



# 23RD ANNUAL CCCE

February 5 - 8, 2023

## SUNDAY, FEBRUARY 6

5:00 - 7:00 PM

### University Club Reception & Registration

Rudder Tower Eleventh Floor, *Texas A&M University*

## MONDAY, FEBRUARY 7

TIME

YEAR THREE

7:45 AM

**Breakfast, Welcome, Opening Remarks and Get Acquainted Session**

8:00 AM

### Be the Hero

Glenn Sherpard, *Glenn Sherpard Seminars*

9:15 AM

### Taking Legislative Programs to the Next Level

Monique Thiery, *US Chamber of Commerce*

10:30 AM

**BREAK**

10:45 AM

### Economic Development

Steve Ahlenius, IOM, CEcD, *Greater Beaumont Chamber*

12:00 PM

**LUNCH**

### The Solutions Room with Cathi Hight

Cathi Hight, *Hight Performance Group, Inc.*

2:15 PM

### Well-Balanced Marketing Strategy

Jennifer Mann, *Building Brands Marketing*

3:30 PM

**BREAK**

3:45 PM

### Pros & Cons of Public Sector Funding

Page Michel, IOM, *San Marcos Chamber*

Diane Probst, CCE, IOM, *Diane Probst LLC Chamberology*

5:00 PM

**Day One Concludes**

5:30 PM

**Optional Gardens Tour | Dinner On Your Own**

TUESDAY, FEBRUARY 7

TIME

YEAR THREE

8:00 AM

**Breakfast**

8:30 AM

**Social Media - Choose Your Level**

Social Media Team, *Texas A&M University*

9:45 AM

**BREAK**

10:15 AM

**Developing Your Chamber Value**

Kelle Marsalis, CCE, IOM, *Plano Chamber*

11:30 AM

**Behavioral Science and Marketing for Business Session**

Marco Palma, PhD & Jeff Pool, *Texas A&M University*

1:15 PM

**Creating an Inclusive Employee Culture**

Kelle Marsalis, CCE, IOM, *Plano Chamber*

2:30 PM

**BREAK**

2:45 PM

**Business Interruption Planning**

Diane Probst, CCE, IOM, *Diane Probst LLC Chamberology*

5:00 PM

**Bush Presidential Library Tour**

6:30 PM

**2023 CCCE Graduation Dinner & Celebration**

Brigadier General Joe Ramirez, VP Student Activities, *Texas A&M University*

8:30 PM

**Day Two Concludes**

WEDNESDAY, FEBRUARY 8

TIME

YEAR THREE

8:00 AM

Breakfast

8:15 AM

**Hardest Worker in the Room: Imposter Syndrome**

Delaney Couri, PhD Student, *Texas A&M University*

9:15 AM

BREAK

9:45 AM

**Partnership and Building Consensus**

RaDonna Hessel, CCE, IOM, *Grapevine Chamber*

—  
Bruno Rumbelow, *City of Grapevine*

10:45 AM

**Adopting a Proactive Mindset**

Craig Escamilla, *CAE Solutions, LLC*

12:00 PM

CLOSING SESSION

12:30 PM

CCCE 2023 Adjourns