FALL 2012

In This Issue:
Recruiting Talent
Faculty Research
A Q&A With Jeff King

Collins
A publication by The Collins College of Hospitality Management
Collins
A publication by
The Collins College of
Hospitality Management
Dean and James A. Collins
Distinguished Chair
Andrew Hale Feinstein
Associate Dean
Michael Godfrey
Editor
Lisa McPherson
Photographer
Tom Zasadzinski
Graphic Designers
Susan Guntner
Nina Giangreco
Contributors
Sonja Bjelland, Samantha
Clendenin, Sean Grabin,
Victoria Lavarreda and
Elaine Regus
Printing and Distribution
Advanced Color Graphics

Collins is funded by the
Hae & Shina Park in Memory of
Dr. Donald Lundberg Alumni
& Outreach Endowment. The
magazine is published twice
a year by The Collins College
of Hospitality Management
at California State Polytechnic
University, Pomona, and
distributed to alumni and
friends of the college.

The college would like to thank
the Office of Public Affairs and the
Office of Alumni Affairs for their
assistance in this publication.

As part of its commitment to
green printing, Collins is printed
on FSC-certified paper. The
Forest Stewardship Council
(FSC) promotes environmentally
appropriate, socially beneficial
and economically viable
management of the world’s
forests.

The Collins College
Board of Advisors
Chair
Bruce J. Gorelick ’78
JW Marriott
Board Members
Donald B. Ayres, III
Ayres Hotels
Bruce Baltin
Colliers PKF Consulting USA
Russ Bendel
The Habit Restaurants, LLC
Bridget Bilinski ’79
Marriott International, Inc.
Eric Boberg
ClubCorp
Mark Burden
RIM Hospitality
James A. Collins
Sizzler International, Inc.
William Doak ’82
CIM Group
Timothy S. Dubois
The Edward Thomas
Companies
Andrew Hale Feinstein
The Collins College of
Hospitality Management
Richard N. Frank
Lawry’s Restaurants, Inc.
Joe Gatto
T-Bird and Outback
Steakhouse
Thomas M. Goff
Bernstein Global Wealth
Management
Howard R. Gordon
Gordon Restaurant Group
Daniel Harley
MICROS Systems, Inc.
Dianne M. Jaskulske
Hilton Worldwide
Afshin Kateb
SBE Entertainment Group
Jeff King
URG / King’s Seafood
Company
Chuck Lehman
Fresh and Ready Food
James H. Little
Cini-Little International, Inc.
Verne Lusby
FreshPoint Southern
California
Reginald (Reggie)
McDowell
Burbank Marriott Hotel
Justin B. Nedelman
Modern Hospitality Systems,
LLC / Investwest Companies
Mary Niven
Disney California Adventure
& Guest Services
The Disneyland Resort
David Schneiderman
Southern Wine & Spirits
Eddie Sheldrake
Polly’s, Inc.
David A. Sherf
Ascendant Lodging
Partners, LLC
David R. Shipman
Vintage Inn and Villagio Inn
& Spa
Larry Shupnick
Interstate Hotels & Resorts
Ned F. Snively
Retired Hotel Executive
Bob Spivak
The Grill/Daily Grill
Eva N. Wassermann ’86
State Parkway Advisory
Doug Watson
The Ritz Carlton Hotel
Company
Leiala Whattoff
Roy’s Restaurants

Honorary Board Members
J. Michael Ortiz
Cal Poly Pomona
Steven Senft ’98
Collins Hospitality
Society

Collins Hospitality Society
Steven Senft ’98
President
Jason Farned ’04
Vice President
Seth Larson ’02
Secretary
Brandon Feighner ’05
Treasurer
Russ Bendel Jr. ’05
Director of Fundraisers
John Clay, Jr. ’04
Director of Scholarships
Erie Mascho ’10
Director of Membership
Nung Rigor ’00
Director of Networking and
Events
## Contents

**Cover Story**

12  A Man of Many Talents

**Features**

17  Recruiting Talent
20  Commencement 2012
22  Top of His Class

**Departments**

4  From the Dean’s Desk
5  To the Editor
6  College News
23  In Their Words
28  Giving
31  Faculty & Staff Notes
35  Alumni News
38  From Our Kitchen

---

**ON THE COVER:**
Larry Shupnick stands outside the Cliffs Resort in Pismo Beach. He co-owns that property along with many other hospitality companies.
From The **Dean’s Desk**

This fall, we welcomed more than 270 new students to The Collins College of Hospitality Management. This marks our largest incoming class ever. Our Master of Science in Hospitality Management program is also at capacity. It is inspiring to see such bright and enthusiastic students invest in their future by choosing to pursue their higher education with us. As our student body grows, I am constantly challenging myself and the faculty and staff to be innovative in order to provide students with the skills and experiences they need to succeed in the global hospitality industry. This past year, our efforts have resulted in the graduation of our first master's class, the creation of new courses in entrepreneurship and leadership, a new hotel alternative to our restaurant operations courses, and programs such as the Mentor Program and Collins Ambassadors.

We also take a hard look at our facilities to make sure we are creating and maintaining an environment that spurs intellectual pursuits and a passion for the industry. The fruits of our labor can be seen in the redesigned computer lab. With interior design by Gettys Group and support from many of our friends, this space creates the feel of a high-end hotel lobby with all the latest technology to serve our tech-savvy millennial generation.

Providing students with an innovative education requires faculty to pursue scholarship and contribute to the body of knowledge about the industry and academy. The Summer Research Program provided $70,000 to promote more research among faculty. An article on this program introduces some of the exciting scholarship that faculty are working on, and the 2013 spring issue of Collins will explore the findings of these projects.

There are many ways the college exposes and prepares students for dynamic careers. In addition to the education from their hands-on courses, students benefit from co-curricular club activities, career services, subsidized travel to large industry trade shows, and more. The Collins College's Board of Advisors also provides us direct access to influential leaders in the industry. Larry Shupnick, who graces the cover of this issue, is a case in point. Larry has mastered what it takes to be a successful hospitality entrepreneur. He is a hotelier, a restaurateur, a wine collector and a cowboy. Yes, a cowboy. I am grateful for the time Larry shared with us so we could tell his impressive story.

We now have 37 esteemed hospitality leaders on our Board of Advisors. We recently welcomed four new members: Mark Burden, president & CEO of Rim Hospitality; alumnus Bill Doak, first vice president of hospitality for CIM Group; Justin Nedelman, partner of Investwest Companies - which own Eureka! Burgers and Craft Beer and Leiala Whattoff, vice president of training and development for Roy's Restaurants. I am very excited to work with all of them on projects to enhance the college.

I am pleased to announce that on March 23, the college and our Board of Advisors will honor Caroline Beteta with the Robert Mondavi Wine & Food Award during Hospitality Uncorked at the JW Marriott Los Angeles. As president and CEO of Visit California and chair and of Brand USA, Caroline is truly working for California. Her drive to market travel to California positively impacts all corners of the hospitality industry, especially our state's vibrant wine regions and restaurant industry. She is a fascinating and engaging person, and I am thrilled to be honoring her. I hope to see many alumni and friends at this charity gala.

All of the projects that I have shared in this letter and throughout the magazine are only possible through continuous private support from our friends. We rely on the funds raised at Hospitality Uncorked and other contributions to continue providing a high-quality education. As we enter another tumultuous budget year in the California State University system, it is more and more obvious that we cannot depend solely on resources from the state. Though we face many challenges in the year ahead, we are moving forward with optimism and confidence that we can continue on this path of innovation and excellence with help from our friends.

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

---

Our vision is to shape the future of hospitality.
Supporting Prop. 30

As an alumnus of Cal Poly Pomona and proud graduate of The Collins College of Hospitality Management, I will vote for Proposition 30, Governor Jerry Brown's tax initiative to help schools, to ensure that education is a priority, and see to it that today's students are able to continue the lifelong pursuit of education. While I am supportive of additional funding for K-12 schools and police departments, I am also voting for the initiative because it is our best hope to stop the annual cuts to higher education. If it fails, it would result in at least an additional $250 million cut to both the CSU and University of California. That would create a mid-year trigger cut of $12 million to Cal Poly Pomona's budget. The decrease in funding has been difficult for students, faculty and staff, but continued cuts would be devastating for the campus and our community.

On a personal note, the education that I received at The Collins College prepared me for a successful career, and I want to ensure that the same opportunities are available for future students at Cal Poly and California's other 32 public universities. Even amidst trying budgetary constraints, education is not something that we should be willing to bet against, for it is too important to our future. Our region needs the graduates that the campus educates in all disciplines to ensure that the great State of California remains exactly that.

Brandon Feighner '05
Vice President
PKF Consulting

NOT PICTURED:
SUSAN GUNTNER has designed Collins magazine as well as a wealth of other creative projects for non-profit organizations and local colleges. She is an artist, who enjoys cooking and the outdoors.

NINA GIANGRECO is an award-winning graphic designer and production coordinator with more than 20 years of experience. Her work with Cal Poly Pomona’s Graphic Communications Services department includes numerous marketing projects for The Collins College. Additionally, she is a photographer and artist.

ELAINE REGUS is an experienced, versatile and creative writer and editor. Her clients include some of the leading colleges and universities in the Southern California region. She is a regular contributor to Collins magazine.

LEARN MORE

Hear both sides of the debate by visiting these websites.

SUPPORT: http://www.yesonprop30.com

OPPOSITION: http://www.stopprop30.com
The Collins College transformed its outdated computer lab into a stylish and functional work space for students. With design by Gettys Group, the new lab invokes the feel of a high-end hotel lobby.

The Collins College computer lab renovation took place during the spring quarter and finished in the early summer with an unveiling on June 25. The contemporary furniture is modular, fashionable and comfortable. Students have the option of using the lab’s computers or bringing their own. Wireless access, wireless printing and a large white board are available for students to use.

“The new computer lab is much more inviting, and I think students will use it more often than the old lab,” said Miranda Akkari, a sophomore at The Collins College.

THIS PROJECT WOULD NOT BE POSSIBLE WITHOUT THE SUPPORT OF THE FOLLOWING DONORS:

Campbell Window Film
Chella Textiles Coalesse
Crossville Inc.
Design Tex
Gettys Group
Knoll Textiles
LBI Boyd Wall Coverings & Acoustical Products
Mason Contract Products, LLC
Roppe Corporation
Shaw Contract Group
Steelcase
Tangram
Caroline Beteta Receives TOP HONOR

The Collins College and its Board of Advisors are pleased to announce that Caroline Beteta will be honored with the Robert Mondavi Wine and Food Award at the 2013 Hospitality Uncorked for her important work to promote California.

As president and CEO of Visit California, which is the California Travel and Tourism Commission (CTTC), Beteta has enormous influence on how California is portrayed worldwide. She is responsible for implementing the commission’s $50 million marketing plan and serves as the lead spokesperson for California’s $102 billion tourism industry. Travel has an enormous impact on the success of all aspects of the hospitality industry such as food, beverage and lodging.

“Caroline is an outstanding leader in California whose work has an impact on all aspects of the hospitality industry,” said Dean Andy Feinstein. “It is fitting that The Collins College – California’s oldest hospitality management program – honor her contributions to the state and the industry.”

The CTTC is a not-for-profit corporation that operates in partnership with the State of California’s Division of Tourism. It is the official marketing organization to promote the entire state of California as a premier travel destination. The commission targets domestic and international markets to position the state as the top leisure destination of choice, and it does so with the use of sophisticated marketing. Its commercials feature celebrities such as Rob Lowe, Betty White and Giada De Laurentiis.

Beteta will be honored at Hospitality Uncorked on March 23, 2013 at the JW Marriott Los Angeles at LA Live. This glamorous charity gala is spearheaded by The Collins College’s Board of Advisors. Proceeds of the event support The Collins College. For more information, please visit www.HospitalityUncorked.com.

Southern California Tasting and Auction

Collins College students showed up in numbers in May to volunteer for the 5th Annual Southern California Tasting and Auction, which hosted more than 900 guests and 44 booths. Volunteers included 34 students from a special events class as well as several other students, who helped set up, execute and clean up after the event. Students Alvina Hinh and Fernando Yuan, seen here, helped run the Restaurant at Kellogg Ranch booth. Notably, student Kimberli Turner was an event lead, and faculty and staff members included Dr. Margie Jones, Scott Rudolph, Jennifer Shepherd and Erin Mascho.
Expansion Plans Move Forward

The CSU Board of Trustees approved schematic design plans for The Collins College expansion in September. This important step moves the $10 million project along and keeps construction on track to begin in the fall of 2013.

The 15,000-square-foot expansion will feature two, two-story buildings and be Gold LEED Certified or higher. One will add five classrooms, six faculty offices, a conference room, a faculty lounge and two executive director offices. The second building will have a student commons that serves as a social and study space for students. This building will also house an area for graduate students to study and work.

A project of this scope requires input from a variety of stakeholders at Cal Poly Pomona. Dean Andy Feinstein, Project Manager Andrew Naranjo, Mooris Taylor, the facility design and construction project manager for the campus, and members of the HMC Architects team were busy all summer presenting plans for the expansion to several campus groups. Those groups included: the Disability Resource Center; Finance; Architectural; Landscape; Parking and Traffic, and the President’s Cabinet. The campus community has enthusiastically supported the project. The CSU Chancellor’s Office Capital Planning Design and Construction team members have also reviewed and approved the plans thus far.

This project is funded by: Carol and Jim Collins; Panda Restaurant Group founders, Andrew and Peggy Cherng; The J. Willard and Alice S. Marriott Foundation, prominent Inland Empire businessman and alumnus Eugene Park and Mary Alice and Richard N. Frank.

Prop. 30
Directly Impacts Cal Poly Pomona

The Nov. 6 ballot has several propositions for voters to consider, including one that will have a direct impact on the California State University system, Cal Poly Pomona and the students they serve.

Proposition 30 is Governor Jerry Brown’s initiative, which would increase state revenue for education. Most of this is accomplished through a temporary, four-year, sales tax increase of ¼ cent as well as a temporary, seven-year personal income tax rate increase for those who make more than $250,000 annually.

If Proposition 30 passes, the state would have additional revenue for K-12 schools and community colleges, and the CSU budget would be less likely to be cut, allowing Cal Poly Pomona to better plan for student enrollment and instruction.

If Proposition 30 fails, the CSU would receive a mid-year “trigger” cut of an additional $250 million, or $12 million at Cal Poly Pomona. The trigger cut is on top of the $750 million funding reduction from last year and would lower state support of the CSU to $1.8 billion. That would be the lowest level of state funding the system has received in 17 years and nearly 40 percent below CSU funding only five years ago.

More information on Proposition 30 is available through the California Legislative Analyst’s Office at: www.lao.ca.gov.
Hands-on Professional Development

In recent years, many Collins College students have shown an interest in pursuing careers in event planning. To give herself better insight into that line of work, Career Services Coordinator Ann Lara participated in a multi-day professional internship at Fairplex in Pomona.

Lara spent three days in July job shadowing Event Manager Caren Tse to learn about a variety of events and the logistics that go into executing them successfully. The events included a weekly food truck festival, an RV show, a guitar show and a wedding. When guests of the guitar show parked in spots designated for wedding guests, Lara gained first-hand experience in the response and troubleshooting that often come into play during events. Lara then returned to Fairplex for two days in September to job shadow during the Los Angeles County Fair, which is the largest county fair in the U.S.

“With over 350 events per year, plus the fair, Fairplex offers a wonderful opportunity for students to gain experience in event planning in our own backyard,” Lara said. “Events ranging in size, from 50 people to more than 10,000, require students to be organized, flexible, and to have strong communication and problem-solving skills. Armando Lujan, head of maintenance at Fairplex, summed it up best when he said, ‘If you can handle a constant state of chaotic confusion, you’ll do fine.’”

The internship gave Lara a greater appreciation for the event-planning aspect of the hospitality industry and will aid her when she is giving career guidance to Collins College students.

“My No. 1 take away to bring back to the students is that there is no one traditional career path to becoming an event planner,” she said. “Networking and being willing to start at the bottom are the keys to a successful event planning career.”

Student Leaders

The Collins College is pleased to announce the 2012-2013 Collins Ambassadors: (from left) Katy Johnson, Raul Bermudez, Mario Jaramillo, Matt McMaster, Tracy Tran, Helen Kim, Melissa Fackler and Kristin Conant. This is the second year of the program led by Student Services Coordinator Summer Pettus. The ambassadors support the college in its recruiting efforts to high schools and community colleges and they promote involvement and volunteerism among their fellow students.

PHOTOS BY TOM ZASADZINSKI
Introducing Kids Early to College

Sixty-five children and teens from Glory Christian Fellowship International in Carson, Calif. visited The Collins College in July to learn about hospitality management education and to tour Cal Poly Pomona.

“It's never too early to start thinking about college. By touring campuses and meeting college students, these kids are getting a head start on planning their own college paths,” said Erin Mascho, program coordinator for the California State University Hospitality Management Education Initiative (HMEI).

Mascho, in conjunction with the CSU African American Initiative (AII), coordinated the church group’s visit. Glory Christian Fellowship International is one of many churches that belong to AII and works at the grassroots level to inspire and educate children and their families on navigating the path to college.

Through Mascho’s efforts, HMEI works to promote the 14 CSUs that offer degrees related to hospitality management and to create a stronger linkage between academia and industry. She also works closely to align HMEI with AII’s work to increase African American enrollment across the CSU, including at The Collins College.

During their visit, the youth group watched a cooking demonstration by Dr. Jerry Chesser and learned more about the college from Student Services Coordinator Summer Pettus and a few Collins Ambassadors. Their visit also included lunch at Los Olivos and a tour of Cal Poly Pomona.

Embassy Suites, Hilton Worldwide Donate Scholarships

The 18 properties that make up the Embassy Suites Southern California Co-op normally pool their resources on marketing to increase business at their properties. This year, they took a different approach. In addition to their marketing efforts, they decided to donate $1,500 for Collins College student scholarships in order to support young professionals.

The funds were matched by Hilton Worldwide, resulting in $3,000 in one-time funds for scholarships. Students Zurizadai Rios, James Park and Jonathan Sun each benefited from these gifts.

“This scholarship is a great relief for me because it eases the cost of my tuition and books,” Rios said. “Hilton has a great reputation, and I would love to work for a company that I know supports education.”

Lisa Kotlar, director of sales for Embassy Suites Brea - North Orange County, is hoping for just that. The Collins College is a hotbed of talent, and she hopes that by supporting students, they may be more inclined to pursue a career with Embassy Suites or other Hilton brand hotels.

“We felt like this was a great opportunity to partner with The Collins College because we are so passionate about bringing people up and nurturing young professionals,” Kotlar said.

For information on how to donate scholarships please contact Gina Johnson, director of major gifts, at gljohnson@cspanomona.edu or 909-869-5349.
About 30 Collins College students received a crash course in Italian culture by touring Italy for nine days and studying at the Apicius International School of Hospitality in Florence for three weeks this summer.

Students have been participating in the Italian study abroad program for several years. However this year, the program underwent a few changes to allow students more time to travel and to learn about the regions of Italy first-hand. The nine-day tour was a cultural introduction class that required students to observe and write about Italian lifestyles.

“I loved being able to experience different cultures of Italy,” said student Kimberli Turner. “There are so many different regions of Italy that have their own distinct ways of life.”

The students started in Rome where they spent a few days visiting some of the most important archeological and artistic sites in the capital. They then moved north to Maremma in Southern Tuscany where they visited the Tarot Garden, a sculpture garden created by the contemporary artist Niki de Saint Phalle, and met with a local wine producer, who introduced them to winemaking and wine appreciation. They traveled next to the Versilia Coast where they stayed for four days. The coast is a popular vacation destination for Italians and is characterized by ports, town centers, sandy beaches, piers and a famous boardwalk.

After the tour, students attended classes at the Apicius campus in Florence where they had the choice of taking classes on wine and food pairings, traditional Italian cooking, Tuscan wine, or food, culture and society in Italy.

Above: Students visited numerous historic sites such as the Coliseum during their cultural tour of Italy.

Left: Students gained an appreciation for Italian wine and cuisine.

PHOTOS COURTESY OF LEILA ABDELGHANI
Larry Shupnick's appreciation for wine is matched by his love of animals. He and his puppy Murphy are surrounded by his wine collection that dates back to the 1800s.

Larry Shupnick’s appreciation for wine is matched by his love of animals. He and his puppy Murphy are surrounded by his wine collection that dates back to the 1800s. He doesn’t buy to collect. “I only buy wine for one reason – to enjoy it with my friends,” he said.

“He is clearly one of the most knowledgeable hoteliers in the United States and in the world.”
- Paul Hoover
Larry Shupnick is a man of many talents. First and foremost it may be his ability to practice the art of hospitality in everything that he does. From his hobbies of collecting wine and going on rugged cowboy rides to his work with Interstate Hotels & Resorts and his diversified portfolio of companies, Shupnick eases through all environments with a grace reserved for a true hospitality professional and the assurance of a well-seasoned businessman.

Let’s just say, he knows when to wear cowboy boots and when to dress like a city person. In Washington, D.C., his attire is that of a businessman.

For almost 50 years, Shupnick has built a successful career in the hotel industry, largely in the area of hotel management and ownership. In his role as senior vice president of development and acquisitions for Interstate Hotels & Resorts, he oversees numerous projects that are worldwide. Russia, other Eastern European countries, China and India are just a few of the international markets where he conducts business. “This seniority of working in a cyclical market gives Shupnick a rare ability to see deals when others cannot,” said longtime friend and associate Paul Hoover.

“He is clearly one of the most knowledgeable hoteliers in the United States and in the world,” Hoover said. “There are not a lot of people who understand the market like Larry does. When he says ‘this is a good deal’ – it’s like when he says ‘this is a good wine.’ You know it’s a good deal, and you know it’s a good wine.”

Shupnick, along with the development managers and support team at Interstate, manages the acquisition process for Interstate Hotels & Resorts, which operates and/or owns nearly 400 branded, full- and select-service hotels, resorts and independent hotels. This amounts to more than 70,000 guest rooms in the Americas, Europe and Asia-Pacific. It is the world’s largest independent management company.

The biggest challenge in recent years in closing deals had been financing. Due to the down economy lending intuitions have not made loans as readily available. “It’s a little easier now than it was a few years ago, but it’s still not as easy as it was in the 1990s,” Shupnick said.

His knowledge of the hotel business is matched by his appreciation of wine and food. His ability to leverage these appreciations over the years in building an impressive slate of hospitality companies is what sets him apart in his profession.

The Collins College of Hospitality Management in particular benefited from Shupnick’s vast hospitality network in 2000 when he brought Julia Child to campus. Shupnick, who is a member of the college’s Board of Advisors, facilitated Child’s honorary doctorate and her Robert Mondavi Wine and Food Award at Harvest Auction, the college’s past charity gala. Child’s reception at the college and Harvest Auction are legendary. Walking the halls of the college and other reaches of Cal Poly Pomona, one can still find framed photos of Julia Child in people’s offices during her time at the university. Shupnick also keeps a photo of himself and Child prominently displayed in his Central Coast home from that special time.

“She was a super lady and a good friend,” he recalled of the famed chef.
Shupnick is the president of the Caballeros De San Luis Obispo, a western club that dates back to the 1940s. 

“The most important thing in any business is finding the right partner.”

Shupnick has rubbed elbows with fascinating people such as Frank Sinatra and Jackie Gleason.
THE IMPORTANCE OF PARTNERS

Shupnick is also known among many as being a good friend, and in many ways, his loyalty and ability to see value in others have paved the way for his success. His 2008 James Beard Award for Best New Restaurant attests to that. He won that award with longtime business partner and friend, Chef Michel Richard, for Central in Washington, D.C.

HOSPITALITY is often described as a people business, so it is no surprise that Shupnick credits much of his success to finding the right partners. In addition to the two Washington, D.C. restaurants he co-owns with Richard and other partners, Shupnick co-owns the Cliffs Resort in Shell Beach with the John King Family; V-Wine Cellar in Yountville with Scott Lewis, and SnackBox, an award-winning, pop-up restaurant in Times Square with restaurateur Jonathan Morr and Leslie Ng, Interstate's Chief Investment Officer. He is also involved with Still Waters Vineyards in Paso Robles with Paul Hoover. In addition, he has been a limited partner in Eberle Winery since 1979.

“The most important thing in any business is finding the right partner,” Shupnick said. “For example, Paul is a great technician and businessman, and Michel is one of the world’s greatest chefs with an outstanding palate and sense of plate design.”

Bruce Baltin, senior vice president of PKF Consulting USA and college board member, said Shupnick’s ability to connect with people is the key to his success. The two have been friends since 1967 when they both worked for Sheraton Corporation.

“He’s a very good friend to his friends and that is really his strength,” Baltin said. “That’s the whole basis of his success – his ability to keep friends and make new ones.”

In the realm of hotel management contracts and acquisitions sometimes it is often too late to strike a deal after the property is listed on the market. Through his connections and his solid reputation for being fair, Shupnick often knows when a deal is coming up before it goes public, Baltin said.

“You don’t want to get to a deal late because you’ll get into a bidding war, so it’s good to know people,” Baltin added.

Humble BEGINNINGS

The cowboy boots may confuse first impressions, but Shupnick’s direct and sometimes gruff exterior is straight from New York. The Brooklyn native got his first taste of the hospitality industry as a child when he accompanied his father, Jack Shupnick, to Washington Market, now known as the Meatpacking District, to sell wholesale tomatoes and produce. He gained a taste for dining out during this time because his father – who was nicknamed the Tomato King – would pay him by treating him to lunch in the city. He also began to learn the art of a deal and how to make an honest trade.

“I learned early on that I didn’t just want to be a worker,” he said. Hospitality and entrepreneurial seeds were planted in those formative days through his father and his sister. As the youngest of eight children, Shupnick worked his way through college at his sister’s hotel in the Catskill Mountains. He initially studied at Cornell University’s pre-vet school, but his interest in being a veterinarian waned, and he found himself drawn to business. The Cornell Hotel School had expensive tuition, unlike the virtually free, public vet school. When he found himself priced out of an Ivy League education he transferred to City College of New York where he studied business. He later followed his boyhood dream to move west.

Becoming SUCCESSFUL

In addition to Sheraton Corporation, Shupnick has served in senior executive positions at a number of hotel companies, including Hilton Hotels Corporation, Schine Hotels and Recion Corporation. Before coming to California, he worked in Las Vegas for several years where he hobnobbed with Frank Sinatra and other stars. During that time, he managed the Stardust, Aladdin and Fremont hotel/casinos.

In 1973, he entered the Central Coast hotel market as an operator of the San Luis Bay Inn. In 1979, he bought the property, transforming it into a profitable hotel with a sophisticated food and beverage operation. He soon became a fixture of good taste on the Central Coast and a formidable advocate for the region’s emerging wine industry.

Hoover recalls those early days at the San Luis Bay Inn with great admiration. He began working for Shupnick when he was an undergraduate student at Cal Poly San Luis Obispo studying agricultural management. Shupnick offered him a management internship and has mentored him throughout his career even to this day, 30 years later. Instead of giving him a typical raise as a young manager, Shupnick gave him a wine allowance so he could develop more than just a taste for beer. That unconventional raise set Hoover on a path to one day owning his own winery.

“He mentored many people like me over the years,” Hoover said. “There is a whole group of people who have gone on to build companies and run companies because of the care he put into mentoring them.”

Hoover went on to be chief operating office of Laral Hotels, a company that Shupnick owned and operated for many years. Hoover enjoys Shupnick’s gruff mentalities, and recalls there were times when he felt like he was being called to confession to explain why something had not been done.

“Larry would write the date on little scraps of paper and then hide them all over the hotel in areas that should be cleaned regularly,” Hoover said. “You knew you were in trouble when he said, ‘Let’s go on a walk.’ ”

(continued on next page)
During the 1970s and 1980s, Shupnick began to build and acquire more hotels and to expand the number of properties that Laral Hotels managed and owned. In 1988, due to a combination of issues, one of his partners (which was a California bank) landed in trouble with the federal government causing Shupnick to lose $5 million of his own money. He lost four hotels in the process.

“It's not all peaches and cream,” he said. “I've had my ups and my downs.”

This was the one time he did not choose the right partner, he said.

Deflated and broke, he considered filing for Chapter 11 bankruptcy. But, his accountant talked him out of it. He took the advice and borrowed $100,000 to fund his immediate needs and built himself back up in a matter of months. “My accountant, Stan said, 'Just remember you're a smart guy and no one can take away your brains,'” Shupnick said. “From that day on, I moved forward and I paid every dime back that I had borrowed, including the $100,000 I got from a friend.”

Throughout his career, Shupnick has mastered the acquisition and management of hotels, and he has done so with a number of companies as they have merged and sold over the years. In 1990, Laral Hotels merged with CapStar Hotel Company, an Interstate predecessor company. In 1998, CapsStar merged with American General Hospitality to form two companies – a real estate investment trust (REIT) called MeriStar Hospitality Corporation, which was listed on the New York Stock Exchange, and MeriStar Hotels and Resorts, a C-corporation. In 2002, Interstate merged with MeriStar Hotels and Resorts, and, in 2006, the REIT was sold to Blackstone Corporation for nearly $3 billion. Since then, Shupnick has been senior vice president of development and acquisitions for Interstate.

To add some spice to life, since the 1980s, Shupnick has also been partnering with Michel Richard. Together they have opened several restaurants, including Citrus and four Citronelle Bistros as well as other concepts.

Confused? Well, Shupnick isn't. His ability to delegate and stay organized is how he is able to not only survive, but thrive, in the ever-evolving hospitality industry. It sounds simple, but his habit of writing everything down in his calendar, keeping checklists and his knack for follow through – could very well be the secret to his success.

Retirement is Not an Option

Shupnick splits his time between his home in Avila Beach on California’s Central Coast, his home in Napa in Northern California and an apartment in Washington, D.C. He flies so often, the TSA attendants at the airport know him by name and notice when he strays from his typical flight schedule.

“I tell people my travel plans and they can't believe it,” he said. The work calls never stop and neither does his appetite for fun. The constant activity doesn't seem to wear him down, rather it keeps him motivated. One week this summer, he flew from Napa to D.C., and back to Avila Beach for the annual Central Coast Wine Classic dinner at Hearst Castle. Having been a founder and director of that charity gala, he couldn't miss the auction that weekend. He also made it to his installation as president of the Caballeros de San Luis Obispo, an exclusive western club, and back to Napa for his friend David Shipman's birthday party.

He could be retired on a beach somewhere, or better yet, riding his horse, Birdie, off into the sunset. But, Shupnick has no plans to retire.

“When a person slows down and retires – I call them vegetables,” he said. “Retirement is not in my vocabulary. I still love what I call the ‘art of the deal,’ and what I do with Interstate is still fun.”
The Collins College is the go-to place for hospitality recruiters from well-established corporations like Hilton Worldwide and Disney to exciting new companies like Eureka! Gourmet Burgers & Craft Beer.

Recruiters appreciate the academic background, customer service orientation and hands-on experience that Collins College students and alumni possess, not to mention their passion for the industry.

“The Collins College has one of the largest hospitality programs in the country but we not only have the volume, we have the quality,” said Career Services Coordinator Ann Lara.

Students are required to have 800 hours of professional work experience, and many exceed that requirement. This real-world exposure prepares them for work in the hospitality field, Lara said. And, students receive a well-rounded business education so they understand the finance, accounting and marketing aspects of the business.

Lara is the first point of contact for companies interested in recruiting students and alumni. She connects students and alumni with employers, who have positions to fill. She reaches current students through the Blackboard, Cal Poly Pomona’s password-protected website, which she updates weekly during the school year with summaries of available job openings. She contacts alumni through LinkedIn.

Companies are invited to host information sessions on campus, to participate in The Collins College Hospitality Career Expo in February and to attend campus-wide career fairs in the fall and spring.

(continued on next page)
Hilton Worldwide

Hilton Worldwide hosted an information session in March and more than 60 students showed up. “The classroom was packed with students eager to learn about Hilton,” Lara said.

Meghan Magette, manager of campus recruitment for Hilton Worldwide, was grateful to the Career Center for the opportunity to recruit and to build the company’s brand on campus.

Currently, Hilton Worldwide is formalizing a recruitment and training program with only 10 priority schools nationwide, including The Collins College. The college is the only program in California in this recruitment pool.

“Our goal is to convert them into full-time hires, through the opportunities and internships in our management development program,” Magette said.

Above all, Hilton Worldwide is looking for employees with great customer service. The company was founded by Conrad Hilton in 1919 with the vision of spreading the light and warmth of hospitality. That vision carries through today in the organization that has 300,000 team members in 3,900 hotels in 91 countries and territories around the world.

“We look for students, who have that customer service attitude within them, who are willing to give 110 percent every day,” Magette said. “We’re also looking for students, who are committed to the hospitality industry and who look at Hilton as the preeminent global hospitality company.”

Hilton Worldwide offers a world of opportunity to its team members. Magette said many senior leaders, who started out right after college, are now vice presidents and senior vice presidents of the company. The company takes time to invest in its team members to help them develop and to grow.

Hilton Worldwide chose The Collins College as one of its 10 priority schools because it is ranked among the top hospitality programs. “They have such a great curriculum, and it’s not just book learning. It’s really hands-on experience in the classroom,” Magette said.

The college is constantly being innovative, reaching out to industry leaders and asking how they can make the students better. Members of the college’s curriculum committee and the Board of Advisors are eager to keep up with industry trends so the curriculum doesn’t become stagnant.

Magette said Dean Andy Feinstein asked to visit one of the Hilton hotels and check out the operations. “He wanted to know how the school could partner with us to make sure it delivers every opportunity available to its students,” she said.

Justin Nedelman, managing partner for Modern Hospitality Systems LLC, parent company of Eureka! Gourmet Burgers & Craft Beer, said The Collins College is the company’s No. 1 source of recruitment for managers. Three of Eureka’s five general managers are Collins College grads and they are among the youngest in the industry. Alumni Trevor Tyler, Valerie Lopez and Ivan Padilla are each general managers.

“Typically, we prefer enthusiasm and passion over experience,” Nedelman said. “That’s a big differentiation for us. Having that genuine passion and that energy and excitement for the industry is way more important for us than experience.”

Eureka! serves gourmet burgers, craft beer and high-end spirits in a gastropub atmosphere but without the ego of similar restaurants in Los Angeles, New York and San Francisco. Its homemade fare and sophisticated bar have an approachable feel that appeals to families as well as aficionados.

Eureka! first opened in 2009 in Redlands and has spread to Claremont, Fresno, Bakersfield and San Luis Obispo since then. Aggressive expansion plans include Santa Barbara in September, San Diego in December and Berkeley next summer. Alumnus Andrew Segal ’10 is training to be the GM in San Diego.
Feinstein also was instrumental in developing a partnership between the college and the Disney College Program, which offers six-month, paid internships for students, who earn college credit while working at either the Disneyland Resort in Anaheim or Walt Disney World in Orlando.

Christopher Smith, a Disney College Program recruiter, said Feinstein worked with Disney’s Education Department to ensure that Collins College students got 12 credits for the internships and the courses they completed as part of the program. Feinstein also facilitates a class for Collins College students during their internships.

Most of the students complete their internships at the Disney Resort in Anaheim, which supports about 400 interns. Walt Disney World hosts about 4,000 interns, many of whom live on the Disney property.

Interns work in a variety of entry-level positions including: front desk, concierge, lifeguard, and full- and quick-service food and beverage. Smith said the internships provide a great opportunity for students to get their foot in the door at Disney or to gain transferable skills and knowledge they can take with them no matter where they go.

Typically, students serve their internships in their sophomore or junior years and then return to their home school to complete their education, Smith said. Some will continue on as part-time employees and others will find full-time roles after they graduate.

“They get to work for Disney for a period of time and have a little bit of fun, too,” Smith said.

Disney has been recruiting from The Collins College since the internship program began at the Disney Resort in Anaheim in 2005.

“We are looking for students, who have a passion for the hospitality industry or any guest service aspect,” Smith said. “It’s definitely an added benefit if they love Disney.”

Collins College students in particular are looking to gain more hands-on experiences like those they get through the restaurant series that culminates with them managing and operating the Restaurant at Kellogg Ranch.

“Collins College hospitality students are very driven, very eager and very professional,” Smith said. “They also are very hospitality savvy and very business savvy.”

Nedelman, who recently joined The Collins College Board of Advisors, said he prefers to recruit from the college because the students are more academically prepared and numbers oriented.

“Coming out of college, the more numbers savvy they are, the better. They are more intelligent and can make changes to the restaurant based on profit-and-loss statements. They really understand what’s going on not only on a daily operational basis but they also understand all aspects of the revenue and expense side of running a business over the course of a month,” Nedelman said.

In addition to understanding spread sheets and raw numbers, Nedelman’s recruits must have a natural interest in the restaurant industry.

“We can teach them the kitchen. We can teach them the bar. They’ve got to be natural leaders that appreciate the numbers and have a genuine passion for customer service especially as we become bigger,” Nedelman said.

The company’s objective is to create a management training program for students in their senior year to see if they fit the Eureka! culture and to determine if Eureka! is a good fit for them. Currently, a Collins College student is working part-time as an assistant manager as part of a pilot program.

Anyone interested in a career at Eureka! might consider joining a brew club or doing some home brewing or visiting breweries or distilleries on their days off.

“It helps to have a genuine interest in craft beer and trends happening in the spirits world,” Nedelman said. “That’s a really key hiring tool.”

More than 50 of Nedelman’s employees including the entire staff at the Redlands restaurant have achieved at least the first of three levels in the Cicerone Certification Program, which indicates expertise in selecting, acquiring and serving a wide range of beer, similar to a wine sommelier.

“We are quite sure we have the highest percentage of cicerones in our company than any restaurant company in the United States,” Nedelman said.

The company provides incentives such as concert tickets to employees, who take and pass the Cicerone exam.

“A big point of differentiation for us is we want our people to be educated about the beer and educated about the food as well,” Nedelman said.
The 2012 Commencement marked the first graduating class of master’s students from The Collins College of Hospitality Management. These 12 high-achieving students earned a collective GPA of 3.79 and two graduate students – Samantha Doolittle and Panja Khuanjanthuk – achieved academic perfection with 4.0 GPAs.

The evening ceremony was broadcast live on the Internet where friends and family members anywhere in the world could tune in to watch their loved ones graduate. Video of commencement is available online at video.csupomona.edu.

These photos offer a glimpse of the excitement and celebration that filled the Cal Poly Pomona Quad on June 9, 2012. Congratulations graduates!

Members of the first class of the Master of Science in Hospitality Management program proudly lead the student processional.
1 Danny Armadillo
2 Kate Anderson
3 Dr. Bob Small gives the keynote address.
4 Kevin Young, Yared Montalvo and Victoria Lavarreda lead a standing ovation for Dr. Bob Small.
5 Dean Andy Feinstein introduces Marielle Croudo as the 2012 Julian A. McPhee Scholar.
6 Joy spreads as the 2012 Commencement ceremony comes to a close.
7 Jennifer Pedroza
8 Elisabeth Lockerby, Kirk Bullock, Kimberli Turner, Kassandra Briggs and Katelynn MacIntyre
9 HMC President Karen Yi presents the class gift to President Michael Ortiz.
Brad Jorban enrolled at the college after a successful career in the Army. The husband and father of two graduated as the 2012 valedictorian.

BY SEAN GRABIN

Unsatisfied with his career as a computer tech, Brad Jorban decided to quit his job and go back to school. Four years later, he graduated as The Collins College Class of 2012 valedictorian.

Jorban, 40, is a man of hard work and determination. The military veteran was previously class valedictorian in his training school at Lowry Air Force Base in Denver. After traveling while stationed in Denver and Germany, Jorban spent five years in the Army working as an electronics calibrator.

When his time was up in the military, he took a job as a computer tech with a small company. During this time he met his wife, Ryann, a lawyer. Jorban grew weary of his tech support job. He felt isolated from the world in his cubical behind a computer.

When Ryann became pregnant with their first daughter, he felt it was a time for a change.

“I came back to school for my kids,” he said. “I want them to see if you’re not happy about something, take some action.”

Jorban attributes much of his success to the work ethic and patience he has developed through experience over the years.

“He is a driven man,” said Associate Dean Michael Godfrey. “Not only do you see his drive in his forward motion, but he physically takes on the look of someone with drive. You can tell when he’s locked on to something, he’s locked on.”

It’s this drive that compels Jorban to run more than 40 miles per week and to build his own furniture at his home shop.

Jorban spent two years at Pasadena City College, earning credits and preparing to transfer to Cal Poly Pomona. Once he joined The Collins College, it was on. Jorban took on a full course load averaging between 12 and 16 units per quarter, while balancing his life as a father to his growing family. He and Ryann have two daughters now.

“The entire time I’ve been back in school, it was really important to schedule my classes so I could maximize my time with my kids,” he said.

This proved difficult for Jorban at times. When he was in HRT 383, the Restaurant at Kellogg Ranch class, he averaged two to three hours of sleep at night. He earned the reputation of being a handyman around the RKR and his classmates nicknamed him “The Hammer.”

Jorban kept pushing on, and after two years at The Collins College, he was ready to graduate with a 4.0 GPA, an accomplishment rarely seen at the collegiate level. But then, he hit a snag.

In spring 2012, as graduation neared, the list of grads was sent out to professors, but one name was missing at the top. Jorban hadn’t applied for graduation, an aspect in the graduation process that can be easily overlooked. Luckily for Jorban, his absence from the list did not go unnoticed. He got a call from Godfrey asking if he was graduating.

“You need to apply to graduate today,” Godfrey told him.

Jorban was quick to handle the situation and cleared his name for graduation. Later that day, he met with Godfrey and Student Services Coordinator Summer Pettus and they told Jorban he would be valedictorian.

He didn’t want to come all this way to not cross the finish line, but through his own determination Jorban finished, with flying colors. He would eventually like to own and operate a small hotel or bed-and-breakfast.
IN THEIR WORDS

Learning on the Job

Victoria Laverreda finished her studies by completing a unique management training internship at Bruxie. The popular waffle sandwich restaurant has three locations in Orange County with plans to grow.

BY VICTORIA LAYERREDA

I have been in the hospitality industry for almost five years now. Even in this short amount of time, I have already seen people come and go, and trends come and go. When I saw how popular the Bruxie phenomenon had become, I thought to myself, “I have to get in on this.” I had been working at a family-owned Italian deli for four years where I learned the basics of customer service in the food industry. It was a great place to start. But eventually, I looked for a place where I could move up the ranks. Bruxie provided that opportunity.

I was hired on at their second location in Brea. Originally, I was a cashier. It did get tiresome but I knew that if I wanted to move up, I had to put in my time. My managers all knew I wanted to do something more for Bruxie. They knew that I attended The Collins College, and during my interviews, I made it a point to mention that I wanted more responsibility. I wanted to become a manager if not more.

After doing well as a cashier, they soon asked me to become a Certified Bruxie Trainer, and I began to train new employees on the register. I helped them understand the Bruxie culture and work ethic. Not long after, our General Manager, Nick, approached me with a fantastic opportunity. He understood our program at The Collins College and the Restaurant at Kellogg Ranch class. He asked if I could use Bruxie as an internship to substitute HRT 383, the class where student’s run the RKR. He invited me to go through Bruxie’s manager training program where I would learn all their back-of-house, front-of-house and manager duties. I also would be on the opening team for the Bruxie in Rancho Santa Margarita.

Associate Dean Michael Godfrey agreed this would be a good opportunity for me and granted me permission to swap the RKR class with the internship. Additionally, he required me to take Small Business Ventures in the Hospitality Industry taught by Laura Pohopien. This new class and Opening Your Own Restaurant taught by Michael Hawkins were probably the most exciting and informative classes I took at The Collins College. They helped me pull together my ideas for my ultimate goal of opening my own restaurant or bakery.

I learned so much from my training at Bruxie. I also saw how my coursework applied in the “real world.” One day, while I was working in the back, we made a roux, which I had learned to do in Professional Cooking I. I was so excited. At Bruxie, I have also applied labor cost analysis, cost control and accounting techniques, which I learned about in my classes.

Working with a small, up-and-coming business is a valuable learning experience. Being with any company that is opening new locations is exciting and an experience I would encourage everyone to try. Bruxie has definitely provided me with some great experience and knowledge. With everything I have learned here I know I have the skills and knowledge to open up my own restaurant or bakery eventually. Learning the ins and outs of a growing company is very valuable. While I do miss the fact that I will never have that “383 experience,” I wouldn’t change what I learned at Bruxie for anything. They have allowed me to further my learning more than I could ever imagine.
Please describe what you do as manager of White Wolf Lodge?

I am responsible for the operations of the 28-room property with 24 tent cabins and four hard-sided cabins with baths, a bathhouse and restaurant with kitchen. The lodge also has a small general store. I oversee a staff of 18 people: two assistant managers; 10 camp helpers; three cooks, and three front office staff. It is basically, the planning, organizing, staffing, directing, controlling and evaluating of the human, financial and physical resources of a seasonal operation. Although I have two very good assistant managers, I find I am constantly busy with a number of issues that crop up; from the generator not working to an adequate supply of food. Forecasting what you will need is critical because almost everything we need to run the lodge is delivered to Yosemite Valley and then trucked up from the valley, 30 miles away.

What are some of the distinctive qualities of the property?

The lodge is located on the edge of a beautiful meadow, in the middle of a Lodgepole Pine forest. The wildflowers can be amazing. The accommodations are rustic, canvas-sided cabins with wood-burning stoves and candles for light. For many of our guests, it is their first time in the wilderness, sleeping in a tent. There is no electricity except for the bath house and the main lodge area. The electricity is powered by a diesel generator that is turned on at 6 a.m. and turned off at 11 p.m. We have a small restaurant, and the cooks do an amazing job of turning out great meals. The guests can have breakfast and dinner in the restaurant and purchase a box lunch for afternoon hikes. Due to the location of the lodge, the company also provides free meals for the employees.

What are some of the unique needs of your guests and how do you try to meet those needs?

We focus on – the experience. Most of the guests are looking forward to a night in the wilderness. In this case, you can drive your car right to your tent. The accommodations include beds with linens and blankets. Most of the guests enjoy the experience, but some may need a bit of help to fully enjoy themselves. This help can include informing guests where to hike, building a fire in a wood-burning stove, a reminder to put their food into a bear box, and learning to walk around in the dark of night, with only the moon and stars above and your flashlight. The most fun is to watch the children climbing on all the granite rock. It is as if they are experiencing the outdoors for the first time.

What are ways you keep your staff motivated when everyone else around them is on summer vacation?

I am lucky in the fact that my staff have specifically chosen White Wolf to work due to its location as well as their own personal interests. Many of the staff are rock climbers and hikers, who thoroughly enjoy the environment here in Yosemite. The challenge to motivation is being able to schedule them based on their own plans as well as our operating needs.

For the past two summers, Helen Gavin has managed White Wolf Lodge in the high country of Yosemite National Park. The lodge is located along the beautiful Tioga Pass Road at an altitude of 8,000 feet. The longtime Collins College faculty member finds that the experience blends two of her fondest things in life – the great outdoors and a love for hospitality. Her teaching expertise is enriched by this practical experience.

Interview by Lisa McPherson
Does your staff live on the premises during the season and if so, what management challenges does that create?

Yes, we all live together, 24/7. Our housing units are the same type of tents the guests use. We live just across the single-lane road from our guests. At times, the staff would like to personalize their living area, but that is not allowed. We must maintain the housing area in a clean and attractive condition. The biggest challenge is the noise factor. We have quiet hours from 10 p.m. to 6:30 a.m. As it happens everywhere, when people get off work, many times they want to let off some steam. However, when that time is 11 p.m., in the middle of the wilderness, sounds carry far and loud. We also eat all our meals together, so discussions at meal time can be quite lively. It can be a challenge for those employees, who might not be used to living and working in a communal type of setting.

How does this management experience influence how you teach at the college?

It is always a challenge to be able to identify with, associate with, and understand the learning processes of our students. How does one reach a student and make the information important to their lives? You need to understand their perspective – just like understanding a guest’s perspective. The greatest influence on me is the staff, the energy, their point of view, and directing them to accomplishing our goal of creating those memorable experiences.

One of Cal Poly Pomona’s core values is “learn by doing.” I think that is the most important part of this experience. As we all know, there are theories, ideas, and the “proper” way of doing things. The challenge for me, as well as for our students, is how to take those theories and ideas and implement them in the workplace.

After spending two summers running the lodge, would you recommend it to your students?

Yes. I believe that almost any one of our students could be an assistant manager at White Wolf Lodge, if they were willing to live in a tent for a summer in a wilderness setting. This would give the student the management experience, in a unique setting, and a good understanding of the responsibilities of a management position.
After 50 years in the restaurant business, Jeff King gets it. He understands that change is the key to being successful. Trends come and go; the marketplace changes; the economy changes; what people want changes, and even diets come and go. If restaurants do not stay current and keep one foot ahead of these shifts, they might as well throw in the towel, he said.
King is a prominent figure in the California restaurant industry, having developed and supervised the operation of more than 11 restaurants with his family's company, King's Restaurants, Inc., from 1960 to 1982. Following the sale of King's Restaurants, he established Hospitality Consultants Ltd., which actively consulted with a variety of restaurant companies.

In 1984, he and his cousin, Sam King, teamed up to open 555 East Steakhouse in Long Beach, which was the first operation of King's Seafood Company. This steakhouse sealed their fate and the cousins have been in business together ever since. URG/King's Seafood Company (formerly University Restaurant Group) owns and operates a signature group of restaurants including: Water Grill; Ocean Avenue Seafood; 555 East, and Lou & Mickey’s, as well as Fish Camp, a fast-casual dining establishment in Sunset Beach and Pier Burger on Santa Monica Pier. They also own and operate 12 King's Fish House/King Crab Lounges from Calabasas, Calif. to the Mexican border, as well as Henderson, Nev. and Tempe, Ariz.

Today, in addition to his role as chairman of the board of King’s Seafood Company, he operates Jeff King Consulting, Inc., as well as California Canadian Business Associates, Inc. King’s long list of board memberships and affiliations include: The Collins College Board of Advisors; California Restaurant Association; CSU Hospitality Management Education Initiative; UCLA Chancellor’s Associates; and the Los Angeles and Santa Monica convention and visitors bureaus.

Collins Editor Lisa McPheron recently sat down with King to learn more about his career and the state of the industry, and he had this to say...

Please describe a typical day for you?
No day is alike and that is why I love the restaurant business.

What are some of the biggest changes you have seen since you were a boy working for your dad and uncle?
Restaurants used to be generalists. They were all-purpose coffee shops and anyone nearby would eat there for lunch because there weren’t any other choices. Now, restaurants have specialties, and there has been a professionalization of the hospitality industry. My father would never believe some of the controls we have in place to maintain consistencies across the restaurants. He wouldn’t believe that 80 of our managers have some kind of hospitality degree.

What is the key to staying relevant and successful?
You can’t be resistant to change. We recently opened our own King’s Seafood Distribution warehouse. My father and uncle always told me never to go into distribution, and I was against it at first. Sam convinced me otherwise and it has been the single best thing we could have done for the company.

How so?
We get fresh seafood delivered every day and we fillet and portion servings for all of our restaurants in the same place. It’s added a whole new layer of controls and efficiencies to our operation. We just bought a $45,000 frozen custard maker for our newest restaurant called Pier Burger on Santa Monica Pier. The frozen custard has been a huge success, so we are moving the maker to the distribution center and will make frozen custard for our other restaurants. It’s fantastic. My dad was wrong. My uncle was wrong. To be a guy my age and see a King’s Seafood Distribution truck on the freeway at midnight is wild. I’m telling you, you have to be willing to make changes like this if you want to be successful.

Can you tell me about a time when you had to change or face closing a location?
Yes, Royale Brasserie and Bar in the Gaslamp District in San Diego. We opened that restaurant just when construction stalled on PetCo Stadium in 2002. That whole area was hit hard. We closed and reopened it as Lou & Mickey’s and we serve prime beef. We went from losing a fortune to converting it into our second busiest restaurant. It’s mobbed.

I’ve heard you talk about “guest-first hospitality,” could you describe what you mean?
If anyone is unhappy, we will do anything to make it better. You try to impart your company culture into all reaches of the company to the people in the trenches because they’re your representatives. Do you realize your hostess is the first and last person a guest sees? Not only do you have to be a people person to work in hospitality but you have to like people. You have to recruit that attitude because you can’t teach that attitude. That loyalty… it’s hard to learn.

You are active on a number of boards like the college’s Board of Advisors; CSU Hospitality Management Education Initiative and the California Restaurant Association. What are the benefits of these affiliations?
I know people all over the state. Relationships, they’re everything. The CRA has given me an understanding of the industry in California from border to border. To be able to represent our brothers in legislative issues through the CRA, makes sure that the playing field is level. I’m active at The Collins College and other colleges because they educate the lifeblood of the industry. We have to support each other for the benefit of the whole.

After 50 years, why are you still in the business?
You either love it or hate it. I love it. I have lived to see so many changes. For example, you can now take your phone and scan this QR code to pull up anything you ever wanted to know about King’s Seafood Company. My father would roll over in his grave if he saw this. Anything is possible in this industry.
The Collins College of Hospitality Management would like to thank all of those who have donated to the college in the last year. The college benefited from $2,097,685 in monetary donations, gifts-in-kind and new pledges.

“We are so grateful for this support especially in light of the uncertainty we face regarding public funding of education in California,” said Dean Andy Feinstein. “Our friends, particularly those who supported us during Hospitality Uncorked, have given us the means to continue offering scholarships and maintain our facilities when there are no resources to spare from the state.”

Notably, Hospitality Uncorked netted $260,000 on March 3. This glamorous event at the JW Marriott Los Angeles at LA Live honored sbe founder, chairman and CEO Sam Nazarian with the Robert Mondavi Wine and Food Award. The college relies on private support from Hospitality Uncorked and individual donors to continue providing high-quality education to its students.

California’s investment in public higher education, as a percentage of the state’s economy, is at its lowest point since 1965. This could worsen if Prop. 30 does not pass in the November election. Gov. Jerry Brown’s initiative would increase state revenues for public education by temporarily increasing personal income tax rates for seven years on individuals, who make more than $250,000 and increase the sales and use tax by ¼ cent for four years. If Prop. 30 does not pass, the CSU faces an additional $250 million mid-year “trigger” cut on top of the $750 million reduction from last year.

“IT is incredibly difficult to plan and budget at a time when there is a reliance on the outcome of an election,” Feinstein said. “In tough times such as these, help from our friends is vital.”

The Collins College would like to sincerely thank those who have given this year. The Donor Honor Roll features the names of individuals, businesses and organizations that have provided cash gifts or gifts-in-kind from July 1, 2011 to June 30, 2012.

2011-12 THE COLLINS COLLEGE OF HOSPITALITY MANAGEMENT
Members of the Board of Advisors led a 21 cork salute to Sam Nazarian during Hospitality Uncorked.

DONOR HONOR ROLL

Tiffany M. Darrell*
Eric C. Davis*
Claudia Dawe
Del Taco
Vasu Dev
DNC Parks & Resorts at Yosemite, Inc.
James B. Downie
Christopher Duong*
Darren J. Ely*
Jerome Eskenazi*
The Fairfax at Embassy Row
Fairmont Miramar Hotel & Bungalows
Farmer Boys Food, Inc.
Brandon J. Feighner*
Elaine & Sheldon Feinstein
Elizabeth A. Fieux*
Fleming’s Prime Steakhouse & Wine Bar
Erin Flood
Jeffrey W. Fluker*
Michele Gendreau*
Matthew M. Givens*
Steven G. Goldman
Roy Gonzalez
Bruce Gorelick*
Hacienda Golf Club
Heller Estates Organic Vineyards
Alejandro J. Hernandez*
Micael T. Hill*
Hilton San Diego Bayfront
Hollywood & Highland Center
Dorothy Horowitz
Elaine Hung*
Pamela M. Jones
Josie Restaurant
JW Marriott Desert Springs
Sandra L. Kelton-Rogers
Mark L. Kiefer
George D. Kneip, III*
Jacob E. Knutte*
Cathy & Chip Koch
Leah Koski
Matthew J. Kou*
LA Inc., The Convention & Visitors Bureau
Beverly A. Lambert*
Lawry’s, The Prime Rib
Sandra S. Lee*
Wendy Y. Lee*
Bradley Levine
Joanna Lin*
Alex T. Linden*
Diana & Rick Longoria - Longoria Wines
Karen Lorton-Gella
Los Angeles Lakers
Murray Lowe
Tien Thu Lu*
Thanh Van Luu*
Mac Cutting Boards
Maison Dupuy Hotel
Maker’s Mark
MarkeTeam, Inc.
Erin Mascho*
Dawna Mason
Mastro’s Restaurant
Jared R. McBeth*
Celina E. McHale
Lisa McPherson
Mark Mears
Meeting Professionals International (MPI)
Maria J. Min*
James C. Minor*
Brandt Mori
Marc E. Needham*
Daniel J. Nelson*
William B. Newell*
Quy Phu Nguyen
Walter Noce
Brian L. Oliver*
Laurence N. Origel*
The Oxford Hotel
Pacifica Hotel Company
Passport Food Group
Devesh M. Patel
Robert Patterson
Peninsula Hotel
Angela M. Pinkowski*
Dr. John Pohlman
Rosa M. Prado*
R.D. Olson Company
Laurance Reid, Jr.
Renaissance Los Angeles Montura
Ronald J. Rhodes
Rim Hospitality
Amy Rockefeller
Stephen J. Roe*
Nancy Jean Roof*
Christoph M. Roshardt
Raymond B. Rushford*
Harumi Sakamoto*
Patrick L. Salazar*
San Diego Marriott Marquis & Marina
Santa Monica Seafood
Debbie & Stephen Scherer
Lauren Schlau - Lauren Schlau Consulting
Robert G. Schubert*
Laura E. Scott*
Bob Spivak - The Grill / Daily Grill
Carl P. Suggs*
Kathryn Sutton
TAPS Fish House & Brewery
Danny V. Tat*
Ai Teng*
Pat Terwilliger
Molly Y. Tomita*
Tracy Allen Fine Jewelry
Robert Tranquada
Rachel Tung*
Raymond Viers*
Mimi Wachter-Gensler
Michelle Walker
Wayne Williams
The Wine Country
Yanira G. Zepeda*
Yu J. Zhang*

Bold names are members of the college’s Board of Advisors. * Donors identified with an asterisk are alumni of The Collins College of Hospitality Management.

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 McPherson, director of communications and external relations, at lcmcpherson@csupomona.edu or (909) 869-3151.
A Will to Give

Planned giving is a rewarding way to make a difference in students’ lives

BY SONJA BJELLAND

After Barbara Jean Bruin's mother passed away, The Collins College faculty member and her husband, Marcel, realized they needed a plan for their own assets.

“You could die perfectly healthy, and you should plan for what to do with your resources. If you have a passion, I believe you should give back to that passion,” she said. “I wanted to make sure that if something happens to me or Marcel that everything we have worked for wasn't for nothing.”

And, they did.

Upon their death, the interest from an endowment fund will begin supporting the Restaurant at Kellogg Ranch. The college gave her so much, Bruin said, including the ability to have funds to leave behind, that she and her husband, Marcel, wanted to give back. Together, they decided that they would support the restaurant in perpetuity.

Bruin, who is also an alumna, has taught hundreds of students over the years at the student-managed and student-operated restaurant, and it holds a special place in her heart. They find comfort in knowing that generations of students to come will benefit from this support.

“Because Cal Poly Pomona gave Barbara Jean the education to be a successful general manager in industry, and that Bob Small truly gave her the career opportunity of a lifetime, I wanted to give back in gratitude,” Marcel Bruin said.

The planned giving program at Cal Poly Pomona helped the Bruins arrange their gift and offers alumni, faculty and staff the opportunity to set up, in advance, a donation to the university. Offerings can be as specific as the Bruins’ or go toward a general fund.

“Many people have the desire, whether they are faculty, staff or alumni, to support the university but they need their assets during their life,” said Dan Wood, director of planned giving at Cal Poly Pomona. “This allows people to make a plan for the university during their life but the gift doesn't have to be consummated until their passing. It gives people the ability to give back but within their own financial and planning realities.”

His department shows people how to do just that through www.polylegacy.com, and in-person meetings. Donors can make their choices and see what best fits them and the school.

“They may want to give back but they’re not thinking of the how and this is a tool to help them do that,” said Gina Johnson, director of major gifts.

With the school’s recent efforts to raise money through its comprehensive campaign, more faculty and alumni have registered to make donations posthumously. Such giving can be done publicly or anonymously, and Johnson said spreading the word helps build interest.

“It really depends on the donor’s wishes and matching the opportunity and needs of the college,” she said.

For example, Robert Wilson's planned gift was designated to support the University Library Golden Leaves event, Collins College student scholarships (Leonard-Wilson Memorial Scholarship) and the Louise L. Wilson Memorial endowment to support the Restaurant at Kellogg Ranch in memory of his late wife.

Chemistry Professor Emeritus Ernie Simpson has designated scholarships in different areas including ones for wine education, women's basketball and science.

Barbara Jean Bruin believes everyone should plan to give at least a little to a school or a program that has made a positive impact on their lives.

“It’s 20 percent for the tip,” she joked. “We’re in hospitality. You leave a tip for the person, who made the bed up. We thank them for the service they gave us.”

Visit www.polylegacy.com for more information on planned giving.
Twelve faculty members created a new definition of summer fun – research.

The Collins College launched a summer research program that awarded stipends to faculty members, who collaborated on a project with a colleague. The research topics ranged from sustainability to wine region travel trends to the impacts of a study abroad program. Each project will add to the body of knowledge about hospitality and will keep faculty abreast of important changes in the field and academia, said Dean Andy Feinstein.

“By creating new knowledge, faculty maintain their currency in the industry,” he said. “I’m hoping for six refereed journal articles in the next year and the forging of new relationships among faculty.”

An audit conducted in 2011 by Dr. Donald Hoyt, the former associate vice president for research at Cal Poly Pomona, found that a wealth of expertise among faculty was underutilized and that there was a lack of collaboration regarding scholarship. Feinstein responded by incentivizing research and offered $5,000 stipends to faculty. The research pairs combine academic acumen with real-world knowledge.

Dr. Don St. Hilaire enjoyed the opportunity to work with Dr. John Self. They have been colleagues for many years, yet never worked together on research until this program. They are conducting a survey of 33 students before and after they study in Italy to determine what they learned abroad.

“Typically, the many responsibilities of a faculty member with 10 or more years on a college campus, crowd out the time available for collaboration and research,” St. Hilaire said. “Andy’s program creates opportunities for faculty to engage with each other in the research process. Teamwork, the exchange of ideas, tools and techniques, assist in faculty development at all levels.”

Some of the research will shine a light on sustainability issues at the college that reflect what restaurants and hotels are facing worldwide. For example, Dr. Sandra Kapoor and Belinda Lopez are calculating what it would cost for the Restaurant at Kellogg Ranch to serve only sustainable food. Kapoor said the effort has brought her literature review expertise together with Lopez’s strength using spreadsheets and understanding data. So far, they have learned about ways to acquire local beef and the difficulties restaurants face in navigating the agriculture industry.

“People are finding others, who really compliment their skills,” Kapoor said.

Chef/Instructor Scott Rudolph is also studying in his own backyard, so to speak. He teamed up with Dr. Myong Jae (MJ) Lee to examine the environmental impact of the college with an emphasis on the laboratories and the RKR. Their project adds to a body of research started by the Environmental Impact Inventory conducted last year by a team from the Lyle Center of Regenerative Studies.

Lee and Rudolph are analyzing food, energy, water consumable and waste systems. Their results are intended to help the college develop sustainable strategies that other laboratories and schools could follow. Lee said this is a hot topic in hospitality and tourism, and between his research skills and Rudolph’s resources they have been a good fit.

Results of the research will be published in the spring edition of Collins magazine. The three other summer research projects are:

- A study on consumer opinions regarding “green” restaurants – Dr. Ben Dewald, Barbara Jean Bruin and Yoon Jung Jang of Florida State University
- Research into the appeal, image factors, marketing and strategic partnerships required to make a wine region successful for tourism while also noting stumbling blocks – Drs. Neha Singh and Margie Ferree Jones
- A study of the effectiveness of teaching culinary arts live compared to online with filmed video – Drs. Jeff Brown and Zhenxing (Eddie) Mao
The story repeats itself at hotels and restaurants. Keeping staff is crucial and difficult. “One of the biggest struggles that we have is to find, train, recruit and foster relationships with young people who want to make this a career,” said David Shipman, managing director of Napa’s Vintage Inn and Villagio Inn and Spa.

Research by Drs. John Self and Ben Dewald on why employees stay has provided new insights that might help companies struggling with hiring. They hope the four factors that contributed to longevity will help the hospitality industry combat turnover rates that can top 100 percent annually.

“Management should not be anchored in the past but be open to new ideas,” Self said. “If you have a turnover problem, then be open to ways that might help.”

The simplicity of the findings surprised Self in the way they revealed why people stay at a position longer. They include:

1. **Maturity** – having been raised to be a responsible person.
2. **Living in an environment where their friends and roommates work.**
3. **Working is needed to pay basic life expenses such as rent and not a luxury purchase.**
4. **Having a thorough understanding of what the job entails.**

To conduct the research, the pair teamed up with a local restaurant chain that experienced a 45-to-100 percent annual turnover among its 500 employees. They chose to interview food servers because the rate of turnover outpaced all other positions, such as dishwashers or hostesses. Then, they narrowed the group by interviewing only those who had been with the company for more than one year and had received high performance reviews.

Self hopes restaurants and hotels will apply the research and look at their own retention rates. He recommends managers also speak to long-term staff about what factors have led them to stay.

The most important change he sees a businesses could make would be to use a structured interview.

“It's just so much superior to gut feel and that's what most managers are trained on,” Self said. “We all gravitate to people we like, whether they're going to do a good job or not.”

Structured interview questions could include asking why someone is looking for work and whether they live in a house with, for example, fellow students who are also working.

Shipman is always looking to reduce turnover and is considering adding questions based on the research to his interview process.

“If these could be incorporated into guidelines, these would certainly make things easier and help the cause,” Shipman said. “There's nothing more painful and expensive than turnover.”

The thousands lost every time a manager has to hire and train a new recruit is only one aspect of the damage. Turnover makes it more difficult to maintain service standards and retain repeat visitors.

“They come back for employees, who make a difference in their stay or in their experience,” he said.

Self and Dewald published their findings last year in an article titled “Why Do Employees Stay? A Qualitative Exploration of Employee Tenure,” in the *International Journal of Hospitality & Tourism Administration*. 
After an exhaustive international search, Dr. Patrick Lee has been selected to join The Collins College faculty as an assistant professor. Lee comes to the college via Hong Kong Polytechnic University, where he taught courses on hotel management. His industry experience includes management positions at Four Seasons Hong Kong and Hong Kong Disneyland.

The Collins College welcomed back Dr. Jerry Chesser this fall. Chesser had been providing leadership and guidance to the College of the Extended University for the past year as interim dean.

Drs. Sandra Kapoor and Bob Small were inducted as honorary members of the Eta Sigma Delta International Hospitality Society during a ceremony and celebration dinner at The Restaurant at Kellogg Ranch last May. Twenty-three undergraduate and four graduate students were also inducted into the honorary society.

Lecturer Barbara Jean Bruin and student Kenneth Dokko attended the 2011-12 Banfi Scholarship tour of Italy last spring. Banfi Vintners, sponsors the annual eight-day tour for high-achieving hospitality students and a faculty member from select universities.

Ritual Brewery Co., a new venture by Lecturer Owen Williams is now online. The Redlands-based craft brewery offers tours, tastings and its beer is available at numerous stores and restaurants in California, including the RKR.

In September, The Collins College’s staff attended a Disney Institute workshop on Disney’s approaches to culture, leadership practices and customer service. The engaging four-hour session was followed by lunch at Carthay Circle and the rest of the afternoon enjoying the theme parks. Incoming Board of Advisors Chair Mary Niven, vice president of Disney California Adventure Park and Guest Services, sponsored the entire day.

CONGRATULATIONS TO

Drs. Myong Jae (MJ) Lee and Zhenxing (Eddie) Mao for each being awarded tenure and promotion to associate professor. Lee and Mao have successfully completed a comprehensive review process and have shown to be high-achieving scholars and educators.

INNOVATIONS

Faculty are regularly assessing and adapting to the ever changing technological landscape of higher education. For example, Drs. Jeff Brown and Zhenxing (Eddie) Mao are performing a statistical analysis to determine if students learn better from live cooking demonstrations or videos that can be viewed repeatedly online. Drs. Ben Dewald and John Self have each begun using Hospitality & Tourism Interactive (HTi) in their Introduction to the Hospitality Industry courses. HTi is a multimedia tool that provides a vivid introduction to the hospitality/travel industry. Dewald, Mao, Dr. Edward Merritt and Dr. Neha Singh have redesigned courses to be taught online or as hybrids. Chef/Lecturer Ernie Briones and Bruin use the latest versions of Cellar Tracker beverage inventory system, and ChefTec, a product and recipe control system, in the RKR classes. Chef/Instructor Scott Rudolph began using an iPad in the RKR class for real-time grading, recipe development and other research/grading/tracking applications. Dr. Don St. Hilaire uses ProSim Restaurant Simulation in his Hospitality Operations Seminar and Hospitality Information and Technology Management courses. This simulation program gives students a hands-on experience of running a restaurant.

Additionally, staff at the college, including Jenesie Hardymon, restaurant laboratory analyst; Ann Lara, career services coordinator; Erin Mascho, Hospitality Management Education Initiative program coordinator; Lisa McPherson, director of communications and external relations, and Summer Pettus, student services coordinator, utilize social media and other online tools to reach a variety of college stakeholders such as students, alumni and the media. Through their efforts, the college has an active presence on LinkedIn, Facebook, Twitter, Google+, YouTube, Foursquare, OpenTable, Yelp and Blogspot.

(continued on next page)
This section includes a variety of work by faculty and staff in recent months.


Ann Lara participated in the Career Services Institute (CSI) at Pomona College in August. The topic was “Rethinking Career Services - Imagining Possibilities & Reinventing Ourselves.” She also completed a professional internship shadowing event managers at Fairplex.

Dr. Margie Ferree Jones continued running the Professional Development Institute at the college. Recent PDI activities included the Southern California Visitors Industry Outlook Conference on Oct. 29, BMI Institutes and Court of Master Sommeliers certification exams. Jones returned to the Los Angeles International Wine and Spirits Competition as steward and wine educator and she judged wine for the Dallas Morning News and TexSom Competition and the Sunset International Wine Competition. Jones also wrote an instruction chapter of a textbook titled Beverage Management: Wine Programs for Pearson, Prentice Hall, as part of the “Hospitality Management Competency-based Instructional Modules.”


Dr. Edward Merritt leads numerous Club Managers Association of America workshops throughout the year. Some of his recent topics include: Leadership, Strategy, and Survey Questionnaires; The Nature of Leadership; Managing Relationships; Power & Influence; Goals, Phases and Decisions, and a variety of certification workshops. He also wrote books for the courses: Strategic Leadership in the Hospitality Environment; Club Management Seminar, and Strategic Management and Leadership.”

Dr. Neha Singh co-wrote “Exploring the factors that affect the choice of destination for medical tourism” for the Journal of Service Science and Management and “The role of incongruency and involvement in destination print advertising” for Asia Pacific Journal of Tourism Research.

Numerous Collins College faculty are members of boards for industry, publications and charitable organizations. THEY INCLUDE:

- Chesser
- Feinstein
- Jones
- Kapoor
- MJ Lee
- Mao
- Merritt
- Rudolph
- Self
- St. Hilaire

PHOTOS BY TOM ZASADZINSKI
Dear Collins Alumni,

I am extremely proud to announce this fall marks the fifth year since we revived the Collins alumni base and formed the Collins Hospitality Society (CHS). Our main goal is to continually bring alumni back to The Collins College family. The board continues to work diligently to reach this goal by hosting events for alumni to connect with each other.

This past summer, we held the annual Alumni in the Outfield at Angel Stadium, which was sold out for the fourth consecutive year. In October, the society held the 4th annual Student/Alumni Speed Networking event for current undergrad and graduate students. This event gives students a chance to meet successful alumni and other hospitality professionals from a variety of sectors of the industry. Alumnus and General Manager Ron Banaszak ’95 hosted alumni at his St. Francis Yacht Club on the beautiful San Francisco Bay. We also introduced a new event, Night at the Ranch, held at the Restaurant at Kellogg Ranch. Dean Andy Feinstein co-hosted this appreciation dinner for paid members of the Collins Hospitality Society, to thank them for their participation while enjoying an incredible dinner back on campus.

There will be plenty of opportunities during the first half of 2013 to get involved. The CHS will host numerous events such as the 5th annual Bagel Mixer, the 5th annual Fleming’s Dinner & Wine Fundraiser in Newport Beach and the 3rd annual CHS Golf Tournament, to name a few. We invite you to become a part of the Collins Hospitality Society, and we hope to see you at one of our future events. Thank you for your continued support.

All the best,

Steven L. Senft ‘98
President
Collins Hospitality Society
slsenft@gmail.com

**UPCOMING EVENTS**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Name</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nov. 12</td>
<td>Dinner With The Dean - NYC</td>
<td>Dean Andy Feinstein will host a dinner for alumni in Manhattan during the Hotel, Motel and Restaurant Show weekend.</td>
</tr>
<tr>
<td>Feb. 21</td>
<td>Hospitality Career Expo and Bagel Mixer</td>
<td>Enjoy breakfast with the CHS before attending the college’s career expo.</td>
</tr>
<tr>
<td>March 23</td>
<td>2013 Hospitality Uncorked</td>
<td>This charity gala for the college will honor Caroline Beteta with the Mondavi Award at the JW Marriott Los Angeles. <a href="http://www.HospitalityUncorked.com">www.HospitalityUncorked.com</a></td>
</tr>
<tr>
<td>April 9</td>
<td>5th Annual Fleming’s Wine Dinner Fundraiser</td>
<td>This dinner features an exquisite pairing of wines and culinary delights at the Newport Beach location.</td>
</tr>
<tr>
<td>May 5</td>
<td>Southern California Tasting and Auction</td>
<td>Situated in Cal Poly Pomona’s Rose Garden, this lovely event raises funds for the university. Collins students typically volunteer and the RKR has a booth.</td>
</tr>
<tr>
<td>May 9</td>
<td>Professor For A Day</td>
<td>Alumni are encouraged to guest lecture in classes during this annual event hosted by the Cal Poly Pomona Alumni Association.</td>
</tr>
<tr>
<td>May 19</td>
<td>Dinner With The Dean - Chicago</td>
<td>Dean Andy Feinstein will host a dinner for alumni in Chicago during the National Restaurant Association Show weekend.</td>
</tr>
</tbody>
</table>

For more information, please contact Lisa McPherson at lcmcpherson@csupomona.edu or (909) 869-3151 or visit http://collins.csupomona.edu.

Find us on LinkedIn and Facebook!
Collins College alumni enjoy a wide array of careers in hospitality and management.

1980s & 1990s

**Cindie Brown** has worked for Marriott in a variety of positions and locations since she graduated in 1981. She is the director of account sales and is responsible for group sales in the southeastern United States. She represents nine Marriott, JW Marriott and Renaissance resorts in the Caribbean and Mexico.

**Mark Merhab** ’88 is chairman of the board of the Angels Baseball Foundation, the non-profit arm of the Los Angeles Angels of Anaheim, focused on supporting youth charity organizations throughout the Southland. Notably in June, the foundation and Orange County United Way raised more than $165,000 at the fourth annual WALK UNITED at Angel Stadium of Anaheim. He is also president of ContainerPros where he is jointly responsible for the overall vision and direction of the company along with strategic alliances and investments, joint ventures and partnerships. He has spent the past two decades in management and finance, primarily as an independent consultant, and has been providing consulting services for the waste industry for the past 15 years.

**Robert Sereci** ’90 is the general manager of the American Club Hong Kong. Established in 1925, this non-profit, private club is a gathering place for social, recreational, and business activities for members and their families in a distinctive American atmosphere. Before his current post, Sereci was vice president/COO of Digitexx Data Systems. He has been the general manager/COO of Northwood Club and Gaillardia Country Club, and club manager at the Jonathan Club and Cherokee Town & Country Club among others. After studying at Cal Poly Pomona, he earned his MBA at Georgia State University.

**Robert Schubert** ’92 is the senior operations analyst with Raleigh Enterprises in Santa Monica. His role also includes serving as hotel controller of the Sunset Marquis Hotel – Restaurant – Spa. He is responsible for developing and monitoring the internal controls for Raleigh Enterprises, which is based in Southern California and is a privately owned corporation. The corporation is diversified with subsidiaries in real estate development, hotel ownership and management, commercial file center storage, four-wall operation of film and television studios (Raleigh Studios in Hollywood and Manhattan Beach), a winery (Rosenthal – The Malibu Estate) and property management. Schubert guest lectured to Collins College students during Professor For a Day in May.

**Eric Holliday** ’03 is the assistant director of food services for the Fontana Unified School District. This public school district encompasses 45 schools and services students from preschool to adult education. The food services department recognizes the link between good nutrition and a child's ability to learn and is made up of dedicated food and nutrition professionals focused on providing affordable, nutritious and appealing meals to all students. Prior to joining FUSD, Holliday held management positions with Disney and Cheesecake Factory.

---

*Last May, Jim English ’80 guest lectured to the Restaurant at Kellogg Ranch dinner class during Professor For a Day, which is an annual event hosted by the Cal Poly Pomona Alumni Association. English is the district sales manager for Sysco Los Angeles.*
Allison Braka '08 is a freelance event manager in Los Angeles. Paramount Pictures is one of her major clients and her work has included red carpet premieres and Oscar and Emmy Award parties. Her work was recently featured on marketing materials for the CSU Hospitality Management Education Initiative to help promote careers in hospitality.

Jenny Fuller-Ortiz '05 is an events coordinator at Esri. The GIS software development and services company is located on a sprawling campus in Redlands, Calif.

Fuller-Ortiz coordinates logistics for domestic and international events to include marketing campaigns, email scheduling, website content, print pieces and agenda scheduling. She supports regional events in Europe, Asia/Pacific, Latin America and the Middle East. She works closely with Esri leaders to schedule all technical workshops and sessions for the largest GIS conference, Esri International User Conference, held in San Diego with more than 14,000 attendees. She held previous positions at The Mission Inn Hotel & Spa, PAR Springer-Miller Systems: Hotel Information Software and the Disneyland Resort Hotels.

Amelia Smallcomb '05 recently became a marketing specialist at Gensler, an architecture and planning company based in Chicago. Previously, she worked for Gettys Group as a senior business development manager. For the last several years, she has hosted Collins College students on tours of Gettys Group each May during the annual National Restaurant Association Show weekend.

Hilary Grider '06 is the membership secretary and member relations manager at the San Gabriel Country Club. This historic club was originally developed in 1904 on fertile land that was part of the historic San Gabriel Mission. With its gently sloping terrain, views of the San Gabriel Mountains and large mature oak trees, San Gabriel Country Club is one of the oldest and most respected golf clubs in Southern California. Prior to her current work, Grider held positions with SeaCliff Country Club and Embassy Suites.

Nadine Liauw '09 is the global education program development manager for Cal Poly Pomona's College of the Extended University. Prior to that position, she worked for The American Golf Corporation and The Ritz-Carlton, Beijing. In her role at the College of Extended University, she is responsible for developing custom-made training and education programs for global professionals. She works through institutional and agency linkages to promote the Global Education Program.

Gary Park '11 has left the Old Ranch Country Club in Seal Beach to become the assistant dining room and banquets manager at The Olympic Club in San Francisco. The Olympic Club is the oldest athletic club in the United States and is home to many local, regional, national and international champions and will host the 2012 U.S. Open Golf Championship.

Several grads from recent years work for Sodexo at the Disneyland Resort. They include: Chris Chow '10, Omar Rivera '10, Christian Hawkins '09 and Robert Finn '10. Chow, Rivera and Hawkins each attended the Culinary Institute of America at CIA Greystone after graduating from The Collins College.

Just a little further south in Orange County, another group of recent grads work at the Big Canyon Country Club in Newport Beach. They includes: Ray Bishop '10, a cook IV; Annie Daly '10, the food and beverage director; Brandon Heist '10, an assistant sommelier, and Anka Raffijandi '12, a food and beverage supervisor.

2010s

As event manager for HollandAmerica’s ms Zuiderman cruise ship, Kristy Berlin '10 oversees the entire entertainment operation on board from the production shows to the stage crew to the youth programming to adult programming to game shows, and tendering operations. She manages more than 60 staff and nine supervisors. She does everything in the department from human resources to technical aspects. She is also responsible for creating all of the events and activities on the ship by publishing the Daily Explorer.

For the past two years, Michael Reynaga '10 has owned and operated SC Restaurant Consultants (www.screstaurantconsultants.com), capitalizing on his 15 years of operations experience. Primarily focusing on helping small unit operators achieve success in their restaurants, he has also worked on projects for larger operators as well. He advises clients such as California Pizza Kitchen, Friendly’s, Pollo Campero and plays an integral part of the newly developed LYFE Kitchen. In addition to consulting, he is working on opening his own restaurant later this year.

After relocating to Seattle with his family to work for the Four Seasons Seattle, Chris Rodriguez '10 has taken a new position with the University of Washington's Housing and Campus Dining as a kitchen lead. He manages a crew of seven professional cooks along with four student assistants. Like Cal Poly Pomona, UW is a leading force in sustainability. More than half of the food comes from within 250 miles of the campus. Rodriguez was on the opening team of the university’s District Market, a neighborhood market offering fresh local produce, meats and seafood, full-service deli, noodle bar and chef’s station with hot food ready to go.
Delicious dishes like these will be in The Collins College’s cookbook

BY LISA MCPHERON

Grilled Vegetable Lasagna

Yield: 8 servings

1/2 lb. ricotta cheese
1/2 lb. shredded mozzarella cheese
2 eggs
1 tbsp. kosher salt
1/2 tbsp. cracked black pepper
1 lb. marinara sauce
1 lb. dry lasagna noodles
1 1/2 lb. grilled vegetables (zucchini, eggplant, bell pepper, etc.)
4 oz. shredded mozzarella cheese for topping
4 oz. shredded parmesan cheese for topping

Combine the ricotta and mozzarella cheese, the eggs, and the salt and pepper in a bowl. In a two-inch deep 10-x-12 inch pan, assemble the lasagna with marinara, noodles, cheese mixture and vegetables in four layers. Finish with a layer of cheese mixture. Cover with foil and bake in a 350 degree oven for 30 minutes. Remove foil and spread shredded cheeses on top. Return to oven and bake until golden and an inserted metal skewer finds no resistance. Allow to rest for 10 minutes before serving.

Marinara Sauce

Yield: 1 quart

1/4 cup olive oil
1/4 cup chopped garlic
1/2 cup chopped red onion
2 lb. chopped, peeled, seeded tomatoes
1 tbsp. chopped Italian parsley
1 tsp. minced oregano
1 tsp. minced thyme
Kosher salt to taste
Cracked black pepper to taste

Heat the oil in a two-quart sauce pan. Add garlic and onions, and cook for two minutes. Add the tomatoes and let it simmer for 20 minutes. Season the sauce with fresh herbs, salt and pepper to taste.
The Collins College of Hospitality Management is excited to leave a legacy gift to Cal Poly Pomona for the university’s 75th Anniversary in the form of a cookbook. This book will feature a collection of original recipes from faculty, staff, former faculty/staff, alumni, students and industry supporters. It will be a lasting gift and a showpiece of all that makes the college special. Recipes such as these delicious dishes from Chef/Instructor Scott Rudolph will bring the vibrancy of the college’s culinary treasures to life.

The book is truly a learn-by-doing exercise. This fall, Dr. Sandy Kapoor is leading a recipe testing class, and Lecturer Laura Pohopiien is teaching a class called Cookbook Development Decisions, where students are charged with the task to develop a business plan and creative content ideas for the book. Both of these classes will help guide the development of the book.

If you would like to submit an original recipe for consideration, please visit us online at http://www.csupomona.edu/~collins/cookbook.shtml. Multiple submissions are welcomed. If your recipe is selected, your contribution will be acknowledged in the book. The selection of recipes will be made by an editorial board. The book is expected to be published and for sale by January 2014.

In the meantime, try Rudolph’s recipes and bring the essence of the college and Restaurant at Kellogg Ranch to life. Bon appétit!

**Yellow Pepper Sauce**

_Yield: 1 quart_

- 2 oz. vegetable oil
- 1/4 cup chopped garlic
- 1/2 cup chopped yellow onion
- 2 oz. all-purpose flour
- 2 cups vegetable stock
- 2 lb. roasted, peeled, seeded yellow bell pepper
- 1 cup hot heavy cream
- Kosher salt to taste
- Cracked black pepper to taste

Heat the oil in a two-quart sauce pan. Add garlic and onions, and cook for two minutes. Add flour, whisk until it is smooth and cook for two minutes. Add stock and whisk until it is smooth. Add yellow peppers and simmer for 10 minutes. Puree until smooth and finish with cream. Season to taste with kosher salt or cracked black pepper, and serve as desired.

**Pesto Sauce**

_Yield: 8 servings_

- 1/4 cup toasted pine nuts
- 1/4 cup chopped garlic
- 3 cups chopped basil leaves
- 1 tsp. kosher salt
- 1/2 tsp. cracked black pepper
- 3/4 cup extra virgin olive oil
- 1/2 cup shredded parmesan cheese

Place the pine nuts, garlic, basil, salt and pepper in a food processor. Pulse the ingredients until chopped while slowly drizzling in olive oil. Add cheese and pulse to combine with the sauce. Serve immediately or place in an airtight container.

**Seared Sea Scallops**

_Yield: 8 portions_

- 16 sea scallops (U10 size)
- Sea salt to taste
- Black pepper to taste
- 4 oz. clarified butter

Rinse and dry the sea scallops. Remove the side muscle. Season scallops with salt and pepper to taste and let them rest at room temperature for five minutes. Sauté scallops in clarified butter and serve immediately. Serve with your favorite guacamole and pico de gallo.
Celebrating California’s Vibrant Hospitality Industry

HOSPITALITY Uncorked 2013

HONORING Caroline Beteta
President and CEO of Visit California and Board Chair of Brand USA

SATURDAY, MARCH 23, 2013
JW Marriott, Los Angeles L.A. Live

Benefiting The Collins College of Hospitality Management

For further information and to purchase tickets, please visit www.HospitalityUncorked.com. For sponsorship opportunities, please contact Gina Johnson at gljohnson@csupomona.edu or 909-869-5349.