



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 6-10, 2025

Conrad N. Hilton College of Global Hospitality Leadership

Monday, January 6, 2025

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 ➤ Rick Galyean, General Manager, Hilton University of Houston, Houston
10:30 am – 12:00 pm Conrad Ballroom AB		❖ The Joy of Work, Overcoming the Effects of COVID in the Workplace, and Managing the New Workforce Post-COVID <ul style="list-style-type: none"> ➤ Lisa Miller, Lisa W. Miller & Associates, LLC – President, Consumer Insights & Innovation Strategist & Author
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

Tuesday, January 7, 2025

8:30 am – 9:00 am Conrad Hilton Ballroom Foyer	Continental Breakfast			
9:00 am – 10:30 am Conrad Ballroom AB	General Session	❖ Are You Listening? Cultural Intelligence and Communication ➤ Dustin Maneethai, Associate Professor, Conrad N. Hilton College of Global Hospitality Leadership, Houston, TX		
	Break			
10:45 am – 12:15 pm	Concurrent Sessions	Housekeeping (Room S125) • Cathy Cheatham, Instructional Assistant Professor & Hotel Manager, Conrad N. Hilton College of Global Hospitality, Houston, TX Green Group	Food & Beverage (Room S104) • Garvin O’Neil, General Manager, Menger Hotel, San Antonio, TX Blue Group	Using AI to Increase Workplace Effectiveness (Room 247) • Cristian Morosan, Donald H. Hubbs Professor, Conrad N. Hilton College of Global Hospitality Leadership., Houston, TX Yellow Group
12:15 pm – 1:20 pm Conrad Ballroom CD	Lunch			
1:30 pm – 2:00pm Conrad Ballroom AB	Team Building			
2:15 pm – 3:45 pm	Concurrent Sessions	Housekeeping (Room S125) Yellow Group	Food & Beverage (Room S104) Green Group	Using AI to Increase Workplace Effectiveness (Room 247) Blue Group
3:45 pm – 4:00 pm Conrad Ballroom AB	Break			
4:00 pm – 5:30 pm	Concurrent Sessions	Housekeeping (Room S125) Blue Group	Food & Beverage (Room S104) Yellow Group	Using AI to Increase Workplace Effectiveness (Room 247) Green Group

Wednesday, January 8, 2025

8:30 am – 9:00 am Conrad Hilton Ballroom Foyer	Continental Breakfast			
9:00 am – 10:30 am Conrad Ballroom AB	General Session	<ul style="list-style-type: none"> ➤ Revenue Management Steve Cunningham, Retired Hotelier and Former General Manager, 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"> • Juan Madera 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 9, 2025

8:15 am – 8:45 am Conrad Hilton Ballroom Foyer	Continental Breakfast		
8:45 am – 10:15 am Conrad Ballroom AB	General Session	➤ Contract Group Sales Steve Rudner, Rudner Law Office, Dallas, TX	
10:15 am – 10:30 am Conrad Hilton Ballroom Foyer	Break		
10:30 am – 12:00 pm Conrad Ballroom AB	General Session	➤ Accounting 101 Agnes DeFranco, Professor & Distinguished Chair, U of H/ 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	Concurrent Sessions	Hilton – Make it Right (Room S104) • Rick Galyean, General Manager, Hilton University of Houston Hotel, Conrad n. Hilton College of Global Hospitality Leadership, Houston, TX Blue/Green/Yellow A	Hotel Law (Room 247) • Scott Joslove, President & CEO, Texas Hotel & Lodging Association, Austin Blue/Green/Yellow B
2:45 pm – 3:00 pm Conrad Hilton Ballroom	Break		
3:00 pm – 4:30 pm	Concurrent Sessions	Conflict Resolution (Room S104) Blue/Green/Yellow B	Hotel Law (Room 247) Blue/Green/Yellow A

Friday, January 10, 2025

8:30 am – 9:00 am Conrad Hilton Ballroom Foyer	Continental Breakfast	
9:00 am – 10:30 am Conrad Ballroom AB	General Sessions	➤ Unreasonable Hospitality; Giving Customers More Than They Expect ➤ Paul Schultz, VP of Landry's Hospitality
10:40am – 11:40 am Conrad Ballroom AB	Final Test	
12:00 pm – 2:00 pm Waldorf Astoria	Graduation Lunch	