



22ND ANNUAL CCCE

February 6 - 9, 2022

SUNDAY, FEBRUARY 6

5:00 - 7:00 PM

Registration + Pick Up | Come & Go Social
Block T Bar & Grill, *Texas A&M Hotel & Conference Center*

MONDAY, FEBRUARY 7

TIME

ADVANCED

8:00 AM

Welcome | Opening Remarks and Get Acquainted Session

8:30 AM

Generations in the Workplace

Glenn Shepard, *Glenn Shepard Seminars*

9:15 AM

Leadership Theory Part I
The Situational Approach Model, Authentic Leadership & Individual Plan

Kenneth Taylor, PhD, *Texas A&M University*

10:30 AM

BREAK

10:45 AM

Leadership Theory Part I

continued

12:00 PM

LUNCH

The Solutions Room with Cathi Hight

Cathi Hight, *Hight Performance Group, Inc.*

2:15 PM

Working with Entrepreneurs

Chris Scotti, *Texas A&M University*

3:30 PM

BREAK

3:45 PM

Leadership Theory Part II
Authentic Leadership in Public Service

Kenneth Taylor, PhD, *Texas A&M University*

5:00 PM

Closing Remarks | Day One Concludes

TUESDAY, FEBRUARY 8

TIME

ADVANCED

8:00 AM

Breakfast | Opening Session

8:30 AM

Behavioral Economics for Business

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

—
Jeff Pool, *Texas A&M University*

9:45 AM

BREAK

10:15 AM

Theory of Social Media Marketing

Margarey Valdez, *Market Design Team*

11:30 AM

LUNCH

Ignite Session

Frank B. Ashley III, EdD, *Texas A&M University*

1:15 PM

Performance Measurement & Management

Deborah Kerr, PhD, *Texas A&M University*

2:30 PM

BREAK

2:45 PM

Legislative Update/Key Issues

Stephanie Matthews, *Texas Association of Business*

4:00 PM

Group Photos

6:30 PM

2022 CCCE Graduation Dinner & Celebration

Jim Olson, JD, *Texas A&M University*

8:30 PM

Day Two Concludes

WEDNESDAY, FEBRUARY 9

TIME

ADVANCED

8:00 AM

Breakfast | Opening Session

8:30 AM

Understanding Implicit Bias

Jack Manhire, JD, PhD, *Texas A&M University*

9:30 AM

BREAK

9:45 AM

Advanced Studies Navigating the Legal Landscape

Terri Helge, JD, *Texas A&M University*

—
Neal Newman, JD, *Texas A&M University*

10:45 AM

Energy Management
The Next Frontier for Leaders

Miranda Walichowski, PhD, *Texas A&M University*

12:00 PM

CLOSING SESSION

12:30 PM

CCCE 2022 Adjourns