Welcome to the inaugural issue of Collins magazine. The magazine will be published twice a year and is intended to keep alumni, supporters, and our friends informed about The Collins College of Hospitality Management at Cal Poly Pomona. It is funded entirely by the Hae & Shina Park in Memory of Dr. Donald Lundberg Alumni & Outreach Endowment. Hae Park ’78, established this endowment with a $1 million gift in honor of the founder of our program. This gift was matched by Carol and Jim Collins, generating an endowment with a corpus in excess of $2 million. Besides the magazine, funds from the endowment are being used to support our new Director of Communications and External Relations, Lisa McPheron, as well as re-establish our alumni chapter’s Executive Board. Lisa, as you can see by her work on this magazine, is a wonderful addition to the college.

As you may have noticed, we have a new name. We became The Collins College on July 1. As the only hospitality college in the state and one of only a handful nationwide, we continue to firmly establish ourselves as one of the great hospitality programs and a leader in hospitality management education.

Prior to my tenure as dean of The Collins College, I was senior advisor to the president at the University of Nevada Las Vegas. I also spent eight years as a faculty member and administrator at UNLV’s Harrah Hotel College. I recently purchased a home in Claremont with my wife Kerry and our children Nicholas, 7, and Rachel, 3. I grew up in San Diego and Kerry is from La Canada Flintridge, so we feel as if our move has been a homecoming. We are very happy to be back in California.

I decided to come to The Collins College because I believe that we have all of the pieces to make this program one of the world’s best. Our Board of Advisors is populated by industry legends and top executives. The college’s 26 faculty have significant hospitality management experience and are devoted to our 882 students. Faculty scholarship and industry involvement is substantial, as illustrated in the Faculty Notes section of the magazine. Each year the Career Expo fills to capacity with more than 55 companies wishing to recruit our students. Our location is the envy of many of my contemporaries, with buildings which are among the finest in the country. Our supporters are incredibly philanthropic, as evidenced by our facilities, all built with private funding, and endowments in excess of $11 million.

The future indeed looks bright. Besides our elevation to a college, we have recently completed a six-month strategic planning process, much of which is posted on our newly designed Web site (http://collins.csupomona.edu). From this plan will come many new priorities such as our focus on graduate education, international programs, faculty development, alumni, new facilities, and refurbishment of the Kellogg West Conference Center and Lodge.

As we plan for the future, it is fitting that the first issue of Collins pays homage to where we come from through stories about our faculty, administrators, industry partners and students that demonstrate their deep commitment to the college. I hope you enjoy the magazine.

Andrew Hale Feinstein
Dean and James A. Collins Distinguished Chair
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**ON THE COVER:** Carol and Jim Collins photographed by Tom Zasadzinski.
Scholarships Ease the Financial Strain on Students

THE CALIFORNIA STATE UNIVERSITY may charge students a bargain price compared to other colleges and universities, but the cost of education no doubt remains burdensome for many students. At Cal Poly Pomona, books and fees for a full load of classes costs $5,000 per year. This does not account for room and board and transportation costs. Those expenses are at least $9,000 per year, according to the university’s Office of Financial Aid. Plus, international and out-of-state students face about twice as much.

Thanks to generous donations over the years, The Collins College has about $3.5 million in endowed scholarships. This academic year, those endowments created $91,500 for scholarships. Sixty scholarships ranging from $1,000 to $3,500 were awarded to 46 students.

“Every student who applied this year, received at least one $1,000 scholarship,” remarked Student Services Coordinator Donna Dannan.

Student Sean Van Straatum took the initiative to apply for college-based scholarships and industry scholarships. His efforts certainly paid off. The HRT major obtained more than $20,000 in a variety of scholarships.

“My advice on applying for scholarships is to apply for everything,” Van Straatum said. “Even if you do not think that you have a chance, more often than not you will be pleasantly surprised. The scholarships I have received will cover the majority of my expenses for the year, and I intend to use the remainder to study abroad in Italy next summer.”

Students Welcome New Dean in Style

IT MAY HAVE BEEN the middle of January, but the mild Southern California weather could not have created a more perfect day for the New England-style tea “partaay” to welcome Dean Andy Feinstein.

In finely pressed khakis, preppy sweaters and with cucumber sandwiches to boot, students from the Cal Poly Pomona chapter of the Club Managers Association of America hosted the themed party in honor of the new dean. Students from the 70-member chapter set up a croquet court between the classroom buildings and had music pumping.

“The party was a lot of fun,” Feinstein said. “It’s not bad being the new guy around here.”

To promote the event, CMAA students creatively made “Most Wanted” T-shirts featuring the dean’s photo. The promotion worked. More than 150 students, faculty and staff attended the party.

TOP: The student CMAA chapter hosted a “partaay” to welcome Dean Andy Feinstein in January.
LEFT: To promote the party, the club made “Most Wanted” T-shirts picturing the dean. (from left) Lacey Easton, Dr. Margie Ferree Jones, Tengemana Thumbutu, Iveye Yu and Sean Van Straatum.

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Dean Andy Feinstein visited South Korea in June for the inaugural Asia-Pacific Urban Tourism Forum where he gave a presentation on “The Benefits of Collaboration Between the Tourism Industry and Hospitality, and Tourism Education Programs in the Asia-Pacific Region.” While in the country he also forged new partnerships with two universities.

The conference exposed Feinstein to numerous people making headways in tourism and hospitality in South Korea, including Seoul Mayor Oh Se-hoon and Peter de Jong, president/CEO of the Pacific Asia Travel Association. The Seoul Tourism Marketing Corp., which is a city government agency, sponsored the dean’s weeklong trip, and he was graciously hosted by Professor Hong-bumm Kim, the director of the Tourism Industry Research Institute at Sejong University.

Wanting to make the most of his trip the dean and assistant professor, Dr. Myong Jae (MJ) Lee, visited three universities that have stellar hospitality programs. They toured Kyung Hee University, Sejong University and Sookmyung Women’s University.

“All three are just great programs,” Feinstein said. “Their campuses were so beautiful, they would just blow you away.”

While at Kyung Hee and Sejong universities, Feinstein signed memorandums of understanding (MOU) that set the stage for future partnerships. There are plans in the works to establish a program that would enable South Korean students to study at The Collins College and vice versa.

“The MOUs are important steps in building educational partnerships,” Feinstein said. “We would like to set up some visiting professor programs and study-abroad trips for students.”

Student Danny Hernandez spoons out samples of his team’s Laredo chili during a chili cook-off on June 3. The winning recipe will be featured on the menu at the Restaurant at Kellogg Ranch this fall.
Collins College Faculty members have had another active year with the National Restaurant Association Educational Foundation’s (NRAEF) ProStart program. This nationwide career-building program serves high school students who are interested in the restaurant and foodservice industry. Collins College faculty members often provide professional development for high school and vocational education teachers who teach culinary classes.

From July 20 – 25, 17 teachers attended the 2008 NRAEF Summer Institute at Cal Poly Pomona, organized by Lecturer Belinda de Villa-Lopez. Chefs Dr. Jeff Brown, Dr. Jerry Chesser and Scott Rudolph, taught workshops including garde manger, food safety and sanitation, and culinary courses covering a variety of cuisines. The teachers traveled from all over the country to attend the Summer Institute. Two teachers even came from U.S. military bases in Japan and Germany.

In April, Chesser, Brown and Rudolph also lent their expertise as officials or judges during the seventh annual National ProStart Invitational in San Diego.

“The competition is a true showcase of student talent and knowledge,” Chesser said, who was chairman of The California Restaurant Association Educational Foundation. “The level of dedication exhibited by the student competitors is outstanding.”

The National ProStart Invitational showcased the culinary and management talents of ProStart students from 35 states and territories as they competed in culinary and management competitions. To qualify for the national competition, teams won first place in their state competitions held earlier this year by their individual state restaurant associations.

“The student-competitors train every bit as hard and intensely as an Olympic athlete; honing a craft that will continue traditions found in the culinary arts,” Brown said.

ProStart was developed by the NRAEF and is managed nationally by National Restaurant Association Solutions in conjunction with state restaurant associations.

The Cal Poly Pomona Club Managers Association of America student chapter beat out all other chapters in the country to win the coveted Chapter of the Year award at CMAA’s World Conference on Club Management in Orlando.

The award recognized the culmination of work the chapter did throughout the year as well as how they presented displays during the Idea Fair at the conference. Chapters are judged on their educational programming like tours and attending conferences; chapter membership growth; involvement in national CMAA activities; communications such as newsletters; employment by student members at clubs; and special projects or other awards.

Immediate past-President Ivey Yu ’08 said the chapter prides itself on helping members find summer internships at clubs. In the summer, it is not unusual to have 10 or more students work at a variety of clubs on the East Coast.

“Our driving force is to promote out-of-state internships,” Yu said. “Our reputation is strong enough that clubs seek out our students. That’s what we’re most proud of.”
Students Attend National Restaurant Show

Six students enjoyed a taste of the Windy City this past May at the National Restaurant Association’s Restaurant, Hotel-Motel Show. Thanks to industry partnerships, each student received financial support to attend the world-class restaurant and foodservice conference.

Joshua Goldman ’08 and Lalita Lopansri ’08 each received the NRA Educational Foundation’s 2008 Salute to Excellence Award, which covered the cost of the convention, the Michael E. Hurst Student Forum and the Salute to Excellence Awards Gala. The students were nominated by a team of Collins College faculty for their academic achievement and desire to pursue a career in the restaurant or foodservice sectors.

Students Erin Mascho, Jessica Yu ’08, Michael Tom and Sean Van Straatam were each awarded Experience the Industry scholarships to attend the conference. These $300 scholarships were made possible by the Darden Experience the Industry Award endowment. Since 2003, The Darden Restaurants Foundation has given $100,000 to The Collins College of Hospitality Management to support student professional development.

During the convention, students Joshua Goldman and Lalita Lopansri visit with Christianne Ricchi, chef and owner of Ristorante i Ricchi in Washington D.C.

Student Matthew Donoghue pours wine during the Los Angeles International Wine & Spirits Competition at Fairplex in Pomona in 2007. Each year students like Donoghue assist Dr. Bob Small and Dr. Margie Ferree Jones, pouring and serving thousands of wines and spirits from around the globe.
More than 2,000 alumni have cut their teeth on all things restaurant-management related during their time in the 12-unit, time-intensive HRT 383 class. From Oct. 9 through Dec. 6, the Restaurant at Kellogg Ranch (RKR) will once again be open for lunch and dinner with a whole new group of students running the show.

Though some things have changed over the years - such as a new Steak House dinner concept and the remodeled dining room - some things never change. The students are still calling the shots. … Well, within reason.

Under the guidance of the faculty team comprised of Chef Ernie Briones, Lesley Butler, Barbara Jean Bruin, Ben Dewald and Chef Scott Rudolph, students experience all aspects of operating a full-service restaurant. The RKR is one of the most public applications of the learn-by-doing philosophy at Cal Poly Pomona. Each week for lunch and dinner, there is a new four-member student management team that must have a business plan for the restaurant, which includes recipe cost analysis, a human resources management plan and more.

See the students in action by joining us for a fine meal. Lunch and dinner banquets can also be arranged. Make a reservation or see the menu by visiting http://www.rkr.csupomona.edu/.
Sodexo Hosts Spring BBQ

ON MAY 13, SODEXO, a leading provider of integrated food and facilities management services in the U.S., Canada and Mexico, sponsored the annual spring BBQ for students, faculty and staff. This festive event also featured a fried chicken cook-off between Collins College chefs, Dr. Jeff Brown and Dr. Jerry Chesser.

Guests mingled, eating burgers, chips, soda and cookies provided by Sodexo, and voted for their favorite fried chicken. Chesser won the coveted rubber chicken “trophy,” which hangs proudly, though limply, in his office.

Student organizer Martin Myung ’08, a past president of the college’s Hospitality Management Council said it was wonderful to have Sodexo’s support.

“The best part about working with Sodexo at the BBQ was the close interaction that all the students had with the managers that represented Sodexo,” Myung said.

“Personally, this event goes down in my books as one of the most memorable events at The Collins School because of the excitement and the genuine good hearts of all the managers.”

Hospitality Career Expo Connects Industry and Jobseekers

EVERY FEBRUARY for 15 years, more than 50 of the nation’s leading hospitality industry firms look for new recruits at The Collins College of Hospitality Management.

The annual Hospitality Career Expo, co-hosted by the Cal Poly Pomona Career Center, connects students with the nation’s leading firms, including Aramark, Sodexo, Hilton Hotels, Hyatt Hotels & Resorts, Marriott International, Panda Restaurant Group, Lawry’s Restaurants, Inc., Southern Wine & Spirits, Red Lobster, Olive Garden, Ecolab, King’s Seafood Company, Grill Concepts, Inc. and many others.

Recruiters offer career opportunities and internships, answer questions and conduct interviews with students right on the spot. For more information about the next Hospitality Career Expo in February 2009, contact Student Services Coordinator Donna Dannan at (909) 869-4191 or ddannan@csupomona.edu.
YEARS OF PHILANTHROPY HAVE ALLOWED THE COLLINS COLLEGE TO GROW AND FLOURISH

The Building of a College

IT ALL BEGAN WITH A NEED; a need for educated professionals to run hotels and restaurants. Until the 1970s, universities on the West Coast simply did not offer business degrees with a focus on hospitality management. It took a call-out from business leaders, led by Carl N. Karcher of Carl’s Jr., to show educators that the burgeoning hospitality industry was ready and willing to hire graduates who were ready and willing for the work.

Cal Poly Pomona heeded Karcher’s call by hiring Dr. Donald Lundberg, an acclaimed educator in the field.

“We tried to get a faculty before we had a program,” recalled then-President Hugh O. La Bounty. “If we hadn’t had Donald Lundberg, I don’t think we would have had the program because he was recognized in the hospitality field.”

With Lundberg as the top teacher, in 1973 Cal Poly Pomona became the first university on the West Coast to offer a Bachelor of Science degree in hotel and restaurant management (HRT). The fledgling hotel and restaurant management department resided in the College of Business Administration and enrolled a modest 34 students its first year.

(continued on page 12)
1990  The James and Carol Collins Center for Hospitality Management opens. This includes The Restaurant at Kellogg Ranch.

1991  The program becomes the School of Hotel and Restaurant Management. Julia Child gives a master class.

1994  About 300 people attend the first Harvest Auction fundraising event. American Express gives $60,000 and becomes the founding partner of the event. Bob and Leslie Spivak help organize the event.

1999  The school is named The Collins School of Hospitality Management in recognition of a $10 million pledge from Carol and Jim Collins.


2001  Two new buildings open, more than doubling the space of classrooms, labs and offices. Andrew and Peggy Cherng donate $1 million to the program.

2002  A dedication celebration is held for the new buildings.

2004  Hae and Shina Park pledge $1 million to The Collins School to start an alumni program. Carol and Jim Collins match their pledge.

2005  The Parks pledge another $1 million.

2008  A signing ceremony is held to commemorate The Collins School becoming The Collins College of Hospitality Management.
“Cal Poly Pomona's hospitality program is one of the best in the country. It is fitting that it receives the proper designation. This is more than just changing a name. It sends a message that Cal Poly Pomona is a leader in hospitality management education.”

– UNIVERSITY PRESIDENT MICHAEL ORTIZ

(continued from page 10)

“We started with just two faculty members. We limped along for two years until we could add additional faculty,” the late Lundberg said in a 1998 interview.

Since the beginning, the program has provided students a rigorous polytechnic education rooted in hospitality management theories and real-world applications. Through a variety of hands-on courses students gain an understanding of the economic, legal and social forces that shape the hospitality industry. Today, nearly 30 full-time and part-time faculty members, bring a plethora of hospitality management expertise to more than 850 students.

The Collins College of Hospitality Management thrives in a high-tech learning environment with 43,000-square feet of privately-funded facilities. The buildings feature kitchen laboratories, seminar/conference rooms, classrooms, a food and wine education center and the Restaurant at Kellogg Ranch. However, this has not always been the case. In the early years, HRT classes were spread out all over campus. Kellogg West Conference Center housed faculty offices and provided kitchens for the majority of hands-on classes.

“We taught classes a little bit here and a little bit there,” said Dr. Bob Small, who is founding dean of the program. “That’s how it stayed for a long time.”

The idea to build a separate facility came in the summer of 1980, when Small took a work-study grant at Patrick Terrail’s famed restaurant, Ma Maison. The two men brainstormed and realized that for the program to become a national leader in hospitality management education, it needed a home to call its own. Regardless of how many discussions Small and Terrail had at Ma Maison, they were not going to get anywhere without the support of the California State University. So with Lundberg and La Bounty, they invited a few people to dinner.

It was Dec. 23, 1980 when bread was broken between CSU Chancellor Glenn Dumke, Lieutenant Gov. Mike Curb, La Bounty and Lundberg at Terrail’s Beverly Hills hotspot. They invited Dunke and Curb to discuss building a high-quality hospitality management training center at Cal Poly Pomona.

In the middle of dinner, out of the blue, Actor Burgess Meredith pulled up a chair and began reciting poetry to the table of educators and politicos, La Bounty recalled.

“I’m not saying that Burgess Meredith changed Dumke’s mind, but with good wine, a good meal and the unsolicited entertainment, well after that, resistance diminished a little bit,” he said.

La Bounty set aside land on campus, nicknamed Horse Hill, for the future Collins College, and in 1981, a full-fledged capital campaign was launched to fund the construction. Soon Al Levie, founder and president of Gulliver’s Restaurants came on board. With him came restaurateurs Jim Collins and Richard N. Frank. Along with Carl N. Karcher and hotelier Paul Handlery, this circle of supporters started what has now amounted to nearly 30 years of tremendous financial support from the industry.

“Al Levie knew everyone in the industry. The key was, he was a good friend of Jim Collins,” Small said. “Jim is the guy who made it all happen.”

Lundberg remained involved with the capital campaign until he retired in 1983. In 1986, with Small as director, the program grew so much that it separated from the College of Business Administration to become the Center for Hospitality Management. In 1988, the capital campaign came to an end, having raised $4.5 million, and construction began on the center. Collins, who at the time was CEO of Sizzler International, not only gave $1 million, he also served as campaign chairman, helping to secure substantial donations from Karcher, Coca-Cola, Edison International, Carnation, In-N-Out, Hilton Hotels and many others.

With classrooms, laboratories, offices, and the Restaurant at Kellogg Ranch under construction, the faculty grew substantially. Five new professors joined the team; including Dr. Sandy Kapoor, Professor Gary Hamilton and Robert Palmer, J.D., who remain on the faculty today. The Richard N. Frank Distinguished Lectureship Series began the following year in 1989.

In February 1990, The James and Carol Collins Center for Hotel and Restaurant Management opened to fanfare. Local newspapers and national magazines featured the center and lauded Carol and Jim Collins for their philanthropy. Alumna Donna Dannan ’91, who is the college’s student services coordinator, remembers the
excitement when she and numerous other students assisted with the center’s grand opening party.

“That was a wonderful time to be a student in the program,” Dannan said. “All of us and the faculty were energized and so proud to have a space to call our own. I have many vivid memories of that event.”

By 1991, the center gained approval to become a school, promoting Small to the program’s first dean. Throughout the 1990s student enrollment continued to increase as did the number of faculty members, so a new need arose for more facilities. A second capital campaign took place beginning with Small and ending several years later when Dr. Jim Burke was dean. In 1999, Carol and Jim Collins again showed tremendous generosity to the program. At this point their giving had surmounted $10 million, enabling two more buildings to be built and prompting the CSU Board of Trustees to name the school in their honor.

At the time Chancellor Charles Reed said, “The CSU is grateful to Carol and Jim Collins for their tremendous generosity and vision. I can think of no better investment in our future than ensuring a quality education for students. There will be countless students who will benefit from the Collins’ gift forever.”

Due to substantial support, facilities are named after the Panda Restaurant Group, Handlery Hotels, Margaret M. & Carl N. Karcher, Mary Alice & Richard N. Frank, Ecolab, the Swig family, Hideo Amemiya, Al Levie, Donald Lundberg, the Hilton Foundation and the Marriott Foundation.

The whole campus in fact was undergoing a construction boom with then-President Bob Suzuki at the helm. Suzuki oversaw more than $200 million in building projects during his tenure. While other construction projects benefited from private donations, none benefited as much as The Collins School of Hospitality Management.

Suzuki credits the school’s Board of Advisors for elevating the program’s success throughout the years. “That is probably one of the top Board of Advisors for a hospitality management program in the county,” Suzuki said. “The Board of Advisors’ major role was to raise money and provide input into the curriculum. But they also lectured in classes and took student interns from the school to work in their restaurants and hotels.”

Construction of the two new buildings wrapped up in fall 2001, more than doubling the size of the facilities. Even though the buildings were completed, donor support did not wane. That year Andrew and Peggy Cherng of Panda Restaurant Group donated $1 million. Since 2004, Alumnus Hae Park ‘78 and wife Shina have pledged $2 million. The Parks’ first $1 million, which was matched by Carol and Jim Collins, was given to begin an alumni outreach program. These donations were put to effective use by Dean Andy Feinstein who came on board in 2007. This magazine and many planned alumni activities will be made possible by these generous donations.

In total, the college benefits from more than $11 million in endowments. Interest earned from these endowments is also used to support student scholarships and faculty development. The faculty development endowment, which is bolstered by the Parks’ second $1 million gift, is named on behalf of University President J. Michael Ortiz and wife Betty for their life-long commitment to faculty, Feinstein said.

“Mike and Betty Ortiz are devoted to faculty development,” Feinstein said. “The Parks wanted to recognize them by naming the endowment in their honor.”

Ortiz is an ardent supporter of the program. To secure the program’s continued growth and preparation for the future, Ortiz recently authorized The Collins School of Hospitality Management to be designated a college.

“Cal Poly Pomona’s hospitality program is one of the best in the country. It is fitting that it receives the proper designation,” Ortiz said. “This is more than just changing a name. It sends a message that Cal Poly Pomona is a leader in hospitality management education.”

This designation places the college among only a handful nationwide and provides the necessary infrastructure to expand its degree program and departmentalize. According to Feinstein, within the next two years, The Collins College may be the first in California to offer a master’s degree in hospitality management. Plans are also in discussion to build new academic facilities, a new hotel on campus and a leadership institute.

“The Collins College has a rich tradition of being the best and the biggest hospitality management program in California. It remains a national leader because it has been a breeding ground for talented educators, ambitious students and generous industry partners,” Feinstein said. “That trifecta will continue to be what propels us in the future.”
Building a Legacy

A long, loving marriage, 11 herbs and spices and Sizzler steaks do not seem to be ingredients for a thriving college.

Yet these three factors have certainly helped steer The Collins College of Hospitality Management to where it is today.

Carol and Jim Collins became college sweethearts at UCLA and married in 1950, the same year Jim graduated with a degree in civil engineering. It is to everyone’s benefit that their marriage has thrived for 58 happy years — and that Jim’s engineering career did not.

He changed careers in 1952. You could say that Jim saw a golden opportunity in golden arches when he met a pair of innovative brothers from San Bernardino. The two brothers ran
Jim Collins got his start in hospitality by opening a hamburger stand with his father-in-law in 1952.

a self-service hamburger stand called McDonald’s. Teaming up with his father-in-law that same year, Jim opened a hamburger stand of his own in Culver City called Hamburger Handout. After working every day for five years, he opened a second, and by 1959 his chain had grown to four locations. It was a sign of things to come.

“In 1952 everybody wanted self-service food and there wasn’t any,” he said. “We had perfect timing because people were all of a sudden in a hurry, and they wanted to eat fast and move on.”

In 1960, Jim met Colonel Sanders and saw immense opportunity in Kentucky Fried Chicken. “At that time there were no take-home chicken stands in the world,” Jim said. That would soon change.

By 1963, Jim became the exclusive agent to represent Kentucky Fried Chicken from San Luis Obispo to San Diego. He opened 240 take-out KFCs by 1968. Branching out ever further, he and two fraternity brothers partnered to purchase the Sizzler Family Steak House chain from its originator in 1967. The next year their company went public as Collins Foods International, Inc. Shares had an astounding early success on the stock market, and debuted on the New York Stock Exchange in 1973. Eventually, Collins’s company went on to operate 700 Sizzler restaurants in the United States and Australia.

In 1991, Jim sold the domestic Kentucky Fried Chicken stores to PepsiCo and Collins Foods reorganized as Sizzler International, Inc. He became the company’s chairman emeritus in 1999. When the Pacific Equity Partners acquired the company in 2005, it operated 336 Sizzler restaurants worldwide, 107 Kentucky Fried Chicken restaurants in Australia, and 15 Pat & Oscar’s restaurants in Southern California.

During their 58 years together, Carol and Jim Collins have reaped the greatest rewards that life has to offer. With four children — Cathy, Kelly, Michael and Melissa — and many grandchildren, their family life is rich. And with all their blessings, they have always given back to their industry, and to educational institutions and community organizations. They in turn have become a blessing to all those whose lives they have touched.

Carol and Jim Collins have been the pre-eminent benefactors of The Collins College of Hospitality Management in addition to remaining strongly dedicated to UCLA, the YMCA of Metropolitan Los Angeles, the YMCA’s Westside branch and the Boys & Girls Club of Venice.

When asked why they give, Jim said, “In each case we devoted a lot of time to the organization and when able, have donated some funds. When I first got involved with the UCLA alumni board, I didn’t have any money. The money has always followed the time.”

Carol and Jim Collins have remained dedicated to the institution that brought them together. Among many other things, they have played significant roles in the founding and building of UCLA’s John E. Anderson Graduate School of Management and John Wooden Recreation and Sports Center. Jim was also the National Chairman of the $373 million fundraising effort known as the UCLA Campaign in 1982.

Carol has given her time as a member of the Board of Directors of her first alma mater, Seeds University Elementary School at UCLA. An active participant in the Junior League of Los Angeles, she has enjoyed singing with “The Larks” at hospitals and nursing homes. As a member of the Nine O’Clock Players, a part of the Assistance League of Southern California, Carol brought the joy of theater and music into children’s lives for many years.

Additionally, they established the James A. Collins Youth Center, home to the Boys & Girls Club of Venice, a place that at any one time plays a positive role in the lives of 1,800 children and teens. The Collins Family Foundation, which is headed by their daughter Cathy, primarily supports educational programs from kindergarten to college.

Carol and Jim Collins’ donations to Cal Poly Pomona have enabled the hospitality management program to expand and be consistently ranked among the best in the nation.

When Jim opened his first Hamburger Handout in 1952 he wasn’t much older than the current students today. He believes the hospitality industry was much simpler back then. Running a hamburger stand consisted of frying hamburgers, making milkshakes, serving cold drinks and frying French fries, he said.

“It took me a month to learn how to run a hamburger stand,” he recalled. “Cal Poly students are learning how to operate restaurants and manage hotels. It’s a different business now, and they need to be ready for it.”

In 1999, with a $10 million gift, Carol and Jim Collins enabled what was then called the School of Hotel and Restaurant Management to significantly grow in terms of students and facilities. Their support has not ended there. They have made subsequent donations and actively participate in college events such as commencement and the college’s signature fund-raising event.

“It’s important to me to give back to the industry I’ve been involved with, which is hospitality,” Jim said. “A buddy of mine Al Levine got me started at Cal Poly Pomona. He invited me to lunch and said, ‘You are raising money all the time for UCLA’s capital campaign and we need your help at Cal Poly Pomona.’ That was 1982, and the rest is history.”

PHOTOS BY TOM ZASADZINSKI
Richard N. Frank has been spicing up the restaurant industry for more than half a century. The man behind Lawry’s Seasoned Salt essentially established prime rib as an American dining mainstay with his numerous national and international restaurants. For many years, Frank has graciously shared his success with The Collins College of Hospitality Management, in part by establishing the Richard N. Frank Distinguished Lectureship Series, which has provided students a chance to learn from successful leaders in the industry.

Frank first became involved at Cal Poly Pomona when his friends Jim Collins and the late Al Levie of Gulliver’s Restaurants, told him about the budding program in the early 1980s.

“Al said, ‘We’ve got this thing going on out at Cal Poly Pomona. They are trying to build a hotel and restaurant school,’ ” Frank recalled. “One thing led to another and I became really interested.”

In 1988, Hugh La Bounty, who was then-president of Cal Poly Pomona, approached Frank with the idea of starting the lectureship series as a way to augment the classroom experience of students by providing close interaction with leaders from the hospitality industry and other related disciplines.

“I thought it was a great way to bring people out to the university,” Frank said. “I think the series has helped develop a name for the school.”

The series has featured presidents and CEOs of major corporations such as Walt Disney Parks and Resorts, Host Marriott Corp. and Hilton Hotels as well as restaurateurs Jim Collins and Frank. The series not only provides invaluable exposure for hospitality management students, it also enables leaders from industry to improve the quality of, and assist in educating, new managers for the industry.
As someone whose career spans nearly 60 years, Frank sees tremendous value in preparing the next generation of leaders in hospitality. Frank has spent his career working in his two family business enterprises. His mother’s family, the Van de Kamps, and his father’s, the Franks, have been continuously associated in business since 1915. Two nationally recognized brand names, Van de Kamp’s and Lawry’s sprang from this association.

While president and CEO of Lawry’s Restaurants, Inc. and Lawry’s Foods, Inc. for more than 40 years, the companies underwent their greatest growth and development.

Frank was responsible for the development of the Lawry’s Foods, Inc. product line, from a tiny business in 1950 to national distribution and prominence. Lawry’s Seasoned Salt, with its fanciful “L” logo, is the largest-selling formulated seasoning in North America.

In a different vein, more than 50 years ago Frank also founded the now famous Lawry’s Beef Bowl, which serves the teams competing in the annual Rose Bowl game.

With Mary Alice, his loving wife of 61 years, he shares a full life with two daughters, Laurie and Susan, his son Richard and numerous grandchildren.

Philanthropy and involvement in education have played important roles in Frank’s life. He is a charter member of The Collins College’s Board of Advisors and remains an active board member. In addition to contributing funds to establish the Richard N. Frank Distinguished Lectureship Series, he regularly hosts students, staff and faculty at his Lawry’s The Prime Rib when they attend the National Restaurant Show in Chicago. He also graciously hosts Collins Connections, which are annual dinners designed to welcome new students and their families into the college community.

Frank is a long-standing trustee of his alma mater, Pomona College in Claremont, Calif., where he contributed funds for the construction and ongoing maintenance of the college’s Frank Dining Hall. Following his graduation from Pomona, Frank attended the Stanford Graduate School of Business. Other educational institutions he has served as a board member include Art Center College of Design, the Advisory Council of the Graduate School of Management at U.C. Irvine, and Westridge School for Girls in Pasadena.

Throughout his career he has always taken a certain piece of advice from his father to heart.

“My father told me that you sleep 1/3 of your day, you play 1/3 of your day and you work 1/3 of your day,” he said. “Since you have to work for 1/3 of your life, you better do something you enjoy - or what a waste.”

Jon L. Luther, CEO and chairman of Dunkin’ Brands will be this year’s featured speaker in the Richard N. Frank Distinguished Lectureship Series. He will give a presentation titled “Lessons on Leadership” on Tuesday, October 14, 2008, at 1 p.m. in the college’s Building 79-A.

OPPOSITE PAGE, FAR LEFT: Then-President Hugh La Bounty takes the podium during one of the first installments of the Distinguished Lectureship Series. (from left) Richard N. Frank, Jim Collins and Dr. Bob Small are seated.

LEFT: Richard N. Frank visits campus often to guest lecture during classes. In the spring he spoke to one of Dr. John Self’s management classes.

THIS PAGE: Richard N. Frank, center, was awarded the 2005 Robert Mondavi Wine & Food Award at the 12th annual Harvest Auction at Cal Poly Pomona. He is flanked on the left by his son Richard and wife Mary Alice, and on the right by President Michael Ortiz and Dr. Jerry Chesser.
THE COLLINS COLLEGE OF HOSPITALITY MANAGEMENT honored the life and legacy of Carl Karcher, the founder of Carl’s Jr., by awarding him posthumously with the 2008 Robert Mondavi Wine & Food Award on May 4. The presentation ceremony took place at the Margaret M. & Carl N. Karcher Plaza prior to the university’s inaugural Southern California Tasting & Auction where numerous restaurants, wineries and breweries generously participated.

The Robert Mondavi Wine & Food Award honors individuals whose vision and leadership have advanced the American wine and food industry. Karcher, 90, opened his first hot dog cart in Los Angeles in 1941. What started as a modest business grew exponentially over the years. Now there are more than 1,100 Carl’s Jr. locations. The fast-food chain is owned by CKE Restaurants, Inc., which also runs nearly 2,000 Hardee’s restaurants.

Karcher had been an enthusiastic supporter of Cal Poly Pomona and The Collins College of Hospitality Management. He was one of the first industry leaders to work with faculty and administrators to develop what is now the college. He provided major donations for the program’s two capital campaigns in the 1980s and 1990s and served as co-chair of the second campaign to expand the college’s buildings. The Margaret M. & Carl N. Karcher Plaza was named in his and his wife’s honor during the university’s Founders’ Day festivities in 1997.

“This is a special day for all of us because of the great relationship Carl enjoyed with the university,” said Cal Poly Pomona President Michael Ortiz, during the ceremony in May. “I want to thank all of the members of the Karcher family who are with us today to celebrate Carl’s legacy. He made an extraordinary difference for Cal Poly Pomona and we are so grateful.”

Dean Andy Feinstein presented the award to Karcher’s sons Carl L. Karcher, president of CLK, Inc., and Joe Karcher, president of JCK Restaurants, Inc. and an alumnus of the program, and Ted Abajian, executive vice president and CFO of CKE Restaurants, Inc.

“Our connection to the Karcher family spans almost 40 years. In addition to Carl planting the seed that grew into The Collins (College) of Hospitality Management, he was actively involved in the process,” Feinstein said. “As an individual and as a member of our Board of Advisors, Carl’s leadership and contributions helped us earn the respect that we possess in the hospitality industry and in the world of hospitality education.”
This past May, The Collins College of Hospitality Management participated in the university’s inaugural Southern California Tasting & Auction. Many restaurants, wineries and breweries who have been longtime supporters of the college hosted booths where guests could sample delicious cuisine, beer and wine.

“This was the first time many of the college’s friends and industry partners extended their generosity on such a large scale to the general university community. Guests of the event had a very positive experience due largely to the resources provided by the restaurants, wineries and breweries,” Dean Andy Feinstein said. “I want to thank them for their contributions and support and let them know how much I appreciate their willingness to participate.”

These companies or organizations were represented at the Southern California Tasting & Auction on May 4, 2008:

**Wineries and Beverage Groups**
- Andiamo Vineyards
- Beringer Vineyards
- Catena Alamos
- Chateau Maris
- Chateau St. Jean
- Chateau Ste. Michelle Winery
- Cosentino Winery
- EOS Estate Winery
- Galleano Winery
- Gnarly Head Cellars
- Hahn Estates
- Hart Winery
- Heron Wines
- Irony Wines
- Kenwood Vineyards
- Lake Sonoma Winery
- Liberty School
- Lodi-Woodbridge Winegrape Commission
- Los Angeles International Wine & Spirits Competition 2008
- The Pepsi Bottling Group
- Piper Sonoma
- Regal Wine Company
- Robert Mondavi Winery
- Santa Cristina
- Simi Winery
- South Coast Winery
- Tesori Wines
- Treana Winery
- Valley of the Moon Winery

**Restaurants and Specialty Stores**
- Border Grill and Ciudad Catering
- Buca di Beppo
- El Cholo
- The Cellar
- The Cheesecake Factory
- Claim Jumper Restaurants
- Dave & Buster’s
- Farm Store at Kellogg Ranch
- Fleming’s Prime Steakhouse & Wine Bar
- Foundation Dining Services
- Graber Olive House
- Green Street Restaurant
- The Grill on the Alley
- Jody Maroni’s Sausage Kingdom
- Kellogg West Restaurant
- KFC
- King’s Fish House
- Lawry’s Catering
- Lucille’s Smokehouse Bar-B-Que
- Marie Callender’s Restaurant & Bakery
- McCormick & Schmick’s Seafood Restaurant
- The Melting Pot
- Mimi’s Café
- Outback Steakhouse
- Panda Inn
- Polly’s Pies
- Ralph Brennan’s Jazz Kitchen
- The Restaurant at Kellogg Ranch
- RED
- Red Lobster
- Smitty’s Grill
- The Forks Chop House
- Tracht’s

**Breweries**
- BJ’s Restaurant & Brewhouse
- Dale Bros. Brewery
- TAPS Fish House & Brewery
During his professional internship with Panda Restaurant Group, Dean Andy Feinstein spent time learning about the group’s corporate culture in addition to many tricks of the trade, like the secret to Panda Express’s fried rice.
Interns are typically college students just getting started in their careers. They may be testing the waters here or there to find a good professional fit. Interns are not usually professors or deans with advanced degrees and eight-page resumes. But where’s the fun or use in always being typical?

At The Collins College of Hospitality Management, some professors and even the dean have spent time in the summer gaining a variety of industry experience through professional internships. Ranging from one- to two-weeks long, these internships allow faculty to stay on top of current trends and build stronger connections with industry partners.

“My week with Panda was an amazing experience. I was exhausted by the end, but I left with a real appreciation for their style of management and the value they place on each other and their customers,” he said. “They extended incredible hospitality to me. Plus everywhere I turned, I met one of our alumni.”

From corporate leaders such as Concept Director Luther Kwok ’90, to frontline managers like Panda Express General Manager Donny Joo ’06, Feinstein met alumni nearly every step of the way.

“I was thrilled to see that our recent alumni like Donny are trusted and prepared to run some of Panda’s busiest restaurants,” the dean said. “That shows how our students leave here prepared to be effective managers.”

Collins College Board of Advisors member Linda Brandt, who is Panda Restaurant Group’s chief people officer, helped the dean set the ball in motion to do the internship. Panda’s Vice President of Operations Stanley Liu and Regional Director of Operations Stephen Lowe each gave Feinstein an insider’s look into the restaurant group and how it has grown into one of the nation’s largest family-owned businesses. The company has more than 1,100 sites in 36 states including Puerto Rico.

“Everyone at Panda who met with Dr. Feinstein gained further insight into The Collins College,” Brandt said. “As we work to develop the Panda School of Learning, we will be looking to our colleagues in higher education like the Collins team for input and assistance. During Dr. Feinstein’s week with us we also discussed establishing a strong internship relationship with the college.”

At The Collins College, where there is a history of strong ties with industry, many faculty members have spent time in the summer doing a variety of faculty internships. Lecturers Helen Gavin and Lesley Butler are two just to name a few. Gavin boosted her hotel experience interning for a few weeks last summer with the Hilton Anaheim Hotel.

While Butler traveled to Italy last summer on a trip sponsored by Bedford International, an exclusive importer of fine Italian wines. The purpose of the trip was to learn about Italian wines imported by Bedford International and the regions of Italy producing the different varietals of wine.

“During my trip, I was introduced to winery owners, toured properties and sampled fabulous wines,” she said.

Feinstein believes students benefit greatly from professors who are on top of current marketplace trends.

“All of our faculty members have extensive professional experience. However, these internships keep us fresh and ultimately that benefits our students,” he said.

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Cal Poly Pomona is known for harvesting many things. Oranges, avocados and strawberries come to mind. Vegetables, herbs and zinfandel grapes growing on hillsides near The Collins College can be included as well, thanks to partnerships with the College of Agriculture.

This fall, a new vegetable and herb garden just outside the Restaurant at Kellogg Ranch is expected to create a bounty of fresh produce for the RKR, and nearly three acres of hearty zinfandel grapes have been harvested for the first vintage of Cal Poly Pomona wine.

The vintage may be a first for the university, but these vines are rooted in local history. Cuttings from the historic De Ambrogio Ranch vineyards in Rancho Cucamonga were grafted four years ago in order to preserve some of the Inland Empire’s viticulture past and create a new learning opportunity for students. Don Galleano, who operates Galleano Winery in Mira Loma and Galleano Enterprises, the largest shipper of grapes in Southern California, donated the cuttings to the university in order to preserve an aspect of the region’s history.

“This valley used to be the country’s largest grape-growing region,” says Dr. Bob Small. “With urbanization, that industry is virtually dead here.”

Dr. Daniel Hostetler, chair of the Plant and Soil Sciences Department within the College of Agriculture, has overseen the planting and cultivation of the vines. It takes a few years for new vines to grow grapes mature enough to make wine, and this fall the grapes are ready. The grapes have been taken to South Coast Winery in Temecula, where Master Winemaker Jon McPherson will oversee the vinification process.

When the wine is toastable and the herbs and vegetables are grown, you can expect to see them on the menu at the Restaurant at Kellogg Ranch.
Industrial Strength

Since The Collins College of Hospitality Management was a fledging department in the College of Business Administration 35 years ago, professors have enriched their instruction by keeping their fingers on the pulse of industry trends. That tradition is alive and well through the ongoing participation of the Board of Advisors.

The college works hand-in-hand with this group of key hospitality leaders to ensure the program’s methods and practices are consistent with those of the industry and that its curriculum is aligned with industry needs. Additionally, board mentorships and internships provide Collins College students the opportunity to benefit first-hand from the experience and knowledge of this expert group, and are invaluable assets in building the hospitality leaders of the future.

Here’s a look at who they are:

**Chairman**
Howard R. Gordon
CEO
The Gordon Group

**Board Members**

Andy M. Abelman
Director of Kellogg West/Managing Director of Cal Poly Pomona Foundation, Inc.

James O. Abrams
President & CEO
California Hotel & Lodging Association

Donald B. Ayres, III
Principal
Ayres Hotels

Bruce Baltin
Senior Vice President
PKF Consulting

Russell Bendel
CEO
Habit Restaurants, Inc.

Stephen K. Bone
Principal
SK Bone and Associates

Linda Brandt
Chief People Officer
Panda Restaurant Group, Inc.

James E. Henwood, Jr.
President & CEO
Fairplex

Charles L. Keagle
CEO
The C & C Organization

Jeff King
Chairman of the Board
King’s Seafood Company
Founder
Jeff King Consulting, Inc.

James H. Little
Principal
Cini-Little International, Inc.

Richard Martin
Executive Editor
Nation’s Restaurant News

Arte Nathan
Vice President, Human Resources
Resort Properties Division
The Irvine Company Resort Properties

Mary Niven
Vice President, Resort Food & Beverage
Disneyland Resort

J. Michael Ortiz
President
Cal Poly Pomona

Stephen T. Pettise
Managing Principal
Golden Spike Resources Group

David A. Phifer
Consultant

Tim Pulido
President
Mimis Cafe

Donald H. Salk, D.D.S.
Vice President
Wolfgang Puck Fine Dining Group

David Schneiderman
Sniffer / Swirler
Southern Wine & Spirits

Bruce J. Schwartz
Retired Chairman & CEO
SYSCO Food Services of Los Angeles, Inc.

Eddie Sheldrake
CEO
Polly’s, Inc.

David A. Sherf
Senior Vice President, Real Estate & Asset Management
Hilton Hotel Corporation

Larry Shupnick
Senior Vice President, Development & Acquisitions
Interstate Hotels & Resorts

Edward (Ned) F. Snavely
General Manager
Aliso Creek Inn

Robert Spivak
Co-Chairman & Founder
The Grill/Daily Grill

Maureen Trippe
Director of Global Accounts, West Division
Ste. Michelle Wine Estates

Jackie B. Trujillo
Retired Chairman of the Board
Harman Management Corporation

Eva N. Wassermann
Principal
State Parkway Advisory
Fifty Cal Poly Pomona students received a special opportunity to learn about wine from three of the top wine specialists in the world. Master Sommeliers Fred Dame, Tim Gaiser and Sally Mohr conducted a rigorous two-day seminar during the winter quarter which included lectures about wine from around the world, 20-plus blind tasting evaluations and a 45-minute written exam.

The Court of Master Sommeliers was established in 1977 to encourage improved standards of beverage knowledge and service in hotels and restaurants. Education was then, and remains today, part of the court’s charter.

“Master Sommelier is a title held by fewer than 150 people worldwide. Our students were absolutely learning from the best,” said Associate Professor Margie Ferree Jones. “The instructors arrived each day sporting their navy blazers donning the court badge. Students were asked to address the group as ‘masters’ and ‘fellow students.’ This classroom kept everyone on their toes.”

Cal Poly Pomona is the second university in the country to be invited to participate in the Level One - Court of Master Sommelier program offered by the Guild of Sommeliers Education Foundation and sponsored by the Société Mondiale du Vin. The guild offers this course to college students because it sees them as the future of the wine industry, Dame explained. By offering this course on campus, Dame hopes to give students a sense of the organization’s commitment to excellence, a base knowledge about wine and to raise students’ awareness about the expectations of professionals in the wine industry.

Students eligible for the course have taken The Collins College’s Wines, Beers, and Spirits course; and most have taken the Advanced Wine course and the Beer and Culture course. Many hospitality management students took this seminar; however, students studying international business marketing, economics, political science, engineering, agronomy and food marketing also participated.

“Wine is a big part of the California economy and a topic that interests students who believe that knowing something about wine will be useful in life-long learning and in their careers,” Ferree Jones said. “Given that, it’s no surprise a special seminar like this attracts students from a variety of disciplines.”

In addition to the two-day seminar for students, The Collins College had a unique opportunity to partner with the Court of Master Sommeliers to further wine education. In June, Gaiser, who is director of education for the group, and Master Sommelier Paul Roberts, who is the new estate director for the Harlan Estate BOND project and before that was wine director for the Thomas Keller Restaurant Group, filmed an instructional video about wine in the Restaurant at Kellogg Ranch.

For the video, Roberts demonstrated how to decant red wine as well as properly uncork Champagne, while the college’s Efren Gomez, information technology consultant, Lisa McPherson, director of communications and external relations, and students Jason Oh (a level-one sommelier) and Gabella Kwan, acted as diners.
Fostering Faculty Development

The Collins College Faculty Fellows Program provides private and corporate partners a unique opportunity to significantly impact the hospitality industry by supporting educators who play an integral role in the development of future hospitality management professionals.

Jian (Jane) Zhang  Zhenxing (Eddie) Mao  Neha Singh  Myong Jae (MJ) Lee

This fall, under the direction of Dean Andy Feinstein, The Collins College is launching a fund-raising initiative to support the professional development of several faculty members.

The Collins College Faculty Fellows Program will be seeking $25,000 sponsorship commitments, renewable annually for a term of three years. These sponsorships will enable the college to subsidize a faculty member’s reduced course load and will provide the special resources that will allow him/her to spend a greater portion of their time engaged in academic and professional development activities.

“Despite the challenges presented by state salary limits and the high cost of relocating to, and living in, Southern California, The Collins College has succeeded in building a strong, diverse faculty,” Feinstein said. “However, if we are to continue to compete with other top hospitality programs, we must be able to provide a level of support that will ensure a faculty member’s ability to develop to his/her full potential.”

Dr. Myong Jae (MJ) Lee and Dr. Zhenxing (Eddie) Mao joined the faculty in 2006 and Dr. Neha Singh and Dr. Jian (Jane) Zhang joined in 2007. New professors in particular, require special attention as they are faced with issues of joining a new academic community, establishing their teaching activities, and navigating a new institution. Further, as tenure-track faculty, they are expected to establish their research agenda, to serve on college and university committees, and to provide service to the community and the discipline.

The Collins College Faculty Fellows Program provides private and corporate partners a unique opportunity to significantly impact the hospitality industry by supporting educators who play an integral role in the development of future hospitality management professionals. Investing in the quality of today’s educators is a long-term investment in the quality of tomorrow’s leaders and in the future strength of the hospitality industry.

For more information regarding The Collins College Faculty Fellows Program, please contact Director of Development Randi Kirshbaum at (909) 869-4786 or rlkirshbaum@csupomona.edu.

PHOTOS BY TOM ZASADZINSKI
The 2007/2008 academic year has been marked by big changes at The Collins College of Hospitality Management. Dean Andy Feinstein joined The Collins College family in December, coming here by way of University of Nevada Las Vegas. This summer Michael Godfrey, who has taught for more than 10 years at the college, replaced Joe Casey as interim associate dean. Casey had come out of retirement two years ago to help run the college with interim Dean David Klock. Klock is now dean of the School of Business at the University of Alabama at Birmingham.

In addition to teaching, Dr. John Self has provided leadership on a university-wide level as chair of the Cal Poly Pomona Academic Senate. The senate provides a system of shared governance and formal forum for faculty discussion. This demanding position required a significant time commitment during the past academic year. Self is also the new treasurer of the International Council on Hotel Restaurant Institution Education (ICHRIE). Dr. Jim Burke also provides campus-wide leadership as chair of the university’s Reappointment, Tenure and Promotion (RTP) Committee. This group is principally responsible for performance reviews of faculty members throughout the university.

Nearly 250 degrees were granted to students this year. But a few were also granted to faculty. Chef Ernie Briones was selected as the 2007/08 outstanding scholar in the College of Education’s Masters of Arts in Career and Technical Education program at Cal State San Bernardino. Lecturer Lesley Butler earned this top honor last year when she and Chef Scott Rudolph graduated from the same program. Associate Professor Margie Ferree Jones earned her Ph.D. from Claremont Graduate University and Associate Professor Don St. Hilaire earned his Ed.D. from Pepperdine University. St. Hilaire was also nominated by students to be the college’s Outstanding Advisor of the Year. New faculty members Jian (Jane) Zhang and Neha Singh each earned their doctorates in 2007. Zhang went to Purdue University and Singh attended Temple University.

In September 2007, Ferree Jones and St. Hilaire were promoted to associate professor and Dr. Ben Dewald was recently promoted to full professor, which is the highest and most distinguished academic rank at Cal Poly Pomona. Of note, Dr. Jerry Chesser cooked up a big win as the 2007 American Culinary Federation’s Western Region Chef Educator of the Year Award, and Myong Jae (MJ) Lee was selected for the Provost’s Teacher Scholar program, which assists Cal Poly Pomona faculty, staff and students to obtain externally funded research support.

DURING THE PAST YEAR, several Collins College professors have teamed up to research, write, publish and present studies together. Dr. Jeff Brown, and Self, worked together on “Giving Credit Where Credit Is Due: A Study Of Anti-Plagiarism Detection Software In The Classroom,” which will be published in the Journal of Hospitality and Tourism Education. They also presented “Student Plagiarism: Can ‘Turnitin.com’ Turn It Off?” at the 2007 ICHRIE Conference.

In order to learn more about how students learn, Brown and Lecturer Barbara Jean Bruin developed and presented a study on an assessment tool measuring students’ shared experience in a restaurant operations course for the Journal of Hospitality and Tourism Education and the 2008 ICHRIE Conference.

Dewald and Self had their article “Cross Cultural Training For Expatriate Hotel Managers” accepted by the International Journal of Hospitality and Tourism Administration. The journal is due out later this year. The pair also co-wrote “Tipping Is Becoming Russia’s Cup Of Tea” for Anatolia: An International Journal of Tourism and Hospitality Research, and they presented “Turnover, It’s The People Stupid:
Exploring Determinants Of Employment Tenure” at the 2008 ICHRIE Conference. Dewald and Ferree Jones, presented “Wine Training In Multi-Unit, Casual Dining Restaurants” at the 2007 ICHRIE Conference. Dewald also teamed with Zhang to present “Experiential Values For Casino Hotels In Macao” at the 2008 ICHRIE Conference.

Lee and Singh presented “Perceived Justice Needs And Recovery Actions In The Hotel Industry: A Text-Mining Approach” at the 14th Asia Pacific Tourism Association’s Annual Conference from July 9-12, 2008 in Bangkok, Thailand.

Other Scholarly Work

Brown wrote a guide for the use of mock danger and postmodern simulacra in hospitality operations for The Journal of Culinary Science and Technology. He also has two articles under review by The Southern Educator; Georgia Southern University Electronic Journal. They are “Faulkner v. Jones: The Citadel’s Single-Gender Admissions Policy From A Feminist-Structuralist Standpoint” and “Harriet Beecher Stowe’s Uncle Tom’s Cabin: The Early Stirrings Of The Feminist Movement In The United States Of America c. 1830 To c. 1880.”

Chesser recently released the 4th edition of “The World Of Culinary Supervision, Training And Management,” his widely used textbook originally co-authored by the late Noel Cullen.


Feinstein published the 7th edition of “Purchasing: Selection and Procurement For the Hospitality Industry” with co-author John Stefanelli. They also published an instructor manual and student workbook to accompany the book. In the last year, Dean Feinstein also co-wrote five articles in refereed journals, four articles in refereed conference proceedings and gave four presentations at professional meetings. Two of his co-authored papers won best paper awards at the 35th annual Association for Business Simulation and Experiential Learning.


Dr. Edward Merritt has three books Crafting Your Personal Brand: A How-to Guide for Young Leaders; Strategy: Planning and Implementation; and Strategic Leadership: Essential Concepts, all due out soon. He also contributed the International Dictionary of Hospitality Management’s sections on restaurants and foodservice, and private club management.
When I first started drinking wine, it was either red or white. Red was bitter; white was sweet; and the fruitier the better. It was not until I took Dr. Bob Small’s Wine, Beer and Spirits class that I came to realize the diversity of grapes and the wide range of wines they can become. I grew to understand the process of winemaking and the art of food and wine pairing. It was then that I became increasingly interested in the field of wine and knew it would be an inevitable path in my future.

It is a lifestyle to appreciate wine. Take for instance sipping a refreshing rosé in a lazy summer afternoon or enjoying an intense full-bodied cabernet sauvignon with a fine piece of grilled steak. Food simply tastes better when consumed with the right wine. And why wouldn’t it? Wine is made to be enjoyed with food. They are the perfect couple. With the right match, there is love for eternity. I once read an article written by Chef Richard Hyman describing Nebbiolo grapes, which make Barolo wine, as a woman who “would be the tall, dark haired, leggy supermodel in the slinky black dress, winking at you lasciviously from the corner of the bar.” Few feats in the culinary world can invoke such deconstructed passion.

Barolo, like many other wines made from the indigenous grapes of Italy, is a dark, robust and bold wine with an intense earthy aroma. Italy is well known for its long history of winemaking and the variety of wines it produces. Last year, I was among a few students chosen from the United States to experience the splendid hospitality of the Mariani family, who founded Banfi Vintners. The scholastic trip gave hospitality management students like me a vivid opportunity to learn more about Italian wines. The seven-day trip included airfare, accommodations, guided tours and the most abundant meals I have ever experienced. Each meal included the tasting of eight different wines. It was quite a treat.

Bill Whiting, director of wine education, and Neil Trimble, vice president of advertising for Banfi, accompanied our group of students and professors. Their expertise created an unforgettable introduction to the warmth and welcomeness of Italian culture.
group gained a close look at Italian wine production, methodology and learned the philosophy Italian vintners infuse into the business of winemaking.

Our amazing journey began in Milan. On the morning of our arrival we were greeted enthusiastically by Mr. Whiting and Elizabeth, our translator for the entire tour. We immediately set off to our first destination for lunch and a tour of Vigne Regali, a winery in Piedmont which Banfi acquired controlling interest in nearly 30 years ago. This 130-year-old winery is known throughout Europe for making excellent sparkling wine by using the classic method – champenoise – where fermentation occurs in the bottle. After departing Piedmont, we arrived at a historical town of Reggio Emilia, where the first site of the Italian Parliament was erected. That evening, we enjoyed dinner under the starlight at a lovely restaurant in the courtyard of the town square. We laughed and mingled over prosciutto and pinot grigio with our new found friends and eagerly awaited the upcoming events for the next several days.

We visited the Parmigiano-Reggiano cheese producer where wheels after wheels of parmesan cheese are made and aged in the traditional way. Most of us could not keep our hands off this fresh and irresistible cheese paired with sparkling wine. Later on that day, we walked through the crushing center, wineries and bottling lines of Riunite, which Banfi Vintners has imported to the United States since 1968. Located in north central Italy, Riunite is the producer of the perfume-scented Lambrusco that we all came to love. The rest of our itinerary included touring a vinegar factory where we tasted balsamic vinegar aged traditionally in barrels, visiting a local olive oil maker that has been in business for generations, and a day spent strolling along the narrow, busy streets of Siena.

The highlight of the trip, of course, was visiting the Castello Banfi vineyard estate, established in 1978 and home to one of the most renowned Italian red wines, Brunello di Montalcino. This grand estate sits atop a hill in Tuscany overlooking its endless rolling grapevines through to the horizon. It was here that we came to appreciate the unparalleled generosity extended by the Mariani family and were deeply touched by the passion they have devoted to advancing wine education worldwide.

This trip was truly an eye-opening experience to learn about winemaking in Italy and the unfailing attempt of courteous gestures from the people I met. During the week, I came to appreciate Italian wines, a myriad of cuisines and most of all, the people of Italy. No matter where my future career takes me, I will always think of this trip as the inspiration to further embrace my passion in the world of food and wine.
Lisa McPherson, director of communications and external relations for the college, recently sat down with Dr. Edward Merritt, the James A. Collins Distinguished Professor of Management, to find out more about him and his teaching philosophy. Here’s what he had to say.

McPherson: Collins College professors are known for having considerable hospitality experience before teaching. Tell us about your hospitality background.

Merritt: I grew up on a small barrier island just off the coast of Florida. I was fortunate to work at the two world-famous resorts located there, Ponte Vedra Inn & Club and Sawgrass, part-time throughout my school years. Seeing firsthand the excitement of happy vacationers experiencing perhaps the most fun times of their lives, I realized the hospitality industry was the place to be. I eventually became general manager at Ponte Vedra and later at Sawgrass. The Stockton family owned both resorts and it was there that I first learned the importance of effective leadership. Jim Stockton always carried the torch. He was the keeper of the vision and mission. It was through his encouragement that we accomplished seemingly impossible goals. He was always generous in sharing the successes of the good times and he was noble in his willingness to work through the down cycles typical of real estate intensive developments. This style of leadership helped make him...
beloved in the eyes of returning resort guests, residents and employees alike. This atmosphere of trust and sharing helped the Stockton family be successful for more than 50 years.

McPheron: What brought you to California?
Merritt: The Stockton family finally sold both developments. One of the successor companies owned a large parcel of undeveloped land in Orange County. They asked me to help develop what was to become Coto de Caza. It was great fun, a huge challenge, and at the time, the largest gated community in Southern California.

McPheron: How did you make the transition into teaching?
Merritt: Ownership of Coto de Caza more or less followed economic cycles. The size and complexity of the development did not allow small or medium-sized organizations to succeed. By year six, Coto had grown from a population of around 100 or so to something around 10,000. Chevron, which had been a solid and reliable owner for four years, surprised us by deciding to sell the assets and get out of the business. I had planned to teach the second half of my career, it just took Chevron’s decision for me to realize that time had come. I needed a doctorate and knew that I wanted to end up back here at a university in Southern California. Cornell University offered me a terrific opportunity: I would move there, do research with a senior professor, teach and work on my doctorate. In return, the university forgave my tuition and paid me a modest stipend. How could I refuse? Margaret and I packed up, put the dogs in the station wagon, and drove to New York where we spent four incredible years. When I got toward the end of my program and started looking for a job, we were lucky that The Collins School had an opening. I started in January 2000 where I teach management courses.

McPheron: You have just published your fourth book. Is there a common theme to your books?
Merritt: Leadership is the overall theme. My first book focuses on leading organizations, the second on leading teams, my third on leading strategy and the fourth book reviews essential concepts of strategic leadership. I have a fifth book underway. For this book, I have interviewed almost 1,000 managers in developing advice that they think would be most helpful for up-and-coming, superstar-caliber leaders. It is a kind of quick start to success in helping young managers avoid pitfalls and seize opportunities.

McPheron: What makes you different as a professor?
Merritt: Successfully navigating more than 20 years in senior management and earning a Ph.D. in organizational behavior have helped solidify my belief that the most fundamental element of successful management is effective leadership. I believe strongly that an individual must establish a passionate vision, mission and overall goals and objectives in order to help focus an organization’s strategy. This is the backbone of leadership at its highest level.

McPheron: Do you mean to say that one individual must accept that level of responsibility if an organization is to succeed?
Merritt: Yes, almost without exception. It is usually one individual that has that burning commitment and desire for success. It is one person who envisions an idea, brings it along, and nurtures it when others say that it will never work. It is only by championing a cause that you can then put the right management structure in place to help your dream move forward. Southern California is rife with stories and legends of individuals who have transformed organizations from dream to successful reality. Leadership is alive and well. I can think of no better example than our own founding donor, Jim Collins. He and his wife Carol had a vision for a working person’s steakhouse in Sizzler. They saw a future in Kentucky Fried Chicken when the Colonel was still experimenting at his own kitchen table in Kentucky. They were able to envision the future, they were able to create a mission, and they were able to put together a management structure that was then able to successfully operationalize that strategy. Some might attribute Jim and Carol’s success to luck. I would argue that while luck never hurts, it could not sustain an organization for the better part of 40 years. Effective leadership and not luck is what endures. As Jim once told me when we were talking about his Sizzler story, “it was amazing that the harder we worked, the luckier we got.”

McPheron: What is perhaps the most important thing for a student to learn before graduating?
Merritt: Without doubt, the most important takeaway is to know how to think. Critical thinking is what separates a university education from vocational training. The real world is ambiguous. Effective leaders are those who can make sense from seemingly unrelated concepts (acquire data), determine a need (turn the data into information), and then champion a cause (develop vision, mission, and goals and objectives).

McPheron: How do you see the future for The Collins College?
Merritt: We sit in a great position. Having chaired the search committee to select our dean, Dr. Andy Feinstein, we have our leader in place. Andy has superb vision and great energy. We are well at work on our college strategy defining who it is (collectively) that we want to be. I also chaired the committee to take The Collins School to a college. We were successful and are officially a college, which gives us the right organizational structure to prepare for good growth. We will likely continue a high rate of growth and see ourselves positioned over the next few years to rank among the top five or so programs in size in North America. Southern California is a leader in hospitality growth and we want to ensure that The Collins College continues helping fuel that growth by educating successful future leaders. The future is bright.
Work is well underway to re-vitalize the Collins College Alumni Chapter. This fall the college and the Cal Poly Pomona Alumni Association will hold an election to re-establish the chapter’s executive board. Many alumni remain involved with the college and university, however in recent years concerted chapter-based activities have dwindled.

In order to get the chapter revitalized, a three-week nomination period will be held in October, which will be followed by a mail-in ballot election. Positions that need to be filled are: president, vice president, and secretary/treasurer. Additional positions could include up to three board members.

“We are looking for a group of enthusiastic people who are willing to dedicate some of their time and expertise to really re-energize our alumni program,” said Dean Andy Feinstein. “Active alumni are a wonderful resource for each other, current students and the college community at large.”

Thanks to the Hae & Shina Park in Memory of Dr. Donald Lundberg Alumni & Outreach Endowment – created by a $1 million donation from the Parks and a matching $1 million from Carol and Jim Collins – the college is able to dedicate resources for alumni relations and outreach. With the interest earned from the corpus of the endowment, the college has been able to hire Lisa McPherson as director of communications and external relations to oversee the development of the college’s alumni program as well as the production of Collins magazine, which will be published twice a year. McPherson comes to the college by way of Cal Poly Pomona’s Office of Public Affairs and before that she was a journalist for about seven years.

The push to dedicate staff time to building an alumni program began with Hae Park’s desire to see a more concentrated effort made to reconnect graduates with the college. As a hotel and restaurant management student in the late 1970s, Park found his niche at Cal Poly Pomona through the help of Donald Lundberg, the founding professor of what is now The Collins College of Hospitality Management. An encouraging force, Lundberg mentored Park, planting the seeds for his success as an undergrad and then an MBA student. As a life member of the Cal Poly Pomona Alumni Association, Park hopes to inspire other alumni to make a difference at their alma mater.

Later this fall, active chapter members will receive notification of the nomination period and will receive numbered ballots through the mail. Only active chapter members can vote and be elected. If you would like to join, contact the Office of Alumni Affairs (866) CPP-ALUM or e-mail cpalumni@csupomona.edu.
As founder of LearnAboutWine.com, he’s propelled understanding of wine to a wide audience

Certified wine professional and industry spokesperson Ian Blackburn likes to say he drinks wine for a living.

Since 1995, Blackburn has worked to develop LearnAboutWine.com, a Web site devoted to the education, service and enjoyment of wine. The site has become a recognized source of wine information and events in Southern California. Blackburn and his crew host more than 200 gatherings each year and keep up with 18,000 Web site subscribers.

In April, Blackburn was named the college’s Distinguished Alumni of the Year, an award presented by the Cal Poly Pomona Alumni Association. He graduated in 1991 and has since earned a reputation as an expert in his field. In 2004, Wiley Publications released Blackburn's first book, “The Pleasure of Wine,” and a follow-up book is in the works.

“My passion is helping people experience and enjoy wine,” Blackburn said. “We have come a long way as a culture during the last 10 to 15 years. Still, it is easy to become overwhelmed by how much there is to know about wine.”

The Los Angeles resident keeps his focus on demystifying wine for everyone, from the casual drinker to the potential collector. He considers wine an essential, almost medicinal, component of everyday life. His California vision includes a winery in every zip code — a move he is sure would benefit the community and the Earth.

“It stimulates me to work with wine and understand how it relates to food, history, geography, and how it all ties together,” he says. “My goal is to improve the wine culture of California. We have more than 5,000 wineries in the state, and as wineries become more competitive and specialized, we see more progress in the industry.”

Leading up to his career in wine education, Blackburn worked at all levels of the restaurant business. He (continued on page 34)

Honoring Alumni

The Distinguished Alumni Awards are presented by the Cal Poly Pomona Alumni Association. The awards recognize an alumus from each college who has had outstanding achievement in her/his profession, is committed to community service and maintains strong ties to the university.

The Collins College recipients are:

2008 – Ian Blackburn ’91
2007 - Ryan Dudley ’01
2006 - Art Barajas ’92
2005 - Hae Park ’78
2004 - Bridget A. Bilinski ’79
2003 - Bruce J. Gorelick ’78
2002 - Mark Augarten ’91
2001 - Eva Wassermann ’86
1999 - Paul Tchen ’90
1998 - Anthony Falls, Sr. ’76.
1997 - Steven G. Skoien ’84
1996 - Jeremy M. Eskenazi ’86
1991 - Micarl T. Hill ’85
1990 - Mark Peel ’78
1989 - Sam D. Manolakas ’76
spent 11 years within the distribution chain for Young’s Markets, Kobrand Corporation and Kenwood Vineyards and found his niche when he started training distribution representatives, restaurant managers and bar staff. He developed the curriculum he called “Wine Camp” that evolved into what is now his successful business.

As a student, Blackburn says he honed the skills he now uses in business. “The difficult schedule and the high expectations served us very well and made us better citizens, better employees and strong individuals,” Blackburn said. “It was amazing what we accomplished and how it shaped me and my abilities.”

While finishing his education, Blackburn helped open Checkers Hotel in downtown Los Angeles. There he was introduced to what he calls “the great world of wine.” Although he was only 20 years old at the time, Blackburn worked alongside famous chefs and developed a curiosity about food and wine pairings. He was also one of 17 students from the United States who was accepted into the Master of Wine Programme of London.

Because he wants to give back to the university and The Collins College of Hospitality Management, Blackburn is active in the Cal Poly Pomona Alumni Association’s mentor program and offers current students volunteer learning opportunities with his company’s events in Los Angeles.

He was profiled by Los Angeles Magazine in 2007, and is a regular judge for the annual Los Angeles International Wine & Spirits Competition at Fairplex, which is headed by Dr. Bob Small. Blackburn has taught classes at Cordon Bleu, Cal Poly Pomona, UCLA, as well as with corporate clients.

“I have a lifestyle, not a job,” Blackburn said. “A job is something you do to pay your bills. I have the privilege of doing what I would do if I didn’t need any money.”

(This story written by Jessica Wyland, originally appeared in PolyTrends, a publication by Cal Poly Pomona’s Office of Public Affairs.)

Cal Poly Pomona Alumni Association

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Be An Ambassador
Where Are They Now?

The Collins College of Hospitality Management boasts having more than 3,100 alumni who are spread out across the globe. In each issue of Collins, we will share news from our alumni to answer - “Where are they now?”

1970s

Andy M. Abelman ’77 shares what he learned as an HRT major with the university on a near daily basis. Abelman is the director of Kellogg West/managing director of Cal Poly Pomona Foundation, Inc. He is also a new member of the college’s Board of Advisors.

1980s

Vernon Getts ’83 is CEO of Healthview Inc. in San Pedro. HealthView, Inc. and its subsidiaries are dedicated to serving the disadvantaged, elderly, and those who suffer with severe mental illness. The non-profit corporation provides assisted living and dementia care for the elderly, home healthcare, out-patient physical therapy services, out-patient mental health services, as well as nursing and assisted living for the mentally ill.

Barbara Kitchens ’83 lives in Georgia and is a lieutenant colonel in the Army Reserve. In recent years she has served in Afghanistan and Kuwait.

1990s

Ronald A. Banaszak Jr., CCM ’95 is general manager/chief operating officer of the St. Francis Yacht Club in San Francisco. The club has more than 2,300 members whose yachting interests include racing, cruising, sailboarding, kiteboarding, water-skiing and more. Banaszak has been active with the Club Managers Association of America for more than 15 years. Notably, he was host/president of the CMAA’s International Wine Society as well as co-chair for the World Conference on Club Management, in 2004 and 2007, and the president of the Club Managers Association of Southern California in 2005.

Jill K. Bosich, CEC, CCE, AAC, CSFP ’93 is the chef/owner of Cowgirl Cookie Co., an online boutique that features many of the great family recipes she grew up with that inspired her to become a chef. Bosich recently joined the Culinary Arts department at Orange Coast College in Costa Mesa, Calif., and will head to Germany in October with U.S. Culinary Olympic Team to compete in the Culinary Olympics.

Shelley Doonan ’94 is the chef/owner of Off Citrus in downtown Covina, Calif. Off Citrus is a fine-dining restaurant specializing in California cuisine. The restaurant has been open since 1998.

Paul Viveros ’92 is the president and CEO of Alumni Marketing Insurance Services, Inc. in Montebello, Calif. He is also a former president of the Cal Poly Pomona Alumni Association.

2000s

After graduating in 2006, Samuel Anguiano attended The Culinary Institute of America at Greystone where he received the Outstanding Student Leadership award for his Accelerated Culinary Arts Certificate Program.

James Dial ’01 is still very much an active Bronco. The alumnus is catering manager for Los Olivos at Cal Poly Pomona. Los Olivos’ catering division earns about $400,000 in annual sales and is open to the campus and surrounding communities.

Dominic Donatoni ’04 is director of Room Operations at Aliso Creek Inn in Laguna Beach, Calif. Aliso Creek Inn is a unique and accommodating resort with 62 rooms and a 9-hole golf course tucked away in the picturesque Aliso Canyon.

Sara Houk ’04 has launched her own business called CBS Cupcakes, with partner Connie Barham of Hot Dog on a Stick. In addition to selling delicious treats at numerous fairs, including the Orange County Fair and Los Angeles County Fair, they cater parties. Houck and Barham plan to open a store in San Diego later this year.

Jeff Smead ’06 recently became the accounts coordinator for The Market Share Company in Key West. He oversees the corporate sponsorship and event planning departments for Fantasy Fest, one of the largest festivals in the state of Florida. Fantasy Fest attracts almost 70,000 revelers to Key West every October. The event involves collaboration between hotels, resorts and bars culminating with the Duval St. Fair and the Fantasy Fest Parade.

Marc Yim ’01 is a captain in the Army Medical Corps. He has completed three deployments to Iraq and most recently was stationed at the front-line hospital at the Victory Base Complex. Since graduating he has remained in touch with professors Don St. Hilaire and Barbara Jean Bruin. This past holiday season the three joined forces to have many gifts delivered to Yim’s troops in Iraq. For sparking such generosity, Yim returned to campus this past spring to give his former professors an American flag that had flown over the headquarters of the Multi-National Corps in Iraq.

Do you want to be included in the next Collins magazine? E-mail us at lmcpheron@csupomona.edu
Congratulations Graduates

Dean Andy Feinstein presents Howard Gordon with a special plate to thank him for giving the commencement address.

Sheree Cheng and Jessica Yu

(from left) Professors Don St. Hilaire, Jerry Chesser, Scott Rudolph and Barbara Jean Bruin enjoy the celebration.

President J. Michael Ortiz accepts the class gift from ASI Senator Chris Karim.
Hundreds of friends and family members gathered at University Quad on June 13, 2008 to celebrate the academic accomplishments of 246 graduates. The class of 2007/2008 marked the largest class to graduate from what is now called The Collins College of Hospitality Management.

PHOTOS BY TOM ZASADZINSKI

Heidi Boyle is the 2007/2008 Outstanding Scholar and Julian A. McPhee Honor Award recipient.

As mace bearer, Dr. Jim Burke proudly leads the 2007/2008 commencement processional.
Dr. Jerry Chesser demonstrates flambé Pan Perdú during Staff Appreciation Day on June 19, 2008.
Pan Perdú
Yield: 4-5 servings

8-10 baguette slices
1 egg, large
dash salt
1/4 cup sugar, granulated
1/2 cup cream, heavy
pinch cinnamon
pinch nutmeg
2 tablespoons butter, clarified

1. Place egg, salt and sugar in mixing bowl and whisk well
2. Add heavy cream, cinnamon and nutmeg blending well
3. Place baguette slices in custard mixture
4. Heat butter to just below smoke point
5. Place baguette slices in hot butter and cook until golden on both sides
6. Remove to plate lined with absorbent paper

Pan Perdú with Grand Marnier Syrup
Yield: 4-5 servings

1/2 to 1 tangerine/orange
1 oz. butter, clarified
1/8 cup sugar, granulated
8-10 Pan Perdú slices (see Pan Perdú recipe)
1/4 cup Grand Marnier

1. Cover tangerine/orange halves with cheesecloth
2. Melt butter in small fry pan
3. Add sugar and cook slightly to begin melting
4. Squeeze the juice from tangerine/orange into mixture, stirring constantly
5. Place Pan Perdú slices in pan, basting with syrup
6. Add Grand Marnier and flame, continuing to baste Pan Perdú slices
7. Remove slices to serving dish
8. Serve with whipped cream

Louisiana BBQ Shrimp
Yield: 4 servings

2 oz. butter
2/3 oz. garlic, chopped
2/3 oz. shallot, minced
2/3 oz. green onion, sliced
2/3 oz. red bell pepper, julienned
12 (at least) shrimp, fresh, peeled and deveined
1 1/2 teaspoon basil, fresh, chopped
1 1/2 teaspoons thyme, fresh leaves, chopped
2 tablespoons Worcestershire sauce
6 oz. beer, amber
to taste salt, kosher
to taste pepper, ground fresh
to taste hot sauce, Louisiana
8-12 French bread baguette slices

1. Melt butter in heavy bottom fry pan
2. Add garlic, shallot, green onion and red bell pepper, sauté 3-5 minutes until vegetables wilt
3. Add shrimp, basil, thyme, Worcestershire sauce, simmer, turning often until shrimp are pink and slightly curled (3-5 minutes)
4. Add beer, salt, pepper and hot sauce
5. Simmer until liquid is reduced by half
6. Remove from heat and serve in hot bowl with warm French bread
7. Serve hot with tartar sauce or cocktail sauce

Whipped Cream
Yield: 9 oz.

8 oz. cream, heavy
dash salt
1/8 cup sugar, powdered
1 oz. Whiskey (Jack Daniels if available)

1. Place cream in well-chilled mixing bowl with well-chilled whip, and whip on high until soft peaks form
2. Add salt and powdered sugar
3. Add whiskey
4. Whip until slightly stiff peaks form
5. Remove and store in refrigerator

They hooted and they hollered like Chef Emeril Lagasse yelled “Bam!” But in this case, it was The Collins College’s own star of Louisiana cuisine Dr. Jerry Chesser, FMP, AAC bringing some southern heat to Staff Appreciation Day. Chesser showed his gratitude to the standing-room only crowd of Cal Poly Pomona employees by demonstrating how to make Louisiana BBQ Shrimp and flambé Pan Perdú. And oh boy did they like it!

In each issue of Collins, we’ll share home-run recipes like these from our faculty. We hope you will try these at home and enjoy.