



**15<sup>th</sup> Annual Professional Development and Training Conference  
Crowne Plaza Riverwalk – San Antonio, Texas**

**November 7 – 9, 2010**

- October 6: Early Bird Conference Rate & Discount Hotel Rates Expire
- October 22: Cancellations **MUST BE** Received In Writing / E-mail For A Full Refund
- October 29: Registration Deadline

ALL registrations **MUST BE** accompanied by check or signed purchase order. We can not accept credit cards. Refunds are not available after October 22. 15 CPE credits available!

**Take away lessons from each session aligned to new TEKS!**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Employer: \_\_\_\_\_ Position: \_\_\_\_\_

HEAT has reserved a block of rooms at a discounted rate of \$117.00 through October 6<sup>th</sup> – ONLY! Reserve your room today by contacting the Crowne Plaza Riverwalk at 1-877-270-1393. Mention the HEAT Conference to receive the discounted rate.

<b>Conference Rates</b>		
	<u>Postmark/Fax by: 10/08/10</u>	<u>From 10/08/10 to 10/29/10</u>
HEAT Member Rate:	_____ \$285	_____ \$345
Non Member Rate:	_____ \$350	_____ \$425
Retiree Rate:	_____ \$200	_____ \$260
<b>TOTAL DUE</b> _____		

**An RSVP Is Required For The Following Conference Sessions:**

- |   |          |         |
|---|----------|---------|
| Sunday (3:00 PM - 4:00 PM) - Crowne Plaza Tour                      | _____Yes | _____No |
| Sunday (4:00 PM - 5:00 PM) - One-way River Cruise To La Mansion     | _____Yes | _____No |
| Sunday (5:00 PM - 6:30 PM) - La Mansion Del Rio Tour & Reception    | _____Yes | _____No |
| Monday (6:00 PM - 8:30PM) - Round-Trip River Cruise & CIA Reception | _____Yes | _____No |
| Tuesday (12:00 Noon - 1:30 PM) - Closing Luncheon Session           | _____Yes | _____No |

To ensure there is appropriate space in each breakout session please preselect your session.

**I plan to attend the following breakout sessions on Monday**

(Please select one session that starts at 10:45 and one at 1:15)

- |               |   |       |
|---------------|---|-------|
| 10:45 - 11:45 | Attractions and Recreation: Re-create Yourself! | _____ |
|               | Food Writer's Perspective                       | _____ |
| 1:15 - 2:15   | Hotel Management: Training for Upward Mobility  | _____ |
|               | Tamales and Mole from around the World          | _____ |

Please check which of the following classes you currently teach in the Hospitality Cluster:

- |   |   |
|---|---|
| _____ Principles of Hospitality and Tourism | _____ Hotel Management                  |
| _____ Restaurant Management                 | _____ Travel and Tourism Management     |
| _____ Culinary Arts                         | _____ Practicum in Culinary Arts        |
| _____ Hospitality Services                  | _____ Practicum in Hospitality Services |
| _____ Food Science                          |   |

**CHECKS FOR REGISTRATION ARE PAYABLE TO:**  
**HEAT: Hospitality Educator's Association of Texas**  
**4302 West Pear Street**  
**Pearland, TX 77581**  
**(Tax ID: 74-2774538)**

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**Fax P/O Registrations To: (832) 603-4952**  
**E-Mail Questions To: [bunny.heat@gmail.com](mailto:bunny.heat@gmail.com)**

# 2010 HEAT CONFERENCE AGENDA

San Antonio River Walk Crowne Plaza

November 7-9, 2010

## SUNDAY, NOVEMBER 7, 2010

- 12:00-5:00 PM Registration
- 2:00-5:00 PM Pre Conference New Hospitality Educator Session
- 3:00-3:45 PM Tour of Crowne Plaza
- 5:00-5:30 PM River Cruise to La Mansion
- 5:30-7:00 PM **Welcome Reception and Tour at La Mansion**
- 7:00 - ??? Dinner on your own on the River – no return transportation provided

## MONDAY, NOVEMBER 8, 2010

- 7:00-8:30 AM Breakfast
- 7:30-8:45 AM Registration
- 7:00-2:30 PM Exhibits and Silent Auction open
- 9:00-10:30 AM **Welcome and Keynote Address : Staffing Across the Generational Divide by William D. Thornton, Professor and Culinary Arts Program Director, SPC**
- 10:45-11:45 AM Breakout Sessions 1 A&B
- IA Attractions and Recreation: Re-create Yourself!
- IB Food Writer's Perspective
- 12:00-1:00 PM Lunch and Exhibits
- 1:15-2:15 PM Breakout Sessions II A & B
- IIA Hotel Management: Training for Upward Mobility
- IIB Tamales and Mole from Around the World
- 2:30-3:15 PM Industry Panel: Growing Tomorrow's Hospitality Leaders
- 3:30-4:15 PM Beef up your Menu
- 4:30-5:30 PM Modern Chocolate Techniques: Chocolate Decorations for Plated Desserts and Buffet Presentations
- 6:00 PM River Cruise to CIA
- 6:30-8:30 PM An Evening Soiree at the Culinary Institute of America
- 8:30 PM River Cruise returns to Crowne Plaza

TUESDAY, NOVEMBER 9, 2010

8:00-9:30 AM	Breakfast with Omelets to order by John Jay High School Students
8:00-9:30 AM	Board Meeting and Breakfast
9:45-10:35 AM	Industry Panel: Motivating and Leading Across the Generations–X, Y, Z, I, G
10:45-11:45 AM	Industry Panel: Hospitality Industry Takes the LEED (Leadership in Energy & Environmental Design)
12:00-1:30 AM	HEAT Annual Luncheon Business Meeting and Awards Ceremony

## 2010 Sponsors as of August 2010

Texas Restaurant Association  
Education Foundation

Texas Hotel and Lodging  
Association

Art Institute of Houston

e.e tours

Texas Chef's Association

ACE Mart