



Bruce Baltin expends a generous amount of his time on the Hospitality Uncorked planning committee. He's joined here by Margrit Mondavi and fellow committee members Bridget Bilinski, Bruce Gorelick and Mary Niven at the 2012 gala.

The Go-to Guy

Longtime board member honored for 25-year-effort

BY ELAINE REGUS

BRUCE BALTIM, SENIOR VICE PRESIDENT OF PKF CONSULTING USA, is the first one to call when it comes to tracking and forecasting hospitality trends in the greater Southern California region.

Every year, Baltin, in partnership with The Collins College of Hospitality Management, hosts the annual Southern California Visitor Industry Outlook Conference (VIOC) where he and others share current trends and data on the hospitality and tourism industry.

Baltin uses the conference as a springboard to release his Southern California Lodging Forecast for the coming year. The forecast is eagerly awaited by hotel owners, developers and others, who rely on Baltin's expertise for planning and budgeting purposes.

"Bruce Baltin is, without doubt, one of the most respected consulting professionals working in the greater hospitality industry and a key, go-to person when it comes to

almost anything hospitality in this region," said Collins College Dean Ed Merritt.

"Bruce is also one of our most generous, Collins College family members. He is always there with a positive word, an internship for one of our students, or generous and untiring work on our fund-raising efforts," Merritt said.

This year, Baltin, was honored at the 25th annual Visitor Industry Outlook Conference on Oct. 24 at the Long Beach Convention and Entertainment Center for his leadership and contributions to the conference and for his commitment to hospitality education at The Collins College.

Baltin has contributed his time and talent to The Collins College since it was established in 1973. He is a long-time member of college's Board of Advisors and has served on the Executive Committee for the past 15 years. He mentors Collins students and hires Collins graduates.

"There are very few things I get involved

with, because when I get involved, I like to really get involved. It's my second job," said Baltin, who recently turned 70.

"I don't plan to retire but, by the same token, I'm trying for more balance in my life. Part of the blend is less PKF work and more giving back to the industry."

Over the years, Baltin has seen the college evolve into one of the nation's premier hospitality management programs. That positive progress is one reason he remains involved and the main reason why he hires Collins graduates.

Besides himself and his partner, two of the four professional staff currently in his office are Collins alumni.

"The students we have from Collins are excellent," Baltin said. "The college has kept its learn-by-doing approach but it also does a very good job of grooming students to be contributors to the industry."

In recognition of Baltin's contributions to the industry and the college, proceeds from the 25th annual conference will be used to create a naming opportunity for Baltin in the college's expansion project, which breaks ground this winter.

As a tribute to Baltin, the Long Beach Convention and Entertainment Center, which hosted this year's conference, generously donated the space and food so a greater share of the proceeds could be donated in his name.



Baltin is senior vice president of PKF Consulting USA. He co-hosts VIOC each year with the college.