



2022

H-E-B HOSPITALITY & RETAIL MANAGEMENT *Symposium*



TEXAS TECH UNIVERSITY
College of Human Sciences

Hospitality & Retail Management™

2022

WELCOME



Dr. Robert P. Jones

Department Chair, Associate Professor
Hospitality and Retail Management



Mr. Scott Pettit

Senior Director, Culinary
H-E-B

KEYNOTE SPEAKERS



Mr. Rich Scamehorn

Chief Research Officer
InContext Solutions



Mr. Brad Frazier

Senior Vice President of Sales
Highgate Select

PANELISTS



Dr. Julie Chang

Associate Professor
Hospitality and Retail Management



Dr. Aliza Wong

Professor, Interim Dean
Honors College



Dr. Leslie Cuevas

Assistant Professor
Hospitality and Retail Management



Ms. Nia Allen

Doctoral Student
Hospitality and Retail Management



Dr. Shane Blum

Associate Professor
Hospitality and Retail Management



Mr. Scott Pettit

Senior Director, Culinary
H-E-B



Ms. Clara Ellison

Manager
Dillard's, Lubbock



Mr. Kurt Metcalf

General Manager
Overton Hotel and Conference Center



2022

HRM SYMPOSIUM SCHEDULE

9:30-9:45 - Registration

9:45-10:00 - Welcome

Dr. Robert P. Jones, Department Chair

Scott Pettit, Senior Director, Culinary, H-E-B

10:00-10:35 - Keynote Speaker

Introduction: **Sara Asta**, Tech NRF Student Association President

Keynote Speaker: **Rich Scamehorn**, Chief Research Officer, InContext Solutions

10:45-11:30 - Diversity, Equity and Inclusion Panel

Moderator: **Dr. Julie Chang**, Associate Professor, Hospitality and Retail Management

Panelists:

- **Dr. Aliza Wong**, Interim Dean, Professor, Director of European Studies, Honors College
- **Dr. Leslie Cuevas**, Assistant Professor, Hospitality and Retail Management
- **Nia Allen**, MFIS, MC, Doctoral Student, Hospitality and Retail Management

11:30-12:00 - Career Fair

12:00-12:30 - Buffet Luncheon

12:40-1:15 - Future of Hospitality and Retail Management

Session Chairperson: **Daniela Garcia**, President of Eta Sigma Delta International Hospitality Honor Society

Moderator: **Dr. Shane Blum**, Associate Professor in Hospitality and Retail Management

Panelists:

- **Clara Ellison**, Manager, Dillard's, Lubbock
- **Kurt Metcalf**, General Manager, Overton Hotel and Conference Center
- **Scott Pettit**, Senior Director, Culinary, H-E-B

1:30-2:00 - Keynote Speaker

Introduction of Keynote Speaker: **Madelynn Baker**, President of RHIM Association

Keynote Speaker: **Brad Frazier**, Senior Vice President of Sales, Highgate Select

2:00-2:15 - Closing Remarks

Mohammad Alimohammadirokni, Graduate HRM Association President



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