



# Executive Leadership Conference

July 11 – 14, 2023

Sea Palms Resort | St. Simons Island, GA

## EVENT AGENDA

### Tuesday, July 11, 2023

- 3:00 – 4:00pm **GACCE Board Meeting**  
Cypress Room
- 4:00 – 6:00pm **Registration Opens and Hotel Check-In**  
GACCE Registration – Conference Center Foyer  
Hotel Check-In – Main Hotel Lobby
- 4:00 – 6:00pm **Sponsor Display Set Up**  
Musgrove Room & Conference Center Foyer
- 4:30 – 5:30pm **BONUS SESSION – New Executive Boot Camp**  
Opportunity for our new Chamber Executives to learn more about the chamber industry and GACCE.  
Grand Ballroom  
**Sponsored by: YGM Total Resource Campaigns**
- 6:00 – 6:30pm **FIRST TIME ATTENDEE RECEPTION**  
Opportunity for our first-time attendees to meet our GACCE Board and sponsors.  
Musgrove Room & Conference Center Foyer  
**Sponsored by: NBPS Virtual Staffing**
- 6:30pm **WELCOME RECEPTION**  
Welcome to our 2023 Conference! Get to know others across the state during our opening reception.  
The Patio & Poolside
- 9:00 – 11:00pm **HOSPITALITY SUITE**  
Executive Suite (*across parking lot behind Conference Center*)  
**Sponsored by: PSP Group**

### Wednesday, July 12, 2023

- 8:00 – 9:00am **Breakfast Buffet**  
Musgrove Room & Grand Ballroom  
**Sponsored by: 365 Degree Total Marketing**

(ALL SESSIONS IN GRAND BALLROOM)

- 9:00 – 9:15am **Official Conference Welcome & Introductions**  
*April Bragg – Robins Regional Chamber & 2023-24 GACCE Board Chair*  
*Ralph Staffins III – Brunswick-Golden Isles Chamber*

- 9:15 – 10:15am **Building for the Future: A Case Study of the Opelika Chamber's Ambitious New Strategic Initiative**  
Learn how the need for a new chamber building led to the Opelika Chamber addressing big community challenges - and raising almost \$3 million to do it! Opelika Chamber President & CEO Ali Rauch will share her success story of developing a major strategic initiative and funding it - during Covid and within her first two years on the job! Attendees will learn how to: identify and develop a programmatic response to their community's key challenges and opportunities, bring the public and private sector on board, and fund this effort -- all while growing chamber membership!  
*Amity Farrar – POWER 10*  
*Ali Rauch – Opelika (AL) Chamber*  
**Sponsored by: POWER 10**
- 10:15am **Refreshment Break – Sponsor Display Area**  
**Sponsored by: Citslinc**
- 10:30 – 11:30am **SPOTLIGHT OUR SPONSORS SESSION**  
Speed networking session with our sponsors. You must be present to win prizes!
- 11:30am **NETWORKING LUNCHEON**  
Buffet in Musgrove Room  
Table Topics in Grand Ballroom  
We'll have topics on each table, so join others to discuss topics of interest!
- 12:30 – 1:30pm **The Essential Ingredients of a Strong Chamber**  
Just like your favorite meal, there's a recipe for success. This session will offer up the essential ingredients for a relevant chamber in 2023 and beyond.  
*Dave Kilby – President Emeritus of W.A.C.E.*  
**Sponsored by: SOAR Nonprofit Solutions, LLC**
- 1:30 – 2:00pm **2023 Legislative Session Recap**  
*Cosby Johnson – Georgia Chamber*
- 2:00 – 2:30pm **Public Policy Strategies – Panel Discussion**  
To reach your potential as a power player in the game of influencing public policy, your chamber needs a few tools and a lot of motivation. Public policy can be defined as an active, sustained effort by staff and a group of volunteers of the chamber aimed at representing the organization, its mission, and its members to government officials. We're turning to industry experts to learn more about the key strategies they engage for maximum effectiveness.  
*Cosby Johnson – Georgia Chamber*  
*Dave Kilby – President Emeritus of W.A.C.E.*  
*Brince Manning – U.S. Chamber*
- 2:30pm **Enhanced Refreshment Break – Musgrove Ballroom**  
**Sponsored by: Georgia Chamber**

3:00 – 4:00pm **Delivering Value to Your Entrepreneur Members & Prospects**  
Small businesses are the lifeblood of the US economy...and also of a thriving Chamber! But how do they get started? How do we help them beat the odds and, in turn, nurture a vibrant local economy with your Chamber at the heart of commerce? In order to effectively assist entrepreneurs and small business owners, Chamber leaders must first get inside their heads and understand the way they think so we can meet their needs. When your Chamber is known as the go-to resource for launching new business, your Chamber's membership will flourish. In this engaging session, you will discover how to: create a formula for turning new entrepreneurs into active and engaged members; attract interest from entrepreneurs and draw them to you (instead of you chasing them down); assemble a high-value, low-effort toolkit for new businesses; become known as *the* answer to your fledgling entrepreneurs' burning questions without having to have all the answers yourself.  
*Carl Nicpon, Brio Business Academy*  
**Sponsored by: OneDigital**

6:30pm **GACCE AWARDS DINNER**  
Join us as we recognize our new GCCE designees and our 2023 GACCE Legacy Award Winner.  
Musgrove Room & Grand Ballroom  
**Sponsored by: Purchasing Alliance Solutions**

9:00 – 11:00pm **HOSPITALITY SUITE**  
Executive Suite (*across parking lot from Conference Center*)  
**Sponsored by: PSP Group**

### **Thursday, July 13, 2023**

8:00 – 9:00am **Breakfast Buffet**  
Musgrove Room & Grand Ballroom  
**Sponsored by: Georgia Center for Employee Ownership**

8:00 – 9:00am **GACCE Past Chair & Current Board Breakfast**  
Cypress Room

(ALL SESSIONS IN GRAND BALLROOM)

9:00 – 9:15am **Morning Welcome**

9:15 – 10:15am **The ABCs of Chamber Success**  
The questions are the same, but now the answers are different. Just as the curriculum in kindergarten has changed over the years, so have the ABCs for a strong chamber. In this fun, fast-paced, participatory session you will discuss ideas in small groups and then we'll de-brief and bring it back together a group.  
*Dave Kilby – President Emeritus of W.A.C.E.*

10:15am **Refreshment Break – Sponsor Display Area**  
**Sponsored by: Citslinc**

10:30 – Noon      **How to Preserve Inclusive, Stable Communities in the Midst of Challenges**  
Communities won't always see eye-to-eye on all issues, but the goal should be to ensure that challenges won't create issues that cannot be overcome. In this dialogue, we will revisit the tragedy that occurred in Brunswick, GA with Ahmaud Arbery's murder and how the various communities and businesses of Golden Isles united to overcome issues that could have torn the town apart. Learn from those who were on the front lines of the issue to fight for the future of their town.  
*Cedric King – Kings Consulting*  
*Philip Polk – National Center for Civil and Human Rights*  
*Ralph Staffins III – Brunswick-Golden Isles Chamber*

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

**Dinner on Your Own or with Sponsors**

**Friday, July 14, 2023**

8:00 – 9:00am      **Breakfast Buffet**  
Musgrove Room & Grand Ballroom

(ALL SESSIONS IN GRAND BALLROOM)

9:00am                      **Morning Welcome**

9:15 – 10:15am      **D.C. Fly-Ins – The Why and How To**  
A D.C. Fly-In is a unique event that offers your Chamber members an exclusive opportunity to meet face-to-face with members of Georgia's delegation and hear from policy experts about issues that impact our state's business climate. Hear from your peers on how they position this as a can't miss opportunity for their top investors and how they plan their event. You'll also hear how the Georgia Chamber and U.S. Chamber can assist with your planning.  
*Kali Boatright – Greater North Fulton Chamber*  
*Cosby Johnson – Georgia Chamber*  
*Brince Manning – U.S. Chamber*  
*Christie Moore – Valdosta-Lowndes County Chamber*

10:15am                      **Refreshment Break – Sponsor Display Area**  
***Sponsored by: Citslinc***

10:30am – Noon      **The Future of Chambers and the Horizon Initiative – What's Next**  
What lies ahead for chambers and how can they adapt and evolve when faced with the after-effects of a global pandemic, a monumental economic downturn, the changing nature of business, the discordant political climate and the challenges of racial equity? The Horizon Initiative identifies nine influences shaping the future of chambers and their communities. Sheree Anne Kelly revisits the key principles of this initiative and shares ACCE's latest research on the essential components for chamber missions and supporting business models that will ensure chambers are successful and sustainable well beyond these challenging times.  
*Sheree Anne Kelly – ACCE*

Noon                      **Conference Adjourns**