



*Propelling the advancement  
of teaching and learning.*



## Federation On Fire

### SECSA CHRIE Federation on Fire!

🔥 **SECSA Federation's "Cheers to 10 Years" Was One for the Books!** 🔥

#### ***Ignited by:***

Dr. James Williams (Dr. Limitless), President of SECSA Federation  
Associate Professor, Retail, Hospitality, and Tourism Management, The University of Tennessee,  
Knoxville



Hosted by Auburn and led by the incredible **Dr. Imran Rahman**, our milestone celebration kicked off with an electric atmosphere—a **live DJ**, a **mouthwatering spread of delicacies**, and a **room buzzing with energy!** 🎵 🍷

For the **first time ever**, **Dr. Marissa Orlowski** and **Dr. Scott Taylor Jr.** brought the dynamic **BevSig** to SECSA delivering an engaging experience that had **98 attendees** diving deep into scholarship. From **pedagogy to work-in-progress research to completed manuscripts**, innovation was the name of the game!

🚀 **Keynote Speaker Parker Henderson**, the brand leader of **Graduate by Hilton**, lit up the stage with powerful insights on **personal and professional growth, brand leadership, and making an impact**. Industry experts, including Andrew Barnes (Franchisee of Chick-fil-A), Robyn L. Bridges (President & CEO of Auburn/Opelika Tourism), Roni Weiss (Executive Director of Travel Unity), and Chris Brown (Director of Operations at Auburn Marriott Opelika Resort & Spa), tackled the **latest hospitality and tourism trends, inclusive leadership**, and the ever-important **education-industry gap**.

We wrapped things up with an **insight-packed research panel**, where top scholars shared strategies for **advancing scholarship** and **navigating the Ph.D. to career transition**. Attendees left **energized, inspired, and ready to elevate their students, colleagues, and careers**—fully embracing the mantra:

💡 **"Be better than your best and never rest on your last success."** 💡

**Until next time, SECSA family—let's keep pushing boundaries!** 🚀 🔥