Collins
A publication by
The Collins College of Hospitality Management

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Dear Friends,

The Collins College of Hospitality Management is on the move and excited about what the future will bring! First, I am pleased to welcome one of our former colleagues back to The Collins College family, Dr. Lea Dopson, who will join us this summer as dean. I have been honored to serve the college this year as interim dean and also look forward to returning to my professor duties in the fall.

Here is a preview of just a few of the many examples of excellence occurring within the college that have been highlighted in this issue of Collins magazine:

**Rankings:** The Collins College continues to excel. While the college has enjoyed top-tier ranking of its bachelor’s degree program for many years, the master’s degree program, in just its third year of statistics for comparison, is now listed as one of the country’s top-10 hospitality graduate programs.

**Lee named Distinguished Professor:** Dr. Myong Jae (MJ) Lee was selected by his peers to be the next James A. Collins Distinguished Professor, the college’s most prestigious faculty title, for superior performance in integrating his work as both a teacher and scholar. I had the honor of filling this role for many years, and it is my pleasure to pass the torch to MJ.

**Self awarded Fulbright:** Congratulations also go out to Dr. John Self for being selected as a Fulbright Scholar. John’s acceptance into this highly selective program will undoubtedly go down as a career highlight and will reflect positively on the college.

**Jones honored:** Dr. Margie Jones was nominated for and received the inaugural Alumni Outstanding Teaching Award. This honor, bestowed by the Cal Poly Pomona Alumni Association, was not just for the college, but also for the entire university. As if that was not enough, Margie was also selected by students to be 2014’s Outstanding Advisor of the Year. Brava!

**New building update:** We planned to be a few months into construction by now, but discovered unexpected site conditions, which dramatically affected the bidding process by more than 30 percent over the collective estimates of the architect and construction manager. During the winter and spring, we have worked to find solutions. In doing so, it was paramount to ensure that we accomplished these goals: honor donor wishes; preserve as much of the original concept as possible; bring the project back into budget, and maintain the expected schedule for completion. We have achieved those goals. We shifted some of the building elements and functions by more effectively re-purposing space while retaining almost all of the student-success-oriented spaces. The contractor is still forecasting a fall 2015 completion, and we look forward to welcoming everyone here to celebrate the opening.

So, enjoy this issue! As you will read, we have enjoyed tremendous successes this year, which is the fun part. We have also been challenged in getting the new building project back on budget and underway, which is the tough, but necessary part in upholding our fiduciary commitment to you. All told, we must continue to be thoughtful custodians of our rich Collins tradition and sensible in allocating its resources. By doing so, the college can continue further enhancing its reputation as one of the finest hospitality management programs in North America.

It is, indeed, a great time to be a Bronco. I hope to see you around campus soon.

All the best,

Edward A. Merritt, PhD
Interim Dean and Professor
Collins Expansion Plans Taking Shape

The highly anticipated building expansion for The Collins College of Hospitality Management will begin construction this summer. The 12,100-square-foot building is expected to be completed by late 2015 and will provide essential space for classrooms, group study rooms, a student commons and faculty offices.

With preparations in full swing, plans for the building have changed due to escalating construction costs and an unfavorable bidding climate due to an uptick in construction projects regionally. Bids to construct the privately funded project exceeded its $10 million budget.

“By focusing on essential elements, such as those related to teaching and student success, we have been able to bring the project back into budget, and preserve the timeline for completion,” said Interim Dean and Professor Ed Merritt. “It’s a difficult decision to scale back the project, but it is the fiscally responsible thing to do.”

Original plans called for an academic building and a student commons building. In order to keep the college on budget and complete the project by the original timeline, the 3,400-square-foot student commons building has been shelved. If future funds are identified, the student commons building could be developed later.

Student space can be recaptured through relatively simple changes in use of space, Merritt said. For example, one of the three large “flex” classrooms in the academic building could be repurposed into a student commons. This repurposing would not have a negative impact on learning at the college, based on student enrollment projections for the next five to seven years.

“It’s normal for there to be unexpected construction expenses. We have worked with the architect and contractor to mitigate those conditions,” Merritt said. “When all is said and done, we will have an incredible new facility to expand our nationally renowned programs. And that’s all thanks to some generous donors who believe in us, our mission and our students.”

The expansion project is made possible by $10 million in private pledges from longtime supporters of the college including: Carol and Jim Collins, for whom the college is named; Panda Restaurant Group founders Peggy and Andrew Cherng; The J. Willard and Alice S. Marriott Foundation; prominent Inland Empire businessman and alumnus Eugene Park, and Richard N. and Mary Alice Frank.

The $10 million funds construction and design costs. Efforts are ongoing to raise additional private donations to supply furniture, fixtures and equipment. Naming opportunities are available. For more information, contact Gina Johnson, director of major gifts, at gljohnson@csupomona.edu or 909-869-5349.
Dr. Lea Dopson Named Dean

The Collins College of Hospitality Management welcomes Dr. Lea R. Dopson as its new dean June 30. This is a homecoming for Dopson, who was a member of The Collins College faculty from 1993 to 2001.

“I have admired The Collins College for many years, both during my time on the faculty and in the years since,” Dopson said. “It is widely known for its preeminent status in hospitality and tourism education.”

Dopson served for the past 13 years as chair of the Hospitality & Tourism Management Department at the University of North Texas. During her time at the helm, the number of students in the program grew more than 300 percent, and full-time faculty grew more than 100 percent.

Her interest in international education is borne out by her creation of a master’s degree program in international sustainable tourism between the University of North Texas and Centro Agronómico Tropical de Investigación y Enseñanza in Costa Rica. The program has been ranked among the top 20 tourism programs in the nation by TheBestSchools.org. In addition, she developed student and faculty exchange relationships with institutions in Australia, China, Thailand and Costa Rica, and initiated partnerships in Spain, Italy, Chile, Ecuador and England.

Before entering the academy, Dopson worked for the Sheraton and Harvey hotels in Texas as a food and beverage manager, and as a corporate food buyer.

“We are delighted to welcome Dr. Dopson back to the Cal Poly Pomona family,” Provost Marten denBoer said. “Her academic excellence, her knowledge of international education, and her professional experience will all serve The Collins College well.”

Dopson holds a doctoral degree in administration in higher education from the University of Houston. She earned a M.B.A. and a B.S. in restaurant, hotel and institutional management from Texas Tech University.

She succeeds Dr. Ed Merritt, who has served as interim dean since July 15, 2013. – Tim Lynch

Japanese Students Visit

Jessica Milanes, left, a Collins College student, helps two students from Toyo University make pasta in the kitchen at the Restaurant at Kellogg Ranch. Twenty-two students from the Japanese university took part in a study abroad program for three weeks at Cal Poly Pomona in March. The Collins College and Cal Poly English Language Institute partnered to give the visiting students hands-on experience, tours of hospitality properties such as Disneyland Hotel and English language immersion classes.

PHOTO BY TOM ZASADZINSKI
Master’s Program Ranked in Top 10

The Collins College of Hospitality Management has been ranked ninth among the top 26 hospitality and tourism graduate programs, according to a recent study.

The study, which was published in the Journal of Hospitality & Tourism Education, ranked institutions based on quality from 2002 to 2012. The journal is published by the International Council on Hotel, Restaurant and Institutional Education, an accrediting body for programs in hospitality administration.

“Our master’s program is only 3.5 years old,” said Director of Graduate Studies Dr. Myong Jae (MJ) Lee. “To be included in the top 10 programs nationwide is a huge accomplishment for us. It is exciting to receive validation for our hard work.”

The college’s ninth-place ranking was based on data from 2011-12, which included assessments of the curriculum, student body, resources and faculty.

The Collins College did not start its master’s degree program in hospitality management until the fall 2010. Prior to that, the college offered an M.B.A. with a hospitality emphasis in conjunction with the College of Business Administration — a degree program that still exists today. – DAN LEE

Emeritus Honor Given to Frank

Richard N. Frank, a founding member of the college’s Board of Advisors and chairman of Lawry’s Restaurant, Inc., was named a volunteer emeritus member of the board this past spring. He is the first to receive this distinction, which gives him lifelong membership to the board. Frank is a long-standing advocate and supporter of The Collins College. “Having been associated with the restaurant business in one form or another since childhood, it is quite natural that I should be vitally interested in the continuing development of future food service managers and executives,” noted Frank when he donated a major grant to establish an endowment creating The Richard N. Frank Distinguished Lectureship Series in 1988. He is seen here with Dr. Ed Merritt, his son Richard R. Frank and Cal Poly Pomona President Michael Ortiz at Clearman’s North Woods Inn in San Gabriel.

PHOTO BY TOM ZASADZINSKI

Top 10 Graduate Programs

1. Purdue University
2. University of South Carolina
3. University of Nevada-Las Vegas
4. University of Houston
5. Virginia Tech
6. Kansas State
7. Michigan State
8. Oklahoma State
9. Cal Poly Pomona
10. Iowa State

Source: Journal of Hospitality & Tourism Education
Traveling to Learn

The Collins College has nine active student clubs that travel far and wide to learn about the hospitality industry. St. Louis, Nashville, Orlando and San Diego are just a few of the big cities that student clubs have visited in 2014, so far.

The clubs often schedule tours at properties owned or operated by Collins College alumni or donors. This was the case like none other for the Roundtable for Food Professionals, which spent three days in San Francisco during Spring Break.

“This trip greatly opened our minds about life after Collins,” said Kyra Yong, RFF’s director of communications. “It was nice to meet a variety of alumni and see where they are working.”

They enjoyed meeting with Michael Tom ’10, a past president who is now an associate at Capitol Group. Alumnus Gary Park ’11, who is a manager at The Olympic Club, gave students a tour of that property. Past Distinguished Alumnus and Collins College Board Member Bruce Gorelick ’78 also hosted students for a tour at the JW Marriott Union Square, where he is the general manager.

Additionally, the trip included tours of Boudin Bakery, the historical Handlery Hotel, and landmark destinations such as Union Square, the streets of Chinatown, Haight & Ashbury, and Fisherman’s Wharf. – LCM

Kitchen Stadium Comes to The Collins College

The Collins College’s National Society of Minorities in Hospitality student chapter turned the Restaurant at Kellogg Ranch into Kitchen Stadium in a recreation of Iron Chef in April. Alvina Hinh (center), assisted by Benjamin Bechelli, competed against Nanor Harboyan, assisted by Ryan Snedigar, with a full camera crew filming their every move. Kezia Adhidharma and Edward Hsi narrated the action while a live feed of the cooking competition was streamed on multiple television monitors in the Demo Auditorium for roughly 80 students. Judges May Eid, Venna Chu and Megan Smith declared Hinh the winner by a slim margin. The event was part of NSMH’s Hospitality Week and spearheaded by Ashim Shrestha.

PHOTO BY DEANDRE EVANS
Student Honored for API Work

Once a year, the Cal Poly Pomona community gathers for the Unity Luncheon to celebrate its commitment to diversity and to honor individuals for their efforts in serving underrepresented communities, supporting inclusive activities and programs, and raising awareness of the issues affecting their communities.

During the event, Collins College student Zugey Kumagai received the 2014 Diversity Champion Award for her work with the Asian and Pacific Islander (API) community at Cal Poly Pomona. As a member of the Southern California Pilipino American Student Alliance, she has coordinated large-scale events, including a conference for 500 people. She has also worked as a social justice leader with the Asian & Pacific Islander Student Center and interned with the California State University API Initiative, which educates parents and children in the underserved API communities about college access and preparation.

“Zugey has been doing such a fantastic job on the initiative, and I am proud to have her working alongside me,” said Thavery Lay-Bounpraseuth, coordinator for the Asian & Pacific Islander Student Center at Cal Poly Pomona.

The Unity Luncheon, held on Feb. 25, featured keynote speaker Jesus Salvador Treviño, who is an author and film and television director. Treviño discussed growing up in the Chicano movement and his calling to document the experience on his 8-mm movie camera. The award-winning director challenged the audience to seek truth, embrace their identity and serve their communities. – LCM

ProStart Partnership

(from left) Students Adrian Rivas, Michael Kahn and Tyler Glick helped out with the California Restaurant Association Educational Foundation’s 2014 ProStart Cup in Sacramento this past March. The Collins College regularly sends a group to assist with the high school competition. Additionally, Dr. Jerry Chesser, Barbara Jean Bruin, Scott Rudolph, Dr. Eddie Mao, Erin Mascho, Summer Pettus and Jonathan Joyner all traveled to the state capital to help with the competition. Retired Student Services Coordinator and the 2014 Alumni of the Year Donna Dannan also returned as the lead timer.
Graduate Research on the Rise

The Collins College’s Master of Science program offers students multiple opportunities to present their research in peer-reviewed settings. Through these opportunities, students can fine-tune their research well before they are defending their theses.

For example, eight master’s students traveled to Houston, Texas, for the 19th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism in January. Of the eight students, five presented their research. This was the largest cohort of Collins students to attend the conference, which is designed to provide an environment to explore contemporary and future educational and research issues in hospitality and tourism graduate programs and to exchange ideas and information on “state-of-the-art” graduate student research in hospitality and tourism. These students attended:

- Mark Botieff
- Allison Drinkert
- Daniel Horowitz
- Sanha Ko
- Ju Yeong Lee
- Soojin Lee
- Erin Mascho
- Sharon Zhou

Botieff, Mascho and Yvonne Hsiung also took the opportunity to present at the 2014 Cal Poly Pomona Student Research Conference in March. Mascho’s presentation “An Investigation of Managerial Compensation in the Restaurant Industry” scored high, and she was selected among 10 students to represent Cal Poly Pomona in the CSU-wide competition hosted by CSU East Bay in May.

“On and off campus, our graduate program has become a major player and enjoys a national reputation as a research-oriented hospitality Master of Science program,” said Director of Graduate Studies Dr. Myong Jae (MJ) Lee. – LCM

Toasting Cal Poly Pomona

The Collins College welcomed 100 guests in January to celebrate Cal Poly Pomona’s 75th Anniversary. The evening showcased the talents of alumni winemakers and alumni chefs with an exquisite wine dinner. Never before had so many alumni worked together at the Restaurant at Kellogg Ranch.

Guests enjoyed wines by:

- Beekeeper Cellars – Ian Blackburn ‘91
- Gentleman Farmer Wines – Jeff Durham ’90 and Joey Wolosz ’93
- Horsehill Vineyards – South Coast Winery’s Jon McPherson in collaboration with Cal Poly Pomona
- The Wine Tailor – Matthew Wentworth ’04
- Workman/Ayer – Michel Ayer ’99

Featured chefs:
- Ray Bishop ’10
- Ernie Briones ’92
- Sheree Cheng ’08
- Shelley Doonan ’94
- Mark Peel ’10
- Students from United Culinarians and the RKR under the direction of faculty members Chef Scott Rudolph and Barbara Jean Bruin ’85.

Guests also enjoyed a special coffee tasting by Holly Perry ’12 from Coffee Klatch. To see the menu and more photos of the night, visit us at www.facebook.com/TheCollinsCollege. – LCM

Many alumni, such as Jessica Kohke ’09 and Joshua Aldama ’10, attended the dinner.

(from left) Daniel Horowitz, Soojin Lee, Dr. Myong Jae (MJ) Lee and Sanho Ko at the graduate education conference in Houston.
SMALL BITES:
A Roundup of Student News

Julia Davis is the 2014 Valedictorian having earned the highest GPA of her class. Alvina Hinh was selected to be the 2014 Julian McPhee Scholar. This honor includes giving a speech at commencement.

Students Spencer Horovitz and Parker Love joined Dr. Jerry Chesser to present “Applying a Carbon Footprint to the Menu: Achieving High Flavor Low on Environmental impact” during the 2014 American Culinary Federation Western Regional Conference in Oakland in March.

National Society of Minorities in Hospitality Chapter President May Eid was elected as the 2014-2015 NSMH National Membership Director. This appointment paves the way for both Eid and the chapter to gain more national recognition. The chapter took 21 students to the national NSMH conference in St. Louis in February.

Under chapter President Melissa Fackler’s leadership, 10 members of the Association of Student Event Planners attended the club’s first industry conference. They spent six days in Nashville enjoying The Special Event (TSE).

The Collins College Club Managers Association of America chapter also sent numerous students to a professional conference. The CMAA World Conference was five days and took place in Orlando.

Graduating Senior Anthony Wong was accepted into Hilton Worldwide’s Management and Development Program. He will start in July. The college is one of 10 campuses nationwide where Hilton recruits.

Dillon Nauert and Kaylin Breininger delighted guests at Hospitality Uncorked by creating a funny silent film to show during the reception. The film stars faculty members Barbara Jean Bruin, Jeff Brown, Don St. Hilaire, Margie Jones, Ben Dewald and Linchi Kwok and is available at www.youtube.com/thecollinscollege.

For our last call, with Association of Beverage Professionals President Megan Smith as the proctor, ABP brought the ServSafe Alcohol exam to Cal Poly Pomona in May. The 10 test-takers included employees of Innovation Brew Works as well as the general manager of Residential Dining Services for the Cal Poly Foundation. They had a 100 percent passing rate. – LCM

Career Expo Breaks Records
The Collins College of Hospitality Management and the Cal Poly Pomona Career Center hosted a record-breaking Hospitality Career Expo on Feb. 20. With 65 registered companies, it was the largest expo in its 21-year history. Representatives from hotels, restaurants, clubs and many other areas of the hospitality industry were present to talk to students about current and future opportunities for employment and internships.

Semester Conversion Under Way
Cal Poly Pomona is on track to convert from quarters to semesters by fall 2018. This shift requires significant work to evaluate and re-tailor the curriculum to fit the longer class calendar.

Alumni and current students will be familiar with three, 11-week quarters. When the conversion is complete, the state-supported academic year will include two semesters that are four months long. Advocates say that the longer timeframe gives students a better opportunity to grasp a subject and be successful.

“The semester system allows for more in-depth projects, richer learning experiences, and closer relationships between faculty and students,” said Cal Poly Pomona President Michael Ortiz.

The move to semesters started last spring when the California State University Chancellor’s Office stated that all 23 campuses need to be on semesters. Cal Poly Pomona is one of six quarter schools that need to convert. Notably, the semester format will ease the transfer of credits from community colleges.

“A semester calendar better aligns us with other colleges and universities,” Ortiz said. “Virtually all community colleges are on semesters, enabling students to more easily transfer course credits and complete their degree.”

The Collins College’s Curriculum Committee, under the leadership of Dr. Neha Singh, has begun an evaluation of the curriculum. This multi-year process is beginning with an assessment of what skill sets and competencies students need to acquire before graduating.

The conversion to semesters gives the college the opportunity to look broadly at the curriculum and factor in the changing needs of the industry and the specialties of the faculty, which have become more diverse in the last decade. For more information on semester conversion, please visit www.csupomona.edu/~semester. – LCM
Drew, Susan, Alan and Jessica Fuerstman

Maria de la Vega & The Wayward Five

Ed Merritt, Javier Cano, Mary Niven, Bruce Gorelick, Bridget Bilinski and Bruce Baltin

Laura Pohopien

Emina Cunmulaj and Sam Nazarian

Jim and Carol Collins

Andrew Sutton and Mary Niven

Student volunteers

Fred and Tyler Glick
THE ANNUAL GALA RAISED $510,000 FOR THE COLLEGE

BY LISA MCPHERON
With a swing and swagger, the 2014 Hospitality Uncorked partied like it was the Roaring '20s. Live music, chandeliers, fedoras and feathers, created the tapestry of the night. From the moment they entered the silent auction and reception to when they left the dance floor at the end, guests enjoyed era-inspired cuisine and cocktails in a space that resembled a Supper Club more than a hotel.

The annual event celebrates the vibrant social and cultural life that has made hospitality the No. 1 industry in Southern California. Each year, Hospitality Uncorked takes on a different theme inspired by the night’s honoree and always aims to surprise and please while raising funds for The Collins College of Hospitality Management.

“We want people to walk in and go ‘Wow! This is new, and this is exciting,’ ” said event chair Bridget Bilinski ’79, area vice president of Southern California for Marriott International. “That’s a tall order when our 600 guests are our friends in the hospitality industry and they push the envelope every day in their own work.”

The Feb. 8 event took place at the JW Marriott Los Angeles at L.A. Live and raised $510,000 for The Collins College. Alan J. Fuerstman, CEO and Founder of Montage Hotels and Resorts, was the man of the hour as the Robert Mondavi Wine & Food Award honoree.

The award is the focal point of the night and is steeped in tradition at the college. It is given with great appreciation to individuals whose vision and leadership have advanced the wine and food industry. In 1999, The Collins College honored Margrit and Robert Mondavi for their vision and leadership in the American wine industry. In order to make a lasting homage to their impact on the industry, the college named the award on their behalf. Since 2000, the college has bestowed this honor upon Julia Child, Alice Waters, Jim Collins, Sam Nazarian, and the 2013 honoree Caroline Beteta, CEO of Visit California, to name a few.

The college was fortunate to have past honorees Margrit Mondavi and Nazarian, founder and CEO of sbe Entertainment, present Fuerstman with the award.

“Hospitality has never been just a job for me; it is what I have lived and breathed my entire career. I am honored to be recognized by The Collins College,” Fuerstman said.

Fuerstman has redefined luxury from a perception of it being pretentious and scripted to a comfortable luxury experience that is approachable, authentic and environmentally friendly. He believes that the next generation of luxury traveler is looking for a more gracious style of service but with the same incredible attention to detail, craftsmanship and quality.
He founded Montage Hotels & Resorts in January 2002. The following year, Montage opened its flagship resort, Montage Laguna Beach, a Forbes five-star resort with a five-star restaurant, Studio, and the first-ever, Forbes five-star-rated Spa Montage. Other properties include Montage Beverly Hills, Montage Deer Valley in Park City, Utah, and the newest addition to the brand, Montage Kapalua Bay, which will open on Maui, Hawaii this summer.

Upon receiving his award Fuerstman had this to say about The Collins College, “The reputation of your great school is that students come out invaluable to our organizations. We applaud from the industry perspective what you do at the beginning of the process of grooming the next generation of talent. We have a lot of exciting things happening ahead and we need the talent in this room being groomed to help us grow.”

Hospitality Uncorked is a Collins College Board of Advisors-led event with assistance from event manager Joan Wrede, college staff and faculty, and more than 50 student volunteers. It takes months of planning and coordination. The board members, who made up the planning committee, were Bilinski, Mary Niven, Bruce Baltin, Bruce Gorelick, Javier Cano and Bill Doak.

“Hospitality Uncorked is a labor of love, and we are so appreciative of the contributions of these six board members,” said Gina Johnson, director of major gifts for Cal Poly Pomona. “I’m not exaggerating when I say they all have BIG jobs, and they make time for The Collins College. That is so remarkable.”

The planning committee guided every facet of the event, including the live and silent auctions. The silent auction featured more than 200 items donated by industry friends of the college. There were numerous exclusive hotel and travel packages, wine, sports memorabilia and much more.

More than $100,000 was raised during a live auction which pulled out the very best auction items including stays at Rancho Valencia Resort & Spa, SLS Las Vegas and Montage in Kapalua Bay. Additional live auction items featured a golf package at the JW Marriott Desert Springs; Wolfgang Puck Catering for 10 with a show by Magician David Minkin; a cooking class for 10 with Chef Andrew Sutton and a wine class with Joy Cushing at Napa Rose, and a complete Orange County package with a stay at the Montage Laguna Beach and shopping at South Coast Plaza.

Mondavi delighted and surprised everyone when she offered a private dinner at her home in Napa during the live auction. She took the stage and said she would pull wines “deep from her cellar.” Auctioneer Grant Snyder acted swiftly, and Nazarian won the item for $20,000.

“You could feel the excitement, we were so surprised and grateful for Margrit’s offer,” Bilinski said.

While the night is meant to be fun, it isn’t without a serious undertone and call to action to support students. Nearly two-thirds of Collins College students receive financial aid to pay for their studies. Scholarships are intended to even the playing field and provide access to students who need the support.

During the dinner program, a short film called “A Path to College” highlighted one such student. Jonathan Joyner shared how he took a leap of faith to leave a dead-end job and attend The Collins College. The husband and father of four is the primary breadwinner for his family, so the decision to go back to school had ramifications that extended throughout his family. With the support of his wife, Morgan, Joyner applied and was accepted into The Collins College. Scholarships have been an integral part of his success because they gave him the ability to put full-time employment on hold to earn his degree. He is an active and engaged student making the most of his college experience because scholarships give him those opportunities.

“Part of the hope of going to The Collins College was the scholarship opportunities,” he said during the film. “Even though it is hard right now and we are living time by time, it’s so worth it because I can see the future… This future that is in front of us now, is far better than any future we had before, and that’s what keeps me going.”

After the film played, a number of guests collectively gave $15,050 for scholarships.

Visit us at www.youtube.com/thecollinscollege to see this and an assortment of videos from the night.
When Professor Emeritus Bob Small travels to Europe, it is more like a homecoming than a vacation. The noted wine expert has visited the Continent many times, including a sabbatical in which he spent several months researching wine for “Beverage Basics,” a book he co-authored with his wife, Michelle Couturier. During those visits he made many friends and gained a local’s perspective.

As a service to Cal Poly Pomona, the retired Collins College dean/professor leads groups of 20 alumni and friends of the university with him on tours of Europe. This year’s trips included Sicily in late spring and an upcoming trip to Tuscany in the fall. In the company of a colleague who has lived in Italy for more than 30 years and is fluent in Italian, Small ventures off the beaten path to see parts of the country tourists typically miss. They stay at smaller boutique hotels and an idyllic wine estate. They visit museums of international reputation; dine at distinctive restaurants; shop at food markets; take cooking classes; and tour both large, well-known wineries, and small, family-owned vineyards.

Those who have attended Small’s trips rave of their experiences. They are quick to say it was the best food, wine and cultural travel they have ever experienced.

“The overall Tuscan experience was amazing. The intimate-sized group allowed for great conversation and learning,” said alumna Michele Gendreau, who has traveled with Small several times.

“The schedule was filled; however, there was never pressure to participate in everything. Bob built in freedom for those of us who are wanderers at heart.”

Gendreau, who is the general manager of food and beverage for Disney California Adventure and a member of The Collins College Board of Advisors, is well versed in the culinary world and she points to Small’s trips as chances of a lifetime to wine and dine.

“The Florence-to-Rome trip was a terrific introduction to Tuscany. The cultural education of the area, people, food and wine was exactly what I was looking for,” she said. “I would recommend it over and over again.”

So far, Small has offered the Tuscany trip as well as a trip to the Rhone Valley and Provence regions of France and the Piedmont and Veneto regions of Italy. This May marked the first time he took a group to Sicily.

“Sicily is truly a beautiful place,” Small said. “For those who like seafood, want to experience the influence of North Africa on Sicilian cuisine, visit Greek ruins, and see Mt. Etna up close, this is amazing.”

The Tuscany trip will be from Oct. 6 to 14 and will cost $3,695. Prices are per person/double occupancy excluding airfare. To learn more, contact the Office of Alumni Affairs at 909-869-2963.

On Tour with Dr. Bob
Retired dean/professor leads tours of Italy
BY LISA MCPHERON
Student Gets Her Pick of Internships

Julie Park had her choice of four offers

BY ELAINE REGUS

Collins College junior Julie Park was in an enviable position. She not only had a summer internship lined up, she had offers from four of the largest, most prestigious hotel brands in the region.


All she had to do was choose.

After narrowing her choices to Marriott and Hyatt, Park turned to Ann Lara, the college’s career services coordinator, to help her decide.

Lara works directly with Collins College students to provide advice and resources to help them make important career decisions. She connects with employers to develop networking, internship and job opportunities for students. And, she offers career readiness services like resume writing tips and mock interviews.

When Park met with her, Lara suggested she research the different company cultures to determine which one would be the best fit for her professionally.

“An internship is really a trial run to see if the company is somewhere she would want to work permanently,” Lara said. “It’s easier to make the right decision the first time.”

Lara encouraged Park to contact alumni of The Collins College, which is well represented at both hotel chains, and ask them about what they like about their respective employers. Together, they filled out a worksheet designed to match student interests with company cultures.

“Ann was the one who really helped me out,” Park said. “I was so torn in the beginning between Marriott and Hyatt because both companies had a lot to offer me and room for me to move up.”

In the end, Park chose Hyatt primarily because of the relationship she had built with Nicole Watase, the human resources recruiter, and others she had met. Unlike some other companies, that made an offer and that was that, multiple Hyatt representatives called and emailed Park asking if she had made a decision and offering to answer any questions she might have.

“All the people I interviewed with, I could see it when they talked to me, just showed how much they loved the company and how passionate they were about the brand and providing quality customer service,” Park said.

Watase met Park when Watase was on campus recruiting students for some open food and beverage positions. Hyatt had not started hiring summer interns so she told Park to keep in touch.

“We started to communicate pretty regularly,” Watase said.

When the corporate office started recruiting for summer interns, Watase passed along Park’s name. Watase was impressed with Park’s demeanor and experience, including her current position as resident advisor for Housing Services at Cal Poly Pomona.

“She was very straightforward,” Watase said. “She made eye contact from the beginning and never looked away. She was very confident and came across very positive.”

After several interviews, Park was offered a 10-week corporate division internship dividing her time between the front desk and housekeeping.

“I’m excited to work for Hyatt over the summer,” Park said. “I want to learn as much as I can about the company and working for a hotel. I love hospitality, and I’m looking forward to starting my career off right.”
The Collins College of Hospitality Management is partnering with The Paul Merage School of Business, Office of Executive Education, at UC Irvine to launch a Certificate in Management for Hospitality Professionals in the fall.

The certificate program is designed to give rising leaders and managers in the hospitality industry the tools they need to thrive in their current positions and to advance their careers.

“We’ve known for quite some time that our industry has cut back if not eliminated executive education due to the current economic environment and lack of resources,” said Ned Snavely, former general manager with Marriott International and Aliso Creek Inn in Laguna Beach and member of the college’s Board of Advisors. “We were trying to determine how we could best fill the void and how could we position Collins in our marketplace to fill that need.”

The idea for the certificate program grew out of a lunch meeting with former Dean Andy Feinstein, Snavely and Ed Fuller, the former president and managing director of Marriott International and the current president of Laguna Strategic Advisors. They began brainstorming ways to offer a program for hospitality executives. The three knew that to be successful the program would have to be offered in either Los Angeles or Orange counties because that’s where the highest concentration of hotels and restaurants is in Southern California. Fuller, who is a member of the Merage School Dean’s Advisory Board, created a natural connection to UCI that has blossomed over more discussion and strategic planning.

Fuller consulted with Andy Policano, former dean of The Paul Merage School of Business, who suggested that the program be a joint venture with the Merage School’s Office of Executive Education.

“We threw the idea at Andy (Policano) and he came up with the solution,” Fuller said.

The certificate program features four, day-long sessions on Tuesdays in September and October. Each session is composed of two modules. All classes will be taught by either a Collins College or UCI professor paired with an executive practitioner from the hospitality, tourism or restaurant industries.

The Certificate in Management for Hospitality Professionals, which is unique in California, is patterned after a successful model developed by the Office of Executive Education at UCI’s Paul Merage School of Business.

Dr. Valerie Nellen, executive director, Merage School Office of Executive Education, said that, unlike most continuing education programs, executive education programs offer a paired instructional model in which industry experts team up with world-class academic experts to integrate the latest research with field-tested best practices.

“In the same way that The Collins College has a certain cachet in the hospitality management space, the Merage School is recognized in the world of business,” Nellen said.

The hospitality, tourism, and restaurant industries, like any other industry, are subject to the business fundamentals that are taught in most M.B.A. programs, even though the application of principles such as financial metrics, operational improvement, and customer segmentation are shaped by the industry.

“When we offer programs for technical professionals or healthcare leaders, we focus on different leverage points than we do for the director of food and beverage at the Newport Beach Marriott when she is sitting in the classroom,” Nellen said.

Developing the curriculum was a joint effort among Fuller, Snavely, Feinstein, Nellen and interim Collins College Dean Ed Merritt. A critical aspect of the program development was the field testing performed by Pam Jones, CEO of Crescendo LLC, and a graduate of Cal Poly Pomona.

In discussions with C-level leaders whose employees would most benefit from the certificate program, Jones identified the truly critical topics from among the many “nice-to-have” subjects that might be taught in a full, master’s-length program. The team feels confident that this certificate program showcases the most essential knowledge for rising leaders in the hospitality, tourism, and restaurant industries.

“The curriculum was really articulated around defining tools, frameworks and concepts that the participant can take back with them to the workplace and put to good use the next day on the job,” Nellen said.

For more information, please visit www.collins.csupomona.edu.
Dr. John Self is selected as Fulbright Scholar

BY LISA MCPHERON

Hospitality Management professor Dr. John Self has been selected to be a Fulbright Scholar at Haaga-Helia University of Applied Sciences in Helsinki, Finland. He will teach abroad from August through November.

Self is the first professor from The Collins College to take part in the Fulbright Program. He will teach hospitality management classes with an American pedagogy rooted in polytechnic, hands-on student-based learning. He will also conduct research on why restaurants fail to compare with his U.S.-based research on the same topic.

Self looks forward to offering his American-style of teaching to the Finnish students while also gaining a broader view of teaching and student learning to bring back to Cal Poly Pomona. “I love peeling back the onion of a new culture,” he said. “Four months is long enough that you’re not treated like a tourist.”

The Fulbright Program, the U.S. Government’s flagship international exchange program, is designed to increase mutual understanding between the people of the United States and the people of other countries. The Fulbright Program provides participants - chosen for their academic merit and leadership potential - with the opportunity to study, teach and conduct research, exchange ideas and contribute to finding solutions to shared international concerns.

Similar to Cal Poly Pomona, Haaga-Helia University offers a hands-on education. Its Hospitality, Tourism and Experience Management program parallels The Collins College of Hospitality Management in many ways like bridging theory and practice to offer students a well-rounded education.

Self got the lay of the land over spring break in March when he was the invited keynote speaker at the GastroPro Invitational Leadership Forum at the Gastro Fair in Helsinki. This is the largest hospitality fair in Scandinavia attended by hospitality professionals from all over Europe. He lectured on why restaurants fail, which is his area of expertise.

With more than 20 years of teaching experience and co-authoring over 10 refereed journal articles, Self still finds time to remain active in the industry by serving as a consultant in opening restaurants and in restaurant operations. He is a go-to source for media reporting on the restaurant industry and is often quoted in the press for his insights into restaurant failure and success.

Self’s Fulbright-Haaga-Helia Scholar Award is funded in cooperation with the Haaga-Helia University of Applied Sciences, the Fulbright Center, the Finnish Fulbright Commission, and it is a special grant within the Fulbright U.S. Core Scholar Program.
News & Accolades

The Collins College welcomes its new dean Dr. Lea Dopson on June 30. This is a homecoming for Dopson in many ways. She was a member of the faculty from 1993 – 2001. Read the full story on page 6. Interim Dean Dr. Ed Merritt is looking forward to returning to the classroom this fall and resuming his writing. Former dean Dr. Andy Feinstein, who left last summer, is now provost and vice president for academic affairs at San Jose State University.

Dr. John Self has been selected to be a Fulbright Scholar at Haaga-Helia University of Applied Sciences in Helsinki, Finland. He will teach and research abroad from August through November. Read more on page 19.

Dr. Margie Ferree Jones was selected as The Collins College’s 2014 Outstanding Faculty Advisor. According to one of many nominations made on her behalf, “She is an amazing professor who really tries to help her students succeed. She is passionate about her job and passes all that good energy on to us.” Jones was also selected by the Cal Poly Pomona Alumni Association Board of Directors as the first recipient of the Alumni Outstanding Teaching Award. She was honored during the Distinguished Alumni Awards on April 25. News of the award spread quickly on Facebook and Instagram where her photo received more than 300 likes, comments and shares in a 24-hour period.

Dr. Jerry Chesser was tapped to lead the inaugural North Carolina ProStart Invitational in March. His leadership involvement with ProStart, the National Restaurant Association Educational Foundation’s program for high school students, dates back to the formative days of the program in 2001. Chesser’s work was featured in an article in At Your Service Magazine.

Dr. Linchi Kwok was inducted into Cal Poly Pomona’s Wall of COOL (Celebrating Outstanding Online Learning) Award for his innovative work teaching the Hotel and Resort Sales, Advertising, and Public Relations course. He was honored May 1 during Faculty Day.

The Council for the Advancement and Support of Education District VII recognized two Collins College videos in its 2014 Awards of Excellence. The CASE awards are peer-judged. Both short films were produced by Lisa McPheron, director of communications and external relations for the college and directed by independent filmmaker Brian Y. Marsh. See all the college’s videos at www.youtube.com/thecollinscollege.

The Collins College wishes alumnae staff members Jenesie Hardyman, Erin Mascho and Summer Pettus well in their next career endeavors. Hardyman joined the college’s staff five years ago as the restaurant laboratory analyst for the Restaurant at Kellogg Ranch. She remains on campus in her new role as IT Program Coordinator for the Instructional & Information Technology Division. Mascho joined the staff in 2011 as the CSU Hospitality Management Education Initiative program coordinator. She accepted the position of associate director of alumni...
affinity programs at University of Southern California. Pettus joined the staff in 2010 as student services coordinator, and she will now be the corporate manager of recruitment for Evolution Hospitality.

Professional Activities & Community Service

Chesser will be taking a sabbatical this fall to develop an online version of a course based on his textbook, *The World of Culinary Management: Leadership and Human Resource Development*. In addition to their normal teaching loads this winter, Drs. Chesser and Jeff Brown and Zhenxing (Eddie) Mao welcomed 22 visiting students from Toyo University in Japan. Chesser organized the three-week program which featured hands-on classes, tours of hospitality properties, and Brown and Mao taught the hospitality classes.

Mao was selected for the Provost’s Teacher-Scholar Program, which provides summer stipends for two consecutive summers. The program is designed to encourage faculty to plan the trajectory of their scholarship and teaching by helping them develop and follow a career development plan; to support the scholarship and overall career development of junior faculty, and to increase the total volume of grants and contracts on campus by developing a culture of grantsmanship.

The Collins College hosted Dr. David Dai, a visiting professor from China, during the winter and spring quarters. He is an associate professor at the School of Business Administration at Zhejiang University of Finance & Economics in Hangzhou, China. Dai conducted research on strategy and entrepreneurship issues in the hospitality industry and observed classes. He worked closely with Mao.

Dr. Ben Dewald and Barbara Jean Bruin published “U.S. Consumer Attitudes Toward ‘Green’ Restaurants,” in *Anatolia: An International Journal of Tourism and Hospitality Research* in December. Dewald will escort 45 students to Italy this summer for the Apicus International School of Hospitality in Florence. The program allows students structured time to travel and to learn about the regions of Italy first-hand. An eight-day cultural tour, from Rome north to Florence, serves as an introduction class. Students then live in Florence while studying at the Apicus campus for three weeks.

Dr. Sandra Kapoor made a presentation titled “Culinutritionary: Creating Healthy Menu Selections with Tantalizing Taste” at the National Association of College & University Food Services 2014 Pacific Region Conference held at the University of Southern California in April. She virtually presented “Sustainability of Food Served at Wedding Banquets” with Belle Lopez, and master’s graduate Erin Flood at the 10th International Conference on Environmental, Cultural, Economic and Social Sustainability at The University of Split in Croatia in January. Kapoor also received a Research, Scholarly, and Creative Activity (RSCA) award to conduct research in the spring quarter for her project titled “Kitchen Nutrition for Culinary and Food Professionals.”

Jones and Dr. Neha Singh with graduate student Yvonne Hsiung co-authored “Determining the success factors for Napa Valley Wine Tourism Region from a supply perspective” for the *International Journal of Tourism Research*. Singh and Hsiung parlayed this research into a presentation titled “Stakeholder efficacy in the Napa brand: An importance-performance analysis from the demand perspective” for the 2nd annual Cal Poly Pomona Student Research Conference in March. Singh chaired and Mao and Lee served as committee members for graduate student Sharon Zhou on her thesis “Exploring the long-term tourism impacts of 2008 Beijing Olympic games on Beijing: Transformation of the City,” which Zhou presented on at the 19th annual on Graduate Education and Graduate Student Research Conference in Hospitality and Tourism in January. Singh also helped graduate student Mark Boteiff’s paper “A Wine-Purchasing Influence Assessment to Target Chinese Tourism in Southern California Wine Retail Venues,” which he presented at the same conference. Singh and Mascho co-authored “Virtual tourism: Use of ‘Second Life’ for Destination Marketing” for the journal *Anatolia*. Singh also co-authored with 2012 master’s graduate Leslie Cleveenger “Exploring barriers that lead to the glass ceiling effect for women in the Hospitality Industry” for the *Journal of Human Resources in Hospitality and Tourism*.

The Collins College has been in the news a lot thanks to the diverse expertise and interests of the faculty and staff. Jones discussed which wine to pour for the winter holidays with *Inland Empire Magazine*. Students Ryan Spicer and Fernando Yuan were also quoted. Dr. Laura Pohopien was featured on KTLA’s *Good Day L.A.* promoting the Village Kitchen shop in Glendora where she leads cooking demonstrations. Her research on food trucks was also the topic of an article in *Specialty Food News*. Kwok is a go-to source for social media and the hospitality industry and has been interviewed by the *Desert Sun* and *NBC News* in the last six months. McPherson arranged a photo spread of alumni for the February issue of *Inland Empire Magazine*. She also worked with the magazine to run a feature article on Horsehill Vineyards last November. Career Services Coordinator Ann Lara has received considerable attention for her Historic Downtown Upland Walking Tours. She was featured on the PBS show *Inland Empire Explorer*, the radio show *My Awesome Empire* and in the *Inland Valley Daily Bulletin* and *La Verne Life Magazine*.
Dear Collins Alumni,

Once again spring is upon us and that means commencement is here as well. This is such an exciting time for The Collins College because it gets to push yet another talented crop of young adults out of the nest, into the world and watch them fly. Over the past several years, I have had a unique vantage point in which to watch class after class move up through the ranks of The Collins College on their way to graduation, and the transformation that takes place is always so inspiring. Time after time, I see the most timid, wide-eyed freshmen turn into confident professionals with extraordinary goals and aspirations, and the tools necessary to achieve them. I am always so proud of our graduates. I want to remind them that when they graduate they will no longer be proud Collins College students but forever be proud Collins College alumni, and the Collins Hospitality Society welcomes them with open arms. I encourage all alumni, recently graduated or not, to stay involved with and connected to our great school through the Collins Hospitality Society.

There is also another exciting transition happening on campus this June, and on behalf of the Collins Hospitality Society, I want to welcome Dr. Lea Dopson to her newly appointed position as dean of The Collins College of Hospitality Management. We are excited to see what the future holds for the college, and I am excited to work with Dr. Dopson in collaboration between the college and the Collins Hospitality Society. I also want to thank Dr. Ed Merritt for his role as interim dean this last year. He has always been an inspiration to me and such a strong supporter of the Collins Hospitality Society. Thank you so much Dr. Merritt for holding down the fort!

As always, I would like to ask all alumni reading this to show support for the Collins Hospitality Society through membership and participation. The strength, growth and success of our chapter rely heavily on the involvement and support of its members. Please join us on Facebook and LinkedIn and check out our calendar of events for the upcoming year.

Sincerely,

Jason Farned ’04
Collins Hospitality Society, President
jasonfarned@gmail.com

**UPCOMING EVENTS**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Details</th>
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</thead>
<tbody>
<tr>
<td>Aug. 8</td>
<td>San Diego Alumni Mixer</td>
<td>Alumni are invited to a mixer at the San Diego Marriott Mission Valley.</td>
</tr>
<tr>
<td>Oct. 14</td>
<td>Cultural Tour of Tuscany</td>
<td>Dr. Bob leads this wine and food tour.</td>
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<tr>
<td>Oct. 18-19</td>
<td>Pumpkin Festival</td>
<td>The annual festival takes place at the Farm Store at Kellogg Ranch.</td>
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<tr>
<td>Feb. 19</td>
<td>Hospitality Career Expo and Bagel Mixer</td>
<td>Enjoy breakfast with the Collins Hospitality Society before attending the college's Career Expo.</td>
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<tr>
<td>May 7</td>
<td>Professor For A Day</td>
<td>Alumni are invited to guest lecture in classes.</td>
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For more information, please contact Lisa McPheron at lcmcpheron@csupomona.edu or 909-869-3151 or visit http://collins.csupomona.edu.

Find us on LinkedIn and Facebook!

Alumna Nung Rigor ’00 has given her time and talent to the college and Collins Hospitality Society for numerous years in the form of organizing and attending alumni networking events. When her employer, New York Life, committed to matching charitable contributions by employees, she elevated her support by making monthly financial contributions to the college.

Rigor’s contributions will support the college’s building expansion and, in return, she and her family will be recognized on the donor wall.

“I see what the college has done for thousands of students, and I am proud to tell people that I graduated from one of the best hospitality colleges,” she said. “I want my family to have our names on the new building to demonstrate that we support the college’s future.”

To learn more about the donor wall or other ways to give to the college, please contact Gina Johnson, director of major gifts, at gjjohnson@csupomona.edu or 909-869-5349.
WHAT IS A DONOR RECOGNITION CAMPAIGN?

The donor recognition campaign is an opportunity for alumni, friends and organizations to leave a lasting impression with a personalized nameplate that will stand as a tribute to you and others. Your support creates a timeless message for future generations of students, educators and leaders in the hospitality industry.

Your personalized naming plate will be displayed on a donor wall outside the new academic building at The Collins College of Hospitality Management.

The Collins College invites you to add your personalized inscription to:

- **Commemorate your graduation or milestone**
- **Honor a classmate, family member, or influential person in your life**
- **Create words of encouragement for future alumni and affection for Cal Poly Pomona**

Each gift demonstrates your support for The Collins College at Cal Poly Pomona and the role of the new $10 million, state-of-the-art Academic Building has on future generations of Collins College students. Your donation will directly support the building fund, state-of-the-art equipment, and maintenance costs for the new academic building.

PERSONALIZED INSCRIPTION

There are various levels of recognition available for display.

NAMEPLATE OPTIONS:

- **4”x1” - $250**
  - 2 lines, 26 characters
- **5”x1.25” - $500**
  - 2 lines, 25 characters
- **5”x2” - $1,000 & greater**
  - 4 lines, 20 characters

Limited spaces available, reserve your space today!

For more information about supporting The Collins College of Hospitality Management please contact:

**Gina Johnson, M.P.A.**
Director of Major Gifts
The Collins College of Hospitality Management
University Advancement
3801 West Temple Ave
Pomona CA 91768
(909) 869-5349
gjohnson@csupomona.edu
Alumni Notes

Collins College students are fortunate to have the opportunity to interact in many ways with accomplished alumni. This edition of Alumni Notes is different than ones that have come before it. We are highlighting alumni who specifically participated in Professor for a Day on May 8; The Collins Hospitality Society’s Alumni Student Speed Networking event on March 31 or helped plan Experience Hospitality on May 13. All three of these events were designed to introduce talented alumni to students or prospective students so they can share their stories and provide mentorship. The college would like to thank them for their time and involvement.

Pateel Boyajian is an associate attorney in the Los Angeles office of Manning & Kass, Ellrod, Ramirez, Treater LLP, where she practices on the workers’ compensation team. She earned her Bachelor of Science from The Collins College in 1998; her Master’s in Business Administration from Pepperdine University in 2001, and her Juris Doctor from Pepperdine University in 2002. She has engaged in workers’ compensation defense for more than a decade and has made court appearances in almost all of the workers’ compensation appellate boards within California.

In 2008, Tiffany Darrell ’07 established Tiffany’s Catering and this past February, she expanded her company to be Tiffany’s Catering & Bakery. Her Monterey Park-based company specializes in custom cakes, fine desserts and pastries. She is a level one sommelier and a certified culinarian through the American Culinary Foundation. She has taught at Los Angeles Harbor Community College and is currently a culinary arts instructor at Wilson High School.

Meredith (Ganong) Fehringer, M. Ed., CMP, traveled the farthest to participate in Professor for a Day. The 2006 alumna is the conference and meeting services manager for the Center for Learning & Development in Boise, Idaho. She made time for Collins College students during an annual business trip to Pasadena and spoke during Dr. Neha Singh’s research methods class for master’s students.

Kathryn Gorman is the operations manager at Live Love Spa in Santa Ana, which is an online community engaging spas, brands, industry professionals, and consumers on a single platform to maximize learning, connection and visibility. After graduating in 2008, she worked in various supervisory and management positions at Montage Laguna Beach for four years, where she also received the Montage Master Award. She then worked as the executive director of Friends of Valley-Wide Foundation for nearly two years.

Alison Hawkins’ management experience in the restaurant industry spans more than 10 years and includes supervisory responsibilities for as many as 90 employees at any given time. She graduated in 2009 and began as a manager at The Grill on Hollywood and then La Grande Orange Café. In 2011, she joined her family’s business, Green Street Restaurant, in Pasadena where she is the bar manager.

Jacob Knutte ’87 is a broker with Laguna Beach Financial. He has experience in both hospitality and financial industries where his sales experience includes health and life; property and casual; personal and commercial lines; annuities, and retirement planning. His range of experience includes appointments in hotels, private clubs, and post-secondary schools. He has extensive international experience having spent seven years in Indonesia and two years in China as a management consultant, general manager, and food and beverage executive. He sits on the Board of Directors for Golden Gate University Alumni Association where he earned his M.B.A.

Jacob League graduated in 2005 and earned a certificate from the Advanced Culinary Arts Program at Culinary Institute of America in 2006. He then worked for Hillstone Restaurant Group as a general manager for seven years. He went on to work for The Counter as a franchise business consultant where he oversaw 28 locations and six franchise owners. League is now director of operations for Mendocino Farms, which is an artisanal sandwich shop with a casual fun environment. There are currently seven
locations throughout the greater Los Angeles area. League is seen here with faculty members Scott Rudolph and Barbara Jean Bruin ’85 at the Collins Hospitality Society’s Night at the Ranch barbecue last June.

Keith Karanzias opened doors all over Anaheim for Experience Hospitality, an outreach event that the college cohosted for about 400 high school students. The 2010 alumnus is the assistant director of front desk office operations at the Hilton Anaheim and was instrumental in planning and organizing the event, which included tours of 11 hospitality properties. Karanzias began working for the Hilton Anaheim as a student when he also worked as a dancer for the Disneyland Resort. This multitalented alumnus has been honored as a Hilton Blue Energy Ambassador.

Dan Lipton ’83 is the owner and publisher for TravelHost magazine for Long Beach and the South Bay. TravelHost is the No. 1 visitor publication in the country reaching travelers around the world across all platforms. As the publisher, he is the “unofficial” ambassador to business and leisure travelers visiting that area, because he has the privilege of directing them to the best places to dine, shop and play. Having lived in Long Beach for more than 30-years, he has the local’s advantage of knowing the communities of Long Beach, Seal Beach, Catalina Island and the South Bay cities very well.

Robert Schubert ’92 returned to speak to Dr. Don St. Hilaire’s finance class during Professor for a Day. Schubert is the multi-property director of finance for Joie de Vivre Hospitality. He oversees two hotels in the JDV brand of Commune Hotels & Resorts. They are The Custom Hotel in Los Angeles and the Pacific Edge Hotel in Laguna Beach. Prior to that, he was the senior operations analyst with Raleigh Enterprises in Santa Monica, where his role included serving as hotel controller of the Sunset Marquis Hotel – Restaurant – Spa.

Natalie Tong ’10 is the Southern California programs manager for the California Restaurant Association Educational Foundation. CRAEF invests in the future of the restaurant industry by providing California youth with opportunities to build foodservice careers through high-quality, industry-driven education, mentoring, life-skills training, scholarships, field trips, competitions and support through the ProStart program. She assists in bringing industry professionals into the schools to offer unique and personal insights into the hospitality industry. Tong was the lead organizer for Experience Hospitality in Anaheim this past May. Additionally, she helped plan previous Experience Hospitality events in San Jose and Los Angeles.

Trevor Tyler ’09 returned to guest lecture for Ron Johnson’s Beer and Culture class during Professor for a Day. He is the beverage manager for Eureka Burger, which includes 12 full-service gastropubs. Before his current post, he was the general manager of the San Luis Obispo Eureka Burger.
The Collins College has an active club community where any student can find peers with similar interests and explore aspects of hospitality outside of a classroom setting. United Culinarians is a bastion of culinary talent. This club, for our most foodie inspired students, formed in 2008 and has continued to grow and thrive year after year.

For the past two years, with Alvina Hinh, Parker Love and Kezia Adhidharma rounding out the leadership team, United Culinarians has catered numerous events on and off campus, enjoyed hitting up some of Los Angeles’ best restaurants for “research,” and provided many tasting events and other educational seminars at the college.

It was a no-brainer approaching them for this edition of From Our Kitchen. These three talented students graduate this June and will surely be missed. Luckily, they shared four delicious summertime recipes before embarking on their careers. Enjoy!
Herb-Crusted Pork Loin with Sherry Butter Sauce

Yield: 8 servings

INGREDIENTS
- 2-pound pork loin
- 2 tablespoons coriander, whole
- 1 tablespoon mustard seed, whole
- 1 tablespoon whole fennel seed
- 2 teaspoons whole black pepper
- 2 teaspoons kosher salt
- ¼ cup Italian parsley, chopped
- 2 tablespoons rosemary, chopped
- 3 tablespoons thyme, chopped
- ¼ cup sage, chopped
- 2 tablespoons shallots, minced
- 2 tablespoons garlic, minced
- ½ cup sherry
- 2 teaspoons Dijon mustard
- 1 cup beef stock
- ¼ pound butter, unsalted

DIRECTIONS FOR PORK LOIN
1. Preheat oven to 325 degrees.
2. Pat dry the pork loin.
3. Place whole coriander, mustard seed, fennel and black pepper on a sheet pan, and lightly toast until fragrant and slightly browned.
4. Grind spices in spice grinder or mortar and pestle until fine.
5. Season pork loin with spice mixture and lightly salt.
6. Mix all of the herbs together in a dish large enough for the pork loin to fit.
7. Roll your pork loin in the mixture of herbs and coat all sides.
8. In a skillet with nonstick spray, butter, or oil, brown the outside of the pork loin just enough to give it a nice color.
9. Place pork loin onto a sheet pan and place in oven for 40 minutes or until it reaches 145-degree internal temperature.
10. After removing pork loin from oven, portion and plate, then pour warm sauce over the top of the pork loin (or serve on the side).

DIRECTIONS FOR SAUCE
1. In a sauce pan, sauté shallots and garlic in butter.
2. Deglaze the pan with sherry when shallots have cooked through and gained color.
3. Let the sherry reduce by half before adding Dijon mustard and beef stock.
4. Bring to a medium simmer, and reduce by a quarter.
5. Reduce heat to soft simmer, and add butter slowly one tablespoon at a time.
6. Adjust seasoning if needed. (A splash of sherry vinegar can brighten flavor.)

Brussels Sprouts with Goat Cheese and Prosciutto

Yield: 8 servings

INGREDIENTS
- 2 tablespoons unsalted butter
- 1 pound Brussels sprouts, sliced ⅛-inch thick
- ½ cup onion, yellow, sliced
- ¼ cup parmesan cheese
- 2 tablespoons prosciutto, baked, crumbled
- 8 poached eggs (optional)

DIRECTIONS
1. Bake the prosciutto at 350 degrees until crisp (about 10 minutes).
2. Caramelize the onions in the butter on low heat until a light brown color.
3. Sauté Brussels sprouts over medium-high heat until Brussels sprouts are tender and slightly browned. Keep moving the vegetables to avoid burning, and season with salt and pepper to taste.
4. Toss hot vegetables with the parmesan, then plate.
5. Crumble prosciutto over hot Brussels sprouts, and enjoy.
6. For added richness, texture and flavor, top each serving with a poached egg (optional).

Orange Bars

Yield: 16 servings

INGREDIENTS
- 15.3 ounces, chocolate cream Oreos
- 6 tablespoons, butter, melted
- 6 large eggs
- 1 cup all-purpose flour
- 2 tablespoons orange, zest (about 1 whole large orange)
- ½ cup orange juice, fresh squeezed, strained
- 2 tablespoons, lemon juice, fresh squeezed
- 3 cups granulated sugar
- 1 cup confectioners’ sugar
- 6 tablespoons, Ghirardelli hot chocolate powder

DIRECTIONS
1. Preheat oven to 350 degrees.
2. Crush Oreos into fine crumbs, and then combine with melted butter.
3. Spray bottom of 9 x13 pan with non-stick spray.
4. Press crumb mixture into pan, and bake 10 minutes to set the crust.
5. For the filling: combine eggs, flour, orange zest, orange juice, lemon juice, and granulated sugar in a mixing bowl while crust bakes.
6. Remove pan with crust from oven, and pour in the filling.
7. Bake bars for 30-35 minutes at 350 degrees, or until toothpick comes out clean.
8. Sift confectioners’ sugar and hot chocolate powder together.
9. Remove bars from oven, and let cool to room temperature.
10. Dust tops of the bars with sugar and hot chocolate mixture, serve and enjoy.

Photos by Tom Zasadzinski
The Collins Hospitality Society Presents:

Friday, Aug. 29
7:05 p.m.
Angel Stadium

LA Angels vs. Oakland A’s

5 p.m., pre-game networking party at the OC Sports Grill
450 N. State College Blvd., Orange, CA

$39 for non-members, $34 for Alumni Association members, faculty & staff, and $20 for children (18 and under)

Buy tickets online at http://collinsbaseball.eventbrite.com/ or contact the Cal Poly Pomona Office of Alumni Affairs by Aug. 8 to reserve your Left Pavilion seats at (866) CPP-ALUM or cpalumni@csupomona.edu.

Everyone gets a free T-shirt.
Enjoy spectacular post-game fireworks!