



National Concierge Association

Get to Know Our Conference Speakers

2017 NCA Education Conference

August 17-19 Houston, Texas

Speakers are listed in order of appearance

Friday, August 18



Dr. Dennis Reynolds

Dean, University of Houston Conrad N. Hilton College of Hotel & Restaurant Management (UH-CNHC)

Dr. Reynolds, dean of the UH-CNHC, is also the Barron Hilton Distinguished Chair. He began his career in hospitality as a busser in a fine-dining restaurant in Southern California – and never left the industry. He is a scholar, seasoned hospitality executive, researcher, gifted teacher and a frequent speaker to management groups in Asia, Europe, and North America. He began his tenure at UH-CNHC as the College’s seventh dean on July 1, 2015. Prior to that, he served as the Ivar Haglund Endowed Professor of Hospitality Management and Director of the Wine Business Management Program at the Washington State University School of Hospitality Business Management. A former J. Thomas Clark Professor of Entrepreneurship and Personal Enterprise at Cornell’s School of Hotel Administration, Dr. Reynolds is also a two-time graduate, earning both his doctorate and Master of Professional Studies there. He received a Bachelor of Science in Hotel, Restaurant and Institutional Management from Golden Gate University. He is on the editorial boards of all the leading hospitality research journals and is a past president of International CHRIE, the non-profit professional organization that provides programs and services supporting global education, research and service in the hospitality and tourism industry. Dr. Reynolds is ranked 15th among the world’s most prolific hospitality-management authors and is a frequent and sought-after speaker across the globe.

Steven Goldfried

Digital Content Strategist, Houston Rockets (NBA)



Steven Goldfried started his career as a digital content and social media strategist in the Hollywood film industry, honing his digital marketing skills on many successful films and TV shows like “Radio,” “Wild Hogs,” and the long-running drama “One Tree Hill.” Following his stint on “One Tree Hill,” he worked for YouTube startup Awesomeness TV as a producer, director, and digital marketer. Following Awesomeness TV, he worked as Content Director and Strategist at a small marketing and advertising agency where he worked with a variety of companies to grow their brands and digital presence. Mr. Goldfried then went to work for another successful startup, Arsenic TV, where he helped create and distribute new, highly-shareable, social-first content for Instagram, Snapchat, Facebook, Twitter, and other emerging platforms. As an avid lifelong basketball fan, the opportunity to work for the Houston Rockets as their new Digital Content Strategist was one he could not refuse and he is now in his dream job which meshes his passions of sports, content creation and distribution. As the Rockets digital strategist he provides analytic and experience-based strategies to ensure that content is optimized for business and marketing goals and user satisfaction. Mr. Goldfried leverages best practices and brings efficiencies across the board, aimed at avoiding common pitfalls of social media and digital marketing and growing the Rockets fan base to benefit the sales/marketing teams, as well as improving the general overall experience of the Houston Rockets fans.



Patsy Chapman

CEO, Houston Ballet Nutcracker Market

Born in Oklahoma City, Patsy Chapman moved to Houston at the age of 5 and claims to be a “native” Houstonian. After attending the University of Houston, Ms. Chapman started her career as a Project Manager for a local Arts Publishing Company, managing and contracting several artists -- recreating their original works into signed and numbered lithographs, prints, ceramics and bronzes. Negotiating artist contracts and working closely with national printers, she attended, set up, displayed and sold these various art pieces at over nine art shows around the country each year, a role that most likely developed her passion for show management. After leaving the publishing industry, Ms. Chapman joined the Houston Ballet, the nation’s fifth largest ballet company, where she is now the CEO of the Nutcracker Market. Since arriving at the Houston Ballet in 1989, Ms. Chapman has become the driving force behind this now-legendary, holiday shopping extravaganza held annually at the NRG Center. With her ever-watchful eye and strict attention to detail, the Market has achieved phenomenal growth. In 1981, the first Market earned \$28,000; in 2016, those earnings were over \$6 million. In 2017, the Market celebrates its 37th year and has become one of Houston Ballet’s major sources of income, representing almost 20% of the organization’s \$33 million annual budget. During four days each November, approximately 100,000 shoppers will spend over \$18 million at 300 hand-picked merchants from around the nation. In its 37-year history, the Market has earned over \$69 million for the Houston Ballet, most of it under the direction of Ms. Chapman.

Saturday, August 19

Fred Johnson, CNCA

Concierge, First Baptist Church of Glenarden



Frederick J. Johnson, affectionately known as “Fred,” is an accomplished hospitality industry educator with a strong combination of facility management and catering/event planning experience. He is a graduate from Virginia Commonwealth University and is a veteran of the United States Army. Mr. Johnson has lived in the Washington, DC metropolitan area for at least 30 years but grew up in the Hampton, Virginia, Tidewater area, where he landed his first hotel job as an elevator operator. His notable success is in large-scale venue creation, preparation and logistics and is known for his ability to educate and motivate personnel to provide superior customer satisfaction. He joined First Baptist Church of Glenarden in 1993. As concierge at the church’s two campuses, which total 315,000 square feet, he guides visitors and guests through the house of worship, explaining features that make the venue special and offering tours that include an extensive history of the church. Due to the facility’s size, a variety of events such as concerts, symposiums and health/fitness expos are hosted by the church, in addition to the four Sunday services. First Baptist is known for its excellence in hospitality and service and greets more than 15,000 people per week. As a part of the original team, Mr. Johnson helped to establish and brand the program of superior customer service, whose initiative is all about serving everyone that enters the facilities, with the highest level of service and hospitality.



Thomas Nguyen

Co-founder/owner, Peli Peli

Thomas Nguyen is a co-founder/owner of Peli Peli, a South African fine-dining concept currently ranked in the Houston top five on both TripAdvisor and Yelp; and Peli Peli Kitchen, a South African fast casual concept that was featured on CNBC’s Restaurant Startup. An alum of the University of Texas at Austin and Texas School of Law, Thomas practiced for three years as a commercial and civil litigation attorney before walking away from that field and entering the Houston restaurant industry and free-lance journalism. He is a 2015 Houston Business Journal 40 Under 40 recipient, 2016 Ernest & Young Entrepreneur of the Year Finalist and 2016 Houston Asian Chamber of Commerce Entrepreneur of the Year. He is the co-founder of the Omega Phi Gamma Fraternity, which is the largest Asian-interest fraternity in Texas with four chapters and is a two-time Ironman. He has been featured in articles for Forbes, Inc., Costco Connection, Success Magazine, Sparq Business IQ (Capital One) and Open Table blogs. Mr. Nguyen, whose parents were refugees from Vietnam, represents the best of Houston’s openness and diversity and is a strong believer in giving back to his community in unique and creative ways. One example is the first ever prom for the children at the University of Texas MD Anderson Cancer Center in 2016, which was so successful that it will be conducted every year moving forward.



KEYNOTE SPEAKER

Fred Haise

NASA Astronaut/Apollo 13, Retired

Fred Haise, an aeronautical engineer and former naval aviator, fighter pilot, and test pilot, is one of only 24 Apollo astronauts to have flown around the moon. As the lunar module pilot on the Apollo 13 lunar mission in 1970, he was to have been the sixth person to land and walk on the moon, but the mission was famously aborted before lunar landing. Mr. Haise remained in the astronaut rotation and served as the backup mission commander for Apollo 16 and was prospectively slated to command Apollo 19; however the mission was canceled in late 1970 due to budget cuts. He went on to be the technical assistant to the Manager of the Space Shuttle Orbiter Project, where he was a commander of a two-man crew who piloted Space Shuttle approach and landing tests. After leaving NASA in 1979, he became Vice President of Space Programs at Grumman Aerospace Corporation where he remained until retiring in 1996. Mr. Haise now shares his experiences and lessons learned in the aeronautics industry through public speaking. He is a graduate of the University of Oklahoma and completed post-graduate courses at the Aerospace Research Pilot School at Edwards Air Force Base in California in 1964 and the Harvard Business School’s Advanced Management Program in 1972. He has also received an honorary Doctorate of Science from Western Michigan University in 1970. He was awarded the Presidential Medal of Freedom, the City of New York Gold Medal and the Houston Medal of Valor in 1970. He was inducted into the International Space Hall of Fame in 1983, the Aerospace Walk of Honor in 1995 and the U.S. Astronaut Hall of Fame in 1997, among many other honors.