities and lead businesses with the highest standards of excellence and professionalism.

Georgia Certified Chamber Designation

GACCE
www.gacce.org



Georgia Certified Chamber Executive (GCCE) Designation



National Chamber of the Year Designation

Association of Chamber of Commerce Executives (ACCE)
www.acce.org



National Certified Chamber Executive (CCE) Designation



National Accreditation

U.S. Chamber of Commerce
www.uschamber.com



Institute for Organization Management (IOM) Designation



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CHARTING THE COURSE

National Resources

ACCE Horizon Initiative: Helping Chambers Drive Change

How will chambers adapt and evolve to mega trends over the next decade? How will they ensure that their best days are yet to come?

These are the core questions explored in ACCE's Horizon Initiative: Chambers 2025 report. The Horizon Initiative report taps the chamber industry's collective wisdom and draws heavily from social science scholarship and business research. The goal is not to tell chambers what they must do or be a decade from now. Instead, the value of this report is its potential to inspire ideas. The nine influences described in the Horizon Initiative Report are:

Belonging and Gathering
Communications & Technology
Scarcity and Abundance

Global Impacts
Population Shift
Political & Social Fragmentation

Resource Alignment
Catalytic Leadership
Limitations of Government



What are you doing to redefine the future and ensure your chamber remains relevant as it leads business and leads communities? Horizon gives you great information for strategic planning, staff planning and board retreats. It's one of

the best tools in the industry for taking your chamber to the next level. Learn more about what chambers across the country are doing to stay ahead of the changing curve. Learn more at acce.org.

ACCE Body of Knowledge

ACCE developed the Body of Knowledge for the chamber profession. It establishes benchmarks for the chamber profession and serves as the foundation for ACCE's educational programs. The Body of Knowledge outlines general job competencies and is updated, as necessary, to reflect current chamber profession practices. It is understood that chamber professionals need not have expertise or direct responsibility in all of these areas yet should have a comprehensive understanding of how each component impacts the chamber. By reviewing the Body of Knowledge and working towards comprehending and implementing these practices, chamber professionals will be empowered with the essential skills necessary to be successful in the profession. Visit acce.org to learn more.

- | | | | |
|---|---|--|--|
|  General Management |  Communication and Marketing |  Financial Management |  Public Policy Development & Advocacy |
|  Consensus Building |  Strategic Planning |  Human Resources |  Economic Betterment |
|  Membership Recruitment and Retention |  Decision Making |  Technology |  Development of Programs, Products & Services |
|  Governance | | | |