



# CHAIRMAN'S CONFERENCE

## OCTOBER 18, 2019

Sheraton-Austin | Georgetown, TX

- 8:15 am**      **Welcome Remarks**
- 8:30 am**      **“Casting of Characters”**  
Barbara Thomason | LeaderShift, Inc.  
Is your cast serving in the right role? In this session, board chairs will learn how to avoid common pitfalls often seen when roles and responsibilities aren't clear between the board and staff. Having a clear understanding of the board roles and responsibilities vs. those of the staff will result in successful collaboration and a high performing team.
- 10:00 am**      **Break**
- 10:30 am**      **“Creating Culture Within the Board”**  
Kelle Marsalis, CCE IOM | Plano Chamber of Commerce &  
Jim Johnson, IOM | Georgetown Chamber of Commerce  
As with any organization it is important to also have the right culture within the board of directors. In this session gain greater understanding of how board leadership and the culture within the organization is a key factor in positioning the Chamber as the leading business advocate and creating influence within the community.
- 12:00 p.m.**      **Lunch**
- 1:00 p.m.**      **“Are We Reaching Our Goals?”**  
Barbara Thomason | LeaderShift, LLC.  
What works for your Chamber when setting and measuring or tracking goals? Dive deeper into this question in this session as we explore strategic planning from the perspective of EXECUTING the plan. With principles based on the popular book The 4 Disciplines of Execution, find out how to reach that important goal.
- 2:00 p.m.**      **Break**
- 2:30 p.m.**      **“You Wouldn't Believe”**  
Charlie Dromgoole | TEEX  
Jerry Huffman | Solutions! Consulting  
In this session, hear fundamentals of communication. From government affairs and emergency response to routine interviews and damage control, chairs and CEO's must be prepared for the unexpected. Learn how to protect the Chamber from liability and have a few laughs along the way.
- 4:00 p.m.**      **Conference Adjourns**