



HOSTED BY: THE GREATER MACON CHAMBER OF COMMERCE

BOARD DEVELOPMENT CONFERENCE 2024



NOVEMBER 14 & 15
MARRIOTT MACON CITY CENTER
MACON, GA

2024 Conference Agenda

Thursday, November 14, 2024 – Macon Marriott City Center – Macon, GA

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|-----------------------|---|--------------------------|
| 9:30 – 11:00am | GACCE BOARD of DIRECTORS MEETING | <i>Grand Salon</i> |
| 11:00am | REGISTRATION OPENS Please note rooms may not be available for check-in until 4:00pm | <i>Hotel Lobby</i> |
| 11:30am | WELCOME LUNCHEON <i>Presentation of 2024 GACCE Executive of the Year, the 2024 Class of Georgia Certified Chambers, and Executive Service Awards</i> | <i>Magnolia Ballroom</i> |
| 12:30pm | BREAK <i>Sponsored by Louder NonProfit Strategies</i> | <i>Sponsor Area</i> |
| 12:45– 1:45pm | KEYNOTE SESSION The Impact of Chambers and their Boards Imagine the possibilities with structure, strategy, and sustainability. <i>Robert “Bob” Harris, Harris Management Group</i> <i>Sponsored by Georgia Partnership for Excellence in Education</i> | <i>Magnolia Ballroom</i> |
| 1:45pm | BREAK <i>Sponsored by Louder NonProfit Strategies</i> | <i>Sponsor Area</i> |
| 2:00– 3:00pm | KEYNOTE SESSION Board Responsibilities and Strategic Direction Board / Staff Partnership; Fiduciary Duty; Risk Management; Creating & Implementing the Goals to Best Serve Your Members. <i>Robert “Bob” Harris, Harris Management Group</i> | <i>Magnolia Ballroom</i> |
| 3:00pm | BREAK <i>Sponsored by Louder NonProfit Strategies</i> | <i>Sponsor Area</i> |
| 3:15– 4:15pm | KEYNOTE SESSION 2024 GACCE Chamber Operations & Salary Survey Results Join us for an enlightening session where we delve into the findings from our most recent Chamber Operations Survey. This comprehensive survey provides insights into the current state of chamber operations and compensation trends within our industry. We will review operational benchmarks, salary ranges, and benefit packages. Attendees will gain a deeper understanding of how chambers are navigating operational challenges and compensating their staff in the current economic climate. <i>Anissa Starnes, YGM</i> <i>Sponsored by YGM</i> | <i>Magnolia Ballroom</i> |

6:00pm **NETWORKING DINNER & EVENING ACTIVITY** *Hotel / Downtown Macon*
Join us for a fun evening in downtown Macon! We'll start with a casual dinner at the hotel, then beginning at 7:00pm, we'll take buses to enjoy an optional walking or riding music history tour and late night entertainment at Grant's Lounge.

Friday, November 15, 2024 – Marriott Macon City Center – Macon, GA

8:00am **BREAKFAST BUFFET** *Magnolia Ballroom*
No formal presentation during breakfast so you can network together.

8:30 – 9:30am **KEYNOTE SESSION** *Magnolia Ballroom*
The Renaissance of the Macon Mall & Amphitheatre
Learn how Macon negotiated and financed a unique adaptive reuse of the Macon Mall which is renewing hope and economic activity in the former regional commercial hub.
Alex Morrison, Macon-Bibb County Urban Development Authority

9:30am **BREAK** *Sponsor Area*
Sponsored by Louder NonProfit Strategies

9:45am – 10:45am **PANEL DISCUSSION** *Magnolia Ballroom*
Advocacy Initiatives
Moderator – Heath Taylor, Dublin-Laurens County Chamber
Panelist – Christie Moore, Valdosta-Lowndes County Chamber
Panelist – Tracie Revis, Ocmulgee National Park and Preserve Initiative

10:45am **BREAK** *Sponsor Area*
Sponsored by Louder NonProfit Strategies

11:00am - Noon **CLOSING KEYNOTE SESSION** *Magnolia Ballroom*
New Georgia Economy Update
Chris Clark, CCE, President & CEO, Georgia Chamber
Sponsored by The Chason Group

Noon **CONFERENCE ADJOURNS**