

HDCS OUTLOOK

SPRING 2015 HDCS NEWSLETTER

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ALUMNUS WINS EVERYDAY HEALTH AWARD FOR INNOVATION

By Marilyn Jones

Rachel Francine, Co-Founder and CEO, SingFit Entrepreneur Rachel Francine, and alumnus of the University of Houston (M.S. Foresight, 2009), was selected for the Everyday Health Awards for Innovation, Healthy Aging category. The Everyday Health Awards for Innovation honor the latest

technologies and services dedicated to improving overall health and wellbeing. Finalists were chosen from a panel of expert judges and the winners were selected through a combination of those judges and popular online votes. The Audience Favorite was determined by votes cast at Awards. DigitalHealthSummit.com. (continued on page 2)



Rachel Francine

UH STUDENTS WIN BIG AT 2015 TEXAS CAREER DEVELOPMENT CONFERENCE

By Brooke Orbuch

Four students from the UH College of Technology's Retail and Consumer Science Program are one step closer to taking the business world by storm after receiving top honors at the Texas Collegiate DECA competition in Austin. The winning students are:

- Grace Brann—third place in Professional Sales
 - Ami Hazel—first place in Professional Sales
 - Michael Dinh—first place in Marketing Management
 - Khiet Lam—third place in International Marketing
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Pictured left to right: Ami Hazel, Michael Dinh, Kathy Walton (Collegiate DECA, Texas State Advisor), Khiet Lam, Grace Brann

FORESIGHT

ALUMNI EMILY EMPEL JOINS IDEA COUTURE

By Andy Hines

Recent Foresight alumnus Emily Empel has accepted the Co-Head of Strategic Foresight position for Idea Couture. Idea Couture is a strategic innovation and design firm in Toronto, Canada. Empel leaves her Workforce Futurist position at the Walt Disney Company, where she had been actively involved in expanding the

company's foresight and trends practice. She is particularly excited to make the transition from the corporate world into the wider world of futures consulting with Idea Couture.

Professional Contact Information for Emily is as follows

Twitter – @localrat

E- mail – eempel@ideacouture.com

LinkedIn – Emily Empel



Emily Empel

INNOVATION

(continued from page 1)

The winners were honored at a live award ceremony at the Digital Health Summit, presented by Living in Digital Times, at the 2015 International CES®, in Las Vegas, January 6-9.

Francine's company, invented SingFit PRIME, a music therapist designed cognitive and physical stimulation program that incorporates singing, movement, trivia and reminiscence for a fully engaging mind/body workout. SingFit PRIME is powered by a unique mobile app that digitizes the evidenced based speech therapy technique of Lyric Cuing to make a fully immersive, social singing experience possible at a low cost to achieve therapeutic goals. Currently administered in more than 60 senior-living communities, staffers report that residents with dementia experience elevated mood, decreased agitation, decreased wandering and increased quality of life when they participate regularly in a SingFit PRIME group or an individual session.

Rachel earned her undergraduate

degree in literature from State University of New York at Purchase, with the vision of becoming a writer at an alternative weekly newspaper. But, she altered her course when the dot.com bubble expanded in the late 1990's, working for a tech startup on a ten-year journey, riding the bubble until it burst. Through a series of other career transitions, an eventual spiritual journey to Australia, she realized that her dream was to do bigger things to do work that allowed her to influence the future on a grander scale and make long-term change for the better. Her discovery of the University of Houston's Future Studies program (renamed Foresight) proved to be the perfect launching pad for her goals.

Never having worked in healthcare or the medical field was a big learning curve, but upon reflection, Rachel already had the seed for the idea planted. Her dad invented the idea of a portable music maker in the 1960's before audio technology became mainstream. Although, her brother who is co-founder, worked as a music therapist, neither had an in-depth

medical or healthcare background, which was a big learning curve.

"I knew it would be tough to find a job that matched what I felt was my mission in life," Rachel said. I wanted to figure out how to build a profitable business, yet be successful at doing something good for humankind, and create great change that benefits society. I chose the University of Houston to learn about how to create transformative change by going beyond visioning and focusing more on practical application. When people come together from different career perspectives, the possibilities for creating change become more realistic. This is an important distinction about the UH Foresight program - how to apply the principles in real life."

What is Francine's advice to budding entrepreneurs? Consider graduate education as a means of elevating your stature, seriously think about the future; pick something that you really believe in to work, and be willing to commit at least 7 years to your venture.

CONGRATULATIONS TO SUMMER AND FALL 2014 GRADUATES



Heather Schlegel



April Koury



Mackenzie Dickson



Alex Clouse



D'Shaun Guillory



Karl Irish



Laura Schlehuber

By Andy Hines

The Foresight program would like to acknowledge graduates from the fall and summer semesters of 2014. One of the challenges of being full-time faculty with the program is getting closer to the students – only to have them leave. That is the goal of the program, of course, but it is a little sad nonetheless. The esprit d 'corps of our community is a strong and attractive feature of the program.

The veteran of the group is Heather Schlegel, who joined the program in the spring of 2010. As sometimes happens too many of our part-time students, we almost lost her when she took a job with Swift for a year. Schlegel came back and finished, despite a huge tug from the media for her views on the future. Among her many accomplishments while in the program was when she won the 2012/13 APF Student Recognition Award for “Success: The Human Problem.”

April Koury joined the program in the fall of 2012. She was a Graduate Assistant for a year, which means she played a prominent role in the lives of fellow students. Koury helped me a great deal on getting the Houston Futures website and blog in good order. She also completed an internship with Christian Crews of Andspace before graduating.

Now on to the cohort, the class

of the spring of 2013: D'Shaun Guillory, Karl Irish, Mackenzie Dickson, and Laura Schlehuber. Not only did they come in together, but they stuck together throughout their time in the program. I still have an image of this group, and a few others, huddled together at a table at an APF conference. I'm proud of them for that. We preach the value of getting involved with the professional futurist community, and this group took the challenge. It showed up in the internships they got, Dickson going to Paris to intern with Riel Miller and UNESCO, Irish and Guillory with Alternative Futures Associates (aka Institute for Alternative Futures). Guillory also did one with the Copenhagen Institute for Futures Studies, and Schlehuber with Andspace as well as with Stephen Aguilar-Milan and EUFO.

Alex Clouse is the first graduate from the fall of 2013. It is quite amazing that she finished in two years! Very few have been able to manage this. It takes an incredible amount of discipline to manage a full-time load for that period of time and not have your head explode!

I should also note that Koury, Dickson, and Schlehuber were part of the Student Needs 2025+ research team. I am hoping we can do more of these kinds of projects and I appreciate their involvement. Congratulations alums and keep in touch!

FORESIGHT

WELCOME TO THE NEW FORESIGHT PROGRAM STUDENTS

By Andy Hines

On January 2015, eight new students started at the Foresight Program, we would like to give them a warm welcome and wish them a lot of success on this new stage of their professional lives.



Khaliah Johnson

Khaliah Johnson is a first year student in the Foresight program. In December of 2014, she received a Bachelor of Arts in Liberal Studies from the University of Houston. Her concentrations were beverage mgmt. & mktg., global business, PR & advertising, and global & international studies. She is interested in improving the future of the global alcohol market by creating innovative strategies through product and service implementation. She currently works in beverage marketing doing consumer behavior research, and

conducts an occasional wine tasting as a blossoming sommelier.

Joe Murphy is a librarian and library futures consultant in the Bay Area with his small Italian Greyhound. Joe was formerly a Science Librarian at Yale University and a Director of Library Futures with a leading library software company (Innovative). This is Joe's second master's degree,



Joe Murphy

he earned a MLISc from the University of Hawaii and studied Physics as an Undergrad. Joe grew up in NY and has lived in LA, NY, Hawaii, NV, and Connecticut. Joe has presented on future directions for libraries around the globe and the US.

Greg Turner is the President of TurnerDuran Architects, LP, a Houston-based company he founded in 1984. The firm



Greg Turner

specializes in projects for institutional and corporate clients, and consistently ranks among the top firms in Texas. He has a Bachelor degree in Architecture and Design, and also a Master of Architecture, both from MIT. Greg is a returning UH alumni, he got an MBA degree from Bauer Business School.



George Paap

George Paap lives in Austin but works in San Antonio. He graduated from the University of California with a degree in Physics. Now he is a Manager on Decision Science Analytics at USAA. He is looking forward to his studies in

Foresight as it looks at much longer horizons than are typical in company strategy and will help the program identify disruptive opportunities and threats. He plans to move towards a strategy/innovation role within USAA.



Will Williamsom

Will Williamsom currently works as a manual lathe machinist and millwright, which is, in essence, an extremely precise metal worker. He enjoys everything creative about what he does, but he does not want to make a career of it, as it is extremely dangerous work. His background is in psychology with neuroscience and behavioral analysis focuses. He would like to move into a career space which might use behavioral analysis and foresight in concert. He assigns a tremendous amount of value to strategic decision making, and the program is excited to make

FACULTY AND ALUM ALEX WHITTINGTON PUBLISHES “FAMILY VACATION 2050”

By Andy Hines

Adjunct Faculty and alum Alexandra Whittington just had an article — “Family Vacation 2050” – published in a special issue of Tourism Recreation Research journal on “The Journey to 2050.” Incidentally, this special issue was co-guest-edited by Albert Postma, who attended our week-long certificate course in Brussels, Germany last year.

The article identifies major technological and social uncertainties relevant to the future of family travel and explores them using the deductive 2x2 matrix scenario process. The four scenarios offer possibilities that

contain specific opportunities, threats and challenges to the family travel industry in 2050. Key change drivers include the demographic growth of unmarried, unattached, non-cohabiting individuals (“singletons”) and the availability of technologically advanced virtual reality consumer experiences.

It is great to see Whittington in print. In addition to teaching two undergraduate classes for the program, she is the program manager for the week-long certificate program in her spare time.



Alexandra Whittington

the most of this opportunity to culture an understanding of foresight.



Katie King

Katie King is a proud USC alumna with a degree in journalism. Nowadays she is a middle school English teacher, who is interested

in the future of education. Her current interest in that sphere is the future of learning spaces and schedules. She is a native Houstonian who now lives in Humboldt County, CA. This is her first official semester on the program.

Maria Romero was born in Valencia, Venezuela and moved to Caracas to get her bachelor’s degrees in Sociology at Universidad Central de Venezuela, the biggest public university of the country and another in Communications at Universidad Católica



Maria Romero

Andrés Bello, a top private catholic university. She has worked on several fields from a multinational consumer goods company to technology and digital advertising startups, always being related to marketing, strategy and research

positions. Currently she is a full time student and the GA for the program.

Brenda Chacon (not pictured) is a native San Antonian, she attended the University of the Incarnate Word, a private catholic university. She received her BBA in History. Her favorite historical era is the Civil War. And she currently works for USAA as a Consumer Loan Rep. She is also a very proud mother of 5 kids, all adopted. The oldest one is 34 and the youngest one is 18.

FORESIGHT

ARUP FUTURIST CHRIS LUEBKEMAN VISITS WITH FORESIGHT PROGRAM



Chris Luebkehan

By Andy Hines

Futurist Chris Luebkehan, Arup Fellow and Global Director, who established the foresight group with the firm, visited Houston Foresight program classes during the spring semester. In 1999, Luebkehan joined Arup as the Co-Director for Research and Development. A couple of years later, he formed the Foresight, Innovation and Incubation team, which has evolved to its present form as Foresight + Research + Innovation.

Luebkehan talked to students about his career and his experience in starting the foresight unit. He also shared what he has learned along the way of doing foresight work at Arup for over a decade. His background includes bridge design, which led him to a “Home of the Future” project at Massachusetts Institute of Technology, and later launched him over to Arup. It is interesting to note the incredible variety of backgrounds that futurists come from. A common denominator, Luebkehan suggested, is the characteristic of “infinite curiosity.”

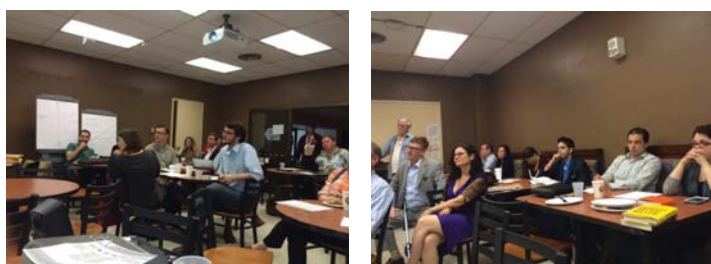
He offered a lot of useful advice to students based on his experience. For instance, he suggests it is important to “figure out the context in which you thrive; is it alone, in teams, consulting, managing people?” He found his niche with Arup with the initial small team of five people devoted to foresight, and operating under the radar. They started driversofchange.com which has continued to thrive today. It is a great workshop tool. Luebkehan found that in using it in workshops across the world, the same themes kept emerging. They also factored in a STEEP lens and used it to identify issues for the group. Very detailed research was also done on the drivers. The group would dig into the original research rather than rely on secondary reports on it, mainly to make sure the data was right. Every idea has a pedigree and it is good to acknowledge this.

All learning styles were addressed, as a key to success is to “find the entry point.” It is about changing people’s minds. A way to think of internal customers is some love you, some do not like you, and most are indifferent.

At the same time, you need to be able to speak the language of the hard-line business person.

Eventually, as the group became successful, the foresight unit emerged from under the radar. Internal groups started raising questions about what the unit did. This brought home the point about how important it is to “know your stock value.” How are you being of value in the organization? Luebkehan collects anecdotes, as he goes, to help demonstrate value, e.g., “that project was instrumental to us for launching...”

The key job in foresight work is to help others understand the context of tomorrow. Luebkehan’s visit was an excellent infusion of “real-life” foresight that surely the students will carry with them on their future journeys.



John Smart (top) speaking with attendees at the Houston Foresight Spring Gathering 2015.

BREAUX TO ASSOCIATION OF PROFESSIONAL FUTURIST BOARD

By Andy Hines

Foresight alum and Adjunct Professor of the undergraduate class TECH 4310: Future of Energy and the Environment, Jim Breaux has been selected to be a part of the Association of Professional Futurists Board. Breaux has been leading APF's Virtual Gatherings for the past three years and is now planning events for later this year. He is a professional engineer and Senior Project Manager in the petrochemical industry and is trained in facilitation, public speaking, quality process and maintenance. Breaux is also an author and contributing editor for project management procedures and guidelines.

Program Coordinator Dr. Andy Hines observed that: "It is a great honor to be selected to the APF Board. Jim has been doing a great job for APF in coordinating Virtual Gatherings, and I am so pleased to see that his efforts have been recognized. It is good for us in the Houston Foresight program to have another faculty member on the Board – joining Chair Cindy Frewen."

The APF Board consists of nine members who are recommended by the general membership and nominated by the Nominations Committee for final voting by the board. The board is a working board and oversees or is engaged in the operations and leadership of the APF, which remains an all-volunteer organization.

RECAPPING THE 2015 HOUSTON FORESIGHT SPRING GATHERING

By Andy Hines

The annual Houston Foresight Spring Gathering held April 17-18, 2015 was the perfect mix of fun, networking and learning -- our brains hurt, but in a good way! Alum John Smart spoke about "Technology Acceleration" and essentially provided a sneak preview of a summer elective he is teaching (also called "Technology Acceleration." A foundational concept for the day was Smart's concept of "Evo devo" (evolutionary development). Indeed, Social Change students would recognize that each

is normally covered separately -- Smart has blended them together.

Smart is a genuine polymath, referencing dozens of books throughout the day -- it seemed there was not a topic that came up for which he could not supply a "go to" reference. He sees infotech and nanotech as the key drivers of technology acceleration. Smart suggested that nanotech is the engine driving developments in infotech. They are able to grow at a much faster rate than biotech -- noting the greater constraints on biological systems.

COMMUNITY LEADERS TO BE HONORED AT SALUTE TO RETAIL LUNCHEON

By Jamie Thomas

The sixth Salute to Retail Luncheon will be held November 17, 2015 at the River Oaks Country Club. Proceeds from the Salute to Retail Luncheon event will benefit the programs that prepare University of Houston (UH) College of Technology graduates for retail and consumer science careers. During the luncheon, several of the city of Houston's retail leaders -- both UH alumni and friends -- will be recognized for their contributions to the industry.

Established in 2004, by Rose Cullen and UH, the Merchandising Star Award Endowment provides funds for Retailing and Consumer Science (RCS) undergraduate and graduate student scholarships, continuing education programs, and program and student enrichment. Since its inception, eight

Retailing and Consumer Science undergraduate students have received scholarships. Creation of the Global Retailing Master of Science program in 2013 has increased the need for scholarship funding.

For more information or to reserve tickets or a table, contact Vernon King, veking@central.uh.edu, the College of Technology's Director of Advancement.



Retailing and Consumer Science students attending the 2013 Salute to Retail Luncheon at River Oaks Country Club.

HRD NETWORKING OPPORTUNITY COMING TO CAMPUS

By Jamie Thomas

The Association of Training and Development (ATD) Young Professional's group is hosting a session on "Words of Wisdom to a New Professional." The event takes place Tuesday, May 26th, 5:30-8:00 p.m. at the University of Houston in the Isabel Cameron Building, Room 103. Human Resource Development

(HRD) students are encouraged to take advantage of this local networking opportunity.

Some of the learning objectives include:

- Best practices and tips for beginning a new job in the Talent Development field
- Gain tips and advice for the best way to professionally develop yourself without going broke or losing a social

life

- Understand some of the common obstacles in the life of a training professional and learn ways to overcome them the first time around

To learn more about the event, please visit <http://www.tdhouston.org/event-1856087>.

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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