

COLLINS

A publication by The Collins College
of Hospitality Management
WINTER 2018

Russ Bendel

Family 'Habit' Spans Two Generations

A prominent restaurateur and
his accomplished alumnus son
take a bite out of competition

ANONYMOUS DONORS
GIVE CAL POLY POMONA

\$1.1 Million Bequest

Sustainability Innovation Award

NEW BUILDING PROJECT GETS
ACCOLADE FOR SURPASSING
LEED GOLD BUILDING STANDARDS

Capitalizing on Online Consumer Reviews

FACULTY RESEARCH REVEALS
BENEFITS FOR THE BOTTOM LINE

SHAPING FUTURE HOSPITALITY LEADERS

CAL POLY POMONA

COLLINS

A publication by The Collins College of Hospitality Management at Cal Poly Pomona

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Collins is supported by the Hae & Shina Park in Memory of Dr. Donald Lundberg Alumni & Outreach Endowment. The magazine is published twice a year by The Collins College of Hospitality Management at Cal Poly Pomona and distributed to alumni and friends of the college. Your comments and feedback are welcome via email at thecollinscollege@gmail.com. Contact degarcia@cpp.edu for copies or submissions.



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COLLINS

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from the DEAN'S DESK



I AM DELIGHTED TO SHARE WITH YOU ALL of the excitement at Cal Poly Pomona as we prepare to convert to the semester calendar in fall 2018. To accommodate continued growth after the transition, necessary upgrades and renovations are taking place throughout campus.

To better prepare for this new era at the university, CPP recently released its five-year strategic plan under the leadership of President Soraya M. Coley. The Collins College was eager to align with CPP's new direction and developed a five-year strategic plan that reflects and complements the university's goals. I anticipate the positive outcomes from these strategic efforts.

Because of all the great changes on campus as we look toward the future, the stories within this issue of *Collins* magazine share a common theme: Adopting a lifestyle of upward growth through positive changes.

In this edition, relish a quintessential American success story when you learn about the Bendels – a father and alumnus son team of restaurateurs who have dominated the industry and racked up

impressive lists of professional achievements and accolades. You will find announcements of life changes and promotions from some of our successful hospitality management alumni. This issue also highlights upgrades to our facilities and program as part of The Collins College's commitment to innovation and its dedication to providing a sustainable learning environment for our students.

I look forward to all of the exciting changes that lie ahead and am confident that they will bring positive growth to both The Collins College and CPP as a whole. Until next time, cheers to a prosperous new year!

Warmest regards,

Lea Dopson

Lea R. Dopson, Ed.D.
Dean and James A. Collins Distinguished Chair
The Collins College of Hospitality Management
Cal Poly Pomona

“The stories within this issue of *Collins* magazine share a common theme: Adopting a lifestyle of upward growth through positive changes.”



Welcome TO THE COLLINS COLLEGE TEAM

Two new tenure-track faculty members bring industry insights

THE COLLINS COLLEGE PROUDLY welcomed Assistant Professors Sungsik Yoon and Hyounae Min to its roster of accomplished tenure-track faculty last fall.

Yoon is the newest Hospitality Industry Managerial Accounting and Hospitality Industry Finance instructor. He earned a doctorate in hospitality administration from the University of Nevada, Las Vegas, a master's degree in hospitality business from Michigan State University and a bachelor's degree in tourism management from Kyonggi University in South Korea.

Yoon has taught courses at another institution in Hospitality Financial Management as well as Industry Computer Applications for Hospitality and Tourism.

In addition, he is an active researcher

focused on identifying and analyzing the impact of disruptive technology on the financial decision making process in a disruptive customer-to-customer context.

Min just wrapped up her first quarter as the college's new Strategic Leadership in the Hospitality Environment instructor. Previously, she earned a doctorate in business administration with a concentration in hospitality business management from Washington State University. In 2011, she acquired her master's in hospitality and tourism management from Virginia Tech after receiving her bachelor's in business administration and international trade and business from Kangwon National University in South Korea.

Min has taught courses including Hospitality Leadership and Organizational Behavior as well as Travel, Society and Business. She is researching social justice and diversity in the hospitality industry and is conducting studies on perceived discrimination and the customer voice.

With a well-received collection of published research under their belts, the new faculty bring added industry insight and research findings to the classroom while they shape future hospitality leaders.

TURN TO PAGE 32 FOR A Q&A WITH
THE NEW TENURE-TRACK FACULTY

Sustainability INNOVATION AWARD

Expansion project receives recognition for surpassing LEED Gold building standards

THE UNITED STATES GREEN BUILDING Council's Los Angeles Chapter (USGBC-LA) awarded The Collins College of Hospitality Management with the Sustainability Innovation Award in the category of Health and Well-being for its LEED Gold-certified academic building. The award assesses the achievements of a building project based on sustainable approaches that surpass the LEED certification criteria. Jurors determined that the project went above and beyond the standardized rating system and code requirements, and exhibited excellence in design and construction.

Completed in 2015, the 12,000-square-foot, state-of-the-art facility consists of lecture rooms swathed in natural light, graduate instructional support rooms equipped with the latest technology, a student commons, a grab and go café, five offices for graduate faculty members, a conference room, and two group study rooms. In addition, the facility features heat-reflecting windows, energy-efficient mechanical systems, drought-tolerant landscaping and LED lighting throughout the complex.

"We are truly honored and exhilarated to have been selected," said Project Manager Andrew Naranjo. "It signifies another major milestone accomplished in this project by further validating the sustainability commitment that The Collins College of Hospitality Management continues to make to the campus community."

The project and construction team, consisting of The Collins College of Hospitality Management, Cal Poly Pomona Facilities Planning, Design and Construction, HMC Architects, Gilbane Construction and GLUMAC, were recognized at the USGBC-LA's 13th Annual Green Gala last November. The prestigious industry event draws more than 500 of the region's green building leaders.

"The Collins College puts its students' health and well-being at the forefront of all of its efforts," said Dean Lea Dopson. "We are dedicated to continuously improving our high-tech and sustainable learning environment for students to thrive."



The building project team was honored at the 13th Annual Green Gala in November.



“We are dedicated to continuously improving our high-tech and sustainable learning environment for students to thrive.”

PHOTO BY HMC ARCHITECTS



MEET THE COLLINS COLLEGE'S 2017

PRESIDENT'S COUNCIL Scholar: MONICA SIASOCO

EVERY YEAR, CAL POLY POMONA HONORS AN EXCEPTIONAL student from each college and various departments with the President's Council Scholarship. Hospitality management student Monica Siasoco was one of 20 undergraduates to receive the prestigious award this year.

President's Council Scholars are selected based on academic and co-curricular merits, including a minimum GPA of 3.5 and significant contributions to the community during their university years. Recipients receive a \$3,000 scholarship and are recognized at a luncheon in their honor.

"It's always a pleasure seeing Collins College students awarded and recognized for their hard work and involvement in the university," said Dean Lea Dopson. "I was honored to sit with Monica and her family at the President's Council Scholar luncheon. It was a great day of celebrating our most outstanding students on campus."

In addition to her success, Siasoco is researching the economic impact of past Olympics on the hospitality and tourism industry for her capstone project. Outside of class, she works as a front desk agent for Four Sisters Inns and is a member of the Restaurant & Foodservice Professionals student organization on campus. Siasoco will graduate in June.

A Toast to Collins Cream Ale

INNOVATION BREW WORKS AT CAL POLY POMONA RELEASED THE Collins Cream Ale last year, a beer brewed with pale ale, honey malt and rolled oats.

According to Richard Thompson, head brewer for Innovation Brew Works, the beer is a classic cream ale that is brilliantly clear with a creamy white head.

"We added real Madagascar vanilla beans to give this subtly sweet beer a vanilla finish," Thompson revealed.

Collins Cream Ale was named after prominent figures of Cal Poly Pomona: Jim and Carol Collins, namesakes of The Collins College of Hospitality Management.

Contributed by CPP Foundation Dining Services



FOR THE BENEFIT OF OTHERS

Anonymous donors make major impact with \$1.1-million bequest

THE UNIVERSITY RECENTLY received a \$1.1 million anonymous gift from a hospitality management alumnus and his spouse that creates scholarship and academic opportunities for historically underrepresented students.

The bequest is four-fold, supporting departments within the university that hold special and personal meaning to the donors. First, funding will be increased for an existing endowed scholarship for students in The Collins College of Hospitality Management. This year's scholarship recipient is 15-year chef and former culinary arts instructor Starla Hampton. Without a college degree, she reached a point where she was unable to advance in the culinary field. Hampton then decided to go back to school.

"I was skeptical about attending a four-year university because of the cost of tuition, textbooks and supplies while still maintaining my household," said Hampton. "However, with this scholarship, I will be able to focus on my education and internships."

In addition, the gift will augment the current Brown-Lamb Collection of fiction and non-fiction adult and children's

literature in the University Library. The collection consists largely of signed first edition books related to the African diaspora and the LGBTQ community.

Another component of the bequest will create an endowment for students majoring in ethnic and women's studies in the College of Education & Integrative Studies. Lastly, the bequest will establish an endowed scholarship for students in the College of Engineering working toward degrees in mechanical, aerospace or manufacturing engineering. "We stand on the shoulders of people who made our accomplishments possible, but we didn't want to just stand on their shoulders. We wanted to do something about it. That's what we are doing with this gift and why we want to keep our name off it," said the donors.

The alumnus shared fond memories of support provided by the university's Black Faculty and Staff Association and the staff of The Collins College. He received the



The bequest has made a significant impact on the academic success and professional goals of hospitality management student Starla Hampton.

"best education possible" because of the personalized and hands-on experiences that he got at CPP. The benefactors believe in supporting causes that benefit others. Giving back to the university to assist students is just one way they have chosen to accomplish this goal.

"It's not easy being a university student if one comes from a low-income community or is the first in their family to get a college education," they said. "We hope this gift will provide opportunities that these students might otherwise not have had."

Although the donors of the bequest wish to remain anonymous, they named the collection in the University Library and the endowed scholarships after beloved family members on whose shoulders they stood on to achieve success.

“We stand on the shoulders of people who made our accomplishments possible, but we didn’t want to just stand on their shoulders. We wanted to do something about it, and that’s what we are doing with this gift. That’s why we want to keep our name off it.”

HOSPITALITY INNOVATION SPEAKER SERIES

Industry executives share innovative practices, ideas and products with students

IN CONJUNCTION WITH LECTURER AUDRA QUINN'S UPPER-DIVISION HOSPITALITY INNOVATION COURSE LAST FALL, THE COLLINS COLLEGE hosted a six-week speaker series featuring professionals from an array of companies that conduct business in the hospitality industry.

WEEK 1: Gary Wlassak, chief operating officer of Ezer Inc., shared the benefits of using the Ezer mobile application for on-demand and scheduled pick-up and delivery requests. He demonstrated ways that hotels and restaurants could use the application to solve issues such as last-minute requests from VIP guests.

WEEK 2: The second guest speaker was Matt Ryczek, chief operating officer of Ideahouse and Co., a product development firm. His talk was especially relevant for Quinn's Hospitality Innovation students in attendance because they are tasked with a culmination project that involves the development and marketing of an innovative product or service that benefits the hospitality industry.

WEEK 3: Students filled The Collins College's largest lecture room to capacity for a presentation from Eric Jacobs, chief development officer for Marriott International. He spoke about the company's new lifestyle brands and how innovative approaches are incorporated to improve guest experiences.

WEEK 4: Students heard a dynamic lecture from Fedele Bauccio, founder and CEO of Bon Appétit Management Co., an on-site restaurant business that offers full-service management to specialty venues. His company pioneers environmentally and socially responsible practices and is adept at evolving with the industry by adopting beneficial and innovative solutions.

WEEK 5: Aaron Neilson, Cal Poly Pomona's director of dining services, shared the story behind the creation and implementation of Innovation Brew Works as a learn by doing brewery and laboratory on campus that allows students to produce, bottle and sell CPP's own beer.

WEEK 6: The last guest lecturer of the six-week Hospitality Innovation Speaker Series was Thomas Hines, founder and CEO of Overwatch Safety Solutions. His company provides a personal security application that allows users to alert people if they are in danger by saying a code word or making a specific movement. He shared the innovative ways that hospitality companies can utilize the application to promote guest safety and well-being.



Fedele Bauccio and his company revolutionized the food service industry by pioneering environmentally and socially responsible practices designed to create a more sustainable food system.



Eric Jacobs is responsible for both franchise and managed growth in the U.S. and Canada for Marriott International's Select Service, Extended Stay and Lifestyle brands.

Solar-Powered Umbrellas Charge Mobile Devices, Create Sticky Campus

AS PART OF ITS ONGOING COMMITMENT TO THE ENVIRONMENT, The Collins College installed 10 solar-powered umbrellas throughout its courtyards. The Zon Technology Powersol Umbrellas are the first of their kind at Cal Poly Pomona, and use the sun to charge up to three devices at a time.

"We, at The Collins College, are doing our part to promote sustainability one-step at a time," said Project Manager Andrew Naranjo. "Students rely on the mobile electronic devices that they use throughout the day on campus, so the umbrellas are a welcome resource for them to recharge between classes."

Each USB charging port recognizes when a connected device reaches a full battery charge and stops the power flow without disrupting other devices that are plugged into that station.

The college's hilltop location and climate make solar-powered umbrellas an efficient solution in helping reduce its carbon footprint. They create a technology-rich environment that draws students to The Collins College's 'sticky campus.' The phrase refers to a spaces that encourages student success and a college or university's ability to engage and involve its students in curricular and extracurricular activities.



2017-2018 Collins Ambassadors

Through a highly competitive process, Collins Ambassadors are chosen to be the faces of The Collins College throughout the academic year. They are involved with outreach, recruitment and public relations activities for the program. The ambassadors are (from left):

Allie Wright
Julian Herrera
Marissa Ojeda
Madeline Sin
Brandon Jenkins
Anissa Garcia
Lea Scholz



Stop and Smell the Rosé

Horsehill Vineyards wins gold medal for 2016 zinfandel rosé at competition

THE 2016 HORSEHILL VINEYARDS ZINFANDEL rosé was awarded a gold medal at the 2017 Los Angeles International Wine Competition. The annual event showcases the finest domestic and international wines and is widely considered one of the most prestigious wine competitions in the country. The vibrant pink wine has delicate cherry and strawberry characteristics accentuated with a crisp finish, and it pairs perfectly with

ceviche, pizza or barbecued chicken. Horsehill Vineyards is a partnership between the Don B. Huntley College of Agriculture, The Collins College of Hospitality Management and South Coast Winery in Temecula. Agriculture and hospitality management students are involved in growing and harvesting the grapes, which are then sent to the winery to be vinted and bottled. The

finished product is marketed and sold by these students at the Restaurant at Kellogg Ranch and the Farm Store at Kellogg Ranch. “We are excited to present and pour our own wine at Cal Poly Pomona. Guests are always eager to taste the fruits of our labor,” said hospitality management student Marissa Ojeda. The campus community can look forward to a red zinfandel from Horsehill Vineyards in 2018.



2017 Commencement Speaker

THE COLLINS COLLEGE WAS HONORED TO WELCOME ONE OF ITS BOARD OF ADVISORS as its 2017 Commencement speaker. Eva Wassermann ('86) and her husband, Roger Hill, traveled from Chicago to spend a memorable day celebrating and congratulating the new graduates before the ceremony. During her speech, Wassermann offered encouragement and advice to hospitality management graduates as they closed one chapter in life and opened the next. Approximately 460 students graduated from The Collins College of Hospitality Management and set off on their journey to become future hospitality industry leaders.



SCAN OR CLICK THE QR CODE FOR THE 2017 COMMENCEMENT VIDEO. ALSO AVAILABLE AT bit.ly/collinsgrad17



Collins College Advising Program Wins Top Honor

CAL POLY POMONA RECOGNIZED THE Collins College's dedicated advising team as its 2017 Outstanding Advising Program of the Year. Career services coordinator Ann Lara, student services coordinator Carolina Sanchez and student advising coordinator James Yokoyama were honored at the Outstanding Advisor Awards ceremony. It was the first time then university honored an advising program in addition to the college's Outstanding Faculty Advisor of the year.

SMALL Bites THE SCOOP ON STUDENT NEWS

TAKE A BITE OF THIS: The Collins College's cream of the crop made a splash this academic year with awards and scholarships and at conferences. **Belinda Ganda** took the cake as this year's valedictorian and was recognized during Commencement last June. The 2017 Julian A. McPhee Scholar for the college, **Manuel Hernandez**, delivered a heart-warming speech at the ceremony. Hernandez had his plate full with multiple leadership roles, including president of

the Hospitality Management Council, treasurer of the Club Manager's Association of America and as a Collins Ambassador. Twenty students received the Experience the Industry Scholarship and got a delicious taste of Chicago's hospitality industry at the National Restaurant Association Show. **Kani Chan, Yuseon Choi, Orlanda De Paz, Zoltan Koncz, Lauryn Morales, Sowmya Lakshmi Rajaji, Milca Ramos, Kristen Rink** and **Kiara Santos** got a piece of the pie with the Pepsi Bottling Group scholarship. The Kellogg Honors College promoted a new cohort of graduates in June when **Margaret Rewers, Krysjeen Fang, Melissa Huang,** and **Lucas Smeets** were recognized at its Convocation ceremony. Twelve students sampled the food

and beverage industry by volunteering for the California Restaurant Association Foundation's (CRAF) booth at the Western Foodservice's Culinary & Cocktail Clash event. The Eta Sigma Delta International Hospitality Management Honor Society stirred up the beginning of the academic year when alumna **Sara Madden ('99)** helped initiate 43 new members at its induction ceremony. The Collins College's new harvest of industry student ambassadors includes **Emily Peyton** with Hyatt, **Julian Herrera** with Marriott International and both **Tina Aleagha** and **Hayley Ho** with Hilton Worldwide. Aleagha also received the Network of Executive Women in Hospitality scholarship. Thirty-six students studied abroad at the Apicius International School of Hospitality in Italy last summer. Twenty students took a bite out of the Big Apple and attended HX: The Hotel Experience trade show in New York. **Marissa Ojeda, Starla Hampton** and **Brandon Jenkins** ate up the competition as this year's CRAF scholarship recipients. Lastly, 13 students accepted sweet opportunities across the country with Marriott International's Voyage Program.



(From left) Hospitality management students Lucas Smeets, Marissa Ojeda, Malia Silverman, Jennifer Khamphanh and Ronald Quang experience the industry at the 2017 National Restaurant Association Show in Chicago.

PUBLISHED

FACULTY RESEARCH HIGHLIGHTS



IMPACTFUL
INDUSTRY
INSIGHTS

Discover the Latest Hospitality Industry Trends

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Making sense of **FOREIGN CURRENCIES**

Faculty research finds the exchange rate offers a predictor of international demand and a tool for marketing strategies

BY ASSISTANT PROFESSOR MICHELLE YOO

ABOUT THIS STUDY

GLOBAL MERGERS AND ACQUISITIONS HAVE BECOME ACTIVE AND outbound investment has increased more than ever in recent years, so the hospitality industry has been characterized by prolonged and vibrant growth. Due to constantly growing competition and changing trends, hospitality businesses are endlessly seeking opportunities to expand their market globally.

Overall, the international market has become a vital stream of revenue for hospitality businesses, and companies are paying attention to the influential global sector. While there are many factors that influence international tourism, appreciating currencies

usually encourages foreign travel.

In order to validate the currency exchange rate effect on international demand, I obtained secondary data from an upscale resort hotel-casino in Las Vegas and applied the econometric modeling method of panel data analysis to it as a potential determinant. The results of the study titled "Foreign Exchange Rate Effects on International Gaming Demand: An Examination From an Upscale Las Vegas Casino" were reported in the *University of Northern Las Vegas Gaming and Research Review Journal* this year.

CONCLUSIONS & RECOMMENDATIONS FOR HOSPITALITY BUSINESSES

The results of the study indicate that the exchange rate is a significant predictor for international demand and suggests that marketers should take exchange rates into consideration for international tourism.

The growth of international demand during the last several years has made an impact on the gaming industry in Las Vegas. Even when the economic recession occurred, the international market demand increased and revealed its potential.

The Las Vegas Convention and Visitors Authority (LVCVA) acknowledged foreign countries as a growth market and incessantly aims to increase the international market share. While LVCVA continues to press for more foreign visitors, casino marketers should exploit currency exchange rates carefully and direct their marketing resources to promising countries within their target.

Therefore, hospitality business

practitioners should consider utilizing currency exchange rates more strategically in future marketing. With increasing competition, currency exchange rates can become functional in providing a basic standard of international marketing strategy and act as a promising indicator to strategically expand the market for hospitality businesses and increase revenue if used proficiently.

CAPITALIZING ON CONSUMER REVIEWS

Research reveals
tips to help protect
the bottom line

BY ASSOCIATE PROFESSOR LINCHI KWOK

ABOUT THIS STUDY

MANAGERIAL RESPONSES PLAY A VERY important role in increasing the helpfulness of an online review and have positive impacts on the bottom line of a business. Through managerial responses, a business can reinforce the positive messages conveyed in a consumer review, or explain what went wrong and what steps the management team has taken to address the consumer's issues.

Yet, what is the right approach that business owners or managers should take when posting a response? Is there a strategy

that works for all? Or should managers also consider what type of product and services their business offers when they respond to online consumer reviews?

To answer these questions, I worked with an assistant professor from the University of Denver as well as two other researchers on a project about online reviews. Using a large-scale but granular data set that includes information collected from TripAdvisor.com and hotels' RevPAR performance data in analysis, we reported our results in three studies. One paper

was published in *Cornell Hospitality Quarterly* and the other two articles were published in the *International Journal of Contemporary Hospitality Management*. Both publications are top-tier hospitality management research journals.

The paper featured in *Cornell Hospitality Quarterly* received the W. Bradford Wiley Memorial Best Research Paper of the Year award from the International Council on Hotel, Restaurant & Institutional Education (ICHRIE), which was presented at the 2017 ICHRIE Summer Conference in Baltimore.

CONCLUSIONS & RECOMMENDATIONS FOR MANAGERS

According to our report in *Cornell Hospitality Quarterly*, there is no one-size-fits-all approach in responding to online reviews. Depending on a hotel's product type or class, for example, managers may consider the following recommendations:

BUDGET TRAVEL HOTELS:

Provide more responses that are also concise by executive leadership such as general managers or assistant general managers.

MID-MARKET ECONOMY HOTELS:

Consider providing consumer review responses from executive management more often.

FULL-SERVICE HOTELS:

Give more responses from the hotel's leadership team in a timely manner.

UPSCALE HOTELS:

Lend longer and more prompt responses from functional managers, such as front desk or sales managers.

LUXURY HOTELS:

Offer responses from functional managers that are timely and more lengthy.

“Through managerial responses, a business can reinforce the positive messages conveyed in a consumer review, or explain what went wrong and what steps the management team has taken to address the consumer's issues.”



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THE BENDELS

A prominent restaurateur and his accomplished alumnus son share their recipes for success

JUST LIKE THOUSANDS OF TEENAGERS ACROSS THE COUNTRY, Russ Bendel's first job was at McDonald's where he learned core values, teamwork and social skills. More than four decades later, Bendel triumphantly sits at the helm of The Habit Restaurants Inc., one of America's fastest-growing restaurant chains, according to *Nation's Restaurant News*.

The restaurant business runs deep in the Bendel family. His wife, Judy, grew up in the industry, and their son, Russell Bendel Jr., got a taste of the business at an early age. The younger Bendel graduated from The Collins College of Hospitality Management

in 2005. He blazed his own path and now owns and operates three upscale wine-country inspired restaurants in Southern California.

Thanks to hard work, determination and initiative, the father-and-son restaurateurs represent the American dream with their successful careers and demonstrate the benefits of higher education in helping reach professional goals. They shared their success stories with *Collins* magazine and offered words of wisdom to industry peers and future hospitality leaders.

RUSS BENDEL

The success story about The Habit Restaurants Inc. CEO starts on the East Coast. Bendel grew up in Philadelphia, and graduated from Florida International University with a hotel administration degree in the early 1970s. He was recruited from college by a small steak and ale chain in Washington, D.C. where he became general manager.

After a year, he moved back to Philadelphia and met his future wife, Judy, whose family also had a long history in the industry. The couple married and had two

children: Jeanne and Russell Jr.

The new father spent the next decade establishing his family while working in restaurants operated by Marriott International, which was largely a restaurant company at the time. After the brand was bought and sold multiple times, he joined El Torito in 1991 to become its president in California. The Bendel family relocated and made its mark in the restaurant industry on the West Coast.

The next endeavor to come across the elder Bendel's plate was with Panda Express

in the early 1990s. At the time, there were less than 100 eateries operating in malls or Vons grocery stores and eight Panda Inn locations. The restaurateur guided Panda Express through a period of exponential growth as its chief operating officer and helped open more than 130 independent street stores over the next two years.

At this point, he had found a business formula: Growing restaurants in size and profit leads to prosperity. He has made this his goal with every endeavor since then.

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INTERNATIONAL
HOST
INTERNATIONAL
HOST MARRIOTT
EL TORITO
PANDA EXPRESS
OUTBACK
STEAKHOUSE
ROY'S
RESTAURANTS INC.
MIMI'S CAFE
THE CHEESECAKE
FACTORY
THE HABIT
RESTAURANTS INC.
CALIFORNIA
RESTAURANT
ASSOCIATION
THE COLLINS
COLLEGE BOARD OF
ADVISORS

“As I look back on my career, what I enjoy the most is the growth aspect of the business because it is the most personally and professionally rewarding.”

The restaurateur reveled in the fast-casual restaurant chain's immediate success, but Bendel missed the full-service side of the restaurant industry. Opportunity knocked and he joined Outback Steakhouse, an Australian-inspired chain that originated on the East Coast. As a partner in the company from 1995 to 1999, he was responsible for expanding the brand on the West Coast and made a splash by opening 27 restaurants in Southern California alone.

Part of Outback Steakhouse's success stemmed from the belief of its main owners in decentralized management and a willingness to let local managers run each restaurant as they saw fit. Managers were even allowed to purchase a 10 percent stake in their stores. This inspired ownership mentality and changed the restaurant game for the better.

“Now 25 years later, some of those men and women that we brought on board are still running those Outback Steakhouses, which is something pretty special,” he shared.

He made his next dynamic move in 1999 and partnered with fellow franchisee and celebrity chef Roy Yamaguchi for a venture between Outback Steakhouse and Roy's Restaurants. He became president of the upscale Hawaiian-based chain and brought Roy's Restaurants to the mainland.

His next undertaking came in 2001 when he became president and CEO of Mimi's Café. He helped grow the French-inspired chain, which opened more than 100 restaurants in 10 states during his tenure.

In 2007, Bendel began a new chapter in his career and became president and chief operating officer of The Cheesecake Factory. His intention was to stay with the chain for a while to help it grow, but an unparalleled opportunity changed that plan. KarpReilly LLC, the private equity firm that owned Mimi's Café before it went public, was looking to acquire an emerging fast-casual chain, The Habit Burger Grill, that had 16 restaurants in Southern California. The budding chain had a well-positioned brand, a unique culture and practically no competition as a high-end burger, fast-casual concept. He took a calculated risk in 2008 and accepted the unexpected career change brimming with confidence in the company's potential.

As president and CEO, Bendel dedicated himself to growing and developing the young brand, which went public in 2014 when it reached 100 stores. Today, the fast-casual chain, now named The Habit Restaurants Inc., has doubled in size with more than 200 company-operated locations, two domestic franchises, a handful of international franchises and 10 food trucks that can cater to events big and small.

“As I look back on my career, what I enjoy the most is the growth aspect of the business because it is the most personally and professionally rewarding,” he said.

In addition to his long list of career accomplishments, Bendel makes an effort to positively impact the hospitality industry by actively participating in professional associations. He is a past chairman and director emeritus of the California Restaurant Association and is also past chairman of The Collins College's Board of Advisors.

His long and distinguished career is marked by a heaping of prestigious industry accolades, including Operator of the Year, Restaurateur of the Year and the Elizabeth Burns Lifetime Achievement Award, to name a few.

RUSSELL BENDEL JR. ('05)

Growing up in a restaurant family, the younger Bendel learned a lot about the business at an early age. But his story began supermarkets. His first job at Pavilions grocery store as a teenager taught him valuable lessons about customer service.

Although he enjoyed the job, he knew his passion was in the restaurants industry. The younger Bendel left Pavilions and got his first restaurant gig bussing tables at Outback Steakhouse while his father was with the company. The son rose through the ranks at Outback Steakhouse for six years and was able to apply his work experience to his course work at The Collins College.

He credits much of his success to the education he received at Cal Poly Pomona and the relationships he made as a Collins College student. Some of those friendships have evolved into business partnerships.

After graduating in 2005, he was eager to learn about fine-dining and was hired as a manager at Fleming's Steakhouse. At the time, the chain had about 30 locations. He stayed with the company for nine years as it more than doubled in size. At 25, the alumnus became the youngest proprietor of the upscale steakhouse.

When his contract with Fleming's Steakhouse ended, he took a leap of faith and ventured on his own to initiate a restaurant concept that had been brewing since college. He reminisced about a course he took with lecturer Peter Anderson that required students to come up with a restaurant concept and develop a business plan.

It was not long before he and a several industry friends partnered to purchase Vine, a restaurant in San Clemente that was similar to the upscale wine-country concept he developed in Anderson's class. The new owners honed their talents and resources to tweak and improve Vine and make it their own. In order to grow their concept, the younger Bendel and his business partners sought customer feedback and opened Ironwood, Vine's sister restaurant, in Laguna Hills. Last year, both concepts made Orange County's list of top places to dine, which fueled his passion and vision as a restaurant owner even further.

“I love everything about the industry. When I am not working, I still love being in restaurants as a guest. Because it's my passion, work doesn't feel like work on the day-to-day grind,” he said.

At the end of 2017, the alumnus and his team combined the best features of both restaurants and opened the doors of Olea in Newport Beach, their third wine-country inspired concept and the first that they developed entirely from the ground up.

Outside of work, the younger Bendel is a proud father. He and his wife Sarah, who he met in the industry, became new parents last September when their daughter Brooklyn was born.

In addition, the restaurateur gives back to industry by supporting hospitality education. He frequently participates as a guest lecturer at The Collins College, sharing his experiences and offering industry insights. He also contributes to The Collins College community through his involvement and support of its alumni chapter, the Collins Hospitality Society.

PAVILIONS
GROCERY STORE

OUTBACK
STEAKHOUSE

MIMI'S CAFE

FLEMING'S
STEAKHOUSE

VINE

IRONWOOD

OLEA

COLLINS
HOSPITALITY
SOCIETY

“I love everything about the industry. When I am not working, I still love being in restaurants as a guest. Because it's my passion, work doesn't feel like work on the day-to-day grind.”

TIPS FROM THE BENDELS:

KEEP AN OPEN MIND AND BE ACCEPTING TO CHANGE

Russ Bendel: “Don’t underestimate the power of a good team in an ever-evolving industry. If you have good people around with a common goal and who want to participate, you will have a powerful team that supports your decisions. As a leader, you have to make decisions regarding change that may be a little controversial or risky, but you cannot be afraid of them if you think things through and make calculated decisions.”

Russell Bendel Jr.: “You have to be innovative and you have to be able to change because times are changing. You have to know how to adapt, which is the fun part as an operator and owner, in my opinion. I think it is important to listen to your guest base and know their needs in order to adapt. Stay rooted to who you are while staying flexible is the key. I base my restaurants on

this concept and practice it with seasonal menus driven by guest feedback that change nightly.”

BALANCING WORK AND LIFE IS POSSIBLE

Russ Bendel: “The industry has come a long way since I started where the six-day workweek was typical. I don’t know of any great organizations that require that type of commitment every week. There will be times where you may work more or may work less, but it is all about balance and realizing that there will be plenty of time to enjoy the great things in life. You have to be comfortable with the fact that you might have to work at times when other people are playing.”

Russell Bendel Jr.: “Be realistic with balance, especially if you are straight out of college or trying to work your way up in the field. Life will get a little unbalanced, but it will get better, so be patient. As you establish

yourself in the business, managing both your work and home life becomes easier.”

LEADERSHIP CREATES FOLLOWERSHIP

Russell Bendel Jr.: “Listen to the people around you and take care of the people you work with. If they have trust and faith and know that you are going to support them, then they are going to follow your lead and direction.”

Russ Bendel: “Create a culture where people feel valued, where they can participate in the workplace, where they want to work with other good people and where they want to carry their own weight. If you create an environment where people can grow personally and professionally, whether they are with you for a part-time role or they are going to make a career of it, you are going to benefit from their good work.”



DO YOUR RESEARCH BEFORE JUMPING INTO THE RESTAURANT INDUSTRY

Russell Bendel Jr.: “Make sure you love the restaurant industry if that is the career you wish to pursue because there is a lot of hard work that goes into owning your own business. The hospitality industry is not a solo act and it comes with the willingness to give for the sake of giving, so consider your interpersonal comfort level and social and leadership type skills. If you have done your research and are up to being a restaurateur, go and do it wholeheartedly by building from relationships and positive growth opportunities.”

MAKE CONNECTIONS YOU CAN BUILD UPON

Russell Bendel Jr.: “As a student, take any opportunity that you can to network. Any time there are professionals at Cal Poly Pomona or industry events, make an effort to participate because you are going to cross paths with someone who will likely give you an opportunity. Network as much as possible and good things will come.”



Dear Collins College Alumni,

In spirit of the new year, we look back on the eventful year 2017 had to offer. Our calendar of alumni events, just like our executive team and membership base, has grown to bring more diversified opportunities to our alumni circles.

In February 2017, our alumni chapter, the Collins Hospitality Society, hosted an alumni-student speed networking event sponsored by 2011 alumnus and entrepreneur Peter Nguyen, owner of Broken Rice Food Truck, a successful enterprise serving delicious rice bowls. Over 35 current students enjoyed a tasty meal while meeting and mingling with alumni representing five career niches in the hospitality industry. We are in the works for the second annual alumni-student speed networking event for 2018, and we would love your participation to broaden our current students' career possibilities.

Another memorable alumni event in 2017 was the L.A. Original Farmers Market tour and tasting hosted by 1983 alumna Lisa Scalia of Melting Pot Food Tours. She led the tour and shared with 30 alumni attendees the culinary treasures and interesting history of the farmers market in a fun and hospitable way. It was such an incredible pleasure to learn from Scalia, sample famous bites and soak up her passion for food and travel.

The summer of 2017 had another exciting moment for the Collins Hospitality Society – Senior Send-Off was finally brought back by popular demand. We hosted 60 graduating seniors for a meal and conversations about staying connected and involved with The Collins College family after graduation. Over 40 graduating seniors participated in an exclusive 50 percent off deal and signed up for a lifetime membership to CPP's Alumni Association. We will definitely repeat this tradition in 2018. A special thank you goes out to The Habit Burger Grill Truck team, managed by 2005 alumnus Brian Sanders, for the hospitality and for providing the delicious food for this event.

However, among all the events and activities of 2017, the most memorable was Night at the Ranch in July. A multi-course wine dinner was served to alumni guests in the newly renovated Restaurant at Kellogg Ranch. The Collins College's Board of Advisors members, faculty, staff and numerous alumni gathered to celebrate the namesakes of the program – Jim and Carol Collins. The couple has made unprecedented gifts to The Collins College. Therefore, we wanted to recognize their generosity by presenting to each of them a personalized crystal pineapple-shaped award. Through generous contributions from attendees, approximately \$6,000 was raised for a scholarship fund that will be distributed to outstanding current students on behalf of the Collins Hospitality Society. The night was filled with true hospitality and appreciation for the team of students, faculty and staff who volunteered their time and effort on a weekend to put on such a beautiful evening.

With so much going on and much more to come, it is only natural that we invite other Collins College alumni to join our growing team. Our executive board of directors recently gained another valuable team player when Celine Ison ('15) joined as the new director of communication while Elisabeth Lockerby ('12) transitioned into a new role as director of networking and events. Together, they are preparing to invite you to our unique gatherings, such as brewery tours, sporting events and wine tastings across Los Angeles and Orange County in the forthcoming months.

Stay updated on all of our upcoming events via social media and email updates. Make certain to be included in these updates by contacting communications and external relations specialist Diana Garcia ('12, communication), who plays a major role in all of our alumni activities, at degarcia@cpp.edu. We would love to see your friendly face at the next gathering!

Warm regards,

Lera Van Straatum ('09)
President, Collins Hospitality Society
Operations Director, City Club Los Angeles
Lera.VanStraatum@ClubCorp.com
Instagram: @Lerizee
Phone: 818-917-2249

FIND US ON SOCIAL MEDIA



Congratulations to Collins College alumni Sean ('10) and Lera ('09) Van Straatum in welcoming into the world the newest member of The Collins College family, baby Mila Neave.

UPCOMING EVENTS

February 20 Bagel Mixer & Career Expo
Enjoy breakfast with alumni before the annual Hospitality Career Expo. To register for this free mixer, go to bagelmixer18.eventrite.com.

March 3 Hospitality Uncorked
Celebrate the vibrant hospitality industry while supporting The Collins College. For tickets and details, visit www.hospitalityuncorked.com.

April Night at the Ranch
Join us for an alumni wine dinner on campus.

April Professor for a Day
Alumni are invited back to The Collins College to guest lecture and participate in a luncheon in their honor.

May Alumni-Student Speed Networking
Network and mingle with current Collins College students.

June Senior Send-Off
Meet the college's graduating seniors at its end-of-the-year celebration and membership drive.

For more information, contact
Diana Garcia at degarcia@cpp.edu
or visit www.cpp.edu/collins/alumni.



A Night to Remember

Jim and Carol Collins receive awards for their passion and dedication at annual alumni gala

MORE THAN 60 ALUMNI AND members of The Collins College community gathered to honor namesakes Jim and Carol Collins at the 2017 Night at the Ranch alumni dinner.

The four-course dinner at the Restaurant at Kellogg Ranch was paired with wines from alumni vintners. The meal was prepared and served by students of the college's Food & Beverage Operations II class under the guidance of alumni instructors Lesley Butler ('89) and Ernie Briones ('91).

President of the college's alumni chapter Lera Van Straatum ('09) presented the benefactors with a pair of personalized crystal pineapple awards in recognition of their generous support throughout the years.

"We celebrated Jim and Carol's love and care not only for the program, but

also for one another. Sixty-seven years of marriage is an incredible testament to their passion and dedication," Van Straatum said.

A memory book filled with graduates' favorite experiences with the Collins family, was also given to the couple.

Alumni executive board director Elisabeth Lockerby ('12) read aloud one of the heartfelt messages from the book.

"You are more than the namesakes of this college," she read. "You are its backbone and the reason we feel so much love for our Collins College family."

In honor of Jim and Carol Collins and in the spirit of giving, guests pledged to donate approximately \$6,000 to support scholarships for current hospitality management students.

Where ARE THEY NOW?

1980s



Micarl "Mica" Hill ('85) is senior vice president of brand development for *Forbes Travel Guide*, the only independent, global rating system for luxury hotels, restaurants and

spas. With a career spanning 40 years, Hill has managed numerous hotels and guided openings, renovations and brand changes. He was previously vice president of operations for Woodside Hotels & Resorts and regional vice president for Preferred Hotels in San Francisco, Palo Alto, Boston, St. Louis, Atlanta and New York City. He has been married 34 years and gives back with his passion for animals as a board member of Best Friends Animal Society.



Margaret Bailey ('86) is the senior vice president of CHM Government Services, a boutique consulting firm that provides business advisory services to public agencies with

hospitality and recreation assets in Boston, Massachusetts. Her work involves assisting public agencies with structuring fair and equitable deals with the private sector in park settings. Her clients include the National Park Service, U.S. Forest Service and multiple county and state park systems. Bailey previously worked with PricewaterhouseCoopers Consulting and

Hyatt Hotels. She volunteers for the Society of Outdoor Recreation Professionals.

1990s



After 30 years working in the hospitality industry, **Michael J. Ainsworth ('93)** unofficially retired to pursue personal and financial investments, including restaurant

consulting, public speaking and world travel. Ainsworth is in the master's program at Fuller Theological Seminary.



Robert Cohen ('96) worked directly in the hospitality industry for 20 years as manager, general manager and corporate manager for concepts including Marie Callender's

and The Cheesecake Factory. He now insures restaurants through Farmers Insurance. He not only protects his clients and their insurance needs, he also acts as an operations consultant. When Cohen is not working, he helps others by supporting organizations such as the Ovarian Circle, Avon Walk and the One Archives. He is passionate about supporting The Collins College where he developed the strong skills that help

Thousands of Collins College alumni enjoy a wide variety of careers around the world in the hospitality industry.

him be a better person every day.



After stints on both coasts, **Wayne Wood ('97)** finds himself in the Midwest on the Oberlin College campus as general manager with Bon Appétit Management Co. He oversees

dining services for four dining halls, an on-campus bakery and catering operations serving 7,500 students, faculty and staff. Sustainability practices, cooking from scratch and student engagement are at the forefront of daily operations for the alumnus who leads a team of 15 managers and chefs, 75 culinary workers and approximately 150 student workers at the liberal arts college.

2000s



Barbara Charris ('02) is conference center manager for the Conference Center of the Americas at U.S. Southern Command (SOUTHCOM) in Miami, Florida. SOUTHCOM is

one of nine unified combatant commands in the U.S. Department of Defense. Charris and her team provide excellent customer service in a safe and secure facility to support the U.S.

through collaboration with SOUTHCOM's strategic partners. The alumna is a federal government civil service employee with the U.S. Army and is a U.S. Air Force veteran. She is an alumna of Hilton Worldwide's Elevator Graduate Program.



Eric Holliday ('03) is the director of child nutrition services at Alvord Unified School District, in Riverside, California. The school district encompasses 22 schools

and serves 18,000 meals per day. Holliday is focused on the link between good nutrition and a child's ability to learn, as well as providing affordable, nutritious and appetizing meals to all students. Prior to joining Alvord Unified, he held leadership positions with Disney, The Cheesecake Factory and Sodexo.



Matthew Kou ('06) is the vice president of investments and acquisitions for Pacifica Hotels and is focused on strategically growing

the company's portfolio of more than 30 independent and branded hotels. Kou credits professors Margie Jones and Don St. Hilaire for exposing him to the investment side of the hospitality industry during his

time as a Collins College student. He has held previous positions with Sonnenblick-Eichner Co. and PKF Consulting. To further his professional career, Kou is working toward a master's in business administration at USC.

2010s



After opening Lazy Bear, a double Michelin star restaurant in San Francisco, two years ago, **Akeel Shah ('11)** moved to Sonoma. He opened

and now works as captain of SingleThread, a newly opened farm-to-table fine dining concept that is already renowned and has received rave reviews from food critics.



Danny DeMarco ('13) is general manager of The Butchery, an upscale butcher shop in Crystal Cove and Newport Coast. He was previously

the owner and operator of multiple Dickey's Barbecue Pit locations throughout Southern California. DeMarco utilizes the invaluable skills he gained as a Collins College student and his love for the food and beverage industry throughout his life and career.



Collins College Alumni Meet in the Windy City

WHILE IN CHICAGO FOR THE 2017 NATIONAL Restaurant Association Show, Dean Lea Dopson hosted dinner at Lawry's The Prime Rib for graduates in the area. This year's annual alumni dinner was the most attended yet, and was the first alumni function for several attendees.

Collins College alumni guests included Dhara Amin ('16), Chuck Choi ('17), Megan Di Tucci ('15), Guadalupe Escalera ('16), Marley Ledesma ('17) and Kimberli Turner ('12). Chicago-based alumna and dedicated Board of Advisors member Eva Wassermann ('86) and her husband, Roger Hill, also enjoyed their company.

Associate Dean Michael Godfrey ('83, zoology), Director of Major Gifts Gina Johnson, student services coordinator Carolina Sanchez, and communications and external relations specialist Diana Garcia ('12, communication) represented the college at the dinner.

JOIN THE ALUMNI ASSOCIATION TODAY!

Stay connected with fellow alumni by joining the Collins Hospitality Society, Cal Poly Pomona's largest and most active alumni chapter. SCAN or CLICK the QR code to join, or visit bit.ly/cppalumni.





Dan MEDINA RETURNS TO JAPAN

Alumnus finds prosperity in life and work abroad

IT'S NO SECRET THAT COLLINS COLLEGE graduates thrive wherever they choose to begin their career, whether it is local, across the country or on the other side of the world. Hospitality management alumnus Dan Medina ('06) continues to demonstrate this trait. He shared his story during a recent visit to The Collins College as a guest lecturer.

TAKING A NEW PATH

Medina left his job with Disney after graduation to take a year off and experience life in Japan, one of the most forward-looking and technically advanced nations in the world. He ended up living there for six years while he spent every minute soaking up the lively culture.

"Japan was at the top of my list. I wanted to go somewhere that was the complete opposite from the [United States] and it is," said Medina. "It was going to be a one-year [job] and then I'd come back, but I ended up loving the culture. Everything was exciting. Everything was new, and it was unlimited."

Although not in the hospitality field, he found success as an English teacher of all ages for one of Japan's largest and most respected private educational institutes. Medina also worked for the Nagaoka City Board of Education and was responsible for planning and leading English language activities and lessons for more than 1,000 elementary and junior high school students.

REKINDLING HIS PASSION

In 2012, Medina knew it was time to return to the industry he knew and loved.

"Teaching was fun, but I hit a limit. I knew in my heart that I wanted to go back into hospitality," the alumnus admitted.

From Tokyo, he moved to Hawaii where he rode the waves of the industry and



Dan Medina facilitates The Art of Peninsula Service session, a full day of corporate training that uses dancing, engagement activities and team-building exercises to reinforce service standards.

worked his way up from front desk agent to front office manager at Westin Resort's Moana Surfrider in Honolulu.

A few years later, he joined Honolulu's Halekulani where he learned about "real, incredible service." The invaluable lessons he gained in Hawaii furthered his professional development and led to his next big career move.

RETURNING TO JAPAN

In November 2016, an opportunity to join The Peninsula hotel in Tokyo materialized. Medina and his family relocated to Japan, which is also the home country of his wife's family.

As learning and development manager for the five-star luxury hotel, he facilitates, plans, designs and creates strategic learning and development programs for more than 500 employees.

In anticipation of the 2019 Rugby World Cup and the 2020 Summer Olympics, Medina is preparing staff members for the

increase in Tokyo's international visitors. He is focusing on providing second-language skill training, cultural seminars and service-skills training to show the world the true meaning of Japanese hospitality.

ON WORKING ABROAD

Medina's passion for other cultures opened a door to the world. It brought him to Japan the first time around and is one of the reasons why he finds fulfillment in his current role.

The alumnus offers advice to students who are considering work or travel abroad and want to gain the most out of their cultural experiences. According to Medina, a key component to cultural immersion in another country is to stay open-minded.

"Remember that the purpose of traveling is to experience new cultures and try not to compare those experiences to your home country," he said. "That will allow you to accept new cultures and new places."

“It was going to be a one-year job and then I’d come back, but I ended up loving the culture. Everything was exciting. Everything was new and it was unlimited.”

FACULTY & STAFF



2017 Service Award Recipients

Five Collins College faculty members were recognized and presented service awards at Cal Poly Pomona's Fall Conference. They are (above from left):

- Associate Professor Neha Singh, 10 years
- Lecturer Ernie Briones ('91), 25 years
- Lecturer Lesley Butler ('89), 25 years
- Professor Ben Dewald ('82), 15 years
- Lecturer Belle Lopez, 15 years



Gina Johnson Gets Promotion

As of November 1, 2017, Gina Johnson has been promoted to the position of executive director of central development at Cal Poly Pomona. For over six years as the college's director of major

gifts, she provided development leadership in The Collins College, which is searching for her successor. Click or scan the QR code to view the job posting for more information, or visit bit.ly/cppdevelopment.



SCAN OR CLICK THE QR
CODE TO VIEW THE JOB
INFORMATION ONLINE



New Opportunity for Niloo Sarshar

Culinary laboratory coordinator Niloo Sarshar ('13) has opened a new chapter in her career as the home economist for Hestan Commercial Corp. The company is a subsidiary of Meyer Corp., one of the largest cookware and kitchenware marketing and distribution companies in the country.

Before assuming her new role, she worked for four years purchasing and receiving for the Restaurant at Kellogg Ranch as well as up to 14 additional culinary classes each quarter. In addition, Sarshar managed a student team representing the Restaurant at Kellogg Ranch for the second year in a row at the 2017 Cal Poly Pomona Tasting & Auction. Under her leadership, they earned third place in the categories of Best Dessert and Best Overall at the annual event.



Jerry Chesser's Accolades

During the National Restaurant Association Educational Foundation Winter Board of Trustees' Meeting last year, Professor Jerry Chesser was presented with the Chair's Award in recognition of his extraordinary leadership.

Pearson has published the sixth edition of his book, "The World of Culinary Management, Leadership and Development of Human Resources."

Chesser also served as the lead culinary judge for the ProStart competitions in California, Arizona, South Carolina, West Virginia and Louisiana over the past year.

Linchi Kwok Earns Three Awards for Exceptional Research Papers

Associate Professor Linchi Kwok's award winning papers were presented and recognized at several conferences. Based on feedback received at these conferences, the first two papers listed have been revised, and the results are now reported in one manuscript. Currently, this manuscript has been conditionally accepted for publication by the *International Journal of Contemporary Hospitality Management*.

Best Research Paper

"Buyer-Seller Similarity: Does It Affect the Sales of Peer-to-Peer Room-Sharing Services?"
2017 International Hospitality Information Technology Association Conference, Toronto

Best Paper Award

"Similarity Attraction Effects Between Buyers and Sellers in the Sharing Economy: Evidence of Peer-to-Peer Room-Sharing Services"
3rd Annual Global Tourism & Hospitality Conference, Hong Kong

W. Bradford Wiley Memorial Best Research Paper of the Year

"Monetizing Managerial Responses on TripAdvisor: Performance Implications Across Hotel Class"
2017 International Council on Hotel, Restaurant & Institutional Education Summer Conference, Baltimore



ICHRIE Conference Honors

The Collins College had a major presence at the 2017 Annual International Council on Hotel, Restaurant & Institutional Education (ICHRIE) Summer Conference in Baltimore. Dean Lea Dopson, Department Chair Zhenxing (Eddie) Mao, James A. Collins Distinguished Professor Myong Jae (MJ) Lee, and Assistant Professors Linchi Kwok and Patrick Lee were attendees.

Dopson, who also serves on the ICHRIE Board of Directors as its director of conferences, was honored with the Impact Award for significant support and contributions to hospitality education. She was recognized for spearheading a partnership with the American Hotel & Lodging Educational

Institute and STR, the source for premium global data benchmarking, analytics and marketplace insights, to offer the Certification in Hotel Industry Analytics (CHIA) exam to Collins College students. The CHIA exam is the only hotel-related certification for industry professionals focused on analytics, and the designation may be used on all professional writings, business cards and letterhead. More than 300 Collins College students have been certified to date.

MJ Lee accepted the *Journal of Hospitality and Tourism Education* Article of the Year Award at the conference for a research article he authored with Professor Margie Jones, who was not able to attend. The article identified and evaluated important attributes of hospitality higher education that help administrators ensure quality programs with top talent.

Kwok earned the W. Bradford Wiley Memorial Best Research Paper of the Year Award for his study on the benefits of managerial responses to online consumer reviews (See page 16).

In addition, the team networked with colleagues from other academic institutions, learned about innovative educational research from their peers and promoted The Collins College's faculty job openings at the conference career fair.

Q&A WITH NEW Tenure-Track Faculty

HYOUNAE MIN, ASSISTANT PROFESSOR

What brought you to The Collins College of Hospitality Management?

My goal as a social scientist is to give back to society. That's why I wanted to establish my career in a program that values not only academic research, but also education and community service. The Collins College of Hospitality Management has a strong reputation as a program focusing on both research and education. Also, its strong tie to the hospitality industry is particularly impressive. When I visited the campus for the first time, I realized that The Collins College is exactly the program and I hoped to work for. I am excited to join the team.

Tell us something interesting about yourself.

I used to work for Qatar Airways, one of only five five-star airlines across the globe, as a senior flight attendant. Living in Doha, Qatar, for almost three years, I experienced multiculturalism in various ways. Working with people from all over the world, I learned the benefits and challenges of diversity. Also, I am an explorer. I have traveled around the world, met wonderful people, visited amazing sites and tried all kinds of unique local food. I am excited to bring my experiences to the classroom.

Why do you enjoy teaching?

I love watching students grow. I want students to discover their potential, which is often much more than they think, and move forward to reach their potential. My goal as an educator is to prepare students to be competent and confident future hospitality leaders. This goal cannot be realized by simply delivering knowledge. In the classroom, I challenge students by putting them outside of the box and motivate them to be lifelong learners.



SUNGSIK YOON, ASSISTANT PROFESSOR

What brought you to The Collins College of Hospitality Management?

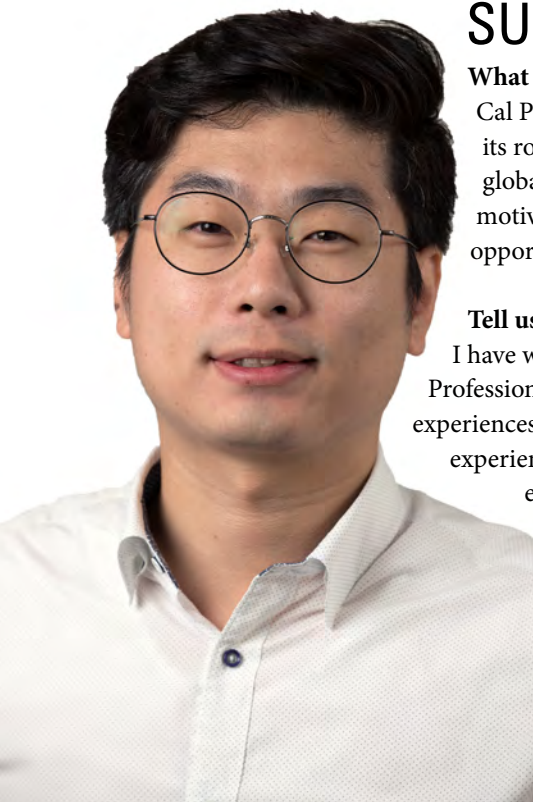
Cal Poly Pomona is one of the top hospitality management programs that has a strong bond with the industry. I believe its robust industry relationships help nourish both teaching and research, which inspires students to be successful global leaders in shaping the future of hospitality. I was fascinated by the diversity of the campus, which inspires and motivates me to not only better serve our students, but also learn from them in many aspects. I appreciate the opportunity to begin my new career as a member of this community with a great group of people.

Tell us something interesting about yourself.

I have work experience as a program assistant in global education for Michigan State University's Visiting International Professional Program. One of my roles was to solve international students' and scholars' cross-cultural issues. Based on my experiences, I would be more than happy if there is something I can contribute to this culturally diverse campus. I also have experience in establishing my own web company and identifying funding sources. I can't wait to share with students my experiences that have given me a great appreciation and deep insight into financial and revenue management.

Why do you enjoy teaching?

I feel happy and rewarded whenever I get up on stage to make students inspired. I believe that teaching is sharing, and I really enjoy sharing my learning, experience and enthusiasm for my subject matter. I consider students as the future of hospitality, which makes me feel more responsible and motivated to serve them better. In fact, my interests in effective teaching motivated me to obtain the Certification in Hotel Industry Analytics and the Certified Hospitality Educator designations during my doctoral study.



New Chef Lecturer Behind the Plate

D. Michael Reyes boasts culinary (and baseball) expertise

THE COLLINS COLLEGE WELCOMED A full-time chef lecturer to instruct the Food & Beverage Operations II class that manages and operates the Restaurant at Kellogg Ranch. Chef D. Michael Reyes joined the team last fall. He not only boasts first-rate culinary chops, but also lists extensive background as a hospitality educator since 2010 and as a corporate chef for 15 years.

Leadership skills and considerable talent have gained him opportunities all over the world. Before starting on his culinary path, Reyes also worked with plates – he was a baseball coach. He started at the collegiate level, and then was picked up by Major League Baseball to conduct marketing and game development in Europe in 1995. That year, he began coaching the German men's and junior's Olympic baseball teams, and he managed Baseball-Bundesliga, the German professional baseball league, for six years.

Reyes got his first taste of the culinary industry with an apprenticeship at a hotel on the Rhine River in the late 1990s. In order to complete the apprenticeship, he had to finish his culinary education in the U.S. at Le Cordon Bleu College of Culinary



TURN TO PAGE 34 FOR CHEF REYES' QUICK & EASY HOME-COOKED DINNER



Arts in 2000. For the next 15 years, he worked as a corporate chef for a long list of companies throughout the nation.

While still on the corporate side of the industry, Reyes got his first look at hospitality education with The Art Institute in 2010. As a six-year faculty member for the program, he developed curriculum. He also traveled the globe as an industry expert helping restaurants and food-service companies grow and become more profitable. At the same time, starting in 2012, he worked for Le Cordon Bleu College of Culinary Arts, and he helped open Escoffier Online International Culinary Academy in 2016. Throughout his career in education, Reyes has taught hospitality-related courses

including culinary, finance, accounting and marketing. He most often instructs upper-division concept development or capstone-type courses.

The new chef instructor got to sample a bit of Cal Poly Pomona for the first time last spring as an adjunct culinary instructor for The Collins College. When a full-time opportunity arose last summer, he relished the chance to join the faculty.

"The main thing for me was teaching at a state university because it is a whole other dynamic. It's an affordable education and it's about the students," he said.



quick & easy

Home-Cooked DINNER

BY CHEF LECTURER D. MICHAEL REYES

TOM ZASADZINSKI

“The key to a family dinner is spending quality time with your family without getting stuck in the kitchen. These recipes can be prepared ahead of time and finished right before dinner so you can spend time with your loved ones. Who wouldn’t like that?”

The short ribs can be made the day before, which is a bonus because the fat that has accumulated can be easily removed from the top after it cools and solidifies. The risotto could be cooled and refrigerated after the first ladle of chicken stock is absorbed into it. The green beans could be blanched, shocked and then refrigerated until service. The molten cake can be baked straight from the refrigerator, which could be done two days ahead of time.

The final cooking process should take less than 45 minutes. Simply reheat the beef in the sauce at 350 degrees. The risotto can be finished with the remaining chicken broth in 15 minutes and the green beans can be sautéed in the last minutes ... easy-cheesy. You’re welcome!”

Braised Beef Short Ribs

Yield: 4 servings



- INGREDIENTS**
- 3 pounds boneless beef short ribs, cut into 4 portions
 - Kosher salt and freshly ground black pepper
 - 3 medium onions, chopped
 - 3 medium carrots, peeled and chopped
 - 2 celery stalks, chopped
 - 3 tablespoons all-purpose flour
 - 1 tablespoon tomato paste
 - 1 750-milliliter bottle dry red wine (Cabernet Sauvignon preferred)
 - 1 tablespoon dried Italian herbs
 - 2 dried bay leaves
 - 1 head of garlic, halved diagonally
 - 2 cups beef stock or enough to almost cover beef ribs (I like Better than Bouillon)

- DIRECTIONS**
1. Preheat oven to 350°F.
 2. In a large rectangular pan, add the raw ribs and the rest of the ingredients.
 3. Cover the pan with foil and transfer to oven.
 4. Cook for 2 to 2 ½ hours until short ribs are tender. Transfer the meat to a platter.
 5. Strain the sauce from the rectangular pan and add to a pot. Reduce the sauce until desired consistency and season to taste with salt and pepper.
 6. The sauce can be poured over the meat before serving. If the ribs were cooked the day before and refrigerated, reheat them in the sauce at 350°F.

Blanched and Sautéed Green Beans

Yield: 6 servings




- INGREDIENTS**
- ¼ cup kosher salt
 - 1 pound green beans
 - 3 tablespoons extra-virgin olive oil
 - 3 cloves garlic, chopped
 - 1 teaspoon freshly squeezed lemon juice
 - Kosher salt, to taste
 - Freshly ground black pepper, to taste

- DIRECTIONS**
1. Bring a medium pot filled halfway with water to a rolling boil over high heat. Add ¼ cup

- kosher salt and stir until it is dissolved. The water should taste similar to ocean water.
2. Remove the stem side with a paring knife. Blanch the green beans by adding them to the salt water and cook for about three minutes until tender.
3. Strain the green beans. In a large bowl filled with cold water and ice cubes, add the strained green beans to shock them, which stops the cooking process.
4. In a sauté pan, heat the olive oil over medium heat. Add the garlic and sauté for about 30 seconds until fragrant. Add the green beans and sauté for 2 minutes stirring occasionally. Season with lemon juice, salt and pepper.

Risotto

Yield: 4 servings

- INGREDIENTS**
- 5 ½ cups canned low-sodium chicken broth, use more as needed (I like Better than Bouillon)
 - 1 tablespoon olive oil
 - ½ cup chopped onion
 - 1 ½ cups arborio rice
 - ½ cup dry white wine
 - 2 tablespoons butter
 - ½ pound wild mushrooms, cut into quarters
 - 1 cup frozen peas, thawed
 - 1 teaspoon salt
 - ¼ teaspoon fresh-ground black pepper
 - ½ cup grated Parmesan cheese, plus more for serving
 - 2 tablespoons chopped fresh parsley
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- DIRECTIONS**
1. In a medium saucepan, bring the chicken broth to a simmer.
 2. In a large pot, heat the oil over moderately low heat.
 3. Add the onion to the large pot with oil and cook for about 5 minutes, stirring occasionally, until translucent.
 4. In the same pot, add the wine and add ¾ teaspoon of salt to the rice. Cook, stirring frequently, until all of the wine has been absorbed into the rice.
 5. Add about ½ cup of the simmering broth and cook, stirring frequently, until it has been absorbed. The rice and broth should bubble gently. Adjust the heat as needed.
 6. Continue cooking the rice until tender for 25 to 30 minutes, adding ½ cup of broth at a time and allowing the rice to absorb it before adding the next ½ cup. Cook the rice in this way until tender. The broth that has not been absorbed should be

- thickened by the starch from the rice. You may not need to use all the liquid, or you may need more broth or some water.
7. In a pan, heat the butter over moderate heat and add the mushrooms. Cook for about 5 minutes, stirring frequently, until the mushrooms are browned.
8. Add peas, the remaining ¼ teaspoon of salt and the pepper to the mushrooms. Cook for 1 to 2 minutes until the peas are warm. Remove the vegetable mixture from the pan and stir into the pot of risotto.
9. Stir Parmesan cheese and parsley into the risotto and heat thoroughly. Serve and garnish with additional Parmesan cheese.

Molten Chocolate Cake

Yield: 12 servings

- INGREDIENTS**
- 8 ounces plus 6 tablespoons butter
 - 10 ounces bittersweet chocolate
 - 6 yolks
 - 6 eggs
 - 3 cups powdered sugar
 - 1 cup all-purpose flour
- 

- DIRECTIONS**
1. Melt the chocolate and butter together. Cool slightly.
 2. In a separate bowl, whisk together the yolks and eggs, then mix in the powdered sugar. Whisk this into the chocolate mixture, then whisk in the flour.
 3. Fill 12 greased 4-ounce foil tins with the batter and bake immediately or refrigerate until ready.
 4. Bake batter in a preheated 450°F oven for 5 to 6 minutes from cold, or 4 to 5 minutes from room temperature. When done, immediately turn the cakes out of the tins. Refrigerate until ready to serve.



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