

SPRING 2010

In This Issue:

Saluting Excellence

Master's Program

Harvest Celebration 2009

Collins

A publication by The Collins College of Hospitality Management



CAL POLY POMONA



Collins

**A publication by
The Collins College of
Hospitality Management**

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From the Dean's Desk



There are certain signs in industry that demonstrate success and instill confidence in consumers. Those signs may be higher returns on investment, expansions or, in this economy, flat is the new up. In academia, a sign of good things to come is expanding and strengthening one's academic

program. I am pleased to announce that after two years of research and planning, the college is doing just that by launching a Master of Science in Hospitality Management (MSHM). The MSHM is the only program of its kind in California.

Having a graduate program is the natural evolution of the college. It will enable us to produce more research that will help inform the industry as well as provide students with a higher-level of education. Dr. Myong "MJ" Lee, director of graduate studies, and Dr. Jane Zhang have both traveled abroad to promote the program to universities in South Korea and China, and we have reached out to undergraduate programs across the United States to market the program. Our efforts have not been in vain. As of May, numerous international and domestic candidates have expressed interest. Read more about these efforts further in the magazine.

This issue of *Collins* magazine also features a four-page spread devoted to the Harvest Celebration. The gala event showcased the college and gained support from some of the industry's most prominent individuals. Event Manager Joan Wrede, Director of Development Randi Kirshbaum and Dr. Margie Ferree Jones provided superb planning. I am very thankful for their work, as well as Bruce Gorelick '78, who is area general manager of the Renaissance Hollywood Hotel & Spa where we hosted the event.

We netted nearly \$120,000 at the Harvest Celebration, which came on the eve of major cutbacks in the California State University system. We are not immune to the downturn in the economy. However, because of support afforded by the Harvest Celebration and ongoing individual donors, we are able to continue offsetting the cost of education to our students through scholarships and replenish our

laboratories with new equipment. For example, 15 students traveling to the Apicius International School of Hospitality in Florence this summer each received a \$1,000 scholarship from Harvest Celebration proceeds.

The college continues to present students with opportunities to support their professional development. In April, Ed Fuller, president and managing director of international lodging for Marriott International, Inc., joined us as the 2010 Richard N. Frank Distinguished Lecturer. The following day, Chick-fil-A President/COO Dan Cathy, a former distinguished lecturer, gave an hour-long lecture to the college community. Additionally, President/CEO Mark Liberman of LA INC. and Tribal Chairman Robert Martin of the Morongo Band of Mission Indians recently guest lectured in classes.

This summer and fall, students will also have an opportunity to earn full-time credits while participating in the Disney College Program. The program provides a robust learning experience for our students through front-line internships coupled with accredited classes taught by Disney executives. I will oversee the students' progress as the instructor of record. Enabling students to earn full-time credits allows them to immerse themselves at the Disneyland Resort and gain the most from the program.

I would like to end by expressing how excited I was to see the swell of Cal Poly Pomona pride when our men's basketball team won the NCAA Division II National Championship this year. I come from UNLV, which is a university that lives for basketball. I was a student at UNLV when they won the national championship in 1990. The pride associated with being in the spotlight of a national championship is still with me today. I am so happy and proud to see Cal Poly take the spotlight and be mentioned on ESPN, CBS, and in the *Los Angeles Times* just to name a few. Go Broncos!

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

Farm Store Carries Horsehill Vineyards

The Farm Store at Kellogg Ranch now carries Horsehill Vineyards wines. The store is open daily from 10 a.m. to 6 p.m. with convenient free parking. The 2008 and 2009 Zinfandel rosés are still available. Learn more about the wine by visiting www.horsehill.csupomona.edu



Chef/Owner Ilan Hall is flanked by students Ray Bishop and Lizi Freeman.

JEREMY WONG

United Culinarians Taps 'Top Chef'

TOP CHEF WINNER ILAN HALL BROUGHT HIS CULINARY EXPERTISE to The Restaurant at Kellogg Ranch for a special cooking demonstration followed by a three-course dinner this past March. Proceeds from the event supported the United Culinarians, a club designed to give students an opportunity to develop their culinary knowledge and skills outside of the classroom.

Hall is chef and owner of The Gorbals in Los Angeles. He rose to culinary fame at the age of 24 when he won season two of Bravo TV's *Top Chef* in 2007. The Gorbals is named after a richly diverse immigrant community in Glasgow, Scotland, and is homage to Hall's Scottish/Russian-Jewish heritage.

"It is so rare to have the chance to work with such a great culinary mind as Ilan Hall," said student Elizabeth "Lizi" Freeman. "His unique flavors represent his unique background. By sharing that with students, he opened us up to new flavors and new experiences."

This was not the first time students worked under Hall's guidance. Freeman and Ray Bishop, president of the United Culinarians, extern at The Gorbals. Additionally, students Max Walder and Courtney Sawasaki have volunteered to work at The Gorbals for professional experience.

During the event, 75 guests sampled bacon-wrapped matzo balls, broccoli two-ways, lamb served over an avocado hummus and sticky toffee pudding with plums, caramel sauce and Dr. Bob's caramel ice cream. Although the recipes came from Hall's restaurant, the evening's food was prepared by students in the RKR. Students also volunteered their time to provide dinner service.

"I think the students did a fantastic job. They completely exceeded my expectations," Hall said. "This whole event was amazing and I am impressed with their level of professionalism and skill in the kitchen." – AMANDA SMITH, STUDENT



TOM ZASADZINSKI

Tapping into the Beverage Industry

ALTHOUGH NEW ON THE HILL, THE ASSOCIATION OF BEVERAGE PROFESSIONALS (ABP) is quickly becoming active at The Collins College. The newest student club has hosted workshops and events that focus on the wine, beer and spirits business.

“Especially being in California where there is a huge market for wine and spirits, it only made sense to start a club focused on this growing industry,” said student Tyler Brown, president of the Association of Beverage Professionals.

The club has had a busy first year planning a variety of events that are both educational and fun. In February, ABP hosted the Maker’s Mark Bourbon Dinner, led by April Gallegos, a Maker’s Mark diplomat. Gallegos guided participants through the four stages of the bourbon aging process. After her presentation, guests dined on a three-course meal at The Restaurant at Kellogg Ranch. Each course was carefully paired with a selection of Maker’s Mark cocktails.

ABP also created opportunities for students to enhance their professional careers through club activities. ABP hosted several workshops for students interested in taking the Court of Master Sommeliers level one exam.

“These programs are here for our professional development so we learn more about the beverage industry,” Brown said.

– AMANDA SMITH, STUDENT

Festivals Offer Students Exposure, Opportunity

COLLINS COLLEGE STUDENTS ARE OFTEN RECRUITED TO VOLUNTEER AT FOOD FESTIVALS throughout California. The work may not be glamorous, but it gives students exposure to major events, wineries and high-profile chefs, which often leads to externships, stages or jobs. Students typically help with logistics and assist chefs or wineries during the festivals, which have included: American Food & Wine Festival; Food & Wine’s Harvest Farm-to-Table Festival; Pebble Beach Food & Wine Festival; CIA’s World of Flavors Conference; San Diego Bay Food & Wine Festival, and Cal Poly Pomona’s Southern California Tasting & Auction.

“I believe that the American Wine & Food Festival was the first large festival to approach Collins College students and how fortunate for us,” said Joan Wrede, event manager for the festival and the college’s Harvest Celebration. “They are prompt and work long hours; they are always prepared and enthusiastic. Last year, we marveled at their immediate and creative approach to a crisis. Perhaps as important, they are always cheerful and respectful to all our guests. I do not exaggerate when I say that they play a very critical role in the preparation of this most demanding festival.”

Numerous students also worked under Wrede’s direction during the Harvest Celebration in conjunction with a special events class taught by Dr. Margie Ferree Jones. “These events give students a chance to think on their feet and interact with vibrant and interesting professionals who demonstrate that proper planning, hard work, and a good attitude make an event special for the volunteers and guests alike,” Jones said.

Roundtable for Food Professionals (RFP) is active in organizing student volunteers. This past fall, 25 RFP members volunteered at the San Diego Bay Food & Wine Festival where they worked side-by-side with more than 70 chefs and 150 wineries.

“The festival provided members with great networking opportunities with industry professionals from around the country,” said student Brandon Heist, director of events for RFP. “The festival was a great success and RFP was already welcomed and encouraged to return next year.” – LCM

(from left) Sean Van Straatum, Ray Bishop, Chef Christopher Kostow and Brandon Heist at the Food & Wine’s Harvest Farm-to-Table Festival in Monterey.





(from left) Matthew Mintzias, Truc Le and Chris Chen are each active with ASI, Cal Poly Pomona's student government.

TOM ZASADZINSKI

Leading the Pack

THE COLLINS COLLEGE MAY ONLY HAVE ABOUT 1,000 STUDENTS, but the total population of Cal Poly Pomona is more than 21,000. At a university of this size, it can be easy to get lost in the mix. Three Collins students however, stand out by holding positions within Associated Students Incorporated (ASI), Cal Poly's student government.

Chris Chen, ASI vice president, Matthew Mintzias, Collins College senator, and Truc Le, secretary of education, have each balanced life as a student while learning valuable leadership skills within ASI.

ASI provides student representation at the university and California State University system and offers students leadership development, employment and involvement opportunities through many different activities on campus. Additionally, ASI provides financial support for more than 200 clubs on campus. In the last year, ASI has stepped up its efforts to represent students in Sacramento and educate the campus community about the state budget process. Volunteering to take on such responsibility can be daunting for some people, but can inspire others. Chen admits that he can spend up to 30 hours a week in the ASI offices but is motivated by the change he is seeing in the campus.

"I often look to Gandhi for inspiration. His quote, 'Be the change you want to see in the world' is what inspired me to run. I work hard so when I leave, Cal Poly is a better place," Chen said.

But these three individuals are not the only ones who benefit by their campus involvement; their initiative sheds a positive light on the entire college. Mintzias said, "Being involved develops better leaders. The industry can see that Collins students are good leaders and that we have some of the best professionals on campus." – AMANDA SMITH, STUDENT

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Mixing Up Education



STUDENTS LEARNED THE ART OF BARTENDING during Mixology Night, an event hosted by the Association of Student Event Planners (ASEP) this past November. ASEP brought in David Nepove, director of mixology at Southern Wine and Spirits, to instruct students on how to make the perfect cocktail.

Known as "Mr. Mojito," Nepove told students that fresh ingredients and proper tools are essential when creating a quality beverage. He demonstrated his technique before giving the participants time to put their skills to the test.

Students made and sampled a garden gimlet and pumpkin eggnog, just in time for the holidays. The drinks used fresh ingredients including pumpkin puree, eggs, nutmeg and freshly cut basil.

"This was a great hands-on way of learning a new subject from mixing the drinks to planning the event," said ASEP Vice President Joshua Aldama.

After the lesson was completed, several items were raffled off including new martini and wine stemware, a painting and martini sets. Proceeds from the raffle and ticket sales benefited student scholarships.

– AMANDA SMITH, STUDENT



LEFT: David Nepove, director of mixology at Southern Wine and Spirits, gives a lively demonstration.

ABOVE: Students from ASEP organized Mixology Night.

PHOTOS BY JEREMY WONG



Ripe with Delights

Students Joseph Park, Venus Wu and Carleen Highley harvest sugar snap peas from the culinary garden. Vegetables from the garden are used in The Restaurant at Kellogg Ranch.

Students Gain Insight into Event Planning, Networking

MORE THAN 100 STUDENTS NETWORKED AND LEARNED from several members of Meeting Professionals International (MPI) during the 2nd annual MPI Future Leaders Summit at The Collins College in March. The Association of Student Event Planners hosted the event, which included a networking lunch, panel discussions and workshops to provide students with insights into the event planning profession.

“It was very informative. Students were able to see that planning a single event can touch nine different segments of the hospitality industry and understand how they can relate with one another,” said student Sacha Tani, who helped organize the event.

Organizations such as the Walt Disney Company, HR Associates, Conference Direct and the Mexico Tourism Board participated in the activities.

“Students are always told how important networking is; however, many students are unclear exactly how to act in networking situations,” Tani said. “This event gave them more practice by introducing them to an experienced, good group of professionals.” – AMANDA SMITH, STUDENT

Collins Students Help Variety of Charitable Causes

COLLINS COLLEGE STUDENTS PARTICIPATED IN A VARIETY OF PHILANTHROPIC ACTIVITIES THIS YEAR. From cooking for the homeless and sick, to walking to fight cancer, to simply placing a collection jar out for Haiti relief efforts, students took the concept of hospitality out of the classroom into the community.

Akeel Shah, president of the Hospitality Management Council, led some of these efforts and encouraged students to get involved. “Hospitality is all about being nice; treating strangers in a friendly way. Charity work is no different,” Shah said. “It’s important to not always focus on ourselves but focus on others.”

Student clubs from the college have focused on community-based groups in addition to national and international efforts. Helping Hands, Relay for Life, American Red Cross, Share Our Strength, Make-a-Wish Foundation and Ronald McDonald House Pasadena are a few of the organizations.

Students often take the skills they are gaining at the college and adapt them to charitable causes. For instance, students volunteered with Helping Hands by collecting and preparing dinner for the homeless in Pomona. Students also volunteered to prep and serve meals to the residents of Ronald McDonald House Pasadena. About 10

families, staff and the local police department enjoyed a three-course meal including Caesar salad, vegetarian lasagna, and The Restaurant at Kellogg’s Ranch’s famous apple crisp with Dr. Bob’s ice cream.

“These families don’t get a chance to eat like this all the time. Generally, they are stuck with hospital food, and the officers are on the go so they were surprised to sit down and have a meal,” said Ray Bishop, president of United Culinarians. “I’d rather not donate money. Time and service is much more personal. Money is money, but giving yourself helps to warm the heart.” – AMANDA SMITH, STUDENT

Royalty at the RKR

Cal Poly Pomona's affiliation with the Tournament of Roses dates back more than 60 years, when the first student-built float made its way down Colorado Boulevard. Each fall, this tradition includes a visit by the Rose Queen & Court as they tour Cal Poly Pomona to see the university's Rose Float and dine at The Restaurant at Kellogg Ranch.



Cal Poly Hospitality Association members took many tours this winter including one at the historic Mission Inn in Riverside.

Alumni Give CPHA Students Tours

COLLINS COLLEGE ALUMNI PROVIDED MEMBERS OF THE CAL POLY HOSPITALITY ASSOCIATION (CPHA) with informative and exciting tours during the winter quarter. Students toured a variety of properties including: Angel Stadium; Disney's Paradise Pier Hotel and the Mission Inn Hotel & Spa.

"We greatly appreciated the time and effort that Collins College alumni made to share their experiences, their workplaces, and to provide valuable career advice to the students," said Dr. Don St. Hilaire, CPHA's faculty advisor.

In January, alumna Julia Erling, catering sales specialist at ARAMARK, led CPHA on a tour of Angel Stadium. She took students through the restaurants as well as the VIP boxes and suites to get a look at places rarely accessible to the general public. Thomas Mendez also shared his experiences in several operational areas. The stadium was in the midst of preparing for the Supercross, which allowed club members to see a baseball field transformed into a dirt bike track.

Students enjoyed getting an up-close look at Paradise Pier Hotel from Hotel Manager Pilar Hamil. "Students were able to learn about the soft renovation process and the continuing sustainability efforts of Disney," St. Hilaire said.

Students also toured the most acclaimed historic hotel in the Inland Empire. Alumnus David Diomedes, director of group sales at The Mission Inn Hotel & Spa, guided CPHA on a tour of the unique downtown Riverside property.

Lastly, in March, alumna Lesley Salazar, assistant director of the Orange County Sales Office for Marriott, presented a panel of industry professionals that included the general manager and several key members of the leadership team. Students heard about the results of the recently completed \$70 million renovation of an Orange County 531-room property and enjoyed a lunch. – LCM

Turbo Time

The TurboChef Mobile Culinary Institute demonstrated its state-of-the-art ovens to the college's faculty, staff and students in January. Dr. Sandy Kapoor organized the visit to campus.

TurboChef ovens combine superior air impingement with other rapid cooking methods to create high-heat transfer rates and outstanding food quality.



TOM ZASADZINSKI



LAURA OROZCO

Pepsi Awards Scholarships

For the second year in a row students who work for Cal Poly Pomona Foundation Dining Services or Kellogg West Conference Center and Lodge, could apply for \$1,000 scholarships from Pepsi Bottling Group. Students Kirk Bullock, Annie Daly, Ben Hsu, Jack Lee and Shannon Tsui each received awards. The scholarships were made possible by Cal Poly Pomona Foundation's partnership with Pepsi Bottling Group.

United Culinaricians to Brand, Sell PolyNation Beer

MEMBERS OF UNITED CULINARIANS ARE LAUNCHING THEIR OWN BEER LABEL called PolyNation in partnership with Dale Bros. Brewery. Students will assist in brewing a batch of beer at the award-winning brewery, and then they will label and sell it at The Restaurant at Kellogg Ranch. Proceeds from PolyNation will be used to plant a new herb garden and to support club activities.

Dale Bros. Brewery in Upland, which is co-owned by brothers Curt (a Cal Poly alumnus) and Andy Dale, is well-known for the award-winning Pomona Queen lager. Students will help brew a batch of Pomona Queen and then sell it under the PolyNation label in 22-oz bottles. The beer is expected to be sold for \$5 a bottle at The Restaurant at Kellogg this spring.

"This beer is very food-friendly; it tastes good with all kinds of food," said Ray Bishop, president of United Culinaricians and a Dale Bros. employee. Although this is a student project, Bishop admits that he has had a lot of support from faculty along the way. After learning about a job opportunity with the local brewery through Lecturer Owen Williams' class, he started working as a Dale Bros. bottler. He came up with the idea for this fundraiser while working in the brewery. Chef/Lecturer Scott Rudolph helped propose the idea to Dean Andy Feinstein and Associate Dean Michael Godfrey, and has provided a lot of support to United Culinaricians. "I couldn't have done it without the faculty," Bishop said. – AMANDA SMITH, STUDENT

Student Fights His Way to World Championships

COLLINS STUDENTS ARE KNOWN FOR BEING INVOLVED in various extra-curricular activities, but one can add “world-class athlete” to his résumé. Yukito Isoda recently placed second in the Jiu-Jitsu World Championship held in Long Beach.

Isoda began his Jiu-Jitsu career when he was 18 years old. He was attracted by the sport’s use of physics and strategy to overcome opponents. After developing basic principles of Brazilian Jiu-Jitsu, Isoda began studying under two-time World Champion Lucas Leite at his facility in La Habra. Balancing intense training with a college schedule has been difficult, but Isoda has been able to find a balance.

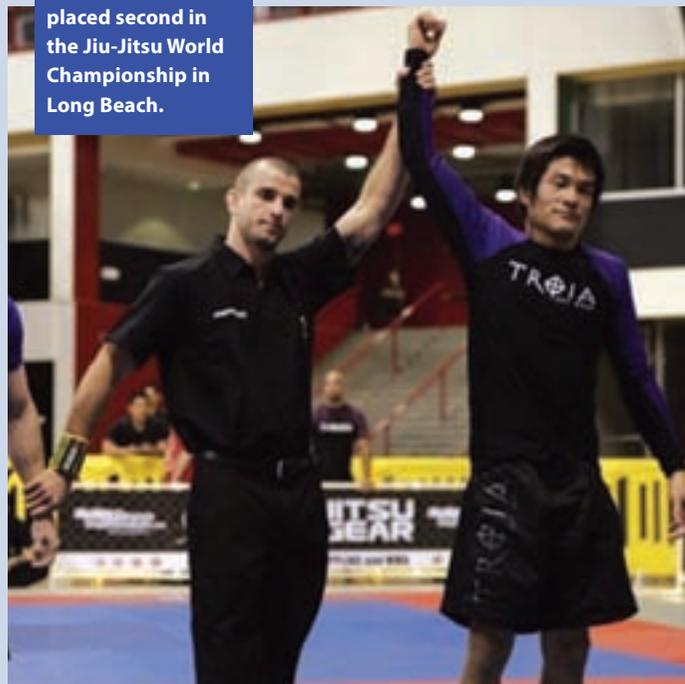
“The education that I was receiving from Cal Poly Pomona, combined with the studies of martial arts, has allowed me to gain a form of self-identity and confidence that I was once lacking,” he said.

However, his most draining challenge proved to be handling the stress of training for the World Championships while preparing to manage The Restaurant at Kellogg Ranch during his HRT 383 class. The weekend prior to his management week, Isoda competed in the Feather Weight class, for individuals 149 lbs or lighter, with 44 other competitors. After winning his first four fights, Isoda fought his teammate in the championship round. Despite a fractured rib, Isoda competed well and only lost the match by a few points.

“I believe that losing can be the most valuable experience at times, but the most difficult to accept. It can teach people a lot about themselves: how one evaluates their own performance; how well an individual makes an adjustment after a mistake, and how well that person responds to their own emotions. Overall, I am satisfied with my performance.” – AMANDA SMITH, STUDENT

Yukito Isoda (right) placed second in the Jiu-Jitsu World Championship in Long Beach.

PHOTO BY RONALD DEVILLA PHOTOGRAPHY



8 ACF Chefs Featured at Dinner

ONE HUNDRED GUESTS ATTENDED THE AMERICAN CULINARY FEDERATION CHEF & CHILD FOUNDATION WINE DINNER at The Restaurant at Kellogg Ranch in October. Dr. Jeff Brown, CEC, CCE, who is an active member of the American Culinary Federation Inland Empire Chapter, organized the event.

The elaborate dinner featured eight chefs, who each prepared a course paired with donated wines from the Los Angeles International Wine & Spirits Competition. Numerous faculty members and students helped with the event. RKR faculty members Lesley Butler and Ernie Briones led their classes to provide dinner service and culinary assistance. Additionally, students from Brown’s Professional Cooking I and Dr. Margie Ferree Jones’ special events classes assisted in various capacities. Lecturer Dawn Taccone, who also manages the Farm Store at Kellogg Ranch, supplied the centerpieces for the tables.

“This was quite a memorable event,” Brown said. “We are proud to participate in this activity and hope that our work will benefit children for years to come.”

Proceeds from the dinner went to the Alannah Foster Family Agency and the Loma Linda Ronald McDonald House. Both organizations are child-oriented charities in the Inland Empire. – LCM

Featured Chefs

Ricardo Santana,

Executive Chef,
Impressions Gourmet
Catering Ontario

Gerald Egger,

Chef Instructor,
International Culinary
School

Robert Baradaran,

Chef Instructor, Riverside
Culinary Academy

Luis Martinez CEC,

Executive Chef, Riverside
Marriott Hotel

Eyad Joseph CEC CCE

CCA, Academic Director,
International Culinary
School

David Avalos,

Chef Instructor, Riverside
Culinary Academy

Robert Vazquez,

Banquet Chef, Riverside
Marriott Hotel

Miguel Jaimes,

Executive Chef,
The Victoria Club,
Riverside

*Alumnus Mark Peel is
chef-owner of 3 restaurants and
co-author of 3 cookbooks*

MANY Degrees OF Success

BY LISA MCPHERON

MARK PEEL THOUGHT THE HARVEST CELEBRATION WOULD BE A TYPICAL FUNDRAISER with some mingling, a nice dinner and auction. He was unaware that months of preparation went into surprising him with something that had been missing from his résumé for many years – his bachelor’s degree.

Between the awards and auction, Cal Poly Pomona President Michael Ortiz and Dean Andy Feinstein came on stage wearing puffy commencement gowns and velvet caps. Everyone in the audience did a double take. Ortiz and Feinstein played coy for a few moments allowing the suspense to grow. However Peel, who is perhaps the most famous Collins College alumnus, but did not actually graduate, understood quickly what was about to happen next.

“After about a minute, I knew they were talking about me, so I started preparing what I would say. I was completely surprised,” said Peel, who is executive chef and owner of three restaurants including Campanile in Los Angeles.

Ortiz and Feinstein presented him with his long-overdue degree. Peel was quickly given a commencement gown and mortarboard and sent on stage to give a speech on the fly.

“We are in a service industry because we like to serve others. It is not glamorous, but people come to us because we create beautiful moments for them,” he said. “That makes it the best profession in the world.”

Peel left Cal Poly Pomona in 1977 for the opportunity to work alongside the famed Los Angeles restaurateur Patrick Terrail and the then-upcoming Chef Wolfgang Puck in France. The lure of cutting his teeth in exquisite French restaurants pulled Peel

away before he finished his last four units necessary to graduate. Unbeknownst to him, his work experience, which includes three co-authored cookbooks, count as “non-traditional education experience.”

“To qualify for a bachelor’s degree in hospitality management at Cal Poly Pomona, current students must complete 800 hours of professional work experience,” Feinstein explained during the Harvest Celebration. “Mark began his career more than 30 years ago. We figured a successful chef and owner such as Mark, works at least 12-hour days, six days a week, 51 weeks a year. A modest estimate clocks him in with more than 112,000 hours of work experience! I think he could join the faculty.”

Months before the Harvest Celebration, Associate Dean Michael Godfrey began working with Carolina Sanchez in the Cal Poly Pomona Registrar’s Office. Thirty-two-year-old records are not kept in easy-to-reach cabinets or computer files. In fact, three generations of software systems have been implemented since 1977, Sanchez said. Peel’s university transcripts were on microfiche. Additional work was done to track down his records from Cal State Sacramento and UC Santa Barbara, where he took a few courses, she added.

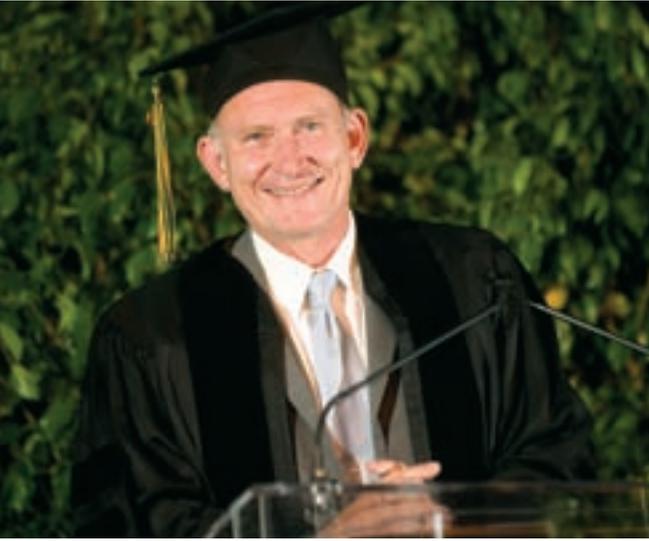
“It was definitely difficult and not my normal grad check duties,” Sanchez said.

Peel may have left before completing his final four units, but he has remained an active member of The Collins College community throughout his career. He has hired students to work in his restaurants and participated numerous times in the college’s annual fundraiser. (CONTINUED ON PAGE 14)



Alumnus Mark Peel is the executive chef and owner of Campanile in Los Angeles.

TOM ZASADZINSKI



President Michael Ortiz and Dean Andy Feinstein surprised Peel during Harvest Celebration by presenting him with his degree. A records audit found that Peel could use his work experience to count toward his final four units.

(CONTINUED FROM PAGE 12)

As a student himself, he always had one foot in the working world and one in a classroom. He got his first break in 1975, working for Terrail at Ma Maison, a popular watering hole for Los Angeles' elite. He spent hours sitting on a crate doing prep work for \$2 an hour. The work was certainly not glamorous, but he honed his skills and became a right-hand man to Puck. When Peel was not working, he was driving his old baby blue Datsun east to Pomona to attend classes.

"The important lesson I learned in the HRM (hotel, restaurant, management) program, was that too many chefs think passion is enough," he said. "Passion is critical, but you've got to be able to operate with people and make facilities around the human body. You can't operate in a kitchen that is not designed well for all the movement that must go on."

In France, Peel did staves at La Tour d'Argent and Le Moulin de Mougins, which he called transformative. "You do not know how good you can be until you see what other people can do," he said.

By 23, Peel began working at Michael's in Santa Monica where everyone was in their 20s. "It was a young kitchen, and it was the time of kiwis," he joked. "We must have used kiwis in everything." During this time he met his former wife and business partner, Nancy Silverton, a renowned chef in her own right. After a year and a half, Peel wanted to understand what was "upstream," and more about where food came from. He enrolled at UC Davis to study agriculture. True to form, he worked as a student. This time he worked for Alice Waters at Chez Panisse, where progressive strides were being made in sustainability, and buying fresh and local became key to creating exceptional cuisine.

Drawn yet again by Puck, Peel left UC Davis just shy of graduating to be chef de cuisine of Spago in Beverly Hills. "Wolfgang is an acclaimed French chef, who at that point started making pizza," Peel said. "The town was split between fascination and anger."

Time would quickly tell that Puck and Peel were on to something. The immense success of Spago turned California Cuisine into a buzzword and remains a prolific style of cooking. Peel, Silverton and their children then moved briefly to New York for work and then to Italy

to gain more inspiration. "There is a simplicity and directness about Italian food," he said. "There is no hiding with technique. The ingredients are simple and fresh and speak for themselves."

Upon returning to the U.S., Peel and Silverton opened La Brea Bakery and Campanile. They bought a historic building destined to crumble in the next big earthquake without major seismic upgrades. After an 18-month-long renovation, La Brea Bakery opened and Campanile followed a few months later in the summer of 1989.

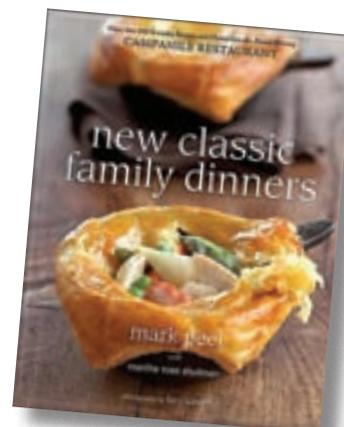
This past fall, to commemorate the 20th anniversary of Campanile, Peel co-authored his third cookbook, *New Family Dinners*, which features recipes he serves during family-style dinners Monday nights at the restaurant. Peel may have entered the fore of celebrity chefs with his appearances on *Top Chef Masters* and as judge on *Top Chef*, but by no means is his time in the spotlight deterring him from continuing to push his business. In December, he opened The Tar Pit, an Art-Deco-style establishment that focuses on hand-crafted cocktails, and he recently took over ownership of The Point in Culver City. The Point is a fast-casual lunch spot that features New American cuisine similar to Campanile. Hampered by a less than ideal location and little parking, Peel understands that for The Point to become successful, he needs to create more convenience for his customers.

"It has not been easy in this economy, so we have to go out into the community and make it convenient for the customer," he said. The restaurant offers online ordering and catering.

As a father of five and husband to TV host, comedienne and blogger, Daphne Brogdon, Peel is driven in all areas of his life by a strong work ethic he learned from his father.

Raised during the depression and born with one arm, Peel's father was never deterred by the challenges life dealt him.

"He used to teach driver's training with one arm. He painted the house with one arm," Peel said. "He did like his steak well-done, so I didn't get my food sense from him, but I inherited his sense of responsibility. I learned from him that you do what you need to do and there's no crying in the kitchen."





1 Walt Disney Co. CFO Jay Rasulo accepts the Hospitality Leader of the Year Award.

2 Peggy Cherng, co-chair of Panda Restaurant Group, bids on an item during the live auction.

3 President Michael Ortiz and Distinguished Alumni Margaret Bailey enjoy the reception before the event.

4 Vice President & General Manager of Southern Wine & Spirits of Southern California Steve Slater received the Robert Mondavi Wine & Food Award. He is joined here by Carol Dunstan.



PHOTOS BY TOM ZASADZINSKI

HONORING INDUSTRY WHILE SUPPORTING STUDENTS

HARVEST
CELEBRATION

BY LISA MCPHERON

2009

HARVEST CELEBRATION 2009

RAISED FUNDS FOR SCHOLARSHIPS, CLASSROOM EQUIPMENT AND THE CULINARY GARDEN



More than 200 people supported The Collins College of Hospitality Management on Nov. 21 during Harvest Celebration 2009 at the Hollywood Renaissance Hotel and Spa. The gala netted nearly \$120,000 and honored top leaders in the hospitality industry.

The college presented Walt Disney Company CFO Jay Rasulo with the Hospitality Leader of the Year Award. Steve Slater, vice president & general manager of Southern Wine & Spirits of Southern California, was awarded the Robert Mondavi Wine & Food Award, and Margaret Bailey, senior vice president of Government Services for Capital Hotel Management, received the college's Distinguished Alumni of the Year Award.

"I would like to thank Jay, Steve and Margaret for allowing us the privilege to celebrate their accomplishments," said Dean Andy Feinstein. "As educators of tomorrow's leaders in hospitality, it was a privilege to showcase these three, because they demonstrate what we want most for our students: successful and impactful management careers in hospitality."

Harvest Celebration was a new take on the college's annual Harvest Auction. The event took some of the best aspects of Harvest Auction, and mixed in a few new elements. For instance, the celebration introduced the Hospitality Leader of the Year Award as a companion to the food-and-wine-centric Mondavi Award, which has been given for many years. The college also took the opportunity to honor its distinguished alumni of the year.

Randi Kirshbaum, the college's director of development, and Joan Wrede, an event manager who is well known for her work on the American Wine and Food Festival, spearheaded the event. Additional contributions came from Dr. Margie Ferree Jones, her special events class and a number of faculty and staff members volunteered to help the night of the event.

"Harvest Celebration exceeded all of our expectations," Feinstein said. "Reviving Harvest Auction was somewhat unpredictable. However, with Randi and Joan championing the event, we exceeded our fundraising goals. Our industry support, led by our Board of Advisors, made a big difference and it is very much appreciated.

(CONTINUED ON PAGE 18)



1 Joachim Splichal, chef and founder of Patina Restaurant Group, and Howard Gordon, president of The Gordon Group.

2 Erin Mascho and Kelli Cook were among numerous students that Dr. Margie Ferree Jones organized to help run the event.

3 Jennifer and Cat Cora, Dean Andy Feinstein and Mary Niven, vice president of Disney's California Adventure® Park and Guest Services.



4



5

4 *Andy Feinstein and Howard Gordon, chairman of the college's Board of Advisors, lead the live auction.*

5 *Maureen and Ned Trippe enjoy the VIP reception in the Panorama Suite of the Renaissance Hotel and Spa.*

6 *Longtime supporters Shina, Eugene and Hae Park and Jim and Carol Collins.*

7 *Director of Development Randi Kirshbaum and alumnus Mark Peel.*

8 *Guests enjoy mingling before the big event.*



6



7



8

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“The Collins College is creating leaders with the skills and smarts to keep making that magic in the future. Leaders who, one day, will be up on this stage, accepting the honor you have bestowed on me tonight.”

JAY RASULO — CFO OF WALT DISNEY COMPANY
AND HOSPITALITY LEADER OF THE YEAR



Dean Andy Feinstein and Jay Rasulo.

HARVEST CELEBRATION 2009

(CONTINUED FROM PAGE 16)

Especially, board member and alumnus Bruce Gorelick, as area manager of the Hollywood Renaissance, provided significant support for the event.”

The evening had a nice surprise when Feinstein and Cal Poly Pomona President Michael Ortiz surprised Chef/Owner Mark Peel with his bachelor’s degree. Peel left the university before finishing his degree. However a degree audit, led by Associate Dean Michael Godfrey, found that Peel could petition “non-traditional education experience” for his final four units.

The evening featured a live auction during dinner and a non-traditional silent auction where guests placed bids on items that benefitted students. For instance, Rasulo and Chef Cat Cora of *Iron Chef America* were among numerous people who contributed to the college’s culinary garden. Silent auction items also included equipment for classrooms and laboratories. Many guests placed bids for “Experience the Industry” scholarships, which offset the cost for students to attend industry shows like the International Hotel, Motel & Restaurant Show in New York and the National Restaurant Association Show in Chicago.

Proceeds from the live auction went to student scholarships as well. For example, some of the funds raised have been used for fifteen \$1,000 scholarships awarded to students attending the Apicius International School of Hospitality in Florence this summer.

A large part of the evening was set aside to highlight the three awardees. Slater was both honored and surprised to receive the Robert Mondavi Wine & Food Award. Past recipients include: Margrit and Robert Mondavi; Julia Child; Alice Waters; Carol and Jim Collins; Richard N. Frank; and Leslie and Bob Spivak.

“It was a huge honor for me,” Slater said, adding that he enjoyed the event and the company. “It was a really nice diverse group of people in the audience. You had great restaurateurs, students, educators and alumni in one room together.”

Since graduating in 1986, Bailey has built an impressive career in the hotel industry. She worked for PKF Consulting, Hyatt and PriceWaterhouseCoopers before becoming senior vice president for Capital Hotel Management’s Government Services group, where she brings private sector best practices and adapts them for public agencies managing visitor services in natural, cultural and historical environments. Bailey took the opportunity to thank her family and professors for the investment they have made in her wellbeing.

“We each have choices both as individuals and as corporations of where to invest our time, talent and resources,” Bailey said. “Your attendance here tonight illustrates that you support the academic excellence and hands-on focus that The Collins College represents.”



American Iron Chef Cat Cora donated to the college’s culinary garden during the silent auction.

The Collins College Offers Master's Degree

The program will be California's only Master of Science in Hospitality Management

BY LISA MCPHERON

BUILDING FROM ITS RENOWNED UNDERGRADUATE PROGRAM, The Collins College has launched a Master of Science in Hospitality Management (MSHM). The graduate program is the only hospitality management degree program of its kind in California.

The MSHM degree will expose students to advanced management concepts including accounting and finance, marketing, strategic management, human resources management, as well as qualitative and quantitative analytical skills as they pertain specifically to the hospitality industry. This first cohort of students is set to begin in the fall of 2010.

"The Collins College is committed to advancing the field of hospitality, and part of doing that is assuring that improvements continue in areas of research and education," said Dean Andy Feinstein. "This program fills a critical need for postgraduate hospitality management education in California."

The program is designed to prepare graduates with the depth of hospitality knowledge and skills that will equip them to make an immediate impact in the highly competitive hospitality industry or to provide the foundation for the pursuit of a terminal degree at an academic institution. The MSHM program is sufficiently flexible to recognize the full range of skills

and knowledge needed for significant contributions in all segments of the hospitality industry.

"A MSHM degree will open doors in both hospitality industry and academia. Graduates will be prepared to secure positions of leadership in industry or pursue a terminal degree in hospitality or tourism management," said Dr. Myong Jae (MJ) Lee, who is director of graduate studies.

Feinstein and Lee led a team of faculty beginning in 2008 to design the program. The key contributors include Associate Dean Michael Godfrey and Drs. Margie Ferree Jones, Jane Zhang, Edward Merritt and John Self. The process to introduce new degree programs takes a monumental amount of review and buy-in from the academic community at Cal Poly Pomona, Feinstein said. Once the College Curriculum Committee approved the program, the university's Executive Graduate Council and Academic Programs Committee reviewed and recommended the program to the Academic Senate. After senate endorsement, it gained approval from President Michael Ortiz and Provost Marten denBoer before heading to the California State University Board of Trustees for final approval in March.

"We had to demonstrate a need for the program, develop the curriculum and prove how we could support such a program while there are cuts being made to education throughout the state," Feinstein said. "We thought outside-the-box and have used a business model that will not rely on state resources."

The master's program will be self-supported by student fees and administered through the College of the Extended University. The cost of the program will be comparable to other CSU graduate programs. This model allows international and out-of-state students to pay the same rate as California residents.

TOM ZASADZINSKI



Dr. Myong Jae (MJ) Lee is the director of graduate studies.

AT A GLANCE

DEGREE REQUIREMENTS:

The MSHM program requires a minimum of 48 quarter units and is estimated to take full-time students two years to complete. Students have the option to pursue a thesis track or professional track of study.

REQUIREMENTS:

1. A bachelor's degree, preferably in hospitality management or related disciplines, with a minimum GPA of 3.0 out of 4.0
2. Either the Graduate Record Examination (GRE) or the Graduate Management Admission Test (GMAT), although the GMAT is highly recommended
3. International students must have either a Test of English as a Foreign Language (TOEFL) score of 550 (213 on the computer-based test) or International English Language Testing System (IELTS) score of 6.5. TOEFL scores must be no more than two years old.
4. Two letters of recommendation
5. Résumé and statement of purpose
6. At least one year of hospitality management experience is recommended
7. Some prerequisites may be required based on undergraduate studies and hospitality industry background

Pre-qualification applications will be accepted until Aug. 1 and are available at <http://collins.csupomona.edu>.

Contact Lee at mjlee@csupomona.edu or (909) 869-3158 for more details.

SALUTING EXCELLENCE

THE NRAEF HONORED DR. JERALD CHESSEY FOR HIS COAST-TO-COAST CONTRIBUTIONS TO EDUCATION

BY SONJA BJELLAND

AT FIVE, DR. JERALD CHESSEY STARTED LEARNING how to make cinnamon rolls from his father. By eight, his hands had grown so much that what had been nine handfuls of sugar for the recipe turned into five.

These humble beginnings make it all the more special that he will be honored with the likes of Julia Child, Emeril Lagasse and Jim Collins.

In May, the National Restaurant Association Educational Foundation will induct him into the College of Diplomates for his contributions to the industry. It is a list he never thought his name would grace. The award is especially significant to him because it recognizes his life's passion – pushing his students and the industry to new heights.

The designation honors a select group of professionals who actively support and strengthen the advancement of professionalism and education within the restaurant and foodservice industry. Selected by the foundation's Board of Trustees, the award can be given to chefs, authors, educators and others who make an impact.

This year's other inductees include Alice Elliot, founder and chief executive officer of The Elliot Group, a hiring and consulting company focused on hospitality and food service, and Denise Marie Fugo, CEO of Sammy's, a banquet management and catering company in Ohio.

Chesser has supported and volunteered for the National Restaurant Association Educational Foundation in a number of ways for many years, including as an expert, judge and as vice-chairman of the Certification Governing Board, said Jessica Maggio Wion, association communications director. He works throughout the country with ProStart, a two-year program that helps high school students build culinary and hospitality

careers. Additionally, he is highly active in the California Restaurant Association Educational Foundation as a past chair of the Board of Directors and the Research Chefs Association Certification Commission. The RCA also honored Chesser this spring with its Lifetime Achievement Award.

Dean Andy Feinstein wanted to celebrate

Chesser's awards with a wide audience so he invited Chesser to give The Collins College of Hospitality Management commencement address in June. Thinking about the upcoming speech made Chesser recall some of the changes he has seen in the industry.

Until attending high school, he worked for his parents' café, steakhouse and catering



TOM ZASADZINSKI

companies in Ponca City, Okla., serving the local oil barons and their employees. He recalls when his parents integrated the dining room and staff and running his first catering gig at the tender age of nine.

When Chesser was in high school, his father was among the first certified executive chefs in the United States. “I decided early on that I wanted to be like my dad. My dad did not like that idea,” Chesser said because his father wanted his son to have a better life than he had.

Chesser went to college with aims of becoming a history professor. His bachelor’s and master’s degrees attest to that. However, in 1973 when he finished his master’s degree, he accepted a job running a vocational foodservice program in Bartlesville, Okla. A plaque from his first graduating class is one of the few kept in his office. Those students made him realize he wanted to stay in foodservice education.

To keep himself keen to industry trends and build his professional repertoire, he purchased his uncle’s restaurant Chesser’s Fried Chicken and a catering business during this time. “I went head-to-head with the Colonel every day and found out the Colonel has a very hard head,” he said.

Chesser’s fried chicken prowess led to another award in his office, a rubber chicken and a sign that reads “#1 Fried Chix Chef” from a battle with Dr. Jeff Brown. He won the award in a fried chicken thrown down at the college in 2008. Clearly, he has not lost his homespun skills.

After oil money evaporated in Oklahoma, Chesser wanted to continue in education but knew he needed a doctorate degree. His path to earning his doctorate and a tenured faculty position sent him to colleges across the country. In continuing his education, he became more involved in national organizations and authored *The Art and Science of Culinary Preparation*, a textbook for the American Culinary Federation. That brought him some consulting work and opportunities to give back through service in industry organizations.

He went on to Nicholls State University in Louisiana to start the first bachelor of culinary arts program at a public institution in the United States. He also became more involved with chefs across the country including research chefs and is a founding

member of the Research Chefs Association.

Chesser came to Cal Poly Pomona in 2000 by way of the California Culinary Academy, where he oversaw expansion of that program. For the last 10 years, Chesser has been an indispensable member of The Collins College faculty.

From watching integration at his parents’ restaurant to the advent of the Food Network, huge changes have come to the restaurant industry. For decades, “chef” was not a classification by the Department of Labor, only “cooks,” according to government

“THE KEY TO
QUALITY FOOD
AND SERVICE
IS A SINCERE
DESIRE TO FEED
BOTH THE BODY,
AND THE SPIRIT.”

records. This maturation of the industry is just one reason why Chesser demands more of his students and the industry than ever before.

“The key to quality food and service is a sincere desire to feed both the body and the spirit. This is accomplished by doing everything to the absolute best of your ability,” he said. “Constant pursuit of knowledge, training and experience is necessary to be the best you can be and deliver the best possible product and experience to the guest. Success without personal growth and development is not success – it is resting on your laurels.”

As more people in the industry earned degrees, the more education has been valued. Certifications and organizations that value education have also increased that demand. Similar to business schools that began with secretarial skills and bookkeeping, people realized there is more depth to be taught. The hospitality, restaurant management and tourism industries are maturing in the same way. The Collins College’s new master’s program is evidence of that, he said. He foresees doctoral programs as well that will delve into the complexities of the industry

including a doctorate in culinary arts, not just gastronomy. Demand will continue to grow and the more sophisticated student will demand more from those degrees, he said.

The advent of the Food Network also created a turning point for the industry raising the profile of chefs and related businesses in America’s collective eyes. Celebrity chefs have garnered more respect for their work. But, the glamorization of the chef’s life also has students arriving thinking they are going to be Emeril overnight.

“It’s brought a lot of cachet – it’s the hot thing to be,” Chesser said. “It’s legitimized us in a lot of ways.”

Companies such as Disney and Universal Studios have done similar work for the tourism business. Students understand that positions at these companies are not just college jobs, but are places where they want to start a career.

Restaurants have also experienced change in recent years. They have become much more aware and responsive to trends in the American diet than in years past. “I can remember when the more butter the better,” he said. “Now we work to achieve flavor and impact without having to add so much added fat or sugar.”

The restaurant industry is a product of the society it serves, Chesser said. That includes a trend toward healthier eating and carbon footprint monitoring. “The one thing we’ve succeeded in doing is working to leave the industry better than how we found it. That’s the challenge I’ll give students in June.”

Tasty food remains the goal for Chesser, who admits he loves to eat.

He had trouble discerning what his favorite food or meal has been. He enjoys a good chicken fried steak just as much as a perfectly seared foie gras with caramelized pear and balsamic reduction. It does not matter if the napkins are cloth, paper or non-existent. It matters more if the creator respects the food, the flavors and the textures.

“If it’s prepared well, I’ll enjoy all of it,” he said.

But, then again, it is hard to beat his dad’s banana cake, cinnamon rolls or chicken and noodles.



TOM ZASADZINSKI

Student Joshua Aldama learns about the Montage Hotel & Resort from alumna Patty Burns '06.

CREATING OPPORTUNITY

Students and alumni have a wealth of career services available to them

BY ELAINE REGUS

STUDENTS AND ALUMNI AT THE COLLINS COLLEGE OF HOSPITALITY MANAGEMENT have a variety of valuable resources available to help them find their dream job and to advance in their careers in the hospitality management industry.

Career expos, online job postings, résumé workshops, mock interviews and networking opportunities are just some of the services that The Collins College offers in partnership with the Career Center and the Office of Alumni Affairs at Cal Poly Pomona.

“If students and alumni take advantage of what is offered, there are tremendous opportunities for them,” said Donna Dannan, student services coordinator for The Collins College.

The recent Hospitality Career Expo in February brought industry recruiters to campus where they met with students and alumni to talk about available jobs. Some recruiters conducted on-site interviews while others took sign-ups for off-campus interviews. Job openings ranged from internships to management positions.

“It’s a good way for companies to keep their name and brand in front of students and alumni,” Dannan said.

The event attracted more than 300 job seekers and 37 companies with 80 representatives, including many Collins College alumni. While it was designed for hospitality management students, the expo was open to alumni, Cal Poly Pomona business majors and local community college students. For the second consecutive year, The Collins College Alumni Chapter hosted a mixer before the expo and invited students and alumni to get acquainted.

Several weeks before the Hospitality Career Expo, The Collins College and the Career Center hosted “Resumaniac.” Six companies including Disney, Marriott, Enterprise Rent-a-Car and Panda restaurants, sent human resources representatives, who spent 10 to 15 minutes with each student critiquing their résumés. Dannan said it was an invaluable free service for the students and the companies got a sneak preview of the college’s “shining stars” before the career expo. Many of these companies also send

representatives to give information sessions to students throughout the academic year. These sessions give students a much greater understanding of the different corporate cultures at the companies and help them decide which company is a good fit for them when they graduate.

Collins College students and alumni are in demand even in these tough economic times. Dannan frequently receives inquiries for internships, hourly and management positions. Those opportunities are forwarded to students and posted on the job board in the student lounge. If the company is looking for someone with more experience than current students may have, the jobs are posted on The Collins College Alumni Chapter's LinkedIn group.

The Cal Poly Pomona Career Center is also a clearinghouse for information about jobs. The center uses BroncoConnection, for online job postings, which is open to students and alumni. Tom Munnerlyn, Career Center director, said the center coordinates career resources for all students and majors, undergraduates, graduate students and alumni. The Career Center has the most popular Web site on campus surpassing even Admissions and the Registrar's Office because of these services, Munnerlyn said.

"Students know that our Career Center is the place to come for all students, all majors, for help with career concerns and job searches," he said.

In addition to career counseling, job listings and job fairs, Career Center staff conduct mock interviews, résumé reviews, workshops on résumé writing and job search strategies. Programs on effective interviewing and building a résumé are also available online.

The Career Center, which is centrally located on campus near the Campus Marketplace, is open Monday through Thursday, 8 a.m. to 6 p.m., and Friday, 8 a.m. to 5 p.m. Munnerlyn encourages faculty to invite his staff to make presentations on the services the Career Center has to offer. He also extends the offer to the 300 or so student clubs on campus.

Munnerlyn and his staff do not just reach out to students, they reach out to potential employers as well, making connections with those who are not familiar with Cal Poly Pomona.

The Collins College Alumni Chapter has stepped up its efforts to reach out to students and alumni by providing networking events for them ranging from professional baseball games to speed-networking exercises.

Steven Senft, president of The Collins College Alumni Chapter, said the college has generated about 3,500 alumni over the past 30 years and the majority of them live within 100 miles of campus. Senft sees a lot of

value in building connections among this network to help alumni advance in their careers.

With this in mind, the Alumni Chapter Board decided in October to take its show on the road. Instead of holding its monthly board meetings on campus, the board now convenes at a hotel, restaurant, country club or other venues managed or operated by a Collins College graduate. Each meeting is followed by a mixer and typically free to alumni. The meetings rotate among Los Angeles, Orange, Riverside and San Bernardino counties.

"We realized we were missing a golden opportunity to reach out to alumni and to visit their places of work," Senft said.

Alumni in the region are always invited to attend the two-hour mixers with hors d'oeuvres and cocktails. They have the opportunity to introduce themselves and talk about what they are doing. More importantly, they can mention if they are looking for employment and whether their company is hiring. On average, the mixers attract about 35 alumni, and the number continues to grow.

"We want to let everybody know that we support alumni and their businesses and hope to bring more business in down the road," Senft said.

Last summer, the Alumni Chapter hosted "Alumni in the Outfield" at Angel Stadium. Following a mixer at the OC Sports Grill, 50 alumni and family members sat together in the outfield and watched an Angels game. The event was so popular that the tickets sold out quickly. Senft intends to purchase more tickets for this year's outing.

In October, the Alumni Chapter invited 12 industry professionals, mostly alumni, and students to a speed-networking event at Buca di Beppo in Claremont. The industry representatives sat down with students for 10 minutes to ask questions before moving on to the next table in a "speed-dating" atmosphere. The event attracted about 40 students. Participants represented a range of hospitality related industries including wine distributors, seafood sellers, hotels and restaurants.

The Collins College Alumni Chapter uses its Facebook and LinkedIn pages to communicate with members and to post new job listings. Events are posted online as well.

The Alumni Chapter's outreach efforts appear to be paying off. Senft said membership in the chapter has increased more than 100 percent over the past 16 months and he expects it to increase again this year despite the tough economy.

Kimpton Hotels and Restaurants recruited during the Hospitality Career Expo.



TOM ZASADZINSKI



In 2008, numerous students from The Collins College enjoyed attending Apicius International School of Hospitality and touring Italy. PHOTO COURTESY OF APICIUS

DESTINATION: Italy

Collins students gain an appreciation for Italian cuisine and culture during a 4-week program in Florence

BY AMANDA SMITH

AS THE BIRTHPLACE OF THE ITALIAN RENAISSANCE, Florence creates art in many mediums: architecture, fine arts, fashion, music, and most importantly for Collins College students, cuisine. With its rich history and culture, the entire city is a classroom, providing an exciting interactive learning experience in the best Cal Poly Pomona tradition.

More than ever, The Collins College is sending students to attend an intensive four-week program at The Apicius International School of Hospitality in Florence to gain this valuable hands-on education. Thanks to donations from the college's Harvest Celebration, fifteen \$1,000 scholarships became available to offset the cost for students this summer.

During their time abroad, students cultivate an appreciation for Italian cooking while also learning about the culture, history and language of Italy. Italian culture is brought to life through trips to wineries, restaurants and museums.

"Studying in Italy was one of the best experiences I have ever had," said student Jessica Yao. "The professors are all about taking us outside of the classroom to learn. For instance, my professor took us

to an Italian café to learn how to order an espresso in Italian and a market to learn from a chef how to pick out fresh ingredients."

Students earn eight credits from a variety of courses, such as: Italian cuisine, restaurant management, pairing food and wine, and an introduction to renaissance art. Classes are taught in English by experienced faculty in state-of-the-art facilities, located in Villa Brilli Peri, a historic palazzi in the center of Florence.

"The Apicius culinary program integrates with the Cal Poly Pomona motto. Everything is hands-on and interactive," explained student Sean Van Straatum. "We were completely submerged into the culture. The apartments were a part of the city; we didn't live in dorms. We lived as locals, going to the farmer's market to buy food and ordered everything in Italian."

During last summer's program, students had the opportunity to embrace their polytechnic training during several trips outside Florence. On one of the many educational day trips, Apicius students traveled to the Pomino Vineyards, a Tuscan winery that has existed for 32 generations and more than 700 years. Diletta Frescobaldi, who began working for the family business in 2002, gave students a lesson in winemaking. During the tour of the Florentine fortress, students learned about the winemaking process from its harvest to bottling, concluding with a traditional Tuscan meal paired with Pomino wine.

Although the international program has a hospitality focus, a student's major does not limit their ability to attend. Anyone with an interest in producing or consuming food and wine is invited to apply; however, having a basic understanding of hospitality is encouraged. Last year engineering and psychology students rounded

Booking World Travel

BY LISA MCPHERON

WITH MORE THAN 40 YEARS of domestic and international hospitality master planning, programming and implementation consulting work, James Little travels extensively. So when asked to recommend his favorite travel book for Executive's Bookshelf, the principal of Cini-Little International, Inc. could not narrow his choice to one. He suggested three books that have each served him well at different stages in his life and career. They are: *The Ugly American*; *Nixon in China* and *Tyranny of Distance: How Distance Shaped Australia's History*.

"The books are all special in their own way. But for young people, *The Ugly American* is a good place to start, because they will understand the basic lesson to travel in a way that is unobtrusive," said Little, who joined The Collins College's Board of Advisors in 2002.

Little read *The Ugly American* by Eugene Burdick and William J. Leder before embarking on a seven-month hitchhiking tour of Europe in the early 1960s. He may not advocate hitchhiking, but he does think the book is still relevant 50 years later. The novel traces

tension in Southeast Asia between locals and American businessman and military. Even though his travels did not take him to Asia at the time, he drew parallels to Europe where war wounds were still present 15 years after the end of World War II.

"The European continent had largely recovered economically, but memories of World War II had not faded," he said. "People there had gone through horrors of not having food regularly available and living with rations, and here come these tourists from North America, who were rich in comparison and had not traveled much to Europe en masse." His takeaway from *The Ugly American* was to not flaunt wealth and to make an effort to live like the locals by speaking their languages and eating where locals eat.

Taking a page from *The Ugly American*, Little approaches his international work with compassion and attention to the variety of cultural norms in other countries. *Tyranny of Distance* and *Nixon in China* each provided cultural contexts while Little worked in Australia and China respectively.

His work with Cini-Little took him to Australia from 1975-1980, where he opened an office and provided consulting work for a variety of healthcare facilities. *Tyranny of Distance* by Geoffrey Blainey explores the history of Australia. "The book helped me to understand the attitudes of the Australian people and thus the culture that resulted," he said.

Nixon in China by Margaret MacMillan was published in 2006 when

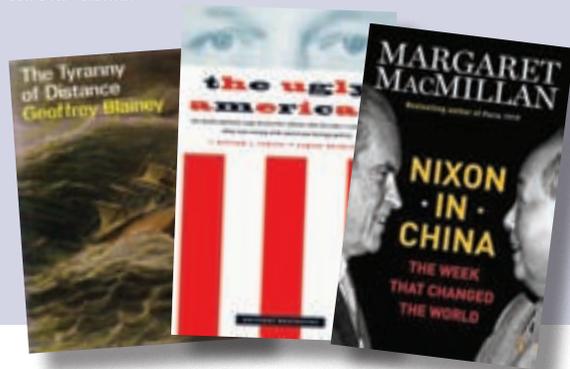


James Little is a member of the college's Board of Advisors and the principal of Cini-Little International, Inc.

Little traveled regularly to China. MacMillan is Little's former neighbor of 18 years and great-granddaughter of former British Prime Minister David Lloyd George. In addition to reading a work by an old friend, Little was drawn to the book because it gave him a greater understanding of China and in doing so, made him a better businessman. Little's food and beverage consulting work in China included: three basketball arenas for an NBA minor league; hotels; convention centers; and corporate campuses for General Electric, Motorola and Microsoft.

"Several of the venues Maggie described in the book, I was able to visit and other significant political sites are now hotels I stayed in or were office/retail complexes we analyzed," he said. "And of course, much of the attitudes and customs of the people, the government and the bureaucrats remain the same. It is amazing to be able to live part of the story."

Wherever people travel, Little recommends picking up a book about that place so navigating different cultures will be easier, and the trip will become a much richer experience.



out the group and added to the diversity of the program.

"The Apicius program helps students become more global in this globalized society because they are able to learn about world affairs and global issues while traveling," said Thresa Ansley, study abroad coordinator for the university.

Tuition, housing, transportation and meals can cost a student approximately \$5,000. Dean Andy Feinstein aimed to relieve some

of this cost with the fifteen, \$1,000 scholarships. Van Straatum acknowledges that finding the money to attend may be difficult for some students but suggests, "If you use your time well and travel you are able to expand your base of knowledge and the overall experience. In the end, it is worth it."

*Lance Brooks returned to Cal Poly Pomona
at age 40 for a new career and fresh perspective*

Enjoying the Ride

BY LANCE BROOKS

THIS IS MY STORY... In 1984, when I first attended Cal Poly Pomona as an 18-year-old finance, real estate and law student, I struggled and left school two classes short of completing my degree. I was a party animal with little focus or clarity toward lifetime goals. In desperate need of direction and guidance, I was on and off academic probation every other quarter. This failure haunted me for nearly two decades.

Although there was lack of purpose and direction, I do remember one constant—cooking. As a child, I recall long Saturday afternoons finding my sister and me cooking out of my mom's red-checked Betty Crocker cookbook and baking cookies. My favorites were snickerdoodles and oatmeal raisin, even if we burnt a few batches. During my first attempt in college when friends and I would go to newsstands, they would be looking at magazines like *Sports Illustrated* and the sports section of the *Times*. I would be drawn to magazines like *Gourmet* and *Bon Appétit* and reading recipes that I dreamt of making. I often enjoyed cooking for my college roommates. After entering the working world, I always found ways to cook at work and invented reasons to have potlucks to use my cooking skills.

Life threw me a curveball at age 40. Burned out at work and dissatisfied with the direction of my career, I yearned to find my way and could not imagine staying in a job that I no longer enjoyed. The direction of the company where I worked changed drastically, transitioning me from a customer-service-focused professional to a data entry clerk. At this time, focusing back on my passions in life, I got motivated and dragged my bike out of the garage. For an entire summer I rode my bike 32 miles roundtrip each day to work. I became so motivated by this action I entered and competed in my first triathlon and also rode my bike in a marathon. I became driven by my success and raised \$5,000 in donations to participate in the 554-mile AIDS LifeCycle ride from San Francisco to Los Angeles the following summer.

I became more motivated than ever to make changes in my life. I had a strong desire to go back to school to prove something to myself. I wanted to earn credentials that would lead me into a new profession in the hospitality industry. With some understanding of the industry from my years as a waiter in the front of the house, I felt confident I could make this transition. As I had grown older, I had developed my cooking skills and thought that I had what it took to cook, but I felt I lacked an understanding of food and culinary science.

My return to school has helped me to identify my passion, the passions that keep me going and that keep the fire burning. Having my degree will say that I have done something and that I know something.

This journey has showed me things that I like as well as things that I do not like, and it has helped me to rule out a few things that I do not want to do in my life, even if I am good at them. It has refined the skill set I have to present to prospective employers.

Being close to completion has really brought a sense of fulfillment during this journey. It has been a huge amount of work and an accomplishment for me. I am not here this time to check classes off a list, but I am, instead, earnestly engaged to incorporate the many topics I have studied into my life.

As a returning student, I did not come into this journey as a blank canvas; I brought a lot of life experience with me. One thing I have learned while I have been here is how to apply scientific methodologies and research into my life and narrow my focus from a world that is overloaded with information. I have learned how to look for what I need and weed out what is not useful to me. I have also realized through my experience that I am a real and useful resource to other peers through interaction with professors and group work projects, and I am an asset to others' success.

I will be very proud to be a Cal Poly Pomona graduate and am an advocate of the future success of this institution. The team-driven focus of the classes and group projects at The Collins College have sharpened my communication skills in becoming a team leader and have led me to leadership positions I never thought possible. The camaraderie that has been established within the 1,000-person student body at The Collins College is quite apparent and a wonderful sounding board toward my future endeavors.

I can still remember the awe when I got my first "A" in HRT 276 - food, beverage, and labor cost control, and realized that I had not lost it. I had what it took to get a degree. I have had a few bumps along the way, but have really found my direction and have been able to stay the course. I am not perfect all the time, but my academic progress since returning to school has been quite admirable.

As I continue on this journey, I have plans to spend one month of study this summer, my last quarter at Cal Poly Pomona, at The Apicius International School of Hospitality in Florence, Italy. Upon completion of that program, I plan to attend the Culinary Institute of America at Greystone's Accelerated Culinary Arts Certificate Program in Napa Valley. The world is my oyster and, although I cannot foresee the future, I have plans to gain employment in the hospitality industry in sales or managed services after I complete my study in culinary arts next March and begin work on my MBA. An ultimate goal would be to teach hospitality management to other eager young students... with a few middle-aged returning students sprinkled in there as well.

IN THEIR Words



TOM ZASADZINSKI



TOM ZASADZINSKI

Brooks drew inspiration to change careers while training and participating in the AIDS/LifeCycle benefit bike ride from San Francisco to Los Angeles in 2007. He plans to attend the Culinary Institute of America after graduating in June.





An International Perspective



Dr. Neha Singh joined the faculty in 2007 and teaches human resources and tourism. Her studies and work have taken her across the globe from India, Great Britain, the United States, Greece and South Korea.

INTERVIEW BY LISA MCPHERON

You earned your bachelor's degree in India, your MBA in London and your doctorate in Philadelphia. What inspired you to pursue graduate and doctoral degrees in other countries?

Originally, I am from India, and I began my hospitality career about 15 years back. I did my bachelor's in hospitality management at the Indian Institute of Hotel Management and my management training with the Taj Group of Hotels. I always wanted to get my master's because, in India, a lot of importance is placed on education like in many other Asian countries. Traveling to a new destination, learning the culture and starting to adjust to that, provided me with a lot of learning experience – that was my main objective to leave India and go somewhere else.

What attracted you to a career in hospitality?

I come from a very traditional Indian family. Children were expected to become doctors and engineers. Those were our two options. But somewhere during 11th and 12th grade, I met people who worked in hotels and it seemed to be a glamorous job in the beginning. But the more I spoke with them, it seemed glamorous from the outside but from the inside it was very, very hard work with a lot of customer service. That's exactly what drew me to it, the hard work but at the same time the glamorousness, helping people during some of the most beautiful moments of their lives and being hospitable. Thankfully, my family was very supportive of my pursuing hospitality as a career. It has surely been a very rewarding journey for me.

How has your international lifestyle influenced your teaching?

I have taught in India, Korea, U.K., U.S., and it exposed me to such different learning styles. Students vary so much by culture in how they ask questions and bring forward their discussions. It is amazing. I think traveling is the best way of educating yourself and broadening your horizons.

My exposure to different cultures has changed the way I address my students. I try to take into account the different learning styles my students might have and be more inclusive in the way I teach. There is a huge cultural difference in how students approach their professors and how they communicate with professors. I found that in Korea, students were even more respectful and there was even more distance between the student and the professor than in India. The American casualness or ability to critically think and challenge ideas is very interesting for me. I believe I have been able to adapt to these minute cultural differences and mold myself a little more easily because of my experience traveling to different countries.

When did you decide to be a professor?

As a child I always wanted to be a teacher. I used to study with a blackboard in my home and pretend as if I was teaching a course.

Unfortunately, there were no students of mine at that time. Just joking.

I have always been intrigued by how people present themselves and how they use communication skills to explain themselves in a way that people can understand. As a teacher, it is not enough to be a know-it-all. You have to have knowledge to some extent. But the most important part of academia is to be able to communicate what you know so students can comprehend and make sense of what you know.

What are your research areas?

Most of my research is in the area of destination marketing because, to be honest, marketing is an extremely important component of the tourism industry. If people do not know about your product, they are not going to come to you. I have examined different



**Kaitlin
Wooldridge
nominated
Dr. Neha Singh
for an award.**



PHOTOS BY TOM ZASADZINSKI

segments of destination marketing. I have done sports destination marketing while working for the Olympics in Athens in 2004. I have also researched creative advertising techniques in destination marketing, for example the congruency between Internet and print and what happens if they are congruent, what happens if they are not congruent. Recently, I have also been interested in medical tourism, which is a huge segment of the industry and has been growing very rapidly in the last decade or so.

What are some of the common misconceptions students have about tourism and the hotel business before they take one of your classes?

Many students think ‘I want to work for a travel magazine so I can travel the world and get paid.’ We do talk about that career path, but I explain it is a competitive and tough life working for jobs like that. We also spend time talking about jobs in the cruise line industry, convention and visitors’ bureaus, parks and recreation, consulting, etc. The other misunderstanding is that tourism is all good, and it is all pleasant. It is important for them to understand some of the more touching issues. We discuss the negative impacts of crime in the more touristy places, terrorism, environmental impacts of tourism and when tourism causes more damage than good to destinations. We also discuss some of the harder issues like in some Asian countries where child sex tourism is present. This is when students begin to understand that there are parts of tourism that, if left unaddressed, will become epidemics.

How have your first three years been at The Collins College?

My first three years have been beautiful, absolutely fantastic. I love teaching the courses I am teaching because they are in my area of expertise. As a teacher, I am truly satisfied. As a researcher, I am satisfied as well. The amount of time I can give to my research is great. And lastly, the committees I am a part of are fun. The senior faculty at our college have been very supportive and receptive to the newer faculty like me. They have welcomed us with open arms. They have taken us under their wings so they can prepare us. The students

are absolute fun. It is quite a diverse population. It is nice to be able to spend time with these people and get to know them. They have truly become family. We spend more time here than in our own homes so it is nice to get along and have friends rather than just colleagues at work. The administrative and faculty support has been amazing over the past three years and I want to stay here for a long period of time.

So you have not had the bug yet to move to another corner of the globe?

You only think of change when you are not meeting all of your needs. But all my needs are being met and I am very happy here. The more time that goes by, the more responsibility you gain and the more and more you learn. I feel as if I am constantly being intellectually stimulated.

I am a part of the curriculum committee and am also working on the re-accreditation process by ACPFA. This is all completely new to me and I am learning new things. All this takes a lot out of your day. I would say teaching and grading is only about 40 percent of my work and the rest is taken up by research, publications, committee work and other special projects.

You recently received an award from the Athletic Department for being a good mentor, and students and colleagues showed up to the award ceremony wearing T-shirts that said “Team Neha.” That must have been a lot of fun for you.

I feel fortunate that Kaitlin Wooldridge, a student-athlete on the women’s tennis team, nominated me. She is a very nice student and these awards mean a lot to us because it is a reminder that we are doing a good job. A very special surprise on the day of the award for me was the fact that the club leaders of our college had made special T-shirts with my picture on them. The T-shirt said ‘Team Neha’. Oh, this was so special. There was no other college at the event with such support that I had. Everybody at the event, including the university provost and president, were so impressed with all the effort the students had put in to support me through that event. It meant a lot to me and my family and friends. Truly ... a memorable evening.

All in the Family

The Ayres family legacy dates back more than 100 years in California. Their developments have helped shape the Southland by building more than 30,000 homes and 20 hotels over the years. In 2004, Don Ayres III joined The Collins College Board of Advisors bringing this unique family-business perspective to the college.

INTERVIEW BY LISA MCPHERON

Ayres is a name synonymous with hotels in Southern California, but your great-grandfather got his start in real estate. Tell me about those early years.

Frank H. Ayres came from Ohio to Los Angeles in 1905 on a \$2 train ride. He was primarily a land broker and subdivider and would take people out to sell lots via horse and buggy. He spent the early days in the subdivisions of Hollywood, Wilshire and Pico boulevards selling lots. His tract office was at Pico and Fairfax. It was my grandfather Don Ayres Sr., who was a land developer and helped create the city of Westchester and developed Santa Monica and Wilshire boulevards.

My father, Don Ayres Jr., began his career in Los Angeles building a couple of custom homes. At first, he did not know what to do exactly, so he just started with a set of plans and learned on the job. He moved his family to Newport Beach in the early '60s, and built Newport Shores, which was one of the first home communities there. We still have a lot of friends who live in Newport Shores. A lot of surfers live there and it is still a neat little community. Through the mid-'80s, he built home in parts of San Diego, Tustin, Riverside, Huntington Beach and Rialto. He was in six to seven counties in Southern California up into the mid-'80s.

Why the decision to move from homes to hotels?

My father, being a builder by trade wanted to transition from home building to building something he could make a business out of and manage. He went to Europe with my sister and came back with the concept of building a European-style hotel in Southern California. He came back with a concept of creating a boutique hotel called Country Side Inn, before it was trendy. In doing so, he established a pretty unique business model because we are the builder, owner and operator of all 20 hotels. He was a visionary of the concept from the beginning and to this day still maintains a leadership role over the company. We do everything ourselves; we do not hire a bunch of consultants. We take each project from A-Z—from land procurement, entitlement, and building to operating—so all of it is done in-house.

What are some of the ways that make your hotels appealing?

We want people to feel at ease, so we create a warm friendly feel by having a living room-style lobby with antiques around and fireplace, and the guest rooms are more like bedrooms. Our model is a 120-140 room hotel with a nice size lobby, 1,500-square-foot of meeting space, a nice breakfast room with cook-to-order breakfast, and we have upgraded the fitness centers in each hotel. We understand that selling rooms is our primary business; however we do have four hotels that have restaurants.

What made you decide to join the family business?

I had a slow path into the family business because I was not interested in building homes. All of us grew up working, whether it was at a fruit stand on 17th Street, in housing tracts or working on sail lofts. When my father built a hotel in Costa Mesa in 1986, I thought that was a better fit for me. I had done a lot of sailing and traveling overseas. Hotels always interested me, and that was something I was more passionate about.

Even though your name is on the building, you did not start out as a principal. Isn't that right?

Yes, I began my hotel career bussing tables, and then moved to the front desk for a year and a half before going into sales. After three months in sales, my general manager fired the director of sales. I found myself alone in sales, which was a great opportunity for me to build a new sales team for the hotel. We had a grassroots sales effort, contacting corporate clients, and that was when I learned it was more of a relationship business and gaining trust from the clients. We gained trust from our clients by saying we have a clean hotel with good service and a good breakfast. My sales experience helped me understand that I was not just a family member but I was an employee of the hotel. Once I realized that, I understood it was important for employees to understand who this family is and its values. So I did some research on

(continued on page 32)





Don Ayres III took the Chino Hills Ayres Hotel from concept to operations.

(continued from page 30)

my own to understand how we should develop the company's mission/ core values and how we defined our culture and communicated it to our team members.

How did you go about getting started?

I spoke with Ed Dayton, who headed World Vision at the time. He taught me about values and creating an organization based on values and its mission statement. It took a year to develop our core values. We sent out a survey to all of our employees. At that time, we had seven or eight hotels, and determined that our core values are that we care about people, value teamwork and deliver results. The order came out through the course of this survey. By saying we care about people, it was really saying we care about our customers; we care about our team; we care about each other; we care about our general managers, and we want our general managers to care about their people, who care about teamwork. So it all fit in together. The results – a good work culture, a satisfied customer base and profits – come when we do the first two well.

In 1987, you, your father and two brothers won the Trans Pacific Yacht Race from California to Hawaii. How is the teamwork you demonstrated on the open ocean similar to the teamwork needed to run the company?

We grew up racing sail boats. We are all actually very competitive with the three boys and my dad. We raced to Hawaii four different times in '83, '85, '87 and '89 and we won the race in 1987. It was Bruce, myself, my dad, and Doug and so there were four of us with an eight-man team on the board. Obviously on a boat in a race, you have to compete as a team. But, you still have to be competitive within that team. We all stepped into the family business at different times, for different reasons. My sister, Allyson, in the early days, was the interior designer and my two brothers' contributions were building. Mine was helping to build the organization and operations. We all had different roles so we were not really competing, but there was a team effort to create a product between the hotel, the design and the operations.

My father believes that competition is good, and there is always a fine line of healthy competition. The title on his card is "Coach" and he actually is coaching a team. In our case, that team is the siblings.

You have spent most of your time with the family business overseeing operations until recently, when you managed the construction and design of the Ayres Hotel in Chino Hills. Have you enjoyed being more active in the building aspect of the company?

Chino Hills was a fantastic learning experience, and I found that I was relatively good at it. I did not want to fail so I worked doubly hard. We went out on a bit of a limb here in Chino Hills because it has a more modern design aesthetic with exposed concrete floors, a green wall in the guest rooms, and the circular front desk. Our other hotels are more warm and traditional with European style, which we still wanted to convey. But styles are changing, so I wanted to create something a little more up-tempo. I had to have confidence in the concept and sell it to our executive team. Of course, it is tough opening in a down market but we are actually doing relatively well.

I noticed that you wear a yarn bracelet, what is that for?

A swami from the Hindu temple in Chino Hills put this on when he blessed the hotel in August, and I have not taken it off. Although I am a Christian, I respect their ways. He came in just before we opened and blessed the front desk, the hotel, he blessed our general manager and myself. He blessed the kitchen area and put rose petals all around. It was very special. The priest from the Catholic Church in Chino Hills also came to our grand opening and blessed the hotel staff as innkeepers. That's all we are, we're innkeepers, people serving people. It's a pretty simple business.

You have surfed most of your life. What draws you to that sport?

I surf in the early morning when you see the sunrise, and you see the dolphins. I am so lucky to be able to surf. I was out last week and a dolphin jumped out of the water and flapped his tail not more than 15 feet away from me on the same wave. I felt like part of the ocean. The ocean is always moving and you have to learn timing and patience. All these things I take in while I surf prepare me for the day. You have to be ready to go. You have to be alert. You have to be in the right place and you have to wait. Waves are not always on your timing. Isn't that like the course of our day?

Speaking of the course of things, what is next for Ayres Hotels of Southern California?

Our future is steady growth as it has been historically. It has been really good because we are not a public company so we do not need to grow. Public companies always need to get bigger. We go to the next opportunity when the timing is right. We are always looking at new sites and talking to cities. Our focus is in Southern California so we are in close proximity to the properties. It is important that we can get to the properties, get to know our team, and to let our teams know us; that's what's fun. We have so many wonderful people, people that have been here 20 years. To see our room attendants put their kids through college means so much. The daughter of one of our room attendants in Ontario got accepted to Stanford. Can you imagine that? When she told me about her daughter, she had tears in her eyes. She was so grateful.



TOM ZASADZINSKI

Charting a New Course

Still inspired by professors, an alumnus supports new program

BY ELAINE REGUS

WAYNE WOOD RECALLS THE WORDS OF WISDOM he heard from faculty members at The Collins College of Hospitality Management, where he graduated in 1997.

On Wood's first day in Hospitality Management 101, Professor Gary Hamilton asked students what they aspired to be. Most of them responded they wanted to be managers or general managers.

"Gary replied, 'I train vice presidents, presidents and CEOs,'" Wood recalls. "I thought this feels like the right fit."

From day one, Hamilton inspired Wood to think bigger and expect more for himself.

"I'm 42 years old, and I will never forget that. What a great angle! I have to tell you all my career moves have been with that angle in mind," Wood said.

While Wood is not there yet, the general manager of Smith & Wollensky Steakhouse in Boston is on his way to becoming a president and CEO one day.

But, Wood was not going to wait until then to express his gratitude for the guidance he received from Collins College faculty. So, he became the first alumnus to donate to the new Collins College Dean's Associates Program.

Dean Andy Feinstein said one of the challenges of a young college is that most resources are earmarked for special projects, so the college has little left for unforeseen expenses.

The Dean's Associates Program provides unrestricted funds that give the college flexibility to cover expenses when the need arises, such as when a student wants to attend a conference or a faculty member requires lab



TOM ZASADZINSKI

"It was the hardest thing I've ever done in my life, but with Gary Hamilton's words in the back of my mind, that's what it takes to get to the next level."

equipment for a research project.

Gifts to the Dean's Associates Program begin at the \$1,000 level. Wood chose to make a commitment to the program over five years.

"I am so excited that Wayne wanted to contribute to this fund. I hope other alumni follow suit and realize the significant benefits of contributing to their alma mater," Feinstein said. "We are a young college with young alumni who are not yet in a position to make huge gifts, but what they can give is needed and appreciated."

Wood got started in the restaurant business in the summer of 1985 after graduating from high school.

"I had a summer job at Knott's Berry Farm, and when the summer ended, I forgot to go home," Wood says.

Later, a career with Lawry's Restaurants took him to Chicago, Dallas, Las Vegas and Los Angeles. When he was working in California, Wood participated in the Professor for a Day program and attended the Richard N. Frank Distinguished Lectureship series.

When he was in Chicago, Wood hosted contingents of students, faculty and staff on

their annual trips to the National Restaurant Association Show.

This past fall, Wood left Lawry's after 16 years for the opportunity to start a restaurant from scratch. Before his current position, he opened the new Chart House located at the center of the Golden Nugget's new tower in Las Vegas. Drawn to the company culture and the lure of a new city, Wood moved on to run the Smith & Wollensky in Boston.

His first night at Smith & Wollensky coincidentally coincided with a trip to Boston by Cal Poly Pomona Vice President of University Advancement Scott Warrington. Warrington, the college's 2010 Distinguished Alumnus Margaret Bailey '86 and Loretta and Randy Arpea, who both graduated in 1990, enjoyed a long dinner at the restaurant.

"It was pleasant that on my first night on the job, in a new city, to already feel a community here," Wood said.

Wood enjoys working for a new company, but reflected that 16 years is a long time and leaving Lawry's was not an easy decision.

"Lawry's is a terrific company — and I love Mr. Frank; however, my opportunities for growth were limited," Wood says.

"It was the hardest thing I've ever done in my life, but with Gary Hamilton's words in the back of my mind, that's what it takes to get to the next level."



(from left) Lesley Butler, Jenesie Hardyman, Michael Godfrey, Chitra Perera, Barbara Jean Bruin, Ben Dewald, Ernie Briones, Robert Hartman and Donna Danna are all Cal Poly Pomona alumni.

TOM ZASADZINSKI

Bringing Back Broncos

Numerous alumni work for The Collins College

BY ESTHER CHOU AND AMANDA SMITH

FOR MANY STUDENTS, SPRING QUARTER is a constant reminder that commencement is just around the corner. Graduating seniors begin hunting for jobs hoping to find a position in “the real world.” However, many do not realize that for some alumni, the real world can take them back to their roots. Many Collins College faculty members and staff have worn Cal Poly Pomona’s tassel, representing several of the university’s eight colleges.

Though few of these alumni originally aspired to have a career in academia, and in some cases, even hospitality, their expertise within the hospitality industry makes them the perfect candidates for a role within The Collins College. Further boosting their qualifications, experience as a Cal Poly

Pomona student allows these employees to better understand their students’ experiences and expectations on campus.

Michael Godfrey, associate dean for The Collins College, had no intention of going into the hospitality industry, dreaming of another life completely. “I wanted to be an optometrist and follow in my dad’s footsteps. Cal Poly Pomona’s College of Science had a great program for students wanting to go pre-med,” Godfrey said. However, while completing his bachelor of science in zoology, Godfrey worked steadily in restaurants. His industry experience began as a cook with Pinnacle Peak and as a server with Cask ‘n Cleaver.

Following graduation, Godfrey spent a year at Southern California College of Optometry in Fullerton until he took the lab

portion and realized he was not interested in entering the medical field. “I realized that I might find the day-to-day work of an optometrist a bit boring. I was used to the people-contact you find in restaurants so this area of work seemed too passive,” he said. Following a discussion with his very supportive parents, he dropped plans to be an optometrist and rejoined the restaurant industry holding management positions with The C & C Organization, SeaCliff Country Club, Buffalo Ranch Steakhouse and Pacific Ocean Restaurants, Inc.

Godfrey began teaching at Cal Poly Pomona in 1994 as part of the instruction team for The Restaurant at Kellogg Ranch, holding the position for five years. For the next eight years, and before becoming associate dean, he taught food, beverage,

and labor cost control, beer and culture, and strategic leadership. Despite taking only one hospitality class as an undergrad, Godfrey is able to find value in his science background stating that food, beer and wine involve a lot of chemistry and biology.

Godfrey is also able to use his experience as a Cal Poly Pomona alumnus to better advise his students. “Students should be actively involved in clubs their first few years. This university has a reputation of being a commuter campus. I didn’t take advantage of campus life; I would take my classes and go home. I don’t want other students to make that mistake. They should also work in the industry even if they are not sure what they want to do. When you gain work experience, you also find out what you are really interested in. I am a prime example of making that mistake. Had I been more involved in science outside of the classroom during college, I might have realized sooner that I was not really interested in that field,” he said.

In addition to Godfrey, Lecturers **Barbara Jean Bruin, Lesley Butler** and **Dawn Taccone**; Chef/Lecturer **Ernie Briones**; Student Services Coordinator **Donna Dannan**; Professor Dr. **Ben Dewald**; Restaurant Laboratory Analyst **Jenesie Hardyman**, and Purchasing Agent **Chitra Perera** are all alumni. Additionally, CSU Hospitality Management and Education Program Coordinator **Robert Hartman**, who is based at the college, earned his MBA with an emphasis in hospitality management at Cal Poly Pomona.

For the past 17 years, Butler has taught and supervised students who run the dinner service at The Restaurant at Kellogg Ranch. Although the venue is different than when she was a student (Collins students worked out of Kellogg West in the late ’80s), she understands how to prepare them for success. At the beginning of each quarter, Butler shares her memories of working part-time at Sizzler and taking classes from many of the same professors who still teach today.

“I had a good time here as a student. I really loved the faculty. They knew who you were, they engaged the students, and that’s how I found my passion for the industry – it’s because my professors had a passion,” Butler said.

Butler teaches by example, which requires her to step back. Instead of lecturing about leadership or assuming the role of restaurant manager, she lets students work out their own issues, mentor each other and learn from the experience. “I have the challenge of not being the doer of those tasks, not being the leader,” she says. “They have to actually manage the restaurant. I have to get them ready and put them into a position to be successful.”

What she can show them is her enthusiasm for the restaurant business and how to provide excellent service to guests. That is something she learned as a student from her own professors.

“I can’t make students have a passion for serving the public. That comes from within them, and the majority of the students have that people-pleasing mentality,” Butler said. “What they can get from me is my passion, and they can emulate that.”

Bruin is Butler’s lunch service counterpart. Bruin knew she wanted to follow in her family’s footsteps and enter the hospitality industry from a young age. A native of New Orleans, she worked in all aspects of her family’s fine-dining restaurant before moving to California where she earned her A.A. from Fullerton College and B.S. in Hotel, Restaurant & Travel from Cal Poly Pomona. The name of the degree has since changed to hospitality management.

During her time at The Collins College, Bruin acted as the vice president for the former Hospitality Society and is currently the alumni chapter’s faculty liaison. Professor Dr. Bob Small has made a significant impact on Bruin throughout her time at Cal Poly Pomona. “Bob Small is truly a teacher who inspires. He interacted with me on a person-to-person level, not just teacher-to-student,” Bruin said. Later, it was Small who offered her a position to run The Restaurant at Kellogg Ranch.

Despite the mentor she found in Small, Bruin actually tested out of taking his catering class because of her previous experience in the restaurant industry. It is something she regrets to this day. Feeling she missed out on this class, she encourages students to take every class offered. “Don’t ever think that you can test out of a class; you can never know too much,” Bruin said.

During her undergraduate years, Bruin

fondly remembers the sense of family she got from The Collins College. Today, many of her classmates have become coworkers, strengthening such family ties. However, it is not just her classmates she knew prior to working at The Collins College, Bruin and Godfrey worked together at Cask ‘n Cleaver and they both proudly admit she helped jumpstart his career at Cal Poly Pomona.

Like Godfrey, Hartman, coordinator for the Cal State University’s Hospitality Management Education Initiative (HMEI), did not initially see himself working in hospitality. He worked as a technical writer for Sun Microsystems in the ’80s, just as computers were on the verge of becoming mainstream. He later worked as a manager for Informix, Inc. and Epiphany, Inc. After 20 years in the software industry, Hartman took time out to pursue a lifelong interest in sustainability. He studied landscape horticulture at Merritt College in Oakland and, in 2005, completed the UC Santa Cruz apprenticeship program in organic farming and gardening. He aspired to break into the hospitality industry by obtaining his MBA with an emphasis in hospitality management from Cal Poly Pomona’s College of Business Administration. Upon graduation in 2008, Dean Andy Feinstein hired him to lead the CSU system’s efforts to better promote its hospitality programs.

“As part of my MBA course of study, I had the opportunity to participate as a research assistant with Andy on a project to develop a strategic plan for advancing hospitality education throughout the CSU system. That project later became the Hospitality Management Education Initiative,” he said. “When I completed my MBA, Andy offered me the position of program coordinator for the initiative provided that we could get funding. That funding proposal was the most challenging document I have ever worked on, far more of a stretch for me than even my thesis. Thanks to Andy’s expert guidance, the CSU administration found it convincing.”

Although they each come from different academic backgrounds at Cal Poly Pomona, the faculty and staff who are alumni can all agree that they are able to relate to many of today’s students because of they have walked the same halls.



Having a Cow

Dean Andy Feinstein gets some help with a cow costume from Associate Dean Michael Godfrey and student Brandon Heist during the lunchtime Dean's Event in March. Bob Sun, owner of the Chick-fil-A in the City of Industry, donated 300 chicken sandwiches for the event. Roundtable for Food Professionals organized the lunch.

News & Accolades

The Oscars may wrap up award season for Hollywood, but the National Restaurant Association Educational Foundation's Salute to Excellence will be The Collins College's end to its season of accolades. Dr. **Jerry Chesser**, CEC, FMP, CCE, AAC will be inducted into the National Restaurant Association Educational Foundation's College of Diplomates on May 22 in Chicago. Past recipients include: Julia Child, Emeril Lagasse and Jim Collins. As if that were not enough, Chesser also received the Lifetime Achievement Award from the Research Chefs Association in Phoenix in March. Chesser is a founding member of the association, which is the leading professional community for food research and development. Chesser will also give the keynote address at the college's commencement ceremony on June 11.

Dr. **Jeff Brown**, CEC, CCE, received the 2010 American Culinary Federation, Inc. (ACF) Western Region Chef Educator of the Year Award at the federation's conference in Albuquerque this past February. The award pays tribute to an active culinary educator whose knowledge, skills and expertise have given culinary students leadership and guidance. As this year's Western Region recipient, Brown will vie for the national title against three other candidates at the 2010 ACF National Convention in Anaheim this August.



After 30 years with Cal Poly Pomona, Student Services Coordinator **Donna Dannan** will bid The Collins College farewell. She is set to retire at the end of June. Dannan has been an indispensable member of the college. As an alumna of the program, she brought a unique and personal perspective to her work. She organized the college's Career Expo and commencement each year, in addition to overseeing many programs that support students. She will surely be missed.

Dr. **Jane Zhang** received a grant of \$16,800 to conduct marketing research for Sterra Hotel and Spa — a spiritual resort in Mexico. She is the primary investigator guiding two student researchers. The grant will provide the team with a trip to Mexico and funds to conduct research on spiritual tourism. The project is scheduled to be completed by the end of spring quarter.

Dr. **Donald St. Hilaire** scored a hat trick receiving the Outstanding Faculty Advisor of the Year award for the third year in a row. Students chose St. Hilaire in part for his enthusiasm and the encouragement and support he gives them. Student Akeel Shah, president of the Hospitality Management Council, presented St. Hilaire with the award on May 13 during a university-wide ceremony.

Dr. **Myong Jae "MJ" Lee** became the director of graduate studies for The Collins College and will oversee the new master of science in hospitality management program. Lee has been instrumental in the development and promotion of the new program. He visited several South Korean universities and attended the 15th annual Graduate Student Research Conference in Hospitality and Tourism in Washington, D.C., to promote the graduate program.

Five top hospitality professionals taught courses for the college during the past three quarters. **Arte Nathan**, who is a member of the college's Board of Advisors and president/CEO of Strategic Development Worldwide, taught labor law in the hospitality industry and hotel/resort operations seminar. **Michael Hawkins**, owner of Green Street Restaurant in Pasadena, returned for another term to teach a class about opening restaurants. **Andrew Scott**, who is a club consultant and past general manager of the Manhattan Country Club, taught club operations. **Bill Lickiss**, a training and development specialist at the Barona Resort & Casino, taught casino operations and management. Dr. **Ken Lee** returned after a few years to teach information technology for the hospitality industry. Lee is the area director of information technology for the Wilshire Grand Hotel & Centre in Los Angeles.

Lisa McPheron, director of communications and external relations, will graduate with her master's degree in communications from Cal State Fullerton this May. She focused her studies on alumni relations, social media and fundraising for non-profit organizations.

Professional Activities

The California Restaurant Association Educational Foundation's sixth annual California ProStart competition received a lot of support from The Collins College. **Brown, Chesser, Dannan, Ernie Briones, Lesley Butler, Dr. Ben Dewald, Belle Lopez** and **Scott Rudolph**, all traveled to Le Cordon Bleu College of Culinary



And The Medals Go To

FROM LEFT: Drs. Jeff Brown and Jerry Chesser have each been honored recently for their contributions to education. Brown received the ACF Western Region Chef Educator of the Year award. Chesser received the RCA Lifetime Achievement Award and will be inducted into the NRAEF's College of Diplomates.

Arts in Sacramento to help with the high school competition in March. Chesser, Brown and Dannan along with student Erin Mascho also headed to Overland Park, Kan., for the National ProStart Invitational at the end of April. Chesser was the culinary competition coordinator; Brown was a culinary judge; Dannan was the lead timer, and Mascho assisted in timing.

Lecturers **Peter Anderson** and **Barbara Jean Bruin** have each been elected as officers of the new U.S. West CHRIE Federation. Anderson will be vice president and Bruin will be director of member services and development. Dean **Andy Feinstein** and Dr. **John Self**, continue to work with I-CHRIE as well. Feinstein is secretary and Self is treasurer and chair of the finance

committee. I-CHRIE is the global advocate of hospitality and tourism education for schools, colleges and universities offering programs in hotel and restaurant management, foodservice management and culinary arts.

Anderson, who is the principal of Anderson and Associates, was invited to the Global Spa Summit in Istanbul, Turkey, in May. Modeled after the World Economic Forum in Davos, Switzerland, the invitation-only summit brings together leaders in the spa industry to solve shared problems.

Dewald conducted a one-evening business etiquette and table manners class at the University of La Verne last fall, and in March he attended an advisory committee meeting for Orange Coast College's culinary arts and foodservice management program.

Dr. **Ed Merritt** was appointed to a three-year term as a commissioner of the Accreditation Commission for Programs in Hospitality Administration, which is the accreditation agency for college- and university-level hospitality programs.

Los Angeles Times Reporter Hugo Martín interviewed Dr. **Neha Singh** for her expertise in the travel industry. The story "Golden milestone for the Hollywood Walk of Fame" ran in February. Singh was also selected by the

university's Faculty Center to represent Cal Poly Pomona and The Collins College at a Dee Fink & Associates' workshop called "Designing courses for significant learning" in Chicago in May.

The Tourism Special Task Force for the San Gabriel Valley Economic Partnership invited **Zhang** to join its board, as did the Board of Directors for Simple Guest Solution, a company that specializes in technology and hotel distribution. Zhang will be developing tourism destination branding for the San Gabriel Valley.

Publications, Articles & Conference Presentations

Dewald and **Self's** co-written article "Why do employees stay?" has been accepted for publication by the *International Journal of Hospitality and Tourism Administration*. Self also co-wrote "The effects of self-monitoring and impression management on customer preference of alternative currencies in the restaurant industry," which has been submitted to *Cornell Quarterly*. Self presented "Can location predict restaurant success or failure? An analysis of" (continued on page 38)



Go Team Neha

Several students and Student Services Coordinator Donna Dannan surprised Dr. Neha Singh when they showed up wearing "Team Neha" T-shirts at the Faculty/Staff Appreciation Night during halftime of the women's basketball game in February. Collins student and tennis player Kaitlin Wooldridge nominated Singh as an outstanding faculty member. President Michael Ortiz and Athletics Director Brian Swanson presented her with the award while Team Neha cheered on.

Empowering Women

Dr. Sandy Kapoor led a women's nutrition demonstration in conjunction with Women's HerStory Month. The month of activities is sponsored by the university's Violence Prevention and Women's Resource Center. Student Micki Abramovitz volunteers at the center and she recruited Kapoor to lead the demonstration. "Eating well helps to empower women," Abramovitz said. "When you're healthy you can take on more, and HerStory Month is all about empowering women."



Behaviors Affect Organizational Culture (LAP Lambert Academic Press.) The book will be available this summer. He also received approval on his sixth book with the working title, *The Leadership Trap: Understanding Burnout*, due out in the fall, and he wrote the article "Establishing a Strategic Club Vision and Mission" for *The Collins Journal*.

In March, the School of Tourism Management at Beijing International University invited **Zhang** to give two seminars titled "Marketing California in Face of a New Economy" and "California Lodging - the Source of Innovation and Entrepreneurship." Zhang is also shopping her book *The Art of Rice*, which is being considered for an exhibition at UCLA's Fowler Museum this summer.

(continued from page 37)

restaurant failure rates" and "Restaurant success and failure: How important are age, affiliation and competitive environment?" at the I-CHRIE Conference in San Juan, Puerto Rico, in January. Additionally, he presented "Location, location, location: A preliminary study utilizing GIS in analyzing location as a basis for restaurant success or failure" at the conference.

Feinstein co-wrote the article "Managing complexity: Applying the conscious-competence model to experiential learning" for *Developments in Business Simulation and Experiential Learning*. He presented the article in March at the 37th annual Association of Business Simulation and Experiential Learning held this year in Little Rock, AR.

Dr. Sandra Kapoor, RD, FADA gave a presentation titled "Research & practice innovations: Translating research into dietetics practice" last fall at the American Dietetic Association's Food & Nutrition Conference & Expo in Denver.

Lee published a co-authored paper "A comparison of student and industry perceptions of event management curriculum in Korea" in the *Journal of Hospitality, Leisure, Sports and Tourism Education*. He also co-authored "An examination



Bronco Brown, Talk of the Town

Last issue we brought you news that Lecturer Owen Williams was eying some university-grown hops to make a Cal Poly Pomona beer. The hops have not worked out yet, but Williams did get his hands on some Cal Poly Pomona-grown barley with the help of agriculture student Sarah Risorto.

After malting the barley himself, Williams and friend Steve Dunkerken brewed and bottled a California brown ale and named it Bronco Brown. Student Amanda Smith designed a label for the limited homebrew, which, for all we know, is the first Cal Poly Pomona beer. The beer interested reporters at Southern California Public Radio, KPCC 89.3, who featured a four-minute report about the beer on Saint Patrick's Day. Associate Dean Michael Godfrey, Williams and student Ray Bishop are each featured in the report, which also covered the beer and culture course Godfrey developed and United Culinarians' PolyNation beer.

of the determinants of customer loyalty creation in online travel intermediaries: A comparative analysis among customers with different technology readiness" for the *Korean Journal of Hospitality Administration*.

Merritt published his fifth single-authored book *The Leadership Effect: How Manager Values and*

Dear Collins Alumni,



For many of us, 2009 was a tough year, with high unemployment and hospitality companies feeling the effects of the great recession. But for the alumni chapter, this was our first full year after reforming, and we hit the ground running.

We began 2010 with a networking event in February at a private club in Los Angeles, which brought more than 25 alumni together. Treasurer Ivey Yu and Andrew Rosenfield hosted the event

and James Collins was the guest of honor. Later that month, we hosted the 2nd annual Bagel Mixer before the Hospitality Career Expo, and then headed back to the Westside in March. Alumna Heather Dancel hosted the mixer at Cache Restaurant in Santa Monica. In April, more than 40 people enjoyed the 2nd annual Fleming's Wine Dinner Fundraiser in Newport Beach thanks to Vice President Russ Bendel, Jr. Just like last year, the event was a huge success.

We understand that there are a number of alumni who do not live in Southern California or cannot travel to events. In addition to Miki Takashima's work to start an Asian Pacific division, Dominic Donatoni, is heading up the Pacific Northwest division. If you are interested in starting up or joining a divisional chapter, we would love to hear from you!

As a chapter, we believe it is imperative that we engage the current student body and assist them in preparation for their careers. In May, the chapter introduced our first "Experience the Industry" scholarship for one student attending the National Restaurant Association Show in Chicago. This fall, another scholarship will be awarded to a student attending the New York Hotel Show. Additionally, on June 10, we will host our 2nd annual graduation party in Claremont at Casa de Salsa.

In today's challenging economy, reconnecting and networking with your fellow alumni are especially important. We encourage you to get involved and hope you will follow us on Facebook and LinkedIn. Equally important, we want to hear from you! Please let us know what we can do as your board by e-mailing us at collinscollegechapter@alumni.csupomona.edu.

All the best,

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



UPCOMING EVENTS

May 23 2nd annual Chicago Alumni Reception

Join fellow alumni at Hotel Felix from 5 p.m. to 7 p.m. as we honor Dr. Jerry Chesser for being inducted into the NRAEF's College of Diplomates. The event is free and hosted by Dean Andy Feinstein, alumna Eva Wassermann '86 and her husband, Roger Hill.

June 10 2nd annual Senior Celebration

The alumni chapter will host a party for graduating seniors on June 10, from 6:30 p.m. to 8:30 p.m. at Casa de Salsa in Claremont.

June 11 Commencement

The ceremony will be at 4 p.m. in the University Quad.

July 30 2nd annual Alumni in the Outfield

Check the back cover of the magazine for details.

Sept. 27 Alumni Association Golf Tournament

The tourney begins at 8 a.m. at South Hills Country Club in West Covina.

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Margaret Bailey '86 is senior vice president of government services at Capital Hotel Management (CHM).

Margaret Bailey

Distinguished Alumni of the Year

BY JESSICA WYLAND

PHOTOS BY TOM ZASADZINSKI

Margaret Bailey approaches her career and her life with the heart of a public servant, the wisdom of an executive, and the spirit of an athlete. A mother of three and former world triathlon competitor, Bailey earned a bachelor of science degree in hotel administration from Cal Poly Pomona in 1986. In her current role as senior vice president of government services at Capital Hotel Management (CHM) in Boston, she advises public sector clients such as the National Parks Service, the U.S. Department of Defense, and the U.S. Forest Service on strategies for improving and enhancing their visitor facilities and services.

Through her education, career and athletic training, Bailey has honed in on guiding principles that help her to stay focused and achieve her goals.

“Have a plan—every hour, every day, every week and then work the plan,” Bailey said. “Winning and losing are not as important as continuing to try. Every day you have to try again. Or, try something else.”

The Game Plan

Bailey’s goal when evaluating colleges was to find a school that offered a challenging, engaging curriculum in a pleasant setting. She felt inspired by Cal Poly Pomona’s campus and was impressed by the offering of industry-based hospitality studies as well as general education and business classes. The diversity of coursework particularly appealed to Bailey

who was interested in the management of hotels, restaurants and businesses, as well as electives outside her major.

As a student, Bailey worked under the close direction of several professors including Dr. Bob Small, who refers to Bailey as his favorite student of all time. She also had the opportunity to participate in an international business study abroad experience in Denmark.

In addition to her hotel studies, Bailey fondly recalls her participation in the Model United National Program (MNUN), led by Professor Dr. John Moore. When Moore was arranging the Douglas Adair Symposium to honor the bicentennial of the U.S. Constitution, he needed someone to spearhead the hospitality for the symposium. He found an eager and enthusiastic lead in Bailey. She was given responsibility for managing a \$10,000 dollar hospitality budget. She arranged all transportation, lodging, and food and beverage for a series of six speakers including high-profile individuals like William F. Buckley.

Managing such a major event buoyed her enthusiasm for her future career. "It was a senior project with real-life experience," Bailey recalled. "I was able to really make something happen—to bring people together to host this series of events. Plus, the project gave me the chance to collaborate with my colleagues and see how wonderful it is when everyone can apply their specific talents."

Open to Opportunity

It was a class in market and financial analysis that influenced Bailey's profession in a way she never expected, exposing her to part of the industry she did not know existed. After graduation, she went to work for Hyatt Hotels and Resorts' Hyatt Bethesda, as assistant banquet manager. She was promoted to convention services manager at the Baltimore Hyatt. She later landed a management/consulting position with PKF Consulting where she was first introduced to public agencies who managed hospitality and recreation facilities. From PKF she joined, Horwath Landauer, and then moved to become a manager at PricewaterhouseCoopers, both in Boston.

Certainly Bailey's glass-half-full attitude propels her career ever forward. She also credits Cal Poly for her achievements.

"Cal Poly shows students all the facets of the industry," Bailey said. "The professors offered tactical advice and they really care. I would tell students to be open to new opportunities. You never know where the industry can take you."

Thus far, the industry has taken Bailey through a 24-year career concentrated in advising public sector clients on their hospitality and recreational real estate holdings. She focuses on market, financial, and investment analysis for visitor-based operations including lodging; food and beverage; retail; ski areas; campgrounds; picnic areas; trails, and visitor centers. Bailey has also developed strategic policy guidance and provided implementation support for public agencies on concessions and pricing.

Passion for Public Agencies

Bailey's current employer, CHM, is the largest independent hotel investment management company in the country with a portfolio of hotels and single-asset investments. As senior vice president, she serves as a division leader for CHM's Government Services group, focused on the business advisory needs of municipal, state and federal land management agencies, as well as state park agencies and municipalities. The focus of Bailey's efforts is on adapting private sector business strategy for public agencies in natural, cultural and historical environments.

"I get to assist public agencies in improving the quality of visitor service on federal land, and advise them on making sound decisions regarding our nation's natural, cultural and historic resources and assets," Bailey said. "I can continue to say that I am passionate about what I do and those I work with and at the end of the day, that is what really matters. My clients count on me for industry knowledge, but what I think they also appreciate is that I truly care."

A Winning Team

Bailey's relationship with The Collins College of Hospitality Management continues to grow in mutually beneficial ways. As a long-time member of the Cal Poly Pomona Alumni Association, she has been a guest speaker in classes as well as contributing to Collins College scholarships and fundraising endeavors.



Bailey is joined by her family and favorite professors during the Harvest Celebration in November.

In turn, the college recognized Bailey's contribution as an alumnus and her accomplishments as an industry professional by presenting her with the Distinguished Alumni of the Year Award at the 2009 Harvest Celebration. The event, which took place at the Renaissance Hollywood Hotel and Spa, was held to honor leaders in the hospitality industry and to raise money for students inside and outside the classroom. Bailey shared the stage that day with Jay Rasulo, CFO of Walt Disney Parks and Resorts, and Steve Slater, vice president & general manager of Southern Wine & Spirits of Southern California.

"Margaret Bailey embodies the success we hope all our alumni achieve in their careers," said Dean Andy Feinstein.

Triathlon Philosophy for Life

Before Bailey juggled family and career, she had time to dedicate to a rigorous athletic training schedule and regular triathlon competitions. While she is proud of that success, she focuses now on staying physically active amid all her other responsibilities.

"In sports and in business, it is important to stay focused on your goals and to always be active," Bailey said. "It is equally important to know your own limits and to pace yourself."

Where Are They Now?

Collins College alumni enjoy a wide array of careers in hospitality

1970s



Bridget Bilinski '79 joined The Collins College's Board of Advisors in 2009. As area vice president of Northern California, the Pacific Northwest and Utah for Marriott International, she oversees Marriott and Renaissance

hotels and more than \$400 million in annual sales. Bilinski started with Marriott shortly after graduating as a manager trainee and has worked her way up through the company. Notably, she became the first female general manager of the Anaheim Marriott in 2004. During this tenure, she became the first woman to serve as chairman of the board for the Anaheim Convention and Visitors Bureau. She is also a past Distinguished Alumni of the Year.

1980s

Lisa Scalia '83 owns and operates Melting Pot Food Tours, which takes people on walking tours of Old Pasadena and the Los Angeles Farmers Market. The tours are designed to acquaint guests with extraordinarily delicious treasures that one may not typically find or taste on their own. Scalia is considering expanding her tours to include a driving tour of the Inland Empire, which might



Since graduating in 1989, **Stacie Maier** has worked for Marriott International. During her 21-year career, she held positions in operations and administration before finding her passion in human resources. She worked at hotels from LAX to Coronado Island; spent three years at Marriott's corporate headquarters in Bethesda, MD, and held a regional director of associate relations position prior to landing back in San Diego. She is currently the market director of human resources overseeing the HR function for 1,500 associates in the San Diego market. She obtained her MBA, with a concentration in management and leadership, from the University of La Verne in 2007. She is seen here with Bill Marriott, Chairman and CEO of Marriott International.

include a stop at The Restaurant at Kellogg Ranch. Scalia's business is becoming increasingly popular and has been mentioned in a number of newspapers and blogs, such as the *Los Angeles Times*, *Pasadena Star News* and *LAist*. For more information visit www.meltingpottours.com.



After being general manager of numerous hotels from 1988 to 2005, **Micarl "Mica" Hill '85** joined the Preferred Hotel Group as regional director of the America Southeast as well

as managing director of Brand Standards for all of the company's 700 plus hotels located in 75 countries. Hill remains passionate about the hospitality industry. He celebrates being married for 26 years to Dr. Laureen Hill, vice chairman of the Department of Anesthesiology & Critical Care Medicine at Washington University St. Louis, Missouri. Hill was the 1991 Distinguished Alumni of the Year.

Todd Fogel '86 is a district manager for Sodexo in North Carolina, where he moved a year ago with his wife. He oversees 15 mess halls at Camp Lejeune, the largest Marine Corps base, as well



as, the New River and Cherry Point Air Stations, serving almost 7 million meals a year. Fogel stated that "Serving those who serve, is an honor and the most rewarding position I have had to date." Immediately after graduation in 1986, Fogel worked in a variety of management positions in the restaurant and hotel industry in Southern California before landing in the food service contract business with ARAMARK in 1989. Starting in Healthcare, he helped ARAMARK retain and open key strategic operations in Southern California, until moving to the Business and Industry Division as a general manager in 1991. In 1999, he joined Sodexo as a district manager and worked as both district manager and national client executive in Corporate Services until recently moving to the Government Services Division.

1990s

Brian Knirk '91 is the program director of the American River College's Culinary Arts and Hospitality Management program. He hosted several members of The Collins College's faculty and staff in February at Oak Café, the student-run restaurant at American River College. He is standing next to a cake that his students made.



The Cal Poly Pomona Alumni Association Golf Tournament will be held Sept. 27 at the South Hills Country Club in West Covina, which is managed by **Art Barajas '92**. Barajas is the 2006 Distinguished Alumni of the Year and certified club manager through the Club Managers Association of America (CMAA). He recently served as president of the Cal Poly Pomona Alumni Association and remains active in

alumni programs and events. Barajas is also supportive of the college's chapter and serves as the chapter's liaison to the CMAA's Golden State Chapter.

In more club news, **Ronald Banaszak '95** has been elected to the National Board of Directors for the Club Managers Association of America. Banaszak is general manager/chief operating officer of the St. Francis Yacht Club in San Francisco and a certified club manager. He remains an active member of The Collins College alumni community. He hosted the alumni chapter's first Bay Area event at the St. Francis Yacht Club last summer, and he regularly provides tours of the yacht club to students in the college's CMAA chapter.



Frank Cordeiro '96 is chief operating officer and general manager of Hacienda Golf Club, a private equity golf club established in 1920 and located in La Habra Heights, Calif. He has held this position for the past eight years.

Prior to Hacienda Golf Club, he spent three years as the assistant general manager at The Club at Morningside, a luxury golf and country club resort in Rancho Mirage, Calif. He and his wife of 13 years, Rose, have three children. He is a member of the Golden State CMAA chapter board and Rotary International. He also serves on CMAA's Tubach Scholarship Committee, which awards scholarships annually to Cal Poly Pomona students who have an interest in club management.



FROM LEFT: Dean Andy Feinstein and his father, Sheldon Feinstein, are joined by father and son, alumni Hae Park '78 and Eugene Park '07, during the Alumni Association Golf Tournament last fall at Coyote Hills in Fullerton. The Parks also donated a second foursome, which was played by Seth Larson '02, John Clay, '04, Ryan Dudley, '01 and Jason Farned '04.

In February, **Angela Hui '97**, assistant director of sales at the Ontario Convention & Visitors Bureau, was a guest speaker at a Cal Poly Hospitality Association general meeting. She is not the only one in the family to attend The Collins College and work in hospitality. Her husband, **John Chan '98**, is the front office manager at the Bonaventure Hotel and Suites in Los Angeles. Her sister-in-law, **Mimie Chan '99**, is the controller at Hyatt Westlake Plaza.

2000s

Ryan Dudley '01 proprietor of The Cellar in Fullerton was named to *OC Metro* magazine's Top 40 Under 40 List. The 2007 Distinguished Alumni of the Year was also featured in an article in the *Orange County Register* titled "Restaurateur seeks menu for marital bliss" this past February. In celebration of his marriage to Brianne Blythe this spring, Dudley ran a promotion at The Cellar where he invited couples who had been married for more than 60 years to share their advice on happy marriages. Dudley bought The Cellar in 2004.

Marc Yim '01, a captain in the Army Medical Corps, began working for U.S. Customs and Border Protection on an Anti-Terrorism Contraband Enforcement Team. He is still in the Army Reserves and departed for Haiti in April to spend two months conducting a humanitarian mission. As officer in charge on the Haiti mission, he led 88 medics, doctors and nurses.

(continued on page 44)

We Want To Hear From You



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

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Alumnus Dominic Donatoni '04 married Teri Miller on Oct. 10, 2009, at Croad Vineyards in Paso Robles, Calif. They honeymooned in Mexico. Shortly before the wedding, Donatoni left his job of many years at Aliso Creek Inn in Laguna Beach to be near Miller in Oregon. He now works at the Oxford Hotel in Bend, Ore.



After graduating in 2005, **Andrew Rosenfield** began working for The Country Club, in Boston, the oldest country club in the United States. He was the assistant clubhouse manager. After three and a half years with the club, he moved back to Los Angeles and became assistant general manager of The California Club, where he has been for almost three years. In February, Rosenfield and **Ivee Yu '08**, alumni chapter treasurer and assistant manager at the Los Angeles Country Club, co-hosted the alumni chapter's monthly mixer. **Jim Collins** was the guest of honor.



Grace Lee '06 works for the city of Garden Grove's Economic Development Department/ Garden Grove Agency for Community Development. She assists her department to



Devansh Ashar '08 won the Grand Prize for the Taste of Discovery Coffee Challenge held in Trieste, Italy, by Le Méridien and Illy Coffee last May. He prepared the "Illy Cafe Mojito," which is going to be implemented in more than 120 Le Méridien's worldwide. (Photo courtesy of Illy Coffee.)

improve the physical, social, and economic condition of the community. The department markets development opportunities within the city to promote and attract retail, industrial, and entertainment ventures. A vital portion of the opportunities are located in International West, Garden Grove's premier resort destination, offering top-rate hotels and popular dining places within a modern, upscale environment. Recently married in March 2009, Lee now resides in Brea.



Jenna Palacios '06 is coming up on her fourth year as the food and beverage director at Bahia Corinthian Yacht Club located in Corona del Mar. She lives in Laguna Beach where she enjoys spending

time outdoors hiking, jogging and being on the water. She is currently launching a foundation to support the dogs left behind by deployed Marines at Camp Pendleton's Animal Shelter. Her efforts were featured in an *Orange County Register* article "Marines' dogs in need of food, medicine" in February. She is also working to become a certified club manager through the Club Managers Association of America.

Heather Dancel '08 is the assistant manager at Cache Restaurant and Lounge in Santa Monica.

She hosted the alumni chapter's March mixer. The restaurant opened in late 2009. The space was formerly Schatzi on Main Street Restaurant owned by Gov. Arnold Schwarzenegger. Dancel is a certified sommelier.



Perri Ann Shindler '08 is the dining room manager at Café Pinot, which is a French/ California-style restaurant at 5th and Flower in downtown Los Angeles. When she first joined the Patina Restaurant Group, she trained at Catal at Downtown Disney and Pinot Provence at South Coast Plaza. Before Café Pinot, Shindler worked at Zucca Ristorante in Los Angeles where, in September, she hosted the alumni chapter's monthly mixer.

Barbara Rodriguez '09 is the guest service agent at the Best Western Carlyle Inn in Beverly Hills. She was highlighted in the company's newsletter for developing a display that outlines best practices for ensuring quality, personalized guest service. (Photo courtesy of Best Western.)



2ND ANNUAL Bagel Mixer

FROM LEFT: Bruce Gorelick, '78, student Alisha Kato, Art Barajas '92, Jason Farned '04, Steve Senft '98 and Danny Duran '06 gather at the Alumni Bagel Mixer in February.

PHOTO BY
TOM ZASADZINSKI



IN MEMORIAM: Robert Stevenson '08



Collins College Alumnus Robert Paul Stevenson, 42, passed away on Feb. 20, 2010, from melanoma cancer. He was a quiet man and a great listener who cared deeply about his family

and friends. Stevenson's love for his God and his faith were unwavering. He spent 10 years of his life working with the Life Teen Program at St. Dorothy Church in Glendora. He met and fell in love with one of the Life Teen peer leaders, Marianna (Cookie) Trevizo. They were married at St. Joseph's Church in Upland on September 7, 2002, and moved to Beaumont, Calif., where they bought a home and started new lives together. Stevenson ran his own business for many years, but decided to return to school where he earned his degree at The Collins College in June 2008. He worked most recently as the banquet manager at the J.W. Marriott in Palm Desert. He was diagnosed with melanoma cancer in November 2008. In November 2009, he was told that the cancer had metastasized. He fought hard and never gave up hope. Life will never be the same for those who knew and loved him.



Ivee Yu '08 and Andrew Rosenfield '05 organized the alumni chapter's first 2010 mixer. The reception was held at a private club in Los Angeles and Jim Collins was the guest of honor. Nearly each month, the chapter hosts free mixers across Southern California. Visit the chapter on Facebook or LinkedIn to learn about upcoming events.

FROM OUR **Kitchen**

Life's a Picnic

Dr. Jeff Brown's classic California beach picnic features steamed clams, cedar plank salmon, avocado and tomato salad and Outrageous Oreo Crunch Brownies.

Brown enjoys restoring classic Rolls Royce "woodies."



Dr. Jeff Brown, CEC, CCE cooks up a classic beach spread

BY LISA MCPHERON

ASSISTANT PROFESSOR CHEF JEFF BROWN'S CAREER SPANS MANY INTERESTING PLACES. Before coming to The Collins College he was personal chef to Jordan's His Royal Highness King Hussein and the royal court and he worked for several culinary schools and fine-dining establishments in the United States.

Wherever he goes though, home is where the heart is for this native Southern Californian.

A classic Rolls Royce "woody" enthusiast, self-proclaimed struggling ukulele player and fan of the California coastline, this award-winning chef knows the key to prepare a meal perfect for an easy, breezy afternoon. Brown gathered some of his favorite recipes to show Collins readers how to create a classic California beach picnic. Add lemonade, a cold bucket of beer and enjoy.

Baby Clams Steamed in Green Onion Broth

Yield: 4 servings

- 4 tablespoons olive oil**
- 1 tablespoon chopped garlic**
- 1 small onion, peeled and sliced thin**
- 3 cups clam juice**
- 1 cup white wine**
- 3 tablespoons lemon juice**
- 1 cup packed parsley leaves**
- 1 tablespoon honey**
- Salt and freshly ground pepper**
- 40 baby clams**

Heat the oil in a large saucepan over medium-high heat until almost smoking and sauté the garlic until golden brown. Add the onion and cook until soft. Add the clam juice, wine and lemon juice and bring to a boil. Reduce heat and simmer for 10 minutes. Place the broth in a blender with the parsley, honey and salt and pepper to taste and process until pureed. Combine the broth and clams in a large saucepan over high heat and bring to a boil. Reduce heat, cover the pan and steam the clams until opened. Spoon into large bowls. Serve with garlic bread. (Courtesy of Food Network.)

Cedar Plank Salmon

Yield: 4 servings

- 1 cedar plank (6 by 14 inches)**
- 2 salmon fillets (1 1/2 pounds total)**
- Salt and freshly ground black pepper**
- 6 tablespoons Dijon mustard**
- 6 tablespoons brown sugar**

Soak cedar plank in salted water for two hours, then drain. Remove skin from salmon fillet. Remove any remaining bones. Rinse the salmon under cold running water and pat dry with paper towels. Generously season the salmon with salt and pepper on both sides. Lay the salmon (on what was skin-side down) on the cedar plank and carefully spread the mustard over the top and sides. Place the brown sugar in a bowl and crumble between your fingers, then sprinkle over the mustard.

Set grill for indirect grilling and heat to medium-high. Place the cedar plank in the center of the hot grate, away from the heat. Cover the grill and cook until cooked through, around 20 to 30 minutes. The internal temperature should read 135 degrees F. Transfer the salmon and plank to a platter and serve right off the plank. (Courtesy of Food Network.)

Avocado and Tomato Salad

Yield: Serves 8-10 servings

- 4 cups avocado (diced medium)**
- 2 cups grape or cherry tomatoes**
- 2 cups cucumber (peeled and diced medium)**
- 1 cup red onion (diced small)**
- 4 tablespoons fresh cilantro (chopped)**
- 2 teaspoons fresh garlic (minced)**
- 2 tablespoons lime juice**
- 1/4 cup olive oil**
- Salt and fresh black pepper to taste**

Gently toss ingredients together and serve on a bed of fresh Florida Bibb lettuce. (Courtesy of the Florida Department of Agriculture and Consumer Services.)



Outrageous Oreo Crunch Brownies

Yield: 20 brownies

- 4 sticks butter**
- 1 pound semisweet chocolate chips**
- 6 ounces unsweetened chocolate, chopped**
- 6 eggs**
- 3 tablespoons instant coffee granules**
- 2 tablespoons vanilla**
- 2 1/4 cups sugar**
- 1 cup plus 1/4 cup flour**
- 1 tablespoon baking powder**
- 1 teaspoon salt**
- 4 cups chopped Oreo cookies (50 cookies)**

Arrange a rack in the middle of the oven and preheat to 350°. Butter and flour an 11 1/2" x 17 1/4" x 1" baking pan.

In a heatproof medium bowl set over a saucepan of simmering water, heat butter, chocolate chips and unsweetened chocolate until melted and smooth. Allow to cool slightly.

In a large bowl, whisk eggs, coffee, vanilla and sugar. Blend chocolate mixture into egg mixture; cool to room temperature.

In a medium bowl, sift together one cup flour, baking powder and salt. Add flour mixture to chocolate mixture. In a small bowl, stir Oreos and remaining 1/4 cup flour. Add Oreo mixture to chocolate mixture. Pour batter into baking pan and smooth top with a rubber spatula.

Bake 35 minutes or until a toothpick inserted 3 inches from center comes out clean; do not overbake. Allow to cool. Refrigerate, tightly wrapped, until cold; cut into squares. (Courtesy of Oprah.com.)



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Cal Poly Pomona Alumni Association's Collins College Alumni Chapter Presents:



2nd Annual Alumni in the Outfield

**7:05 p.m.
Friday, July 30,
Angel Stadium
LA Angels vs. Texas Rangers**

**5 p.m., pre-game networking party
at the OC Sports Grill
450 N. State College Blvd.,
Orange, CA (714) 935-0300**

**\$29 per ticket for Alumni Association members,
faculty & staff, \$34 per ticket for non-members.
Contact the Office of Alumni Affairs by July 9 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!