



# ENOUGH INFORMATION TO FILL A GALAXY 2017 CONFERENCE AGENDA

## Tuesday, June 20

- 10:30 a.m. Registration Opens / Silent Auction Drop off & Check in  
11:30 a.m. First Timers Orientation  
1:00 p.m. Opening General Session: **What is "Kindling" Your Business** | Jim Mathis, *J&L Mathis Group* (Crystal Ballroom)  
2:00 p.m. Education Sessions

**Reinventing Your Sales & Marketing (Amphitheatre)**  
Jim Mathis, *J&L Mathis Group*

**Using the 6 Principles of Influence to Benefit Your Chamber (Lalique Room)**  
Alysia Cook, *Opportunity Strategies*

**Great Ideas In Events Speed Networking Session (Harbourview Room)**  
Shari Sweeney, *Clear Lake Area Chamber*

**What Not To Do In Governmental Affairs... Train Wrecks, Roadblocks & Disasters (Pier Room)**  
Eddie McBride, *Lubbock Chamber*  
Mitch Thames, *Bay City Chamber*  
Tony Felker, *Frisco Chamber*  
Moderator: Steve Ahlenius, *McAllen Chamber*

- 3:00 p.m. Break with Sponsors/Exhibitors  
3:30 p.m. General Session: **Excellence in Customer Service** | David Aaker, *Aaker Associates* (Crystal Ballroom)  
5:00 p.m. Day One Programming Ends

## Wednesday, June 21

- 9:00 a.m. General Session: **The 2017 Top 10 For Member Growth** | Shari Pash, *Strategic Solutions for Growth* (Crystal Ballroom)  
10:00 a.m. Education Sessions

**Getting the Most From Your Board (Amphitheatre)**  
Glenn Freedman, *Edu Safe, Inc.*

**Best Practices For Governmental Affairs... How Chambers Can Make An Impact (Lalique Room)**  
Keri Schmidt, *Fort Bend Chamber*  
Carol Artz-Bucek, *Pearland Chamber*  
Jamee Jolly, *Plano Chamber*  
Moderator: Bruce Hillegeist, *Tomball Area Chamber*

**Pre-Employment Pitfalls & What to Avoid (Harbourview Room)**  
Paul Hash, *Jackson Lewis, P.C.*

**Creating Young Professionals Groups for the Young Professional (Pier Room)**  
RaDonna Hessel, *Grapevine Chamber*

- 11:00 a.m. Education Sessions

**Back to Basics: Reigniting Your Chamber (Amphitheatre)**  
Glenn Freedman, *Edu Safe, Inc.*

**Transformative, Servant Leadership A Case Study (Lalique Room)**  
Melissa Woodall, *Johnson & Associates*  
Kelly Hall, *Longview Chamber*

**Times They Are A Changing... Serving Entrepreneurs (Harbourview Room)**  
Regina Bergman, *Bridgeport Strategies*

**Reinventing Employee Benefits (Pier Room)**  
Tom Batchelor, *Exectras*  
Jim Mathis, *J & L Mathis Group*

- 12:00 p.m. Lunch with Legislative Panel Discussion: Insights from Inside the Beltway | Federal Update (Crystal Ballroom)  
2:00 p.m. Education Sessions

**Five Small Things That Make a Good Chamber Great (Amphitheatre)**  
Glenn Freedman, *Edu Safe, Inc.*

**Effectively Serving Hispanic Businesses (Lalique Room)**  
J.R. Gonzales, *Buda Area Chamber*

**Sponsorship Sales: Targeting Sponsors for Non-Dues Revenue Growth (Harbourview Room)**  
Shari Pash, *Strategic Solutions for Growth*

**15 Minutes with Leadership: Effective Legislative Visits (Pier Room)**  
Jenna Armstrong, *Lake Houston Chamber*

- 3:00 p.m. General Session: **Update on the 85<sup>th</sup> Session - State Outlook for Business** (Crystal Ballroom)  
4:00 p.m. Day Two Programming Ends

## Thursday, June 22 (Crystal Ballroom)

- 8:00 a.m. Coffee with Sponsors/Exhibitors  
8:45 a.m. General Session: **"Actions Speak Louder Than Words"** | Jan Hargrave, *Jan Hargrave & Associates*  
10:00 a.m. Break with Sponsors/Exhibitors  
10:30 a.m. Closing General Session: **"Failure Is Not An Option"** | Gene Kranz *"Tiger Team" Leader/Flight Director, NASA (Apollo 13)*  
12:00 p.m. 2017 Annual Conference Adjourns



# AN EXPERIENCE LIKE NO OTHER (CONFERENCE ACTIVITIES)

## TCCE SILENT AUCTION (THROUGHOUT THE CONFERENCE)

Have a blast and help raise scholarships funds to assist Texas chamber professionals in attending state and national educational opportunities.

## MONDAY, JUNE 19 @ 6:00 p.m. | EARLY ARRIVER'S DINNER AT TOP GOLF

Join friends and colleagues for this fun evening of food, fellowship, and golf. Not a golfer? Join in a game of giant Jenga, hop on the karaoke stage, or just relax on our private patio.

## TUESDAY, JUNE 20 @ 6:00 p.m. | DINNER AT SPACE CENTER HOUSTON

Touch a piece of Mars, tour a space shuttle, and experience firsthand the genius and courage that have propelled space exploration and made America a leader in the world.

## WEDNESDAY, JUNE 21 @ 6:00 p.m. | 2017 EXCELLENCE AWARDS

Texas chambers are doing great work every day. Join us for this fun-filled celebration and recognition of chamber excellence in media and communications as well as the presentation of the TCCE Distinguished Service Award and Marvin Hurley Award.

## TCCE TRADE SHOW

Be sure to explore the many offerings of companies from across the country that can help your chamber be more efficient, effective, and profitable.

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