

## 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

YEAR ONE

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

**Chamber Overview & Management Issues**  
Beth Journeay, IOM, PCED, *Journeay & Co.*

10:30 AM

**BREAK**

10:45 AM

**Event Fundraising, Management & Marketing**  
Beth Journeay, IOM, PCED, *Journeay & Co.*

—  
Shari Sweeney, IOM, *Clear Lake Area Chamber*

12:00 PM

**LUNCH**  
**The Solutions Room with Cathi Hight**  
Cathi Hight, *Hight Performance Group, Inc.*

2:15 PM

**Government Affairs/Relations 101**  
Doug Peters, IOM, AP, *Abilene Chamber*

—  
Doug Williamson, *Abilene Chamber*

3:30 PM

**BREAK**

3:45 PM

**Membership Recruitment, Retention & Growth**  
Cathi Hight, *Hight Performance Group, Inc.*

5:00 PM

**Closing Remarks | Day One Concludes**

# TUESDAY, FEBRUARY 8

TIME

YEAR ONE

8:00 AM

**Breakfast | Opening Session**

8:30 AM

**Developing Your Business Plan  
Budget & Finance Part I**

Diane Probst, CCE, IOM, *Rockport-Fulton Chamber*

9:45 AM

**BREAK**

10:15 AM

**Developing Your Business Plan  
Budget & Finance Part II**

Diane Probst, CCE, IOM, *Rockport-Fulton Chamber*

11:30 AM

**LUNCH**

**Ignite Session**

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

1:15 PM

**Effective Board Utilization & Volunteer Management**

Will Brown, PhD, *Texas A&M University*

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

2:30 PM

**BREAK**

2:45 PM

**Communications for the Chamber Professional**

RaDonna Hessel, CCE, IOM, *Grapevine Chamber*

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

YEAR ONE

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

## **Re-Thinking Resilience**

Roger Martinez, PhD, *Executive and Professional Development Coach*

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

10:45 AM

## **Things I Wish I Had Known....**

Steve Ahlenius, IOM, CeCD

—  
Beth Journeay, IOM, PCED, *Journeay & Co.*

—  
Cindy DeWease, IOM, *Clear Lake Area Chamber*

—  
RaDonna Hessel, CCE, IOM, *Grapevine Chamber*

*Moderator:*

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

12:00 PM

**CLOSING SESSION**

12:30 PM

**CCCE 2022 Adjourns**