



Texas Hotel & Lodging Association

8th Annual Advanced Short Course

January 9-10, 2014



Conrad N. Hilton College of Hotel & Restaurant Management
4800 Calhoun Road, Houston, TX 77204

You know the quality of the Award-Winning THLA Annual Short Course! Now, another exceptional educational opportunity has been produced, THLA's Advanced Short Course. The Advanced Short Course is a two-day seminar for employees who have already experienced the quality of Short Course providing them with an opportunity to take that knowledge to the next level.

The 8th Annual Advanced Short Course is the exceptional educational event created to complement the experience of our regular Short Course and to provide information and training for the seasoned hotelier. The incomparable quality of the speakers has been retained for the Advanced Short Course where the industry's top presenters take the students to the next level.

Thursday, January 9, 2014

9:15 am – 10:15 am **Registration**

10:15 am – 12:15 pm **ASC General Session**

"Group Sales Contracts" presented by Steve Rudner, Attorney at Law, Rudner Law Offices, Dallas

The meetings market is often over 50 % of the business at medium to larger scale hotels. The ability to succeed with this segment is directly related to how wisely the hotel and the meeting planner are drawing up the group event contract. Learn from one of the best meeting contract lawyers in the business on what needs to be in and what needs to be out of every one of your group contracts.

12:15 pm – 1:30 pm **Luncheon (with Short Course students)**

1:30 pm – 3:00 pm **ASC General Session**

"Best Practices" Garvin O'Neil, GM, Moody Gardens Hotel, Spa, Convention Center, Galveston

Join colleagues for invaluable networking and sharing best practices that, through one's experience and research, have proven to reliably lead to a desired result. Learn to implement the gained knowledge and technology to ensure success.

3:00 pm – 3:15 pm **Break**

3:15 pm – 4:45 pm **ASC General Session**

"Emotionally Intelligent Leadership" presented by Stephen Barth, Professor, Conrad N. Hilton College of Hotel & Restaurant Management, Houston, & Founder of www.HospitalityLawyer.com

Negative patterns and habits often drive negative work place outcomes. Dr. Barth combines concrete information with humorous, real life stories focusing on positive leadership techniques, creating cultures of mutual respect and inclusion and a new means for conflict resolution.

Friday, January 10, 2014

8:30 am – 10:30 am **ASC General Session**

"Contemporary Issues in Hotel Law" presented by Justin Bragiel, General Counsel, Texas Hotel & Lodging Association, Austin

A fresh look at the legal issues affecting hotels in Texas. Topics covered include the most recent changes in employment law, new state and federal regulations affecting hotel operations, bed bugs, negligence liability case law, and more.

10:30 am – 10:45 am **Break**

10:45 am – 12:30 pm **ASC General Session**

"How to Be A Magnetic Manager" presented by Mel Kleiman, President, Humetrics, Inc. Houston

Hire great employees who want to come to work for you by creating a magnetic culture. Shape a positive work environment today and you'll be able to keep the good employees you have as well as attract and hire even more just like them with ease.

12:45 pm – 1:45 pm **Luncheon (with Short Course students)**

1:45 pm – 3:45 pm **ASC General Session**

"Revenue Management: Bringing all the Pieces Together" presented by Aaron Lisenbe, Revenue Specialist, Houston

Discover how to anticipate and influence consumer behavior in order to maximize revenue or profits, learn about forecasting, third party reservations, overbooking, and how to best know your competition as well as potential guests.

3:45 pm – 4:00 pm **Break**

4:00 pm – 5:30 pm **ASC General Session**

"The Value of Vertical Thinking in a Horizontal World" presented by Stephen Barth, Professor, Conrad N. Hilton College of Hotel & Restaurant Management, Houston, & Founder of www.HospitalityLawyer.com