



# SOUTHEAST

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

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## 2019 BOARD OF REGENTS

### CHAIR

**Christine Kennedy, IOM, CCE, CPC, ELI-MP**  
COO and Executive Vice President  
Lynchburg Regional Business Alliance  
300 Lucado Place  
Lynchburg, VA 24504  
434-845-5968  
ckennedy@lynchburgregion.org  
Term: 2018-2019

### PAST CHAIR

**Bryan Daniels, IOM, CCE, CEcD**  
President and CEO  
Blount Partnership  
201 South Washington Street  
Maryville, TN 37804  
865-983-2241  
bdaniels@blountpartnership.com  
Term: 2018-2019

### Rita Berry, IOM, CCEC

President and CEO  
Greater Summerville/Dorchester County  
Chamber of Commerce  
402 North Main Street  
Summerville, SC 29483  
843-873-2931  
rberry@greatersummerville.org  
Term: 2014-2020

### Henry Florsheim, IOM

President and CEO  
Wichita Falls Chamber of Commerce  
900 8th Street, Suite 218  
Wichita Falls, TX 76301  
940-723-2741  
henry@wichitafallschamber.com  
Term: 2016-2020

### VICE CHAIR

**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: 2018-2019

### Skip Alford, IOM, FCCP

President and CEO  
Greater Palm Harbor Chamber of Commerce  
1151 Nebraska Avenue  
Palm Harbor, FL 34683  
727-784-4287  
skip@palmharborcc.org  
Term: 2017-2019

### Elisabeth Deville, IOM

Executive Vice President  
SWLA Economic Development Alliance  
PO Box 3110  
Lake Charles, LA 70602  
337-433-3632  
ldeville@allianceswla.org  
Term: 2016-2020

### Elizabeth Horton, IOM

Senior Vice President of Operations  
Greenville Chamber of Commerce  
24 Cleveland Street  
Greenville, SC 29601  
864-239-3723  
lhorton@greenvillechamber.org  
Term: 2013-2019



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### **Pammie Jimmar, IOM**

Vice President, Small Business and Events  
Huntsville-Madison County Chamber  
225 Church Street  
Huntsville, AL 35801  
256-535-2043  
pjimmar@hsvchamber.org  
Term: 2016-2020

### **Michelle Kiely, IOM**

Vice President of Development  
Make-A-Wish East Tennessee  
6005 Century Oaks Drive, Suite 500  
Chattanooga, TN 37416  
865-804-2856  
michelle814@me.com  
Term: 2017-2019

### **Beth Morrison, IOM**

Vice President of Member Services  
Greater Dalton Chamber of Commerce  
100 South Hamilton Street  
Dalton, GA 30720  
706-264-6656  
morrison@daltonchamber.org  
Term: 2017-2019

### **Rick Roden, IOM**

President and CEO  
Greater Jackson County Chamber of Commerce  
PO Box 973  
Scottsboro, AL 35768  
256-259-5500  
roden@scottsboro.org  
Term: 2015-2019

### **Heath Taylor, IOM**

President and CEO  
Dublin-Laurens Chamber of Commerce  
116 Cedar Creek Drive  
Dublin, GA 31021  
478-272-5546  
htaylor@dublin-georgia.com  
Term: 2018-2020

### **Carlton Tidwell, IOM, CEcD**

President  
Terrell Chamber of Commerce  
PO Box 97  
Terrell, TX 75160  
972-563-5703  
carlton@terrelltexas.com  
Term: 2017-2019

### **Ray Villegas, IOM**

352-223-2952  
raymundvillegas@yahoo.com  
Term: 2015-2019

### **Allison B. Walden, IOM, CFRE**

Senior Vice President of Resource Development  
Tulsa Regional Chamber  
One West Third Street, Suite 100  
Tulsa, OK 74103  
918-560-0271  
allisonwalden@tulsachamber.com  
Term: 2016-2020



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## 2019 BOARD OF REGENTS

**Scott Waller, IOM**  
President and CEO  
Mississippi Economic Council  
PO Box 23276  
Jackson, MS 39225  
601-969-0022  
swaller@mec.ms  
Term: 2013-2019



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## AGENDA

OCTOBER 4, 2019

10:15 A.M. – 12:00 P.M. EDT

U.S. CHAMBER OF COMMERCE  
WASHINGTON, D.C.

- I. **Welcome and Introductions** Christine Kennedy, IOM, CCE, CPC, ELI-MP
- II. **Approval of Minutes** Christine Kennedy, IOM, CCE, CPC, ELI-MP
- III. **Institute Staff Update** Institute Staff
  - A. Program Updates and Looking Ahead
- IV. **Nominating Committee Report** Teri Smiley, IOM, GCCE
- V. **Analysis of 2019 Southeast Institute** Board Members/Institute Staff
  - A. Final Enrollment Report
  - B. Survey Results and Discussion of Institute Week
- VI. **2020 Southeast Institute** Teri Smiley, IOM, GCCE
  - A. Create 2-3 Strategic Goals
  - B. Discussion of Week/Assign Regent Responsibilities
- VII. **Other Business/Adjournment** Christine Kennedy, IOM, CCE, CPC, ELI-MP

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



## MINUTES

JUNE 23, 2019

11:30 A.M. EDT

### BOARD OF REGENTS AND CLASS ADVISOR BRIEFING

**In attendance:** Christine Kennedy, IOM, CCE, CPC, ELI-MP; Teri H. Smiley, IOM, GCCE; Bryan Daniels, IOM, CCE, CEcD; Skip Alford, IOM, FCCP; Rita Berry, IOM, CCEC; Liz Deville, IOM; Henry Florsheim, IOM; Liz Horton, IOM; Pammie Jimmar, IOM; Michelle Kiely, IOM; Beth Morrison, IOM; Rick Roden, IOM; Heath Taylor, IOM; Carlton Tidwell, IOM, CEcD; Ray Villegas, IOM; Allison Walden, IOM, CFRE; Scott Waller, IOM; Vanessa Bennett, IOM; Theresa Byers, IOM; Paige Green, IOM; Shelley Loe, IOM; Jonathan Packer, IOM; Beth Rhinehart, IOM; Cory Skeates, IOM, FCCP, J.D.; Judd Wilson, IOM; Karyn K. MacRae, IOM, CAE, CMP; Mandy Pan

#### I. Welcome and Introductions

Christine Kennedy, IOM, CCE, CPC, ELI-MP welcomed everyone to the meeting and introductions were made.

#### II. Staff Updates and Week Overview

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.

#### III. Photos and Joint Lunch

A group photo was taken and participants caught up over lunch.

#### IV. Class Advisor Responsibilities

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.

#### V. Other Business and Class Advisor Adjournment

Additional Class Advisor business was discussed prior to advisors being dismissed.

#### VI. Board of Regents Business

- Approval of minutes
  - The minutes from the May 7, 2019 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.



## MINUTES

JUNE 23, 2019

11:30 A.M. EDT

### BOARD OF REGENTS AND CLASS ADVISOR BRIEFING

- Visiting Homeroom
  - Regents discussed the possibility of visiting each Homeroom.
- Importance of fundraising
  - The group was reminded of the various ways to fundraise and that all funds raised on-site go to Institute scholarships.
- Additional business and adjournment
  - Any remaining business was discussed prior to adjourning the meeting.

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



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## 2020 SCHEDULE OF ACTIVITIES

***\*PLEASE NOTE THIS SCHEDULE IS TENTATIVE AND SUBJECT TO CHANGE\****

### Sunday, June 28

11:30 a.m.–1:30 p.m.  
2:30 p.m.–4:00 p.m.  
3:30 p.m.–4:00 p.m.  
4:00 p.m.–4:45 p.m.  
5:00 p.m.–5:30 p.m.  
5:30 p.m.–7:30 p.m.

**Board of Regents & Class Advisor Briefing:** UGA Hotel, Room R  
**Registration:** UGA Hotel, Pecan Tree Galleria  
**Graduation Rehearsal** (*4<sup>th</sup> year participants*): UGA Hotel, Mahler Hall  
**Homeroom:** UGA Hotel, Individual Classrooms  
**Institute Kickoff:** UGA Hotel, Mahler Hall  
**Welcome Reception\*:** Terrapin Brewing

*\*This event is sponsored by the Georgia Chamber of Commerce, Athens Area Chamber of Commerce, and PSP Group, and is not an official Institute function.*

### Monday, June 29

7:00 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.–6:15 p.m.  
Evening

**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  
**Elective Classes:** UGA Hotel, Individual Classrooms  
**Class Dinners**

### Tuesday, June 30

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

**Elective Classes:** UGA Hotel, Individual Classrooms (*Break: 10:00–10:30 a.m.*)  
**Elective Classes:** UGA Hotel, Individual Classrooms  
**Board of Regents Meeting:** Faculty/Regent Lounge, UGA Hotel, Room C  
**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  
**45 Ideas in 45 Minutes:** UGA Hotel, Masters Hall

### Wednesday, July 1

8:00 a.m.–11:30 a.m.  
9:00 a.m.–9:30 a.m.  
11:30 a.m.–12:30 p.m.  
12:30 p.m.–4:00 p.m.  
6:30 p.m.–9:30 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  
**Lunch:** UGA Hotel, Magnolia Ballroom  
**Core Classes:** UGA Hotel, Individual Classrooms (*Break: 2:00–2:30 p.m.*)  
**Graduation Ceremony and Big Bash:** UGA Hotel, Mahler Hall

### Thursday, July 2

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.

**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  
**2020 Southeast Institute Concludes**



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## 2020 BOARD OF REGENTS RESPONSIBILITIES CHECKLIST

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### Class Advisors

Pammie Jimmar

### Silent Auction/Fundraising

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

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

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

4. \_\_\_\_\_

### Industry Consultations

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

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

### Scholarships

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

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

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

### Opening Welcome

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

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

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

### Graduation Ceremony and Big Bash

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

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

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

### State Photos

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

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

### Tuesday Afternoon Bonus Session

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

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

### Volunteer/Faculty/Staff Dinner

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

### Association Specific Event (Optional)

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

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

### Ambassador Program (Optional)

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

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

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

### Social Media Strategy (Optional)

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

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



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## GEOGRAPHIC BREAKDOWN

### 2019 Southeast Institute

238 Attendees from 23 states and the District of Columbia

### State, Number of Attendees, %

Alabama	24,	10.08%	Minnesota	1,	0.42%
Arkansas	4,	1.68%	Mississippi	20,	8.37%
Colorado	1,	0.42%	Missouri	1,	0.42%
District of Columbia	4,	1.68%	North Carolina	23,	9.62%
Florida	22,	9.24%	Ohio	4,	1.67%
Georgia	36,	15.13%	Oklahoma	3,	1.26%
Indiana	1,	0.42%	South Carolina	20,	8.37%
Kansas	4,	1.68%	South Dakota	1,	0.42%
Kentucky	13,	5.46%	Tennessee	23,	9.62%
Louisiana	9,	3.78%	Texas	13,	5.44%
Maryland	1,	0.42%	Virginia	5,	2.09%
Massachusetts	2,	0.84%	West Virginia	3,	1.26%

### Top Increases since 2018:

Alabama +4

Louisiana +4

Most attendees in 2018, Georgia with 36

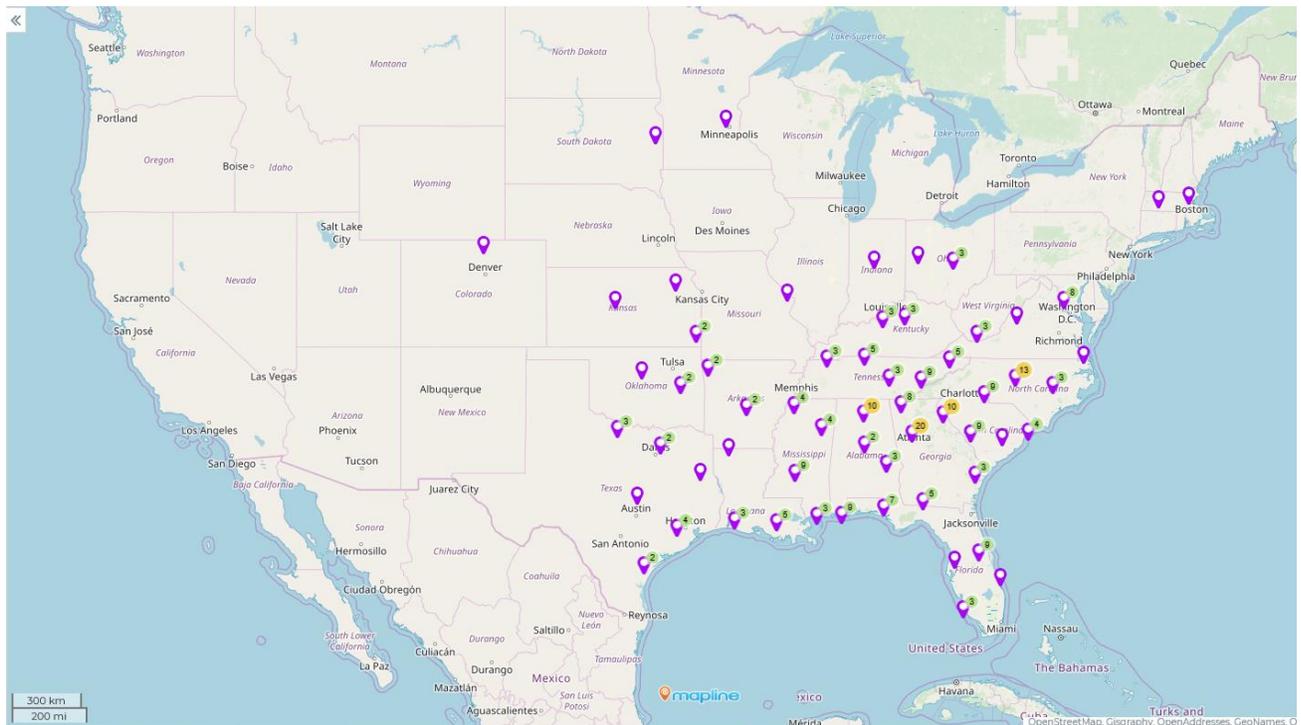
Most attendees in 2019, Georgia with 36



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## GEOGRAPHIC BREAKDOWN

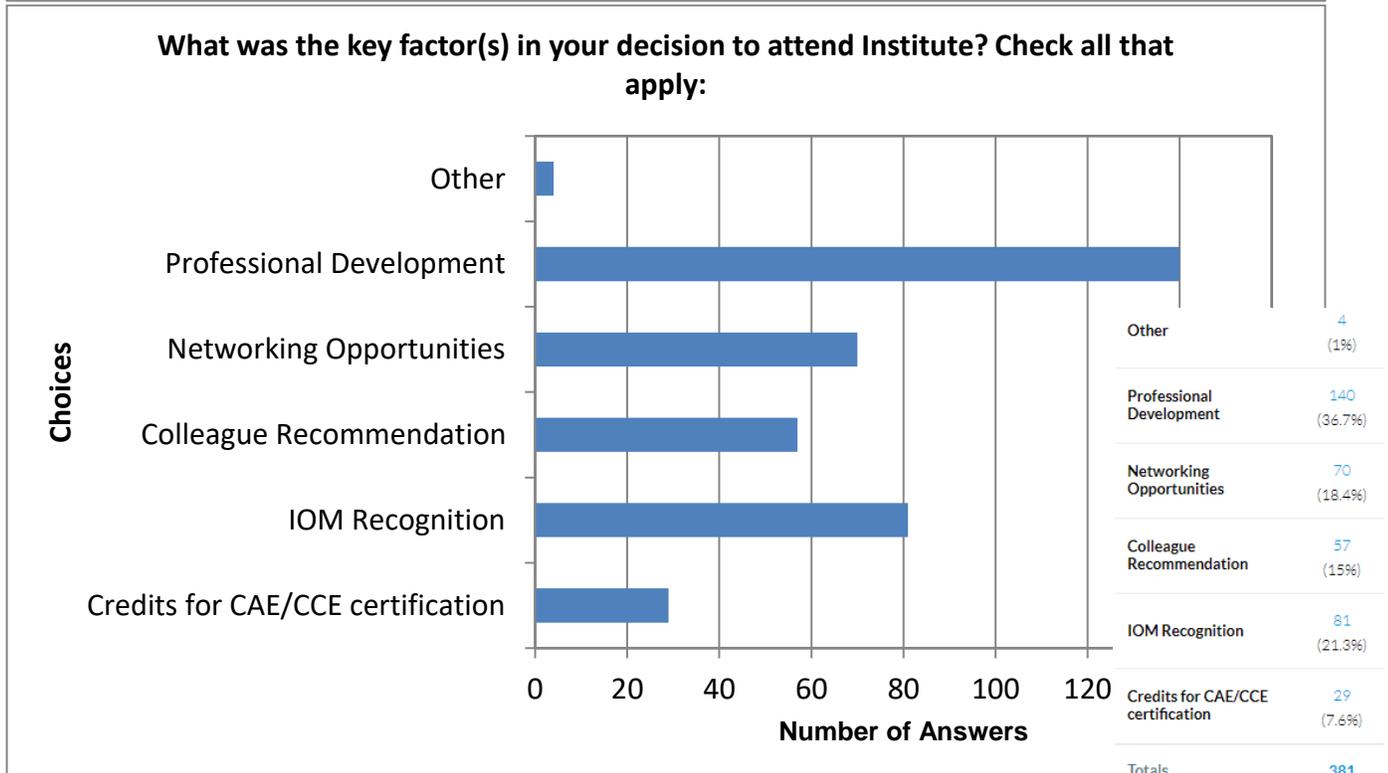
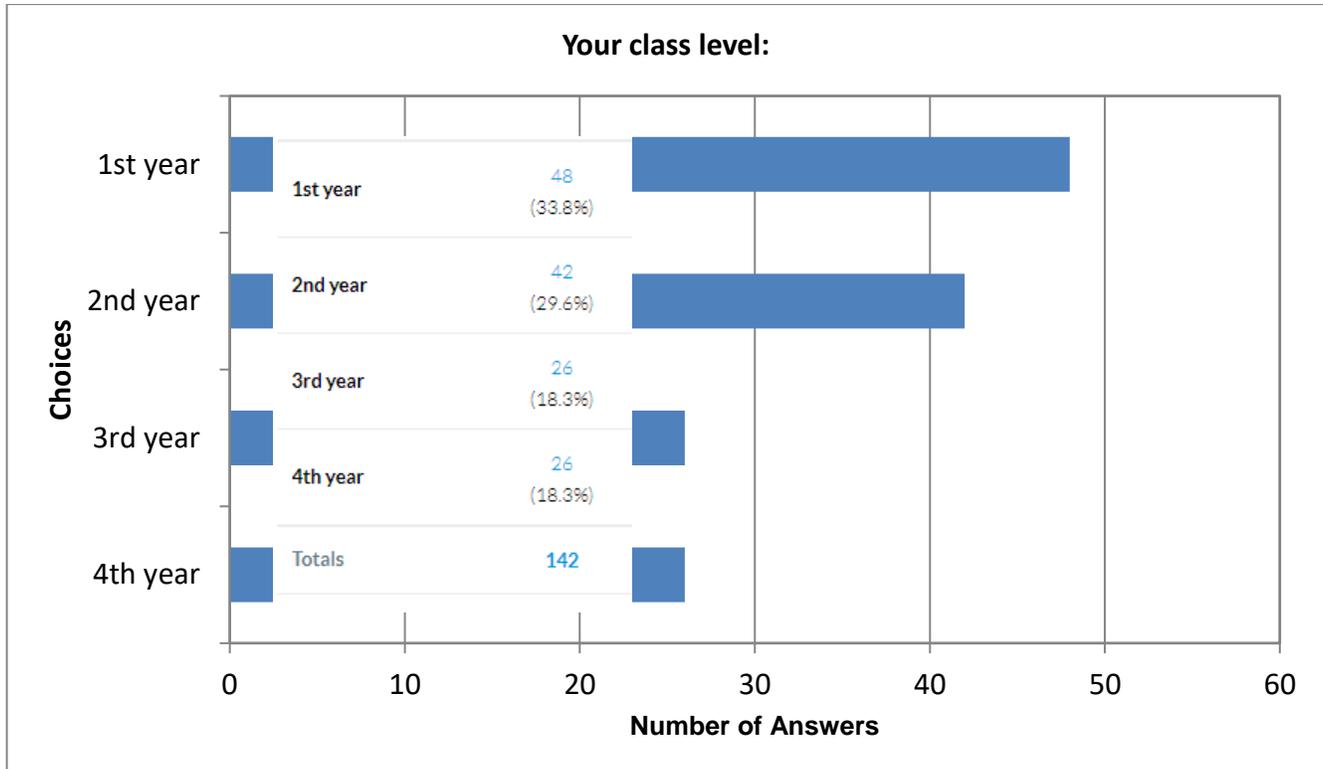




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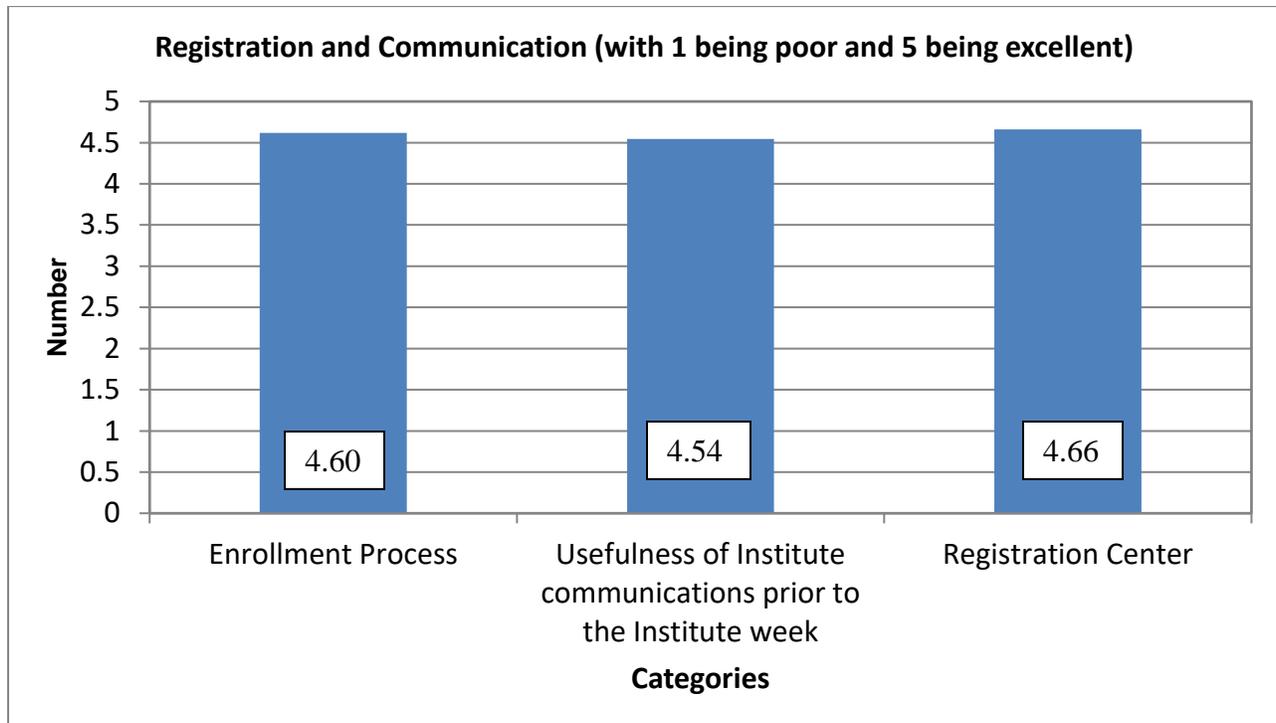
## ATTENDEE SURVEY RESULTS AND FEEDBACK



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



## ATTENDEE SURVEY RESULTS AND FEEDBACK



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

- Everything was easy to do. I had no problem with the process or communication.
- The only issue I had was the fact I registered as soon as registration was live and then attempted to apply for a scholarship and found out during the scholarship application completion that I couldn't earn a scholarship if I had already registered. That communication seemed backwards with the process and I was disappointed to find I couldn't earn the scholarship especially because our chamber was sending two people this year.
- Some of the communications were not timely. For example, the email regarding the reception hosted by the Athens Chamber. Our class had planned a function for that evening and signed a contract prior to receiving the communication. I also heard from several attendees that they did not receive the email about the reception.
- Leading up to Institute - I love the communications, but receiving emails in a group and each person responding interferes with work flow and having to respond to each email. Maybe only the class advisor can send out emails.
- Registration was easy and the communication throughout the process was excellent. The app kept everything easy to navigate. There was no wondering of where you should be and at the designated time. All details were kept updated and was very user friendly.
- This was super easy and I felt very welcomed when I arrived at Institute!

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## ATTENDEE SURVEY RESULTS AND FEEDBACK

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- I would prefer a little more lead time on my class materials and direction regarding whether or not it is recommended to print them in advance or just look over them. In a few of my classes, I had printed the materials but then new copies were dispersed by the instructors. It's not a big issue by any means, but it is one improvement I could see.
- The app was very useful once it was downloaded, however info about how to download came only once and late in the process. Meanwhile, registration information was somewhat difficult to find after registration was complete.
- Easiest Registration Ever!
- Many others in my class along with myself found that the changes this year with the third party company for registration was very difficult and not clearly communicated prior to registering.
- My only complaint is that somehow even though my co-worker and I were registered, our class adviser did not have us on her list. So we missed a lot of key communication - such as ordering class tshirts - that took place prior to our arrival at Institute. That was a little disappointing that we were left out of the loop. The communication from Institute itself was fine. Somehow our info just wasn't communicated properly to our adviser.
- Registration was a bit lengthy but efficient.
- My chamber has to save and budget for me to attend institute and every discount would have made a huge difference. I was not notified until late on Good Friday about my scholarship - I received the email after we closed (after 5pm) so I missed the early bird deadline to register. I very much appreciated the scholarship but the additional savings would have made a huge difference for us.
- Would be helpful to access an online transcript so we can remember what electives we've already taken.
- Registration was easy but there was little communication that everything was on the app.
- Lots of confusion in our Coastal Alabama group. Many of us did not receive any communication at all. Thankfully our college mentioned an email so we finally made a few calls and got it all straightened out. No one knew why?
- Very smooth communication and great process.
- Great communication prior via email. I was able to add the app on my phone before coming to Athens and able to see my schedule as well as make any modifications. I really enjoyed the use of the app!
- I need to be more careful with the online registration and make sure I'm applying all tuition discounts available.
- The only problem I had was that I received my scholarship code late and was not able to apply that to my tuition.
- Thankful for the wonderful communication from our class advisor who hosted conference calls prior to attending.
- I wish the program would tell us if we've already taken an elective. A few classmates had issues with that.
- [Removed] was there waiting with a smile and welcome me to Institute again, she make the third year a great year for me.

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## ATTENDEE SURVEY RESULTS AND FEEDBACK

- My admin handled the registration for me; it was seamless except somehow her email address was listed as mine and all correspondence prior to institute went to her. We both attempted to change it, but were unsuccessful - she continues to receive my Institute correspondence (including this survey).
- As a first year, I did not fully understand how to pick electives and how they fit into the overall schedule. More details on the front end would have made it less confusing.
- We had an excellent class adviser, [name removed] for my first year who scheduled three conference calls all prior to IOM. I am not sure if this happens for every class but it was very valuable for me.



### Additional comments about customer service\*:

- We had [removed] as our class advisor this year. He was fantastic!
- Very loud in the mornings when first going to class. Board of Regents introduced themselves too often - during class and first night. Introductions were too long.
- Everyone was so nice and accommodating. I enjoyed the Board of Regents welcoming us each morning with music. Keep it up!
- The Board of Regents and class advisors at Southeast are the absolute best!!
- We had a great Class Advisor! [Removed] was engaging, positive and a great leader!

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## ATTENDEE SURVEY RESULTS AND FEEDBACK

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- Top notch!
- I would like to take the opportunity to give the highest praise to our class advisor, [name removed]. Not only was she a great leader, but she went above and beyond for our class. She contacted us no less than three times prior to IOM to make sure we had all questions answered. She asked questions to get to know us, provided our favorite snacks, and even left us with a parting gift of a picture of our class together. We could not have gotten a better gift from Institute than the friend and mentor we have in Paige. I know it's not a thing to keep the same advisor each year- but if you'd like to make it a thing, I know class 1-2 would be ever so grateful!
- Little things like getting a heads up to print the course materials beforehand would have been helpful. Some folks knew to do that and several folks did not. I think that some things are assumed that we will know to do. I downloaded the app and looked it over but didn't dive into the individual courses to see that there were things to print.
- I thought the Board of Regents was very visible and really tried to be seen and connect. It was appreciated.
- My class advisor, [removed] was awesome! The board was very enthusiastic.
- My advisor, [removed], was the absolute best! He was encouraging, answered any questions we had and helped to make my second year a great one! I wish we could have him again for Year 3 and Year 4!
- [Removed] was our class advisor and was incredible! He went above and beyond for our class and made the experience even better.
- IOM staff was outstanding and very helpful...UGA Conference Center staff were extremely nice but just did not seem to be trained and able to provide answers.
- Our Class Advisor was great and really so was everyone else. It was a very motivating experience to have such wonderful people ready to assist you with just about anything.
- I had very little interaction if any at all with the Institute staff. I wouldn't be able to point them out in a crowd. The hotel staff was very easy to deal with but I had very little interaction with them. Our class Advisor was AWESOME. She did a great job and I look forward to seeing her again. The board of Regents was AMAZING!! Every morning they greeted us with smiles and high energy music that made the morning easier to get through. Each of them always wore a chamber smile and that was great to see each day.
- Everyone was great at Institute! I did not come in contact with anyone who was not willing to help in any way they could!
- The dinner at the Big Bash left a lot to be desired. Food was not good, and the staff seemed indifferent.
- Great staff, awesome accommodations at UGA, class advisor was very informative. Great service with assistance from Board of Regents.
- My class advisor, [removed] made my first year at IOM very pleasant and enjoyable. She kept us informed and made sure any issues if there were any, were addressed in a timely manner. You could tell that she enjoyed and was very passionate about her role as a class advisor. The Board of Regents staff was very welcoming from start to ending. They were such a great group and easily approachable. I can't wait to get back next year. This was an excellent year!

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## ATTENDEE SURVEY RESULTS AND FEEDBACK

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- Our class advisor was good but I would have liked to have an advisor that I didn't work with on a regular basis.
- Enjoyed by first one-on-one discussion with [removed]. Institute staff and class advisors are always a great help!
- Our class advisor was not as friendly as in years past. Her attitude somewhat put a damper on our class.
- [Removed] was terrific.
- I felt the staff, faculty, advisors and Board were all extremely friendly and helpful this year! I felt as if there were a renewed sense of motivation and spirit!
- Everyone was so welcoming and helpful all week!
- Lining the hallways cheering us in and out was the BEST! I cried leaving the last day! So emotional!
- Did not interact with Institute staff. BOR could have been more engaged. Class Advisor was AWESOME.
- [Removed] was an amazing advisor to our class!
- Our class advisor was odd. She didnt do anything wrong, per se, but the relationship with the class just wasn't there, as it had been in previous years. I was disappointed.
- Top Notch!
- Our class advisor, [removed], was over the top. If you didn't know it, there is no way you would think it was her first year being an advisor. I hope she returns to guide upcoming classes through the process.
- Our class advisor was [removed] and she was awesome!
- I really believe Institute staff should be strongly encouraged to be members of their local chambers. I know IOM is open to other associations, but this is run by the U.S. Chamber Foundation and is dominated by chambers. There are two IOM staff from our region and the responses we have gotten when we tried to meet with them were appalling. How can staff teach attendees how to be good chamber leaders when they do not value chambers at all? Furthermore, the staff should be encouraged to vary their stories and slides. I sat through one presentation that was EXACTLY THE SAME as last year.
- Everyone is great and very helpful. The only reason I gave the Board of Regents less than 5 is because I was in the class when the instructor [removed], made very inappropriate remarks. It was reported to the Board and I heard he resigned as an instructor; however, I was surprised that no one addressed our class nor approached the women to whom his comments were directed. It was, in my opinion, a missed opportunity to show strong leadership and support of the class. It was an unfortunate and ugly situation - it certainly warranted communication from leadership.
- Not that they weren't important, but any customer service from the Board is largely behind the scenes, but I had a couple of questions, and the chair helped me get them answered very quickly. The hotel staff was really friendly as well.
- I liked the fact that the hotel was staffed by students - what a great training opportunity for them!
- extremely welcoming; friendly and engaging

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

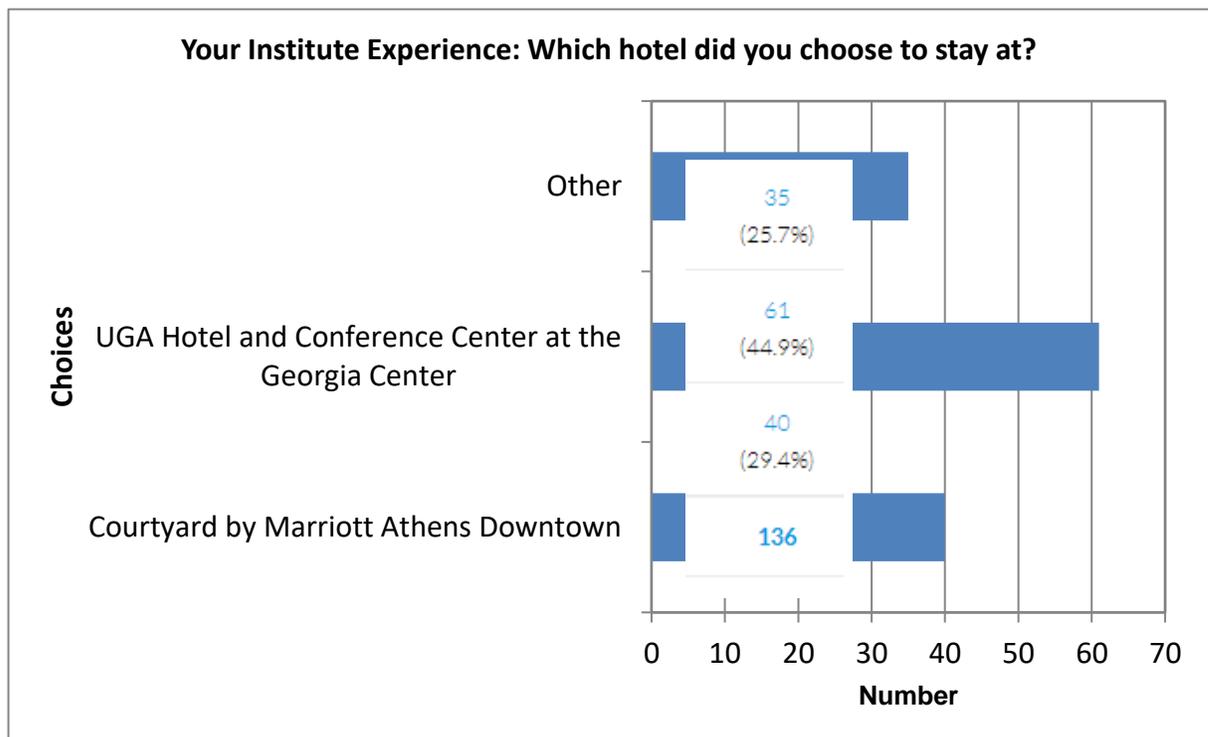


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## ATTENDEE SURVEY RESULTS AND FEEDBACK

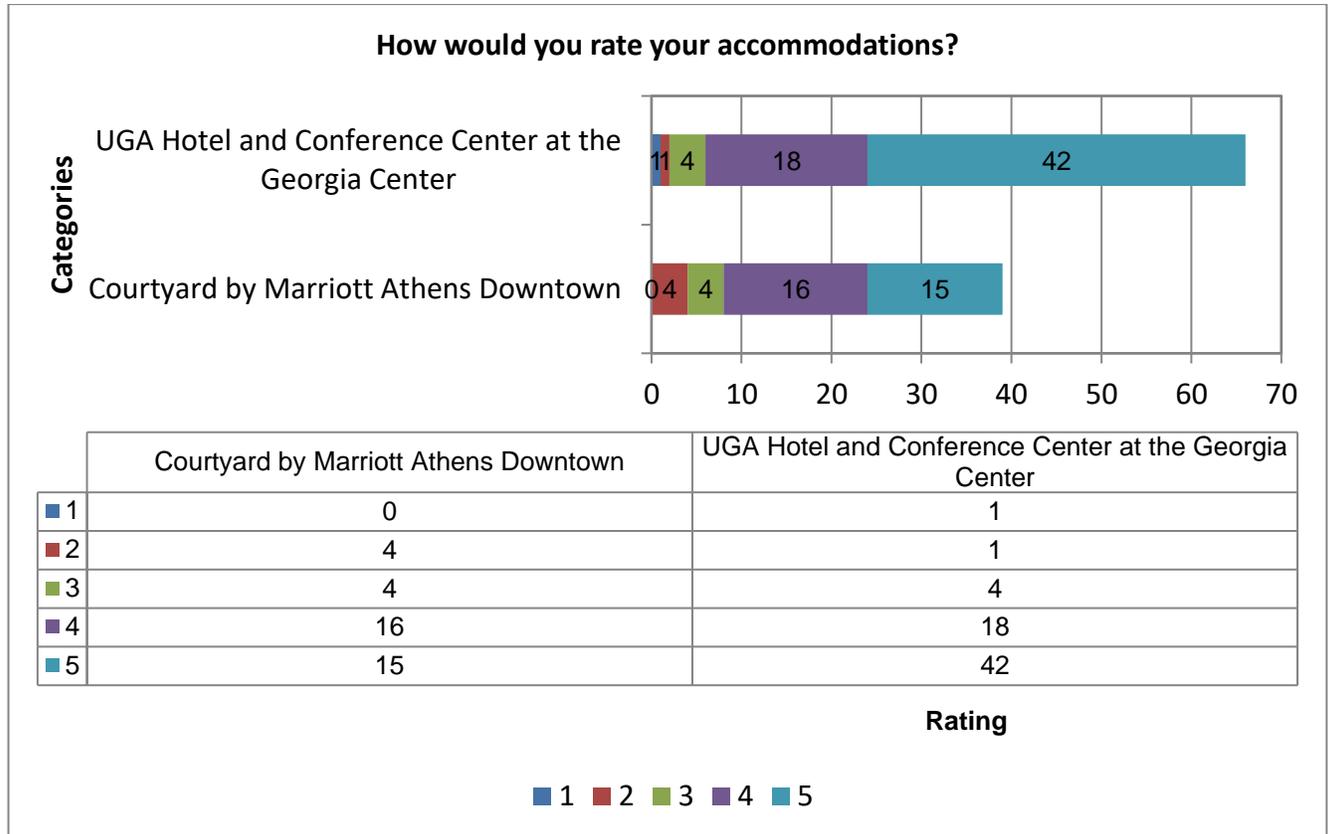
- Everyone seemed genuinely committed to our succeeding.
- I love the energy of the staff and advisors! [Removed] was an amazing advisor before and during the class!
- [Removed], Class advisor was amazing! I wish we could keep the same Class advisor throughout the 4 years when possible. The cohesiveness of the group is so much better.
- Staff, advisors, and Board of Regents were all awesome. The hotel staff also went above and beyond when asked.
- Our class advisor and board of regents were both awesome!
- Customer service was great around, everyone made you felt very welcome to be there an gave great encouragement.



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



## ATTENDEE SURVEY RESULTS AND FEEDBACK



	Courtyard by Marriott Athens Downtown	UGA Hotel and Conference Center at the Georgia Center
1	0	1
2	4	1
3	4	4
4	16	18
5	15	42

Rating

■ 1 
 ■ 2 
 ■ 3 
 ■ 4 
 ■ 5

UGA Hotel and Conference Center at the Georgia Center	1 (0.9%)	1 (0.9%)	4 (3.6%)	18 (16.4%)	42 (38.2%)	44 (40%)	110
Courtyard by Marriott Athens Downtown	0 (0%)	4 (4.2%)	4 (4.2%)	16 (16.8%)	15 (15.8%)	56 (58.9%)	95
Totals	1	5	8	34	57	100	205

### Additional comments about accommodations\*:

- I already booked my reservations for next year at UGA hotel. I didn't mind the Courtyard by Marriott, but I wished I would have been closer.
- New rooms are very cramped but every hotel staff member I encountered was amazing and the room was clean. I don't think you can beat being in the same building as the classes and events.
- I give a one b/c its so disappointing that the conference is an hour 1/2 to two hour drive from the airport. Very inconvenient for travel. I know that it will always be at UGA b/c of the history but it is a bad travel location.
- I really appreciated the option to ride the shuttle from the Marriott to UGA!
- Enjoyed staying at the Courtyard again this year just wish the shuttle ran a little longer at the end of the day if we want to meet with other professionals for our industry consultations.

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# SOUTHEAST

## ATTENDEE SURVEY RESULTS AND FEEDBACK

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- I chose elsewhere due to having points/status at another chain.
- I enjoyed staying there and was glad that I could get back and forth on the shuttle bus!
- The UGA Hotel accommodations were great. The shuttle service and valet service attendants were AWESOME!! They were friendly and didn't hesitate to offer their assistance. They were very accommodating and provided lots of information about the area and the school.
- The Courtyard is a terrific facility. There was a minor issue with room keys not working regularly, but the staff and cleanliness were terrific.
- Rate a 10 for hotel service and staff.
- Love the renovations made to the rooms.
- I have stayed at the Holiday Inn each year and have had a fantastic experience. The staff are friendly and helpful. I love the pool and the full service restaurant. They have an exercise room and lounge. They go above and beyond to meet accommodations. The location is perfect for a quick commute and they provide a shuttle. The walk to the all of the restaurants/ bars/ shops and CVS is quick and easy! I recommend it for anyone who can't get into UGA.
- Rooms were very small but very clean and excellent room service.
- It was nice being able to walk to the downtown area for dinner/entertainment in the evenings.
- My next door neighbor had 7 a.m. conference calls every morning that I could hear so clearly I tiptoed around to make sure I wasn't heard. Other than that, everything was great!
- They had cancelled my reservation by accident but the staff was right on it and found me a room pronto! Fantastic service.
- I wish the IOM shuttle information had been provided earlier by the Courtyard. I took a picture with my phone of the shuttle schedule sign in the lobby when I checked in, but a lot of my classmates didn't even see the sign.
- Regardless of the renovations taking place, I absolutely love staying at UGA. Whether it was staff at the reservation desk, concierge desk, coffee shop café or the Savanna room, everyone was just very pleasant and willing to go above and beyond.
- Had some issues but didn't ruin my stay. Enjoyed the after-hours networking with folks also staying at this hotel. I am staying at UGA next year.
- Construction was challenging as I brought my husband with me who hoped to do some reading....otherwise, the room was great and quiet after construction hours.
- Can't wait until construction is over!
- I'd rather have a hotel that offers breakfast with stay. Courtyard has Starbucks/Bistro for purchase which is way overpriced. \$3.51 for a plain bagel. Crazy.
- The hotel was nice. Me and at least 2 of my classmates had our key cards deactivate while we were there and had to go back downstairs to get new ones through out the week. That hadn't happened in the past 2 years.
- Hilton Garden in was great.
- Not that it's a huge issue but the construction in the hotel was somewhat disruptive.
- Convenient to be in the conference center. Room was a bit tight but comfortable. Restaurant food wasn't the greatest.

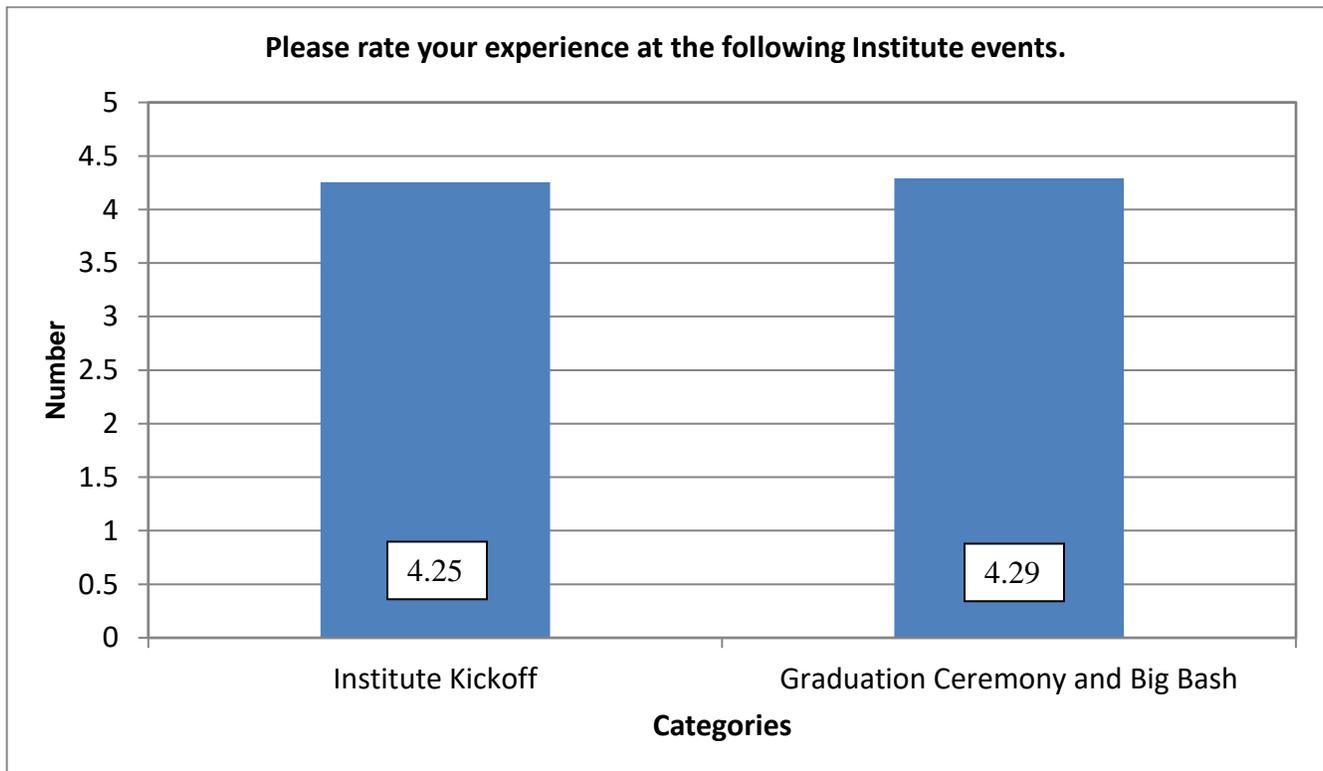


# SOUTHEAST

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

## ATTENDEE SURVEY RESULTS AND FEEDBACK

- The hotel was very run down and the rooms smelled like cigarette smoke. The Courtyard by Marriott was also not in the best part of town.
- Marriott was on a sketchy street but accommodations and the food were very nice.
- I wish there was a way to comp the parking for those of us who choose to stay offsite. Or, at least offer it at a discounted rate. I stay offsite to save money on hotel costs. Any little bit of savings help!
- The hotel is our favorite to stay at. The rooms are great and the remodel is very pretty. The only complaint is the shower head was terrible! Zero pressure and very tiny.
- The Marriott was great. It was close to downtown which was nice. I wish it had been within walking distance of UGA (in terms of connecting with classmates), but I could easily take Lyft.
- The Hotel was clean and service was great. Each time I returned to my room it was clean.



### Additional comments about events\*:

- The kickoff could be skipped. Allow more "free" classroom time with our class.
- While the meals were overall better this year, the Big Bash dinner wasn't great.
- Kickoff was a bit long, wish I could have used that time to connect with my class. It was hard to connect at the brewery too many people.

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



# SOUTHEAST

## ATTENDEE SURVEY RESULTS AND FEEDBACK

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- I didn't love having to travel so far to the Terrapin for a kickoff event. The kickoff wasn't anything special, so I simply gave it a 3 as a neutral event.
- The food at the graduation ceremony was terrible. The salads had sat on the table too long and were hot. The fried chicken should not have been served on the bone and it was soggy. The rice was awful as well. Most of my classmate including myself do not eat tomatoes, so those chunks were a major turn off. Although I am I first year, I have heard several times that this meal is the worst of the week.
- Please consider bringing back the reception in lieu of the Institute Kickoff. I have a staff member that started IOM this year. Her class had 37 students. They had a difficult time bonding due to the size of the class and for lack of facilitated networking early in the week. The food selection for the Graduation Ceremony was unacceptable. Chicken should never be served on a bone at a formal sit down dinner. Several attendees left the event to eat elsewhere. Also, please consider reserving tables for all classes and not just 4 year.
- Glad to have the kickoff back. I think it is more important for first years than later but we had a great time with our class.
- Kickoff was too long - people talked too much. Graduation ceremony food was horrible.
- The food at the Graduation was maybe not the best choice? I never serve chicken on the bone at events due to how difficult it is to eat in a delicate manner. It was also fairly flavorless.
- The dinner served at graduation was not good at all. No one at my table ate dinner.
- I understand that my class had a bit of a reputation (4-2) however we are all professionals spending money and most importantly time at IOM away from our families and day jobs. I didn't appreciate the huge eye roll I received from the Chair just as I was about to walk into the stage as she was handing me my diploma. I didn't find that to be particularly professional or a representation of all the hard work I've put in over these past four years. Also, our class ate lunch out of the cafeteria daily and it seems that was frowned upon. My experience at the graduation ceremony validated our decision. I registered as I have each year as a gluten free vegetarian and I never received my red card this year. When I arrived at the dinner I was told that the chef didn't prepare anything for me because they didn't know I was coming... I ate a plate of romaine lettuce and a few vegetables covered in red sauce for my dinner. It was this and the conference center bringing me items that contained gluten which I was allergic to (and food quality in general) that sparked our class' decision to not dine within the program. I might suggest making food optional and adjust the price accordingly.
- Other than the quality of the Chamber chicken dinner (which is low on my priorities list), these events were top notch. Perfect length of time allowed!
- Thank you so much for bringing back Institute Kickoff!!
- I enjoyed both events.
- Kickoff was long and unnecessary. They went over the time that was allotted which caused us to miss the shuttle following it.



# SOUTHEAST

## ATTENDEE SURVEY RESULTS AND FEEDBACK

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- It would be really nice to have a photographer there taking a picture of the graduate when they are handed their certificate. It would really take no extra time than the normal process of walking across the stage. Not only have all of us worked hard, we all would like to document our success. Some of us travel by ourselves and have no other people from our respected chamber there or family. It would just be a nice addition, it's not like the classes are 100 people!
- While I thought the graduation ceremony and Big Bash was good, I would consider other options for food. Out of the whole week, it was probably the meal I liked the least.
- Graduation was a lovely evening - thank you!
- I loved the Kickoff event this year! We didn't have one last year, and I felt like because of that there wasn't really a "start" to the week. The Kickoff got everyone excited for the week.
- See previous comments about meal quality at the Big Bash.
- The meal was not impressive or a tasteful selection.
- Glad the kickoff came back - made this comment last year in my survey and someone listened.
- You could tell from the Kickoff to the Graduation and Big Bash that a lot of details went into planning this event. The only negative was the food at the Big Bash - the fried chicken was too salty, the green beans were not cooked correctly and the dessert was awful. I would also suggest that the tables for the graduation be assigned so that all classmates could sit together for years (1-3). You could also have everyone to select their dinner choice (meat only) ahead of time for the meal. Since everyone would be seated with their class this would make it easier to serve the meal. I would only change the meat option. All other options (starches and vegetables) would be the same.
- I believe kick-off needs to be on-site especially for all first year. It was hectic and crowded.
- Our class experienced an ice breaker with other first year classes our first year and it was excellent. We reflected on it again this year. Then we liked the combined gathering following it. Last year there wasn't anything organized so we created a class gathering and really enjoyed it but it conflicted with what appeared to be a last minute organized event. We DO like having some type of gathering on Sunday. AND we all think that it would be great to even have an elective class on Sunday instead of a gathering to help lighten the load on Monday. Just something for thought.
- I liked having everyone come together for the kick off after home room.
- The kick off seemed a little weird but was a very nice gesture. I was expecting something more than pretzels and beer so close to dinner, but I appreciated the offer. The big bash was nice. It seemed a lot quicker than last year. The DJ played good music, the food wasn't great at all.
- Reception at brewery was announced too late as we had already set up a reception at another venue for our class. Big Bash food was sub-par again. A spouse ticket for \$80 is highly overpriced for what is delivered.
- The food at Big Bash was not good, and I was thinking about the yacht we were on when I attended West and was wondering why Southeast is just held in a ballroom. Nothing special as many chambers host their events in ballrooms. Although the graduation ceremony itself was very nice.
- The DJ was very nice and we loved his set at the Big Bash.



# SOUTHEAST

## ATTENDEE SURVEY RESULTS AND FEEDBACK

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- Our class had it's own kickoff arrangements scheduled before IOM kickoff events were announced.
- Big Bash is the highlight but it's always cut short early. We were just getting into the fun, the dance floor was packed and they quit. And the food was horrible! very salty chicken something. None of us liked it and went out to eat after.
- I wasn't aware that there was a kickoff this year, which go back to the previous comments about the class advisor. Our group just wasn't really into the kickoff for whatever reason. It was a weird year. The big bash was fine...I never really stay long at this event, but will next year (year 4).
- Missed the kickoff but ending ceremonies were lovely. Photo booth and reception were lots of fun. The food was not good - at all.
- I really liked the Kickoff, though the place seemed understaffed with only 2 then 3 bartenders for such a large group. As it was, my cohort elected to leave early for dinner, so I didn't get to enjoy it as much as I would have liked. I'd recommend communicating to classes ahead of time that they should plan for dinner after the kickoff event, as the reservations were made prior to our arrival. The graduation went smoothly, and the party was fun.
- The food at the Big Bash was not good. Otherwise a good event.
- Big Bash: The food was an odd combination and the chicken didn't have much flavor. Graduation: It would be good to welcome everyone, let the 4th years come into the room, allow us time to get through our salads and the entrees to be delivered and then have the speakers come up or something along those things. The timing felt awkward this year for some reason.
- The chicken was very dry.
- Not a big fan of the dinner at the Big Bash. Fried chicken and mexican rice didnt seem to go together. Also, not having assigned tables for the classes made it very stressful to find a seat. Everyone wanted to sit with their classmates but had to mad dash to find some seats and there was tension.
- Great event at the brewery. If there is more food next time, people will probably stay longer.
- The graduation food was not good, but otherwise the event went well.
- Missed first bus to the Kickoff party and would have missed colleagues/friends and dinner if I had tried to go on another mode of transportation. Would be nice to have Kickoff on site or closer to the hotel.
- Loved the energy at both events! dinner -fried chicken and rice- at the big bash was not great though.
- Institute Kickoff was long due to having so many to speak but I understand having to squeeze in the sponsors and org reps to say hello. Graduation was really nice. I didn't stay to drink or party. The meal was very good.
- Institute Kickoff is a great reunion for upcoming classes and great orientation for first year.
- Kickoff was great this year! It provided a sense of cohesiveness and intro to the week. The level of enthusiasm set the tone for the week! The Big Bash was fantastic this year. The ceremony was quick and tasteful and the DJ/reception was so fun!



# SOUTHEAST

## ATTENDEE SURVEY RESULTS AND FEEDBACK

- So happy that the Institute Kickoff returned this year, a great experience to have everyone in one room to start the week. Also, the reception that night at Terrapin Brewing was wonderful, BIG THANK YOU to the Georgia Chamber, Athens Chamber and Publishing group that made that night possible! Graduation was wonderful as always. It is inspiring to watch the graduates complete their four years and know that they are the difference makers in their communities. I gave it a 3 because the food was terrible this year at graduation. All week our lunches were amazing, but dinner this night is the only complaint I have about anything at Institute.
- Loved going to the brewery at Kick Off. Met a lot more new folks that way than the onsite event.
- The kickoff was fine, I was just rushed in checking in and getting back at a decent hour. And for those of us who do not drink, the place did not offer an alternative other than water.
- The kickoff was much better this year - loved hearing from the class advisors and the Board of Regents. If there is going to be a Institute wide gathering on Sunday evening, would love for that to have been communicated sooner. Our class 3-1 had already signed a BEO for a private gathering because we didn't think anything else was happening. We welcome all opportunities to get together with the entire IOM SE group!
- To me it would have made more sense to go ahead and eat then do the ceremony. Food wasn't put down until almost 745. Food at big bash was terrible.
- Kickoff was good. It's mostly obligatory speeches and cheering for the helpers, but that's okay. At least it was relatively short. Graduation was good. It's great that the wine gets circulated on trays which speeds things up. Something other than fried chicken would be nice since we're all dressed up. The Big Bash was fun. I wish the dance lasted until 11. Ending the night at 9:30 or 10:00 seems so early.
- Food at graduation was terrible. Institute kickoff was helpful to start the week and the event that Sunday night was really nice.
- At the Athens location, in particular, since there are so few association representatives, I would suggest maybe a mixer for Association folks.
- Was disappointed this year by the food at the Big Bash.
- The kickoff hosted by the Chamber and some industry partners at Terrapin was awesome. So much fun - and a great way to get to know new people in a fun environment. The food was good, and the beer was great. Awesome way to show off some local businesses as well - nice to get off the UGA campus for a bit.
- The Graduation Ceremony was great other than the dinner served. Not one person at my table ate dinner. The chicken appeared crispy but actually wasn't. The rice was awful. I did not like the sweet gravy provided. The green beans were so hard you could not even bite into them. My entire table left when dancing started and went to grab a bite to eat downtown.
- Felt as though all activities were "hurried."
- Did not feel as though we had enough time to get settled without being late or missing something else.
- Both events receive an "Excellent" from me, well planned and orchestrated.



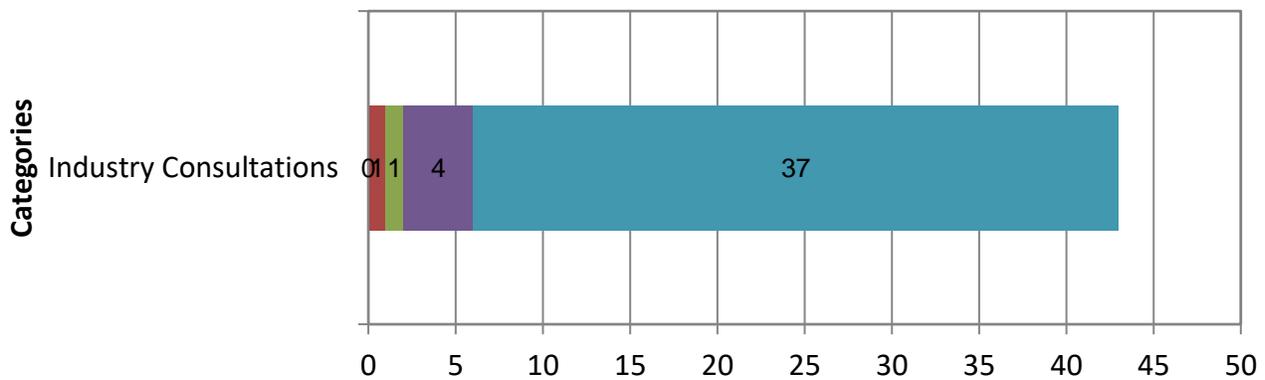
# SOUTHEAST

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

## ATTENDEE SURVEY RESULTS AND FEEDBACK

- Many from my class wished that the DJ would have been around longer like last year and that the bar would have been opened longer. The food was a strange combination and I would recommend not having something that is typically eaten with your hands.
- Our group will be staying Saturday night next year so we can be well prepared for Kickoff. We were very late due to our long drive.
- Graduation/Big Bash was disappointing. The food was horrible and trying to find seats for our class to sit together was impossible. In the future, it would be nice if tables were reserved for each class.
- The location was wonderful and everyone had a great time. My only wish would have been for options other than beer or water.
- I didn't spend a lot of time at the Big Bash after the graduation. I lost my mother the week before Institute so I wasn't in the "party" frame of mind. That being said, look out next year! I'll be on the dance floor!!
- Graduation Ceremony - The food was not up to the standards of the food served during the lunch periods.

Please rate your experience participating in industry consultations.



Industry Consultations	
1	0
2	1
3	1
4	4
5	37

Number



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## ATTENDEE SURVEY RESULTS AND FEEDBACK

Industry Consultations	0 (0%)	1 (0.7%)	1 (0.7%)	4 (3%)	37 (27.6%)	91 (67.9%)	134
Totals	0	1	1	4	37	91	134

### Additional comments about industry consultations\*:

- The consultations were very helpful.
- They're always rushed and too quick but [removed] is amazing and was very helpful.
- Industry consultations are under utilized because most people feel rushed or have to return phone calls and emails during the break. Industry consultations should be more like an elective where you have that one on one time uninterrupted.
- I didn't get a chance to talk to [removed], but I wanted to!
- I did not participate in the industry consultations this year but plan to next year.
- I felt like my consultant talked more about himself than he was of help to me.
- Great idea - needs something more but not sure what.
- Even though I didn't utilize this resource, I did see a lot of these happening this year. I think it is great to offer!
- I enjoyed speaking with [removed] during my industry consult. He gave me some great feedback on how to enhance my events and ways to increase my non-dues revenue. He was very knowledgeable and was very passionate about giving advice and helping Chambers succeed.
- I did not participate this year, however I have found great value in the past with industry consults!
- The visit with [removed] was a nice addition for me at IOM. I plan to keep him updated on the subject throughout the year.
- Heath provided some great information.
- [Removed] was a wonderful source of suggestions/ideas/information. It was great to have the opportunity for a one-on-one.
- Industry consults may be more effective if not programmed into breaks.
- This is the second year I've done the consultations and I'm still disappointed. They don't seem to grasp the concept of helping me with whatever my issue may be. I wasn't going to do it again this year but gave it a shot and was very disappointed with the advice, or lack thereof. Next year I'll either choose a consultation person or I'll just skip it.
- I did an industry consultation last year and probably won't again. The person I met with offered no guidance, but did say she would send me info that might help. I didn't receive anything from her.
- This is probably more on me than the consultation itself, but I wish now that I would not have scheduled my consultation at lunch because I was eating instead of taking notes and now it's hard to remember what the takeaway was from our conversation.
- THIS WAS AWESOME! And a gold mine. Keep it!
- The industry consultation was extremely helpful. The facilitators spent additional time on the subject matter which is one situation I did not need the consultation that was requested.

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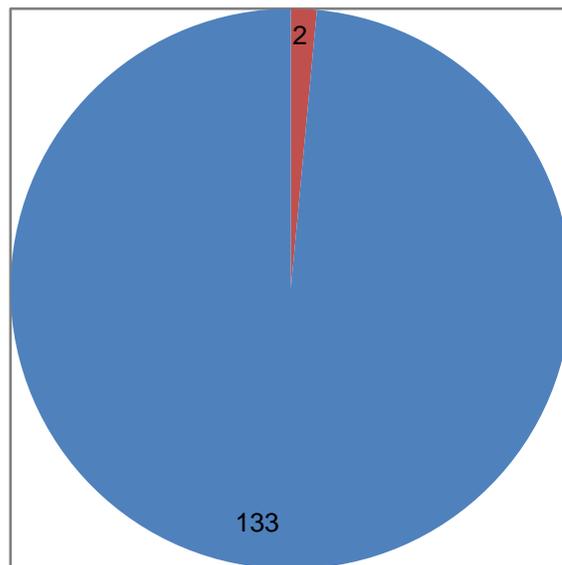
# SOUTHEAST

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

## ATTENDEE SURVEY RESULTS AND FEEDBACK

- The only issue I'm having that I'd want help with is how to move up.
- Mark was amazing as always and even offered more help when I returned to my Chamber.

### Did you download the 2019 Southeast Institute App?

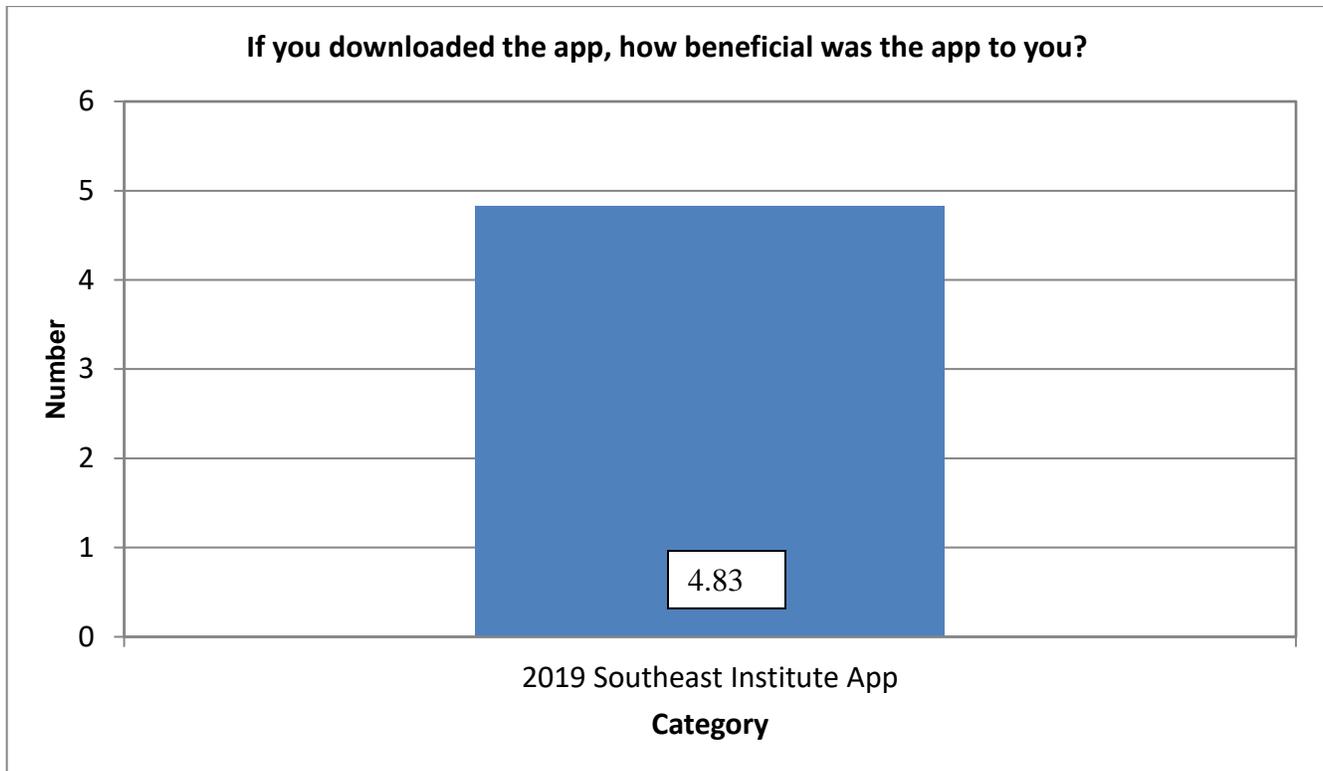


■ No  
■ Yes

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## ATTENDEE SURVEY RESULTS AND FEEDBACK



### Additional comments about the app\*:

- Great app.
- The app made it easy to access your schedule as well as instructor materials. I continue to use the app for reference even after completing institute.
- Way better than last years!!
- Huge Improvement.
- Emailed powerpoints in advance is needed. It is difficult to download the resources from the app on your phone and get it transferred over to your computer.
- I wish it would show you, after the fact, that you have completed a survey of an instructor.
- Enjoy the app feed and seeing new pictures every day!
- Absolutely essential!
- Next year, if our class documents are placed on the app again please communicate this. It was difficult to find class materials.
- I loved the app! Easy to use and very handy to have.
- I could not download it this year. I clicked on the link in the email that was sent several times and it took me to a landing page not a page to DL the app. I searched for Southeast Institute 2019 in the apple store as well and it did not pull up so I gave up.

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# SOUTHEAST

## ATTENDEE SURVEY RESULTS AND FEEDBACK

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- I loved it. It was convenient and easy to find my schedule and IOM information. I rather evaluate each session through the app. It was so easy.
- Unsure how to purchase ticket for my guest for a big bash. My class adviser wasn't sure either
- I wish I would have downloaded it sooner than I did, my only regret!
- I think that the App was great and very user friendly.
- I was impressed with the app. I changed my mind last minute on which elective course I wanted to take, and the app made it easy to do so.
- The app was not user friendly. I had a hard time finding download for assignment. I had a hard time obtaining my password.
- It is a great professional development with a wealth of knowledge. I wish this program was in place as a mandatory for chamber staff that have an interest in chamber and making it a career option. It is such a benefit in educating you on the level of understanding the chamber industry.
- I thought the app was very user friendly.
- Great for scheduling purposes.
- Looking forward to next year!
- The only challenge I had with the app was not having access to the documents from the instructors any place other than the app schedule. If there was another option, please disregard my comment and ignore my ignorance!
- I used the app for everything. I liked not having a bunch of paper.
- Liked the app but the instructors changed some of their content after they downloaded the class material.
- Very useful - wish info was available sooner, and reminders sent regularly in advance of IOM
- The app is great!
- I used it the entire week!
- It was a pain in the ass to find, and you had to differentiate between the browser version and the app version, but one you got over all that, it worked really well.
- Very helpful.
- Very easy to check schedules and look at speaker bios and topics.
- It was very useful to be honest.
- Great app.
- The app was great - easy to use - and very helpful. Since it was an app I had it on my phone, always at my fingertips.
- A map of the actual GA center would have been a nice addition. There was only a map of Athens.
- I used the app the entire week! Definitely a keeper.
- Would not have wanted to do IOM without it.
- Downloading the course materials was a problem. I had to email them to myself and then download. There should be place where you can download them directly.
- Wish we could keep the app through the year. I haven't tried to export the contacts and faculty info. Hopefully, I can get that captured.



# SOUTHEAST

## ATTENDEE SURVEY RESULTS AND FEEDBACK

- Loved having everything so easily available on the app!
- The app worked very well and kept things organized and easy to manage.
- Loved the app! The navigation was easy for me and I loved the accessibility to modify electives! I utilized the photos as well!
- LOVE THE APP! It made accessing handouts during classes so easy, reviews were simple to complete. Only addition to the app I can think of, and it might be impossible, is a link in the app to the silent auction. Great job with everything!
- I couldn't figure out how to pull up handouts and powerpoints on my desktop. If there was a place those were uploaded other than the app, I couldn't find it. Probably just user error.
- I loved the app - it was easy to follow my schedule and VERY easy to change my elective at the last minute. I will be honest, I did not do the class surveys as automatically on the app.
- I'd rather it just be available on a website instead of an app. While that's an option, you're logged out when there is a gap in activity. That would be between most classes. I like having one place to go for everything though.
- I liked the app very much. It was nice to have all of my handouts in one place without having to print them or open them in my email.
- The app was great, but I wish more people used the directory aspect and interacted there. Especially, if I was caught chatting with someone without a business card in my pocket (between sessions, etc.), when I said we could connect by the app to reach out post-conference, they weren't really aware that that was possible.
- This app is so cool and I loved having all the information I needed at my finger tips!
- Great job on the app. I would like to receive it much earlier though so I can review the uploaded content and print/download as needed. I didn't have a lot of time to prepare for downloading all of the content. Earlier is always better.
- The app was incredibly helpful to keep up with the schedule
- Would be helpful to have photos preloaded; perhaps submit with registrations.
- This was a definite plus! Being able to access the people in my group was instrumental when I lost my glasses one evening and was able to find them through the app contacts.
- Could not get it to download on my app. I had my laptop so I was able to access information.
- If you did not download the app you would not have had any class/materials information.

Answer Category	Choices					Totals
	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree	
The Institute curriculum provided valuable professional development.	2 (1.5%)	3 (2.2%)	2 (1.5%)	54 (40%)	74 (54.8%)	135
The Institute courses were conducted at a suitably challenging level for me.	3 (2.2%)	7 (5.2%)	13 (9.6%)	65 (48.1%)	47 (34.8%)	135
Institute provides a good networking opportunity in nonprofit management.	2 (1.5%)	0 (0%)	1 (0.7%)	30 (22.2%)	102 (75.6%)	135
Totals	7	10	16	149	223	405

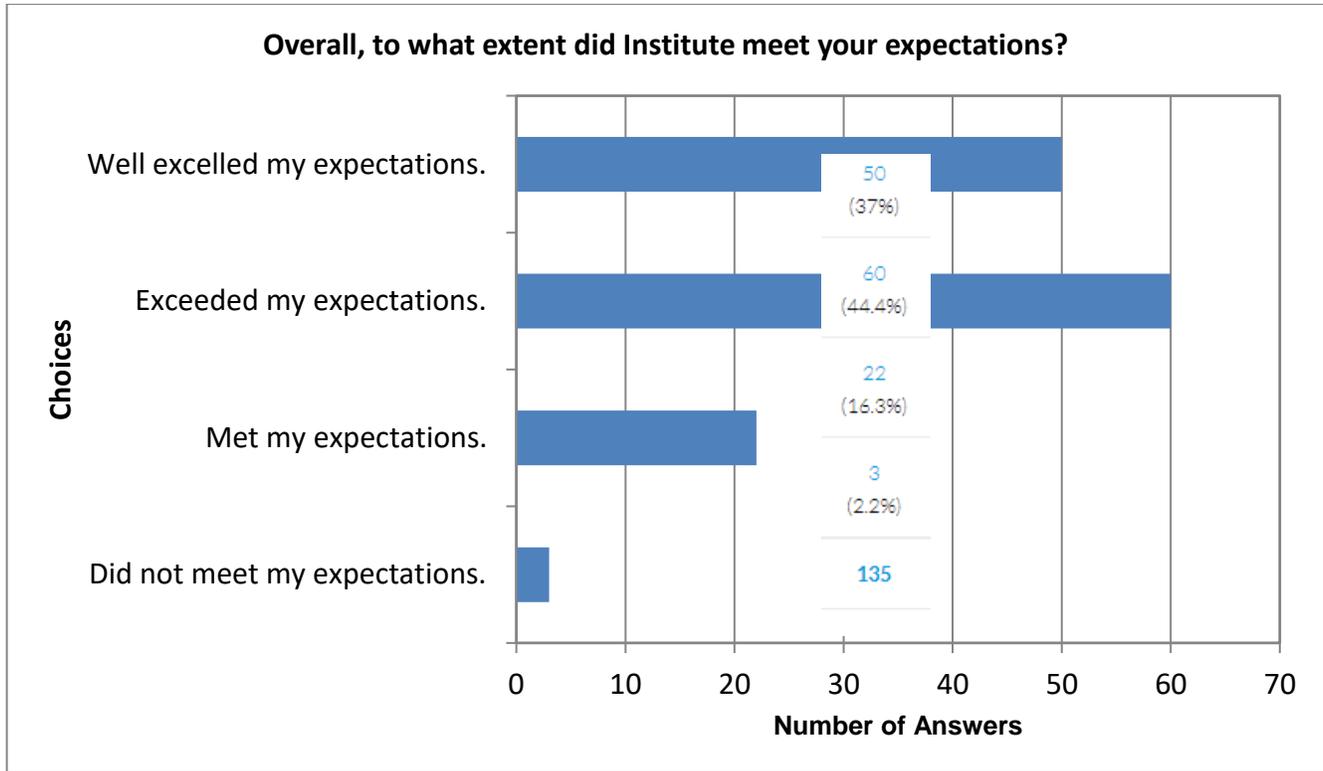
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# SOUTHEAST

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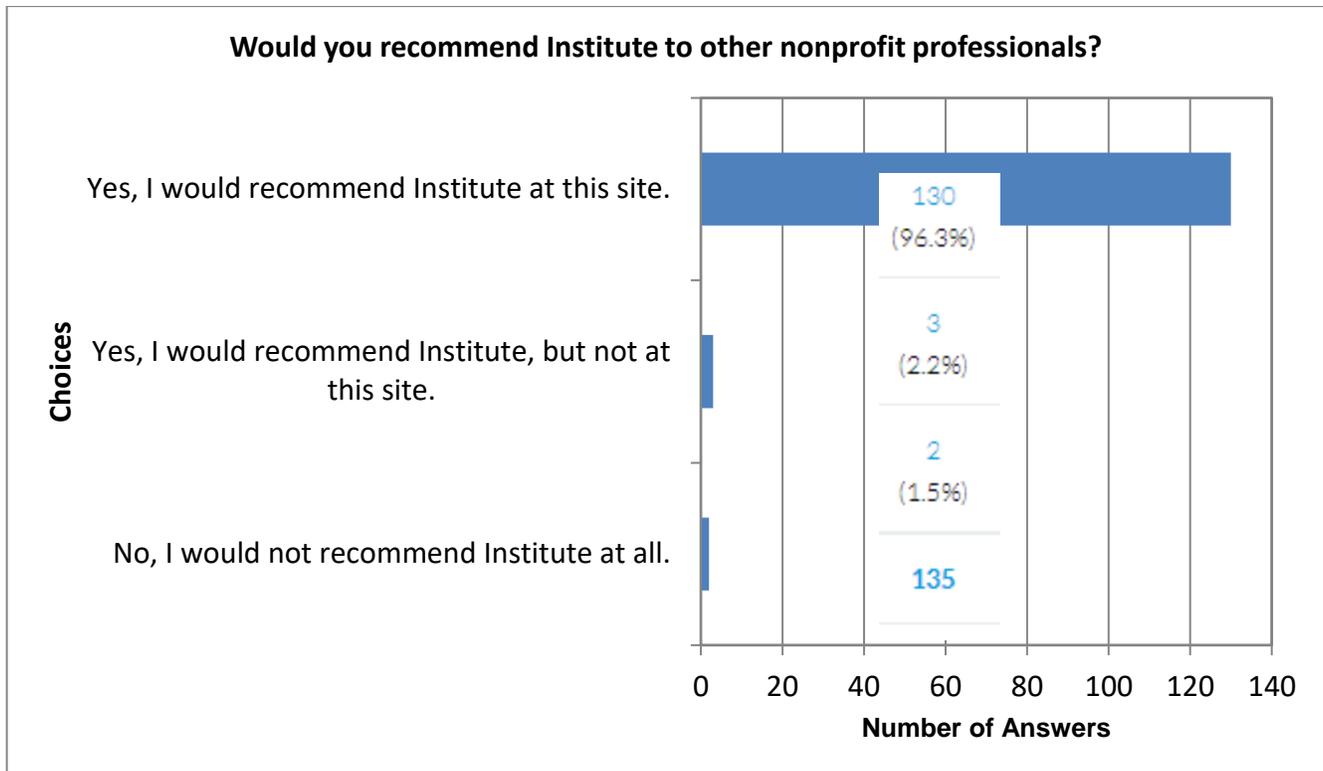
## ATTENDEE SURVEY RESULTS AND FEEDBACK



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### Additional general comments about 2019 Southeast Institute\*:

- I would love the opportunity to take the electives, based on availability, even though I have completed the program. So many topics, especially technology, change every year and the chance to take refresher sessions might be a good source of additional revenue for Institute. I am not sure how many graduates would take the refreshers, but even your instructor [removed] would tell you to give your members an option of yes, yes, or no. You've left grads with only a yes/no option to give you money.
- As always, Institute is hands down the best professional development opportunity I've ever been a part of. I found that several instructors this year were not as engaging as I have had in the prior two years, and I didn't take away as much as I usually do, with some courses overlapping in similar ways to past classes. I was disappointed in our class adviser, as was the majority of our class. She was very disengaged, not informative and very reserved. She ended up leaving our class dinner with the rest of the class still there, finishing dinner and waiting on checks. There was little leadership from [removed], as compared to our class' previous two advisers that were very involved and respected by the class.

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- 1. Ensure all professors especially new ones are prepared for the length of class and understand the structure. 2. Ensure food quality improves and allergies are taken seriously or make participating in the meal plan optional and adjust price accordingly. 3. Ensure all Board of Regents, the chair and staff respect all students and maintain professional composure at all times.
- Classes are too long. More class topics need to be offered.
- IOM is an excellent experience and resource. The relationships and networking along with the education make this one of the best opportunities to strengthen me professionally and personally! I can't imagine doing my job effectively without these tools and training!
- This is a well run program and I look forward to two more years of professional development and expanding my network in the Chamber industry.
- I know you all can't do much about it, but the food at the UGA conference center is terrible. To be fair it always has been. I'm talking years before I even knew of IOM, they were serving terrible food. Honestly, I would have been happy to have an off-campus lunch or to just have a make your own sandwich bar each day. Of course, I graduated, but that is literally the only thing I can think of to be improved.
- Add some type of affinity groups early on in the week (based on your job title, state where you live, etc) - could be done during meals.
- Great program!
- In my opinion, the core course on customer service needs to be an elective. Also, government affairs needs to be an elective instead of a core class. The advanced economic development class was engaging and had so much information for an elective. We all do some sort of economic development and should be considered a core class.
- I am very disappointed in the the course curriculum. It was not challenging nor did the presenters bring much new information to the table. PLEASE get a group of fresh presenters who are industry experts vs. "consultants" who want to sell their books and services and even worse, they have been using the same presentations year after year. I am also discouraged to see so many (of the same) older white men teaching courses to a majority young and female audience. Have you considered using UGA professors? This curriculum needs a major update.
- Some of the classes were very repetitive. For example the [removed] Customer Service Class from Year 2 was almost identical to [removed] teaching Ethics in Year 3. [Removed] would be much better suited to each Ethics. I would suggest that the Curriculum Committee take a much closer look at the slides and offerings. The quality of instruction has declined.
- Lunches were overall good, but we are in the south as are most of the attendees. Please do not serve us BBQ anymore. Another soup and sandwich day would have been fine. Please have all condiments including lettuce and tomatoes on the side when serving sandwiches. Then the bread is not soggy. Also, at dinner with 8 classmates one night, 7 of the 8 people do not eat tomatoes. Those that do can easily add to the meat and cheese.
- My class had an awkward situation with one of the instructors, I believe it effected the the remainder of that class. I am surprised we never heard from Board of Regents on the situation.
- I felt a few of the classes were repetitive of classes from last year (1st year vs 2nd year).



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- In addition to a Class Dinner night, it would be nice to have a night (whether it be dinner or just a social) with the other sections of your year to encourage cross-section networking and bonding.
- Overall, I believe in attending IOM, is a wonderful and rewarding experience.
- I enjoyed my courses this year but some of them seem like they would be better suited as electives based on your Chamber Size like the Government Affairs. My chamber is very small and we do not lobby on a national level.
- Food was better but still not good. If you continue to use the same instructors year after year for different classes, please ask them to change their content. They are presenting the same content for different classes. Same old stories, same content--not learning anything new.
- While I always enjoy networking and reconnecting with new and old friends, that's about to the extent of what I find valuable. The class instructors were very knowledgeable ... well most of them in their subject matter. I will say that there were times that I felt like I needed more. Like it wasn't deep enough and very surface considering the time we have in most of our classes. I would like to have some practical things to take away and things to make me dig deeper into what we are doing to really help my growth in my profession.
- I know it's hard to select food for these types of events, but variety would be nice on a daily basis as far as the break times. The same items were selected for each day...again, I know it's hard, but there were complaints on that among my classmates. I also know it's hard to pick meals for the graduation party, but this year in particular, the food was not up to par. I heard several comments from others...I had a vegetarian meal and that did meet my expectations, but there were lots of complaints about the chicken. In addition...one wonders what to do after Institute. I continuously want to learn and if there are additional webinars/learning activities, please announce those. The blogs on your site are very helpful. How can one volunteer and get more involved? Based on my recommendation, I have a co-worker attending the LA Session. I am excited to hear about her experience as that and the Midwest are the only locations I have not attended. You all do an excellent job! I thoroughly enjoy my time at Institute and always take something back.
- I realize it's a development program by the US Chamber, but it's marketed to non-profits as well. I found that in many of the sessions, the speakers were so ingrained with the Chamber, that their topics, discussions and presentations were so chamber focused that it was hard to relate it back to non-profits in general. There is a lot that is transferable, but it isolates you as a non-profit when everything is so focused on chamber activities and only a passing mention or half-hearted attempt is made to bring in the non-profit aspect into the discussion. The learning gets lost when associations are isolated from the conversation in the first few minutes. Also, it would be great to have the powerpoints available as powerpoint files so that if we did want to print, or save them, we could print as 3 slides to a page, or review the powerpoint as presented. Because (I was told) that the files had to be emailed to Institute staff for review and posting to the app, they had to turn them into PDFs as most were too big to email. It would be helpful to have a file sharing site that could be used to put them on the app for us to then download them in the native file.
- I absolutely enjoyed my first year at Institute! I have made great friendships and have so many new contacts to reach out to for problems and solutions! I cannot wait to come back next year and learn even more!



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- Would love to have a session or time blocked off to be able to discuss best practices within our class. That is a very valuable part of Institute. Would recommend some different choices for the lunches. Maybe a salad bar & sandwiches or grilled chicken with vegetables.
- Big Bash should be more special for the graduates and the other classes as well. We are chamber execs, we know what a gala should be. To me it is too much like a high school graduation. Recognize the regents and advisors at the kick off so that time during the big bash can be more about the graduates. Make the food at big bash something to be proud of!
- An excellent choice for professional development and connecting with other executives in the chamber of commerce industry.
- Love Southeast Institute! Great job to the staff, board of regents, class advisors and faculty. I've never attended another site, but will always say that Southeast is the BEST!
- The best resource for new and growing nonprofit leaders. The Best use of my time for networking and connecting with like-minded professionals. Valuable information, trusted professional subject matter experts, appropriate level of casual learning. The only suggestions would be regarding the food provided at lunch.
- I have loved all 4 years of Institute and I highly recommend it to Association and Chamber professionals. IOM certainly does education.
- Being from an association and not a chamber, I found the networking opportunities to be minimal. There were no other associations in my class and very few at the institute in general. While there are similarities for sure, there are many differences and part of the success of attending programs like this is to meet other people in your industry. While the lack of networking opportunities was disappointing, the classes and instructors were excellent overall and I learned a great deal. The staff was welcoming and energetic!
- It would be great to have a round table discussion time with classmates. The chairs were also very uncomfortable. What a wonderful experience I cannot wait until next year. Thank you very much.
- Please consider alternating speakers between classes. i.e. If John Doe taught a course in 2-1, have him or her teach 3-2 rather than 3-1. We heard a lot of stories and situations we've already heard. Also, it would be helpful if we could see what electives we've taken in the past so we don't accidentally take it again. My first year expectations were far surpassed. My class advisor [name removed] was THE BEST!!! Institute was an eye opening experience. Loved the enthusiasm of the staff in the mornings. Can not wait until next year! Already have my room booked!
- I absolutely loved the experience and can't wait for next year. I truly gained a whole new family. We laughed together, we cried together, and we prayed together. I turned in 4 or 5 referrals!!
- I have been to IOM at both Villanova and Athens. Both experiences were so different, but excellent. Athens is definitely more for the outgoing. I thought it was great and the way the Board, Advisers and all other staff greeted us every morning upon arrival was awesome, it got me moving! And NO I was not one of the all night people! Just an 11 gal! :)
- I would like to see classes on how Chambers will stay relevant in the future. I am concerned that we have become After Hour Social clubs and membership is declining. Our space is competitive and we have to adapt. Also, I would like to see a class conducted on Project Management. So much of our work is around projects.

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- I loved Institute and I learned so much from some pretty amazing people. I was so cold I hope you will consider sweatshirts next year or turn the thermostat temp up.
- Also, The food was fantastic but I was so thirsty and drinks were always locked up?
- My only comment would be about certain faculty members who have been teaching at Institute for a long time. Once you have heard one class by that faculty member, you have heard them all and therefore the class itself is not valuable. While [removed] is a wonderful man with great experience, I have heard him three years in a row... and while the class title has changed, the content the EXACT same... customer service, ethics, communication... core class and elective class. Had I known in year 2 in advance that he would have been the elective course teacher, I would not have signed up for it. Consider limiting him to first years only?
- Perhaps recommendations on what courses you might want to have already had for some of the electives? I feel like I had a few electives where a foundation course would have been beneficial to have beforehand. For instance, I didn't have my Financial Fitness class scheduled until after a 501c3 elective opportunity - because of this, I didn't take the 501c3 elective because I wasn't sure I would have the base knowledge to fully absorb the information.
- Everything was executed amazingly! I just wish we could keep our advisors the entire time!
- Our class was somewhat surprised at our curriculum this year. Many of the classes that were core were lower level than what we had last year or at least it seemed like some of us had taken them as electives last year. Some of the information seemed a bit redundant. The Is it Legal class was a waste of time. He was covering some of the same information we covered in Executive Finance and his information conflicted with what were told in the finance class. Most of us found the law class to be boring.
- Although the core classes were good, one of mine was a duplicate class from last year just with a different title. All of the material was the exact same, which the instructor even noted that she did not realize that she would be with the same class she had last year. At this point, she could have then chosen to do something a little different with us, but instead chose to continue, which was not a good use of our time when we could have gotten a lot from a facilitated class discussion of best practices. In the future, I would recommend that one of the core classes is a time for us (each class) to all share with one another what our best practices are so that we can learn from one another. Whether this is led by our class adviser or by a Board of Regents, this would be very beneficial as we often come to learn what works/does not work and hear of new ideas.
- Overall, a great investment of time and money. Looking forward to year 2!
- The info as well as the friendships that were made during my time are invaluable. The only thing I would change would be much larger scholarships for small chambers such as ours.
- Overall an excellent learning opportunity, which provides leadership and professional development.



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- Institute has been an outstanding professional development program for me. Each year has built on the past year, expanding the base and subject matter to encompass every area of organization management. The topics covered were well selected. The instructors were very knowledgeable. I appreciated the breaks but the noise level on some days exceeded my capacity to handle it. I realize it was provided to pep everyone up, make it fun and perhaps it was for those who may have stayed out too late the night before. Thank you for the buffet option, since as a pre-diabetic I have to select my food very carefully. I also appreciate dismissing on Thursday morning rather than Thursday afternoon or Friday morning. It makes traveling easier and misses the early weekend traffic. Great program! Keep up the good work!
- I believe the courses are not nearly as challenging as they should be. I would recommend IOM for the networking and the credentials it provides for CEO searches.
- The classes were really long for me. Having a 30 min break in the middle of class really drew things out. I would love to see 2 hour classes instead of 3 hours with more class options in same time period. The food was really good. Every day!
- IOM was and is a game changer for me, personally. Due to our Chamber losing the contract with the city for economic development, effective 12/31, I am now faced with possibly of stepping in as the new director/president of a standalone Chamber of Commerce as my current president will most likely take a position elsewhere in Eco Devo. I left IOM with the confidence in myself to lead that charge, if asked.
- A round table discussion with classmates would be a great addition. I think you can learn a lot from them. The chairs were very uncomfortable for a person with lower back issues. What a wonderful experience thank you very much.
- Awesome week of learning. The knowledge you gain not only from the classes but the networking with other classmates is extremely valuable. Can't wait till next year.
- I was disappointed in the instructors. I have heard several of them at my first year of IOM (in 2013) at other industry events. Same jokes. Same stories. No new information. What makes the classes valuable is the exchange of information between participants. I would prefer to see the classes taught by people working in chambers of commerce who have no books or consulting services to sell. Also, I would like to see a track just for chamber presidents/CEOs. That would be helpful for me.
- The class content was very informative and helpful to challenges we face in the Chamber World. I do have two suggestions; 1) Make the first day shorter. It is very difficult to concentrate after such a long day. One can only absorb so much information. 2) Offer more food choices. With today's population becoming more health conscious, offer more protein and fresh vegetables. Everything seemed so carb heavy.
- The only downside to Athens is that it's such a drive from Atlanta. That said, since we come in on a weekend and at least I was able to leave mid-afternoon Thursday, traffic wasn't a huge issue. Other than that, Athens is a great spot with cool places to hang out, and I will miss going back!
- We need more of how to solve issues, retention efforts, membership sales. It was more talking at us instead of what works, what can we do at our organizations to be better. More doing ideas, than talking especially to those that have been in the business for 5 plus years or 10 plus years like myself. We have seen a lot and tried a lot. I need wins, successes, even failures.

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- Having completed my 2nd year, I am enjoying Institute and it has helped me better understand 'Chamber world'. The biggest benefit I find is the networking and relationship building - that has been excellent and I continue to communicate with my classmates regularly. This year's experience was tainted by the incident with [removed] during C261 course. As I stated in other reviews, he was completely inappropriate but also throughly tone deaf in that he continued down his offensive path and tried to make jokes and minimize his words. Equally disappointing was the lack of communication from the Board of Regents after the incident. our class heard that [name removed] stated he planned to resign, however, no one officially addressed our class and apologized nor checked with our class to find out how we were doing. These types of incidents are sad and shocking but also provide real opportunity for discussion, introspection and growth. To that end, an opportunity was missed. To end on a positive, the information delivered is informative and useful, albeit somewhat basic at times. But the energy and organization of Institute is top notch and I look forward to my 3rd year.
- Please ask instructors to cut down on asking the class their name, title, geographic area, and what they want to learn from the class. On one hand, this is nice for identifying who else is in the room. Unless there is time to go meet those people, this largely wastes time. Some instructors send out a survey of what we want to learn. This allows us to spend more class time actually learning. Please either tell people that graduation photos won't be available until Tuesday or have them available on Friday. For my events, our photographer can turn a gallery by that evening. You could email the link out the next morning so we get it during class. Then our press release could go out in a more timely manner. The cafeteria food is terrible. Even instructors talk about it. We'd gladly have paid more to gotten food delivered or eaten off-site. (or had better cafeteria food) I'm guessing the hotel requires you to get their food so maybe focus on requiring them to serve better food. Give local restaurants a heads up about class dinners so they can staff accordingly. Ideally, have the class advisor contact the restaurant where their class is having dinner a week or so out. Restaurants are always struggling to get everyone served in a timely manner. It would be nice to do something centered around AthFest. Maybe a non-required social activity before things get started on Sunday. Everyone was very nice. The IOM was a great experience. There were stories of classmates being told our class would not be invited back in any role after graduation. I have to believe that wasn't a serious statement. Similarly, there were stories of lower level classes putting down purses to save seats while we were doing photos. The rumor is that someone ordered all their personal items to be collected because the people weren't supposed to save seats. There is no need for rules to be followed that closely. How exciting that they had a group that they wanted to sit with during the event! Overall, the IOM was great. Lots of great connections. I'll miss being part of this event."
- I liked the Monday night dinner but I did hear some say they would like a more affordable option if they're having to pay for themselves or their chamber has a tighter budget. For just me it was over \$50, add parking, and morning breakfast to each day and it does add up. It was so quick after first day of class to go back to hotel and get dressed and then get to restaurant too. No down time after a huge first day. Maybe if it's required to attend then maybe do at hotel site and add onto institute fee.....just a thought.
- Institute was amazing on so many levels! I can't wait to attend next year at UGA!