



22ND ANNUAL CCCE

March 23 - 24, 2021

TUESDAY, MARCH 23

TIME

ADVANCED STUDIES IN CHAMBER MANAGEMENT

8:00 AM

Welcome

8:30 AM

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

9:15 AM

BREAK

9:30 AM

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

10:15 AM

BREAK

10:30 AM

Human Resources & Leading People
Holly Morris-Kuentz, Ed.D, Deputy Superintendent, *Lake Travis ISD*

11:15 AM

BREAK

11:30 AM

Legislative Update & Key Business Issues for Texas
Aaron Cox, IOM, *Texas Chamber of Commerce Executives*

12:15 PM

BREAK

12:30 PM

Theory of Social Media Marketing
Margarey Valdez, *Market Design Team*

1:30 PM

Closing Remarks | Day One Courses Concluded

WEDNESDAY, MARCH 24

TIME

ADVANCED STUDIES IN CHAMBER MANAGEMENT

8:00 AM

Opening Session

8:30 AM

Behavioral Economics for Business

Marco Palma, PhD, Director, *Texas A&M University - Human Behavior Lab*

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Jeff Pool, Program Manager, *Texas A&M University - Human Behavior Lab*

9:15 AM

BREAK

9:30 AM

**Leadership Theory Part II:
Authentic Leadership in Public Service**

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

10:15 AM

BREAK

10:30 AM

Performance Measurement & Management

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

11:15 AM

BREAK

11:30 AM

Navigating the Legal Landscape

Terri Helge, Assoc. Dean of Academic Affairs, *Texas A&M University - Law School*

12:15 PM

CLOSING SESSION

1:00 PM

CCCE 2021 Adjourn