



**Texas Hotel & Lodging Association's 74<sup>th</sup> Annual Short Course**  
**Conrad Hilton College of Hotel & Restaurant Management, University of Houston**  
**4450 University Drive, Houston, TX 77204**  
**January 7-11, 2019**

**2019 Short Course Chairman**  
**Breck Hamrock**  
**Conrad N. Hilton College of Hotel & Restaurant Management**

**Monday, January 7, 2019**

8:30 am – 9:00 am Conrad Hilton Ballroom Foyer	<b>Continental Breakfast</b>	
9:00 am – 10:30 am Conrad Hilton Ballroom Foyer	<b>Registration</b>	
10:30 am – 11:00 am Shamrock Ballroom 261	<b>General Sessions</b>	❖ <b>Welcome and Introductions</b> ➤ 2019 Short Course Chairman, Breck Hamrock ➤ Dr. Dennis Reynolds, Dean, Conrad N. Hilton of HRM, Houston ➤ Fernando Cuellar, GM, Hilton University of Houston
11:00 am – 12:30 pm Shamrock Ballroom 261		❖ <b>Sales &amp; Marketing</b> ➤ Cindy Novotny, Master Connection Associates, Rancho Santa Margarita, CA
12:30 pm – 1:30 pm Conrad Hilton Ballroom	<b>Lunch</b>	
1:45 pm – 3:15 pm Shamrock Ballroom 261	<b>General Session</b>	❖ <b>Sweating the Small Stuff</b> ➤ Will Tarrant, Service Metrics Group, LLC, Plano
3:15 pm – 3:30 pm Conrad Hilton Ballroom Foyer	<b>Break</b>	
3:30 pm – 5:00 pm Shamrock Ballroom 261	<b>General Session</b>	❖ <b>Going Beyond the Brand – Personal Branding for Leaders</b> ➤ Karen McCullough & Co., Houston