

2022 WCCE Conference Headliners

October 26th – 28th
Marriott Tacoma Downtown

Cathi Hight is a Kaizen consultant and President of Hight Performance Group.



Considered as the *Membership Guru* and the developer of **The Member Retention Kit** and **A New Approach to Tiered Membership**, Cathi helps associations meet the expectations of their members and effectively communicate the value of membership. She guides associations of all sizes to develop strategies to manage change, build resiliency, and evolve their organizations for long-term sustainability.

Cathi was a national trainer for ACCE (Association of Organization of Commerce Executives) for membership development and has been an instructor for the U.S. Organization of Commerce's Institute for Organization Management (association management certification program) since 2004. Cathi has presented at numerous local and national association and organization conferences, including the Great Ideas event for ASAE and ACCE annual conventions. She is a member of the Association of Chamber of Commerce Executives (ACCE) and the Texas Society of Association Executives (TSAE).

Cathi has a diverse career experience which includes being Vice President of Operations for the Chamber of Commerce of Hawaii, Senior Vice of Investor Relations and Growth Strategy for the Greater Austin Chamber, Regional Sales and Marketing Manager for both Dole Foods and Dean Foods, national manager for the Kauffman Foundation's FastTrac Entrepreneurship program, and a Motorola University Instructor for cycle time reduction and benchmarking. Her multi-industry background allows her to share best practices as a speaker, trainer, consultant and author.

Cathi Hight Presentations: *Where Do We Go from Here? Post-Covid Membership / Purposeful Abandonment / Focus on the Cause, Not the Club / Seasoned Exec Roundtable*

Anthony Anton, President & CEO, Washington Hospitality Association



Anthony Anton is President and CEO of the Washington Hospitality Association. He has been with the association for more than 20 years, and draws on experience being raised in a family with more than 70 years of hospitality experience in the state. As CEO, Anthony has helped the Washington Hospitality Association expand, launched initiatives to help our workforce succeed, and has focused on protecting and enhancing the hospitality business climate. He also led the industry association through the pandemic — a time in which hospitality was hit the hardest of any industry by far. The

team at the Association educated, facilitated, and/or secured hundreds of millions in relief dollars for Washington Hospitality businesses and dozens of regulatory relief measures reducing the number of closures in the second six months of the pandemic by nearly 400% compared to the first six months.

Anthony's Presentation: *Moving from Good to Great*

Rebecca P. Murray, Showcase Your Shine



Northwest Edutainer Rebecca P. Murray delivers high-energy virtual and live training for those ready to become confident, creative, and compelling leaders and team players. She infuses irreverent humor, inspiring stories, and entertaining musical theater excerpts into content-rich, high-stick events. Audience members eagerly engage in her one-of-a-kind interactive experiences, where they shine as the show's stars.

Rebecca's production credits range from 30-second TV commercials to mini-documentaries and live-streamed events. As a power-skills edutainer, speaking coach, and director/producer, she knows everyone can be a star. She's determined to put clients at ease and bring out their very best – whether they're in front of another person, a camera,

or an audience of thousands.

Her greatest satisfaction comes from enabling clients to perfect, project, and protect an image truly reflecting how they see themselves, their brand, and their organization.

*Rebecca delivers edutaining skill-building through playshops & keynotes, consulting, and adult continuing education at Western Washington University. Her popular one-woman show, *The Confidence Equation™*, incorporates characters, comedy, song, and a big take-home message highly relevant for today's audiences.*

Rebecca Presentations: *Facilitate with Finesse: Skills for Leading Sensational Meetings / What'd She Say? Speak with Crystal Clarity*

Betty Capestany, Director of Pierce County Economic Development



Betty Capestany serves as the Director of Economic Development for Pierce County. Her department focuses on retaining, growing and bringing new jobs to Pierce County. Currently she is overseeing \$30 million dollars of CARES economic stabilization and recovery funds to help Pierce County businesses receive resources during the pandemic. The department also oversees the Arts and Tourism boards and commissions. She joined the department in 2018.

Betty's career has focused on building communities with the knowledge that successful, supported businesses help a community thrive. Betty's work has been dedicated to having a deep understanding of how each community functions - its synergies, its quirks, its strengths and leveraging those to the advantage of the businesses she serves. Betty thrives on pushing the envelope, being the first to try out a new technology brings her joy and has her quickly thinking of ways it could be applied to the advancement of business.

Betty's Presentation: *Pushing the Economic Development Envelope*

Jan Glick, President Jan Glick & Associates



A nationally recognized public sector and nonprofit leader and consultant, Jan has devoted more than 25 years to refining a model approach to facilitate performance improvement for nonprofits and government agencies. Jan specializes in executive leadership transitions, development and coaching, strategic and business planning, and organizational restructuring and mergers.

Since founding the firm in 1996, he has played a pivotal role in transforming the organizational performance of hundreds of clients in the nonprofit and government sectors. He has strengthened ineffective programs and departments, developed new programs and partnerships, and created lasting change and performance improvement for organizations in distress. Jan's methods help clients address, and subsequently resolve, deep-rooted organizational issues that influence decision-making and impede success.

Jan is the author of Nonprofit Turnaround, A Guide for Nonprofit Leaders, Consultants and Funders, and his workshops and classes on mergers, turnarounds and executive leadership have received national acclaim. Jan guides clients toward their goals by using research-based methodologies, several of which he has developed, and providing results-oriented services in a down-to-earth style.

Jan holds a Bachelor of Science degree from Stanford University. He lives in Seattle where he enjoys hiking and climbing, and spending time with his wife and family.

Jan's Presentation: Nonprofit sector organizational strategy and transitions for impact

Ty Moore- Cyber Defense West - Founder & Principal



Ty was employed for over 30 years at Microsoft Corporation and launched Cyber Defense West in early 2021. Initially an IEEE communications Architect & Engineer, he wrapped up his Microsoft tour as a Senior Leader with responsibilities across North, Central, and South America in CyberSecurity Response, COVID Urgent Response, and Modern Workplace Solutions.

Ty is a US Navy veteran with a background in US Naval Soviet Intelligence. He is an active community member of Maple Valley and founder of the CRU foundation, a non-profit which assist over 24 different charities to include Vine Maple Place, Maple Valley Foodbank, CFF and Multiple Sclerosis Society to name a few by increasing awareness and funding. Ty is a member of the National Cyber Security Alliance, Information Systems Security Association International, and the Maple Valley & Covington Chambers of Commerce.

Ty is certified in the CyberSecurity Playbook by MIT and holds executive and management certifications from the Wharton Business School, Harvard Business School and Cornell Law School. When not working on his non-profit missions he enjoys active participation in Motorsports, physical fitness and relaxing with his wife Cassandra deep in the hills of the Cascades.

Ty's Presentation: Security in the 21st Century – from the Family room to the Boardroom, its not just Cyber / Security Workshop – Top Tips to Secure your home and its network



Brittany Quick-Warner, President & CEO Eugene Area Chamber of Commerce

Brittany has proudly served on the staff of the Eugene Chamber for the past 9 years, and has had the honor of serving as the CEO since 2017. Brittany’s driving passion for this work revolves around helping individuals, businesses and our community meet their fullest potential. A chronic optimist and diligent problem solver, Brittany sees the incredible opportunity we have in front of us to celebrate the beauty and wonderful businesses in our community- and overcome the wicked challenges together. Brittany currently represents the business community on various boards and commissions throughout the region and serves at a national level as a board member for both the Western Association of Chamber Executives and the national Association of Chamber of Commerce Executives. She currently fills almost all of her not-so-free time chasing and taking obnoxious pictures with her Covid-puppy, Bogey.

Brittany’s Presentation: **Just Eat Lunch: Building the Mental Stamina to do Hard Things**

Dave Mastin, Vice President of Government Affairs, AWB



Dave is the association’s chief lobbyist and directs its legislative and regulatory programs. A former legislator, Dave represented the 16th District, first as a Democrat and then as a Republican. He served in several leadership roles, including House Majority Leader. He is from Walla Walla and was most recently the executive director of government relations at the Office of the Superintendent of Public Instruction and on the state superintendent’s executive leadership team. Dave received his bachelor’s at Whitman College and his juris doctorate from Gonzaga University School of Law. He and his family live in the Olympia area.

Dave’s Presentation: **Election and Legislative Preview – What Should We Expect In 2023?**

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