

Gluckstadt Madison Business Alliance Announces Inaugural Elevate Conference for Central Mississippi Business Community

C Spire President and CEO Suzy Hays to keynote, Pinnacle Public Relations Founder and CEO Adam Horlock to moderate Oct. 27 conference

GLUCKSTADT, MS, UNITED STATES, August 18, 2026 /EINPresswire.com/ -- [The Gluckstadt Madison Business Alliance](#) has announced the inaugural Elevate Conference: The Central Mississippi Business Conference, a new regional event designed to equip business owners, executives, managers, employees and growth-focused teams with practical knowledge they can immediately put to work.

Elevate will take place Tuesday, Oct. 27, 2026, from 8 a.m. to noon at Vertical Church in Gluckstadt. The conference will feature a keynote presentation from [C Spire](#) President and CEO Suzy Hays, along with multiple panel discussions featuring prominent business leaders from throughout Central Mississippi. [Pinnacle Public Relations](#) and Bank of Commerce are the two presenting sponsors of the conference.

"Central Mississippi's business community is growing quickly, and it deserves an event built around the real questions leaders and teams are facing right now," said Elizabeth Tyler, Executive Director of the Gluckstadt Madison Business Alliance. "Elevate will bring respected voices into one room, but the true measure of success will be what attendees can take back to work and use. Whether someone leads a company, manages a team, builds customer relationships, supports business growth, or is just beginning a career, we want that person to leave with ideas that can make an immediate difference."

The half-day conference is being developed for a broad cross-section of the business community, including:



- Business owners and entrepreneurs
- Executives and managers
- Sales, marketing, and business development teams
- New employees and emerging professionals
- Organizations seeking stronger leadership, growth, and performance

Rather than relying on broad presentations or general business advice, Elevate's keynote and panel conversations will emphasize candid insights, real-world experience, and tangible takeaways. Attendees will hear directly from accomplished leaders about the decisions, challenges, and opportunities that shape successful organizations.

Suzy Hays brings more than 30 years of experience at C Spire to the conference. As President and CEO, she is responsible for the company's strategic direction and continued growth. Throughout her career, she has led each of C Spire's three business units and helped advance the company's digital transformation, customer experience, and expansion initiatives.

"Technology is changing faster than ever, and the organizations that succeed will be the ones that keep people at the center while fully embracing what's possible," said Suzy Hays, President and CEO of C Spire. "I'm honored to join the inaugural Elevate Conference and spend time with leaders who are committed to learning, growing, and creating new opportunities for their teams, their businesses, and our communities across Mississippi."

Pinnacle Public Relations will serve as the conference's presenting sponsor. Founder and CEO Adam Horlock will moderate the event and guide its panel discussions, helping panelists move beyond surface-level observations and share useful, specific lessons with the audience.

"Too many conferences deliver inspiration without implementation," Horlock said. "Elevate is being designed differently. As moderator, my job will be to move beyond generalities, ask the questions the audience would ask, and help every panel produce practical ideas that attendees can apply immediately. Pinnacle Public Relations is proud to serve as presenting sponsor for an event with the potential to strengthen businesses, professionals, and teams across Central Mississippi."

Horlock is a national public relations and brand strategist with more than 15 years of experience in media relations, brand strategy, and operational leadership. He founded Pinnacle Public Relations in 2022 and currently serves as its CEO.

Patrick Jacobs, Senior Vice President Commercial Relationship Manager for Bank of Commerce, said, "We are excited to partner with the Gluckstadt Madison Business Alliance and Pinnacle Public Relations on the inaugural Elevate Conference, and look forward to the conference supporting business and leaders across Mississippi. We are new to the Madison County market but have been serving the state of Mississippi since 1904."

Jacobs continues, "Our new office opened this year in Gluckstadt. We have a staff dedicated to working with commercial clients, investors, builders, and local real estate developers to expand the metro area's landscape and create jobs and improve quality of life for its communities. We look forward to learning and developing strong relationships in our community with other business leaders at the Elevate Conference."

Attendance at the inaugural Elevate Conference will be limited to 400 people. Tickets will be sold on a first-come, first-served basis.

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