SPRING 2012

In This Issue:
Hospitality Uncorked
Sustainability Report
Sunnylands

Collins
A publication by The Collins College of Hospitality Management

CAL POLY POMONA
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 McPheron
Photographer
Tom Zasadzinski
Art Director
Susan Gunther
Swan Graphics
Contributors
Michelle Andrews, Gio Arteaga, Samantha Doolittle, Sean Grabin, Elaine Regus, Carla Sanders, John Valenzuela and Stephen Webb

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
Chairman
Bruce J. Gorelick ’78
Renaissance Hollywood Hotel & Spa
Vice Chair
Mary Niven
Disney California Adventure & Guest Services
The Disneyland Resort
Board Members
Donald B. Ayres III
Ayres Hotels
Bruce Baltin
PKF Consulting USA
Russ Bendel
The Habit Restaurants, LLC
Bridget Bilinski ’79
Marriott International, Inc.
James A. Collins
Sizzle 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 Foods
James H. Little
Cini-Little International, Inc.
Verne Lusby
FreshPoint Southern California
Reginald (Reggie) McDowell
Burbank Marriott Hotel
David Schneiderman
Southern Wine & Spirits
Eddie Sheldrake
Polly’s, Inc.
David A. Sherf
Ascendent 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
Leiala Whattoff
Roy’s Restaurants
Eva N. Wassermann ’86
State Parkway Advisory

Doug Watson
The Ritz Carlton Hotel Company
Honorary Board Members
J. Michael Ortiz
Cal Poly Pomona
Steven Senft ’98
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
Eva N. Wassermann ’86
Director of Networking and Events
Contents

Cover Story
14 Defined by Diversity

Features
16 Taking Inventory
18 Hospitality Uncorked
22 Sweet Success
23 Teaching Hospitality

Departments
4 From the Dean’s Desk
5 To the Editor
6 College News
24 In Their Words
28 Faculty & Staff Notes
32 Alumni News
38 From Our Kitchen

ON THE COVER: Tae-Hwan Lee, Toni Williams and Nicolas (Nico) Roulston are each high-achieving student leaders at The Collins College. Photo by Tom Zasadzinski
From The **Dean's Desk**

There are many reasons why The Collins College of Hospitality Management is special. But, our students take the cake. They are the most valued stakeholders at the college and everything the college does – whether it is constructing new facilities or launching new academic programs – it is done with their best interests in mind.

So who are they? What makes them so special? The short answer to those questions is – diversity defines Collins College students. There is no true majority of one ethnic group at the college. Like the surrounding cultural landscape of Southern California, Collins College students are highly diverse. The cover story of Collins magazine explores the topic of diversity and how our inclusive community uniquely prepares students for the global hospitality industry.

Our students benefit, in particular, from the college’s Board of Advisors. Many board members mentor students, guest lecture in our classes, and financially contribute to the college. Four board members recently went above and beyond the call of duty to raise funds and the reputation of the college. With Chairman Bruce Gorelick ’78 and board members Bridget Bilinski ’79, Mary Niven and Bruce Baltin at the helm – Hospitality Uncorked was a resounding success. The night was aesthetically amazing. We had a huge turnout, selling out at 600 people, and, most importantly, guests had fun. This is because Bruce, Bridget, Mary and Bruce brought creative vision and execution to the event. It only helped that we honored Sam Nazarian, founder and CEO of sbe, with the Robert Mondavi Wine and Food Award. Sam is a trailblazer, and it was an honor to share a stage with him and strengthen the college’s relationship with sbe in the process.

I would like to end this letter by congratulating the first class of the Master of Science in Hospitality Management program. It has been a pleasure to see these high-caliber students excel at their graduate studies. In June, they will walk across the stage at commencement and enter the real world again, but this time as Masters. I would also like to thank Director of Graduate Studies Dr. Myong Jae (MJ) Lee and all of the faculty and staff, who made this program a success. Many faculty members worked tirelessly teaching these classes and chairing and sitting on thesis and professional paper committees. It was truly a team effort to educate these fine students.

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.
Uptick Seen in Career Opportunities

The 2012 Hospitality Career Expo saw 54 employers attending with numerous career opportunities, internships, part-time and full-time employment. Attendance was up 35 percent from 2011. We have seen a steady and consistent uptick over the past year in available positions, number of companies recruiting and offers being extended. For students, it is a dream realized; for alumni it is the confidence in taking the next step in their career, and, for our recruiters it is once again proof that The Collins College is the right choice in hiring their next generation of leaders.

In my role as career services coordinator, I play counselor, coach and cheerleader. It has been my immense pleasure to see the excitement of students and alumni as they prepare, interview, entertain and accept offers. Equally exciting is the affirmation I receive from our industry partners with every job posting, inquiry and recruiter visit. The Collins College has the best, brightest and the most talented pool of hospitality professionals to draw from, not just locally, not just regionally and not just statewide but nationally.

It is no accident the top hospitality companies in the world choose to come to Cal Poly Pomona. Our students, alumni, faculty and staff prove time and again the quality and value of our program and why it is consistently ranked among the nation’s premier hospitality management programs. I am proud to be part of such an elite team and look forward to all the 2012/2013 academic year has to bring!

Ann Lara
Career Services Coordinator
The Collins College of Hospitality Management

We would like to encourage our readers to share their views. Letters should be addressed to Lisa McPheron, c/o The Collins College, 3801 West Temple Ave., Pomona, CA., 91768, or emailed to lcmcpheron@csupomona.edu.

The views expressed in Letters to the Editor do not necessarily reflect the views of The Collins College of Hospitality Management or Cal Poly Pomona.
Serving World Leaders

Some call it by its given name The Annenberg Retreat at Sunnylands. Others call it the Camp David of the West. Twenty Collins College students have had the pleasure of calling it a classroom.

In 1966, Ambassador Walter and Leonore Annenberg built Sunnylands in Rancho Mirage, Calif., as their winter home. The midcentury modern house designed by the renowned A. Quincy Jones is 25,000-square-feet and located on a sprawling private golf course. The Annenbergs entertained an impressive list of world leaders and celebrities such as U.S. presidents, Queen Elizabeth, Bill Gates, Gregory Peck and Frank Sinatra, to name just a few.

This February, after a major renovation that modernized the facility while keeping its original design, The Annenberg Foundation Trust at Sunnylands opened the home as an episodic boutique hotel catering exclusively to high-level social and political retreats. According to its mission, Sunnylands is designed to “serve as a sanctuary for generations of high-level national and world leaders seeking the privacy, the peace, and ‘the pause’ needed for solving the most pressing national and international issues.”

What this means for students is the opportunity to provide five-star hospitality for some of the most influential political and social leaders of our time. During each retreat this past winter and spring, students have been employed to provide all front- and back-of-the-house services, including: serving; cooking; bartending; housekeeping, and acting as night manager.

Privacy agreements bind students from discussing the retreats. However, a statement from Former-U.S. Secretary of State George Shultz helps shine light on Sunnylands’ importance: “I think one of the things that’s important, particularly for a person who’s very busy – the President, the Secretary of State – is to have spaces of time where you can take a deep breath and say, ‘What am I doing here? What’s my objective? How am I really going to get there?’ ”

The Annenberg Foundation Trust has designed Sunnylands to be that place for contemplation, and Collins students have been there since day one. – LCM
Program for Parolees Held at College

The Collins College partnered with the Reintegration Academy at Cal Poly Pomona to host a 10-week program designed to immerse 28 nonviolent and non-sex offenders into academic, personal and professional development workshops during the spring quarter. Parolees included men and women, who were rigorously screened by the California Department of Corrections and Rehabilitation.

Keeping people out of jail by giving them the skills they need to succeed is vital to reducing systematic recidivism, which plagues the prison system and strains the California budget. The state of California spends $10 billion annually on its prison system, and each inmate costs the state $47,000 a year, according to program leader Dr. Renford Reese.

“If we save these 28 Reintegration Academy participants from returning to prison for just one year – we save the state $1.3 million,” the political science professor said. “This is money that could be used to lower our students’ tuition and to save programs. We understand the ‘big picture’ at Cal Poly Pomona and we are taking the lead in trying to address the problem. I commend President Ortiz, Dean Andy Feinstein and Dean Peggy Kelly for their support and vision.”

Notably, in the fifth week, each parolee was given a free laptop, and by the eighth week, each participant was enrolled at Mt. San Antonio College. In the ninth week, the program hosted a mini-job fair where 20 employers came to The Collins College’s Hilton Classroom to meet, greet, interview and potentially hire the participants.

“The Collins College may seem like an unlikely place to hold a program for parolees, but in fact, I cannot imagine a better place,” Feinstein said. “A university setting can be intimidating, but we are extending our hospitality and playing a role in reducing recidivism in California’s prison system.”

Dr. Renford Reese is a prolific author and educator. His books include: American Paradox; Prison Race; Leadership in the LAPD, and American Bravado.

Reese launched the academy at Cal Poly Pomona in 2009 and garnered the support of Congresswoman Grace Napolitano (D-Santa Fe Springs). He funds the program entirely through gifts and grants from the community.

“I have the utmost respect for Renford’s passion and commitment to this program. He is a tour de force professor of the highest caliber, who is championing a program that is not without controversy,” Feinstein said. “But he knows, as do I, that this is what we should be doing as educators.” – LCM

LA Times Donation

Los Angeles Times Publisher and Tribune Co. CEO Eddy Hartenstein presented a $12,734 donation to The Collins College from proceeds of The Taste. Several students volunteered for Southern Wine and Spirits booths at the newspaper’s Labor Day weekend food and wine festival. From the left, Hartenstein is joined by Sarinna Chavez, Southern’s manager of recruiting and training, Dean Andy Feinstein, Southern’s Sniffer & Swirler David Schneiderman and student volunteer leader Elisabeth Lockerby.
Expansion Enters Design Phase

The $10 million Collins College expansion project is currently going through a schematic design phase by HMC Architects, with construction set to begin in December 2013 and doors opening sometime in the spring of 2015. 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.

“We want to make this a memorable space for students. It will be a place where students want to be all the time, not just because they have to,” said Project Manager Andrew Naranjo.

The building expansion is funded by generous donations from Carol and Jim Collins, Andrew and Peggy Cherng, The J. Willard and Alice S. Marriott Foundation, Eugene Park ’07 and Richard N. Frank. – SEAN GRABIN

Catering to Students’ Passions

The Collins College tested a new catering class series to provide a broader range of hands-on courses and to alleviate the bottleneck caused by the Restaurant at Kellogg Ranch class. With Restaurateur and Lecturer Shelley Doonan leading them, 13 students began taking a series of classes in the fall of 2011 to plan and cater several events during the 2012 winter quarter.

“I love The Collins College's collaborative learn-by-doing approach. I believe that it brings a touch of reality to the classroom. The reality of special events/catering is that it is not an easy path and that it takes a special person to be able to accomplish the layers and layers of details that go into every event,” Doonan said. “All good events people are organized enough to plan to the minuscule details and flexible enough to change everything at a moment's notice. As well as having knowledge of food, service, budgeting, and audio visual, they must be creative enough to make an event spectacular.”

All of these skills came to fruition at the students' main event – a romantic five-course Valentine’s Day dinner held at the RKR. The students managed all aspects of the event from the menu design, to the marketing, to the execution of service and food preparation. This sold-out event attracted new clientele to the restaurant. According to one first-time guest in an online review, “I never knew we had such a gem in our backyard.”

The class also assisted Student Services Coordinator Summer Pettus in late January with Collins Connection. This annual open house event brought 300 prospective students and their families to campus for tours and information about the college. The students provided breakfast and performed a cooking demonstration hosted by student Sarah Fleming. – SEAN GRABIN
Bringing Industry to the Classroom

Lecturer Owen Williams has invited an impressive slate of brewers and beer aficionados to guest speak in his Beer and Culture Class. Stone Brewery CEO Greg Koch, Bill Sysak, beverage supervisor for Stone's World Bistro and Gardens, and Tyler King, head brewer at The Bruery, are three, just to name a few.

Each guest lecturer shared a unique perspective that brought the business of making and selling beer to life. Koch shared his uncompromising entrepreneurial outlook by discussing his commitment to making quality craft beer. When Stone first opened in 1996, it entered a market full of “fizzy yellow beers,” so their strong hoppy beers like Arrogant Bastard Ale shook up the marketplace, resulting in resounding success for the company.

Sysak, who is known as “Dr. Bill,” is a Certified Cicerone with a wealth of knowledge about Belgian beer. (Cicerone is to beer as sommelier is to wine.) Students gained insight into a brewery startup by hearing from King. Named after its founder Patrick Rue in 2008, The Bruery has doubled its beer production each year it has been open. The company is known for its specialty “one-off” beers like Burly Gourd, a milk stout with Cal Poly Pomona-grown pumpkins.

“We don’t really brew beers more than once,” King said. “It makes it more fun than brewing the same beer over and over again.”

Student Michelle Tu summed up why she enjoys learning from people active in the industry: “Being able to listen to great lecturers like Tyler King and Greg Koch reminds everyone why we drink and brew beer. They’re just so passionate about what they do and that’s inspiring. Not every brewmaster started out thinking this is what they wanted for a career. They just do what they love.” – LCM

A Disney Education

Guests of the most recent installment of the Richard N. Frank Distinguished Lectureship Series gained an insider’s look at how Disney values educational leadership development for its cast members. The event featured: George A. Kalogridis, president, Disneyland Resort; Mary Niven, vice president, Disney California Adventure & Guest Services, The Disneyland Resort; and Kristi Breen, director of college & international recruitment at Walt Disney World. The Collins College and the College of Education and Integrative Studies co-hosted the event on Jan. 26.
Student Club Unites to Serve Community

The United Culinarians have been busy this year, serving up their own brand of hospitality by catering numerous events. Notably in the fall, they catered the annual pancake breakfast for more than 1,000 guests at Cal Poly Pomona’s Pumpkin Festival. The United Culinarians also ran a banquet in the Restaurant at Kellogg Ranch for a National Model United Nations reunion in April.

Club members come from a variety of backgrounds, ages and skill sets. Many of them had never been in a professional kitchen before. There is a strong dynamic of the older members teaching the younger ones how to work together to cater an event, said Director of Events Kimberli Turner.

“The purpose of the club is to give the members the experience of actually cooking in a restaurant,” Turner said. “It’s about the experience and the learning.” – SEAN GRABIN

Grad Students Present Research

Five Collins College master’s students showcased their research papers as poster presentations at the 17th Annual Graduate Education and Student Research Conference in Hospitality and Tourism hosted at Auburn University in Alabama in January.

The conference is the largest showcase for hospitality and tourism research by doctoral and graduate students. The students and presentations were as follows:

• Leslie Clevenger – “Exploring barriers that lead to glass ceiling effect for women in the U.S. hospitality industry”

• Leonard Lee – “Measuring customer perceptions of tangible service quality in the restaurant industry: An emphasis on the upscale dining segment”

• Joey Liu – “Facilitating the experience of a hotel: The employee’s role in experiential service”

• Victor Low – “Street Vendors: A tourist perspective”

• Nicole Ying Bian – “Stakeholder alliance: An authenticity preservation approach in ethnic tourism development”

Along with student research presentations, the conference featured other speakers and workshops including the keynote speaker Horst Schulze, Chairman and CEO of Capella Hotel Group. – SEAN GRABIN
Exploring Japanese Cuisine

Collins College students were given a crash course in Japanese cuisine by the Organization to Promote Japanese Restaurants Abroad (JRO) in March. The seminar titled “Explore Japanese Cooking” introduced students to the fundamental characteristics of traditional Japanese cuisine by focusing on four basic sauces: sumiso, teriyaki, ponzu and miso.

“You can make healthy American food with Japanese seasonings,” said Shabu Shabu House Restaurant owner Yoshi Maruyama. “My main goal is to inspire healthy eating habits in the United States, by emphasizing new menu items you can create.”

Maruyama lectured on the healthfulness of Japanese cuisine, while Chefs Tetsuya Harikawa and Bobby Alonso each led cooking demonstrations to bring the information to life. The chefs shared cooking techniques and discussed various aspects of Japanese cuisine, such as selection of quality ingredients, emphasizing simplicity and health benefits.

The event concluded with tastings of each sauce in a dish. Maruyama encouraged the audience to take what they learned and explore new recipes on their own. The seminar was the first of its kind in Southern California, and Maruyama plans to offer more in the future at the college. – SEAN GRABIN

Motivating Students

Collins College Board Member Bridget Bilinski ’79, Marriott’s area vice president of Southern California, led a new workshop called Mornings of Motivation in February. The leadership-building event was offered to students to inspire them and to give them the tools to succeed in their careers. Board members Reggie McDowell, vice president and general manager of the Burbank Marriott Hotel, and Dianne Jaskulske, a vice president with Hilton Worldwide, also led recent workshops for students.
On An Education Mission

The U.S. Department of State hosted Dean Andy Feinstein on a five-day trip to the country of Georgia this past winter. Feinstein's trip was part of the department's efforts to help Georgia grow its tourism economy.

Feinstein visited three vocational programs, a state university, tourism organizations and numerous hospitality companies to learn about their organizations and to offer insights into how they may improve their collaborations with each other.

In his dual role as the California State University director of hospitality management education, Feinstein was able to offer insights into how California's tourism industry fares well when there are strong industry and academic partnerships.

“The experience was transformational for me and reaffirmed my commitment to hospitality education,” Feinstein said. “The trip provided me with an understanding of the global reach of hospitality education and the importance U.S. educators have in assisting a partner country establish and evolve its tourism infrastructure.”

Highlights of the trip included: giving a master class at Batumi State University; visiting the Tbilisi National Department of Tourism; and being interviewed by local media. Collins College Alumnus David Harrison ’09, who taught hospitality management courses at BSU through the Peace Corps, was instrumental in facilitating this trip through the U.S. Embassy in Tbilisi. – LCM

Words of Wisdom

Collins College Board Member Bob Spivak, the founder and co-chairman of Grill Concepts, spoke about what it’s like to be a restaurant manager in 2012 to Belle Lopez’s Food and Beverage Operations class last fall. Spivak was one of about 10 industry executives, who participated in the new Guest Speaker Series. This series is the brainchild of the college’s Board of Advisors and organized by Ann Lara, the college’s career services coordinator.

PHOTO BY TOM ZASADZINSKI
Scholarship Gives More Than Money

Since 2000, 85 Collins College students have received generous Hotel and Restaurant Foundation (HARF) scholarships. The San Francisco-based organization grants awards larger than the average scholarship, and in return it requires higher qualifications of the students. The awards typically range from $2,000 to $5,000.

When evaluating student applications, HARF looks for leadership potential above all things. The students, who receive their scholarships, are usually leaders on campus, have hospitality work experience, and specific career goals in hospitality, according to Student Services Coordinator Summer Pettus.

“I am so incredibly grateful to them,” said scholarship recipient Taylor Fry. “They have allowed me to continue my education and to further my interests in school, as well as create wonderful career opportunities in the hospitality business.”

Before being selected, scholarship recipients are interviewed by current industry professionals, often times, by alumni who have received the scholarship before. The scholarships given by HARF are not only cash awards. Every year, the organization invites recipients to an awards banquet in San Francisco where each student is recognized. Along with the banquet, scholarship recipients have the opportunity to network with local companies in the hospitality industry, who are looking to hire recipients at a career fair. – SEAN GRABIN

Mentor Program Off to a Good Start

Collins College students are getting more industry exposure than ever thanks to the Mentor Program. The program, which is spearheaded by the Board of Advisors launched in the fall. Twenty-two students have been paired with 20 board members.

“Unquestionably, these opportunities help students nurture their tool kit for life, and our industry, resulting in enhanced confidence,” said Board Member Ned Snavely, who mentored two students.

The Mentor Program runs from fall to spring, during which students meet with their mentors at least five times. In order to ensure the best students are selected, the Mentor Program has strict qualifications and requires students to have a strong career interest. It is important that the students are driven because the quality of their mentorship is up to them, according to Career Services Coordinator Ann Lara.

Lara plays a key role in organizing the Mentor Program and works with Dean Andy Feinstein to pair students with mentors. “My favorite thing is seeing the students open their eyes to the reality of career success,” she said. – SEAN GRABIN

Rewarding Achievement

Students Matthew McMaster, at right, and Tae-Hwan Lee, front, enjoyed lunch with Eden Slegr, president of Global Hospitality, Inc., during the 2011 Scholarship Recognition Luncheon. This annual event brings donors and scholarship recipients together every fall. Last year, students collectively received more than $225,000 in scholarships, according to Student Services Coordinator Summer Pettus.

PHOTO BY TOM ZASADZINSKI
Hospitality is a global industry. Even if one were never to leave California, the diversity of the local population and guests, who travel far and wide to visit the Golden State – come from all walks of life. Hospitality by nature is also a service industry and understanding how to navigate cultural differences and embracing multiculturalism are keys to being successful in the professional world.

Located in Southern California, a region known for its diversity, The Collins College of Hospitality Management at Cal Poly Pomona is also highly diverse. There is no true majority of one ethnic group of students. This mix – which is also visible in the faculty and staff, who work at the college – gives students a unique understanding of people and what makes them tick.

“This is an industry that has no borders,” said faculty member Belinda Lopez. “Our workforce is very diverse so it is important for our students to know how to communicate across cultures.”

Lopez, who is Filipino, began working at the college in 2002 and was the first Asian female faculty member at the college. She recalls how Asian students gravitated to her regardless of whether or not they took her classes because they identified with her. Ten years later, the college’s faculty and staff are far more diverse. For example, tenure-track faculty and staff hires in the last five years have included people of African American, Chinese, Hispanic, Indian, Japanese, Korean and Sri Lankan descents.

Cal Poly Pomona embraces diversity as a core value and works to ensure that the campus community reflects the state and region it serves. The university offers numerous programs and cultural centers to promote cultural diversity, and it is recognized as a Hispanic-Serving Institution. In a recent survey in U.S. News & World Report, Cal Poly Pomona was ranked fourth in diversity among private and public universities out of 118 in the West.

“Cal Poly Pomona’s institutional identity as a university that values both diversity and unity... means that we respect differences among people and don’t stereotype people based on their race, ethnicity, gender, sexual orientation or disability,” said former President Bob Suzuki at the 2012 Unity Luncheon, an annual event on campus.

At The Collins College, Asian students make up the largest group by being 39.3 percent of the student body. White and Hispanic students make up the next largest ethnic groups with about 23 and 20 percent respectively. International students make up the fourth largest group, with nearly 6 percent, and they come from many different countries.

Black/African American students, however, are under-represented, making up only 1.7 percent of Collins College students. Dean Andy Feinstein is committed to turning this around, much like how the college did with Hispanic students. Since 2007, the percentage of Hispanic students increased from 11 percent to 20.1 percent.

“We are trying to reverse African American under-representation by doing targeted outreach and recruitment,” Feinstein said. “The Collins College is dedicated to shaping the future of hospitality and to do that we need to educate diverse future leaders, who can inspire and be role models.”

Notably, Student Services Coordinator Summer Pettus and the college’s student ambassadors have given presentations to high schools and community colleges in traditionally black and Hispanic communities to increase admissions, Feinstein said. Additionally for the past two years, the college has hosted CSU African American Initiative meetings because it is important to contribute and be aligned with system-wide efforts, Feinstein said.

The college’s diversity is something that companies such as Hilton, Disney, Marriott,
Hyatt, Kimpton, Darden and many others find desirable. Many large companies have their own corporate goals to be inclusive and they look to The Collins College to fulfill those objectives, said Ann Lara, career services coordinator for the college.

“Definitely, large companies value diversity and bring in people with diverse backgrounds and experiences because their guests have diverse backgrounds and experiences,” she said.

Kelsey Barthe ’10, who recruited on behalf of Kimpton Hotels at the college’s 2012 Hospitality Career Expo, said her company strives to create a diverse workforce. Being inclusive of people from all walks of life is crucial to the success of any hotel, she said.

“Collins College students are already used to being surrounded by people who speak different languages and are from different cultures, so it is an ideal pool to search for candidates,” she said. “They can take their already existing understanding of the importance of diversity and excel in the workforce.”

Though diversity is a significant characteristic of Collins students, the topic of diversity has not been something students have discussed candidly until recently, said Toni Williams, president of the newly formed National Society of Minorities in Hospitality student chapter.

“It was actually the white elephant in the room a lot of the time. It was like we saw these differences, but nobody was talking about them,” Williams said. “NSMH gives us a forum to talk about diversity and to be more open with each other.”

In its first year and a half, the NSHM chapter has attracted 30 members, and club leaders have attended a regional conference in Las Vegas and the national conferences in Atlanta and Washington, D.C. Williams, who is African American, enjoyed these conferences because she met several people of color who share common goals. She has found a mentor in faculty member Lesley Butler, who is the NSMH advisor and African American as well. However, Williams said she had struggled to meet other black women in positions of leadership in the industry.

“I know I want to be a successful black woman in hospitality,” she said. “Finding women that I can look up to in the industry has been hard. These conferences have been a breath of fresh air.”

Williams said Lopez’s human resources class was the most beneficial when it came to discussing ethnicity in an academic setting. Lopez takes one day each quarter in her HR class to run a multiculturalism exercise. She separates students into groups by ethnicity and then asks them to define their top three beliefs, top three stereotypes and prejudices, and three cultural values that they believe should be respected by others. They then present their findings to the class.

“Diversity is not something you can lecture about, you have to feel how it is to be diverse,” she said. “This exercise makes them take a step back and think about their own identities and then share it with others. You can see it on their faces when they begin to understand themselves and each other more. It’s so powerful.”

---

NICOLAS (NICO) ROULSTON

Roulston is originally from Washington, and is of European and Mexican heritage. He lived in Mexico before moving to California and speaks some Spanish. He is participating in the management training program at Habit Burger Grill and expects to graduate in June 2013.

TONI WILLIAMS

Williams comes from a military family and has lived in many places throughout the world. Before coming to The Collins College, she lived in Germany with her family and speaks English and German. She graduates this June and is pursuing a career in sales and marketing.

TAE-HWAN LEE

Lee emigrated with his family from Korea as a teen. He speaks Korean and English fluently. He also graduates this June and is pursuing a career in hotels.

---

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic/Latino</td>
<td>20.5%</td>
</tr>
<tr>
<td>Native Hawaiian/Pacific Islander</td>
<td>1.7%</td>
</tr>
<tr>
<td>Non-Resident Alien (International Students)</td>
<td>6.7%</td>
</tr>
<tr>
<td>Two or More Races</td>
<td>3.3%</td>
</tr>
<tr>
<td>Unknown</td>
<td>5.5%</td>
</tr>
<tr>
<td>White (Non-Hispanic)</td>
<td>23.4%</td>
</tr>
</tbody>
</table>
The Collins College of Hospitality Management is the first college at Cal Poly Pomona to seriously examine its carbon footprint as part of its commitment to sustainability. The college teamed up with the Lyle Center for Regenerative Studies to inventory the carbon emissions generated at the college and will continue working with the center to find meaningful ways to reduce the environmental impact of its overall operations.

The Environmental Impact Inventory prepared by the Lyle Center with help from Collins College faculty, staff and students found that electricity and natural gas accounted for 77 percent of the overall greenhouse gas emissions, followed by food purchases (14 percent), waste (4 percent), consumables like paper and plastic (4 percent) and water (1 percent). Overall, the college produces an estimated 766 metric tons of greenhouse gases annually.

By understanding the impact it is having on the environment, the college can develop systematic ways to cut emissions through changing behavior, new technologies and incorporating sustainability into the curriculum. It can also serve as a model for the hospitality industry and other colleges with similar programs that are interested in addressing their environmental impact and commitment to sustainability.

“Part of our responsibility as a leader in hospitality education is to think critically and to provide solutions to challenges that face our industry,” said Dean Andy Feinstein.

Feinstein said one of the seven goals in the college’s strategic plan is to be “an environmentally conscious college committed to
“PART OF OUR RESPONSIBILITY AS A LEADER IN HOSPITALITY
EDUCATION IS TO THINK CRITICALLY AND TO PROVIDE SOLUTIONS TO
CHALLENGES THAT FACE OUR INDUSTRY,” SAID DEAN ANDY FEINSTEIN.

sustainability.” The first step toward reaching that goal is the report, which established a baseline to begin working from.

“We are now developing a sustainability action plan and identifying strategies that will assist us in reaching this goal,” Feinstein said. “Also, several Collins faculty members are partnering with faculty in Regenerative Studies to examine opportunities for collaborative sustainability research.”

Cal Poly Pomona’s commitment to reducing its carbon footprint began in earnest in 2007 when President Michael Ortiz became one of the first university presidents in the nation to sign the American College and University Presidents’ Climate Commitment pledging to “eliminate their campuses’ net greenhouse gas emissions in a reasonable period of time as determined by each institution.”

Cal Poly Pomona was one of the first CSU campuses to conduct a campus-wide climate action inventory that was completed in 2007. The university created a Climate Commitment Task Force and subsequently completed a climate action plan in 2009 based on the original inventory. The university-wide goal is to achieve carbon neutrality by 2030.

Dr. Kyle Brown, director of the Lyle Center, and co-chairman of the Climate Commitment Task Force, said the plan set 17 benchmarks and charged the various colleges and units on campus to develop strategies to meet those benchmarks. Key benchmarks on the academic side include integrating sustainability into the curriculum and supporting research and outreach efforts related to climate change and reducing the impact on the environment.

“Collins was the first college on campus to make meaningful progress in the area of reducing the environmental impact of its operations,” Brown said. “By taking a systematic look not only at its curriculum but also at its operations, Collins is taking a key step toward doing that.”

Four graduate students from the Lyle Center spent nine months preparing the report with assistance from Collins College students, staff, and faculty. They conducted extensive research and literature review, identified lifecycle analysis calculators that calculate greenhouse gas emissions for anything from prime rib (12,447 grams per plate) to a chocolate torte (176 grams per plate), conducted audits and analyzed their findings.

Debbie Scheider, project coordinator with the Lyle Center, said one of the surprising findings from the research was that buying local does not necessarily reduce one’s carbon footprint because 83 percent of the greenhouse gas emissions from food occur before it even leaves the farm or ranch. How a particular food is produced makes more of a difference in terms of climate impact than how far away it is grown. For example, the cumulative emissions from a hothouse-grown tomato are greater than for a tomato that is conventionally or organically grown.

Scheider said the same goes for conventional versus grass-fed beef. The differences in emissions between the two are huge.

“The impact of food and purchasing choices on food was very, very surprising,” Scheider said. “Small changes can have a very big impact.”

Graduate student Kate Redman concentrated on the waste portion of the report. Working with students in Shelley Doonan’s Introduction to Professional Cooking class, she delivered an hour-long presentation on waste in the restaurant industry and talked about green restaurant certificates and how to conduct a waste audit. Then, she took them behind the restaurant and they dug through four dumpsters containing a week’s worth of kitchen garbage. They sorted, weighed and quantified every scrap from a half-full bottle of white truffle oil to still-packaged deer meat.

“For someone like me, who really cares about sustainability, it was shocking,” Redman said.

Doonan said the biggest impact on her students was seeing how many plastic tasting spoons and buckets of latex gloves used for plating food the college goes through in a week.

“For the rest of the quarter, they did a very good job of getting the food waste in the composting pile, the green waste in the green waste bins and the recyclables in the recyclable containers,” Doonan said. “It definitely changed their behavior.”

Doonan, who trained at Chez Panisse in Berkeley, is a good model for commitment to sustainability.

Each of her classes is required to design a sustainable and seasonal menu. She encourages them to bring their own containers in if they want to take food home instead of passing out Styrofoam containers. And, she uses standard flatware instead of disposable spoons for tasting and washes it between tastings.

“It’s ingrained in me to be sustainable and seasonal,” Doonan said. “That’s really who I am.”

It takes a clear understanding of one’s consumption and waste habits to make major changes, Feinstein said.

“It was dirty work, literally for our students to help with the emissions audit, but that hands-on discovery led to a change in behavior,” he said. “We can study and analyze all we want, but unless changes in behavior occur, we haven’t completed our goal.”

Read the full report online by scanning the QR code.

PHOTOS BY TOM ZASADZINSKI
The Glitz and Glam of Los Angeles came to life during Hospitality Uncorked 2012 at the JW Marriott Los Angeles at LA Live on March 3. The evening brought out some of the most influential members of the Southern California hospitality industry to honor Sam Nazarian, founder, chairman and CEO of sbe, with the Robert Mondavi Wine and Food Award and raised more than $240,000 for The Collins College of Hospitality Management.

Tim Leiweke, president and CEO of AEG, and Margrit Mondavi presented the award to Nazarian. “When you talk about someone who is worthy of carrying on the name and the tradition of the Mondavi family, someone who is unique, someone who is entrepreneurial in their eyes toward the hospitality industry – I’ve never met anybody as aggressive as forward thinking and as entrepreneurial as Sam Nazarian,” Leiweke said.

Nazarian credited a shared passion for hospitality by his team at sbe for their success. “Through the last 10 years,
and 2,800 employees later, operating in five states, we have built a family that really focuses on the art of loving what they do in a time when we think our industry is ever changing. Where it’s not just about the rooms; it’s not just about the three-meal restaurants; it’s not about the ballroom, but it is about the experience and the lifestyle.”

Guests of Hospitality Uncorked enjoyed a full evening of gourmet tastings by guest chefs, vintner tastings, specialty cocktails, silent and live auctions, a seated dinner and live entertainment by The Disney Event Group. These photos offer a glimpse of the fun and glamor the night brought.

Mark your calendars for March 23 when The Collins College and its Board of Advisors will get the party started all over again for Hospitality Uncorked 2013 at the JW Marriott!
Thanks to co-owner Paul Kramer, guests can once again get a double-dip of both ice cream and nostalgia at a Farrell’s Ice Cream Parlour Restaurant.

Originally founded in 1963 by Bob Farrell in Portland, Farrell’s was famous for servers dressed in turn-of-the-last-century vintage outfits, who delivered outlandish entertainment along with super-sized ice cream dessert specialties.

After opening more than 130 restaurants, Farrell sold the franchise to Marriott in the mid-80s, which then sold it to an investment group that was unable to maintain its original success. By the late 80s, it ceased to exist. Then, after some lengthy, legal wrangling in 2008, Kramer and his business partner, Mike Fleming, secured rights to the name and resurrected it at locations in Brea, Rancho Cucamonga, Santa Clarita and Mission Viejo. There are also two more Southern California stores and an expansion into Nevada and Oregon on the horizon.

“We did some research, and discovered Farrell’s was a rare brand that many, many people had fond memories of from when they were a child,” Kramer said. “So we decided to build on that reputation and recreate it for the next generation.”

In its reincarnation, Farrell’s has added fountain fantasies with lactose-free and no-sugar-added ice cream alternatives, along with wood-fired pizza and artisan macaroni and cheese. The menu still has favorites such as hot dogs, hamburgers and cold sandwiches, and the atmosphere is the same.

“A lot of guests have videotaped the Farrell’s experience, which we call ‘happy-itis,’ and posted it on YouTube. Like when they’re serving The Zoo, which contains 30 scoops of ice cream and two people come running through the dining room with it to the sound of a bass drum and sirens going off,” Kramer said. “It’s things like that that make sure [you] just can’t help but smile when you walk into one of our restaurants.”

Kramer began working when he was 16 at a Pizza Hut in Ontario managed by his brother. By 18, he owned a Pizza Hut, which, as he recalls, made him their youngest general manager. From there, he worked at Bullwinkle’s in Upland where he rapidly rose from supervisor to general manager to president.

Along the way, he attended classes where he credits Professor Tom Costello as one of his biggest inspirations. “He was one of those guys, who motivated you and was exciting to have as a teacher.”

Costello, who taught from 1987 to 1990, referred Kramer for his next job at Restaurants Unlimited in Los Angeles. “The great thing about going to school and working was that I was able to go to class, learn the principles of restaurant management and then apply them,” Kramer said. “If I had any questions, I could then go back to class and ask about what worked and what didn’t.”

Kramer plans to return to The Collins College for his master’s degree in hospitality management. “I’ve already contacted the college,” he said, “and picked up some prerequisites I need to get started. I got a lot from Cal Poly and made good friends there whom I still keep in touch with. It was an enjoyable experience and I learned a lot.”
Teaching Hospitality
Numerous alumni run ProStart programs at high schools

BY MICHELLE ANDREWS

Teaching may not be the first career path that comes to mind for Collins College graduates. However, many alumni are impacting the hospitality industry by doing just that – teaching high school students management, foodservice and food safety.

Numerous alumni have become ProStart teachers and play a vital role in the success of teens with a penchant for hospitality. ProStart is the National Restaurant Association Educational Foundation’s organization created for high school students to get a jump-start on their culinary and management educations. Much like the learn-by-doing practice at Cal Poly Pomona, ProStart teachers combine textbook curriculum with hands-on lesson plans.

"Many of my students were unsure of what they wanted to do after high school until they were enrolled in the ProStart program," said Teacher Jennell Acker ’92. "They realized they have the passion and drive to be successful in this type of industry."

Acker, as well as fellow alumni Islah Shinault ’00, Elizabeth Williams ’98, and Karen Sanchez Wright ’85, run the ProStart programs at their respective high schools. Shinault, who started teaching at Fullerton Union High School in 2005, said the knowledge she shares with her students is rooted in her education.

"A lot of what I teach in my classroom I know from my education at The Collins College,” Shinault said. “Many of the teachers at this level have more of a home economics background. I try to make my program more industry driven and industry focused.”

Williams has taught ProStart classes at Chino High School for more than 10 years, and Wright brings more than 40 years of professional hospitality experience to her role at Riverside Poly High School Hospitality Academy. Acker launched the ProStart program at Chino Hills High School in 2003, where she found the position to be “the perfect fit.” Just as the ProStart program grows on a national level, the Chino Hills High School program has grown year after year.

“The class is very popular,” Aker said. “I have to turn down about 100 kids each year.”

Collins College Professor Dr. Jerry Chesser has been greatly involved with ProStart on a national basis for many years. He has helped anywhere from structuring curriculum for the classroom environment, to contributing to the ProStart textbook, to designing and producing regional and national competitions. Much like the alumni who became teachers, Chesser’s passion for ProStart comes from his dedication to education coupled with the simple pleasure of seeing young people succeed.

“It’s energizing for me,” he said. “It’s satisfying for me when I can see their knowledge and passion being put to work. I enjoy seeing their satisfaction in the end, their level of energy, and their success that comes out of ProStart.”

The Collins College has hosted the California Restaurant Association’s ProStart competition many times. Pacifica High School students Juan Agustin, Jessica Rojas and Jair Gallardo competed in 2009.
With longtime Collins College board member Russ Bendel at the helm, Habit Burger Grill has undergone a major expansion. With 54 stores and more on the way, Habit Burger is carving out a path of the fast-casual dining market and leaving a trail of new loyal fans.

Bendel joined Habit Burger in 2008 as president and CEO after holding top executive positions such as president, CEO and COO at The Cheesecake Factory, Mimi’s Café, Roy’s Restaurants, Outback Steakhouse, El Torito and Panda Restaurant Group. His participation on The Collins College’s Board of Advisors goes back many years as does his work with the California Restaurant Association.

Bendel answered these questions from Director of Communications Lisa McPheron to offer insight into the success and values of Habit Burger Grill.

**Habit Burger has added 34 locations in the last three years. What is the secret to this growth?**

It’s takes a total team effort and a lot of hard work to sustain aggressive growth. It starts with a commitment at a high level, and we have great financial partners. We also believe we have come up with a concept that fits today’s needs. Burgers have been popular for many years, but the fast-casual ‘better burger’ category is a fresh concept that people want.

**Building a cohesive corporate culture is key to a company’s success. How do you foster that kind of environment?**

We set people up for success by training them and preparing them for the challenges ahead. We also let people bring their brains to work and encourage ongoing personal and professional development so they improve their skills and are exposed to new things.

**What are qualities you require in your managers and other employees?**

They have to have a passion for the hospitality industry, and they need to understand hospitality. Hospitality is the desire to give for the sake of giving. That’s either a trait you have or you don’t. They also need to have a foodservice background.

**How does Habit Burger track customer satisfaction and then respond to what customers want?**

Sales and customer satisfaction go hand-in-hand. We believe that profit is the byproduct of a great product. And, with social media like Yelp, Twitter and Facebook, in today’s environment, you get customer feedback from all different directions.

We’ve noticed that we have broad appeal to women, and that’s because we offer a gender neutral menu – much more neutral than our competitors.

**What are some of the ways you appeal to women?**

It starts with the menu and then the build out. We have airy natural light design in our restaurants, which is hopefully pleasant to all. We have a broad menu with fresh albacore tuna and salads. There are a lot of burger places that cater to teenage males. Being gender neutral allows us a broader base of customers.

**How does Habit Burger market itself?**

We don’t rely on traditional advertising at all. We rely on word-of-mouth and social media. We also work with local communities and non-profits. Restaurants are part of their communities and by being involved with our time and talent, economically that comes back to you.

**How does Habit Burger practice sustainability?**

By no means are we totally green, but we try to practice sustainability whenever we can, and that resonates well with our customers. To name a few ways – some of our stores have bamboo countertops and interiors; we use lead-free paint, and all the picture frames in our restaurants are made from recycled water bottles. In El Segundo, we even collect rainwater from the roof and use it for landscaping.

The Better Burger Business

Habit Burger Grill’s growth is on fire, and Russ Bendel is stoking the flame.
Is your food sourcing influenced by sustainability?
Yes, definitely. Our fresh albacore tuna is hook-and-line caught, which is a sustainable practice.

Food trucks began popping up like crazy a few years ago because many startups couldn’t afford brick-and-mortar locations. Now, you see restaurants like Habit Burger go in the other direction by adding food trucks to their portfolio. What’s the reasoning behind that?
Our truck is designed to build our catering and sales business. It doesn’t operate like the mobile food trucks you’re seeing a lot of these days. We believe it is an extension of our brand and our concept and it allows a lot of people to experience our burger for the first time.

Without naming names, there are some other great burgers in California. How has Habit thrived in this competitive market?
The burger space is very crowded no doubt about it, but the burger is here to stay. At Habit Burger we own the better burger category. People are looking for fresher food and they want something in-between fast food and casual dining. In a fast-casual setting, you have the same food as casual dining but the service model is different so you pay less. It fits today’s lifestyle very well.
I am a firm believer in the philosophy that life is an adventure, and a journey that should be enjoyed. One should not look at big changes with fear but rather embrace them as opportunities.

I have been blessed to have a wonderful support structure of phenomenal friends, loving family and a soul mate, Ryan Millard. When I was laid off nine months after earning my bachelor's degree from Western Washington University, their support gave me the strength to claim a future I wanted.

I fell in love with the hospitality industry with my first job as an account manager at WorldMark by Wyndham, but that chapter in my life was cut short when the economy crashed. My company laid off 6,000 employees, including me. Shortly after, my fiancé was offered a dream job 1,200 miles away from our home. I'm of the mindset that life is meant to be lived, so I began to look at what I wanted from this turn of events. I knew that I didn't want to be separated by those miles, even though I didn't know what life would hold for me down there.

I made a radical decision to apply for grad school. I would make myself more marketable and further my education so I, too, could reach for my dream job. That is how I found The Collins College of Hospitality Management.

Through the class, Advanced Culinary Product Development and Evaluation, I was introduced to Grill Concepts and was offered paid social media consultation work. That gave me hands-on work experience and helped open new doors. Anxious to finish my studies and embark on the working world, I took an accelerated approach to the program. I knew California was just a stop along the road in my life. It was a stop that would forever bless my life, but I wanted to start that life. I wanted to face the world not as a kid, not as a student, but as a working adult.

I am honored to be the first graduate of the Master of Science in Hospitality Management program. The journey was filled with high highs and low lows, and many late night study sessions to prepare for grueling exams. It was an honor to work with talented instructors, especially with my mentor Dr. Edward Merritt, in a competitive and challenging peer environment. The knowledge acquired through such a dynamic and comprehensive curriculum, coupled with numerous hands-on, real-world explorations presented me with a phenomenal platform to jump into the working world.

The foundation and experience gained through this incredible graduate program led me to my dream job. Within two weeks of presenting my professional paper, I was hired on as the marketing/membership director at the Central Park Tennis Club in Seattle. Ryan also secured a new position back home, and we are fully prepared for what lies ahead. We are living our dreams and enjoying our adventure. I owe a debt of gratitude to The Collins College for helping me get there.
Ritual for Success

As the original brewer for BJ’s Restaurant and Brewhouse, Jeffery “Owen” Williams has been a key figure in the emergence of craft beer in the last 20 years. This summer, The Collins College lecturer is breaking out on his own as a co-founder of Ritual Brewing Co. in Redlands, Calif.

INTERVIEW BY LISA MCPHERON

When and where can people have their first pint of Ritual beer?

Most likely the middle of June – that is as long as things go as smoothly as they have so far. Ideally we’d like to release the first couple of beers at the brewery and several local supporting gastropubs, restaurants and retail stores all at the same time. We want our consumers to be able to go to the brewery and have a fresh pint and be able to go to their local retailer and enjoy the same fresh product. We’ll start off with 12- and 22-ounce bottles, 5- and 15-gallon kegs and growlers at the brewery.

What types of beers are you making and why?

The type that people like and can have more than one of. Our flagship brand will be defined by our customers. We’ll start off making bold West Coast-style ales, Belgian ales and a barrel-aging program aimed at the beer aficionado.

What’s your philosophy on beer making?

Beer is good fun and good food. Let’s keep it that way.

Why did you choose Ritual Brewing for the name?

The name originally came from my business partner and co-founder Steve Dunkerken. We had a focus group with several different personalities from different work sectors and we pitched all of the names we thought viable. The last one we threw on the table was Ritual. There was overwhelming support for the name.
We celebrate the moments that make up the important rituals of everyday life: pouring a beer, raising a glass and embracing the rituals that make moments with friends and family special.

What can people expect when they tour the brewery?

A fascinating, educational and entertaining time. We are building a new, state-of-the-art brewery with a tasting area that will be staffed with certified beer servers, who are there to educate people about our beers and beer styles in general. It should be a comfortable destination, one you’ll tell your friends about.

Has teaching the Beer and Culture class taught you anything new about beer or yourself?

Absolutely! I am a guy, who loves to share knowledge, not just about the past, but the future. We know where beer has been the past 5,000 years and how it literally saved the world, but we also discover where beer is going.

Why is beer so good?

Beer is the social lubricant. It’s amazing to see the moment one loses just a little inhibition. They can talk with a stranger and not feel shy. Try and you’ll see that people are people and beer is good.
Living History

Dr. Jeff Brown’s volunteer work transcends eras

BY SEAN GRABIN

Associate Professor Dr. Jeff Brown is enjoying a time warp at Hearst Castle as a docent in the Living History Program. The program, which is a part of the Evening Tours, features docents in costumes, who bring the glory days of the castle back to life.

The expansive and eclectic estate of the late newspaper magnate William Randolph Hearst roared to life in the 1930s. During its heyday, Hearst invited major celebrities and world leaders alike to visit “the ranch” and extended unparalleled hospitality. During their stays, guests enjoyed many amenities offered at the castle, and the staff catered to their every need.

Brown’s interest in volunteering was sparked last December during a Living History tour of the sprawling San Simeon estate, which became a California state park in 1957. He noticed there wasn’t a period actor in the kitchen and began to inquire how he could bring the “upstairs-downstairs” element of the tour more to life.

“I think the historical perspective is that it doesn’t matter how wealthy people are, that idea of hospitality does not change,” said Brown, who is a highly decorated chef and educator. “Back in the 1930s, Hearst Castle brought hospitality to a whole new level.”

During the tours, Brown becomes a period actor speaking and interacting with guests as if he were a chef at Hearst Castle during those bygone days. Dressed in a historical chef’s costume, which he designed himself, Brown is among a select group of docents, who lend their expertise to entertain and educate guests. Brown’s “stage” is the large kitchen that serviced Hearst and his many guests.

In March, Brown underwent an intensive weekend-long training program, consisting of 8-hour days to prepare him for the duties that would be required of him as a docent. He enjoys being behind the scenes at Hearst Castle. “I get to see stuff that the public doesn’t get to see,” he said.

Brown will be a docent in the Living History Program for at least a year, but he hopes to do it for years to come, especially when he retires eventually to his home in Pismo Beach. The tours run on most weekends in the spring and fall, as well as during the holidays.

“This is great fun, and educational at the same time,” he said. “Having the opportunity to touch history and make it come alive is exactly the same as what we do at The Collins College every day, making each day count in the life of someone.”
News & Accolades

The Collins College's first dean Dr. Bob Small retired at the end of the spring quarter. He started at Cal Poly Pomona in 1979 and positioned the hospitality management program for major growth over the course of the next three decades. Several important milestones occurred under his leadership, including construction of Building 79, which houses the Restaurant at Kellogg Ranch. The Collins College is commemorating his legacy by establishing a special wine collection for him in the wine library. Donations are being accepted. Small will be leading a culinary and cultural tour of Northern Italy on behalf of the Alumni Association in October and a tour of the Rhone Valley in 2013. Please see the back cover for details.

In his dual role as the California State University director of hospitality management education, Dean Andy Feinstein traveled to Sacramento in May for Legislative Lobby Day to advocate for more state funding for the CSU. In the winter, Feinstein also went to the country of Georgia on behalf of the U.S. Department of State to consult with education institutions, professional organizations and industry on ways they could collaborate more to enhance their tourism economy.

(continued on next page)
The university’s eLearning Department honored Assistant Professor Dr. Zhenxing (Eddie) Mao with the Wall of COOL award for his work adapting the Hotel/Resort Operations class into an online format. This award is given to professors, who show exemplary online or hybrid course development.

Andrew Naranjo joined the college staff as project manager to oversee the design and construction of the $10 million college expansion and other building-related projects. Naranjo brings a wealth of expertise to the college having been the project manager for the University Library expansion. The building expansion will be located west of Building 79A along the hillside. Construction is set to begin in the fall of 2013 with occupancy in the spring of 2015.

The Collins College also welcomed Erin Mascho ’10 as the new CSU Hospitality Management Education Initiative (HMEI) program coordinator. Her work focuses on increasing the visibility of hospitality management programs statewide and creating stronger connections between academia and the industry.

Professor Dr. John Self was featured in a Southern California Public Radio story by Reporter Susan Valot about corporate restaurants introducing food trucks. The college got some additional airtime when lecturer and business owner Laura Pohopien guest hosted KFI AM 640’s Fork Report in April. Pohopien interviewed Director of Communications Lisa McPherson about the Restaurant at Kellogg Ranch and The Collins Hospitality Society’s wine dinner at Fleming’s Prime Steakhouse in Newport Beach.

The college offered five unique elective courses during the spring quarter taught by lecturers straight from the industry. Jennifer Shepherd taught an event planning course; Andrew Scott taught a course on club operations; Bill Lickiss taught Casino Operations and Management; Michael Hawkins taught a course on opening a restaurant, and Pohopien helped students learn about small business ventures in hospitality. Associate Dean Michael Godfrey had a busy spring when he taught the Professional Work Experience and Strategic Leadership classes in addition to his regular duties. In the same vein, Career Services Coordinator Ann Lara taught a course during the spring quarter on career development. Beer aficionado and Lecturer Ronald Johnson ’11 picked up two sections of the Beer and Culture class in the spring when Lecturer Owen Williams needed to invest more time into Ritual Brewing Company. Additionally a few other alumni have returned to teach. Stacy Damaso ’05, a culinary arts and baking and patisserie instructor from Los Angeles Trade-Technical College and Shelley Doonan ’94 each taught sections of Professional Cooking I. Doonan also taught a catering/special events course.
The last issue of Collins featured Academic Advisor Tengemana Thumbutu’s goal of walking 1,000 miles during 2011. Well, by the end of the year, she exceeded her goal by walking a grand total of 1,022.63 miles. She continues to enjoy the physical benefits of exercise and is planning to run four 5ks in 2012.

Professional Activities & Community Service

Chef/Lecturer Ernie Briones ’92 will be attending the 2012 Napa Valley Wine Educators Academy hosted by the Napa Valley Vintners and The Culinary Institute of America this summer. This “educate-the-educator” program provides a world-class curriculum and unique tools to help wine educators better teach their students about the Napa Valley appellation and its wines.

Associate Professor Dr. Jeff Brown was featured in the American Culinary Foundation's Chefpertise Guide for his expertise in culinary education, curriculum planning and fusion cuisine. Brown was also tapped to serve on ACF's Awards Selection Committee because he is a past Chef Educator of the Year. In his free time, Brown is a docent at Hearst Castle in the Living History Program. Read more about this fun, historical and creative project on page 28.

Professor Dr. Jerald Chesser was recently elected to the National Restaurant Association Educational Foundation's board of directors. Chesser is currently serving as interim dean of the College of the Extended University with plans to return to the classroom this fall.

In April at Kellogg West Conference Center, Professor Dr. Ben Dewald ’82 led the United Business Student Senate Business Etiquette and Table Manners Presentation highlighting international cultural differences. He led a similar presentation to University of La Verne students in November.

Director of Development Gina Johnson is an active member of the Association of Fundraising Professionals and serves as treasurer and president-elect for the Inland Empire chapter. Through the hard work and leadership of the board, the chapter recently received the Ten Star Award for 2011. Chapters receive the Ten Star Award for performing specific activities designed to increase professionalism within fundraising and public awareness of the importance of philanthropy.

Assistant Professor Dr. Myong Jae (MJ) Lee wrote “Examining Exhibition Satisfaction and Behavioral Intentions: Exhibitors’ Perspectives” and presented it at the 2nd Annual Korea America Hospitality & Tourism Educators Association Conference at University of Las Vegas in April. Additionally, he and graduate student Leonard Lee co-authored and co-presented a research paper “Measuring customer perceptions of tangible service quality in the restaurant industry: An emphasis on the upscale dining segment” at the 17th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism at Auburn University in January.

Mao and Associate Professor Dr. Jane Zhang co-wrote “Image of all hotel scales on travel blogs: Its impact on customer loyalty,” for the Journal of Hospitality Marketing & Management.

Mascho is an active member of the Los Angeles-based organization Peace Over Violence. Her work includes speaking to a variety of community organizations, cities and colleges about preventing violence against women.

Student Service Coordinator Summer Pettus ’06 began working toward a Master of Science in Leadership and Management at the University of La Verne. Her anticipated graduation date is spring 2014.

The University Research Council awarded Assistant Professor Dr. Neha Singh with a partial Summer Fellowship grant for her proposal “Exploring the factors influencing travel motivations for U.S. medical tourists: A comparison between pre- and post-buying decisions.”

Thumbutu started the Blankets for Babies Project and will donate crocheted blankets for infants, who are hospitalized on Dec. 25, 2012, at City of Hope in Duarte. She crochets the blankets herself and encourages others to make blankets as well or to donate yarn.

Lara volunteers her time with Upland Heritage. On Mother's Day, she led a tour of a home built in 1931. She also earned a Safe Zone Ally Certification through the Pride Center at Cal Poly Pomona. This is a nationally recognized program that trains university staff, faculty and students on how to be informed, advocate for and be responsive to the needs of the LGBT community.
Dear Collins Alumni,

I am extremely proud to report on behalf of the Collins Hospitality Society Executive Board that we have started a $20,000 Collins Hospitality Society Scholarship Endowment. This fund will provide scholarships to students who demonstrate a commitment to academic excellence.

Thank you to all the alumni and friends who helped us build this endowment by participating in the 2011 and 2012 CHS Scholarship Golf Classics. This year on March 26, we held the classic at General Manager/COO Frank Cordeiro’s ’96 beautiful Hacienda Golf Club. Thanks largely to our title sponsor Eugene Park ’07 we raised more than $15,000 this year. I would also like to thank the golf committee, the CHS board and the student volunteers for their hard work in making this event such a success.

The tournament was by far our biggest event; however we have held several other activities to keep the alumni network alive and well. In January, more than 30 alumni and graduate students gathered at the Redondo Beach Cheesecake Factory hosted by alumnus Mauricio Burgos. In February, we co-hosted the 4th Annual Bagel Mixer with Dean Andy Feinstein at the college, and on April 10, Operating Partner Russ Bendel Jr. ’05 hosted the 4th annual Fleming’s Wine Dinner Fundraiser in Newport Beach. As in past years, the dinner was a night of great wine, great food, great friends and raised close to $2,000 for the society.

As we continue to strive to bring alumni back to The Collins College family, we hope to see you at one the society’s future events. The next opportunity will be Aug. 10 for the 4th Annual Alumni in the Outfield. We hope to see you then.

All the best,

Steven L. Senft ’98
President
Collins Hospitality Society
sksenft@gmail.com

UPCOMING EVENTS

Aug. 10 4th Annual Alumni in the Outfield
Tickets are on sale at http://collinsalumni.eventbrite.com/.

Sept. 1-3 The Taste
Proceeds from the LA Times food festival at The Studios at Paramount will support The Collins College. Numerous students will be volunteering.

Oct. 13-21 Northern Italy Trip
Travel with Dr. Bob Small on a culinary and cultural tour. See the back cover for details.

November SoCal Visitors Industry Outlook Conference
The college partners with PKF Consulting to present this informative event. The date is TBD.

Nov. 12 5th Annual New York Alumni Reception
Dean Andy Feinstein hosts this annual event in Manhattan.

Feb. 21 Hospitality Career Expo and Bagel Mixer
Enjoy breakfast with the CHS before attending the college’s career expo.

March 23 Hospitality Uncorked 2013
This gala will be held at the JW Marriott Los Angeles at LA Live.

April 16 5th Annual Fleming’s Wine Dinner Fundraiser
This dinner features an exquisite pairing of wines and culinary delights at the Newport Beach location.

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

Find us on LinkedIn and Facebook!

LinkedIn facebook
Even growing up, William (Bill) Doak wanted everyone to be comfortable.

“Having people around and making them feel good was important,” he recalled.

Those concerns eventually led him to Cal Poly Pomona, where he earned a bachelor’s degree in hotel and restaurant management in 1982. Thirty years and many professional advancements later, he returned to campus in the spring as The Collins College’s 2012 Distinguished Alumnus of the Year.

“Still to this day, I draw upon things I learned in college – the financial aspects, food and beverage cost control, diet and nutrition – which I have applied throughout my career,” he said.

And what a career it has been. Doak, a Los Angeles native who still resides in the city, rose through the ranks at several high-end hotel chains. He served as president of Oceana Hotel Group, where he led the renovation and repositioning of its boutique hotels across the country. He also held top management positions with Morgans Hotel Group; the Beverly Wilshire in Beverly Hills, and the Mondrian Hotel in West Hollywood.

More recently, he was managing director of the Loews Santa Monica Beach Hotel for four years, ending in 2011. During his tenure, the hotel received numerous accolades including: Best Hotel Spa, Readers’ Choice Awards, from Condé Nast Traveler, 2010; Greenest Spa Makeover, from Angeleno Magazine, 2010, and Top 50 Hotel Spas – U.S. Mainland, from Condé Nast Traveler.

One of his greatest professional achievements, he said, occurred in 2010, when Loews Hotels honored him as Managing Director of the Year. After that service with Loews Hotels, he joined CIM Group last summer as first vice president of hospitality. CIM Group is a full-service urban real estate and investment firm with more than $9.5 billion in assets, including The Hollywood & Highland Center.

Doak, who is married and has two children, has been heavily involved with the Santa Monica Convention and Visitors Bureau, serving as chairman of the board from June 2010 to August 2011 and previously as vice chairman and a board member. During his tenure on the board, Santa Monica received more than 50 awards, including being named as one of National Geographic’s “Top 10 Beach Cities in the World.”

The seeds for his interest in hospitality were planted at home. “I grew up in a household where my father worked with students,” he recalled. “We always had people there. I kind of had an idea I wanted to be in business, and I gravitated toward the hospitality side because I always wanted people to feel comfortable.”

He chose Cal Poly Pomona, “because it had a football program and a hotel school.” He lived on campus for part of the time, serving on student council and as athletic commissioner. He also ran the study hall for football and basketball players, and had several jobs, which segued into post-graduation positions.

Overall, Doak said he felt prepared for the professional world when he graduated. “The range of coursework really hit every aspect of the hotel industry,” he said. “I received well-rounded and focused information.”

“Still to this day, I draw upon things I learned in college...”
The 2nd annual Collins Hospitality Society Scholarship Classic jumped off to a kicking start when a thunderous helicopter dropped 500 balls on the pristine green below. Excitement rippled through alumni, students and friends of The Collins College when one ball landed in the narrow hole and a grand prize winner was announced. Fun lasted throughout the springtime event that at times resembled a food festival as much as a golf tournament.

"Beyond raising funds for the endowment, we wanted to create an event for individuals to have a great time with," said John Clay Jr. '04. "And as a college of hospitality, we should ultimately have the best darn golf tournament out there."

Thanks to the generous support of Platinum Sponsor Eugene Park '07 and the hospitality of General Manager/COO, Frank Cordeiro ’96 of The Hacienda Golf Club, the March 26 classic raised more than $15,000. These proceeds have been added to the Collins Hospitality Society Scholarship Endowment, which will grant annual scholarships to deserving students in perpetuity.

Jack Nicklaus or not, with Mulligans and putting string available, the Scholarship Classic was the epitome of exposure to golf for amateur enthusiasts to old pros. Everyone enjoyed a day of food and beverage tastings. The Habit Burger Grill provided lunch from its new catering truck, and numerous on-course tasting sponsors kept golfers satiated until Outback Steakhouse and Southern Wine and Spirits concluded the evening with dinner and cocktail service alongside the award ceremony and opportunity drawing.

Commending the essence of the event, alumni board member Erin Mascho ’10 said, “This is an amazing event, not only due to the great food and beautiful course but because of the familiar faces and networking opportunities, which take place along the way. It is truly one of a kind.”
Stephen Rhorer prepares for his put.

Jaime Lepe Preciado ’07 of Mexico Lindo was a tasting sponsor.

Master’s student Kaylee Boyle tees off.

Lisa Hogan ’98 and Mychelle Fitzgerald from Santa Monica Seafood serve shrimp cocktail.

Erin Mascho ’10 pours a Bayhawk beer.

Frank Jr. and Monet Medina, Sue Brooks ’82 and Jim Laird strike the classic golf foursome pose.

PHOTOS BY TOM ZASADZINSKI

PLATINUM SPONSOR
Eugene Park ’07

BRONZE SPONSORS
Cal Poly Pomona Foundation
Donna Dannan ’91

TEE SPONSORS
Crowell, Weedon & Co.
Pacifica Hotel Company
R.D. Olson Construction

TASTING SPONSORS
Bayhawk Brewery
BJ’s Restaurant
The Habit Burger Grill
Gentleman Farmer Wines
Guppy House
Maker’s Mark
Santa Monica Seafood
Mexico Lindo
Outback Steakhouse
Southern Wine and Spirits of Southern California
Taps Brewery

RAFFLE PRIZE SPONSORS
Aliso Creek Inn
Bradford Portraits
The Cheesecake Factory
The Collins College
De’Leon’s Heavenly Hands
Erin Mascho ’10
Hacienda Golf Club
Oxford Suites – Pismo Beach
The Oxford Hotel – Bend
Santa Monica Seafood
Rowley Portraiture
10 below restaurant
Wanderlust Tours
Collins College alumni enjoy a wide array of careers in hospitality.

Connie Woolledge, formerly Connie Thai, has spent the last seven years working in a variety of positions with Marriott International. From San Francisco Marquis to Long Beach Renaissance and now at Anaheim Marriott, Woolledge has worked her way up the ladder to become one of their senior event planning managers. In her role, she orchestrates a team of professionals to deliver citywide and in-house events for clients from association, corporate, and pharmaceutical groups. She handles accounts ranging up to $1 million. Woolledge recently received a Master of Science in Leadership & Management with an emphasis in Organizational Development from the University of La Verne in May. Woolledge married her husband, Phil, in June 2011.

1970s

Thank you to Bruce Gorelick ’78 for serving as chairman of The Collins College Board of Advisors for the last two years. He is a staunch supporter of Collins College students and his time and efforts are greatly appreciated. Gorelick is a past Distinguished Alumnus of the Year and currently area general manager Renaissance Hollywood Hotel & Spa.

1980s & 1990s

Micarl Hill ’85 recently joined Forbes Travel Guide as senior vice president of hospitality partners in Atlanta, Georgia. In his new position, he is working to roll out the website Startle.com. He also works directly with hotels to reach their goals of four- and five-star standards. Hill most recently finished transitioning the Mansion on Peachtree from Rosewood Hotels into the Mandarin Oriental Hotel Atlanta. He is a former Distinguished Alumnus of the Year.

Four alumni, Jeff Durham ’89, Joe Wolosz ’93, Steven Senft ’98 and Jason Farned ’04, have teamed up to create Passport Advisory Group, a hospitality real estate advisory firm. Based out of Napa Valley, these alumni have combined their resources and experience to offer top-level advisory services to the hospitality industry. Additionally, Senft is president and Farned is vice president of the Collins Hospitality Society.

Four alumni, Jeff Durham ’89, Joe Wolosz ’93, Steven Senft ’98 and Jason Farned ’04, have teamed up to create Passport Advisory Group, a hospitality real estate advisory firm. Based out of Napa Valley, these alumni have combined their resources and experience to offer top-level advisory services to the hospitality industry. Additionally, Senft is president and Farned is vice president of the Collins Hospitality Society.

Ian Blackburn ’91 expanded his company, LearnAboutWine.com, this past year with the addition of an online wine store called Wine Cloud Inc. (www.winecloudinc.com). Wine Cloud offers specialized wine recommendations in its “Top Wines to Buy Now” section, a focused list of top wines, values and collectables. Blackburn also released his first wine; The Beekeeper (www.Beekeepercellars.com), a single vineyard Zinfandel from Rockpile Appellation in Sonoma, made with his lifelong friend Clay Mauritson, who farms the Madrone Spring Vineyard. The wine was just reviewed by the Connoisseurs Guide and received a 95 points score and 3-Puffs, a great first effort. Blackburn is a past Distinguished Alumnus of the Year.

Where Are They Now?

Connie Woolledge, formerly Connie Thai, has spent the last seven years working in a variety of positions with Marriott International. From San Francisco Marquis to Long Beach Renaissance and now at Anaheim Marriott, Woolledge has worked her way up the ladder to become one of their senior event planning managers. In her role, she orchestrates a team of professionals to deliver citywide and in-house events for clients from association, corporate, and pharmaceutical groups. She handles accounts ranging up to $1 million. Woolledge recently received a Master of Science in Leadership & Management with an emphasis in Organizational Development from the University of La Verne in May. Woolledge married her husband, Phil, in June 2011.
2000s
In 2009, Kim Bono ‘06 started her own business called Baby Monster Kookies, an online dessert catering company. Before starting her own business, Bono worked in a managerial position with Sodexo and later as an assistant wedding coordinator with Element Weddings.

For the past seven years, Arbee Cabahug ‘06 has worked in various positions for Lucille’s Smokehouse Barbeque. He is currently an assistant general manager in Cerritos. He has worked at eight of its 14 restaurants, including three openings. When he’s not at the restaurant, Cabahug enjoys playing indoor volleyball, snowboarding and whitewater rafting.

Hilarion Castillo ‘08 has delved into the world of healthcare foodservice. He is currently the operations manager for the Food and Nutrition Department at San Antonio Community Hospital in Upland. Castillo completed his MBA at the University of La Verne in 2011 and was promoted to his current position shortly after. Castillo enjoys the unique environment provided by the hospital. There, he balances stringent food safety regulations while trying to create unique menu items to satisfy the patients. He is most proud of his recent accomplishment where he helped create a restaurant-style menu that allows patients to order their food and have it cooked to order. He hopes that his focus on taste and appearance will transform the negative connotation of hospital food into a positive one.

Immediately following graduation, Michael Fiederer ‘09 served as an overnight manager at the Fairmont Miramar Hotel and Bungalows. He then moved on to join the Montage Beverly Hills in 2011 as a guest reception manager where he currently works today. Additionally, Fiederer uses his Collins College education as an operations consultant for Ayara Thai Cuisine in Westchester near Los Angeles International Airport. He still keeps a lesson he learned in Lecturer Belle Lopez’s HRT 382 course: “Always keep your well of good-will full, and do not let it run dry.” This lesson has helped him through each experience.

Shortly before graduation, Patrick Sun ‘09 joined California Pizza Kitchen and later made his way into its MIT program. He became a manager and now works with CPK doing international development, most recently liaising with partners in the Philippines on new prototype stores. He has also been working on operation development in Hong Kong and developing a new location in Taipei.

2010s
Six million people visit Laguna Beach every year, and those people use a lot of soap in the local hotels – about 336,000 bars of soap alone. With Janelle Enriquez ‘11 leading the charge, the famed beach city became the nation’s first city to enlist all its hotels to join the Clean the World Hospitality Partnership. Through her work with the Laguna Beach Visitors & Conference Bureau, Enriquez recruited all the hotels to partner with Clean the World and recycle all of their unused soaps. The project’s success was featured in the Los Angeles Times environmental news blog Greenspace.

Juliet Mazawey ‘10 is a food and beverage manager at Four Seasons Resort Hualalai at Historic Ka’upulehu. There she works with in-room dining and romantic and family dinners on the beach. The resort was recently named one of Best Hotels in the USA for 2012 by U.S. News & World Report.

For the last year and a half, Lera Zelenskaya ‘10 has been a food and beverage director for Metropolitan Club Chicago. The club is one of the largest ClubCorp business clubs and Zelenskaya works to build relationships and enrich the lives of everyone involved with the club. Some of her responsibilities include serving and describing food and wine pairings, assisting with wine inventory management and coordinating reservations. He has had the privilege to educate the staff on culinary topics during weekly service meetings.

Shortly after graduation, Sacha Tani ‘11 became an event manager at UCLA Conference Services. She works with conference groups during the summer and in-house catering during the academic year when she coordinates meetings, social events and simple catering deliveries. Tani loves to travel during UCLA’s winter break. Last year, she went to Costa Rica and is planning a trip to Peru this year.

Since graduation, Sean Van Straatum ‘10 has been busy moving up the ranks at Charlie Trotter’s Restaurant in Chicago. He started off as a vegetable chef in the kitchen for one year and has been a primary server and sommelier assistant since September. His responsibilities include serving and describing food and wine pairings, assisting with wine inventory management and coordinating reservations. He has had the privilege to educate the staff on culinary topics during weekly service meetings.
Student Rachel Spencer shares an original recipe and two of the Restaurant at Kellogg Ranch’s sweetest delights

BY LISA MCPHERON

Apple Crisp

Yield: 12 portions

14 Granny Smith apples, peeled, cored and sliced
1 tbsp. ground cinnamon
1 lb. all-purpose flour
1/2 lb. brown sugar
1/2 lb. granulated sugar
1 lb. butter, very cold, 1 inch cubes
1/4 tsp. salt

1. Preheat oven to 350°F.
2. In a large mixing bowl, toss apples with cinnamon.
3. Place mixture in a buttered 13x9 baking dish.
4. Combine flour, sugars and salt in a food processor.
5. Pulse in butter until the mixture resembles pea-size pieces, do not over mix.
6. Sprinkle topping evenly over apples.
7. Bake until well browned for 50-55 minutes.
8. Cool and serve or store covered at room temperature.
9. Serve with Dr. Bob’s Tahitian Vanilla Ice Cream.

Lavender Panna Cotta

Yield: 5 portions

4 tbsp. cold water
8 grams powdered gelatin
(approx. 1.5 tbsp. Use a digital scale.)
1 cup cream
1/3 cup honey
1/2 tsp. dried lavender flowers
1 cup milk
Strawberries, pistachios or honey
(optional garnishes)

1. Place water in bowl; rain in gelatin, and let bloom for 5 minutes.
2. In a small sauce pan, bring cream, honey, and lavender to a boil, remove from heat.
3. Allow cream mixture to seep for 5 minutes then strain through a chinoise into a bowl.
4. Whisk in bloomed gelatin and milk; make sure there are no lumps.
5. Portion into 4 oz. plastic soufflé cups
6. Place cups into refrigerator and allow to set for 24 hours.
7. To unmold, invert plastic cups onto service plate.
8. Use a paring knife to puncture top of cup, let panna cotta fall from cup.
9. Garnish with honey, chopped pistachios or strawberries.
Rachel Spencer was only five or six when the hospitality bug first bit her. She made sack lunches for her dad every day, not out of obligation, but for a desire to do something good for someone she loves.

“It was extremely important for me to make him lunch before he left for work,” she recalled. That love of cooking and cooking for others shifted to baking by the time she was nine. She first experimented with Toll House recipes. “I just like playing with recipes,” she said. “My first triple chocolate chip cookies were a disaster, but I kept trying.”

The Collins College senior enjoys designing and testing new recipes until she comes up with something delicious. Her gutsy moments of trial and error have given her a grace in the kitchen many chefs would envy. After graduating, she plans to enroll in the pastry program at the Culinary Institute of America and aspires to own a dessert shop someday.

Spencer’s Pumpkin Spice Cake recipe came from her distaste of pumpkin pie at the holidays. “I hate pumpkin pie,” she said bluntly. “So I started playing with pumpkin desserts, something that I would like and I thought my family would like.” She built off of her own vanilla cake recipe by adding pumpkin pie spices and a pumpkin custard filling. The result is a familiar note of holiday flavors in a festive single-serving cake presentation.

These recipes also include two of the Restaurant at Kellogg Ranch’s most popular desserts – Chef Ernie Briones’ enduring Apple Crisp, and Chef Scott Rudolph’s light, yet flavorful Lavender Panna Cotta. These desserts will surely add sweetness to life.

**Rachel’s Pumpkin Spice Cake**

**CAKE INGREDIENTS:**
- 2 oz. (1/2 stick) unsalted, softened butter
- 1/2 cup granulated sugar
- 1 large egg
- 1/3 cup vegetable oil
- 7 oz. pumpkin purée
- 1/2 cup milk
- 1 tsp. vanilla, extract
- 1 cup all-purpose flour
- 1/2 tsp. granulated table salt
- 1/2 tsp. baking powder
- 1/2 tsp. baking soda
- 1/2 tsp. ground nutmeg
- 1/2 tsp. ground cinnamon
- 1/4 tsp. ground clove

**CUSTARD INGREDIENTS:**
- 1 cup pumpkin purée
- 1/4 cup brown sugar
- 2 egg yolks
- 1/4 tsp. ground nutmeg
- 2 tsp. ground cinnamon
- 1/8 tsp. ground clove
- 1/4 tsp. vanilla extract

**MAPLE SYRUP GLAZE INGREDIENTS:**
- 1 cup pure maple syrup
- 1 oz. unsalted butter

**Custard:**
1. Whisk egg yolks, pumpkin purée and vanilla together.
2. Mix in spices.
3. Set aside.

**Maple Syrup Glaze:**
1. Place maple syrup and butter into a small sauce pan.
2. Bring to a boil and cook down for three minutes.
3. Remove glaze from heat.

**Cake:**
1. Preheat oven to 300°F.
2. Heavily oil 12, 4 oz. aluminum baking tins and set aside.
3. In a mixer, using the paddle attachment, cream together butter and sugar.
4. Add in egg.
5. Scrape side of bowl. While mixing on medium, drizzle in oil.
6. Continue mixing until fully combined, smooth and airy (about 5 minutes).
7. Mix in pumpkin purée, milk and vanilla until combined.
8. Scrape side of bowl.
9. In another bowl, sift together flour, baking soda, baking powder, salt and spices.
10. Mix dry ingredients into butter mixture. Set aside.
11. Place approximately 1 oz. of the custard into each baking tin.
12. Place approximately 1/4 cup of the cake batter on top of the custard.
13. Spread cake batter over custard being careful not to push it down through the custard.
15. Garnish with maple syrup glaze.
Eat... Drink... Visit... Like a Local

**October 13-21, 2012**

*Experience Northern Italy*

like only a local could on a guided tour with Dr. Bob Small

[www.csupomona.edu/~alumni/italy](http://www.csupomona.edu/~alumni/italy)