

2025 GAA Annual Meeting | Schedule of Events

Pre-Meeting | September 2, 2025

12:00 - 4:00PM | Novi Training

Plimsoll, GAA Affiliates Only

GAA Affiliates will receive Novi Training from Novi Staff.

Day 1 | September 3, 2025

12:30 - 6:00PM | Registration Open

Attendees may check-in and collect their badges.

8:00AM - 5:00PM | Professional Headshot Lounge Open

Westbrook

Registration required. Attendees may take professional headshots with Katie Healy Photography.

2:00 - 2:30PM | Welcome & Kickoff

Speakers: GAA Chair & GAA Planning Committee Chair, Regency Ballroom

2:30 - 3:30PM | The ABCs of Happy Teams: Accountability, Belonging, and Communication

Speakers: Ishea Shepherd, Monica Frazier, & Dana Duckworth

Thriving teams are built on the foundation of emotional intelligence, cultural awareness, and strong communication. This session explores how accountability, belonging, and communication work together to create inclusive and emotionally intelligent teams. Learn how to foster connections that drive productivity while embracing the diverse strengths of your team.

3:30 - 3:50PM | BREAK

3:50 - 4:30PM | The Chatter That Matters

Speakers: Virginia Love & Lia Nichole Smith

"I honestly just can't take it anymore, I'm exhausted and ready to quit!" Employees are increasingly turning to online safe spaces like Reddit and private Facebook groups to share their unfiltered thoughts, frustrations, aspirations, looking for training and support, and even supplier feedback and recommendations.

This session isn't about catching your teams in the act of censorship; it's about understanding why and what these employees are chatting about on these platforms instead of having those critical conversations with their employers or supplier partners.

4:45 - 5:30PM | IMPACT Council Meet Up

River Lounge, Invite Only

Members of the new GAA IMPACT Council will network in this invitation only reception.

5:30 - 7:00PM | Opening Reception

Scarborough Ballroom

Day 2 | September 4, 2025

8:00AM - 5:00PM | Registration Open

Attendees may check-in and collect their badges.

8:00 - 9:00AM | Sponsored Breakfast

Scarborough Ballroom

9:30 - 9:50AM | Welcome Address & GAA Hall of Fame

Speaker: Alan King, NAA Chair, Regency Ballroom

Day 2 | September 4, 2025 (continued)

9:50 - 11:00AM | **Creating a Culture of Trust**

Keynote: Pamela Barnum

Former undercover police officer and federal prosecutor emphasizes creating a culture of trust to navigate uncertainty, blending stories, humor, and intrigue.

11:00 - 11:15AM | **BREAK**

11:15AM - 12:00PM | **Bridging The Generational Divide**

Panel, Facilitated by Audrey Grant-Lott

With four generations working side by side, understanding what each values in communication, recognition, and inclusion is key to stronger teams. In this engaging panel, representatives from Baby Boomers to Gen Z share how they want to be seen and heard in the workplace—and what it takes to foster respect, connection, and collaboration across generational lines.

12:00 - 2:30PM | **Lunch & Networking Break**

Attendees break for lunch. Please make sure to return by 2:30PM for the afternoon sessions!

2:30 - 3:20PM | **Embracing Conflict Resolution**

Speaker: Maria Pietroforte

Conflict is an inevitable aspect of bringing people together to work. The danger for any team is letting the conflict escalate or go untended. The key for leaders is to understand how to manage and resolve disputes, turning conflicts into moments of learning and growth. This will be an exploration of emotional awareness and empathic skills while also developing a toolkit – active listening, reframing, and negotiation.

3:20 - 3:30PM | **BREAK**

3:30 - 4:15PM | **Personal Branding**

Speaker: Russ Webb

Whatever someone says about you when you aren't around...that's your brand! Learn ways to take control of that narrative and promote your brand through all you do.

4:15 - 4:45PM | **Advocacy - Why it Matters**

Presented by GAA Government Affairs Team

8:00 - 11:00 PM | **PAC to the 20s Reception**

Harborside Ballroom

This event will feature a live band, incredible networking, a speakeasy-style bar, and a casino, all in support of the Georgia Better Government Fund, your industry PAC.

All GAA registrants may attend, with sponsorships available for added benefits. Attendees receive 2 drink tickets and Property Management Company attendees receive 3 drink tickets.

Day 3 | September 5, 2025

8:30 AM - 9:30 AM | **Breakfast**

Scarborough Ballroom

9:30 AM - 10:50 AM | **Breakfast of Champions**

Keynote: Dr. Debbie Phillips, Regency Ballroom

Discover how to fuel your mind like a world-class athlete and achieve personal mastery in the 'What are you eating? What's eating you?' workshop, focusing on mental meal plans, balance techniques, and strategies for success.

10:50 AM - 11:00 AM | **Final Remarks & 2026 Preview**

Speakers: GAA Chair & GAA Planning Committee Chair