



**Texas Hotel & Lodging Association  
9<sup>th</sup> Annual Advanced Short Course  
January 8-9, 2015**

**Hilton University of Houston / 4800 Calhoun Road / Houston, TX 77204**

You've experienced the quality of the award winning THLA Annual Short Course. Now, there's another exceptional opportunity to take your knowledge to the next level! The 9<sup>th</sup> annual Advanced Short Course is the unique educational event created to complement the experience of our original Short Course. With instruction provided by the industry's top presenters, students will study topics of interest for seasoned contemporary hoteliers.



**Thursday, January 8, 2015**

**9:15 AM – 10:15 AM Registration**

**10:15 AM – 12:15 PM "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 sales manager are drawing up the group event contract. Learn from one of the best meeting contract lawyers in the business on what should be in and what should be out of your group contracts.

**12:15 PM – 1:30 PM Luncheon**

**1:30 PM – 3:00 PM "Best Practices" presented by Garvin O'Neil, General Manager, Moody Gardens Hotel, Spa & Convention Center, Galveston**

Join Short Course students 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 insure success.

**3:00 PM – 3:15 PM Break**

**3:15 PM – 4:45 PM "Emotionally Intelligent Leadership" presented by Stephen Barth, Professor, Conrad N. Hilton College of Hotel & Restaurant Management, Houston, and Founder of [www.HospitalityLawyer.com](http://www.HospitalityLawyer.com)**

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



**Friday, January 9, 2015**

**8:30 AM – 10:30 AM "Contemporary Issues in Hotel Law" presented by Justin Bragieli, General Counsel, Texas Hotel & Lodging Association, Austin**

Take 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 "How to Be a Magnetic Manager; The Boss No One Wants to Leave" presented by Mel Kleiman, President, Humetrics, Inc., Houston**

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

**12:45 PM – 1:45 PM Luncheon**

**1:45 PM – 3:45 PM "Pricing Strategy, Forecasting and Availability Controls in Hotel Revenue Management" presented by Daniella Manriquez, Director of Revenue Management, Conrad N. Hilton College of Hotel & Restaurant Management, 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**

**4:00 PM – 5:30 PM "The Value of Vertical Thinking in a Horizontal World" presented by Stephen Barth, Professor, Conrad N. Hilton College of Hotel & Restaurant Management, Houston**