

TECNA

TECHNOLOGY COUNCILS OF NORTH AMERICA

2026 CEO RETREAT



March 9-11, 2026 | Austin, Texas

HOSTED BY
Austin Technology Council

WWW.TECNA.ORG

[#tecna2026](https://twitter.com/tecna2026)

WELCOME

Dear TECNA CEOs and Executive Directors,

Welcome to Austin. I am so excited you're here, and I'm honored that TECNA chose our city for the 2026 CEO Retreat.

Austin is a place that moves fast, but it still runs on something old school, relationships. Yes, we've got the brand people expect, tech/innovation, live music, great food, bars, and a city that knows how to have fun seven nights a week.

One of the things I appreciate about Austin is the collaborative spirit that has long defined this tech community. Like any fast-growing region, we have to keep investing in it, because the momentum of growth can either pull people together or push them into silos. Austin has tripled in population in the 35 years I have lived here (from 700,00 in the region in 1991 to 2.5 million today), but we still work to keep the sense of community, and the special brand of "Austin Weird."

You'll feel that energy while you're in town. You'll also notice that Austin is not just a "hot market" headline, it's a community that has been building for decades. Most people don't realize we trace the roots of Austin's modern tech growth story back to 1966. The innovation is real, the growth is real, and the opportunities are real, but they only turn into outcomes when the right people find each other and decide to work together.

And that's what TECNA is at its best, leaders who don't just compare notes, they help each other win. Over the next few days, I hope you take full advantage of that. Get out of the sessions and into conversations. Ask better questions. Share what's working, share what's not, and trade notes with the kind of honesty you only give to peers who understand our world. If you leave Austin with a few new ideas, that's good. If you leave with a few deeper relationships, that's the win.

I feel fortunate to know each of you, and I'm grateful for the friendships this network makes possible. I'm looking forward to time together in Austin, and I hope this retreat is energizing, useful, and memorable.

Enjoy your visit to Central Texas.
Thom Singer
CEO, Austin Technology Council

IMPORTANT INFO

Important Addresses

The Stephen F. Austin Royal Sonesta Hotel Austin, 701 Congress Ave., Austin
Woody's Bar, 715 W 6th Street, Austin
Verbena, 612 West 6th Street, Austin
Pillsbury Winthrop Shaw Pittman LLP, 401 W 4th Street, Suite 3200, Austin
Roaring Fork, Located off the lobby of the Stephen F. Austin Hotel

Reach TECNA Staff during the retreat via email or Slack:

Jennifer Young, CEO - jyoung@tecna.org
Alina Hardy, Communications Director - ahardy@tecna.org
Kate Kwedar, Operations Assistant - kkwedar@tecna.org



Connect on TECNA's Slack channel [#ceoretreat26](#)

MONDAY, MARCH 9, 2026**5:30-7:30 p.m. – Austin Tech Council SXSW Party**

For over 20 years the Austin Technology Council has hosted a party for our local tech community in the days before the world comes to Austin for SXSW. “This is the one event where you see old time Austin tech and newcomers coming together to celebrate the Austin Tech Ecosystem”.

Location: Woody’s Bar, 715 W 6th Street, Austin, TX 78701

7:30 p.m. – Dinner

Location: Verbena, 612 West 6th Street, Austin, Texas 78701

TUESDAY, MARCH 10, 2026**9:15 a.m. - Tour of Texas State Capitol**

The Texas Capitol is widely recognized as one of the nation’s most distinguished state capitols. It was placed on the National Register of Historic Places in 1970 and designated a National Historic Landmark in 1986.

Location: **Meet in hotel lobby at 9:15 a.m. for a short walk to the Capitol for a 9:30 a.m. tour.

12:30 p.m. – Lunch & Facilitated Discussion

Avvey Peters, President, NorthGuide

Location: Pillsbury Winthrop Shaw Pittman LLP, 401 W 4th Street, Suite 3200, Austin, TX, 78701

3:00 p.m. – Threshold Presentations**

See last page for guidelines.

**This private portion of the agenda is only open to CEOs/EDs of TECNA member organizations.

5:15 p.m. – Break**7:00 p.m. – Dinner**

Location: Roaring Fork, Located off the lobby of the Stephen F. Austin hotel.

WEDNESDAY, MARCH 11, 2026**9:15 a.m. – AI & Breakfast**

Jet Hanson, Idaho Technology Council Board Member & Principal Solution Architect, CRM, Intuit

Location: Pillsbury Winthrop Shaw Pittman LLP, 401 W 4th Street, Suite 3200, Austin, TX, 78701

11:00 a.m. Facilitated Discussion & Lunch

Avvey Peters, President, NorthGuide

1:00 p.m. Adjourn

THRESHOLD PRESENTATIONS

GUIDELINES - THRESHOLD PRESENTATIONS

Trust & Confidentiality

- This is the foundational guideline to establish an effective container for individual and group development.
- We are creating a safe space here where we can share vulnerably in ways that we might not be able to anywhere else.
- We DO NOT share anything that we learn or hear in this forum such as names, specific stories, or other identifying information.
- We also abide by double confidentiality: No one shall discuss any conversations or topics without express permission from the other person.

Time is our most sacred resource. These meetings work well when we make the best use of this time by being fully present and arriving on time.

- To participate fully, we ask that you eliminate distractions like cell phones.
- We will have these discussions in a private room, uninterrupted.
- Arrive on time.
- Show up today with trust, openness, honesty and respect.
- Listen fully to each person, even if you disagree.
- Respect the clock and the time signals.

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APPRENTI

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Austin Technology Council!