



CHAMBER BASICS

For people new to the Chamber profession and for folks who still want to learn something new!

THURSDAY, APRIL 15, 2021

NEW PRICE \$89



10 AM - Welcome & Introductions - Diane Probst, CCE

Diane Probst, IOM, CCE is the President/CEO of the Rockport-Fulton Chamber of Commerce. She has been at the helm of the Rockport-Fulton Chamber for 30-plus years. The Rockport-Fulton Chamber of Commerce is an accredited 5-star Chamber. Probst is a graduate of Texas A&M University - College Station, a graduate of the US Chamber's Institute for Organization Management and a Certified Chamber Executive from the American Chamber of Commerce Executives. She is vice chairman of Professional Development for TCCE.



10:15 AM - Chambers Moving Forward - Steve Ahlenius, Chairman, TCCE Board

Steve Ahlenius has been President and CEO of the McAllen Chamber of Commerce since 1998. He has an undergraduate degree in History from Wayland Baptist University and has served on its board of trustees. He earned his Masters degree in Public Administration from Texas Tech University. Steve is a certified economic developer (CEcD) recognized by the International Economic Development Council.

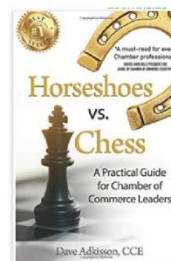


All attendees will receive a copy of his new and transformative book!

10:30 AM Special Featured Presentation: "Things I wish I had known."

Dave Adkisson, CCE

Originally from Owensboro, Adkisson received his B.A. from Georgetown College, where he serves as the immediate past chairman of the board of trustees, and his masters from Harvard University. He was the 2019 recipient of Leadership Kentucky's "Flame of Excellence" award and in 2020, was one of two recipients of ACCE's Life Member Award. He and his wife, Bonnie, reside in Lexington, KY, along with their two children and three grandchildren.



11:30 AM "Chamber Roles: Leadership for CEO, staff & board"

Cindy Dewease, IOM, Past TCCE Chair

Cindy Harreld DeWease joined the staff of the Clear Lake Area Chamber of Commerce in 1983 as the bookkeeper and director of software. Holding several positions within the Chamber, she successfully coordinated multiple committees and developed many of the community events produced by the Chamber. In May 2008 Cindy was named President and CEO.



12:30 PM "What's Your Membership Game Plan" - Cathi Hight

Cathi Hight is a Kaizen consultant and President of Hight Performance Group. Considered as the Membership Guru, Cathi helps associations meet the expectations of their members. She provides realignment strategies that help associations of all sizes manage constant change, deliver benefits that members value, leverage volunteer and staff resources efficiently, and effectively communicate the value of membership.



1:30 PM "What's Next for Chambers" - Frank J. Kenny, Chamber Pros

Frank J. Kenny, Founder 9,500 member [Chamber Pros Community](#), [Chamber Pros Education \(CPEd\)](#), and [Content Marketing Bundle Program](#)

[Work with Frank](#) - Board orientations, strategic planning, consulting/coaching, conference presentations, etc.

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