

# TECNA CEO RETREAT #2

## Austin Texas April 10-12, 2011

### Demonstrating Value in a Challenging Economy

| Day                | Time   | Title   | Location   |  |
|--------------------|--|---|--|--|
| Sunday 4/10        | 4:00 - 5:30pm                                      | check in  |  |  |
|                    | 5:30 - 7:00pm                                      | Dinner  | Balconies Room   |  |
|                    | 7:00 - 7:45pm                                      | <b>Welcome</b>  | Library and Balconies Room   |  |
|                    | 8:00 - 10:00                                       | <b>session 1</b><br>Pool & Bar are open until 11PM  | <b>Introductions</b> – top achievements of the past year and major issues facing...<br><b>Group Session:</b> What we hope to achieve over next two days<br><b>Peer-Spectives:</b> Each ED brings issue, makes the case for their topic to be focused on. Group can ask questions, but not comment. Group will vote on top 2 problems. (Lowe Methodology) | Balconies Room   |
| Monday 4/11        | 6:15 AM  | Activity  | Yoga   |  |
|                    | 7:00 - 8:00 am                                     | Breakfast Buffet  | Main Dining Room   |  |
|                    | 8:15 – 10:00am                                     | <b>Session 2</b>  | Membership & Sponsorship Ideas and Trends  | Library, Breakout: Balconies Room                      |
|                    | 10:00 – 10:15am                                    | Morning Break - Refreshments  |  | Main Dining Room                                       |
|                    | 10:15 - 12:00                                      | <b>Session 3</b>  | Board Leadership issues and the role of volunteers – what works?   | Library, Breakout: Balconies Room                      |
|                    | 12:15 - 1:30 pm                                    | Lunch   | Public Policy Discussion – Issues, CapWiz, Advocacy that works   | Buffet in Main Dining Room, Eat privately in Spur Café |
|                    | 1:30 - 3:00pm                                      | <b>Session 4</b>  | Branding and marketing - starting from scratch   | Library, Breakout: Balconies Room                      |
|                    | 3:00 - 3:15 pm                                     | Afternoon Break - Refreshments / get ready for activity   |  | Main Dining Room                                       |
|                    | 3:30 - 5:00pm                                      | Activity  | Deep thinking, contemplation and strategic thinking walk - and debriefing. Using questions and the special Dino Signore techniques from the Edward Lowe Foundation Retreat Center  | Meet in Lobby  |
|                    | 5:30 - 7:00pm                                      | Dinner  | TECNA updates and Issues – where are we going as an association  | Dinner served in Spur Café                             |
| Tuesday 4/12       | 7:00 - 8:30pm                                      | <b>Session 5</b>  | Technology, social media, databases and gadgets – best practices and idea swap   | Library, Breakout: Balconies Room                      |
|                    | 8:30 - 10:00                                       | Session 5a  | The best of TED Conference - Ideas & Conversation about community, associations and innovation   | Library  |
|                    |  | Pool & Bar are open until 11PM  |  |  |
|                    | 6:15 AM  | Activity  | Meditation   | Meet in Lobby  |
|                    | 7:00 - 8:00am                                      | Breakfast Buffet  |  | Main Dining Room                                       |
|                    | 8:00 – 9:30am                                      | <b>Session 6</b>  | The future of tech councils, associations. Finding real value and sustainability in a changing world   | Library, Breakout: Balconies Room                      |
| 9:30 to 9:45       | Break, check out                                   |   | Main Dining Room   |  |
| 10:00 am - 12:00pm | <b>Session 7</b>                                   | Michael Gallis - the future of the world as we know it.   | Library, Breakout: Balconies Room  |  |
| 12:15 - 1:30 pm    | <b>Lunch - Session 8</b>                           | Wrap up & The future of Tech Councils – perspectives and discussion with Matthew, Tino and Michael Gallis | Buffet in Main Dining Room, Eat privately in Spur Café   |  |
|                    | Our group is scheduled to leave right after lunch. |   |  |  |