

FALL 2015

In This Issue:

A Grand Celebration

Donor Honor Roll

Costa Rica Study Abroad

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
Dr. Lea R. Dopson

Associate Dean
Michael Godfrey

Editor/Art Director
Diana E. Garcia

Photographer
Tom Zasadzinski

Contributors
**Ray Diggs,
Melanie Johnson,
Elaine Regus,
Nida Soparwala**

Printing and
Distribution
**Advanced Color
Graphics**



Collins is supported by
the Hae & Shina Park in
Memory of Dr. Donald
Lundberg Alumni &
Outreach Endowment.
The magazine is
published twice a
year by The Collins
College of Hospitality
Management at
California State
Polytechnic University,
Pomona, and
distributed to alumni
and friends of the
college.

The college would like
to thank the Office of
Public Affairs and the
Office of Alumni Affairs
for their assistance in
this publication.

As part of its
commitment to green
printing, Collins is
printed on FSC-certified
paper. The Forest
Stewardship Council
(FSC) promotes
environmentally
appropriate, socially
beneficial and
economically viable
management of the
world's forests.

The Collins College Board of Advisors

Chair

Russ Bendel
The Habit Restaurants, LLC

Board Members

Donald B. Ayres, III
Ayres Hotels

Bruce Baltin
*PKF Consulting,
a CBRE Company*

Ronald A. Banaszak '95
Club Advisors

Bridget Bilinski '79
Marriott International, Inc.

Javier Cano
The Ritz-Carlton, Los Angeles

Dr. Soraya M. Coley
Cal Poly Pomona

James A. Collins
Sizzler USA, Inc.

Gregory T. Day
Mani Brothers Real Estate

Bill Doak '82
CIM Group

Dr. Lea R. Dopson
*The Collins College of
Hospitality Management*

Don Emery
*The Riviera Country Club,
The Riviera Tennis Club*

Salvador Falcon
Ecolab, Inc.

Joe Gatto
T-Bird and Outback Steakhouse

Michele Gendreau '83
Walt Disney Parks and Resorts

John Gilbert
Fairplex

Thomas M. Goff
*Bernstein Private Wealth
Management*

Howard R. Gordon
Gordon Restaurant Group, LLC

Bruce J. Gorelick '78
The Ritz-Carlton, San Francisco

Daniel P. Harley
Oracle Hospitality

Dianne M. Jaskulske
Hilton Worldwide

Afshin Kateb
*Nimes Capital and Nazarian
Enterprises*

Jeff King
URG / King's Seafood Company

Paul Kramer '83
Parlour Enterprises, Inc.

Verne Lusby
FreshPoint Southern California

Reginald (Reggie) McDowell
Corniche Group

Justin B. Nedelman
*Eureka Restaurant Group/Modern
Hospitality Systems, LLC*

Denise Pflum
*Doubletree by Hilton Anaheim-
Orange County*

John Rucci
MSD Hospitality

David Schneiderman
Southern Wine & Spirits

Steven Senft '98
*CRU Real Estate &
CRU Global Innovations*

Eddie Sheldrake
Polly's, Inc.

David A. Sherf
CHMWarnick

Larry Shupnick
Interstate Hotels & Resorts

Chris Simms
Lazy Dog Restaurant and Bar

Ned F. Snively
Retired Hotel Executive

Bob Spivak
The Grill/Daily Grill/Public School

John Strauss
*Jones Lang LaSalle Hotels &
Hospitality Group*

Eva N. Wassermann '86
GEM Realty Capital, Inc.

Cary Wheeland
Bon Appétit Management Co.

Ernest Wooden, Jr.
*Los Angeles Tourism &
Convention Board*

Jason Wooler
Young's Market Co., LLC

Emeritus Board Members
Richard N. Frank
Lawry's Restaurants, Inc.

Honorary Board Members
Jason Dineros '08
*Gilbert, Kelly, Crowley & Jennett,
LLP*

Collins Hospitality Society
Jason Dineros '08
President

Lera Zelenskaya '09
Vice President

Brandon Feighner '05
Treasurer

Katie Gorman '08
Secretary

Nung Rigor '00
Director of Networking & Events

Joshua Aldama '10
Board Director

Sneha Desai '12
Board Director

Jon Farzam '11
Board Director

Elisabeth Lockerby '12
Board Director

Sacha Tani '11
Board Director

Collins



Contents

COVER STORY

6 *A Grand Celebration*

FEATURES

8 *Costa Rica Study Abroad*

12 *Honor Roll of Donors*

17 *Inspiring Innovation*

DEPARTMENTS

4 *From the Dean's Desk*

5 *College News*

20 *Faculty and Staff Notes*

22 *Alumni News*

26 *From Our Kitchen*

**We're
Honored**



DISTRICT
CASE VII

COUNCIL FOR ADVANCEMENT
AND SUPPORT OF EDUCATION®

Award of Excellence
2011 & 2013

Find us on:



Cover photo: The major donors who made The Collins College's new building possible pose with University President Soraya M. Coley and Dean Lea Dopson.

PHOTO BY TOM ZASADZINSKI

from the dean's desk



IN LIGHT OF THE HOLIDAYS, I reflect on all of the milestones The Collins College reached in 2015 and the goals we strive for in 2016.

As I look back on the past year, I am so grateful for the talented Collins College team that dedicates itself to shaping tomorrow's leaders. I am proud of our hard-working students who are eager to excel in the industry. And, I am thankful for the community of alumni and donors who believe in our students and generously support the college.

2015 brought an array of celebrations to the college. We held a beam-signing ceremony last January, celebrated the vibrant hospitality industry while honoring Mimi's Café's Tom Simms with the Mondavi Wine and Food Award in March, and welcomed Wahoo's Taco's Wing Lam for our Richard N. Frank Distinguished Lecture Series to guest speak in May. Last June, The Collins College graduated more than 330 ready-to-work young professionals and sent students to study abroad in Italy and Costa Rica over the summer. The Hospitality Management Council

and I welcomed over 330 new students to the program in September at the Welcome Back BBQ, we hired 3 new members to the Collins team of faculty and staff, and State Senator Connie Leyva came to visit the Collins campus. We ended the year with a bang by celebrating the grand opening of our new state-of-the-art building.

Not only did The Collins College expand in size over the past year, but its global footprint has expanded too. We are establishing international partnerships all over the world, including Dubai, Australia, China, Italy, Costa Rica, South Korea, England and Japan, to create study abroad opportunities for students. In fact, we have two students who are already preparing to go to Sydney, Australia for a semester abroad. In addition, our faculty are representing the college by presenting research at international and national conferences and getting published in an array of scholarly journals.

What a year! I can't wait to see what 2016 has in store for The Collins College. Cheers!

Warmest Regards,

Lea Dopson

Lea R. Dopson, Ed.D.

*Dean and James A. Collins Distinguished Chair
The Collins College of Hospitality Management*



State Senator Connie Leyva and Dean Lea Dopson posing by the culinary garden when she visited The Collins College.



Dean Lea Dopson presenting about trends in U.S. higher education at Hong Kong Polytechnic University over the summer.

CONTRIBUTORS

LEAD EDITOR & DESIGNER:



DIANA GARCIA is The Collins College's communications and external relations specialist. She is the lead editor and designer of *Collins* magazine and oversees the college's communication and alumni projects. The '12 public relations graduate from Cal Poly Pomona has five years of professional public relations experience.

WRITERS:



RAY DIGGS is a 20-year journalism veteran from San Francisco. The San Francisco State alum lives in the Inland Empire Area with his wife, Lisa, who graduated from The Collins College in 1993.



MELANIE JOHNSON is a communications specialist in the Office of Public Affairs and a Cal Poly Pomona alumna. The areas she writes about include ASI, University Library, environmental design, student affairs, foundation, CEU, and events. Her other duties include PolyUpdates and PolyCentric.



ELAINE REGUS is an experienced, versatile and creative writer and editor. Her clients include some of the leading colleges and universities in the Southern California region. She is a regular contributor to *Collins* magazine.



NIDA SOPARIWALA is graduating from Cal Poly Pomona this year with a bachelor's degree in Hospitality Management and a minor in International Business Marketing. This is her first time contributing to the *Collins* Magazine.

She enjoys traveling, trying different cuisines and learning languages.

PHOTOGRAPHER:



TOM ZASADZINSKI is the university photographer and his list of professional awards is extensive. He has spent the last 14 years of his career capturing the people and character of

Cal Poly Pomona through the lens of his camera. Before coming to Cal Poly Pomona, he was a photojournalist for the *Inland Valley Daily Bulletin*.



TOM ZASADZINSKI

Kyra Yong being recognized at the President's Council Scholarship awards ceremony.

Student Awarded Cal Poly Pomona's Most Prestigious Scholarship

BY DIANA GARCIA

KYRA YONG WAS HONORED WITH THE 2015 PRESIDENT'S COUNCIL SCHOLARSHIP, the most prestigious scholarship series at Cal Poly Pomona, which was awarded to 20 undergraduate and four graduate students who represent each of the university's colleges.

"The President's Council Scholarship Program represents the finest of Cal Poly Pomona's traditions," says University President Soraya M. Coley. "Scholarship recipients not only succeed in the classroom, they are committed to making society better."

Yong plans to graduate with a bachelor's degree in hospitality management and a minor in international business marketing in 2016.

"This generous gift will aid in continuing my education to further my pursuits in the hospitality industry," Yong says.

As a student, Yong is a member of the Eta Sigma Delta honor society and serves as the president of the Restaurant and Foodservice Professionals club. Since 2012, she has earned inclusion in the dean's and president's honor lists. She was selected to represent The Collins College at the 2015 National Restaurant Association Show in Chicago.

The Collins College's President's Council Scholarship was made in memory of Al Levie, who passed away in 1999. Levie brought his leadership and expertise along with a vast network of industry executives to the school in the '80s. The Al Levie Family Scholarship was established in honor of high-achieving students in the hospitality management program.

"I am beyond grateful and humbled to be recognized as the President's Council Scholar this year; however, I would not have been able to achieve this without the help of The Collins College," Yong says. "I am forever thankful to the Al Levie Family for their generous donation to the college, the president's committee and my family for their continuous support."

A Grand Celebration

The college held a ribbon-cutting ceremony to celebrate the completion of its fourth building

BY MELANIE JOHNSON

COLLINS COLLEGE OF HOSPITALITY MANAGEMENT STUDENTS CAN now dine at outdoor courtyards that overlook the entire campus, grab a to-go Starbucks coffee for studying in a decked-out lounge or learn about the industry in new state-of-the-art classrooms.

They joined a crowd of more than 300 people to celebrate the college's highly anticipated building expansion. The guest list also included faculty, staff and business and community leaders.

Dean Lea Dopson lauded the success of getting the 12,000-square-foot building completed on time and on budget. She also cited that the \$10 million expansion, entirely funded by donors, is targeted to earn Leadership in Energy and Environmental Design (LEED) Gold Certification, a designation that recognizes best-in-class practices for building design and

construction. It would be the first LEED Gold building on campus.

"As California's pipeline into the professional world of hospitality, The Collins College is meeting the growing employment needs of the multi-billion dollar hospitality and tourism industry by expanding its facilities to help shape tomorrow's leaders," Dopson says.

During the Nov. 19 groundbreaking, University President Soraya M. Coley heralded the contributions of the donors and the vision of President Emeritus J. Michael Ortiz in making the dream of a project a reality.

The expansion comes at an important time of growth for the university and in the hospitality and tourism industry, Coley says.



Dean Lea Dopson, President Soraya M. Coley and Jim Collins cut the ribbon to unveil the new building.

PHOTOS BY TOM ZASADZINSKI

“This new building will serve as a centerpiece of excellence for undergraduate and graduate education, and is a beacon for future leaders in the industry,”

she says. “If our graduates are to continue to be in high demand, and they are, they need to have access to the best learning environment we can offer.”

Building 80 was made possible through the generosity of distinguished donors Jim and Carol Collins, Andrew and Peggy Cherng, the J. Wilard and Alice S. Marriott Foundation and Hae, Shina and Eugene Park.

The Marriott Learning Center features two undergraduate flexible classrooms, an exterior colonnade and grab-n-go cafe in the student commons area. The Donald & Carolyn Lundberg Hall (dedicated by Hae and Shina Park) includes five faculty offices, two graduate classrooms, two group study rooms, a conference

room, a faculty break room, a graduate student teacher’s assistants’ work area station and a part-time faculty office suite. Donald Lundberg served as the founding chair of the hospitality management program.

Many other donors are recognized for their contributions to the project on the donor wall.

Project Managers Chi Kwon Fong and Andrew Naranjo dedicated five years of planning and hard work into the expansion and worked with the talented HMC Architects, Gilbane construction team and the campus’ facilities management department.

Classes in the new building will begin in spring 2016.

Mary McVey, a senior and a member of the Collins Ambassador leadership program, which involves outreach, recruitment and public relations activities for the college, spoke about what the expansion means to students.

“You’ve given us a tremendous gift,” she said. “Your total support and belief in us and our continuing success will be a continuous source of inspiration to all of us. Your contribution will truly be remembered as we utilize and enjoy our new learning center for many generations to come.”



1. The Lundberg family poses next to a portrait of the program's late founding chairman Donald Lundberg.

2. Larry Shupnick and Jo Frank pose in the courtyard made possible by their generosity.

3. Walnut City Mayor Bob Pacheco and Councilmember Tony Cartagena present University President Soraya M. Coley with a certificate of recognition.

4. The Horowitz family and Dr. Konrad Stein pose next to the H-Café sign.

5. Project Managers Chi Kwon Fong and Andrew Naranjo recognizing the dedicated team that worked on the building.



Finding Adventure in Education

Students spent three weeks in Costa Rica for sustainable tourism study abroad

BY DIANA GARCIA

FOR THE FIRST TIME, THE COLLINS COLLEGE SENT STUDENTS TO Costa Rica to participate in a sustainable tourism study abroad program.

Five undergraduate and six graduate students spent three weeks at the Centro Agrónomico Tropical de Investigación y Enseñanza (CATIE), an international university that combines science, education and innovation for sustainable tourism development. They stayed in a sustainability house in CATIE's Botanical Gardens, which is home to over 4,000 plants and is located near the active Turriabla volcano.

The group, accompanied by Dean Lea Dopson and Director of Graduate Studies Neha Singh, immersed itself into the culture of the land by taking part in a variety of activities and field trips, including community-based rural tourism, agricultural-based tourism and luxury sustainable tourism.

"Every day, every activity, every class was a lesson to be learned," says Joanne Lam, a graduate student on the trip.

"Through our activities, we learned first-hand how the communities

we visited created a world that made a positive impact on everything around them."

The students took a variety of classes at CATIE, including a sustainability seminar series with a culminating group project. Some of their excursions included canoeing for an hour and hiking up to visit an indigenous community in the Yorkin rainforest, staying with the Mollejones rural community and a two-night stay at a luxury 5-leaf resort in Manuel Antonio on the Pacific coast of Costa Rica.

"Experiencing sustainable tourism first-hand has been truly eye opening," says Dean Dopson. "Our students have a new appreciation for the sustainable growth of communities across the globe."

Lam hopes to apply what she learned in Costa Rica to her future endeavors as an advocate for a more sustainable future.

"Living in the United States, it's easy not to think about where our consumption originates," she says. "This trip taught us to step outside of our comfort zone, to think critically about our own lives and environment, and how we can make a positive impact for a global world today, tomorrow and for future generations."



1. The group posing in the backyard of their accommodation at the Botanical Garden in CATIE.

2. The study abroad group learns how to shoot a target with a bow and arrow.

3. Students get ready to canoe for one and a half hours to visit the native Bribri tribe in the Yorkin rainforest.

We're Honored

19 students recognized at an awards reception in San Francisco

THE HOTEL AND RESTAURANT FOUNDATION (HARF) recognizes the hospitality and tourism industry's next generation of leaders who demonstrate excellence in academics and in their professional career.

This year, 19 Collins College students received a HARF scholarship and were invited to attend the 2015 Awards Reception at the Sir Francis Drake Hotel in San Francisco in September. The scholarship recipients enjoyed an evening of networking with top industry professionals, an awards ceremony and dinner.

Scholarship recipient and senior at The Collins College Tia Breininger used the award to help finance her summer study abroad trip to Italy where she was able to take hospitality and culinary classes and immerse herself in a new culture.

"I have grown tremendously as an individual from the experience," says Breininger. "HARF has also given me the opportunity to network with respected industry professionals, which I know will help shape my career."



(From left) Top: Erin Swanson, Sarah Wendee and Lucas Smeets. Center: Autumn Pew, Sara Lewis, Tia Breininger, Kristina Safarian, Jennifer Khamphanh and Hunter Yamashiro. Bottom: Rima Vora, Guadalupe Escalera, Dulce Manzano, Kayla Turner, Dean Lea Dopson, Kate Taylor, Sandra Chan, Tyler Glick and Jessica Otero

Student Leaders

The Collins College is pleased to announce the 2015-2016 Collins Ambassadors. This is the fifth year of the program led by Student Services Coordinator Carolina Sanchez. The ambassadors support the college in its recruiting efforts to high schools and community colleges and they promote involvement and volunteerism among their fellow students. They gain valuable experience working with a team of students, interacting with the public and developing leadership and career skills.

(From left) Back: Kristina Safarian, Alfeno Putra, Gaëlle Kazadi Tshiamala, Sarah Wendee, Cassandra Magana and Mary McVey. Front: Tia Breininger, Kayla Turner, Kate Taylor, Vivian Nguyen and Jenny Tung.



The Power of Education

After breaking up a knife fight at a bar he was managing, Jason Hatala decided to go back to school to earn a degree in hospitality management.

BY ELAINE REGUS

TOM ZASADZINSKI

WITH 15 YEARS IN THE HOSPITALITY INDUSTRY as a buser, server and bartender, Hatala knew he needed to augment his experience with education if he was going to move up in the industry.

"That solidified it," says Hatala of the fight. "I was going to go to college and get my degree in something I love to do."

Hatala left the bar and returned to Redlands Country Club where he had started busing tables years before. One of the members, a Cal Poly Pomona alumni, told him about The Collins College of Hospitality Management. The rest is history.

Now as a Collins College student, his years of experience in the restaurant industry helped Hatala quickly digest and adapt to the practical theories covered in the classroom. Being in the trenches allowed him to immediately apply the lessons he was learning.

"I was also able to visualize the information in a practical setting

based on my experience," says Hatala, who also assumed the role of teacher and leader. "Sharing my knowledge and experience with others gave them the knowledge and confidence to perform tasks they have never done," he says.

Now that he is in the class, Hatala says he understands why it is so important to get a degree and take advantage of the professional opportunities the industry brings to the college.

"You don't get that anywhere else," Hatala says. "We come together as a group, we get to know each other and it's a great opportunity to network."

Hatala, who graduated in December, already has a couple of job prospects lined up with Marriott International and the Las Vegas Convention Center through contacts he made at The Collins College and at Redlands Country Club respectively.

Small Bites: THE SCOOP ON STUDENT NEWS



thecollinscollege 15 members of the Restaurant & Foodservice Professionals club volunteered at LA Kitchen to feed the homeless for the holidays.



thecollinscollege 43 students spent a month in Italy over the summer as part of the Apicius study abroad program.



thecollinscollege Student volunteers posing during the college's grand opening celebration.

TAKE A BITE OF THIS: Collins College students had their plates full over the past six months. For starters, the American Hotel & Lodging Educational Foundation awarded nine students with scholarships this fall. The Hotel and Restaurant Foundation honored 19 students with scholarships and recognized them at an awards reception in San Francisco. The Network of Executive Women in Hospitality served scholarships to **Vivian Nguyen, Rochelle Bautista, Kate Taylor, Caitlin Van Wagenen, Tia Breininger, Jenny Tung** and **Maria Razo-Ayon**. Another helping of honors went to Breininger, **Kyra Yong, Melissa Huang** and **Melodye Jung** who received the Hideo Amemiya Memorial Scholarship. **Tiziana Oggionni, Munkhtsetseg Unurbayasgalan** and **Alexandra Yates** were recipients of the 2015 EventsAIR Rising Star Scholarship. Yates got a side dish of global recognition as the EventsAIR Rising Star Student of the Year. The last plate went to students **Jerry Chin, Guadalupe Escalera, Krysjen Fang, Alejandra Gonzalez, Jennifer Khamphanh, Amanda Leal, Dulce Manzano, Lyndel Serrano,**

Monica Louise Siasoco, Jessica Torres, Hunter Yamashiro and **Van Wagenen** who were the Hae and Shina Park/Betty and J. Michael Ortiz scholarship recipients. Students ordered various tours throughout the quarter. The Association of Beverage Professionals toured the Angel City Brewery in Los Angeles and 26 members of the Cal Poly Hospitality Association (CPHA) got a taste of the Terenea Resort in Palos Verdes. The Club Managers of America Association sampled The Riviera Country Club with Board of Advisor **Don Emery**. The Restaurant and Foodservice Professionals and CPHA got a piece of the pie when they toured the Angel Stadium of Anaheim with alumnus **Thomas Mendez '09** and Legends Hospitality. The National Society of Minorities in Hospitality (NSHM) got the scoop at the 27th annual NSMH West & Midwest Regional Conference in Las Vegas with 19 members in attendance. The United Culinarians whipped up a delectable menu this fall for the first annual Chefs of the Future event at Mt. San Antonio Gardens in Pomona. Eta Sigma Delta took a fresh batch out of

the oven by inducting 43 new members in November. For dessert, Breininger, Nguyen, Taylor, **Daniel Broutt, Zachary Doniron, Manuel Hernandez, Julian Herrera, Melodye Jung, Erin Swanson, Kayla Turner** and **Andria Antoniadis** participated in the Mentor Program, which connects students with industry executives. **Stan Gershkovich** got a bite with the Westin St. Francis Union Square as a Rooms Division Management Trainee. **Daniel Macias** went for a slice when he was offered a Rooms Management Trainee position with Starwood Hotels at the W New York. Escalera was accepted into the Hilton Management Development Program at the Hilton Chicago. Yamashiro accepted a Manager in Training position for Hillstone Restaurant Group. **Brian Phan** and **Ashim Shretha** got the last bite with a Rooms Division Rotation Externship at the W Times Square. The icing on the cake took place at the college's grand opening celebration when 47 student volunteers represented some of our best and brightest while conducting tours and showing guests what Collins hospitality is all about.

2014-2015 Honor Roll of Donors

On behalf of the students, families, faculty and staff at The Collins College of Hospitality Management: Thank you. Your support creates opportunities, fosters success and builds tomorrow's leaders. The Donor Honor Roll features the names of individuals, businesses and organizations that have provided cash gifts or gifts-in-kind from July 1, 2014, to June 30, 2015.

\$250,000 to \$550,000

Carol and James Collins
Panda Charitable Foundation

\$100,000 to 249,999

Don & Lorraine Freeberg Foundation

\$10,000 to \$99,999

Banfi Vintners Foundation
Daniel Dillon
International Foodservice
Manufacturers Association
LARAL Group (**Larry Shupnick**)
Montage Resort & Spa

\$5,000 to \$9,999

Naoe Amemiya
Disney Worldwide Services, Inc.
Lea Dopson

Edwin Fuller
Gen Restaurant Group LLC
Gerrienne and Thomas Goff
JW Marriott - Los Angeles, LA Live
and The Ritz-Carlton (**Javier Cano**)
JW Marriott Union Square San
Francisco (**Bruce Gorelick**)
David LeFevre
Chuck and Lisa Lehman
Los Angeles Times
Manhattan Beach Marriott
Pacific Brewery Systems, Inc.

David Phifer
Renaissance Esmeralda Resort
Chris Simms
The Habit Burger Grill (**Russ Bendel**)
The Walt Disney Company
Walt Disney Parks and Resorts

\$1,000 to \$4,999

Hut Asadorn
Donald B. Ayres, III
Ayres Hotel Group
Sandra Ayres
Bon Appetit Management Company
(**Cary Wheeland**)

Bruce Baltin
Jennifer and Ronald Banaszak*
Russ W. Bendel
Bridget Bilinski*
Kris Cheung*
Donna J. Dannan*
Double Tree Hotel Anaheim
Ecolab Inc. (**Salvador Falcon**)
Fairplex (**John Gilbert**)
Michael and Kathryn Ferguson*
Freshpoint Southern California
(**Verne Lusby**)

Michele Gendreau*
John Gilbert
Howard R. Gordon
Bruce Gorelick*
Grand Wailea Resort
Daniel Harley
International Gold & Silver Plate
Society
In-N-Out Burger Foundation
Carlito Jocson
J. G. Gatto and Associates
(**Joe Gatto**)
Jones Lang Lasalle Hotels and
Hospitality Group (**John Strauss**)
JW Marriott Desert Springs
Karl Storz Endoscopy-America, Inc.
King's Seafood Company (**Jeff King**)
La Quinta Resort & Club
Lawry's Restaurants, Inc.
Los Angeles Tourism and
Convention Board
Verne Lusby
Marriott International, Inc.
(**Bridget Bilinski**)
Montage Hotels & Resorts
Moss Adams LLP
Mary Niven
Newport Beach Marriott Hotel & Spa
Orange County Wine Society
Robert Palmer
Parlour Enterprises
Panda Restaurant Group, Inc.
Pebble Beach Company
Laura Pohopien*
Polly's, Inc. (**Eddie Sheldrake**)
Nung Rigor*

Rio Hondo Kennel Club
Michael Ross*
San Diego Marriott Del Mar
David Sherf
Shutters on the Beach (**Gregory Day**)
Steven Skoien*
Debbie Snavely
Debbie and **Ned Snavely**
Southern Wine & Spirits of America,
Inc. (**David Schneiderman**)
Sysco Food Services of Los Angeles
The Ritz-Carlton, Laguna Niguel
Tom Von Der Ahe
Cary Wheeland
Wilson Family Trust
Wolfgang Puck Catering & Events

\$1 to \$999

Sandy Murphy Alvarez
Terry Akkari
Anaheim Marriott Hotel
Arthur S. Archibald*
Arizona Biltmore Resort & Spa
Bacara Resort & Spa
Baccarat
Margaret Bailey*
Adam Baird
Art Barajas CCM*
Kevin Baughman
Antelma Beltran
Amanda Binder*
Ian Blackburn*
Michael Brennan
Brentwood Restaurant Bar & Lounge
Philip Belfer
Ernest Briones*
Barbara Jean Bruin*
Gilbert and Debra Brum
Nicholas Butler
Diane Butterbaugh
James Caldwell
California Pizza Kitchen
Javier Cano
Chevron
Chevron YourCause
Rosa Chiu*
Michael Cigliano
Peter Clark



Club Corp.
 Constellations Brand, Inc.
 Sean Corners
 Richard Crawford*
 Culinary Institute of America
 Jamie Dehn
 Mario Del Pero
 Denihan Hospitality
 Dennis Dermody
 Sneha Desai*
 Ben Dewald*
 Kevin Doshier*
 Timothy DuBois
 Cynthia Easton
 Michele Echeverri*
 Kelly Edgar*
 El Encanto Hotel & Garden Villas
 Darren Ely*
 Enterprise Rent a Car
 Jeremy Eskenazi*
 Eureka! Gourmet Burgers and Craft Beer (**Justin Nedelman**)
Salvador Falcon
 Brian Findley
 Michael Fleming
 Russel Friend
 Thomas Halligan*
 Rebecca Harris
 Hiram Evans
 Fairplex (**John Gilbert**)
 Far Niente Wines
 Lori Flashner
 Fleming's Steakhouse
 Alan Fuerstman
 Enrique Gambo
Joseph Gatto
 Adrienne Geary
 Jim Geary
 D. Jacob Gendel*
 Marc Ghonkassian
 Michael Giacomini
 Michael Godfrey*
 Maria Gomez*
 Grill Concepts, Inc. (**Bob Spivak**)
 Margaret Hagopian*
 Gary Hamilton
 Greg Hanssen
 Alejandro Hernandez*
 James Higson
 Madelyn Hill
 Micarl Hill*
 Hilton San Diego Bayfront
 Hilton Waterfront Beach Resort
 Hilton Worldwide Memphis Shared Services
 Patrick Howard*
 Irvine Marriott Hotel
 Lili Huang*
 Jose Huerta*
 Abraham Hui*

Elaine Hung*
 Jeremy Jacobi
 Elisabeth James
 Nancy Jennings*
 Brian Jersky
 Gina Johnson
 Ronald Johnson*
 John Kalinski
 Sandra Kapoor
 Keith Karanzias*
 Cheryl Keeline*
 Margaret Kelly
 Mark Kiefer
 Albert Kim*
 Hana Kim
 Kokkari Estiatorio
 Kevin Kolberg
Paul Kramer
 KTG Group Inc., Architecture & Planning
 La Costa Resort & Spa
 George Lacoste*
 LaJolla Beach & Tennis Club
 David LaFevre
 Melissa Lafferty*
 Ann Lara
 Jacob League*
 Jaime Lepe*
 Bradley Levie
 Lecreuset of America
 Ledson Winery & Vineyard
 Virgil Lee
 Huidan Li*
 Jenny Lin
 Michelle Lobban
 Mike Maerz
 Loews Santa Monica Beach Hotel
 Arturo Lucero*
 Derek Lundberg
 MarkeTeam, Inc.
 Marriott's Camelback Inn Resort, Golf Club & Spa
 Mark Martin
 Robert Martin
 Erin Mascho*
 Dawna Mason
 Mike Mayer
 Scott McCoy
Reginald McDowell
 Colin McPhee
 Lisa McPheron
 Jessica Milanes*
 James Minor*
 Alexandria Moran
 Shelton Murinda
 Mike Murphy
Justin Nedelman
 Neighborhood Italian Café, Inc.
 William Newell*
 Charles Newman

Julie Nguyen
 Dave Nicol
 Niven Family Wine Estates
 Renee Nuanes*
 Brian Oliver*
 Robert Patterson
 Tani Peterson
 John Phillips
 Christopher Pilkington
 Angela Pinkowski*
 Pink's Famous Hotdogs
 PKF Consulting (**Bruce Baltin**)
 Lyn and John Pohlmann
 Polly's Pies (**Eddie Sheldrake**)
 Enrique Ponce
 RANJCORP
 Carl Rathmann
 Gayle and Laurance Reid
 Renaissance Long Beach Hotel
 Christina Reyes*
 Ronald and Joan Rhodes
 Sheila Richardson
 Riviera Country Club (**Don Emery**)
 Robert Mondavi Winery
 Stephen Ropfogel*
 Nicolas Roulston*
 Roy's Restaurant
 Harumi Sakamoto*
 Paul Salverda*
 Jolene Sanchez
 Brian Sanders*
 SBE Restaurant Group, LLC
 Erik Scales*
 Steve and Debby Scherer
 Glenn Schmitt
David Schneiderman
 Robert Schubert*
 John Self
 Tony Serritella
 Kumiko Shafer*
 Samina Siddiqi
 Thomas Simms
 Ernie J. Simpson
 Neha Singh
 Chad Sitkowski
 Doug Smith
 Ronald Smith
 Sofitel Los Angeles
 Simon Sorpresi
 Spanish Garden Inn
 Specialty Restaurant Corporation
 David Srulevitch*
 Steve Standlea
 St. Francis Yacht Club (**Ron Banaszak***)
 Steakhouse
 Mark Van Stekelenberg
 James Stockdale
John Strauss

Paul Strona
 Sharon Stuewe*
 Karen Tallichet
 G. Talnack
 Louis Teng*
 Terranea Resort
 T-Bird and Outback Steakhouse (**Joe Gatto**)
 The Beverly Hilton
 The Cheesecake Factory Inc.
 The Cosmopolitan of Las Vegas
 The Fairmont Miramar Hotel Santa Monica
 The Lodge at Torrey Pines
 The Queen Mary
 The Ritz-Carlton, Rancho Mirage
 Kathleen Tiamzon*
 Molly Y. Tomita*
 Torrance Marriott South Bay
 Cynthia Torres*
 Reina Torres
 Towne Park
 Trefethen Vineyards
 Sean Van Straatum*
 Liz Verdugo
 Viceroy Hotel Santa Monica
 Raymond Viers*
 Waldorf Astoria Orlando
 Camille Wallon*
Eva N. Wassermann* and
 Roger G. Hill
 Paul Williamson
 Carl Winston
 Barbara Witman*
 Michael Woo
 Dana Wood*
 Mon Yee
 Wanshao Zhang*

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.

EDITOR'S NOTE: We strive to present all names and gifts accurately. If there is an error in any way a name or gift is identified, please feel free to contact Diana Garcia, communications and external relations specialist, at degarcia@cpp.edu or (909) 869-3151.



The Word is Out

Alumni open up a new concept in Claremont

BY ELAINE REGUS

INSPIRED BY THE PROHIBITION-ERA SPEAKEASIES, the Whisper House opened in Claremont over the summer offering “secrecy, spirits and sustenance.”

Collins College graduate Andrew Segal '09 spent several years developing the Whisper House concept while managing restaurants for Panera Bread and Eureka Burger.

“I had a pretty good idea of what I wanted to do,” Segal says. “I had a really good bar manager and I wanted to build the restaurant around his specialty cocktails.”

The name, Whisper House, is derived from the speakeasy practice of patrons whispering their orders to avoid being detected by undercover cops.

In addition to developing the concept, securing a location and financing, Segal says one of the crucial steps was assembling a management team.

“As an entrepreneur, the number one thing you have to have is a strong team,” Segal says. “Hiring the right team is just as important or more important than the actual product you’re putting out.”

He did not have to look far to find his general manager, Valerie Lopez '07, another Collins College grad. Lopez had trained Segal at Panera Bread where he went after graduating in 2009 and they became great friends. After Segal joined Eureka Burger, he brought Lopez on board.

Lopez says one of the things she likes best about managing Whisper House is the ability to come up with ideas for a menu item or drink, see her ideas come to life and then watch patrons enjoying them.

Unlike restaurant chains where changes must go through multiple levels of approval, at Whisper House, “we talk about an item, vote on it and put it on the menu,” Lopez says.

Since opening last summer, Whisper House has become

one of the most trending restaurants in Southern California, according to Yelp. Already, the restaurant has 3,400 Instagram followers, which Segal credits to his girlfriend Deborah Kahn, who handles all the social media.

All food and drinks at the Whisper house are fresh and locally sourced. Bar Manager Peter Barriga creates one-of-a-kind cocktails using bitters and syrups made from scratch. Unique menu items made by Chef William Duke include chicken and waffle sliders, fried mac and cheese and ahi tuna tacos.

Every evening at 9 p.m. the main doors close and a red

flashing light beckons patrons to the side entrance. Tea lights on tables provide the only illumination. The interior vibe changes with the upbeat hip-hop music.

While most patrons come for the unique cocktails and appetizers after 9 p.m., the kitchen remains open until closing offering a full menu.

Segal says financial obligations were and still are the biggest challenge, but he learned how to overcome these challenges with the skills he learned at The Collins

College.

“You really need to understand where every single dollar is being spent and understand where every single dollar needs to be spent,” he says.

Larger companies rely on financial systems that make it easier but as an entrepreneur “you have to make sure you have people on board that you trust, who can help you do that,” Segal says.

Another major difference between working for a chain restaurant and being your own boss is the ability to respond quickly to guests’ changing tastes and desires.

“That’s why I went into this industry,” Segal says. “I want to please my guests, make them smile and make their day without being worried that the company wouldn’t approve.”





Bridget Bilinski takes time off of her busy schedule to encourage Collins College students to dwell in the possibilities that life gives them.

Mornings of Motivation

CONTINUING THE COLLEGE'S MORNINGS OF MOTIVATION quarterly tradition, Board of Advisors member Bridget Bilinski '79, western region area vice president of Marriott International, was the college's guest speaker for the fall event.

Bilinski and a group of 20 students spent a couple hours talking about work life balance and integration, life after college and much more. Dean Lea Dopson, Career Services Coordinator Ann Lara and Board of Advisors members Carry Wheeland and John Gilbert were also in attendance to answer students' questions.



Experience the Industry

Students pose for a photo during the Hospitality Olympics at the Waldorf Astoria.

Sixteen students flew to New York to attend HX: The Hotel Experience and see the "Big Apple" first-hand. While in New York, not only did they get to enjoy the hotel show, but they got personal tours of the New York Marriott Marquis, the Waldorf Astoria and the Chatwal Hotel. Hilton Hotels sponsored a Hospitality Olympics event that Collins College students enjoyed, competing with students from other hospitality programs around the country. The students are recipients of the Experience the Industry scholarship.



(From left) Cary Wheeland, Bridget Bilinski '79, Ned Snavely, Joe Gatto and Afshin Kateb judging the students' final projects.



Dr. Larry Cox introducing students Stan Gershkovich, Alicia Cho, Lauren Robinson and Tori Greenwood to present their innovation project.

Inspiring Innovation

BY DIANA GARCIA

STUDENTS ENROLLED IN THE HRT 499 HOSPITALITY LIFESTYLE and Innovation course got a lot more than they signed up for this quarter.

The Board of Advisors supported course was taught by Dr. Larry Cox, a professor in the Entrepreneurship Department at Pepperdine University's Graziadio School of Business, and headed by board member Afshin Kateb, CFO of Nimes Capital and Nazarian Enterprises.

Their goal was to instill in Collins students the principles, processes, skills and tools necessary to innovate within the hospitality industry. Combining insights from creative problem solving, effectual reasoning and lean business modeling, students conceived, tested and proposed innovative solutions to actual market problems.

"Students responded very well to the subject matter. At least two of the teams created a product that might be patented," Cox says.

Throughout the 10-week course, Kateb secured six industry leaders to guest lecture. He also arranged for fellow board members Bridget Bilinski '79, Joe Gatto, Ned Snavely and Cary Wheeland to judge students' final projects in a "Shark Tank"

style setting. Kateb spoke to the class on several occasions, encouraging them to think outside of the box. According to Cox, his contributions were immeasurable.

"The discussions were exciting, the professionalism was empowering and all of the wonderful guest speakers were inspiring," says HRT 499 student Kristina Safarian.

"I would recommend this course to all Collins College students."

Another student in HRT 499, Gaëlle Kazadi, says the class taught her to believe in her own ideas and have the courage to present them to other people for guidance and advice.

"I knew I wanted to pursue another degree after graduating from The Collins College," says Kazadi. "This class definitely inspired me to get my MBA with an emphasis in entrepreneurship."

Her biggest reward is watching her students graduate from the institution that helped shape her career.



TOM ZASADZINSKI

Back for Seconds

Lecturer Sheree Mooney came back to work at The Collins College after almost a decade in the kitchen

BY RAY DIGGS

SHEREE MOONEY RETURNED TO CAL POLY POMONA last year following six years of culinary training and service. The six-year journey took Mooney to and from the San Francisco Bay Area and Los Angeles.

The Walnut native's training resumed at the Culinary Institute of Arts at Greystone, where she later graduated from the nine-month Accelerated Culinar Arts Certificate Program (ACAP).

She returned to Los Angeles, working at the Craft Los Angeles with Chef de Cuisine Matthew Accarrino and owner Tom Colicchio. Mooney managed Craft's cold station dishes (salads, canapes and hors d'oeuvres) as the Garde Manger, which is French for "keeper of the food".

Following her training at Craft Steakhouse, she reunited with Accarrino at San Francisco's SPQR.

"I must have made quite an impression for Accarrino to call me and offer me a sous chef position," says Mooney.

In 3 ½ years, Accarrino developed Mooney from a sous chef into his "right hand" executive sous chef. SPQR earned a Michelin star restaurant rating during Mooney's stay.

After she learned everything she needed from Accarrino,

Mooney returned to Southern California.

She then took a nine-month break on her 30th birthday to enjoy life and get married.

A recharged Mooney returned to the restaurant arena, working for Chef Sang Yoon at the Father's Office Gastropub in Los Angeles.

Twelve months later, Mooney's dream job called. A culinary instructor position opened up for The Restaurant at Kellogg Ranch at The Collins College, her alma mater. Mooney got a taste of the job as a Collins student assistant under the mentorship of Barbara Jean Bruin and Chef Scott Rudolph in the restaurant.

"I told Scott that Sheree was going to become a successful chef," says Bruin.

What stood out to Bruin about Mooney is her passion, leadership skills, focus and her "eye for details".

"Sheree has always been fun to work with and she's an instructor's dream," says Bruin. "The students love her and I love working with her."



(Left) Mooney plating a dish during Cal Poly Pomona's 75th Anniversary Wine Dinner in 2014. (Right) Chef Scott Rudolph and Lecturers Barbara Jean Bruin and Sheree Mooney in the courtyard outside of The Restaurant at Kellogg Ranch.

News & Accolades



Desiree Baker, the college's administrative support analyst, retired this summer after more than 12 years of service at Cal Poly Pomona.

Baker played an integral role in the day-to-day operations that keep the college running smoothly. She is enjoying retirement with her loving family.



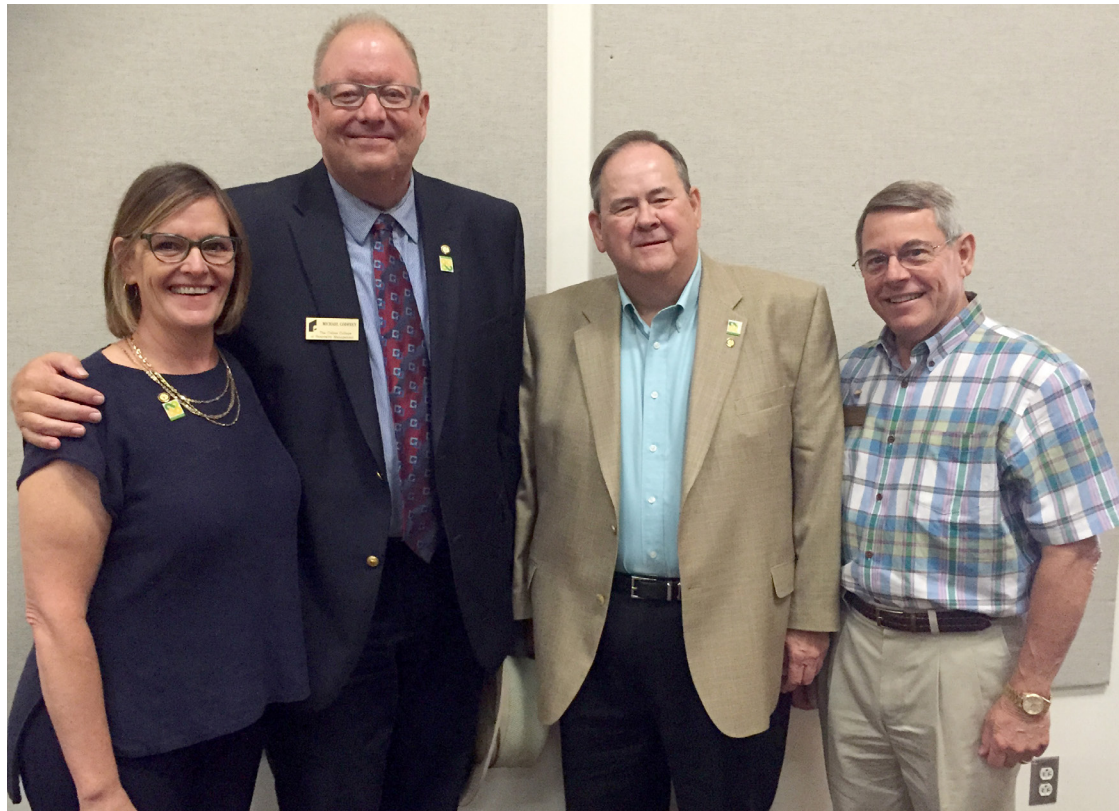
Jodi Braverman joined The Collins College staff over the summer as the new CSU Hospitality & Tourism Management Education Initiative

program coordinator. Her office, housed at The Collins College, is dedicated to working with key hospitality and tourism leaders and 14 CSU campuses to promote hospitality and tourism management education and provide a global workforce in the state of California and worldwide.



Wan Yang is one of the newest additions to the college's team of internationally recognized faculty. Yang previously taught at the University

of South Florida Sarasota-Manatee as an assistant professor and served as its graduate program coordinator. She earned a Bachelor of Business Administration in Tourism Management from Fudan University in China, obtained a Master of Science in Hospitality and Tourism Management from the Isenberg School of Management at the University of Massachusetts Amherst, and earned a doctoral degree in Hospitality Management with a minor in Recreation, Park, and Tourism Management from Pennsylvania State University. She



(From left) Dr. Margie Ferree Jones, Associate Dean Michael Godfrey, Dr. Jerald Chesser and Dr. Ed Merritt receive their service award pins at Fall Conference 2015.

A Serving of Excellence

Four members of The Collins College's dedicated team of faculty and staff received service award pins and were recognized for their time at Cal Poly Pomona.

Dr. **Margie Ferree Jones** received her 25-year pin, Associate Dean **Michael Godfrey** was given his 20-year pin and both Drs. **Jerald Chesser** and **Ed Merritt** were honored with pins for 15 years of service at the university.

The service awards were given out during Fall Conference in September.

currently serves as the assistant editor of the International Journal of Contemporary Hospitality Management (IJCHM), one of the top-tier journals in the hospitality field.



Michelle (Myongjee) Yoo was welcomed to the college's group of esteemed faculty this fall. Her area of specialty is hospitality marketing and she teaches

Hospitality Marketing Management. Prior to Cal Poly Pomona, Yoo taught at the Florida International University (FIU) as an assistant professor. She holds a B.S. in Hotel Administration from Kyunghee University, Seoul Korea, and a M.S. and Ph.D. in Hotel Administration from the University of Nevada, Las Vegas. Yoo has worked in strategic marketing, database marketing, loyalty marketing and casino marketing departments at companies such as the Ritz Carlton and the Venetian in both the Asian and U.S. markets.

Professional Activities & Community Service

Dr. Sandy Kapoor attended the Pulse Bakery & Snack Product Development Course at the Culinary Institute of America in New York in September. She attended a three-day workshop, which included eight hours in the production, tasting and evaluation of bakery products and snacks made with flour from pulses, which are dried seeds that were once the fruit of a plant enclosed in a pod, such as peas, lentils and chickpeas. According to the Food and Agriculture Organization of the United Nations, 2016 is the international year of pulses, warranting it appropriate for Kapoor to incorporate lessons on pulses into her Professional Healthy Cooking course next year.

Dr. Patrick Lee was elected as the Director of Networking for the Western Federation Council on Hotel, Restaurant, and Institutional Education. He will serve in this capacity for two years from the end of July 2015 through July 2017. Lee and **Dr. Neha Singh** co-authored "Adoption of Computer-based Training in Hong Kong Hotels," which was published in the *Journal of Human Resources in Hospitality and Tourism*.

Over 150 high school students and teachers had a meaningful day of lessons and practice at The Collins College in preparation for the BJ's Restaurants and Boyd's Coffee 2016 ProStart Cup. **Dr. Jerald Chesser**, **Chef Scott Rudolph**, Student Services Coordinator **Carolina Sanchez** and Lecturer **Barbara Jean Bruin** played integral roles in making the event a success for another year in a row.

James A. Collins Distinguished Professor **Dr. Myong Jae (MJ) Lee** published a co-authored article titled, "Would an Energy Conservation Nudge in Hotels Encourage Hotel Guests to Conserve?" in *Cornell Hospitality Quarterly*.

Dr. Ben Dewald and **Dr. John Self** attended the 2015 Experience EuroCHRIE conference in Manchester,

England this fall. They took part in an exciting and intellectually stimulating academic program and had the chance to reconnect with EuroCHRIE colleagues at the conference events. The two faculty members gave a presentation about career fairs and how they create productive students and professional industry connections.

Dr. Linchi Kwok was appointed to serve on the Editorial Board for one of the top four journals in the field, the *Journal of Hospitality and Tourism Research*, an official research journal of the International Council on Hotel, Restaurant, and Institutional Education. Kwok co-authored a paper titled, "Taxonomy of Facebook Messages in Business-to-consumer Communications: What Really Works?" that was published

in *Tourism and Hospitality Research*. His paper titled "Documenting business-to-consumer communications on Facebook: What Have Changed Among Restaurants and Consumers?" was published in *Worldwide Hospitality and Tourism Themes'* special issue on social media.

Dr. Zhenxing (Eddie) Mao's paper titled "Goodbye maps, hello apps? Exploring the influential determinants of travel app adoption" was published in *Current Issues in Tourism*. He was also published in the *International Journal of Hospitality Management* for his paper titled "How Does Social Capital Influence the Hospitality Firm's Financial Performance? The Moderating Role of Entrepreneurial Activities."



(From left) Dr. Patrick Lee, Dr. John Self, Dean Lea Dopson, Dr. Eddie (Zhenxing) Mao, Lecturer Barbara Jean Bruin, Dr. MJ Lee and Dr. Linchi Kwok flew to Orlando, FL, this summer to represent the college and present their scholarly research at the 2015 International Council on Hotel, Restaurant and Institutional Education conference.



Dear Collins Alumni,

On November 19, 2015, we celebrated the grand opening of our new building at The Collins College! Thank you to everyone who attended the celebration, contributed to the building and supported its development. In light of the opening of the new building, there are two themes that have been prevalent throughout The Collins College: transition and reflection. One of the focuses of the Board of Advisors' meeting this past November was sharing our stories about the college. Amongst the board members, it was challenging to narrow it down to a few bullet points, but it was fascinating to hear the many great things about this program. Remaining in the theme, I thought it would be most appropriate to share my bullet point story:

- **TALENT:** From the current students to the alumni, there is no shortage of talent. As an alumn, President of the Collins Hospitality Society (CHS) and adjunct professor at the college, the interaction I have with students, faculty and alumni never ceases to amaze me in the most positive and rewarding ways. The success of the current students and alumni speaks for itself.
- **PASSION:** The same applies to teaching or learning it. Whether it was Gary Hamilton's "very real" introduction to the hospitality industry, Helen Gavin's instruction on a SWOT analysis, Michael Godfrey's insight in costing a recipe and conjuring a beer pairing, Sandy Kapoor's class on the classic mother sauces, Mama Belle's emphasis on the importance of every little detail, Barbara Jean Bruin providing me with the most rewarding teaching assistant position I could ever ask for, Chef Scott Rudolph's ominous words of wisdom, or Margie Jones being a better Dr. Phil than Oprah could ever put on payroll, the amount of passion in this faculty is nothing short of amazing.
- **PRIDE:** The new building is a multi-million dollar testament to the college's incredible industry support, guidance of the Board of Advisors and continued strong alumni relationship. Making the transition from student to practicing attorney and adjunct professor, nothing makes me more proud than seeing how talented, passionate and capable these students are. And as much as it is a privilege to teach them, it is just as rewarding to learn from them.

Continuing with the theme of transition, there are a handful of new board members that I am very proud to welcome to CHS: Joshua Aldama '10, Elisabeth Lockerby '12, Jon Farzam '11 and Sacha Tani '11. These alumni very much encompass the talent, passion and pride that make The Collins College story, and I am very much looking forward to their contributions in continuing the growth and development of our alumni chapter.

Coming up, we have our 2nd annual ALIS Reception on Jan. 25, 2016, at City Club LA. Alumna and CHS Vice President Lera Zelenskaya '09 is graciously hosting this year's event, and it is sure to be another classy and elegant evening. It is our hope that these events will continue to grow the participation and CHS membership. Please feel free to contact me or Communications and External Relations Specialist Diana Garcia at any time regarding membership, and I look forward to seeing you all soon.

Very truly yours,

Jason C. Dineros, Esq. '09
President, Collins Hospitality Society
jdineros@gilbertkelly.com



Dr. Margie Ferree Jones, Will Jones, Lera Zelenskaya '09, Hank Jones, Nung Rigor '00, Erin Mascho '10, Ivey Yu '08 and Michael Tom '10 during the Penthouse Picnic alumni mixer at the beautiful City Club LA.

UPCOMING EVENTS

-
- Jan. 25 ALIS Reception**
Join us for our 2nd annual ALIS Reception in downtown Los Angeles at City Club LA.
-
- Feb. 18 Career Expo & Bagel Mixer**
Enjoy breakfast with the Collins Hospitality Society before attending the college's Career Expo.
-
- Feb. 27 Hospitality Uncorked**
Join us as we honor Jose Andres with the Mondavi Wine & Food Award. More info: www.hospitalityuncorked.com
-
- May 9-13 Professor For A Day**
Alumni are invited to guest lecture in classes.
-
- May 13 Alumni Wine Dinner**
Enjoy specialty wines paired with gourmet cuisine prepared by fellow alumni.
-
- June 2016 Night at the Ranch**
Don't miss our 4th annual alumni appreciation dinner with an outdoor Santa Maria style BBQ buffet dinner.
-
- August 2016 8th Annual Alumni in the Outfield**
Join us for a mixer and Dodger game this summer.
-
- For more information, please contact Diana Garcia at degarcia@cpp.edu or (909) 869-3151 or visit www.cpp.edu/collins/alumni.

Find us on LinkedIn and Facebook!

facebook

LinkedIn

Tiffany's Catering



Catering to Her Passion

BY RAY DIGGS

TIFFANY DARRELL, OWNER AND OPERATOR OF Tiffany's Catering & Bakery, has had a busy week. Her normal seven-day work week consists of catering about three events a day on only five hours of sleep.

This cooking student turned catering entrepreneur graduated with honors from The Collins College in 2007 and founded her own catering company the following year. Tiffany's Catering & Bakery serves multiple cuisines from American comfort food to international delights including Caribbean, European, Italian, Latin, Mediterranean and Asian dishes. She also has menu options for vegetarian, vegan and gluten-free customers. Her clients cover the Greater Los Angeles area, Inland Empire, San Bernardino and Orange County, and she can cater everything from lunch meetings, to office parties, to weddings and quinceañeras.

She recalls launching her business in 2008 during a season of economic downfall where major businesses were closing and there were financial wipeouts and employment layoffs. She was unhappy where she was working and was ready to take off with her own business full time.

"When you have an entrepreneur heart, you can't work for anybody."

Darrell says, "I told my mom, 'I can always get another job, but if I don't do this, I'll regret not even trying.'"

Many people assisted Darrell in her climb toward entrepreneurship.

"Besides hard work, I received a lot of assistance from my parents, professors and other people," Darrell says. "The Collins College at Cal Poly Pomona took me to the next level in showing me that I can own my own business. They taught me how to have a business plan, marketing plan and accounting plan. My parents, who didn't graduate from college, also told me to think big."

Her culinary chops were prevalent when she was as young as 10 years old. Coming from a family bloodline of chefs, Darrell knew how to cook for large groups with no formal training at a very young age. She sharpened her skills as a teenager working for Bell Restaurant and later for Red Lobster as a service manager and bar manager for four years.

Darrell's business has reached such an upswing that her bakery, located in Monterey Park, is only open by appointment when she is not busy catering other events. In order to meet the demands of her customers, she plans on hiring and developing more full-time chefs and entrusting others in day-to-day operations. With all she has learned while building her own business, she hopes to one day launch a business empowerment foundation.

Alumni Notes

The Collins College's network of alumni is a prime example of the program's success. Here are a few alumni from around the world who have paved their paths in the industry.

We want to hear about your career successes since graduation! Send your story to degarcia@cpp.edu to be considered for a future issue.



Eddie Loussararian '94 went to work for Pizza Hut and Extended Stay America as a district manager after graduation. He

obtained his MBA from the University of Redlands in 2002. Since then, he has been an internal audit manager for the nation's

leading tile and natural stone distributor and was promoted to director of training and development earlier this year. Loussararian is a professor at three universities and is the author of the book, "When Bosses Go Wild: Preventing Employee Morale Knockouts," which focuses on helping managers and employees overcome challenging situations at work and highlights real-world techniques to keep the workforce engaged. His book is available for purchase on Amazon and is currently being used by National University, Northern Kentucky University, Sonic Restaurants, Corner Bakery, Flame Broiler, Subway, Burger Lounge, Amtrak, City of Montebello Police Department, YMCA and Lorman Education Services.



Matt Balcik '96 is the vice president of operations and brand development at Jumeirah Group, Dubai, UAE, where

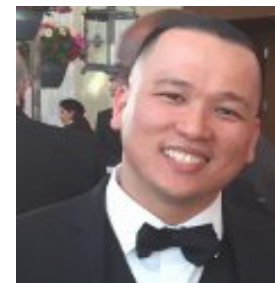
he has provided specialized hospitality expertise, developed a new, contemporary lifestyle brand, and overseen all aspects of the opening and management of at least 25 international hotels within ten years. Balcik is a widely respected, award-winning, and dynamic senior executive with over 17 years of experience managing operations and large-scale teams, transforming organizations,

pushing revenues and profits to new levels, and ensuring exceptional customer service delivery within world-class hotels and in high profile, international arenas.



Raymond Smalley '04 is currently the resort manager for the Wyndham Harbour Lights located in San Diego's Gaslamp Quarter. Since

joining Wyndham in 2011 he has had the honor of earning two Crystal Pineapples, which is an award given to the top property in the company. Prior to Wyndham he worked for Starwood Hotels where he held multiple positions culminating in a director of operations position. While with Starwood, he was a room division specialist and was an active Six Sigma green belt.



Mark Maniego '06 worked with Mimi's Café for four years after graduation where he was an assistant manager who was promoted

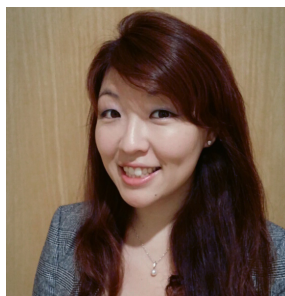
to assistant general manager. He has been with Lazy Dog Bar and Restaurants since 2010



Every year, the Collins Hospitality Society comes together for the annual Alumni in the Outfield baseball game. In August, the tradition continued when 20 people, including alumni and their families, met up to enjoy chili dogs, Crackerjacks and an exciting Anaheim Angels vs. Toronto Blue Jays game at the Angel Stadium of Anaheim. Everyone attending the event got a free shirt, a baseball pen and a signature snapback Angel hat. The guests enjoyed a beautiful relaxed day with good food and even better company.

-NIDA SOPARIWALA

as an assistant manager and assistant general manager. The restaurant chain opened up a new location in Downey this fall where Maniego is currently the assistant general manager.



Miki Takashima '07 is currently an assistant professor and project coordinator at Wakayama University's Center for Tourism Research

in Japan. After graduating from The Collins College, she worked as a Project Manager at Canoe Hospitality, a boutique FF&E Hospitality Procurement firm in Hermosa Beach. She then went on to pursue her master's degree at the School of Hotel and Tourism Management at Hong Kong Polytechnic University, while completing an internship at the United Nations World Tourism Organization in Madrid, Spain,

for one year. The Hyatt Student Prize, sponsored by the Hyatt Hotels & Resorts, awarded her as a finalist at the Park Hyatt Paris Vendome in 2013, alongside other distinguished hospitality students from Europe.



Jaime Lepe '07 attended The Culinary Institute Of America after graduating from The Collins College. After completing the culinary program, he returned to

Pomona to work for his family's restaurants, Tropical Mexico and Mexico Lindo. He created the restaurants' catering department in 2008. Lepe helps manage both restaurants and is in charge of their websites, human resources and marketing.

JOIN TODAY

Stay connected with fellow alumni by joining the Collins Hospitality Society. Scan our QR code and learn how!



The Collins College and its Board of Advisors hosted a champagne reception for alumni, faculty and staff to toast the grand opening of its new building. More than 80 people were in attendance at the Bridget and Kasimir Bilinski Courtyard on the side of Horse Hill, overlooking the beautifully lit rolling hills of Pomona. After the reception, guests convened at The Restaurant at Kellogg Ranch for a delectable dinner prepared by Chef Scott Rudolph and his HRT 383 Food and Beverage Operations II class.



United Culinarians President Eric Bassett and Director of Events Katie Calvillo showing off the rolled pork florentine fresh out of the oven.

TOM ZASADZINSKI

Fall Into the Season

The United Culinarians whipped up a delectable menu this fall for the first annual Chefs of the Future event at Mt. San Antonio Gardens, Pomona. The students developed and executed a menu with plated service in cooperation with Chef Bob Betroes featuring rolled pork Florentine and a fall harvest salad. More than 200 residents enjoyed the dinner and gave the students a standing ovation (pictured below). Here are some of their dishes.



Fall Harvest Salad

Yield: 6-8 servings

INGREDIENTS

- 1 pound acorn squash, cut into 1-inch cubes
- 1 pound sweet potatoes, peeled and cut into 1-inch cubes
- 1-2 pounds brussel sprouts, cut in half
- cinnamon and salt
- 1 large yellow onion, julienned
- 2 romaine hearts, chopped
- 1 avocado, diced
- Pecan pieces for garnish
- 1 pomegranate, seeded for garnish
- 1 avocado, diced



FOR VINAIGRETTE

- 2 tablespoons olive oil
- 1 tablespoon apple cider vinegar
- 1 tablespoon fresh lemon juice
- 1 tablespoon maple syrup
- 1 tablespoon spicy mustard
- salt and pepper to taste

DIRECTIONS

1. Preheat oven to 400 °F. Toss all cut vegetables

together with oil and generous amounts of cinnamon and salt. Roast vegetables for 20-30 minutes. Allow vegetables to cool after roasting.

- Heat 1 tablespoon of olive oil at medium heat in a medium skillet. Cut onion in half, slice and transfer to heated skillet. Carmelize onion slices over medium heat for about 20-25 minutes, stirring constantly.
- Chop romaine hearts into bite-size pieces.
- Combine all ingredients, except the oil for the vinaigrette, in a small bowl and whisk until incorporated. Slowly add oil and whisk at the same time until emulsified. Use salt and pepper to taste.
- Prepare salad by topping the greens with roasted vegetables, avocado, caramelized onions, pecans and pomegranate seeds. Pour dressing over the salad and combine.

Rolled Pork Florentine

Yield: 4 servings

INGREDIENTS

- 1 pork tenderloin
- 1/8 teaspoon garlic powder
- 6 medium sautéed mushrooms
- 10 ounces sautéed spinach
- 1/4 cup panko (optional)
- 3 tablespoons grated parmesan cheese
- 3 tablespoons melted butter
- 1 caramelized onion
- dash of nutmeg (optional)



DIRECTIONS

- Butterfly tenderloin insuring you don't cut all the way through. Open it up so it lays flat; cover with plastic wrap. Flatten with flat side of meat mallet or rolling pin until 1/4-inch thickness. Remove plastic and season meat with garlic powder, salt and pepper.
- In a mixing bowl, combine sautéed spinach, onions, mushrooms, melted butter and parmesan cheese; mix well. Spread over tenderloin. Roll up, starting with the long edge. Secure with butcher twine.
- Place seam side down in a greased 13"x9" baking pan. Top with leftover spinach, a dash of nutmeg and sprinkle with parmesan cheese.
- Cover and bake at 325 °F for 25 minutes. Uncover and bake for 10 minutes longer or until thermometer inserted in the meat layer reads 160 F. Cut into 1-inch slices.

Banana Nut Bread

Yield: 12 servings

INGREDIENTS

- 1/3 cup shortening
- 1/2 cup sugar
- 2 eggs
- 1 3/4 cup sifted all-purpose flour
- 1 teaspoon baking powder
- 1/2 teaspoon salt
- 1 cup mashed ripe bananas
- 1/2 cup chopped walnuts



DIRECTIONS

- Cream together shortening and sugar. Add eggs and beat well. Sift together dry ingredients and add to creamed mixture alternately with banana. Mix well after each addition. Stir in the walnuts.
- Pour into well-greased 9"x5"x3" loaf pan. Bake at 350 °F for 45-50 minutes or until done. Remove from pan and cool on rack.

Apple Strudel

Yield: 8 servings

INGREDIENTS

- 3/4 cup golden raisins
- 1/4 cup Applejack or apple cider
- 1/3 cup fresh white bread crumbs
- 9 tablespoons unsalted butter
- 3 Golden Delicious apples, peeled, cored, cut into 8 wedges, and sliced crosswise 1/4-inch thick
- 1 McIntosh apple, peeled, cored, cut into 8 wedges, and sliced crosswise 1/4-inch thick
- 1 1/2 teaspoon fresh lemon juice



1/2 teaspoon ground cinnamon

1/8 teaspoon salt

20 (14"x9") sheets phyllo dough, thawed
Confectioner's sugar for dusting

DIRECTIONS

- Preheat oven to 425 °F. Line rimmed baking sheet with parchment paper. Bring raisins and Applejack or apple cider to a simmer in a small saucepan over medium heat, remove from heat and let sit covered.
- Toast bread crumbs with 1 tablespoon of melted butter in 8-inch skillet over medium heat until golden brown, stirring frequently for about two minutes. Transfer to large bowl.
- Drain raisins and discard liquid. Add raisins, apples, walnuts, 1/4 cup sugar, lemon juice, cinnamon, and salt to bowl with bread crumbs and combine.
- Lay one phyllo sheet, with long side facing you, on clean, dry surface. Brush sheet with melted butter and sprinkle with 1/2 teaspoon sugar. Layer nine more sheets of phyllo on top, brushing each layer with more butter and sprinkling more sugar.
- Mount half the apple filling into a narrow log along the bottom edge of phyllo, leaving a 2-inch border at the bottom and a 1/2-inch border on the sides. Carefully fold bottom edge of dough over filling, then, holding apples in place, continue to roll dough around filling into tight log, leaving ends open. Gently transfer strudel seam side down to prepared baking sheet. Repeat with remaining 10 sheets phyllo until you have two logs.
- Bake for 20-25 minutes until golden brown, rotating baking sheet halfway through baking. Let cool on baking sheet until warm for at least 15 minutes. Dust with powdered sugar and cut.





California State Polytechnic University, Pomona
The Collins College of Hospitality Management
3801 West Temple Avenue
Pomona, CA 91768

RETURN SERVICE REQUESTED

Nonprofit org.
U.S. Postage
PAID
Cal Poly Pomona



Honoring Robert D. Olson, R.D. Olson Development
Robert Mondavi Wine and Food Award Recipient
WWW.HOSPITALITYUNCORKED.COM