



UNIVERSITY OF SOUTH ALABAMA
**HOSPITALITY AND TOURISM
WORKFORCE INNOVATION ALLIANCE**

2ND ANNUAL HOSPITALITY & TOURISM WORKFORCE SUMMIT
Southern Hospitality 2.0: A Renaissance of Innovative Service Excellence

Day/Date: Wednesday, February 21, 2018, 7:00 a.m. – 3:00 p.m.
Location: Mobile County Public School System Professional Development Center
1 Magnum Pass, Mobile, AL 36618 (off Schillinger Road N.)

SUMMIT AGENDA

7:00 a.m. – 7:30 a.m.

SUMMIT REGISTRATION

Mobile County Public School System (MCPSS) District Office
Professional Development Center Lobby

7:30 a.m. – 8:30 a.m.

Cypress Room

BREAKFAST NETWORKING SESSION

All Summit attendees

(Breakfast prepared & served by Baker High School Hospitality & Culinary Signature Academy under the instruction of Mrs. Cora Evans.)

Magnolia Room

Chip and Grits: Mayors Honorary Breakfast

Mayors and Invited Guests only.

*(A brief presentation by Dr. Chip R. Bell on **Leading Southern Hospitality**. Breakfast will be served.)*

8:30 a.m. – 8:45 a.m.

Cypress Room

GENERAL SESSION OPENING

Presentation of Colors and Pledge of Allegiance

MCPSS JROTC, Baker High School & Montgomery High School under the direction of First Sergeant Watts and SFC Lee.)

Welcome to the Mobile County Public School System

Mrs. Martha L. Peek, Superintendent

Mr. Larry Mouton, Asst. Superintendent of Workforce Development

Welcome to the City of Mobile

The Honorable Sandy Stimpson, Mayor of Mobile, Alabama

8:45 a.m. – 9:10 a.m.

WHERE ARE WE NOW?

Industry Employment

The Honorable Fitzgerald Washington, Secretary of Labor, State of Alabama

Mr. Larry Gregory, Executive Director, Mississippi Gaming and Hospitality Association

9:10 a.m. – 10:30 a.m.

HTWS 2017 CHALLENGES & NEEDS PROGRESS REPORT

HTWIA Action Plan Update

Dr. Evelyn Kwan Green, Director, H&T Workforce Innovation Alliance, USA

F.L.I.G.H.T. (Future Leaders in Global Hospitality & Tourism) Program

Ms. Peggy Wilson, Director of Human Resources, Spectrum Resorts

Y.E.S. to Hospitality: An Innovative Seasonal Workforce Solution

Ms. Anitra Henderson, Director, City of Mobile Y.E.S. program

The Honorable Robert Craft, Mayor of Gulf Shores, Alabama

Mr. Blake Phelps, Director, Economic Development, City of Gulf Shores

Current Resources & Opportunities for H&T Employers

Mr. Sydney Raine, President, Southwest Alabama Partnership for Training & Employment

Mr. Michael J Nelson, Apprenticeship & Training Representative, U.S. Dept. of Labor, Office of Apprenticeship

Dr. Abigail Baxter, Passage USA, University of South Alabama

USA HTM Industry Mentor Program

Ms. Rebecca Smith, Director, Human Resources, Beau Rivage Resort & Casino, MGM International/Chair, Student Career Development & Placement Committee, HTM Advisory Board

10:30 a.m. – 10:45 a.m.

NETWORKING BREAK & FORMATION OF LUNCHEON GROUPS

10:45 a.m. – 12:00 p.m.

Cypress Room

HOW DO WE GET THERE?

A Peer Group & Future Leaders Exchange Luncheon

Facilitators:

Ms. Kristi July, MCPSS Signature Academy Coordinator, Workforce Development & MCPSS signature academies teachers

Summit participants will mix-and-mingle with industry peers, educators, HTM and MCPSS Signature Academies students to discuss best practices and strategies related to career pathing, mentoring and high school engagement opportunities, recruitment, talent development, and retention.

(Lunch prepared & served by Vigor High School & Murphy High School Hospitality & Culinary Signature Academies under the instruction of Mrs. Kala McCollum and Mrs. Stephanie Dillon.)

12:00 a.m. – 12:15 a.m.

Cypress Room

UNIVERSITY WELCOME

Dr. David Johnson, Provost and Sr. VP Academic Affairs, University of South Alabama

Dr. Andrea (Andi) Kent, Dean, College of Education & Professional Studies

Mr. David Clark, President, Visit Mobile and President, Dept. of Hospitality & Tourism Management Advisory Board

Acknowledgement

Culinary Signature Academies catering teams

Introduction of Keynote Speaker

Dr. Tony Waldrop, President, University of South Alabama

12:15 a.m. – 1:15 pm
Cypress Room

KEYNOTE PRESENTATION

Southern Hospitality 2.0: A Renaissance of Innovative Service Excellence

Dr. Chip R. Bell, Customer Loyalty and Innovative Service expert and author of 8 national best-selling books on customer service. His latest book **Kaleidoscope** won the 2017 Best Book Award in the Business Book Category at the American Book Fest.(C)

(Students from MCPSS Signature Academies will join Summit participants for the Keynote Presentation.)

1:15 p.m. – 1:30 p.m.

NETWORKING BREAK

MCPSS students will return to school after this session

Summit participants to sign up for Industry Mentor Program

1:30 p.m. – 2:00 p.m.
Cypress Room

ARE WE THERE YET?

#We ARE Southern Hospitality

A panel discussion on how Southern Hospitality drives customer loyalty, debate if Southern Hospitality is sustainable and can it be replicated beyond the South as a value-unique competitive differentiator.

Facilitator:

Dr. Robert Thompson, Interim Chair, Hospitality and Tourism Management, USA

Panelists:

Mr. Jeff Segan, VP of Hotel Operations, Beau Rivage Resort & Casino, Biloxi, MS

Ms. Susan Miller, Director of Human Resources, Ritz-Carlton Reynolds, Lake Oconee, GA

Mr. Drew Fransen, EVP, Global Sales, Valor Hospitality, Atlanta, GA

2:00 p.m. – 2:30 p.m.
Cypress Room

Southern Hospitality Leaders 2.0

A panel discussion on what it takes to inspire and equip the next generation of hospitality leaders with the social grace and emotional intelligence of a Southern host.

Facilitator:

Mr. Barry Bukstein, Concierge, Renaissance Mobile Riverview Plaza Hotel

Panelists:

Mr. Allen Merryman, Technical Supervisor, Career and Technical Education, MCPSS, Mobile, AL

Ms. Shemeika Brock, HR Manager, LuLu's Landing, Inc., Gulf Shores, AL

Mr. Joseph Quilio, Director of Operations, Intercontinental, New Orleans, LA

Ms. Peggy Wilson, Director of Human Resources, Spectrum Resorts, Fort Morgan/Orange Beach, AL

2:30 p.m. – 2:55 p.m.

SO, WHAT'S NEXT?

Exchange Briefings

Facilitators from Luncheon Breakout Groups

2:55 p.m. – 3:00 p.m.

Closing Remarks

VP. Lynne Chronister, Research & Economic Development, USA