



Texas Hotel & Lodging Association's 74th 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	Continental Breakfast	
9:00 am – 10:30 am Conrad Hilton Ballroom Foyer	Registration	
10:30 am – 11:00 am Shamrock Ballroom 261	General Sessions	❖ Welcome and Introductions ➤ 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		❖ Sales & Marketing ➤ Cindy Novotny, Master Connection Associates, Rancho Santa Margarita, CA
12:30 pm – 1:30 pm Conrad Hilton Ballroom	Lunch	
1:45 pm – 3:15 pm Shamrock Ballroom 261	General Session	❖ Sweating the Small Stuff ➤ Will Tarrant, Service Metrics Group, LLC, Plano
3:15 pm – 3:30 pm Conrad Hilton Ballroom Foyer	Break	
3:30 pm – 5:00 pm Shamrock Ballroom 261	General Session	❖ Going Beyond the Brand – Personal Branding for Leaders ➤ Karen McCullough & Co., Houston

Tuesday, January 8, 2019

8:30 am – 9:00 am Conrad Hilton Ballroom Foyer	Continental Breakfast			
9:00 am – 10:30 am Shamrock Ballroom 261	General Session	<ul style="list-style-type: none"> ❖ Revenue Management <ul style="list-style-type: none"> ➤ Steve Cunningham, Hotel Galvez & Spa A Wyndham Grand Hotel, Galveston 		
10:30 am – 10:45 am Conrad Hilton Ballroom Foyer	Break			
10:45 am – 12:15 pm	Concurrent Sessions	Employment Law (Room S131) <ul style="list-style-type: none"> • Justin Bragiel, Texas Hotel & Lodging Association, Austin Green Group	Food & Beverage (Room S104) <ul style="list-style-type: none"> • Garvin O'Neil, Professor of Practice – Hospitality and Retail Management, Texas Tech University Lubbock Blue Group	Housekeeping (Room S124) <ul style="list-style-type: none"> • Cathy Cheatham, Instructional Assistant Professor, U of H/Conrad N. Hilton College of HRM, Houston Yellow Group
12:15 pm – 1:20 pm Conrad Hilton Ballroom	Lunch			
1:30 pm – 2:00pm Shamrock Ballroom 261	Team Building			
2:15 pm – 3:45 pm	Concurrent Sessions	Employment Law (Room S131) <ul style="list-style-type: none"> Yellow Group 	Food & Beverage (Room S104) <ul style="list-style-type: none"> Green Group 	Housekeeping (Room S124) <ul style="list-style-type: none"> Blue Group
3:45 pm – 4:00 pm Conrad Hilton Ballroom Foyer	Break			
4:00 pm – 5:30 pm	Concurrent Sessions	Employment Law (Room S131) <ul style="list-style-type: none"> Blue Group 	Food & Beverage (Room S104) <ul style="list-style-type: none"> Yellow Group 	Housekeeping (Room S124) <ul style="list-style-type: none"> Green Group
5:30 pm Informal Group Activity	Downtown Aquarium , 410 Bagby St., Houston, 713-223-3474, (5.7Miles, 11 Minutes away). Your nametag will get you a free wristband, good for entrance to all exhibits and rides. Everyone is on their own for dinner or other expenses. This is a great attraction. Do not miss it!!!			

Wednesday, January 9, 2019

8:30 am – 9:00 am Conrad Hilton Ballroom Foyer	Continental Breakfast			
9:00 am – 10:30 am Shamrock Ballroom 261	General Session	❖ The Balancing Act: Walking the Personal Development Tightrope ➤ Dr. Marc Clark, SmartBizzOnline.com, Franklin, Kentucky		
10:30 am – 10:45 am Conrad Hilton Ballroom Foyer	Break			
10:45 am – 12:15 pm	Concurrent Sessions	Customer Service (Room S131) <ul style="list-style-type: none"> • Doug Horn, GM, Houstonian Estates, Houston Green Group	Diverse Communication (Room S104) <ul style="list-style-type: none"> • Mary Dawson, Associate Dean, U of H / Conrad N. Hilton College of HRM, Houston • Juan Madera, Assistant Professor, U of H / Conrad N. Hilton College of HRM, Houston Blue Group	Power & Influence (Room S124) <ul style="list-style-type: none"> • JeAnna Abbott, Professor, U of H/Conrad N. Hilton College of HRM, Houston Yellow Group
12:15 pm – 1:20 pm Conrad Hilton Ballroom	Lunch			
1:30 pm – 2:00pm Shamrock Ballroom 261	Team Building			
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Thursday, January 10, 2019

8:15 am – 8:45 am Conrad Hilton Ballroom Foyer	Continental Breakfast			
8:45 am – 10:15 am Shamrock Ballroom 261	General Session	<ul style="list-style-type: none"> ❖ Accounting 101 <ul style="list-style-type: none"> ➤ Agnes DeFranco, Professor & Distinguished Chair, U of H / Conrad N. Hilton College of HRM, Houston 		
10:15 am – 10:30 am Conrad Hilton Ballroom Foyer	Break			
10:30 am – 12:30 pm	Concurrent Sessions	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; vertical-align: top; background-color: #fce4d6;"> <p>Conflict Resolution (Room S125)</p> <ul style="list-style-type: none"> • Juan Madera, Assistant Professor, U of H / Conrad N. Hilton College of HRM, Houston <p>Blue/Green/Yellow A</p> </td> <td style="width: 50%; vertical-align: top; background-color: #e1bee7;"> <p>Hotel Law (Room S104)</p> <ul style="list-style-type: none"> • Scott Joslove, President & CEO, Texas Hotel & Lodging Association, Austin <p>Blue/Green/Yellow B</p> </td> </tr> </table>	<p>Conflict Resolution (Room S125)</p> <ul style="list-style-type: none"> • Juan Madera, Assistant Professor, U of H / Conrad N. Hilton College of HRM, Houston <p>Blue/Green/Yellow A</p>	<p>Hotel Law (Room S104)</p> <ul style="list-style-type: none"> • Scott Joslove, President & CEO, Texas Hotel & Lodging Association, Austin <p>Blue/Green/Yellow B</p>
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3:15 pm – 3:30 pm Conrad Hilton Ballroom Foyer	Break			
3:30 pm – 5:00 pm Shamrock Ballroom 261	General Session	<ul style="list-style-type: none"> ❖ Positive Leadership for Positive Performance <ul style="list-style-type: none"> ➤ Dr. Stephen Barth, Professor, U of H / Conrad N. Hilton College of HRM, Houston 		

Friday, January 11, 2019

8:30 am – 9:00 am Conrad Hilton Ballroom Foyer	Continental Breakfast	
9:00 am – 10:30 am Shamrock Ballroom 261	General Session	❖ Rock Star Employees: How to Hire Them & How to Be One ➤ Mel Kleiman, President, Humetrics, Inc., Houston
10:40am – 11:40 am Shamrock Ballroom 261	Final Test	
12:15 pm – 2:00 pm Conrad Hilton Ballroom	Graduation Lunch	