



# SOUTHEAST

## 2014 BOARD OF REGENTS ROSTER

### CHAIR

#### **Barry B. Copeland, IOM**

President  
The Copeland Strategies Group, LLC  
1459 Kendall Court  
Homewood, AL 35209  
205-901-1707  
barrybryantcopeland@gmail.com  
Term: 2007-2014

### VICE CHAIR

#### **L. Dean Faile, IOM**

President and CEO  
Lancaster County Chamber of Commerce  
PO Box 430  
Lancaster, SC 29721  
803-283-4105  
deanfaile@lancasterchambersc.com  
Term: 2009-2015

### PAST CHAIR

#### **Jeremy L. Arthur, IOM**

President and CEO  
Chamber of Commerce Association of  
Alabama  
2 North Jackson Street, Suite 603  
Montgomery, AL 36104  
334-240-8758  
jarthur@bcatoday.org  
Term: 2009-2015

#### **Jane E. Abe, IOM, ACE**

Director of Membership  
Aurora Regional Chamber of Commerce  
43 West Galena Boulevard  
Aurora, IL 60506  
630-256-3183  
jabe@aurorachamber.com  
Term: 2008-2014

#### **Randy B. Bradley, IOM**

Vice President  
South Carolina Chamber of Commerce  
1301 Gervais Street, Suite 1100  
Columbia, SC 29201  
803-255-2611  
randy.bradley@scchamber.net  
Term: 2010-2014

#### **Melissa Cook, IOM**

President and CEO  
Lamar County Chamber of Commerce  
8 West Plaza  
Lamar, TX 75460  
903-784-2501  
melissa@paristexas.com  
Term: 2010-2014

#### **Douglas Croft, IOM**

President and CEO  
Thomasville Area Chamber of Commerce  
PO Box 1400  
Thomasville, NC 27361  
336-475-6134  
doug.croft@thomasvillechamber.net  
Term: 2013-2015

#### **Kimberly Dahlsten, IOM**

Membership Development Manager  
Manhattan Area Chamber of Commerce  
501 Poyntz Avenue  
Manhattan, KS 66502  
785-776-8829  
kim@manhattan.org  
Term: 2012-2014



# SOUTHEAST

## 2014 BOARD OF REGENTS ROSTER

**Bryan Daniels, IOM, CCE, CEcD**

President and CEO  
Blount Partnership  
201 South Washington Street  
Maryville, TN 37804  
865-983-2241  
bdaniels@blountpartnership.com  
Term: 2012-2014

**Mark L. Field, IOM, CCE**

Senior Vice President  
Knoxville Chamber of Commerce  
17 Market Square #201  
Knoxville, TN 37902  
865-246-2607  
mfield@knoxvillechamber.com  
Term: 2011-2015

**Elizabeth Horton, IOM**

Executive Director  
Kershaw County Chamber of Commerce &  
Visitors Center  
PO Box 605  
Camden, SC 29021  
803-432-2525  
lhorton@kershawcountychamber.org  
Term: 2013-2015

**Gina Reynolds, IOM**

Chief Executive Officer  
Florida's Heartland Regional Economic  
Development Initiative, Inc. (FHREDI)  
PO Box 1196  
Sebring, FL 33870  
863-385-4900  
greynolds@flaheartland.com  
Term: 2013-2015

**Teri H. Smiley, IOM, GCCE**

President  
Walton County Chamber of Commerce  
132 East Spring Street  
Monroe, GA 30655  
770-267-6594  
teri@waltonchamber.org  
Term: 2013-2015

**Allen C. Smith, IOM, CCE**

President and CEO  
Spartanburg Area Chamber of Commerce  
105 North Pine Street  
Spartanburg, SC 29302  
864-594-5000  
asmith@spartanburgchamber.com  
Term: 2010-2014

**Scott Waller, IOM**

Senior Vice President, Public Affairs  
Mississippi Economic Council  
PO Box 23276  
Jackson, MS 39225  
601-969-0022  
swaller@mec.ms  
Term: 2013-2015

**Morri Yancy, IOM**

President  
Lake Guntersville Chamber of Commerce  
PO Box 577  
Guntersville, AL 35976  
256-582-3612  
morri@lakeguntersville.org  
Term: 2010-2014



# SOUTHEAST

U.S. CHAMBER OF COMMERCE FOUNDATION  
Institute for Organization Management

## AGENDA

OCTOBER 10, 2014

1:00 P.M. - 3:00 P.M. EDT

U.S. CHAMBER OF COMMERCE  
WASHINGTON, DC

- |  |                               |
|--|-------------------------------|
| <b>I. Welcome and Introductions</b>                  | Barry B. Copeland, IOM        |
| <b>II. Approval of Minutes</b>                       | Barry B. Copeland, IOM        |
| <b>III. Nominating Committee Report</b>              | L. Dean Faile, IOM            |
| <b>IV. Analysis of 2014 Southeast Institute</b>      | Board Members/Institute Staff |
| A. Final Enrollment Report                           |                               |
| B. Survey Results and Discussion of Institute Week   |                               |
| <b>V. 2015 Southeast Institute</b>                   | L. Dean Faile, IOM            |
| A. Create 2-3 Strategic Goals                        |                               |
| B. Discussion of Week/Assign Regent Responsibilities |                               |
| C. Morning Session Recap and Additional Business     |                               |
| <b>VI. Institute Staff Update</b>                    | Institute Staff               |
| A. Program Updates                                   |                               |
| <b>VII. Other Business/Adjournment</b>               | Barry B. Copeland, IOM        |



# SOUTHEAST

## BOARD OF REGENTS MINUTES

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JUNE 22, 2014  
11:00 A.M. EDT  
UNIVERSITY OF GEORGIA  
ATHENS, GA

**In attendance:** Barry B. Copeland, IOM; L. Dean Faile, IOM; Jeremy L. Arthur, IOM; Jane Abe, IOM, ACE; Randy B. Bradley, IOM; Melissa Cook, IOM; Douglas Croft, IOM; Kimberly Dahlsten, IOM; Mark L. Field, IOM; Elizabeth Horton, IOM; Gina Reynolds, IOM; Teri H. Smiley, IOM, GCCE; Scott Waller, IOM; Morri Yancy, IOM; Terra Carroll, IOM; DeAnna Dillard, IOM; Page Estes, IOM; Michelle Kiely, IOM; Nancy McCoy Duncan, IOM; Kathy Stuart, IOM; Carlotta Ungaro, IOM, CCE; Randy Vivian, IOM; Robert J. Foulks, IOM, CAE, CPA, CGMA; Karyn K. MacRae, IOM, CAE, CMP; Shelby A. Parish, IOM, CMP

### I. Welcome and Introductions

Barry B. Copeland, IOM welcomed everyone to the meeting and introductions were made.

### II. Board of Regents Business

- Approval of minutes
  - The minutes from the May 6, 2014 conference call were approved with no changes.
- On-site regent responsibilities
  - Regent roles and expectations during the Institute week were explained. This included, but was not limited to: information on when to arrive downstairs every day; how they should network with attendees during meals and social functions; after-hours interaction with attendees; what to do while attendees are in class, etc. The group was reminded that staff would be short-handed for the early part of the week.
- Regent meetings
  - Two meetings were scheduled to take place during the Institute week.
- Visiting Homeroom
  - Assignments for visiting Homeroom were made.
- Additional business
  - Any remaining business was discussed prior to adjourning the meeting.

### III. Class Advisor Welcome and Introductions

L. Dean Faile, IOM welcomed the Class Advisors to the meeting and introductions were made.

### IV. Responsibilities of Class Advisors

Specific Class Advisor responsibilities were discussed in detail. The first Class Advisor Broadcast was reviewed with the group and questions were answered. The role of the Regent Partner was also reviewed.



# SOUTHEAST

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## BOARD OF REGENTS MINUTES

JUNE 22, 2014  
11:00 A.M. EDT  
UNIVERSITY OF GEORGIA  
ATHENS, GA

**V. Overview of Week**

The group reviewed the schedule of activities for the week, which included a detailed review of evening events. Regents signed up for various on-site responsibilities and classes to audit throughout the week. Final enrollment and scholarship numbers were given, as well as social media, curriculum, and faculty updates.

**VI. Joint Lunch**

The group caught up over lunch.

**VII. Continuation of Week Overview**

Detailed discussion of the week of events continued.

**VIII. Other Business and Adjournment**

Any remaining business was discussed prior to adjourning the meeting.



# SOUTHEAST

U.S. CHAMBER OF COMMERCE FOUNDATION  
Institute for Organization Management

## 2015 SCHEDULE OF ACTIVITIES *\*PLEASE NOTE THIS SCHEDULE IS TENTATIVE\**

### Sunday, June 28<sup>th</sup>

11:00 a.m.–11:30 a.m.  
11:30 a.m.–12:15 p.m.  
12:15 p.m.–12:45 p.m.  
12:45 p.m.–1:00 p.m.  
2:00 p.m.–5:00 p.m.  
2:30 p.m.–3:00 p.m.  
3:00 p.m.–3:30 p.m.  
3:30 p.m.–4:15 p.m.  
4:30 p.m.–5:00 p.m.  
5:00 p.m.–5:45 p.m.  
6:00 p.m.–8:30 p.m.

**Board of Regents Meeting:** UGA Hotel, Room R  
**Board of Regents & Class Advisor Briefing:** UGA Hotel, Room R  
**Board of Regents & Class Advisor Lunch:** UGA Hotel, Room R  
**Board of Regents & Class Advisor Additional Business:** UGA Hotel, Room R  
**Registration:** UGA Hotel, 1<sup>st</sup> Floor Registration Desk  
**Bonus Session:** Enhance Your IOM Experience Through Tech: UGA Hotel  
**Bonus Session:** U.S. Chamber Accreditation: UGA Hotel, Masters Hall  
**Pre-Homeroom:** UGA Hotel, Masters Hall  
**Graduation Rehearsal** (*4<sup>th</sup> year participants*): UGA Hotel, Mahler Hall  
**Homeroom:** UGA Hotel, Individual Classrooms  
**Institute Kickoff:** UGA Hotel, Mahler Hall/Magnolia Ballroom

### Monday, June 29<sup>th</sup>

7:30 a.m.–8:00 a.m.  
8:00 a.m.–11:30 a.m.  
11:30 a.m.–12:30 p.m.  
12:30 p.m.–4:00 p.m.  
1:30 p.m.–2:00 p.m.  
4:15 p.m.–5:00 p.m.  
6:30 p.m.–8:00 p.m.  
8:00 p.m.–10:30 p.m.

**Registration:** Institute Office, UGA Hotel, Room D  
**Core Classes:** UGA Hotel, Individual Classrooms (*Break: 9:30–10:00 a.m.*)  
**Lunch:** UGA Hotel, Magnolia Ballroom  
**Core Classes:** UGA Hotel, Individual Classrooms (*Break: 2:00–2:30 p.m.*)  
**Class Advisor Meeting:** Faculty/Regent Lounge, UGA Hotel, Room C  
**Board of Regents Roundtable:** UGA Hotel, 1<sup>st</sup> Floor Registration Desk  
**First-Timers Reception:** The Melting Point  
**Open Reception:** The Melting Point

### Tuesday, June 30<sup>th</sup>

8:00 a.m.–11:30 a.m.  
9:00 a.m.–9:30 a.m.  
10:00 a.m.–10:30 a.m.  
11:30 a.m.–12:00 noon  
12 noon–2:00 p.m.  
2:15 p.m.–3:45 p.m.  
7:00 p.m.

**Core Classes:** UGA Hotel, Individual Classrooms (*Break: 9:30–10:00 a.m.*)  
**Class Advisor Meeting:** Faculty/Regent Lounge, UGA Hotel, Room C  
**Board of Regents Meeting:** Faculty/Regent Lounge, UGA Hotel, Room C  
**Boxed Lunch:** UGA Hotel, Concourse  
**Elective Classes:** UGA Hotel, Individual Classrooms  
**Bonus Session:** TBD, UGA Hotel  
**Class Dinners**

### Wednesday, July 1<sup>st</sup>

8:00 a.m.–10:00 a.m.  
10:00 a.m.–10:30 a.m.  
10:30 a.m.–12:30 p.m.  
12:30 p.m.–1:30 p.m.  
1:30 p.m.–5:00 p.m.  
2:30 p.m.–3:00 p.m.  
6:30 p.m.–7:30 p.m.  
7:30 p.m.–10:30 p.m.

**Elective Classes:** UGA Hotel, Individual Classrooms  
**Morning Break:** UGA Hotel, Lower Lobby  
**Elective Classes:** UGA Hotel, Individual Classrooms  
**Lunch:** UGA Hotel, Magnolia Ballroom  
**Core Classes:** UGA Hotel, Individual Classrooms (*Break: 3:00–3:30 p.m.*)  
**Class Advisor Meeting:** Faculty/Regent Lounge, UGA Hotel, Room C  
**Graduation Ceremony:** UGA Hotel, Mahler Hall  
**Big Bash:** UGA Hotel, Mahler Hall

### Thursday, July 2<sup>nd</sup>

8:00 a.m.–11:30 a.m.  
9:00 a.m.–9:30 a.m.  
10:00 a.m.–10:30 a.m.  
11:30 a.m.–12:30 p.m.  
12:30 p.m.–4:00 p.m.  
4:00 p.m.

**Core Classes:** UGA Hotel, Individual Classrooms (*Break: 9:30–10:00 a.m.*)  
**Class Advisor Meeting:** Faculty/Regent Lounge, UGA Hotel, Room C  
**Board of Regents Meeting:** Faculty/Regent Lounge, UGA Hotel, Room C  
**Lunch:** UGA Hotel Magnolia Ballroom  
**Core Classes:** UGA Hotel, Individual Classrooms (*Break: 2:00–2:30 p.m.*)  
**2015 Southeast Institute Concludes**



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U.S. CHAMBER OF COMMERCE FOUNDATION  
Institute for Organization Management

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## 2015 BOARD OF REGENTS RESPONSIBILITIES CHECKLIST

### Class Advisors

Mark Field

### Silent Auction

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

### Professional Consultations

1. \_\_\_\_\_

2. \_\_\_\_\_

### Scholarships

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

### Sponsorships

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

### Institute Kickoff

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

### First-Timers Reception

1. \_\_\_\_\_

2. \_\_\_\_\_

### Big Bash

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

### Course Audit Leader

1. \_\_\_\_\_

### Lunch Roundtable Discussions (Optional)

1. \_\_\_\_\_

2. \_\_\_\_\_

### Association Specific Event\* (Optional)

1. \_\_\_\_\_

\*If moving forward, work with Johanna Byrd  
(attendee who expressed interest in arranging)



# SOUTHEAST

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Institute for Organization Management

## 2014 SOUTHEAST INSTITUTE ATTENDEE STATE BREAKDOWN

### 228\* Attendees from 30 states and the District of Columbia

#### State, Number of Attendees, %

Alabama,	22,	9.65%	Missouri,	2,	0.88%
Arkansas,	3,	1.32%	New York,	1,	0.44%
Colorado,	1,	0.44%	North Carolina,	24,	10.53%
District of Columbia,	6,	2.63%	Ohio,	2,	0.88%
Florida,	25,	10.96%	Oklahoma,	2,	0.88%
Georgia,	30,	13.16%	Pennsylvania,	1,	0.44%
Illinois,	2,	0.88%	South Carolina,	23,	10.09%
Indiana,	1,	0.44%	South Dakota,	1,	0.44%
Iowa,	1,	0.44%	Tennessee,	14,	6.14%
Kansas,	1,	0.44%	Texas,	14,	6.14%
Kentucky,	9,	3.95%	Virginia,	6,	2.63%
Louisiana,	8,	3.51%	Washington,	1,	0.44%
Massachusetts,	2,	0.88%	West Virginia,	1,	0.44%
Michigan,	1,	0.44%	Wisconsin,	1,	0.44%
Minnesota,	1,	0.44%	Wyoming,	1,	0.44%
Mississippi,	21,	9.21%			

#### Top Increase Since 2013:

Florida +7

Alabama +3

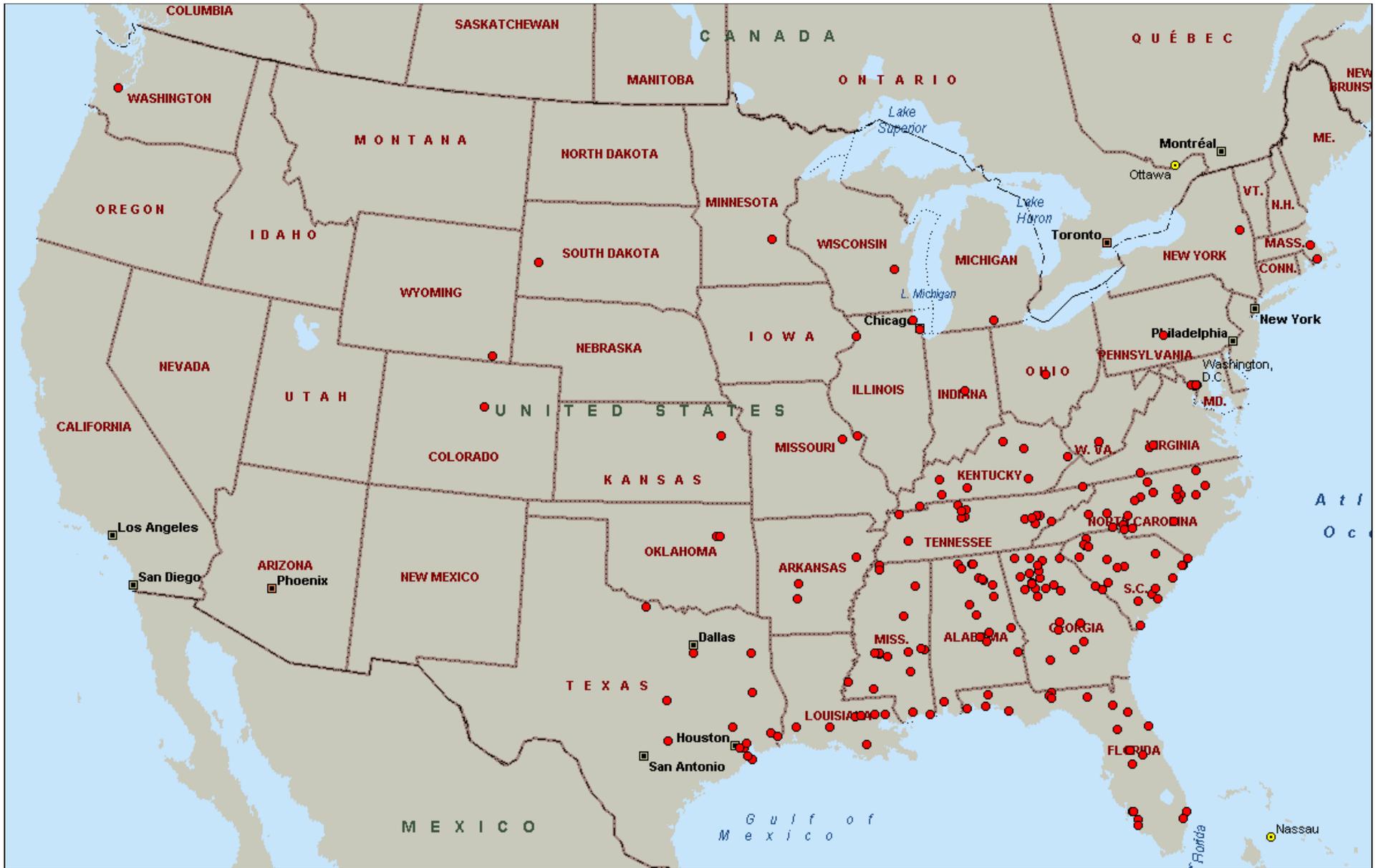
Texas +3

Most Attended in 2013, Georgia with 36

Most Attended in 2014, Georgia with 30

\*Numbers do not include two GEP Participants from Georgia and Texas.

# Southeast Institute 2014





## ATTENDEE SURVEY RESULTS AND FEEDBACK

### Q6 Please rate the following details of registration on a scale of 1-5.

Answered: 175 Skipped: 0



### Additional comments\* about registration and communication:

- It would be helpful when signing up for electives to see which electives we've already taken.
- There were issues early on with the billing for the registration that did not allow you to get the US Chamber rate, however, those issues were quickly cleared up with a phone call.
- The communication process before institute needs to be improved. Even though there is a checklist...schedule of classes, other events, class dinner, tshirts, silent auction, it did not really tell much about the actual week and what to expect. How do we get to the class dinner, what do we wear to these events, why do we need a class tshirt, when do we wear it, etc. Even the "extras" such as Big Bash, Institute Mixer, First Timers Reception may seem to have titles that reflect what they are, a better description or a "what to expect" would be helpful. This could be tailored to each class (1st year, 2nd year...) and the amount of information that is needed each year could be greatly decreased, but for the first year more detailed information is needed. Although I have colleagues who have attended institute and I received a wealth of information from them beforehand, there were many things I was unsure of still and if it had not been for the information I received from them, I would have really been lost!

*\*ATTENDEE COMMENTS ARE LISTED AS WRITTEN BY THE ATTENDEE AND NOT EDITED FOR GRAMMAR.*



# SOUTHEAST

U.S. CHAMBER OF COMMERCE FOUNDATION  
Institute for Organization Management

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## ATTENDEE SURVEY RESULTS AND FEEDBACK

- The preliminary communications to students from the faculty and the Class Advisor set the stage for one of the most beneficial training experiences of my career.
- I had confusion about which class (2-1 or 2-2) to register with, as I did not remember from 2013. I initially signed up for the wrong class. I think this process could have been better with more information or links to automatically join the correct class.
- Better communication about dress attire would have been preferred.
- I had some difficulty downloading handouts via my mobile device (iPad).
- Probably the best I have ever experienced.
- The IOM date planner book is excellent and would be very useful to receive prior to institute.
- Is there a way to access the informational handouts from previous years that we attended?
- If it could be made a little clearer that all materials need to be printed ahead of time, that would be helpful.
- Enrolling and registering should be simple and straight forward. I found myself calling and asking questions rather than trudging thru the mass emails - sorry perhaps lazy on my part but I would have a simple question and often just called.
- After I made my initial selections of electives, there didn't seem to be a way to go back and easily look at descriptions of alternatives.
- It would be very useful to see the list of previous courses/electives you have taken when registering. It is always hard to remember what I have taken in previous years and I would love for it all to be in one location.
- Rarely used the service center. The new app was great.
- I think that for the first years, the handouts do get lost in terms of where to find them in the site. They could be better labeled.
- The registration was a little confusing, especially since it originally credited and billed me as a first year with a second year schedule. Customer service was great and timely, correcting the error that day.
- Pre-Institute communications are too frequent. I don't need weekly reminders to bring the same things I was reminded to bring the week before.
- You guys should try to add photos and names to the Attendee Service Center. It would really be a game changer to have name/face recognition prior to class.
- Institute staff was very helpful.
- Could use reminders about which courses have already been taken and if the courses have been updated so you can take them again.
- In the future, it would be very helpful to state which meals are covered and which aren't. I was not aware that breakfast was not provided.
- Could not find a list of electives I had taken in previous years. That would have been helpful in choosing this year's courses.
- I felt as though I got all the information I needed to be fully prepared for Institute.

*\*ATTENDEE COMMENTS ARE LISTED AS WRITTEN BY THE ATTENDEE AND NOT EDITED FOR GRAMMAR.*



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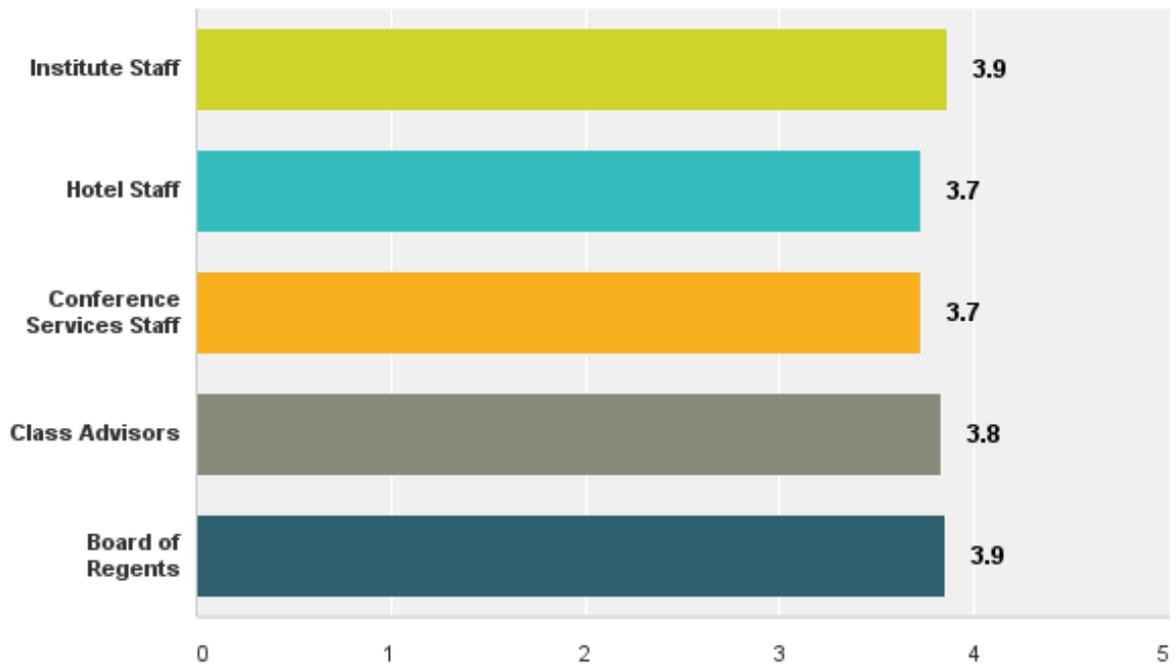
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Institute for Organization Management

## ATTENDEE SURVEY RESULTS AND FEEDBACK

- It would be helpful if the instructors had a deadline for submitting materials so we knew that if nothing was posted there would be nothing coming or that they were done posting if they had multiple items.

### Q8 Customer Service

Answered: 175 Skipped: 0



#### Additional comments\* about customer service:

- The food at the conference center this year for main meals like lunch and dinner were not very good at all. The quality of the food has definitely gone down from last year and it wasn't very good then. :( All the staff is super nice and very accommodating but the food is sub par.
- Chris, one of the UGA shuttle drivers was AWESOME!
- Everyone seems genuinely happy they and I were there.

*\*ATTENDEE COMMENTS ARE LISTED AS WRITTEN BY THE ATTENDEE AND NOT EDITED FOR GRAMMAR.*



# SOUTHEAST

## ATTENDEE SURVEY RESULTS AND FEEDBACK

- I was really not impressed with the new catering company and it's staff... many times we didn't get drinks during dinner or lunch, or we had wait staff members arguing with people at our table about whether or not they should get vegetarian options. One person at one of my lunch tables wasn't even presented with a no dairy, no egg choice instead of her lasagna. Wasn't all that impressed by the food either.
- I thought everything ran very smoothly. I can only imagine the work that goes into hosting this excellent gathering of great minds. This was my second year and I am more than ever excitedly waiting for next.
- The Class Advisors should be a pipeline of timely information for the week as well as the one who gets the energy going for the group. Not just going through a checklist of information for the week that is printed on our schedule...let the class know your experiences, why you love institute, what you can do to get the most out of the week, what to expect that is not on the written agenda, what to wear to the events (not just that it is cold in the classroom), what to expect during events, etc.
- The Board of Regents were a friendly and energetic group that seemed to be the ones who kept everything going during the week! It would have been nice to have more of an explanation of what the Board of Regents are and what their role is at Institute."
- My class advisor was THE BEST!!!
- LOVED MY CLASS ADVISOR!!
- Our class advisor and Board of Regents went well above and beyond to make us feel welcomed, direct us and keep us moving between classes. Thank you!
- Seriously in a class of their own for customer/membership service.
- Making the week fun, at the same time as being challenging and of professional value is a difficult task - but once again your teams combined to achieve this! Well Done!!
- Overall an exceptional experience.
- When I called the UGA hotel and found it to be full I was referred out to the Holiday Inn Express and not the Holiday Inn. Made linking up with bus for pick-up times a little bit of an inconvenience.
- Chris with UGA transport was great. Always willing to help and great customer service skills.
- My class advisor was a top class advisor. She had some big shoes to fill, but at the end of the week she hit the ball out of the park! I hope the board of regents brings her back to advise another class in 2015.
- As always the Board of Regents did a great job putting this event on and appreciate everything they do to make SE the best.
- Great customer service at UGA Hotel, particularly Christopher Anani. He was AWESOME!!

*\*ATTENDEE COMMENTS ARE LISTED AS WRITTEN BY THE ATTENDEE AND NOT EDITED FOR GRAMMAR.*



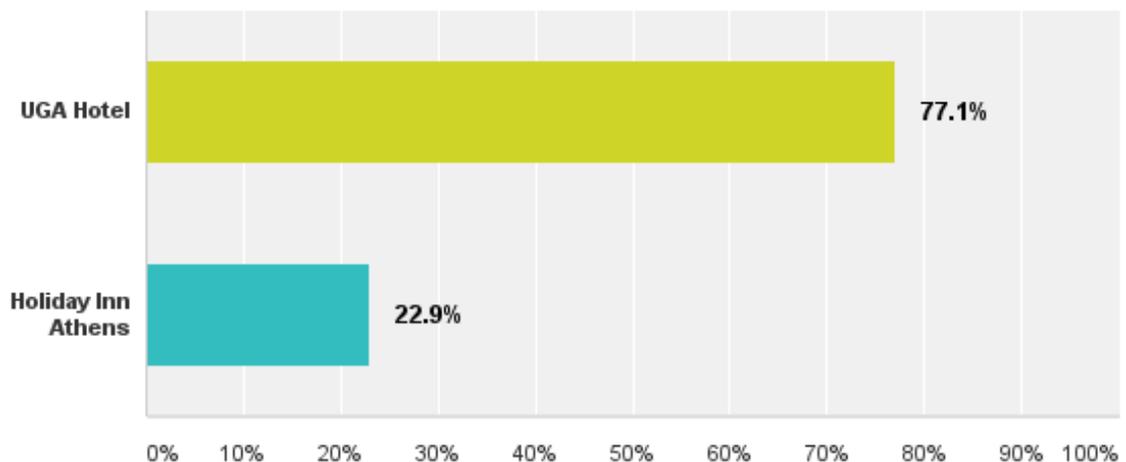
# SOUTHEAST

## ATTENDEE SURVEY RESULTS AND FEEDBACK

- When I arrived (as a 1st year student) I was greeted immediately when I walked in the door of the hotel (I wasn't staying there so didn't know exactly where to go) by a regent who personally walked me over to the registration area and made me feel great about being there right off the bat. This was such a warm welcome for a first-timer and I think truly impacted by experience in a positive way from the start.
- The catering staff in the Magnolia room was terrible. I have a food allergy, and felt that it was not taken seriously by the wait staff. When I asked about the preparation of the food, the waitress acted like I was an inconvenience to her. Then, when I almost finished my meal, I found a hair in it. I was disgusted, and frustrated by the whole dining experience.
- The Institute staff went above and beyond to make sure that my dietary needs were met. I am very grateful! My Class Advisor and Board of Regent advisor were very prepared and resourceful. I appreciate all their hard work in planning a great first year experience for me.
- Being a fourth year, we were familiar with the run down. I'm not sure our class advisor added much to the experience other than another professional contact, but then I don't know what a class advisor would do during the fourth year. I was able to connect with a couple of previous class advisors, which made the fourth year experience nice.
- The UGA Staff shuttle drivers were so kind!
- My class adviser was truly inspirational.

### Q10 Which hotel did you choose to stay at?

Answered: 153 Skipped: 22



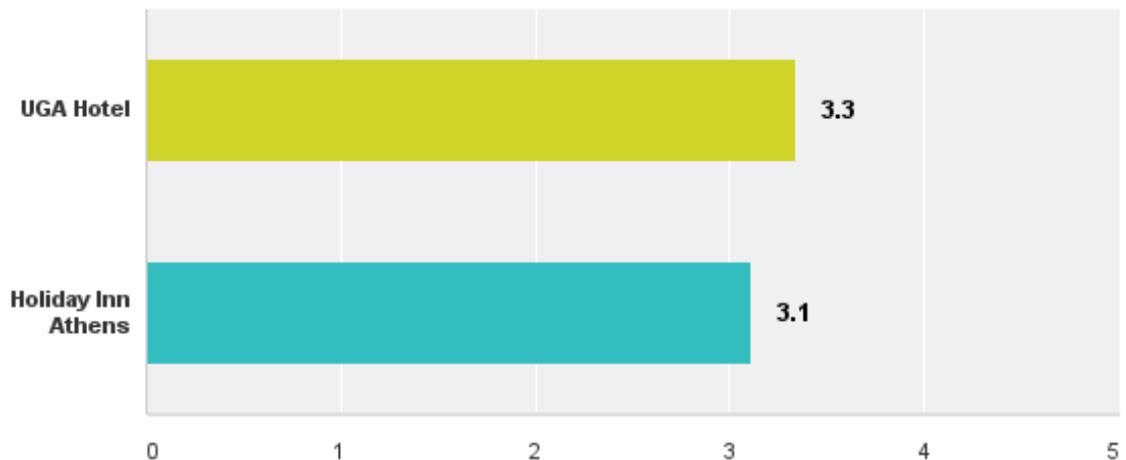
\*ATTENDEE COMMENTS ARE LISTED AS WRITTEN BY THE ATTENDEE AND NOT EDITED FOR GRAMMAR.



## ATTENDEE SURVEY RESULTS AND FEEDBACK

### Q11 How would you rate your accommodations?

Answered: 166 Skipped: 9



#### Additional comments\* about accommodations:

- Stairwell in front of Masters Hall smelled like a bathroom. I do not remember it smelling that way last year. Staff were very courteous as I have noticed in the past. Especially Chris, a concierge.
- I asked to not be by the elevator this year but I again was assigned a room by the elevator. I will try again next year but for the cost of the room the noise is just really bad. I probably should move to another hotel if I am going to complain.
- The staff was friendly at the UGA Hotel, however, the rooms could use some upgrades and a thorough cleaning (shampoo the carpets, steam curtains, etc). It smelled musty and seemed that it was not done in a long while.
- The Georgia Gameday Center is a fantastic option for anyone attending Institute. It is right across the street from the Holiday Inn, provides free shuttle service, and the rooms are luxurious and clean.
- I was very disappointed in the food this year. In the past, it was pretty good but this year it was terrible. Too much pasta and carbs, and just not very tasty. The "italian" dressing that was served at every meal was nothing but oil. The dinner at the Big Bash was an even bigger disappointment -- very small portions and just didn't taste good.
- Meals were horrible.

\*ATTENDEE COMMENTS ARE LISTED AS WRITTEN BY THE ATTENDEE AND NOT EDITED FOR GRAMMAR.



# SOUTHEAST

## ATTENDEE SURVEY RESULTS AND FEEDBACK

- Small Rooms with Twin Bed.
- The UGA Hotel is somewhat dated and has small rooms compared to the typical conference or business class hotel.
- I asked the front desk to fax some paperwork to my President twice and it was never sent. When I checked in at 2:30pm my room was not ready until 5pm.
- Breakfast vouchers should be included in room rate.
- Food wasn't that great!
- Location was perfect, price was very fair.
- The Holiday Inn staff did not clean my room only made the beds. My door lock was coming out. It didn't feel clean or safe.
- I rated accommodations as "poor" because the food is horrible. All of the dishes have little or no taste. I ended up buying my lunch at the grill in the hotel which wasn't much better. I enjoy the networking and learning but I always dread Institute week because of the food. It would be nice if there were some breakfast foods out before the first class.
- Hotel staff was very helpful.
- I registered late and was not able to get into UGA. Holiday Inn express was chosen because I am an IHG hotels member and the Express has breakfast included in the accommodations.
- Room walls are looking a little dated.
- Hotel was great until I found a large bug in my room the last day!
- It would have been nice to have a complimentary continental type breakfast (muffins or Danish) at the hotel.
- Tiny, tiny bathrooms and closets, but I know you can't fix that.
- Very convenient, comfortable bed (rare is the hotel bed that does NOT hurt my back!), and well kept. Small room, but that's ok. Area hotel could most improve on is availability of electrical outlets in modern times... people need to charge their phones, tablets, and laptops! Maybe add a surge protector near the bed?
- It is So convenient but it doesn't have a good smell at times.
- Some of the rooms are cramped and outdated. Not enough outlets. But for the most part, it was sufficient.
- Like the accessibility to downtown Athens and after hour activities.
- Maid service was good, but room not cleaned until very late in the day, sometimes after classes were over for the day.
- Great shuttle accommodations.
- Hilton was a great choice and should be included on your overflow hotel options.
- The shuttle schedule was a little skewed and hard to adjust to.
- The WiFi was not helpful! Every time I went in to the internet I had to register again.
- Pleasant staff and clean facility, but the elevators kept going out of order which was frustrating since my room was on the 6th floor. Had to take the stairs multiple times.

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# SOUTHEAST

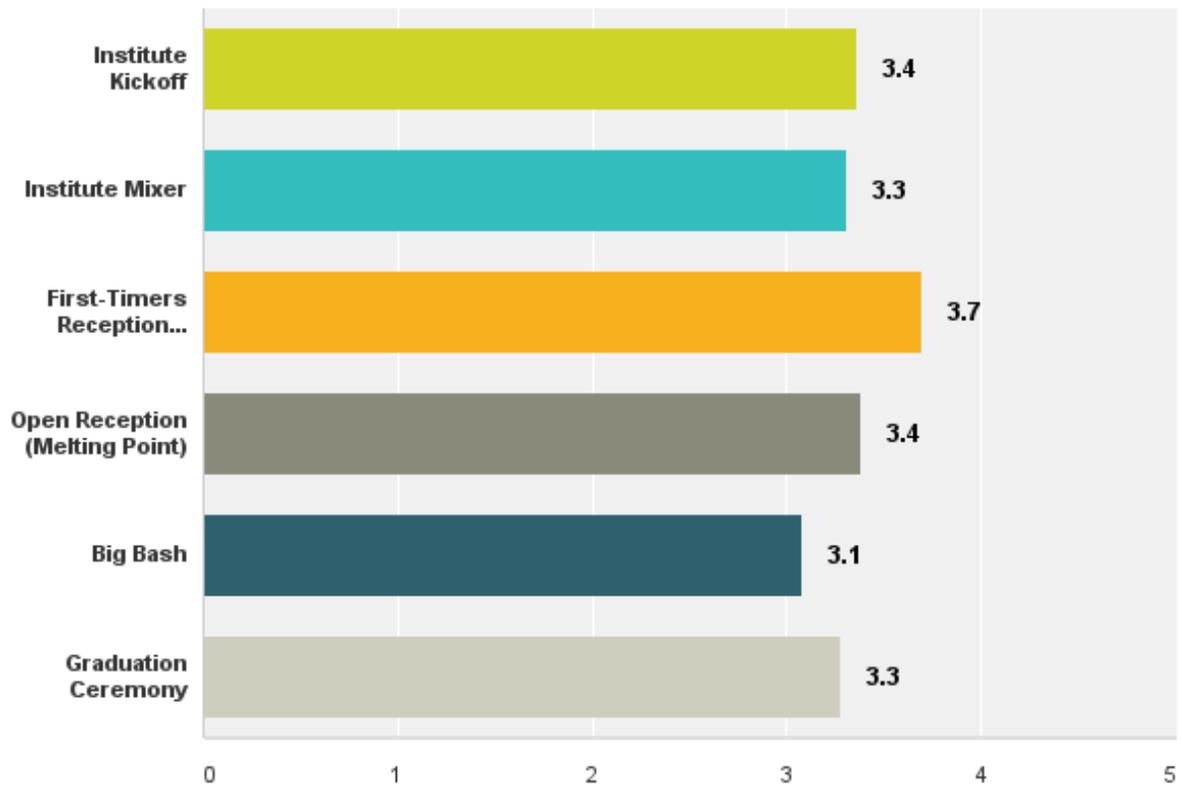
U.S. CHAMBER OF COMMERCE FOUNDATION  
Institute for Organization Management

## ATTENDEE SURVEY RESULTS AND FEEDBACK

- I made sure to make my reservations at UGA for next year before I departed. Though the Holiday Inn was nice taking a shuttle everyday was inconvenient.
- UGA could spruce up the rooms with some renovations. The walls in my room were dirty/stained.
- The conference center rooms are old and dated, but functional. Found two cockroaches in my room on different days. Noise in the hallway travels quite badly.
- The hotel room smelled like mildew.

### Q13 Please rate your experience at the following Institute events.

Answered: 174 Skipped: 1



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# SOUTHEAST

## ATTENDEE SURVEY RESULTS AND FEEDBACK

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### Additional comments\* about events:

- Dinner at Bash was pretty bad.
- I arrived late & was unable to attend the Institute Kickoff.
- The graduation was nice but got started too late and waiting to eat until after the ceremony doesn't really make sense. I'd start it on time and make sure we're served during comments. I love that it was plated though. Great improvement from last year.
- The food at the Big Bash could have been much better.
- Wish we would have been served dinner prior to graduation - it was almost 8:30pm before we ate and I was starving.
- I think that Graduation was entirely too long. Food was terrible for Big Bash. Many folks ended up around the corner at the bar & grill ordering food. I do like that it's onsite now but the hotel food is terrible.
- It would have been nice to announce Kentucky was represented at the conference (7 of us), although we do not have representation in Staff, Regents or Class Advisors.
- The graduation ceremony and big bash were fun, but the food at dinner was pretty bad. I had expected something nicer for such a big event.
- Graduation was too long!
- Food has been bad all four years. Mixers seem to be an after thought with little effort to help people meet.
- Too long, I do not know the graduates so wish this was faster or done prior to our part of the event. Food not good but that is not the organizers fault. I just am "brain" tired at that point and sitting through 2 plus hours of stuff is just not what I want to do with my time. I would rather be with my classmates talking and learning. I will try to skip next year.
- The food and drink offered at these events was not up to expectations. The food in particular was the same thing (salad, corn muffins, snacks, drink choices) the entire week.
- The food was horrible and the DJ was okay, but not great.
- Food was horrible at the graduation ceremony.
- Graduation Ceremony is WAAAAY too long. Class speakers should be limited to less than 5 minutes to speak. The whole thing should take less than 30 minutes and we didn't even get dinner until after 8!
- Speakers should be timed for graduation - some ran rather long.
- Loved the video.
- The "Big Bash" food was not good at all. Some of our class actually ordered outside of the dinner.
- Institute Kick Off and Mixer were nice but there was not much information that we were given about what was going on before we got there or in homeroom. The First-timers Reception and Open Reception were a lot of fun and a great way to get to know people. Loved how the Bd of Regents was involved in this and they were very welcoming! Big Bash and Graduation were a fun way to wrap up the week. Love the photo booth. Food was a disappointment at dinner.

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# SOUTHEAST

## ATTENDEE SURVEY RESULTS AND FEEDBACK

- For a group that specializes in mixers & ceremonies, the kickoff & mixer were lacking. Class Advisors names should have been read prior to music & moved through that process alot quicker - lost interest of the crowd quick. The thumb war exercise was cumbersome & didn't really get people talking. The mixer wasn't a mixer, and honestly with the exception of first-year, we're dying to see our friends. Let us hang out with them instead of being forced on new people we don't know. Use Monday night's activity for get to know people time.
- The graduation ceremony started late and ran very long. Speeches were excellent but long--after sitting in classes all day it felt like the talking went on excessively long.
- Food was horrible at Big Bash.
- The food served at the Mixer was fantastic. The southern menu was a great touch and tasted delicious. It was wonderful to see many northerners inquiring about the grits! On the flip side, the food served at the Big Bash was awful. No positive comments at all for that menu.
- As a first time attendee, I was amazed at how quickly the program facilitated a feeling of camaraderie amongst the entire first year class.
- Food at Graduation ceremony was BAD! I think more people would have stayed longer and enjoyed the dj, but they were hungry.
- Need to speak to the hotel on food quality. The food this week wasn't the best, and sometimes cold. The snacks were great!
- The Graduation Ceremony and Big Bash were extremely unpleasant. While I liked the format better than last year, it was miserable to wait so long for dinner. When dinner arrived, it was a TINY portion and multiple people at my table did not like the taste. I respect the graduation ceremony and thought that it ran very smoothly and professionally, it was just way too long.
- With being this my first year, the institute kickoff and mixer was very overwhelming. I would recommended having classes sit together especially at the mixer. I was left walking around trying to find a spot to sit at the mixer and I didn't know my classmates well enough to know where to sit.
- Graduation ceremony food was not very good.
- The plated meal was terrible and the wait staff was rude.
- For the first night's dinner event (Institute Mixer) it would have been nice if classes were able to sit together like the final dinner (tent cards on tables)...as a first year attendee, it was a little intimidating walking into a room when you didn't know anyone and couldn't find your classmates to sit with as you didn't know them by face just yet.
- Really need to work on the quality of the food service for all meals especially at graduation.
- Graduation went a bit long.
- Events were meaningful to business 'downtime' from heavy classwork.
- Kickoff was a very nice, informative, fun, a little too silly with thumb games.
- "Good" rating is because of the food. Institute Mixer has been the same buffet for the past 3 years (time for a change!). Also, the dinner at the Big Bash was awful... did not eat.

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# SOUTHEAST

## ATTENDEE SURVEY RESULTS AND FEEDBACK

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- I liked the buffet lines and h'orderves during the Big Bash in 2013. The sit down dinner was not good and you did not get to network with as many people as you did in 2013 when you were up getting your food. The photo booth did not have as many fun props.
- The events were very well put together and ran very smoothly, but the food was absolutely awful.
- The food at graduation was not good, and so the people dispersed quickly to eat elsewhere.
- This year the food was terrible. It actually caused many to leave events and eat in small groups elsewhere.
- Food at Big Bash was horrible.
- I would recommend letting us have something to eat prior to graduation ceremony. It was 8:15 before we even had salads.
- I liked the plated dinner at Big Bash this year better than the buffet lines but the food was horrible. The presentation was just awful. It looked like there was hardly any food on the plate. It left me wondering when the rest of my dinner was going to come.
- The food at the Big Bash was served very late(after 8 p.m.) for dinner.
- In general the food served by UGA was "Poor" at best.
- The food on the final night could have been much better especially given the fact that UGA is a well-known conference center.
- Big bash food was not good. UGA has received repeat business year after year from this program. They need to appreciate the program and step up their food.
- Graduation was great, but one of the speeches was a bit too long.
- The graduation ceremony program should be limited to one speaker from the class.
- Food was better this year. You will always have complainers.
- The food at the graduation ceremony was TERRIBLE. I ate 2-3 bites of the 'airplane chicken' and 1 bite of the bread pudding. (I'm not sure if food is a question later in this survey)
- I felt the first night mixer didn't provide opportunity to mix. We did an activity first year that made you search for a group of people in the room where dinner was served. I met a lot more people that year than I have in years since.
- Kickoff was different this year and the changes were not well communicated to us. We did not know that our "class song" would be played. We were prepared to do our "chant". Also, we are very excited about the graduation each year and definitely know that the evening is about the graduates. However, this year's speeches lasted too long before dinner was served. Dinner was terrible! By the time we got done, spent time with our classmates, celebrated and did photos the Dawg House was no longer serving food. We ended up ordering pizza at 10p.m.
- Graduation Ceremony started 20 minutes late and the speeches were extremely long.
- The food at Graduation wasn't good this year. We waited so long to eat. I think we need to eat either while some of the ceremony is going on or do the speeches and then eat and then have the graduation part. We left and went somewhere to eat.
- These events all went very well. Nice job.

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# SOUTHEAST

## ATTENDEE SURVEY RESULTS AND FEEDBACK

- Melting Point is fun for networking and dancing, etc. Not a big crowd this year though. Graduation ceremony dinner was terrible but the dance is always fun.
- The open reception at Melting Point and the Graduation/After party were great! Kickoff was ok...the thumb wrestling exercise and video were a drag. And the mixer wasn't a mixer at all. Forcing people to sit at tables for dinner means they won't be mixing with others at all. Dinner at graduation was horrible but the event itself was great.
- Food at Graduation was not very good this year. Seemed hit or miss. We ordered pizza because most of ours was too lemony to eat.
- The food was not good this year at all.
- Wish the long afternoon free time had been on Wednesday to prepare for graduation and Big Bash.
- I do understand that it is expensive to have a plated dinner and I appreciate that this year's Big Bash was, but the food was just not good. The food overall this year was so much better but the Big Bash food was just not.
- Food is getting better, but still needs some work.
- Enjoyed having graduation at the conference center in lieu of being bused elsewhere.
- Graduation is far too long. Too many speeches. Can we eat dinner during some of the speeches?
- Food was horrible all week long. The only meal that was decent was the lasagna. Breaks were good. Big Bash Chicken was unfit to eat. Several of our group bypassed the whole meal.
- Food- not good!
- There were too many speakers during the graduation (or too lengthy). Next year, you should have a time limit on these. Everything started really late.
- The food at the UGA conference center main meals were poor choices for the group. Big Bash meal was terrible. No one at our table at the meal. Institute should change up the activities taken place at group events to not reflect the same EVERY year- with so many returning attendees the photo booth and Karoke are over played.
- Everything is too goofy especially compared to other Institutes.
- The food at the Big Bash was terrible. Not staff's fault but just a heads up for next year.
- The Dinner for the Big Bash was Awful! Everryone at the table I was sitting at left and went to eat elsewhere. - The Big Bash Event itself was Fun!
- The food provided during the events at the UGA center was horrible. After a long days of traveling the first day, and long days of classes during the week, a decent meal is definitely called for. I left every meal at UGA unsatisfied. I found hair in my lunch one day, could not even eat the meal at the graduation because it was drenched in vinegar, and just felt stranded when it came to finding something to eat at every meal. I highly recommend outsourcing to local food vendors in the area, to bring in catering. When folks travel to a conference for 5 days, it is imperative that food options are ample and accomodating to different dietary preferences and needs.

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# SOUTHEAST

## ATTENDEE SURVEY RESULTS AND FEEDBACK

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- One idea for graduation - if graduates were handed their flowers before they walked across the stage, the beautiful bouquets would be in the official pictures - better visibility for your sponsor. Even though there would be another item to hold, I believe it could be done.
- I really enjoyed my experience at the social events and made sure to meet new people.
- Graduation should be the last event ... having the celebration and then class was not good, everyone was ready to go not sit in classes. So an adjustment should be made.
- Love that the Big Bash remains at the UGA Hotel and that First Timers returned to the Melting Point. ..perfect venue.
- The food took way too long. When it finally came, it didn't fill us up. Even the graduating class ordered pizzas!
- Food at the Big Bash was awful but everything else was superb.
- The food at the Big Bash was horrible. However, the rest of the meals were a huge improvement over the past couple of years - so good job there! Also, it would be nice if there were some appetizers on the table that we could enjoy while sitting through an hour and a half of speeches and the graduation ceremony. We got very hungry. :(
- Food at the Big Bash was not very appetizing, Lunch that day was better.
- The Big Bash event was incredible, just not as pleased with the food this time.
- AC too cold in many rooms.
- Class speeches at graduation were way too long.
- The food at the big bash was TERRIBLE.
- The food at graduation was very, very bad.

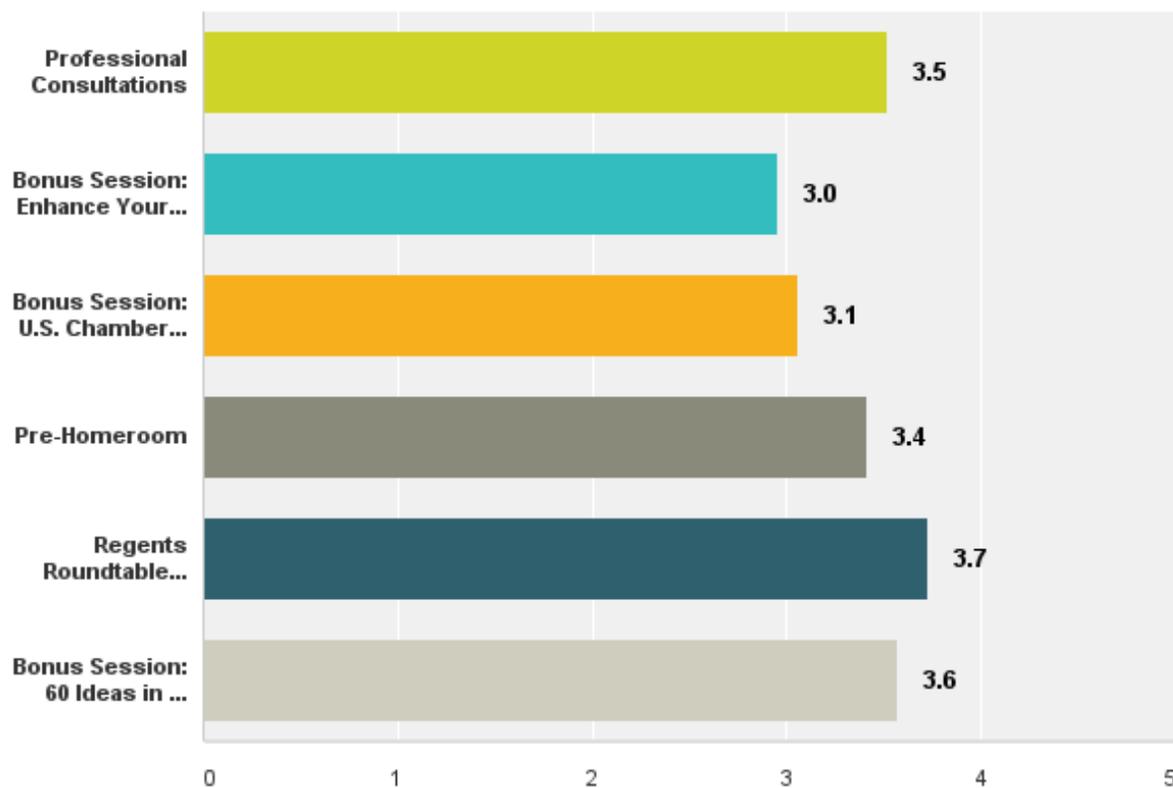
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## ATTENDEE SURVEY RESULTS AND FEEDBACK

### Q15 Please rate your experience participating in additional learning opportunities.

Answered: 166 Skipped: 9



#### Additional comments\* about additional learning opportunities:

- Ideas were very chamber heavy and not all applicable to my work in an association.
- I don't think that there was a lot of explanation about what the bonus sessions were going to be about. Therefore, I chose to network with my colleagues instead.
- I am interested in the professional consultation. I didn't partake because I couldn't decide what I wanted to talk to them about. Having access to do this after the event would be great.

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# SOUTHEAST

## ATTENDEE SURVEY RESULTS AND FEEDBACK

- Found the 60 ideas to be very useful! The overall setup was great....went fast and lots of info! Great job!
- We are holding off with our Accreditation for another year so I didn't attend that session as we have been accredited 3 times. I have participated in the 60 Ideas in 60 minutes several times between here, and our state sessions so I decided it would be redundant to participate again. I would love to see bonus sessions related to job titles: CEO's, Finance, Membership, Marketing, etc. That way we could have specific time for best practices as it directly relates to what we do. OR, possibly a bonus session broken down by Chamber size: # of members, OR budget. It is sometimes hard for smaller chambers to relate to the really large chambers and vice versa. This would allow best practices that seem like something we can take back to our board members, versus a pie-in-the-sky dream they can't wrap their brains around.
- 60 in 60 was awesome!
- Having the opportunity to meet and have discussion with the Regents as a first year, really helped me put some of the upcoming week in perspective.
- I loved the 60 ideas session.
- Would recommend both of these.
- Loved the 60 Ideas in 60 minutes!!!
- The 60 Ideas in 60 Minutes was a GREAT bonus session!
- And the fact that we got the list of all of them and the contact info for each participant, has been really helpful! Thank you!!! :)
- I think that it would be beneficial to have to have small group discussions of like sized (small) chambers to be able to discuss similar problems, events etc.
- Regents are wise and offer great counsel. 60 ideas in 60 minutes is very creative and overall terrific.
- The 60 in 60 session was EXCELLENT! Please do this one again.
- Loved the professional consultation with Sarah Birnbach. Worth it!
- Technology session was pointless if you had downloaded the app.
- I liked the 60 ideas in 60 minutes. Might be nice to have them on different topics. 60 retention ideas in 60 minutes or have two or three topics and split up the time.
- Second year my consult told me he'd call me to follow-up. I never heard from him. Fourth year my consult spoke to me for 5 minutes and then texted me later to see if I still wanted to talk. I said yes and never heard back from them. I ended up seeking out my own person to talk to without going through these channels.
- I wish we had time within our own homeroom to do something similar to 60 ideas in 60 minutes. Or possible let each class member talk about the different events they host; we get ideas from others like this.

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# SOUTHEAST

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## ATTENDEE SURVEY RESULTS AND FEEDBACK

- As an association person, the 60 ideas in 60 minutes thing had ONE idea that I could even think about implementing, although I can see the benefit for the chamber folk. I would suggest, if the 60 ideas session is done in the future, to have a concurrent event for association people or to at least tell association people not to bother coming. I got much more personal benefit out of last year's bonus session on career development/resumes/interviewing/etc.
- Professional consultations were great. I only wish I did more than one.
- Wish I had time for the 60 Ideas session, but the scheduling of our class picture was at the same time.
- I was late in arriving and unable to attend the majority of the bonus sessions and had a conference call with my office for the last.
- The 60 ideas in 60 minutes was one of the top, most valuable hours spent for me - I appreciated getting an email recap of all of the ideas that were shared.
- I would love to see a bonus session like 60 ideas in 60 minutes broken down by Chamber size. We are a large chamber and hearing programs from other large chambers would have been helpful. The 60 ideas seemed to be from a lot of smaller chambers.
- I really enjoyed the 60 ideas in 60 minutes session. I felt this bonus session was fun and helpful.
- The 60 ideas in 60 minutes was all chamber focused so I was getting nothing out of it and left after just a few minutes.

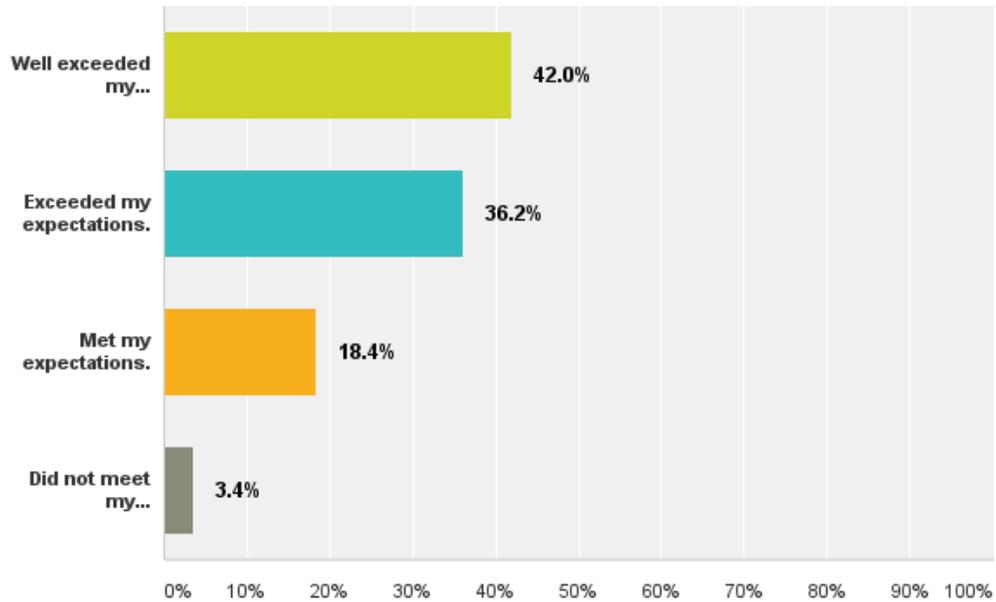
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## ATTENDEE SURVEY RESULTS AND FEEDBACK

### Q25 Overall, to what extent did Institute meet your expectations?

Answered: 174 Skipped: 1



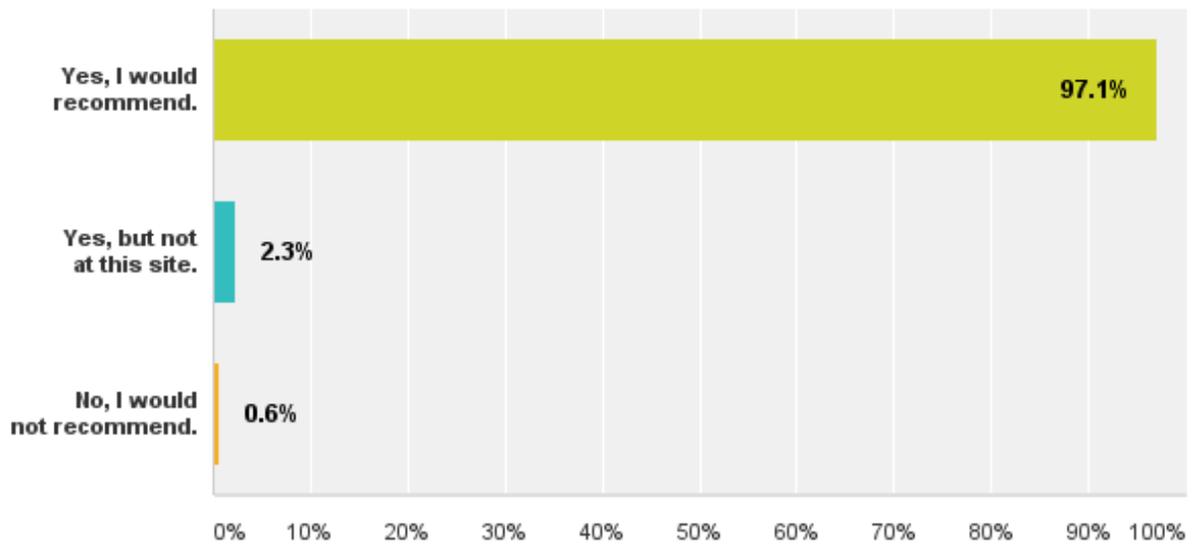
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## ATTENDEE SURVEY RESULTS AND FEEDBACK

### Q26 Would you recommend Institute to other nonprofit professionals?

Answered: 172 Skipped: 3



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