



## Tuesday, March 3, 2015 – James H. Rainwater Conference Center

3:00pm – 6:00pm	<b>CONFERENCE REGISTRATION</b>	Conference Center Lobby
3:00pm – 4:00pm	<b>GACCE Board Meeting</b>	Gazebo I Room
3:00pm – 4:00pm	<b>Chamber 101 / GACCE 101 Session</b> This is a session for any members who need a refresher.	Rose Suite
4:00pm – 5:00pm	<b>Membership Council Meeting</b> Best practices and issue sharing for all membership professionals.	Gardenia Suite
4:00pm – 5:00pm	<b>Communications Council Meeting</b> Best practices and issue sharing for all communications professionals.	Rose Suite
5:00pm – 6:00pm	<b>Young Professionals Social</b> For our GACCE members 40 and under	Hampton Inn Bar Area
6:30pm – 9:00pm	<b>WELCOME RECEPTION &amp; DINNER</b> <i>Sponsored by: AT&amp;T</i>	Grand Hall II

## Wednesday, March 4, 2015 – James H. Rainwater Conference Center

7:30am – 8:30am	<b>Complimentary Breakfast for Attendees at Hampton Inn</b>	
8:00am – 5:00pm	<b>Get Your Professional Headshot Made by Wes Sewell Photography</b> Do you need an updated professional headshot? Sign up for your session today – first come first serve.	Executive Board Room I
8:30am – 9:30am	<b>GENERAL SESSION</b> <b>Customer Service Seminar</b> Customer Service is more than just a greeting and thank you. This session will provide clear, productive examples of communication, the power of kindness, and building customers and members for life. - <i>David K. Aaker, Aaker &amp; Associates</i>	Grand Hall I
9:30am	<b>Sponsor Break</b>	Sponsor Display Area
9:45am – 10:45am	<b>GENERAL SESSION</b> <b>Conclusion – Customer Service Seminar</b> Every employee on your payroll has equity in the success of the product, service, and organization. This program involves the audience, and several will contribute to the message that “serving others is a privilege, not an obligation.” - <i>David K. Aaker, Aaker &amp; Associates</i>	Ballroom
10:45am	<b>Sponsor Break</b>	Sponsor Display Area
11:00am – Noon	<b>BREAKOUT SESSIONS</b> <b>Topic 1 – Candidate Academy</b> Learn how to teach your members to run for political office - <i>Phyllis Stephens, Greater Dalton Chamber</i>	Rose Suite

**Topic 2 – How to Make Tiered Dues Work for You****Grand Hall I**

Learn how to make the jump to tiered dues from a chamber pro who has been there and done that!

*- Melissa Spangler, Knoxville (TN) Chamber***Topic 3 – Help Your Leadership Programs Grow****Gardenia Suite**

Learn new information for your leadership programs

*- Matt Bishop, J.W. Fanning Institute for Leadership Development***Noon – 1:00pm****NETWORKING LUNCH****Grand Hall II**

Refer to the color code on your name badge to determine your table

**1:00pm – 2:30pm****GENERAL SESSION****Grand Hall II****Topic Roundtable – Choose Your Topic!***- You will have three 30-minute roundtable discussions during this session.**Table topics will be placed around the room, so choose the ones of most interest to you!***2:30pm****Sponsor Break****Sponsor Display Area****2:45pm – 4:00pm****BREAKOUT SESSIONS****Topic 1 – Master Your Presentation / Sales Skills****Rose Suite**

Learn how to rule the room for your next presentation or sales call

*- Glen Gould, Inspiration Agents***Topic 2 – The New Rules of Marketing for Chambers****Grand Hall I**

How do you generate more repeat business from existing members and how do I get my members to refer my chamber to others? Find out in this session!

*- Demming Bass, Constant Contact***Topic 3 – What You Need to Know about Healthcare & Your Members****Gardenia Suite**

Learn what's going on with the healthcare law and how you can help and support your members

*- Shan Ricketts, Purchasing Alliance Solutions***6:00pm****RECEPTION & SCHOLARSHIP DINNER****Grand Hall II**

We will be presenting GACCE Scholarships during this event.

**Thursday, March 5, 2015 – James H. Rainwater Conference Center****7:30am – 8:30am****Complimentary Breakfast for Attendees at Hampton Inn****8:30am – 9:30am****GENERAL SESSION****Grand Hall I****Reach for the Stars**

All of us are on a journey to reach for the stars. The points of a star each have value to our success: leadership, respectful interaction with each other, team building, enthusiasm, and the blending of all of these. All of these contribute to your success and that of your organization.

*- David K. Aaker, Aaker & Associates***9:30am****Sponsor Break****Sponsor Display Area****10:00am – 11:30am****CLOSING KEYNOTE SESSION****Grand Hall I***- Brian Kemp, Georgia Secretary of State***11:30am****CONFERENCE WRAP-UP & ADJOURN****Grand Hall I***- Tommy Jennings, President & CEO, Barrow County Chamber*