



# 2023 Fall Southeast Board of Regents Meeting

## Minutes

October 17, 2023

10:15 a.m. – 12:00 p.m. EDT

U.S. Chamber of Commerce

Washington, DC

### I. Welcome and Roll Call

In-person: Henry Florsheim, IOM; Skip Alford, IOM, FCCP; Vanessa Bennett, IOM; Tammi Ford, IOM; Tiffany Garling, IOM, CCE, GCCE; Pammie Jimmar, IOM; Beth Morrison, IOM; Bob Rohrlack, IOM, CCE, DBA; Cory Skeates, IOM, J.D.; Heath Taylor, IOM; Bob Wiggans, IOM, CAE; Judd Wilson, IOM; Raymond P. Towle, IOM, CAE.

Virtually: Kevin Capell, IOM; Amy Cloud, IOM; Liz Deville, IOM; Jimmy Lane, IOM; Carlton Tidwell, IOM, CEcD, and Allison Walden, IOM, CCE, CFRE.

Not in attendance: David Bradley, IOM and Paige Hutto, IOM.

### II. Approval of Minutes – *June 25, 2023 Meeting*

The minutes were approved.

### III. Staff Update

Raymond gave an update on some pre-site orientation communications and possibly making enhancements of a mini (dry) reception before graduation, in addition to sharing that staff is researching a potential digital badge for IOM like the CAE. Also, he addressed the shortage of hotel rooms this year, (138 vs. 198) **that we've had in the past**, and the goal of normalizing the idea of students staying offsite, which will continue to happen as we move forward. Lastly, he mentioned that 120 first-year students is the trigger to have three sections. Allison Walden gave a Curriculum Committee update that was approved by the Board of Trustees earlier in the day.

### IV. Nominating Committee Report

Raymond confirmed that the Southeast BOR nominating report was approved by the BOT as listed below earlier in the morning.



# 2023 Fall Southeast Board of Regents Meeting

## Executive Committee

### Chair

Allison Walden, IOM, CCE, CFRE  
Senior Vice President of Resource Development  
Tulsa Regional Chamber  
Tulsa, OK  
Term: 2023-2024

### Vice Chair

Judd Wilson, IOM  
Vice President, Chamber of Commerce  
Community Development Foundation  
Tupelo, MS  
Term: 2023-2024

### Past Chair

Henry Florsheim, IOM  
Director  
Cedar Hill Economic Development Corporation  
Cedar Hill, TX  
Term: 2023-2024

## New Members

Kevin Capell, IOM  
Vice President, Investor Development and Relations  
Greenville Chamber  
Greenville, SC  
Term: 2023-2025

Amy Cloud, IOM, CCE  
Executive Director  
Kentucky Chamber of Commerce Executives  
Frankfort, KY  
Term: 2023-2025

Jimmy Lane, IOM  
President and CEO  
Cocoa Beach Regional Chamber of Commerce  
Merritt Island, FL  
Term: 2023-2025

## Term Renewals

Vanessa Bennett, IOM  
Executive Director of Operations and Talent  
Development  
Kingsport Chamber  
Kingsport, TN  
Term: 2021-2025

David Bradley, IOM  
President and CEO  
Athens Area Chamber of Commerce  
Athens, GA  
Term: 2021-2025

Paige Hutto, IOM  
President and CEO  
Chamber of Commerce Association of Alabama  
Montgomery, AL  
Term: 2021-2025

Bob Rohrlack, IOM, CCE, DBA  
President and CEO  
Tampa Bay Chamber  
Tampa, FL  
Term: 2021-2025

Heath Taylor, IOM  
President and CEO  
Dublin-Laurens Chamber of Commerce  
Dublin, GA  
Term: 2018-2025

Bob Wiggans, IOM, CAE  
Senior Director of Membership  
Wine & Spirits Wholesalers of America  
Washington, DC  
Term: 2021-2025



# 2023 Fall Southeast Board of Regents Meeting

Remaining on Board, No Action Required

Skip Alford, IOM, FCCP  
President and CEO  
Lake Wales Area Chamber of Commerce & Economic  
Development Council  
Lake Wales, FL  
Term: 2017-2024

Tammi Ford, IOM  
Vice President, Chamber Operations  
Blount Partnership  
Maryville, TN  
Term: 2019-2024

Tiffany Garling, IOM, CCE, FCCP  
President and CEO  
Jackson County Chamber of Commerce  
Marianna, FL  
Term: 2022-2024

Beth Morrison, IOM, GCCE  
Vice President of Member Services  
Dalton Chamber of Commerce  
Dalton, GA  
Term: 2017-2024

Cory Skeates, IOM  
Vice President of Community Development  
Cocoa Beach Regional Chamber of Commerce  
Merritt Island, FL  
Term: 2019-2024

Carlton Tidwell, IOM, CEcD  
President  
Terrell Chamber of Commerce  
Terrell, TX  
Term: 2017-2024

Rotating Off

Liz Deville, IOM  
Executive Vice President  
SWLA Economic Development Alliance  
Lake Charles, LA  
Term: 2016-2023

Pammie Jimmar, IOM  
President  
Athens-Limestone County Chamber of Commerce  
Athens, AL  
Term: 2016-2023

- V. Analysis of 2023 Southeast Institute
  - a. Final Enrollment Report  
Raymond thanked the group for exceeding their overall goal for 2023 (230), ending up with 259. The first-year goal was 82 and we ended up with 106.
  - b. Survey Results and Discussion of Institute Week  
The regents discussed the survey feedback for the discussion of how the week went.



# 2023 Fall Southeast Board of Regents Meeting

## VI. 2024 Southeast Institute

### a. Create 2-3 Strategic Goals

- Recruit 260 overall attendees, including 91 first-years.
- Continue to build on the success of industry consultations.
- Make class dinners more of a class experience lead by the Class Advisors.

### b. Discussion of the Week

- Conduct the volunteer, faculty, and staff dinner at the same venue as 2023.
- Add 15 minutes to the 45 in 45 bonus session to get ideas on artificial intelligence (AI).
- Do a better job of framing the week for the first-year students on what to expect during the week and networking opportunities throughout the week.
- Update the online app, if possible, so students can organically network amongst themselves.
- Possibly double up on the lunch table topics that were very popular in 2023.
- Be cognizant of providing a welcoming experience for all in attendance, including fast-trackers, with a focus on the Class Advisors playing the key role in those communications.
- Possibly find a bigger location for the silent auction.

### c. Regent Responsibilities

Regent responsibilities will be assigned at the December meeting.

## VII. Additional Business/Adjournment

Regents were informed that the Board of Trustees will hold a call on February 13, 2024, at which time **the next Southeast Chairman's Report will be presented.**

The group learned that the next call will likely be scheduled for early December, during which time assignments will be confirmed, and that registration is expected to launch in late February/early March.

There being no other business, the meeting was adjourned.



# Southeast Board of Regents Minutes

December 4, 2023

1:00 p.m. EST

In attendance: Allison B. Walden, IOM, CCE, CFRE; Judd Wilson, IOM; Henry Florsheim, IOM; Skip Alford, IOM, FCCP; Vanessa Bennett, IOM; David Bradley, IOM; Kevin Capell, IOM; Amy Cloud, IOM, CCE; Tammi Ford, IOM; Tiffany Garling, IOM, CCE, FCCP; Paige Hutto, IOM; Jimmy Lane, IOM; Beth Morrison, IOM GCCE,; Cory Skeates, IOM, J.D., FCCP; Heath Taylor, IOM; Carlton Tidwell, IOM, CEcD; Bob Wiggans, IOM, CAE; Judd Wilson, IOM; Karyn K. MacRae, IOM, CAE, CMP; Cici Francisco; Isabel Stone, MA; Nathan D. Graham

I. Welcome and Roll Call

Allison Walden, IOM, CCE, CFRE welcomed everyone to the call.

II. Approval of Minutes

Minutes from the October 17, 2023 meeting were approved with no updates.

III. Staff Update

Staff reported that at the time of the call, there were 250 total attendees, including 84 first-years, registered for Winter Institute. It was also shared that the summer scholarship application would launch in early January, with summer registration launching in early March.

IV. Committee Assignments

Regents reviewed the various committee roles. Assignments and notes can be found below.

- Class Advisors: Judd Wilson
  - Looking through recent grad list and will schedule meeting before end of the year and look at past advisors – plan of action by end of Jan/early Feb.
  - Taking requests/recs from BOR – looking at diversity as well.
- Fundraising: Tammi Ford, Paige Hutto, Beth Morrison, Bob Wiggans, Amy Cloud, Vanessa Bennett
  - Consider pre-sale swag like Winter.
- Scholarships: Tiffany Garling, Cory Skeates, Heath Taylor, Kevin Capell, Jimmy Lane
- Industry Consultations: Tiffany Garling, Henry Florsheim



- Lunch Roundtable Discussions: Cory Skeates, Tammi Ford (pre-site), Vanessa Bennett (printing), Bob Rohrlack
  - Great discussion and feedback for improvement
- Opening Welcome: David Bradley
- Fourth-Year Recognition: TBD
- Faculty and Volunteer Dinner: David Bradley, staff
- Social Media: Judd Wilson/advisors
  - **BOR will supplement staff's efforts.**
- Bonus Session: Heath Taylor, Judd Wilson, Cory Skeates, Vanessa Bennett, Paige Hutto
- Class Activities: David Bradley, Jimmy Lane, Tiffany Garling
- State Photos: Vanessa Bennett (pre-work and signage), Tammi Ford, Judd Wilson, Skip Alford, Amy Cloud
- Association Event: Paige Hutto, Bob Wiggans, Amy Cloud
  - More discussion on this will take place in the new year.

V. Other Business/Adjournment

There being no other business, the call was adjourned.

*\*\* Institute attendees represent associations, chambers, and other nonprofit organizations. Board members should champion Institute's DE&I efforts of increasing representation by proactively reaching out to national, local, and/or regional diversity representative organizations to build relationships and increase program awareness. \*\**



# Southeast Board of Regents Minutes

March 21, 2024

12:00 p.m. EST

In attendance: Allison Walden, IOM, CCE, CFRE; Judd Wilson, IOM; Henry Florsheim, IOM; Skip Alford, IOM, FCCP; Vanessa Bennett, IOM, TNCCE; David Bradley, IOM; Amy Cloud, IOM, CCE; Tammi Ford, IOM, TNCCE; Tiffany Garling, IOM, CCE, FCCP; Paige Hutto, IOM; Jimmy Lane, IOM; Beth Morrison, IOM, GCCE; Bob Rohrlack, IOM, CCE, DBA; Cory Skeates, IOM, J.D., FCCP; Carlton Tidwell, IOM, CEcD; Bob Wiggans, IOM, CAE; Stephanie Parton, IOM, CAE; Karyn K. MacRae, IOM, CAE, CMP; Cici Francisco; Isabel Stone, MA; Nathan D. Graham; Aaron McCartney

## I. Welcome and Approval of Minutes

Allison Walden, IOM, CCE, CFRE welcomed everyone to the meeting. Carlton Tidwell, IOM, CEcD announced his resignation from the board, as he accepted a new position.

Minutes from the December 4, 2023 meeting were approved with no changes.

## II. Staff Update

At the time of the call, there were 163 overall attendees registered for site, 37 of which were first-years. Regents were congratulated on their recruitment efforts and were encouraged to keep spreading the word. The group **learned about the upcoming ‘attended, but not yet registered’** (ABNYR) list and were asked to reach out appropriately. Additionally, they were encouraged to share the Southeast-specific registration posts on social media.

**Staff announced the addition of a live recording (not live stream) episode of Institute’s This is IOM** podcast on-site. The podcast will take place during registration and will feature an Institute faculty member and volunteer and will focus on general leadership and management.

## III. Regent Updates and Discussions

- DE&I Recruit Recap and Action Items

Regents were reminded to include non-traditional and diversity representing organizations in their recruitment efforts. As was recommended at the Fall Board Meeting, the [Trustee-Regent Recruitment Sheet](#) was created to bring accountability and organization to outreach efforts. Regents were asked to complete the spreadsheet with planned outreach. Additionally, regents were encouraged to [share recommendations](#) for national, local, and/or regional diversity representative organizations at which Institute could potentially provide a sponsored faculty speaker.



The group was reminded of the overall goal to create and build relationships with an intentional focus and to provide personalized invitations and sharing of resources (not just a 'one and done' communication).

Staff will provide talking points and shareable resources, highlighting additional year-round programming, to assist with recruitment.

- Class Advisor/Regent Partner Update

The list of confirmed Class Advisors was shared, and it was noted that orientation would take place in the coming weeks. Regent Partners were thanked.

- Scholarship Recap

The scholarship committee reported that scholarships were awarded in the amount of \$1,000. They also shared information on their selection process, in addition to how they utilized ChatGPT to generate an SOP for the committee moving forward.

- Fundraising Update

Committee members shared their interest in selling Southeast-branded SWAG pre-site, in addition to coming up with the next low-price point item similar to the previously sold bracelets. The auction will function similarly as it has in years past.

- Opening Welcome and Faculty/Volunteer Dinner

It was confirmed that the Georgia Chamber, Athens Chamber, and a local magazine publisher will sponsor the post-Kickoff reception. The Athens Chamber has again graciously offered to assist with organizing and planning class activities, with a focus on first- and second-years. Planning for the faculty/volunteer dinner will take place offline.

- Industry Consultations

The committee again intends to make pairings prior to arriving on-site. **While regents didn't** think a submission deadline would be necessary, they did reiterate the importance of communicating urgency to encourage people to sign-up sooner.

- Association Event

Committee members shared plans to host an association gathering during registration, for which invitations will be placed in badges of those representing associations on-site. Buttons and stickers may also be used for identification.





IV. Other Business/Adjournment

All committees were tasked with creating SOPs.

Heath, Paige, and Amy will serve on the fourth-year recognition committee.

Topics have been identified for lunch discussions, and the committee will look into adding one for new CEOs, in addition to adding one for associations.

Staff referenced the Regent Resource Page earlier in the meeting, which is a one-stop shop where all action items and resources for site can be found. Regents were asked to bookmark this page and check back for updates leading up to site.

There being no other business, the call was adjourned.

*\*\* Institute attendees represent associations, chambers, and other nonprofit organizations. Board members should champion Institute's DE&I efforts of increasing representation by proactively reaching out to national, local, and/or regional diversity representative organizations to build relationships and increase program awareness. \*\**

Southeast BOR Committee Assignments

- Class Advisors: COMPLETE, 03/01/24 Judd Wilson
- Scholarships: COMPLETE, 03/01/24 Tiffany Garling, Cory Skeates, Heath Taylor, Kevin Capell, Jimmy Lane
- Fundraising: Tammi Ford, Paige Hutto, Beth Morrison, Bob Wiggans, Amy Cloud, Vanessa Bennett
- Industry Consultations: Tiffany Garling, Henry Florsheim
- Lunch Roundtable Discussions: Cory Skeates, Tammi Ford (pre-site), Vanessa Bennett (printing), Bob Rohrlack, Skip Alford
- Opening Welcome: David Bradley
- Fourth-Year Recognition: Heath Taylor, Paige Hutto, Amy Cloud
- Faculty and Volunteer Dinner: David Bradley, staff
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