Collins is supported 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.

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 Guntner

Swan Graphics

Contributors
Sonja Bjelland, Diana
Garcia, Dr. Sandy Kapoor,
Elaine Regus, Carla
Sanders and Huiqing
(Sharon) Zhou

Printing and Distribution
Advanced Color Graphics

The Collins College
Board of Advisors

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.
Mark Burden
Rim Hospitality
Javier Cano
The Ritz-Carlton, Los Angeles
James A. Collins
Sizzler International, Inc.
Bill Doak ’82
CIM Group
Timothy S. Dubois
The Edward Thomas Companies

Andrew Hale Feinstein
The Collins College of Hospitality Management
Michael Flynn
Gibson, Dunn & Crutcher

Richard N. Frank
Lawry’s Restaurants, Inc.
Joe Gatto
T-Bird and Outback Steakhouse
Michele Gendreau ’83
Walt Disney Parks & Resorts
Thomas M. Goff
Bernstein Global Wealth Management
Howard R. Gordon
Gordon Restaurant Group
Bruce J. Gorelick ’78
JW Marriott San Francisco Union Square
Daniel Harley
MICROS Systems, Inc.
Dianne M. Jaskulske
Hilton Worldwide
Afshin Kateb
SBE Entertainment Group
Jeff King
URG / King’s Seafood Company
Chuck Lehman
Fresh and Ready Food
James H. Little
Cini-Little International, Inc.
Verne Lusby
FreshPoint Southern California
Reginald (Reggie)
McDowell
Burbank Marriott Hotel
Justin B. Nedelman
Modern Hospitality Systems, LLC / Investwest Companies
Denise Pflum
Doubletree by Hilton Anaheim-Orange County
David Schneiderman
Southern Wine & Spirits
Eddie Sheldrake
Polly’s, Inc.
David A. Sherf
Ascendant Lodging Partners, LLC
David R. Shipman
Vintage Inn and Villagio Inn & Spa
Larry Shupnick
Interstate Hotels & Resorts
Chris Simms
Lazy Dog Cafe
Ned F. Snively
Retired Hotel Executive
Bob Spivak
The Grill/Daily Grill
John Strauss
Jones Lang LaSalle Hotels
Eva N. Wassermann ’86
GEM Realty Capital, Inc.
Doug Watson
The Ritz Carlton Hotel Company
Leila Whattoff
Roy’s Restaurants
Ernest Wooden, Jr.
Los Angeles Tourism & Convention Board

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

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

Cover Story

12 Seasoned Change Makers

Features

16 Lobby Day

18 Hospitality Uncorked

Departments

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

We’re Honored

Cover photo: Mary Alice and Richard N. Frank have generously given to The Collins College and have been very influential on American cuisine.
Our vision is to shape the future of hospitality.
Dear Editor,

The first time I met Andy Feinstein was over lunch soon after his arrival as dean of The Collins College of Hospitality Management. It seems like it was yesterday. I was impressed that he not only made the effort to come introduce himself but he was genuinely interested in my perception regarding the Board of Advisors’ role at the college. We talked about three things during that lunch:

- **leveraging the resources and talents of our advisory board**
- **creating an internship program with college credits at Disney**
- **reinvigorating our connection to the broader hospitality industry**

He was optimistic and passionate as we chatted that day. Five years later, he has delivered on all of these and more... His vision, optimism, passion and persistence are contagious as demonstrated by the new classroom building that begins construction this fall. Andy has proven that he is a rare leader, who has a clear strategic vision and is able to translate that vision into tactical steps that we can all understand and execute. We will miss Andy tremendously, and we all owe him our gratitude for putting the right elements in place to launch The Collins College into a successful future.

Mary Niven  
Vice President, Disney California Adventure & Guest Services  
Disneyland Resort  
Chair, Board of Advisors

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 lmcpheron@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.
Hospitality Outreach Event Draws 150 Students to L.A. Live

BY DIANA GARCIA

One hundred and fifty students from eight Southern California high schools got a unique opportunity to learn about careers in hospitality and how to pursue higher education during an outreach event at L.A. Live last fall. The Collins College partnered with the CSU Hospitality Management Education Initiative (HMEI) and the California Restaurant Association Educational Foundation to host the event.

Experience Hospitality: The Los Angeles High School Summit 2012 gave students a rare chance to tour Nokia Theatre, Staples Center, JW Marriott and Katsuya. They also heard an uplifting keynote address by Carlito Jocson, partner and executive chef of Yard House Restaurants.

“It was all about inspiring,” Jocson said. “If you inspire them and they go and put forth the effort to do their best, good things will happen.”

Additionally, students were introduced to hospitality programs at Cal State Long Beach, Cal State Northridge, San Diego State and The Collins College. They networked with three dozen executives from the JW Marriott, Hard Rock Café, Hilton Worldwide, Levy Restaurants, The Daily Grill, Marriott Bonaventure, Visit California, PKF Consulting, Sysco,
Collins College Ambassador Mario Jaramillo led one of the tours at L.A. Live.

Carlito Jocson, partner and executive chef of Yard House Restaurants, gave the keynote address.

Fairmont, the L.A. Tourism and Convention Board, and more during lunch overlooking the Lakers' basketball court in the San Manuel Lounge of the Staples Center.

“This was a really great opportunity because it gave us a chance to talk to these professionals that we wouldn't have on our own,” said Paulina Hurtado, a sophomore from the Applied Technology Center.

The California Hotel & Lodging Association Educational Foundation and Levy Restaurants, sponsored the event.

College to Host 75th Wine Dinner

Cal Poly Pomona is having a birthday this fall, and festivities will last through June 2014. In honor of the 75th anniversary, each college and major division on campus is hosting activities that celebrate the university. The Collins College is doing what it does best by inviting alumni back to campus on Jan. 23, 2014, for an exclusive 75th Anniversary Wine Dinner.

The dinner will be a tribute to the university through the lens of food and beverage talent by alumni, faculty and students. This event will feature a multi-course wine dinner with menu items designed by alumni chefs paired with wine by alumni vintners. A limited edition wine called Kellogg Cuvée will be available this fall. The cost of the dinner is $75 per guest. For more information on the dinner, please email lcmcpheron@csupomona.edu or call 909-869-3151. For a look at all of the activities planned at the university, visit: www.csupomona.edu/75th. – LCM

Collins Connection Welcomes Future Students

About 200 prospective students and their families attended Collins Connection - an annual open house that gives guests an opportunity to get the inside scoop on what it is like to be a Collins College student. Attendees met current students, club members, alumni, faculty and board members while touring campus and learning more about the college's programs.

The event featured a food demonstration of the Restaurant at Kellogg Ranch’s Mexican Chocolate Bread Pudding by students, Felicia Arifin and Spencer Horovitz. Representatives from the Office of Administration and Outreach, Office of Financial Aid & Scholarships and University Housing Services were also present. Collins Connection was organized by Student Services Coordinator Summer Pettus with the help of student volunteers. – Diana Garcia
A New Generation of Learning

Remember when messy chalkboards went out-of-date and sleek, dry-erase boards were the way to go? Many classrooms throughout Cal Poly Pomona have gone digital with multimedia instructor stations and smart boards.

Well, The Collins College is taking classroom design to an even higher level. The college is taking a big step toward the future of education by designing a flex classroom, which allows faculty to utilize new technology to offer improved methods of instruction and learn-by-doing approaches to learning. Plans to transform the Hilton Great Room into a flex classroom are underway and will serve as a blueprint for the college’s expansion.

“The new Hilton Flex Classroom will be a dynamic instructional environment that will contain an enhanced array of presentation and interactive technologies in a flexible room design,” said Dean Andy Feinstein.

The flex classroom will have the ability to form itself to the class subject and needs of the students. It will have four interactive projectors, five Apple TVs, a Blu-ray/DVD player, a PC computer, a surround audio system with a wireless microphone, ceramicsteel markerboards with two smaller, portable markerboards, 24 mobile chevron-shaped tables, a mobile lectern and more.

John McGuthry, Cal Poly Pomona’s chief information officer said the new classroom design challenges traditional information technology organizations to create environments that are secure and allow multiple people to communicate simultaneously.

“Classroom designs are moving in this direction and we must work to create and support these environments for our campus,” McGuthry said. “This will be a model for future classrooms.”

Stay up to date on changes at the college by reading The Collins College Expansion & Upgrades blog at http://collinsexpansion.blogspot.com/. – DIANA GARCIA

Upgrades Benefit Students

The Collins College has been busy repurposing areas to enhance student learning and build community. In particular, a student services suite replaced an under-utilized lobby in Building 79B creating a stylish space for meetings and Skype conferencing. Additionally, the former student government room is now a quiet study lounge. With a fresh coat of paint and new flooring, the lounge features a dozen study carrels equipped with power strips and overhead lamps. Wireless printing is also available. Additionally, the student lounge is receiving a facelift and new lounge furniture is available in public areas throughout the college.

– LCM

Students Impress Marriott Managers at Luncheon

About three dozen Marriott International general managers visited the college during Career Month in February for a luncheon with a select amount of eager students.

“There are a lot of great things about the program here that Marriott as an organization really likes,” said Janet Bachtel, university relations and talent acquisition for Marriott International. “The fact that there is a restaurant here is extremely important to us as a training ground for students to get some hands-on work experience.”

Marriott’s visit began with presentations by Dean Andy Feinstein, Gina Johnson, director of major gifts, and the student clubs. Later students got the opportunity to talk one-on-one with the general managers at a luncheon in the Restaurant at Kellogg Ranch. Interviews were conducted the following day by Marriott recruiters for the students who stood out as prospective employees.

– DIANA GARCIA

This before-and-after image depicts some of the changes to the Hilton Flex Classroom.

PHOTOS BY DIANA GARCIA
The Collins College of Hospitality Management and the Career Center welcomed more than 60 companies to recruit students at the 20th annual Hospitality Career Expo – the largest expo to date.

As one of the best hospitality management colleges in the United States and the oldest and largest in California, The Collins College is a hotbed for recruitment. The positions at the Hospitality Career Expo ranged from management internships, management training programs, entry-level management positions and mid-level opportunities. The companies represented a range of sectors of the hospitality industry, including: hotels; food service; wine, beer and spirit distribution; event management; cruise lines and airlines. Some firms were new to the expo and others, such as Sodexo, have been attending the event since it started 20 years ago.

“We find that Collins students are motivated, excited and passionate about what they do and what they intend to do for the future,” said Lloyd Queen, senior human resource director of Sodexo.

Hospitality in California is growing and the demand for talent is high. Restaurant jobs in the state are expected to grow by 10 percent over the next decade, according to the California Restaurant Association. Travel to the Golden State is on an upswing as well. In 2011, more than 200 million people visited California generating $102 billion in direct spending, according to Visit California.

“The economy is growing and people are finally able to find jobs,” said Erin Hill of Young's Market Company. “This expo gives the students encouragement that they can make it in the job market.”

The smallest year for the expo in the last decade occurred in 2009 when 35 companies participated. This year's uptick can be attributed to a number of factors such as the industry's economic rebound. Notably, the college in partnership with the Cal Poly Pomona Career Center strategically implemented a career services program in 2010. Staffing and operations are funded with the support of private donations.

“With private support, the Career Center and The Collins College have been able to create a specialized career services program focused on hospitality management students,” said Tom Munnerlyn, director of the Career Center. “This year's turnout is an indication that our partnership is paying off, and the students reap the benefit.”

More than 400 students packed the Restaurant at Kellogg Ranch and the courtyard to network with employers and to demonstrate the skills the college taught them. The expo culminated Career Month, which offered dozens of career-building events to students.

“That's the best thing about The Collins College,” said student Sarah Ko. “They tell us, 'Here is what we showed you, now show the world what you can do.' It's amazing how we are given this opportunity every winter.”
International Students Break Barriers

Cal Poly Pomona is home to about 1,000 international students every year, and the university provides programs and resources to help them transition into American culture.

This past winter, several Collins graduate students took advantage of the East-West Leadership Training Program hosted by the International Center and Counseling and Psychological Services. This six-week program aims at making sure international students have a positive student experience and a smooth transition from academia to the workplace.

“As an international student, I think the most important and difficult thing for us is communication because we have the language obstacle, so in this program we learned cross-cultural communication,” said student Crystal Qi, who comes from China. “Sometimes Chinese people are shy to speak with others, but we have learned to have confidence in ourselves in order to do our best. Our family and friends from abroad have high expectations for us, and we are afraid to let them down.”

At the end of the six weeks, the students delivered a presentation to share what they learned. Each student received a certificate of completion.

“We have strict attendance and participation expectations and the Collins students have really nailed it,” said the International Center’s Academic Advisor Robert Graham. “They are visually transformed in addition to singing a different tune. They are standouts in their own right.” – Diana Garcia

---

Conference Participation on the Rise

The graduate program at The Collins College is led by a team of faculty members, spearheaded by Dr. Myong Jae (MJ) Lee, that pushes students to pursue research-worthy conference presentations.

Yvonne Hsiung, in particular, had a busy winter. The master’s student participated in three conferences of different focuses, one month after another.

“I had never anticipated that I would have done something like that,” Hsiung said. “The faculty in our program are amazing. Without their push I would not have gotten where I am.”

Hsiung went to Seattle for a hospitality graduate conference in January, presented at the Pan-Pacific Conference about wine tourism in February, and participated in the first Cal Poly Pomona Student Research Conference with fellow student Kaylee Boyle in March. She encourages students to participate in conferences.

“I like to think of my brain as a big sponge to soak in any new knowledge,” said Hsiung. “These conferences water me like a flower and help me grow.”

Notably, Louise Woo received a Best Conference Paper Award at the 3rd Annual Pan-Pacific Business Research Conference with her paper titled “Flash Sale Marketing: Effects on Hotel Occupancy, RevPAR, and Average Daily Rate,” and Leslie Clevenger with her advisor Dr. Neha Singh had their study “Exploring Barriers that Lead to the Glass Ceiling Effect for Women in the U.S. Hospitality Industry” published in the Journal of Human Resources in Hospitality and Tourism.

– Diana Garcia
The Scoop on Student News

Chew on this: Cassaundra Williams was voted Western Regional Chair elect at the 24th Annual National Society of Minorities in Hospitality Conference in Florida, making her the key representative on the West Coast for the organization. Also in attendance were NSMH’s Paola Garcia, Selene Romero, Jonathan Sun, Jennifer Hernandez, May Eid, Kristina Alcocer, Nadine Plomitzer and Ariel Weinshanker. Plomitzer and Carly Zullo were this year’s recipients of the 2013 Banfi Vintners Foundation Scholarship Trip to Italy. Traveling was a big to-do this past winter when Ivan Rosales, Sarah Cohen, Sarah Monico, Yerin Yoon and Andrea Rothman received an all-expenses paid trip to Washington, D.C., to “try out” for Hilton Worldwide’s exclusive management training program. San Antonio was on the map for Chris Delfs, Ashley Sanders-Lerner, Felicia Arifin, Shane Solorza and Weinshanker, who attended Marriott’s 2013 Student Leadership Summit at the JW Marriott San Antonio Hill Country. Students giving back to the community included 10 Association of Student Event Planners volunteers, who experienced history and helped launch the new Space Shuttle Endeavor Exhibit at the Samuel Oschin Pavilion. Giving is next on the menu: Eta Sigma Delta International Hospitality Management Society’s Daniel Eckl and Carolyn Randolph went to Costco and bought canned and non-perishable food items with money raised throughout the fall to donate to H.I.S. (Homeless Intervention Shelter) House in Pasadena. Pepsi Co. gave back to students by awarding Erica Yates, Spencer Horovitz, Brenna Grabowski and Jessica Zhang the 2012-2013 Pepsi Bottling Group Scholarship. Zhang was also awarded Cal Poly Hospitality Association’s 2012 Student Member of the Year. And, for a final course: Cal Poly Pomona baseball team member Kevin Bosson batted his way to Athlete of the Week by Bronco Athletics during February and March.

Student Gains Leadership Experience

Many college students balance school with co-curricular activities and a job. But few students are the general manager of a new business, while balancing the rest. Collins student Mario Jaramillo spent the winter and spring on the opening team at Acai Republic, a Brazilian inspired café, which opened its doors in early December.

“My role as a general manager has definitely been a learning experience and I have had a lot of help from my mentors, Collins professors and peers,” Jaramillo said. “I’ve been implementing everything I learned from Mama Belle’s (Belle Lopez) cost control class to Dr. Self’s (John Self) accounting class.”

In this role, his top objectives included the creation of a culture based around service excellence, implementation of operating systems, and development of the menu. These goals may have very well led to his next adventure in hospitality. Jaramillo will intern with the Hillstone Restaurant Group at a Huston’s in New Jersey this summer. – DIANA GARCIA

Students Dine with Disney Execs

Six Collins College students received the Hideo Amemiya Memorial Scholarship in Support of Academic Excellence this year. In addition to a financial award, the students were invited to dine at Carthay Circle at Disney’s California Adventure with the then-Walt Disney World Resort President George Kalogridis, Collins College Board of Advisors Chair and Disney’s California Adventure Vice President Mary Niven, Dean Andy Feinstein and Naoe Amemiya.

The scholarship was created by Naoe Amemiya, to keep her late husband Hideo Amemiya’s honor and memory alive by supporting future leaders of the hospitality industry.

The following students received the award and attended the luncheon: Matthew McMaster, Tracy Tran, Felicia Arifin, Taylor Fry, Kaylin Breininger and Raul Bermudez. – DIANA GARCIA

Naoe Amemiya is a longtime supporter of Collins College students.
Walking the aisles of most grocery stores in the United States, one will see the influence of Lawry’s Foods Inc. and Lawry’s Restaurants. It may be hard to notice because their innovations are now commonplace and ingrained in the way Americans eat and shop. The color-coded caps on seasonings for instance, green for garlic salt, yellow for lemon pepper and so forth – are innovations of Lawry’s Foods. The removable shaker top on spice jars, spice packets, and many aspects of how merchandise is displayed in stores, were thought of by Lawry’s Foods, which began small in the late 1930s and became one of the most recognizable brands in the United States by the 1960s.

Additionally, Lawry’s Restaurants, a family-owned company spanning four generations, popularized fresh green salads as a first course. The now standard side dish – a baked potato with bacon, butter, sour cream and chives – was the brainchild of three generations of Frank men. Different cuts of prime rib and serving wine in carafes were also novelties made standard by Lawry’s Restaurants.

Mary Alice and Richard N. Frank have generously given to the college and have been influential on American cuisine

BY LISA MCPHERON

Richard N. and Mary Alice Frank vacation with their children Richard R., Susie and Laurie in the 1960s.

Richard N. Frank circa 1970.

They married after attending Pomona College.
“The way people eat - the way people stock their pantries at home - are largely influenced by Richard N. Frank and his family,” said Dean Andy Feinstein. “Steve Jobs had the iPod. Richard has Lawry’s Seasoned Salt. It may seem like apples to oranges, but what these products represent are ideas that changed the marketplace. Richard’s work changed the way Americans eat.”

While significant growth of Lawry’s Foods and Lawry’s Restaurants can be pinpointed to Frank’s time of leadership for more than 40 years – no man is an island. Both companies came about by the joining of two families: the Franks and Van de Kamps. Numerous family members contributed to their success starting with the entrepreneurially driven Lawrence Frank (Richard’s father) and his business partner and brother-in-law Theodore Van de Kamp. Through their creativity and business acumen, they started small with a potato chip stand in Los Angeles and eventually launched Van de Kamp’s Holland Dutch Bakeries in 1915. They later opened what would become the Tam O’Shanter on Los Feliz Boulevard and Lawry’s The Prime Rib in Beverly Hills, the first of numerous restaurants their family would come to own and operate.

While the first generation of Franks and Van de Kamps set the stage for Lawry’s Foods and Lawry’s Restaurants, Richard N. Frank came of age and pursued his higher education at Pomona College in Claremont. During that time, he met his partner-in-life Mary Alice. His wife and education would prove to have significant impact and guidance over him and would be key influencers in how he led the companies to take their rightful places in American cuisine.

Mary Alice Frank may not have been on the payroll, but she was an integral part of the family business. In the late 1940s, Richard went against his father wishes and pursued Lawry’s Foods over the bakery. Lawrence Frank discouraged the idea of merchandising Lawry’s Seasoned Salt and suggested his son manufacture salad dressing – a perishable product that people would buy more often. Convinced spice blends had promise, Richard ventured there. By that time, Richard and Mary Alice had become parents to Richard R., Susie and Laurie. Richard R. recalls his father would come home with unmarked packets, other than the word “spaghetti,” with a few directions on a sheet of paper, and his mother would cook them for family dinners. “I didn’t know it at the time but I was essentially raised in a test kitchen,” he said. “My dad built the business and he often gets the credit, but my parents really made a wonderful team.”

On April 9 of this year, Mary Alice passed away peacefully at their home in Pasadena. Friends and family gathered to honor her at a lovely service at the Annandale Golf Club on April 29, which would have been her 87th birthday. In addition to working closely with her husband as he grew Lawry’s Foods and Lawry’s Restaurants into

(continued on next page)
world-renowned businesses, she established a successful interior design firm and was a longtime member of the Pasadena Art Alliance. She also served for a number of years on the Pasadena Design Commission.

“To use the cliché ‘behind every great man there is a great woman,’ would be true, but Mary Alice was much more than that. She was a smart and charming woman who could never be typecast by such a common phrase,” said Cal Poly Pomona President Michael Ortiz, a friend of the Franks. “She was anything but common, and is greatly missed.”

Both educated and with a thirst for adventure and culture, Mary Alice and Richard N. Frank traveled the world together beginning in the 1950s. This afforded them sophistication and style that set them apart, their son said. Mary Alice exuded good taste and she worked closely with the architects, who designed Lawry’s California Center. This 17-acre manufacturing plant near Dodger Stadium resembled a campus with attractive Mediterranean Revival style, lush gardens, gift shops and eateries. It operated tours and was a local attraction for more than 30 years. It eventually closed in the early 1990s when the family sold Lawry’s Foods to Thomas J. Lipton, and manufacturing was consolidated elsewhere. Lawry’s Restaurants remains a family-owned business.

“As a kid, I knew I grew up in a cool house, but it wasn’t until I was much older that I understood my parents were really smart,” Richard R. said. “Mom may have been the smarter of the two. She was always forward thinking about graphic design and art. That’s what really drove Lawry’s Foods to grow as a company.”

As Mary Alice and Richard N. Frank grew more successful, they paid it forward in many ways. Richard N. is a founding
IN MEMORIAM:

Robert Wilson

Robert (Bob) Wilson, 69, passed away Feb. 19. The retired baker and his late wife, Louise, left a legacy of giving at The Collins College of Hospitality Management and the University Library.

Bob Wilson worked for Vons for more than 20 years and managed 33 in-store bakeries before meeting the love of his life, Louise. He adored her so much that after two weeks of dating, he proposed and the couple married two months later. Louise, a longtime Pomona Valley resident, worked at Cal Poly Pomona for many years in the human resources department.

The Wilsons were loyal supporters and patrons of the Restaurant at Kellogg Ranch. The couple enjoyed numerous celebrations there with their family and friends over the years and started a family scholarship — the Leonhard-Wilson Memorial Endowed Scholarship — to support students at The Collins College. After Louise passed away in 2007, Robert established the Louise L. Wilson Endowment for the RKR to support its upkeep in her memory. Collectively, the Wilsons established a $750,000 bequest to support the college and the University Library.

"Bob was near and dear to us at The Collins College. I have always had a sense of pride that he and Louise shared so many wonderful moments at the Restaurant at Kellogg Ranch and that our students, faculty and staff contributed to their happy times together," said Dean Andy Feinstein. "I'm grateful for their donations to the college and for the legacy that support will establish."

Wilson is survived by his close cousin Mary Hart.

Three generations of the Frank family.
The message was clear in Sacramento this past January: The hospitality industry in California pumps billions of dollars each year into the state economy, and the California State University (CSU) is the premier higher education institution preparing people to lead this industry.

Twenty-five representatives from eight CSU campuses with executives from Visit California, California Restaurant Association, California Hotel & Lodging Association and a community college met with numerous members of the Assembly, Senate and the Governor’s Office to demonstrate the connection between the hospitality industry and the CSU.

“We are here to educate legislators about the relationships between all areas of the hospitality industry and the symbiotic relationship with the CSU,” said Jot Condie, president and CEO of the California Restaurant Association. “We look to the CSU for our future leaders.”

A thriving hospitality industry creates the infrastructure to handle California’s vast tourism appeal. For example, in 2011, travel spending in California directly supported 890,000 jobs and generated more than $2 billion in local taxes and $4 billion in state taxes. And this is just one sector of the industry. Statistics show that the restaurant business represents 10 percent of the state’s employment.

“The CSU’s motto ‘Working for California’ isn’t just lip service. Clearly, there is a need for people to lead this massive industry, and the CSU works to fulfill that need,” said Cal Poly Pomona President Michael Ortiz. “It is our job to take this message to the Capitol so when the Legislature and the Governor’s Office are deciding the fate of the CSU budget - it is clear to them how the CSU contributes to the state’s economy.”

The CSU Hospitality Management Education Lobby Day kicked off a series of industry-specific lobby days that the CSU intends to host in Sacramento this year. Future lobby days may include campus and industry representatives in the areas of engineering, entertainment and agriculture, which are also significant contributors to the state’s economy, said Andy Martinez, legislative advocate for the CSU.

Of the 23 CSUs, 14 offer degrees related to hospitality management. These programs prepare students to work in sectors of the industry including: food service; lodging; travel; convention services; private clubs; event planning; sports and entertainment venues;
wine and spirits business, and more. Collectively, the 14 campuses produce 95 percent of all hospitality management graduates in California.

"You cannot outsource hospitality jobs," said Andy Feinstein, dean of The Collins College and director of the CSU Hospitality Management Education Initiative (HMEI). "The hospitality industry is here to stay and it looks to the CSU for its educated and skilled workforce."

The day was organized by HMEI, the Advocacy and State Relations Office and Cal Poly Pomona’s Government Affairs Office with participation from the following campuses: East Bay, Fresno, Long Beach, Sacramento, San Francisco, San Jose, Sonoma and Mt. San Antonio College. University presidents Dr. Ruben Armiñana from Sonoma State, Dr. King Alexander from CSU Long Beach and Dr. Ortiz rounded out the executive leadership team.

The day also included a surprise visit by the new CSU Chancellor Timothy White during the morning briefing, and Trustee Lou Monville and Board of Trustees President Bob Linscheid joined members of the delegations at lunch. In addition to Condie, Caroline Beteta, CEO and president of Visit California, and Lynn Mohrfeld, president of California Hotel & Lodging Association, represented sectors of the industry.

Student Matthew McMaster represented students from The Collins College of Hospitality Management.

"Being a part of the CSU hospitality lobby day was incredible," McMaster said. "The legislators were receptive, and being able to sit in the offices of our lawmakers and educate them on this industry was a surreal experience. The CSU is changing the future of hospitality, and with the support of Sacramento we’ll be able to fill the needs of not only businesses but of our guests as well.”
Hospitality Uncorked 2013 raised more than $550,000
The Platinum Ballroom at the JW Marriott Los Angeles buzzed with activity when nearly 700 people enjoyed a jam-packed evening honoring Caroline Beteta, CEO and president of Visit California, and supporting The Collins College of Hospitality Management.

Designed to celebrate California, Hospitality Uncorked on March 23 highlighted everything special about the Golden State. From the honoree, to the food, to the wine, beer and spirits, to the entertainment and exclusive silent and live auction items – Hospitality Uncorked lived, breathed and celebrated hospitality in California.

“It was an exciting night and it was such a pleasure to see the hospitality industry support Caroline and the college,” said Mary Niven, chair of the college’s Board of Advisors and vice president of Disney California Adventure & Guest Services at the Disneyland Resort. “We hit a stride this year thanks to a wonderful collaboration with teams at the JW Marriott, AVT Technologies and Visit California.”

The annual gala raised more than $550,000 and was the college’s most successful event to date. Spearheaded by the college’s Board of Advisors, Hospitality Uncorked acts as a way to raise awareness and support for the school, while also pausing to honor a remarkable figure in the hospitality industry with the Robert Mondavi Wine and Food Award.

A reception to remember

With the sun setting over the Pacific Ocean in the distance, Hospitality Uncorked started strong. The evening kicked off with an elaborate reception where guests moved throughout the space, eating, drinking, networking and bidding on more than 200 auction items. A special treat this year, included a wine tasting by Sunset Magazine, which sampled dozens of award-winning wines from its international competition.

A variety of chefs prepared dishes representing different aspects of California cuisine. They included Chef Scott Rudolph and Collins College students; Chef Dean Grill of Gladstone’s; Executive Chef Eric (continued on next page)
Branger of The Ritz-Carlton and JW Marriott; Chef Scott Leibfried of Santa Monica Seafood; Chef Jimmy Shaw of Loteria Grill; Chef Charlie Gold of the Marriott South Bay; Chef Andrew Sutton of Napa Rose, and Chef Jet Tila of The Charleston.

To celebrate the state’s rich agricultural industry and the abundance of high quality, locally grown food, a farmer’s market table was sponsored by FreshPoint Produce and featured Di Stefano Cheeses, Laura Chenel’s Chèvre and Marianello Olive Oil, plus select California wines, included Mondavi, Baker Lane, Martians Ranch Vineyards and more. Owen Williams of Ritual Brewing Company provided beer and Charbay Artisan Distillery and Winery donated their spirits for specialty cocktails.

On to dinner

During dinner, guests were treated to a “Farm to Fabulous” meal, which utilized all local and seasonal ingredients.

“We wanted to be bold and fully utilize the talent of the JW Marriott’s culinary team,” said Bruce Baltin, board member and senior vice president of PKF Consulting USA. “It was a terrific dinner with family style starters and prime grilled beef tenderloin with braised veal cheek for the entrée.”

A surprising aspect of the night occurred during dinner when Jay Rasulo, senior executive vice president and chief financial officer for The Walt Disney Company, and Roger Dow, president and CEO of the U.S. Travel Association, introduced Beteta by playing a video that highlighted her professional and personal life. She is well known for her work as president and CEO of Visit California. She has significant influence on how California is portrayed worldwide, by being responsible for a $50 million marketing program and serves as the lead spokesperson for the state’s $102 billion tourism industry. But what many people did not know before the evening is that Beteta lives on a remote cattle ranch with her husband and daughter. While her life teeters on glamorous during the work week, she caters to the cattle on the weekends.

“Caroline is such a dynamic person whose work adds to all aspects of the hospitality industry,” said Bridget Bilinski, vice chair of the board and the Southern California area vice president for Marriott International. “I struggle to find someone who embodies the nuance of California better than she does. She exudes leadership, adventure, glamour and fun and is an authentic cowgirl. California is all these things too if you think about it.”

A live auction during dinner offered an assortment of exclusive hospitality packages. Some of the most unique live auction items were made possible because of Beteta and her team at Visit California. For instance, Rusty Gregory, of Mammoth Mountain fame, delighted the audience by coming on stage to pitch an epic dining weekend with him on the mountain. Sarah and Mike Gerhardt, a power-surfing couple, took to the stage to help auction off a weekend surfing in Santa Cruz, and Pedro and Amelia Moran Ceja offered up a luxurious weekend at
their Carneros Estate and The Vintage Inn in Napa Valley.

“It was a special treat to have all of these people not only come to our event, but to get up on stage and engage the audience,” said Dean Andy Feinstein. “It blew me away how willing Caroline’s team was to help us make the event exciting and fun.”

And the award goes to …

Beteta took her place in a long line of accomplished men and women who have received the Mondavi Award. It is given to individuals whose vision and leadership have advanced the wine and food industry. Previous honorees include: Julia Child, Alice Waters, Jim Collins, and entrepreneur Sam Nazarian of sbe, who was honored in 2012.

In an effort to present Beteta with something special, Cal Poly Pomona graphic design student Eric Au and assistant professor of art Melissa Flicker were commissioned to design the award. What resulted was a handcrafted glass sculpture with a heavy metal base that resembled the letter “M” topped by a glass form inspired by a wine decanter.

“Ultimately, it’s the supportive metal base portion which visually represents the concept of upholding the most integral value for the hospitality industry, which is to instinctively address, assist and satisfy the needs of others before one’s self,” Au said.

Glenn Workman, vice president and general manager of the Robert Mondavi Winery, Feinstein, Rasulo and Dow presented Beteta with the elegant award. She gave a gracious acceptance speech, stating, “I am so committed to working with The Collins College,” adding “The Collins College of Hospitality Management is the incubator for the future of California, I truly believe that.”

Dinner wrapped up when board members Bruce Gorelick, general manager of the JW Marriott San Francisco Union Square, and Baltin led the Board of Advisors in a festive 21-cork salute to Beteta. They uncorked The Collins College’s own Rossana Sparkling Wine, and with bubbles floating down, dinner came to a close.

But the evening was far from over.

Dancing anyone?

As dinner came to an end, the music revved up in the corridor outside. The reception area had been transformed into a lush dessert lounge with live music by New Sensations. A photo booth gave guests a chance to leave with a keepsake, and the sprits kept flowing. Many Collins College alumni and others enjoyed dancing and each other’s company long into the night.

Hardly a beat passed between the 2013 Hospitality Uncorked ending and planning began for 2014. The party continues on Feb. 8, 2014, at the JW Marriott Los Angeles at L.A. Live. Mark your calendars!
Dr. Ben Dewald’s professional portfolio is decorated with many cross-cultural experiences. His education, industry practice and academic research traverse the globe and provide him with a truly international perspective. Prior to joining the faculty at The Collins College in 2002, Dewald’s industry and teaching experience took him to Mexico, France, California, Hong Kong and his native country of Holland. While reflecting on his career in an interview with Lisa McPheron, he had this to say …

### How does your international work experience, influence the way you teach?

I studied in five countries in three languages while being dyslexic. So I am very cognizant of people learning in a foreign language, and use different teaching styles to accommodate everybody. I give global examples and make sure students are aware of our diverse hospitality industry.

One of my favorite teaching styles is problem-based learning (PBL). This is a student-centered pedagogy in which students learn about a subject through the experience of problem solving. Students learn both thinking strategies and domain knowledge. The goals of PBL are to help the students develop flexible knowledge, effective problem-solving skills, self-directed learning, effective collaboration skills and intrinsic motivation. Problem-based learning is an active learning style.

Furthermore, I really want our students to learn from each other. The foreign student has to leave knowing more about American culture while our local students have to open up to other cultures. This translates well for the hospitality industry and allows students to prepare for lifelong learning.

### You often teach etiquette and business protocol seminars. How did you become interested in this area of hospitality education?

Having opened several fine-dining restaurants, etiquette has been part of my training for new staff. Making sure the service staff understood proper etiquette and business protocol, made it easier to train them with the proper techniques in order taking, wine service, silverware adjusting for each course, serving styles, crumbing the table before dessert and so on.

We were also asked to offer table manner classes for students both in industry and at hotel schools. While in Hong Kong, I taught many foreigners and locals on proper western and eastern dining etiquette and business protocol.

### Some may not know that you are a 1982 alumnus. What brought you back to Cal Poly Pomona?

Once I finished my doctorate, teaching at the Hong Kong Polytechnic University, my wife and I decided to move in order to give our daughter a western education. While looking along the Pacific Rim, California was the most international, user-friendly place. Having graduated from Cal Poly Pomona made the move easier.

### How has The Collins College changed in the last 31 years?

When I was a student, the college’s buildings were not here and most of our classes were not hands-on. That was a big change from my French Hotel High School days where everything was hands-on.

But, I was lucky to have Dr. Bob Small as a professor and we had some practical classes at Kellogg West and even at Ma Maison Restaurant in Hollywood on Saturday mornings. I still remember working with celebrity chefs like Wolfgang Puck and Julia Child.

These days, I feel we have a great balance of both classroom and learn-by-doing instruction at The Collins College. The biggest change has been the great new buildings with all the laboratories and smart classrooms, the diverse students, faculty and staff.
An International Journey

A master’s student shares her story about coming to the United States from China to study

BY HUIQIONG (SHARON) ZHOU

Living, studying and working in one’s home country are no longer the only choices for many people now. I came to the USA to see how the world outside of China looks like after I had obtained my bachelor’s degree. There have been more and more Chinese parents sending their children to other countries so they can experience a different culture and see a different world. After seeing my friends and cousins leave China one by one to other countries, I decided to start my journey in the USA in 2011.

The first destination of my journey was Cal Poly Pomona. I was not able to communicate with Americans without an interpreter at the beginning of this journey, so I applied for the English Language Program at Cal Poly Pomona. I learned English, American culture, and how to manage my life there. I met many friends at school. They came from Korea, Kuwait, Thailand and many other countries. We were learning English and American culture together.

Everything I had experienced after I came here was very different from what I experienced in China. People greet each other in a different way; instructors teach students in a different way; students learn knowledge in a different way. In China, instructors will always be watching students to assure that they study what they were assigned. However, students have to be responsible for their own studies in the USA. A student rarely gets time to relax in China. However, studying is not the only thing I do as a student at Cal Poly Pomona. In my free time, I have been to Universal Studios, Hollywood and Santa Monica Beach on the weekends. I learned to manage my time wisely, so I can get the assignments done on time, achieve high grades on every course I take, and hang out with friends to enjoy my social life.

After six months in the language program, I had no problem communicating with people in English. I started to make plans for the next step of my journey and pursue my passion for hospitality. In China, I earned a bachelor’s degree in International Business, which served as an excellent educational foundation for the master’s program at The Collins College.

In the fall of 2011, I was very lucky and honored to become a graduate student in the Master of Science in Hospitality Management program. This program has taught me to see the hospitality industry from a service provider’s perspective, and taught me to think as a service provider. Also, I learned that research should be done rigorously and practically. We have to respect others’ work, if we want our work to be respected. I am currently writing my last paper before graduating this June, and I hope I can make the last step wonderful.

After graduation, a new destination will be waiting for me—a career I always dreamed about, a management position in a hotel. I cannot wait to start the real journey in the hospitality world. I hope the next destination will be another incredible one like the hospitality program at The Collins College.
Ikiya Cade has overcome many obstacles to come to college and excel.
Student Ikiya Cade excelled through college thanks to the Renaissance Scholars

BY CARLA SANDERS

Ten years ago, as 14-year-old Ikiya Cade watched her mother being led away in handcuffs, the teenager could not have imagined the life she is living today.

“If someone had told me I'd be in college, and nearing graduation, I would have told them they were crazy,” Cade said laughing. “But here I am. I can't believe I've gotten this far.”

Indeed, Cade’s life up to that point had been filled with enough detritus to derail any plans for a positive future: drug-addicted parents; abusive and absentee dad; teenage drinking, partying and promiscuity; her mother’s drug dealers living at her home. She was on the road to being another negative teenage statistic.

But this spring, Cade, 24, is among the newly minted graduates of the Class of 2013 of Cal Poly Pomona’s Collins College of Hospitality Management, receiving a B.S. degree. It is the culmination of years of diligence and hard work by Cade, who credits much of her success to the university’s Renaissance Scholars program.

“If it wasn’t for Renaissance Scholars, I wouldn’t be here now,” she said. “They paid for my tuition, but also offered resources, love and support and wonderful opportunities. They have also assisted me with housing and paid for my books. I truly consider them family. I can’t imagine my life without them.”

Students who similarly need assistance are part of the reason The Collins College’s Board of Advisors recently approved a donation of $50,000 to set up a scholarship endowment that helps supports Collins College students who also are Renaissance Scholars.

“The Renaissance Scholars academic support program provides an amazing opportunity for the Board of Advisors to assist students interested in an education within the hotel, restaurant and tourism industries to gain a meaningful education,” said Eva Wassermann, who chairs the Board of Advisors Development Committee and is a senior vice president with GEM Realty Capital. “The students who qualify for this program are smart self-starters motivated to be successful. These are key traits that make for excellent students and eventually leaders within our industry. We feel fortunate to have the opportunity to assist these students by making scholarship funds available.”

The help and support Cade received as a Renaissance Scholar was a far cry from her early life. The youngest of seven children, Cade was born a year after the death of her next-oldest sibling from health complications. She lived in Ontario as a toddler then the family moved to Perris in Riverside County. Her parents, both of whom were drug addicts, divorced by the time she was three. Cade’s father virtually disappeared from her life as her mother cleaned houses for a living – and to support her habit. The family moved to a string of homes in the Perris area during the next several years. Cade was about six when her mother married her stepfather, whom she calls “a blessed angel in disguise.” He worked all day to support the family, but “my mom was still in deep” with drugs, bringing over young men – her dealers – whom Cade began to refer to as her “play brothers.”

“She told my stepdad she was ‘helping them’ by giving them a place to stay,” Cade recalled. “He was gone from four in the morning until six at night. He’s such a good man and worked hard to support our family but he didn’t know what was going on.”

The police were called often; furniture was destroyed. There was lots of screaming and yelling. “My mom was out of control,” she said.

Cade’s oldest sibling, a brother 10 years her senior, left home at 18, and her sister, seven years older, left at the age of 14. “My siblings were always doing their own thing. Shortly before my brother left, my sister moved in with our dad in L.A.” So later on at 13, Cade was left to her own devices. She drank and partied with friends.

“I started hanging with the wrong crowd. I did whatever I wanted because I knew my mom didn’t care. However, I always knew she loved me but I also knew her priorities were focused on the wrong lifestyle.”

Cade had two moments that altered her thinking about her own destructive path. One was when her girlfriends told her they thought she was going to be the first in their group to get pregnant and have a baby. “That kind of stopped me in my tracks. I thought, ‘No, I’m not going to do that. I’m going to college.’ So from that moment on, I became more aware of how I viewed myself, my life and the people around me. Even though I would go out every weekend, I always made sure I finished my homework first. Thanks to my mom, I always believed education was very important.” Cade remembers her mother saying, “Always go to school and get your education because that’s the key to a better life.”

The other was a day she came home from school and knew something was wrong. The phone and water were both turned off. Her mother went down the street to use a phone. Cade, then 14, was alone when a few minutes (continued on next page)
later a half-dozen SWAT team members busted down the front door, guns drawn, and proceeded to ransack the house looking for drugs.

“My mom came back after about 15 minutes and when she walked up, the police handcuffed her and were asking, ‘Where’s the dope?’ At that point, I just broke down.”

The police took Cade to the Perris home of her grandmother – a woman who had little contact with the family because of her mother’s lifestyle choices. Cade said, “I won’t ever forget the look on her face when they took me there – it was a look of disappointment.”

Things changed little during the next several weeks and months. “I was so confused and so lost. I felt like I was in such a huge nightmare and I didn’t know how to get out of it. I was taken away from my family, another school and my friends.”

At one point, Cade considered running away but a friend and the friend’s mother talked her out of it. She ended up living with her grandmother from the ages of 14 to 18 as a foster child. While the relationship warmed only slightly, Cade came away with two valuable lessons taught by her grandmother: how to pay bills and how to make and stay on a budget. She also began the journey of improving her self-image by changing the way she dressed and how she viewed herself.

“I started to respect myself a lot more. Then, I decided that I didn’t want to follow the same footsteps as my parents. So I got my act together: focused more on books instead of partying and surrounded myself with people who really cared about me.”

Cade attended Rancho Verde High School, where she received pre-college assistance through the AVID (Advancement Via Individual Determination) program, which helps underprivileged and underachieving students prepare for a university curricula. During her senior year, she applied to several colleges.

“Ever since I was a little girl I knew I wanted to go to college, but I just didn’t know how I would get there or who would pay for it,” she said.

Then, she received a letter from Cal Poly Pomona’s Renaissance Scholars program, which helps former foster children attend college, and wondered if this was God answering her prayers. She subsequently was accepted to five universities, including Cal Poly Pomona. “When I walked on campus here during a visit, I knew this was it,” she recalled. “I felt like I was home.”

She graduated from high school in 2007 and began her college years as a pre-veterinary major, but eventually discovered hospitality was her true calling and switched over to the Collins College of Hospitality Management. Event planning makes her happy, she said. In addition, the opportunities related to her major have been exciting and extraordinary: from May to September 2012, she served as an intern at the Staples Center, assisting with events related to the Kings, Lakers, X Games, and the MTV Music Awards, among others.

She also praises those in The Collins College itself, noting that even Dean Andy Feinstein makes time to get to know the students.

“ikiya is a standout student, but even standout students need help navigating college and assistance paying for their education,” Feinstein said. “The Renaissance Scholars program is wonderful at providing a support system for students like Ikiya. I’m so pleased the Board of Advisors wants to contribute to the success of this program by providing additional resources to students.”

Cade is now looking toward the next phase of her life. Her long-term goal is to own her own event planning company, which would have a nonprofit component as well.

“I want to help other young women and girls. I know there must be others out there who are struggling just like I was. I want to help them and be a mentor.”

What would she tell them?

“I would say ‘You can do anything. Don’t ever let anybody tell you that you aren’t good enough or can’t do something. Stay true to yourself. Have a plan – and a plan B. Be around people who support you. If you get knocked down, always get up and try again. Live life one day at a time.’”

Her own journey is not yet complete, but she’s confident she’ll get there. “I have to stay strong, mentally and emotionally. I don’t want to be seen as a charity case. I want to prove myself. I have faith.”
Establishing a Legacy

Naming opportunities are available
BY STAFF REPORTS

The privately funded, $10 million Collins College expansion breaks ground this fall, and the college is currently offering numerous naming opportunities for additional donors to support the expansion and to preserve their legacy. Areas of need include: furnishings; technology; reserves for maintenance; scholarships, and programmatic needs.

The 15,000-square-foot expansion addresses the college’s growth needs in a sustainable way by striving to achieve LEED Gold certification. In addition to more classrooms and faculty offices, this expansion creates a home base for the new master’s program and provides a student commons for studying and co-curricular activities. The classrooms will utilize cutting-edge technology and innovative “flex” furniture designed to move and adapt to the evolving needs of today’s classroom.

The generous donors whose giving cumulated $10 million are: Carol and Jim Collins; Andrew and Peggy Cherng; The J. Willard and Alice S. Marriott Foundation; the Park Family, and Richard N. and Mary Alice Frank. There are many more areas of need to see this project through.

“This expansion fortifies The Collins College’s future in hospitality management education,” said Dean Andy Feinstein. “Donors who support this project are making an investment in future generations of students, who are the lifeblood of the industry.”

Construction is expected to continue through 2015. Follow progress on this project and other improvements at the college by reading The Collins College Expansion and Upgrades blog at http://collinsexpansion.blogspot.com/.

<table>
<thead>
<tr>
<th>NAMING OPPORTUNITIES:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Learning Center</td>
</tr>
<tr>
<td>Flex classroom</td>
</tr>
<tr>
<td>Flex classroom (2)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Undergraduate Student Commons</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grab N Go</td>
</tr>
<tr>
<td>Main courtyard</td>
</tr>
<tr>
<td>Group study room (1)</td>
</tr>
<tr>
<td>Graduate classroom (2)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Faculty Building</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference room</td>
</tr>
<tr>
<td>Faculty lounge</td>
</tr>
<tr>
<td>Student work room</td>
</tr>
<tr>
<td>Executive office (2)</td>
</tr>
<tr>
<td>Faculty office (6)</td>
</tr>
<tr>
<td>Graduate courtyard</td>
</tr>
</tbody>
</table>

For more information about supporting The Collins College of Hospitality Management please contact: Gina Johnson, M.P.A., director of major gifts at 909-869-5349 or gljohnson@csumonoma.edu.
After nearly six years at the helm of The Collins College of Hospitality Management, Dean Andy Feinstein has accepted the position of deputy provost at San Jose State University. Feinstein is the most senior dean at Cal Poly Pomona and has guided The Collins College through significant changes.

Dr. Ed Merritt, the James A. Collins Distinguished Professor of Management and accomplished industry executive, will serve as interim dean of The Collins College while the university conducts an international search for the dean position.

"Cal Poly Pomona will benefit from Andy’s hard work for generations to come," said University President Michael Ortiz. "We will greatly miss his leadership, his vision and his friendship."

Notably, Feinstein has spearheaded fundraising more than $14.5 million and the development of a 15,000-square-foot building expansion. Under his leadership, the college launched a Master of Science in Hospitality Management program in the fall of 2010. He also served as the first CSU Director of Hospitality Management Education and established the Hospitality Management Education Initiative, a partnership of 14 CSU campuses and a board of top industry leaders.

"Andy has been a great force for positive change in The Collins College," said Provost Marten denBoer. "I want to thank him for his leadership. He has expanded the educational opportunities for students, both undergraduate and graduate, enriched the curriculum, expanded the research profile and made possible a new facility."

During his time at Cal Poly Pomona, Feinstein has been committed to creating more professional development opportunities for students. Examples include the Mentor Program, a comprehensive career services program, and alumni outreach to support students long after they graduate. He has fostered a more diverse student population by encouraging outreach to underserved communities and has worked with industry partners to create more scholarships for students.

Feinstein created an environment supporting teacher-scholars by awarding summer research stipends to faculty and remained actively published himself during his time as dean. In recent years, he co-published more than 10 scholarly articles and a new edition of his widely used textbook "Purchasing: Selections and Procurement for the Hospitality Industry."

He guided the college’s Board of Advisors, which represents some of the most accomplished hospitality industry leaders. Most recently, the board and college hosted Hospitality Uncorked, which raised more than $550,000.

"It has been an incredible honor to serve as dean of The Collins College," Feinstein said. "It took much soul searching to leave a place I have grown so fond of, but this new position presents an opportunity for me to expand my interest in supporting a broader university constituency, and it is one I must take. I am confident that Ed Merritt will keep the college on track and will provide excellent leadership."

Merritt joined The Collins College faculty in 2000. He is highly regarded by students and his peers, who have selected him as Professor of the Year five times, and he was last year's Outstanding Advisor of the Year. His academic and industry expertise is in leadership and strategic management.

Before entering the world of academia, Merritt spent 25 years in the hospitality industry, where his primary focus was resort club...
After an exhaustive international search, Dr. Linchi Kwok has been selected as The Collins College’s newest faculty member. Formerly an assistant professor of hospitality management at Syracuse University, Kwok comes with a lengthy list of experience and expertise. He holds a Ph.D. in hospitality administration and a Master of Science in Restaurant, Hotel and Institutional Management from Texas Tech University. His professional publications have appeared in top-tier hospitality journals including International Journal of Hospitality Management and Cornell Hospitality Quarterly, and he has several years of managerial and hands-on experience in the hospitality industry in the U.S. and mainland China. He will begin instruction at The Collins College in the fall.

Longtime faculty member Belinda de Villa-Lopez, was selected as the college’s 2013 Outstanding Faculty Advisor. In a nomination survey by students, faculty and staff, Lopez received praise and respect for her dedication to her students. She is considered a role model for her ability to advise students. One person wrote in the survey, “There is a reason students have nicknamed Professor Lopez ‘Mama Belle.’ She cares a great deal about her students and their success. She is also supportive and encouraging for her colleagues. She is someone you can count on and is always willing to help.”

After nearly 30 years working for Cal Poly Pomona, Academic Advisor Tengemana Thumbutu retired at the end of spring quarter. She has been a positive, no-nonsense source of help and guidance on academics, careers, life and more over the years and will be greatly missed. Thumbutu is off to enjoy retirement globetrotting with her husband and enjoying her family and many hobbies.

After 12 years as the college’s development associate, Cathy Hilliard also retired this spring. Hilliard has had a major role in Harvest Auction, Harvest Celebration and now Hospitality Uncorked. While her work was often behind the scenes, she was a key staff member to keep these events organized and on track. Many of the college’s successful fundraisers can be traced to her organization and hard work.

Becky Cheng joined The Collins College and the College of Environmental Design as the shared senior college budget analyst. She comes from the College of the Extended University where she was the global initiatives budget analyst. Chitra Perera, previously the college’s (continued on next page)
culinary laboratory coordinator, has been promoted to budget analyst for both colleges as well and works closely with Cheng.

President Emeritus of Marriott International, Ed Fuller, joined The Collins College as an upper division course lecturer for spring quarter 2013. He taught Global Hospitality Leadership. Fuller uses more than 40 years of experience in the hospitality industry - where he held national, international and global leadership roles - to support and enhance his lessons.

Dr. Jerry Chesser led two Collins students on the Banfi Vintners Scholarship trip in Italy. Chesser also began offering professional development classes in leadership to executives with Farmer Boy Restaurants.

This winter, CSU Trustee Bernadette Cheyne met with representatives of the colleges of business administration, engineering, environmental design and hospitality management to hear presentations about enhancing the educational system with the spirit of sustainability, innovation and student success. Associate Dean Michael Godfrey, Dr. Neha Singh and student Kristin Conant represented The Collins College during the presentation.

This winter, the CSU Hospitality Management Education Initiative (HMEI) team, led by Feinstein as director and includes Program Coordinator Erin Mascho, Manager Lisa McPheron and Communications Assistant Diana Garcia, developed the “Briefing on Ecotourism and Sustainability in CSU Hospitality Management Campuses” to provide a comprehensive summary of the work being done in these important areas. This briefing outlines the curriculum, initiatives, research and activities that CSU hospitality management programs and the CSU in general are undertaking to ensure the economic, social and environmental well-being of tourism destinations around the world, particularly in California. This team also developed a white paper about online alcohol service certifications for the California Restaurant Association and a briefing on veterans’ affairs at the CSU for Hilton Worldwide. The briefing defined services the CSU provides veterans and how Hilton and HMEI could develop a partnership to create more services for veterans studying hospitality management. More details can be found at www.calstate.edu/hospitality/.

Professional Activities & Community Service

Drs. Jeffrey Brown, Eddie Mao and Chesser’s article, “A Comparison of Learning Outcomes in Culinary Education,” has been accepted by the Journal of Hospitality and Tourism Education and will be in the next issue. Chesser continues to be heavily involved with ProStart. He served as lead culinary judge in the National ProStart Invitational as well as the California and South Carolina competitions this past spring.

Feinstein and a few colleagues won the Association for Business Simulation and Experimental Learning (ABSEL) 2013 Best Paper Award for their paper, “The Role of Simulations in Organizational Learning: Building Individual Absorptive Capacity.”
Lecturer Helen Gavin was featured in the Orange County Register for her volunteer work as a docent trainer at the Mission San Juan Capistrano in an effort to bring its history to life.

Career Services Coordinator Ann Lara and Dr. John Self escorted eight students to the National Restaurant Association Show in Chicago in May. They led students on numerous tours of hospitality properties. This summer, Self and Dr. Don St. Hilaire will present their research in a presentation called “Study Abroad or Vacation Abroad? Examining hospitality students’ learning outcomes,” at a CHRIE conference.

The 2013 CASE VII Awards of Excellence honored Director of Communications and External Relations Lisa McPheron with the Silver CASE Award of Excellence for the 2012 spring and fall editions of Collins magazine in the category of Communications and Marketing Programs. In addition, McPheron and filmmaker Brian Y. Marsh received a Silver CASE Award for the video “Shaping the Future of Hospitality.” In May, the Chino Hills City Council elected McPheron to serve on the Chino Hills Community Foundation Board of Directors. This non-profit organization serves as a catalyst and resource for local philanthropy that benefits all citizens of its community in areas such as facilities, education, recreation, the environment and the arts.

Singh and graduate student Leslie Clevenger’s paper titled “Exploring Barriers that Lead to the Glass Ceiling Effect for Women in the U.S. Hospitality Industry” was accepted for publication in the Journal of Human Resources in Hospitality and Tourism. It is the first graduate student research paper from the new master’s program published in an academic journal.

Rosanna Sparkling Wine:
Drs. Margie Ferree Jones and Dan Hostetler led efforts at Cal Poly Pomona to launch the new Horsehill Vineyards wine. Named after W.K. Kellogg’s famed Arabian mare, Rosanna is a classically styled Brut Rosé. Zinfandel from Cal Poly Pomona’s vineyards is lightly pressed to capture a nuance of color, all the while extracting the delicate cherry and strawberry fruit characters which give the grapes their signature personality. The beautiful color is accentuated with tiny bubbles, a crisp finish, and balanced with just a kiss of sweetness - certainly an invitation for that second and third sip. Rossana Sparkling Wine is available in the Restaurant at Kellogg Ranch and the Farm Store for $20 a bottle.
One professor hypothesized students could learn how to cook by watching videos and his colleague suspected the in-person experience was a must.

Both were wrong and the ramifications may have far-reaching potential. After two years of work, their study “A Comparison of Learning Outcomes in Culinary Education: Recorded Video vs. Live Demonstration,” will soon be published in the *Journal of Hospitality & Tourism Education*.

Drs. Jeff Brown, Jerry Chesser and Zhenxing (Eddie) Mao found that students in a traditional culinary science class, where the chef-instructor gives a demonstration of a food preparation technique, is as impactful as an online hybrid class, where a chef-instructor records his demonstration and students view it online.

Historically, online or distance education has been a successful platform for building cognitive knowledge, like in physics, economics and the social sciences. However, the technology has not been as quickly embraced by culinary science educators, who foster skill-based knowledge, such as butchering a chicken or making mayonnaise.

The three professors conducted the study by measuring the performance of students in Professional Cooking I classes at The Collins College of Hospitality Management. One section of students watched in-person demonstrations of certain cooking techniques before going into the laboratory to test their skills. The other section watched Chef Brown explain the techniques in a video in lieu of an in-person demonstration. The video was also available online, allowing students to watch it as many times as they wanted, Brown said.

“I really thought the video-viewing students would have more of an edge than the singular student,” he said. “For the students today, everything is on-demand and click-and-view. So they are more ‘learning-by-viewing’ than ‘learning-by-doing.’ ”

Brown suspected the video-watching students would re-watch the video if there was a trouble spot or for English-language learners. But after reviewing student grades over those two years, the classes were the same.

Chesser had the opposite view going into the research. “I think as teachers, we generally believe that face-to-face communication has the greatest impact on the student,” he said. “Clearly, in this case that was not true.”

The only nuance of difference occurred while comparing the performance of students in group projects. The data determined that students who watched in-person chef demonstrations did better on group projects. However, overall grades, which combined group and individual projects, were the same, Mao said.

To Brown, their findings demonstrate how students in this generation are so used to technology that they do not see a disruption or separation from the in-person teacher. It is also evidence, Brown said, that the college needs to constantly be thinking about reaching this generation that has not known life without computers.

“It gives you immediate distance learning opportunities,” Brown said. “As long as they have the equipment and the goods, they can experience it.”

Chesser agreed that the college could look at other ways videos could be useful such as trying a combination of in-person presentations and letting the students have the video to reference as needed. It could also lead to a hybrid version of some culinary-based courses to increase availability for students.

The professors summarized this point eloquently in their study, “The use of a knife, an instrument whose design and function has changed little since the Stone Age, remains the same today as it was when people fashioned cutting tools from flint to butcher game birds. At the present time, however, students can be given the opportunity to view a demonstration by a skilled chef-instructor on the proper techniques for the old-fashioned skill of knife usage as often as they wish through the use of online videos and smart classroom technology … Online and hybrid culinary arts education has the potential to reach a broader audience base and to reduce costs for educational institutions and students, a scenario that provides benefits for all of the entities involved in culinary and hospitality educational initiatives.”
Dear Collins Alumni,

My grandfather once told me, live for each moment and you will make a difference. I think we all have.

When we started this journey of reviving the alumni chapter back in 2008, our main goal was to bring alumni back to The Collins College family. I am proud to say that I believe the two Collins Hospitality Society boards have reached this goal.

As my term as your president of the Collins Hospitality Society (CHS) comes to an end this summer, I want to take the opportunity to say thank you all for this amazing time. I have had the pleasure of meeting alumni from all over the world. I worked with two amazingly talented executive boards on numerous events, most of which have become annual traditions. And, we created the Collins Hospitality Society Scholarship Endowment.

I want to take this opportunity to thank a number of people that have been instrumental to the CHS successes these past five years.

Andy Feinstein, what an amazing dean you have been for The Collins College. I want to personally thank you Dean Feinstein for all you have done in making The Collins College one of the top hospitality programs in the country. Each and every student and alumnus is indebted to you for all your work. We wish you well in your new endeavors. We will never forget you and your family and what you did for The Collins College family.

I want to also personally thank board members: Russ Bendel Jr., Seth Larson, Iveye Yu, Jason Farned, Dominic Donatoni, Erin Mascho, Nung Rigor, Brandon Feighner and John Clay Jr. It has truly been an amazing voyage with you all. I hope you look back and see the mark you made. Without each of your drive, dedication, devotion and passion we could have never made such great progress. I will miss working with you and want to thank you for all you gave to The Collins College.

Lastly, the next time you are at an alumni mixer, please go up to Lisa McPherson and thank her. She was and will continue to be an instrumental person that has made the Collins Hospitality Society what it is today. Thank you Lisa for so many things that I don’t have enough space to write about. I am so happy to have had the chance to work with you.

So with a heavy heart I say goodbye as your president. It was truly an honor and a pleasure, and I will cherish every moment as this experience has changed my life. When the new executive board starts on July 1, I hope you all join me in raising a glass to them and wishing them the best as they take the Collins Hospitality Society to the next level. Thank you for an amazing five years and I look forward to seeing you at a future CHS event.

Prost!

Steven L. Senft ’98
President
Collins Hospitality Society
When Hae Park came to Cal Poly Pomona as a student, the South Korean immigrant had to overcome a number of challenges. He was driven by a strong work ethic, but he faced language difficulties that made him doubt he could succeed academically. He even considered dropping out at one point.

But thanks to a mentor’s help, Park not only graduated, he became the very epitome of the American Dream: a millionaire businessman. He credits much of his success to his Cal Poly Pomona education and has followed his mentor’s example, supporting scholastic programs at both the university and in the Fontana community, where he does business.

“It’s difficult to imagine a better citizen than Hae Park,” Cal Poly Pomona President Michael Ortiz said. “His giving back for the greater good exemplifies one of his trademark beliefs. In this capacity and far beyond, he leads by example.”

For his business achievements and his selfless philanthropic work to support educational causes, Cal Poly Pomona presented Hae Park with an honorary doctorate at The Collins College’s commencement ceremony on June 16.

It was Dr. Donald Lundberg, the founding professor of what is now The Collins College of Hospitality Management, whose encouragement and advice helped Park during his undergraduate days.

“I am truly grateful for the education and guidance I received from Dr. Lundberg,” Park said. “I have a tremendous amount of appreciation and respect for the education I received. My successes stem from my college education, and I will always be grateful.”

Park graduated with a bachelor’s degree in hotel and restaurant management in 1978. After working in the hospitality industry, he branched out as an entrepreneur. Park returned to Cal Poly Pomona to earn a master’s in business administration in 1984 and also went on to obtain real estate and broker’s licenses. Today, Park and his family own and operate Bel-Air Swap-Meet in Fontana and Pro-Swap-Meet in San Bernardino.

Park has never forgotten how Lundberg helped him succeed. He has committed himself to the success of future generations of students. As Park put it simply yet eloquently, “It’s now time to invest in whoever needs our help and support.”

In 2004, Park gave $1 million in Lundberg’s memory to establish The Collins College Alumni Office, which strengthens the bonds between the college and its graduates and inspires others to support student programs and college initiatives. His financial contributions have also helped the college build and maintain facilities, publish the award-winning Collins magazine and fund alumni events and scholarships.

“He’s gifts over the years have had immeasurable impact on students and alumni,” said Dean Andy Feinstein. “His generosity has created a positive and systemic impact on the college that will be felt by generations to come.”

Additionally, Park and his wife, Shina, have provided athletic scholarships and supported Harvest Auction, the Southern California Tasting & Auction, the Bronco Golf Classic and Founders’ Celebration. They made a second $1 million gift on behalf of President Michael Ortiz and his wife, Betty’s, lifelong commitment to faculty. In 2010, the Park family gave another $1 million to support the college’s new 15,000-square-foot expansion project. All $3 million in contributions were matched by Carol and Jim Collins.

Hae Park’s generosity extends well beyond the university and includes support of Fontana’s Cultural Arts Program and Teen Fest, as well as various educational programs in the community. Park has also provided more than 500 free parking spaces for San Bernardino Valley College students since 2004.

And, he has passed on his generous personality to his two children, Eugene and Eunice, who are perhaps his greatest gifts. Like their father, they are Cal Poly Pomona alumni who have been deeply involved with the university.
Where Are They Now?

Collins College alumni enjoy a wide array of careers in hospitality and management

1980s & 1990s

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

Andrea De La Piedra ’02 launched her career during the college’s Hospitality Career Expo when she started working for Universal Studios as an intern. She branched out to different avenues of the hospitality industry from sales associate at The Omni Los Angeles Hotel, food and beverage director at Sierra La Verne Country Club, catering director at On the Border Restaurants, food and beverage director at the Hilton Garden Inn, and was active in working at her family’s restaurants - Felipe’s Taqueria. Currently De La Piedra is working for Sysco Los Angeles as a marketing associate and uses her past career and educational experiences in consulting and educational experiences in consulting

2000s

Anthony Chan ’96 is the business technology manager at the Walt Disney Company, Theme Parks and Resorts. His area of responsibility includes providing technological solutions and consultations to the three Disneyland Resort hotels. In addition, he oversees various hospitality technology sustainment efforts at Disney’s hotels in Anaheim, Hawaii and Florida. Chan manages systems that provide critical guest-related functions such as the management of rooms, dining, spa, and excursion activities tracking, to name a few. Prior to his current role, Chan served as the front desk manager at the Disneyland Hotel.

Colleen Wong ’05 joined The Collins College faculty this past quarter as a lecturer and is the co-owner of Le Wooden Spoon, which is a catering company and an online bakery. Le Wooden Spoon’s gluten-free brownies have been praised by Michelle Phan of FAWN Inc. and Lesley Suter of Los Angeles Magazine. After graduating, Wong trained at the Culinary Institute of America, Hyde Park, where she spent six months in London for her externship. She has a patisserie background as well, working for Langham Hotels International. In addition, she has taught culinary and patisserie courses at the Art Institute of California, Hollywood, where she specialized in Asian cuisine.

Mike Ferreira ’07 believes The Collins College’s curriculum enabled him to be accepted into the MGM Resorts International Management Associate Program at Bellagio right after he graduated. Ferreira has been with the company for five years and has been promoted four times before his current role as the national sales manager at Bellagio.
Jaime Lepe Jr. ’07 grew up working in his family’s restaurants, and now uses his education to help run the family business. He and his family own and operate Mexico Lindo and Tropical Mexico restaurants in Pomona. After graduating, Lepe went to the Culinary Institute of America for the Accelerated Culinary Arts Certificate Program (ACAP). Upon completion of the ACAP program, Lepe returned to the family business and created a catering division.

Ben Small ’07 is the executive sous chef at The Source by Wolfgang Puck in Washington, D.C. He is the fastest person to reach the position of executive sous chef in the 70 restaurant Wolfgang Puck empire. The Source is the recipient of many awards and accolades including number three ranking on Washingtonian Magazine’s “Top 100 Restaurants,” and three stars from the Washington Post. Small also received three awards from the Restaurant Association Metropolitan Washington including “2011 Fine Dining Restaurant of the Year” and the 2012 DC Cochon 555 competition.

After graduation, Tiffany Darrell ’07 was hired by Darden Restaurants and became a service manager for Red Lobster for four years. In 2008, she decided to go full time with her catering company Tiffany’s Catering, which recently celebrated five years of success. Last year, Darrell became the caterer for the Claremont School of Theology and also ran their campus café, The Olive Branch. This year, she expanded her full-service catering company to include wedding/event coordination and will be running the Center for Child Development’s food service program at Mt. San Antonio College this September.

Hayley Christopher ’08 spent 2011 staging in more than 10 different restaurants nationwide to further advance and broaden her culinary skills. After which, she returned to Los Angeles where she recently added TV chef and food stylist to her resume, by joining the Hallmark Channel’s “Home & Family” daily show. As the “Home & Family” chef, Christopher creates, preps and styles all on-camera food items and is developing her own cooking segments for future shows. In addition to serving as Whoa Nelly! Catering’s Event Chef at elite Hollywood events, Christopher is actively exercising her culinary creativity by developing cookbook recipes and food styling for photo shoots.

Trevor Tyler ’09 is the general manager of the San Luis Obispo Eureka Burger. In his free time he is studying to become a certified cicerone. He guest lectured and conducted a beer 36
tasting during the Beer and Culture classes for Professor For A Day on May 9.

Frank Vazquez '09 is a housekeeping manager at the Warner Center Marriott in Woodland Hills. After graduation, he started working as a bar manager at the California Country Club in Whittier, then moved on to the Standard Hotel as a housekeeping supervisor.

2010s

Jason Zhang '10 is the manager of California Pizza Kitchen in Arcadia located at the busy Westfield Santa Anita mall. Zhang oversees the restaurant’s operations, marketing and training and development. In 2011, he won CPK’s certificate of excellence.

Alice Wu Swift '10 continued her education after graduating from The Collins College by obtaining her Master of Science in Instructional Design and Technology at Cal State Fullerton. While in the program, she and her husband moved to Las Vegas, where she began teaching as an adjunct instructor at UNLV’s William F. Harrah College of Hotel Administration in wine education. Simultaneously, she began interning at UNLV’s Office of Online Education, and is now employed as a full-time instructional designer. She is a contributing writer to the monthly wine column in Las Vegas Food and Beverage Professional magazine. Recently, Swift was admitted into the Ph.D. program in Hospitality Administration at UNLV.

Pat Howard '10 has been working for Hyatt Hotels and Resorts since graduation and is currently at the Hyatt Regency Huntington Beach Resort and Spa. He started as a corporate management trainee, was promoted to assistant front office manager, and is now the assistant executive housekeeper of the property.

2010s

Annica Edlund ’10 is the assistant front office manager at the Hilton Waterfront Beach Resort in Huntington Beach. She began working at the resort about three years ago and advanced from front desk agent, to front desk manager and is now in her current position. Edlund and fellow alumni Matthew Strawn ‘11, oversee the operations of the entire front office, which includes the front desk, concierge, bellmen, reservations, operators, transportation and pool attendants.

Brian Radford ‘11 was president of the United Culinarians and was a Prostart culinary mentor during his time at The Collins College. He has been working in the hospitality industry since 2000. After graduation, he studied abroad in Italy, which further grew his passion for food and wine. Radford is currently a line cook at the Zagat-rated Ranch Restaurant and Saloon in Anaheim and is looking forward to his future as an up-and-coming chef.

Samantha Irons '11 has been working for the DoubleTree by Hilton Anaheim – Orange County in sales since graduation. With the growth and development of the FIT and group tour market, she has recently been promoted to FIT wholesale coordinator in order to grow the hotel’s market share, particularly in the Canadian and Australian segments for groups, and FIT accounts globally. Irons received the hotel’s CARE Champion Award in August 2012 and is involved in the community as the CARE committee president.

Karen Yi ’12 is a catering coordinator at Wolfgang Puck Catering and a strategic partner of Compass Group - the nation’s largest contract foodservice and hospitality provider. She works directly under the vice president of national sales assisting in sales and business development and supporting the sales team nationwide. Yi was fortunate enough to be a part of the Wolfgang Puck Catering team that catered the Governor’s Ball at the Oscars for the nineteenth year in a row. Before her current job, she worked as an independent contractor with the sponsorship team at Coastal Luxury Management during the LA Food and Wine Festival.

JOIN TODAY! The best way to stay connected with fellow alumni is by joining the Collins Hospitality Society. Scan our QR code and learn how!
LEARN BY COOKING

This installment of From Our Kitchen features original recipes by Collins College students. Last fall, in a special class taught by Dr. Sandy Kapoor, a noted cookbook author, students wrote and tested original recipes. These five dishes are a selection of their best work. Students Angelino Baltazar, Ryan Spicer, Alison Knight, Felicia Arifin and Brian Heh Kim each have their own unique style of cooking and flavor profiles. Enjoy!

Bulgogi Philly Cheese Steak
Created by Brian Heh Kim

Yield: 6 sandwiches
Serving Size: 1 sandwich
Servings: 6

INGREDIENTS
Bulgogi:
2 tablespoons granulated sugar
1/3 cup soy sauce
6 cloves garlic, finely chopped
5 tablespoon mirin (sweet rice wine)
1/2 medium onion, finely chopped
1 1/2 pounds thinly sliced rib-eye or sirloin steak
Cooking spray

Sandwich Filling:
1 (12-ounce) large onion, thinly sliced
1 medium red bell pepper, thinly sliced
1 medium green bell pepper, thinly sliced
1 medium yellow bell pepper, thinly sliced
6 ounces (2 cups) mushrooms, sliced
6 (about 3 ounces each) hero-style rolls, cut in half horizontally
4 ounces provolone cheese, thinly sliced

DIRECTIONS
For Bulgogi:
1. Mix the sugar, soy sauce, garlic, mirin, sesame oil and chopped onions in a stainless steel or other nonreactive bowl until the sugar is dissolved. Add the beef; mix until well coated. For optimum flavor, rub the marinade into the meat.
2. Cover and marinate the meat in the refrigerator for at least two hours. Remove the meat from the marinade. Discard the remaining marinade.
3. Coat a large nonstick skillet with cooking spray. Place over medium-high heat until hot. Add the marinated meat to the skillet in a single layer. Cook the meat to the desired doneness, turning to brown each side. Transfer the cooked meat to a plate. Repeat as needed.

For Sandwich Filling:
Clean the large nonstick skillet. Coat with cooking spray. Place over medium-high heat until hot. Add the sliced onions, bell peppers and mushrooms; cook until tender and golden, turning occasionally, about 12 minutes.
1. Preheat the broiler.
2. To build the sandwiches, lay 1/6 of the cooked beef on the bottom half of each hero roll, top with 1/6 of the vegetable mixture, and finish with 1/6 of the provolone cheese.
3. Place the meat, vegetable and cheese topped bottom halves of the rolls under the broiler until the cheese is melted, about two minutes. Cover with the hero roll tops and serve.

Note: Purchase thinly sliced rib-eye steak from a Korean market or to slice the beef across the grain into paper thin slices, it helps to partially freeze it.

Fettuccine with Pistachio Pesto
Created by Angelino Baltazar

Yield: 2 quarts
Serving Size: 1 cup
Servings: 8

INGREDIENTS
4 cloves garlic
2 cups lightly packed basil leaves
1 cup raw pistachios, shelled
1/4 teaspoon pepper
2 1/2 tablespoons kosher salt, divided
1 cup + 2 tablespoons extra-virgin olive oil, divided
1 cup freshly grated Parmesan cheese, packed
1 pound fettuccine
1 bunch asparagus, trimmed and cut into 2-inch lengths
1 medium zucchini, thinly sliced diagonally

DIRECTIONS
1. Combine the garlic cloves, basil leaves, pistachios, pepper and 1/2 tablespoon of the salt in a food processor; pulse until coarsely chopped. Slowly pour one cup of the olive oil through the tube in a steady stream while the food processor is on. Stop, as needed, to scrape down the sides of the food processor with a rubber spatula. Add the grated cheese and pulse again until blended.
2. Bring a large pot of cold water to a rapid boil. Add the remaining two tablespoons of salt. Add the fettuccine and stir. Return the water to a rapid boil. Cook uncovered, stirring occasionally until just tender, 10 to 12 minutes, or according to the package directions. Drain the cooked pasta in a colander over a sink. Return to the pot.
3. Meanwhile, add the remaining two tablespoons of olive oil to a saucepan. Place over medium-high heat until hot. Add the asparagus and zucchini to the fettuccine; toss to mix. Add the pesto; toss to coat. Serve warm.
4. Add the sautéed asparagus and zucchini to the fettuccine; toss to mix. Add the pesto; toss to coat. Serve warm.

Note: Pasta needs a lot of water to cook properly. For one pound (16 ounces) of pasta, use a pot large enough to hold five or six quarts of water. Fill it ¾ full with cold water, or at least one quart of cold water for every four ounces of dry pasta. Cooking with too little water or in too small of a pot encourages the pasta to clump and stick together.
Chicken Chalupa Casserole

Created by Ryan Spicer

Although this isn’t a traditional chalupa, it is a tasty casserole that would make any chalupa jealous. The combination of the creamy soups, chiles, Colby Jack cheese and freshly poached chicken yields a simple, yet, delicious casserole. It makes for an unforgettable dinner anytime of the year. This is a go-to recipe from Ryan’s mom’s recipe catalog, and one of his childhood favorites.

Yield: 13-by-9-by-2 inch baking pan
Serving Size: 3¼-by-3 inch piece
Servings: 12

INGREDIENTS
Cooking spray
6 (6 ounce) boneless, skinless chicken breast halves, poached, shredded
1 (10.5 ounce) can cream of chicken soup
1 (10.5 ounce) can cream of mushroom soup
1 cup sour cream
2/3 cup milk
1/2 cup finely chopped onions (1/2 medium onion)
1 (4 ounce) can chopped green chili peppers
1/2 cup finely chopped onions (1/2 medium onion)
4 cups shredded Colby Jack cheese
6 corn tortillas, cut in quarters

DIRECTIONS
1. Position a rack in the middle of the oven; preheat to 350° F. Coat a 13-by-9-by-2 inch baking pan with cooking spray.
2. Mix the poached shredded chicken, two soups, sour cream, milk, chili peppers, and onion in a large mixing bowl.
3. Spread half the chicken mixture in the prepared baking pan; sprinkle half the cheese evenly over.
4. Lay the tortillas on top of the cheese.
5. Spread the remaining chicken mixture on top of the tortillas.
6. Sprinkle each side of the chicken fillets evenly with the remaining 1/2 teaspoon of salt and 1/2 teaspoon of pepper. Continue cooking until the mushrooms are tender.
7. Bake in the preheated 350° F oven until heated through, about one hour.

Note: To poach chicken breasts, place in a saucepan large enough to hold in a single layer. Add enough water or chicken broth to cover the chicken breasts by at least a half inch. Heat the liquid to a boil. Reduce the heat to barely a simmer. Partly cover the pan and gently simmer for 10 minutes. Turn off the heat, leaving the chicken to finish cooking in the hot liquid for 15 minutes, or until an instant read thermometer inserted in the thickest part registers 165° F. Remove the chicken from the liquid and shred.

Grilled Salmon Fillets with Sautéed Mushrooms

Created by Felicia Arifin

Yield: 4 salmon fillets with sautéed mushrooms
Serving Size: 6-ounce salmon fillet with 1 cup sautéed mushrooms
Servings: 4

INGREDIENTS
1/4 cup butter
1/2 medium onion, finely chopped
1 pound brown mushrooms, sliced
1 teaspoon Italian seasoning
1 teaspoon paprika powder
1 teaspoon granulated garlic
1 1/2 teaspoons salt, divided
1 1/2 teaspoons black pepper
1 1/2 cups heavy cream
4 (6 ounce) salmon fillets

DIRECTIONS
1. Melt the butter in a large saucepan over medium heat.
2. Add the onions to the pan; cook, stirring occasionally until translucent.
3. Add the mushrooms, Italian seasoning, paprika powder, granulated garlic, one teaspoon of salt, and one teaspoon of pepper. Continue cooking until the mushrooms are tender.
4. Add the heavy cream to the mushrooms; cook until the cream is reduced by half. Keep warm.
5. Sprinkle each side of the salmon fillets evenly with the remaining 1 1/2 teaspoons of salt and 1 1/2 teaspoon of pepper.
6. Grill the salmon over medium-high heat until hot. Add the salmon fillets to the pan; cook until the desired degree of doneness, or four to six minutes on each side. Serve each on a bed of the sautéed mushrooms finished with cream.

Note: For distinct grill marks and easy cleaning, cover the grill pan with foil before cooking the salmon.

Blackberry Brownie

Created by Alison Knight

The tartness of the blackberries gives these rich, chewy brownies a tasty lift.

Yield: 13-by-9-by-2 inch baking pan
Serving Size: about 2½-by-2 inch brownie
Servings: 20

INGREDIENTS
1 cup (6 ounces) fresh blackberries
1/4 cup (2 1/2 ounces) blackberry preserves
1 1/4 cups (8 ounces) all-purpose flour
1 cup (8 ounces) granulated sugar
1 cup (7 ounces) dark brown sugar
1/2 cup (2 ounces) cocoa powder
1/2 teaspoon baking powder
1/2 teaspoon salt
4 large eggs
1 cup butter, melted
1 teaspoon pure vanilla extract

DIRECTIONS
1. Position a rack in the middle of the oven; preheat to 350° F. Line a 13-by-9-by-2 inch baking pan with parchment paper.
2. Cut each blackberry in half.
3. Cook the blackberries and preserves in a small saucepan over low heat until the fresh blackberries begin to break down, about seven minutes. Allow the blackberry mixture to cool for at least five minutes.
4. Mix all the remaining ingredients in a large mixing bowl until just combined.
5. Pour the brownie batter into the prepared baking pan.
6. Pour the blackberry mixture evenly over the brownie batter; swirl into the batter using the tip of an offset spatula or a butter knife.
7. Bake in the preheated 350° F oven until a toothpick inserted into the middle of the brownies comes out clean, about 30 minutes.
8. Cool the brownies on a wire rack for 10 minutes, then remove from the pan by lifting out with the sides of the parchment. Continue to let the brownies rest on the wire rack until completely cooled, about 30 minutes.
The Collins Hospitality Society Presents:

5th Annual
Alumni in the
Outfield

7:05 p.m.
Friday, Aug. 2
Angel Stadium
LA Angels vs.
Toronto Blue Jays

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

$39 for non-members, $34 for Alumni Association members, faculty & staff, and $20 for children (18 and under)
Buy tickets online at
http://collinsalumni.eventbrite.com/
or contact the Cal Poly Pomona Office of Alumni Affairs by July 15 to reserve your
Left Pavilion seats at 866-CPP-ALUM
or cpalumni@csupomona.edu

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