

SPRING 2009

In This Issue:

College & Kellogg West Expansion

A Q&A with Howard Gordon

Spotlighting Faculty Research

Collins

A publication by The Collins College of Hospitality Management



CAL POLY POMONA

Collins

A publication by The
Collins College of
Hospitality Management

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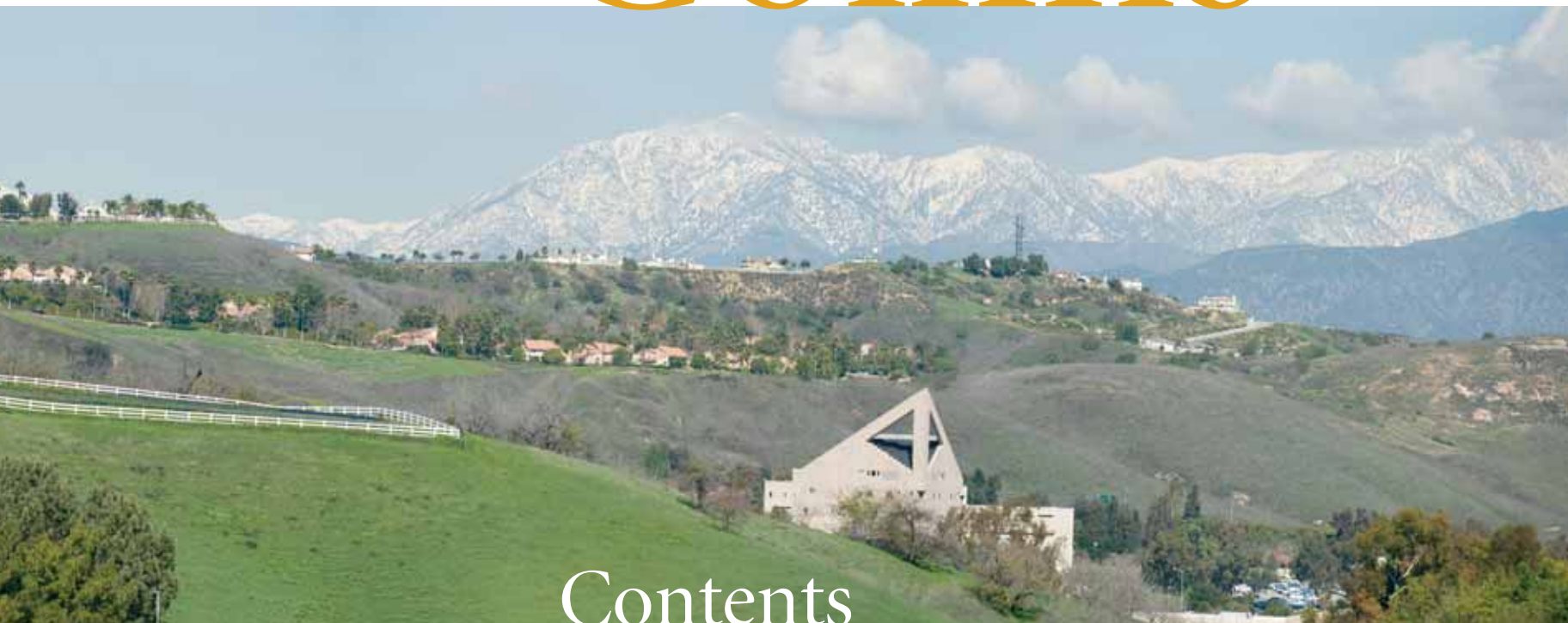
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ON THE COVER:

(from left) Liliana Doonan, Brent Grimm, Truc Le, Kaleriya Zelenskaya, Nardine Liauw and Alisha Kato. Photo by Tom Zasadzinski.

From the Dean's Desk



It is my pleasure to present the second issue of *Collins* magazine. We have had a busy and rewarding fall and winter. One of the most significant milestones this year has been the development of a strategic plan for the college. For more than a year, many faculty, staff, board members, alumni, and students participated in a strategic planning process. From these efforts, we have developed a plan that provides the college with a clear roadmap to lead us into the next phase of growth and change at the college. A vital part of this plan is articulating our vision, mission and core values to assure success of the college. They are:

VISION

Our vision is to shape the future of hospitality.

We seek to create an engaging university experience that embodies excellence in hospitality management education as we become a preeminent source of future leaders in this dynamic and growing industry.

MISSION

We are dedicated to advancing the field of hospitality management through:

- our collaborative learn-by-doing approach;
- our profound appreciation of diverse backgrounds, ideas, and cultures; and
- our strategic integration of scholarship, service, and applied learning

to benefit our stakeholders and the global hospitality industry.

CORE VALUES

- Our students are the most valued stakeholders of the college.
- We are learning-centered.
- Our faculty are teacher-scholars, valuing balance in their academic pursuits.
- We believe in the power of diversity and inclusiveness to positively impact our lives and the lives of others.
- We practice ethical behavior and instill this value in others.
- We inspire our stakeholders to value lifelong learning.
- We have an obligation to protect the environment.
- We believe that student success evolves from an environment where people enjoy what they do.

The strategic plan has given us the direction to create new programs, such as a Masters of Science in Hospitality Management that we aim to launch in fall 2010, and to bolster the ways that have already made the college one of the best in the nation. The college's Board of Advisors, headed by Chairman Howard Gordon, has been engaged and supportive of this plan. This fall, they collectively gave nearly \$300,000 in pledges to establish a fund that they will use to support the college's goals.

This winter, the college was also incredibly fortunate to receive a multi-million-dollar pledge from Carol and Jim Collins. They have pledged to match dollar-for-dollar \$5 million in donations for a \$10 million college expansion. I hope that supporters of the college heed the Collins' call and make matching donations. This expansion will create much-needed space to accommodate our growing enrollment and the future graduate studies program. We currently have four part-time faculty members sharing one office because of overcrowding. That will certainly not be the case when we open the new buildings. We are capitalizing on this project by establishing a stronger physical and pedagogical connection with Kellogg West Conference Center & Lodge. You can read more about these plans in this issue of *Collins*.

In addition to expanding the physical landscape of the college, we have been working hard to create a more valuable experience for our college community. We are putting the *hospitality* back in The Collins College of Hospitality Management. We brought back the Scholarship Recognition Luncheon and partnered again with PKF Consulting to host the annual Southern California Visitor Industry Outlook Conference. In March, the college hosted more than 200 prospective students and their parents during the Collins Connection. This open house event is designed to attract the best and brightest to enroll here at the college. I have also encouraged the student clubs to trade off organizing college-wide social events once a month. I have helped them financially with these lunchtime parties, but the students have taken the lead and hosted some really fun events.

Alumni are also getting more involved compared to recent years. The college is hosting alumni networking events in New York and Chicago. Plus the newly revised Alumni Chapter Board is hard at work developing many of its own events to bring alumni back into the fold. They are an enthusiastic group whose hearts are in the right place. I look forward to participating in and supporting their efforts.

This issue of *Collins* magazine is designed to give alumni and friends of the college a window into our life here at Cal Poly Pomona. From the new statewide Hospitality Management Education Initiative, to faculty research, to our new culinary garden and Horsehill Vineyards wine – we have a lot of wonderful things underway that you will learn more about in this issue.

Last but not least, I want to extend a big congratulations to the college's Club Managers Association of America student chapter. They earned national chapter of the year at the 2009 World Conference, for the second year running. If they were a basketball team, this would be like sweeping the NCAA Division I Tournament two years in a row. I am proud to have them on the cover of our second issue.

Please enjoy the magazine.

Andrew Hale Feinstein
Dean and James A. Collins Distinguished Chair
The Collins College of Hospitality Management

MICROS Donates Equipment

MICROS SYSTEMS, INC. IS DONATING \$36,100 in equipment and software to overhaul the point-of-sale system in the Restaurant at Kellogg Ranch.

"We are thrilled to have this support from MICROS," said Dean Andy Feinstein. "Our students will get an opportunity to master MICROS' latest technology, which will give them an edge as they get out into the workforce."

The donation includes flat screen monitors for the kitchen, printers, a server and software. In addition to the restaurant, MICROS will provide printers and software for the student computer lab. This will give students an opportunity to learn how MICROS software works before they manage the restaurant, said Efren Gomez, the college's information technology consultant, who has worked closely with MICROS on this project.

MICROS representatives will also provide training for students, faculty and staff during the spring quarter.



College Hosts Statewide Culinary Cup

FIFTEEN HIGH SCHOOLS FROM ACROSS CALIFORNIA competed to see who had the best culinary and management skills on March 6 and 7 during the Boyds Coffee Culinary Cup at The Collins College.

Dr. Jerald Chesser CEC, CCE, FMP, AAC, directed many faculty, staff and students who ran the two-day event, which is the California Restaurant Association's Educational Foundation's annual ProStart competition. The judges included: Alumni Association President Art Barajas '92; 2009 Distinguished Alumni Jill Bosich '93; and Bob Spivak, who is a member of The Collins College's Board of Advisors and chairman and founder of The Grill/Daily Grill. Sam Facchini, president of Metro Pizza in Las Vegas and member of the National Restaurant Association's Board of Directors, also judged and emceed the Quiz Bowl.

This exciting competition brought together talented high school students from ProStart programs throughout California who collectively represent the future of the restaurant and food service industries. Newport Harbor High School took first place in the culinary competition and La Quinta High School took first place in the management competition. These teams advanced to the National ProStart Invitational in San Diego in April. Chesser, Chef/Lecturer Scott Rudolph and at least six Collins College students planned to volunteer during the culinary portion of the national competition.

Boyd Coffee Company, based in Portland, Ore., is the title sponsor. The company also sponsors the Oregon and Washington ProStart state competitions.

TOP: Jennifer Zhang from Scripps Ranch High School prepares ingredients during the statewide competition.

RIGHT: The team from Fallbrook High School gets cooking during the Boyds Coffee Culinary Cup.

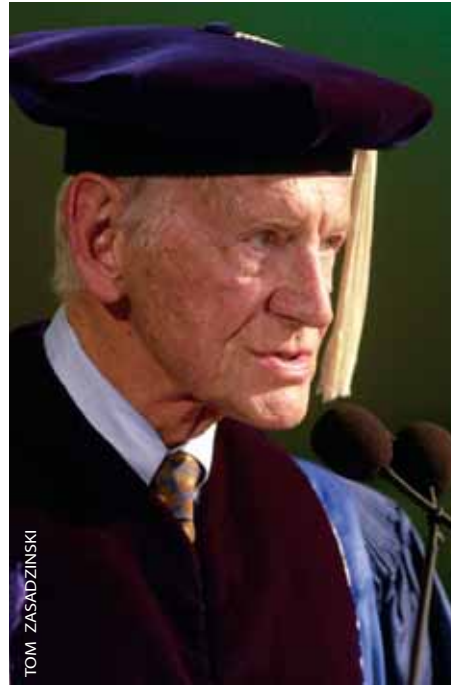


A Colorful Tradition

Painting the CPP letters on the hillside above the main campus is a beloved tradition at Cal Poly Pomona. Students trek up a steep trail to paint the letters with colors that represent their club, organization, or sports team. Collins College students from the Roundtable for Food Professionals club painted more than just the letters last November. No doubt, it took a few days to get all the paint out of their hair.



Richard N. Frank to be Awarded Honorary Doctorate



Richard N. Frank gave the keynote address during the 2004 commencement ceremony. This June, he will be awarded an honorary doctorate and join the distinguished company of Julia Child, Jim Collins and Andrew Cherng.

RICHARD N. FRANK, CHAIRMAN OF LAWRY'S RESTAURANTS, INC. and founding member of The Collins College's Board of Advisors, will be awarded an honorary doctorate in recognition of his dramatic impact on the restaurant industry and service to the university.

The honorary degree will be awarded by Cal Poly Pomona and the California State University on Sunday, June 14, during the college's 2009 commencement exercises in the University Quad.

A long-standing advocate and supporter of The Collins College, Frank established an endowed lectureship series bearing his name. The Richard N. Frank Distinguished Lectureship Series was established in 1988 to give

students a unique opportunity to hear directly from the industry's leaders and legends as they bring hospitality management to life through their own real-world experiences.

"Cal Poly Pomona is proud to recognize Richard N. Frank, who is truly an industry visionary," said Cal Poly Pomona President Michael Ortiz. "Richard helped build a family business into a company whose reputation for excellence is known around the world. As a member of The Collins College's board, he has also made himself available to the university and its students. The annual distinguished lecture series in his name is a reminder of his commitment to educating future industry leaders."

Frank joins the distinguished company of Julia Child, Jim Collins and Andrew Cherng who have also been presented with honorary degrees at Cal Poly Pomona.

In addition to his continuing role at Lawry's Restaurants, Inc., Frank is involved with numerous philanthropic and educational organizations in the greater Los Angeles area.

"In my long career I know that more than ever it is imperative that we invest in education because our industry and our economy require leaders to continue the growth of our country into the future. I am humbled and extremely pleased to be receiving this honor," Frank said.

CEO of Dunkin' Brands Speaks About Leadership

THE 2008 RICHARD N. FRANK Distinguished Lectureship Series in October featured Jon L. Luther, a veteran in the food-service industry. The then-CEO and chairman of Dunkin' Brands gave a speech titled "Lessons on Leadership" to a standing-room-only crowd in the college's Wine Auditorium.

Luther, who is currently executive chairman of the board at Dunkin' Brands, is a proven leader at creative brand development and at satisfying consumers who seek quality, convenience, and value in a quick-service restaurant setting. He was named chief executive officer of Dunkin' Brands in January 2003 and served in that role until late 2008. He became chairman of the board in March 2006. From February 1997 until December 2002, Luther was president of Popeyes Chicken & Biscuits, a division of AFC Enterprises. During his term, the company's store count grew 67 percent to 1,672 units, while average annual unit volume grew to over \$1 million, the highest in the chicken QSR category. With Luther at the helm, Popeyes won industry awards for menu strategy, store re-design and customer satisfaction.

Prior to Popeyes, Luther was president of CA One Services, a subsidiary of Delaware North Companies, Inc. He has also held leadership positions in the contract food-service division of the Marriott Corporation and at ARAMARK in Philadelphia, Penn., where he rose from vending sales director to become president of Davre's, ARAMARK's luxury restaurant subsidiary. Luther also founded Benchmark Services, Inc., a food-service management firm specializing in business dining for corporations, growing the business into a strong regional competitor.



The 2008 Frank Lectureship Series featured Jon Luther of Dunkin' Brands in October.



Nadine Liauw and gave Luther a gift on behalf of students.

Luncheon Honors Donors, Students

DEAN ANDY FEINSTEIN, who marked his first year at The Collins College in December, reinstated a long-standing tradition to honor scholarship recipients and donors last fall. The Scholarship Recognition Luncheon is a time to appreciate donors and congratulate students, who collectively earned about 120 scholarships during the 2007/2008 academic year.

Each year, Collins College students are eligible for more than \$100,000 in endowed college scholarships. Another \$100,000 is also available through professional organizations that have historically supported Collins College students.



Naoe Amemiya, in the front row on the right, attended the luncheon in October. A memorial scholarship endowment honoring her late husband, Hideo Amemiya, funded six scholarships this year.

"The college had not hosted the Scholarship Recognition Luncheon for the past few years and I thought it was time to bring it back. It is important to thank our scholarship donors and recognize our students for their achievements," Feinstein said.

Several donors and representatives from companies that made donations attended the luncheon and sat with the students who received their scholarships. The individual donors included: Naoe Amemiya, Bob Wilson and Ernie Simpson. These attendees represented their respective companies: James Martin, Red Lobster; Lloyd Queen, Sodexo and Patrick Mullin, Marriott. Additionally, Kathy White and Beau Lavine represented Roundtable for Food Professionals at the luncheon.



Fun on a Field Trip

Students from Dr. Margie Ferree Jones' Wines, Beers & Spirits class enjoyed a tour of South Coast Winery with Master Winemaker Jon McPherson and Winemaker Javier Flores. The students visited Temecula wineries last October to learn about the Southern California wine region.

Student Wins Tai Chi Championship

HONG YANG HAS MANY RESPONSIBILITIES IN HER LIFE. In addition to earning her bachelor's degree with honors in hotel and restaurant management, she is a mother of two, a wife and business owner. Yang manages her busy schedule by maintaining balance, health and focus through Tai Chi.

Her interest in Tai Chi began as a hobby in 2005. She had loved and practiced Chinese Gong Fu when she was younger, so it was not difficult for her to pick up Tai Chi quickly. In only three years, she became so good at the therapeutic Chinese martial art that her coach/instructor at Lightning Tai Chi in Brea encouraged her to compete. Yang won a few local and regional competitions before advancing to the 2008 Tai Chi Chuan World Championship in Taiwan in October.

Her practice, which consists of four, 90-minute sessions a week, paid off. She competed against 30 women and earned first place in the 24-Form Competition. In this competition, the athletes are judged on their stability, flexibility and fluidity of movement.

"We need to kick very high and stand very steady to support our body," she said.

She enjoyed traveling to Taiwan and competing, but her connection with Tai Chi runs deeper than a competition.

"If you do Tai Chi you find balance on the inside and outside," she said. "You build strength and flexibility, and it really helped me have more energy and to balance my family, work and school."



Student Hong Yang performs Tai Chi during a Lunar New Year celebration at The Collins College.



TOM ZASADZINSKI



The San Diego Zoo was one of about 30 organizations or companies that searched for recruits at the 16th annual Hospitality Career Expo.

Hospitality Career Expo Attracts Many Employers

THE SLUGGISH ECONOMY DID NOT DETER more than 30 leading hospitality industry firms from searching for recruits at The Collins College of Hospitality Management's 16th annual Hospitality Career Expo in February.

The expo had fewer companies compared to recent years. However, the event attracted four new companies and many of the companies had entry-level management positions to fill. These types of positions are ideal for graduating seniors, said Student Services Coordinator Donna Dannan '91.

"This year's expo was a huge success," Dannan said. "The students gave me wonderful feedback. Many of them were able to set up job interviews and enjoyed interacting with the recruiters."

Co-hosted by the Career Center, the expo featured some of the nation's leading hospitality firms, including: Sodexo; Hyatt Hotels & Resorts; Marriott International; Panda Restaurant Group; Lawry's Restaurants, Inc.; Southern Wine & Spirits; Red Lobster; Olive Garden; Ecolab; Brinker International; California Pizza Kitchen; Claim Jumper Restaurants and many others. Sprinkles Cupcakes and the U.S. Navy Dining Services were new additions this year.

In tandem with the expo, the newly revived Collins College Alumni Chapter hosted an alumni breakfast. More than 30 alumni returned to campus for the event.

Culinary Club Has The Right Chops

THE NEWEST STUDENT CLUB at The Collins College is also one of the busiest. The United Culinarians, which launched in the fall, has already catered two college-wide events, a fund-raiser at Dean Andy Feinstein's home and the Division of Academic Affairs' holiday dinner. Plus, the club donated hors d'oeuvres for an art exhibit on campus.

John Lobb is the inaugural president of the club. He will graduate in June and then attend the Culinary Institute of America at Greystone in Napa Valley.

"It's great that we finally have a culinary-minded club on campus," Lobb said. "It provides an outlet for the 'foodies' to participate in campus and community involvement through a means which they are comfortable and most interested. We always promote group diversity. But when you find people who like the same things you do, it can create a very fun environment."

Lobb and a group of other students formed the United Culinarians to provide a means outside of the classroom for students to grow in the culinary field through fund-raisers, industry and special events, seminars and discussions, and to provide a creative outlet for culinary minds alike.

Chef/Lecturer Scott Rudolph is the faculty advisor and helped the service-learning oriented club coin its motto "Promoting world peace through world cuisine. Our love for food is displayed through our commitment to culinary perfection."

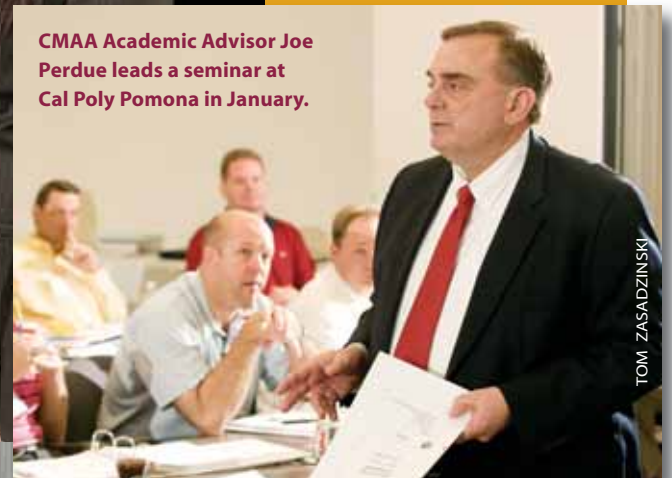


(from left) Students Taylor Cartmill, Christian Hankins, John Lobb, Ian McDonough and Jason Dineros are the founding executive board of the United Culinarians.



TOM ZASADZINSKI

(from left) Kaleriya Zelenskaya, Truc Le, Alisha Kato, Brent Grimm, Nadine Liauw and Liliana Doonan are the executive board for the student CMAA chapter.



TOM ZASADZINSKI

CMAA Academic Advisor Joe Perdue leads a seminar at Cal Poly Pomona in January.



PHOTO COURTESY OF CMAA

This is the inaugural Board of Directors for The Golden State Chapter of CMAA. Alumni Association President and Collins College Alumnus Art Barajas '92, stands on the far right.

*Students, faculty & alumni
are active in CMAA*

COMMITTED 'CLUBBIES'

BY LISA MCPHERON

The Collins College of Hospitality Management “clubbies” are national champions for the second year in a row. The Club Managers Association of America (CMAA) Cal Poly Pomona Student Chapter won national “Student Chapter of the Year” at the 2009 World Conference on Club Management & Golf Industry Show in New Orleans. This top honor comes on the heels of the 2008 World Conference in Orlando, where the club earned the same accolade.

CMAA is the professional association for managers of membership clubs. The organization has nearly 7,000 members who represent more than 3,000 country, golf, city, athletic, faculty, yacht, town and military clubs. The student chapter is one of 42 from universities across the United States representing more than 1,000 students. Students who are involved in CMAA dedicate many hours to touring clubs and other activities to integrate themselves into the club management field.

“Being awarded Chapter of the Year is the highest honor that a student chapter can receive from the Club Managers Association of America,” said Professor Edward Merritt, who is actively involved in CMAA events throughout the country. “Winning this top honor is simply terrific. For them to have won the award both last year and again this year is a testament to the excellence of our CMAA students at Cal Poly Pomona. I am very proud of our ‘clubbies.’”

The award recognizes the chapter’s accomplishments throughout the year as well as how they presented displays during the Idea Fair at the conference in February. Chapters are judged on their educational programming like tours and attending conferences; chapter membership growth; involvement in parent chapter and national CMAA activities; communication projects such as newsletters; employment by student members at clubs; and special projects or other awards.

“The executive board and I spent countless hours in preparation for the conference. I did not sleep most of January but it was completely worth it,” said chapter President Alisha Kato.

In addition to student club activities, The Collins College has enjoyed partnering with CMAA for 18 years to present the Business Management Institute II. The institute is the second in a series of five that working professionals attend to become Certified Club Managers (CCM). This certification is often required for top management positions at private clubs, said CMAA Academic Advisor Joe Perdue,

CCM, CHE. Nearly 2,000 professionals in the club industry have attended the institute at Cal Poly Pomona over the years.

Associate Professor Margie Ferree Jones, who is the chapter’s faculty advisor, coordinates the institute at Cal Poly Pomona three weeks a year. She works with Perdue and Jason Koenigsfeld, CMAA’s senior vice president of professional development, to arrange a full slate of seminars. Jones, Merritt and Gary Hamilton, who is currently interim associate vice president for Faculty Affairs, teach the seminars regularly.

“Our goal is to ally with the best hospitality schools nationally and internationally,” Perdue said while he was on campus for an institute in January. “Managers come from all over the United States and around the world to attend these institutes.”

Each time BMI II is offered at Cal Poly Pomona, the student chapter plays host to the club managers attending the institute. Perdue continues to be impressed with the students.

“The students from The Collins College are sharp,” he said. “They continue to get good jobs once they graduate.”

CMAA is structured in such a way that student chapters receive support and guidance as they prepare for the annual conference. CMAA selects a national advisor from each state to work with university student chapters. In October, the student chapter’s executive board met with Kirk Reese, CCM, who is general manager of Los Angeles Country Club, to review the chapter’s plans for 2008-2009.

“Reese is instrumental in providing the chapter board a professional’s perspective about how they should prioritize their efforts,” Jones said.

Cal Poly Pomona Alumni Association President Art Barajas ’92 is also a strong advocate for the student chapter and its activities. The active alumnus is general manager of South Hills Country Club in West
(continued on page 12)

(continued from page 11)

Covina and a member of the inaugural Board of Directors for The Golden State Chapter of CMAA.

“Participating in a student chapter of CMAA is like opening a window of opportunities,” he said. “College students often question how they can get their foot in the door. Active members will find opportunities to meet and network with industry professionals at both a local and national level. Some students have had success in finding club jobs within the surrounding area of Cal Poly while others have taken advantage of internships at very prestigious clubs around the country.”

Past chapter President Ivey Yu '08, and current chapter Secretary Truc Le are examples of students who have leveraged their time with the chapter into internships and careers. Immediately after graduating last June, Yu began working at the Los Angeles Country Club and Le interned last summer at Maidstone Club in East Hampton, NY. Le's positive experience at Maidstone Club and her work with the chapter have helped her decide to pursue a career in club management after graduation.

“Working three months straight at Maidstone helped shape my

character, and I have learned so much,” she said. “With the help of my lovable CMAA family members at Cal Poly Pomona, I know for a fact that I am going in the right direction in life.”

Nadine Liauw, who is director of communications for the student chapter and president of the college's Hospitality Management Council, appreciates that CMAA has exposed her to the club management aspect of the hospitality industry.

“When I joined CMAA during my freshman year, I didn't really have an understanding of the private club industry. My involvement has pushed, prepared and opened my eyes to the different possibilities in our rich industry,” she said. “The ability to network with professionals is very crucial and has helped me tremendously in getting professional work experience while completing my formal education.”

Winning Chapter of the Year has been very rewarding to the chapter members, Liauw said.

“When we found out we won Chapter of the Year two consecutive years in a row, I was in utter shock because it has never been done before!” she said. “We feel very appreciative because the award proves that hard work does not go unnoticed.”

Executive's Bookshelf



Andrew Cherng's Reading List

Editor's Note: The Collins College is committed to providing students with the skills they need to be effective leaders in the hospitality industry. Executive's Bookshelf is our way of sharing what inspires leaders as they lead. We are pleased and honored that Andrew Cherng, the founder and chairman of Panda Restaurant Group, is our first executive to be featured.

– Lisa McPheron

You could say that the Panda Restaurant Group assigns homework. No one gets graded, but there is an expectation that people continue to learn and better themselves. Chairman Andrew Cherng is not excluded. In fact, he spearheads these efforts. Outside his office is a tabletop covered in books that range in topics from enhancing managerial skills to spirituality.

Cherng covers most of the cost of the books, and he expects his employees to pay for the rest. The reason: if the books are free, they might get placed unopened on a bookshelf. If someone pays for the book in part, they have made an investment and are more likely to read the book, he said.

Out of the dozen or so books, Cherng's strongest recommendations are: Stephen Covey's classic *Seven Habits of Highly Effective People* and the Arbinger Institute's *Leadership and Self-Deception: Getting Out of the Box*.

“Most parents will spend inordinate amounts of money on their children's education,” Cherng said. “But they don't spend money on themselves. Why is that? We should always be asking – ‘how can we do this better; and how can we improve ourselves?’”

When people first interview at Panda, it is expected that they have already read *Seven Habits*. Cherng understands that not everyone will be able to live by all the seven

habits, which are: be proactive; begin with the end in mind; put first things first; think win/win; seek first to understand, then to be understood; synergize; and sharpen the saw. But at the very least, he wants his employees to be aware and thinking of them.

“To really incorporate all the seven habits into life is very difficult,” he said. “We are far from being perfect.”

Cherng read *Leadership and Self-Deception* at the recommendation of one of his daughters. The book addresses how people are plagued by self-deception. The book states, self-deception “blinds us to the true cause of problems, and once blind, all the ‘solutions’ we can think of will actually make matters worse. That's why self-deception is so central to leadership – because leadership is about making matters better. To the extent we are self-deceived, our leadership is undermined at every turn ...”

The book inspires people to understand their own mindsets and not act like victims, Cherng said.

“*Leadership and Self-Deception* is so right on,” he added. “It is all about getting out of the box – that is something we need to do throughout our lives.”

Seven Habits of Highly Effective People and *Leadership and Self-Deception: Getting Out of the Box* are each available at amazon.com.



TOM ZASADZINSKI

PKF Consulting
helps alumni
and students
launch careers

Building Futures

BY LISA MCPHERON

(from left) Tristine Lim '05 ,
Collins College board
member Bruce Baltin,
Matthew Kou '06 and
Brandon Feighner '05 of PKF
Consulting in Los Angeles.

The JW Marriott & Ritz Carlton hotels under construction in Los Angeles are an impressive sight, especially from the top floor of the nearby TCW Building. This is where work was done years in advance to demonstrate the hotels' viability at L.A. Live., which is downtown's redevelopment project home to the Staples Center and Nokia Theatre.

Bruce Baltin, a longtime member of The Collins College's Board of Advisors, and his team at the PKF Consulting practice in Los Angeles, conducted the feasibility studies and economic impact reports for the new hotels. Each day, they witness the fruits of their labor as progress on the projects change the downtown skyline.

The Los Angeles office is a premier provider of financial and market studies and valuations involving hotels, resorts, restaurants, golf courses, and a variety of mixed-use developments and other hospitality products throughout Southern California.

The office is also a breeding ground for Collins College students and alumni. Brandon Feighner '05, Matthew Kou '06 and Tristine Lim '05 make up one third of Baltin's employees.

"We take on interns with the hope of them becoming full-time employees," said Baltin, senior vice president and executive in charge of the Los Angeles practice. "It's worked out nicely with the students from The Collins College. In all honesty, they come well prepared."

When Feighner and Kou first began their hospitality management educations, they each expected to become chefs. As they took classes, they quickly learned that hospitality encompasses a whole arena of job opportunities far away from the kitchen.

They developed knacks for analytical work, and with

encouragement from professors Margie Ferree Jones, Gary Hamilton and Don St. Hilaire, Kou and Feighner pursued internships with PKF Consulting. Upon graduation, their internships turned into full-time positions.

"My last year of college, I interned two to three days a week," Kou said. "After I graduated, I was able to hit the ground running because it felt like I had already been working there for a year."

Baltin's team conducts a range of studies for hotels and tourism groups across Southern California, including free monthly hotel occupancy reports. In addition to L.A. Live, PKF Consulting has done projects for the cities of Anaheim, Ontario and Ventura. The office is often called upon to do projects for numerous convention and visitors bureaus.

Baltin's expertise has also been tapped at Cal Poly Pomona. In 2006, Baltin's group conducted a study of potential market demand for Kellogg West Conference Center & Lodge. This report, which was updated in 2008, laid the foundation for current efforts to renovate Kellogg West. PKF Consulting and The Collins College also co-host the annual Southern California Visitor Industry Outlook Conference each fall. This conference brings notable tourism and economic experts together to address pressing issues in the Southern California tourism industry. More than 200 people attended the 2008 conference titled, "Surviving Tough Times."

"Bruce is the epitome of a good partner," said Dean Andy Feinstein. "Not only does he bring valuable professional perspective to our Board of Advisors, he has opened the door for our students. He sees promise in our students, and that is terrific."

P R E P A R I N G

Carol and Jim Collins pledge \$5.25 million to jump-start donations for the college expansion

BY LISA MCPHERON



THE COLLINS COLLEGE OF HOSPITALITY MANAGEMENT and its neighbor Kellogg West Conference Center & Lodge have begun efforts to launch a construction and renovation project that will transform their hilltop location at Cal Poly Pomona. Preliminary plans call for a cluster of academic buildings consisting of classrooms, offices and a student lounge; and a new 40-room hotel building and remodel of the pre-existing conference center and lodge.

This team effort is led by Collins College Dean Andy Feinstein and Paul Storey, executive director of the Cal Poly Pomona Foundation, Inc. Work is well underway with Cal Poly Pomona alumnus Russel Tyner of the architectural firm Houston/Tyner drafting plans that will bridge the hotel and college both physically and conceptually. Blaine Rhea of Cumming Corporation is developing the cost projections.

This team has also called on architecture Professor Kip Dickson and one of his graduate classes to help develop green designs for the academic buildings.

"We are on the cusp of expanding our academic program, yet we have already outgrown our space due to years of steady enrollment growth," Feinstein said. "This construction and renovation project will allow us to remain a leader in hospitality management education, and we have Carol and Jim Collins to thank."



Clockwise: CSU Chancellor Charles Reed presents a resolution of appreciation to Carol and Jim Collins on Jan. 27, 2009.

The new academic buildings would be located on the hillside between the college and the conference center. The expansion will have a terrific view of the main campus and the valley below.

This bird's-eye view shows the new academic and hotel buildings.



FOR GROWTH



In December, Carol and Jim Collins, the namesakes and primary benefactors of The Collins College of Hospitality Management, pledged to match, dollar-for-dollar, \$5 million in donations for a \$10 million college expansion. They have given to the college for more than 20 years and are the largest private individual donors in the history of Cal Poly Pomona. Their contributions have been used primarily to help build state-of-the-art facilities that house the college.

“Carol and I want to see this dollar-for-dollar challenge invigorate a broad base of alumni and industry support,” Jim Collins said. “The Collins College is a premier hospitality management program, and it needs our support to continue to grow and make an impact on students and the hospitality industry.”

The new academic buildings will be designed with environmental sustainability as a primary objective, and the college aims to earn LEED – Leadership in Energy and Environmental Design – certification from the U.S. Green Building Council. *(continued on page 16)*

PREPARING FOR GROWTH (continued from page 15)



Candice Jordan was one of Kip Dickson's architecture students who designed a green concept for the college expansion.

Preliminary college expansion plans include:

- **three smart classrooms that can accommodate up to 40 undergraduate students**
- **four modular classrooms that can accommodate up to 30 graduate students**
- **numerous faculty and graduate student offices**
- **student lounge, with comfortable sitting areas, wireless Internet and coffee klatch**
- **edible landscaping**
- **outdoor seating areas**

“Carol and Jim have been wonderful friends of the university. They are visionary people who have been pivotal in making The Collins College a national leader in hospitality management education. Their latest gift will be transformational, creating new opportunities for the next generation of

hospitality professionals while empowering others to support The Collins College,” said Cal Poly Pomona President Michael Ortiz.

In January, California State University Chancellor Charles Reed and the Board of Trustees honored Carol and Jim Collins for their philanthropy.

“Jim and Carol, it is a great honor to have you as our partners in the development of workforce-ready graduates for the hospitality industry,” Reed said at the meeting. “We are indebted to you for the vision and support that made that possible.”

The new academic buildings will lay the foundation for expanded programs at The Collins College, which has seen a 46 percent growth in enrollment in only three years. The college aims to launch California's first graduate program in hospitality management by fall 2010. The four smaller classrooms are being designed to accommodate small discussion classes that comprise most graduate-level courses.

The building's landscaping also will embrace sustainable design by including edible vegetation for use in the Restaurant at Kellogg Ranch.

Reinforcing Cal Poly Pomona's polytechnic approach, architecture Professor Kip Dickson led a graduate-level design studio course that required each of the 16 students to design their own concept for the expansion. Jim Collins recently visited campus to hear presentations from the students.

“It was a real pleasure to see so much creativity from the students and their different perspectives,” Collins said.



Architectural plans for Kellogg West are being drafted simultaneously with plans for the college expansion. Feinstein is leading the construction project, but Kellogg West will continue to be a Cal Poly Pomona Foundation operation. Plans for Kellogg West call for a new 40-guest-room-hotel building and complete renovation of the existing buildings. This project also aims to reconfigure the parking lot shared by the hotel and college. The Kellogg West expansion and renovation is expected to cost \$20 million, and work is ongoing to raise these funds.

In 2006 and 2008, Bruce Baltin, senior vice president and executive in charge of PKF Consulting in Los Angeles, conducted studies of potential market demand for Kellogg West and found that there is need for an additional 40 guest rooms and a renovation of the 38-year-old facility. These reports have been used as blueprints for current expansion and renovation plans. Preliminary designs place the new hotel building between the college and the original lodge.

This summer, Feinstein and Storey plan to present Russel Tyner's designs to planners on campus. The plans will also require approval from the CSU Board of Trustees. Original conceptual plans called for a large academic building to be nestled in the middle of the three existing college buildings. However, as architectural planning commenced, it became more feasible to build a cluster of smaller buildings between the college and hotel. This would create a much needed connection between the two entities, Feinstein said. In addition to creating a physical linkage, there is desire to incorporate hotel management courses into the operation of the hotel.

“Our students have been asking for a real-life laboratory like the Restaurant at Kellogg Ranch that would focus on hotel operations,” Feinstein said. “We are taking that into consideration while renovating Kellogg West.”

Feinstein and Storey hope to break ground in spring 2011.

Jim Collins listens to Rebecca Radojicic, a graduate student in architecture, describe her design for a new academic building.

Culinary Garden Springs to Life

BY LISA MCPHERON

The garden is supported by sales of Horsehill Vineyards wine

CHEF SCOTT RUDOLPH DOES NOT NEED TO LOOK FAR to find inspiration for new recipes at the Restaurant at Kellogg Ranch. In fact, The Collins College lecturer just needs to take a gander out his office window. Thanks to a partnership between The Collins College of Hospitality Management and the College of Agriculture, a field outside the hilltop restaurant is transforming into a culinary garden.

"This is more than a garden, it's an interdisciplinary project that shows students what it takes to get food from the field to the table," Rudolph said. "It's a hands-on example of local sustainable farming, which is one way we can contribute to Cal Poly Pomona's overall goal of achieving climate neutrality."

The garden is funded by the proceeds from Horsehill Vineyards wine, which has been exclusively sold at the Restaurant at Kellogg Ranch. Collins College Associate Professor Dr. Margie Ferree Jones spearheaded efforts with Master Winemaker Jon McPherson at South Coast Winery to produce the university's inaugural wine last fall. The College of Agriculture tended and harvested the Zinfandel vines, which had been donated to the university by third-generation vintner Don Galleano from his family's historic De Ambrogio Ranch in Rancho Cucamonga. Professor Dr. Bob Small worked with Galleano to bring the grapes to Cal Poly Pomona.

The garden is about one acre and will have a variety of fruits and vegetables. Forty-four dwarf fruit trees, including blood oranges, avocado and Pink Lemonade Lemons will be planted around the garden. Dwarf trees are being planted so the view of the valley does not become obscured. Rudolph also hopes to have a pathway and gazebo built, so the student-operated and -managed restaurant can host special events in the garden.

Under the advisement of Dan Hostetler, chair of the Plant Sciences Department, student Ryan Connelly is overseeing much of the design and planting of the garden.

"The garden will be aesthetically pleasing and functional," Connelly said. "You can produce quite a bit of fruits and vegetables off all this land. This is not a little backyard garden."

Connelly speaks from experience. In addition to his studies, he works for his family business Connelly Farms, which provides a range of services including consulting, design and cultivation of personal culinary gardens in the San Diego area. Their micro-farms are popular with chefs and other customers who have a plot of land and an interest in fresh seasonal ingredients. Their biggest client is The Bridges at Rancho Santa Fe, a gated community and golf course, where they grow numerous types of vegetables year-round, he said.

In the late summer, Connelly and a few other agriculture students including Kyle McEnroe and Deanne Ecklund planted a variety of peppers, lettuce and onions as a test crop. They wanted to see what the rabbits and bugs might eat, before planting the whole field. A previous garden project in the same area was decimated by rabbits a few years ago. To their surprise, they ended up with a bumper crop of peppers, which Rudolph and his students have used for enchilada sauce. Luckily, they have not encountered the hungry rabbits of yore.

The agriculture students who have worked on the garden so far have all volunteered their time.

"Whoever wants to leave their positive mark on Cal Poly Pomona is welcome to help out with the garden," said Connelly, who expects to graduate in 2010. "I want to set up a nice foundation so when I graduate the garden can continue."

This winter, the garden was expected to be planted with the fruit trees and vegetables, which Rudolph and Chef Ernie Briones plan to incorporate into the menu at the Restaurant at Kellogg Ranch. For more information about the restaurant visit www.rkr.csupomona.edu. Vegetables from the garden may also be sold at the Farm Store at Kellogg Ranch. Visit www.csupomona.edu/~farmstore for details.

Details about Horsehill Vineyards are available at www.horsehill.csupomona.edu.



(from left) Collins College students Ariane Estepa and Jessica Lopez pick peppers with Chef Scott Rudolph in the culinary garden.

T

he auditorium at Kellogg West Conference Center bustled with students eager to learn from the college's Board of Advisors this past November. More than 50 students met with board members during a networking event called "Leader to Leader." In the same style as speed dating, board members sat at small tables, and every few minutes a new group of students sat down to discuss their career goals. Imagine musical chairs with all the chairs and no music. Many students came prepared with resumes to hand out. According to board member Bob Spivak, "Discussing career goals with the students was one of the most inspiring communications I've had with the students in my 10-plus years as a member of the board."

IN THE COMPANY OF LEADERS

"I collected resumes and I found every single student motivated," Jeff King said.



[1]



[2]



[3]



[4]



[5]



[6]



[7]

[1] **Jim Collins**, an American restaurant pioneer and the college's founding benefactor, doles out career advice to students (from left) **Ivan Espinoza** and **Anne Doucette**. **President J. Michael Ortiz** meets with students in the background.

[2] **Jeff King**, co-founder and chairman of King's Seafood Company, speaks with students (from left) **Joey So** and **Lance Rood**. "I collected resumes and I found every single student motivated," King said.

[3] **Arte Nathan**, then-vice president of human resources at The Irvine Company, speaks with students (from left) **Jennifer Louie** and **Ariane Estepa**. Nathan joined the board this past fall.

[4] **Eva Wassermann '86** heads State Parkway Advisory in Chicago and is a Distinguished Alumni.

[5] **Richard Frank**, chairman of Lawry's Restaurants, is an original member of the college's Board of Advisors.

[6] **Bob Spivak** discusses career options with student **Xiaoyin "LuLu" Lu**.

[7] **Ned Snavelly**, general manager of Aliso Creek Inn in Laguna Beach, has hired several Collins College alumni throughout the years.

PHOTOS BY TOM ZASADZINSKI



The HMEI mission is to provide an uninterrupted supply of hospitality leaders in California.



LEFT: Robert Hartman.
RIGHT: (from left)
Chancellor Charles Reed
and Dean Andy Feinstein.

A Golden Opportunity

BY LISA MCPHERON

For the first time ever, the California State University (CSU) system is launching an initiative to build an uninterrupted supply of hospitality professionals to meet industry demands and strengthen hospitality management programs statewide.

The Hospitality Management Education Initiative (HMEI) aims to do this by establishing a new framework for collaboration between the industry and the 14 CSU campuses that offer degrees in this field.

“Hospitality is one of the world’s fastest-growing industries, and California is an epicenter of opportunity,” said Dean Andy Feinstein, who was appointed by Chancellor Charles Reed as the CSU Director of Hospitality Management Education. “As educators, we have a direct role in shaping the future of this industry through our students, and we must assure our efforts are aligned with the needs of industry.”

Despite the current economic downturn, various segments of the industry are pursuing expansion, which sustains the ongoing demand for qualified managers. According to Robert Hartman, HMEI program coordinator, hospitality is a \$1.3 trillion dollar industry in the United States, and hospitality-related businesses provide more than 13.6 million jobs nationwide. In California, hospitality accounts for more than 5 percent of the state’s gross domestic product and provides jobs for approximately 10 percent of the workforce.

“The hospitality sector needs more highly-qualified people to take on leadership roles and the CSU is uniquely prepared to fill that need,” said Hartman, who is based at The Collins College.

For nearly a year, Hartman has pooled data on each CSU hospitality-oriented program as well as the 31 community colleges that offer hospitality courses. This research will hopefully lead to better articulation between community college and university programs creating a more efficient supply of graduates, Feinstein said.

Additionally, Hartman and Feinstein have been working to raise awareness about the growing need for hospitality management graduates in California and to rally support for the initiative. Jeff King, co-founder and chairman of King’s Seafood Company and longtime Collins College Board of Advisors member, has also been instrumental in reaching out to potential industry partners. The Hospitality Management Education Initiative aims to:

- Establish a Chancellor’s Hospitality Industry Advisory Board, consisting of senior executives from leading organizations in key hospitality-industry sectors. They will meet this spring.
- Establish a CSU Hospitality Education Leadership Committee, consisting of leaders from the 14 campuses. They will meet this spring as well.
- Develop an ongoing public relations campaign that informs prospective students, parents, and career counselors about high-level career opportunities in hospitality and the full range of CSU hospitality management programs. This information campaign will include a new Web site that showcases each CSU campus with hospitality-oriented programs. The site will launch this summer.

For more information visit, www.csupomona.edu/~rdhartman/hmei.

CSU Hospitality Industry Advisory Board*

Bob Alter , Executive Chairman and CEO, Sunstone Hotel Investors	Jeff King , Co-Founder & Chairman of King’s Seafood Company
Bruce Baltin , Senior Vice President, PKF Consulting	Linda A. Lang , Chair and CEO, Jack in the Box, Inc.
Caroline Beteta , Executive Director, California Travel and Tourism Commission	Mark S. Liberman , President, LA, Inc. (Los Angeles Convention and Visitors Bureau)
Paul J. Brown , President, Global Brands and Services, Hilton Hotels Corporation	Lynn S. Mohrfeld , President & CEO, California Hotel & Lodging Association
Jim Burba , President, Burba Hotel Network	Robert Martin , Tribal Chairman The Morongo Band of Mission Indians
Jot Condie , CEO, California Restaurant Association	Michael Ortiz , President, Cal Poly Pomona
Tom Davin , CEO, Panda Restaurant Group	Julia Stewart , Chair and CEO, DineEquity, Inc.
Daniel Haag , President, Sysco Los Angeles	

*current as of April 2009

PHOTOS BY TOM ZASADZINSKI

Q&A With Chairman **Howard Gordon**

Lisa McPheron, director of communications and external relations for the college, recently spoke with Howard Gordon about his career and work with the college.



Howard Gordon is The Collins College's Chairman of the Board of Advisors. He recently established The Gordon Group, which provides consulting services to restaurant and hotel companies.

What drew you to a career in hospitality?

Gordon: I am third generation in the restaurant business, fifth generation in the baking business and second generation in the liquor and wine distribution business. I always knew that at the very least, I would have something to eat and drink along with a place to sleep!

Rumor has it - you developed the popular Paradise Tropical Tea. Could you tell me about that project?

Gordon: I partnered with a friend to develop an upscale coffee and tea company for foodservice. We developed Paradise Tropical Tea, which was the first tropical iced tea in the United States. Through branding and marketing it became the No. 1 selling brewed iced tea in the U.S.

How did developing that tea lead you to an executive career in business development, marketing and public relations?

Gordon: Our largest customer for coffee and Paradise Tropical Tea was the Cheesecake Factory. The founder and I became good friends, always speaking about food, wine and business. I was invited to many menu food tastings, and one day he asked me if I was ready to come work for the Cheesecake Factory as he needed assistance to grow the concept and the company. I accepted.

You were very successful using word-of-mouth marketing to brand and publicize new Cheesecake Factory openings. Seeing as businesses can spend thousands of dollars to promote new openings, how were you able to buck the trend?

Gordon: I never spent one penny on advertising. We created an experience so our guests continue to come back and be our word-of-mouth advertisers. The Cheesecake Factory became and still is the No. 1 upscale casual dining restaurant company in the United States.

You just helped open a new restaurant in Beverly Hills. What has that project been like?

Gordon: After 12 years with the Cheesecake Factory, opening 150 restaurants, helping create two new concepts and building the Cheesecake brand, I decided to leave and start my own business based on what people were asking me advice for. The Gordon Group is working with friends that are successful in the restaurant and hotel business who want to take their business to the next level.

Switching gears, could you share why you participate on the college's Board of Advisors?

Gordon: I have two degrees in hotel and restaurant management and love this industry!

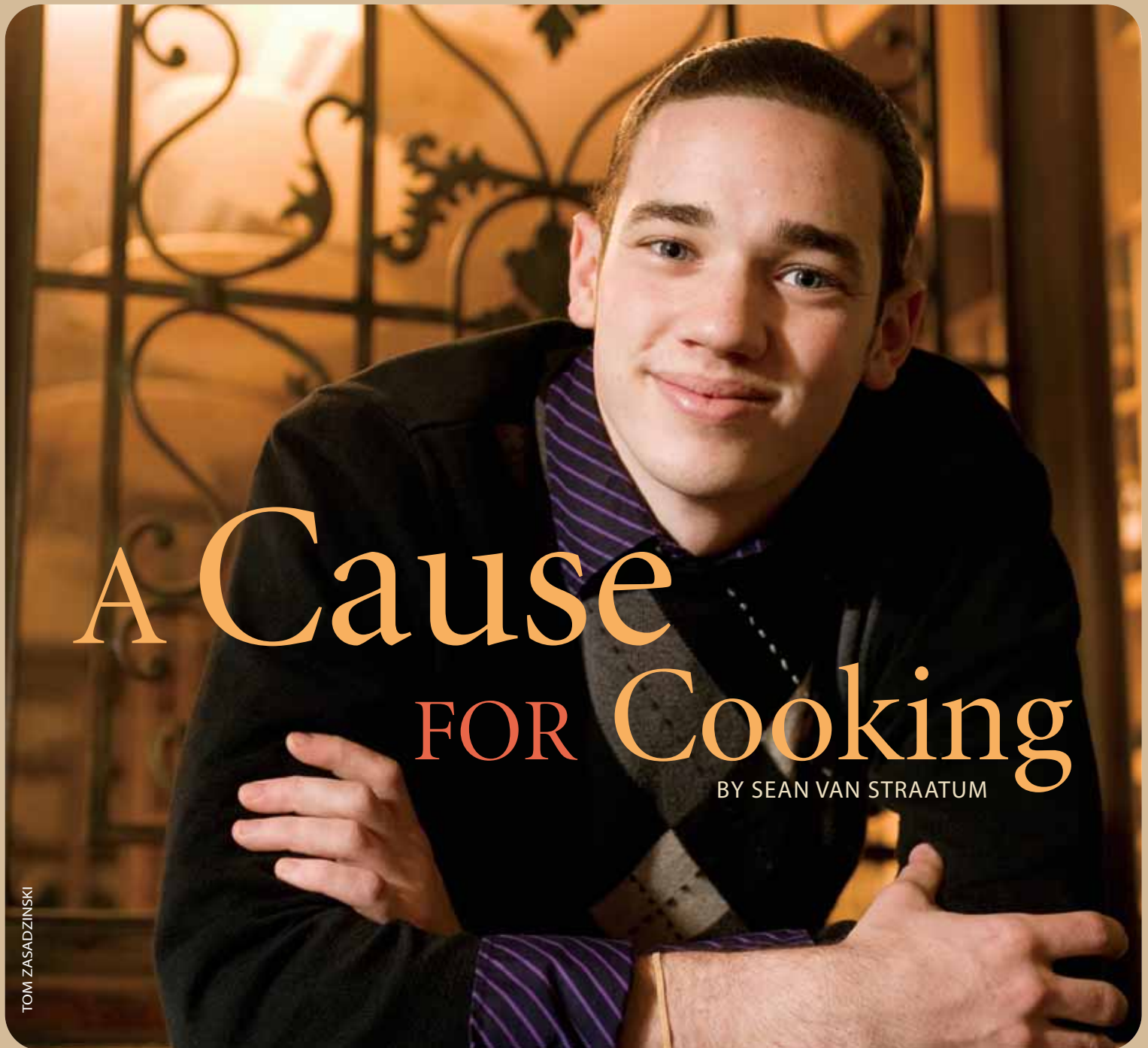
I also enjoy giving back to the industry that has given me a lot. As chairman of the board, I get to work with other executives in the industry along with Dean Andy Feinstein to lend a hand in taking The Collins College to its next level.

What does the board bring to the college community?

Gordon: Our goal is to be a resource for the students and faculty. We have been working in this industry for a long time and our collective expertise - I feel - is priceless and one that is available for use by each and every student and faculty member at The Collins College.

What advice do you have for students getting started in their careers during this difficult economic climate?

Gordon: It is a different time now, but people are still eating, drinking, traveling and entertaining. Like all difficult times, this too shall pass, and students should be ready for when that happens. It's important for students to stay positive, interview with many companies and also be open to internships. Students can also talk to any member of the Board of Advisors if they are interested in working for them ... You never know until you ask!



TOM ZASADZINSKI

A Cause FOR Cooking

BY SEAN VAN STRAATUM



After graduating, student Sean Van Straatum plans to attend the Culinary Institute of America and then open a restaurant in his hometown that would help at-risk youth.



Deep in the ancient forest of the Périgord region of France, black potato-looking growths flourish at the bottom of 150-year-old oak trees; they are known as black truffles. The origin of the word truffle is derived from the Latin word tuber, meaning “lump.”

Growing up in Oakland, Calif., near many Bay Area restaurants, I had a wonderful window into the world of food. At the age of 11, I developed a genuine passion for cooking and began visualizing my future in the restaurant business. While many of my peers were interested in sports, I was naturally drawn to the kitchen. Every Saturday morning, my mom and I watched the culinary legends on PBS such as Jacques Pépin, Julia Child and Lidia Bastianich. They eventually became my first culinary teachers. I watched their cooking shows with intensity and replicated the dishes to the best of my ability. My family supported my interest and gave me honest feedback on the concoctions I created. During that time, I became a culinary sponge absorbing anything and everything food related.

When I started high school, I created the Cooking Club because the school did not have a culinary program. Within a year, the club’s membership tripled. This diverse group included students of many ethnicities and skill levels, yet once the school year ended we felt like a family. I began to believe that “cooking is family” and cooking in a structured learning environment could be a guiding light for young people. I plan to develop a restaurant embracing this concept. Since coming to The Collins College and through summer jobs at the Carnelian Room and Restaurant Gary Danko in San Francisco, my passion to start this restaurant has only intensified. So much that I can practically taste what it might look like one day.



Hog farmers from nearby towns head out at the break of dawn to harvest these truffles to sell all around the world. These relatively hard-to-find and unattractive fungi are worth their weight in gold. The pigs are usually restrained with muzzles to prevent them from consuming this pungent, yet flavorful growth.

I have never had a shortage of blessings in my life. One of those blessings is the ability to support myself through college with scholarships from a variety of hospitality associations and our very own Collins College scholarships. These awards have covered all of my college expenses and have allowed me to attend industry trade shows all over the country. Without these scholarships, I could not have even dreamt of attaining such wonderful opportunities. These scholarships have reinforced my desire to help others as I have been helped.

I have drawn a lot of inspiration from Jeff Henderson’s novel “Cooked.” Henderson’s autobiography traces his tumultuous life as a convicted drug dealer, who after prison found cooking to be his road to success. He went on to be the executive chef at the Café Bellagio in Las Vegas and has his own show on Food Network. Henderson’s story showed me that my culinary aspirations could become a reality.

Food is my life, my passion. The only rival to my passion for food is my dedication to serving others and improving my community. I believe chefs are many things. They are: innovators, mentors and artists, who use the medium of food to express themselves. I do not cook for self benefit or praise; I cook for the nourishment of others and to make people feel good about themselves.



Once the pig farmer harvests the truffles, he sells it to an anxiously awaiting chef in a fine dining restaurant. The chef transforms this unattractive fungus into a beautiful, fragrant, and delicious risotto course. Once the outer layer of the truffle is removed, the luscious inner beauty of the truffle is exposed.

Hanging over my desk at work is a quote from author and founder of the Peace Alliance, Marianne Williamson. I often repeat this quote to myself to stay motivated and focused. “Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond measure. We ask ourselves, who am I to be brilliant, gorgeous, talented, and fabulous? Actually who are you *not* to be?”

This quote is at the foundation of Restaurant HOPE, which is the name of the restaurant I would like to open. Restaurant HOPE stands for *Hopeful Opportunities for People Empowered* and would primarily be operated by at-risk youth. I feel a strong obligation to my community of Oakland, and I want to create a place that helps high school students understand that they are adequate and powerful beyond measure. I would like Restaurant HOPE to serve high school students who may not do well in an academic setting, however they possess an outstanding work ethic and are highly motivated to succeed in life. The idea of the restaurant is to give “hope” to the youth of Oakland in order to increase their self-worth and value.

Restaurant HOPE would give me the opportunity to be the pig farmer and the chef, harvesting and transforming seemingly uninspired youth into future leaders of our industry. My task is to find these hidden treasures, transform them by bringing out their valuable inner person and exposing the true potential they have possessed the whole time. The troubled youth who would be accepted into my restaurant are the truffles that are rough around the edges and unpolished, yet possess a potential for greatness and an inner beauty that cannot be compared to any other.

Sean Van Straatum has applied for and received more than \$20,000 in scholarships. The Oakland native is putting himself through college.

TRUFFLE PHOTO BY THE ULTERIOR EPICURE

Bridging Academic & Industry Pursuits



Associate Professor Dr. Jane Zhang spearheads The Collins College Research Committee. The hotelier focuses her research on hotel branding and customer experiences.

On a recent afternoon in my office, the sun shed its slanted light on the desk and floor and brought a delightful golden color to the room. Pete Patel, developer and CEO of DiVita Hotels, sat across my desk and conversed enthusiastically about Rezzline.com, his hotel booking Web site that links travelers directly with hotel sites. This system creates a win-win situation for travelers, hotels and government because the model saves civic governments from losing revenue from transient occupancy tax and helps shift reservations away from costly online retailers. This concept could revolutionize hotel distribution.

Conducting inspirational and intellectual conversations with innovative industry leaders like Mr. Patel has always been a passion of mine. Coming from a background of developing and managing restaurants and hotels, I am imbued with the zeal of incorporating university education with cutting-edge concepts from the industry and applying university research to the industry.

In 1994, not long after graduating from college, I opened my first restaurant - Kang Long Restaurant. It was named after two greatly respected emperors in China's history: Emperor Kang Xi and his grandson Emperor Qian Long. I branded my restaurant with the two characters that represent the successful emperors because I wished to instill their thriving and prosperous traits into the business. The nice and quaint seven-table restaurant served Sichuan and Shandong cuisines, the two most popular Chinese cuisines. Starting from scratch, I was responsible for developing the restaurant - from land development and construction, to concept design, menu planning, marketing and recruitment. Opening the restaurant brought new meaning to my life: take care of people - every customer and every employee - and people will take care of you. Three years later, I opened my first lodging property - Kang Long Hotel. Two years after that, I launched my second hotel, then the third, the fourth. Today Kang Long Lodging Group has 11 properties in Beijing that features two lines of lodging products - the boutique Kang Long Hotel and the trendy and youthful Jia Li Hua Hotel. During these years, I went from successful restaurateur to an enthusiastic hotelier.

Meanwhile, I pursued my academic career by attending two prestigious hospitality graduate programs in the United States - University of Massachusetts Amherst and Purdue University. I obtained my Master's of Science from UMass and my Ph.D. from Purdue.

During my graduate program, I conducted experiential branding studies for hotels. The "experience economy" concept was initiated by Joe Pine and James Gilmore, who provide strategic consulting to top businesses such as Procter & Gamble and Nike. Based on their studies about business evolution over the course of history, Pine and Gilmore speculate that today's economy is in an "experience epoch" where businesses need to mass customize their offerings and stage experiences to engage their customers. I applied the "experience economy" concept into my hotel studies and used a bottom-up approach to test the theory among hotel consumers. My studies found that American consumers desire more cultured and sophisticated services than they did decades ago. American consumers are in the time of renaissance for experience consumption. I have found that customers build loyalty to hotels that provide aesthetic designs in brand scent, music, color scheme and hotel decoration, etc.

The research articles I have presented and published showcase how brand experience helps hotel companies achieve a sustainable competitive advantage. My findings have real-world applications and have guided me in the planning and ongoing development of my hotel group.

California is a land of creativity and innovation where concepts for food and lodging often originate and develop. After joining The Collins College in 2007, I have been enthusiastically making contacts within the industry. I wish to bridge the hospitality industry with academic research to combine the creative endeavors of both. After all, industry is the fountain of hospitality research and research, in turn, should feed the industry for its dynamic growth.

This past fall, I spearheaded the formation of The Collins College Research Committee. This committee provides support for faculty to bounce ideas off each other, gain input and build research partnerships. The group also creates a framework to conduct applied research for industry partners. This research could include developing destination visitors' profiles, economic impact reports,



Dr. Jane Zhang teaches in the Panda Express Classroom.

marketing conversion studies and Web site effectiveness assessments. I believe teacher-scholars in the field of hospitality should always be at the frontline of ideas and be powerhouses of new concepts for future initiatives in the industry. After all, the university environment provides the platform for intellectual cultivation and acts as a catalyst for transforming the industry.

This bridge between industry and academia is crucial in order to bring real-world applications to the classroom. Harkening back to Mr. Patel's visit to campus, I felt it was important for him to speak to my Hospitality Marketing class. He exposed the students to the new concept of hotel distribution through Rezzline.com. The class enjoyed his guest lecture and, in addition, challenged his online model with some inspiring thoughts. Indeed, the classroom is a venue to conduct intellectual debates and generate new ideas and thinking models. It is the teacher-scholar's responsibility to promote hands-on learning for students and meanwhile to serve as the intellectual powerhouse to help transform the industry. Who knows? Rezzline.com might become a household name, and my students were exposed to it early on.



Collins College faculty produce a wealth of research each year. These features highlight a glimpse into the diversity of their work.

BY ELAINE REGUS

DR. MYONG JAE LEE

Study Explores Gender & Educational Interests

A NEW STUDY BY DR. MYONG JAE LEE has found that male students prefer the restaurant/culinary side of hospitality management while female students prefer hotel and resort management. His full findings will be published soon in *The Journal of Hospitality and Tourism Education*.

Lee surveyed 479 undergraduates at The Collins College of Hospitality Management and two other universities – one in the Midwest and one in the South — to find out why they chose to study hospitality management, what their preferred study area was, and where they would choose to study if they went abroad.

Hospitality management programs have seen tremendous growth in the past two decades in the United States but few studies have been conducted to determine why American students choose that major.

Lee found that male students were more motivated by the prospect of employment than females, which may reflect the “competitive culture” of American men in sports and business and the strong cultural emphasis on them to secure high-paying jobs, he suggested.

The male preference for restaurant/culinary studies may be because restaurants are traditionally staffed by male chefs, while the hotel/resort management and event planning requires advanced interpersonal and planning skills that women may find appealing, Lee said.

When asked which foreign country they would prefer to study in, Australia was the most popular choice regardless of gender followed by Italy and Spain. Lee said that this phenomenon may be due to perceived similarities in U.S. and Australian culture and their common language.

Future research projects for Lee include an exploration of the cultural differences among students majoring in hospitality management. He assumes that American students are more job oriented while Asian students follow the recommendations of family and friends.

PHOTOS BY TOM ZASADZINSKI

DR. SANDRA KAPOOR

Dr. Kapoor Focuses on Healthy Cooking & Nutrition

DR. SANDRA KAPOOR, who is a registered dietitian and fellow of the American Dietetic Association, will be devoting her summer to researching and writing a textbook called “Kitchen Nutrition,” thanks to a grant from the Cal Poly Pomona Research Council. It will be Kapoor’s fourth book on healthy cooking and nutrition.

Her most recent book, “Delicious Desserts: When You Have Diabetes,” features more than 150 recipes. Each is accompanied by a complete nutritional analysis. Initially, Kapoor’s book targeted people with heart disease. But when she submitted it to her publisher, she was told that market was saturated but there was a great need for dessert recipes designed for people with diabetes. That is not surprising since nearly 18 million Americans or 7.8 percent of the population are

diagnosed with diabetes, according to the National Diabetes Information Clearinghouse.

Since people with diabetes typically die of complications of heart disease, Kapoor said the book was easily modified. Her publisher, John Wiley & Sons Inc., later translated it into Mandarin.

Collins College students helped with product development, testing and tasting the recipes.



Kapoor’s favorite recipe is “Cakelike Dark Fudge Beanie Brownies” made with kidney bean puree. They were a hit with her son and his friends, even though they do not taste like high-fat brownies and are less dense.

Kapoor, who has taught culinary arts and nutrition at The Collins College for more than 20 years, began exploring healthy desserts after she received support from the dried plum industry, which wanted to encourage the use of prune puree as a fat substitute in cooking and baking. She also received support from The Forum Group, which owned upscale retirement facilities for the elderly where the service staff wore tuxedo shirts and black ties.

“Delicious Desserts: When You Have Diabetes,” can be ordered from Barnes and Noble and other commercial online retailers.

DR. BEN DEWALD

Sommeliers Boost Wine Sales in Fine Restaurants



DR. BEN DEWALD’S recently published research paper titled “The Role of Sommeliers and Their Influence on US Restaurant Wine Sales” in the *International Journal of Wine Business Research* found that sommeliers or wine stewards in fine restaurants help contribute to the bottom line. Dewald

used data from 250 telephone interviews with restaurant employees nationwide who were responsible for selecting and recommending wines for customers.

He concluded that sommeliers positively influence wine sales particularly in smaller restaurants and in fine dining restaurants. More parties ordered wine (an average of 76 percent vs. 70 percent), the average check was higher (\$62 vs. \$55), and the wine list was updated more frequently in restaurants where there was a designated sommelier.

Patrons more often influenced were the occasional wine drinker.

“If no one offers them a drink, they will be satisfied sipping ice tea,” Dewald said.

Restaurants that placed an empty wine glass at every setting also sold more wine.

The study found that sommeliers considered the value, variety and taste of the wine and the winery’s reputation as important factors in making their recommendations. Their personal preferences also ranked high.

Most of the sommeliers reported receiving some kind of training including: on-the-job, short seminars or trade-sponsored classes. Only 20 percent completed a formal program at a professional school.

Even in larger chain restaurants like a Red Lobster a well-trained staff can make a big difference in wine sales. The employees do not need to have tasted the wine but they need to know something about it.

DR. NEHA SINGH

Students Rate “Second Life” High Based on Usefulness & Playfulness



WHEN DR. NEHA SINGH LEARNED that hundreds of thousands of people are living virtual lives online, she began to wonder if her students would want to take a class in these digital landscapes. Dr. Myong Jae Lee shared her curiosity and so they began a study to determine if tourism and hospitality students would find Internet-based programs like Second Life appealing. They found that students have a

positive attitude toward using such virtual classroom environments as a teaching tool.

Their study “Exploring Perceptions Towards Education in 3-D Virtual Environments: An Introduction to ‘Second Life,’” has been accepted for publication in the *Journal of Teaching in Travel and Tourism*.

Singh, the lead researcher, became interested in Second Life after watching a documentary about how it is used for a variety of purposes including social networking, entertainment and education. More than 300 universities worldwide including Cal Poly Pomona teach courses or conduct research in Second Life. Interestingly, Cal Poly Pomona’s Division of Instructional & Information Technology streamlined the university’s 2007 commencement ceremony live through Second Life.

In Second Life, participants choose a computer-generated representation of themselves called an avatar. When students log on to Second Life, their avatar is sitting in the classroom while the teacher’s avatar is conducting class. Singh said Second Life allows students to interact with the teacher and other students in real time unlike traditional online courses.

For the study, 85 Collins College students watched an hour-long presentation and video on Second Life and then filled out a questionnaire relating to the usefulness, playfulness and ease of use of Second Life as well as their attitudes and intentions of using the program. None had ever used it before.

Overall, their perceptions of Second Life as a teaching tool for tourism and hospitality courses were relatively high. “Usefulness” and “playfulness” were significant predictors of the students’ attitudes toward the program. “Ease of use” was not a significant factor, however.

Singh, who joined The Collins College in fall 2007, said that could be because most college students today are well-versed in video games and virtual environments.

PHOTOS BY TOM ZASADZINSKI

DR. JOHN T. SELF

Restaurateurs Shed Light on Success



THE DOWNTURN IN THE ECONOMY has journalists looking for insights into how the recession will impact businesses. The Los Angeles Times recently looked to Dr. John T. Self for his expertise on restaurant-failure rates.

In his 2005 study “Why Restaurants Fail” in the *Cornell Hotel and Restaurant Administration Quarterly*, Self estimated that 26 percent of new restaurants fail. In a Feb. 25, 2009, article titled “Recession takes big bite out of L.A. restaurant business,” Self estimated that the first-year failure rate could double in this recession. However, he maintained optimism about the long-term impact of the economy.

“When a restaurant closes, most people just say, ‘Oh, it closed,’ but behind that is tragedy; someone has lost a dream, maybe lost relationships with friends and relatives, a lot of people have lost their jobs. It’s no small thing. But when we recover, the businesses that have made it through will be stronger than ever,” Self said in the article by food writer Betty Hallock.

In his 2005 study, Self found that successful restaurant owners focus on a clear concept and are proficient at balancing family life with the demands of business ownership. He and his colleagues analyzed restaurant ownership turnover data from Columbus, Ohio, and found the first-year failure rate to be about 26 percent, which was consistent with a study of Los Angeles area restaurants that Self conducted in 2004.

“The most significant finding was that the conventional wisdom that 90 percent of restaurants fail in the first year is wrong,” Self said. “We found that to be totally not the case.”

They also interviewed owners of restaurants that had failed and those that had succeeded to add a human element to the numbers. Some hallmarks of a successful restaurateur include:

- Ability to focus on a well-defined concept that not only includes food product but business operations and employee and customer relations.
- Ability to concurrently manage the family life cycle and the business cycle. Most of the failed restaurateurs attributed their failure partly to family demands like divorce, ill health or retirement. Successful owners were either good at balancing their family and work lives or they were not married.
- Passion for business and high energy levels necessary to motivate themselves and their employees.



Cal Poly Pomona women's tennis student-athlete, **Kaitlin Wooldridge**, nominated Professor Dr. **Sandra Kapoor** as an outstanding faculty member. Wooldridge and **Brian Swanson**, director of Athletics, presented Kapoor with the award at Faculty/Staff Appreciation Night on Jan. 30 during halftime of the women's basketball game.

took over teaching the Beer & Culture classes. Williams comes to the college by way of BJ's Restaurant, Grill & Brewery where he was the original brewer. His award-winning recipes include: Jeremiah Red, Tatonka Stout and Nutty Brewnette. Lecturer **Dawn Taccone** '06, who taught for the college in the spring of 2008, returned this winter to teach Sanitation Practices in the Hospitality Industry. Taccone also manages the Farm Store at Kellogg Ranch and runs her own catering company.

Published Articles & Conference Presentations

Lecturer **Barbara Jean Bruin** '85, CHE and Associate Professor Dr. **Jeffrey Brown** presented "Analysis of Outcome Assessment Measuring Student Shared Experience In Key Industry Skills and Abilities" at the I-CHRIE conference in Atlanta last August and at the Provost's Research Symposium at Cal Poly Pomona in December. The study is currently submitted for publication.

Professor Dr. **Ben Dewald** '82 and Associate Professor Dr. **John Self** co-wrote "Cross Cultural Training for Expatriate Hotel Managers" for the *International Journal of Hospitality and Tourism Administration*.

Assistant Professor Dr. **Myong Jae (MJ) Lee** co-published three articles since September and he co-presented a paper on advertising and restaurants at the 4th annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Las Vegas. His recent articles are: "Comparing perceptions of events management curriculum: A factor-correspondence (continued on page 30)"

Faculty & Staff Accolades



Academic Advisor **Tengemana Thumbutu** was honored during the 8th annual Elders' Reception. The reception is the closing ceremony for Black History Month at Cal Poly Pomona and

recognizes elders on campus and in the community. **Jame'l Hodges**, coordinator of residential leadership & education for the university, introduced Thumbutu and spoke highly of her perseverance and guidance to the students. University Provost **Marten denBoer** also recently recognized her for her service to the university. She will receive her 25-year pin in September during Fall Conference.

Professor **Robert Palmer**, JD was initiated into Eta Sigma Delta International Hospitality Management Society. The law professor was honored by Collins College students at the fall initiation ceremony.

New Faces

The Collins College is pleased to present four new members of its faculty and staff and one returning faculty member. **Chitra Perera** '00 is the purchasing agent for the Restaurant at Kellogg Ranch. **Jenesie Hardyman** '03 joined the college in February as the restaurant laboratory analyst. After 11 years with Cal Poly Pomona, Administrative Support Assistant **Lucy Miranda** retired in October. **Desiree Baker** filled that spot and began working for the college in March.

When **Michael Godfrey** became interim associate dean, Lecturer **Owen Williams**

(continued from page 29)

analysis” in *Event Management*; “Study motivations and preferences in the Korean hospitality and tourism field” in the *Journal of Marketing for Higher Education*; and “Perceptions of hospitality and tourism students toward study motivations and preferences: A study of Hong Kong students” in the *Journal of Hospitality, Leisure, Sports & Tourism Education*.

Professor Dr. **Edward Merritt** recently published “Strategies for Increasing Hotel Room Sales” in *The Collins Journal* in January and “Green Point Resort and Spa Strategy” in the November issue of the *Journal of Hospitality Business Research*. His most recent management book, *Strategic Leadership: Essential Concepts*, shipped. It is available at amazon.com. Notably, Merritt’s third book, *Leading the Strategic Planning Process*, was adopted as the official guide to club strategy by the Club Managers Association of America.

Dean Dr. **Andy Feinstein** co-presented “The Simplicity Paradox: Another Look at Complexity in Design of Simulations and Experiential Exercises” at the 36th annual Association for Business Simulation and Experiential Learning Conference in Seattle. The article, which won best paper, will be published in *Developments in Business Simulation and Experiential Learning*. Feinstein also recently co-published “Using a Discrete Choice Model to Identify Consumer Meal Preferences Within a Prix Fixe Menu” in the *Journal of Hospitality & Tourism Research*.

Professional Activities

Director of Development **Randi Kirshbaum** is a member of the advisory committee for dineLA, which is a partnership among LA INC. - the Los Angeles Convention & Visitors Bureau - American Express, and the local restaurant community, dedicated to showcasing Los Angeles as a premier culinary destination.

A Cook's Book Tour

Interim Associate Dean **Michael Godfrey** and Director of Development **Randi Kirshbaum** needed no reservations to meet **Anthony Bourdain** at the UCLA Extension Restaurant Industry Conference in March. Bourdain gave the keynote address at the conference and signed copies of his books.



Kirshbaum, Professor Dr. **Jerald Chesser** CEC, CCE, FMP, AAC and Professor Dr. **Jim Burke** each serve on the Board of Directors for the California Restaurant Association’s Educational Foundation (CRAEF).

Chesser is actively involved with ProStart activities across the country. Notably, in March, he ran the Boyds Coffee Culinary Cup as lead culinary judge of the California ProStart Invitational at The Collins College. Chesser has been appointed chair of the CRAEF’s Nomination Committee. In February, he also taught two seminars at the Foodservice Educators Network International conference in Las Vegas.

Dewald and Associate Professor Dr. **Margie Ferree Jones** have also been judges in their areas of expertise. Dewald was a table scape judge at the L.A. County Fair in September, and Jones sniffed and swirled as a wine judge for the San Francisco Chronicle Wine Competition in January. Jones had a busy February. As faculty advisor, she escorted the nationally recognized CMAA student chapter to the association’s world conference in New Orleans and she coordinated the Court of Master Sommelier program, which accommodated 56 level-one candidates.

Merritt wrapped up a four-year stint as a commissioner for the Accreditation Commission for Programs in Hospitality Administration. He continues to be active with the National Restaurant Association Solutions Certification Governing Board where he serves as a Certification Governing Board (CGB) member and member of the certification appeals committee since 2006. The CGB oversees an estimated 500,000 certifications in the restaurant industry each year. Merritt has also taught numerous seminars for the CMAA across the country.

Associate Professor Dr. **Donald St. Hilaire** has served as the education chair of the Los Angeles Chapter of the Hospitality Financial and Technology Professionals (HFTP) for several years. He works with his fellow board members to select speakers and activities for their monthly meetings. As education chair, he is the primary contact for the distribution of scholarships for the chapter. For the 2008-2009 academic year, students at Cal Poly Pomona received more than \$10,000 in scholarships from the national and regional HFTP groups. St. Hilaire is also a certified hospitality accountant executive through HFTP.

CALENDAR OF EVENTS:

- May 14** Professor For The Day,
The Collins College
- May 17** National Restaurant Show Alumni
Networking Event, Chicago
- May 21** Jimmy Buffett Tailgate Mixer,
Verizon Wireless Amphitheater, Irvine
- June 14** The Collins College Commencement
Ceremony, Cal Poly Pomona
- Aug. 7** L.A. Angels Baseball Mixer,
Angel Stadium

For details about alumni
events, please visit,
www.collins.csupomona.edu

To join the Cal Poly Pomona
Alumni Association, please visit
www.csupomona.edu/~alumni/ or
call (866) CPP-ALUM.

Building Value to Build a Network



Dear Alumni,

I am privileged and honored to have been elected and serving as president of The Collins College of Hospitality Management Alumni Chapter Board of Directors. As a proud graduate and founding member of this alumni board, I strongly believe in the value of alumni

programs to expand our network of professionals.

Our alumni chapter board members are goal-driven and filled with enthusiasm. We want to hear from you, and want to hear your Collins College story. The education and friends I met through The Collins College changed my life, and I look forward to hearing how they changed yours as well. As your president, I want to assure you, the lines of communication are open for you to share your ideas with the board. We are passionate about the college, and we want to be a part of shaping the institution and making it the best hospitality program in the United States. To do that, we need your help and participation. Become a member today.

The Collins College Alumni Chapter is part of the Cal Poly Pomona Alumni Association. Becoming a member of this association is a great way to give back and is a nice way to further personal career goals through sharing knowledge, experience, and establishing relationships with other Collins College family members.

This winter we have built momentum for the chapter through a variety of networking events. We encourage you to show your Bronco pride and join us on Aug. 7 for an Angels game.

All The Best,

Steven Senft '98, President
The Collins College Alumni Chapter
ssenft@hrec.com

Connecting Alumni

The Collins College Alumni Chapter is working to build a stronger network of alums

BY LISA MCPHERON

THIS PAST FALL, ALUMNI ASSOCIATION MEMBERS elected a new Collins College Alumni Chapter Board. This leadership team is a mix of professionals who are enthusiastic about building a vibrant network of alumni and giving back to the college.

The revived chapter kicked off its events with a breakfast mixer before the 16th annual Hospitality Career Expo in February. The event attracted more than 30 alumni. On March 31, Ian Blackburn '91, owner of LearnAboutWine.com, hosted a wine tasting for 25 at LOFT218 in downtown Los Angeles. On April 21, Russ Bendel, Jr. '04, operating partner of Fleming's Prime Steakhouse & Wine Bar, and vice president of the chapter board, hosted a fund-raising dinner for nearly 30 at the Newport Beach restaurant.

In addition to traditional networking events, the chapter is making a big push to promote social networking. The Collins College Alumni Chapter has active groups on LinkedIn and Facebook, where alums can post discussions and announce events. Each site features more than 175 users.

"I really want to bring that feeling of family back between alumni and the college," said chapter President Steven Senft '98. "I'd like to see our chapter membership grow from 100 to 1,000. I think that's very attainable."

The chapter is one of 10 regional, academic, or special interest alumni chapters within the Cal Poly Pomona Alumni Association. In order to re-establish a chapter board, the Office of Alumni Affairs held a three-week nomination period in October, which was followed by a mail-in ballot election. Since the election, the board has met monthly at the college.

Senft, a senior broker for HREC Investment Advisors in Santa Monica, believes there is tremendous value in building a strong network of alumni. He and other members of the chapter's board want to create more opportunities for alumni to interact with each other and with

(from left) Board members Seth Larson '02, Dominic Donatoni '05, Jason Farned '04 and Steven Senft '98 gather at the alumni breakfast mixer in February. Board members Michael Ross '79 and Russ Bendel, Jr. '04 are not pictured.



TOM ZASADZINSKI

students, faculty and staff at the college. The board is looking to start regional chapters throughout the United States, and have networking and social mixers that coincide with hospitality conferences and expo's nationwide.

The board members are:

Steven Senft '98 – President
Russ Bendel, Jr. '05 – Vice President
Seth Larson '02 – Secretary
Michael Ross '79 – Treasurer
Jason Farned '04 – Faculty & Student Outreach Chair
Dominic Donatoni '04 – Networking & Events Chair

Throughout the years, many alumni have maintained relationships with each other and their professors; however, until recently there has not been a coordinated alumni relations and outreach program to keep them actively involved with the college. The Hae & Shina Park in Memory of Dr. Donald Lundberg Alumni and Outreach Endowment provides staff support to aid the chapter in its efforts. This endowment was made possible by a generous donation from alumnus Hae Park '78 and his wife Shina, with a matching gift from Carol and Jim Collins. Both the Parks and the Collins' saw the need for dedicated resources to support alumni relations and outreach.

Collins magazine is an example of how this funding is being put to use. The endowment also supports alumni events, specifically out-of-state alumni mixers in Chicago and Manhattan that coincide annually with large industry conferences. Dean Andy Feinstein and alumna Eva Wassermann '86, and her husband, Roger Hill, will co-host a mixer in Chicago on Sunday, May 17, 2009, during the National Restaurant Association Hotel-Motel Show weekend. The event is open to all Cal Poly

Pomona alumni.

Feinstein also plans to host an annual alumni mixer in Manhattan during the International Hotel/Motel and Restaurant Show. He kicked off this concept last November, with an event at the Red Lobster in Times Square. The college appreciates the support of its alumni program from Cal Poly Pomona President Michael Ortiz and his wife, Betty. The Ortizes attended the November event and planned to attend the May 17 party as well.

The chapter board has also reserved a block of tickets for a Los Angeles Angels game on Aug. 7. Alumni are encouraged to buy tickets and come.

Chapter board member Dominic Donatoni '04, who is director of room operations at Aliso Creek Inn in Laguna Beach, has enjoyed reconnecting with alumni through the chapter's efforts.

"It is exhilarating and rewarding to stumble upon alums that you have worked with over the years without even knowing you went to the same university," Donatoni said. "We hope these events will help strengthen the chapter's membership, build a network of fellow alums and provide a stronger sense of value not only to those already graduated from the college, but also to those current students preparing for their careers."

For details about alumni events, please visit, www.collins.csupomona.edu or join one of the social networking groups. For more information contact Lisa McPheron, director of communications and external relations, at (909) 869-3151 or lcmcpheron@csupomona.edu.

To join the Cal Poly Pomona Alumni Association, please visit www.csupomona.edu/~alumni/ or call (866) CPP-ALUM.

Cowgirl Up!

The Collins College honors **Jill Bosich** as its 2009 Distinguished Alumni of the Year

BY JESSICA WYLAND



PHOTO COURTESY OF JILL BOSICH

JILL BOSICH BELIEVES in the good old-fashioned philosophy that honesty and quality should come first. The 1993 alumna infuses this notion into her work as chef/owner of Cowgirl Cookie Co. based in Newport Beach and as chef/instructor in the Culinary Arts Department at Orange Coast College in Costa Mesa.

Rave customer reviews posted on the Cowgirl Cookie Co. Web site prove that Bosich's down-home goodness tastes good. In July of 2006, she was inducted into the prestigious American Academy of Chefs, the honor society of the American Culinary Federation. Bosich was named Team Coach for Culinary Team USA 2008 to assist in coaching the United States Culinary Olympic Regional Teams.



TOM ZASADZINSKI

In her role as educator, Bosich has served as a chef/lecturer for The Collins College of Hospitality Management from 2002-2004. She was also founding Dean of Culinary Education at Culinar, The Culinary Institute of Virginia College in Birmingham, Alabama.

Although her career is peppered with honors and awards, Bosich prefers to focus on values. Maybe it's the cowgirl in her, but Bosich likes to count her blessings. Among her blessings, she counts the education she earned at Cal Poly Pomona.

"I had such a positive and completely fun experience at Cal Poly Pomona," she said. "At The Collins College, we were challenged to think critically and really earn the grades we achieved. Without a doubt, graduating from Cal Poly and The Collins College has been an anchor of credibility and achievement for my career."

After Bosich graduated, she landed her first big job as a chef for a fine dining restaurant in a 1,000-room hotel property in San Diego. She was responsible for three meal periods, Sunday brunches and room service.

"Had I not received such a solid base and

exposure to the industry through my education, I would have been eaten alive in the real world," she said. "It was tough, but going to Cal Poly taught me to be as prepared as possible and to make decisions that would prove beneficial to those I work with and to my career down the line. To this day and as a teacher now myself, I recommend Cal Poly Pomona because it sets students apart from the rest of the pack."

Bosich's education, along with her own diligence, are credited for much of her career success. However, the cowgirl/chef/teacher still defers to her tried-and-true philosophy.

"Being in this business and being successful is a result of so much more than just you working hard or just focusing on yourself," she said. "You truly need to work with others and demonstrate appreciation for those who take the time to help you achieve your goals. I approach each day with a grateful heart and always try to make a conscious effort to help others or give back in any way—big or small. I find that is what truly makes life rewarding and rich."

Where Are They Now?

*Collins College alumni
enjoy a wide array of
careers in hospitality*

1970s



(from left) President Michael Ortiz with Bruce Gorelick '78 during a Founders Society Gala.

Bruce Gorelick '78 remains active with The Collins College through his membership on the Board of Advisors. The general manager of the Renaissance Hollywood Hotel & Spa envisions making his hotel the premier provider of experiences and enjoyment in the market by providing exceptional service in an exciting environment, and by surpassing expectations for all: stakeholders, cast members, celebrities and producers. This year marks his 29th year with Marriott, having worked at most of their brands, including: Ritz Carlton, Renaissance, Marriott Vacation Club, Marriott Hotels, Resorts and Suites, Courtyard by Marriott and Residence Inns by Marriott. On November 21, 2009, the Renaissance Hollywood Hotel & Spa will be the location of a new college event that will recognize an industry executive and the 2010 Distinguished Alumni of the Year.



1980s

Eva Wassermann '86 established and is the principal of State Parkway Advisory, a consulting platform providing both hotel acquisitions and asset management assistance solely to Goldman Sachs' Whitehall Street private equity funds. Wassermann continues to be involved with the college community and the university at large as a member of the college's Board of Advisors and Cal Poly Pomona's National Development Council. This council is comprised of influential business leaders who help advocate for and advance the university's mission, as well as counsel the university president and his cabinet on financial matters.



Since graduating in 1988, **Victor Simmons'** career has spanned several management positions within the Southern California hotel industry. He is currently working for Starwood Hotels and Resorts as director of human resources for the Westin Mission Hills Resort & Spa. Prior to joining the Westin three years ago, Simmons was most recently director of human resources for the Rancho Las Palmas Marriott. He has been married to Lisa, the love of his life since his college days, and has three wonderful kids.



Collins College lecturer Barbara Jean Bruin '85 enjoyed a visit with alumni Jacob League '05 and George Chu '99 this past winter in Atlanta. League is the general manager of a Houston's and Chu is an area coach of operations with Panda Express.

1990s



Shawn Glaspell '93 is the founder/owner of Spencer Lewis Marketing Group, which assists companies in all aspects of marketing communications. After a few years in the hotel industry, Glaspell redirected his focus on sales and marketing. Glaspell's Rancho Cucamonga-based, award-winning company celebrated its 10-year anniversary in 2008.

Last year, **Randy Arpea '90** received his Executive MBA from Northeastern University at

the Graduate School of Business Administration. Arpea has had a long employment history with Marriott International and is currently Resident Manager at Boston Marriott Long Wharf.

For about four years, **Dawn Carter '91** has been the Senior Manager of University and Diversity Programs for Amazon. Her team actively searches colleges and universities recruiting innovative, creative and motivated students for positions at Amazon.

In October 2008, **Mehmet "Matt" Balcik '96** became the general manager of Peter Island, the largest private island resort in the British Virgin Islands. He oversees all of the resort's operational activities. Before his current post, Balcik served as general manager of the Westin Aruba Resort & Casino and general manager of the Westin Saint John Resort & Villas prior to that. Balcik began his career in hotels in various operational capacities at the Sheraton New Orleans, Laguna Cliffs Marriot and Newport Beach Marriott Suites Hotel.



After receiving his bachelor's degree, **Louis Hauge '98** went on to get his MBA at Pepperdine University. Currently, he is president/CEO of Serendipity Hospitality which is a restaurant development company focused on quick-casual and quick-service dining concepts in the Southern California area. Hauge is also regional sales manager for CrunchTime! Information Systems, which provides a variety of technologies and

solutions that help restaurant operators reduce food and beverage costs, drive labor efficiencies, and better manage the quality and consistency of their food-service operations.

After graduating in 1996, **Janét Chiu** went on to pursue her MBA at University of California, Irvine's Paul Merage School of Business for International Business/Business Development. She is currently the program manager for the Holiday Inn Re-launch Implementation for InterContinental Hotels Group Inc., where she manages branding projects for hotels including the Holiday Inn® and Holiday Inn Express®. Chiu hopes to form a regional Atlanta-based Collins College Alumni Chapter soon.

2000s

When wildfires fueled by Santa Ana winds threaten homes in Chino Hills, Calif., this past November, **Rachel Paghunasan '01** felt it was her responsibility to help the community. The manager of Chili's Bar & Grill in Chino Hills and her staff worked with the American Red Cross to provide breakfast for evacuated residents and firefighters. "At Chili's Chino Hills, we



believe that giving back to the community and showing support to the community is one of the most important things we can do," she said. "We were very honored to have been called upon by the American Red Cross to offer our services." In December, Chino Hills Mayor Peter Rogers presented Paghunasan with a certificate of recognition for her restaurant's effort. In addition to helping the evacuees and firefighters, Paghunasan and Chili's General Manager **Tracy Murad '05** spearhead efforts among their staff to support a food bank in Los Angeles and every September, the staff at the restaurant raises money for patients at St. Jude's Hospital.

Martin Myung '08 is a LIVE Leader (Leaders Immersed in Valuable Experiences) at The Ritz-Carlton, Bachelor Gulch in Avon, Colo. He was selected by property nomination and on-campus recruiting. He is participating in a 12-month rotational program and will be placed in a management role upon completion of the program.

We Want To Hear From You



If you would like to be featured in a future issue of *Collins*, please call or e-mail Lisa McPheron, director of communications and external relations at (909) 869-3151 or lc MCPheron@csupomona.edu.

The Collins College of Hospitality Management

Donor Honor Roll 2007 2008

EDITOR'S NOTE – We strive to present all names and gifts accurately. If there is an error in the way a name or gift is identified, please feel free to contact Lisa McPheron, director of communications and external relations, at lmcpheron@csupomona.edu or (909) 869-3151.

Donors to The Collins College of Hospitality Management generously helped raise more than \$1 million in contributions and gifts in 2007-2008. The donor honor roll features the names of individuals, businesses and organizations that have contributed to The Collins College from July 1, 2007 to June 30, 2008. The fall issue of *Collins* magazine will include the 2008-2009 honor roll.

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Bold names are members of the college's Board of Advisors.



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Rosé on a Summer Day

Horsehill Vineyards Zinfandel Rosé is available at the Restaurant at Kellogg Ranch.

“This rosé is beautifully vibrant, almost neon pink, with light lavender edges. The aroma is full of exotic fruit characters: cherries, watermelon and strawberry, all very showy and candy-like. The flavors mimic what the eye and nose behold - crisp fruit flavors that border on sour cherry, sweet watermelon and light strawberry. The first sip is light and refreshing, certainly an invitation for that second and third sip. Nicely balanced and definitely not too sweet.”

— MASTER WINEMAKER JON MCPHERSON, SOUTH COAST WINERY, TEMECULA



Chef Ernie Briones

When the weather turns hot – Collins College Chef-Lecturers Scott Rudolph and Ernie Briones have the perfect summer lunch featuring Cal Poly Pomona’s inaugural vintage of Horsehill Vineyards Zinfandel Rosé.

This crisp wine with cherry, watermelon and strawberry aromas is best served chilled at 45 degrees. The rosé is paired brilliantly with Rudolph’s Horsehill Vineyards salad and Briones’ crab cakes with a creamy chili sauce. Enjoy.



Crab Cakes

Yield: 6

1 ½ tablespoons olive oil
1 red bell pepper, diced
½ yellow onion, diced
2 garlic cloves, chopped
1 egg, beaten
2 tablespoons lemon juice
1 teaspoon Old Bay Seasoning
1 teaspoon mustard, dry
1 teaspoon paprika
1 lb. crab meat, lump, free of shells
3 oz., mayonnaise
salt to taste
white pepper to taste
2 cups, Panko breadcrumbs
2 cups, vegetable oil for frying

1. Heat the olive oil over medium heat in a medium-sized skillet. Sauté the bell pepper, onion and garlic, about five minutes or until tender. Remove from heat and cool slightly and drain liquid.
2. In a medium-size bowl combine the cooked pepper mixture with the egg, lemon juice, Old Bay Seasoning, dry mustard, paprika, crab meat, mayonnaise, salt and white pepper. Mix together until just combined. Do not over mix or crab pieces will disintegrate.
3. Mold the cakes using a metal form and gently coat with the Panko breadcrumbs on all sides. Place prepared cakes on a lined baking sheet.
4. In a small, non-stick, skillet sauté

crab cakes in a small amount of vegetable oil and cook until golden brown on all sides. Using a spatula transfer to paper towels to drain. Serve warm with the creamy chili sauce. (Tip: If the crab mixture is too wet, use cracker meal to absorb some of the moisture.)

Creamy Chili Sauce

Yield: 1 ½ cups

3 tablespoons vegetable or canola oil
4 shallots, minced
3 garlic cloves, minced
1 tablespoon chili garlic sauce
2 cups whipping cream
½ cup Horsehill Vineyards Zinfandel Rosé
¼ cup lime juice, fresh

1 tablespoon lime zest
1 teaspoon salt, kosher
¼ teaspoon white pepper, ground

1. Heat oil over medium-low heat and sweat the shallots and garlic until tender (about five minutes).
2. Add the chili garlic sauce and cook for one minute, stirring constantly.
3. Add the wine and lime juice and raise heat to bring to a boil. Reduce mixture by half.
4. Add the cream and lime zest and reduce mixture by half again. Add salt and pepper mix and transfer sauce to bain-maire insert pan to keep warm or serve immediately.

PHOTOS BY TOM ZASADZINSKI

Horsehill Salad

Yield: 1 portion

2 cups mixed baby lettuces
¼ cup candied walnuts
¼ cup celery, sliced
5 slices of Granny Smith apple
¼ cup green grapes, halved
¼ cup red grapes, halved
¼ cup Maytag blue cheese, crumbled
¼ cup Horsehill Zinfandel Rosé vinaigrette
1 teaspoon sea salt
1 tablespoon edible flower petals

1. Place all ingredients in a stainless steel mixing bowl.
2. Toss gently until evenly coated with vinaigrette.
3. Season and serve immediately.

Horsehill Vinaigrette

Yield: 1 cup

2 cups Horsehill Vineyards Zinfandel Rosé
1 tablespoon shallots, minced
2 tablespoons aged balsamic vinegar
1 tablespoon Dijon mustard
¾ cup vegetable oil
1 teaspoon sea salt

1. Place the wine and shallots in sauce pot and reduce to ¼ cup.
2. Allow reduced wine to cool.
3. In stainless steel bowl whisk together wine reduction, vinegar and mustard.
4. Slowly add oil while whisking until emulsion is formed.
5. Season with salt.

Candied Walnuts

Yield: 4 portions

8 oz. walnut halves
4 oz. granulated sugar
¼ teaspoon cinnamon
¼ cup water
1 dash sea salt
½ teaspoon vanilla

1. Place the walnuts on a sheet pan and roast in 350 degree oven for three minutes or until lightly toasted.
2. In a heavy bottomed saucepan cook sugar, cinnamon, water and salt until softball stage at about 240 degrees.
3. Add vanilla and toasted walnuts. Fold until mixture looks creamy and walnuts are well coated.
4. Spread the walnuts on sheet pan and separate as the mixture cools.



Chef Scott Rudolph



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Professionals *in* Luxury

(FROM LEFT) Lacey Easton, Chris Karim and Laura McNeilly, who each graduated in 2008, have started their professional careers at The Resort at Pelican Hill in Newport Beach. Easton works in public relations, Karim is an in-room dining assistant manager and McNeilly works in catering and conference services. They are among about 1,000 employees who opened the luxury resort in November. More than 16,000 people applied for positions at the new 504-acre property.

PHOTO BY TOM ZASADZINSKI