

## 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 ONE

**7:45 AM**

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

8:00AM

**Be the Hero**

Glenn Shepard, *Glenn Shepard Seminars*

9:15 AM

**Chamber Overview & Management Issues**

Beth Journey, IOM, PCED, *Journey & Co.*

**10:30 AM**

**BREAK**

10:45 AM

**Event Fundraising, Management & Marketing**

Beth Journey, IOM, PCED, *Journey & 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

**The ABC's of Government Relations**

Kyle Jacobson, IOM, *Fort Worth Chamber*

**3:30 PM**

**BREAK**

3:45 PM

**Membership Recruitment, Retention & Growth**

Cathi Hight, *Hight Performance Group, Inc.*

**5:00 PM**

**Day One Concludes**

5:30 PM

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

## TUESDAY, FEBRUARY 7

TIME

YEAR ONE

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 Business Plan  
Budget & Finance Part II**

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

11:30 AM

**Behavioral Science and Marketing for Business Session**

Marco Palma, PhD & Jeff Pool, *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*

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*

8:00 PM

**Day Two Concludes**

WEDNESDAY, FEBRUARY 8

TIME

YEAR ONE

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

**Strategic Planing 101**

Craig Escamilla, *CAE Solutions, LLC*

10:45 AM

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

Beth Journey, IOM, PCED, *Journey & Co.*

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RaDonna Hessel, CCE, IOM, *Grapevine Chamber*

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Page Michel, IOM, *San Marcos Chamber*

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Royce Hickam, IOM, *Bryan College Station/TAMU*

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*Moderator:*

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

12:00 PM

CLOSING SESSION

12:30 PM

CCCE 2023 Adjourns