

THE
POST LOAK
THEATRE AT UPTOWN HOUSTON

91%

**HOSPITALITY
HIRES
HILTON COLLEGE
STUDENTS**

On the cover: Andrea Bertello ('16) attends our Mini Career Fair to help recruit students for The Post Oak Hotel at Uptown Houston. Landry's, Inc. continues to be one of our top employers hiring our students for full-time jobs, as well as part-time positions and internships.



Mary Douglas (left) established what is today Career Development. She is proud of how the department has grown under the leadership of Colleen Gleeson and Gloria Ratliff.

A Letter from Dean Dennis Reynolds

Recapping the successes of the past academic year and the game-changing projects in motion.

News Briefs

Building project updates and our newest tenured faculty members.

Launching Careers

Thanks to the tireless efforts of our Career Development staff, Hilton College has a student placement rate of 91 percent. A look at what they are doing to help support student success.

Building a Legacy, Her Way

Mary Douglas retired as the director of Placement Services shortly after hosting her 38th Career Fair in February 2012. The department she established laid the foundation for today's super successful Career Development office.

Charting Their Course, One Check Mark at a Time

Ryan Rodgers ('18) and Senior Jessica Pillow are just two of the students who landed dream jobs and internships with help from the resources offered by Career Development.

Fast Facts

A snapshot of domestic and international student placement rates, internship placements, and the segments of the industry and top companies hiring our students.

INSIDE

DEAN'S REPORT 2018: CAREER DEVELOPMENT

Gaining More Than Class Credit

A new class introduced in Fall 2017 is giving students a chance to gain real-world experience by managing Hilton College's bi-annual Career Fairs.

Experience Required

The Student Leadership Program is funding nontraditional experiential learning opportunities to help give students a competitive edge, including life-changing international internships.

Paying it Forward

Thanks to a strong culture of networking, many jobs are found beyond the walls of our Career Development office. Hilton College alumni continue to hire, mentor and support each other long after graduation.

Financial Health

Revenue and expenses for fiscal year 2017-18.

Donor Honor Roll

A list of the individuals, foundations and companies that made gifts to support the College's mission in 2017.

*Friends,
It's gratifying to reflect on all of the changes that have occurred within the last three years at our amazing Hilton College.*

Even more exciting is what has transpired since last year's report. I am not one to talk about what we're *going* to do – I'd much rather discuss what we've done. But the projects we have in motion are game changing, and I'm excited to share with you what has been a very impactful year!

Last November, I was attending the annual hotel show in New York City. It was cold. Out of the blue, Doug Brooks ('75) called me with news I will *always* remember. His wife Holly was reading our annual report, and really liked what was happening at the College. He said they both wanted to get involved. Through their family foundation, they had decided to donate \$1 million to help make our recently



envisioned Center for Student Success a reality. I was speechless and suddenly it wasn't cold anymore!

In the following days, Doug spearheaded an effort to create a naming opportunity for the Eric Hilton Distinguished Alumni Club. With 64 percent member participation, more than \$275,000 was pledged; we then used matching funds to bring the total to \$500,000! These funds, combined with Holly and Doug's gift, give us the \$1.2 million we needed for this critical renovation project as well as reserves for ongoing maintenance. When the build-out is complete, this space in our West Wing will house all of our student success functions and be called the *Eric's Club Center for Student Success*.

Since its inception in 2005, Eric's Club has been building a legacy of student inspiration and alumni connectivity, as well as providing a network of support and resources to the College. With the Eric's Club name to be emblazoned on the building signage next to the words "Student Success," I can't think of a better way to communicate to our future alumni what is possible with a Hilton College degree. The generosity of these gifts will also serve as a model for the next generation of Eric's Club members to give back.

We're moving the needle on several other fronts as well. For example, our Student Instructional Kitchen is being renovated with new equipment and technology, and will be another of our many points of pride. And over the summer, we opened a second unit of our Cougar

Grounds coffee shop – a kiosk on the second floor of the new Health and Biomedical Sciences Building. We are now providing our students true multi-unit management experience!

And then there's our hotel expansion. Once approved by the UH Board of Regents, we plan to be open for business in 2022. This will give our students an experience more typical of a bigger full-service non-teaching hotel, and allow us to book more overnight stays for conferences and other events. With 150 rooms (we're adding 70), we can do *so much* more for the University – and that's our goal. Read the news brief on page 4 to learn more about this expansion and the status of our other pivotal building projects.

We've also completed a reorganization in our Hilton hotel. This allows us to better utilize our learning laboratory and more thoroughly integrate it into the curriculum, while also producing dramatic cost savings.

Speaking of curriculum, our faculty unanimously passed the sweeping changes that our internal curriculum committee recommended. I can confidently say that a year from now, the student experience will be considerably different, preparing our graduates for even more opportunities to stand out in the diverse hospitality marketplace. Next year's report will feature our new curriculum that will go into

effect in Fall 2019, pending approval from the University curriculum committee in March.

Our faculty has also been busy with research. This year, we published more than 60 journal articles – a 52 percent increase since 2013. Our combined H-Index (a numerical indicator of a researcher's productivity and influence) reached an all-time high as well. Both of these metrics are tied to our performance funding, so we're pretty serious about them.

Finally, no annual report would be complete without a snapshot of our financial health (*see page 28*). We concluded the fiscal year with more savings than when we started despite the expense of the new roof and the soft renovation to the hotel that we completed in August. While it will be many years until we are financially independent from the state, we are seeing the benefits of the operational optimization that began after our 2016 external review.



With all we do, our ultimate goal is to prepare our students to be the future leaders of the global hospitality industry. This *Dean's Report* features stories and stats about how our Career Development office helps our students launch their leadership journeys, and how the office has evolved since its inception in 1989 by the inimitable Mary Douglas. Thanks to our incredible Career Development staff, employers, recruiters and faculty, our graduates are going places, and they continue to support each other long after they arrive.

As we look forward to our upcoming 50th anniversary in 2019, I'm excited about the things we are doing today to secure our future for tomorrow. This is THE place to be for the *best* in hospitality education.

Yours in service,

Dr. Dennis Reynolds
Dean and Barron Hilton Distinguished Chair



BUILDING PROJECT UPDATES

In our last *Dean's Report*, we detailed Hilton College's vision for growth and the steps needed to get there. Each phase of this multi-faceted plan is predicated on the next. Here is a status update.

HOTEL EXPANSION AND RENOVATED CENTER FOR STUDENT SUCCESS

An engineering firm has substantiated that our two-story West Wing can structurally support four additional floors needed to build a second hotel tower with 70 guest rooms. This project will increase our guest room total to 150. Construction will also take place in the South Wing, with removal of the six suites on the second floor to enlarge the adjacent Conrad Hilton Grand Ballroom and to build additional restrooms.

The entire project will be funded with a \$25 million bond through the University of Houston, which will be repaid to the University with revenue generated by the hotel. The estimated cost for retrofitting the West Wing to bear the weight of the new guest floors is about 10 percent of the total budget.

With the green light from the University, next steps include partnering with an architectural firm on a preliminary design and procuring competitive design and construction bids. The project is subject to final approval by the UH Board of Regents in November, and will take one year of additional planning before the two-year construction phase can begin.

As Dean Dennis Reynolds noted in his letter on page 2, the Center for Student Success (CSS) is also set for renovation. This includes relocating our Cougar Grounds coffee shop from its current space on the first floor of the South Wing to its new home in the CSS. The move will begin when the location of the elevator and exterior doors for the new hotel tower has been established.

"The components of both need to be done in concert, but they are separate projects with separate funding sources," Dean Reynolds said.

Renovating the CSS is a \$1.2 million project funded entirely by private donations – \$1 million from the Holly & Doug Brooks Family Foundation, and more than \$275,000 from the members of Eric's Club.

"With 2019 as our planning year and construction beginning in 2020, we can hang our hat on having a fully operational 150-room Hilton hotel and a new *Eric's Club Center for Student Success* opening in 2022," Dean Reynolds said.

BREW PUB AND FERMENTATION LAB

The proposed new student-run brewpub and state-of-the-art fermentation lab will be located on the first floor of the South Wing. It will take the footprint currently occupied by Cougar Grounds and Barron's Restaurant, which closed in 2017 due to needed kitchen upgrades. Construction on the brewpub will start when Cougar Grounds relocates to the CSS and full funding for the build-out has been secured. The College is also working closely with industry partner Aramark on logistics and to secure the liquor licensing required to operate a full-service brewpub.

In the interim, a class has been developed for the upcoming academic year. In the fall, students will create an initial design

of the space. In the spring, they will develop the menu and operations manual. Part of their design concept will include a focal display of the fermentation tanks and the equipment that will be used to make beer for the brewpub. Lecturer Aaron Corsi, co-founder and brewmaster of 8th Wonder Brewery, and Lecturer Reba Haskell, who has 20 years of experience with Pappas Restaurants, will teach this class together.

An estimated \$1 million is needed to build out the space and another \$500,000 is required for equipment and furnishings. Naming opportunities are available for this project. If all goes as anticipated, this new brewpub is at least 18 months to two years out.

If you are interested in helping to fund our brewpub, fermentation lab or experiential kitchen, contact Joel Jaffe, assistant dean for Business Development, at jjaffe@uh.edu or 713-743-3658 for more information.

STUDENT INSTRUCTIONAL KITCHEN

Renovation work on what has been called the Quantity Foods Kitchen Lab (Room S114) is now underway and is scheduled for completion in January. Classes will resume in our new "Student Instructional Kitchen" for Spring 2019. Thanks to the generosity of the Fred and Mabel R. Parks Foundation under the leadership of Jim McClellan, this \$1.3 million project is almost fully funded.

NEW ROOF

Finally, our brand new \$1.2 million roof project is complete. With this upgrade, the College and Hotel won't need a roof for another couple of decades.

"These renovation and expansion projects are our future," Dean Reynolds said.



FACULTY PROMOTIONS

In May, three assistant professors were awarded tenure and promoted to the rank of associate professor. The tenure process is a rigorous one that takes years of research and publication.

Dr. Yoon Koh, who joined our faculty in 2011, earned her Ph.D. in Business Administration from Temple University. She has penned more than 20 peer-reviewed journal articles, and is working on projects that explore the financial consequences of sharing economy and corporate social responsibility.

Dr. D. Christopher Taylor was recruited in 2013 to lead the College's Beverage Management Program. His passion is wine, with research interests in wine preference development and education, consumer behavior and marketing of wine, as well as wine tourism and eco-wine tourism. He holds a Ph.D. in Hospitality Administration from Texas Tech University.

Dr. Priyanko Guchait has been part of our faculty since 2012. The author of more than 35 peer-reviewed journal articles, he received his Ph.D. in Hospitality Management from The Pennsylvania State University. He is examining error orientation of hospitality employees and how it impacts their attitudes, behaviors and performances. He is also investigating how organizational error management practices impact employee emotions and health.

For more career highlights, visit the faculty directory on our website.



CAREER

1980 - 1984

ADMINISTRATIVE ASSISTANT
HUMANITIES & FINE ARTS
PRESIDENT'S OFFICE
UNIVERSITY OF HOUSTON

1984 - 1989

ADMINISTRATIVE ASSISTANT
OFFICE MANAGER
HILTON COLLEGE

1989 - 2012

DIRECTOR OF PLACEMENT
SERVICES
HILTON COLLEGE

2012 - PRESENT

RETIRED, VOLUNTEER
MEALS ON WHEELS
THE GOOD SHEPHERD
HEAD START
NORTHSIDE CHURCH OF CHRIST

SKILLS

RESUME WRITING & EDITING
DEVELOPING CAREER
WORKSHOPS
PLANNING & ORGANIZING
CAREER FAIRS
INDUSTRY NETWORKING
HUGS, LOTS OF HUGS

CAREER FAIRS

38

LIVES TOUCHED

COUNTLESS

LEGACY

MOMMA BEAR STATUS

Mary Douglas

BUILDING A LEGACY, HER WAY

BY DEBRA KAY MAURER

When Mary Douglas began mentoring students in their job searches back in 1989, it was very much a low-tech world. There were no Listserv email blasts with countless jobs and internships delivered instantly to any smartphone, tablet or laptop computer; there were no job postings on social media. The Internet wasn't a mainstay on university campuses until 1994, student email accounts weren't even available until the late 1990s, and Facebook didn't appear on the scene until 2004.

But what she did have was passion and dogged determination to help her students land the job of their dreams – plus a bulletin board, thumbtacks and a very reliable copy machine!

For years, the University of Houston Career Services Center was the only on-campus career and placement resource available to any student in any major. Even today, Hilton College is one of only seven colleges on campus with its own career center.

"No one was doing their own thing back then," said Douglas, who was the head – and heart – of Placement Services from 1989 to 2012. "We were the first college to venture off from the big University Career Center."

Prior to Douglas establishing the department, Dr. Richard Butler had been the faculty liaison with the UH Career Center since 1981. Hospitality-related jobs were sent to him via interoffice mail, and he would post the information to the College's job bulletin board so that students would know who was hiring. Dr. Butler also held a small Career Fair at the College every February but, beyond that, companies just weren't interviewing students here.

When Douglas stepped in, students also learned about employer events and workshops from weekly calendars that she would print every Monday morning and stack on a table for pick up outside her office door. Along with the calendars, she also created folders for each hiring company filled with copies of job faxes for students to sift through and decide where they wanted to send their resumes.

"I made so many copies – it was thousands and thousands of pieces of paper. I killed so many trees it was pitiful, but I didn't have a choice," said Douglas. "It sounds funny now but, in those days, that's how I had to get it done."

IN THE BEGINNING

Before joining Hilton College in 1984, Douglas worked at the University in Humanities and Fine Arts, as well as the President's Office, for four years. She began her career here as an administrative assistant for the faculty, initially working for Dr. Butler. She never planned to spend the greater part of her career helping students to launch theirs. But students were just naturally drawn to her, and she loved being around them.

She volunteered for everything. From assisting with registration at graduation to passing out apples, bottles of water and hugs on the first



days of school, Douglas never missed an occasion to connect with students and to let them know she was there for them.

During her stint as office manager for Dean Joseph Cioch and Associate Dean David Hayes, students would drop by to see her, often asking for help with their resumes. During her lunch hour, Douglas would proofread resumes, then quietly tuck them away in a folder and go back to work. The resumes kept coming.

Whether she realized it at the time, a seed had been planted. The current deans couldn't help but to be impressed by how well she connected with students. In fact, she had already earned the moniker of "Momma Bear" for her tough love and no-nonsense guidance, and for being fiercely protective of "her kids."

Douglas recalls a conversation she had with Deans Cioch and Hayes asking why students were going across campus for career guidance and employment opportunities when the College could just as easily start its own center and invite hospitality companies to come here.

"And that's how it all started," Douglas said.

She met Hayes for coffee at the Hilton hotel's Eric's Restaurant, back then the Galaxy Dining Room, and they discussed how to funnel all future recruiting efforts through the College. With direction and assistance from Dr. David Small, then the executive director of UH Career Services, Douglas began to fashion the College's program after the University's proven model.

To prepare for her first Career Fair in February 1989, she was given a letter template and a list of companies that had been supportive of Dr. Butler's Career Fairs. She also paged through a thick directory of hotels and restaurants to see which employers she wanted to target. Douglas personalized each letter, mailed them and waited.

"That first semester, I only had 37 companies, and I thought that wasn't nearly good enough," she said.

Hospitality has always been about networking and building relationships. Over the years, Douglas raised it to an art form. But in the early days of the department, she continued to refer to the company directory, sent letters of introduction and made cold calls to drum up interest.

Initially, many of the companies represented

>>>

at Career Fair were fast-food restaurants – places like Jack in the Box and Wendy’s – and big hotels like Hyatt, the Four Seasons and Fairmont. Then she started bringing in clubs.

Word started to spread throughout the industry about how great the students at Hilton College were and what positive experiences recruiters were having here. Employers were happy to be invited and wanted to come. This support was a big boost to the fledgling event and enabled Douglas to offer a wider variety of hospitality companies to students attending the fair. The faculty also played a key role in giving her leads, as well as supporting her spontaneous visits to their classrooms to announce new interviewing opportunities.

For the next several years, Douglas cultivated Spring Career Fair, sharing office space with different departments throughout the College before one day taking a walk with Dean Alan Stutts to find “her spot.” A small storage room off the first floor lobby of the South Wing proved to be the ideal place for her to easily be found by students. She cleared out the clutter, painted the room mint green, and her little corner of the world quickly became a mini epicenter for student life.

Inspired by Dean Stutts, Douglas then added a second Career Fair in October 1996 to meet the needs of December graduates. Fall Career Fair continues to be an October tradition. She also started inviting companies that still had positions to fill to come back the week before classes ended in May to interview students in a less formal setting. Students were hired the same day.

“I loved working with my recruiters,” Douglas said. “They took care of me and I took care of them – we could ask each other for anything.”

To track student placement, she kept profile sheets on both undergraduate and graduate students to see who had secured jobs and where, and who still needed assistance. Even international students who were returning to their home countries after graduation and didn’t need placement checked in with “Momma Bear” to talk about their plans.

“I had a blue card for fall graduates and a white card for those graduating in the spring – more paper!” she said. “All of our records were done manually.”



Administrative Assistant Terri Torres and Mary Douglas at Career Fair in 2005.

Douglas worked with student volunteers, work-study students and, at one point, teaching assistants to try to keep up with all the paperwork, scheduling and event logistics. She was also the advisor for the Cougar Chapter of NSMH (National Society of Minorities in Hospitality) and the staff coordinator for all of the College’s student organizations. She came to rely on student org leaders to assist her with the planning and execution of Career Fairs.

In 2006, the College hired its first internship coordinator, Jason Finehout (MHM ’06), who Douglas called “the best thing that ever happened to anybody.” Finehout’s efforts were focused on international internships, while Douglas continued to help place students in full-time jobs after graduation.

EARLY PROFESSIONAL DEVELOPMENT

The precursor to today’s career workshops was a class called Professional Development. It was initiated and taught for many years by Dr. Small, who saw a need for upperclassmen to know how to dress for success, write a resume, and navigate a mock interview before attending Career Fair. Dean Stutts later taught the class, which was then a one-hour elective. But it became apparent that every student needed interviewing and resume skills to impress recruiters, so the class was then opened to everyone.

In 2006, elements of the Professional Development class were rolled into the Hospitality Practicum courses, which were initially taught by the late Professor Jim Wortman. Independent of Practicum, students can now take any number of career development workshops as many times as they’d like on an as-needed basis.

To make sure her kids were prepared to talk to recruiters, Douglas also started offering professional development workshops the Monday and Tuesday prior to Career Fair. She invited HR directors and general managers to interact with students, and recruiters were on hand to critique resumes and give immediate feedback.

“Who better than someone from Hyatt to tell you how they expect you to dress than the GM from a Hyatt hotel?” Douglas said. “Who better than someone from Four Seasons to tell you what they want to see on your resume and to give you interviewing tips than the hiring manager? I learned from these workshops, too!”



The late “Coach” Don Smith was the Career Fair luncheon speaker in 2009.



Mary’s staff picture in 1999.

“Mary is a compassionate human being who was there for our students to help them with the challenges and concerns that were interfering with their school activities and well-being,” Dr. Bowen said. “She supported them when they needed – and sometimes desperately needed – someone to talk to, and she provided them with direction. Mary had a big soft side, but never hesitated to tell her students to get their act together when required.”

Today, her kids have successful careers, continue to be promoted within their companies, and are global leaders of the industry. Douglas says she could not be more proud.

ENTERING THE DIGITAL AGE

The advent of the College’s electronic job board was the dawn of a new era for Douglas, recruiters and students alike. This job site, which was a central part of a new website that was launched in November 2010, featured online forms that allowed employers to post their own positions and indicate whether a job was for current students or HRM alumni, as well as to list job descriptions, salaries, preferred contacts and links to company websites.

Employers could also request to recruit on campus, register for Career Fair and solicit interns. And, as Douglas was quick to point out, these online forms also saved paper – lots and lots of paper! Although she still had to review, approve and publish each online submission, it was far less time intensive. Students could use this website to find jobs as well, virtually eliminating the necessity of the long-established job bulletin board.

“The fact that Mary championed the digital transformation of Placement Services is why the College was fortunate to have her serve our students for 28 years,” said Dr. John Bowen, former dean and the last of seven deans/interim deans who Douglas worked for over the course of her tenure. “She was dedicated to her profession by keeping up with the changes that would make the department more effective.”

This website-based job board was utilized by the then Career Development & Placement office until the College switched over to a comprehensive CRM platform – Hire Hilton College – in December 2014 (see related story on page 10).

THE NEXT CHAPTER

It’s fair to say that when Momma Bear Douglas officially retired on March 15, 2012, it was also the end of an era. In contrast to today’s 24-7 high-tech digital world, her methods were old school and yet, she still managed to place, mentor and support thousands of students. The companies that hired our students decades ago continue to employ our graduates, thanks to the industry relationships she fostered with an untold number of employers and recruiters. She was the right person at the right time, and she set the stage for those who would take up the mantle after her.

At her retirement party, she was surprised with an endowed scholarship established in her honor. With funds matched by the Hilton Foundation, today the \$45,000 Mary L. Douglas Scholarship Endowment preserves her legacy here in perpetuity and will provide financial support to deserving students for generations to come. Douglas is the only staff member in the 50-year history of the College who has been recognized with a named endowment.

Since moving to Huntsville, she doesn’t see her former students and colleagues nearly as much as she would like. She misses UH and her role as Mama Bear, but is loving retirement and is as busy as ever. She volunteers with Meals on Wheels, the Good Shepherd, Head Start, and is actively involved with her church.

After going down memory lane for this *Dean’s Report*, Douglas says it’s time for her to come back for another Career Fair – it’s been three years. When she learned that the next luncheon speaker was Anna Schmid (’95), vice president of Administration and Event Optimization for The Venetian and The Palazzo, Las Vegas, her face lit up.

“She was one of my babies!” Douglas said. “I’ll be there!” •

The 2018 Fall Career Fair is Oct. 18. If want to attend and reconnect with Mary, contact Colleen Gleeson, director of Career Development, at ccgleeson@uh.edu or 713-743-2483 for ticket information.



LAUNCHING CAREERS

By Debra Kay Maurer

From day one, commitment has always been at the heart of Hilton College's Career Development office. Today, that commitment is evidenced by a student placement rate of 91 percent!

Leading the charge to support students in their quest for that career-launching position is the perfect "Dream Team." Director Colleen Gleeson has a career services orientation. Her right hand, Gloria Ratliff, brings a human resources focus. Their collective knowledge and experiences were key in moving the department away from the original placement model used when the office was first established in 1989.

"The trend in career services today is more about developing skill sets, and building networks and communities so that when students are looking for that next job, they don't need us anymore," Gleeson said.

Gleeson joined the department in November 2013 as a career counselor before being promoted to director in May 2016. She came to the College from Texas State University, where she worked in Career Services advising students in all majors. Ratliff, who came on board in August 2016, is the department's career counselor and internship coordinator. Her background is in HR training with Hospitality USA, a restaurant management company. She knows what hiring managers want, has hired for hospitality positions herself, and understands the nitty-gritty of employment issues.

Together, Gleeson and Ratliff are equipped to answer questions from both domestic and international students about everything from offer negotiations and benefits packages, to F1 student visa forms and H1B sponsorship processes. They have instituted, and now conduct, a variety of different career development workshops, arrange internships, produce the College's longstanding biannual Career Fairs, and co-teach the new Career Fair Management class (see related story on page 18).

The duo also provides career counseling and coaching through one-on-one appointments, and connects students to the more traditional avenues of employer networking opportunities and job listings that they need and have come to expect.

A game changer in the department's ability to promote available positions is *Hire Hilton College* – a comprehensive customer relations manager (CRM) software program launched in December 2014. This digital career services platform facilitates much of what used to be done manually and provides information in real time to students and employers alike. It also provides transparency in the application process, allowing Gleeson and Ratliff to give immediate feedback to employers regarding any missing information that might be keeping students from applying for a particular position.

Hire Hilton College also enables employers to easily post their own jobs, register for Career Fair and schedule interviews. And with just one click, students can apply for any position once they have completed their profiles and uploaded their resumes to the site. They can also sign up for interviews and see which employers are attending Career Fair. Unless a student opts out, employers can be given access to their profiles, then browse the site's resume book and proactively contact potential candidates when they see a good fit.

"The interview scheduling feature of this program alone pays for itself in terms of the thousands of saved man hours no longer necessary for the back-and-forth communication between us, employers and students," Gleeson said.

To introduce freshmen and transfer students to the features and benefits of this all-inclusive CRM platform, Gleeson and Ratliff conduct demonstrations in the Introduction to Hospitality and Hospitality Practicum classes during the first two weeks of the fall semester. LinkedIn, a social network that connects working professionals, is another tool they teach students how to use. Students can also link their LinkedIn profiles to the ones they create in *Hire Hilton College*.

"This is a great site – it's like having the best of LinkedIn and Indeed.com rolled into one," Ratliff said. "The difference is our employers know that our database is limited to Hilton College students and alumni, and that's what they want."

Since the site's launch, all current students are automatically enrolled through the University of Houston's PeopleSoft system. Anyone who graduated before Fall 2014 can register as an alumnus. To date, there are more than 1,000 alumni signed up with the site. All services provided by Career Development, including *Hire Hilton College* and Career Fair, are free to both students and alumni.

RECRUITING OPPORTUNITIES AND EVENTS

The workshops offered by our Career Development office revolve around building the skills needed at Career Fair. Held every February to benefit spring graduates and every October for those graduating in December, an average of 400 to 500 students attend depending on the semester. About 65 companies participate, with employers interviewing freshmen to grad students for entry-level and management positions, as well as internships and part-time jobs.

"The attendance at our recruiting events by students and recruiters is inspiring – last semester Marriott alone interviewed 100 students," Dean Dennis Reynolds said. "And, the number of students receiving multiple



offers after Career Fair is really remarkable. One of the best things about our career development efforts is having recruiters say, 'Hilton College Career Fairs are unlike any other we attend – yours are simply the best.'"

A variety of hospitality companies are represented at the College's Career Fairs, but hotels, restaurants and clubs have always had a strong presence. Today, students have a bigger say in what other kinds of companies they want to see in attendance.

"Students tell us what they are looking for during individual counseling appointments, and we also send out a survey after each Career Fair asking for feedback," Ratliff said. "What they are asking for tends to align with the curriculum. For instance, when Revenue Management became a required class, a lot more students became interested in this field as a career path. So, we've been more aggressive in following up with those companies."

Career Fair isn't the only option for employers to engage with students. For those who haven't registered in time or don't want to commit to Career Fair because they only need to fill a few positions, Gleeson and Ratliff offer Mini Career Fairs and Employer Spotlight opportunities. Minis are far less formal, more budget friendly, and are generally geared more toward local recruiters looking to fill part-time positions and internships. They are limited to 15-20 employers and are held at the beginning of each semester.

Spotlights are free, require the least amount of commitment and are designed to help an employer build their presence on campus. It's up to the employer to decide how to best use their time. This exposure can include student ambassador-led tours of the College, meeting faculty, and setting up tables to talk to students in between classes. Both vehicles are heavily promoted through announcements on *Hire Hilton College*, student ListSers, social media and flyers.

Opportunities with event companies are always high on students' wish lists. But the smaller boutique event management firms don't typically attend recruiting events. Often run by an owner or manager with on-call staff, they tend to leverage their networks. Gleeson and Ratliff work with the student chapters of the National Association for Catering and Events, the International Association of Exhibitions and Events, and Meeting Professionals International to help students and employers make connections for the event management positions that do pop up in different segments of the industry.

"We try to steer employers toward events that best suit them," Gleeson said. "We'll never tell a recruiter that they can't come to Career Fair, but we'll also let them know about these other options, especially if their company is super niche. Having a recruiter guest speak in specific classes where we know students have an interest in a particular field, or introducing them to the officers of select student organizations, can be more beneficial than competing against 65 other companies at Career Fair for the attention of a select few."

The Career Development office also works with student groups to host other informal events, such as the Pre-Career Fair Mixer and Industry Think Tanks. The mixer, hosted by Eta Sigma Delta and the National Society of Minorities in Hospitality, is held each spring on the eve of

Career Fair. Industry Think Tank sessions, held in the fall, give recruiters another chance to interact with students while serving as panelists and moderators.

"When you build community, people meet more organically," said Ratliff. "These events expose students to professional conversations in a casual setting, and allows them to network, practice the skills they have developed, calm their nerves and build confidence before Career Fair."

A DEMAND FOR HOSPITALITY SKILLS

On many occasions, non-hospitality employers have said, "Oh, that's a Hilton College graduate? I want more of them!" Gleeson and Ratliff agree that our students are highly motivated. Both have seen firsthand how the nature of the industry itself also helps to develop them into mature young adults.

"At 18 or 20, our students have already chosen a program with a niche degree," Gleeson said. "Most of them know what they want their careers to look like and are more intentional in their decisions."

Other industries are beginning to take notice.

"Between our reputation and the quality of our graduates, and referrals from faculty and alumni, all kinds of companies are now coming to us – we don't have to do much cold calling," Ratliff said. "If our students tell us there is a particular company that they really want to work for, we'll start researching it. We are continually looking at new companies, but we're also lucky that we get lots of great leads."

In building new employer relationships, it is often a chicken-or-the-egg scenario. For example, when the pair started looking at revenue management and commercial real estate management

consulting companies to invite to Career Fair, commercial property managers began reaching out to recruit for building management positions. That led to concierge positions, and even event planners requested for commercial tenants.

"One career path can lead to another as companies are realizing how applicable hospitality skills are to so many different fields," Gleeson said. "Some are having a hard time training employees in the people skills our students naturally possess. This just adds to their hirability."

Industries that have reached out to hire our students because of these soft skills include senior living communities, hospitals and funeral services.

Service Corporation International (SCI), the largest funeral service provider in the

country, is leaning toward making the traditional funeral more of a celebration of life. Gleeson and Ratliff are working with the company to adapt a program that will roll out this fall to expose students to this part of the industry. SCI is hoping to hire December graduates who can start working in January.

"Funeral directors are meeting with grieving families to learn more about loved ones' interests and passions. Themed services with music and decorations are the latest trend in personalizing today's funerals," Gleeson said. "This could be a great career path for anyone interested in event planning. If students understand what kinds of career opportunities are available to them in advance of Career Fair, they won't be confused about why certain companies are represented at the event."

A similar collaborative program with Live Nation's concert division resulted in the creation of the Live Nation Entertainment VIP Hospitality College Associate program. This took the form of a really cool competitive internship that was offered this summer in cities across the country. Senior Stephanie Black interned at the Starplex Amphitheater in Dallas, and was one of only 10 interns chosen out of more than 100 applications from students nationwide.

Conoco Phillips has also reached out to Career Development for help in hiring for an HR internship, and Memorial Hermann Health System is hiring our students as patient services interns. To put some research muscle behind this program, they are also working with Dr. Ki-Joon Back, associate dean for Research & Graduate Studies. Other such collaborations are in the works.

"In Houston, with our renowned Texas Medical Center, medical tourism is huge," said Gleeson. "There is so much opportunity in this field, and we're just beginning to tap into it."

OPENING DOORS

Our internship program is also on the verge of expansion, especially internationally. Faculty has been instrumental in using and sharing their contacts to open doors. For example, Dr. Back brings an international presence through his connections in Korea, and has also made inroads with European companies through our global master's program.

Not so long ago, international internships tended to be more for a specific population of students who had the time and resources to take advantage of them. But, Gleeson said this is changing as more scholarships become available and as interest grows from international employers who want to work with the College.

"Palladium Hotel Group was here last spring to hire for positions at their hotels in Jamaica, the Dominican Republic and Mexico," Gleeson said. "We are working with them to create internship opportunities at these properties. Securing them and developing this part of our program is a big part of our strategy for growth."

WORKSHOPS AND COACHING

To help students shine no matter what opportunity they want to pursue, Gleeson and Ratliff have several tools in their career toolbox. The most basic, and most essential, is the *Career Planner Checklist* created by Gleeson four years ago.

"Yes, there is a lot to be done, but it doesn't all have to happen in one semester," Gleeson said. "The planner serves as a roadmap that shows students how to pace things out over the course of their college career – from resumes, cover letters and mock interviews, to workshops, info sessions and Career Fairs."

This fall, Professor Stephen Barth and Lecturer Simone Doudna, who teach the Introduction to Hospitality classes, are incorporating the *Career Planner Checklist* into their syllabi. This will provide maximum exposure for these important steps that will help students in landing their dream jobs. It's also an opportunity to beta test the planner and evaluate feedback from users for future updates.

Throughout the year, Gleeson and Ratliff also host resume writing and speed interviewing workshops, conduct mock interviews, and facilitate career exploration activities and job shadowing experiences for students who are not yet sure of their career paths. They even present an annual fashion show to demonstrate the do's and don'ts of professional dress. Last fall, they launched Coffee with Counselors, an

informal monthly session held in the South Lobby where students are welcome to just sit, talk and ask questions.

Career coaching is a given. So is managing students' expectations about the reality of what their careers are going to look like right after graduation.

"We do a lot of one-on-one career counseling and answer questions that really run the gamut," Gleeson said. "How to negotiate salary is a big one, helping them walk through the pros and cons of each job when they receive multiple offers, and translating the wording of offer letters is all part of our coaching."

Students also talk to them about how to maintain a connection with an employer once they have their business card, the importance of body language and first impressions, and next steps if they are about to graduate and their career focus and passion has changed since their freshman year.



"Coaching really includes everything – we help navigate all kinds of work situations, and we're also here for those who come to us with personal issues," Gleeson added. "We don't decide things for any of our students, we just help them figure out the questions they need to ask. Is it in their best interest to quit their jobs just because of one thing they don't like? And how does someone who has quit pre-med tell his parents he wants to be a restaurant manager?"

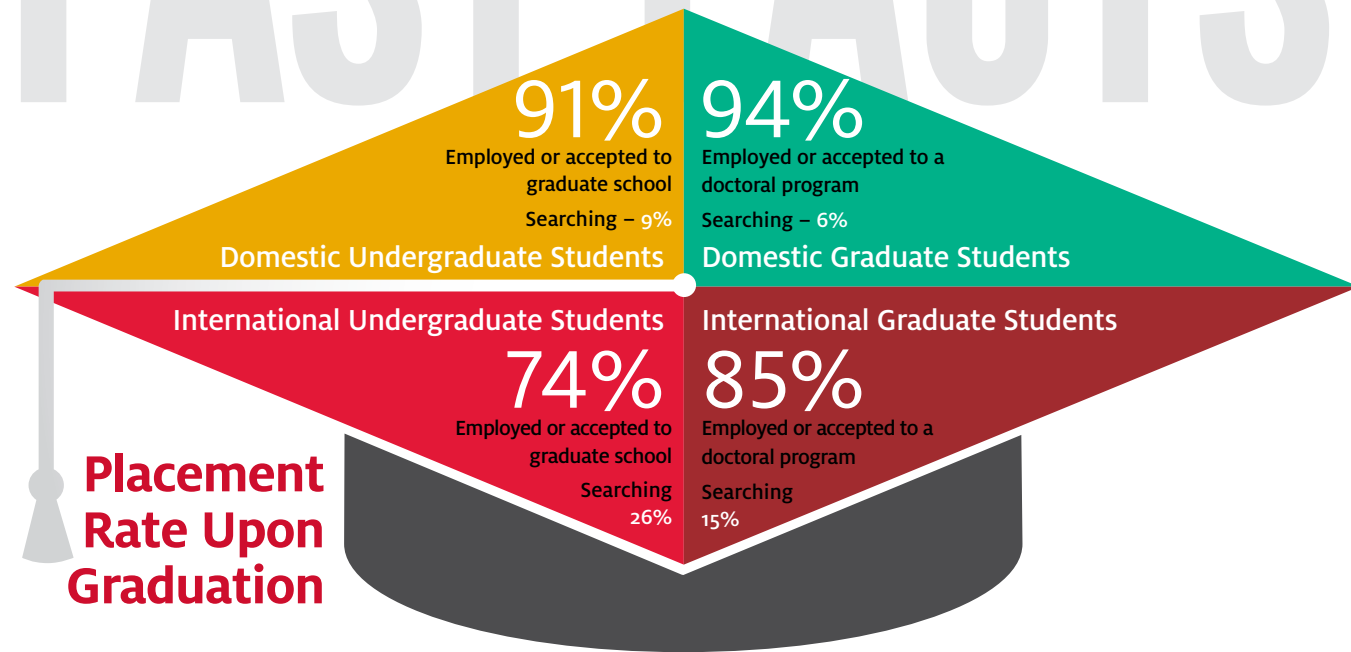
International students seek out the pair's coaching to help them feel more confident about their English skills before a big interview. And they deal with the more mundane things like walking them through the steps of work authorization, and filing for optional practical training (OPT) if they want to work in the United States after graduation.

For our Career Development team, no two situations are ever the same. There is no cut-and-paste answer they can give to everyone. But they genuinely love working with "their kids" and experiencing the ups and downs of their individual journeys.

"Some of our students start out as superstars and come in just busting through the door," Gleeson said. "Others come in and they are super shy, ask us a million questions and won't move forward on anything until we give them the go-ahead. When any of these students land their dream job, that's when we know we've really made a difference." •



FAST FACTS

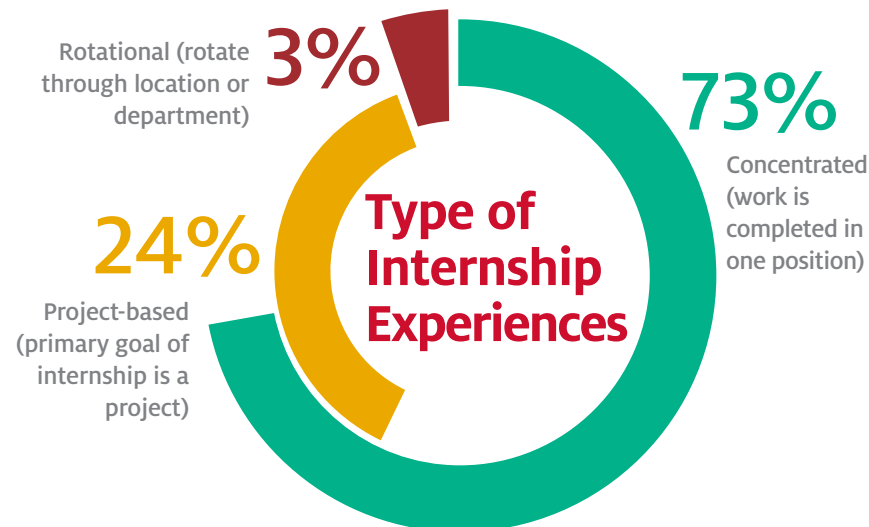


Domestic Undergraduate Salaries

The highest starting salary was \$75,000, while the average was \$40,000. Starting salaries can rise quickly in the hospitality industry. Within five years, many graduates who begin with entry-level positions are promoted to well-compensated management positions. Some become directors, general managers or open their own restaurants and businesses. Others start with hourly positions just to get their foot in the door with a certain company or take jobs with a base salary and commission, such as hotel sales or restaurant marketing.



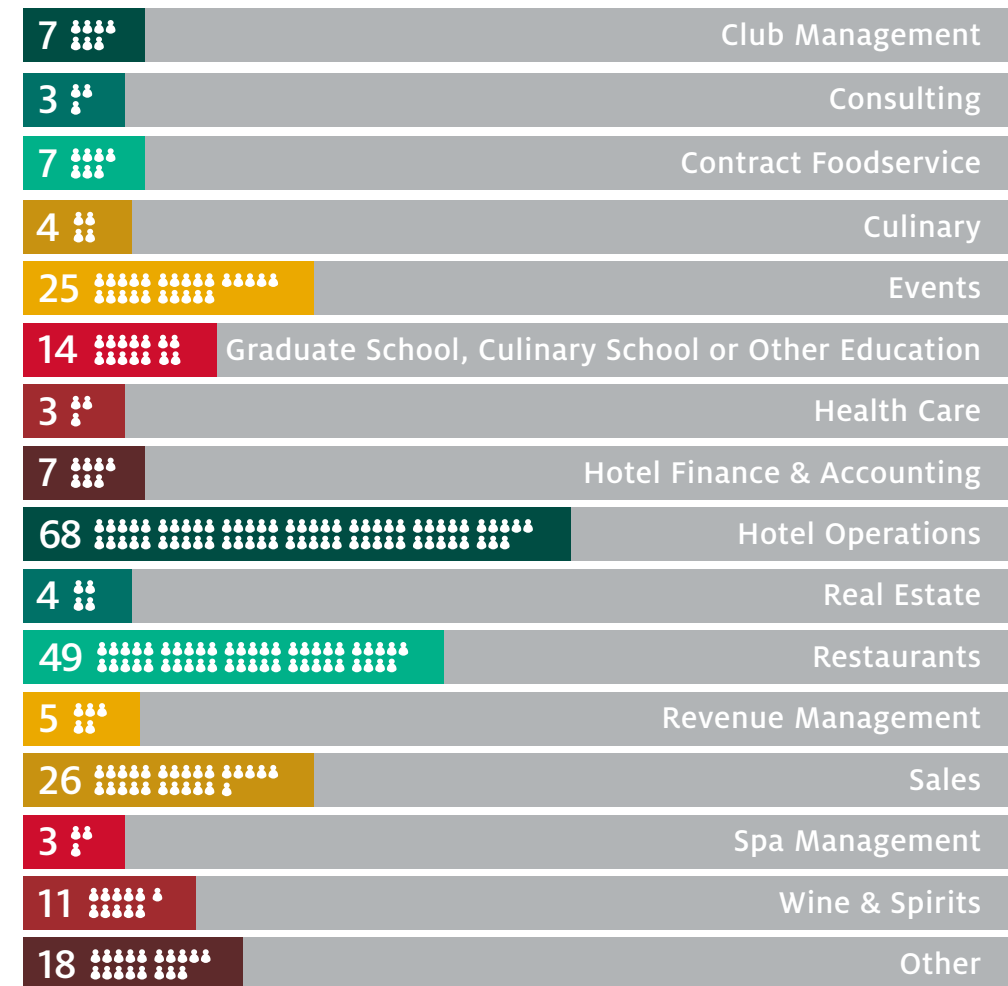
Internship Placements



Our Top Hiring Companies

We have strong industry partnerships with the biggest names in hospitality. These companies represent employers who have hired five or more of our graduates for full-time positions.

Sectors Where Our New Grads Are Employed



Top Companies Hiring for Part-time Jobs and Internships

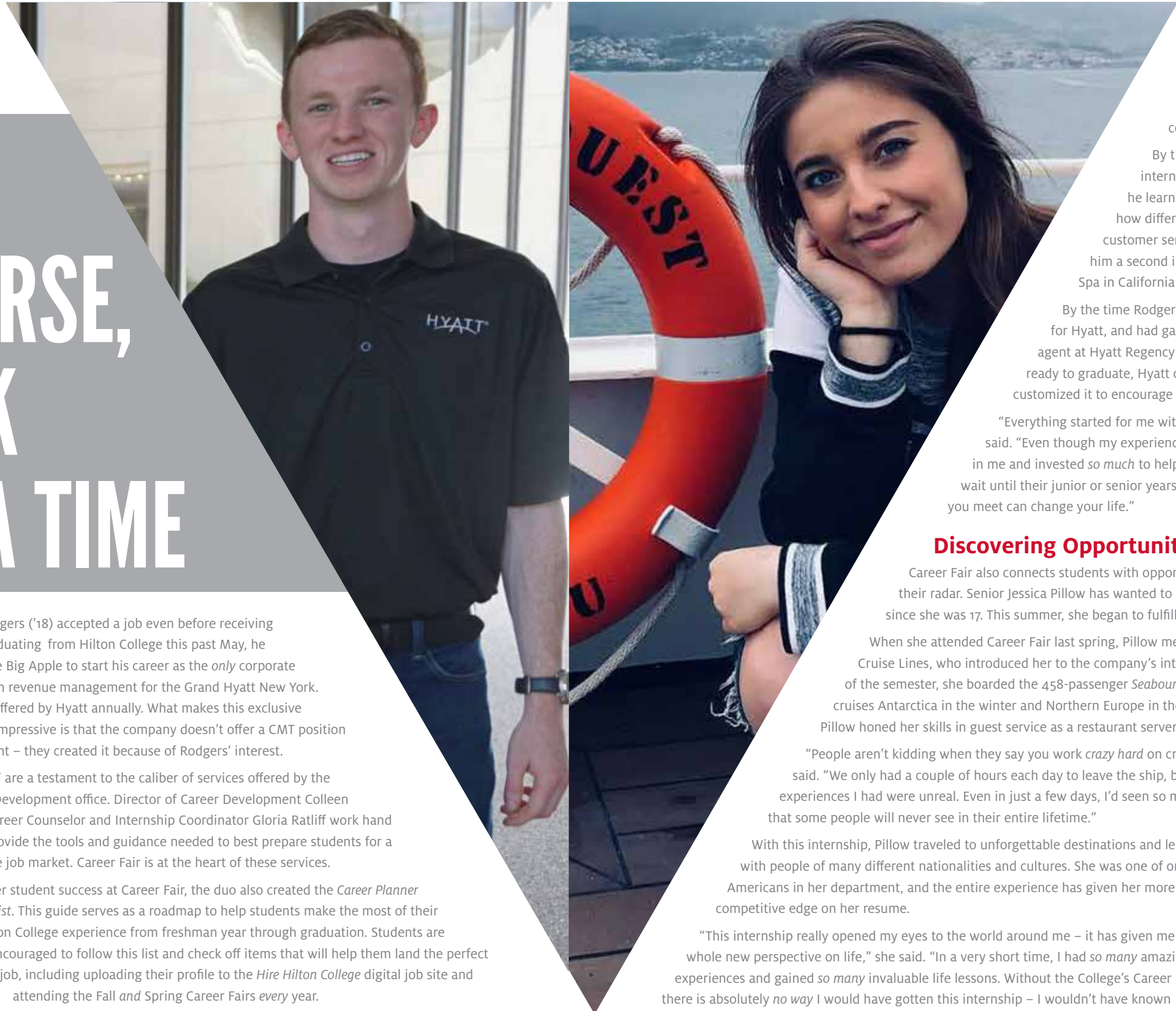
Through part-time jobs and internships, our students are prepared to become leaders in the industry. These three companies have provided the most opportunities.



Many of our students walk across the commencement stage with multiple offers. Jose Soto ('18) graduated with five full-time employment packages to consider.

- AMERICAN LIBERTY HOSPITALITY
- FOUR SEASONS HOTELS & RESORTS (includes property in Lanai, Hawaii)
- H-E-B
- HILTON (includes the Revenue Management Consolidated Center)
- HYATT HOTELS & RESORTS (includes properties in Kauai, Hawaii and Shenzhen, China)
- LANDRY'S, INC. (includes The Post Oak Hotel at Uptown Houston)
- MARRIOTT INTERNATIONAL
- OMNI HOTELS & RESORTS
- PAPPAS RESTAURANTS
- SOUTHWEST FOODSERVICE EXCELLENCE
- THE BRIAR CLUB

CHARTING THEIR COURSE, ONE CHECK MARK AT A TIME



Like many of our students, Ryan Rodgers ('18) accepted a job even before receiving his diploma. Two weeks after graduating from Hilton College this past May, he was packing for his move to the Big Apple to start his career as the *only* corporate management trainee (CMT) in revenue management for the Grand Hyatt New York. Only one such position is offered by Hyatt annually. What makes this exclusive opportunity even more impressive is that the company doesn't offer a CMT position in revenue management – they created it because of Rodgers' interest.

By Pearl K. Cajoles

Stories like Rodgers' are a testament to the caliber of services offered by the College's Career Development office. Director of Career Development Colleen Gleeson and Career Counselor and Internship Coordinator Gloria Ratliff work hand in hand to provide the tools and guidance needed to best prepare students for a competitive job market. Career Fair is at the heart of these services.

To bolster student success at Career Fair, the duo also created the *Career Planner Checklist*. This guide serves as a roadmap to help students make the most of their Hilton College experience from freshman year through graduation. Students are encouraged to follow this list and check off items that will help them land the perfect job, including uploading their profile to the *Hire Hilton College* digital job site and attending the Fall and Spring Career Fairs every year.

"Our recruiters aren't just looking to fill full-time positions. They also are hiring for entry-level jobs and internships," said Gleeson. "We want everyone, including freshmen with little to no job experience, to attend. Career Fair is also a great way for students to learn more about companies from across the industry, and it's an incredible networking opportunity to lay the groundwork for establishing professional relationships."

Indeed, networking does make a difference for those who hope to have a job waiting for them right after graduation. Rodgers' first

brush with Hyatt Hotels Corporation was when he attended Spring Career Fair during his sophomore year. Although he had no hotel experience, recruiters saw his potential when they learned about his desire to create meaningful connections with people during an on-site interview.

By that summer, Rodgers had landed his first corporate internship in operations at the Grand Hyatt Seattle, where he learned about the hotel's management systems, and how different departments work together to provide the best customer service experience. The next year, the company offered him a second internship at the Hyatt Regency Monterrey Hotel and Spa in California to continue learning about operations.

By the time Rodgers was a junior, he had become a campus ambassador for Hyatt, and had gained enough experience to work as a guest services agent at Hyatt Regency Houston in downtown Houston. When he was ready to graduate, Hyatt offered Ryan its coveted CMT position – and even customized it to encourage his continued growth within the company.

"Everything started for me with the internship I was offered through Career Fair," he said. "Even though my experience was entry level, I found a company that believed in me and invested so *much* to help me become a leader. Students definitely shouldn't wait until their junior or senior years to make these kinds of connections. The people you meet can change your life."

Discovering Opportunities

Career Fair also connects students with opportunities that may not have even been on their radar. Senior Jessica Pillow has wanted to work in hospitality and travel the world since she was 17. This summer, she began to fulfill her dream by way of the sea.

When she attended Career Fair last spring, Pillow met representatives from Seabourn Cruise Lines, who introduced her to the company's internship program. At the end of the semester, she boarded the 458-passenger *Seabourn Quest*, a luxury liner that cruises Antarctica in the winter and Northern Europe in the summer. On the ship, Pillow honed her skills in guest service as a restaurant server.

"People aren't kidding when they say you work *crazy hard* on cruise ships," Pillow said. "We only had a couple of hours each day to leave the ship, but the traveling experiences I had were unreal. Even in just a few days, I'd seen so many new countries that some people will never see in their entire lifetime."

With this internship, Pillow traveled to unforgettable destinations and learned to work with people of many different nationalities and cultures. She was one of only two Americans in her department, and the entire experience has given her more than just a competitive edge on her resume.

"This internship really opened my eyes to the world around me – it has given me a whole new perspective on life," she said. "In a very short time, I had so *many* amazing experiences and gained so *many* invaluable life lessons. Without the College's Career Fair, there is absolutely *no way* I would have gotten this internship – I wouldn't have known it existed."

Pillow plans to graduate in May 2019. With her journey thus far, she is thankful for Gleeson and Ratliff, who have been instrumental in helping her achieve her professional goals, one check mark at a time.

"There have been so many times I've walked into Colleen's office freaking out about the future," Pillow said. "She instantly makes me feel better by laying out a whole list of options. She and Gloria really *do* care about each student at Hilton College and are with you every step of the way!" •



GAINING MORE THAN CLASS CREDIT

Student volunteers have always been an integral part of Career Fair. Today, managing the event is a class!

By Pearl K. Cajoles

Career Fair at Hilton College is a time-honored tradition. Because it goes like clockwork, most attendees don't realize that it involves hundreds of details, months of planning and careful execution by dozens of student volunteers before, during and after the event. Most recently, members of the International Association of Exhibitions and Events (IAEE) Student Chapter have provided essential support to make the day a success.

Thanks to Career Fair Management, a new class introduced in Fall 2017, students are getting even more real-world experience and learning *exactly* what it takes to execute this intricate affair every February and October. In fact, some are so inspired by what they've learned, they are enrolling more than once.

The three-credit course, taught by Director of Career Development Colleen Gleeson and Career Counselor and Internship Coordinator Gloria Ratliff, assigns each student a management position that allows them to plan Career Fair as a team from start to finish. Each student manager has a hand in logistics, marketing, vendor relations and operations. The class is also meant to expand the experiential learning opportunities for students interested in event management or meeting planning.

"Designed to complement the Gourmet Night management team model, this course was added to teach students how to manage their peers, make important decisions on every aspect of the event, and then reflect on the experience and assess how to make the next Career Fair even better than the last," said Dr. Mary Dawson, assistant dean for Academic Affairs.

Class projects and assignments include developing a training manual, mapping out booth placement, and maintaining recruiter, vendor and volunteer information in multiple spreadsheets. Students help select a keynote speaker for the luncheon, manage a budget, communicate with company representatives, and work with College staff to create marketing collateral and implement social media campaigns. They also discuss strategies on how to better streamline the operation, increase attendance, and provide the most positive experience

for all attendees.

At the beginning of the semester, Gleeson and Ratliff also host a class retreat to help students get to know each other. By the end of the class, students will also develop "soft skills" – intangible yet extremely valuable – that will help them throughout their careers.

"There are so many moving parts needed to make Career Fair successful, and one of the most important lessons students will learn after taking this class is time management. Because of the multiple deadlines, they learn how to hold themselves and others accountable," Gleeson said. "They also learn how to work with many different types of personalities, how to become valued team players, and how to communicate effectively."

These months of planning – and learning – culminates on the day of Career Fair, where student managers break into their respective sections and guide volunteers to their posts and recruiters to their booths or interview rooms. They also make sure all the tiniest details are in place, including the correct spellings on signage and nametags. And while employers are attending the luncheon, the students are working behind the scenes to make sure everything is set for their onsite interviews or for check out. This whirlwind of a day begins before 6 a.m. and ends in the afternoon after cleanup – long after all the job seekers and recruiters have gone for the day.

"Through the hard work of our student managers, we have gotten so many compliments about how much more efficient and well-run our Career Fair has become," Ratliff said. "Attendance has also improved with our marketing team finding creative ways to spread excitement about the event and the importance of attending. The luncheon has been sold out for two semesters."

An added benefit? While they are hard at work planning an event that will help their peers land jobs, each member of the Career Fair Management team is also using this leadership experience to build their own resumes.

EXCEEDING EXPECTATIONS

Junior Quincy Reynolds, an employer relations manager for two semesters, calls the class eye opening. Part of her responsibilities included contacting hiring managers before the event through email or over the phone.

"I had the expectation that these HR representatives would get to know me through my emails, but I was wrong," Reynolds said. "I learned that networking and making an impression is best done in person, with a handshake and a real conversation."

Being in the class taught Reynolds that working with a team requires a clear understanding of one's role so tasks are done efficiently, and that follow through is of utmost importance, especially when there is a lot riding on each person's commitment to show up.

"This class has been a conduit to my long-term career goals," Reynolds said. "Career Fair has taught me that you have to take it upon yourself and find time to make sure the connections you make stick, and networking is always done better face to face." For sophomore Connie Feng, her role as volunteer manager helped her step out of her comfort zone and allowed her to shine as a leader.

"I was always the quiet type, but that changed when I needed to recruit dozens of volunteers to help before, during and after Career Fair," she said. "I've learned how to approach my classmates to encourage them to volunteer, as well as asking professors for time to speak in front of their classes to promote Career Fair. To get results, I had to learn to go out there and become more extroverted."

Similarly, senior Rasham Nasim said her confidence grew by leaps and bounds after becoming the Career Fair marketing manager, a position she has also held for two semesters. Her team helped encourage attendance by designing T-Shirts, creating hashtags and installing a giant chalkboard in the student lobby where students could write in their career aspirations.

"I used to be so nervous and would overanalyze *everything*. But through this class, I've learned that I'm actually a pretty good marketer and salesperson," she said. "Finding innovative ways to promote the event has challenged me to take my creativity to new heights." Nasim said she couldn't have done it without her two mentors.

"Colleen and Gloria are the best, and they support us every step of the way. When we were stuck, or when we didn't understand something, they were very patient and always guided us to find the best solutions rather than just telling us what to do, or doing it themselves," she said. "I would recommend this class to anyone who wants to discover a new side of themselves."

As Gleeson and Ratliff prepare for a new class this fall, they are excited to build upon the success of the past two semesters.

"This is not a simulation," Gleeson said. "Seeing the success of our student managers makes us extremely proud that the College now offers a class in Career Fair Management. Because of their efforts and tremendous work ethic, our student managers are helping their classmates make connections that will ultimately lead to dream careers. At the end of the day, that's what Career Fair is all about." •

EXPERIENCE REQUIRED

By Debra Kay Maurer

In this Catch-22 world where you can't get a job without experience and you can't get experience without a job, many Hilton College students are turning to the Student Leadership Program to stay ahead of the competition.



Hilton College has always been about experiential learning. From classes in wine appreciation and alcoholic beverage production, to touring Vegas casinos and managing the logistics of the College's annual Gourmet Night, students here gain valuable industry experience and leadership skills in a myriad of ways.

There's also the Hospitality Practicum, which currently require graduates to have 600 clock hours of work experience in the hospitality industry. Pending University approval, the new curriculum rolling out next fall will increase that number to 1,000 – matching or besting the hours typical of other top hospitality programs.

"Between part-time jobs and summer internships, many of our students are already logging in 1,000 hours and others are easily doubling that – they deserve and should get the credit," said Colleen Gleeson, director of Career Development. "The more diverse work experiences our students have, the more impressive their resumes will be and the better prepared they are to qualify and compete for leadership positions after graduation."

Student-run events, faculty-led internships, special projects, and rotational and focused internships through our Hilton hotel are mainstays of the experiential learning opportunities within the College. And, thanks to the College's Student Leadership Program, momentum is building to expand options and resources beyond

these walls. Fueling this momentum are alumni like Dave Smalley ('79), who are providing financial support for deserving students who otherwise might not be able to participate in opportunities outside the city and around the world.

Smalley is the founder and CEO of Spectrum Catering, Concessions & Events, the largest company of its kind in North America. In addition to hiring our graduates and providing even more internships at Spectrum's golf and music venues throughout the United States, Smalley gifted \$500,000 to the College in 2012 to create the Dave Smalley/Spectrum Catering Student Leadership Experience Endowment. Today, this endowment provides \$10,000 annually to support experiential learning.

In addition to the annual disbursement his endowment provides, Smalley contributes \$10,000 annually in current-use funds to support this program. His initial gift was the catalyst that helped establish the College's Student Leadership Program. Since then, many other donors have also stepped up and either contributed directly to this endowment or funded their own scholarships and endowments under the umbrella of the Student Leadership Program (see related sidebar on page 23).

"The need for real-world experience to land that first job is as essential today as ever," Gleeson said. "To help us create both niche and big-picture opportunities, we're reaching out to employers, alumni, faculty and others to help us broaden our horizons in new and faraway places."

CREATING EXPERIENCES

Providing more internships, especially life-changing international experiences, is a big part of what the Student Leadership Program aims to support. This year, the Career Development team helped coordinate an exclusive internship at Conrad Bali. Unfortunately, Mother Nature – and an angry volcano – had other plans. But five students did spend the summer interning in Hawaii – three at the Four Seasons Resort Lanai, one at the DoubleTree in Honolulu, and another at the Four Seasons Resort Oahu. Each was given a \$1,000 scholarship to help cover expenses.

"That might not sound like much, but oftentimes employers don't cover a student's airfare or rent. For some, not having a scholarship like this can be a deal breaker," Gleeson said.

Senior Carrie Armendariz, who attends the College's program in San Antonio, had been dying to do an internship. But with only three months of hospitality experience as a server on her resume, she just wasn't sure if she could get one.

As it happened, Armendariz learned about revenue management in one of her classes and thought it might be a career path worth exploring. In April, Gleeson was in San Antonio to conduct a career exploration workshop and talked more about this specialized

sector of hospitality. Gleeson also knew about a new revenue management internship position that had just opened up at the DoubleTree by Hilton Alana Waikiki Beach.

With encouragement from Assistant Dean Ashli Johnson, and Gleeson's confidence in her connections to help a deserving student secure this internship, Armendariz applied. Soon, she was packing her bags for Honolulu. It was due to the scholarship, which helped with housing and airfare, that she was able to go.

Armendariz credits her internship to the unwavering support she has received from the College's faculty and staff.

"Assistant Dean Johnson makes it a point to personally get to know each and every one of us, and uses her connections to make sure our dreams are realized," she said. "There are so many opportunities here that students just shouldn't worry about not being smart enough, experienced enough or financially stable enough to pursue the internship of a lifetime. I learned not to let those fears stop me. With patience and passion – and unbelievable forms of assistance like this Student Leadership scholarship – I'm chasing my dream!"

"... The Student Leadership Program levels the playing field and makes these kinds of experiences accessible to everyone, putting the focus on a student's talent, skills and effort instead of their financial circumstances."

– Colleen Gleeson

EXPANDING HORIZONS

Supporting internships isn't the only focus of this program. In March, the Smalley Leadership Endowment covered the



expenses for two students to represent Hilton College as delegates to the 2018 Young Hoteliers Summit (YHS) held in Switzerland at École Hôtelière de Lausanne (EHL).

This once-in-a-lifetime global experience connects students from 40 hospitality schools around the globe with the world's most influential hospitality companies for three days of keynote speeches, panels, workshops and networking events. The topics explored at this year's Summit included redefining luxury in the age of the millennial, trends in hotel property investment, "bleisure" travel, and the use of technology and analytics.

Josette Akiki and James Avila, who graduated in May, were standouts during the YHS Challenge – an intense competition where delegates are divided into teams and given less than 10 hours to develop a concept that could benefit a sponsoring company. Chosen by their peers to represent their respective teams, Akiki and Avila pitched their group's ideas about how to elevate the luxury experience for bleisure travelers to executives at onefinestay.

"I am so thankful for the relationships we made, and I now have hospitality professionals and executives from all over the world in my network," Akiki said. "This was a *mind-blowing* experience, and I will forever treasure being a part of it. I'm excited to see where these connections might take me."

Only two students each year can participate in EHL's Young Hoteliers Summit, but opportunities closer to home are just as relevant. This year, the Smalley Leadership Endowment also paid for five students to attend the annual ALIS (Americas

Lodging Investment Summit) Conference in Los Angeles. The chance for students to attend national conferences in all sectors of hospitality and to learn from and interact with speakers, panelists and other industry professionals is invaluable. It is not uncommon for students to end their conference experiences with internships and, sometimes, even job offers in hand.



"There will always be students who can pay their own way to Switzerland, Hawaii or a West Coast conference," Gleeson said. "But there are also many exceptional students who can't afford these types of experiences because they are going to classes and working full time to pay their tuition and rent. The Student Leadership Program levels the playing field and makes these kinds of experiences accessible to *everyone*, putting the focus on a student's talent, skills and effort instead of their financial circumstances."



DEMONSTRATING POTENTIAL

Recruiters are very much aware of the "Catch-22" facing new graduates; they know that not every candidate has the requisite leadership experience needed right out of the gate. But they do need to see the potential for it. Demonstrating passion and commitment to the industry can go a long way in rising to the top of the applicant pool.

"Students can impress recruiters by pursuing internships that are out of their comfort zone, taking active leadership roles in student organizations, or attending industry conferences that

might be a bit intimidating," Gleeson said. "Even by putting themselves out there at networking events, they can show their leadership potential."

With the opportunities provided through the Student Leadership Program, our students continue to do just that!

If you would like to help create an internship or other student leadership experiences, contact Colleen Gleeson, director of Career Development, at ccgleeson@uh.edu or 713-743-2483.

Student Leadership Endowments

Here are the endowments that support Hilton College's Student Leadership Program:

- Asian American Hotel Owners Association Student Assistantship and Scholarship Endowment
- Brinker International Student Leadership Endowment in Food & Beverage
- Carlson Pathways to Student Success Endowment
- Curriculum and Experiential Learning Endowment
- Dave Smalley/Spectrum Catering Student Leadership Experience Endowment
- Dean's Scholarship Endowment Fund
- Garret Dawson "Sonny" Look Endowment
- Hospitality Without Borders Endowment
- J. Willard and Alice S. Marriott Center for Student Excellence
- Kris Westbrook Student Leadership Endowment
- Meat Science Endowment
- Rockett Latin American/Study Abroad Endowment
- Sam Bass Conference Endowment
- Southwell, Steger, Brecunier (SSB) Scholarship Endowment
- Steven/Carol White Student Assistantship/Scholarship Endowment
- Student Leadership Endowment

If you are interested in learning more about funding opportunities that support student success, contact Joel Jaffe, assistant dean for Business Development, at jajaffe@uh.edu or 713-743-3658.

PAYING IT FORWARD

With more than 8,300 Hilton College alumni working in hospitality leadership positions in some 50 countries around the world, doors *do* open because of the one thing they have in common – a Hilton College education.

Whether it's paying it forward or just "taking care of their own," alums hire alums. They come back to Career Fair as recruiters to hire Hilton College students. Alums also mentor students, who then become alums who hire and mentor more students. They know the caliber of young leaders who graduate from this College, appreciate what it's like to be in their shoes, and are confident to hire them for their own companies.

Our students also have lasting ties to each other thanks to a culture of support and myriad networking opportunities they receive throughout their college careers – from Eric's Club, Industry Think Tank sessions and Career Fair to Gourmet Night, tailgates and alumni mixers.

Even when some of our graduates choose careers in other fields, they continue to succeed because of the skills and relationships established at Hilton College.



Caitlin O'Brien ('16)
Convention Sales Manager
 The Mirage Las Vegas Hotel & Casino

"My connection to Hilton College began when I was in high school, while I was working at the front desk of the Hilton Palacio del Rio in San Antonio. The hotel's general manager, Robert Thraikill, is an alum, and he was always very supportive of my goals to work in the hospitality industry. When I became a student here, I witnessed Robert's dedication to mentor others – as a member of Eric's Club and during Gourmet Night, when I served as GM my senior year. When it was time to graduate and consider a full-time job offer in Las Vegas, I thought about Robert's path. He had to move multiple times to advance his career, so I'm doing the same to advance mine – I just joined The Mirage as convention sales manager after two years of working at the MGM Grand. To pay it forward, I campaigned for graduating senior Clay Lambert to get hired for a position in my former department. As a fellow Hilton College grad, I'm here to support and mentor Clay throughout his time at MGM Resorts."

Robert Thraikill ('82)
VP of Operations, Zachry Hospitality, LLC
 GM, Hilton Palacio del Rio and Staybridge Suites/Convention Center



"I have been blessed with mentors who have played an important role in my development and progress. If it had not been for them caring about me and my future, I know I would not have had the opportunities that I was given. Like my fellow Eric's Club members, I have reached a certain level of attainment that allows me the opportunity to share and help the College in many ways. Giving back is part of what makes us human and nothing is better than helping students who care, who want to learn, and who will grow and develop into outstanding alumni. We also remain involved because we share a common thread – pride. Pride in the 50-year history of our College... Pride in the outstanding reputation that has been built by students, faculty, staff and alumni... And pride that we are part of a great legacy started by the industry icon who founded our school, Conrad N. Hilton. As an Eric's Club member, it's my duty to uphold that legacy."



Curtis Bell ('13)
Culinary Arts Instructor
 Westside High School

"I first knew I could cook when I was nine. It was the Fourth of July, and I was more interested in being inside making chicken, rice and gravy than I was watching the fireworks. By the time I was in high school, I knew I wanted to do this for a living. As a first-generation college student, I'm so proud that I ended up here. From experience, I can tell you that if you're involved as a student, you're set up for life! My classmates, the faculty and staff really had my back. Former Enrollment Director Danny Arocha ('95) was the person who saw potential in me as a teacher. He encouraged me to apply for this job. I've been teaching for five years now, and my greatest pride is watching my students create their own wonders in the kitchen. Each year, I take them on a field trip to Hilton College. I tell them all about the careers possible with a hospitality degree, and that this program is full of people who want to see their students do amazing things... The College paved the way for me, so it's only natural that I pass that along."



Clara Snelson ('15)
Math Teacher, Basketball Coach
Dickinson ISD

"It was a great honor when the Hilton College Alumni Association asked me to introduce Sharmagne Taylor to receive this year's Distinguished Alumni Award. I met Sharmagne as an undergrad, and she immediately showed interest in my success and personal development. I was *really* involved as a student, especially through NACE and Gourmet Night – I was so sure that I would work in the events or hotel industry. But after working for a major hotel after graduation, I changed my mind. My heart belonged to teaching. I struggled with the thought of turning my back on an industry that I also loved. Sharmagne was one of the first people I called, and she helped change my perspective. Her 'truth bombs' helped me work through my doubts. Today, I have no regrets. I have learned not to be afraid of change, and I know that my hospitality degree can take me anywhere I want to go."



Sharmagne Taylor, CMP ('86)
President & CEO
On-Site Partners, Inc.

"As Hilton College alumni, we should always be there for each other. This is why I keep in touch with my 'Baby Coogs.' I'm so proud of them, and I love sharing their photos on social media. As Hilton College grads, they have what it takes to achieve great things, but I call them Baby Coogs because they are just starting their careers. And, as a member of Eric's Club, it's important for me to come back to the College and help them along the way... *Everyone* benefits from a mentor. If we want Eric's Club to exist in 2040, we have to be the ones to forge the path, and to help these young grads move up the ladder. I would love to see more alumni share their own Baby Coog sightings on their social media... We are *everywhere*, and it would be great to show the world the impact we are making in so many parts of this industry."



Hannah Ballard ('15)
Events Coordinator
8th Wonder Brewery

"When I came to represent 8th Wonder during the last Career Fair, I saw many students who were once in my shoes. It made me think about my own journey, and how Hilton College gave me the confidence, connections and skills I needed to be where I am today. When I heard the brewery was hiring, I knew it would be the perfect fit for me. Aaron Corsi – the company's co-owner and brewmaster – is a Hilton College grad who also taught my Beverage Production class. It helped that he already knew who I was and what I could bring to the table. He and co-owner Ryan Soroka, also an alum, have set a really great example of what we can aspire to – successful young alumni at the helm of an incredibly successful business. They also hire a lot of qualified graduates from the University. I can't reiterate enough the importance of making connections and getting to know your professors. Hilton College does such a great job in helping us with that!"



Diego Perez-Silva ('14, MS '17)
Hospitality Consultant
F&G Hospitality Consulting

"My job takes me all over the United States, but no matter what part of the country I'm in, one thing remains constant – I can always count on the friends I have made at Hilton College and through my involvement with NACE. I first came to the College as an international student from Paraguay, and it didn't take long for me to make connections with so many wonderful people. I loved being back here representing my company during the last Career Fair... I saw that some students were nervous, and I wanted to tell them that they have nothing to worry about. Their hospitality degree will help take them to *so many* places. And because they are from Hilton College, they are already connected to *so many* people who will help them along the way."



Cahal Mowery ('10, MBA '15)
Director of Convention Sales
Visit Denver

"Arriving in Houston from a small town in New Hampshire was culture shock. I found a safe haven within the big city at Hilton College. My first job after graduation was with the Greater Houston Convention and Visitors Bureau and through industry involvement, I became president of the Meeting Professionals International Houston Area Chapter. Later I worked with students to start the UH MPI Cougar Chapter. Through this experience, speaking in classes, and moderating the College's Think Tank sessions, I've met so many passionate students, which re-energized me! My number one piece of advice to students is to always get to know the people sitting next to them in class, because those are the connections that they'll always be able to leverage down the road. I still call former classmates and professors to bounce off ideas and to find fresh perspectives in my personal and professional life. I've had so many people from my college days invest a lot in me over the years and help me along the way, which is why it's important to me to try and pay that forward as often as I can!"



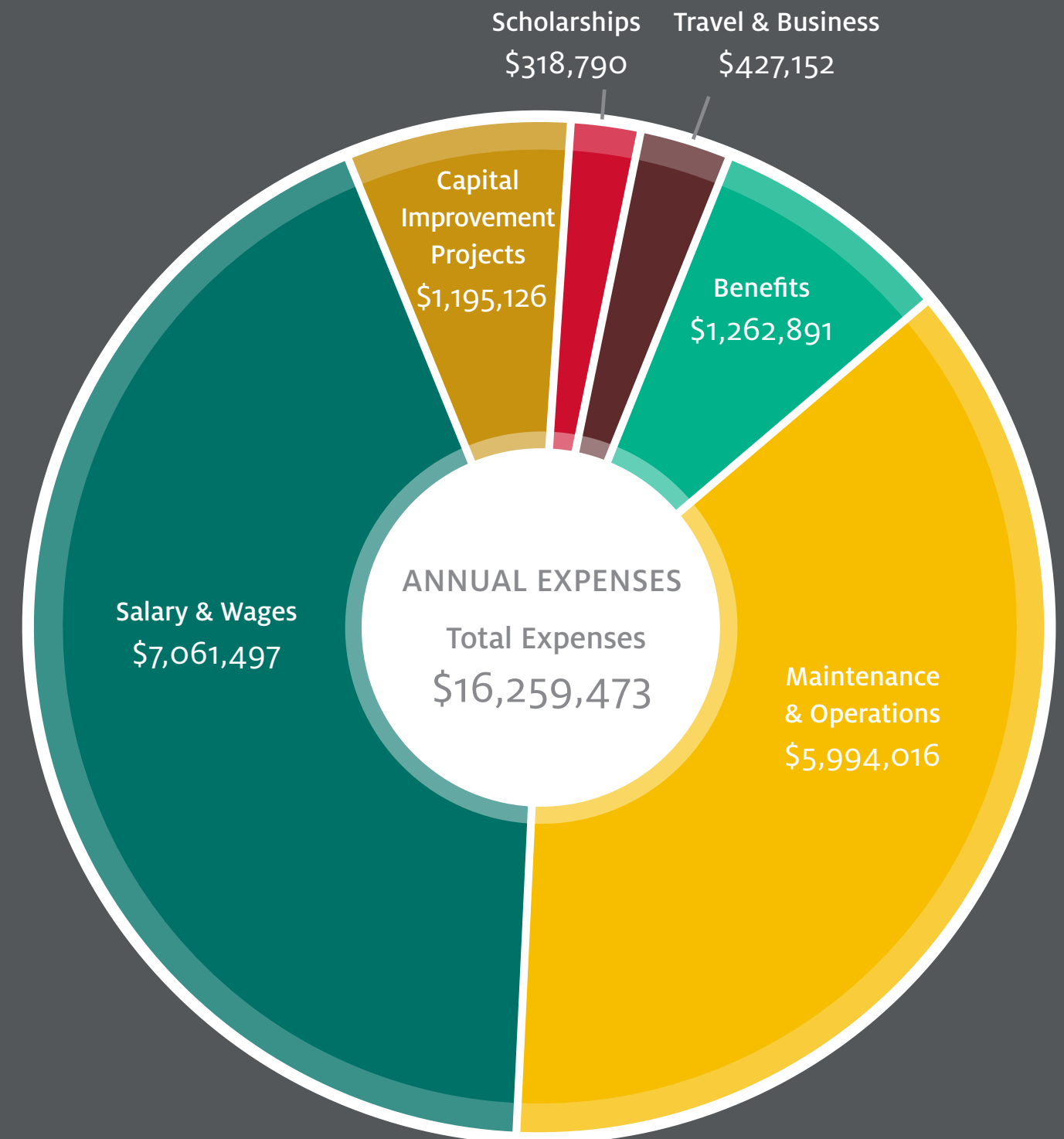
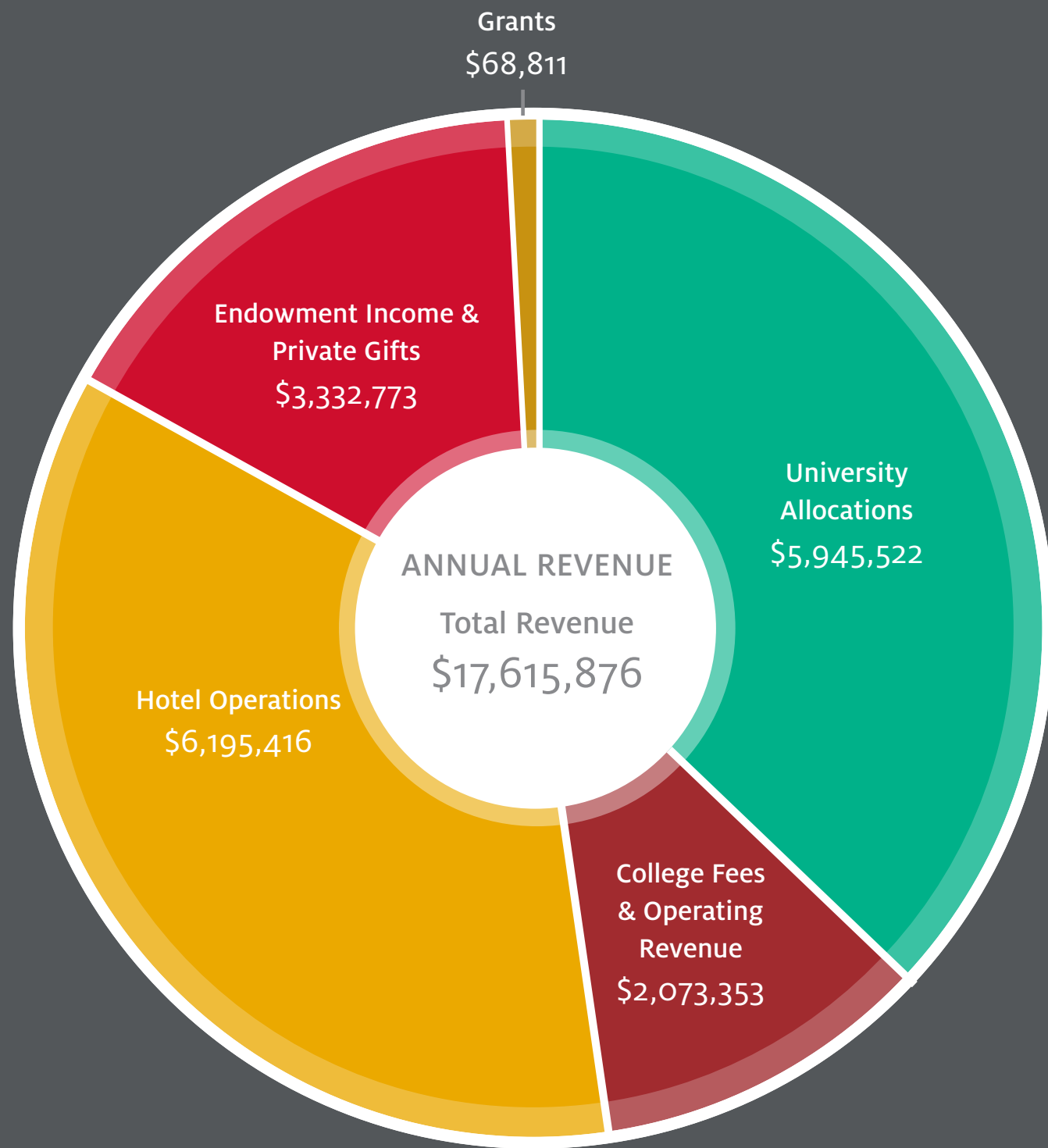
Cali Smith ('14)
Sales Partner
Hilton

"Hilton College set me up with so many opportunities to network with our distinguished alumni, including Eric's Club members. As a student, I led student organizations, and attended many alumni mixers, Eric's Club lectures and Career Fair luncheons. Interactions from these events taught me how to market myself, and I gained so much confidence when talking to people who held top positions within their companies. It's not by coincidence that every company I worked for while still in school and after graduation all have links to very successful Hilton College alumni – Spectrum Catering, Concessions & Special Events, On-Site Partners, Inc., The Sam Houston, House of Hough and Hilton. When I first started my career, I had no idea what I really wanted to do. But, with the help of my mentors, I know I am exactly where I'm supposed to be!"

If you would like to mentor our students, contact Miguel Cabrera, director of Development and Alumni Engagment, at mcabrera3@uh.edu or 713-743-1523. And be sure to share your "Baby Coog sightings" on [facebook.com/hiltoncollegealumniassociation!](https://www.facebook.com/hiltoncollegealumniassociation/)

FINANCIAL HEALTH

FOR 2017-2018



This financial information is preliminary, unaudited and subject to revision upon completion of the year closing and audit processes.

CONRAD N. HILTON COLLEGE DONOR HONOR ROLL

GIFTS FROM JANUARY 1 – DECEMBER 31, 2017

*In recognition of their commitment to excellence and in support of OUR MISSION, a heartfelt “THANK YOU”
to all of the individuals, foundations and companies for these generous gifts.*

GIFTS \$100,000 AND UP

The Holly & Doug Brooks Family Foundation
Doug H. ('75) and Holly Brooks
Conrad N. Hilton Foundation
Fred and Mabel R. Parks Foundation

GIFTS \$99,000 - \$25,000

American Hotel & Lodging Association
Hospitality Financial and Technology Professionals

GIFTS \$24,999 - \$10,000

American Liberty Hospitality, Inc.
Brotherhood of Knights of Vine Houston
Shirlie E. Faour
Greater Houston Restaurant Association
Allen C. Hermansen
Nick Jr. ('73) and Vicki (Hon. '03) Massad
Mike Przechalski ('78) and Lynne Parker
Renew International, LLC
Gregg ('86) and Anna Rockett
Myron and Ana Stecklein
Texas Hotel & Lodging Association
Texas P.O.S.
Kris Westbrook ('99, MHM '02)
Rodney and Lucy Worrell

GIFTS \$9,999 - \$5,000

The Baker Foundation
Culinaria San Antonio
Charles D. Dorn ('80)
The Dorn Group, LTD
Hotel & Lodging Association of Greater Houston
Houston Concierge Association
Kae De Brent Hodges Fund Corp. Inc.
Clinton L. (Hon. '73) and Leigh A. Rappole
San Antonio Restaurant Association
Brent and Kelley Southwell

GIFTS \$4,999 - \$1,000

8th Wonder Brewery
JéAnna L. Abbott (MHM '91)
American Wine Society Houston Chapter
Ki-Joon Back
John R. ('76) and Joan Beers
Carter (Hon. '16) and Kathy (Hon. '16) Bliss
David B. Chag ('77)
Chick Fil A 249 at Jones Road FSU
Club 24 Plus
Aaron Corsi ('09, MS '11)
George Dragisity
Roy E. Dunn II ('76)

Fairmont Dallas
Patricia Ann Fisher ('92)
Arthur & Marie Godfrey Fund of SCF
Bjorn Hanson
Harney & Sons Tea Corp.
Holidan Holdings LLC
Host Hotels & Resorts, L.P.
Clara (Hon. '15) and Christopher Hough
House of Hough
Insignia Hospitality Group
Kirk S. and Feliz M. Jarvis ('79)
Jason J. and Rosemarie L. ('00) Lambert
Luby's, Inc.
Marcel and Lori Lynn ('80) Mason
N. Morris Masters ('99)
MRH & Associates
Jay A. Neal Jr. ('91, MHM '04) and
Shaelyn M. Roche-Neal (MHM '04)
Kawal Oberoi
Quilts, Inc.
Radisson Beach Hotel
Melissa A. Raymer-Lowe ('02)
Dennis E. (Hon. '18) and Julia Reynolds
William A. Schulz
Jonathan D. ('80) and Marcia B. Shear
David H. Smalley ('79) and Melanie Parker
Ryan Soroka ('11)
Weil Foundation of the AMG Charitable Gift Foundation

GIFTS \$999 - \$500

P. Susanne Behrens ('95, MHM '98)
C. J. "Joe" Bendy Jr. ('89)
John T. (Hon. '06) and Toni Bowen
Robert D. ('76) and Nancy Cowan
Al Gallo ('82)
Steve Goodman ('83)
Goodman Financial Corporation
Houston Assembly of Delphian Chapters
John ('76) and Linda Klukan
Nester Clark and Xiaodan Mao-Clark ('05, MS '13)
David Keith Martin
William and Mary Beth Moehring ('80)
John E. O'Daniel ('76, MS '79)
Mary J. Tidemann Oliver ('97)
Charles Timothy Parr ('78)
Robert D. ('71) and Sharron B. Planck
Dr. Richard S. Ruiz
Bradley D. Schreiber ('80)
Sharmagne J. Taylor ('86)
Travis Place Health Club

GIFTS \$499 - \$100

2121 San Felipe Ltd
Daniel C. Arnold
Walter Asche
Martha C. Bair
Bill H. Bennett ('72)
E. B. Blanton III
Jeannie M. Bollinger
Robert A. Borrego ('12)
Elizabeth A. Brewer
Cathy Cheatham ('89, MS '16)
Conrad N. Hilton College Alumni Association
Adam Lee Daigle ('14)
Mary Dawson ('92, MHM '95)
Teresa De Jesus De Anda ('01)
John M. ('80) and Agnes L. ('83) DeFranco
Mary R. Dewree (MHM '93)
Lawrencene M. Dourseau
Jason A. Draper
Pat Dyer Fund of Schwab Charitable Fund
Jarrett C. Feil ('98)
Santel Clay Frazier ('96)
Lloyd George Gann ('76)
Roy S. Gee
Ricky Joseph ('10) and Lauren Girardi
Nancy S. Graves
Richard David ('74) and Becky Guerra
Evelyn M. Gunnels
Andres Alejandro Gutierrez ('06)
Rachel Han
Ronald Hankamer
John L. Hart ('79)
Mark L. Hawkins ('78)
Bill A. ('93) and Liz Hendrix Jr.
Kimberly Hermann ('89)
Ryan K. ('99) and Michelle Hightower
Marilyn L. Hilberth
Charlie Hoare
Joe C. Hutchinson ('75)
Brenda Ruth Jones ('79)
Margaret A. Jones
Kelly Joseph
Dustin L. Kalman
Jiten Karnani
Courtney Renee Kinzer ('89)
Matthew C. ('84) and Lucia Kremzar
Thomas W. and Linda J. Lattin
Edwin Pankey Lentz ('94)
Buntara Long ('13)
James D. Love ('81)
Edgar M. Lozoya ('86)

Mark J. Markell ('83)
John Maurer
Jacob Miller ('12)
PM Realty Group
Brian Lee Rhames ('84)
J. Al Riddle
Theresa M. Riggs
Robert D. Sasso
Charles P. Satkewich
Luigi Sgarbi
Walter ('79) and Janet Sidner
Nicholas J. Smith ('89)
Noel ('75) and Shelley J. Stalnakar
Guy N. Stout ('10)
Janine Szymanski
C. C. Taylor
D. Christopher Taylor
Joyce Thornton
Kim Elise Traylor ('89)
Robert Vance Ulsh Jr. and Kristina M.
Mordaunt
John W. (MHM '95) and
Karen J. (MHM '95) Waddell
Christopher and Kathy J. Waller
Gary S. Walter ('76)
Julie Ann Waumsley ('10)
Philip and Linda Wetz Fund of the FCGF
Natalie A. White ('12)
Kimberly Nicole Zabaneh (MS '17)
Xiao Ping Zhang ('15)

GIFTS UP TO \$100

Jovin Adjeitey ('00, MHM '03)
Memorie B. Allen ('17)
Amanda K. Anderson ('14)
Christina J. Armstrong ('11)
Enyonam Atanley
Tatiana Bakhoun (MS '12)
Jillian E. Bancroft ('16)
Janice A. Benefield ('92)
Kayla Bennett ('17)
Alissa Loren Benton
Stratton R. Berlin ('17)
Rebecca J. Biggs ('17)
Michelle Yvette Blackshire
John Andrew Blankenship ('96)
Carl A. Jr. and Sun Hee Hwang Boger (MS '06)
Terrence Earnest Brown (MHM '90)
Deandrea Chantel Brown
Amber Burch ('17)
Andre Vicente Buted ('16)
Miguel J. Cabrera
Pearl K. Cajoles
Alvin Carter Jr. ('94)
Yolanda V. Castro

Anthony V. Caterina
Henry Hing-Nin Chan
Dianca L. Chase
Anthony G. Chevalier
Agnes F. Chiang ('80)
Joylee Chisato ('16)
Deidra Monet Collins ('01)
Adam B. Cooper
Glenn D. Cordúa y Cruz
Jessica Cortez ('17)
Edward L. Cotton ('76)
Holly Criscuolo ('16)
Carlos F. Cuellar
Lance B. and Kali Currey
Jeremy L. Dafoe
Maria R. Dahlstrom
Anrelee Daquioag
Dawn Dartez
Jamie Davis ('03)
Latasha E. Deese
Stephanie Del Toro ('17)
Sabas DeLeon
Jose M. and Valerie L. Delgado ('13)
Dawn A. Deurell
Jo Anne Jabido Dima-Ala ('12)
Lanz Doreza ('15)
Simone P. Doudna
Amy P. Dyke ('96)
Kurt D. Eberhart ('99)
Brendaly Escobar ('17)
Laura A. Faler ('17)
Reem Fareed ('17)
Alfredo R. Fernandez
Christopher John Fleischman ('10)
Jonathan Marshall Flowers ('10)
Artricia Rachele Floyd ('17)
Brittany A. Foster (MS '13)
Samantha Rene Fuller ('15)
Kaitlyn Funk
Joe R. Garcia
Kyle Lee Gary ('15)
Wendy E. Gary
Colleen C. Gleeson
Jennifer Dana Glickman
Priyanka Jayant Golani ('17)
Carlos Gonzalez ('17)
Eva M. Gonzalez ('95)
Erin K. Goodell ('98)
Kalynn M. Grace ('17)
Lindsey N. Grace ('17)
Nancy M. Gray ('82)
James Earl Griffin ('72)
Priyanko Guchait
Katie L. Guidroz
Yusmery Y. Gutierrez ('17)
Andre Vicente Buted ('16)
Beatriz Guinzburg
Neala Jean Gunderson ('84)
Amanda M. Haines ('09)
Kaitlyn Paige Hanna ('14)

Jasmine L. Harris ('15)
Rebecca E. Haskell
Thomas D. Heath ('84)
Kristina M. Heckel
Andrew T. Purcell Jr.
Ashley Henson ('17)
Lisa Hernandez
Tina Thi Ho ('11)
Rob Howard ('75)
Kyle Howton
Stephanie Ann Hubbell ('17)
Rayan Ismail ('14)
Julia Jackson ('12)
Joel Jaffe
Alexis J. Jamieson ('05, MS '13)
Nathan Alexander Jarvis ('08)
Hongbo Jiu ('17)
Tucker A. Johnson
Seante Monique Johnson ('14)
Jorge Jesus San Juan ('11)
Frederic L. Kapanka (MHM '01)
Gregory Laurence Kirkham (MS '09)
Jennifer A. Knobloch ('96)
Yoon Koh
Ethan Kraus ('15)
Aurora Isabella Krog ('11)
Erin Deborah Kuntz ('17)
Deepu Kurian
Veronica Lauriano ('17)
Sean Marc Lawless
Jiaying Li ('17)
Theodore C. Liang
Marie A. Lopez
Kathryn Lee MacDougall ('86)
Juan M. Madera
Joseph D. Mai ('01)
Thutrang N. Mai ('17)
Daniella Zakhour Manriquez ('06)
Debra K. Maurer
Amanda Leigh Mavila-Oquinn ('17)
Jessica Medina ('17)
Dayra C. Mendez
Deepti Mishra
Thomas B. Mohr ('11)
Sylvia M. Molina
Tessa Montanez ('17)
Floresthela Montelongo
Beronica Moreno ('17)
Lauren E. Morse ('17)
Savannah Avery Mucci ('17)
Ruchita Girish Naik ('14)
Carla Adriana Navarro ('12)
Jullie Nguyen ('17)
Kim My Nguyen ('15)
Kim Xuan Nguyen ('17)
Janice E. Nixon ('80)
Jessica M. Noriega ('17)
Hillary Elizabeth Norwood ('13, MS '15)
Jessica Ordenez ('14)
Melissa Jean Paige ('95)

Puja A. Patel
Alyssa Helene Pena ('12)
Nayeli Rubi Pineda
Andrew T. Purcell Jr.
Enrique R. Ramirez ('02)
Arlene D. Ramirez
Isaac P. Ramos ('17)
Gloryvee Ramos
Taressa D. Ranson-Davis ('04)
Gloria Ratliff
Ashton E. Ready ('15)
Michael C. Reeves ('08)
Raul Rivera ('17)
John C. Rodriguez ('96)
Eduardo Enrique Romero ('17)
Carlos Eduardo Romo ('94)
Lisa Ann Russell ('92)
Emily Sagastume ('17)
Donny R. Salvato ('04)
Scenic Heights Elementary School
Bobbie L. Schultz
Corina R. Schwintz ('00)
Michael Scott
Philip W. Scott ('88)
Matthew Shanks ('10)
Meenu Sharma
Donna L. Shaw
Erin M. Shier ('17)
Kevin S. Simon ('92)
Sujata A. Sirsat
Christopher D. Smith ('96)
Justin A. Smith (MS '10)
Tara Soma
Nicole M. Sopko ('10)
Tianna St. John ('17)
Cecelia L. Sutawan-Binns ('94, MHM '98)
Gautam Taneja
Michelle N. Teel ('07)
Dezmon E. Tinsley ('17)
Karl Titz
Anh V. To ('11)
Omar Toriz
Diana Tran ('16)
Laura Trujillo (MS '17)
Jason Christopher Velasquez ('14)
Tanya M. Venegas ('01, MHM '05)
Silvia Vera
Suzanne M. Verde ('99)
Natalie Maika Viteri ('16)
Cassandra Wentz
Elizabeth A. Whalen (MS '12)
Mary Worscheh
Debra L. Wu ('10)
Jerry Harris Yellen
Mark E. Young
Silvia M. Zelaya ('17)

*We regret any errors
or omissions and would
appreciate notifications of
corrections.*

If you would like to make a donation to invest in the future of Hilton College and our students, contact Miguel Cabrera, director of Development & Alumni Engagement, at 713-743-1523 or mcabrera3@uh.edu, to learn how your gift can make a difference.

THE DEAN’S LEADERSHIP TEAM

Dean & Barron Hilton Distinguished Chair
Dennis Reynolds, Ph.D.

*Associate Dean for Research and Graduate Studies
& Eric Hilton Distinguished Chair*
Ki-Joon Back, Ph.D.

*Associate Dean for Academic Affairs
& Donald H. Hubbs Professor*
Mary Dawson, Ph.D.

Assistant Dean, Conrad N. Hilton College-San Antonio
Ashli Johnson

Assistant Dean for Business Development
Joel Jaffe

General Manager, Hilton University of Houston
Fernando Cuéllar

Director of Development & Alumni Engagement
Miguel Cabrera

Director of Facilities
Akash Grover

Director of Business Operations
Deepu Kurian

Director of Communications
Debbie Maurer

DEAN’S REPORT 2018 IS PRODUCED BY THE HILTON COLLEGE OFFICE OF COMMUNICATIONS

Publisher
Dean Dennis Reynolds

Managing Editor
Debbie Maurer

Writers & Editors
Debbie Maurer
Pearl K. Cajoles

Creative Director, Design & Illustrations
Katie Guidroz

Photography
Pearl K. Cajoles

Placement Stats
Colleen Gleeson
Gloria Ratliff

Financials
Deepu Kurian
Theo Liang

President & Chancellor
Renu Khator

Senior Vice President for Academic Affairs & Provost
Paula Myrick Short

FACULTY

JéAnna Abbott, Ki-Joon Back, Stephen Barth, Carl A. Boger Jr., John T. Bowen, Cathy Cheatham, Anthony G. Chevalier, Glenn Cordúa y Cruz, Aaron Corsi, Mary Dawson, Agnes L. DeFranco, Simone P. Doudna, Jason Draper, Erin Oeser Goodell, Nancy S. Graves, Priyanko Guchait, Reba Haskell, Alexis Jamieson, Nathan Jarvis, Tucker Johnson, Jaewook Kim, Yoon Koh, Minwoo Lee, Tiffany Legendre, Juan M. Madera, Cristian Morosan, Arlene D. Ramirez, Gloryvee Ramos, Dennis Reynolds, Sujata Sirsat, D. Christopher Taylor, Scott Taylor Jr., Mark E. Young

FACULTY EMERITI

William N. Chernish, Ronald A. Nykiel, Clinton L. Rappole, Karl Titz

HILTON COLLEGE STAFF

Mandi Anderson, Alissa Benton, Miguel Cabrera, Pearl Cajoles, Caitlin Campbell, Eric Chen, Maria Corsi, Dominique Cotright, Jeremy L. Dafoe, Dawn A. Deurell, Alfredo Fernandez, Wendy E. Gary, Colleen Gleeson, Jennifer Glickman, Akash Grover, Katie Guidroz, Alisha Harrison, Joel Jaffe, Ashli Johnson, Deepu Kurian, Sean Lawless, Theo Liang, Debbie Maurer, Flor Montelongo, Preston Pierott, Andrew Purcell, Gloria Ratliff, Donna Shaw, Kevin S. Simon, Tara Soma, Gautam Taneja, Silvia Vera, Cassandra Wentz, Elizabeth Whalen

HILTON UNIVERSITY OF HOUSTON STAFF

Shinu Abraham, Francisco Alfaro-Cruz, Denise Aliu, Hector Amaya, Osiel Armenta, Justin Arriazola, Christine Bayol, Juiri Benjamin, Brittany Bonner, Lamisha Bonner, Larry Brown, Lela Cantu, Rosa Cardoza, Yolanda Castro, Cathy Cheatham, Fernando Cuéllar, Valerie Delgado, Sabas DeLeon, Brendaly Escobar, Ruffo Estrada, Yadira Galvan, María García, Mary Ann Garza, Dominique Gipson, Rosa Giron, Jenniffer Gonell, Lisa Green, Akash Grover, Collette Haynie, Josefina Hernandez, Veronica Jimenez, Marlen Jurado, Deepu Kurian, Carlos Landa, Dayra Mendez, Isaias Mendez, Laura Mendoza, Vernitta Michaels, Sylvia Molina, Vicente Pantoja, Alexandrino Romero, Lorena Serrato, Maria Serrato, Gautam Taneja, Vidal Urieta, Thomas Valdivieso

The University of Houston is an EEO/AA institution.
9.2018/7:5M/KG/SWP

College Board Members – Fall 2018

DEAN’S ADVISORY BOARD

CHAIRMAN – Doug Brooks (’75) – *Former CEO, President & COB*, Brinker International
Michael Alcorn (’07) – *Industrial Sales Manager*, Aspen Aerogels
Doug Horn – *General Manager*, Houstonian Estates
Ron E. Jackson – *President & CEO*, Meadowbrook Golf Group
Carlye Knowles – *Manager*, Figgins Family Wine Estates
Pennie Landon – *Director of Sales*, Delta Five
Nick Massad Jr. (’73) – *President & CEO*, American Liberty Hospitality
Randy McCaslin, CRE (Hon. ’07) – *Founder & CEO*, McCaslin Hotel Consulting, LLC
Dorothy T. Nicholson, CHA, CHSE (’77) – *President*, Nicholson Interests, LLC
Rolando Pablos, (MHM ’96) – *Texas Secretary of State*
Chris Pappas – *CEO & Executive Vice President*, Pappas Restaurants, Inc.
Robert D. Planck (’71) – *President & CEO*, Interconnect Enterprises, Inc.
Kurt Robertson – *Director/Brand Performance*, Hilton; Corporate Liaison for Hilton College
Gregory W. Rockett (’86) – *Vice President/Corporate Hotel Development*, Hilton
Caryn Kboudi – *Vice President/Talent Acquisition & Development*, Omni Hotels & Resorts
John Rydman – *President & Owner, Spec’s Wine, Spirits & Finer Foods*
Sharmagne Taylor, CMP (’86) – *President*, On-site Partners
Robert Thrailkill (’82) – *Vice President of Operations*, Zachry Hospitality;
General Manager, Hilton Palacio Del Rio Hotel and Staybridge Suites/Convention Center
Kaitlyn Venable-Valdez (’12) – *President*, Hilton College Alumni Board
Adria Watson (’19) – *Chair*, Dean’s Undergraduate Student Advisory Council
Frank Wolfe, CAE – *CEO*, Hospitality Financial and Technology Professionals

CHAIRMAN EMERITUS

Charles D. Dorn, CCM (’80) – *Managing Director*, The Dorn Group, Ltd.

BOARD MEMBERS EMERITI

Sir Rocco Forte – *Chairman*, The Rocco Forte Collection
Wolf Hengst – *Executive Chairman*, Six Senses Hotels Resorts Spas
D. Andrew Slater – *Area Vice President*, Hilton
Tony Vallone – *President & CEO*, Vallone Restaurant Group

HILTON COLLEGE–SAN ANTONIO ADVISORY BOARD

CHAIRMAN – Robert Thrailkill (’82) – *Vice President of Operations*, Zachry Hospitality;
General Manager, Hilton Palacio Del Rio Hotel and Staybridge Suites/Convention Center
Liza Barratachea – *President & CEO*, San Antonio Hotel & Lodging Association
Marco A. Barros – *President & CEO*, San Antonio Area Tourism Council
John Carbajal – *General Manager*, Rio Rio Cantina
Ramiro Cavazos – *President & CEO*, Hispanic Chamber of Commerce
Arthur Coulombe – *General Manager*, JW Marriott San Antonio Hill Country Resort & Spa
Mark De Hoyos – *Director of National Accounts*, Silver Eagle Distributors
Rick Drury – *President*, Drury Southwest, Inc.
Suzanne Taranton Etheredge – *President & CEO*, Culinaria
Trent Freeman (MHM ’01) – *General Manager*, Hotel Valencia
Amanda Garcia – *Executive Director*, San Antonio Restaurant Association
Chef Johnny Hernandez – *Founder & President*, True Flavors Inc. and Grupo La Gloria
Liz Hundley, CMP – *Interim Department Chair/Faculty* – *Hospitality, Meeting & Event Planning, Travel & Tourism*, Austin Community College
Gary Johnson – *Vice President of Operations*, Frontier Enterprises
Marvin Jones, CCM – *General Manager*, San Antonio Country Club
Rosemary Kowalski – *Founder & Honorary Member*, The RK Group
Kevin R. Latone – *General Manager*, Wyndham San Antonio Riverwalk
Rolando Pablos (MHM ’96) – *Texas Secretary of State*
Sam Panchevre – *Principal*, Alamo City Investments
B. J. Patel – *Vice President of Finance & Development*, Baywood Hotels
Bill Petrella – *President*, The Hotel Emma, San Antonio
Doak Pierce – *General Manager*, Ben E. Keith San Antonio
Michelle Ramos – *Director of Sales*, Rosemary’s Catering at Sunset Station
Chef William D. Thornton – *Department Chair & Professor* – *Tourism, Hospitality & Culinary Arts*, St. Philip’s College
Rusty Wallace (’82) – *Area Managing Director & General Manager*, Omni Hotels & Resorts
Michael Woody, CTA – *Vice President of Community Relations & Development*, Visit San Antonio

ERIC’S CLUB BOARD OF DIRECTORS

Mary Beth Moehring (’80) – *Chair*
Steve Goodman, CPA, CFP (’83, MSACCY ’85) – *Vice Chair*
Charles D. Dorn, CCM (’80) – *Secretary*
Ricki R. Oberoi (’86) – *Treasurer*
Robert D. Planck (’71) – *Immediate Past Chair*
Doug Brooks (’75)
Dorothy T. Nicholson, CHA, CHSE (’77)

HILTON COLLEGE ALUMNI BOARD

Kaitlyn Venable-Valdez (’12) – *President*
Jessica Lewis (’07) – *Vice President*
Noel Stalnaker (’75) – *Treasurer*
Xiadoan Mao-Clark (’05, MS ’13) – *Secretary*
Michael Alcorn (’07) – *Immediate Past President*
Randy McCaslin, CRE (Hon. ’07) – *Past President*
Ricky Girardi (’10)
Mike Przestrzelski (’78)
Patty Sepulveda (’89)
Jaewook Kim – *Faculty Advisor*

DEAN’S UNDERGRADUATE STUDENT ADVISORY COUNCIL

INAUGURAL CHAIR – Kaitlin Fear (’16)
Adria Watson (’19) – *Chair*
Ethan Campbell (’17)
Allen Gurley (’19)
Chelsea Lawson (’20)
Sameer Mehta (’20)
Serena Setna (’20)
Samantha Theige (’21)



GOLDEN EVENTS IN 2019!

Fifty years ago on September 16, 1969, classes began at the Conrad N. Hilton "School" of Hotel and Restaurant Management. To commemorate this golden anniversary, we will be hosting a number of events throughout the year. More details to come!

Alumni Reception **Friday, April 12, 2019**

Gourmet Night **Saturday, April 13**

Day of Volunteering **Monday, September 16**

Hospitality Industry Hall of Honor **Tuesday, October 15**

UNIVERSITY of
HOUSTON
CONRAD N. HILTON COLLEGE

50 ★★★★★
CELEBRATING THE BEST
IN HOSPITALITY EDUCATION
1969-2019

WE ARE **HOSPITALITY**