



23RD ANNUAL CCCE

February 5 - 8, 2023

SUNDAY, FEBRUARY 5

5:00 - 7:00 PM

University Club Reception & Registration
Rudder Tower Eleventh Floor, *Texas A&M University*

MONDAY, FEBRUARY 6

TIME

YEAR TWO

7:45 AM

Breakfast, Welcome, Opening Remarks and Get Acquainted Session

8:00 AM

Be the Hero

Glenn Shepard, *Glenn Shepard Seminars*

9:15 AM

People... The Challenges; Staff, Members & Board

Glenn Shepard, *Glenn Shepard Seminars*

10:30 AM

BREAK

10:45 AM

Member Retention Strategies

Cathi Hight, *Hight Performance Group, Inc.*

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

Building a Strong Leadership Program

Maggie Titterington, IOM, *Schertz-Cibolo-Selma Chamber*

Gina Spagnola, IOM, *Galveston Regional Chamber*

Royce Hickman, IOM, *Bryan College Station Chamber/ Texas A&M University*

Tara Watkins, IOM, *Lufkin/Angelina County Chamber*

5:00 PM

Day One Concludes

5:30 PM

Optional Gardens Tour | Dinner On Your Own

TUESDAY, FEBRUARY 7

TIME

YEAR TWO

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

Keys to Producing Quality Events

RaDonna Hessel, CCE, IOM, *Grapevine Chamber*

LUNCH

11:30 AM

Behavioral Science and Marketing for Business Session

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

1:15 PM

HR & Volunteer Management

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

2:30 PM

BREAK

2:45 PM

Advocacy Tips & Resources to Help You Succeed

Drew Scheberle, *Texas Chamber of Commerce Executives/Texas Association of
Business*

5:00 PM

Bush Presidential Library Tour

6:00 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 TWO

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

9:30 AM

Winning with the Media

Crystal Dupree, *The Eagle*

Ben Downs, *Bryan Broadcasting*

Roby Somerford, *KAGS TV*

10:45 AM

Comprehensive Planning: Creating Vision for Action

Jaimie Materson, AICP, *Texas A&M University*

12:00 PM

CLOSING SESSION

12:30 PM

CCCE 2023 Adjourns