

FALL 2009

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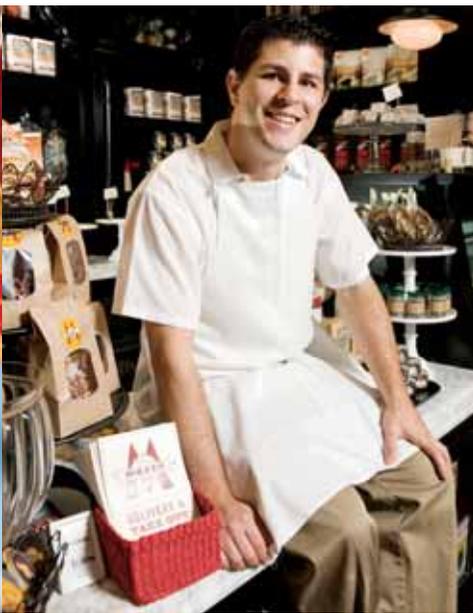
The Scoop on Dr. Bob
The Experiential Tourist
Q&A with Mary Niven

Collins

A publication by The Collins College of Hospitality Management



CAL POLY POMONA



Collins

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

*Dean and James A. Collins
Distinguished Chair*
Andrew Hale Feinstein

Associate Dean
Michael Godfrey

Editor
Lisa McPheron

Photographer
Tom Zasadzinski

Art Director
Susan Guntner
Swan Graphics

Contributing Writers
**Christa Collins, Donna
Dannan, Tim Lynch,
Ashley Madrid, Uyen Mai,
Erin Mascho, Elaine
Regus, Carla Sanders and
Amanda Smith**

Contributing Editors
**Randi Kirshbaum and
Elaine Regus**

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Letters should be sent to lcmpheron@csupomona.edu or *Collins* Editor, The Collins College, Cal Poly Pomona, 3801 W. Temple Ave., Pomona, CA 91768.

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From the Dean's Desk



If you ever wanted to know what we have going on at The Collins College of Hospitality Management – this issue of *Collins* magazine will certainly bring you up to speed. With 44-pages, this issue features more stories by more writers than our previous issues because we have many things to be proud of and a lot to share. This publication is designed to

showcase the unique and special aspects of The Collins College, so I thought it fitting to highlight the career of Dr. Bob Small and feature him on the cover. It is no coincidence that during Bob's 30 years at Cal Poly Pomona, the college grew in stature and size to be the largest and only hospitality management college on the West Coast. The professor/wine expert/ice cream guru started teaching at a time when hospitality management education was as rare as a scoop of rocky road with no marshmallows. His entrepreneurial spirit is a big reason why we are here today.

In this issue, you will also find stories that highlight the accomplishments of four women: Vice President of Disney's California Adventure Park and Guest Services Mary Niven; professor and chef Dr. Sandy Kapoor; Donna Dannan, the college's student services coordinator, and student Erin Mascho. Each spent time to share their unique perspectives with us, and I think you will enjoy reading about them. The stories about Montage Hotels & Resorts, Orange County tourism and summer internships will have you wishing for your next vacation, and the profile on alumnus Chad Colby, the chef de cuisine at Mozza2Go, will certainly whet your appetite.

On Nov. 21, the college is hosting Harvest Celebration 2009, which is our new twist on Harvest Auction. We will be raising money to support students inside and outside the classroom while honoring three highly accomplished people in the hospitality industry. Please come out and support the college, while we honor: Jay Rasulo, Chairman of Walt Disney Parks and Resorts; Steve Slater, Vice President & General Manager of Southern Wine & Spirits of Southern California, and alumna Margaret Bailey, Senior Vice President of Government Services for Capital Hotel Management.

I would be remiss if all I shared was good news. This summer, we have begun to experience the consequences of the California state budget crisis. Our state budget projections have been a moving

target all summer as lawmakers have debated back and forth on a budget. This poses challenges for the entire university and California State University system. Cal Poly Pomona received a \$30 million cut from its 2009-2010 budget. To put it in perspective, that amounts to the combined annual budgets of our two largest colleges.

We are feeling the ripple effects of those cuts largely in the form of furloughs and cancelled classes. Faculty and staff have taken salary reductions and are required to work two days less a month. Students feel the pinch – with a 32 percent fee increase and fewer class offerings. I recognize the serious impact of these actions on individuals. It is in times like this, that I am thankful for what we have and feel it is important to reaffirm why we are here and what we are working to accomplish. We are fortunate to have dedicated faculty and staff who carry out their work in spite of these challenges, and for students who are passionate and motivated to succeed in their education.

We are also privileged to have private funding to carry on with "extras" like remodeling The Restaurant at Kellogg Ranch's kitchen, alumni outreach events and continuing to provide scholarships for students and seed grants for faculty research. The money set aside for these projects is not earmarked for salary and benefits, so we must press our lawmakers to place more value on education and to reinstate adequate funding.

We are the fastest growing college at Cal Poly Pomona, which is something to be proud of. Yet we must also be watchful. The entire CSU is impacted for the winter and spring, which means no new students will be admitted to any CSU campus until fall 2010. While I dislike having to delay anyone from pursuing higher education, we must take care of the students we have. In this time of uncertainty, we remain dedicated as ever to providing students with an exceptional education and maintaining an environment conducive to teaching and learning. I'm committed to preserving the programs that make the college special. Please enjoy this issue of *Collins* and read up on what sets The Collins College apart.

A handwritten signature in blue ink, appearing to read 'Andrew Hale Feinstein'. The signature is fluid and cursive, with a large initial 'A'.

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



Associate Dean Michael Godfrey and Purchasing Agent Chitra Perera managed the remodel during the summer.

Remodeling the RKR

THE RESTAURANT AT KELLOGG RANCH, the college's most well-known student laboratory, underwent its first complete renovation since it opened 20 years ago. The summer remodel was funded by private donations from Andrew and Peggy Cherng and gifts-in-kind from the Fischer Group, Cambro Manufacturing Company, MICROS Systems and Ecolab.

"This is the kind of remodel that will make our alumni envious. It's like when mom and dad dig that swimming pool after their kids have moved out," said Dean Andy Feinstein. "Our students are going to be learning how to run a restaurant with just about brand-new EVERYTHING."



Christine Lam sets up a new range.

The floor plan remained the same because it works well for instruction. However, from the gas stoves, to the convection ovens, to the warewashing system, students will be working with the latest top-of-the-line equipment. The floor itself was completely resurfaced, walls were painted and more. The new equipment is energy efficient so the college will save on energy costs and contribute more to the Presidents' Climate Commitment, which puts the university on a track to reduce its carbon emissions and become climate neutral.

Dr. Jerry Chesser worked throughout the spring with the companies acquiring gifts-in-kind and significantly discounted items to stretch the Cherngs' funds to the max. Chesser managed to do the \$500,000 project with a budget of roughly half as much.

"Jerry championed this project for the students and the college," said Associate Dean Michael Godfrey, who also contributed to the project throughout the summer. "He stretched funds as far as they could go, which is exactly what we need in this budget climate if we are to continue providing the best for our students."

A few of the specialized items in the new kitchen include: the flat screen

MICROS Kitchen Display and point-of-service system; numerous new Blodgett ranges and convection ovens; Utility reach-ins and cold drawers; a blast chiller, and, as the centerpiece of the remodel, a custom-built chef island.

The remodel was a large enough project to take a whole team of people at the college. Chitra Perera, Jenessie Hardyman, Randi Kirshbaum, Cathy Hilliard and Barbara Russell and students, Christine Lam and Steven Satterberg, each helped in a variety of ways to bring the project online. – LCM

PHOTOS BY TOM ZASADZINSKI

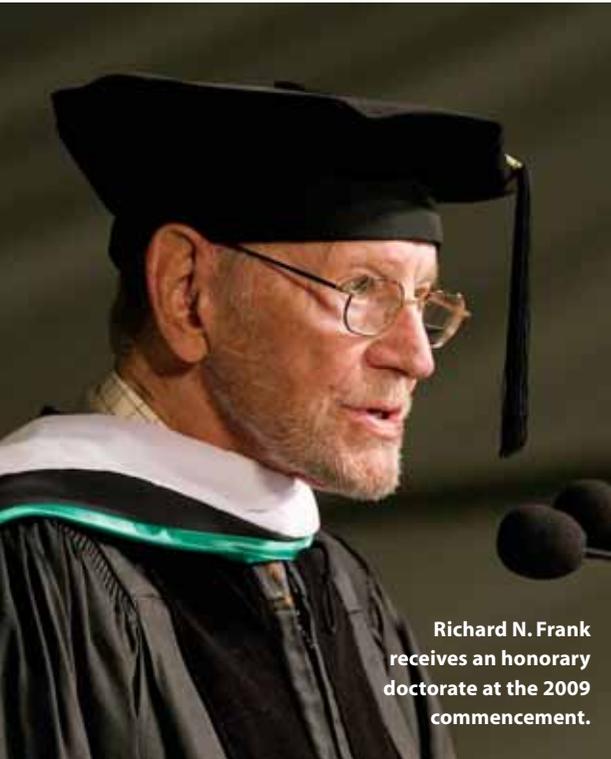
Students Attend Tourism Conference



TWO COLLINS COLLEGE STUDENTS attended the 27th annual California Conference on Tourism on scholarship in June. Robin Stonesifer and Jaius Cheng '09 each applied for the competitive scholarship to attend the conference organized by the California Travel Industry Association (CalTIA). Stonesifer and Cheng were each chosen by a committee to receive the all-inclusive scholarship to the two-day conference in Newport Beach. The conference focused on the economy and ways the tourism industry could weather the current economic downturn.

"The CalTIA Conference on Tourism opened so many possibilities to benefit my career in the future and reinforced my joy and excitement for the hospitality industry," Cheng said. "Not only did I get to learn about tourism and the challenges we face in this economy, I got the chance to make new friends, have fun, and even win a lot of great prizes from Disneyland and Southwest Airlines."

Faculty members Dr. Neha Singh and Dr. Jane Zhang and Director of Development Randi Kirshbaum also attended the conference. – LCM



Richard N. Frank receives an honorary doctorate at the 2009 commencement.

Frank Awarded Honorary Doctorate

RICHARD N. FRANK received the highest honor bestowed by the California State University system on June 14, during The Collins College’s commencement ceremony. The chairman of Lawry’s Restaurants, Inc. and founding member of The Collins College’s Board of Advisors, was awarded an honorary doctorate in recognition of his service to the university and impact on the restaurant industry.

“Those of you who have been fortunate to have experienced a milestone, as I am experiencing at the moment, know that you were overwhelmed and humbled. Without doubt, this honor has to be the top acknowledgement and recognition I have received in my long life. I guess I can say it’s the thrill of a lifetime. Thank you,” Frank said during commencement. “I never expected to receive an honorary doctorate -- especially one from an institution for which I have such affection. Although I never attended The Collins College, I feel like an enthusiastic alumnus. This place has become that close to me.”

A longstanding advocate and supporter of The Collins College, Frank established an endowed lectureship series bearing his name. The Richard N. Frank Distinguished Lectureship Series was established in 1988 to give students a unique opportunity to hear directly from industry leaders as they bring hospitality management to life through their own real-world experiences. – LCM

Horsehill Vineyards Wins Gold, Bronze Medals

FIRST TIME IS A CHARM FOR THE WINE made possible by partnership at Cal Poly Pomona. The inaugural vintage of Horsehill Vineyards Zinfandel Rosé won the Gold Medal, Best of Class in the Best Rosé Limited Production category at the 70th annual Los Angeles International Wine & Spirits Competition. The 2008 Horsehill Vineyards Zinfandel received a bronze medal.

Horsehill Vineyards is made from grapes grown on campus. The prize-winning grapes were donated by winemaker Don Galleano from the historic De Ambrogio Ranch in Rancho Cucamonga. The Collins College and the College of Agriculture partnered with master winemaker Jon McPherson at South Coast Winery in Temecula to produce and bottle the rosé. Galleano made the Zinfandel, which he aged for six months in oak barrels.

Both wines are available while supplies last at The Restaurant at Kellogg Ranch. Proceeds from the wine support the restaurant’s culinary garden and the ongoing production of the wine. — LCM



The wine is sold at The Restaurant at Kellogg Ranch.

Honoring Industry and Showcasing the College

THE COLLINS COLLEGE OF HOSPITALITY MANAGEMENT is putting a new spin on an old tradition. On Saturday, Nov. 21, the college will host Harvest Celebration 2009 at the Renaissance Hollywood Hotel & Spa. The fundraising celebration is reminiscent of the Harvest Auction, but will take on a new format. The college will continue to award the Robert Mondavi Wine & Food Award, in addition to presenting the new Hospitality Leader of the Year award and the college's 2010 distinguished alumnus.

Proceeds from the event will support hospitality management students inside and outside the classroom.

"The Harvest Auction has been a wonderful event for the college. But after a number of years, we believe it ran its course, and we needed to spruce things up," said Dean Andy Feinstein. "Harvest Celebration will be our time to showcase the college and appreciate our partners in the hospitality industry."

Feinstein and the college are pleased to announce that Jay Rasulo, Chairman of Walt Disney Parks and Resorts, will receive the Hospitality Leader of the Year Award; Steve Slater, Vice President & General Manager of Southern Wine & Spirits of Southern California, will be honored with the Robert Mondavi Award; and Margaret Bailey, Senior Vice President of Government Services for Capital Hotel Management, will receive the college's Distinguished Alumni Award.

"We are delighted to have the opportunity to honor these three individuals," Feinstein said. "Jay Rasulo for his pioneering leadership at Disney, Steve Slater, for his instrumental influence in the California wine and spirits industry, and Margaret Bailey for embodying the success we hope all our alumni achieve in their careers."

The program will focus on the three awardees and their impact on the hospitality industry. Guests will have an opportunity to bid on items during a nontraditional silent auction designed to have a direct impact on students. The auction items will include student scholarships to attend industry conferences, and equipment that will be used in The Restaurant at Kellogg Ranch and other classrooms or laboratories. There will also be a live auction where guests will have an opportunity to bid on exclusive hospitality-related items.

For further information or sponsorship opportunities please contact Randi Kirshbaum at (909) 869-4786 or e-mail rlkirshbaum@csupomona.edu. – LCM



Toasting California's Wine History

Professors Bob Small and Margie Ferree Jones and Winemaker Don Galleano hosted a free wine tasting in the Special Collections room of the University Library during a week of activities to celebrate the library's grand opening in April. Galleano is pictured with Special Collections Librarian Danette Cook Adamson at the wine tasting, which featured a variety of Southern California wines including Horsehill Vineyards Zinfandel Rosé. The tasting showcased extensive artifacts and other documentation of Robert Balzer's remarkable life in wine, and of his careers as a wine journalist and wine educator. Balzer is recognized for having had an enormous impact on the California wine industry, and on the acceptance of California wines worldwide.



LEFT: Jessica Lopez '09 stands in the lobby of The Resort at Pelican Hill.
INSET: Matthew Donoghue, front, with several students posed for this photo at The Restaurant at Kellogg Ranch.

University Invests in Branding Campaign

ASK 10 PEOPLE WHAT SETS CAL POLY POMONA APART, and you'll probably get 10 different answers. The university hopes to strengthen and unify its brand through its first identity campaign, which launched this fall, and The Collins College is no exception.

The long-term and multi-channel campaign features dramatic black-and-white images that highlight the university's successful polytechnic approach, which provides valuable hands-on learning opportunities for students. As of late, hospitality management students have participated in two photo shoots for these materials. One took place at The Restaurant at Kellogg Ranch and the other at The Resort at Pelican Hill.

"This is historic for Cal Poly Pomona. We've never done anything like this before," said university President Michael Ortiz. "Strengthening our identity is an absolute must if we want to attract more external support. This initiative will lay the groundwork for a successful comprehensive campaign."

The identity campaign comes at a critical time for the university with the state in a full-blown fiscal crisis and massive budget cuts threatening the university's educational mission. Cal Poly Pomona's successful learn-by-doing model comes at a price, with state-of-the-art equipment and advanced technologies an integral part of the student experience. To help fund scholarships, endow faculty positions and build premier facilities, the university is planning a comprehensive fundraising campaign.

"Look at the declining state funding for education and you'll see how increasing support is the key to delivering on our educational mission not just today, but for generations of students to come," Ortiz said. — UYEN MAI

An Education on Education

Melissa Saldivar, Vicente Hernandez and Jennifer Vargas make a quiche during a workshop led by Chef/Lecturer Scott Rudolph in June. They were among 35 students from the Migrant Education Summer College Awareness Program for Fresno County who spent six days with The Collins College faculty and students. The summer program exposed the high school students to many facets of the hospitality industry and life at the university.





Professor For a Day

Students in Dr. John Self's Multi-Unit Restaurant Management class had the special opportunity to hear Andrew Cherng, founder and chairman of Panda Restaurant Group, speak for more than an hour about his career. Cherng visited the class during the 2009 Professor for a Day.

Tackling Tough Questions About The Economy

THE COLLINS COLLEGE AND PKF CONSULTING are partnering again to host the 21st annual Southern California Visitor Industry Outlook Conference. The event will take place Oct. 30 at the Pasadena Convention Center and will be titled "Where? When? & How Long?"

Attendees will enjoy a full day of panel discussion from industry experts and receive PKF's extensive lodging forecast report with detailed analyses of markets throughout Southern California.

Panelists and speakers will include:

- **Charles Ahlers** - President, Anaheim/Orange County Visitor & Convention Bureau
- **Bruce Baltin** - Conference Chair and Senior VP, PKF Consulting
- **Katie Callahan Giobbi** - Meeting Industry Expert
- **Jim O'Connell** - The Langham Huntington Hotel & Spa
- **Skip Hull** - President, CIC Research, Inc.
- **Mark Liberman** - President & CEO, LA INC. The Los Angeles Convention & Visitors Bureau
- **Jack Kyser** - Senior Vice President & Chief Economist, LA County Economic Corp.
- **Dan Mishell** - Research Director, California Travel & Tourism Commission
- **Audra Narikawa** - Capital Group Companies
- **Haley Powers** - CMP, Principal Insiteful Meetings
- **Joe Terzi** - President, San Diego Conference & Visitors Bureau
- **Mark Van Stekelenburg** - Vice President, PKF Consulting

For more information and to purchase tickets, please e-mail socalvioc@gmail.com or call (909) 869-4864. – LCM

PHOTOS BY TOM ZASADZINSKI



The Cal Poly Hospitality Association hosted a Hollywood-themed party on April 16.

More Than Just a Lunch Break

LUNCHTIME HAS DEFINITELY BECOME MORE FUN in the last year. Dean Andy Feinstein and the six student clubs at the college launched the Dean's Events, which are designed to bring the Collins family of students, professors and staff together in an environment outside of the classroom.

"One of the first things I did when I came here was ask students what they wanted, and they said more opportunities to engage socially with their peers," Feinstein said.

From there, the dean said he would financially support more student events, but he challenged them to plan and execute the parties. They did so with flying colors. Clubs hosted a variety of events including: a Thanksgiving buffet; Lunar New Year celebration, and a Hollywood-themed party that featured Carl's Jr. Famous Stars and a red carpet that extended down the college's courtyard.

"One of the things that the quarterly, almost monthly, events do is they provide additional opportunities to network with one another and get to know each other," Associate Dean Michael Godfrey said.

Each event, which is a service-learning opportunity, is sponsored by a different club, sparking a healthy rivalry among clubs for the best event.

"The events have been a nice social and networking opportunity, but I also like that they are planned by the students for the students," said Jillian Dretzka, a fourth-year student.

"I look forward to joining a club next school year and being a part of the process." – CHRISTA COLLINS, STUDENT

Lessons in Etiquette

STUDENTS LEARNED THE RIGHTS AND WRONGS OF ETIQUETTE at a dinner hosted by the Association of Student Event Planners this past spring. The college's Barbara Jean Bruin shares her etiquette expertise each year during the annual event.

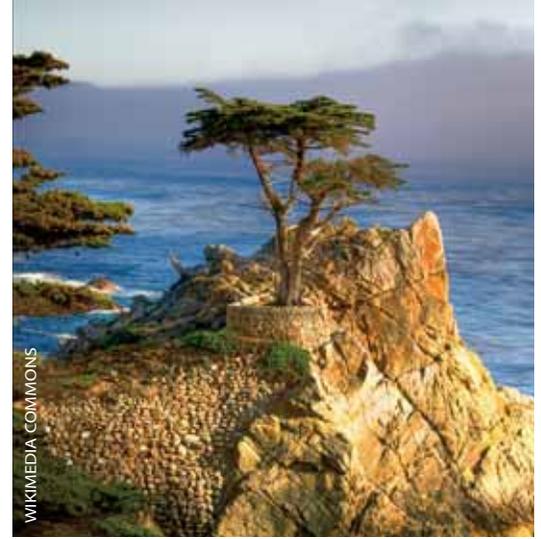
In the spring, Bruin led a discussion that ranged from proper dinner and flatware placement to the appropriate time to sit at public events and private dinners. She walked students through correct ways to conduct themselves as they were served a three-course meal of split pea soup, stuffed chicken with vegetables and a crème brûlée.

"If the dinner helps someone in an interview situation or on the job, that is really what it is all about," Bruin said.

Fourth-year student Jackie Islas found the professional aspect to be very important.

"It's important as a student and future professional to know the rules and expected behaviors that arise in dining situations," said Islas. "Your ability to know and do these things will increase your confidence and success with clients and will give you the insights to what it means to have true dining and social etiquette."

— CHRISTA COLLINS, STUDENT



Cypress Point near Pebble Beach, Monterey, Calif.

Students Volunteer at Food, Wine Festival

THIS PAST APRIL, INDUSTRY PROFESSIONALS AND FOOD LOVERS ALIKE embarked on the California coast for the Pebble Beach Food & Wine festival. The second annual festival also became a volunteer opportunity for 20 members of the Roundtable for Food Professionals (RFP) student club.

Then-president of the club, Sean Van Straatum, was proud of the students' professionalism at the event. The students volunteered long hours, working late into the night to turn around and start the next day at dawn. "The students all handled it like pros," he said.

The event took place over four days. The first day included a celebrity chef/winemaker golf tournament and an opening night reception. The next three days were filled to the brim with cooking demonstrations and wine tastings. Overall, the weekend included 32 different discussions. The event came to a close with the grand tasting on Sunday.

The students rubbed shoulders with 60 celebrity chefs including Ted Allen, Cat Cora, Hubert Keller and Eric Ripert. Although slightly star struck, Brandon Heist took advantage of the opportunity when he helped Chef Christopher Kostow at a grand tasting event. Heist's initiative led to an externship at The Restaurant at Meadowood this past summer. The incoming RFP President Ashley Cramer also developed an important contact at the festival. She introduced herself to Chef Stefan Richter, which led to a summer internship and position at his new restaurant in Santa Monica in the fall.

— CHRISTA COLLINS, STUDENT



Barbara Jean Bruin leads an etiquette class at The Restaurant at Kellogg Ranch.

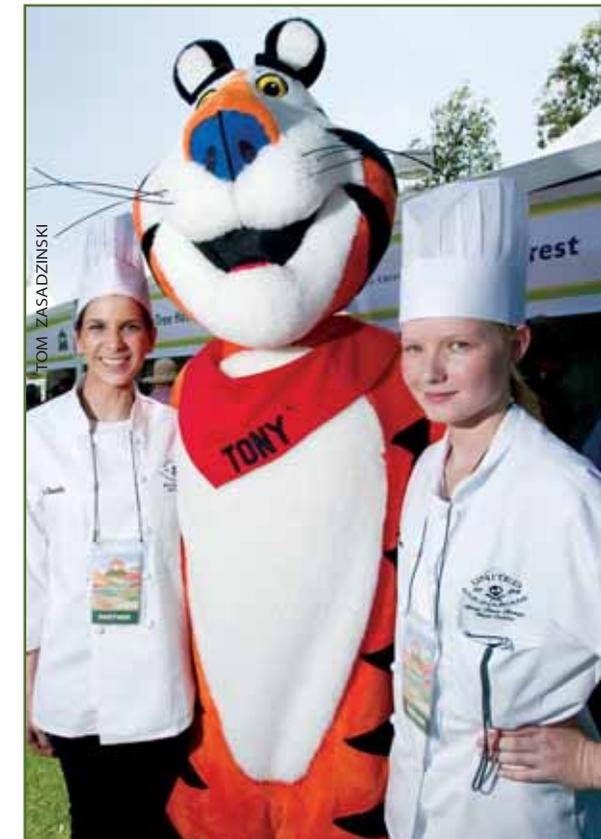
TOM ZASADZINSKI



David Harrison '09 began working in Uganda with the Peace Corps this past summer.

They're Grrreatt!

Anne Doucette '09 and student Lizi Freeman enjoy a moment with Tony the Tiger at the Southern California Tasting and Auction. Doucette and Freeman joined other members of the United Culinarians to help run The Restaurant at Kellogg Ranch booth at the event on May 3. Freeman is secretary of the United Culinarians.



TOM ZASADZINSKI

From Collins to Uganda

DAVID HARRISON, who specialized in yacht club and country club management, is choosing to do something a bit different than his fellow '09 graduates. Harrison will be spending a demanding 27 months working for the Peace Corps in Uganda.

“Hospitality management is all about managing expectations,” he said. “The gap between working for an international aid and development program, like the Peace Corps, and working in hospitality management is very small. They’re both focused on helping others.”

Forgoing the perks of the hospitality industry to join the Peace Corps wasn’t an easy decision; however, Harrison credits three professors for influencing his decision.

“I remember Dr. Chesser telling us, ‘Don’t just change this industry — change the world.’ And professors Margie Jones and Donald St. Hilaire convinced me that I didn’t have to be in the hospitality industry to achieve my goals. They convinced me it was OK to try something different.”

In Uganda, Harrison wants to focus on helping the less fortunate. “The focus will be to develop a relationship with people so they can take ownership of their common goals,” he said. “I want to help them create a shared vision and execute it.” – TIM LYNCH

Ballroom Blitz

Collins College student Matthew Donoghue is a man of many talents. The hospitality management honors student and President’s Council Scholar cuts a rug with Marie Delwiche during a rehearsal for the Crescendo Ballroom Company dance recital in May.



TOM ZASADZINSKI

W

HEN I FIRST CAME TO CAL POLY POMONA in 2006, there was one person I wanted to meet on reputation alone. Dr. Bob.

You see, I come from a family of ice cream people; you might even call a few of them ice cream connoisseurs.

A few years earlier, I briefly lived in Upland where I tasted his fresh peach ice cream at the former Dr. Bob's HandCrafted IceCreams retail shop. The wonderful peachy, creamy goodness triggered a memory from my childhood. It triggered visceral happiness. On a family road trip, I must have been eight or nine when we detoured off Highway 99 to eat at the Superior Dairy in Hanford, Calif. The 30-minute ride into what seemed like the middle of nowhere was exciting, but confusing. I wondered, "How could ice cream be so good?" Anticipation grew as we drove along dusty country roads. I was not disappointed. The peaches and cream ice cream was like nothing I had ever tasted. The fresh peaches married perfectly with sugar and cream. Melting in the San Joaquin Valley sun it had to be eaten fast, which was an easy task to do.

Nothing would compare until I tasted Dr. Bob Small's ice cream many years later.

When I first took a job in the Public Affairs Office at Cal Poly Pomona, I gave myself a crash course in everything Bronco. I ate and toured The Restaurant at Kellogg Ranch, saw the horses at Arabian Horse Center, marveled at the projects at the Lyle Center for Regenerative Studies

Dr. Bob Small launched Dr. Bob's Hand-Crafted IceCreams in 1999. The ice cream is available online and is sold at more than 150 retail shops and restaurants nationwide.

TOM ZASADZINSKI

The Scoop *on* Dr. Bob

BY LISA MCPHERON

As founding dean, Dr. Bob Small propelled a tiny program into California's largest hospitality management college

and met a lot of fascinating people along the way. Dr. Bob Small initially was not one of them. He was on sabbatical in Tuscany learning about Italian winemaking practices for a new textbook. I hadn't known that he had been chairman of the Los Angeles International Wine & Spirits Competition since 1998 or that his academic area of expertise is wine. I had been a Cal Poly neophyte. But I was learning. One man embodied two of my favorite culinary treats, and I wanted to meet him.

I thought for sure he'd be like Ben and Jerry. Ha! He's more like the Soup Nazi on *Seinfeld*. He's a curmudgeon for perfection and sometimes, well, when things are not perfect one must be prepared for "No soup for you!" Good thing I get on just fine with curmudgeons and generally curmudge right along with them.

Bob Small came to California in 1975 with his wife, Michelle, and their two sons. His private sector work with Fred Harvey brought him to Ontario International Airport where he ran food operations. Around the same time, Dr. Donald Lundberg launched the hotel and restaurant management program at Cal Poly Pomona. Small did not know it at the time, but he would come to be the founding dean and be instrumentally involved in developing the program into the largest hospitality management college on the West Coast.

After a bout of illness, Small's priorities shifted to a career in academia. He had already earned a bachelor's degree from Michigan State University's Hotel and Restaurant School and a certificate from the world's oldest hotel school, Ecole Hôtelière in Lausanne from 1972 to 1973. He wanted to pursue advance degrees. In the late 1970s, Small earned his M.B.A and began his Ph.D. in Business Administration at Claremont Graduate University, which primed him for his career at Cal Poly Pomona. He had been teaching part time at Chaffey and Orange Coast colleges when Lundberg recruited him to join the fledgling department.

"Don Lundberg was nearing the end of his career and I was at the start of mine," Small recalled. "He came to Cal Poly Pomona already a legend in the academic field and I was just starting out."

When Small started in 1979, few universities taught hospitality courses and none in California offered degrees in the field except Cal Poly Pomona. Small got in on the ground floor when lecture classes were held across campus and lab classes spilled into the Kellogg West kitchens.

"Don Lundberg and Bob Small were like a perfect storm.

Don came first and got the department rolling and Bob arrived a few years later with the youth and vision to take the program into the 21st century," said Dean Andy Feinstein. "The Collins College is where it is today because many great people have passed through these halls, but Bob Small was the man with the vision to build these halls in the first place."

In 1980, Small had a professional internship with famed restaurateur Patrick Terrail and Chef Wolfgang Puck at Ma Maison in Beverly Hills. This opened the door for dozens of students to take weekend workshops at the restaurant, which at the time was one of the hottest restaurants in Southern California. Terrail even took four students at Ma Maison to the South of France where they opened a restaurant at the Cannes Film Festival. That summer, Small and Terrail began to brainstorm about what was needed to put Cal Poly Pomona on the map for hotel and restaurant management. Their idea was simple, but expensive — build some buildings.

As a junior faculty member still completing his Ph.D., Small did not have the chops to make the political and financial connections needed to carry out this plan alone. But Lundberg and then-university President Hugh O. La Bounty did. The two men met for dinner at Ma Maison with then-CSU Chancellor Glenn Dumke and then-Lt. Governor Mike Curb. When they all got on board, a major fundraising campaign began. The 1980s evolved into a time of great expansion. Carol and Jim Collins became stewards of the program. Their support opened doors and the program was able to collect the resources it needed to build buildings.

Margaret Bailey '86, who is being honored as the college's 2010 Distinguished Alumni, said she appreciates that Small is both an educator and a practitioner, a combination that embodies Cal Poly Pomona's learn-by-doing approach to education. While she was a student, Small opened and operated First Street Bar and Grill in Claremont.

"As a student, we saw him taking risks by opening a restaurant and years later creating an ice cream company. He is also devoted to the art and science of the hospitality industry," said Bailey, who is senior vice president of Government

(continued on page 14)

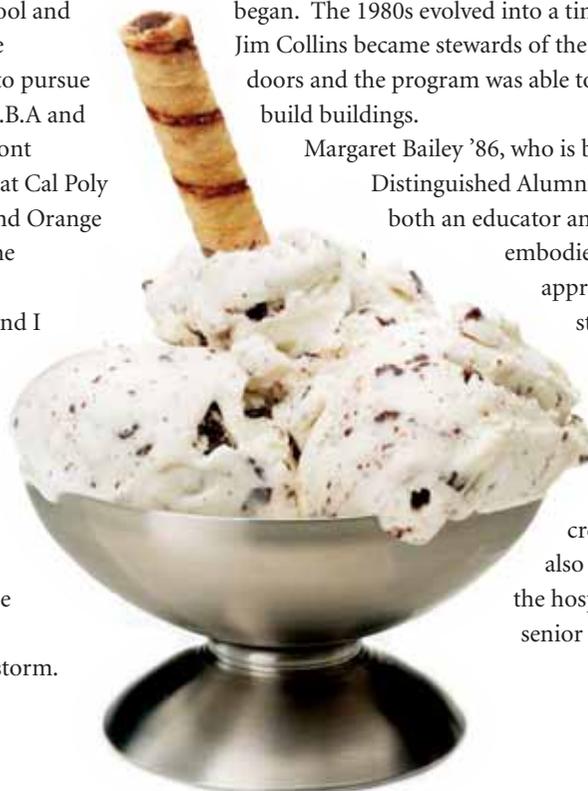


PHOTO BY MICHAEL KRAUS

(continued from page 13)

Services for Capital Hotel Management. “He really is the whole package, and I think that has made him interesting and inspiring to a wide variety of students. Finally, he also is a straight shooter – tells it like it is – which was instrumental to me at several important times in my career.”

Small became head of the program in 1987. In 1988, he hired a core group of faculty in anticipation of the opening of Building 79, home to The Restaurant at Kellogg Ranch, classrooms and offices. He became the founding dean in 1991, when the department elevated to the School of Hotel and Restaurant Management. In 1994, Small spearheaded the first Harvest Auction, which became the college’s annual fundraising event. He tapped into members of the program’s Board of Advisors for their expertise. “Harvest Auction was really about educating the Southern California hospitality industry about the school and building their support,” Small said. “Luckily, we had Bob and Leslie Spivak who made Harvest Auction really go.”

Small hired many faculty who still work for the college. Dr. Margie Ferree Jones joined the faculty in 1990.

“Bob’s entrepreneurial spirit made Collins an exciting place to work,” Jones said. “He always encouraged faculty to stay involved with the hospitality industry via classroom guest speakers, faculty internships, or consulting. Bob’s give-it-a-try attitude gave us the courage to try things that ultimately put The Collins College on the map.”

After seven years leading the program, Small returned to a full-time faculty position in 1994. His repertoire of work at that time was highlighted by statewide leadership roles as a member of the California Restaurant Association Board of Directors from 1995 to 2004 and chairman of the association’s Educational Foundation. He also served as a board member for the International Council of Hotel, Restaurant, and Institutional Educators. From 2004 to 2005, Small returned as dean during a transitional period at the college.

Currently, after 30 years with the college, he is partially retired and teaches one quarter a year. However, that is not to say his life is any less busy. Small continues to head the Los Angeles International Wine & Spirits Competition, which includes the International Olive Oil Competition. He also judges for wine competitions nationwide.

Small’s 10-year labor of love – Dr. Bob’s HandCrafted IceCreams – is also as popular as ever. Positive press from the likes of Forbes Life, Food Network, Los Angeles Times and Sunset magazine help keep business swift and a real retirement at bay. Plus he is completing a wines, beers and spirits textbook with his writer-editor-photographer-wife Michelle.

Ice cream and wine. What’s not to love? He recommends other people find their own recipe for a career that they will love.

“Find something you’re passionate about and make it your life’s work,” he said. “I was lucky enough to turn my love of food and beverage into a career at The Collins College.”



Dean Andy Feinstein and The Collins College of Hospitality Management would like to extend a grateful thank you to the donors who gave to the college, especially in light of a challenging economy. During the 2008-2009 fiscal year, donors collectively gave **\$378,612** in monetary or in-kind gifts. These funds come at a critical time for the college, which is not immune to the financial crisis affecting all state agencies. In addition to these gifts, **\$6.38 million** was pledged to the college this past fiscal year.

In a show of tremendous support for the college, members of the college’s Board of Advisors made the first installment of multi-year pledges. Their donations have created a Board of Advisors Fund, which they will decide to use in ways that will benefit the college.

“The board members have rallied together to give, even during a difficult economic climate,” Feinstein said. “Their gifts demonstrate a commitment and investment in the college, and we are very grateful.”

The donor honor roll features the names of individuals, businesses and organizations that have contributed to The Collins College from July 1, 2008 to June 30, 2009.

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

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

*Donors identified with an asterisk are alumni of The Collins College of Hospitality Management.





PHOTO COURTESY OF MONTAGE HOTELS & RESORTS



TOM ZASADZINSKI

Barbara Jean Bruin '85 spent a week learning the ropes at Montage Laguna Beach during a professional internship.

Numerous alumni work for Montage Hotels & Resorts

Where Opportunity & the Ocean Meet

BY CARLA SANDERS

At Montage Hotels & Resorts, the focus is always on making guest visits an extraordinary experience. From the food to the service to the amenities, each locale aims for first-class hospitality. Helping the Orange County properties reach their goals have been numerous graduates of Cal Poly Pomona's Collins College of Hospitality Management. It has been a partnership that has served both sides exceedingly well and looks to continue far into the future.

"The relationship with The Collins College has been invaluable," says Carol Reynolds, director of recruiting for Montage Hotels & Resorts, which include Montage Laguna Beach and Aliso Creek Inn & Golf Course.

Ned Snavely, general manager of Aliso Creek Inn and a member of The Collins College's Board of Advisors since 1994, echoes those sentiments, noting that The Collins College alumni bring, "a great work ethic and a rather complete knowledge of hotel operations to their jobs. They have a good sense of learning and application."

Reynolds says Snavely's position on the board has provided significant opportunities for the Orange County establishments.

"This includes everything from building meaningful curriculum for the business community, to arranging meetings, to building relationships with key faculty and administration, to being able to review programs and goals of the college," she said.

Both praise the Cal Poly Pomona graduates and the work of The Collins College. "The students bring not only an excellent theoretical knowledge base from their course work, but also great work experience they gain during the course of their studies," Reynolds explained.

For their part, alumni are exuberant in their praise of Montage opportunities and support, which range from training programs during the school year to advancement after graduation.

Patty Burns, a 2006 alumna, started in the rooms division at Montage Laguna Beach shortly after graduation and now is the catering coordinator, supervising weddings, nonprofit galas, the New Year's Eve celebration and other special events.

"We are very customer-service oriented," she said of the opulent luxury resort. "I love it here."

Her first exposure to the hotel came during her senior year at a "Montage Night," where students toured various aspects of the hotel operations. The tour supported her studies at The Collins College where, she says, "there is such a wide variety of courses you need to complete to get a degree. A lot of the classes have helped me throughout my job experience."

Katie Gorman is the retail supervisor at Montage Laguna Beach, overseeing the shops on the grounds. She graduated in 2008 and started as a guest reception agent in the spa at the hotel. She calls her job a great transition from her college classes, specifically noting the restaurant series.

"It was so hands on and it taught us how to handle different situations," she explained of her college experience. "It wasn't just learning out of textbooks."

The learning has continued at the hotel, where Gorman participated in a 10-week leadership course. This included cross-training in every department and other aspects of management such as team-building, she said.

At Aliso Creek Inn & Golf Course, Dominic Donatoni wore many hats until just recently when he took a new position at Oxford Hotel Group. The 2004 graduate and member of The Collins College Alumni Chapter Board, was director of room operations, Internet marketing and revenue management at Aliso Creek Inn. He started with Montage Hotels as a student in 2003, and helped open The Montage Laguna Beach. He moved over to Aliso Creek Inn several months after graduation. He arrived in the hospitality industry serendipitously.

"I was majoring in electrical and mechanical engineering," he recalled. "I was working at a hotel at the time and realized I was enjoying that more, so I made the switch." Still, you could say his affinity for the hospitality industry was in his blood: His grandparents owned a string of motels up and down California. Now, he says, his Collins College education combined with his experience with the Montage organization "helped set me up for success. I foresee a long future in this business."

For future graduates hoping for a similarly successful career, Burns offers this advice: "If you have a goal in mind, go for it. Be willing to work your way up. And have a good attitude."

Adds Gorman, "Put 100 percent of your energy and time into it. This is such a fun industry. It's not 9 to 5, five days a week. But it's worth it. And, make as many connections as you can, in classes or those you meet in The Collins College. It will help you later."

The partnership between Montage and Cal Poly Pomona extends not only to students, but to faculty as well.

The Collins College's Barbara Jean Bruin participated in an intensive faculty internship June 11-19, 2009, at Montage Laguna Beach. Her experiences and observations were compiled in a detailed report, which offers ways in which the internship will benefit The Collins College.

Bruin participated in or observed numerous aspects of the seamless running of Montage Laguna Beach, including the restaurants, human

resources, guest relations, housekeeping, the spa, front desk/concierge, sales and marketing and the lobby lounge. She exuded enthusiasm over every aspect. She helped cook, clean and dust, and she listened – a lot.

"The reason for my wanting to do this internship was to gain insight into hotel operations," she wrote. "My industry experience is in dining room management. A large majority of my students go into hotel operations. I wanted to see what their world was like" and how she could tie it into her teaching.

Among the philosophies and procedures observed at Montage that Bruin hopes to be able to bring to The Collins College are stronger communication, improved telephone procedures and etiquette and attention to every detail.

"My time at Montage will assist me in teaching my students better by sharing 'real world' examples and scenarios," she continued. "My observing a Five-Star Resort will enhance my eye for detail in my teaching methods."

She noted that she has many years of casual dining experience, and now has seen what Five Star leadership, management and service require. As a result, "I know my students will be better prepared for the industry due to my experience."

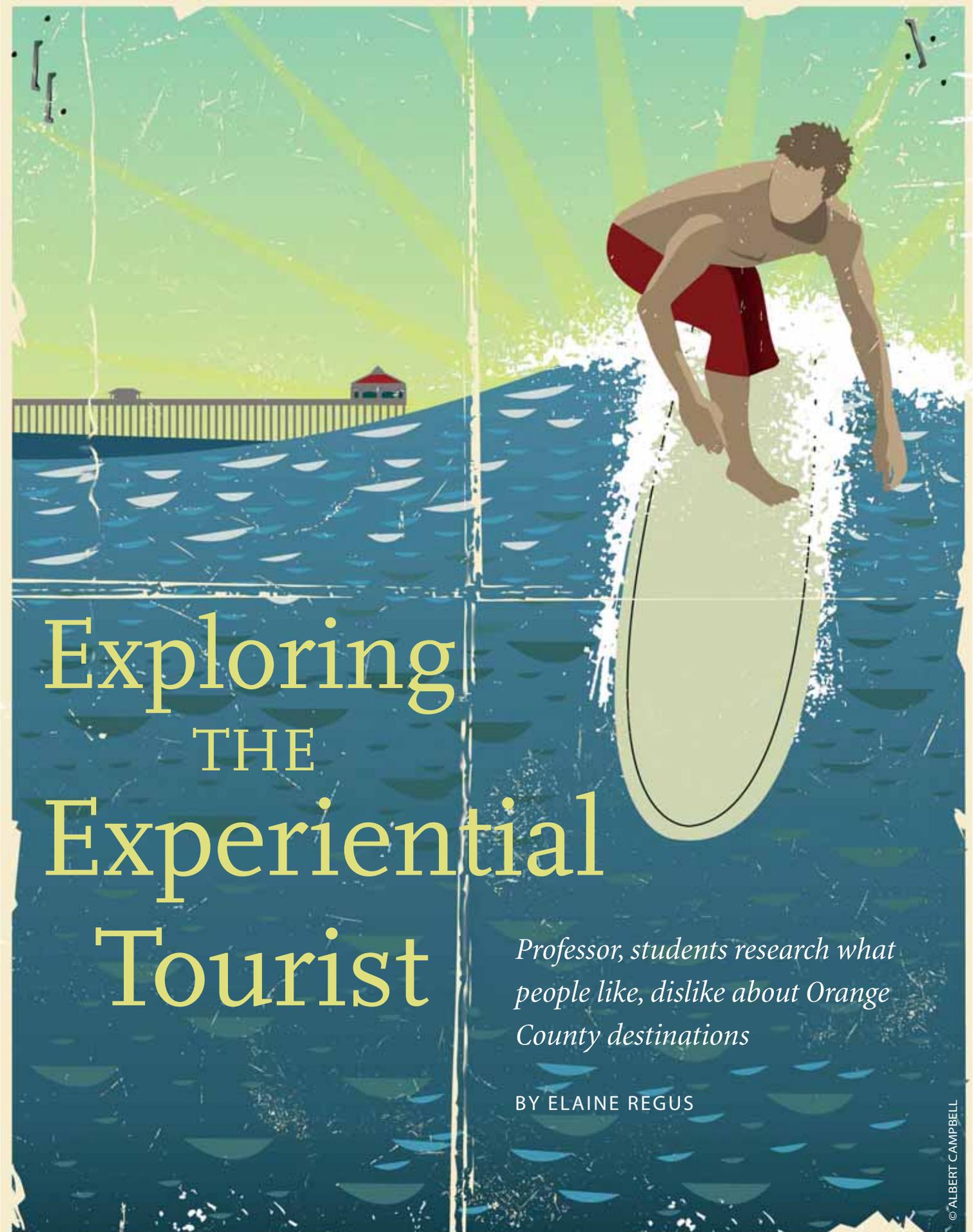
The unique partnership between the college and Montage Hotels & Resorts has continued on the university campus, where key Montage personnel participate in job fairs and meet with prospective employees, explained Reynolds. In addition, "we are regularly invited to participate in classroom presentations. We have a great opportunity to spend quality time with the students and establish relationships for the future."

Reynolds says the hotel organization greatly appreciates its relationship with the college and anticipates a long and prosperous union.

"Not only is it a source of excellent current and future associates, but it allows our team to stay current with trends, knowledge and practices in the industry."



(from left) Patty Burns '06 and Katie Gorman '08 have each started their careers at the Laguna Beach resort.



Exploring THE Experiential Tourist

Professor, students research what people like, dislike about Orange County destinations

BY ELAINE REGUS

© ALBERT CAMPBELL

It is not surprising that tourists are lured to the Anaheim area by climate, family attractions and people's friendliness and hospitality. After all, it is the home of the "Happiest Place on Earth."

And, it is not surprising that tourists are turned off by the three T's: traffic, shortage of taxis and lack of public transportation. After all, it is in Southern California.

But, Dr. Jane Zhang, whose students conducted the Anaheim/OC Destination Image Study, said one of the most interesting findings was that in addition to the traditional criteria tourists use, like location and accessibility to choose a destination they also are seeking something more "experiential."

"If they go somewhere, they want to experience something very exciting, inspiring and uplifting. They have a need for higher order," said Zhang, whose research focuses on hotel branding and customer experiences.

The findings validated Zhang's hypothesis that American consumers desire more cultured and sophisticated services now more than ever. Aesthetics like scent, music, color scheme and décor are very important considerations when visitors are choosing hotels and restaurants.

Forty students in Zhang's International Travel and Tourism class surveyed more than 1,000 domestic and international tourists for the study on behalf of the Anaheim/Orange County Visitor and Convention Bureau. They collected 750 valid responses.

Surveys were conducted in May at various locations in and around Anaheim. The students were stationed inside hotel lobbies where people have time while waiting to check in or out, or breakfast areas, souvenir stores and on nearby streets.

Tourists were asked to rate a variety of attributes that determine the quality of a tourist destination. Top-ranked attributes for the Anaheim/Orange County area included:

- **Southern California climate**
- **Disneyland**
- **Overall image**
- **People's friendliness and hospitality**
- **Hotel service and staff friendliness**
- **Variety of attractions**
- **Joyful and pleasant atmosphere**

"We were delighted to learn that the preliminary analysis shows that hotel service and staff, plus the overall lodging experience, ranked among the highest in tourist ratings of all area attributes including climate, parks and attractions, etc.," said Charles Ahlers, president of the Anaheim/Orange County Visitor and Convention Bureau. "Our hotel partners have done a great job in creating a positive image of the destination of Anaheim/Orange County!"

The purpose of destination image studies is to determine what attracts tourists to a particular area and whether those trends change over time allowing tourist-related businesses to better market themselves. Zhang is still analyzing the data and expected to release her Executive Report in late August.

"We look forward to receiving the full Executive Report so that we may use the findings to help direct our future marketing efforts," Ahlers said.

Zhang conducted similar studies in Indiana, where she earned her

Ph.D. from Purdue before coming to The Collins College in 2007.

She plans on contacting a number of agencies in and around Southern California like the Anaheim/Orange County Visitor and Convention Bureau to offer similar research services. She especially would like to apply the same study to Newport Beach and Santa Monica.

"Convention centers and others in this area can benefit from our research expertise," Zhang said.

Results of the study will be useful for clients in planning more focused marketing campaigns, she said. They know what people are looking for so they can design their brochures and marketing material accordingly.

For example, the Anaheim/OC study showed that tourists' image of the area included: palm trees; hot, dry weather; and tanned, skinny people, which Zhang found amusing.

Even so, if tourists have that image of an area then they should see those images reflected in marketing tools like brochures and Web sites. If they don't see tanned, skinny people, they might go elsewhere.

The destination study is just one of a number of studies The Collins College conducts for the hospitality management industry. Zhang said a new industry research site is being added to the college's Web site that will list 10 to 20 different studies that the college can conduct.

Zhang said one study might determine how movies or television shows impact tourism. In other words, does tourism to California increase every time "The Terminator" starring Gov. Arnold Schwarzenegger airs on late night television?

Robin Stonesifer, a senior majoring in hospitality management, was one of the students who conducted the survey. It was her first experience conducting formal research.

"Jane helped us by telling us what it might be like in the field and how to ask questions without it being like a survey. It's like you have a conversation with them and fill in the blanks later," Stonesifer said. "The hardest part was getting up the courage to approach a stranger and say, 'Hi may I talk to you.'"

Stonesifer also had a difficult time finding people who were not from Southern California.

Most of the responses were not surprising, like the concerns about traffic, she said.

"A lot of them wished the beach was closer. They didn't realize how spread out Southern California is," she said.

She recalled one family of five from Sweden in particular that was amazed at how much it would cost to take a taxi from Anaheim to the beach. They just assumed it was right next door.

Stonesifer said the experience showed her the importance of research.

"If visitor and convention bureaus or companies don't do a survey, how do they know what people want?" Stonesifer said. "It's good to get the perspective from people outside the area, what they experienced and what their expectations are."

Stonesifer said she would enjoy conducting similar surveys for future employers that would give her the opportunity to analyze the data and determine specific outcomes on her own.

"That would be really rewarding," she said. "Seeing the overall of everything is really important. Not just my small sample but the broad opinion of what the majority like and feel. I now see how important that is in developing products and services."



PHOTO COURTESY OF DISNEY

Sophomore Melissa Palomino continues to work at Disneyland after completing the Disney College Program.

invest in the program, said Collins College Dean Andy Feinstein, who is also on the Disney College Program National Advisory Board. To make the experience more enriching for students, tourism and hospitality expert Dr. Neha Singh developed a 12-unit course, which folds in additional assignments and class meetings on top of the Disney curriculum. Starting this fall, students can take the hospitality management class, which satisfies full-time enrollment and allows them to focus more on the Disney College Program.

Disney's structured program offers a variety of courses including the Leadership Speaker's Series, which features Disney executives, and a professional development course designed to improve their interpersonal skills as they enter a professional environment. Additionally, students work in frontline positions like attractions, restaurants or retail shops at Disneyland or California Adventure, according to Kathleen Winningham, learning & development manager at Walt Disney Parks & Resorts.

"They learn about something one day in a classroom, and the next day they apply those new skills in a real-world workplace," Winningham added. "It's a living, learning and earning program."

True to being an educational series, the Disney College Program in Anaheim ends with a commencement ceremony for each cohort of 200 students, who come from an assortment of universities. Students in this graduation, however, swap mortarboards for mouse ears. Cast member Darren Isomoto, who is majoring in international business and marketing at Cal Poly Pomona, attended the program from June 2007 until January 2008 and was invited to give a commencement speech. He continued working at Disneyland after the program and advanced to a lead position at the Main Street West shop within five months.

"Disney is a really good company to take lessons on professionalism," Isomoto said. "Within a few months after I started, I built up a lot of enthusiasm and wanted to continue working for the company. It's such a huge company and there is room for advancement."

Collins College student Melissa Palomino graduated from the Disney College Program in August. She continues to work for Disneyland at the French Market restaurant gaining valuable food and beverage operations experience.

"I honestly feel like I have learned a lot more about the restaurant industry and guest service," she said. "This program has been very complimentary to my hands-on learning at Cal Poly."

Wonderful World of Education

Disney College Program teaches students professional, leadership skills

BY LISA MCPHERON

CAL POLY POMONA STUDENTS HAVE VENTURED to the Happiest Place on Earth for many years, not only to enjoy downtime from their classes – but to actually attend class.

The Disney College Program gives university students an opportunity to earn college credits, gain valuable professional development skills and earn a paycheck from one of the most successful conglomerates in the world.

"Many people come for the summer and stay for a career. They get hooked," said Mary Niven, vice president of Disney's California Adventure Park & Guest Services and a member of The Collins College of Hospitality Management's Board of Advisors.

For many years, Cal Poly Pomona students could earn credit for one internship course, but that was seen as limiting the time they could

A Plateful of Generosity

Retired baker honors late wife and RKR with endowment, long-term support

BY LISA MCPHERON

BOB WILSON DOES NOT LET AN HOUR GO BY without thinking about his late wife, Louise. They shared a love so rich that, in her absence, he keeps his life full of activities she too would have enjoyed.

The retired baker gained a deep affection from his wife for Cal Poly Pomona, especially for The Restaurant at Kellogg Ranch and the University Library. He spends one afternoon a week volunteering in the library, and he is establishing an endowment to support the student-managed and -operated restaurant in perpetuity.

“Louise had a passion for helping people, and I think she instilled that in me,” he said over lunch at the RKR. “She thought highly of education, and she was a fan of Cal Poly Pomona.”

Louise, who passed away from cancer in 2007, was an avid reader, a world traveler and a longtime resident of the Pomona Valley. She worked for Cal Poly Pomona, the Claremont Colleges and the University of La Verne in various capacities over the years. Before working in academia, she cracked the glass ceiling at J.C. Penney as the department store chain’s first female store-manager trainer in Southern California.

Bob was well established in life when he met Louise. He had worked for Vons for more than 20 years, managing 33 in-store bakeries for Pavilions. In his early 40s, the enthusiastic Disney fan decided during a flight to Walt Disney World in Florida that he wanted to meet someone.

“I was thinking ‘there’s got to be more to life than flying to Disney World with my cousin,’” he recalled.

There certainly was, and her name was Louise Camille Leonhard Strona. They met through a dating service, where she was the only woman who caught his eye. In a catalogue of photos, hers stood out because she had included a photo of herself and her mother. Bob thought, if she cared that much about her mother, she was the right woman for him.

They met for dinner—followed by a mad-dash courtship. Within two weeks, he proposed, and they married a few months later.

“Everyone was appalled,” he recalled with a smile. “The people in Building One where she worked were like, ‘What?!’ and my family was like, ‘What?!’ ”

The Wilsons shared a wonderful 18 years together.

Bob and Louise were loyal diners at The Collins College of Hospitality Management’s restaurant from the time it opened in 1990, sharing birthdays, anniversaries and the simple pleasure of



“Louise had a passion for helping people, and I think she instilled that in me,” Bob Wilson said over lunch at the RKR. “She thought highly of education, and she was a fan of Cal Poly Pomona.”

companionship. Before she passed away, Louise even planned her celebration of life at the RKR, Bob said.

“She was always such a planner,” he recalled fondly. “She loved this place so much.”

Their affection for the restaurant rubbed off on Louise’s mom as well, and when she passed away, they started the Leonhard-Wilson Memorial Endowed Scholarship for hotel and restaurant management students. Continuing in this spirit, Bob has included the RKR in his estate planning. The Louise L. Wilson Endowment to the Restaurant at Kellogg Ranch will create a much-needed revenue stream to support the upkeep of the restaurant.

“I thought about starting another scholarship, but I wanted to have a bigger impact on the college and the community,” he said. “This restaurant is one of the university’s best community assets. This endowment is going to affect all the students who come through the program, and guests will continue to have a top-notch dining experience. Louise would have liked it this way.”



CSU Hospitality Management Education Initiative revs up

Statewide Outreach

TOP: Jot Condie, president of the CRA and member of The Collins College's Board of Advisors gives input during the meeting in May at the Chancellor's Office. **BOTTOM:** Dean Andy Feinstein also serves as the CSU director of Hospitality Management Education.

IN RECENT MONTHS, the emerging California State University Hospitality Management Education Initiative (HMEI) has begun outreach to high schools, community colleges and industry partners statewide. This August, in time for the fall application season, the initiative launched the first Web site that creates a comprehensive forum of information about all 14 CSU campuses that offer hospitality management programs. The site also offers many insights into the industry.

The hospitality industry provides 10 percent of all jobs in California. However, before this initiative there were no strategic statewide efforts to coordinate and promote educational opportunities that support this industry, according to Dean Andy Feinstein, CSU director of Hospitality Management Education.

"Students who are planning their futures need to be informed about all of the avenues available to them," Feinstein said. "No other industry provides the wide variety of career options, the opportunities for travel, and the overall excitement that you find in hospitality."

The initiative is forging ties among industry leaders and educators, creating excitement about career opportunities in hospitality, and informing prospective students about the full range of CSU programs in this area. In addition to the Web site, the initiative built momentum in May during its inaugural meetings of the CSU Hospitality Industry Advisory Board and Education Leadership Committee at the Chancellor's Office in Long Beach. The board consists of senior executives from leading organizations in key hospitality-industry sectors within California. The committee, which began discussing best practices and opportunities to work together, is composed of leaders from the 14 CSU campuses that offer hospitality management programs.

Those who visit the Web site will find a clearinghouse of information about the hospitality industry in California in addition to details about each of the campuses throughout the state and how to apply. The CSU offers degrees in hospitality management at the East Bay, Long Beach, Pomona, San Francisco, San Diego and San Jose campuses, and degree-emphasis options in disciplines such as business and recreation at eight other campuses.

"The hospitality management educators within the CSU are seasoned professionals with outstanding credentials. They truly understand the needs of the industry and how to prepare their students to succeed," said Jeff King, cofounder and chair of King's Seafood and the inaugural



Dr. Greg Shaw from Sacramento State University participates in a breakout session with other educators from the 14 campuses in May.

chairman of the advisory board.

The Web site also includes video interviews of advisory board members: Caroline Beteta, CEO of the California Travel & Tourism Commission, and Jot Condie, president of the California Restaurant Association and member of The Collins College's Board of Advisors. Additionally, the site features

testimonial videos from educators and 2004 Collins College alumnus Jason Farned, a paisano partner (general manager) at Buca di Beppo.

"The CSU and the hospitality industry are natural partners. Students who earn a CSU degree in hospitality management are well positioned for rewarding careers as leaders in this exciting and diverse global industry," Feinstein said.

CSU Director of Communications Marge Grey and her team at the Chancellor's Office designed the Web site and the content was largely developed by Robert Hartman, HMEI program coordinator, who is based at The Collins College. For more information please visit, <http://www.calstate.edu/hospitality>.

Executive's Bookshelf

Bob Spivak

BY LISA MCPHERON

"In whatever arena of life one may meet the challenge of courage, whatever may be the sacrifices he faces if he follows his conscience – the loss of his friends, his fortune, his contentment, even the esteem of his fellow men – each man must decide for himself the course he will follow. The stories of past courage can define that ingredient – they can teach, they can offer hope, they can provide inspiration. But they cannot supply courage itself. For this each man must look into his own soul." — John F. Kennedy, *Profiles in Courage*



AS A YOUNG MAN IN HIS EARLY 20s on the cusp of a management career, Bob Spivak read President John Kennedy's *Profiles in Courage*. The Pulitzer-prize winning book's message of following one's conscience to do the right thing in order to help one's community, in spite of potential political fallout resonated with him strongly and remains with him today.

Spivak has experienced huge success in the restaurant business, expanding the Grill on the Alley from a single location in Beverly Hills to multiple concepts and 25 locations nationwide, all the while staying grounded by the principles in *Profiles in Courage*.

"I was most influenced by the fact that in all the profiles, the people put their decisions ahead of their personal gain. That principle has guided my career from the time I read the book. Every time I choose to do the 'right thing' over personal gain, I gain 10 times what I gave," said Spivak, a longtime member of The Collins College's Board of Advisors and the new chairman of the California Restaurant Association's Educational Foundation.

Profiles in Courage traces the careers of: John Quincy Adams, Daniel Webster, Thomas Hart Benton, Sam Houston, Edmund G. Ross, Lucius Lamar, George Norris and Robert A. Taft, each of whom suffered significant political consequences for doing what they believed was best for the American public.

In 1984, when Spivak and his partners opened the first Grill on the Alley, Spivak fought to offer health insurance to every employee. Even though he could not possibly explain on a spreadsheet how offering medical benefits, even to part-time employees, would benefit the company's bottom line, he prevailed.

"I felt strongly a rite of passage for a human being is to have access to medical care. I was criticized by industry, yet I knew it was the right thing to do," he said. "You don't have to be a senator or a president to make a positive impact on your community."



SUMMER INTERNSHIPS

Collins students use the

BY LISA MCPHERON

IF COLLINS COLLEGE STUDENTS WROTE THE CLASSIC “What I did on my summer vacation,” their collection of essays would look more like a Frommer’s Guide to America’s top restaurants, clubs and tourism destinations.

Many students disperse every summer throughout the country and abroad. Often times they intern for free or a modest stipend with room and board, to get the opportunity of a lifetime to learn from a master chef, take part in a national nonprofit organization, or develop managerial skills at a country club or hotel.

Some students like **Ashley Cramer**, president of the student club Roundtable for Food Professionals (RFP), did not leave the Southland, but her internship took her worlds away from her prior experiences. She assisted Certified Master Chef Stefan Richter, a finalist on the fifth season of Top Chef, as he bought, remodeled and rebranded LA Farm in Santa Monica.

“He trusted me and gave me opportunities to make executive decisions, like speaking with a food distributor to order food and designing the restaurant’s logo that will be placed on business cards and all merchandise,” Cramer said enthusiastically.

Cramer and 19 other students volunteered at the Pebble

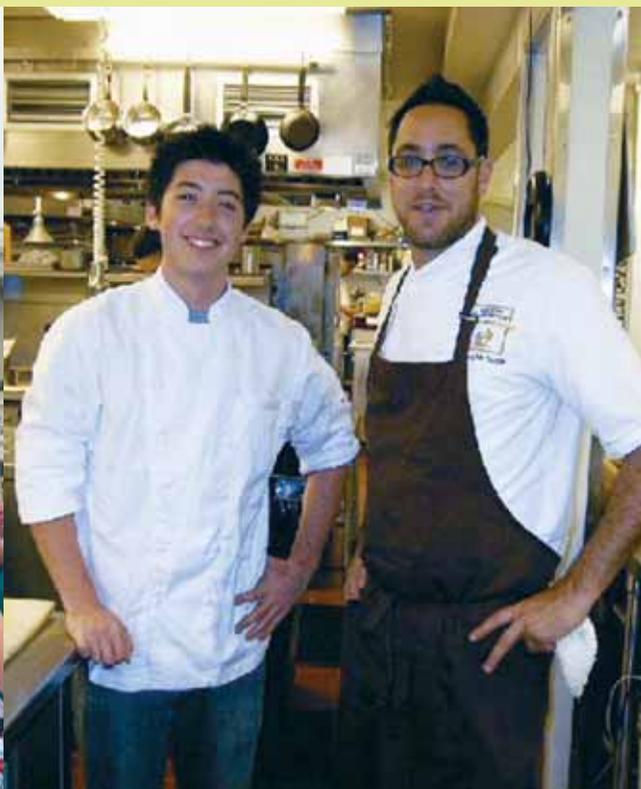
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This page, left to right:

Students enjoyed seeing many historical sites in Italy during their study abroad trip to the Apicius Culinary Institute.

Ashley Cramer worked with Chef Stefan Richter as he reopened LA Farm in Santa Monica.

Larina Torossian interned during the summer at the San Diego Zoo and Wild Animal Park.



summer to intern all over the country, abroad

Beach Food & Wine festival in April, where she met Richter, a chef known for his big personality as much as his food. Right away he was a smart mouth, but she teased him back and got his card. She began buzzing him with e-mails as soon as the festival was over, offering to work for free during the summer until he gave her a position. By the end of summer her unpaid internship turned into an entry-level kitchen position.

“I am learning so much and expanding my culinary knowledge,” she said. “Both Stefan and Leo Bongarra (chef de cuisine) have taken me under their wing and are teaching me how to cook in a professional kitchen.”

Brandon Heist also leveraged his time at the Pebble Beach festival to make a strong first impression that led to his summer externship at the Michelin-rated Restaurant at Meadowood in Napa Valley. Heist saw that Chef Christopher Kostow was serving a cold appetizer in the grand tasting tent for 4,000 people and was running out of plates. All the clean dishes were coming straight out of the dish pit piping hot. “So, I scrambled to find a big tub and filled it up with a couple gallons of ice water and just started throwing hundreds of plates in there at a time. Some of the other RFP members helped

me dry them as fast as we could. I brought them over just in time because it looked like chef was about to blow a gasket,” Heist said.

The Collins student took a chance and gave the grateful chef his resume. After follow up e-mails, Heist scored himself a position with Kostow. “By the end of my tenure at Meadowood, I was responsible for all of the cold vegetables that went on every entree during service, as well as the different foams, broths, and jus,” he said. “I learned very quickly after many screw-ups that a line cook needed to be a robot, that every movement was programmed like muscle memory so that we could get food plated perfectly and as fast as possible.”

Kirk Bullock and **Erin Mascho** both interned for nonprofit organizations in Washington, D.C. -Bullock at the National Restaurant Association (NRA) and Mascho at Share Our Strength.

“The summer was a unique experience. What other city in our country is flooded with thousands of other interns over the summer? Over those two months a new culture is created; a culture made of interns ranging

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This page, left to right:

Erin Mascho (center) and Kirk Bullock (far back) enjoyed their Fourth of July outside the U.S. Capitol Building. Both volunteered at a non-profit in Washington, D.C.

(from left) Brandon Heist and Chef Christopher Kostow at the Michelin-rated Restaurant at Meadowood.

Kelsey Barthe spent two quarters studying hospitality management at the University of Strathclyde in Scotland.

RIGHT: Stacey Szumiak said the Apicius program gave students, a "once in a lifetime opportunity to become part of the Italian culture through the windows of Italian food and wine."

BELOW: Student Truc Le visited with Martin Myung '08 who works at the Ritz-Carlton, Bachelor Gulch, during her summer in Colorado.



Many students line up summer work through their chapter of Club Managers Association of America, CMAA's top college chapter for two years in a row. **Alisha Kato, Truc Le** and **Annie Daly** are among about 10 CMAA members who interned at clubs this summer. Kato spent the summer in Nantucket at the Westmoor Club as the food and beverage management intern.

"I supported the staff by putting together the POS (point of sale) computer systems, creating schedules, studying the cover counts and tracking the volume per week, while also learning about the basics that are so important to allow the operation to run smoothly," Kato said.

Le did not expect to leave California, until she met Karen Baxter, the general manager of Roaring Fork Mountain Club in Colorado. They met while Baxter was on campus for the Business Management Institute and again at the CMAA World Conference in New Orleans. The encounters led to a job offer as outlet manager. In this position Le did a variety of managerial tasks including overseeing guest services at the pool, expediting continental breakfast and front-of-the-house dining services.

Annie Daly did a managerial restaurant internship in Idaho at the Sun Valley Country Club. "This experience opened my eyes to the challenging intensive world of hospitality," she said. "I worked long hard hours but it was a privilege to have the opportunity to go to such a beautiful exclusive destination. Sun Valley is an amazing place that will always be special to me."

Numerous students go abroad to broaden their experiences and learn about international trends in hospitality. **Kelsey Barthe** chose to go to Scotland, where she studied at the University of Strathclyde for two quarters. "It was a great opportunity to be able to learn about the hospitality industry from an international side and I loved the chance to travel to nine different countries."

Stacey Szumiak traveled with a group of students to study in Florence, Italy, at the Apicius Culinary Institute of Florence. She enthusiastically recommends the study abroad program to other students and sums up the value of what can be accomplished on a summer "vacation."

"I believe that traveling and learning about other cultures is a vital part of becoming a well-rounded and well-cultured human, which is very important to me," she said. "The focus of our program was not just cooking, but rather it gave us the once-in-a-lifetime opportunity to become part of the Italian culture through the windows of Italian food and wine. All future participants should be prepared to eat, drink, and learn, and have the time of their lives doing so!"

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from 16 to 30 years old who are all sharing similar but unique experiences," Bullock said.

For two months Bullock worked on Conserve: Solutions for Sustainability, which is an arm of the NRA that focuses on environmental issues. "It is amazing to not only see the small steps restaurants can take to be green, but the monetary savings those steps create for restaurants can be

staggering, sometimes saving tens-of-thousands of dollars a year," he said.

Larina Torossian is interested in event planning, and she gained valuable experience in this area during a stint with the San Diego Zoo and Wild Animal Park. She rotated through a variety of spots in food and beverage and ended the summer working in the Event Sales Department.

"I have gained so much experience working here," she said. "I shadowed the event coordinators during various events such as wedding receptions, picnics, dinners and more at the Zoo and at the Wild Animal Park."





TOM ZASADZINSKI

Finding One's Course

Student Erin Mascho embraces hospitality concepts as she fights childhood hunger, volunteers at a women's shelter and travels to Africa

I WILL RELUCTANTLY LEAVE THE COLLINS COLLEGE this spring when I graduate. Over the last three years, I have: spent more time in The Restaurant at Kellogg Ranch than I have at home; commandeered countless professors' computers; eaten (without fail) every available family meal; kept "office slippers" in Barbara Jean Bruin's office; taken a nap in the President's Dining Room (PDR), and used Chef Scott Rudolph's office as my locker. The college has been a home away from home and a launching pad of sorts that has inspired me to take on new challenges. In each major turn – from traveling to Ghana, to working in a domestic violence shelter, to a summer internship fighting childhood hunger – I have been able to utilize my hospitality education.

I started to get to know my Collins College family back in high school. I came to Cal Poly Pomona to compete in a high school hospitality competition called ProStart. The competition is designed by the National Restaurant Association to engage high school students in the industry. I took part in the management section of the competition. Teams of four from around the state (and then around the nation) are judged on an impromptu presentation based off of a hospitality case study, and participate

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During this past summer, Mascho interned in Washington, D.C. with Share Our Strength. She's seen here with the founders Debbie and Billy Shore.

During her SOS internship, Mascho worked on the Great American Dine Out, which generates support from restaurants to help fight childhood hunger.

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in a Jeopardy-style quiz. Looking back, ProStart prepared me incredibly well for The Collins College. At 16 years old, I was taught hospitality accounting equations, food safety/sanitation, knife cuts, management styles and more. Through the competitions, I had the pleasure of getting to know countless faculty and staff, industry heavyweights, and students from around the country.

My junior year has been my favorite year at Cal Poly Pomona. It was the year when confidence met limitlessness. I credit this feeling to the atmosphere at the college. Only at The Collins College would all of my ridiculous notions, like traveling to Africa to study politics, not only be accepted, but encouraged.

African Wanderlust

Just over a year ago, I studied abroad in Ghana. I'm not sure why I wanted to go to Ghana. I think I was driven to it because it was so incredibly foreign to me. Luckily, I was in good company. Unbeknownst to me, fellow Collins College student, Ivey Yu '08, signed up for the same trip. For those of you who know Ivey, you can imagine just how much fun I had! The trip was phenomenal. We traveled around Ghana for two weeks conducting interviews, learning about Ghanaian history and African politics, and most importantly, experiencing the Ghanaian culture. Cal Poly's study abroad program in Ghana is unique in that it is not philanthropically based. It was made clear by our professor, Dr. Renford Reese, that we were there to learn—not to teach. This is a very difficult challenge for Westerners, me included. Although I went to Ghana to learn, a part of me still felt like I would be able to help the Ghanaian people. It was a combination of narcissism and good intentions. My naive notions of being able to somehow solve Ghana's problems vanished quicker than you can say "akwaaba" ("welcome" in Twi).

My experience in Ghana and later my experience in nonprofit organizations made me aware of complexities. The trip to Ghana was disillusioning but not discouraging.

On my last day in Ghana, I witnessed a life-changing act of kindness. All of the Cal Poly Pomona students (who, at Ivey's request, wore traditional African shirts known as dashikis) loaded their luggage into the vans heading for the airport. Amid the goodbyes and the last-minute pictures, I noticed a student opening her suitcase. She discretely proceeded to give away all of her clothes to people waiting by the hotel gates. At the time, I did not realize the ramifications this action would have on me. About a week after returning from Ghana, I thought about that last day. I reluctantly reviewed my actions and what I had previously considered a pretty charitable,



community-oriented life. I realized that despite my charitable feelings, I lacked charitable actions. The next week I began volunteering at the local domestic violence shelter, House of Ruth.

Helping at Home

On the first day of training at House of Ruth, everyone went around the room and introduced themselves. The eight women before me either studied social work, retired from social work or were survivors of domestic violence. Then there was me, "Hi! My name is Erin and I am studying hospitality management." Needless to say, I felt out of place. After training ended, I went to the one place where I felt comfortable—the kitchen. Plus, kitchen volunteers were not responsible for answering the hotline! I began by cleaning and organizing the kitchen. As Dr. Jerry Chesser would say, I made that kitchen "immaculate." As many people know, I somewhat lack a culinary intuition. As a matter of fact, when I told my mom I volunteered in the shelter's kitchen, she jokingly responded, "Haven't those women been through enough?" Despite the doubt from friends and family, I made the shelter kitchen my home for the summer. The kitchen is truly the heart of the house. It is where the women come together, socialize, laugh, share stories, and comfort one and other.

After volunteering for three months, I was offered a job at House of Ruth as a weekend advocate. On the weekend, I am the only advocate on staff and am responsible for everything from answering the hotline to running house meetings. My involvement in the various parts of House of Ruth helped me to appreciate my hospitality education more than I already have. I started to draw connections between the hospitality industry and social services. For instance, the shelter's kitchen is like any restaurant's kitchen, except we do not charge our guests. The women's rooms are like hotel rooms, with a slightly more in-depth check-in process. Lastly, the advocates

are like concierges, but instead of finding hot attractions they help find jobs and housing. The principles of creating a guest experience still apply.

I don't see hospitality and nonprofits as mutually exclusive. After all, people in the hospitality industry are incredibly suited for the nonprofit sector. People in the hospitality industry, like people in the nonprofit sector, work tirelessly to ensure the happiness and comfort of guests. Many hospitality and nonprofits provide the same basic services: food and shelter. It is an obvious partnership that has been largely overlooked. After drawing these connections, I wanted to learn more about the relationship between business and nonprofits. Consequently, I enrolled in a summer program at Georgetown University to study philanthropy and intern at a nonprofit.

Summer of Strength

During this past summer, I interned at Share Our Strength, the nation's leading organization to end childhood hunger in America. It grants millions of dollars a year to food banks, summer meal programs and breakfast programs. Before interning at SOS, I was under the impression that hunger was not a big issue in the United States. After all, we are one of the wealthiest countries in the world. In fact, we are a nation that has health problems because of too much food. SOS gave me a crash course in hunger education. There are 36.2 million Americans – including 12.4 million children – that don't have access to enough healthy food. That means that one out of every six children is at risk of hunger. How can this possibly exist in America? Billy Shore, the founder of SOS, explained to me that it is not due to lack of food or social programs. It is due to a lack of access to those programs and food. SOS focuses on the barriers to access. The best example of breaking down barriers is Share Our Strength's work in Maryland. The organization spent \$180,000 on programs there and as a result, school meal programs saw an increase of 21,000 students. That works out to SOS paying \$6.25 per student to enjoy 184 meals a year.

What drew me to Share Our Strength? It wasn't childhood hunger. After all, I had no idea how prevalent childhood hunger was until I began working at SOS. I was interested in the organization because Randi Kirshbaum, The Collins College's director of development, told me about their connection to the hospitality industry. About 25 years ago, SOS started to use restaurants, chefs and other hospitality avenues to generate wealth—not fundraise. This means that SOS partners with hospitality organizations to boost business, deliver a product that guests want, and work toward ending childhood hunger at the same time. The symbiotic relationship is accomplished using cause marketing and social enterprises.

As an intern, I worked on the Great American Dine Out. The Dine Out is a weeklong event where thousands of restaurants around the country rally to raise money to end childhood hunger. Restaurants participate by donating a portion of their

proceeds, promoting a specific menu item, selling SOS merchandise, or asking guests to make a donation. Last year, the Great American Dine Out raised and granted more than \$500,000 to anti-hunger organizations around the country.

Interning at Share Our Strength pushed my abilities and comfort level. There is nothing quite like calling a restaurant to discuss childhood hunger and being hung up on. Luckily, the pains of blatant rejection were offset by countless victories by the Dine Out team. It is a remarkable feeling to recruit a restaurant and know that hundreds of kids will be fed as a result. The impact of SOS on communities constantly motivated me. The people who work at SOS truly are soldiers in the fight against childhood hunger.

I am fortunate to have learned from them.

Today my life, my aspirations, and my view of the world are all drastically different than they were a year ago. Yet, there was not a specific moment on which my life pivoted. Instead, each new interest I pursued changed me a little. That is what I love about college. You can change so much in such a short period of time. As far as my future, your guess is as good as mine. I have a vague sense of what I would like to do after graduating. I would like to do something international, have a career that will utilize my hospitality background, and try to incorporate civic engagement in everything I do.

Seeing how this year went, Lord only knows where I'll be next year!



Mascho traveled to Ghana in the summer of 2008. Alumna Ivey Yu '08 is a few steps behind her.



As Student Services Coordinator, Donna Danna '91 brings a unique perspective to the college having been a student and now advising them. Lisa McPheron, director of communications and external relations, talks with Danna about her exciting day with Julia Child and the pride she feels at commencement and more.

A Conversation with Donna Danna

Please tell us a little bit about your history at Cal Poly Pomona.

I first heard about a place called “Cal Poly” when I was in elementary school. My mom (Virginia Foster) was the senior secretary to the director of Business Affairs, and eventually retired after 14 years of service. I used to love to attend the campus open house, Poly Vue, to see all the animals and fascinating “bug” exhibits in the College of Science and also to attend the basketball games.

My own employment began in 1970 as a part-time cashier, selling parking decals and collecting registration fees. Over the years, I held positions as supervisor in the University Payroll Office and as department secretary in the Ethnic and Women’s Studies Department.

At one point a friend of mine asked me, “If you could do anything at all, what would you do?” My response was, “Go back to school.” I realized that nothing was stopping me and I had the perfect opportunity working at the university. My first class was accounting – what a choice for a first class! I soon exhausted the classes I could justify as “work-related.” I scoured the catalog to find a major in which I

could sustain an interest and found hotel and restaurant management. In 1986, I took HRT 101 with Professor Bill Martin and was hooked.

It took me eight and a half years part time, but I graduated in 1991. My husband has often said I had the best “college experience” of anyone he knows. I was on the founding Hospitality Management Council, which met in what is now the PDR (President’s Dining Room) while it was under construction. I was also active in the new student chapter of AIWE, the American Institute of Wine and Food. A trip to the Hotel Show in New York was a highlight.

After you graduated, you worked for Marriott International for a few years. What attracted you back to campus to begin a career in academia?

I had 19 years as a staff member at CPP when I graduated. I left to see if there was “life” outside campus. I worked in Corporate/Contract Food Service for Marriott (a result of a summer internship), beginning as a very green food service manager and

leaving nine years later as a general manager of my own unit. My education afforded me choices, and I had had all the operations experience that I wanted. I had maintained my faculty contacts and the office manager’s job opened up in the Professional Development Institute arm of the college. I had often thought of returning to campus to eventually retire from state service. Returning as staff support for my favorite place on campus and to work with faculty friends was an added bonus!

My next move was to my present student services coordinator position. My familiarity with the curriculum, industry experience and the campus made me a logical choice.

Over the years, at The Collins College you have met some very notable people in the hospitality industry. For instance, you spent a lot of time with Julia Child when she was on campus in 1991. Please tell us about that and what it meant to you.

I have always had a “passion for food.” While I was still a student, several of my friends began a student chapter of AIWF, a



In 1991, Dannan was Julia Child's personal assistant during a whirlwind day of events and book signings. It was Dannan's most memorable day as a Collins student.

national organization that Julia Child started with her friend, Robert Mondavi. Tarun Kapoor, our club advisor, was instrumental in having Ms. Child come to campus for an entire day's event. Her passion for education was equal to her passion for food.

As things turned out, I was selected to be Ms. Child's personal assistant during her visit. The day included a cooking lesson, followed by a book signing in the courtyard, and an invitation-only luncheon in The Restaurant at Kellogg Ranch. After an afternoon break, students prepared and served a gala banquet for 300 guests at Kellogg West with recipes from her cookbook, *The Way to Cook*. Julia Child arrived on campus at 7:30 a.m. and was still signing autographs for students at 11:30 p.m. She was 78 years old. I still have photos of the day in my office, but alas, some of today's young students do not even recognize her name.

As a student you also met Robert Mondavi and his wife, Margrit. How were you able to get such wonderful exposure to those wine industry legends.

As I mentioned before, Julia Child and Robert Mondavi were great friends and also friends of the college. AIWF students wanted to bring Mr. Mondavi to campus as we had previously honored Julia Child. The event just happened to be the night when the infamous LA riots broke out. Late in the afternoon, the decision was made to cancel the event! Everything was set—the food and wine were in house, the student team was in place, all we needed were the guests of honor. Robert Mondavi did not want to disappoint all of the

students who had worked so hard so he and his wife, Margrit Biever Mondavi, came anyway. A special moment for me occurred when Mrs. Mondavi got out of the car and saw I was wearing a T-shirt that she had designed for their winery in Napa Valley. She was so delighted and made a big fuss to see her personal design worn by a Collins student. That event turned into a very special evening. All the students, a few faculty, and the Mondavis casually sat around, in the President's Dining Room, where he graciously answered all our questions and told stories about his life and career.

How have your experiences as a student shaped the way you advise current students?

I can speak to students from a "personal" perspective. I have had the pleasure of meeting and mentoring hundreds of students in my position, and I remember what it feels like not to know where to go for answers to your questions. It can be very intimidating to walk into an office to ask a question. I try to give students the benefit of my experiences. On the inside, I still feel like one of them. I hope I never lose that empathy!

What makes a good student an exceptional student?

Exceptional students appreciate being at The Collins College and all it has to offer. All the faculty, staff, and administrators encourage students to take advantage of the resources available, not only at the college, but also on the main campus. We tell every incoming student about the value of the professional work experience requirement (build your resume; don't just "get the requirement over with"). We explain how their faculty advisor can be a lifelong mentor. Life skills are learned by attending industry trade shows, such as the International Hotel/Motel Restaurant Show in New York. Students learn how to travel with others, how to practice speaking to industry professionals to develop a network, and how to have "once-in-a-lifetime" experiences with other students who may become lifelong friends. Exceptional students listen and do it!

Each year more and more students want to study here. In fact enrollment jumped 46 percent in the last three years. What are some of the reasons the college continues to grow?

The Collins College has developed a solid reputation for being one of the premier hospitality programs in the nation. I often hear from prospective students and their parents that they have researched the available programs and the college continues to impress them.

The strength of our program continues to be the support of our industry partners and our faculty. Dean Feinstein encourages our Board of Advisors to contribute financially and to actively decide how to spend their donations to better the college. Industry support also comes by way of teaching. This



Dannan and her daughter, Kristin, graduated on the same day in 1991.

past spring quarter, Mr. Michael Hawkins, the owner of Green Street Restaurant in Pasadena, taught a class on restaurant development.

What was your proudest moment at The Collins College?

I had to think long and hard for this one. My proudest moments, and there have been many, are when students introduce me to their parents at commencement and relate to them how much I helped them get through it all.

Our primary goal, as Dr. Jerry Chesser always says, "... is to get you across that stage!" My role begins with a prospective student tour and continues through my participation on the University Commencement Committee in planning our college celebration at the end of the academic year. My reward is to have students become "friends." I am a very fortunate and proud alumna!



Q&A with Mary Niven

As Vice President of Disney's California Adventure® Park and Guest Services, Mary Niven oversees daily operation of the park. She has lent her expertise to The Collins College as an active member of the Board of Advisors since 2002. Lisa McPheron, the college's director of communications and external relations, gets the scoop from Niven about the park's renovation, healthy eating and building a career with Disney.

California Adventure is in the process of a \$1.1 billion makeover. How do you approach these renovations while the park is open daily?

First, we are committed to creating great guest experiences while we are going through all the construction; we want it to feel just as right. Second, we make sure that the operation requirements are embedded in the design and construction, so when we do bring these new products to life, they work the way we want them to work and create those special memories for the guests. The third piece is getting the cast ready for all the transformation in the park. We think, especially starting next spring with the opening of World of Color, a nighttime extravaganza, that that will be a transformative moment for how people think about this park and use this park. We are working with the leadership team to engage with the cast and get them ready for what their role will be and how they will need to think differently as we move through this transition.

What will World of Color be like?

You know how the Bellagio has the water show, and have you ever seen Fantasmic at Disneyland? Think of those two things but on a much grander scale. Bellagio has about 50 fountains; ours will have over 1,000 fountains. It will be a

combination of water, lights, lasers, film; it is going to be pretty spectacular. It is the size of a football field filled with fountains and lights that is 400 feet long. The water is also choreographed, similar to how we choreographed our fireworks, which we believe differentiates us from other companies.

You have said that you and your employees need to be storytellers. What do you mean by that?

At Disney, we are about content and storytelling. When Walt Disney created the parks and resorts, he wanted to remove the family from the day-to-day and immerse them in rich stories that let the stress of the day go away. We accomplish that by having a great product. You must have great attractions and great entertainment that tell rich, Disney-branded stories. It's important to us that every person who works for us loves the brand and loves the fact that we are about telling stories. They have a very important role in bringing the story to life. When we talk about where someone works, it's not a workstation; they work "on stage." We are putting on a show and everyone has an important role in making that show come to life every day.

Until your current position, you have been drawn to upper management positions in food and beverage operations. In addition to holding top F&B positions at Disneyland and UCLA, you were operations manager for the 1984 Los Angeles Olympic Athlete Food Service. How have those positions prepared you for what you do today?

My transition has been fantastic and a huge learning opportunity. Food and beverages is a complex business and so are operations. The great thing about the role is that every day is different. There are some days I am in the park primarily looking at the attractions and entertainment, food and beverage and retail and really assessing the business and the guest experience. And there are other days I am in meetings around strategy and the new expansion project.

I remember when cheeseburgers or a slice of pizza were the standard fare at Disneyland. However, that changed a few years back when Disney made a commitment to offer healthier meal options. Now you can buy fresh fruit as easy as buying a churro or ice cream. During this revamp you were vice president of Food and Beverage for Disneyland Resort. How did you implement these major changes?

I actually lead that initiative for Disney parks globally. The first challenge was when they said, "We need you to serve healthier food." We all sort of gasped. "Are you kidding me? This is a theme park!" But once we got past that, we began to find creative solutions. We leveraged our culinary expertise to work on it from a creative standpoint as opposed to just making a statement that we are going to change these specifications. We challenged them to think about, "So how could you think differently about what you are creating for our menus so it meets these criteria but still meets its element of fun, it is still a Disney signature item, and we could sustain the pricing that we had in place?"

We also hired a dietitian, who previously worked for Disney, as

opposed to a dietitian who worked in hospitals, schools or colleges. It helped working with someone who understood our business and how to find a balance here. Once we decided what we wanted to do, we gave it to our sourcing partners, and they sourced the product. It is hard for them to go out and source product until you tell them "this is exactly what I want." It really helped using the creative side first.



How would you describe your management style?

For me it's about surrounding myself with great people. We are very much about service leadership, which means the leader is more interested in the team than with themselves. When there is success, the team is accountable, but when it goes wrong, it is the leader that is accountable.

I am very fortunate that the executives who work for me from all the different functional areas have great technical expertise and they are solid leaders. Much of guest experience depends on effective frontline leadership. I meet with all of the leaders in the park once a month, and that is really good for me to be able to share the vision and how I want us to think about our business. And then it's really about making sure they have the right tools so that they can on a day-to-day basis be able to have the right resources to support the cast.

As a member of The Collins College Board of Advisors you have opportunities to interact with our students. What advice do you give them if they are interested in pursuing a management career with Disney?

Before you start a career, find something that you love. I recommend finding something you have great passion about, get technically really good at it and then be willing to take risks. University students often say they want to get their degree and immediately become a vice president. I totally understand that because I felt the same way when I was their age. But you know, especially in a company like Disney where understanding from the ground up is so important, taking an hourly job may feel like it's beneath you, but you can hone the technical skills, demonstrate you have the core love of the brand and develop leadership capacities.

Most people will say "I've worked for Disney for 25 years and I've had 9 careers." Disney really is about looking at people and finding their right talent and then leveraging that talent into a lot of different opportunities. It's great, it's like working for several companies, but you stayed with the same firm the whole time. We have cast members, especially here at Disneyland who have been here for more than 50 years. So they started as an hourly cast member just after the park opened and have been here their entire career.

News & Accolades

It is official — **Michael Godfrey** was selected as associate dean of The Collins College of Hospitality Management. He filled the interim position for more than a year while a national search was conducted. Godfrey began teaching in 1994, and was a member of the faculty team for The Restaurant at Kellogg Ranch for 10 years. He has taught food, beverage, and labor cost control; beer and culture; and strategic leadership.



FROM LEFT: Nadine Liauw '09, Dr. Don St. Hilaire, President Michael Ortiz and Dean Andy Feinstein at the Outstanding Faculty Advisor of the Year awards.

Congratulations to Professor Dr. **Edward Merritt** and Associate Professor Dr. **Donald St. Hilaire** for being honored by students. Collins College students selected Merritt as The Collins College Professor of the Year and St. Hilaire received the Outstanding Faculty Advisor of the Year award, for the second year running. Kudos are also in order for Dr. **Jeffrey Brown** who achieved tenure and promotion to associate professor.

Lisa McPheron, director of communications and external relations, received a 2009 APEX Award for Publication Excellence for the fall 2008 issue of *Collins* magazine. **McPheron**, **Efren Gomez**, the college's former information technology consultant, and **Jerry Lerma**, Cal Poly Pomona's head Web designer, also received a 2009 APEX Award of Excellence for the college's Web site, <http://collins.csupomona.edu>. The new site launched last summer.

Administrative Analyst **Rachel Duenas** joined The Collins College this summer when **Marsha Madison** retired after several years with Cal Poly Pomona. Duenas, however, is no stranger to the university; she transferred to the college by way of the Provost's Office.

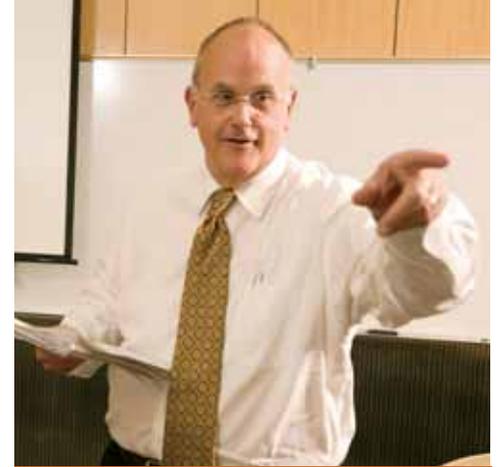
Publications, Articles & Conference Presentations

Collins College faculty have a breadth of expertise in all areas of hospitality such as hotels, travel, tourism, restaurants and more. Here is a recap of their scholarly work since the spring issue of *Collins* magazine.

Associate Professor Dr. **Jane Zhang** and Professor Dr. **Ben Dewald** '82 published a study that measured guests' experiences at luxury properties in China. The *Journal of Quality Assurance in Hospitality and Tourism* ran their article titled "Experiential values for casino hotels in Macao."

The college's expertise in China's hotel industry also includes an article co-written by Assistant Professor Dr. **Zhenxing (Eddie) Mao**. The *Journal of Quality Assurance in Hospitality & Tourism* published Mao's article "Critical success factors and customer expectation in budget hotel segment—A case study of China."

Assistant Professor Dr. **Myong Jae (MJ) Lee** co-wrote "The relationships among the antecedents of organizational citizenship behaviors in foodservice businesses" for the *Cornell Hospitality Quarterly*. Lee presented "Exhibition service quality, satisfaction and behavioral intentions as perceived by attendees" at the 2009 Asia-Pacific-Council on Hotel, Restaurant, and Institutional Education (CHRIE) Conference in Singapore. Additionally, he represented the college at the 8th Asia Pacific Forum for Graduate Students' Research in Tourism in South Korea. The college sponsored this conference to bolster its presence in the Asia-Pacific region.



Entrepreneurial Education

Michael Hawkins, the owner and operator of Green Street Restaurant and father of Alison Hawkins, a Collins College student, taught a course for the college last spring. Students benefited from his real-world, up-to-date restaurant management expertise.

Assistant Professor Dr. **Neha Singh**'s "Exploring Perceptions Toward Education in 3-D Virtual Environments: An Introduction to 'Second Life,'" was published in the *Journal of Teaching in Travel and Tourism*. She continues to conduct research about Second Life because it is a topic that engages students. Recent graduate Kaleriya Zelenskaya assisted Singh in research last quarter.

Professional Activities

Dean Dr. **Andy Feinstein** was elected secretary of International CHRIE, which gathered for its annual U.S. conference in San Francisco this past July. Feinstein has been involved with I-CHRIE since 1994. 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. Associate Professor Dr. **John Self** is treasurer and chair of I-CHRIE's Finance Committee. Lecturer **Barbara Jean Bruin** was also selected to serve on an I-CHRIE membership committee.

Associate Professor Dr. **Margie Ferree Jones** coordinates the introductory course for the Court of Master Sommeliers at Cal Poly Pomona. In addition to providing the site logistics to host the court's Level II exam at the college for the first time — she took the test. Jones and Chef/Lecturer **Ernie Briones** '92 each passed the exam, which designates them as certified sommeliers. In July, **Jones** was elected to the Society of Wine Educators' Board of Directors.

Jones and Professor Dr. **Bob Small** continued their annual roles with the Los Angeles International Wine & Spirits Competition at Fairplex in Pomona. Small is chairman and Jones is steward of the competition. Also at Fairplex, Chef/Lecturer **Scott Rudolph** was recruited by Jeff Tucci, vice president of hospitality, to provide hands-on consulting for Top of the Park restaurant and Cornucopia, which provides a la cart foodservices for the grandstands, during the Los Angeles County Fair.

In more food and beverage news, **Briones**, Lecturer **Lesley Butler '90** and **Jenesie Hardyman '03**, laboratory analyst, worked with Splash Productions, to host a special wine dinner at the RKR in June. Guest Chef Javier Plascencia, owner of Romesco in San Diego, designed a menu to pair with wines from Baja, Mexico.

CSU Hospitality Program Coordinator **Robert Hartman's** interests in sustainability and organic food production were put to good use over the summer. In August, he helped train the California National Guard's Agribusiness Development team, which is now deployed in Afghanistan. The team's mission is to show Afghan farmers how to grow better crops and raise more productive livestock in order to reduce dependence on the Taliban. Hartman, who is based at the college, also contributed several articles on local and organic food sourcing, as well as cost-savings through sustainable business practices, to a forthcoming edition of **Feinstein's** widely used textbook, *Purchasing*.

Collins College faculty and staff often judge in a variety of food and beverage competitions.



Feeling Hoppy

Lecturer Owen Williams scopes out Cal Poly Pomona-grown hops. The vines are grown on the Spadra Farm about a half mile from the main Cal Poly Pomona campus. The award-winning brewer plans to make a "Cal Poly Pomona" beer with the hops.

Professor Dr. **Jerald Chesser** CEC, CCE, FMP, AAC is the lead judge for the National, Carolinas and California ProStart competitions and chief judge of Skills USA's post-secondary division, culinary contest. **Rudolph** also judged in the Skills USA, California Championship in Riverside. **Rudolph** and **Briones** both lent their expertise as judges in the FHA-HERO California Championship in Ontario. Lecturer **Owen Williams** judged in the American Homebrewers Association sanctioned certification program in Riverside.

Merritt and **Jones** had another active season with the Club Managers Association of America. Jones continues to coordinate and teach workshops for the Business Management Institute (BMI) II at Cal Poly Pomona. This past spring, Merritt led BMI II workshops on leadership, managing professional relationships, and power and influence. He also conducted the Leadership, Strategy and Management Workshop for the CMAA Mile High Chapter.

Many faculty take time in the summer to teach in other programs. **Chesser** taught a management

course for nine weeks at Le Cordon Bleu College of Culinary Arts Las Vegas and gave a daylong workshop on team learning to faculty at University of Alaska Anchorage. **Lee**, **Mao** and **Singh** each traveled internationally to teach this summer. Lee taught Service Quality Management at Sookmyung Women's University in Seoul, South Korea. Mao taught a graduate-level course of Hotel and Tourism Financial Management at Hong Kong Polytechnic University and Singh traveled with a group of Cal Poly Pomona students through the university's International Center to South Korea where she taught International Relations at Dankook University. She enjoyed bringing tourism concepts to life for the students whilst being a tourist herself.



Vintage Views

The hallways in Building 79B look a lot nicer these days. Professor Dr. Edward Merritt has graciously shared his hobby of hunting for vintage hotel and destination posters and luggage tags with the college. Merritt spent many hours digging through library archives for these historic images. He scanned, printed, framed and perfectly hung the posters throughout the building.

Not all special summer teaching requires traveling though. **Dewald**, **Rudolph** and **Singh** co-taught the weeklong Fresno County Migrant Education Summer College Awareness Program. They organized and taught courses for 35 teens from the Central Valley, who are considering pursuing an education in hospitality management.

PHOTOS BY TOM ZASADZINSKI



Enjoy Retirement

Congratulations to longtime friends of The Collins College Debra and Gil Brum on their recent retirements. Debra Brum retired from her top post as vice president of Instructional & Information Technology. Many people may recall Gil Brum working in various capacities at the college, including interim associate dean and director of development. Most recently, Gil Brum led the University Library team as interim dean.

Dear Collins Alumni,



First I would like to congratulate the 2009 graduating seniors and welcome them to The Collins College alumni family. This fall will mark the one year anniversary of the revival of The Collins College Alumni Chapter. And what a year it has been!

Chapter membership has increased nearly 100 percent since last year, and now is a great time to join. The board is planning an impressive calendar of events for the upcoming year. In an effort to reach more alumni, the monthly board meetings will be held at different locations across Southern California. By traveling, and hopefully with the support of our alumni hosting at their respective restaurants, bars, hotels, country clubs, etc., we will reach more alumni. After each board meeting, we will meet for a non-formal networking hour with you, the alumni, and we hope to see you there.

For those not living in Southern California, we are planning to launch divisions across the country. Serena Chang-Ampoker '94 is the director of the Colorado division and Miki Takashima '07 will be director of the Asia/Pacific region. If you are interested in starting up or becoming a part of a division of the chapter, we would love to hear from you!

The chapter provides alumni opportunities to connect with fellow alumni, learn something new, give back to others, and stay in touch with your alma mater. Experience the lifelong benefit of The Collins College alumni network by getting involved. We strive to make the college the top hospitality program in the nation by engaging alumni. In order for us to reach our goal, we need your help. We encourage you to get involved and stay connected. Let us know where you are, and let us know what you want from your Collins College Alumni Chapter.

I'm looking forward to another remarkable year and seeing you at an alumni event soon!

All the best,

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



UPCOMING EVENTS

-
- Oct. 26** **Monthly Alumni Mixer, Fleming's Prime Steakhouse, Newport Beach – 7 p.m.**
-
- Nov. 9** **2nd Annual NYC Alumni Mixer, New York Marriott Marquis – 5:30 p.m.**
Alumni in the Tri-State Region or visiting New York for the International Hotel/Motel & Restaurant Show in November may want to drop in on the second annual alumni mixer in Manhattan.
-
- Nov. 21** **Harvest Celebration, Renaissance Hollywood Hotel & Spa – 6:30 p.m.**
Alumni are encouraged to come out and support the Harvest Celebration on Nov. 21 at the Renaissance Hollywood Hotel.
-
- Feb. 18** **2nd Annual Bagel Mixer, The Collins College - TBA**
In February, the chapter plans to host the Second Annual Bagel Mixer before the college's Hospitality Career Expo.

Find us on LinkedIn and Facebook!

Passion For Travel Sets Chef Apart

Chad Colby's career has landed him in some of Los Angeles' best restaurants

BY LISA MCPHERON

ANYONE WHO HAS EVER TRIED to make reservations at Pizzeria Mozza, knows it takes time. Unless you want to stand by the door when the restaurant opens at noon, it's likely you'll be waiting a few weeks, especially if you want that coveted 7 p.m. dinner date. Too bad if you craved the crispy rustic crust, handmade sausage and mozzarella that challenges your concept of rich creamy deliciousness – every seat is usually taken.

Well those cravings can now be met, reservation-free since July.

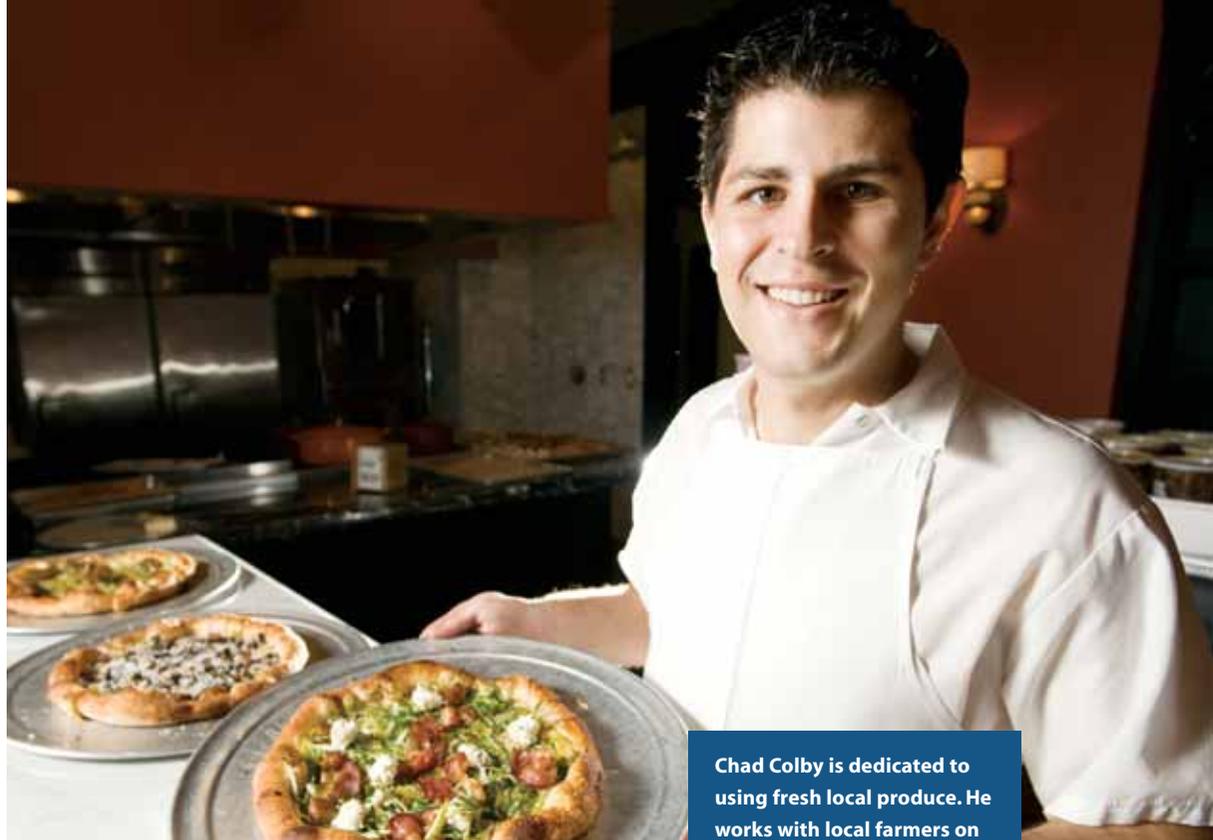
This summer, with Collins College alumnus Chad Colby '05 at the helm, Los Angeles's pizza Mecca expanded to include Mozza2Go. As chef de cuisine, the Cal Poly Pomona grad helped lead the expansion of the Osteria Mozza/Pizzeria Mozza complex and now runs the daily operations of the pizza-to-go eatery.

"I'm very passionate about food and where it comes from," Colby said. "I think it's really important as a chef to be educated and know where your food comes from. I make decisions about food that thousands of people eat. I think it's really important to know what you're buying."

When Colby isn't picking tomatoes straight from the backyard of co-owner Nancy Silverton's father, he is purchasing produce from venues like the Santa Monica Farmers Market or farm direct. Now that Mozza2Go's doors are open, Colby is eyeing a small balcony overlooking the tripod of restaurants to build a greenhouse as his next project. The balcony greenhouse may or may not happen, but customers should be pleased to know that the wheels are churning by a chef who has their best interests in mind.

The Mozza2Go expansion also includes Scuola di Pizza, which is Italian for pizza school. Scuola di Pizza is slated to open in 2010, and when it does it will become the most exclusive feature of the Mozza group in Los Angeles.

"The concept is really the jewel of why I came here," Colby said. "We have this big beautiful concept kitchen where chefs Mario, Nancy and Mark Ladner will be talking and cooking for private parties. We also plan



Chad Colby is dedicated to using fresh local produce. He works with local farmers on a test garden, where they are experimenting with 600 tomato plants, featuring 40 varieties. The garden is in the backyard of Chef Nancy Silverton's father.

to bring in winemakers whose wine will be paired with the meals."

Colby got his culinary break in 2005 from fellow alumnus Mark Peel, chef/owner of the renowned Campanile in Los Angeles. Freshly returned from a scholarship trip to Italy courtesy of the Banfi Foundation, Colby was hired by Peel with little to no experience aside from what he picked up at The Restaurant at Kellogg Ranch.

"That trip really primed me to pursue a career in food," Colby recalled. "Mark just cared that I had been to Italy. A lot of my career and food philosophy are a result of Mark. I had a lot of epiphanies at Campanile and learned a lot of technique there."

Peel started him off slow, doing prep work for minimum wage two days a week while he was still in school. Two and a half years later, Colby had worked every position before deciding to move on. "I felt I had exhausted every position," he said.

Between jobs, Colby went back to Italy and spent three months working for free at a number of restaurants. His wanderlust landed him a stage at one of Italy's best seafood restaurants, L'Oste Scuro, and he spent time in Piedmont during the wine harvest and truffle season.

"It was a great experience, better than expected," he said, adding that he believes his trip to Italy was a much better return on investment than had he gone to culinary school.

When he returned to Los Angeles he worked for Suzanne Goin, a James Beard award-winning chef – splitting his time between Goin's Lucques and AOC.

When given the opportunity to be on the opening team for Osteria Mozza, a team venture of Silverton, Mario Batali and Joseph Bastianich, Colby took the opportunity. Within six months he was promoted to sous chef, and he's been climbing the Mozza ladder ever since.

Where Are They Now?

Collins College alumni enjoy a wide array of careers in hospitality

1970s

Jim Poettgen '79 and his wife **Diane**, a fellow Cal Poly Pomona alum, own a popular restaurant in Rancho Santa Margarita called BallPark Pizza Team. For almost 20 years, the former Bronco football player has combined his love for sports and pizza at the 4,642-square-foot restaurant. BallPark Pizza Team is the heart of the community hosting team dinners for just about every sport played in Orange County. In addition to being a longtime member of the Cal Poly Pomona Alumni Association, Poettgen has been president of the Saddleback Alumni Association, where he attended community college before transferring to the university.



Sam Neft

1980s

USA Today calls **Sam Neft's** Candlelight Inn, a top "spring break for adults" spot. The 1980 alumnus' English Tudor bed & breakfast in Napa has also been featured among this year's top 12 romantic getaways in National Geographic's Traveler magazine. Until buying the Candlelight Inn seven years ago, Neft spent much of his career in the restaurant industry. He worked for Scoma's Seafood Restaurants in Marin County in the 1980s and the Rusty Pelican and Olive Garden in the 1990s. Notably, he oversaw the opening of numerous Olive Gardens during the company's national expansion. In addition to owning and operating the 10-bedroom property, Neft runs The Bed & Breakfast *Institute* of Learning, which provides workshops to help people develop their B&B management skills. Visit www.candlelightinn.com for more details.

After graduating in 1982, **Teresa Staller Beck** joined Westin Hotels & Resorts following various management positions in food and beverage. She started a successful hotel consulting company in 1992 with the Westin Bonaventure and then its resort in Kauai. This led to other large-scale hotels and resorts that include properties in Chicago, Denver, and Boston as well as Singapore, Tokyo and Malta. She is currently a faculty member at a private college in Los Angeles teaching an MBA course in hospitality financial management to international students. She has been married for 20 years to Peter Beck, who was the chief operating officer and chief financial officer at the Seattle Space Needle.

Steve Skoien '84 previously held the position of Senior Vice President of Operations for Marie Callender's Restaurants, a company he joined even before studying at Cal Poly Pomona. Most recently, Skoien was the vice president of company, franchise and licensing operations at Wolfgang Puck Worldwide based in Beverly Hills. Over the past year, Skoien has developed the company's new Wolfgang Puck L.A. Bistro concept and is hoping to transition into the role of an independent franchise-operator while seeking restaurant locations. Skoien is married to another Cal Poly Pomona alum, **Jane Ward Skoien '88** and resides in Yorba Linda. They have a daughter attending Cal Poly San Luis Obispo and a son attending UC Santa Barbara.



Raymond Viers '87 works as an account executive with State Compensation Insurance Fund dealing with contract review for workers compensation claims. However, his work does not reflect

his passion. Since graduation, Viers has remained active in the world of rugby by writing columns for AmericanRugbyNews.com and hosting several television programs with Fox Sports. In 2007, Viers traveled to France to cover the IRB Rugby World Cup, and he will be in the UK this November to cover the last two matches for the Australian National team's fall tour. He currently resides in Huntington Beach.

1990s

Joe Wolosz '92 and Jeff Durham '90 own Passport Hotel Group, Inc., a hotel brokerage company representing properties in areas including Northern and Central California, Nevada, Oregon and Washington. Their work in the hotel industry is not limited to real estate. The hoteliers recently bought a Holiday Inn Express in Fortuna, Calif. Additionally, Wolosz and Durham, who live in Yountville, have turned their love of wine into another entrepreneurial venture with Poem Cellars. They have three labels with this winery. For more details, visit www.passporthotelgroup.com or www.poemcellars.com. Follow them on Twitter at <http://twitter.com/PoemCellars>.





Our Top Chef Alumnus Mark Peel thinks fast on his feet with Chef Tom Colicchio during a scene on Bravo's Top Chef Masters. He returned as a guest judge on the new season of Top Chef in Las Vegas. Peel is the executive chef and owner of Campanile restaurant in Los Angeles. His latest cookbook *New Classic Family Dinners* drops Oct. 19. (Photo courtesy of Bravo.)

2000s

Prior to graduating in 2000, **Rhonda Gharib** had plenty of experience working in the hotel industry and was quickly offered an assistant general manager position at Homestead Studio Suites. Due to successfully opening several hotels in Southern California, Gharib won the Outstanding Assistant General Manager award in 2001. She went on to hold additional AGM roles in various boutique and full-service hotels before opening Hilton Garden Inn, Fontana, in April. Gharib resides in Rancho Cucamonga where she continues to be active within her community.



Jacob Gendel '04, a resident of Long Beach, leads the preparation and execution of meals and wine pairings served at Olive Garden Restaurant. As the culinary manager, Gendel selects and trains the culinary employees, providing motivation and leadership along the

way. He believes that excellent taste and quality is a direct result of a creative and fun environment.

As manager of Powell's Sweet Shoppe in Paso Robles, a classic candy store that Willy Wonka would be envious of, **Kelly Hertzling Edgar '04**

holds a variety of different responsibilities. In addition to basic hiring and training of employees, Edgar works hard to keep the shelves stocked with nearly 5,000 different products. Life certainly is sweet for this Collins grad.

Nicole Whittam '04 has been quite busy during the coveted summer wedding season at the Aliso Creek Inn & Golf Course. Whittam's role as catering manager and wedding specialist keeps her occupied not only planning the events but helping clients achieve their dream wedding while sticking to a feasible budget. Negotiating contracts, resolving crises, and writing thank-you letters are just some of Whittam's many tasks that ensure an event runs smoothly. She currently lives in Laguna Niguel.



Laura Jafarkhani '05 works as the staffing manager for Ajilon Office in Woodland Hills, Calif. where she recruits and places administrative and managerial candidates with high-quality employers. Since starting, Jafarkhani has

received various awards including the Super Stars Award in 2007, allowing her to travel to the Bahamas. She married her college sweetheart, Ramyar, in 2006 and they are expecting their first child in April.



Since graduating in 2005, **Shigeko Makise** has moved to Japan where she coordinates events for the Conrad Luxury Hotel in Tokyo. In addition to booking the banquet rooms, Makise's job allows her to plan government events,

social parties and various exhibitions. She was named employee of the year in 2008.

Connie Thai '05 has worked as an event manager at various hotels across California since graduating four years ago. Currently, she enjoys her work as the logistics event manager at the Anaheim Marriott Hotel, planning events for a variety of different markets. Ensuring a consistent, high level of service and seamless turnover between phases of an event is one of her most important roles. In addition to her current position, Thai looks forward to entering an MBA program to start the next chapter in her life.

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.



The Collins College Alumni Chapter held its first Alumni in the Outfield on Aug. 7, 2009.

Into the Swing of Things

From yacht club, to baseball stadium, to restaurants and more, the alumni chapter is branching out and there's more in store

BY ASHLEY MADRID '09

THE COLLINS COLLEGE ALUMNI CHAPTER BOARD has been busy. Determined to get alumni re-connected with each other and The Collins College, the ambitious chapter board led an active calendar of events throughout the spring and summer and is gearing up to host at least eight events in the coming year. The board also plans to rotate its monthly board meetings across the Southland to reach alumni in their own neighborhoods.

This professional team of Collins College graduates hopes that by hosting events and local meetings they will be able to learn what alumni are interested in and how they can better provide them with opportunities to work with faculty and staff.

“Our ultimate goal is to bring alumni back to The Collins College family by building stronger relationships among alums as well as a foundation for the chapter to grow,” said chapter President Steven Senft '98, a senior broker for HREC Investment Advisors.

After all, building relationships is what hospitality is about. In recent months, the hospitality is certainly spreading. The Collins College and the chapter, which is part of the Cal Poly Pomona Alumni Association, have teamed to host events in the Bay Area, Chicago and throughout Southern California. There are many exciting activities coming up this fall. Support from the Cal Poly Pomona Office of Alumni Affairs helps with behind-the-scenes logistics for the chapter's events.

Spring events kicked off May 17 in Chicago, to coincide with the National Restaurant Association Show. Alumna Eva Wassermann '86 and her husband, Roger Hill, hosted a party at Hotel Felix, Chicago's premier eco-friendly boutique hotel. In addition to numerous alumni, University President Michael Ortiz, Betty Ortiz, Dean Andy Feinstein and Vice President of University Advancement Scott Warrington attended. Maureen Trippe and Eddie Sheldrake, members of the college's Board of Advisors, also came to support the alumni outreach efforts.

With nearly 40 people in attendance, the successful turnout in Chicago set the tone for more to follow. The alumni chapter's Jimmy Buffet Tailgate Mixer, held in mid-May at the Verizon Wireless Amphitheater, gave alumni a chance to let their hair down and enjoy the festivities. After the tailgate, guests proceeded to the concert where they enjoyed a long night of fun and music.

In June, the chapter board hosted a BBQ for graduating seniors. The next month, the board members wanted to make the most of Feinstein's



LEFT: (from left) Chapter board members Dominic Donatoni '04, Jason Farned '04, Steven Senft '98, Ivey Yu '08 and Seth Larson '02 enjoyed the sold-out event. RIGHT: (from left) Barbara Jean Bruin '85, Randi Kirshbaum, Lisa Diggs '93, Janice Beaudette '83 and Sue Wilson.



trip to the I-CHRIE conference in San Francisco in order to reach alumni in that region. Senft contacted 1995 alumnus Ronald Banaszak, Jr., CCM, and general manager/COO of the St. Francis Yacht Club – On the Marina, who agreed to host the Bay Area Meet & Greet with Dean Feinstein.

“This event is going to be hard to top. Ron set us up in a stunning corner room with a panoramic view of San Francisco Bay and Golden Gate Bridge,” Feinstein said. “It was fabulous, and I was pleased to meet so many alumni at a variety of stages in their careers.”

The meet and greet gave alumni an opportunity to hear Feinstein discuss The Collins College’s building expansion plans; efforts to launch California’s first master’s in hospitality management program; and the award-winning Horsehill Vineyards wine.

With about 35 people in attendance, the event proved to have a nice turnout. The chapter has big plans for the Bay Area. “We plan to start a divisional chapter in San Francisco,” Senft said. “There is a large contingent of alumni in the Bay Area, and we have interest from them to get more involved.”

On Aug. 7, Angel Stadium, home to the Los Angeles Angels of Anaheim, played host to the chapter’s first Alumni in the Outfield. The chapter sold out of its 50 tickets and plans to buy at least 75 next year. Before the game, alumni, faculty, staff and their friends and family enjoyed a casual dinner of chicken fingers and sliders at the OC Sports Grill. The pre-game mixer gave guests an opportunity to mingle and network.

As part of a special treat to the attendees of the Alumni in the Outfield, chapter Secretary Seth Larson '02, a sales representative at Newport Meat Company, had T-shirts made to be given out as souvenirs.

“We had the T-shirts made so that we could get the Collins Alumni name out there,” Larson said. “Whether they’re washing their cars in

our T-shirts or just hanging out in them, we want people to be thinking about what The Collins College Alumni Chapter is working on.”

For the latest details about alumni events please visit <http://collins.csupomona.edu> or contact Lisa McPheron, director of communications & external relations, at lcmcpheon@csupomona.edu or (909) 869-3151.



ABOVE: Elizabeth Myers '03 and friend Angie Moss during the pre-game mixer at the OC Sports Grill. LEFT: Miki Takashima '07 and John Dewitt enjoy the game.



Healthy Cooking

Dr. Sandy Kapoor is the author of three books and has taught healthy cuisine courses for more than 20 years

BY LISA MCPHERON

You do not need to give up big flavor for health, according to The Collins College's Dr. Sandy Kapoor. The longtime professor, registered dietitian and trained chef from the Culinary Institute of America (CIA) teaches students the tricks of the trade to keep diners satisfied while keeping their cholesterol low and energy high.

Kapoor joined The Collins College faculty in 1988. Prior to that, she owned and operated two restaurants, a gourmet deli and a catering business. She also served on the faculties of Michigan State University, University of Minnesota and CIA, and held management, chef and consultant positions in the foodservice industry. She is the author of three books *Delicious Desserts When You Have Diabetes* (2003), *Healthy and Delicious: 400 Professional Recipes* (1996) and *Professional Healthy Cooking* (1995).

In this issue of *Collins*, Kapoor shares three recipes that not only taste great, but are easy to make and look beautiful. Enjoy!



Papaya Banana Sauce Sweetened with Fruit Juice

This recipe began as frozen yogurt. In the process of creating the dessert, Kapoor took a taste of the creamy and smooth, sweet, yet slightly tart and exotic-flavored papaya banana puree and realized its potential to be a sauce. Papayas are harvested when they are 1/4 ripe, so set them at room temperature to ripen completely before using.

Yield: 3 cups

- 3 ½ cups ripe peeled papaya cubes**
- 1 cup very ripe peeled banana slices**
- 2 tablespoons thawed white grape juice concentrate, undiluted**

Combine all ingredients in a food processor or blender. Blend until smooth. Spoon into six dessert dishes and serve at room temperature or chilled. Garnish with angel food cake.

NUTRITIONAL FACTS

Calories: 91 (3% from fat)
 Fat: .3 g (.1 g sat, .1 g mono, .1 g poly)
 Protein: .9 g and 4%
 Carbohydrate: 23 g and 93%
 Fiber: 2.3 g
 Cholesterol: 0 mg
 Iron .2 mg
 Sodium: 4.1 mg
 Calcium: 24.5 mg

Honeydew Balls Laced with Pernod

This recipe calls for the licorice-flavored liqueur, Pernod, France's modern-day form of absinthe. Absinthe was banned throughout much of the world in 1915 when stories spread that its ingestion could cause complications such as convulsions, mania, hallucinations, loss of hearing and sight, and in large doses, coma and even death. To create Pernod, absinthe's toxic main ingredient, wormwood, was replaced with anise and its alcohol content lowered from 136 to 86 proof. When not available, replace Pernod in this and other recipes with another anise-based spirit. Today, a type of absinthe can be purchased at most wine and spirits stores, but it does not contain wormwood.

Yield: 6 cups

- 1 medium ripe honeydew melon**
- 3 tablespoons Pernod or other anise-based spirit**
- 2 tablespoons fresh lime juice**
- 2 teaspoons finely grated lime zest**

Cut melon in half and remove seeds. Cut round melon balls by pressing large end of a melon baller deep into flesh, twisting and removing. Place balls in a storage container. Combine Pernod and lime juice in a small bowl. Mix until blended. Pour over melon balls, turning to coat. Cover and refrigerate. Marinate fruit, turning occasionally, until honeydew is permeated with anise flavor or about three hours. Spoon into 12 chilled stemmed glasses or dessert dishes. Sprinkle with lime zest and serve.

NUTRITIONAL FACTS

Calories: 45 (2% from fat)
 Fat: .1 g
 Protein: .4 g and 3%
 Carbohydrate: 10 g and 82%
 Alcohol: .9 g and 13%
 Fiber: .6 g
 Cholesterol: 0 mg
 Iron: .1 mg
 Sodium: 9.1 mg
 Calcium: 6.1 mg

Fresh Fruit, Peach Yogurt and Granola Parfait

A mixture of brightly colored ripe sweet berries is layered in parfait glasses with fat- and sugar-free yogurt and granola with no added fat. This easy-to-make, good-looking and good-tasting dessert packs lots of nutrition.

Yield: 6 cups

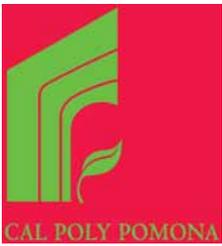
- 4 cups mixed fresh, ripe berries. For example: blackberries, blueberries, gooseberries, raspberries, red currants and strawberries.**
- 1 ½ cups fat-free plain yogurt**
- ¼ cup and 2 tablespoons 100 percent-fruit peach spread**
- 2 cups granola with no added fat**

Hull berries or remove blossom and/or stem ends as needed. Cut berries into ½-inch dice if large. Combine yogurt and peach spread in a small bowl and beat until well blended. Alternate three or four layers of fruit, yogurt and granola in six parfait or pilsner glasses, and serve.

NUTRITIONAL FACTS

Calories: 257 (9% from fat)
 Fat: 2.9 g (.5 g sat, .1 g mono, .2 g poly)
 Protein: 13 g and 18%
 Carbohydrate: 53.1 g and 73%
 Fiber: 7.3 g
 Cholesterol: 1.2 mg
 Iron: 1.3 mg
 Sodium: 60.3 mg
 Calcium: 160.7 mg





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