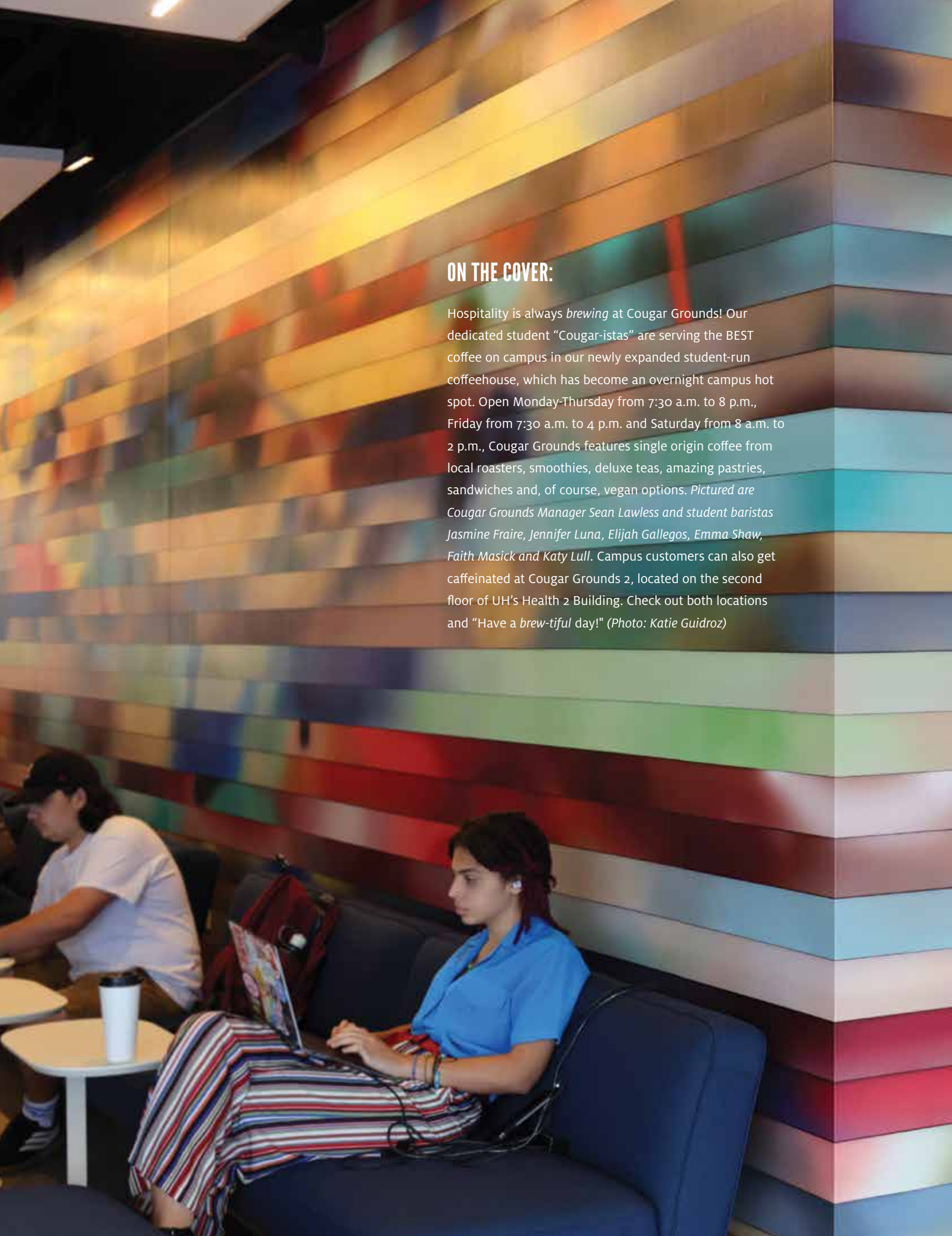


DEAN'S REPORT 2022

HILTON COLLEGE



Conrad N. Hilton College of
Global Hospitality Leadership
UNIVERSITY OF HOUSTON



ON THE COVER:

Hospitality is always *brewing* at Cougar Grounds! Our dedicated student “Cougar-istas” are serving the BEST coffee on campus in our newly expanded student-run coffeehouse, which has become an overnight campus hot spot. Open Monday-Thursday from 7:30 a.m. to 8 p.m., Friday from 7:30 a.m. to 4 p.m. and Saturday from 8 a.m. to 2 p.m., Cougar Grounds features single origin coffee from local roasters, smoothies, deluxe teas, amazing pastries, sandwiches and, of course, vegan options. *Pictured are Cougar Grounds Manager Sean Lawless and student baristas Jasmine Fraire, Jennifer Luna, Elijah Gallegos, Emma Shaw, Faith Masick and Katy Lull.* Campus customers can also get caffeinated at Cougar Grounds 2, located on the second floor of UH’s Health 2 Building. Check out both locations and “Have a brew-tiful day!” (Photo: Katie Guidroz)

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A NEW ERA OF HOSPITALITY HAS BEGUN!

Friends,

In last year's *Dean's Report*, we talked about recovery, resilience and our plans for a "New Era of Hospitality." It was still a time of uncertainty. Would we return to campus for face-to-face classes? How long would it take for the hospitality industry to rebound? When would we travel again? How would the aftermath of the pandemic affect the passion of our students, faculty, staff and alumni?

Despite this common situation, our fine College did what we always do – we continued to feed our hospitality roots to nourish and grow a stronger and brighter future. Today, we are truly welcoming a new day! How so, you ask?

First, we took the lessons learned when everything went virtual and optimized our overall course delivery. For example, we found that some courses are better taught online, while others benefit a greater number of students when offered in a hybrid format. And some courses just need to be face-to-face.

Second, our renovation and building projects are coming full circle. Our new and impressive *Eric's Club Center for Student Success*, which opened in August, is in full swing, offering comprehensive services in enrollment, academic advising and career counseling for our undergraduate students. We believe these integrated services, where our students can now come to one place for all their academic needs, will quickly become the model for other programs.

Adjacent to this Center is our new *Cougar Grounds*. And it's HUGE! Since our student-run coffee shop was established in 2008, it's only grown in popularity – and not just within our Hilton College community, but with customers across campus. Join us for coffee and experience for yourself all the perks of this new campus hot spot. Pictures just don't do it justice! And, of course, you'll find new menu items, in addition to all of the beverages that made this a standout operation from day one.

Our hotel project is also moving along well. The striking new lobby is close to completion, the renovation of the existing guest tower is almost complete, and the new tower is taking shape beautifully. We expect to start offering our new rooms, each with a fantastic view, in February 2023. It's been a long, long road, but we're almost there!

The other capital project is our *Hospitality Industry Archives* expansion. We are so proud to showcase Barron Hilton's papers and memorabilia in a new named reading room, as well as more items from every iconic hospitality company, thanks to the substantial space this expansion affords. Today, our Archives are truly the world's BEST and largest repository for the industry.

On the people side, we've brought together a new information technology team that is upgrading our classrooms to even further heights and streamlining our

tech throughout the College. Similarly, we have a new recruiting team. This is critical given the drop in undergraduate enrollment across the country. To complement our recruiters' efforts, we just printed new recruitment materials that are purposefully designed for our target audience, acknowledging that our industry is in an interesting state of evolution. And we are enhancing our marketing efforts in this area by truly embracing social media.

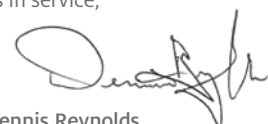
What else are we doing with social media? We hired a dedicated social media manager who is dramatically increasing our virtual presence. This is a huge opportunity for us to impact student recruitment, alumni engagement and global reach. Watch for our new online digital marketing campaign!

As we look ahead, I am thrilled, with now more than seven years behind me as dean, that so many of the seeds we planted have taken root and are blossoming. We are in the fourth year of our new, progressive undergraduate curriculum. The first cohort to attend the *Culinary Institute of America* has returned to Houston and is doing a great job promoting the program based on their incredible experience in Hyde Park. Our new name – *Global Hospitality Leadership* – continues to help us define who we are to the academic world. Faculty research is at an all-time high. A refreshed College with a learning laboratory like no other is about to become a reality. And financially, we are in the best position in our 53-year history.

This coming fall, we will also introduce a new student-run event called *Corks & Forks: Around the World*. As the name implies, the event will include wine and food from 11 wine-producing regions from all over the planet. We are always looking at new ways to embrace our awesome alumni and look forward to seeing those who haven't recently been involved with the College, while celebrating those who are already closely connected with their alma mater.

I know I say this all the time, but it's true! Because of YOU – our Hilton College community – and your continued support, all of this, and more, has been possible. It is, indeed, a New Era of Hospitality!

Yours in service,



Dr. Dennis Reynolds
Dean and Barron Hilton Distinguished Chair



"... We expect to start offering our new rooms, each with a fantastic view, in February 2023."

NEW

COLLEGE NAME

‘MORE RELEVANT,

APPLICABLE,

DEFINING’

With the unanimous approval from the University of Houston System Board of Regents on Feb. 24, Hilton College officially changed its name to the “Conrad N. Hilton College of Global Hospitality Leadership.” The positive response from alumni, students and other stakeholders has been overwhelming.

Doug Brooks ('75), UH System regent and retired CEO, president and chairman of the board for Brinker International, said having the Conrad N. Hilton name has always distinguished the College from other hospitality programs. The decision to replace “Hotel and Restaurant Management” makes our name “more relevant, applicable and defining.”

“Today, multinational hospitality companies are the norm rather than the exception, and Hilton College graduates continue to lead the industry worldwide,” said Brooks, who also chairs the Dean’s Advisory Board. “With the addition of ‘Global Hospitality Leadership’ to the Hilton name, our program stays ahead of the curve as it has done since its founding.”

The new name not only reflects the role of Hilton College as a global leader in hospitality education, but also supports our mission to prepare the industry’s future leaders. The impetus for this name change began years ago when students and faculty began asking for it.

“Ambiguity about our name among employers and recruiters, many of whom are in service businesses outside of hotels or restaurants, also played a factor,” Dean Dennis Reynolds said. “While perfect in 1969, ‘Hotel and Restaurant Management’ does not resonate today, particularly with parents. Given many of our students are the first in their family to go to college, families have difficulty separating a career in service from servitude.”

With a goal of leveraging data to identify a name that would better bridge industry and academia, a market-research firm conducted an eight-month query process. Funded by an anonymous donor, more than 30 one-on-one qualitative interviews were conducted, followed by a far-reaching quantitative survey that yielded some 350 responses from alumni, advisory board members, students, faculty, staff, recruiters, and deans and directors from hospitality programs around the world.

This name change, along with everything from a revamped undergraduate curriculum and recent facility improvements, enables Hilton College to continue making its mark by providing the best in hospitality education and leading research.

“Conrad Hilton embodied the spirit of hospitality, and it is an honor to continue to carry on his legacy with this fitting new name,” Reynolds said.



**WE'RE
ALMOST
THERE!**

BUILDING PROJECT UPDATES WEST WING RENOVATION

Anticipation has been high for the completion of the renovations to the West Wing, now home to the Eric's Club Center for Student Success (CSS) and our newly expanded student-run coffeehouse, Cougar Grounds. Though a few finishing touches remain, when students return to campus this fall, they will be met with dramatically upgraded spaces that we began conceptualizing in 2017.

Eric's Club Center for Student Success

On Aug. 8, our student success staff moved into their beautifully renovated offices, complete with floor-to-ceiling windows. The University's old Continuing Education building, which so many of our alumni knew, could not look more different! Totally gutted and redesigned to centralize the offices of **recruitment and enrollment, undergraduate academic services** and **career development** under one umbrella, this new renovation allows for the seamless integration of our student success services – from application to graduation.

Highlights of this space include an entry door facing the College's courtyard, a student concierge desk, a wall of digital screens to enhance communications, lobby seating, a meeting room, interview space for recruiters and computer kiosks. And with the warm and welcoming concierge team greeting current and prospective students,

families and visitors as they enter this light and airy space, this new Center just *feels* like hospitality!

Cougar Grounds®

Now located in a premium spot next to the CSS in the West Wing, our "new and improved" Cougar Grounds made its debut with a soft opening on Aug. 3. The first-impression



reaction by both our student "Cougar-istas" and faithful customers here and across campus? "It's so BIG!"

With the hip vibe of an independent, urban coffeehouse, Cougar Grounds has doubled in size from the footprint it recently occupied in its original space in the South Wing. The coffee shop now has inside seating for 99, which includes community tables, chairs and tables grouped for more personal space, cozy floor chairs, as

well as tiered seating with charging stations, and a seated drink bar. Once the blue construction fence necessitated for the new Hotel tower project is removed, additional outdoor patio seating overlooking Lynn Eusan Park will be another great new perk for this long-awaited buildout.

The old menu boards have been upgraded to digital, and menu offerings have also been expanded. And, of course, Cougar Grounds will continue to serve its signature beverages made from single origin coffee from local roasters that have made this THE place to "get caffeinated" since opening 14 years ago.



HILTON UNIVERSITY OF HOUSTON RENOVATION AND EXPANSION

Construction of the new five-story, 70-room guest tower – with its striking glass and steel façade – is scheduled to open in February 2023 and will be a tremendous point of pride for the College and the University of Houston. Guest rooms in this tower all have views overlooking the campus.

Renovation of the 80 guest rooms in the existing North Tower is slated for completion this fall. This phase of the project includes updated bathroom vanities and lighting, new carpet and furnishings. Cutting-edge Hilton brand standards for room design and amenities, including the latest in hotel technology, will be integrated into the guest rooms of both the new and existing towers. One of the driving forces behind this expansion was to provide additional hotel rooms for University functions. With this increased inventory of 150 rooms, our sales staff is already booking big events for spring 2023.

Renovations to the existing lobby are also well underway. To keep pace with where the industry is going, an open form with a kiosk-based design for guest check-in to serve both towers will replace the traditional hotel front desk. The towers will be attached by a skybridge and share an elevator bank in the new tower.

“We saw this opportunity years ago, but to take it from concept to approved plan to finished facility took *a lot* of people, *a lot* of work, *a lot* of money and *a lot* of luck,” Dean Dennis Reynolds said. “We’re almost there, and it’s exciting! When our new guest tower opens in February, Hilton College will have a hospitality learning laboratory unlike any other program in the world.

“With more rooms, we’re changing the student experience – this expansion truly gives us a state-of-the-art, full-service hotel. Everything about this new tower is designed to show our students the hotel of tomorrow,” he said.



HOSPITALITY INDUSTRY ARCHIVES

And finally, the renovation and expansion of the Hospitality Industry Archives, which began in March, also wrapped up this summer. By extending the Archives into the areas once occupied by the College's IT offices and the green computer lab, some additional 3,000 linear feet of archival shelving space was gained for what was already the world's largest repository for the hospitality industry.

A highlight of this expansion is the new **Barron Hilton Reading Room**, which is dedicated to the business papers and career memorabilia of hotel icon Barron Hilton. Historian and archivist **Dr. Mark Young** is eager to acquire Barron's papers and will be working with the **Conrad N. Hilton Foundation** over the coming months to determine the pieces that will be part of this collection.

Dr. Young and Assistant Archivist **Dr. Maria Corsi**, who spent months packing and moving precious archival



materials into storage for safekeeping during construction, are now unpacking *lots* of boxes and organizing documents and memorabilia for their permanent place in the Archives, which is housed in the **Massad Family Library Research Center**.



ANNUAL SPEC'S GOLF TOURNAMENT RAISES \$85,000 FOR SCHOLARSHIPS

John Rydman (Hon. '08), president and owner of Spec's Wine, Spirits & Finer Foods, and the **Spec's Charitable Foundation** have been longtime supporters of the College and its beverage management program. The Foundation's annual golf tournament is just one aspect of that support. Though the pandemic may have temporarily sidelined golfers from participating in this popular fundraising event, when the tournament was resurrected this spring, it certainly proved to be worth the wait!

Held May 16 at The Clubs of Kingwood, the **Spec's Charitable Foundation 2022 Golf Tournament** hosted some 500 golfers and generated \$85,000 to benefit student scholarships – the biggest donation in the tournament's history. Proceeds from this year's event were used to establish a brand-new endowment – the **Spec's Charitable Foundation Scholarship**. All was made possible thanks to the leadership of Rydman, who also serves on the Dean's Advisory Board, and the many College volunteers – including faculty, staff, alumni and students – led by the Dean's Executive Assistant **Wendy Evans**.

On behalf of our students, THANKS to all for their time and generosity! But then, with industry partners like Spec's, you could say it's just "par for the course."

HFTP COUGARS WIN STUDENT CHAPTER OF THE YEAR – AGAIN!

With their latest title, you could call our HFTP-Cougar Chapter (Hospitality Financial and Technology Professionals) the "Super Bowl Champions of Hospitality." Once again, they have been selected as the winner of the **Student Chapter of the Year** and will be recognized in September during HFTP's annual business meeting.

This year's recognition makes this not just the second or even the third, but the **SIXTH** time our championship players have won this prestigious national honor. Under the mentorship of "Coach" **Arlene Ramirez**, who returned to our faculty in 2013 as an assistant instructional professor, Hilton College teams have brought home the first-place trophy in 2013, 2014, 2017, 2019, 2021 AND now 2022. A very impressive winning streak by any measure!

This semester, Coach Ramirez is passing the baton on to the chapter's new faculty co-advisors, **Dr. Agnes DeFranco** and **Tucker Johnson**, to focus on completing her Ed.D. in Instructional Systems Design and Technology from Sam Houston State. Fortunately for our students, she'll continue to be a part of our faculty as an adjunct professor. No pressure at all in filling her big shoes!



Flashing the victory sign, aka Cougar paw, after last year's win at the HFTP Annual Convention in Dallas are Yueming Guo ('22), treasurer; Coach Arlene Ramirez, Alexis Jeanjaquet ('22), president; Lantz Han, director of membership; and Mahsa Bitaab ('21), director of communications. High fives all around to these officers and the entire HFTP student team on another well-deserved title!

NEW CIA EXPERIENCE RECEIVES 5-STAR REVIEWS



In last year's *Dean's Report*, we announced our exclusive partnership with the renowned **Culinary Institute of America (CIA)** in Hyde Park, New York. Annually, 10-18 undergraduate students will participate in a concentrated three-week culinary course with chef instructors in the CIA's state-of-the-art learning labs and stay in the dorms overlooking the Hudson River. Upon completion of this customized immersion experience, students can transfer six elective credits toward their UH degree.

The inaugural session of the CIA Experience was held May 16 to June 3. Accompanied by faculty advisor **Katie Ginapp**, 10 students participated in this bootcamp of a lifetime. Was it a success? That would be a resounding YES! But our students really do say it best...

"The CIA Experience was one of the best decisions I could have made before I graduate. I met so many amazing people and learned so much from Chef Foglietta." – **Amberly Robles**

"This trip has cemented itself as the highlight of my college experience." – **Elijah Gallegos**

"I have fallen deeper in love with the art of cooking. I can't wait to practice and perfect the techniques and methods I have been taught!" – **Rachel Gordon**

"I learned a lot about myself, teamwork, time management and how to handle tough situations. The best part of the day was looking at the recipes before hopping in the kitchen and thinking, 'This will be fun!'" – **Natalia Knutson**

"Immediately transitioning to the kitchen after our interactive lectures with Chef Foglietta was exhilarating. This really was an unforgettable experience!" – **Liliana Soto**

"The reputation of the CIA speaks for itself, and this partnership provides our students with yet another set of skills they can add to their toolbox that they just won't get anywhere else," said Dean Dennis Reynolds, who sealed the deal on this partnership after years of competition with other hospitality schools. "We hope to subsidize the cost of this program, so that every student who wants to participate can."

The cost per student is \$6,150 and includes tuition, on-site room and board, knives and equipment. The CIA has waived the application fee. Airfare and ground transportation are not included. The next session is slated for May 15 to June 2, 2023. Interested in funding a scholarship or partial scholarship? Contact Dean Reynolds to learn more!

TRAINING FUTURE EDUCATORS AND RESEARCHERS – ONE TALENTED COHORT AT A TIME!

With 100 percent placement at top-level hospitality programs around the world, our fifth cohort of doctoral students added yet another notch to the stellar reputation of our graduate program. In addition to their outstanding research and teaching prowess, these four newly minted doctors have personified what it means to earn a **Ph.D. in Hospitality Administration** from Hilton College. All credit the success of their doctoral journey to the unwavering support of their dedicated faculty mentors and an equally inspiring Ph.D. cohort.



• **Dr. Cortney Norris**, who was the first in this cohort to successfully defend her doctoral dissertation, begins her academic career at **Oklahoma State University** as an assistant professor in Beverage Management. Her dissertation is titled "Applying Game Theory to Restaurant Tipping Behavior: A Holistic Examination of the Service Exchange Relationship."



• **Dr. Michelle Russen** is joining a new hospitality program at **California State University, San Bernardino-Palm Desert** as an assistant professor in Hospitality Management. Her doctoral dissertation is titled "Shattering the glass ceiling to sliding off the glass cliff: Increasing inclusion in hospitality management."



• **Dr. Sung in Kim** has accepted an assistant professor position with **The School of Hotel and Tourism Management at The Hong Kong Polytechnic University**, which is also an academic partner of our tripartite M.S. in Global Hospitality program. His dissertation is titled "How do P2P Hosts Secure the Competitive Advantage through Host Brand Management? Multi-level Approach Considering Consumer Choice Behavior and Spatial Effects."



• **Dr. Yun "Yvonne" Yang**, the cohort's most recent graduate, represents our program at **Boston University**, where she also begins her career in higher education as an assistant professor. "Persuasion in Reward-Based Crowdfunding: The Role of Visual Image" is the title of her dissertation.

With the bonds created since their first class together in fall 2019, these new assistant professors will represent Hilton College well, while continuing to support each other across the miles as they pursue their next academic milestone – tenure!

THE MAGIC OF GOURMET NIGHT RETURNS

After a heartbreaking cancellation in 2020 and a virtual event in 2021, the magic that is **Gourmet Night** returned to Hilton College on April 9 with a sold-out affair. The **49th Annual Gourmet Night**, themed "*The Hogwarts of Hospitality – A Magical Fantastical Feast*," featured wondrous potions and a menu that included chocolate frogs, Quidditch Players' Pie and Butterbeer Bread Pudding. More than \$32,000 was raised for scholarships during the silent auction.

Our kitchen house-elves and students were assisted by **Guest Chef Ojan Bagher** of Sysco Houston, among others, including Director of Kitchen Operations **Katie Ginapp**. Led by Executive Director **Reba Haskell**, none of this year's student managers had EVER participated in our signature student-run event. Whether magic was truly afoot, or it was pure heart and hard work, this inspired Hogwarts class of managers and volunteers conjured up an evening applauded by all. To our guests, donors, partners, faculty and staff who also made this night possible, THANK YOU! And do plan to join us for our 50th – April 15, 2023!

THIS IS US

During the 2022 academic year, we promoted five of our faculty, welcomed one assistant professor and 14 new members of our College and Hotel staff, while offering heartfelt hugs and happy retirement wishes to our favorite housekeeper and a Hilton College institution who has been part of our faculty since 1989. And, of course, there are always individual accolades worthy of mention.

NEW FACULTY

DR. DUSTIN MANEETHAI (*pronounced money-tie*) joins our faculty as an assistant professor in corporate social justice after recently graduating with a Ph.D. in Industrial-Organizational Psychology from the University of Houston in May. This fall, he will be teaching Leadership in the Hospitality Industry. Dr. Maneethai holds a B.A. in Psychology and Social Behavior from the University of California, Irvine, and an M.S. in Industrial-Organizational Psychology from California State University Long Beach. He brings to his classroom a global teaching perspective and six years of consulting experience in organizational diversity, legal issues in human resources and organizational development.



With his research interests ranging from leadership, and diversity, equity and inclusion in the workplace to human resources management and research methods, his energy and expertise is currently focused on a study aimed at understanding how human morality shapes our perceptions of diversity, equity and inclusion in the workplace. Dr. Maneethai is most excited about joining a passionate group of colleagues and professionals who care deeply about their students and research.

“The energy here is infectious, and I’m thrilled to be part of a collaborative culture that values working with a multidisciplinary faculty, a diverse student body with broad interests and a dedicated staff,” he said. “I look forward to playing my part to further Hilton College’s tradition of excellence.”

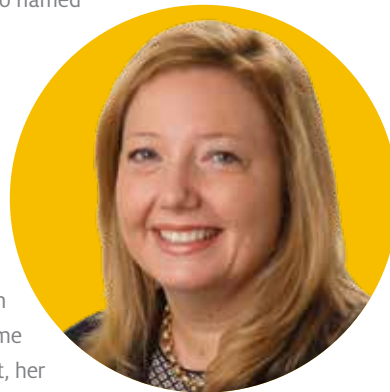
For Dr. Maneethai, one of the *perks* of his new position is *brewing* up ideas with colleagues and students at his new go-to, Cougar Grounds. This coffee aficionado loves learning about the various varieties and processes that lead to distinctive flavor profiles. You’ll often find him at coffee shops around Houston. Even when visiting new cities, his mission is to find a good shop or roaster. And dog parks. You can also find him at dog parks with Russell, who lives for meats, cheeses and a good belly rub!

PROMOTIONS

DR. MARY DAWSON, who has been a constant beacon of light at Hilton College since her days as an undergrad, has been promoted to the highest rank of full professor – quite an extraordinary achievement, especially given that she fulfilled the rigorous requisites while serving as the associate dean for academic affairs AND teaching one or two classes each semester AND mentoring Ph.D. students.

She earned both her B.S. and M.H.M, as well as her Ed.D. in Educational Leadership, from the University of Houston. A faculty member since 1996, first as a lecturer, then as an assistant professor, Dr. Dawson was promoted to associate professor with tenure in 2014. She also served as interim academic dean for a year, helping to navigate the transition period before and after Dean Dennis Reynolds arrived in July 2015. She was officially appointed to the position in December (2015) and also named the Donald H. Hubbs Professor.

Prior to her academic career, Dr. Dawson held management positions with Pappas Restaurants and McDonald’s – and yes, she is a graduate of “Hamburger University” – and brings to her students more than 14 years of industry experience in hospitality operations. With 45 peer-reviewed journal articles and some \$1,510,482 in external grants to her credit, her research focuses on restaurant operations, training and development in diversity, and hospitality culture. Her current study? Retirement planning, or lack thereof, for restaurant employees.



At present, she is teaching Professional Development at the undergraduate level and Teaching Methods in Hospitality Management at the Ph.D. level. What she appreciates most about being a faculty member is the unique opportunity of this industry to be able to see her students put their classroom knowledge directly to work. “I love walking into a restaurant or hotel and seeing them ‘in action.’”

“My favorite thing is when students contact me to share how something they learned and applied from my course was successful in the real world,” she said, adding that she’s now experiencing this same reward working with our doctoral students.

A “forever Coog” to the end, when Dr. Dawson isn’t balancing her many academic roles, she is donned in red and cheering on the Cougar football and basketball teams. And, of course, she has plenty of orange and blue fan gear to support her beloved Houston Astros!

DR. CRISTIAN MOROSAN has a contagious curiosity, a trait that has fueled his acceleration up to the highest rung of the academic ladder – full professor – in just 10 years. Since leaving his position at the University of St. Thomas in 2012 to join our faculty as an assistant professor, Dr. Morosan has penned some 40 refereed journal articles, 11 invited industry articles and 15 book chapters, presented at 29 conferences throughout North America, Europe and Asia, and been awarded more than \$140,000 in industry-funded research and teaching-innovation projects. He was promoted to associate professor with tenure in 2016 and advanced his career again this spring when elevated to full professor.



Not much excites him more than interacting with his students and stimulating their creativity and desire to learn. He is inspired by witnessing the transfer of knowledge inside his classroom, as well as the opportunity to innovate in teaching and research. Dr. Morosan’s use of technology in his classes fosters a rich learning environment and feeds his energy as an educator. At present, he teaches Information Technology at several levels, as well as Strategy and Innovation.

Born and raised in Romania, he received his B.S. in Tourism and Service Management from Stefan cel Mare University in Suceava, Romania, and his M.S. and Ph.D. in Hotel, Restaurant and Institution Management from Iowa State University. His industry background is in tourism and public administration, and he is fluent in four languages, including Italian.

The wheels in his head rarely stop spinning! Among his many research interests are information-technology adoption, biometric systems, mobile technology, security and privacy, and e-marketing. His current research focus? Understanding how people are delegating their decision-making to artificial intelligence technology. Outside the classroom, he loves music/media performance and production. He’s also been known to play a mean electric guitar, a carry-over from his days of playing in a high school garage band.

“When you are innately curious, it’s only natural to be drawn to research – you want to observe things, try to explain things and ask questions,” he said. “When you have this mentality, you are the luckiest person in the world because you can continue to learn and share your knowledge for a living.”

DR. TIFFANY LEGENDRE might be best known among her colleagues and students as the “professor who eats and feeds people bugs.” To be specific, she eats and feeds people EDIBLE insects – just one of the many fascinating facets of her ongoing research. This April, her work was rewarded with a promotion to associate professor with tenure.

Dr. Legendre’s expertise and research interests are in branding, food and beverage innovation – including sustainability and, yes, edible insects – and consumer-value judgment. Most recently, she’s begun work in the area of food justice to find better ways of supplying food to people who, traditionally and systematically, have experienced discrimination. She’s also working with Ph.D. student **Anni Ding** to try to solve food-waste problems in China, primarily waste generated from business-to-business banquets. With Ph.D. student **Rachel Lee**, she’s examining the impact of clean technology on food-waste reduction in onsite foodservice management.

“With the challenges we face in climate change, environmental sustainability and food insecurity, I’m passionate about the work I do,” Dr. Legendre said. “The creativeness of my students really excites me – they’ve got some crazy innovative ideas! But the ones who work diligently to bring those ideas to life really impress me, and that makes my job fun.”

Dr. Legendre joined our faculty as an assistant professor in fall 2016, after receiving her Ph.D. in Management with a concentration in Hospitality and Tourism Management from the University of Massachusetts Amherst. She holds an M.S. in Hospitality and Tourism Management from Sejong University in Seoul, South Korea, and earned her B.B.A. in Hospitality Management from Macquarie University in Sydney, Australia.



So far, she’s published 26 articles – all in SSCI or SCI journals – secured grants totaling some \$31,000 to support her research and serves as an advisor for the overseas business division at KEIL Corporation – an agricultural biotechnology company – and Papillon’s Kitchen™ in Seoul. This semester, Dr. Legendre is teaching Hospitality Supply Chain Management, Food & Beverage Management Systems, and Methods of Research in the Hospitality Industry.

With this and more, including raising two young energetic children, what does she do to sustain some semblance of work-life balance? Meditation, Pilates, a little wine or beer and, for sure, snacking on protein-rich crunchy crickets, grasshoppers and mealworms to stay on top of her research!

DR. NATHAN JARVIS is among a handful of former rockstar students who joined our faculty and proved to be a gifted rockstar professor as well. This September, he was promoted to clinical associate professor.

As a student, Nathan won the undergraduate *Dean's Award* in 2008 and graduated with a B.S. in Hotel and Restaurant Management. He returned as a chef instructor from 2010 to 2011. Inspired by the passion and work of another former rockstar student and faculty member, **Dr. Jay Neal**, he left his teaching role here to pursue his Ph.D. in Food Science from the University of Arkansas, where he was awarded a Distinguished Doctoral Fellowship for his work on the foodborne pathogen *Listeria monocytogenes*. In 2016, the newly minted Dr. Jarvis was hired back as a clinical *assistant* professor.

He brings to his classroom more than 15 years of food & beverage operations experience, as well as considerable expertise in the areas of culinary arts and food production, sustainable food systems, food safety behavior and applied food safety, and food microbiology. Though research and publishing aren't required for this clinical non-tenure track position, Dr. Jarvis has been the principal investigator and collaborated on a number of noteworthy studies, including how consumer perceptions of "ugly vegetables" affects food waste. Currently, he teaches Beverage Management, Hospitality Procurement and Purchasing, Hospitality Cost Controls, and Hospitality Organizational Behavior.

"I love engaging with students about their current or past industry experiences and helping them to apply that experience to what they are learning in class," he said.

His passion for beverages also inspired an experiential-learning course he developed in 2018 called "Spirits of Mexico" – the first of its kind in higher ed. His class incorporated three days of lectures on tequila and mezcal production, agriculture, sustainability, history, the role of agave spirits in today's culture, as well as the business side of operations, sales and distribution. Then, it was five days in Guadalajara, Mexico for a behind-the-scenes look at tequila production with exclusive tours of the haciendas and distilleries of three major global players headquartered in Mexico.

It is this ability to offer firsthand knowledge and real-world industry situations and experiences to his students, among other things, that place professors like Dr. Jarvis among our faculty rockstars!



TUCKER JOHNSON joined our faculty in 2015. No matter his role or what he teaches, he ALWAYS brings his A-game. This year, Tucker was promoted from instructional *assistant* professor to instructional *associate* professor. A natural-born teacher, his students really connect to the enthusiasm and innovation he brings to every class. He even has a knack for making accounting fun!



"I have fun every day, Tucker said. "My students and co-workers are fun. I find the content I teach fun, too."

This semester, he's teaching Hospitality Managerial Accounting, Hospitality Marketing, and Strategy and Innovation in the Hospitality Industry. Non-tenure track faculty aren't required to publish, but Tucker does enjoy contributing regularly to industry sites like *HotelNewsNow.com* and *Hotel-Online.com*. And, since there isn't a research component to his position, he channels his energy and focus into providing the highest level of instruction possible.

To improve upon his online teaching skills, Tucker is on the home stretch of completing his Master of Instructional Technology from the University of Alabama, which includes an internship with Cracker Barrel Old Country Store, Inc. He's learning firsthand from their instructional design team how to train and provide content to more than 500 stores nationwide. He's also about to complete his *Certificate in Effective College Instruction* from the Association of College and University Educators (ACUE), a 25-week intensive training in evidence-based teaching practices. This is the only higher-ed teaching credential endorsed by the American Council on Education.

Tucker holds a B.S. in Hotel Administration from Cornell and an M.H.A. from UNLV, Las Vegas. In addition to a whole string of professional certifications – CHSP, CHIA, CHRM, CHAE, CHE – he draws from his own industry experiences that began when he was 16. From dishwasher and line cook to barista and bartender, he's done it all. His first job after college? Restaurant manager. He also has extensive experience in hotel sales and marketing, and revenue management, and earned his teaching stripes at Austin Community College and St. Leo University.

Each summer, this fun-loving dedicated teacher, husband and doting dad of three can be found playing on the beaches of California with his family that "he loves very much." He's a HUGE fan of 90's Gangsta Rap. And, most assuredly, he's having fun!

RETIREMENTS

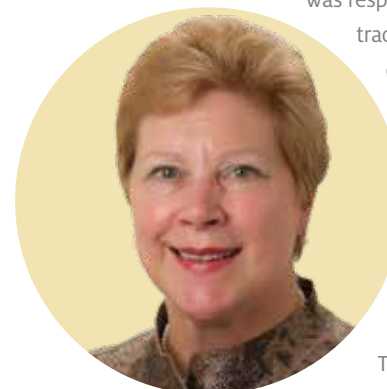
BEST WISHES AND WELL DESERVED!

MARY ANN GARZA, an everyday hero in the housekeeping department of our **Hilton University of Houston**, retired on Feb. 28 after more than 16 years of working the early shift. Throughout her tenure, she worked in both guest rooms and public spaces and was an invaluable team member. Her tireless efforts contributed to our consistent "outstanding cleanliness" ratings during Hilton Worldwide's annual Quality Assurance Audits. Mary Ann's work ethic is laudable, her bright smile and sunny disposition contagious. She is missed! The many students she mentored over the years through our rotational internship program were blessed to learn from her, too. Her behind-the-scenes efforts, year in and year out, made a difference. THANK YOU, Miss Mary Ann, for your dedicated and passionate years of service!



HONORED WITH TITLE OF 'PROFESSOR EMERITUS'

DR. NANCY S. GRAVES was the teaching assistant for former **Dean Joe Cioch** in 1980, while finishing her M.S. in Restaurant, Hotel and Institutional Management at Purdue. After passing her registered dietitian exam in 1981, she accepted a position at Indiana University where she was responsible for serving 34,000 meals a day at 11 residence halls. Two years later, Dean Cioch hired her as a tenure-track assistant professor to teach in the dietetic program of Purdue's nutrition department before being named dean of Hilton College. When Dean Cioch offered her husband, Jeff, a position, she also negotiated a full-time faculty position and began working on her Ed.D. in Educational Leadership at UH's College of Education in 1989. Fast forward 33 years.



After impacting the lives of literally thousands of students through her teaching and mentoring, volumes of nutritional analyses, and innumerable contributions to the foodservice and restaurant industry through her research and service, Dr. Graves donned her regalia one last time as an associate professor at Hilton College and joined her fellow faculty on stage for the Spring 2022 Commencement.

To recognize her passion, commitment and contributions to her students, the College and the University, she was honored with the title of "Professor Emeritus" when the UH System Board of Regents convened for their spring meeting in May. Her contributions are many, the impact on her students immeasurable.

From Food Production and Beverage Management to Restaurant Layout and Design, Dr. Graves has taught 21 different courses, served on countless College and University committees, as well as industry advisory boards, and helped "put the College on the map" within the Greater Houston Chapter of the Texas Restaurant Association due to her tireless volunteer efforts and committee work. She also served on the board of the Greater Houston Restaurant Association and was recognized with the Roundtable for Women in Foodservice's *Pacesetter Award for Leadership and Excellence in Education*, among many other industry and academic accolades.

For 18 years, Dr. Graves served as the faculty advisor for the Texas Restaurant Association Cougar Chapter. She has procured numerous grants for foodservice projects, as well as shepherded untold scholarships for her students through her extensive industry connections. She was also the first to teach in the new South Wing student instructional kitchen when it opened in March 1989. Decades later, she was instrumental in working with the renovation team to modernize this space when it reopened in 2019 as the Sysco Student Kitchen.

Since 1998, she's worked with senior assisted living communities to provide nutrition education, while her partnerships with Continental Airlines, Minute Maid, Uncle Ben's, Earth Winds Hilton, Harris County's foodservice program for acute-care hospitals, restaurants, grocery stores and others, in product development and nutrition counseling are too extensive to list. And, of course, there's the guidance she's provided her students to help them launch their own restaurant and culinary careers.

Since her retirement in May, Dr. Graves is finally able to do some long-awaited traveling. She and Jeff have already checked off Spain, Portugal, Norway and London from their bucket list. Up next? Antarctica! So well deserved. Thank you, Dr. Graves, for everything. You are missed!

NEW COLLEGE & HOTEL STAFF

INTRODUCING THE STAFF 'CLASS OF 2022'

Meet the staff who joined our team this year – from student recruiting, academic advising, technology support, and business and social media administration on the College side, to sales, F&B management and guest services on the Hotel side. They are adding their own personalities, professional backgrounds, skill sets and talents to support our daily operations, all of which benefit our students, faculty and hotel guests.



RAYMOND AREVELO
Director of Student Recruitment



FREDDY AUNG
Director of Information Technology & Information Security Officer



KATIE FRIETSCH
Undergraduate Academic Advisor



KATIE HIGHFIELD-NEEB
Food & Beverage Office Manager



ASHLEY JASPER
Banquet Manager



KELLY LE
Department Business Administrator



KARLA LERMA
Social Media Manager



TRAVIS MCINTIRE
Director of Hotel Sales



MERAB OMOREGIE
Recruitment Manager



BROOKE SANER
Sales & Conference Services Manager



BENJAMIN SCAGGS
User Services Specialist II



SHAKEYA WALKER
Hotel Front Desk Supervisor & Night Auditor



ALEXANDER YBARRA
Hotel Front Desk Supervisor



MARCUS YOUNG
Assistant Banquet Manager

ACCOLADES

TAKING TOP HONORS AT ICHRIE – AGAIN!

When several of our faculty and doctoral students returned from ICHRIE's (International Council on Hotel, Restaurant and Institutional Education) annual conference, held in Washington D.C. Aug. 3-6, they once again brought home several of the top honors.

ICHRIE, the world's largest hospitality academic organization, provides a global platform for networking and shared scholarship during its annual conference, which this year drew some 420 attendees from hospitality programs worldwide. Competition is always spirited, but the fact that Hilton College faculty and programs have consistently been recognized with its most prestigious awards – especially over the last three years – is, well, kind of freakin' amazing!

One of ICHRIE's most coveted honors was bestowed upon **Dr. Ki-Joon Back**, who was recognized with the **Lifetime Research Achievement Award**. So well deserved and we could not be more proud! In addition to his prolific research, teaching and student mentoring roles, Dr. Back serves as the College's associate dean for research and graduate studies. He also holds the Eric Hilton Distinguished Chair.

Dr. Minwoo Lee was the lead author and recipient of the **Research Award**, presented to a scholar for a superior article and other research publications in the fields of culinary, hospitality or tourism management. Titled "Artificial intelligence for hospitality big data analytics: Developing a prediction model of restaurant review helpfulness for customer decision making," this study was published in the *International Journal of Contemporary Hospitality Management*.

And finally, **Dr. Agnes DeFranco** added an exclamation point to the fact that, "YES, Hilton College is in the house!" She accepted the **Outstanding Reviewer of the Year Award** for her editorial work on the *Journal of Hospitality & Tourism Education (JHTE)*. Dr. DeFranco holds the Conrad N. Hilton Distinguished Chair. And this fall, she will take on a familiar role as faculty co-advisor to the Hospitality Financial and Technology Professionals – Cougar Chapter.



OUR EXCELLENCE AWARD WINNERS

During the College's annual spring rally held May 4, faculty and staff gathered to welcome new colleagues and celebrate collective accomplishments, years of service, promotions and impending retirements. It was also awards presentation time! Our 2022 award winners are...

- TEACHING EXCELLENCE AWARD**
DR. AGNES DeFRANCO
Professor & Conrad N. Hilton Distinguished Chair
- STEPHEN RUSHMORE/HVS RESEARCH AWARD**
DR. JAEWOOK KIM
Assistant Professor
- DONALD GREENAWAY EXCELLENCE AWARD**
DR. PRIYANKO GUCHAIT
Associate Professor
- SERVICE EXCELLENCE AWARD**
DR. CARL A. BOGER JR.
Professor & Clinton L. Rappole Distinguished Chair
- COLLEGE STAFF EXCELLENCE AWARD**
WENDY GARY
Administrative Assistant and a two-time honoree (2008)
- HOTEL STAFF EXCELLENCE AWARD**
SHINU ABRAHAM
General Maintenance Technician
- RISING STAR AWARD**
NAFISEH GONABADI
Assistant Business Administrator



ERIC'S CLUB

EVEN GREATER

TOGETHER



• Once again, two more Eric's Club members joined UHAA's distinguished list of Cougars during the University of Houston Alumni Association's 67th Annual Alumni Awards Gala on April 30. **Dave Smalley** ('79) received the *Distinguished Alumni Award*. Dave is founder and CEO of Spectrum Catering, Concessions & Events, the largest company of its kind in North America. **Steve Goodman**, CPA, CFP ('83, MSACCY '85) was the sole recipient of the *Distinguished Service Award*. Steve is president and CEO of Goodman Financial, an independent, fee-only investment management and financial advisory firm. He is a former member of the UHAA Foundation Board, the College Dean's Advisory Board and past chair of Eric's Club.

• During its executive board meeting in April, four new industry leaders were named to this extraordinary roster of distinguished alumni, now 64 members strong. Joining the ranks are **Dr. Agnes DeFranco** ('83), professor and Conrad N. Hilton Distinguished Chair at Hilton College; **Kelly DeSchaun** ('91), CEO of the Galveston Island Park Board of Trustees; and owners of the Flagship Restaurant Group **Michael "Tony" Gentile** ('01), corporate executive chef, and **Anthony Hitchcock** ('00).



Whether collectively or individually, the career success of Eric's Club members is reflective of all that is possible with a degree from Hilton College. Their time, generosity and unwavering passion and dedication to their alma mater is making an impact on the next generation of industry leaders. And that is the ultimate legacy of Eric's Club!



JASON'S GRIT AND GRACE

Jason McCann ('91, MBA '96) has a true hospitality heart –for his College, his University and his team, where he is the CEO and co-founder of Vari® – the original standing desk company that has evolved to offer innovative office products and design solutions. His notable career success also garnered an invitation to join **Eric's Club**.

Before he "got busy," Jason used to paint. Needing a creative outlet during the pandemic, he was inspired to pick up his brush. When the Dean's executive assistant, **Wendy Evans**, learned about his artistic talents, she asked him to create a canvas for the new **Eric's Club Center for Student Success**.

"Grit & Grace" is now prominently displayed in the Center. Most fitting and very cool, indeed, for an alumnus who embodies the grit required to become an influential industry leader to have his art grace a space dedicated to supporting student success!

It's true; the whole is greater than the sum of its parts. And the members of **Eric's Club**, whose synergy over the years has led to some pretty remarkable outcomes to benefit the greater whole, personifies this age-old axiom.

The idea to form this select group of alumni was sparked in 1999, after Eric's Club Founder and Director Emeritus **Dr. Clinton L. Rappole** established a lecture series to honor **Eric Hilton**. To capitalize on their collective potential, these "industry-seasoned" lecturers organized as the **Eric Hilton Distinguished Alumni Club** and became officially known as "Eric's Club" in 2005.

In addition to building upon their mission to create a legacy of student inspiration and connectivity through these lectures, Eric's Club continues to provide a network of support and resources to the College. Together, members have established scholarship endowments and an endowed chair, spearheaded fundraising efforts and generously contributed to facility renovations, including Alumni Hall in 2014 and, most recently, the College's new **Eric's Club Center for Student Success**. It's also been a very good year for several "parts" of this "whole."

• The **39th Eric Hilton Distinguished Chair Alumni Lecture Series**, held April 7, featured **Jeff Heaney** ('92) who, at that time, was president of BauscherHepp, Inc. This lecture series never disappoints! Jeff, whose company supplies much of the industry's tableware, shared his career journey with a full house in Alumni Hall. After his presentation, students attended a networking roundtable with Jeff and other members – an unrivaled opportunity for all attendees to make career connections. The next lecture is set for **Oct. 13** and spotlights **Adele Gutman Milne** ('84), founder and guest experience evangelist of Aspire Reputation Marketing.

HILTON COLLEGE ALUMNI ASSOCIATION

NEW ALUMNI BOARD ASPIRES TO INCREASE ENGAGEMENT

During its annual meeting on Aug. 11, the Hilton College Alumni Board introduced its newest members. Outgoing president **Jessica Lewis** ('07), who remains on the board as immediate past president, passed the torch to incoming president **Xiaodan Mao-Clark** ('06, MS '13), her former vice president. Xiaodan, a student in our Ph.D. program, also serves as the board's graduate student liaison. Board member **Patrick McCaslin** ('10) has stepped up from his member role as the new VP, **Luis Rabo** ('95, MHM/MBA '02) continues his service as secretary and **Noel Stalnaker** ('75) is back as treasurer. Board member **Mike Przechalski** ('78) is now joined by fellow alums **Jacqueline Austin** ('15), **Curtis Bell** ('13), **Taylor Brione Ballard** ('14), **Anne Dillion** ('04), **Wm Earl Finley** ('83) and **Malik McGhie** ('14). Representing Eric's Club, our faculty and undergraduate students as the new alumni board liaisons are **Charles D. Dorn**, CCM ('80), **Dr. Nathan Jarvis** ('08) and **Ximena Medina** ('23), respectively. *Pictured in order listed.*

United by their collective pride and support for their alma mater, the alumni board's main mission is to increase alumni engagement and foster continued connections between alumni and students.

"We're always advocating for every class to give back to our College – and giving can take many forms," said President Xiaodan Mao-Clark, who came to this country on her own when she was just 16 and, eventually, found her home as a student here. "I give back through the board because this College gave me my American dream. I received the best education I could ask for, felt included by my classmates, cared for by our great faculty and made lifelong friends. If your experience as a student here has contributed to your life's journey, I heartily encourage you to pay it forward by just showing up at events, connecting with fellow alumni or sharing your story in a class."

Giving back also means giving of your "time, talent and treasure." Yes, that could mean writing a check, but it also means mentoring a student who wants a career in your field, volunteering your time to a student organization, or making an in-kind donation to benefit a College event or program.

And whether you're a graduate of the class of 2022 or crossed the commencement stage in the '70s, '80s or '90s, the board encourages EVERYONE to get involved, stay connected or reconnect. Updating your contact information to receive the College's annual *Dean's Report*, alumni news and invitations for events throughout the year and following the Hilton College Alumni page on Facebook are great ways to get started!

"Whether you want to join us for fun times at football tailgates, catch up with former classmates or network to make meaningful connections to help advance your career during our social events, the Hilton College Alumni Association is your support system and your Cougar connection back to the College," Vice President Patrick McCaslin said.

To learn more about opportunities to get involved, email hcalumniboard@uh.edu. To update your email, mailing address and/or phone number, contact **Wendy Evans**, executive assistant to Dean Dennis Reynolds, at wdevans@uh.edu or 713-743-2607.



SEND US YOUR MEMORIES!

TIME X CAPSULE

TO BE UNVEILED DURING GRAND OPENING CELEBRATION

Much has happened since Conrad N. Hilton gifted \$1.5 million in 1969 to establish the first hospitality school in Texas. And with planning underway for a junket-style grand opening to celebrate the completion of our Hilton University of Houston's game-changing new guest tower in February 2023, opportunity abounds to memorialize what has been a tremendously transformative time in the College's history.

As we enter a "New Era of Hospitality" with our grand-opening festivities, we will also mark the occasion with a custom-designed time capsule to be unveiled on the last day of the junket. The capsule will be permanently displayed outside the College, just off the courtyard, until the next generation of students and educators reveal its treasures in 50 years. But before this giant "memory box" is sealed, we need contributions to help fill it. Standing at 4-feet-by-3 feet, it's a lot of box to fill!

Of course, our own Hospitality Industry Archives will be contributing to this endeavor, and we have steadily been collecting items that will document our story – things like past dean's reports, brochures, student recruiting materials, the 50th anniversary red book, photos and commemorative event memorabilia.

To add to this collection, we need your personal stories, experiences and recollections to fill in the gaps and weave together the many threads of our rich and colorful tapestry of community, individual memories and lessons learned through the decades. For it is our stories, not just facts and figures, that will epitomize what Hilton College was truly about and how our collective experiences mattered.

Here are a few ideas to inspire your contributions:

- Share a trinket, T-shirt, textbook, class syllabus, invitation, certificate, old photos, or presentation from a class project that inspired your career. *What do you have that represents your Hilton College education?*
- Write a letter about what you learned here, jot down on notecards your favorite memory or the best advice you received as a student.

There is no specific format for your submissions since each contribution is different. If duplicates of an item are received, only one will be used. *Along with your submission, please include your name, the year you graduated (if applicable), and your relationship to the College. Please send us your contributions no later than Jan. 1, 2023.* Items can be emailed, dropped off at the Dean's Office or mailed to:

ATTN Wendy Evans
 Conrad N. Hilton College
 University of Houston
 4450 University Dr., Room 227
 Houston, TX 77204-3028

For more information, contact **Wendy Evans**, executive assistant to Dean Dennis Reynolds, at wdevans@uh.edu or 713-743-2607.

FEBRUARY 2023
IS CELEBRATION TIME

JOIN US AND 'SURVIVE THE HILTON COLLEGE JUNKET!'

Celebrity gossip columnist Hedda Hopper, whose column appeared in the Los Angeles Times and other papers during the golden days of Hollywood, once penned – “Never a dull moment at a Hilton press junket!” Movie stars and A-list celebrities of all ilk coveted invitations for the opportunity to be seen at one of Conrad Hilton’s hotel opening parties. To promote his newest properties, elaborate press junkets – complete with chartered jets to exotic hotel locations and sensational soirees flowing with food and wine – were also a Hilton tradition.

HAPPY HOUR
@ 8TH WONDER BREWERY
FRIDAY, TBA
5:30 TO 7 P.M.

**COUGAR
BASKETBALL GAME**
@ THE FERTITTA CENTER
SATURDAY, TBA

CASINO NIGHT
@ THE CONRAD HILTON
GRAND BALLROOM
SATURDAY, TBA
7 TO 10 P.M.

LUAU BRUNCH
@ THE CONRAD HILTON
GRAND BALLROOM
SATURDAY, TBA
10:30 A.M. TO 1 P.M.

**COUGAR
KITCHEN CAPERS**
@ THE SPEC’S WINE & FOOD
APPRECIATION LAB AND THE SYSCO
STUDENT KITCHEN
SUNDAY, TBA
5 TO 7 P.M.

Cheer on your favorites as this culinary competition heats up to crown a victor among teams paired with students and members of the Dean’s Advisory Board, Eric’s Club, the Alumni Association and College faculty and staff!

**GRAND OPENING
CELEBRATION OF
THE NEW HILTON
UNIVERSITY OF
HOUSTON’S GUEST
TOWER**
MONDAY, TBA 4 TO 7 P.M.

In the spirit of recreating our founder’s grand opening celebrations of yesteryear, the organizing committee for the opening of our new Hilton University of Houston guest tower is planning a string of old-fashioned junket events to officially usher in our “New Era of Hospitality.” With something for everyone, these gatherings – to take place over a four-day period in February 2023 – will culminate with the grand opening of our Hotel tower. A commemorative T-shirt emblazoned with “**I SURVIVED THE HILTON COLLEGE JUNKET**” will also be available for purchase. A collector’s item, to be sure!

Here are the events slated for our junket-style celebrations. *Once the planning committee receives confirmation of the Cougar’s basketball schedule, we’ll announce these dates on social media.*

Chaired by Dean’s Executive Assistant **Wendy Evans**, the junket organizing committee is composed of volunteers representing alumni, the Dean’s Advisory Board, students, industry, faculty and staff, and the public. Members include **Steve Cunningham**, general manager of the Hilton University of Houston; **Ava Hernandez**, regional leader of marketing for Raising Cane’s Chicken Fingers; **Melica Jahedmotlagh**, Dean’s research graduate assistant; **Maggie Padilla**, director of executive programs for Hilton College; **Julia Reynolds**, wife of Dean Dennis Reynolds; **Melanie Smalley**, board member and president of Spectrum Catering, Concessions & Events; and **Lauren Smith** (’15), program manager for alumni and development at Hilton College. **Dr. Jason Draper**’s Event Administration class is assisting the committee with the logistics and execution of these festivities.

Be sure to follow Hilton College on social media for lots of event details and updates! Ticket information about the five events preceding the official grand opening of our tower, and invitations for the grand opening will be sent before the end of the year. All events are open to our entire Hilton College community!

For more information, contact Chair **Wendy Evans** at wdevans@uh.edu or 713-743-2607.



FAST FACTS

Placement Rate Upon Graduation

DOMESTIC
86%

Undergraduates employed or accepted to graduate school
14% - Searching

INTERNATIONAL
66%

Undergraduates employed or accepted to graduate school
34% - Searching

DOMESTIC
77%

Graduate students employed or accepted to doctoral program
23% - Searching



Average Salaries

\$40,000

DOMESTIC,
with a B.S. in
Global Hospitality Leadership*

\$70,833

DOMESTIC,
with an M.S. in
Hospitality Management

\$70,833

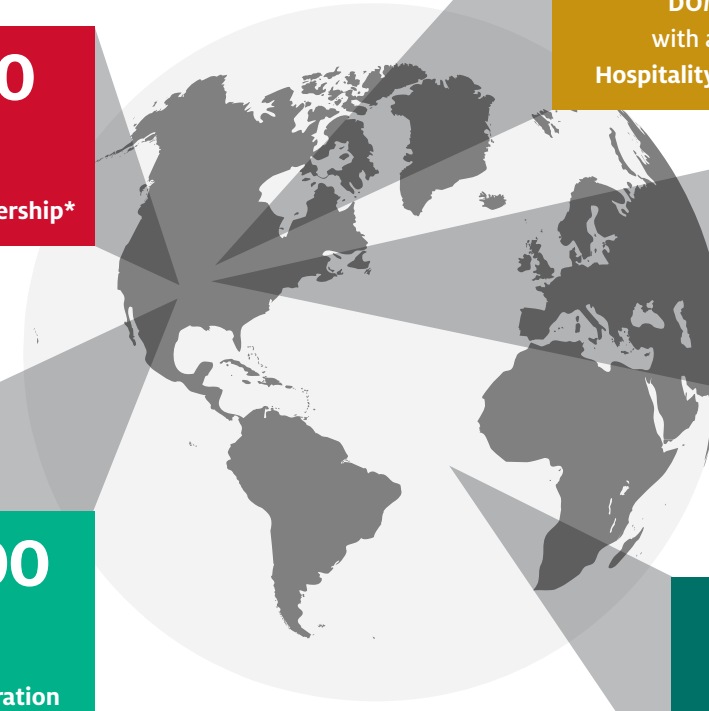
DOMESTIC,
with an M.S. in
Global Hospitality Business

\$102,000

DOMESTIC,
with a Ph.D. in
Hospitality Administration

\$132,880

INTERNATIONAL,
with an M.S. in
Global Hospitality Business



* The average starting salary for our recent undergraduates was \$40,000, while the highest was \$98,800. Starting salaries for these graduates can rise quickly in the hospitality industry. Within five years, many undergrads are promoted to well-compensated management positions. Some become directors and general managers, while others open their own restaurants and businesses. Graduates wanting to get their foot in the door with a specific company also take entry-level positions or jobs with a base salary and commission, such as hotel sales or restaurant marketing. Many of our students have multiple offers upon graduation.

Internship Placements

249

Number of domestic internships

4

Number of international internships

Type of Internship Experiences

95%

Concentrated (work is completed in one position)

5%

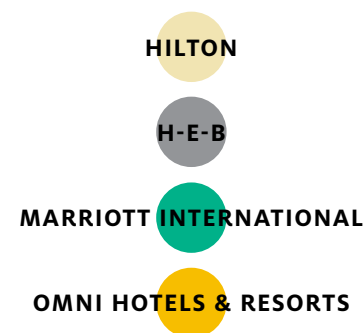
Rotational (work rotates through location or department)

Sectors Where New Grads are Employed



Our Top Companies Hiring for Part-time Jobs and Internships

Through part-time jobs and internships, our students gain invaluable experience that prepares them to become leaders in the industry. These four organizations have provided the most opportunities.



Our Top Hiring Companies

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



FINANCIAL HEALTH

FISCAL YEAR 2022* (Sept. 1, 2021 – Aug. 31, 2022)

ANNUAL REVENUE

	AMOUNT
College Fees & Operating Revenue	1,316,017
Endowment & Private Gifts	2,366,955
Grants	75,493
Hotel Operations	4,484,878
University Allocations	6,088,122
Total Revenue	\$14,331,465

ANNUAL EXPENSES

	AMOUNT
Benefits	1,047,031
Maintenance & Operations	4,671,595
Salary & Wages	6,769,334
Scholarships	341,175
Travel & Business	225,750
Total Expenses	\$13,054,884

* The data provided in this Dean's Report are for information only. The financials presented are preliminary, unaudited and subject to revision upon completion of the fiscal year closing and audit processes.

CONRAD N. HILTON COLLEGE DONOR HONOR ROLL

GIFTS FROM JANUARY 1, 2021 – DECEMBER 31, 2021

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

Conrad N. Hilton Foundation

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

Brenda Brinker Bottum

Brinker Family Fund I of Communities Foundation of Texas

Brinker Family Fund II of Communities Foundation of Texas

Sysco Corporation

Deborah Kay Touchy

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

John P. and Julie D. Cogan

Feed the Soul Foundation

Fred and Mabel R. Parks Foundation

Allen C. Hermansen

Dorothy T. Nicholson ('77)

Nicholson Interests LLC

Christopher J. (Hon. '94) and Maria C. Pappas

Melanie Parker and David H. ('79) Smalley

Puente De Maravillas Foundation

Tres Grace Family Foundation

Rodney and Lucy Worrell

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

Aylwin Lewis Charitable Gift Fund of Fidelity Charitable

Brotherhood of the Knights of the Vine Houston Chapter Inc.

Forrest Family Charitable Fund of Vanguard Charitable

Jay Forrest

Sherman J. and Alana E. Glass

Buddy and Trish Hagner

International Wine & Food Society

Aylwin B. ('76) and Noveline Lewis

Nancy C. Logan

Marriott International Inc.

Harris J. Pappas

Pappas Restaurant Inc.

Stephen K. Rushmore

Brent and Kelley Southwell

Mark L. and Judith A. Taylor

Bron Ward

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

Deborah Barrash

Niraj R. Bhavsar ('15)

Bloomin' Brands, Inc.

Scott Brann

The Honorable Doug H. ('75) and Holly Brooks

Charles Dalton

Jason R. ('06) and Rachel Davidson

Diane Wolf Fund of USGT

Charles D. ('80) and Karen Dorn

Patricia Ann Fisher ('92)

Hilton Worldwide

Houston Concierge Association

Keith J. and Sandy Hughey

Joseph L. ('77) and Suzanne Jackson

Kae De Brent Hodges Fund Corp Inc.

Ruth A. ('90) and Thomas W. Lattin

Trishia Marrero

Jason S. McCann ('91)

NW Digital Works

Mike L. ('89) and Melanie A. Pedé

Raymond James CGF – Stecklein

Michael Roberts

San Antonio Restaurant Association

Paula Seefeldt and Jeremy S. Wladis ('86)

Karin E. Singley-Dreger

David Smith

Society for Hospitality and Foodservice Management

Myron Stecklein

Melissa M. Stewart

Monique Studak

Karen M. Taylor

Sharmagne J. Taylor ('86)

Susan M. Wedemeyer

Richard F. ('78) and Maryann Weil

GIFTS \$999 - \$500

Kyle Britt

Patrick Dodd

Susan Elias and Mike Stuckey

David G. and Helena Mary Fiona ('89) Finley

Emilio A. ('97) and Sulema Garza

Frank T. ('85) and Julie T. Goeckel

Gregg and Anna Rockett of the Fidelity Charitable Gift Fund

Lynnlee Hannah

Holidan Holdings LLC

Kae De Brent Hodges Fund Corp. Inc

Travis Kilway ('18)

Lynda Laubach ('85)

Carole Look

Yolanda Martinez

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

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DEAN'S REPORT 2022

Produced by the
Hilton College
Office of Communications

SAVE THESE DATES!

There's never been a better time to get connected and involved with Hilton College! Mark your calendars TODAY and join us for October's fall celebrations and alumni-student events, as well as our time-honored gatherings and a host of alumni class reunions now in the planning stages for 2023. Here are just a few of our upcoming events... Be there!



Conrad N. Hilton College of
Global Hospitality Leadership
UNIVERSITY OF HOUSTON

WEDNESDAY, OCTOBER 12

9 a.m. - 2 p.m.

GRAND OPENING
OF OUR NEW
**Cougar Grounds
Coffee Shop**

8 a.m. - 2 p.m.

GRAND OPENING
OF OUR NEW
**Eric's Club Center
for Student Success**

4:30 - 5:30 p.m.

SNEAK PEEK OF OUR
**Hospitality Industry
Archives Renovation**

6 - 8 p.m.

Corks & Forks – Around the World

A new wine-tasting event featuring food and wine from 11 different wine regions. Tickets are \$99 and benefit student scholarships. Sponsorships available!

THURSDAY, OCTOBER 13

10 - 11:30 a.m.

**The 40th Eric Hilton Distinguished
Chair Alumni Lecture Series**

featuring Adele Gutman Milne ('84), Reputation Marketing

11:30 a.m. - 12:30 p.m.

**Eric's Club Round Table
Networking**

6 - 8 p.m.

**Hilton College Alumni
Association Awards**

Tickets are \$45

THURSDAY, OCTOBER 27

10 a.m. - 2 p.m.

Fall Career Fair

CONRAD HILTON GRAND BALLROOM

SATURDAY, OCTOBER 29

TBA

Hilton College Alumni Association Tailgate

UH vs. USF

2023

FEBRUARY 2023 Several old-fashioned Hilton junket events, culminating with the grand opening celebration of our new Hilton University of Houston guest tower. (See related story on page 26.)

THURSDAY, FEBRUARY 24

10 a.m. - 2 p.m.

Spring Career Fair

THURSDAY, APRIL 13

10 - 11:30 a.m.

**The 41st Eric Hilton
Distinguished Chair
Alumni Lecture Series**

*featuring Mike Przestrzelski (78),
United Sales & Services, LLC*

11:30 a.m. - 12:30 p.m.

**Eric's Club Round
Table Networking**

SATURDAY, APRIL 15

6 - 10 p.m.

The 50th Annual Gourmet Night

Tickets go on sale November 2022. Table sponsorships available.

2023 HILTON COLLEGE CLASS REUNIONS – Details to come!

Classes of 1971-79
Classes of 1980-89
Classes of 1990-94
Classes of 1995-99
Classes of 2000-04
Classes of 2005-09
Classes of 2010-14

Friday, April 28
Friday, May 12
Friday, June 23
Friday, July 14
Friday, August 4
Friday, September 15
Friday, October 13

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For tickets and more event details, contact **Wendy Evans**, executive assistant to Dean Dennis Reynolds, at wdevans@uh.edu or 713-743-2607.