

COLLINS

A publication by The Collins College
of Hospitality Management
SPRING 2017

Bryan Allred

Making Every Career Count

*President of Sysco
Los Angeles shares his
recipe for success*

HOSPITALITY UNCORKED
HONORS WINE ROYALS

*Gina Gallo and
Jean-Charles
Boisset*

Do Pictures In Menus Help?

FACULTY RESEARCH
UNCOVERS THE TRUTH

DONORS FUND A

*Half-Million
Dollar Renovation*

SHAPING THE FUTURE OF HOSPITALITY LEADERS

CAL POLY POMONA

COLLINS

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

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.

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.



CREATIVE AND EDITORIAL DIRECTOR

Diana Garcia

PHOTOGRAPHER

Tom Zasadzinski

WRITER

Priya Sharma

PRINTING AND DISTRIBUTION

Advanced Color Graphics

DEAN

Lea R. Dopson

ASSOCIATE DEAN

Michael D. Godfrey

THE COLLINS COLLEGE BOARD OF ADVISORS

(Chair) Michele Gendreau '83	<i>Walt Disney Parks and Resorts</i>
Donald B. Ayres III	<i>Ayres Hotels</i>
Bruce Baltin	<i>CBRE Hotels</i>
Ronald A. Banaszak '95	<i>Club Advisors</i>
Russell Bendel	<i>The Habit Restaurants Inc.</i>
Bridget Bilinski '79	<i>Marriott International Inc.</i>
Gina Brinegar, CFSP	<i>Webb Foodservice Design</i>
Steven J. Burns	<i>Sysco Los Angeles</i>
Adrian M. Butler	<i>DineEquity Inc.</i>
Javier Cano	<i>The Ritz-Carlton, Los Angeles</i>
Bryan Churchill '88	<i>Los Angeles Tourism and Convention Board</i>
Soraya M. Coley	<i>Cal Poly Pomona</i>
James A. Collins	<i>Sizzler USA Inc.</i>
Gregory T. Day	<i>Mani Brothers Real Estate</i>
Vincent T. DiPierro	<i>Assorted Dreams Productions</i>
Bill Doak '82	<i>CIM Group</i>
Lea R. Dopson	<i>The Collins College of Hospitality Management</i>
Don Emery	<i>The Riviera Country Club, The Riviera Tennis Club</i>
Salvador Falcon	<i>ECOLAB</i>
Joe Gatto	<i>T-Bird and Outback Steakhouse</i>
John Gilbert	<i>Hospitality Executive</i>
Thomas M. Goff	<i>Bernstein Private Wealth Management</i>
Howard R. Gordon	<i>Gordon Restaurant Group LLC</i>
Bruce J. Gorelick '78	<i>The Ritz-Carlton, San Francisco</i>
Daniel P. Harley	<i>Oracle Hospitality</i>
Dianne M. Jaskulske	<i>Hilton Worldwide</i>
Pamela Jones '73	<i>Crescendo LLC</i>
Afshin Kateb	<i>Nimes Capital and Nazarian Enterprises</i>
Jeff King	<i>URG / King's Seafood Company</i>
Paul Kramer '83	<i>Parlour Enterprises Inc.</i>
Verne Lusby	<i>FreshPoint Southern California</i>
Reginald (Reggie) McDowell	<i>Hospitality Consultant</i>
Justin B. Nedelman	<i>Eureka Restaurant Group/Modern Hospitality Systems LLC</i>
Denise Pflum	<i>Doubletree by Hilton Anaheim-Orange County</i>
John Rucci	<i>MSD Hospitality</i>
David Schneiderman	<i>Southern Wine & Spirits</i>
Steven Senft '98	<i>CRU Real Estate Group & CRU Global Innovations</i>
Eddie Sheldrake	<i>Polly's Inc.</i>
David A. Sherf	<i>CHMWarnick</i>
Larry Shupnick	<i>Interstate Hotels & Resorts</i>
Christopher Simms	<i>Lazy Dog Restaurant and Bar</i>
Ned F. Snavelly	<i>Retired Hotel Executive</i>
Bob Spivak	<i>The Grill/Daily Grill/Public School</i>
John Strauss	<i>Jones Lang LaSalle Hotels & Hospitality Group</i>
Eva N. Wassermann '86	<i>GEM Realty Capital Inc.</i>
Cary Wheeland	<i>Bon Appétit</i>
Jason Wooler	<i>Young's Market Co. LLC</i>
(Emeritus Board Member) Richard N. Frank	<i>Lawry's Restaurants Inc.</i>
(Honorary Board Member) Lera Zelenskaya '09	<i>City Club Los Angeles</i>

COLLINS HOSPITALITY SOCIETY

Lera Zelenskaya '09	<i>President</i>
Joshua Aldama '10	<i>Vice President</i>
Brandon Feighner '05	<i>Treasurer</i>
Jodi Braverman '10	<i>Secretary</i>
Jon Farzam '11	<i>Director of Fundraising</i>
Elisabeth Lockerby '12	<i>Director of Communication</i>
Sacha Tani '11	<i>Director of Membership</i>
Nung Rigor '00	<i>Board Director</i>



CONNECT WITH US



COLLINS

Contents

COVER STORY

16 Bryan Allred: Making Every Career Count

FEATURES

6 Investing in the Future
Donors Fund A Half-Million Dollar Renovation

14 Magic of Dreams
Honoring Gina Gallo & Jean-Charles Boisset

22 At the Top of Their Game

28 Success Academy
Kris Cheung '04 is compelled to give back to the college even though he no longer works in the hospitality industry

33 Do Pictures In Menus Help?
The effects of pictures and food names on menu evaluations

DEPARTMENTS

4 From the Dean's Desk

5 College News

20 Honor Roll of Donors

24 Collins Alumni

30 Faculty and Staff

34 From Our Kitchen



from the

DEAN'S DESK



FOSTERING INNOVATION

GREETINGS! THE 2016-2017 ACADEMIC YEAR revolved around celebrating and encouraging innovation and forward thinking. In order to continuously and consistently advance, The Collins College of Hospitality Management finds ways to change with the industry to keep our curriculum and culture relevant.

This year, we renovated The Restaurant at Kellogg Ranch with a more modern look that reflects today's popular and successful restaurants. The renovation has reenergized the students who manage and operate the fine-dining establishment as part of their curriculum.

When our faculty are not in the classroom shaping the minds of tomorrow's leaders, they dedicate themselves to professional development and research to instill innovative ideas and lessons in students. This allows instructors to stay on top of industry trends and insights that can be passed on in the classroom.

With forward thinking in mind, we also redesigned *Collins* magazine in consideration of you, the reader. In this issue, you will find a feature on this year's Richard N. Frank

Distinguished Lecturer Bryan Allred, president of Sysco Los Angeles, who offered inspirational and esteemed advice that benefited both students and those already in the industry.

This issue has a different look and is designed to give everyone something that resonates. We are not only telling stories, we are sharing ideas, lessons, research and opportunities for advancement. Whether you are a current student concerned about transitioning into the workforce, a graduate eager to expand your network, or an industry executive looking to strengthen your business, there is something in here for you.

Enjoy!

Warmest Regards,

A handwritten signature in black ink that reads "Lea Dopson".

Lea R. Dopson, Ed.D.

Dean and James A. Collins Distinguished Chair
The Collins College of Hospitality Management
Cal Poly Pomona

“The 2016-2017 academic year has revolved around celebrating and encouraging innovation and forward thinking.”

EXPERIENCE THE INDUSTRY

BY PRIYA SHARMA

THE COLLINS COLLEGE STRIVES to help students attain their goals by providing opportunities to immerse them into the industry. One of the ways it does this is through the Experience the Industry scholarship, which is awarded quarterly to both undergraduate and graduate students and gives them the opportunity to attend an industry conference or trade show.

During fall quarter, 13 students got to experience the biggest hospitality hub in the nation, New York City. They attended HX: The Hotel Experience, North America's largest hospitality trade show for hotel and restaurant owners, executives, directors, chefs and general managers from across the industry.

Along with networking opportunities, students received insight into the industry's future. Akram Chahin, one of the scholarship recipients, shared what he took away from the hotel show.

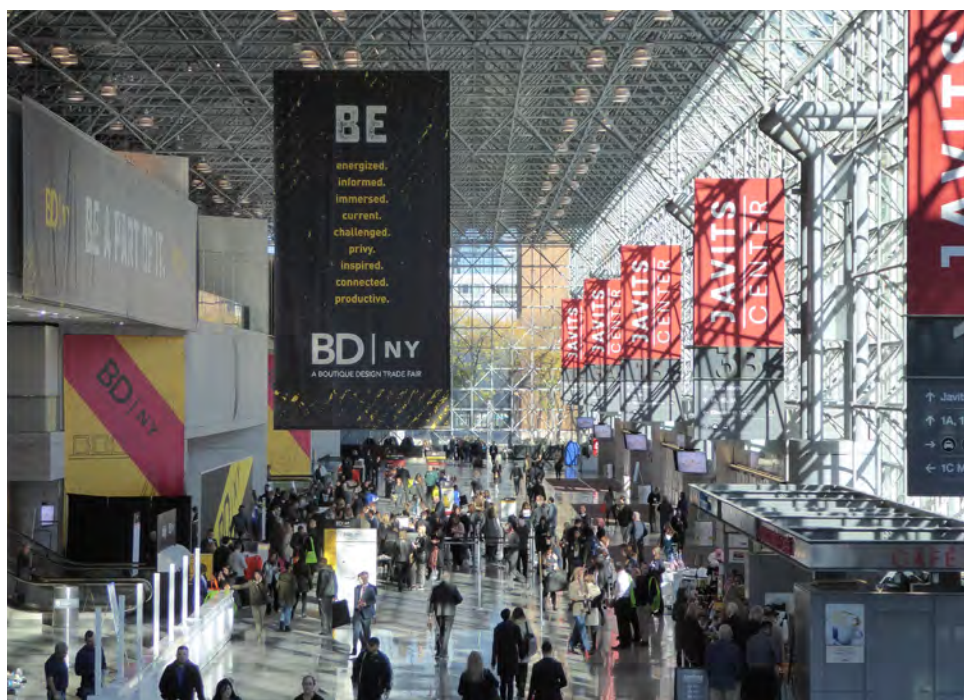
"I was able to learn about the state of the industry and where it is headed by interacting with many companies at the HX 2016 show and by asking them about their vision for the next 10 years," Chahin says.

After the show, students attended educational seminars, hotel tours and a college-hosted dinner with alumni. This year, the group toured the New York Marriott Marquis.

"I think it's a great opportunity to see the real world, network with professionals and explore a fabulous city," says Carolina Sanchez, student services coordinator who works closely with Collins students to ensure they have access to every opportunity the college offers. "New York inspires them and opens their eyes to endless opportunities," she explains. "They get to see the hospitality industry on a global scale."

The students were honored to have been chosen to represent The Collins College in front of top industry leaders.

"This has been a life changing experience full of memories that will be cherished forever," says Chahin.



“ Having state-of-the-art classrooms prepares us for professional jobs as we enter the industry after graduation. ”



Before the renovation of the restaurant

Audience point of view in the Demonstration Kitchen classroom



New industry standard combi oven

Donors fund a half-million dollar renovation at The Collins College

BY DIANA GARCIA

PHOTOGRAPHY BY TOM ZASADZINSKI & GARCIA

INVESTING *in the* FUTURE



Renovations to The Restaurant at Kellogg Ranch:

- New flooring and area rugs
- Cabinetry and bar surface refinishing
- New paint
- New wall and light fixtures
- New décor and artwork
- New dining tables and chairs
- New lounge furniture and lamps
- New bar seating
- Wall tiles
- Window sheers

INDUSTRY PARTNERS ARE MAKING CERTAIN that Cal Poly Pomona's hospitality management students are at the forefront of the profession by supporting a half-million dollar renovation at The Collins College of Hospitality Management.

The project included a total transformation of the dining room of The Restaurant at Kellogg Ranch (RKR) and the upgrade of the college's demonstration kitchen, allowing future hospitality leaders to access professional-quality facilities and equipment.

"These renovations help keep us updated in times when technology is changing so quickly. As the future comes at light speed, the ability to work with new equipment places us in front of our competition," says hospitality management student Melissa Huang.

The renovations at the RKR were provided primarily by The Gettys Group, an international hotel architect firm, and R.D. Olson Development, a general contractor and construction management firm, specializing in hospitality, retail and office building.

The Don and Lorraine Freeberg Foundation, a longtime supporter of the college, generously funded the \$240,000 demonstration auditorium project, which was executed by Cal Poly Pomona's Facilities Planning and Management Department. The foundation also provided the new flooring throughout the RKR.

"With today's fast moving parts within the hospitality industry, overall pacing of renovations and redesigning are at an all-time high," says Dining Room Lecturer Jason Zhang. "The new renovation has provided the much-needed facelift that the RKR has been longing for. Psychologically speaking, individual performances are closely influenced by the specific environment that one is involved in, and the new renovation gives the students additional confidence."

Hospitality management student Rachel Watts adds, "Having state-of-the-art classrooms prepares us for professional jobs as we enter the industry after graduation. It means so much to know that our donors are really invested in our futures."



(Top) View of the kitchen island in the Demonstration Kitchen with the new hood and new culinary equipment
(Bottom) View from the Pepsi Beverage Laboratory in the RKR

Renovations to the Demonstration Kitchen:

- New industry standard culinary kitchen equipment
 - o Stainless steel refrigerator
 - o Stainless steel freezer
 - o New wok range
 - o New cast-iron grill
 - o New fryer
 - o New combi oven
 - o New blender
 - o New ADA-compliant hands-free hand sink
 - o New ADA-compliant mobile prep tables
 - o New height-adjustable mobile kitchen equipment stands
- New and upgraded audio-visual technology
 - o New cameras that capture and record live culinary demonstrations
 - o New confidence monitor for the presenter
 - o New projection screen
 - o New media credenzas to house a new blue-ray player, document camera, camera controller, recording devices and computer tower
 - o New control touch panel
- New mechanical, electrical and plumbing upgrades
 - o New state of the art hood with exhausted air (grease extractor) fan, make-up air fan, mechanical ducts, and fire suppression system
 - o New and upgraded LED lighting
 - o New code compliant grease trap



MORNINGS OF MOTIVATION

Board of Advisor and 1983 alumnus Paul Kramer, president of Farrell's Ice Cream Parlour Restaurants, came to speak to some of the college's brightest minds about his career journey, lessons learned, transitioning into the workforce and more. This Mornings of Motivation event is held each quarter with one of The Collins College's Board of Advisors and gives students a chance to interact with the professional and ask valuable questions.



CSU GRADUATION INITIATIVE CONFERENCE

The Collins College has been extremely successful at freshmen and transfer graduation rates and eliminating upper-division transfer under-represented minority opportunity gaps in large part due to consistent student career engagement throughout students' academic careers.

Dean Lea Dopson and Career Services Coordinator Ann Lara were chosen out of the entire CSU system to share what The Collins College does to achieve this. They represented Cal Poly Pomona and presented during the 2016 CSU Graduation Initiative Conference with university presidents, vice presidents and Chancellor Timothy White.

Dopson and Lara shared The Collins College's road to career success with a Disneyland inspired map that showcased "Collinsland" in which success toward graduation consisted of a journey designated by engagement areas including first year experience, student engagement, industry engagement, campus student resources and effective communications.

NSMH REGIONAL conference

BY PRIYA SHARMA

THE NATIONAL SOCIETY of Minorities in Hospitality's (NSMH) 2016 Western Regional Conference was hosted at Cal Poly Pomona for the first time.

"Because of the activity level of our chapter and the numbers of students participating in regionals and nationals each year, the national leadership asked if our chapter would like to hold the western regionals at Cal Poly Pomona," explains Lecturer Lesley Butler, NSMH's faculty advisor. "Of course we liked the idea and knew it would help promote our organization in our college."

The Collins College's NSMH chapter boasts over 95 members, making it the largest in the western region.

As an organization, NSMH intends to encourage more

minority representation within the industry.

During the conference, recruiters from MGM, Hilton, Four Seasons and Marriott International presented at industry panels, giving students insight into starting their careers.

Sabrina Luk, the chapter's president, discusses the benefit of attending the NSMH conferences.

"Our conferences are very networking-based. It's a chance to develop professional connections that help acquire internships," she states.

The event was catered by Tiffany's Catering, which is owned and operated by Collins College alumna Tiffany Darrell '05. Being a minority business owner, Darrell helped reinforce the mission of NSMH by exemplifying her presence and success in the hospitality industry.



Attendees of the NSMH Western Regional Conference listening to an industry panel in Cal Poly Pomona's University Theatre.

meet your **COLLINS AMBASSADORS** 2016-2017

This is the sixth year of the Collins Ambassador 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) Malia Silverman, Lucas Smeets, James Castillo, Jennifer Khamphanh, Manuel Hernandez, Julian Herrera and Rachel Watts



2017 WESTERN CHRIE CONFERENCE

The Collins College of Hospitality Management was well represented at the 2017 Western Federation Council on Hotel, Restaurant, and Institutional Education Conference in San Diego this year. Two graduate student scholarships were given at the conference and both recipients, Vincent Weng and Tiziana Oggionni, were from The Collins College. Those in attendance were (from left) Associate Professor Eddie Mao, Assistant Professor Michelle Yoo, CSU Hospitality and Tourism Management Education Alliance Program Coordinator Jodi Braverman, Dean Lea Dopson, graduate students Tiziana Oggionni and Vincent Weng, James A. Collins Distinguished Professor MJ Lee, Assistant Professor Patrick Lee and Assistant Professor Linchi Kwok.

SMALL BITES

THE SCOOP ON STUDENT NEWS

BY PRIYA SHARMA

TAKE A BITE OF THIS: Collins College students brewed up success in their academics, communities and careers this academic year. **Rachel Watts** represented The Collins College at the American Hotel & Lodging Educational Foundation Conference scholarship program. Additionally, she was awarded the Handlery Hotels award for the 2016-2017 academic year. Various students took the cake for their dedication, hard work, and leadership. **Connie Chan, Kristen Rinck, Ruth Rivas, William Yu and Watts** won the International Foodservice Manufacturers Association Education Foundation scholarship. Eighteen Collins students received the 2016 Hotel and Restaurant Foundation scholarship and were honored at an awards celebration in San Francisco. Their appetite didn't stop there. Hungry for more, four Master's students and four Collins Ambassadors volunteered at the 28th Annual Southern California Visitor Industry Outlook Conference. Attendees enjoyed a full day of panel discussions from tourism and economic experts about trends in Southern California. Having a sweet tooth for ambition, United Culinariums stacked up their skills at the annual pancake breakfast during Cal Poly Pomona's pumpkin festival. Nineteen students got to sample the industry as they volunteered at The Taste, the *Los Angeles Times'* annual celebration of Southern California's culinary scene. Students were able to network with industry professionals while experiencing the heart of LA's food and dining culture. Taking their own slice of success, 22 students attended the annual National Society of Minorities in Hospitality conference held in Jacksonville, Florida. United Culinariums chopped up some ideas to utilize pulps

and food waste at the ReThink Waste competition, an event they hosted themselves. In a Chopped-style competition, students teamed up to create dishes by recycling various food waste ingredients. As an icing on the cake, the Club Managers Association of America won the Chapter of the Year Award at the CMAA World Conference in Orlando, Florida. With all that students have accomplished, it is no doubt that they will enjoy the fruits of their labor

with a bright future ahead of them. After all, Collins College students are the cream of the crop!



(From left) Collins Ambassadors Lucas Smeets, Malia Silverman, Jennifer Khamphanh and Manuel Hernandez at the Southern California Visitors Industry Outlook Conference.



CHAPTER OF THE YEAR

The Club Managers Association of America (CMAA) received the honor at the 2017 CMAA World Conference in Orlando, Florida.

making connections

Hospitality Career Expo has largest student attendance to date

BY PRIYA SHARMA

SEVENTY-TWO OF THE NATION'S LEADING HOSPITALITY INDUSTRY COMPANIES looked for new recruits at The Collins College of Hospitality Management's annual Hospitality Career Expo in February. Approximately 485 students attended making this year's expo the most attended by students. Top companies including Marriott International, Hilton Worldwide and Sodexo were among those recruiting students.

The annual event is intended to give students a jump-start in their careers by exposing them to top industry recruiters looking for interns as well as part-time and full-time employees. The expo not only served graduating seniors, but anyone who wanted to learn more about potential opportunities to pursue in the future.

"I got to meet companies that I didn't know I would be interested in," says Collins College student Manuel Hernandez. "The Career Expo is full of great connections and opportunities."

Recruiters selected two star students each to join them for the exclusive Celebration of Career Success reception after the expo. Sparkling cider and appetizers were served as students mingled with potential employers.



CLUB SPOTLIGHT: **ETA SIGMA DELTA**

BY PRIYA SHARMA

The Eta Sigma Delta International Hospitality Management Honor Society, better known as ESD, is one of the various active student organizations at The Collins College.

The international society was founded by a group of business school students from the University of New Hampshire in 1978 in order to recognize outstanding hospitality and tourism students. There are currently over 90 active ESD chapters throughout the world.

What distinguishes ESD from other student organizations, however, is that membership is by invitation only. ESD takes pride in its members who are recognized for their academic achievement, meritorious service and demonstrated professionalism.

Membership to ESD is open only to Collins College students who are in the top 20 percent of their class. The lifetime membership comes with a certificate, pin and gold honor cord during the induction ceremony.

"The key benefit of being an ESD

member is for the students to distinguish themselves in the eyes of educators, recruiters and professionals of the hospitality industry, which can be shown from the students' resumes," says Assistant Professor Patrick Lee, one of ESD's faculty advisors.

At The Collins College, ESD strives to support its community through fund raisers and volunteer programs. Members also hold tutoring sessions that offer academic support to students who need it.

"Our members know that while on their own personal climb, it's important to help others reach the top as well. That's what teamwork is," says Rachel Watts, the chapter's president.

She expresses the value the honor society brings to campus.

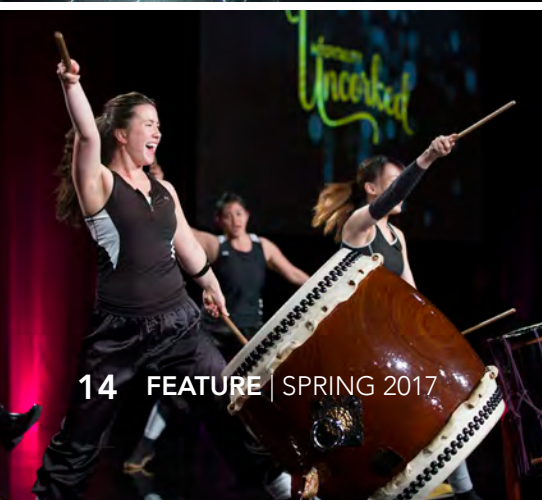
"ESD is a testament to the dedication of students to the pursuit of academic, professional and personal excellence, which is exactly what Collins College students are known for."



(From left) Assistant Professor Wan Yang, ESD President Rachel Watts and Assistant Professor Patrick Lee



“The person who does not dream cannot achieve anything.”





Magic of Dreams

More than half a million dollars was raised at Hospitality Uncorked

BY DIANA GARCIA

THE COLLINS COLLEGE OF Hospitality Management benefits from the annual gala hosted by its Board of Advisors, which raised more than \$530,000 dollars this year.

Each year at Hospitality Uncorked, the college recognizes a prominent figure in the industry with the Robert Mondavi Wine and Food Award. It honored Gina Gallo, senior director of winemaking for Ernest and Julio Gallo Winery, and her husband, Jean-Charles Boisset, proprietor of the Boisset Collection, with the 2017 award.

Individually they hold vital roles in each of their family's wineries and have flourished in the industry. Together, the couple has created a wine dynasty and have blended French and American flavors and culture, bringing people together through the love of wine and hospitality.

More than 600 distinguished supporters and friends of The Collins College attended Hospitality Uncorked to toast and indulge

in the "Magic of Dreams," which was the theme for the night. It was an evening of masked mystery and whimsical imagery featuring guest chefs, vintner tastings, surreal entertainment, live and silent auctions and a dance and dessert after-party to keep the evening going. From beginning to end, guests experienced bizarre and fantastic sights including mystical creatures, stilt walkers, Taiko drummers, an aerialist, a contortionist and a balancing act.

The night culminated with the presentation of the Robert Mondavi Wine and Food Award to the honorees who addressed the theme of dreams. Gallo expressed the importance of having a mentor to help her reach her dreams and reminisced about her mother who always believed in her. Boisset spoke about coming to America and the motivation from his family to build upon something great.

"What is so exciting in this world is to be inspired and to be constantly tantalized by a light that attracts you, that makes you want

to do *je ne sais quoi* that goes beyond the norm," said Boisset. "The person who does not dream cannot achieve anything."

Funds raised for The Collins College at Hospitality Uncorked will help its students reach their dreams by allowing them to pay for books and tuition, to travel to industry trade shows and conferences, to study abroad and to gain opportunities that will help students excel in both their collegiate and professional careers.

A portion of the evening, Fund a Need, which was kicked off by a donation from Dean Lea Dopson, was dedicated to raising money for student scholarships. More than \$54,000 was raised in approximately 10 minutes.

"I am so proud of The Collins College and the abundance of industry support we receive from people who believe in our program and our students, the future leaders of hospitality," says Dopson.

BRYAN ALLRED

MAKING EVERY CAREER COUNT

BY DIANA GARCIA

THE COLLINS COLLEGE OF Hospitality Management welcomed Bryan Allred, president of Sysco Los Angeles, to campus for the 2017 Richard N. Frank Distinguished Lectureship Series. Allred is at the helm of a subsidiary of North America's largest food service distribution company. Sysco's global supply chain spans 40 countries.

More than 200 Collins College students, faculty, staff and distinguished guests attended the lecture and gained invaluable advice about succeeding in the industry. Allred discussed his experiences with the corporation and gave students

tips on how to be an effective leader.

Allred has more than 20 years of broad business and leadership skill sets and heads over a billion dollars of top line sales. His ability to inspire a team in a growing business has proven to be a valuable and prized attribute.

"We were honored to have such an accomplished leader of the industry guest lecture," says Dean Lea Dopson. "He did a great job connecting with our students."

The event was this year's installment of the Richard N. Frank Distinguished Lectureship Series, which was established in 1988 to

enable respected industry executives to spend time teaching, lecturing and interacting with students. This not only provides invaluable exposure for students, but also enables leaders from the industry to improve the quality of, and assist in educating, new leaders for the industry.

Allred answered audience questions at the end of the lecture and agreed to sit down with the Creative and Editorial Director of *Collins* magazine to talk further about succeeding in both life and the hospitality industry. Here is his advice.

SET GOALS THAT YOU ARE A LITTLE AFRAID OF

First, set a life goal, and then set a career goal. Don't let your career dictate your life. Your career and life goals should mesh so you can maintain adequate work-life balance. With that balance, you can make decisions based on your life goal.

"Figure out what it's going to take for you to get there and know you can do it. Then start to set up your coaches, your mentors or sponsors, and recognize the role they play in how they are trying to [make you successful]," says Allred.

Allred has been with Sysco for more than 18 years. He checked-off many goals from his bucket list and uprooted his family three times to get where he is today. His family supported him the entire way and has been pivotal to his success.

"I still feel like I'm early in my career as president and I still have more to accomplish with my career and life goals," Allred says. "My wife and I set goals when we got married and accomplished them. So when you [set your goals], set the bar higher."

tunity moment personal business
helping person
lity money\$ create
others bakery fast
sion fulfillment
able help anel
people explore because
oney chain
family sales
ng inter impact



“ Restaurants have to change with the industry, and when they are changing, Sysco is right behind them as the back of the house to their back of the house. ”



DON'T WAIT, GET YOUR FOOT IN THE DOOR TODAY

When you set a goal, you know what direction you want to head, so go have those conversations today.

"It will change the dynamic of the transition because you can say, 'Hey, do you remember me? I stopped by here a few months ago. I am now graduated and interested in being with your company,'" he explains.

Allred followed this lesson with a story about his first time visiting The Collins College and having lunch at The Restaurant at Kellogg Ranch. His server was an eager undergraduate senior named Michelle Barghash who was interested in the foodservice industry. After making

an impression on the Sysco team and collecting a few business cards, she later applied to the first open position with Sysco Los Angeles that caught her interest. She got the job. It has been a year since she joined Sysco and she recently applied for a promotion. Allred surprised Barghash, who was in the audience during his lecture, by making an announcement that she got the promotion.

"Michelle will start a career now with opportunities that are endless. Within a year or two, she will be in a great income because she has the passion to go out and make this happen," he says. "It's exciting for me to watch that happen."

RECOGNIZE YOUR ROOTS TO GROW YOUR BRANCHES

Allred quoted Warren Buffett who said, "Someone is sitting in the shade today because someone planted a tree a long time ago."

Recognizing your roots, the people who made you who you are today, he explained, is important in growing and spreading knowledge and wisdom. When you surround yourself with those people, you grow together. These people, like your family, set your foundation.

"The branches from your tree are the stories and people who

actually help you in your career," says Allred. "They are your bosses, your subordinates, your neighbors, your colleagues."

He considers Barghash, who he surprised by announcing her promotion at his lecture, as one of his branches.

"She is somebody who I learn from, who grows in the company and, hopefully, becomes one of our leaders."

GROW WITH YOUR CUSTOMERS

Allred spends his days out in the field seeking opportunities with his customers. He refers to problems as opportunities.

"We do a good job here operationally so I don't need to go check that

out, but what I do need to do is see what happens when our trucks and cases get to the customer," he says.

Then, from the customer's perspective, he finds out how Sysco can

improve for them. At the same time, Allred has to figure out how to stay afloat in an ever-changing industry. As the industry evolves and customer expectations change, he finds innovative ways to meet industry needs and demands.

“People are always going to eat, but what’s changing in our business today is that the customer realizes there’s a big difference between what they used to want and what they want now,” says Allred. “I think it’s better not to fight it, but join [these changes]. Restaurants have to change with the industry, and when they are changing, Sysco is right behind them as the back of the house to their back of the house.”

Sysco considers its customers the rockstars and they are their roadies. The distribution company helps customers become innovative and sustainable with products, techniques, processes and more. Sysco not only provides distribution services, but also offers customer solutions such as customized business reviews and consultations.



Sysco Los Angeles provided free Philly cheese steak sandwiches and braised short rib sliders after Allred’s lecture.

BE A GOOD LEADER WITH THREE STEPS

1. **Change expectations:** Tell your team they can do more and set higher goals.
2. **Tell them, “You can do it!”:** Give your team the reasons, tools, resources and capabilities that you possess for them to reach their goals.
3. **Help break down roadblocks:** Clear the path for your team, allowing them to advance while trying to achieve their goals.

LOOK OUTSIDE OF YOUR OWN FOUR WALLS FOR OPPORTUNITIES

“Restaurants are good at what they do in their own house,” says Allred.

When restaurants, or any other facet of the hospitality industry,

have a circle of people that bring together ideas, suggestions and opportunities, it becomes more of a team or partnership. You can find partnerships even amongst your competitors.

FIND OPPORTUNITIES TO GROW

Allred talks about problems but refers to them as opportunities. During the lecture, he focused on the bigger “opportunities” affecting our industry – labor cost and operational expenses.

“There are several areas that affect our industry with costs being at the top of the list. Sysco focuses its efforts on helping customers find new and innovative processes, products and trends. This practice not only helps our customers succeed but help Sysco grow,” he says.

When several customers discussed the costs of purchasing wine and beer along with meeting required minimums, Sysco Los Angeles

responded with a new line of cost effective wines that have helped reduce costs, both in product and operational expenses, while helping Sysco grow in a new segment of the hospitality business.

“We help the industry by continuing to morph to what our customers want. Sysco doesn’t sell wine anywhere except Sysco Los Angeles. We are in the wine distribution business because we have customers that are small enough that they cannot meet minimums and are not getting any attention from the major wine distributors,” says Allred.

CREATE YOUR OWN WORK-LIFE BALANCE

“It’s really easy for a restaurateur to spend most or all of their time in their restaurant, but I think the industry is changing,” says Allred. “I think it’s changed enough that finding a good work-life balance is important to a company and creates a need to lean on people.”

As a leader, lean on your employees or colleagues and trust that they are good workers. This might mean more employee-training.

He acknowledges the importance of having a good work-life balance, but says not to be disappointed if you are corrected in that balance.

“It happens to me often,” he confesses.



2015-2016

Honor Roll of Donors

\$250,000 to \$600,000

Carol and **James Collins**
Panda Charitable Foundation

\$100,000 to 249,999

LARAL Group

\$10,000 to \$99,999

JW Marriott - Los Angeles, LA LIVE
and The Ritz-Carlton
R. D. Olson Construction
Sysco Food Services of Los Angeles
The Carol & **James Collins**
Foundation
The Handlery Foundation
Young's Market Company

\$5,000 to \$9,999

Kazimir Bilinski
Disney Worldwide Services Inc.
Lea Dopson
Fortessa Tableware Solutions
Michele Gendreau*
General Mills Foundation
Grand Wailea Resort
Hilton Worldwide
Los Angeles Times
Malibu Beach Inn
R.D. Olson Development
The Collins Family Trust
Walt Disney Parks and Resorts
Eva N. Wassermann* and
Roger G. Hill

\$1,000 to \$4,999

A Very Special Event Production
Allegretto Vineyard Resort
Robert Alter
Anaheim/Orange County Hotel &
Lodging Association
Ayres Hotel Costa Mesa
Ayres Hotel Group Belmond
El Encanto
Bruce Baltin
Bon Appetit Management Company
Kris Cheung*
Dan Canacino
Doubletree Anaheim-Orange County
ECOLAB Inc.
Elizabeth Little
Elyse Rosenfield
Eric L. Affeldt Living Trust
Fairplex
Christie Fleischer
Freshpoint Southern California
Joseph Gatto
Gen Restaurant Group LLC
Gerianne and **Thomas Goff**
Gordon Restaurant Group
Bruce Gorelick*
Daniel Harley
Hospitality Management Council
In-N-Out Burger Foundation
Pamela Jones*
JW Marriott Desert Springs
King's Seafood Company
Lawrence L. Frank Foundation

Lawry's Restaurants Inc.
Los Angeles Lakers
Los Angeles Tourism and
Convention Board
Verne Lusby
Marriott International Inc.
Michelle and Robert Small
Moss Adams Foundation
Justin Nedelman
Newport Beach Marriott Hotel & Spa
Amy Nickoloff
Mary Niven
Oracle | MICROS
Parlour Enterprises
Payne Mason Cigars
Scott Pollard
Polly's Inc.
Raymond Vineyard & Cellar Inc.
Renaissance Indian Wells Resort
& Spa
Renaissance Long Beach Hotel
Rio Hondo Kennel Club
Andrew Rosenfield*
Michael Ross*
Sares-Regis
Larry Shupnick
Chris Simms
Eileen Simon*
Debbie and **Ned Snavelly**
Solstice Sleep Product
Southern Wine & Spirits of
America Inc.
Jan Stanley

Steve Young's Forever Young
Foundation
The Habit Burger Grill
The Lodge at Torrey Pines
The Ritz-Carlton San Francisco
The Walt Disney Company
Towne Park
Cary Wheeland
Wimberly Interiors
Wind & Sea LLC
Wolfgang Puck Catering

\$1 to \$999

Allison Abbs*
Anaheim Marriott Hotel
Kandee Anderson
Andretti Winery
Anheuser Busch Beverage Company
Michael Allnatt
Ed Apodaca
Arthur S. Archibald*
Arizona Biltmore Resort & Spa
Carol Avellino*
Ayres Hotel Manhattan Beach
Ayres Hotels Orange
Ayres Hotel Seal Beach
Sandra Ayres
Baccarat
Baci Cafe & Wine Bar
Janet Bachtel
Margaret Bailey*
Michael Baker*
Ronald Banaszak*

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, 2015, to June 30, 2016.

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.

Art Barajas CCM*
 Raymond Bartolomucci*
 Corinne Baughman
 Amy Bawden
 Bayside Restaurant
Russ W. Bendel
 Wendy Benitez*
 BJ's Restaurants Inc.
 Matthew Blackman*
 Leslie Brickell
 Ernest Briones*
 Bryan Brown
 Brad Bruckett
 Barbara Jean Bruin*
 Ines Rosebrock Bryan*
 Patricia Buchner
 Edlord Buenaventura*
 Ronald Burreson*
 Jonathan Cao*
 California Pizza Kitchen
 California Travel and Tourism
 Commission
 Elizabeth Caputo
 Pat Cathcart
 Winnie Chan
 Leanne Chau*
 Chevron YourCause
 James Chiacos*
 Vivienne Chiang*
 Rosa Chiu*
 LaMarr Collins*
 Constellation Brands Inc
 Coto de Caza Golf Course &
 Racquet Club
 Tiffany Daie*
 Jonathan Danielson*
 Mike Dannan
 Marianne Delperdang*
 Diane Deluca
 Dennis Dermody
William Doak*
 Nicholas Di Dodo*
 Elizabeth Dominguez
 Rachel Duenas
 Hy Duong*
 Jeffrey Durham*
 Dutcher Crossing Winery
 East West Bank
 Edward Don and Company
 Ramesh Elam*
 Elemis USA
 Ron Elody
 Darren Ely*
 Michelle Epstein*
 Kokkaro Estiatorio
 Eureka Restaurant Group LLC
 Brandon Feighner*
 Fess Parker Winery and Vineyard

Elizabeth Fieux*
 Lisa Ferre*
 Brown Forman
 Four Seasons Hotel Los Angeles
 Jasmyn Franklin
 Fundamental Los Angeles
 Alicia Gallamore
 Linda Garcia
 Rhonda Gharib*
 D. Jacob Gendel*
 Mary Gervais
 John Gilbert
 Nestor Gonzalez*
 Graciela Hotels & Resorts LLC
 Grill Concepts, Inc.
 Ling Guan
 Lingzhi Guo
 Pilar Hamil*
 Alfred Hammond
 Greg Hanssen
 Nisreen Hantuli
 Rebecca Harris
 David Harrison*
 Jihad Hariz*
 Kim Hart
 James Higson
 Hilton Waterfront Beach Resort
 Hien Hoang*
 Hotel Healdsburg
 Kitty Hou
 Chan-Wei Hsu*
 Lillian Hu*
 Lili Huang*
 Elaine Hung*
 Mike Huth
 Eric Jacobs
 Kimbelry Jiang*
 Joanne Joffe
 Ronald Johnson*
 Gina Johnson
 Kirsten Johnson
 Henry Jones
 Marjorie Ferree Jones
 JW Marriott Camelback Inn
 Resort & Spa
 JW Marriott Desert Springs Resort
 John Kalinski
 Mark Kallenberger
 Joseph Karcher*
 Alisha Kato*
 Mark Kiefer
 Daniel Kim*
JG King
 Kevin Kolberg
Paul Kramer*
 Kavita Kumar*
 Marissa Kuriki
 Yuwon Kwon*

La Quinta Resort & Club
 La Jolla Beach & Tennis Club
 Melissa Lafferty*
 Joanne Lam*
 Ann Lara
 Jason Lee*
 Jaime Lepe*
 Dan Levine
 LG Electronics USA Inc
 Libbey, Inc.
 Manolo Licardie*
 Ann Liccardo*
 Daniel Lipton*
 Loews Santa Monica Beach Hotel
 Ryan Lyden
 Bernard Maddis*
 Thomas Madison*
 Felicia Manriquez*
 Kathy McAdams
 Kathryn Mickel
 Jessica Milanes*
 Montage Palmetto Bluff
 Alexandra Mosby*
 Ashley Neault*
 Nick Neault
 Dave Nicol
 Carolyn O'Brien*
 Brian Oliver*
 Pacific Hospitality Group
 Robert Patterson
 Daein Park
 Sarah Pennington
 Mario Perera
 Jill Peters
 Shelene Petersen
 Tani Peterson
 Janet Phifer
 Lance Phifer
 Pink's Famous Hotdogs
 Piranha Promotions
 Pirzadeh and Associates Inc
 Enrique Ponce
 Simone Porter*
 Steve Pufpaf
 John Ramirez*
 Maria Razo-Ayon
 Gayle and Laurance Reid
 Celestino Ristorante
 Ronald and Joan Rhodes
 Rutherford Ranch Winery
 Pam Ryan
 Lesley Salazar
 Harumi Sakamoto*
 Ron Salisbury
 Erik Scales*
 Ralph Scatena*
 Caralyn R. Schmidt-Mendoza*
 Glenn Schmitt

Karen Jeanne Schmidt*
David Schneiderman
 Margaret Schroeder
Steven Senft*
 Rachel Shabtai*
 Kumiko Shafer*
 Nicole Shultz*
 Shutters on the Beach
 Samina Siddiqi
 Mike Simms
 Andrew So*
 Sofitel Los Angeles
 SOL Cocina Playa Vista
 Shelley Solis*
 Sonnenblick-Eichner Company
 Southern Wine and Spirits
 Donna Soto*
 Ryan Spicer*
 Stag's Leap Cellars
 Steelite International USA Inc.
 Jack Stonesifer
 Sean Strachan
 Tom Tabler
 Neusha Tabrizi*
 T-Bird Rest. DBA Out Back
 Steakhouse
 John Tallichet
 Terranea Resort
 The Cheesecake Factory
 Incorporated
 The Culinary Institute of America
 at Greystone
 The Fairmont Miramar Hotel
 Santa Monica
 The Inn at Spanish Bay
 The Lazy Dog Cafe
 The Wasserstrom Company
 Torrance Marriott South Bay
 Cynthia Torres*
 Molly Y. Tomita*
 Unity Bikes Corporate Office
 Munkhtsetseg Unurbayasgalan
 Stacy Vaden
 Raymond Viers*
 Visit Newport Beach
 Cheryl Volkerts
 W Hollywood
 Camille Wallon*
 Sarah Wendee*
 Bill Wilhelm
 Wine Warehouse
 Barbara Witman*
 Michael Woo
 Dana Wood*
 Yamaha Corporation of America
 Amir Yeganeh*
 William Yu
Kaleriya Zelenskaya*

AT THE TOP OF THEIR GAME

BY DIANA GARCIA

HOSPITALITY MANAGEMENT STUDENTS are typically drawn to careers in hotels or restaurants, but job opportunities can be found in any business, including professional sports venues. Three Collins College alumni have found their niche in the booming sports entertainment industry, which is expected to generate \$73.5 billion by 2019. Here are snapshots of their experiences.



COVERING HIS BASES

One sport has been a lifelong passion for Manolo Licardie '15.

"I am a baseball fanatic. Becoming a professional baseball player was always a dream, but the older I got, the more I realized that it wasn't going to happen. Then I fell in love with cooking and never looked back," Licardie says. "When I was at Cal Poly Pomona, I realized I may be able to do the two things I love most and cook for a MLB stadium."

Licardie is the culinary supervisor for Levy Restaurants at Dodger Stadium and is

in charge of ensuring that all food is prepared and distributed on schedule, recipes are followed properly and portions are consistent. He oversees food safety standards and sanitation and visits every concession during games.

"I never knew how big of a role hospitality played in a sporting event until working at Dodger Stadium," he says. "It's very similar to a restaurant or hotel in the sense that you are there to make sure your customers enjoy their time there and would come back."

A HOME-RUN INDUSTRY

According to 2010 alumnus Thomas Mendez, hospitality careers in sports have become a paramount part of the industry.

He is the director of concessions for LEGENDS at Angel Stadium of Anaheim and oversees all food and beverage, analyzes financial data and manages labor dollars and guest satisfaction on a day-to-day basis. He trains and certifies over 500 associates annually and is responsible for four managers with two layers of management to operate all hourly staff during events.

"We hire about 200 to 400 people every year. There's about \$60,000 to \$80,000 of labor on any given day," says Mendez. "People spend a lot of money in sports and the food and beverage experience is a big part of it."

It is not all about selling hot dogs and peanuts. There are high-end events that take place at sports entertainment venues, including events with catering and plated meals.

"A chef at a fine-dining restaurant can do all of these things.

Did you know we have five-star chefs on board [at Angel Stadium of Anaheim]?"

Mendez says Cal Poly Pomona's learn by doing approach to education prepared him for his job. His training in The Collins College's professional cooking course and its restaurant operations series equipped him the most.

"My education prepared me to not be afraid or intimidated by my job in the real world."



CAREER FAIR SLAM DUNK

During her senior year, Claudia Cruz '13 was fresh out of class in her culinary attire when chef Ernie Briones '92 encouraged her to check out The Collins College's annual Hospitality Career Expo.

Today, she is the manager of event suites for Levy Restaurants at the Staples Center.

She oversees 16 catering-style suites that accommodate anywhere from 12 to 150 people alongside 11 other supervisors, and

she also manages staff schedules, day-of-event orders and any issues that arise.

The catering team oversees about 230 events each year at Staples Center and Microsoft Theater, with sometimes three events in one day, including all Clippers, Lakers and Kings games. Plus, the staff works concerts and special events, such as the Grammy Awards, Emmys, the eight sold-out Adele concerts this past summer and the 2017

NHL All-Star Weekend.

During the Grammys, for example, Cruz says they served 6,900 pieces of sushi, more than 800 pounds of New York strip loin and 1,200 bottles of wine.

"Working at the Staples Center is like working in a restaurant catering department, times 100," Cruz says. "Though some events can be small, others such as basketball games or the Grammys are huge."



“Working at the Staples Center is like working in a restaurant catering department, times 100.”



Dear Collins Alumni,

As the new Collins Hospitality Society (CHS) president, I am thrilled to welcome you all into the spring and summer 2017 quarters. I'd like to thank President Emeritus Jason Dineros '09 for building such an incredible team. The five new CHS Board Members that joined in 2016, no doubt, will bring action and well-deserved recognition to our alumni network in the coming years!

Our passionate Membership Director Sacha Tani '11 is excited to launch an ambassador program in key cities around the country in order to outreach to our alumni community beyond the Los Angeles area. This will build upon our existing 233 paying members and will grow the size of our chapter even further. With the support of The Collins College's Board of Advisors and Director of Major Gifts Gina

Johnson, Tani has identified five Collins alumni ambassadors who will host an alumni reception in each area. I'm excited to announce that New York, Chicago, Las Vegas, the Bay Area and Orange County are on that list.

Our enthusiastic CHS Vice President Joshua Aldama '10 and Communications Director Elisabeth Lockerby '12 will help you stay connected with our network and never miss out on another event by introducing our social media presence on Instagram (@CollinsHospitalitySociety). There we will feature our members, talk about upcoming events, post career advancement opportunities and updates on our alma mater. This is, to date, one of the most convenient ways to recognize and reenergize our daily activities and achievements.

One of the most memorable events of last year was the Ritual Brewery tour and tasting organized by Board Director Nung Rigor '00. The brewery's cofounder Owen Williams graciously showed 40 of our alumni around the facility and sat us down for an amazing beer and barbecue pairing prepared by alumnus Ray Bishop '10 of Oak & Honey Barbecue Catering.

The next networking opportunity brought to you by CHS will be the "Night at the Ranch" alumni dinner in July. Join your Collins family as we network with old and new friends and honor Mr. and Mrs. Collins for their achievements and generous contributions to our college. This will be an incredible opportunity to reconnect and contribute to the CHS scholarship fund in honor of Mr. and Mrs. Collins. This scholarship fund benefits passionate students currently in the program who are following your footsteps.

Take a look at the exciting list of all the upcoming alumni events. Whether it is our traditional Professor for a Day program on campus or the ever-fun Alumni In The Outfield (which might be changing to Alumni in the End Zone) in the summer, you will certainly find something for your taste. However, if you are saving yourself for something very meaningful, make it the Senior Send-Off event on Thursday, June 8. You will not regret returning to campus for this special mixer to welcome new graduates to our alumni circles and help establish invaluable connections!

Warm Regards,

Lera Zelenskaya '09
President, Collins Hospitality Society
Lera.Zelenskaya@ClubCorp.com
Instagram: @Lerizee
Phone: 818-917-2249



The 2016 Alumni in the Outfield game was held at Dodger Stadium for the first time.

UPCOMING EVENTS

May 8-12 Professor for a Day

Alumni are invited to guest lecture in classes and attend a luncheon.

June 8 Senior Send-Off

Celebrate The Collins College's 2017 graduates and make new connections.

July 8 Night at the Ranch

The Collins Hospitality Society will honor Jim & Carol Collins.

August Alumni in the End Zone

Kick-off the 2017-2018 academic year and enjoy a football game with fellow alumni.

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 social media!





tasting a RITUAL

Alumni toured Ritual Brewing Co.

THE COLLINS COLLEGE'S FORMER BEER AND WINE Professor, Owen Williams, invited Collins alumni out to Redlands to tour the co-owner's 23,000 square-foot brewery that houses a 30-barrel brew house.

Forty alumni attended the event, which included a beer tasting that was paired perfectly with a barbecue medley of tri-tip, chicken, pork-sliders and baked beans. Lunch was provided by Oak & Honey Barbecue Catering, a company owned and operated by 2010 alumnus Ray Bishop and his wife, Mei Lee.

- DIANA GARCIA



ALUMNI-STUDENT speed NETWORKING

BY PRIYA SHARMA

students with opportunities to connect with industry professionals. Earlier this year, the Collins Hospitality Society hosted its Alumni-Student Speed Networking event to do just that. Students were invited to meet with successful alumni in the industry. With a turnout of approximately 40 students, the event was successful in providing new connections and opportunities for everyone.

The event consisted of over 11 alumni from different sectors of the hospitality industry. Students chose

HERE AT THE COLLINS COLLEGE, students know that networking is an important part of their careers. Along with education, The Collins College works to provide

which sector they wanted to learn more about and were directed to the appropriate professional.

“A big part of landing that job is knowing the right people,” says Lera Zelenskaya ‘09, president of The Collins College’s alumni chapter. “Our alumni value the education we received at Collins, but also the opportunities we were given to network with people outside our curriculum.”

Dinner for the event was provided by 2011 alumnus Peter Nguyen, owner of Broken Rice Food Truck.

JOIN TODAY!

Stay connected with fellow alumni by joining the Collins Hospitality Society, Cal Poly Pomona’s largest and most active chapter. To join, visit bit.ly/joincollinsalumni



The Collins Hospitality Society hosted its third annual ALIS Reception at the Jonathan Club in downtown Los Angeles. This event is held every year in conjunction with the Americas Lodging Investment Summit, the leading and largest hotel investment conference in the world.

you are the PINEAPPLE of my eye

Three pairs of alumni tied the knot in 2016. The Collins College has always been a place where students can foster long lasting relationships with their peers. It is our delight to announce these newlyweds who started their journey at The Collins College. Cheers and best wishes to our alumni! - PRIYA SHARMA



Brandon & Emily Heist

June 4, 2016

"We were both active members of multiple clubs on campus including RFP, ASEP, CMAA and CPHA. We were introduced by a mutual friend in September 2009. In March of 2010, we were reintroduced at a Caesar Chavez party at Brandon's house. Brandon asked me out for our first date in June 2010. We have been inseparable ever since and the rest is history."



Anka & Neusha Raffijadi

October 9, 2016

"We met in the second quarter of the RKR series. Due to the nature of the series, our rotations were completely opposite. Any time I had a position in the Front of House, Anka was in the Back of House, and vice versa. Finally, during Week 7, Anka's management week, I was the 'floater' and was placed in the Back of House with him as his assistant. A few sparks later, we started spending more time together."



Lera & Sean Van Straatum

November 20, 2016

In the Fall of 2007, when Sean returned to school with a braided mohawk and Lera with neon yellow heels, stars aligned and they became close friends. Both thought that their hairstyle and wardrobe choices were totally appropriate for a Club Managers Association of America meeting. Such fashion statements also helped them understand that something special was there.



Success Academy

Kris Cheung '04 is compelled to give back to the college even though he no longer works in the hospitality industry

BY PRIYA SHARMA

WHEN IT COMES TO PLANTING SEEDS, THE Collins College of Hospitality Management ensures that every student is able to grow and harvest the fruit of their hard work. Not only does it strive to produce leaders in hospitality, but leaders in the world. In the case of Kris Cheung, The Collins College hit the nail on the head.

Cheung, a 2004 alumnus, is currently the chief operating officer of Success Academy Charter Schools, an organization that manages 46 schools and serves over 16,000 students in New York City. Despite no longer working in the hospitality industry, Cheung donates regularly to his alma mater.

“I had an amazing four-year experience at The Collins College and received many scholarships. I have always wanted to give back,” he explains.

For the alumnus, his college education meant more than a degree; it was his door of opportunity. Now, he wants to be that door for someone else.

Cheung is grateful for the support he received from his college mentors. He reminisces on how the faculty and staff at The Collins College have helped lift and shape him.

“While I left the hospitality industry almost eight years ago, I would not be where I am today without the amazing educational experience and guidance from mentors like Gary Hamilton, Margie Jones, Don St. Hilaire, Marie Porter-Royce and Donna Dannan, just to name a few,” he says.

As a result, Cheung feels compelled to give back to the program that allowed him to flourish. He believes that donating to The Collins College is a way to invest in tomorrow’s leaders. Being in the education sector, he is directly involved with building futures.

“I was the recipient of someone’s generosity. The least I could do was the same. If I could just give back a little and help someone get through college, then I feel like I’m able to play a small role,” he expresses.

Hospitality was never a one-track career for him. Instead, it was a winding pathway that led him to his passion. With the essential skills he learned as a Collins student, Cheung is now able to lead a \$250 million dollar non-profit organization.

“At Success Academy Charter Schools, our mission is to build exceptional, world-class public schools where children from all backgrounds can succeed in college and life,” he explains. “Our schools are K-12, so giving back to students in college helps me personally fulfill this mission. Returning that investment to our future leaders is the least I could do.”

As the seeds that a Collins College education plants in students grow larger every day, alumni like Cheung are prime examples of what allows the program and its students to excel.

“I had an amazing four-year experience at The Collins College and received many scholarships. I have always wanted to give back.”



Department Chair

ZHENXING (EDDIE) MAO

BY DIANA GARCIA

FOR THE FIRST TIME, THE COLLINS COLLEGE OF HOSPITALITY Management has appointed a department chair. Associate Professor Zhenxing (Eddie) Mao, a faculty member of the college for more than 10 years, has accepted the role.

As department chair, Mao will facilitate all faculty matters such as tenure and promotion, selecting adjunct faculty and scheduling of classes. He will represent the department on a university level as well.


Before Mao's appointment, Associate Dean Michael Godfrey took on the responsibilities of department chair in addition to college-level duties.

Because The Collins College has grown so much recently and continues to grow, there was a need for a department chair to facilitate student and faculty day-to-day operations. Mao feels he will bring value to the college and his colleagues.

"The Collins College is still small enough to have a family culture, but big enough so we can include all the necessary resources and opportunities to benefit our students," says Mao.

His appointment will allow The Collins College to better serve its students and faculty. The position will evolve over the next few years as it becomes more established and fine tuned.

"I want to enhance the positive working environment for our faculty members and provide great learning experiences for our students," he says. "These are my two main goals so we can maintain and achieve a higher position on a state, national and international level."

A portrait of Zhenxing (Eddie) Mao, a man with short dark hair and glasses, wearing a dark pinstripe suit jacket over a blue and white checkered shirt and a dark tie. He is looking slightly to the right of the camera with a gentle smile.

“I want to enhance the positive working environment for our faculty members and provide great learning experiences for our students.”



DO PICTURES IN MENUS HELP?

The effects of pictures and food names on menu evaluations

BY DIANA GARCIA

IT IS SAID A PICTURE IS WORTH A THOUSAND WORDS. When it comes to restaurant menus, this can be beneficial or detrimental.

Assistant Professor Wan Yang partnered with a marketing lecturer from Durham University in the U.K., and an assistant professor from Zhenjiang University in China to examine the joint effects pictures, food names and consumers' information processing styles have on attitudes, purchase intentions and willingness to pay.

While studies about the effects of incorporating pictures on menus have been published, there have been no tests regarding the correlation between photos and different types of menu item names. Their article, which contains results from their experiments and considerations for restaurant managers, was published in the *International Journal of Hospitality Management*, a top-tier journal in hospitality research.

Most consumers process information either visually or verbally. Different processing styles moderate the effects of pictures and food names in menus. Yang and her colleagues tested three hypotheses and came to some interesting conclusions.

CONCLUSIONS

1 Menu items with common-descriptive names presented with pictures are more favorable to consumers than those without the visual. This hypothesis was supported throughout their testing. Pictures enhanced attitudes and made consumers more likely to indulge in the menu item.

To get to this result, consumer attitudes and outcomes were tested by presenting various sample groups with menus of a common-descriptive named dessert with and without a picture. In this case, it was *Chocolate Ice Cream*.

2 The second and third hypotheses focused on food items with ambiguous names. The same dessert using the ambiguous name *Waltz on Ice* was tested with and without a pictures.

Further, Yang and her colleagues identified which of their study participants were visualizers and which were verbalizers and compared how these groups reacted differently.

They concluded that for visualizers, menus with ambiguous food names accompanied by pictures may hinder their ability to integrate the mental image generated from the food name

with the provided picture, and result in negative outcomes. In contrast, verbalizers do not tend to construct mental images when processing verbal information and they react positively toward the presence of pictures on menu items with ambiguous names.

CONSIDERATIONS FOR RESTAURANT MANAGERS

- Name low-profit items with common-descriptive names accompanied by attractive food photos to increase sales and profit.
- Use ambiguous names for dishes to increase revenue. When this is not an option, present that menu item with a picture to increase consumer attitude, purchase intentions and willingness to pay.
- Effectively design menus and adjust visual information based on food names and target consumers' information processing styles.

Research & Innovation

ACCESS PUBLISHED
RESEARCH ARTICLES
BY COLLINS COLLEGE
FACULTY BY VISITING
bit.ly/CollinsResearch

SINCE THE LAST ISSUE OF *COLLINS* MAGAZINE, faculty have continued to participate in research projects and attend conferences for professional development. These opportunities bring innovation and the latest industry trends into the classroom. Research articles by Collins College faculty have been published in the following top-tier scholarly journals. Faculty and staff have also attended or presented at professional conferences and trade shows around the world.

SCHOLARLY JOURNALS

Anatolia

Cornell Hospitality Quarterly

International Journal of Contemporary Hospitality Management

International Journal of Hospitality and Tourism Administration

International Journal of Hospitality Management

International Journal of Tourism Science

Journal of Air Transport Management

Journal of Business Research

Journal of Creative Communications

Journal of Hospitality and Tourism Education

Journal of Hospitality and Tourism Research

Journal of Human Resources in Hospitality and Tourism

Journal of Teaching in Travel and Tourism

Journal of Travel and Tourism Marketing

Journal of Travel Research

UNLV Gaming Research and Review Journal

CONFERENCES/TRADE SHOWS

2016 Mountain Pacific Association of Colleges and
Employers Conference, Denver, Colorado

2016 Euro-CHRIE Conference, Budapest, Hungary

2016 ICHRIE Conference, Grapevine, Texas

Marketing Edge Research Summit, Los Angeles, California

22nd Annual Graduate Education & Graduate Student

Research Conference in Hospitality & Tourism, Houston, Texas

Pan-Pacific Business Research Conference, Pomona, California

7th Annual KAHTEA Conference, Las Vegas, Nevada

14th Annual APacCHRIE Conference, Bangkok, Thailand

9th Annual Western Region National Academic Advising

Association Conference, Reno, Nevada

2017 Western CHRIE Conference, San Diego, California

2017 ICHRIE Conference, Orlando, Florida

California State University Graduation Initiative 2025

Student Success Symposium, Long Beach, California

Americas Lodging Investment Summit, Los Angeles, California

2017 National Restaurant Association Show, Chicago, Illinois

2017 Marketing Executives Group Conference, Chicago, Illinois

2017 Club Managers Association of America World

Conference, Orlando, Florida

National Academic Advising Association Region 9

Conference, Reno, Nevada

OUTSTANDING FACULTY ADVISOR: Michelle Yoo



ASSISTANT PROFESSOR MICHELLE YOO was selected as The Collins College's 2017 Outstanding Faculty Advisor. The selection committee used the nominations and comments provided by students, staff and faculty to select Yoo for this honor.

She serves as the The Collins College's curriculum chair and works diligently to get students the information and answers they need to make progress through the degree program.

"Michelle is an extraordinary teacher and advisor," said a member of the selection committee. "She brings so much experience and knowledge to the table and fosters the growth of her students."

Yoo joined The Collins College team in 2015. Her area of specialty is hospitality marketing, and she teaches Hospitality Marketing Management. She holds a B.S. in Hotel Administration from Kyunghee University, Seoul, Korea; her M.S. in Hotel Administration from University of Nevada, Las Vegas (UNLV); and her Ph.D. in Hospitality Administration from UNLV.

The Outstanding Advisor Awards recognize the exemplary efforts at Cal Poly Pomona to support student success. They recognize individuals and programs that encourage students to establish goals and objectives, offer practical and innovative solutions to students' problems and provide opportunities to grow professionally.

- PRIYA SHARMA



(From left) Lecturers Jason Zhang '10, Sheree Mooney '09, Antonio 'Muniz 05, LaMarr Collins '10 (Right) Culinary Laboratory Coordinator Niloo Sarshar '13



SECOND COURSE

Alumni make a comeback at The Collins College

BY PRIYA SHARMA

THE COLLINS COLLEGE WELCOMED two new faculty for The Restaurant at Kellogg Ranch (RKR) last fall. Dining Room Lecturer LaMarr Collins '10 and Chef Lecturer Antonio Muniz '05 completed the new instruction team, which now consists entirely of alumni who became successful leaders in the industry since graduating from the program.

Collins uses his 13 years in restaurants including Red Lobster, Eureka! and Urban Plates, as a way to give his students insight into the industry. Working with the California Restaurant Association Educational Foundation in the past inspired him to motivate students.

"As a student, I got to learn about different sectors of the industry. Being on the other side now, I want to do the same for my students," he explains. "It's very rewarding."

Muniz has 20 years of professional experience and has worked his way up from line cook to traveling with Compass Group USA, a leading foodservice and

support services company that serves award-winning restaurants, corporate cafes, hospitals, schools and arenas, where he helped establishments create troubleshooting strategies to solve problems.

"When you can help people do a better job, that's when it gets really powerful. I go home and feel like I did something," Muniz says.

Collins and Muniz instruct the class that manages and operates the RKR for lunch. Their colleagues, Dining Room Lecturer Jason Zhang '10 and Chef Lecturer Sheree Mooney '09 are the dinner class instructors and Niloo Sarshar '13 is the RKR's culinary laboratory coordinator.

Zhang, was formerly involved in training development in the corporate side of restaurants. With companies like Lemonade, Starbucks, and Eureka! under his belt, he brings industry perspective to the classroom.

"I fell in love with the teamwork and relationships that come out of each class.

When I left the program, that culture never disappeared from me," he says.

After graduating, Mooney was certified at the Culinary Institute of America in Greystone and was an executive sous chef at San Francisco's SPQR, which earned a prestigious Michelin star during her tenure. She continued to gain a competitive edge in the industry, learning the tricks of the profession before bringing them back to her roots.

"When I was a student, I knew I'd want to come back and teach," Mooney says. "I love the ability to mentor students who want to learn."

Sarshar, who works behind the scenes coordinating all of the restaurant's operational costs and purchasing, enjoys working with the students. She describes the skills that the restaurant series offered her as a student that she uses in her professional position.

"You learn things about managing that you can take with you anywhere. It's really a polytechnic approach," she says.

THE *Sweet* LIFE

Orlanda De’Paz picked up baking about 13 years ago while watching her grandmother. She decided to follow her passion at The Collins College and currently works as a cook at Universal Studios Hollywood.

De’Paz plans to start her own non-profit foodservice organization one day.

In this issue, she shares some of her famous home-made delights that are perfect for the spring and summer months.



Strawberry and Cream Muffins

Yield: 1 dozen



INGREDIENTS

- 2 cups all purpose flour
- $\frac{3}{4}$ cups and 3 tablespoons of sugar, divided
- 1 $\frac{1}{2}$ teaspoons baking powder
- $\frac{1}{2}$ teaspoons baking soda
- 6 tablespoons chilled unsalted butter
- 1 cup chopped strawberries
- $\frac{3}{4}$ cup and 2 tablespoons buttermilk
- 1 egg
- 3 ounces cream cheese

DIRECTIONS

1. Preheat oven to 400 °F. Grease the bottoms of 12 muffin cups or line with paper liners.
2. Combine the flour, baking powder, baking soda and $\frac{3}{4}$ cup of sugar in a medium bowl.
3. With a pastry blender or two knives, incorporate the butter until the mixture is crumbly.
4. Stir in the strawberries.
5. Whisk the buttermilk and egg in a small bowl until blended and gently combine the buttermilk mixture into the flour mixture in the medium bowl.
6. Divide the mixture evenly among the muffin cups.
7. Dip cream cheese pieces in 2 tablespoons of sugar and place in the center of each muffin.
8. Press the cream cheese down until even with the batter and sprinkle the remaining sugar over the muffins.
9. Bake for 20 to 25 minutes or until golden brown.
10. Cool on a wire rack for about 10 minutes.
11. Remove and serve warm or at room temperature.

Spiced Apple Coffee Cake

Yield: 2 small loafs



VANILLA GLAZE INGREDIENTS

- $\frac{3}{4}$ cup confectioner's sugar (sifted)
- 2 tablespoons milk (warmed)
- $\frac{1}{2}$ teaspoon vanilla extract

CAKE INGREDIENTS

- 1 $\frac{3}{4}$ cups all purpose flour
- 1 $\frac{1}{2}$ teaspoons baking powder

- $\frac{1}{4}$ teaspoon salt
- 3 Granny Smith apples (peeled, cored, coarsely chopped)
- 2 tablespoons orange, lemon or apple juice
- $\frac{1}{3}$ cups brown sugar
- 1 $\frac{1}{2}$ teaspoon ground cardamom
- 1 teaspoon ground cinnamon
- $\frac{1}{2}$ cup unsalted butter (room temperature)
- 8 ounces cream cheese
- 1 $\frac{1}{2}$ cups sugar
- 1 teaspoon vanilla extract
- 2 eggs

VANILLA GLAZE DIRECTIONS

1. Whisk together confectioner's sugar, milk and vanilla.
2. Adjust the consistency of the glaze by adding more milk a few drops at a time if necessary.

CAKE DIRECTIONS

1. Preheat oven to 350 °F.
2. Grease and flour a 9 inch cake pan.
3. In a bowl, stir together the flour, baking powder and salt.
4. In another bowl, toss apples with the orange, lemon or apple juice.
5. In a small bowl stir together brown sugar, cardamom, and cinnamon. Add to the apples and toss to coat thoroughly. Set aside.
6. Use an electric mixture on medium speed to mix together the butter, cream cheese, remaining sugar and vanilla extract until light and fluffy.
7. Add eggs one at a time, beating well after each addition.
8. Add the dry ingredients in 2 or 3 increments and beat well until smooth.
9. Using a rubber spatula, gently fold in the apples just until evenly distributed with no more than a few strokes. Be sure not to over-mix.
10. Spoon the batter into the cake pan and spread evenly.
11. Bake for 60 to 70 minutes or until golden brown.
12. Place on a wire rack and allow to cool for 5 minutes. While the cake is still warm, place on wax paper and then apply the glaze.



Chewy Oatmeal Cookies

Yield: 1 dozen

INGREDIENTS

- 1 $\frac{1}{2}$ cups shortening
- 2 $\frac{2}{3}$ cups brown sugar
- 4 eggs (beaten)
- 2 teaspoons vanilla extract
- 2 cups all purpose flour
- 1 $\frac{1}{2}$ teaspoons baking sod
- 1 teaspoon salt
- 3 $\frac{1}{2}$ cups oatmeal



DIRECTIONS

1. Preheat oven to 350 °F.
2. Combine flour, baking soda and salt.
3. In separate bowl combine brown sugar and shortening.
4. Add vanilla extract, beaten eggs and mix.
5. Add the dry ingredients and mix until well blended.
6. Stir in the oatmeal.
7. Drop rounded teaspoons of cookie dough onto ungreased baking sheets.
8. Bake until golden brown for 10-12 minutes. The middle will look under cooked.
9. Place on cooling rack for 5 minutes and enjoy.

CAL POLY POMONA

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

Welcome To The Industry!

CAL POLY POMONA

The Collins College of Hospitality Management

Shaping the Future
of Hospitality Leaders

The Nation's Premier
Hospitality Program

Congratulations to the class of 2017, the future leaders of the hospitality industry. The following companies proudly recognize The Collins College of Hospitality Management at Cal Poly Pomona.



collins.cpp.edu