



STAFF DEVELOPMENT CONFERENCE 2024

MARCH 6-8
COLUMBUS, GEORGIA

HOSTED BY:
THE GREATER COLUMBUS
CHAMBER OF COMMERCE



Our 2024 GACCE Annual Partners:



Wednesday, March 6, 2024 – Columbus Trade & Convention Center

1:00 – 2:00pm	GACCE BOARD MEETING	Meeting Room 209
2:00pm	CONFERENCE REGISTRATION OPENS Please note that hotel rooms may not be available for check-in until 4:00pm.	Convention Center Lobby
2:00 – 3:00pm	Welcome to the Chamber Industry Session This is a session for any new chamber staff members. Sponsored by YGM	Sycamore Room
3:00 – 4:30pm	Chamber Roundtable Sessions – By Roles Our goal is to help our chamber staff members build their peer groups and learn from each other. Each role will meet in a different room, and we'll have a facilitator to help lead discussions.	

Communications Staff – Meeting Room 203

Sample discussion topics may include Effective Member Communications, Growing Social Media Engagement, Newsletters, Using AI, and Using LinkedIn Effectively

Facilitator – Kayla Ellis, White County Chamber

Facilitator – Aimee Keibler, Barrow County Chamber

Events Staff – Meeting Room 209

Sample discussion topics may include Annual Meetings, Educational Member Webinars, Golf Tournaments, Signature Events, Sponsorships, and Leadership Programs

Facilitator – Christine Greeson, Barrow County Chamber

Facilitator – Sara Ray, Douglas County Chamber

Membership Staff – Meeting Room 204

Sample discussion topics may include Ambassador Programs, Membership Retention, Membership Sales, and Tiered Membership Dues

Facilitator – Vicki Keibler, Barrow County Chamber

Facilitator – Jason Mock, Greater Dalton Chamber

Operations Staff – Sycamore Room

Sample discussion topics may include Chamber Foundations, Community Collaboration, Human Resources, Strategic Planning, and Workforce Development

Facilitator – Christie Moore, Valdosta-Lowndes County Chamber

Facilitator – Pam Powers-Smith, Rome Floyd Chamber

5:30 – 7:00pm

WELCOME RECEPTION

Fun evening reconnecting with your peers!

Hosted by the Greater Columbus Chamber of Commerce

Bo Bartlett Center

Thursday, March 7, 2024 – Columbus Trade & Convention Center

8:00 – 9:00am

BREAKFAST BUFFET

No formal presentation during breakfast so you can network together.

Sycamore Room

9:00 – 9:15am

OFFICIAL CONFERENCE WELCOME

David Bradley, President & CEO, Athens Area Chamber & 2024 SDC Chair

Jerald Mitchell, President & CEO, Columbus Chamber

Sycamore Room

9:15 – 10:30am

MEASURED RESULTS CONSULTING – SESSION 1

Understanding the HEART of Leadership

Understanding the H.E.A.R.T. of Leadership to be the Leader others want to follow. This model, utilized by over 3,000 Chick-fil-A Restaurants and over 3,000 team members at the Corporate Headquarters, describes the mindset of a Leader who transforms culture and provides quality service.

Dawn Lowe and Elizabeth Slone, Measured Results Consulting

Sycamore Room

10:30am

BREAK

Sponsor Display Area – Sycamore Foyer

10:45am – Noon

MEASURED RESULTS CONSULTING – SESSION 2

Using the SERVE Model to Lead People

Learn the S.E.R.V.E. model to take action and influence outcomes within your role and community. At Chick-fil-A, the S.E.R.V.E. model is the framework that leaders with HEART follow to lead and influence others well.

Dawn Lowe and Elizabeth Slone, Measured Results Consulting

Sycamore Room

Noon – 1:30pm

SCHOLARSHIP LUNCHEON

We will be presenting our 2024-25 GACCE Scholarships & our Staff Service Awards.

Sycamore Room

1:30 – 2:30pm

BREAKOUT SESSIONS

Topic 1 – Social Media Strategies for Chambers

Sycamore Room

Social media has become an integral part of our daily lives, and it's no different for businesses and organizations, including Chambers of Commerce. In this session, we'll explore the latest trends and best practices in social media marketing, and how chambers can leverage these strategies to better connect with their members and the wider community. We'll discuss the importance of developing a social media plan, creating engaging content, and measuring success through analytics. You'll leave this session with a better understanding of how social media can help your Chamber of Commerce thrive and grow in today's digital age.

Jocelyn Wykoff, Kiss It Jane

Topic 2 – Member Retention

Meeting Room 203

Learn strategies and best practices for maintaining and enhancing member engagement and loyalty.

Allison Walden, CCE, CFRE, IOM, Tulsa Regional (OK) Chamber

Topic 3 – Chamber Finance & Budgeting

Meeting Room 204

This session is essential for anyone involved in managing financial matters for your Chamber. In this session you will learn the fundamentals of creating and managing budgets, as well as tips and tricks for forecasting and managing expenses. We will cover best practices for financial record-keeping and reporting, and discuss strategies for maximizing the impact of chamber resources. Whether you are a seasoned financial professional or new to the field, this session will provide valuable insights and practical tools for effective chamber finance and budgeting.

Tammy Shepherd, SOAR Nonprofit Solutions

2:30pm

EXTENDED BREAK

Sponsor Display Area – Sycamore Foyer

3:00 – 4:00pm

BREAKOUT SESSIONS

Topic 1 – AI: A Leader's Friend or Foe

Sycamore Room

This program delves into the transformative landscape of Artificial Intelligence (AI) in the workplace and beyond. As people and organizations increasingly integrate AI technologies, leaders find themselves at a crossroads, grappling with both the opportunities and challenges of this evolution. In this session, participants will explore the positive impacts of AI, such as improved efficiency, data-driven decision-making, and enhanced customer experiences. On the flip side, this session also highlights the pitfalls and ethical considerations of this technology.

Highlights and Outcomes:

- How to create the perfect AI prompt.
- The three capabilities and benefits of AI for individuals and leaders of teams.
- How to create a balanced and well-informed AI integration strategy.
- Valuable tips for effectively managing AI adoption.
- Ethical considerations and a warning when using AI.

Juanita McDowell, InMotion Consulting

Topic 2 – Career Tracks

Meeting Room 203

Guidance and advice on career development within the Chamber of Commerce community.

Allison Walden, CCE, CFRE, IOM, Tulsa Regional (OK) Chamber

Topic 3 – Handling Burnout

Meeting Room 204

This session is designed to help professionals recognize, manage, and prevent burnout in their personal and professional lives. Burnout is a state of emotional, physical, and mental exhaustion caused by excessive and prolonged stress. It can lead to a negative impact on work performance, relationships, and overall well-being. During this session, we will discuss the signs and symptoms of burnout, explore the causes and contributing factors, and learn strategies to manage and prevent burnout. We will also discuss the importance of self-care and provide tips for incorporating self-care practices into your daily routine.

Jason E. Ebey, YGM

5:00pm

REGIONAL NETWORKING DINNERS

Local Columbus Restaurants

We want our members to get to know each other better by their regions, so we've asked our Regional GACCE Board Members to host dinners for their regions. These dinners will be Dutch treat.

Friday, March 8, 2024 – Columbus Trade & Convention Center

8:00 – 9:00am

BREAKFAST BUFFET

Sycamore Room

No formal presentation during breakfast so you can network together.

9:00 – 10:30am

GENERAL SESSION

Sycamore Room

Telling Your Chamber's Story

Before podcasts and TikTok, before newspapers and broadcast media, storytelling was key to sharing information and passing down history. Stories celebrate achievements, share insights, and create meaningful connections. Unlock the storytelling potential of your Chamber of Commerce. This session will touch on sharing compelling stories to highlight your Chamber's strengths and benefits.

Joseph Henning, Henry County Chamber

Sponsored by Georgia Partnership for Excellence in Education

10:30am

BREAK

Sponsor Display Area – Sycamore Foyer

10:45 – 11:45am

CLOSING KEYNOTE SESSION

Sycamore Room

MEASURED RESULTS CONSULTING

Applying HEART & SERVE to Impact Your People, Your Business, and Your Community

David Daniels is a 30+ year Chick-fil-A multi-unit Operator who speaks to audiences all over the world to encourage others to lead with HEART & SERVE in order to make a difference in the way they lead themselves and others, grow their business, and make a positive impact on their community. David will share his personal journey with HEART & SERVE.

David Daniels, Chick-fil-A Operator