



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. Shane Blum

Associate Professor  
Hospitality and Retail Management



## Dr. Aliza Wong

Professor, Interim Dean  
Honors College



## Mr. Scott Pettit

Senior Director, Culinary  
H-E-B



## Dr. Leslie Cuevas

Assistant Professor  
Hospitality and Retail Management



## Ms. Clara Ellison

Manager  
Dillard's, Lubbock



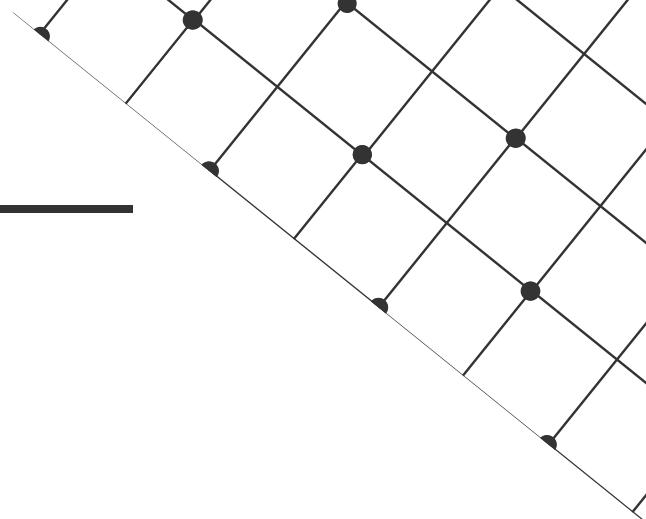
## Ms. Nia Allen

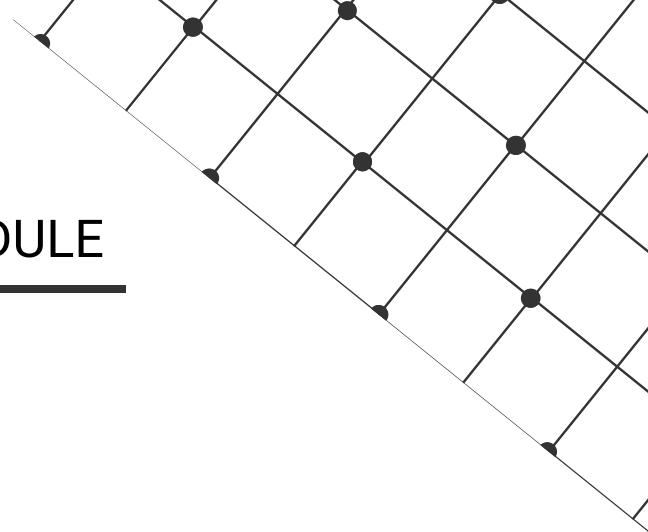
Doctoral Student  
Hospitality and Retail Management



## Mr. Kurt Metcalf

General Manager  
Overton Hotel and Conference Center





2022

# HRM SYMPOSIUM SCHEDULE

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**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 Alimohammadirokn**, Graduate HRM Association President



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