



## SHORT COURSE 2015

### **Day 1: *Social Media and Marketing***

Will Tarrant, Service Metrics Group, LLC, Plano

#### ***Stand by Your Brand: Putting the WOW back in Service!***

Karen McCullough, Karen McCullough & Co., Houston

### **Day 2: *Sales***

Nicki Keenan, San Luis Resort, Spa & Conference Center, Galveston

#### ***Conflict Resolution***

Juan Madera, Assistant Professor, Conrad N. Hilton College of HRM, Houston

#### ***Food & Beverage***

Garvin O'Neil, General Manager, Moody Gardens Hotel, Spa & Convention Center, Galveston

Brian Robertson, Executive Chef, San Luis Resort & Spa, Galveston

#### ***Housekeeping & Engineering***

Jay Neal, Assistant Professor, Conrad N. Hilton College of HRM, Houston

### **Day 3: *Revenue Management***

Eddie Brammer, Director of Revenue, Omni Barton Creek Resort & Spa

#### ***Employment Law***

Justin Bragiel, General Counsel, Texas Hotel & Lodging Association, Austin

#### ***Diverse Communication***

Mary Dawson, Ed.D., CHE, Assistant Professor; Juan Madera, Assistant Professor; Jay Neal, Assistant Professor, all from the Conrad N. Hilton College of HRM, Houston

#### ***Safety and Security as a Hotel Amenity***

Shaun Burdick, Director of Security, Westin La Cantera Hill Country Resort, San Antonio

### **Day 4: *Positive Leadership for Positive Performance***

Dr. Stephen Barth, Professor, Conrad N. Hilton College of HRM, Houston

#### ***Customer Service***

Doug Horn, General Manager, Houstonian Estates, Houston

#### ***Hotel Law***

Scott Joslove, President & CEO, Texas Hotel & Lodging Association, Austin

#### ***The Balancing Act***

Dr. Marc Clark, Smartbizonline.com, Franklin, Kentucky

### **Day 5: *How to be a Magnetic Manager; The Boss No One Wants to Leave***

Mel Kleiman, President, Humetrics, Inc., Houston

#### ***Controlling Alcohol Risks Effectively***

Dr. Stephen Barth, Professor, Conrad N. Hilton College of HRM, Houston

#### ***So ... Where Do We Go From Here?***

Dr. Stephen Barth, Professor, Conrad N. Hilton College of HRM, Houston