

HDCS OUTLOOK

..... SPRING 2018 HDCS NEWSLETTER

INSIDE THIS ISSUE

RETAILING & CONSUMER SCIENCE

- Salute to Retail Innovators
- RCS/GRET Students Attend NRF Convention
- Retail's Impact - By the Numbers
- DECA Members Compete at State

HUMAN RESOURCE DEVELOPMENT

- Human Resource Development Professor Awarded for Service
- HRD Faculty Present at UH Empower Conference
- SSHRD Spring 2018 Activities
- HRD Faculty Spotlight

FORESIGHT

- Foresight Research Projects
- Alumni Profile: Shupp to Schireson
- Foresight Jeopardy 2018
- Spring Gathering Scans the Fringe
- A Foresight Certificate Participant's Perspective

SALUTE TO RETAIL INNOVATORS

By: Matt Oltremari

Honoring retail industry professionals and recognizing student scholarship recipients was the focus at the 2018 **"Salute to Retail Innovators"** luncheon, held April 25, 2018 at River Oaks Country Club. Hosted by the University of Houston (UH) College of Technology and co-chaired by Chris Goins (The Museum of Fine Arts, Houston), Kevin Black (Tenenbaum Jewelers), and Tony Bradfield (Tenenbaum Jewelers), the event was attended by nearly 300 retail and fashion professionals, community giants, and UH faculty, staff, and students.

Proceeds from the biennial "Salute to Retail" benefit student scholarships and the Star Endowment for Retailing and Consumer Science and Global Retailing in the UH College of Technology. This year's luncheon recognized the two students selected as recipients of the Rising Star Scholarship, **Taylor Harris** and **Blake Mudd**, both from the Global Retailing master's program.

"Salute to Retail" began in 2004 as a way to honor the field and reflect the UH retailing program's active advisory board and alumni. The awards honor individuals who have contributed to the field.

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SALUTE TO RETAIL INNOVATORS.....

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The 2018 “Salute to Retail Innovators” honorees included:

- **Joe Williams** – Texas Retailers Association (Lifetime Achievement)
- **Betty Newton** – à bientôt (Fashion Retailer)
- **Christina Mitchell** – Abejas Boutique (Fashion Retailer)
- **Tina Davis** – Cheeky Vintage (Fashion Retailer)
- **Regina Garcia** – Events (Lifestyle Retailer)
- **Cyndy Garza Roberts** – HEB (Community Service)
- **Holly Moore** – PaperCity (Media)
- **John Sheehan** – Target (National Retailer)

“We would like to express our gratitude to the numerous individuals and companies that purchase tickets and help sponsor this event every other year,” says Shirley Ezell, associate professor of retailing and consumer science at UH. “Without their generous support and financial commitment, our endowment and scholarships would not be possible.”



2018 Salute to Retail honorees: (L to R) Joe Williams, Betty Newton, Cyndy Garza Roberts, Holly Moore, Christina Mitchell, Regina Garcia, Tina Davis, Taylor Harris, Blake Mudd, and John Sheehan.



Dr. Marcella Norwood (Department Chair - UH Human Development and Consumer Sciences) presents the Lifetime Achievement award to Joe Williams (Texas Retailers Association).



Nearly 300 attendees at the 2018 Salute to Retail Innovators luncheon held at River Oaks Country Club on Wednesday, April 25, 2018.

RETAILING AND CONSUMER SCIENCE



Dominique Sachse serves as mistress of ceremonies at the 2018 Salute to Retail Innovators luncheon.



2018 Salute to Retail co-chairs: (L to R) Kevin Black, Tony Bradfield, and Chris Goins.



2018 Salute to Retail event chair, Chris Goins (center), with host committee co-chairs, Christina Stith (left) and Amber Elliott (right).



L to R: Roz Pactor (My Red Glasses), Dr. Marcella Norwood, Taylor Harris (scholarship recipient), and Dr. Tony Ambler (Dean - College of Technology).



Rose S. Cullen bids on a live auction item at the 2018 Salute to Retail luncheon.



2018 Salute to Retail honorees (L to R) Betty Newton (à bientôt), Holly Moore (PaperCity), and Christina Mitchell (Abejas Boutique).

RCS/GRET STUDENTS ATTEND NRF CONVENTION

By: Matt Oltremari

In mid-January, nine University of Houston students had the privilege of attending the '2018 Student Program @ Retail's Big Show' at the Javits Convention Center in New York City. Hosted by the National Retail Federation (NRF), the annual, three-day program provides students with an opportunity to learn about retail's diverse career paths, build relationships, and make connections with executives in the industry.

The UH student group in attendance was comprised of sophomores, juniors, and seniors from the Retailing and Consumer Science (RCS) undergraduate program as well as one graduate student from the Global Retailing (GRET) master's program. Those students included: Claire Ludwig, Ryan Guillory, Jessica Huerta, Nicole Chemaly, Cynthia Lopez, Chloe Tyler, Blake Mudd (GRET), Angie Suazo, and Tanya Moreno.

According to the NRF, "This year, the Student Program brought together nearly 750+ students and 100+ educators, representing 85+ schools, including NRF University Members." Those attendees were able to see session presentations on topics including 'Leading from Where You Are', 'Navigating Through Change and Ambiguity', and 'Checks and Balances: A Financial Literacy Session', among others.

"I really enjoyed attending the NRF Big Show this past January. Listening to various CEO's and executives of major retailers and the stories of how they became successful was very inspiring. It has opened my eyes to opportunities I never considered in the Retail world before," said Jessica Huerta, UH RCS student. "I was also able to learn about new technology and innovations from major retailers. Having the opportunity to meet other students from all over the Nation was exciting, and I am glad I was able to make such amazing memories."

For more information about the Student Program @ Retail's Big Show, visit studentbigshow.nrf.com.



UH students attend the 2018 Student Program @ Retail's Big Show

RETAIL'S IMPACT - BY THE NUMBERS

By: Matt Oltremari

A recent published report from the National Retail Federation (NRF) provided data as it relates to retail's impact, both at the state and national levels. The NRF is the world's largest retail trade organization, representing discount and department stores, home goods and specialty stores, Main Street merchants, grocers, wholesalers, chain restaurants and Internet retailers from the United States and more than 45 countries.

Retail's impact is everywhere! Statistics show that the

retail industry supports 1 in 4 American jobs, representing over 42 million jobs around the country. Additionally, at the national level:

- Retail is the largest private sector employer in the U.S.
- Retail contributes \$2.59 trillion to the total U.S. Gross Domestic Product (GDP) (1/6th of the GDP)
- 8 of the top 100 U.S. retail companies are headquartered in Texas

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RETAILING AND CONSUMER SCIENCE

RETAIL'S IMPACT

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- 98.6% of all retail businesses employ fewer than 50 people (small businesses and entrepreneurs supporting local commerce)
- Retail directly provides at least 50,000 jobs in 90% of all Congressional Districts

Retail's impact in the State of Texas shows to be similar to that at the national level.

- Retail supports 3.5 million jobs in Texas
- There are 316,748 retail establishments in Texas
- Retail in Texas contributes \$223.7 billion to the total U.S. GDP

The Retailing and Consumer Science (RCS) and Global Retailing (GRET) programs in the College of Technology at the University of Houston, offer diverse opportunities for students to develop into successful retail professionals in both the domestic and international markets. For more information on these programs, visit www.uh.edu/cot/hdcs.

To view the full NRF 'Retail's Impact' report, visit nrf.com/retailsimpact.

Source: National Retail Federation (Retail's Impact). All data comes from the PwC report, *The Economic Impact of the U.S. Retail Industry*, except where otherwise noted. The retail industry is defined as including retail, food services and drinking places.

DECA MEMBERS COMPETE AT STATE

By: Matt Oltremari

At the recent 2018 Texas Career Development Conference, members of the University of Houston's Collegiate DECA chapter experienced success in both individual and team competitive events. The conference was held February 16-18 on the University of Texas campus in Austin.

As explained on the Collegiate DECA website, "Collegiate DECA's Competitive Events Program allows students to put their experience, skills and knowledge to the test while representing their college or university. Students compete for top honors in one of 24 different competitions. The Collegiate DECA Competitive Events Program is recognized for helping to prepare students for their professional careers."

Students compete in events categorized by career cluster, such as Business Management + Administration, Finance + Accounting, Marketing + Communications, Entrepreneurship, and Hospitality + Tourism. Various categories are available under each career cluster.

Congratulations go out to the following UH Collegiate DECA finalists:

- Blake Mudd, 1st place, Fashion Merchandising & Marketing
- Jasmine Miller, 2nd place, Retail Management
- David Sinuga and Jessica Huerta (team), Finalist, Sports Entertainment & Marketing

In addition to the competitions, the conference weekend focused on enhancing student leadership skills and featured guest speakers from a variety of backgrounds (entrepreneurs, executives, etc.).

UH Collegiate DECA is looking to grow its membership! If you are interested in joining or would like additional information, visit www.uh.edu/tech/deca or email decauh@gmail.com.



L to R: Blake Mudd, Jessica Huerta, Jasmine Miller, and David Sinuga - UH Collegiate DECA Finalists

HUMAN RESOURCE DEVELOPMENT PROFESSOR AWARDED FOR SERVICE

By: Marilyn Howard Jones

Tomika W. Greer, instructional associate professor of Human Resource Development at the University of Houston College of Technology, received her first “academy award” during the Academy of Human Resource Development (AHRD) Conference in Richmond, Virginia, February 14-17.

Dr. Greer was recognized for serving as editor of *Advances in Developing Human Resources* for the issue entitled “Leveraging Research to Advance Undergraduate HRD Education *Advances in Developing Human Resources*,” which was named the 2017 outstanding issue of the year.

Greer also authored two articles within the award-winning journal issue, including *Leveraging Research to Advance Undergraduate HRD Education: An Introduction and The Value of an Undergraduate HRD Degree: An Exploratory Investigation of Perceived Employability and Career Success*.

She received additional recognition at the conclusion of the conference as new leadership changes were announced. Greer has been elected to serve a 3-year term on the Board of Directors for the Academy of Human Resource Development (AHRD). She commented, “I’m excited, humbled, and honored that the AHRD membership voted for me to lead in this capacity over the next three years. This will be a substantial service commitment and I have big shoes to fill but, I’m definitely up for the task.”



Tomika Greer, PhD

HRD FACULTY PRESENT AT UH EMPOWER CONFERENCE

By: Matt Oltremari

On Friday, March 2nd, the Women and Gender Resource Center in partnership with the Center for Student Involvement at the University of Houston hosted the 2nd Annual Empower Women’s Leadership Conference. Held in the Student Center South, the conference provided the opportunity for students, faculty, and staff to build their leadership presence, understand gender-related leadership issues, and build a foundation for continued leadership development and success.

Two Human Resource Development (HRD) faculty members from the Department of Human Development and Consumer Sciences (HDCS), **Dr. Holly Hutchins** and **Tomika Greer**, were selected as presenters for the event.



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HUMAN RESOURCE DEVELOPMENT

HRD FACULTY PRESENT

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Dr. Holly Hutchins, Associate Professor & Undergraduate HRD Program Coordinator, and Dr. Lisa Sublett (UH-Clear Lake) presented a talk “Coping with the Imposter: Gender Differences and Implications to Job Outcomes”. The presentation was based on the co-author’s (including Lisa Penney, University of South Florida, Sarasota-Manatee) mixed-methods, cross-sectional study of academic and medical faculty. Their key findings were that when faculty use avoidant coping strategies (e.g. behavioral disengagement giving, denial, over-working, procrastination, substance abuse) to address their cognitions and emotions of “feeling like a fake”, they are at higher risk for job burnout and job dissatisfaction. Of those scoring highest on the imposter scale, male faculty reported using more avoidant coping than women, likely due to gender stereotypes of men being less likely to rely on social support to alleviate and challenge imposter thinking patterns.

Dr. Tomika Greer, Instructional Associate Professor & Undergraduate HRD Internship Coordinator, presented on “Keys to Her Success: Understanding Women’s Leadership and Career Development Across the Life Span”. The interactive session guided participants through an exploration of the shifting priorities that women encounter across the span of their careers. From career entry when many women are seeking challenge, to mid-career when many women are looking for balance, to late-career when many women are seeking authenticity. Participants were exposed to the Kaleidoscope Career Model and practical implications for how they can navigate the various stages of their careers, as well as ideas for leading other women throughout their careers. There were ample opportunities for group discussions and individual self-reflections to engage participants and maximize their understanding of the keys to women’s career success.

For information about the Empower Women’s Leadership Program, visit www.uh.edu/csi/leadership/empower.



L to R: Dr. Lisa Sublett (UH-Clear Lake) and Dr. Holly Hutchins (Associate Professor & Undergraduate HRD Program Coordinator) present at the UH Empower Conference.



Dr. Tomika Greer (Instructional Associate Professor, Human Resource Development and Internship Coordinator) delivers her presentation during the 2018 Empower Women’s Leadership Program.

SSHRD SPRING 2018 ACTIVITIES

By: Nick LeBrun and Matt Oltremari

The goal of the **Student Society for Human Resource Development (SSHRD)** is to provide a great way for students to have fun, network, and to learn more about the growing field of HRD. With that in mind, SSHRD members participated in a variety of activities during the spring 2018 semester.

- **The Ronald McDonald House Volunteering Night** - February 6th - Twelve SSHRD members volunteered at the Houston Ronald McDonald House in order to help families who have a sick child. Activities included playing with siblings of the sick children and helping to organize and clean up games.
- **Burnett Specialists Corporate Visit** – February 23rd - 14 SSHRD members were allowed to visit Burnett Specialists, the largest staffing agency in Texas. Members received insight into how the external staffing side operates and received professional development advice. After the corporate visit, members attended a Which Wich fundraiser in Sugar

Land.

- **LinkedIn and Resume Workshop** - February 26th - During the February meeting, SSHRD hosted a talent acquisition professional from Hines. He worked with members in attendance to improve LinkedIn profiles and resumes. In addition, he provided brochures for several professional development tips offered by Hines.
- **SSHRD Bowling Night** - March 23rd - SSHRD organized a group bowling night at the Student Center South Game Room. The event engaged students and enabled them to network with other members, while having fun.

HRD and other College of Technology students interested in joining the Student Society for Human Resource Development (SSHRD) or obtaining more information should visit www.uh.edu/tech/sshrd/ or send an email to: sshrd.uh@gmail.com. And, be sure to follow SSHRD on Facebook at www.facebook.com/SSHRDUH for more information about upcoming events!



SSHRD students enjoying their volunteer experience at the Ronald McDonald House.



SSHRD Bowling Night during the spring 2018 semester.



SSHRD members visit Burnett Specialists.

HUMAN RESOURCE DEVELOPMENT

HRD FACULTY SPOTLIGHT:

DR. JOHANA LOPEZ & DR. MAURA PEREIRA-DE LEON.....

By: Matt Oltremari

Dr. Johana Lopez has been working as a Human Resource Development (HRD) lecturer since spring 2013. She currently teaches Instructional Design in Human Resource Development (HRD 3351) and Global Human Resource Development (HRD 3350). Dr. Lopez also works as a training consultant for Employment & Training Centers, Inc.



Dr. Johana Lopez

After receiving a B.A. in Psychology from Pontificia Universidad Javeriana (Bogota, Colombia), Dr. Lopez earned an M.A. in Administrative Dynamics at Western Kentucky University (Bowling Green, Kentucky). She also received her Ph.D. in Organizational Leadership and Supervision from Purdue University (Lafayette, Indiana).

When asked what she likes most about working at the University of Houston (and specifically in HRD), Dr. Lopez replied, “When I started working for UH it was like finding my intellectual home. I really enjoy belonging to an academic community that satisfies my desire for continuous learning. I actively participate in different campus events, programs and other initiatives that represent the great accomplishments of UH in research, teaching and engagement.” She added, “My work at UH has provided me a platform to share, dialogue and collaborate with other faculty members in my field. For example, in 2016, I had the honor to collaborate with Dr. Consuelo Waight in a chapter about

HRD in Latin America for the book *Global Human Resource Development*. Also, my work as a lecturer in the HRD program has been a transformative experience. I usually leave my classes with new ideas, approaches, and challenges to my own professional development.”

Dr. Maura Pereira-De Leon is a Senior Researcher for Social Behavioral Science in the Center for ADVANCING UH Faculty Success. Serving as a lecturer in HRD since November 2016, she currently teaches Instructional Design for Human Resource Development (HRD 3351).

Dr. Pereira-De Leon received a B.S. in Pedagogical Sciences from Andres Bello Catholic University (Caracas, Venezuela) and an M.S. in Adult Education from Indiana University at Purdue University (Indianapolis, Indiana). She also earned an Ed.S. in Instructional Systems Technology, before receiving a Ph.D. in Instructional Systems Technology and Inquiry Methodology from Indiana University (Bloomington, Indiana).



Dr. Maura Pereira-De Leon

“The University of Houston is a great place to work and learn. I like its friendly and welcoming atmosphere,” says Maura. “I am fortunate to have the opportunity to work at one of the best research universities with a great commitment to diversity.”

FORESIGHT RESEARCH PROJECTS

By: Andy Hines

The Houston Foresight program continues to develop its research capability, drawing on our network of faculty, alums, and, of course, the students.

We completed a project on “The Future of Work for NASA’s Langley Research Center.” The project used scenario planning to create long-term views of the future of work. The scenarios will be used to “wind tunnel” the current plans and activities of NASA, and enable them to make the appropriate adjustments to their current strategy. The goal was to stretch thinking out to the world of work in 2050 and then “bring it back” to a strategic approach and initiatives that could be started in the present. The Houston Foresight team consisted of Andy Hines (principal investigator), alum Maria Romero (project manager), and students Tim Morgan, George Paap, and Mathew Palubicki.

We also completed a project with Kimberly Clark Corporation on “Technology in Baby and Childcare Products To 2030” that we briefed at their headquarters in January. It is currently confidential, so we are not yet able to share it. The five-month study focused on consumer attitudes, highlighting parents and the growing subcategory known as “baby tech.” The findings offer specifically long-term strategic insights with respect to the use of technology in products for

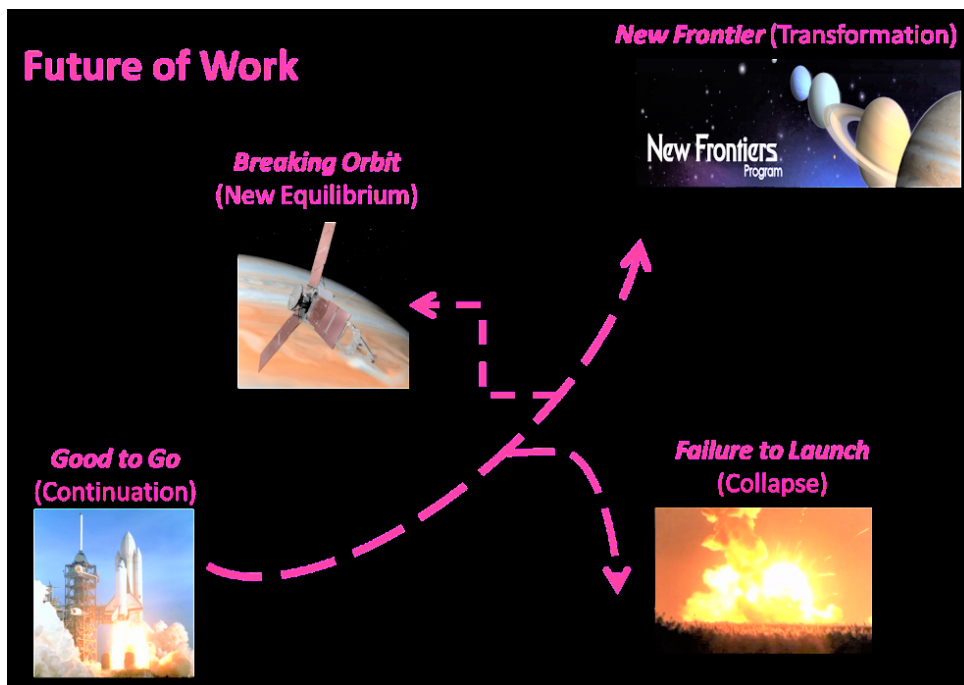
babies and young children. The foresight methodologies used included Horizon Scanning, Three Horizons, and Causal Layered Analysis, as well as pieces of Houston Foresight’s Framework Foresight approach. The Houston Foresight team consisted of Andy Hines (PI), faculty Alex Whittington (project manager), and students Tim Morgan, Justin Ochs, Cindi Tuebner, and Mathew Palubicki.

We have also continued our collaboration with the Northern Research Station of the US Forest Service. The purpose of the project has been to help them set up a Horizon Scanning system. Indeed, it is up and running, as our joint team has tagged 855 scanning hits to our online library at this point! You can check out posts highlighting key scan hits on our blog (www.houstonforesight.org). We also recently developed a Forest Futures newsletter and are now writing some articles and a technical report based on what we’ve learned. The Houston Foresight team for 2017 consisted of Andy Hines (principal investigator), alums Johann Schutte and Maria Romero, and students Kurt Callaway and Kimberly Daniels.

These research projects provide great experience for our students. I would like to thank our sponsors Dave

Bengston and Mike Dockry at the Forest Service, Clay Bunyard at Kimberly Clark, and Rich Antcliff and Sara McRae at NASA.

We are always on the lookout for new Sponsored Research Projects, so please let us know if we can help!



SPRING GATHERING SCANS THE FRINGE...

By: Andy Hines

Scanning the Fringe was the topic of the **2018 Houston Foresight Spring Gathering** held April 13-14. As futurists, we are always scanning for signals of change. We are awash in information, so futurists need to demonstrate the value of working with trained professionals who can sort through the “infoglut” and deliver useful insight to clients. That said, it can be tricky to find the “weak signals” that may indicate long-term change. So, we focused this year’s meeting on how futurists find the fringe, the outer edges of change.

As usual, we had a very interactive conference day with a wide range of activities. We kicked off by asking participants to share their own “most interesting scan

hit” of the past year. That could have gone all day! We put together a fringe panel of experts, who are probing the frontier of their disciplines. And, we had a “tool time” module to share the latest software and gadgets for navigating the scanning terrain.

A special treat this year was that the Association of Professional Futurists (APF) joined us as one of their regional meetings. APF Chair Jay Gary led a module as part of an APF “Power Hour.” Of course, we surrounded the serious futures work with lots of fun and networking. This year we went bowling, and had lots of fun — with the clock running out just before Paul “Auzzie” Malecki could secure the victory. We ended up the weekend with everyone heading over to Andy’s. But, it was a bit too cold for anyone to dive into the pool!



Futurists enjoy a presentation during the 2018 Houston Foresight Spring Gathering.

A FORESIGHT CERTIFICATE PARTICIPANT'S PERSPECTIVE

By: Andy Hines & Alexandra Steele

We always love to get feedback on our program. The founder of Emergent Strategies, **Alexandra Steele**, attended our January Foresight Certificate Bootcamp. Here is what she had to say about her week with us:



“You don’t have to be a futurist to benefit as I did from the Futures Bootcamp at the University of Houston this past month. The skills you learn during an intensive week include working on a framework that takes a long view beyond an annual to 3-year horizon. So many of us in

marketing are accustomed to looking at trend analysis, but how many of us look at the fringes that help determine those trends in the first place? In the course of their work, professional futurists also hone their skills at evaluating the difference between weak and strong signals to help prepare organizations for variety of scenarios.

Contrary to popular belief, futurists don’t predict the future, but instead use a set of tools and market insights to create a series of “what if” scenarios of events that might happen and in doing so impact companies in a variety of ways. These might influence strategic decisions in areas such as developing a new service or product offering, in hiring or training, as well as in acquisitions or divestments.

The boot camp experience wasn’t an end goal for me but an opportunity to learn not only from two authorities in this discipline (Dr. Peter Bishop and Dr. Andy Hines), but also from my classmates who represented a broad range of professions, interests and geographies, as well as motivations for taking the course.”

For more information about the Master of Science in Foresight program or 5-day Foresight certificate seminar, visit www.uh.edu/tech/ms-fsi.

Outlook is published by the Human Development and Consumer Sciences Department as a means of informing the HDCS community about departmental and campus news.

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Contribute to our permanent endowment, which supports student scholarships and program enrichment. To find out how you can help, contact Margarita Perez at mperez47@central.uh.edu. Your contribution provides long-term support for HDCS and student scholarships.