

# INTRODUCING THE FALL 2018 NEW FORESIGHT STUDENTS

By: Andy Hines

Every new semester brings the Strategic Foresight Program new students with unique backgrounds and interests that help bring the field more depth and understanding. Our new students this year are **Abdullah Al-Buraiki, Hilary Hetzel, Kevin Mulvaney, Brian Otero, Jeff Chamberlin, Nina Frankowski, Brent Heilman, and Iris Stein**. The profiles presented here are just a brief glimpse into the backgrounds of our new students.

After earning his Bachelor's in Air Transport Engineering, Abdullah worked as a maintenance planner for Abu Dhabi Aircraft Technologies where he reviewed airworthiness directives, service bulletins, and engineering orders. He later handled maintenance of the Gulf Air fleet for SR Technics. He now works as a development engineer for Oman Royal Flight and manages a Precision Tune Auto Care in Saham, Oman.



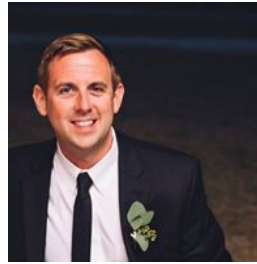
Abdullah Al-Buraiki



Hilary Hetzel

Hilary attended Texas A&M University, earning her undergraduate degree in Information Systems, and later SMU for an MBA with a concentration in Marketing. Her first job was as a business analyst at IBM. Over the years, she has worked for American Airlines, 7-Eleven, in marketing and product development for TXU, and in strategy for Mary Kay. She was drawn to the Foresight program after being intrigued by a professional futurist and becoming curious about the profession. Since her husband was interested too, they are now in the program together. Her personal interests are reading, learning, exploring new places and foods, and supporting their kids' Brazilian Jiu-Jitsu aspirations.

Kevin earned a Bachelor of Arts in Political Science at Clemson University and has worked in an array of fields since graduating. He worked as a director of marketing



Kevin Mulvaney

and in advancement at companies like Advantage Media Group and American Institute of Architecture Students. Later, he worked as vice president of marketing and communications for companies including the Vinyl Institute and the American Society of Interior Designers (ASID). Most recently, he's been the senior director of the American Chemistry Council, working in responsible care and value chain outreach. He is also currently the creative director and strategist for Hixon Design Consultants.

Brian is returning to UH, where he originally earned his Bachelor's in Finance from the C.T. Bauer College of Business. During his education, he focused in risk management, business finance, and entrepreneurship. He also became a mentor in the Ted Bauer Leadership Program and volunteered with the University around the city of Houston. Before earning his Bachelor's, Brian worked as an instructor for the US Space and Rocket Center in Alabama and as a manager at Ross Stores, Inc. Brian is an experienced photographer as well.



Brian Otero



Jeff Chamberlin

Jeff lives in the Reno/Tahoe area and received his MBA from University of Nevada, Reno. Jeff has worked in hotel management for the past 25 years for companies like Hyatt, Destination Resorts, and Wyndham Resorts. His favorite position was at the famous "Riot Hyatt" in Hollywood, where he had the opportunity to take care of many top music and movie industry legends. He is currently the vice president of a small Tahoe-based hospitality and property management company. Jeff got

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## 2018 NEW FORESIGHT STUDENTS

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his undergraduate degree in Journalism at Ohio State University, where he also competed on the cross country and track teams. When not working, studying, or spending time with his family, Jeff is an amateur actor with more than 50 shows under his belt.



Nina Frankowski

Nina is a strategist by title, but is really just a curious soul with a passion for psychology, technology and culture. She has an endless thirst for understanding human behavior, trends and the impacts on our changing society. Her objective is to help people and organizations envision and create better futures

using scientific research (data), original thinking and a dash of imagination. She went to Webber International University to study Business Management and got a dual MBA in International Business and eCommerce. She has well-rounded strategic experience in the advertising industry, working in an array of roles for companies including Bank of America, Charles Schwab, Toyota, Mercedes, Johnson & Johnson, AAA, Nestle, Gerber, Kraft, Universal Music Group, Kia, Dr. Pepper Snapple Group and others.

After serving in the US Army, Brent went to Warner University to study organizational management. More recently, he earned a certificate in Project Management from Boston University and is now working on an MBA in Finance from Florida Institute of Technology as well as the certificate from the UH Foresight program. Over the years, Brent has been an IT worker for Sumter Electric

Cooperative, a site administrator for a Florida hospital, a support engineer for Veritas Technologies, programs manager for Symantec, director of product and programs at Frontier Communications, and finally as a support account manager at ServiceNow, one of the fastest growing cloud-based software companies.



Brent Heilman



Iris Stein

With over 15 years in the trenches, Iris combines her experience in competitive intelligence and strategy formation in her determination to help forward-thinking organizations achieve the agility and flexibility needed to succeed in today's business world. Over the past four years, Iris has been focused

on helping companies, using artificial intelligence technologies, gain a better understanding of their industries and build strategic business plans. After attending a strategic foresight workshop, Iris decided that she would like to pursue further studies in strategic foresight and signed up to study at the University of Houston, with the goal of being able to assist organizations establish future-oriented goals. Iris has a M.Sc. in Communications from Clark University. Her personal interests include reading and hula hooping – but not simultaneously!

We look forward to seeing how our new students will contribute and shape the Strategic Foresight field throughout their careers.

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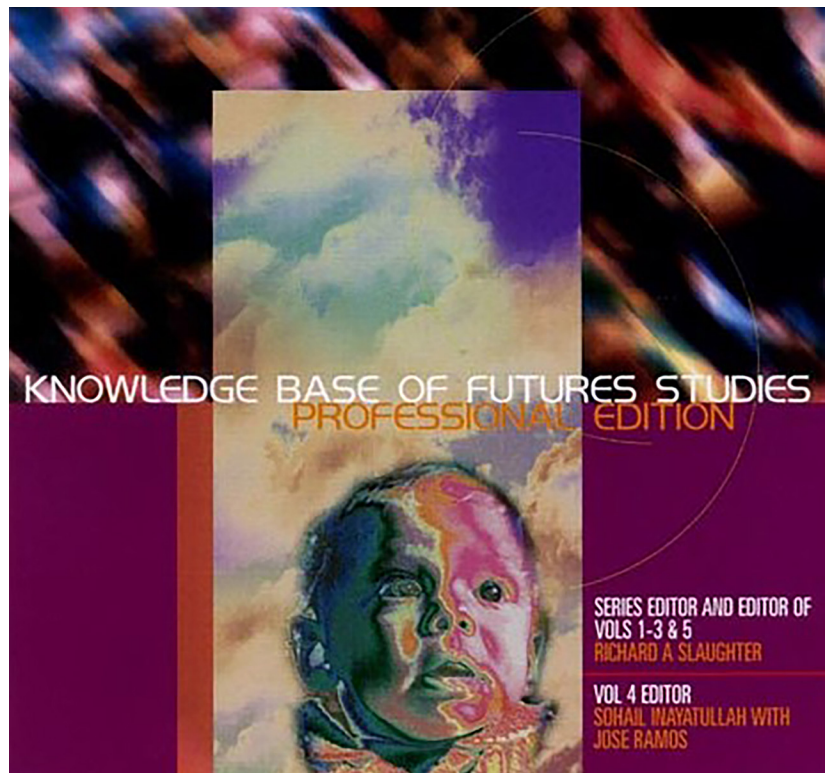
COLLEGE of TECHNOLOGY  
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# HINES TO CO-EDIT KNOWLEDGE BASE OF FUTURES STUDIES 2020

By: Andy Hines

I am excited to announce that I accepted Richard Slaughter's offer to be the Associate Editor of the next update of the Knowledge Base of Futures Studies (KBFS). Australian futurist, Richard Slaughter, observed in the 1990s that there was not a high quality, readable 'one-stop-shop' to introduce and represent our field. Where should newcomers to the field begin? Where would they find not one but a series of accounts about the main characteristics of the field: origins, foundations, methods, organizations and so on? At the time, there were only scattered fragments that took considerable time and effort to sift through and evaluate. That began a journey to the inaugural KBFS, a three-volume set of books that was launched at a World Future Society Conference in Washington D.C. in 1996. A further update incorporating some 80 new items was completed by 2005. It had the honor of being recognized and awarded as one the Association of Professional Futurists' (APF) Most Important Futures Works Awards of that year.

Since then, the KBFS has made its way around the world and been used by many people, not least within futures-related education and professional development contexts. The last 15+ years have produced a huge range of new material. Slaughter discussed the idea of an update with Association of Professional Futurists Chair, Jay Gary, among others. Earlier this year, Richard approached me, and the update idea was launched. It is a terrific opportunity for the Houston Foresight program to make



a lasting contribution to the field by participating in this landmark publication.

For more information about the Knowledge Base of Futures Studies, visit <https://foresightinternational.com.au/kbfs/>.

## FORESIGHT 2018 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 trash for a corporate client last spring. The project used scenario planning to create long-term views of the future of trash. We then identified an agile strategic approach for the client that would enable them to be prepared, whichever scenario(s) emerged. The Houston Foresight team consisted of Andy Hines, principal investigator (PI), alum Maria Romero, project manager (PM), and students Bes Baldwin, Kimberly Daniels, Tim Morgan, and Natalie Pacheco.

Currently, we are working on a scenario project to explore the “Future of the Built Environment” for the Construction Industry Institute (CII). We are exploring not only how the building of structures will change, such as

the use of big data, automation, and prefabricated modules, but, also how what gets built is changing. The goal of the project is to identify a portfolio of emerging issues of the future on which CII can do detailed studies. They hope to make their research program more proactive, getting ahead of issues before they “hit.” The Houston Foresight team consists of Andy Hines (PI), alum Maria Romero (PM), and students Bes Baldwin, Hannah Kim, Collin Sledge, and Cindi Steubner.

We are also continuing our collaboration with the Northern Research Station of the US Forest Service. We helped them set up a Horizon Scanning system that now has over 1,300 scanning hits in their online library.

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, Mike Pappas at CII, and our anonymous trash sponsors.

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## BUILDING CAPACITY FOR TRANSFORMATION

By: Dr. Andy Hines

*Building Capacity for Transformation* was the summer’s Foresight elective this year. It was taught by entrepreneur and futurist, Cecily Sommers. The transformation topic fit perfectly with our intent to nudge students towards doing more transformative work. It also emphasized leadership skills that are necessary to champion transformative strategies. This included both training students as leaders, as well as instruction on how to coach leaders on transformation. The course idea emerged when Cecily mentioned the transformative leadership work she had been doing at Google. We jumped at the chance. While it took a little persuading, developing this topic for foresight students was irresistible to her.

Cecily is a well-regarded entrepreneur and futurist. She

founded and ran the foresight-based Push Institute, that included an annual conference rated as “one of the three best executive conferences” by Fast Company in 2007. Among the highlights of her futures work is the professionally recognized book, “Think Like a Futurist”, which is regularly drawn from by the Foresight program.

She is also a member of our program’s Advisory Board, and provided some invaluable coaching for me when I assumed leadership after Professor Peter Bishop a little over three years ago.



Cecily Sommers