



CONRAD N. HILTON COLLEGE OF GLOBAL HOSPITALITY LEADERSHIP



DEAN'S REPORT 2023



Photo by Annie Mulligan

ON THE COVER:

On February 27, 2023, Dean Dennis Reynolds was joined by UH President Renu Khator, representatives from Hilton Hotels & Resorts and distinguished Hilton College alumni for the new eight-story tower's ribbon-cutting.

The added 64,000 square-foot Centennial Tower brings the total number of guest rooms at Hilton University of Houston to 150. It was designed by Houston-based Kirksey Architects and built by DPR Construction. The UH System Board of Regents approved a \$30.4 million revenue bond to complete the project. It will be repaid through profits generated by the hotel.

The Hilton University of Houston, which is part of the Conrad N. Hilton College of Global Hospitality Leadership, also serves as the teaching facility for our lodging students – 70 percent of our hotel team members are students. We are the only hospitality program in the world where students work – and take classes – in an internationally branded, full-service hotel.

Pictured (left to right): Dennis Reynolds, dean of Hilton College; Leonard Gooz, Hilton Hotels & Resorts; UH President Renu Khator; Doug Brooks, Hilton College alumnus and UH System Board of Regents member; and Dianna Vaughan, Hilton Hotels & Resorts

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A NEW NARRATIVE FOR HOSPITALITY EDUCATION AND RESEARCH

Friends,

To say that the last few years were a ride would be an understatement. But as one student said to me at our recent Welcome Picnic, “Everything seems different this year. It’s as though we’ve changed, emerging as something better and bigger than ever before.” I couldn’t have said it better myself.

In truth, the amazing Conrad N. Hilton College of Global Hospitality Leadership is writing a new narrative for hospitality education and research. The discussions of online education and its inherent challenges are over. We now are looking at a future that integrates a variety of educational modalities. We see new paths in innovative research. And, our fine College is at the forefront of it all.

To provide a backdrop, we launched our strategic plan in 2016 (intended to carry us through 2022); from all accounts, it was an extremely aggressive plan. We identified the need to completely revamp our curriculum, to restructure the College both organizationally and operationally to better meet students’ needs, with the objective of maximizing student success, and to achieve our grand vision of updating and expanding our hotel. And, yes, we did it all! As of February 2023, we completed the renovation of our existing guest rooms in the Legacy Tower, and added the new Centennial Tower, which doubled the size of our Hilton Hotel!

This past year, we harnessed the resulting momentum and embraced the challenge of developing a new strategic plan. I was fortunate to co-chair the University of Houston’s strategic plan, “Together We Rise, Together We Soar.” This experience helped facilitate our objective to pair our goals with the University’s—including the focus on achieving Top 50 Public University status—and look for all possible synergies, including those that concurrently elevate our College’s status globally. I am very proud to say that our new strategic plan does just that (please see pages 6-7). Once again, our strategic plan is aggressive, but that’s just how we roll.



“Everything seems different this year. It’s as though we’ve changed, emerging as something better and bigger than ever before.”

Other updates include our new and impressive Eric’s Club Center for Student Success. Our goal was to create a one-stop shop for students, one where they could approach the Center’s concierge desk, and be accompanied to student recruiting, undergraduate advising services, or career development. Frankly, it is impressive and certainly speaks to our focus on student success.

Next to the Center is the new, very cool, Cougar Grounds. Voted “Best coffee on campus,” our student-run coffee shop is state-of-the-art in terms of design, technology, service, and menu offerings. In the new location, which faces the center of campus, we are busy all day, every day.

Our students, campus-wide, love it!

Finally, I am very proud that we have held true to our traditions—both old and new. With 50 years of amazing and memorable *Gourmet Nights*, we are really looking forward to what the students will deliver this year. The orbit they achieved last year was higher than ever, and I expect *Gourmet Night 2024* to be even better. We started *Corks and Forks* last year, and this year we continue the new tradition in October with *Corks and Forks—the Big 12*. And, of course, we are looking forward to our many other traditions, including: the Welcome Picnic, Hilton College Olympics, Eric’s Club

Lecture Series, Hilton Hangout, and student trips. Our incredible student organizations, particularly through their industry engagement, also continue to define us as the best in hospitality education and research.

Well into my ninth year as dean, I have never been as excited as I am today about our future. And, perhaps my biggest point of pride, is YOU! We have the best faculty, staff, students, alumni, industry partners, and friends. Thank you for being part of our new narrative.

Yours in service,

Dr. Dennis Reynolds
Dean and Barron Hilton Distinguished Chair

STRATEGIC PLAN 2023

Our newest strategic plan is focused on supporting the University of Houston to achieve Top 50 Public University status and continuing to elevate our College's status globally. We will be hiring the firm MWM (goal five) to further our efforts.

01

STUDENT SUCCESS



- Increase undergraduate retention and graduation rates.
- Increase student placement.
- Better promote undergraduate tracks.
- Continue to embrace new technology to benefit student learning.
- Develop deeper into Space Tourism.
- Leverage our hospitality operations for education.
- Increase online options for students.
- Recruit M.S. students with their sights already set on a doctoral degree.
- Ensure our library is positioned for the future.

02

RESEARCH EFFICACY



- Continue funding research-productive faculty for travel (this was often cut in previous regimes during budget shortfalls).
- Leverage our hospitality operations for research.
- Use multimedia to better market our research efforts.
- Create a culture where faculty value applied research and are willing to create a graphic or a simple summary to share with industry.
- Identify companies or foundations to fund or supply data for specific research projects.
- Seek companies who can facilitate data collection for faculty use.
- Start a brown-bag series for faculty and students to present their research to aid in dissemination and collaboration.

03

ENGAGEMENT



- Explore new ways to connect and engage within Houston and Texas including funding of various projects.
- Better engage with our industry in terms of research and student projects, including possible funding models.
- Look at continuing education for ESG for the community.

04

ORGANIZATIONAL OPTIMIZATION



- Drive innovation in all areas.
- Retool Eric's Restaurant for the future.
- Create a new administrative suite.

05

INTERNATIONAL REACH AND RECOGNITION



- Hire a marketing firm to increase brand awareness and image globally.
 - Marketing Firm—Goals:
 - Enhance image and awareness of the College with industry and external partners.
 - Tell our story!
 - Promote our many programs and the vast resources of Houston and Texas.
 - Create an integrated marketing strategy.
- Explore rankings—how do we improve?
- Grow international programs.
- Identify (and market) assets of the College and Houston.

TRENDS AT THE UNIVERSITY OF HOUSTON HILTON HOTEL

BY: Rick Galyean, *General Manager, Hilton University of Houston*

Based on our successful 2023 fiscal year, which ended August 31st, we anticipate 2024 will be the best year ever for our University of Houston Hilton Hotel which is part of Conrad N. Hilton College of Global Hospitality Leadership, in terms of revenues, recognition and opportunities for our students.

With the addition of the new Centennial Tower, hotel room revenues saw an increase of 47% from 2022 to 2023! Furthermore, 2023 room revenues are 19% higher than they were in 2019 – a benchmark.

While businesses continue to slowly return to the office nationwide, Houston ranks as one of the top cities, in terms of occupied office space. This is a positive sign -- our corporate negotiated room nights have increased more than by 50% since 2022. And, we anticipate a similar increase in 2024. On a national level, capturing revenue, and increasing the average daily rate, will be key in maintaining growth and sustainability.

Hotel property and casualty insurance premiums have increased for the past 22 consecutive quarters. The second quarter of 2023, saw the biggest increase thus far – 23%!

This impacts our hotels' profitability more than any other line item. Combining expected increases in these premiums, with an almost 30% surge in national hourly labor costs (since May, 2019), hotel operators will need to focus on controls and revenue generation to ensure continued growth.



The above image showcases the redesigned lobby space of the on-campus Hilton University of Houston Hotel.

Two additional photographs display a hotel suite featuring photography provided by the University of Houston, showcasing the university's marching band and athletic teams.



Our guests are telling us we're doing a great job! Year to date, we are rated in the top 22% of all Hiltons in North America, for overall service, and in the top 8% for cleanliness. In the third quarter of 2023, our hotel was ranked in the top 2% nationally for cleanliness, and 5% in service. We've set our goal to be #1 in 2024!

Increased occupancy throughout the country, due to the return of group business, and staffing concerns seem to be hot topics at nearly every hotel meeting in the Houston area.

When hotels do hire staff, the quality of work seems to be of concern, and turnover is frequent. As classes begin, the opportunity for our students to work part-time here, and at other quality hotels in the area, is greater than ever before. There is no better candidate for a first-time position in the industry, than our students, who have a passion and vested interest in hospitality. Gaining experiential knowledge is great preparation for our future hotel industry leaders. We are the Conrad N. Hilton College of Global Hospitality Leadership! And, We Are Hospitality!

A-CLASS SCHOLARS: ELEVATING RESEARCH TO A TOP GRADE

BY: Cristian Morosan, Ph.D., Professor

There are a few things that define an outstanding scholar. Research is one of the most important. Good research drives innovation and expands knowledge. We learn more, we advance, and we teach better. Our faculty have earned top grades in multiple facets of research.

QUOTED AND NOTED!

Citations reflect how valuable our research is for other scholars.

Since 2022, our faculty have collectively gathered over 7,000 citations.

Notably, an article co-authored by Dr. Juan Madera and Dr. Dustin Maneethai has accumulated over

80 citations since its publication.

NEWSFLASH: WHEN RESEARCH GRABS THE MEDIA'S ATTENTION

When noteworthy research grabs media attention, it becomes a bridge between academia and the public. Dr. Dennis Reynolds' study on wine menus, Dr. Tiffany Legendre's article on adventurous foods, and my research on artificial intelligence are only a few recent examples.

With thousands of impressions on social media, these news articles have a wide-reaching impact.

EARNING STRAIGHT A'S

The incredible recent transformations in hospitality offer opportunities to tackle the biggest research questions. Our faculty have earned top grades for their research, with

70 refereed articles published in 2022.

GOOD RESEARCH DRIVES INNOVATION AND EXPANDS KNOWLEDGE. OUR FACULTY HAVE EARNED TOP GRADES IN MULTIPLE FACETS OF RESEARCH.

CURRENCY FOR CURIOSITY -

Funding is empowering us to explore uncharted territories.



STAR-MENTORS: SHINING BRIGHT AS STUDENT GUIDES

Few things are as gratifying as mentoring graduate students through the ABC's of publishing.

There were 29 peer-reviewed articles co-authored with graduate students.

FROM ABSTRACT TO APPLAUSE

We attend conferences to freely exchange knowledge, ideas, and innovations within a nurturing intellectual space. Ultimately, we showcase our College. In 2023, our esteemed faculty members and graduate students shared groundbreaking research, delivering

60 conference presentations with a leading presence at ICHRIE –

generating lots of praise and applause, recognizing our top-tier expertise.



Since 2022, our faculty has expended a total of \$169,916 in grants.



Ph.D. IN HOSPITALITY ADMINISTRATION PROGRAM BOASTS 100% JOB PLACEMENT RATE

BY: Ki-Joon Back, Ph.D., Associate Dean for Research and Graduate Studies



The Ph.D. in Hospitality Administration program at the Conrad N. Hilton College of Global Hospitality Leadership, University of Houston, did it again — a 100% job placement rate!

This program is designed for students seeking to gain a position as a tenure-track professor at a research-oriented university. Specifically, this degree program provides students with the theoretical foundation, practical knowledge, research development, grantsmanship, and critical-thinking skills for careers in academia and hospitality administration.

Because the program has been recognized as one of the top Ph.D. programs in the hospitality discipline since it was established in 2015, graduates have earned spots at top-tier universities with strong scholastic track records.

On average, the program graduates four to five students who have spent three full years working with the academic supervisor and committee members. Unique aspects of this

program are that students must take a teaching method class in their first semester to build pedagogy, and all other teaching competencies. After completing this class, students shadow a professor within their chosen field — food and beverage (e.g., catering), club (e.g., private clubs), convention and event planning, airline food and beverage service, and cruise ship management, to name a few — and further train, before taking the reins to solo teach during their second year. Another unique aspect of the curriculum is requiring students to take a grant writing class. Students learn how to support their research by applying for various types of grants, leading to all of our Ph.D. students building extensive research publication records before entering the job market, which is key to gaining tenure.

Looking to the future, the Ph.D. program will continue to evolve and our distinguished faculty will support the next generation of academic leaders in the hospitality and tourism industries.



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Apply to any of our globally recognized Graduate Programs and open the door to BIG OPPORTUNITIES today!



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- Ph.D. in Hospitality Administration
- Hospitality Decision-Making and Data Analytics Graduate Certificate
- 4+1 BS/MS Plan

Email HiltonGrads@uh.edu or visit uh.edu/ghl to learn more!



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

40TH ANNIVERSARY MILESTONE: HOSPITALITY INDUSTRY ARCHIVES EXPAND WITH LONG-AWAITED GROWTH AND NEW ACQUISITIONS

BY: Mark Young, Ph.D., Director of the Hospitality Industry Archives and Maria Corsi, Ph.D., Assistant Archivist

The 2022-2023 academic year was a momentous one for the Hospitality Industry Archives. We celebrated our 40th anniversary! The culminating highlight was the July 21 ribbon-cutting and grand opening of our expansion with members of the Hilton family.

The archive received an initial gift of \$500,000 in 2019 for expansion, from the Conrad N. Hilton Foundation. We soon learned that the cost of the expansion would exceed our initial budget. After explaining our needs and goals, the Hilton Foundation generously added \$250,000 to their donation, bringing the total gift amount to \$750,000. As we finalized plans for the expansion, COVID hit, stopping everything in its tracks. By the time we restarted the project in 2022, supply chain costs had skyrocketed. Fortunately,



Dean Reynolds was able to secure the additional funds needed to complete the project.

This past year we have been able to welcome researchers back to the archives, including faculty members from Princeton and Boston Universities, and they were among the first to take advantage of our new Barron Hilton Research Room. In addition, we provided research assistance and fact checking for industry and media inquiries.

New acquisitions for the archive in 2023 included materials from Hilton

Hotels reflecting their various brands, as well as material from retired Westin Hotel executives and artifacts from historic Houston restaurants and hotels.

This truly was a fantastic 40th year!

Conrad Hilton III reading letters from his grandfather.



CORKS & FORKS: THE START OF A NEW TRADITION

BY: Erin Kenyan ('98), Instructional Assistant Professor and Sara Jamieson ('25), Conrad N. Hilton College of Global Hospitality Leadership Student

Our newest tradition, *Corks & Forks*, started last year as a way to showcase the hospitality of the Conrad N. Hilton College of Global Hospitality Leadership during the fall season.

This annual experience combines event management with food and beverage courses, both integral parts of the College's curriculum. To add a unique touch, a different theme is chosen each year. In addition, carefully crafted delicious pairings and expertly chosen wines take center stage.

This year's theme is "The Big 12," celebrating the University of Houston joining this legendary Athletic Conference July 1, 2023. Guests will taste sports-inspired food and desserts, along with Dean Dennis Reynolds' choice of six red wines and six white wines to be served by Hilton College students.

This spectacular night of gathering as a community is planned and coordinated by Ms. Jamieson, under my professional

supervision. Ariana Silva, an Event Management student, is responsible for marketing and social media content, with support from our Communications Department and myself. The catering for this year's *Corks & Forks* will be handled by Executive Chef Jonathan Smith from The Hilton College, renowned for his exceptional talent in crafting flavor combinations that leave a lasting impression on everyone!

Corks & Forks will take place on **October 11, 2023, 6 – 8 p.m.**, and will be held at the Hilton College in the Conrad N. Hilton Ballroom. Everyone is welcome! There's still time to purchase tickets on the Hilton College website under the Events tab. For more updates about *Corks & Forks* "The Big 12," follow us on Instagram, Facebook, and on X (formerly known as Twitter) at #CorksAndForks.

Excited to see you there and discover whether you are on team red or team white!



50TH ANNUAL GOURMET NIGHT RAISES \$26,000 FOR STUDENT SCHOLARSHIPS

BY: Reba Haskell, Executive MHM ('19), Lecturer & Faculty Advisor for Gourmet Night

“How about *Night at the Museum*?” One student suggested.

Flashback to a vivid memory of a large *Gourmet Night* team, coming to a consensus on several different theme ideas for the 50th annual event.

“But not like the movie, just so everyone is clear on that,” added another.

My initial thought was that this would be a decent theme, and it was probably good that it wasn't going to be “like the movie.” After all, in the movie, some ancient magic brings everything in the museum to life. The characters find

themselves by honing their strengths, taking chances, and working together to inevitably save the day, and the museum.

Through the course of the year, the theme and team development were incredible. Each manager fully embraced their role. They used their talents, and learned what they needed to do, to be a sound support for their team. They set their own goals and continued to push new ideas. Busy schedules were pressed to the limits to raise the bar higher, with standards and expectations being set by the students themselves.

The 370 guests in attendance were greeted by Wendy the T-Rex, and other dinosaurs from the Jurassic Period. Guests experienced a live artist, and identified gems and geodes at the wine pull with a silent auction raising \$26,000 for student scholarships. A virtual docent guided guests through the exhibits, and a live pharaoh even made an appearance! The journey to the ballroom took the guests past a scale replica of the Pyramid of Giza, the Eye of Rah, and other ancient Egyptian wonders. Entering the ballroom was like walking into a Monet painting, guests were served exquisite food, and expertly chosen wine, by more than 100 student volunteers. To cap off the evening, guests enjoyed a sip and a stroll of dessert choices through a Pop Art themed exhibit featuring a Warhol inspired “Tiramisu Soup,” and original student art.

At the end of the night, the sense of pride and accomplishment the students felt far exceeded that of any Hollywood blockbuster! They produced their own original story, full of magic, and expertly brought it to life (but not like the movie 😊).

Thank you to all of those who attended, volunteered, or supported *Night At The Museum*. Save the date for the 51st annual *Gourmet Night*. **See you Saturday, April 13, 2024.**



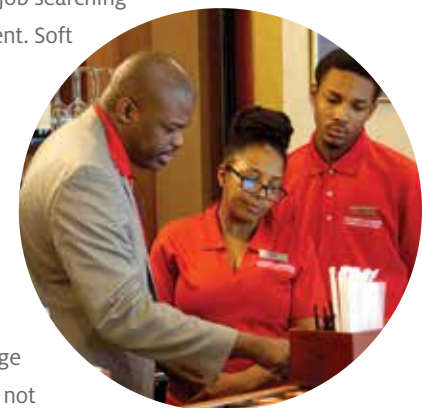
NEW OFFERINGS

BY: Deanna Schultz, Communications Manager

New to the Conrad N. Hilton College are courses in Hotel Marketing Analysis and Valuation taught by Mr. Steve Rushmore. Under his expert guidance, students are led through the hotel valuation process, gaining insight into his method for making critical decisions in order to effectively assess a hotel market, create financial projections, and craft a practical valuation. They will be introduced to powerful software models acknowledged as the worldwide benchmark for performing hotel valuations and investment analysis in the hospitality sector. Upon successfully finishing the course, students will receive the Certified Hotel Appraiser certification.



In addition, Magdalena Padilla, the College's Director of Executive Programs, will take charge of the *Diageo – Learning Skills for Life* initiative, which aims to provide assistance to veterans living in the Houston Metro Area. The primary objective is to help veterans during their transition to civilian life and create pathways to thriving careers in the hospitality industry, which happens to be one of the world's fastest-growing sectors. This program offers valuable educational resources and certifications, along with essential soft skills necessary for effective job searching and successful placement. Soft skills include interview preparation, resume writing, and crafting impactful cover letters.



Students will be taught by expert faculty at the Hilton College and will cover a diverse range of topics, including but not limited to lodging, food safety, food handling, and beverage management. Participants who successfully complete this intensive two-and-a-half-week program will earn their TABC and ServSafe, as well as a certificate of completion for the *Diageo – Learning Skills for Life* program.



DEVELOPING EMERGING HOSPITALITY LEADERS

BY: Allison Hendricks, M.A.,
Director of Career Development

We have a unique generation of talent entering the hospitality industry. This select group had the opportunity to observe, and build knowledge around, the problems we now know the world faces. They are learning to harness and wield these new skills and abilities they've gained. Combining insight, awareness, and academic accolades, they have the solution for today's industry problems. At the Conrad N. Hilton College of Global Hospitality Leadership, they are known as emerging hospitality leaders.

Our Career Development Center's mission is to champion the empowerment of emerging hospitality leaders. We value assisting Hilton College students' talents in gaining career readiness skills, and exposing them to experiential learning, in order to equip them to make impactful career decisions and guide them on their desired hospitality career journey.

In order to guarantee the effectiveness of the program, the Career Development team creates initiatives aimed at both attracting students and enhancing career competencies valued by industry partners. Ongoing evaluations and feedback from

both students and employers enable continuous improvement and personalized support. Some of the recent program initiatives include *Resume Drop-in* hours, *Employer Spotlight* events, and *Career Fair Preparation*

Week. These activities have proven instrumental in enabling our students to connect with community partners and prospective employers, cultivate professional relationships, and explore promising career prospects.

The Career Development team is dedicated to acknowledging the accomplishments of Hilton College students, marked by events like *Job Offer Signing Day*, a celebration of students securing employment and internships each academic year. Our commitment remains steadfast in empowering the next generation of hospitality leaders to leave a lasting impact on the industry. This is achieved by fostering a strong foundation of career readiness, offering exposure to diverse career experiences, refining their distinct skillset, and providing unwavering support for every student as they journey along their chosen path in the hospitality sector.

Together, as one community, let's continue to create a thriving future for the hospitality industry!

STAYING CONNECTED AND CREATING AN IMPACT

BY: Lauren Smith ('15), *Program Manager for Development & Alumni Relations*

Hello, Hilton College Family!

After graduating from the Conrad N. Hilton College of Global Hospitality Leadership in 2015, I was welcomed by the College as an alumna, and learned the importance of volunteering. Working with our summer camp team to meet with the next generation of hospitality students, attending the treasured tradition of *Gourmet Night*, and celebrating our 50th Anniversary, are just a few activities that enlightened me on the significance of giving back to the College that has helped make me who I am today.

Coming back as alumni liaison, I am seeing more of what the College has to offer its alumni. Both the *Alumni Awards* and *Tailgate* events are held in the fall. The *Spec's Charitable*



Golf Tournament is held in the spring, and includes hundreds of participants, students, and alums. *Alumni Mixers* are held annually in locations such as Chicago, New York, Washington D.C., and Miami. At the Mixer recently held in Chicago, I particularly enjoyed hearing stories of how this College has impacted the lives of our alums.

Through the support of our alumni, our students are given the best resources and experiences to equip them for successful futures outside the classroom. Students are provided with unique hands-on experiences that market them for top positions in the industry.

The future of the Hilton College is bright! I invite you to give back to our College by sharing your time, talents, and resources to help our students achieve their dreams.



ERIC'S CLUB: DECADES OF PHILANTHROPIC COMMITMENT

BY: Charles D. Dorn CCM ('80), Chair, Eric's Club 2023

In 1999, Dr. Clinton L. Rappole, the Founder and Director Emeritus of Eric's Club, conceived a brilliant idea – to establish a *Lecture Series* in honor of Eric Hilton, a cherished friend of the College and the son of Conrad N. Hilton. Little did anyone anticipate that this initial seed of an idea would blossom into a vital mechanism for supporting the College's students, encompassing education, mentorship, and scholarships.

Membership in Eric's Club is bestowed upon alumni who graduated more than two decades ago and have ascended to senior positions within the business world. Distinguished individuals like Joe Bendy, Jr., the General Manager of River Oaks Country Club; Rusty Wallace, the General Manager of Omni La Mansion del Rio in San Antonio; and Clare Sullivan Jackson, the President & CEO of the Sullivan Group in Houston, are among the distinguished members. These dedicated members of Eric's Club generously contribute their time by delivering lectures to Conrad N. Hilton College of Global Hospitality Leadership students on a diverse range of subjects throughout the year.

With an unwavering commitment to students, Eric's Club persists in furnishing scholarships, fostering career development opportunities, and extending other forms of assistance. Notably, the club played a pivotal role in the establishment of the Eric's Club Center for Student Success, a central hub for student services. The groundbreaking *Eric Hilton Distinguished Chair Alumni Lecture Series* affords students the invaluable opportunity to engage with esteemed



professionals from the upper echelons of the hospitality industry.

Please join us on October 12, 2023, for our forthcoming lecture, where you will have the privilege of hearing a unique message from Jennifer Meaux ('97) and her husband, Dan Meaux ('96). Jennifer and Dan are the owners of The Crawfish Shack in Crosby, Texas, a dining establishment that outperforms any other single restaurant in America in terms of crawfish sales. If you have yet to become acquainted with The Crawfish Shack, this is a golden opportunity to learn about their remarkable story.



WAYS TO GIVE

BY: Brandon Parrino, Chair, Director of Development

Supporting the Conrad N. Hilton College of Global Hospitality Leadership is a wonderful way to give back and make a positive impact on students and programs. Here are some ways you can contribute:



STOCKS & SECURITIES

Stocks, bonds, and other publicly traded securities which have increased in value and been held for more than one year are one of the most popular assets to use when making a gift to the Hilton College. Making a gift of securities offers you the chance to support our work while realizing important benefits for you and your family.

- Receive the full market value as an income tax deduction
- Eliminate capital gains taxes
- Receive full gift credit for the market value of the security, not your purchase price



ONLINE

Make a single or recurring gift by credit card at giving.uh.edu/gift/



CHECK, WIRE TRANSFER OR ACH

Making a gift by check, wire transfer or ACH is often the most convenient way to give to the Hilton College. These gifts may be unrestricted or designated for a specific purpose.

You have the option to send your payment by check or money order directly to the Hilton College. When making your check payable to the **Conrad N. Hilton College of Global Hospitality Leadership**, kindly indicate in the memo the specific purpose for which you'd like the funds to be allocated. Please send your payment to the following address:

Brandon Parrino
Director of Development
Conrad N. Hilton College
of Global Hospitality Leadership
4450 University Drive, Room 227
Houston, TX 77204-3028

Wire Transfer and ACH payment instructions can be obtained by calling our **Gift Processing office at: 713-743-4708**



GIFTS THAT GIVE BACK

Various financial arrangements, such as gift annuities, trusts, donor-advised funds, real estate, mineral rights, and more, can be utilized to contribute to the Hilton College. These options encompass our In Tempore Legacy Society, which recognizes alumni and friends of the University of Houston system who have made contributions through their estate plans. For additional information on how to Plan Your Legacy, please reach out directly to **Brandon Parrino** at **713-743-3843**.



GIFTS-IN-KIND

Contributing tangible personal or work property presents an excellent opportunity to show your support for the Hilton College. If you intend to donate items such as artwork, antiques, collectibles, food and beverage, equipment, machinery, or any other assets, the college can accept them as donations by assigning a value to the items in question. If you wish to make a donation in this manner, please get in touch with **Brandon Parrino** directly at **713-743-3843**.

THIS IS US

In the academic year of 2023, we celebrated the promotions of four of our valued employees and extended warm welcomes to two new faculty members. Additionally, we happily embraced 24 fresh faces joining our ranks within the College and Hotel staff. Simultaneously, we bid fond farewells to two outstanding individuals as they embarked on their well-deserved retirements. Naturally, there are also notable individual achievements worth recognizing.

Faculty Promotions



JAEWOOK KIM
Associate Professor



MINWOO LEE
Associate Professor

New College & Hotel Staff

Introducing the Staff "Class of 2023"

Get to know the new team members who have joined our ranks this year. They cover a range of roles, including student recruiting, academic advising, business administration, and communications

New Faculty



NINGQIAO LI
Assistant Professor



MOHAMED MOHAMED
Assistant Professor

Retirements

Cheers and congratulations!



STEVEN CUNNINGHAM
General Manager



DEBBIE MAURER
Founding Director of Communications

Staff Promotions



DAWN DEURELL
Undergraduate Academic Advisor



BENJAMIN SCAGGS
User Services Specialist III

on the College side, as well as general management, sales, F&B management, and guest services on the Hotel side. These individuals bring their unique personalities, professional experiences, skill sets, and talents to enhance our daily operations, ultimately benefiting our students, faculty, and hotel guests.



RAYMOND AREVELO
Director of Student Recruitment



DANIEL CASANOVA
Instructional Designer I



TRACY GURAN DAVIS
Advising Assistant



RICK GALYEAN
General Manager



JASMIN GARCIA
Housekeeper



STEPHEN GENTZEL
Graduate Program Manager



CONNIE HINES
Executive Assistant to the Associate Dean for Academic Affairs



PEI HSIEH
Department Business Administrator



LINDA HULETT
Executive Assistant to Dean Reynolds



FARSHID KHOSHMOOD
Night Auditor



KELLY LE
Department Business Administrator



TRAVIS McINTIRE
Director of Hotel Sales



REYNALDO MORENO
Program Manager of Student Recruitment



BRANDON PARRINO
Director of Development



CRISTAL RANGEL
Assistant Business Administrator



PAUL ROCH
Executive Director - Business Operations



DEANNA SCHULTZ
Communications Manager



CARTER SHELTON
Financial Coordinator I



LAUREN SMITH
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Development Associate



TANNER STANTON
Communications Assistant



JENUMON THOMAS
User Services Specialist II



KAREN TRAN
Business Administrator



PAUL WEGNER
Assistant Manager, Cougar Grounds

Our Excellence Award Winners

During the College's spring rally held May 3, faculty and staff came together to extend a warm welcome to new colleagues and honor collective accomplishments. The occasion provided an opportunity to acknowledge years of dedicated service, congratulate those who earned promotions, and bid farewell to those on the verge of retirement. It was also the moment to unveil the recipients of our esteemed 2023 excellence awards. Our 2023 award winners are...

Teaching Excellence REBA HASKELL <i>Lecturer & Faculty Advisor for Gourmet Night</i>	Service Excellence SUJATA SIRSAT <i>Associate Professor</i>	Stephen Rushmore/HVS Faculty Research PRIYANKO GUHAIT <i>Associate Professor</i>
Donald Greenaway Excellence MINWOO LEE <i>Associate Professor</i>	Hotel Staff Excellence DAYRA MENDEZ <i>Lead Housekeeping Supervisor</i>	College Staff Excellence SEAN LAWLESS <i>Manager of Cougar Grounds</i>

Years of Service

We take immense pride in having you as a cherished member of our Hospitality family. Your invaluable contributions and years of dedicated service are truly appreciated.

20 years WENDY GARY <i>Administrative Assistant</i>	20 years JAY NEAL <i>Associate V.P. and COO for UH Sugar Land and UH Katy, Associate Professor</i>	15 years DAYRA MENDEZ <i>Lead Housekeeping Supervisor</i>	10 years PRIYANKO GUHAIT <i>Associate Professor</i>	
10 years CRISTIAN MOROSAN <i>Professor</i>	10 years VALERIE DELGADO <i>Front Office Manager</i>	10 years SIMONE DOUDNA <i>Instructional Assistant Professor</i>	5 years MINWOO LEE <i>Associate Professor</i>	5 years SHINU ABRAHAM <i>Building Maintenance Manager</i>

FINANCIAL HEALTH

FISCAL YEAR 2023* (Sept. 1, 2022 – Aug. 31, 2023)

ANNUAL REVENUE

	AMOUNT
College Fees & Operating Revenue	1,506,638
Endowment & Private Gifts	1,764,433
Grants	226,628
Hotel Operations	6,238,214
University Allocations	6,099,829
Total Revenue	\$15,835,741

ANNUAL EXPENSES

	AMOUNT
Benefits	1,088,058
Maintenance & Operations	5,190,438
Salary & Wages	7,230,462
Scholarships	447,050
Travel & Business	389,299
Total Expenses	\$14,345,306

* 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.



82%

Undergraduates employed or accepted to graduate school

75%

Graduate students employed or accepted to a doctoral program

\$90,000

Highest Salary reported with a B.S. in Global Hospitality Leadership

\$108,861

Highest Salary reported with an M.S. in Hospitality Management

\$66,000

Highest Salary reported with an M.S. in Global Hospitality Business

ABOUT OUR GRADUATES

FALL 2022 – SPRING 2023



375

Number of domestic internships

12

Number of international internships

87%

Concentrated internship (work is completed in one position)

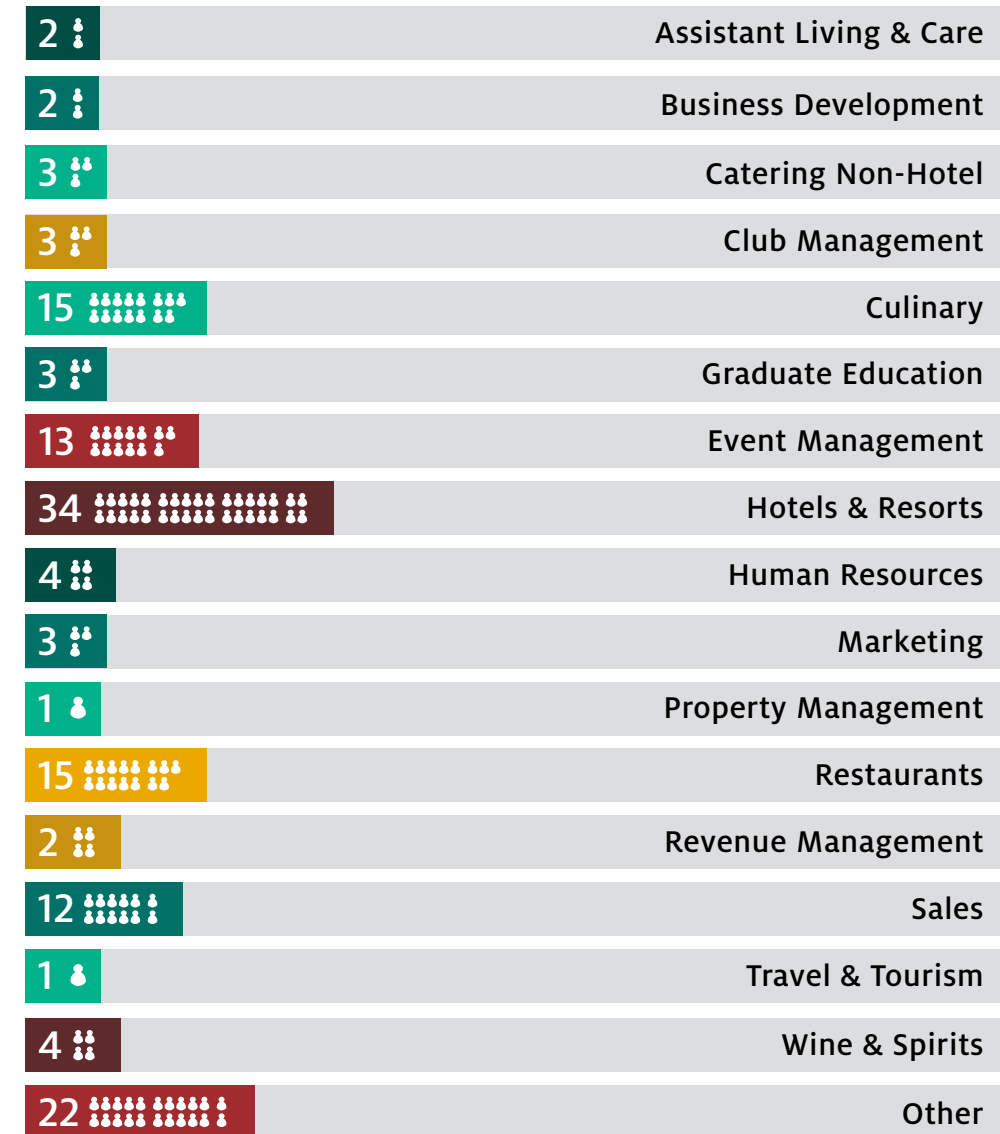
11%

Rotational internship (work rotates through location or department)



The salaries shown above are derived from data collected through a salary and job placement survey administered to graduating students at the end of each semester. The highest starting salary self-reported by recent undergraduates was \$90,000. In the hospitality industry, the starting salaries for these graduates can increase quickly. Within five years, a significant number of them ascend to well-paying managerial roles, with some attaining positions as directors and general managers, while others venture into entrepreneurship by launching their own restaurants and businesses. Graduates who aspire to join a specific company may also opt for entry-level roles with a base salary and commission structure, such as hotel sales or restaurant marketing. It's worth noting that many of our students receive multiple job offers upon graduation.

SECTORS EMPLOYED



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.

- AIMBRIDGE HOSPITALITY
- CENTRAL MARKET
- CHICK-FIL-A
- FOUR SEASONS HOTELS & RESORTS
- H-E-B
- HEI HOTELS AND RESORTS
- HILTON
- HOTEL ZAZA
- HYATT - CORPORATE
- MARRIOTT INTERNATIONAL
- PAPPAS RESTAURANTS
- THE POST OAK HOTEL UPTOWN HOUSTON
- ZAZA HOSPITALITY

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 five employers have provided the most opportunities.

- HILTON
- HYATT
- MARRIOTT INTERNATIONAL
- OMNI HOTELS & RESORTS
- UNIVERSITY OF HOUSTON

GOURMET NIGHT

Since 1974, Gourmet Night has offered an unforgettable evening of exquisite dining. Over a one-year period, student leaders plan every detail of a gourmet dinner for hundreds of attendees and lead a service team of 300 student volunteers, wowing guests with their skills in culinary arts, event planning, beverage management and service direction. From theme to budget, to menu and night-of logistics, students direct the entire production, which includes a cocktail reception, silent auction, multi-course dinner with wine pairings and live entertainment. As the Hilton College's most treasured tradition and the stage on which student talent is showcased, proceeds from ticket sales and the silent auction benefit the College's educational programs and scholarships.



WELCOME PICNIC

Lifetime memories are made at our Welcome Picnic while enjoying fun-filled activities and delicious food. It's a perfect way to meet new friends, meet your professors, and kick off your hospitality journey as a student at Conrad N. Hilton College of Global Hospitality Leadership!



OLYMPICS

Who will take the GOLD in hospitality? The Hilton College Olympics is a tradition where teams compete to win gold in three categories: Bed Making, Hotel/Revenue Management, and F&B Preparation & Marketing. Emphasis is placed on creativity, creating the best sales pitch, and building the most profitable hotel. These are just a few things that make this event extra special.



STUDENT TRIPS

As future leaders, travel to well-established industry destinations that will help you set yourself up for success! Here are just three standout student trips that are considered College traditions. Undergraduate and graduate students can decide to participate in the Hotel Marketing New York Style experience to learn about all things hospitality in "The Big Apple." Meanwhile, students who are part of the Restaurant Marketing Chicago Style travel to the Windy City and get a chance to experience the endless possibilities and unlimited options they have in the food and restaurant industry. And last but not least, if you're wanting to enrich your knowledge and enhance your hospitality skill set, you can apply for a three-week concentrated culinary experience at The Culinary Institute of America (CIA) in New York.



CORKS AND FORKS

Founded in 2022, Corks and Forks is a yearly community event that features meticulously selected wines according to the chosen theme of that year. Commemorating the Hilton College's exciting future in being one of the nations most-leading hospitality schools, the event is student-led under the advisement of the one of the College's distinguished faculty members and event executive director. The funds raised benefit the College's educational programs.



COUGAR GROUNDS

Students love to hang out at the student-run coffeehouse, Cougar Grounds! Since 2008, our "Cougar-istas" have offered the best gourmet coffee, smoothies, deluxe teas, pastries, sandwiches and more! With its urban coffeehouse vibe, it's a favorite study spot on campus.



STUDENT ORGANIZATIONS

Join one of nine student-led organizations which offer a myriad of ways for undergraduate and graduate students to get involved, give back to the community, make friends, network with professionals and gain experience in all sectors of the hospitality industry.



ERIC'S CLUB LECTURE SERIES

Hear a member of the Eric's Club and Hilton College alum talk about their career path. Specially invited to share their knowledge and wisdom, they're open to sharing their hospitality journey — their successes, failures and what they've learned through their professional career. At the Meet and Greet, you'll have the opportunity to ask them questions, dive deeper into what you want to know and how it can inspire your own career.



OUR MISSION

WE ARE CONRAD N. HILTON COLLEGE OF GLOBAL HOSPITALITY LEADERSHIP.

WE ARE **THE BEST** in hospitality education and research as regarded globally by the academic and hospitality communities.

We embrace and foster an environment that includes **Community... Relevancy... Collaboration... Multiculturalism... Experiential Learning... Innovation... Integrity... Passion...**

THIS IS OUR MISSION.



HILTON HANGOUT

A fun student hangout event held by the Dean's Undergraduate Student Advisory Counsel that's become a favorite! As a way to build community, students participate in activities ranging from scavenger hunts to giant jenga, playing challenging games with faculty to decorating holiday ornaments, and creating cards for senior citizens while snacking on retro candy and nostalgia junk food. Best of all, the community that's built far extends our walls.



PINEAPPLE - SYMBOL OF HOSPITALITY

The pineapple is said to be the universal symbol of hospitality. This once exotic fruit was an expensive and rare commodity. And, the lengths a host would go to have a pineapple displayed at the center of their banquet table was the ultimate gesture of hospitality and friendship. Businesses worldwide have since adopted the image as a way to provide a warm and sweet welcome to visitors. Here at Hilton College, *WE ARE Hospitality* and we welcome you!



HC 101

Say goodbye to freshman jitters and hello to a whole new college experience! From making friends to planning study sessions, HC 101 is here to help you make the most of your freshman year! It's a great opportunity to get engaged and invest in your future.

TRADITIONS



KI-JOON BACK

Moores Professorship

This five year, renewable professorship is awarded to faculty in recognition of outstanding teaching, research, and service.



CRISTIAN MOROSAN

Distinguished Leadership in Teaching Excellence

This award is given in recognition of faculty who have made sustained and significant contributions to education within the context of their responsibilities as a full-time faculty member.



JÉANNA ABBOTT

Career Award

This award is given to faculty who have demonstrated excellence in teaching over the course of their career at the University of Houston.



REBA HASKELL

Instructional/Clinical

This award is given to faculty who have demonstrated excellence in teaching over the course of their career at the University of Houston.



TUCKER JOHNSON

Innovation in Instructional Technology

This award is given to faculty who have demonstrated excellence in innovative teaching using instructional technology.



TIFFANY LEGENDRE

Teaching Excellence

This award is given to faculty in recognition of outstanding achievements in teaching.

CONGRATULATIONS
2023
ALUMNI AWARD WINNERS



MIKE PEĐE ('89)

Distinguished Alumni



ERIC HOWARD ('23)

Distinguished Young Alumni



AKASH GROVER ('07)

Distinguished Faculty/Staff



STEVEN CUNNINGHAM

Honorary Alumni

Nominations are accepted year-round. You can submit your nomination by scanning the QR code.



Conrad N. Hilton College DONOR HONOR ROLL

GIFTS FROM JANUARY 1, 2022 – DECEMBER 31, 2022

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 \$99,000 - \$25,000

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

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& President, University of Houston
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& Moores Chair Professor
Ki-Joon Back

Associate Dean for Academic Affairs
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DEAN'S REPORT 2023

Produced by the
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Managing Editor & Writer: Deanna Schultz

Art Direction, Design & Photography: Katie Guidroz

Contributing Writers/Editors: Dean Dennis Reynolds, Ki-Joon Back, Mary Dawson,
Allison Hendricks, Maria Corsi, Charles D. Dorn, Rick Galyean, Reba Haskell,
Sara Jamieson, Erin Kenyan, Cristian Morosan, Brandon Parrino, Lauren Smith,
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BOARD MEMBER EMERITUS

Tony Vallone (1945 – 2020) – President & CEO, Vallone Restaurant Group

ERIC'S CLUB BOARD OF DIRECTORS

Charles D. Dorn, CCM ('80) – Chair
Sharmagne Taylor ('86) – Vice Chair
Marsha B. Hendler ('73) – Treasurer
Robert Thrailkill ('82) – Secretary
Richard F. Weil, MCFP, MCFE ('78) – Immediate Past Chair
Robert D. Cowan ('76) – Director
Lily Ng ('89) – Director
Ricki R. Oberoi ('86) – Director
Jeff Heaney, CFSP ('92) – Director
Dave Smalley ('79) – Director
Dr. Clinton L. Rappole (Hon. '73) – Director Emeritus
Dr. Mary Dawson – Eric Hilton Distinguished Chair

HILTON COLLEGE ALUMNI BOARD

Patrick McCaslin ('10) – President
Taylor Brione Ballard ('14) – Vice President & Board Member
Anne Dillon ('04) – Secretary
Noel Stalnaker ('75) – Treasurer
Xiadoan Mao-Clark ('06, MS '13) – Immediate Past-President
Curtis Bell ('13) – Board Member
Luis Rabo ('95, MHM/MBA '02) – Board Member
Wm Earl Finley ('83, M '95) – Board Member
Malik McGhie ('14) – Board Member
Mike Przechlowski ('78) – Board Member
Aaron Corsi ('09, MS '11) – Faculty Advisor
Charles D. Dorn, CCM ('80) – Eric's Club Liaison
Iuliana Popa ('20, MS '21) – Graduate Student Liaison
Marcus Gray ('24) – Dean's Undergraduate Student Advisory Council Representative

DEAN'S UNDERGRADUATE STUDENT ADVISORY COUNCIL

INAUGURAL CHAIR – **Kaitlin Fear** ('16)
Marcus Gray ('24) – Chair
Adrian Abbott ('25)
Shivam Dalwadi ('25)
Dylan Emerson ('24)
Gina Grenyo ('26)
Sara Jamieson ('25)
Taylor Koblenzer ('26)
Ben Kovach ('25)

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. Here are just a few of our upcoming events... Be there!

WEDNESDAY, OCTOBER 11

6 - 8 p.m.

Corks & Forks – The Big 12

A wine-tasting event featuring food paired with six red wines and six white wines. Tickets are \$125 and benefit student scholarships. Scan to purchase.



THURSDAY, OCTOBER 12

10 - 11:15 a.m.

The 42nd Eric Hilton Distinguished Chair Alumni Lecture Series

featuring Jennifer ('97) and Dan Meaux ('96), *The Crawfish Shack*

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

Eric's Club Round Table Networking

THURSDAY, OCTOBER 19

10 a.m. - 2 p.m.

Fall Career Fair

CONRAD HILTON GRAND BALLROOM

SATURDAY, OCTOBER 21

TBD

Hilton College Alumni Association Tailgate

UH vs. UT

2024

THURSDAY, FEBRUARY 15

10 a.m. - 2 p.m.

Spring Career Fair

SATURDAY, APRIL 13

6 - 10 p.m.

The 51st Annual Gourmet Night

Tickets go on sale this fall. Table sponsorships available.

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