



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

YEAR TWO

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

Member Retention Strategies
Cathi Hight, *Hight Performance Group, Inc.*

10:30 AM

BREAK

10:45 AM

Advocacy Tips & Resources to Help You Succeed
Aaron Cox, IOM, *Texas Chamber of Commerce Executives*

12:00 PM

LUNCH

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

2:15 PM

Million Dollar Marketing on a Shoestring
Glenn Shepard, *Glenn Shepard Seminars*

3:30 PM

BREAK

3:45 PM

Chamber Leadership Programs
Michael Meek, CCE, IOM, *Meek & Associates LLC*

5:00 PM

Closing Remarks | Day One Concludes

TUESDAY, FEBRUARY 8

TIME

YEAR TWO

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

Keys to Producing Quality Events

RaDonna Hessel, CCE, IOM, *Grapevine Chamber*

11:30 AM

LUNCH

Ignite Session

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

1:15 PM

Strengthening Your Chamber's Virtual Community

Through Social Media Marketing

Margarey Valdez, *Market Design Team*

2:30 PM

BREAK

2:45 PM

HR & Volunteer Management

Mita Bates, CCE, IOM, *Ardmore 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 TWO

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

Winning with the Media

Crystal Dupree, *The Eagle*

—
Ben Downs, *Bryan Broadcasting*

—
Roby Somerford, *KAGS TV*

10:45 AM

Planning for Community Resilience

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

12:00 PM

CLOSING SESSION

12:30 PM

CCCE 2022 Adjourns