

SOUTHEAST BOARD OF REGENTS



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

2016 ROSTER

CHAIR

Mark L. Field, IOM, CCE
Senior Vice President of Membership
Knoxville Chamber of Commerce
17 Market Square #201
Knoxville, TN 37902
865-246-2607
mfield@knoxvillechamber.com
Term: 2015-2016

VICE CHAIR

Kimberly Dahlsten, IOM
Vice President, Director of Membership
Manhattan Area Chamber of Commerce
501 Poyntz Avenue
Manhattan, KS 66502
785-776-8829
kim@manhattan.org
Term: 2015-2016

PAST CHAIR

L. Dean Faile, IOM
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Lancaster, SC 29721
803-283-4105
deanfaile@lancasterchambersc.com
Term: 2015-2016

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Chamber of Commerce
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Summerville, SC 29483
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rberry@greatersummerville.org
Term: 2014-2016

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President and CEO
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201 South Washington Street
Maryville, TN 37804
865-983-2241
bdaniels@blountpartnership.com
Term: 2012-2016

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Greenville, SC 29601
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Term: 2013-2017

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Term: 2014-2016

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Term: 2015-2017

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2016 ROSTER

Teri H. Smiley, IOM, GCCE
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Term: 2013-2017

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Institute of Internal Auditors
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Term: 2015-2017

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Term: 2013-2017

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morri@lakeguntersville.org
Term: 2010-2016



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

AGENDA

SEPTEMBER 30, 2016

10:15 A.M. – 12:00 P.M. EDT

U.S. CHAMBER OF COMMERCE
WASHINGTON, DC

- | | | |
|------|--|-------------------------------|
| I. | Welcome and Introductions | Mark L. Field, IOM, CCE |
| II. | Approval of Minutes | Mark L. Field, IOM, CCE |
| III. | Nominating Committee Report | Kimberly Dahlsten, IOM |
| IV. | Analysis of 2016 Southeast Institute
A. Final Enrollment Report
B. Survey Results and Discussion of Institute Week | Board Members/Institute Staff |
| V. | 2017 Southeast Institute
A. Create 2-3 Strategic Goals
B. Discussion of Week/Assign Regent Responsibilities | Kimberly Dahlsten, IOM |
| VI. | Institute Staff Update
A. Program Updates | Institute Staff |
| VII. | Other Business/Adjournment | Mark L. Field, IOM, CCE |

*****Remember, our Institute attendees represent associations, chambers, and other nonprofit organizations.*****



MINUTES

JUNE 26, 2016

11:00 AM EDT

BOARD OF REGENTS AND CLASS ADVISOR BRIEFING

In attendance: Mark L. Field, IOM, CCE; Kimberly Dahlsten, IOM; L. Dean Faile, IOM; Rita Berry, IOM, CCEC; Bryan Daniels, IOM, CCE, CEcD; Elizabeth Horton, IOM; Christine Kennedy, IOM, CPC, ELI-MP; Rick Roden, IOM; Teri H. Smiley, IOM, GCCE; Raymund Villegas, IOM; Scott Waller, IOM; Morri Yancy, IOM; Pamela Christopher, IOM; Amy Cloud, IOM; Elisabeth B. Deville, IOM; Henry Florsheim, IOM; Pammie Jimmar, IOM; Johanna McWilliams, IOM; Beth Morrison, IOM; Jennifer Romberger, IOM; Kelly Wallace, IOM; Karyn K. MacRae, IOM, CAE, CMP; Shelby A. Parish, IOM, CMP; Meghan Longenecker, IOM

I. Welcome and Introductions

Mark L. Field, IOM, CCE welcomed everyone to the meeting and introductions were made.

II. Board of Regents Business

- Approval of minutes
 - The minutes from the May 11, 2016 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.
- Regent Meetings
 - Regents reviewed the schedule for meetings throughout the week.
- Visiting Homeroom
 - The group discussed visiting each Homeroom class.
- Additional business
 - Any remaining board business was discussed.

III. Class Advisor Welcome and Introductions

Kimberly Dahlsten, 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.



MINUTES

JUNE 26, 2016

11:00 AM EDT

BOARD OF REGENTS AND CLASS ADVISOR BRIEFING

- 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 updates on social media, fundraising, and incentives.
- 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.

*****Remember, our Institute attendees represent associations, chambers, and other nonprofit organizations.*****



SOUTHEAST

2017 SCHEDULE OF ACTIVITIES

PLEASE NOTE THIS SCHEDULE IS TENTATIVE AND SUBJECT TO CHANGE

Sunday, June 25

11:00 a.m.–11:30 a.m. Board of Regents Meeting: UGA Hotel, Room R
11:30 a.m.–12:15 p.m. Board of Regents & Class Advisor Briefing: UGA Hotel, Room R
12:15 p.m.–12:45 p.m. Board of Regents & Class Advisor Lunch: UGA Hotel, Room R
12:45 p.m.–1:00 p.m. Board of Regents & Class Advisor Additional Business: UGA Hotel, Room R
2:00 p.m.–4:00 p.m. Registration: UGA Hotel, Pecan Tree Galleria
3:30 p.m.–4:00 p.m. Graduation Rehearsal (*4th year participants*): UGA Hotel, Mahler Hall
4:00 p.m.–4:45 p.m. Homeroom: UGA Hotel, Individual Classrooms
5:00 p.m.–7:30 p.m. Institute Kickoff: UGA Hotel, Mahler Hall/Hill Atrium

Monday, June 26

7:00 a.m.–8:00 a.m. Registration: Institute Office, UGA Hotel, Room D
8:00 a.m.–11:30 a.m. Core Classes: UGA Hotel, Individual Classrooms (*Break: 9:30–10:00 a.m.*)
11:30 a.m.–12:30 p.m. Lunch: UGA Hotel, Magnolia Ballroom
12:30 p.m.–4:00 p.m. Core Classes: UGA Hotel, Individual Classrooms (*Break: 2:00–2:30 p.m.*)
1:30 p.m.–2:00 p.m. Class Advisor Meeting: Faculty/Regent Lounge, UGA Hotel, Room C
6:30 p.m.–7:30 p.m. First-Timers Reception: Foundry Bar and Mill
7:30 p.m.–9:30 p.m. Open Reception: Foundry Bar and Mill

Tuesday, June 27

8:00 a.m.–11:30 a.m. Core Classes: UGA Hotel, Individual Classrooms (*Break: 9:30–10:00 a.m.*)
9:00 a.m.–9:30 a.m. Class Advisor Meeting: Faculty/Regent Lounge, UGA Hotel, Room C
10:00 a.m.–10:30 a.m. Board of Regents Meeting: Faculty/Regent Lounge, UGA Hotel, Room C
11:30 a.m.–12:30 p.m. Lunch: UGA Hotel, Magnolia Ballroom
12:30 p.m.–2:30 p.m. Elective Classes: UGA Hotel, Individual Classrooms
2:45 p.m.–4:15 p.m. Bonus Session TBD: UGA Hotel, Masters Hall
2:45 p.m.–4:15 p.m. Association Bonus Session TBD: UGA Hotel
7:00 p.m. Class Dinners

Wednesday, June 28

8:00 a.m.–10:00 a.m. Elective Classes: UGA Hotel, Individual Classrooms
10:00 a.m.–10:30 a.m. Morning Break: UGA Hotel, Lower Lobby
10:30 a.m.–12:30 p.m. Elective Classes: UGA Hotel, Individual Classrooms
12:30 p.m.–1:00 p.m. Box Lunch: UGA Hotel, Concourse
1:00 p.m.–4:30 p.m. Core Classes: UGA Hotel, Individual Classrooms (*Break: 2:30–3:00 p.m.*)
2:00 p.m.–2:30 p.m. Class Advisor Meeting: Faculty/Regent Lounge, UGA Hotel, Room C
6:30 p.m.–10:30 p.m. Graduation Ceremony and Big Bash: UGA Hotel, Mahler Hall

Thursday, June 29

8:00 a.m.–11:30 a.m. Core Classes: UGA Hotel, Individual Classrooms (*Break: 9:30–10:00 a.m.*)
9:00 a.m.–9:30 a.m. Class Advisor Meeting: Faculty/Regent Lounge, UGA Hotel, Room C
10:00 a.m.–10:30 a.m. Board of Regents Meeting: Faculty/Regent Lounge, UGA Hotel, Room C
11:30 a.m.–12:30 p.m. Lunch: UGA Hotel Magnolia Ballroom
12:30 p.m.–4:00 p.m. Core Classes: UGA Hotel, Individual Classrooms (*Break: 2:00–2:30 p.m.*)
4:00 p.m. 2017 Southeast Institute Concludes



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2017 BOARD OF REGENTS RESPONSIBILITIES CHECKLIST

Class Advisors

Bryan Daniels

Silent Auction/Fundraising

1. _____

2. _____

3. _____

Industry Consultations

1. _____

2. _____

Scholarships

1. _____

2. _____

3. _____

Institute Kickoff

1. _____

2. _____

3. _____

First-Timers Reception

1. _____

2. _____

Big Bash

1. _____

2. _____

3. _____

Volunteer/Faculty/Staff Dinner

1. _____

Tuesday Afternoon Bonus Session

1. _____

2. _____

Lunch Roundtable Discussions

1. _____

2. _____

Association Specific Bonus Session (Optional)

1. _____

2. _____

Social Media Strategy (Optional)

1. _____

2. _____



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GEOGRAPHIC BREAKDOWN

2016 Southeast Institute
244 Attendees from 29 states and the District of Columbia

State, Number of Attendees, %

Alabama,	18,	7.38%	New Hampshire,	1,	0.41%
Arkansas,	3,	1.23%	North Carolina,	21,	8.61%
Colorado,	2,	0.82%	New Mexico,	1,	0.41%
District of Columbia,	5,	2.05%	New York	1,	0.41%
Florida,	28,	11.48%	Oklahoma,	3,	1.23%
Georgia,	47,	19.26%	Pennsylvania,	1,	0.41%
Illinois,	1,	0.41%	South Carolina,	23,	9.43%
Indiana,	2,	0.82%	South Dakota,	1,	0.41%
Kansas,	1,	0.41%	Tennessee,	24,	9.84%
Kentucky,	11,	4.51%	Texas,	12,	4.92%
Louisiana,	5,	2.05%	Vermont,	1,	0.41%
Michigan,	1,	0.41%	Virginia,	4,	1.64%
Mississippi,	19,	7.79%	West Virginia,	1,	0.41%
Missouri,	3,	1.23%	Wisconsin,	1,	0.41%
Nebraska,	2,	0.82%	Wyoming,	1,	0.41%

Top Increases since 2015:

Georgia	+10
Indiana	+2
Virginia	+2

Most attendees in 2015, Georgia with 37

Most attendees in 2016, Georgia with 47

2016 Southeast Institute Attendees



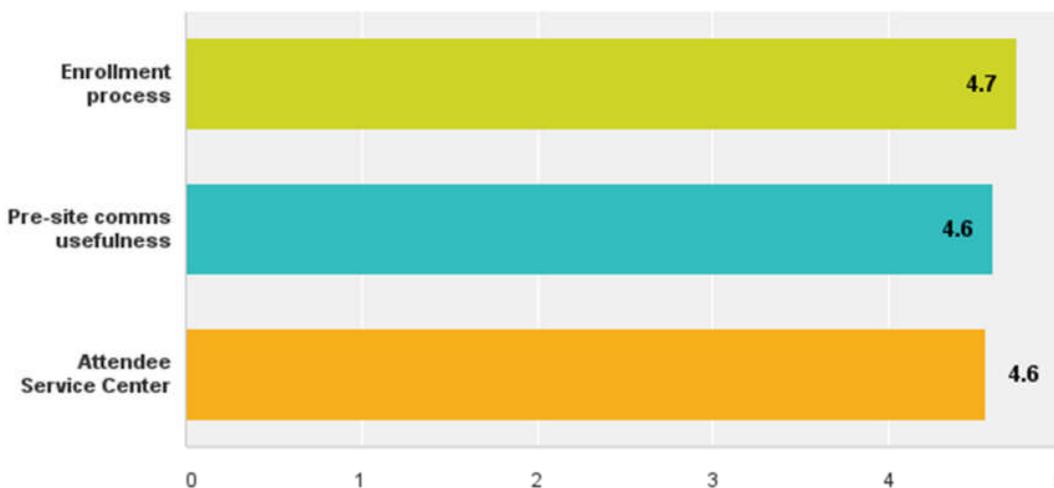


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ATTENDEE SURVEY RESULTS AND FEEDBACK

Q3 Registration and Communication (with 1 being poor and 5 being excellent)

Answered: 164 Skipped: 3



Additional comments about registration and communication*:

- I think it would have been helpful to me to see a list and description of all the courses I'd taken as I was enrolling each year so I could be a little more targeted in my approach to selection.
- I am unable to access the Attendee Roster.
- Johanna (class advisor) did a great job of telling us what we needed to know ahead of time.
- If you want to make changes prior to attending, it feels like you are having to register over again.
- I wish I had know about the Guidebook app earlier. I printed ALL the handouts and items uploaded to the attendee service center and then learned of the app where I could access the same materials digitally which I prefer.
- I think there are some opportunities with the Attendee Service Center to make it more user friendly. I tried to change an elective once and it took me much longer than necessary to figure out the process in the center.
- I think that everything was handled very well. Being a "first timer" it seemed to go smoothly. I didn't have any unanswered questions going into the week.
- I loved the Guidebook app! It made things very helpful during the week and was always easy to access!

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



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ATTENDEE SURVEY RESULTS AND FEEDBACK

- Very user friendly.
- A good class adviser is essential to communication prior to Institute.
- I truly appreciate the helpfulness of the registration staff! They were prompt and knowledgeable answering all of my questions.
- I never visited the Attendee Service Center onsite.
- Liz Deville, class advisor for 1-2, was great at keeping us up to date and in the loop.
- I had tried twice to change my electives; the first time, no changes "took" (could have been user error). The second time, I got a confirmation but still had to amend my electives once I got to Institute.
- It was slightly awkward to change electives being that you had to go through the entire registration process to make the changes go through. I also wasn't able to find a very user-friendly class scheduled. And, come to think of it, I couldn't find any class schedule without going into the registration...which is why I ended up changing my electives.
- The Attendee Service Center should be more integrated with our records so we can see what electives we have taken.
- Went very smoothly.
- There was a lot of communication...Some of the emails were distracting with the reply alls...
- It would be great if we had a way to easily see the classes we had previously taken. Really disappointing to end up in a class that I had already taken.
- Communications prior to institute are critical for preparing for the event. Thanks!
- Perhaps more information for attendees on proper dress attire for all functions would be useful for first-timers.
- Attendee Service Center - It would be most helpful if attendee could see previous class schedules, as well as download documents from previous years. Access to previous class schedules would help tremendously when choosing electives.
- It would be an added benefit to show the electives that were taken in previous years so you do not re take electives.
- The App and attendee service center should be synced. This would provide ease of use for those who are not as tech savvy.
- The emails prior were a bit confusing, misleading attendees to believe there would be no auction. We did not receive that confirmation until the Tuesday before, not providing enough time to gather items.
- There should be a deadline for presenters to upload presentations no later than the Friday before, so attendees can print the note taker or preferred format prior to institute.
- One of the best I have ever seen.
- It would be great if professors were required to upload their documents one week prior to the event as many of us travel etc in order to get to the event.
- Being a first year and unsure of what exactly to do, I was welcomed by multiple people as I walked in the lobby. I was very impressed!

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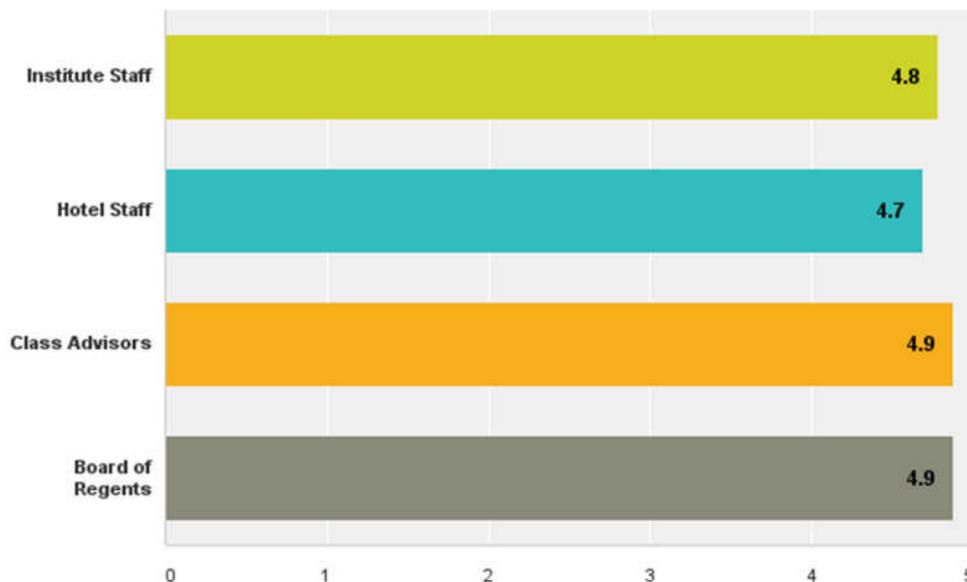
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ATTENDEE SURVEY RESULTS AND FEEDBACK

- Useful.
- I had issues with an error continually popping up during registration. Also had to reach out to get the discount code for additional attendees. Useful information like expectations, attire, etc. for week (including after hours events) would have been helpful.
- Too much communication. The important details get lost in the flood of emails from Institute, class advisors, Board of Regents, etc.
- The class communications got a bit overwhelming at times in terms of frequency. It appears that everyone felt compelled to comment on every bit of communication so the "reply alls" became a bit daunting and distracting.
- Registration could be streamlined significantly. I'd like to be able to see all of my prior electives to be sure I don't duplicate. Changing electives requires going through the enrollment process twice. Applying a scholarship and/or group pricing is cumbersome. Instructors should have a deadline at least one week prior to institute beginning to upload handouts and all handouts should be in Powerpoint if that's how they originated. It takes way too much paper and ink to print them as PDFs when we could print them 3 or 6 slides to a page.

Q5 Customer Service

Answered: 164 Skipped: 3



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ATTENDEE SURVEY RESULTS AND FEEDBACK

Additional comments about customer service*:

- During the final lunch on Friday, after the free tuition was given away for the IOM referral, there was no final message, thank you, goodbye and we look forward to seeing you next year as there had been in each of my past three years. I'm sure it was an oversight, but it struck many as a significant missed opportunity to focus on retention, something that all Chambers and associations pay close attention to. I'm happy to elaborate on this further in separate communication if you desire.
- Every one of these four would get a 10 if that was an options!
- IOM has an incredible group of people committed to making the experience exceptional! Way to go!
- Our Advisor was Amazing...Class 3-2.
- The Institute staff was incredibly helpful the whole way through. From early questions about the program and what to expect, to assistance with registration and on site questions, they really are fantastic. The volunteers were fantastic too. It's wonderful to see such passion and dedication to a program post-graduation. Very inspiring!
- We are professionals yet do not get treated as such at times at Institute. Sometimes they forget we pay for these classes, not the other way around.
- All great.
- Everyone showed southern hospitality. It was great.
- The Board of Regents went above and beyond to make our experience memorable. I was so thankful to have met and learned from so many while there!
- The faculty and staff selection could not have been more on point. I learned a ton of incredibly valuable information. Thank you for this amazing opportunity! Can't wait to go back next year!
- I didn't have much interaction with the Board of Regents.
- Johanna McWilliams, advisor for 1-3, was excellent!
- I didn't much experience with the Board of Regents hence the neutral score.
- The UGA staff were phenomenal. Hands down.
- Everyone is awesome!
- The Institute Staff was rude in a few instances. I would have been fired for treating my members like they treated some attendees.
- I feel like the IOM staff treat many of the attendees as a nuisance.
- I think it's great that the Board of Regents are accessible to all attendees.
- Beth was a very helpful and attentive class adviser. Thank you Beth!
- Pam did a great job as our class advisor!
- Henry is AWESOME!
- Beth Morrison was an AMAZING advisor!

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ATTENDEE SURVEY RESULTS AND FEEDBACK

- The Courtyard by Marriott did not seem prepared for a group of our size to be staying there. Accommodations were not the greatest and the bus driver to and from was certainly not prepared to be driving that bus!
- Everyone was extremely helpful! Thank you.
- Great Job!
- Kim Dahlsten was the best class advisor. Our class is as close as we are because of her. Justin Patton and Sam Erkonen are the two very best instructors at SE Institute. I also really enjoyed Jaimie Francis. Frank Kenny should not be invited back. He added absolutely no value to my learning experience.
- Liz Deville was exceptional with her communications and wonderful to work with.
- It was our last year of Institute, and it seemed more unorganized than usual. Certificates were misprinted or placed in the holders upside down. Karaoke was chaos and didn't allow time for our class to even sing one song. We arrived an hour and a half before close, immediately requested a song, and watched our name creep closer on the screen then disappear to learn our slot was purchased by another class. Then, when we inquired, the Institute staff responded harshly, "We close at nine thirty. I'm sure there's somewhere in Athens you can sing Karaoke."
- Hotel staff was great and accommodating to our class meetings in the lobby.
- Pammie was great for a first time advisor, but we have found it strange none of our prior advisors have ever been asked back.
- Class Advisor lacked personality. Could not control class, did not bring excitement.
- Words just can't describe how wonderful this school is.
- Faculty, staff, and hotel personnel all do a wonderful job in assisting and creating a great environment.
- Breakfast options in hotel were small and took long to order and pay.
- Most of the speakers were fantastic. However, I know most of the my class and 2-1 had a lot of issues understanding the material from the Marketing Strategies class with Chakisse Newton. While she was very knowledgeable in her field, most of the class was not understanding the value propositions portion and she flat out refused to give examples and stated multiple times that material would have to be skipped due to time constraints. While we are only in class a few hours, I do not believe spending 5 minutes to tell/ask the class which material we should skip is an effective use of class.
- Pammie Jimmer was a great class advisor.
- This is a top-notch process that has been refined to excellence. Once you are on-site you are greeted, appreciated, engaged and fulfilled. Everyone is knowledgeable, friendly and enthusiastic to help in any way. The hotel and conference staff were fantastic too. I have difficult dietary constraints and the catering staff were all very kind in making sure I got a meal that I could eat. That may seem insignificant to some, but when you're hungry you can't focus. I've grown accustomed to taking food with me most places, but they were patient and accommodated me at every meal without making me feel like I was bothersome.
- Hotel staff does a great job.

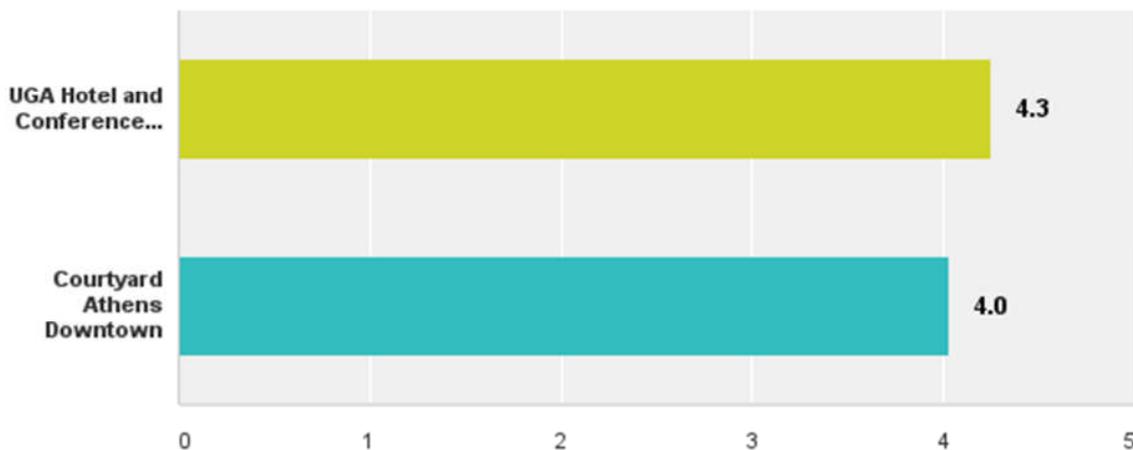
**ATTENDEE COMMENTS ARE LISTED AS WRITTEN BY THE ATTENDEE AND NOT EDITED FOR GRAMMAR.*



ATTENDEE SURVEY RESULTS AND FEEDBACK

Q8 How would you rate your accommodations?

Answered: 151 Skipped: 16



Additional comments about accommodations*:

- I rate the UGA a 5 because it is the host hotel, has wonderful and well trained staff and is well kept. They are due for an update though. The bathrooms are far too small for the price point they are seeking. If I were a large person, I would have to use an ADA compliant room.
- Nice that everything was right there. Wish they had a workout room.
- There was a huge roach in the bathroom. Other than that, everything was ok.
- Loved the convenience.
- I was in the Marriott last year. So much better being in the Conference Hotel.
- The hotel could use a renovation, but you can't beat the proximity or convenience!
- The UGA hotel is pretty run down, the rooms are tiny and the amenities are poor. For \$120+, we should at least have both shampoo AND conditioner. This isn't a 'budget rate' billed hotel, but a full service hotel. For the price, I realize you pay for convenience, but they really need to improve the rooms. The gym in the fitness center was tiny and there were no free weights at all, so no ability to work out besides cardio. For the price, I would expect a bit more. However, the front desk and bell staff were friendly, helpful and courteous.

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ATTENDEE SURVEY RESULTS AND FEEDBACK

- The rooms are really small and cramped. My room had a weird smell and I could hear everything the person next door to me was doing.
- I've stayed at nicer Courtyards, but it was clean and serviceable. The location was fine. I will probably elect to stay at the Holiday Inn next year.
- The UGA center oversold and I was bumped out of my initial reservation (that was made a year prior). While I was upgraded, I was unable to check in until after 6 on Sunday because they did not realize their error until then.
- The Courtyard was not as nice as I imagined. A few front desk staff members did not have good customer service. The room was dirty and low amenities.
- UGA is so convenient but just okay.
- It was wonderful, close to campus, walkable to many things (such as my class dinner) and I felt very safe and secure. The staff was friendly and accommodating.
- Very helpful staff at UGA Conference Center.
- Will want to stay at UGA or Courtyard next year for convenience.
- We had one of the older rooms with two beds and it was very tight quarters. It made it a little challenging for two people to share a room and get ready in the morning.
- A group of us stayed there and it was fine. I would equate it to the Courtyard (where I stayed last year).
- The rooms are just tiny. It is convenient to have all of our classes and events in one conference center.
- This year I paid a little extra to get the full sized beds. Much better. The dorm-sized beds from last year just didn't work for me.
- Rooms were not very clean, but you can't beat the convenience.
- Roach in my bed and rooms are always TOO COLD.
- The staff at the Courtyard Athens was very helpful and friendly. They were always smiling!
- Very very small room!
- My room was moved three times due to faulty AC units, the dish network was always out and the staff was not very helpful.
- Perfect. No issues.
- The rooms were very small, old and the noise was not muffled at all from the hallway. I would like to see the conference moved to downtown Atlanta. We need to be in walking distance of restaurants and shops for down time.
- They are very professional!
- It would be nice to have the shuttle run to the Holiday Inn Express especially since it runs to the Courtyard which is across the street. Please consider this for next year.
- The rooms were a little dirty: Bugs in rooms and mold in bathroom.
- I stated off campus last year and the hotel was very nice but it made a huge difference being able to just go upstairs to my room. I really liked the UGA Hotel.

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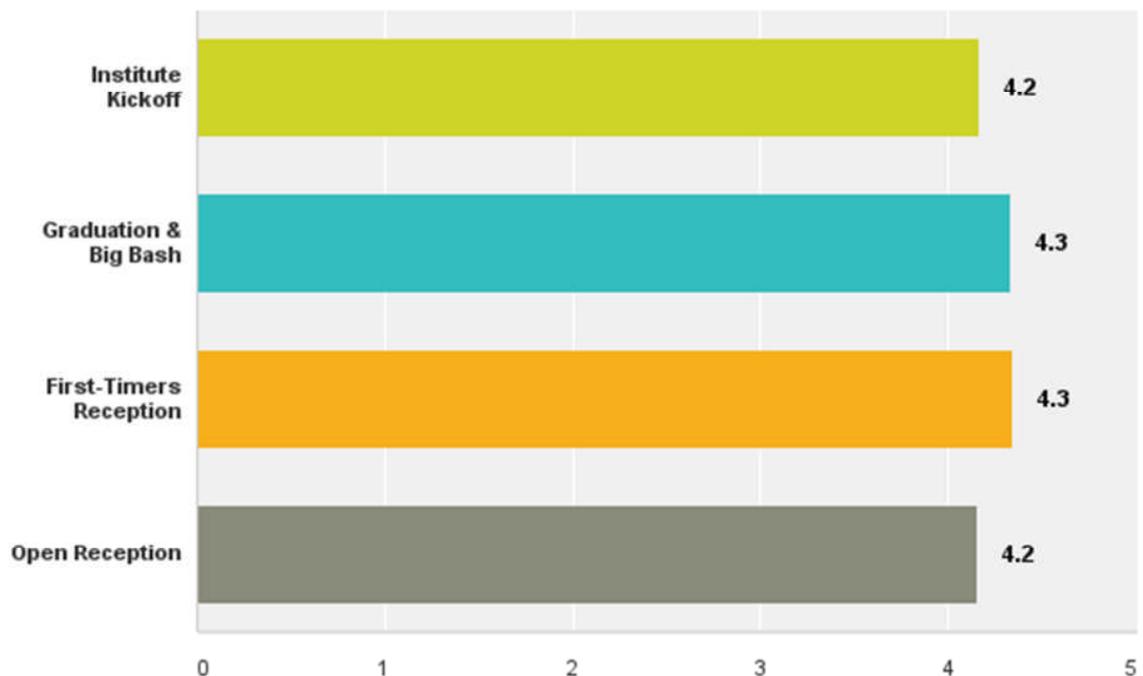
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ATTENDEE SURVEY RESULTS AND FEEDBACK

- Convenience is the only reason I stay at the UGA hotel. It is in major need of an update in the rooms themselves. Also, there needs to be a curfew of sorts for persons having 'parties' in their rooms at night.
- Ask them to advertise or post the hours of their restaurant and bar. And the pantry. Did not know they had a pantry last year.
- Other than the rooms smelling a bit musty the air conditioning worked very good and the water was hot!
- Free Breakfast!
- UGA wouldn't let us make reservations for the next year so that was a disappointment.

Q10 Please rate your experience at the following Institute events.

Answered: 164 Skipped: 3



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ATTENDEE SURVEY RESULTS AND FEEDBACK

Additional comments about Institute events*:

- One small addition that could be made is to record the receptions, kickoff and graduation with GoPro's or something similar. As a graduate this year, I think you missed an opportunity to capitalize on some of the speeches given to use as marketing and recruitment tools for Institute. Again, happy to discuss this further.
- I wasn't a big fan of the ice breaker for the kick off. For returning students it was a little disappointing that we didn't have much time to spend together before we had to split up into other groups. However, it was nice getting to meet individuals from the other classes. Perhaps that could be something that takes during one of the receptions?
- The ice breaker was very awkward and did not make sense with respect to bonding with our own class.
- My biggest gripe was that at all of the speaking portions of the program, it was pretty much ALL white men. The IOM community is diverse and those speaking on behalf of the program should also be diverse. I also found a few remarks from one of the graduation speeches to be sexist. "There's even someone here PREGNANT!" like that is a crazy thing.
- The food and drink could be better - no healthy options, and the wine was barely drinkable, and the beer was cheap. I thought the receptions could have been raised up a notch and provide more options for those trying to be conscious of what they're eating.
- I thought the kickoff was somewhat pointless. I think more could be done to make it worthwhile to come in on a Sunday and get the conference going.
- As for the Big Bash, I thought the timing was poor. Our schedule said graduation was at 6:30 but it didn't start until almost 7:30. We didn't eat dinner until 8:30, so people were starving. It could be more accurately planned out to make it more enjoyable for participants.
- Instead of having a short day during the middle of the week I would rather get out earlier in Thursday to be able to get an earlier flight out. Makes for a super super long day.
- Athens speaker was ineffective. Perhaps distribute an Athens souvenir and a welcome on behalf of the city would be sufficient.
- Lengthy intro of advisors is irrelevant as there is little to no interaction with class advisors other than your own.
- Graduation ran very smoothly. Open bar before event was well-received.
- Did not care for the ice breaker game/kickoff.
- Enjoyed reception food stations/kickoff.
- Unexpected closing of Foundry Bar & Mill.
- I think classes should be required to sit together at the Institute Kickoff. As a first year, I felt uncomfortable not knowing anyone on the first day and wasn't sure where to sit.

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SOUTHEAST

ATTENDEE SURVEY RESULTS AND FEEDBACK

- This kickoff was the epitome of a good idea that was not thought out. Attempting to move that many people into different sections of an auditorium was unrealistic at best. It cheapened the entire kickoff and made for confusion and annoyance. The rock paper scissors competition the next day at lunch did the same. I would have preferred time to network with my class as opposed to being forced to sit with people you met one time to watch a game.
- I could take or leave the event at the foundry. I don't karaoke, so it's not overly fun for me to attend. It's just eh to me. I'd rather go back to my room and catch up on missed work while I'm away from my office.
- The Foundry didn't seem that excited to have us there. Bartenders seemed annoyed and they only accepted cash. Event ended early and for those classes that grabbed dinner it was a waste of time to go.
- Food choice should be different at the Graduation.
- I loved the feeling of inclusion that the Board and staff all exuded while at each activity. Each event was fun and inviting!
- The food during the Big Bash was sub-par.
- Too many people for the 25 group exercise at kickoff.
- Everything was wonderful. Thank you for doing such an awesome job putting everything together! I had the best week of my life...seriously!
- Open Reception was crowded. If they had let people go upstairs it would have helped some of that problem.
- The salads should've been preset at the Graduation Ceremony and dinner served shortly after being seated. This probably would've kept more people from leaving the celebration so quickly.
- First-Timers reception was such a great facility. Very cool place.
- Graduation Bash was nice, yet very much geared towards senior class in terms of the after-party. I would have served dinner more soon and quickly or had salads on the table so others could leave more soon for other plans. Since there isn't much mingling between classes, it's hard for an event to bring people together such as this hence why people leave so quickly.
- I felt like a lot of people left the Big Bash soon after the Graduation. Maybe have something else going on other than a DJ to keep people there or perhaps forego the DJ all together.
- The Foundry seemed a little "dry" this year.
- Thank for adding additional bars and food stations to the kick-off reception--that was lovely! I enjoyed the meal at the Big Bash as well.
- I really enjoyed the first timers reception. It gave all of the first years a wonderful chance to network and meet other first years outside of our class.
- While I understand the idea behind it, the kick off ice breaker that drug on into lunch the first day was just no good.
- Music would have been nice at Big Bash.

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SOUTHEAST

ATTENDEE SURVEY RESULTS AND FEEDBACK

- I didn't go to the open reception because it was too late for me to want to be out. The Graduation was nice, but it took an inordinate amount of time for us to get our food. Most of the tables had been served but for some reason a few of us had to wait another 15-20min for our salads to come out.
- The graduation wasn't special and was poorly timed with food. I know there were 2 classes, but I think you should consider bringing back the videos and having the meal better planned.
- Kickoff icebreakers are always pretty awkward and not super useful.
- Healthier food options would be great for those of us that don't have a food allergy and aren't necessarily gluten free, but prefer foods that are not fried. The open reception was cut short this year for those of us not attending as a first-timer.
- Did not enjoy Kickoff ice breaker - should allow us to stay with class as we just got back together before that event. Was disappointed that the bar closed down after karaoke - last year they played music and allowed us to dance.
- Really disappointed that graduating classes were unable to do videos.
- Kickoff was good but the mixer was highly complicated and involved too much movement. Leave people with their class as that is the primary relationships that need to be fostered.
- I felt like we should have been served our food prior to the ceremony. After it was over we still had to wait a long time to be served and were all starved. Also, the only option of dressing on our table was bleu cheese, which most people didn't like. I did like the fact that the choice was a "southern" staple. That's a cute detail.
- The food at the graduation was not good.
- The meals are not great.
- It would be nice to have a mentoring program setup for first years and fourth years to help those that haven't attending before.
- The icebreaker activity at Kickoff was kind of a bust. Great idea in theory, but it just didn't work with such a large group.
- Not crazy about the menu choice.
- I did not care for the ice breaker activity at the kick off event.
- The trivia was confusing with more than one possible answer and little guidance.
- Graduation food was better than normal.
- Reception and Karaoke seemed more chaotic.
- I thought that they was not very well prepared for the Graduation Ceremony. There was several tables that was very late on getting their food.
- Food really needs an upgrade. Big Bash dinner was awful.
- Kickoff Game wasn't great. Food came out much later than anticipated at the Graduation Ceremony. Open Reception - okay, but the servers were rude and lacking.
- Graduation Ceremony began an hour later than anticipated. We would have appreciated food from the beginning - at least the salad - since it was so late when we got to eat.

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SOUTHEAST

ATTENDEE SURVEY RESULTS AND FEEDBACK

- It would be great if the Foundry/Open Reception could be open longer. Closing at 9:30 is early especially when everyone is having a blast.
- Everything about the Gala was fine - music, etc., except the main meal. The chicken itself was not good and it was lukewarm to cold when it arrived. Collards and mashed potatoes are inappropriate for a gala. The shrimp and grits from the year before would have been a better option. Or try to give people a choice between steak and seafood. (Am also not a fan of pecan pie, so the dinner totally struck out with me) .
- Food was odd at first timer reception and due to electricity going out they refused to serve drinks for almost an hour then finally agreed on cash basis.
- As a third year attendee, I did not care for the group activity during the Kick-off. I would have preferred allowing time to reunite and get acquainted with my fellow classmates.
- I know we had attending The Foundry last year for my first year reception (and I am assuming prior years too?) and we went there again this year. I found it hard to want to stay there this year due to there only being 2 bartenders and that they were rude. I understand there was a power failure due to the storm but I thought it could have been handled differently.
- Icebreaker game was long and confusing.
- Making the first class on /Sunday is rough if one has travel delays. I would recommend to students that they fly in a day early to avoid missing the homeroom experience.
- The Institute kickoff seemed to be unorganized with the game and could have moved a lot faster if numbers were already around the room. If the idea was to network with other classes it wasnt very effective as the time allowed didnt allow for that.
- The open reception had some issues simply because they lost power, I think. That may have made the bartenders a little grumpy. Our class didn't get to sing at all because another class offered the DJ tips to put their songs first... I don't think the other class was trying to slight us; it just worked out that way. Can't blame the DJ for wanting extra tips!
- I would suggest that you offer more cocktail rounds for the first night - there a so many people.
- The Institute kick-off food isn't good. It always tastes like they prepare it far in advance and then let it dry up under warming lamps.

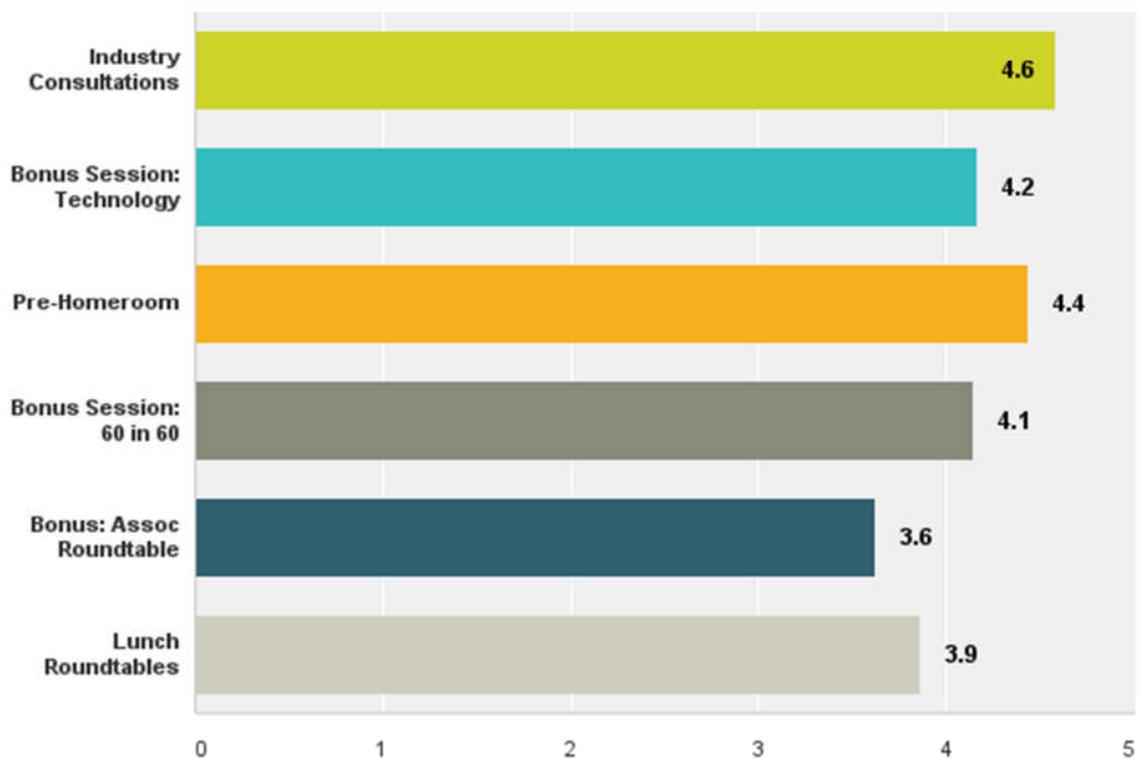
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ATTENDEE SURVEY RESULTS AND FEEDBACK

Q12 Please rate your experience participating in additional learning opportunities.

Answered: 163 Skipped: 4



Additional comments about learning opportunities*:

- I like the idea of the lunch roundtables, but it struggled a bit in its first year IMO. I'm sure it will get better each year though.
- 60 in 60 is always great.
- Consultations for me have always been great but many of my classmates dealt with challenges including extremely delayed responses which limited or excluded their ability to participate at the tail-end of the week.

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SOUTHEAST

ATTENDEE SURVEY RESULTS AND FEEDBACK

- On the 60 Ideas session...It would be great if someone could capture all of the ideas and who shared them. I took fast and furious notes but didn't always catch who said what in order to follow up. Or, have everyone sign in so that we have a group we can follow up with on ideas. This is a great session!
- Wish the association roundtable had been more efficient for problem solving and benchmarking. Since location is low on association attendance, maybe a meet and greet for 30 mins on the first day would get basic introductions out of the way and allow the group to discuss real issues. Know it was a first time deal, so just a thought for going forward.
- Wish the table topics at lunch had been available for all. Didn't learn much at the 60 ideas session but others said they did so it's all relative. Still was interesting to hear.
- I wasn't crazy about the lunch seating when we were assigned to our group from opening night - it was too confusing.
- 60 Ideas in 60 minutes - believe only 45 minutes was allotted.
- Somehow, I was unaware of the Bonus session. Then again, I had a death in my family just a week prior, so needless to say, I was pulled "off course" just prior to coming to Institute.
- 60 Ideas in 60 Minutes is always a good one!
- The bonus association roundtable was poorly structured. The whole time was spent introducing ourselves and we barely got around the room. It would have been better to just introduce ourselves with name and company and one fun fact, but it got way in the weeds of individuals companies and situations. I would have liked to see an interactive program and find out what topics we were all interested in and determine from there what to discuss. The bulk of the time was spent with 2-3 people discussing their very specific personal situations, which wasn't helpful. I would like to see 2 association sessions - one during the first day as a quick "get to know the other association people at the conference" so you can meet first (short time frame - more as a quick meet & greet). Then a longer session talking about issues and challenges and association related topics in a later "bonus" session.
- Thank you for opportunities.
- The association roundtable wasn't very effective. We just went around the room and introduced ourselves and told a little about our organizations. There weren't many people in the room and several of them were from chambers. Unfortunately I did not take away any benefits from this session.
- I don't take advantage of them because I need to better use my time but I appreciate the fact that they are offered.
- We should have time during the class day to do a idea sharing roundtable with our classmates to address issues we are having at our Chambers. This could be a facilitated roundtable as a part of the core classes.
- With so much information being given to us during sessions, it would be nice to have lunches that are more relaxed, rather than having roundtable discussions. Maybe give participants a choice as to sit at a table with a topic for discussion or not.
- 60 ideas- people should have a time limit to share.

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SOUTHEAST

ATTENDEE SURVEY RESULTS AND FEEDBACK

- I really enjoyed 60 ideas in 60 minutes. Hearing from different people on the same topics was very helpful ... and inspiring.
- I did not partake in any of the lunch roundtables or bonus sessions. For me, there's a point when I reach information overload, and I need time to process and build relationships.
- Our lunch round table didn't seem to have a leader. We had some OK conversation, but it didn't seem like anyone at the table was particularly knowledgeable about the topic.
- Lunch round tables were too much. We need time to take a mental break and/or do some work.
- I need to take advantage of the Industry Consultations next year. I know I'm missing out on valuable one on one time.
- The lunch round table topics would have been helpful to know in advance of lunch, even if right before lunch so I could make a decision of what topic would be helpful. I would also recommend better signage on the tables for the topics. I think we had more tables than ever and walking around with your hands full with lunch and figure out which table you could sit at for the topic was too much, so I just sat at an open table and missed out on that opportunity.
- The Association Roundtable was not good - took the full time to just do introductions. Will not participate in that session again.
- Association Roundtable would have been better if it had been more than just introductions. Use the 60-idea in 60 minutes format or something different. Propose 5 topics to discuss and let the group roundtable.
- As a fourth year, it was a total Institute buzz kill ending the experience by combing with the other class.
- I requested a consultation on Monday. Received a text on Tuesday, which I immediately responded to, text on Wednesday, and text twice on Thursday, finally receiving a call at lunch to follow up after institute. Lucky for me, my classmates were also willing to talk through our issues.
- As for the roundtables, I didn't have the chance to participate since most of our class discussions (Labor Laws, Events, Board issues, etc.) carried over into lunch, dinner, break, etc.
- Did not participate in lunch activities due to food quality.
- Wonderful school but would like even more relatable information.
- Always learn from others so the 60 in 60 was great. Lunch topics were not needed, could have been a good time to visit and get to know others without forced topics.
- The moderator at our lunch round table was extremely interested in describing her work in diversity with her Chamber. She never really engaged the table. I would not recommend her as a moderator in the future for such an important topic.
- Love the 60 in 60, have taken great ideas away from that both years! The lunch roundtables on first day didn't have a leader at the table or discussion questions, so might be more effective if there was a table leader.
- I love the lunch roundtables! I attended a women in business roundtable and got lots of ideas for my upcoming 2-day conference!
- Very difficult to hear over adjacent table conversation, but I felt there was good information in having the lunch roundtables.

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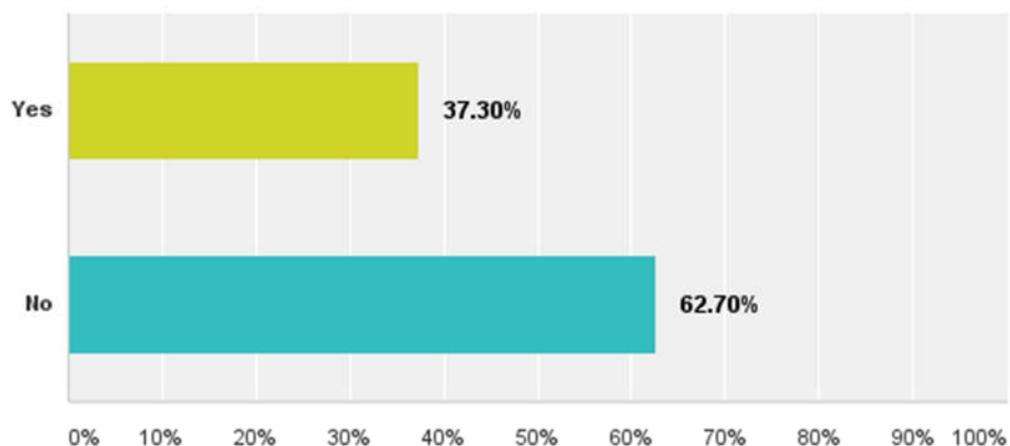


SOUTHEAST

ATTENDEE SURVEY RESULTS AND FEEDBACK

Q16 Did the convenience of being able to bid away from the physical auction increase your rate of bidding?

Answered: 126 Skipped: 41



Additional comments about the silent auction*:

- I like the idea and have used it in prior years. I didn't bid this year because I didn't see anything in particular I wanted.
- Great system!
- I don't enjoy bidding online.. For me, It is more fun to actually walk around and physically see bids by the items. For some reason, the online bidding never seems to work for me and I get frustrated.
- Not easy to carry items home on airplane. Did not bid on anything.
- I had trouble getting Bidr to work for me, but liked the idea of being about to bid electronically a lot.
- Could NOT get the Bidr up and going so I did not participate.
- The auction is fun, the items are great, and I enjoy giving back to the Institute scholarship fund through the auction.
- Was not able to use the mobile app perhaps due to my phone carrier ... better auction room this year to see items.
- I was broke this year. I was in the midst of planning a move and separating from my husband. So needless to say, money is tight at the moment. Next year however, I plan to participate!
- Offer shipping services - I would have bid!

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SOUTHEAST

ATTENDEE SURVEY RESULTS AND FEEDBACK

- Difficult to see the items.
- Personally, I like to be able to see everything in person. I did look at the stuff online before I went to go see it in person though. That was nice.
- I personally had a lot of trouble with Bidr. I was finally able to troubleshoot it last year, but this year it was equally as hard, if not more so. I would suggest having the old standby of paper auctions available just in case and give people the option of both online AND electronic bidding (maybe a BIG sign with the disclaimer that electronic bids MAY trump paper bids or maybe someone could write in the top e-Bid on affected item sheets at end of day?). For me, I bought and bid on NOTHING this year b/c it was just so time-consuming to get the tech to work. I also don't remember if there were values on anything that were terribly visible? I'd have loved to have the option to swoop into the auction room to bid on paper; I may or may not have won but it would have made me participate.
- Getting set up with Bidr was kind of a pain, but once it was working, it worked well.
- There was no time to go to the silent auction. You should consider putting it in a more convenient location.
- Great software.
- I like the excitement created when you have to come into the room to bid. The online portal did not work for me and I got frustrated.
- The "convenience of being able to bid away from the physical auction" DECREASED my rate of bidding, as well as took the fun out of bidding.
- Again, would have provided items had we known sooner.
- I thought that was a great idea to set it up like that.
- Please place a specific time on when it ends - after the break doesn't give an exact time for those bidding.
- Heard a lot of issues with the connectivity in regards to the particular location of auction room.
- There were some glitches signing up, so I didn't try to bid. But our class did buy a number of items for our Adviser and we contributed nearly \$1,000 worth of goods.
- I have participated in previous years.
- It was a little intimidating at first, but once I got the hang of it, it made bidding LOTS easier! (And winning too!).
- There were so many great packages... but for those of us that fly in / out, it is a challenge...

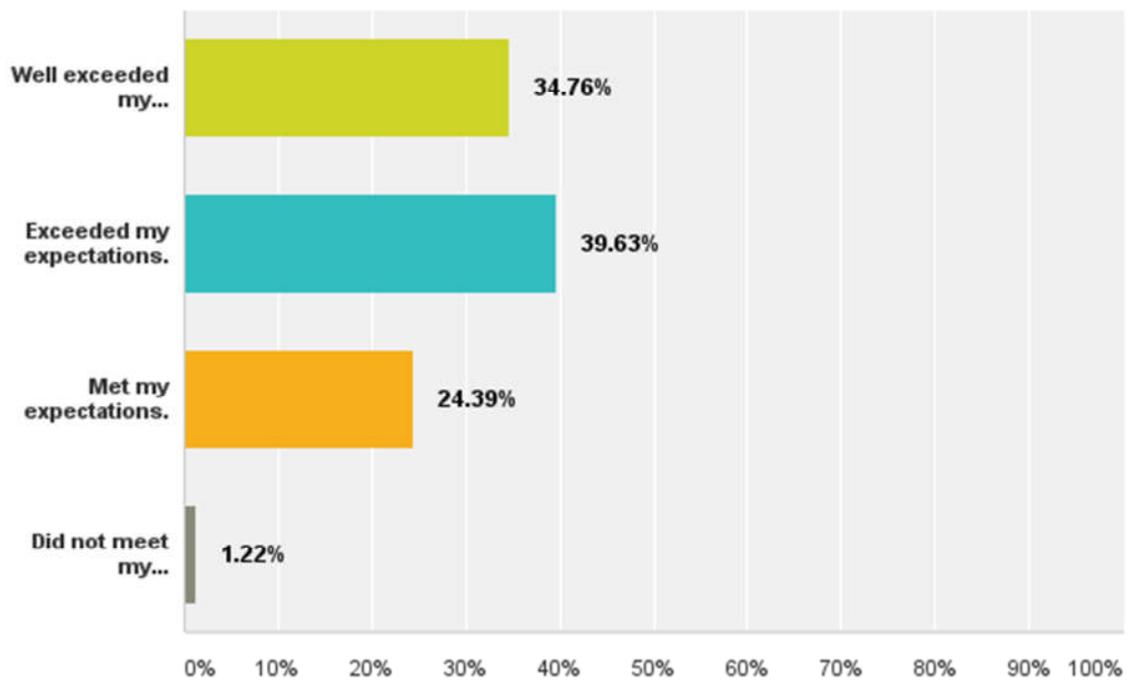
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ATTENDEE SURVEY RESULTS AND FEEDBACK

Q22 Overall, to what extent did Institute meet your expectations?

Answered: 164 Skipped: 3



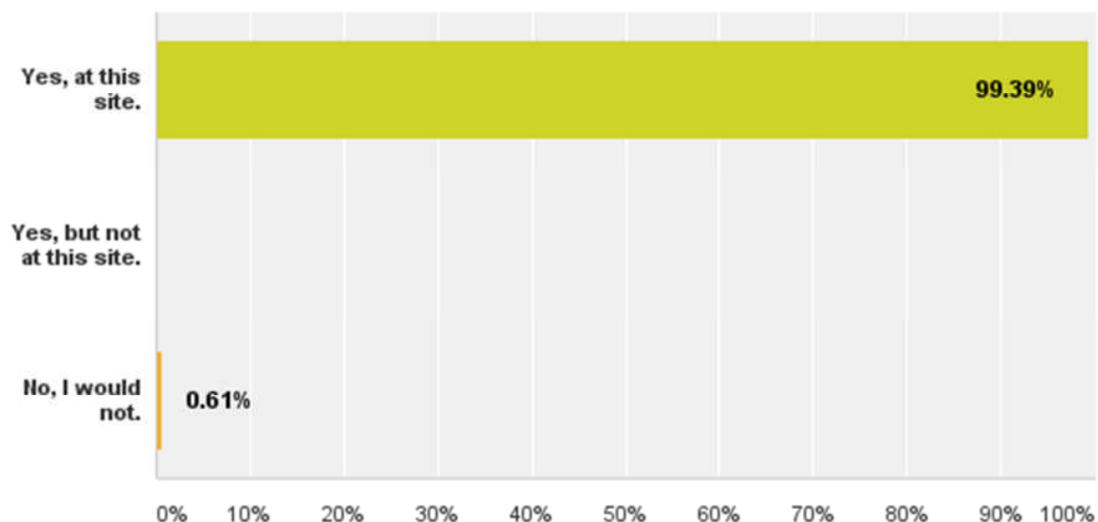
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ATTENDEE SURVEY RESULTS AND FEEDBACK

Q23 Would you recommend Institute to other nonprofit professionals?

Answered: 164 Skipped: 3



In an effort to enhance our curriculum, we want to know what you want to learn more about. Please list any topics not covered at Institute that you'd like to learn more about.*

- 1. Tips and tools for working smarter. 2. Marketing - how to best promote; communication messages that convey benefit and depth of a Chamber's community/business impact 3. Competing with other associations in your area (BNI, etc...).
- New Department of labor rulings ie: overtime rules.
- I think it would be helpful to have levels for some of the classes (especially electives). It is hard to present material to someone who has many years experience and someone who is new to nonprofit management in the same arena.
- Accreditation process as an elective.
- Chamber of Commerce Foundations.

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ATTENDEE SURVEY RESULTS AND FEEDBACK

- I think the final 4.1 & 4.2 combined class was a challenge. I'd recommend not combining the classes or doing so earlier in the four years for a meet and greet in case they combine, etc. It was a great idea but didn't add much value so close to the end of the week. If the board chair's class could be come more of a facilitation session where we can decide hot topics or scenarios to discuss and then have class discussion, that would be wonderful!
- Board and staff retreat how to's; Chairman/CEO relationship building.
- Fundraising and sponsorships, higher level legal issues, not just the basic ones that were covered so quickly, Event management.
- More human resource classes.
- Please have a bonus session or elective for Chamber communications/marketing professionals. The classes were educational, but rarely were relevant to my day-today. Would love to hear from others with similar roles about best communication practices in Chambers.
- I would like a more in depth legal class. Maybe a class that would teach different types of org/staffing structures and how to build capacity.
- I started Institute many moons ago and first year was very helpful to me as a newer executive. Life intervened, but I was able to come back last year. After 13 in the industry, however, I now feel I could teach the classes. I am not the typical institute student, however, and I acknowledge its value to newer execs (and I always take away something valuable).
- A focused "track" i.e. Membership, Events, Financials, etc. might allow for more brainstorming and sharing of best practices.
- I would like to learn more about generations in the workplace and technology/social media in communications.
- Crisis communications.
- I understand that this is a chamber program, but being from an association I was definitely in the minority. Many of the chamber examples of small budgets, small staff, dues structures, local focus etc. didn't apply to me since I'm from a national association. The Northeast Institute has more association attendees but the Southeast Institute was a great experience and a great group of people.
- My first year offered very good info. I enjoyed this year but wasn't blown away by the content.
- You professors are good, but some have been out of the industry for a long time. I think the content should be more relevant. Financial classes and governance classes are outstanding. First year was great, second year info wasn't, 3rd year was better, but there was still some content that while the teachers were entertaining, it wasn't as tangible or applicable as others. It would also be great to have classes or electives focused on 990s, marketing tools for small chambers, benchmarking against US Chamber or ACCE standards, etc.
- I think not being an Executive Director hurt my experience. I really wanted to learn about budgets and best practices for budgets but the Financial Fitness class seemed to be a little too advanced for someone like myself. So maybe a class that was a little easier to follow.
- Also, more classes or more in-depth classes like the Communication with Confidence class. I have sold 3 membership since being back just because of Justin's "performance."

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SOUTHEAST

ATTENDEE SURVEY RESULTS AND FEEDBACK

- Possibly more emphasis on Non Dues Revenue.
- My class on hiring/firing was lacking in my opinion, as a new ED I was looking forward to learning more in this area. I would like to have excelled more here. Also Finance was taught as my very last class of the week with a faculty staff who seemed a bit exhausted, therefore it was difficult to learn much there. Everything else was off the charts! Exceeded expectations! Went above and beyond!
- This year's classes were not as challenging as I'd have liked. The instructors were great but the content was lacking.
- By 3rd year the electives should be 'meatier'.
- Overall I really like the curriculum, and with the electives, I feel like it is well-rounded.
- More legal, financial information, and a session to share best practices on topics.
- More strategic planning.
- Presentations of how to use MailChimp and other useful online tools.
- A class on Chambermaster would be great.
- I'm sure there will be lots of topics in the coming years for me.
- Information that would be beneficial for smaller Chambers. Even though the information provided was very valuable, the smaller Chambers have different issues that larger Chambers typically don't have.
- Budgeting.
- There was a lot of duplication in material at this site. Specifically two instructors basically gave the same class even though the topics were very different.
- The electives on Sponsorship Solicitation and Communicating through Media could easily be 4 hour classes, especially the media (with examples and group work on drafting press responses).
- I think the variety of topics is very good.
- Consider paying more attention to the subject matter and not just the titles of the classes. Most of the classes were really good, but we had 3 classes almost back, to back, to back, that talked about the same information. Don't get me wrong, the instructors and classes were all (mostly) great, but if they are repeating what the instructor said before them, it's not super helpful.
- I only felt 3 of my courses this year were actually very helpful. I would like a more detailed description of exactly what will be covered so I can maybe make better choices on what to take next year. For example, volunteer management only covered board management, and I thought that was strange. If every course was like a Bob Harris course, we would be in good shape. He always has highly useful information with relevant handouts and resources. It would also be nice if there was a 101 and 201 course for everything...so depending on what you already know and feel comfortable with, you would either take the 101 or more advanced course. I just felt like most of the courses this year were redundant from prior courses, or too general/common sense.

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SOUTHEAST

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

ATTENDEE SURVEY RESULTS AND FEEDBACK

- Event management, membership, more roundtable discussions. Offer basic vs enhanced classes- some classes were just outlines- not enough time to delve into some topics- so those very new in the industry would need more basic classes vs those that have years in already... Also CEO training would be good option- hints and basics- create more opportunities for additional electives- some of us don't like to go to bars- but wanted more interaction.
- Strategic planning.
- The difference in the Chief Staff Executive being the Executive Director vs. President/CEO. Pros/Cons of same.
- Relationship between Board of Directors and Executive Directors/President, CEO's - More distinct outlines and job descriptions of these roles and their relationship together. Strategies and information to take back to a Board of Directors to be able to hold a Board Orientation class, so everyone knows their roles and how to treat their Executive Director, President/CEO.
- It is interesting to me that we are supposed to be business leaders but none of the classes teach about business trends (instead of nonprofit trends). Also, many classes teach more broad topics, it would be nice to have more "how-to" classes. For example, how to build a legislative agenda, how to create a bonus based membership sales position, how to structure membership dues, etc.
- More in depth classes not so basic 101 classes. Remember you are dealing with non-profit professionals not college students or people who know nothing about the industry. A lot of the classes were very broad, general and basic.
- If there is a way to elect to have a longer or part 2 of a session of particular interest. i.e., for me, would have loved more of Guide to Governance.
- Sales structures.
- Budget Writing 101.
- A one hour quickbooks course would be awesome since they are so expensive otherwise - elective course!
- The U.S Chamber continuously tells us Government Affairs is important; however, they never walk us through creating Grassroots and grass tops systems, or surveying for a legislative agenda, etc.
- In order for our IOM to stay up-to-date and relevant, our class proposed the idea of continuing ed classes on current issues and topics for all IOM alumni.
- This (year three) was the first year I felt truly challenged - and I loved it! I do also think that there needs to be a 'hot topic' session or two - the new overtime laws would have been a great one.
- Marketing, more ideas for the Ambassador program, budgeting.
- Is there a class or curriculum that is geared to what is trending in the chamber world? Also, when is it conducive to change to what is trending? I.E. tiered dues, use of titles, etc.
- Volunteer management (not Board management) i.e. how to manage and grow a group of community volunteers for event support, etc.
- More on overall demographic trends. More on economic development. More on urban planning.
- The Large Chamber Experience: How to keep your small and medium sized businesses engaged.

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SOUTHEAST

ATTENDEE SURVEY RESULTS AND FEEDBACK

- More time is need on financials, in my opinion.
- This is really a side note to Finance first year. It is a rushed class and I think it would be better broken into two separate courses based on the level of finance you are interested in. Meaning those who work with the numbers on a daily basis would benefit from the course that was taught and then those of us who just want to understand the importance of how we get to the bottom line (sort of finance for dummies). I felt like I would have gotten more out of the class had it been taught at a lower level since there are those of us who need to understand a budget, but not work the actual numbers. I hope this makes sense.
- How to develop and deploy a membership campaign.
- How to convey value through benefit kits, one-sheets, promotional activities, etc.
- Best practices in monthly networking events: breakfast, lunch and after-hours.
- The Chamber role in workforce development; how to be a relevant partner and regional best-practices.
- We focused a lot on social media marketing; and it was helpful, but a lot of our classes overlapped. Sometimes we even got a little bit of mixed messaging. TRAINING (as opposed to lecture/educational) classes are great, where we take a concept that we can take back to our chamber and work through it as a group.
- Need to offer higher level courses for those with some experience. All courses were at a very basic level.
- Diversity and Inclusion.
- I think the ACCE Horizons 2025 is a great tool and was only mentioned in one class. I feel it is something that can be worked with vs. reading and putting on a shelf. We used the information for our recent Strategic Planning session and it helped me educate my board on the direction we needed to pursue to be more relevant.
- I loved the budget and strategic planning classes. I must admit, the ""Innovate or Die"" class didn't really work for me.

Additional comments about Institute*:

- This year left something to be desired when measured against prior years. I understand that Institute is endeavoring to be more professional and some traditions of past years don't fit that mission. But I would challenge those who plan and strategize for IOM to reach out and gather feedback beyond this survey instrument. As a graduating class this year, there were several opportunities where we felt we were put on the back burner as it were. The final lunch is a good example of that. Another is the omission of the hospitality room. As someone who didn't drink my first two years of institute, I found that to be a fantastic place to network. I convinced nearly all my classmates to switch to the UGA hotel for our senior year and it was gone. I don't pretend to know all the details and motivations behind the decisions to put on such a wonderful event each year, but I felt there were some touch points that were lacking. This is not meant to be critical, but

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SOUTHEAST

ATTENDEE SURVEY RESULTS AND FEEDBACK

a point of view shared by many in the 3rd and 4th year classes. I look forward to helping continue this great learning opportunity and tradition in any way I can!"

- 1. I'd love a database of Chambers/attendees by size so that we can connect and share ideas that are more applicable to our size. 2. I work with IOM graduates who would LOVE IOM post-graduate continuing education. Perhaps a course every 5 years. 3. The option for expert advice during breaks/lunch is fantastic! In addition, I'd love to throw out a topic I need guidance on and then receive 3-4 referrals on those who would be great resources.
- Executive Finance needs to be a 4th year course.
- It was an awesome, tiring, fulfilling and completely engaging week--thank you so much. I've already started implementing several processes and events and can't wait to do more!
- I absolutely love getting to attend IOM - in large part due to the connections I've been able to make and maintain throughout the year! Being able to depend on classmates, advisors, faculty and staff for insight & assistance whenever needed can't be understated!
- Food provided at lunch was not great.
- I love Institute - I have learned a tremendous amount and have met some wonderful people. I did notice some repetition in the 3rd year classes where we had repeat instructors.
- Good at Big Bash was great!
- Again, Accreditation process as an elective.
- The food was a lot better this year. My room at the UGA hotel was nicer. Overall, I had a great time at IOM. Kim is an awesome Board of Regent member!
- Thank you all for your efforts! You do a great job!
- I think the final 4.1 & 4.2 combined class was a challenge. I'd recommend not combining the classes for a course at all, or doing so earlier in the four years for a meet and greet in case they combine, etc. It was a great idea but didn't add much value so close to the end of the week. It could be neat to combine the classes as a general rule for one course a year across the board. Say, 1.1 and 1.2 will always be combined for one class during the week all four years, the same for 2.1 and 2.2, etc. That could create some momentum and make it less awkward than waiting until year 4. Also, the content of the last session taught by the board chair was a bit redundant and the course was difficult to focus on so late in the last day. If the board chair's class could become more of a facilitation session where the group can decide hot topics or scenarios to discuss in advance and then have class discussion, that would be wonderful!
- Great, great work! IOM in Athens is wonderful.
- I really like the structure of the program and how it really focuses on learning and being present in the sessions. I liked having the classroom style learning and such intense immersion into the program. The facilitators and instructors were great and I certainly left with some great takeaways and food for thought as I go back to my day job. I'm sure an immense amount of time, work and planning go into the conference, and it really shows through.

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SOUTHEAST

ATTENDEE SURVEY RESULTS AND FEEDBACK

- Would like to see a professional teach a human resource class. Don't agree with keeping everyone in class if the instructor is done before the scheduled class is over. If the instructor is done 5 or 10 minutes early, let us leave the class. What happened to vendors? Need ice during breaks. Would be nice to have a scheduled tour of Athens. I fly in so I don't have a vehicle to drive around. Shuttle buses by college students are awesome. They are were great. Would like bellmen service at Groomes Transportation drop off or just drop us of at the front of the hotel. Not a fan of Groomes Transportation. Most drivers are grumpy, smell like smoke. And they will pack you in their vans like sardines. Uncomfortable for a two hour drive. This year on my return trip to airport I was in a large shuttle and much more comfortable than the vans. I have yet to figure out why I never see anything to eat made with peaches! That's what I would expect to see in Georgia. Overall, the people are the best, nicest, most welcoming location. I love that you can stay and attend in same location. Very convenient. I think that most people outside of the Chamber world do not know what IOM means. It would be a good idea to educate the public/business world. I also think it would be a good idea to change the Certification to COM, Certificate of Organizational Management. Or Certified Organizational Manager. It makes more sense than IOM. Everyone ask what that means.
- I went into Institute with very little expectation and it was one of the best weeks of my life! Best decision I made and cannot wait for next year!
- More time was needed during most sessions for participants to help solve each others related issues to class topics. I'd like to start each non-core class with a quick intro of who is in the room - name, title and size of chamber. That would help me know who to connect with from similar chambers outside the classroom.
- Great event. Sunday is a wasted day and I think the Institute should start on Sunday and conclude on Wednesday.
- Surprised no closer at our Thursday's lunch: congrats, goodbye or, for returning attendees, see you next year!
- Not sure the combined last class was beneficial and the icebreaker was an awkward exercise.
- My overall experience was excellent and am proud to be an IOM Graduate. Information was valuable for my professional development and chamber team. I learn best with instructor leading class participation. For me, breakout groups sometimes can be distractions and drift off subject.
- Thank you all very much for all the hard work to make Institute successful! Special thanks to class advisors!
- Best Week Ever.
- Moving the "short" day to Thursday would help so much with travel arrangements - both for flying and driving. The food at lunch was mediocre at best. Enchiladas for a group that large seems like an odd choice, and lasagna is very heavy (and honestly nap inducing).

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SOUTHEAST

ATTENDEE SURVEY RESULTS AND FEEDBACK

- I would encourage Institute to look at how they lay out the schedule. Having a full day (7 hours) of classes the day after everyone graduated the night before doesn't work great. Some people are mentally checked out since they graduated. And the last session of the program for the two graduating classes was not good. I have no idea what the topic even was and it was not at all effective, which was a common opinion of those in the class. It was a bit of a disappointing way to basically wrap up a four year program.
- It would be nice to end early on Thursday instead of Tuesday so we could hit the road and travel back home. It's hard to be away from my family (3 kids under the age of 5).
- Lunch - the boxed lunch is actually the best lunch you all offer there. It's a bit "heavy" to eat lasagna and then go sit in class.
- Overall I love institute but primarily for the knowledge sharing of faculty sharing actionable takeaways and for the ideas I get from my cohort classmates.
- I learned so much! It was a phenomenal learning opportunity, met some wonderful humans in this sometimes crazy profession of non-profit world (okay - most of the time crazy... but in a good way!), and I cannot wait to continue in this experience next year. Thank YOU for putting all of this together, from the curriculum to the venues to the shuttles, the meals, the programming, the information provided on-site, the app - which was so helpful, the reservations and planning of events, coordinating the right people together - it was almost magical. But I know that events like this don't come together from waving a magic wand and hoping that everything just falls into place. They come together because people like YOU care, and work hard, and want to make it the best for the lucky people like me who were able to experience it. Truly, thank you for such a wonderful week!
- Can't wait for next year!
- I actually liked the lunch where we sat with others than our class. It may have worked better on the 2nd lunch.
- Food was not great but understand we are at a conference center. We do appreciate all the drinks available (water, cokes, etc).
- When I signed up for Institute I was expecting something completely different. As I entered the class room I felt the environment and knew it was much more that I had expected. I learned wonderful lessons while there and made networking connections to last a lifetime! I cannot wait to return to Institute next year!
- Some topics were too broad, had too little substance. Would like to see more drill down.
- Please change the early day to Thursday, from Tuesday. For those of us who have to travel, making us stay until 4 on Thursday costs our chambers additional money for lodging and accommodations. Also, the last session on Thursday is very difficult to stay present and it does not do the class, or the instructor, due service.
- Great program and hope that after graduation there is opportunity for bi-annual refresher?

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SOUTHEAST

ATTENDEE SURVEY RESULTS AND FEEDBACK

- Institute is a wonderful way to grow and develop your skills in the Chamber/Association industry. It was an honor to be able to attend. I enjoyed every second and cried like a baby when it was over. Can't wait to see all my friends again next year! I would like to offer my sincerest thanks to everyone involved in putting together such an outstanding and well-rounded program...THANK YOU!!!
- 3rd year was by far the best year at Institute.
- Awesome job from the faculty and staff. The only recommendation I would make it to make the shorter day on Thursday and Tuesday the longest day (Swap Tuesday and Thursday) so those traveling by air have enough time to get from Point A to Point B without being rushed.
- I don't know if it was this site in particular (was at Northeast last year) but met a lot of lower level individuals. Great for their interest to grow and develop but they don't bring anything to table. i'm thinking there should be a minimum # of years of experience needed (and not even at a high level) just so they have a clue. A lot of time was spent in some of my sessions addressing basic questions and not then spent on higher level/strategic thought.
- The first year I attended Institute, there were vendors in the hotel lobby. This was beneficial because it gave me a face/name to contact directly. It also solidified our software future. With so many chamber and associations in one group, the vendors add an even more relevant element to Institute. Please consider bringing them back.....Weblink, ChamberMaster, Constant Contact, and others.
- Athens was such a great experience! Restaurants and nightlife were conveniently located. I also appreciated all IOM sessions being on one site in one building.
- Well planned and organized Institute. Some instructors wanted class members to have printed materials; however, I felt that 50-100 pg files were very accessible via the online app. Some handouts and/or presentations had changed since they had been uploaded to the app, but most had remained the same. Prefer the online handouts, which are easily saved to Dropbox, etc. Thank you for an excellent experience!
- Excellent week. I learned so much and hope to implement many of the ideas and practices that were taught. Thank you for such a well-run and relevant program.
- Our class advisor, Beth, was VERY helpful. She answered lots of questions even before I knew I had questions.
- Institute is amazing! I don't want my 4 years to end! The coursework is challenging, my classmates are amazing and the faculty and staff is wonderful.
- The food this year was a little "blah." Could you please consider getting rid of the lasagna? I did feel like the meal at graduation was a great improvement over last year.
- Also, it may be beneficial to move the 2:00 p.m. day to graduation day or even Thursday when everyone is trying to leave. It is a great "break" that we all appreciate, but I feel like having it on Tuesday kills the momentum. I know if you moved it that would then complicate the additional things that are offered, though.
- Overall, the Institute was definitely worth the time and money invested.

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SOUTHEAST

ATTENDEE SURVEY RESULTS AND FEEDBACK

- I would love to flip the Tuesday short day schedule with Thursday at this site. Many attendees face driving to Atlanta at rush hour on a holiday weekend--it is beyond daunting.
- Having the shortest lunch on the longest day doesn't make much sense.
- Many of my classmates and I agreed that it would be SO helpful to arrange the schedule so that we could conclude earlier on Thursday allowing for travel. Most of us either have 5 hr+ drives OR make air arrangements. The 4pm dismissal put us right in the middle of Atlanta rush-hour. It took me 2 hrs alone to navigate from Athens to I-75. The drive is obviously not impossible, but after a solid day of classes, it is much harder, especially for those of us who HAVE to return to our small chamber the next day and function. :) Many of my classmates missed flights last year b/c they could not get to the airport and so can only schedule 9-10pm flights to ensure they make them. Please, please, please consider reworking the schedule.
- I wish you would consider an alumni track, even if it was only 2 days long and only electives. Thank you to all who put in the time and effort to pull off this event!
- Overall I feel like IOM SE needs to figure out "who you are." There is a lot of awkward judgement going on from staff to attendees. We know the history of IOM SE, and we can see there are moves to get away from what the culture once was. I feel my class is no where near behaving in the manner we have heard stories about. In the meantime, one of the only reasons I come back is because of the connections I have made with my class, and the fun we have. If you have events that have alcohol, dancing, and singing...people will drink, sing and dance. They might even say or do a few things that are not "professional." So...what does IOM want this program to be? Strictly professional? Then perhaps take out the drinking, singing and dancing. Do you want us to have "fun" yet stay within closer boundaries? Please be more direct about that then. Write these behavioral expectations out. Have advisers go over these with each class. My class feels like we are being talked about behind closed doors, but no one addresses if there is a problem with us that we are unaware of. We would like the IOM staff to be more clear on the gray areas on which we are being judged. It made this year slightly negative for us; however, we still found ways to enjoy our time together. I will reiterate with the majority of classes I took this year not meeting my expectations, my classmates, and the bond I have with them are the only reason I am coming back next year. I hope we will feel more welcome next year into a positive and clear environment, particularly from the IOM staff. The Board of Regents and Advisers were wonderful to us, and we appreciate that.
- I would have liked to see Marketing plans that work for chambers. we had a core class for 2-1 called Marketing Strategies, however was not helpful. The instructor talked more about strategies for corporate or for-profit businesses. My class was disappointed we weren't able to have any take-aways from it.
- Great staff, volunteers. I would definitely suggest adding breakfast to the menu- hotel staff was not prepared to handle to number of people who wanted a continental breakfast- and they never added staff throughout the week (I know small detail but would have improved networking) Also- please add ICE TEA to the breaks- not everyone drinks coffee or soda (again small detail but alot of people asked about it).

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SOUTHEAST

ATTENDEE SURVEY RESULTS AND FEEDBACK

- A challenge to the "we've always done it this way". An earlier dismissal on Thursday would be very beneficial. Trying to get to ATL during rush hour is difficult. Reducing just four of the six breaks by 10 minutes would allow for a 3PM dismissal. There are several other alternatives that could save 60 minutes.
- I think if you could find a way to end institute at 2:00 on the final day so some can catch a flight out on that day and other avoid rush hour traffic it would be very beneficial.
- I get so much from Institute to help catapult my Chamber to a whole other level, that benefits all levels: The Chamber; the Members; the Businesses; Potential New Businesses; the City Government relations; The County Government relations; State Government Relations; the Community. The resources and learning levels help to drive all these areas beyond where we are, to a level that we need to be to see our town thrive and grow.
- Please look into a different charter service for the rides to and from the Courtyard Athens. It was a very poor service and bus itself was not in the best of condition. It leaked when it rained, several windows were cracked, it did not smell very pleasant and the driver had a difficult time maneuvering the roads. She was very pleasant though!
- Institute was a wonderful learning experience. I enjoy making the connections with people all across the country. Love the morning motivations on our doors!
- I was really disappointed that class 4-1 and 4-2 were combined for the last class. If it had happened all 4 years, that would be fine but having your final class together did not increase connections or add benefit. Additionally, on our final day, our two mandatory classes covered almost exactly the same topics.
- Would like to see us stay with our class on the first night - icebreakers should be in homeroom as we may have new classmates there. Took too long for the DJ to start playing after graduation ceremony - lost quite a few people after dinner - and the DJ that was hired was not very customer service focused. Check with the Chamber to see if there are other DJs available in Athens for our group.
- Serve a basic breakfast prior to the start of classes (they used to do this in the West institute) you can even get rid of the pastries at first break. Move the early day to the last day (Thursday) so more students can catch flights back home. The late day forces some students not to be able to return until the day after (or Friday) so they are in return taking more time away from work. Bring back the hospitality suite. This got rid of so many awesome networking opportunities.
- This was the most amazing experience of my professional career. I look forward to the next three years!
- OUTSTANDING CURRICULUM!
- I appreciate your willingness to offer special diets for those of us on restrictions. Even further options next year (more choices) for those of us who are gluten free and/or vegetarian would be great!
- I would like to see the institute start on Monday morning and end at either noon on Thursday or Friday. A 4 pm conclusion makes it impossible to complete travel.

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SOUTHEAST

ATTENDEE SURVEY RESULTS AND FEEDBACK

- The only session that was a challenge was the Financial Fitness class. It was hard to stay focused. Lots of info and terminology that was a bit hard to follow. Plus, it was right after lunch, which may have made it even harder. The instructor was nice but he talked super fast and maybe a bit above the level of some in the class.
- I would rather dismiss at 2:30pm on Thursday instead of Tuesday.
- I would suggest moving the half day to Thursday and having the longer day on Tuesday.
- Can't wait till next year!
- It would be great if the early day could be on Thursday for those of us that have a long drive home.
- Overall, this experience has been extremely positive! The only comment I have is I felt that Unleash the Leader and Communicating with Confidence overlapped topics. Both leaned toward communicating effectively.
- Continue to create an environment that encourages collaboration. Our class is compiled of brilliant, creative professionals, who offer expertise of all levels and fields. Often times, the best ideas come from casual conversation and small group work. Sometimes, presenters dwell on themselves, instead of allowing class members to share. Our classmates are who we have grown to trust. Whether its more mixers among classmates, help fuel those relationships to evolve. We weren't trying to separate from others, we just know our trust our class with important information and issues.
- Would really like to keep the same Team leader. Jen did a great job and she bonded so well with everyone. Missed Emily also.
- We had great ideas in class. One thing that I would like is the opportunity to have maybe a 30 minute wrap up session at the end of each day. The classes moved so fast that some of our ideas needed to be cut off so we could move on. Following the day we would go our separate ways.
- The classes were all fantastic!! We moved so fast in a few of them I felt that a time to recap at the end would have been beneficial.
- Institute is a great opportunity for chamber professionals to grow, connect and learn about the industry.
- So impressed with how well everything was organized and how the schedule went like clockwork.
- Please describe the elective course names to what the class is. Managing Upward was more about managing your boss then teaching me how to become a manager.
- Let it Go - was was to heavy on material. Overload for sure.
- Great job on the food this year!
- Move the short day from Tuesday to Thursday. Almost everyone there wished the last day was shorter due to travel. It would be a lot easier to drive my 6 hours in the afternoon then after 4 pm.
- Instead of having an early dismissal on Tuesday for 4th year students, consider having an additional course so that 4th year students can be dismissed early on Thursday.
- Again, it would be nice for those of us driving long distances home, to have the "short day" on Thursday instead of the middle of the week.

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SOUTHEAST

ATTENDEE SURVEY RESULTS AND FEEDBACK

- Mark Fields - what a wonderful team member for you. Amy, our adviser, went out of her way to make this a positive experience. Thank you.
- I enjoyed my time in Athens. As a transfer from Tucson, the fine folks in my class welcomed me with open arms and made me feel like family.
- Ending at half day Thursday would have helped with travel plans.
- Fantastic feeling of accomplishment when you leave IOM even for a first year. What a great way to ignite a fire for those of us that may have become complacent. Thank you all for making this a great program!
- Having a first time class advisor with the first year students was not ideal. We were unprepared for what to expect, did not have numbers for the icebreaker game, weren't told to sit with our class at kickoff, etc. She was FABULOUS, but as a first year, I would have liked more guidance.
- Can we PLEASE swap Tuesday and Thursday. Getting our at 4pm is such a pain for all of us that drive. We get to Atlanta right at rush hour. This was voiced by multiple people within the Institute Organization.
- It seems like all of the networking events are focused around drinking. I suggest you create some non-alcoholic networking opportunities. Also, it is silly to have Tuesday be a short day and then keep people to 4pm on Thursday. Driving from Athens to Atlanta at rush hour before a holiday weekend to catch my plane is very poor planning.
- It would be very helpful to have faculty members that relate the material specific to the chamber world and not feel so pressured to run through a power point to miss opportunities for us to leave with tangible takeaways. Having examples is what helps us to implement new ideas. It would also be great to be able to see the faculty member teaching the courses when we do registration as not all teachers connect with each of us and learn better with different formats. Several of the faculty who taught electives and core classes also used some of the same material so it was repetitive.
- 1. There are few speakers that have been coming for years...one of them spent the first 30 minutes telling "stories" that we have all heard before as third years. I realize he has great knowledge to share but I want to learn more not hear the same stories year after year. 2. I think we should hold the core session on Tuesday afternoon and finish earlier on Thursday. For those of us that fly in/out of Atlanta it makes for a very late night and we do have to work on Friday.
- The "early" day should be the last day of Institute.

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SOUTHEAST

ATTENDEE SURVEY RESULTS AND FEEDBACK

- Was very disappointed in two of my classes: Managing Upward: Elective Marketing Methods: Core Both of these courses were taught by Chakisse Newton. I would not recommend her as the IOM faculty member to teach the Marketing Methods class again. She doesn't have the awareness needed in Chamber and non-profit to tailor the message for CHAMBER MARKETING. When asked in our class SEVERAL times to give specific examples for Chambers she simply said "No." Then, when quite a few of us had our hands up for several minutes, she said ""I see you, but I really don't have time to address any more questions."" After speaking to most of my classmates we left that class feeling dismissed and frustrated. I am familiar with what a value proposition is, per my PR/Marketing degree, but many of my classmates were very confused. So, upon arriving home I did a LONG post with EXAMPLES on our Facebook group page to help clear things up, where she muddied the water. While she is brilliant at marketing, she is not brilliant in tailoring it to our specific and unique world of Chamber. In the future please choose a brilliant marketing mind from the CHAMBER world, who truly can understand the strategies and struggles.
- The Managing Upward class name needs to be changed, or either a specific description needs to be given at the time of registration. I signed up for it not knowing the entire course would be about "handling difficult managers." Had I known that, I would have opted for a different elective.
- PLEASE: NO MORE LASAGNA AT LUNCH! That is such a heavy meal and makes for a difficult afternoon in class.
- Thanks!
- Thursday's session needs to end at noon due to many participants having to deal with Atlanta traffic.

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