



Texas Hotel & Lodging Association's 77th Annual Short Course
Conrad Hilton College of Hotel & Restaurant Management, University of Houston
4450 University Drive, Houston, TX 77204
January 8-12, 2024

Conrad N. Hilton College of Global Hospitality Leadership

Monday, January 8, 2024

8:30 am – 9:00 am Conrad Hilton Ballroom Foyer	Continental Breakfast	
9:00 am – 10:00 am Conrad Hilton Ballroom Foyer	Registration	
10:00 am – 10:30 am Conrad Ballroom AB	General Sessions	❖ Welcome and Introductions <ul style="list-style-type: none"> ➤ 2024 Short Course Chairman & THLA Educational Outreach Director, Debbie Wieland ➤ Dennis Reynolds, Dean, Conrad N. Hilton College of Global Hospitality Leadership, Houston ➤ TBD, General Manager, Hilton University of Houston, Houston
10:30 am – 12:00 pm Conrad Ballroom AB		❖ HIRE Education: How to ACE the Course <ul style="list-style-type: none"> ➤ Mel Kleiman, Humetrics, Inc. Houston, TX
12:00 pm – 1:00 pm Conrad Ballroom CD	Lunch	
1:15 pm – 2:45 pm Conrad Ballroom AB	General Session	❖ Managing Different Generations in Workforce <ul style="list-style-type: none"> ➤ Erin Kenyan, Instructional Assistant Professor, University of Houston, Conrad N. Hilton College of Global Hospitality Leadership
2:45 pm – 3:00 pm Conrad Ballroom AB	Break	
3:00 pm – 4:30 pm Conrad Ballroom AB	General Session	❖ Going Beyond the Brand – Personal Branding for Leaders <ul style="list-style-type: none"> ➤ Karen McCullough, Karen McCullough & Co., Houston, TX

Wednesday, January 10, 2024

8:30 am – 9:00 am Conrad Hilton Ballroom Foyer	Continental Breakfast			
9:00 am – 10:30 am Conrad Ballroom AB	General	<ul style="list-style-type: none"> ➤ Revenue Management Steve Cunningham, Houston, TX 		
10:30 am – 10:45 am Conrad Hilton Ballroom Foyer	Break			
10:45 am – 12:15 pm	Concurrent Sessions	BEST's Inhospitable to Human Trafficking Training (Room 247) <ul style="list-style-type: none"> • Carolyn McCall-Squires, Texas Hotel & Lodging Association, Austin, TX • Christy Spradling, Texas Hotel & Lodging Association, Austin, TX Green Group	Diverse Communication (Room S125) <ul style="list-style-type: none"> • Dustin Maneethai, Associate Professor, Conrad N. Hilton College of Global Hospitality Leadership, Houston, TX Blue Group	Employment Law (Room S104) <ul style="list-style-type: none"> • Justin Bragiel, General Counsel, Texas Hotel & Lodging Association Austin, TX Yellow Group
12:15 pm – 1:20 pm Conrad Hilton Ballroom	Lunch			
1:30 pm – 2:00pm Conrad Ballroom AB	Team Building			
2:15 pm – 3:45 pm	Concurrent Sessions	BEST's Inhospitable to Human Trafficking Training (Room 247) Yellow Group	Diverse Communication (Room S125) Green Group	Employment Law (Room S104) Blue Group
3:45 pm – 4:00 pm Conrad Hilton Ballroom Foyer	Break			
4:00 pm – 5:30 pm	Concurrent Sessions	BEST's Inhospitable to Human Trafficking Training (Room 247) Blue Group	Diverse Communication (Room S125) Yellow Group	Employment Law (Room S104) Green Group

Thursday, January 11, 2024

8:15 am – 8:45 am Conrad Hilton Ballroom Foyer	Continental Breakfast	
8:45 am – 10:15 am Conrad Ballroom AB	General Session	<ul style="list-style-type: none"> ➤ Accounting 101 Agnes DeFranco, Professor & Distinguished Chair, U of H/ Conrad N. Hilton College of Global Hospitality Leadership., Houston, TX
10:15 am – 10:30 am Conrad Hilton Ballroom Foyer	Break	
10:30 am – 12:00 pm Conrad Ballroom AB	General Session	<ul style="list-style-type: none"> ➤ Hotel Industry Emerging Technology Cristian Morosan, Donald H. Hubbs Professor, Conrad N. Hilton College of Global Hospitality Leadership., Houston, TX
12:00 pm – 1:15 pm Conrad Hilton Ballroom	Lunch	
1:15 pm – 2:45 pm	General Session	<ul style="list-style-type: none"> ➤ Elevating Hospitality: Delivering Exceptional Customer Service Rick Galyean, General Manager, Hilton University of Houston Hotel, Conrad N. Hilton College of Global Hospitality Leadership, Houston, TX
2:45 pm – 3:00 pm Conrad Hilton Ballroom Foyer	Break	
3:00 pm – 4:30 pm Conrad Ballroom AB	General Session	<ul style="list-style-type: none"> ➤ Mastering Your Memory <ul style="list-style-type: none"> ➤ Craig Krause, Direct Development Training, Georgetown, TX

Friday, January 12, 2024

8:30 am – 9:00 am Conrad Hilton Ballroom Foyer	Continental Breakfast	
9:00 am – 10:30 am Conrad Ballroom AB	General Sessions	➤ Contract Group Sales ➤ Steve Rudner, Rudner Law Office, Dallas, TX
10:40am – 11:40 am Conrad Ballroom AB	Final Test	
12:00 pm – 2:00 pm Waldorf Astoria	Graduation Lunch	