

FALL 2013

In This Issue:

Honoring Montage's CEO

Alumna Gives Back

2013 Commencement

Collins

A publication by The Collins College of Hospitality Management



CAL POLY POMONA



Collins

A publication by
The Collins College of
Hospitality Management

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Cover photo: Dr. Dan Hostetler, Jon McPherson and Dr. Margie Ferree Jones are key to Horsehill Vineyards' success.

PHOTO BY TOM ZASADZINSKI

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Report From The **Dean's Desk**



THE COLLINS COLLEGE OF HOSPITALITY MANAGEMENT must not rest on past successes. We must continue to be thoughtful custodians of our rich heritage and tradition and judicious with college resources, and we must press forward. The next logical step is identifying a strategy that will help the college in promoting and capitalizing on its uniqueness and thereby differentiating itself from other programs.

By doing so, the college can continue further enhancing its reputation as one of the finest hospitality management programs in North America.

I have spent time over the past several weeks speaking with and surveying students, alumni, faculty members, staff, board members, and major employers—more than 300 to date—helping identify and validate some of the major questions about our distinctive brand. The study results are tremendously beneficial and provide a base from which to proceed.

Distinctiveness - The Collins College specializes in management operations. We are not primarily a restaurant, hotel or other particular program discipline. Similarly, we do not focus on generic management functions, such as leadership, finance, marketing or strategy. Instead, we integrate the functions with the disciplines and prepare up-and-coming hospitality managers to go into operations as assistant and department managers in properties such as restaurants, hotels and clubs. We also provide additional avenues, such as consulting and financial services. This is great news and provides rich opportunity in attracting students and appealing to potential employers.

Strengths and weaknesses - Further analysis helps us identify our strengths and weaknesses. Respondents agree that our historical connection to the College of Business Administration is a plus and that the learn-by-doing approach to education is important to promote. We do a good job in valuing and developing graduates with great attitudes, who integrate well organizationally. Developing these soft skills is important to potential employers. Understanding our weaknesses is valuable, as well. Participants told us that we could do a better job in valuing and preparing students for analysis and forecasting, and that developing these hard skills is very important to potential employers. These are key takeaways in refining the quality of our students and improving our reputation.

Teaching - Our college has a great reputation for teaching. As we move forward, we will work to better integrate the teacher-scholar model, as described in Cal Poly Pomona's Vision, by promoting lifelong intentional learning to our students, actively engaging in

advancing our fields of inquiry, and committing to blending teaching and scholarship in creative manners. We must develop opportunities for faculty members to feel comfortable in contributing to this model.

Service - The Collins College is small by comparison to other colleges on campus. As a result, the expected service load is disproportionately heavy. However, our faculty members are seen as high producers in terms of service effort. I will work with faculty members to help ensure that expectations are prioritized and expressed in precise terms.

Research, scholarship and creative activities - Faculty members are viewed as being highly involved in research. Using the teacher-scholar model, we can do an even more effective job in connecting research, scholarship, and creative activities with teaching.

Development - Generous giving by donors has created our significant college endowment and is the lifeblood for scholarships, building, and faculty research and development. All areas benefit from successful development, and I will continue to nurture relationships, restore past affiliations, and develop new sources for support and partnerships.

Student growth and excellence - The Collins College is experiencing an increased demand by students beyond CSU-set enrollment targets (FTES). It may seem logical to focus on growth. However, the university does not receive student funding from the CSU for enrollment beyond its target. If we were to accept students beyond our target, we would experience larger classes and other negative effects. The high demand does have benefit in allowing us to increase student selectivity, thereby providing a higher-level learning experience and a better-prepared job applicant.

New programs - Although the CSU places restrictions on the amount of resident students that it will fund, we have numerous opportunities for growth. Examples include: increasing non-resident undergraduates; growing our Master of Science program; re-focusing attention on our MBA; offering distance-learning formats; offering a doctoral program, and considering partnerships, such as the new joint certificate with UC Irvine. Many of these programs could be created under the self-support category, which allows the college to benefit from excess cash flow.

The future for The Collins College is bright, indeed! Thank you, so much, for being part of our legacy.

All the best,

ED.

Edward A. Merritt, PhD
Interim Dean and Professor

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Journalist **SONJA BJELLAND** spent a decade writing for newspapers covering crime and victim's issues before deciding it was healthier to write about yoga and travel on her website, YogaRetreatsandTravel.com.

Unwilling to just write about a healthy body, mind and soul, she is returning to school to pursue a career in the medical field.



DIANA GARCIA is The Collins College's communications assistant. She helps manage the college's social media networks, including those for the Restaurant at Kellogg Ranch and Collins Hospitality Society, and assists with the CSU Hospitality Management Education Initiative.

The '12 public relations graduate has two years of professional public relations experience in different aspects of the university.



LISA MCPHERON is the director of communications & external relations for The Collins College. She is editor of *Collins* magazine and oversees the college's communication and alumni projects, as well as, the CSU Hospitality Management Education Initiative.

She has more than 10 years of experience working in higher education public affairs and print journalism combined.



A former longtime newspaper journalist, **CARLA SANDERS** is a freelance writer and editor based in the Inland Empire. She has worked with organizations such as Western University of Health Sciences, the Webb Schools, Inland

Custom Publishing Group and the Ontario Convention and Visitors Bureau. She is a frequent contributor to *Collins* and other Cal Poly Pomona publications.



TOM ZASADZINSKI is the university photographer and his list of professional awards is extensive. Last year, he won a bronze award for Photographer of the Year from the Council for Advancement and Support of Education

(CASE). Before coming to Cal Poly Pomona, he was a photojournalist for the *Inland Valley Daily Bulletin*.

Not Pictured:

SUSAN GUNTNER has designed each issue of *Collins* magazine as well as a wealth of other creative projects for non-profit organizations and local colleges. She is an artist, who enjoys cooking and the outdoors.

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.



BUILDING A LEGACY: The Collins College Expansion Project

Alumni Donor Recognition Campaign

WHAT IS A DONOR RECOGNITION CAMPAIGN?

The donor recognition campaign is an opportunity for alumni, friends and organizations to leave a lasting impression with a personalized nameplate that will stand as a tribute to you and others. Your support creates a timeless message for future generations of students, educators and leaders in the hospitality industry.

Your personalized naming plate will be displayed on a donor wall outside the new academic building at The Collins College of Hospitality Management.

The Collins College invites you to add your personalized inscription to:

- **Commemorate your graduation or milestone**
- **Honor a classmate, family member, or influential person in your life**
- **Create words of encouragement for future alumni and affection for Cal Poly Pomona**

Each gift demonstrates your support for The Collins College at Cal Poly Pomona and the role of the new \$10 million, state-of-the-art Academic Building has on future generations of Collins College students. Your donation will directly support the building fund, state-of-the-art equipment, and maintenance costs for the new academic building.

PERSONALIZED INSCRIPTION

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2 lines, 26 characters

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Limited spaces available, reserve your space today!

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Above: Jonnathan Courtney graduated in June 2013 and is a chef at the St. Regis Monarch Beach Resort. Inset: Courtney finished seventh in the national Confrérie de la Chaîne des Rôtisseurs' Best Young Chef competition. Participation in this distinguished competition is by invitation only.

Best in The West

BY DIANA GARCIA

RECENT ALUMNUS, JONNATHAN COURTNEY was named the Far West Regional Winner at the 2013 Best Young Chef competition, sponsored by the Confrérie de la Chaîne des Rôtisseurs, for the second year in a row.

Courtney '13 has been working as a chef at the St. Regis Monarch Beach Resort for the past two years and was encouraged to compete in the Far West competition by his head chef. Courtney was one of nine regional winners across the country, who moved on to compete in the national finals held at Chicago's Kendall College in June. He placed seventh in the country overall.

Courtney's dexterity around the kitchen was not the only reason why he had the honor of competing with other top young chefs in

the nation. His talents are backed up with quality education as a recent graduate of The Collins College, with culinary and baking certifications from Orange Coast College in Costa Mesa.

"I was going to two schools full time and working full time," he said. "My professors at The Collins College were very understanding of that and are definitely a big part of where I am today."

From the time he was 11 years old, Courtney borrowed cookbooks from libraries and hand-wrote the recipes into a folder to cook later for family and friends. At 12, he was in the kitchen helping his dad, an executive chef and, at 15, he catered backyard parties by himself.

"Now that I have my bachelor's in hospitality management, I'm not limited to the kitchen," he said. "Having both culinary training and a hospitality management degree has opened up a lot of doors for me."

The next step in Courtney's life will be to pack his bags and head overseas to work at the St. Regis Mallorca Resort in Spain. "I will finish off the year here and my next adventure will start at the beginning of next year when I move to Europe."



Napa Valley Retreat Wines, Dines

BY LISA MCPHERON

THE COLLINS COLLEGE BOARD OF ADVISORS AND THEIR spouses were treated to an exquisite Napa Valley retreat this summer, courtesy of fellow board members David Shipman, then-managing director of the Vintage Inn and Villagio Inn and Spa, and Larry Shupnick, senior vice president of development and acquisitions for Interstate Hotels & Resorts.

The retreat acted as a way to showcase the unlimited hospitality of Yountville and surrounding Napa Valley towns and to build stronger rapport among the board. Shipman and Shupnick rolled out the red carpet by wining and dining The Collins College group. Highlights from the retreat, and there were many highlights, included a family-style alfresco lunch at Tamber Bey Vineyards at Calistoga Ranch and a poolside creole-themed party with a live band at the Villagio Inn and Spa. Executive Chef Kevin Miller and his talented culinary team from the two hotels prepared each meal.

“It was a pleasure to host the Board of Advisors for the weekend,” Shipman said. “It does so much good to get out of the boardroom and into an environment where we can get to know each other more and develop stronger connections. There’s no better place to do that than Napa Valley.”

The board did get down to business with a meeting in the historic Barrel Room, which is an expansive space once used by the Groezinger Winery starting in the 1870s. The board discussed: how to better market the college; a professional development program partnership with UC Irvine; Hospitality Uncorked, and heard a presentation on the region’s tourism appeal from Clay Gregory, president and CEO of Visit Napa Valley.

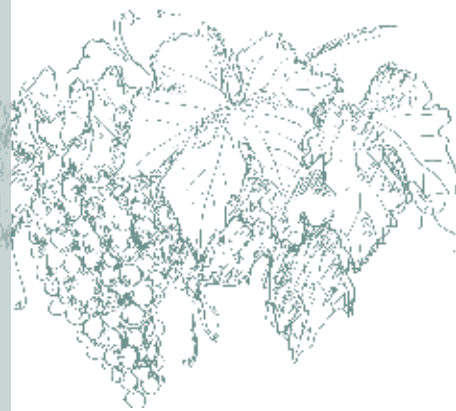
As a special surprise, Yountville Mayor John Dunbar presented a proclamation to the college, which stated, “Yountville’s luxury-destination, tourism-based economy has no doubt benefited from the efforts of The Collins College of Hospitality Management’s customized curriculum that prepared their graduates...” declaring July 20, 2013, The Collins College of Hospitality Management at Cal Poly Pomona Day in Yountville.

“David and Larry were exceptional hosts and I’m incredibly grateful for their generosity,” said Mary Niven, chair of the board and vice president of Disney California Adventure and Guest Services at the Disneyland Resort. “They gave us a taste of Napa Valley luxury, and they made it look easy.”

The retreat included an alfresco lunch at the Tamber Bey Vineyards.

Larry Shupnick (right) and his partner, Jo Frank, (third from right) hosted a reception at their home during the retreat. They are joined here by Leslie and Bob Spivak.

(from left) David Shipman and Yountville Mayor John Dunbar stand outside the historic Barrel Room.





Find Us on YouTube

Did you know The Collins College has a YouTube channel? Take an insider’s look at the college and some of our most elaborate and successful events. Check out our “Favorite videos” for great clips submitted by students and other organizations. Visit youtube.com/thecollinscollege or scan the QR code.



Alumnus Mark Peel joins students Kezia Adhidharma and Fernando Yuan during the 2013 Southern California Tasting and Auction.

College Supports ‘Tasting’

THIS PAST SPRING, THE UNIVERSITY HOSTED the 6th annual Southern California Wine Tasting and Auction, and numerous students, faculty, staff and alumni helped make the event an enjoyable culinary celebration.

Guests of the event savored a sampling of cuisine and wine from some of the most popular restaurants in the region while they mingled with friends and enjoyed auctions and musical entertainment.

Distinguished Alumnus Chef Mark Peel was on hand as a celebrity tasting judge who gave high marks to dishes prepared by the Restaurant at Kellogg Ranch. With Chef/Instructor Scott Rudolph and students from United Culinarians (UC) leading efforts, the RKR earned the award for Best Appetizer and the Farmer’s Market Choice award for three chilled soups: cucumber garnished with salmon roe, crème fraiche and dill; roasted yellow bell pepper and micro cilantro, and tomato gazpacho with edible flower petals.

The university-sponsored fundraiser allows the neighboring community to support the university while enjoying fine wines and food in the most beautiful setting on campus – the Rose Garden and the Aratani Japanese Garden. Proceeds benefited Cal Poly Pomona with scholarships and academic enrichment opportunities.

Helping hands from The Collins College also included three student interns and 44 students from Jennifer Shepherd’s Special Events Analysis class.

“The Collins College students are true leaders in the hospitality industry and we always look forward to working with them each year,” said Donna Holman, director of events and special projects at Cal Poly Pomona. “We are truly grateful for the college’s continued support of the Tasting.” – DIANA GARCIA

Fun at the Fair: Spring Carnival

WHAT DO YOU GET WHEN YOU MIX A PIG, hundreds of burgers, water balloons and a dunk tank?

“The best Dean’s Event yet,” according to student Melissa Fackler.

Each year, the college marks the end of an academic year with the Spring Carnival with lunch provided by Farmer Boys. This past May, hundreds of students gathered for the event, which included the annual tradition of a burger-eating contest. Not to be defeated, student Nestor Gonzalez, president of the Student Alumni Association, was crowned king after he gobbled down the loaded Farmer Boys burger with ease.

Danny’s Farm petting zoo was also there with their furry friends and all the student clubs hosted their own carnival games including ring toss, pie-in-the-hole and more. – DIANA GARCIA



Student Nestor Gonzalez won the Farmer Boys burger-eating contest for the second year.

Destiny Ogletree, Clancy McCrory, Michelle Tu and Carolyn Randolph show their school spirit at the Spring Carnival.



Getting Oriented

Mary Rainey, an incoming freshman, gets some help from Collins College Ambassador Joelyn Ivankovic in the University Library this past August during Orientation. The Collins College welcomed its largest class of incoming freshman and transfer students this fall with nearly 400 new students.

PHOTO BY TOM ZASADZINSKI

SMALL BITES:

The Scoop on Student News

Take a bite of this: **Ryan Spicer, Fernando Yuan, Nishaan Chavda** and **Mark Botieff** passed the challenging Level 2 Court of Master Sommelier Certified Sommelier Exam. Botieff was the top scorer, which earned him the Ste. Michelle's Walter Clore Scholarship to help him study for the Level 3 Advanced Sommelier Exam. Spicer kept his plate full with internships this year at Outback Steakhouse, Marriott Newport Coast and most recently, Fleming's. **Nadine Plomitzer** spent the summer as sales and catering intern for the DoubleTree Downtown Los Angeles thanks to the Mentor Program and the guidance of Board of Advisors member **Mark Burden** of Rim Hospitality. Turning up the flame this summer was **Spencer Horovitz**, who worked with Enfuso, an olive oil company, to create new menu items, and did chef

demos at a Williams and Sonoma to highlight the products. Horovitz also hosted a cooking demonstration by whipping up gazpacho for a crowd of 50 students from Glory Christian Fellowship in Carson when they came to tour the college in July. Also serving up some volunteerism were members of Association of Beverage Professionals, who volunteered at various activities with Southern Wine and Spirits, Western University of Health Sciences, and for the university's Southern California Tasting and Auction. Cal Poly Hospitality Association dished out their helping hands at a community service restoration event with L'Avocat Orchard Project in Santa Ana. They also toured the Crown Plaza Commerce Casino. The Collins College is pleased to announce the 2013-2014 Collins Ambassadors are: **Kristina**



Cassandra Williams has been selected as the Western Regional Chair for the National Society of Minorities in Hospitality.

Alcocer, Joelyn Ivankovic, Jonathan Joyner, Nadine Plomitzer, Alicia Ruiz and returning students **Melissa Fackler** and **Mario Jaramillo**. And for the last course: **Cassandra Williams** started her role as NSMH's Western Regional Chair. The icing on the cake was her weekend in Washington, D.C., for a National Leadership Retreat where attendees started planning next year's National Conference.



Good Night, and Good Luck

The Collins College and the Collins Hospitality Society bade farewell to Dean Andy Feinstein during Night at the Ranch on June 7. More than 150 people attended the outdoor Santa Maria-style BBQ for the dean. After nearly six years leading The Collins College, Feinstein has accepted the position of deputy provost at San Jose State University. He is joined here with his daughter, Rachel, and the Collins Hospitality Society Board.

PHOTO BY KENNETH DOKKO



History in a Bottle

Horsehill Vineyards
preserves the agricultural
history of the
Cucamonga Valley

BY CARLA SANDERS

A DOZEN YEARS AGO, A SMALL PIECE of regional history took root on the Cal Poly Pomona campus. The fruits of that endeavor again are on public display with the recent release of a new vintage of wine from the campus's Horsehill Vineyards.

The 2011 Kellogg Cuvée pays homage to the university's legacy as well as to Cal Poly Pomona's new tradition of winemaking. The wine commemorates the university's 75th anniversary and is encased in deep olive-green glass with an elegant gold label silkscreened onto the bottle, a nod to the Bronco colors of green and gold. A champagne-colored vine trails beside the label.

continued on next page



Experts Weigh In

John Solomon, a local wine expert and owner of Liquorama in Upland, along with the store's chief wine buyer and sommelier Blake Leland, offered their impressions of the 2011 Kellogg Cuvée:

AROMA: Rustic in nature, with hints of dried black fruit.

TASTE: A light nose with flavors of bright strawberry, baking spices, and some cranberry tartness; supple soft tannins; medium dry; a lighter-bodied zinfandel.

PAIR WITH: Roast, vegetable lasagna, spicy ribs, flatbread pizza.

WHAT THEY SAID: "I think their wines can only get better and better," said Solomon. "I predict good things to come."



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While the wine production is a joint operation among The Collins College of Hospitality Management, the College of Agriculture and South Coast Winery in Temecula, those involved hope others on campus will take ownership of the wine as well.

“We want this to be a campus gem,” said Dr. Margie Ferree Jones, associate professor in The Collins College, who has helped oversee the winemaking efforts. “It’s not mine; it’s ours, it’s yours. It belongs to everyone here.”

Kellogg Cuvée is the latest wine to come out of Horsehill Vineyards. It follows the release this past spring of Rossana Sparkling Wine, a brut rosé zinfandel, and several other vintages since the inaugural rosé from Horsehill Vineyards debuted in 2008, some of which have been honored with medals at various wine competitions.

“It’s been fun to watch the evolution of the wines made from the vineyards on campus,” said Dr. Bob Small, emeritus professor and former dean of The Collins College. He was instrumental in the inception of Horsehill Vineyards, along with the College of Agriculture’s Dr. Dan Hostetler and Don Galleano, of the historic Galleano Winery in Mira Loma. “We started off with a rosé because they were young vines.”

It was Galleano who brought the cuttings for those vines to the Cal Poly Pomona campus in 2001. The vintner, whose family’s involvement in the region’s wine-growing industry harks back to the 1920s, headed

“They were taking indigenous vines and moving them several miles west,” she said. “They faced rot and disease. It’s been really fun but there has definitely been a learning curve.”

That curve included losing more than half of the initial 3½ acres to Pierce’s Disease, said Hostetler, director of farming operations for Cal Poly Pomona. Pierce’s is a bacterial disease that affects grapevines.

“It was hard to have to learn lessons the way we learned them,” he recalled. On the plus side: The trials taught the colleges a great deal about cultivation and keeping the vines disease-free. “Have we learned from our mistakes?” he said. “Oh, yeah.”

Part of Jones’ role is to coordinate the winemaking with South Coast Winery in Temecula. The university’s grapes are delivered to the winery, where additional grapes are sometimes mixed in to create the Cal Poly Pomona vintages. Master winemaker and South Coast’s Director of Winemaking Jon McPherson oversees the actual winemaking process, bottling about 400 cases of each vintage for the university.

“It’s been a great pairing to be working together,” he said of the unique collaboration with Cal Poly Pomona. “It’s a natural marriage.”

The Kellogg Cuvée used grapes picked in 2011, he explained. While previous wines had been pinks or rosés, two years ago “the grapes got ripe enough to make a red, which became part of the 75th anniversary blend.”

It’s very exciting to see wine coming out of a university —JOHN SOLOMON

to Rancho Cucamonga and the De Ambrogio Ranch. That property, at Foothill Boulevard and Haven Avenue, was in the midst of being sold to make way for commercial development. Before the last vines were gone forever, Galleano arrived and selected cuttings from 400 grapevines, many of which had been planted in the early 1900s.

Back then, the Cucamonga Valley was rich with farmland, and vineyards covered more than 100,000 acres, according to historical information. The earliest large plantings were done in 1838 by Tiburcio Tapia, followed by other early pioneers John Rains and Secondo Guasti.

Prohibition curtailed large-scale winemaking efforts from 1919-1933, but production resumed afterward and by the early 1940s, about 40,000 acres in the region were planted in grapevines. But as residential growth continued eastward, the land beneath the vines became extremely valuable and most of it was sold off for homes and other developments. Only a handful of wineries remain.

It was that unique heritage and a hope of preserving at least a small portion of the valley’s past that prompted the Cal Poly Pomona endeavor 12 years ago.

“Our intent was to produce wine, but also to look at developing programmatic options for the university as well,” recalled Small. “We ended up with something we were able to sell while also promoting The Collins College and the College of Agriculture.”

Jones, who is a wine educator at The Collins College, noted that the startup of Horsehill Vineyards was not without its challenges.

And more grapes are on the way. Hostetler noted that the college recently finished putting trellises on five acres along Kellogg Drive and Interstate 10. The grapes are expected to go into the ground in February. Another five acres will be planted the following year and the acreage lost to disease also will be replanted.

Looking five years down the road, Hostetler said he would like to be using 100 percent Cal Poly Pomona juice for its wines by then and perhaps one day “make our own wine on campus. For that, we’ll need a good donor to come in and help us out.”

In the meantime, Cal Poly Pomona will continue to educate its students in viticulture and involve as many as 200 in a typical year “who put their hands on the vine in some way, shape or form,” according to Hostetler. “They are planting, irrigating, mowing, pruning – doing something in some way or another.”

John Solomon, a local wine expert who tasted the newest offering, praised Cal Poly Pomona’s effort.

“It’s very exciting to see wine coming out of a university,” he said.

Jones echoed those sentiments. She noted that students are learning how grapes are cultivated and grown and how the wine is made. They are also involved in sales and marketing.

“I am very proud of what we accomplish,” she said. “The opportunity to be involved in a project like this is really a special deal.”

PHOTOS BY TOM ZASADZINSKI



Alan Fuerstman will receive the Robert Mondavi Wine & Food Award at the 2014 Hospitality Uncorked.

PHOTO COURTESY OF MONTAGE

Luxury Defined

Montage's top executive will receive the 2014 Mondavi Award

BY ELAINE REGUS

Bridget Bilinski, area vice president for Marriott International, member of The Collins College Board of Advisors and chair of the Hospitality Uncorked committee, said Fuerstman's vision, leadership and passion for the hospitality industry combined with his commitment to growing future industry leaders by hiring Collins students and graduates, made him an obvious choice for the honor.

"Here is a man who reinvented luxury," Bilinski said. "Through his vision, we have these amazing places called Montage that have made all the other luxury hotels really perk up and pay attention."

Fuerstman founded Montage Hotels and Resorts in January 2002. The following year, Montage opened its flagship resort, Montage Laguna Beach, a Forbes five-star resort with a five-star restaurant, Studio, and the first-ever, Forbes five-star-rated spa. Other properties include Montage Beverly Hills and Montage Deer Valley in Park City, Utah. Next year, Fuerstman will extend his brand west to Montage Kapalua Bay on Maui in Hawaii.

Each Montage resort has a tremendous spirit and sense of place reflected in the architecture, design and overall style that pays homage to the local environment.

"What translates magnificently from Montage to Montage is our style of service, which is gracious hospitable and luxury service that is unscripted, highly attentive, with a tremendous emphasis on personalization," Fuerstman said.

He summed up the Montage brand in two words: Enriching lives.

"Our focus is on enriching lives on many levels whether it's our associates who work for us, our guests who are coming to stay, or the communities in which we operate," he said.

Fuerstman is proud of the fact that Montage Beverly Hills was the first newly constructed, mixed-use hotel and residential project in Southern California to achieve Gold LEED Certification and that Montage Deer Valley was the first LEED hotel in Utah.

"It's very much in keeping with our focus on the environment and our strong belief that luxury and sustainability can co-exist without sacrificing any aspect of luxury but by being responsible in a sustainable manner."

ALAN J. FUERSTMAN REVOLUTIONIZED THE ULTRA-LUXURY HOTEL INDUSTRY by redefining luxury from a perception of it being stuffy, snobbish and scripted to approachable, authentic and environmentally friendly, without sacrificing excellence.

The founder and CEO of Montage Hotels and Resorts believes that the next generation of luxury traveler is looking for a more gracious style of service but with the same incredible attention to detail, craftsmanship and quality.

"You can be as comfortable in our five-star restaurant in jeans as you are in a suit," Fuerstman said. "You can enjoy the finer things in life without being intimidated or being made to feel out of your comfort zone."

In recognition of his contributions to the hospitality industry, Fuerstman has been chosen to receive the Robert Mondavi Wine & Food Award at Hospitality Uncorked, the college's annual, fund-raising gala at the JW Marriott Los Angeles on Saturday, Feb. 8, 2014.



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.

HONORING THE CLASS OF 2013



1. Carol Collins gives a big thumbs up to the class of 2013.

2. President Michael Ortiz presents Hae Park with an honorary doctorate.

3. Valedictorian Lauren Parr and McPhee Scholar Carolyn Randolph

4. Breanna Vargas peeks over a crowd of fellow graduates.

THE SUN SHINED BRIGHT AND FATHER'S DAY ACTIVITIES PAUSED ON Sunday, June 16, for the 2013 Collins College of Hospitality Management Commencement Ceremony in the University Quad. Distinguished Alumnus Hae Park was presented with an honorary doctorate for his successes and steadfast commitment to the college.

For those with loved ones on the other side of the globe or states away, Cal Poly Pomona made it possible for everyone to tune-in while ceremonies were broadcast live. Videos and photos of the 2013 ceremonies and archives of past years can be found at www.csupomona.edu/commencement.

Walking across the commencement stage, diploma in hand, is easily one of the defining moments of a student's college career. These photos capture some of the joy and excitement of the day. Congratulations graduates!

– DIANA GARCIA

PHOTOS BY TOM ZASADZINSKI





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5. Tracy Tran

6. Hae Park's family, Eugene, Eunice and Shina, enjoy a laugh with Sandi Davis during the ceremony.

7. Raul Bermudez

8. Ernie Briones leads the processional as macebearer.

9. Kevin Bosson

2012/13 Collins College of Hospitality Management Donor Honor Roll

THE COLLINS COLLEGE OF HOSPITALITY MANAGEMENT is moving forward with a \$10 million academic building expansion thanks to an outstanding year of giving. The college benefited from \$2,757,831 in monetary donations and gifts-in-kind. Additionally, the college received \$247,500 in new pledges.

Notably, Hospitality Uncorked 2013 last March raised more than \$500,000 - the single largest fundraiser to date for the college. The gala wined and dined nearly 700 people at the JW Marriott Long Angeles and honored Visit California's CEO Caroline Beteta with the Robert Mondavi Wine & Food Award.

"The Collins College's successes have often been defined by the generous support of our friends in the industry and alumni," said Dean Ed Merritt. "It warms my heart to see such generosity impact the lives of students every day."

The Collins College would like to sincerely thank those who have given this year. The Donor Honor Roll features the names of individuals, businesses and organizations that have provided cash gifts or gifts-in-kind from July 1, 2012, to June 30, 2013.

\$1,000,000 and more

Carol & **James A. Collins**

\$50,000 to \$999,999

PKF Consulting USA (**Bruce Baltin**)

\$20,000 to \$49,999

Donna* & Michael Dannan
Disney California Adventure Park
& Guest Services, The Disney
Resort (**Mary Niven**)

Thomas & Gerrienne **Goff**
Bruce Gorelick*

Rim Hospitality (**Mark Burden**)

Eva Wassermann* and Roger
G. Hill, II

\$10,000 to \$19,999

American Hotel & Lodging
Educational Foundation
Banfi Vintners Foundation

Russ and Judy **Bendel**

Eureka! Gourmet Burgers and
Craft Beer (**Justin Nedelman**)

Michele L. Gendreau*

The Handlery Foundation
International Foodservice
Manufacturers Association

Educational Foundation
Jones Lang LaSalle Hotels

Mary Niven

Panda Restaurant Group, Inc. /
Andrew & Peggy Cherng
Polly's Inc. (**Eddie Sheldrake**)

\$5,000 to \$9999

Naoe Amemiya
Bridget* & Kazimir **Bilinski**
Hilton Worldwide (**Diane**
Jaskulske)

Los Angeles Times
David A. Phifer

Rudi Wiest Selections
Sysco Los Angeles

\$1,000 to \$4,999

Advantage Pharmaceuticals
Anaheim/Orange County Hotel
& Lodging Association

Anaheim/Orange County Visitor
& Convention Bureau

The Avis Budget Charitable
Foundation

Donald B. Ayres, III
Beverly Hills Conference &
Visitors Bureau
California Hotel & Motel

Association Education
Foundation

Daniel Carricino

Chamade Foundation, Inc.

Enterprise Rent-A-Car Company
of Los Angeles, LLC

Mary Alice & **Richard N. Frank/**
Lawry's Restaurants, Inc.

Fresh & Ready Foods/**Chuck**
Lehman

FreshPoint Southern California
(**Verne Lusby**)

Edwin D. Fuller
Hotel & Restaurant Foundation

The Hoyt & Viorica Pardee
Foundation

In-N-Out Burger

The International Gold and
Silver Plate Society

Long Beach Convention &
Visitors Bureau

Los Angeles Airport Marriott
Hotel

Los Angeles Tourism &
Convention Board

Marriott International, Inc.
(**Bridget Bilinski***)

MCL's Elevenfifty Green Street
Restaurant/Michael Hawkins

Meridian Pacific, Inc.

Newport Beach Company

Orange County Wine Society

Robert A. Palmer

R.D. Olson Development

Russel Radach

Jay Rasulo

Rio Hondo Kennel Club, Inc.

Robert Mondavi Winery

Michael J. Ross*

Michael M. Ross

Santa Monica Convention &
Visitors Bureau

sbe (**Afshin Kateb**)

J. Ernest Simpson

Robert W. Small

Visit California International

Visit West Hollywood

Art Whitney

Wolfgang Puck Catering

\$1 to \$999

Allison Abbs*

Saul Adelsberg

Robert A. Alter*

Payam Amin

Anaheim Marriott

Kandee Anderson

Ballpark Pizza Team, Inc.

Bruce Baltin

Dolores A. Barsellotti*
 Basic American Foods
 Joy Berry
 Blue Pacific Realty
 Border Grill Restaurant
 Barbara Jean Bruin*
Mark Burden
 Margaret G. Bailey*
 Cal Poly Pomona Pacesetters
 California Community
 Foundation
 Coca-Cola Refreshments
 Cornish & Carey Commercial
 Cosmopolitan Hotel
 Costa Mesa Conference & Visitors
 Bureau
 Costa Mesa Marriott
 Courtyard by Marriott - Los
 Angeles LAX
 Robin Cowans
 Russell Cox
 The Culinary institute of America
 at Greystone
 Steve Dawe
 Debbie Douglas Designs
 Ben Dewald*
 Discover Los Angeles
 Shelley Doonan*
 Downey Nissan
 The Downie Family Trust
 Carolyn & Julien Dugas
 Ecolab, Inc.
 Edward Don & Company
 Chris Ehorn
 Jo Anne & Jack Faer
 The Fairmont Miramar Hotel &
 Bungalows
 Farmer Boys Foods, Inc.
 Kerry & **Andy Feinstein**
 Sheldon Feinstein
 Flemming's
 Erin Flood*
 Michael Gallagher
 Lois & Lowell Godfrey
 Sara & Stuart Gold

Gordon Restaurant Group/
Howard Gordon
 Greater Palm Springs Convention
 & Visitors Bureau
 Alan S. Gregory
 Grill Concepts, Inc./Bob Spivak
 Jenesie Hardyman*
Daniel P. Harley
 Dean S. Haupt
 The Heathman Hotel
 Michelle and Robert
 Higginbotham
 Hodak Sales, Inc.
 Berthram T. Hoffman
 Lisa Hogan*
 Innovative Dining Group
 Pat Jones
 JW Marriott Desert Springs Resort
 & Spa
 Cheryl & Jason* Keeline
 Sandra L. Kelton Rogers
 Leah Koski*
 KTS Business Solutions
 Lazy Dog Restaurant & Bar/**Chris
 Simms**
 Jacob League*
 Mark LeBlanc
 Myong Jae (MJ) Lee
 William S. Lickiss
 The Lodge at Sonoma
 Loews Santa Monica Beach Hotel
 The Los Angeles Lakers, Inc.
 Murray Lowe*
 Gary Maggetti
 Marina Del Rey Marriott
 MarkeTeam
 Marriott Anaheim
 Marriott Coronado
 Marriott Marina Del Rey
 Erin Mascho*
 Dawna Mason
 David McCaslin
 Lisa McPheron
 Mark Mears
 MeringCarson
 Margaret & **Ed A. Merritt**

Michelle A. and Evan J. Morick
 Morongo Casino, Resort & Spa
 Rodney Moses
 Neiman Marcus
 Jean V. Nevins*
 Newport Meat Co.
 Walter Noce
 Robert Olson
 Outback Steakhouse (**Joe Gatto**)
 The Pacific Group, Inc.
 Pasadena Convention & Visitors
 Bureau
 Robert Patterson
 The Peninsula Beverly Hills
 Summer Pettus*
 Danny Phillips
 Evelyn G. Pohlmann
 Laura Pohopien
 Political Solutions, LLC
 Harry Anthony Prince
 Renaissance Hotel Los Angeles
 Airport
 Renaissance Long Beach Hotel
 Ronald Rhodes
 The Ritz-Carlton, Marina del Rey
 Amy Rockefeller
 Stephen Ropfogel*
 Christoph M. Roshardt
 San Diego Marriott Del Mar
 San Diego Marriott Marquis &
 Marina
 San Diego Marriott Mission Valley
 Ron Sandvig
 Santa Monica Seafood
 John T. Self
 Pat Seminario
 Tony Serritella
 Shadowbrook Restaurant
 Jennifer Shepherd
David R. Shipman
Larry Shupnick
 Shutters on the Beach (Tim
 Dubois)
 Mike Simms
 Debbie & **Ned Snavely**
 South Coast Plaza

Steelite International USA, Inc.
 James Stockdale*
John Strauss
 Stuckmeyer & Associates
 Subway Russia
 Kathryn Sutton
 Torrance Marriott South Bay
 URG/King's Seafood Company/
Jeff King
 Jeff Virgil
 Visit California
 Visit Newport Beach
 WAGU Endless Sky Cattle Ranch,
 LLC
 Waldorf Astoria Orlando
 Walt Disney Parks & Resorts
 (**Michele Gendreau***)
 Chris Weidhaas
 Weintraub/Tobin
 Westin South Coast Plaza
 Nancy S. Williams
 The Wine Country
 Xperience Interactive

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 the way a name or gift is identified, please feel free to contact Lisa McPheron, director of communications and external relations, at lmcpheron@csupomona.edu or (909) 869-3151.*



TOM ZASADZINSKI

Gerald Quatrochi found great value in his hospitality management education inspiring him to include The Collins College in his planned giving.

Live a Legacy, Give a Legacy

Two men give back to the institution that bettered their lives

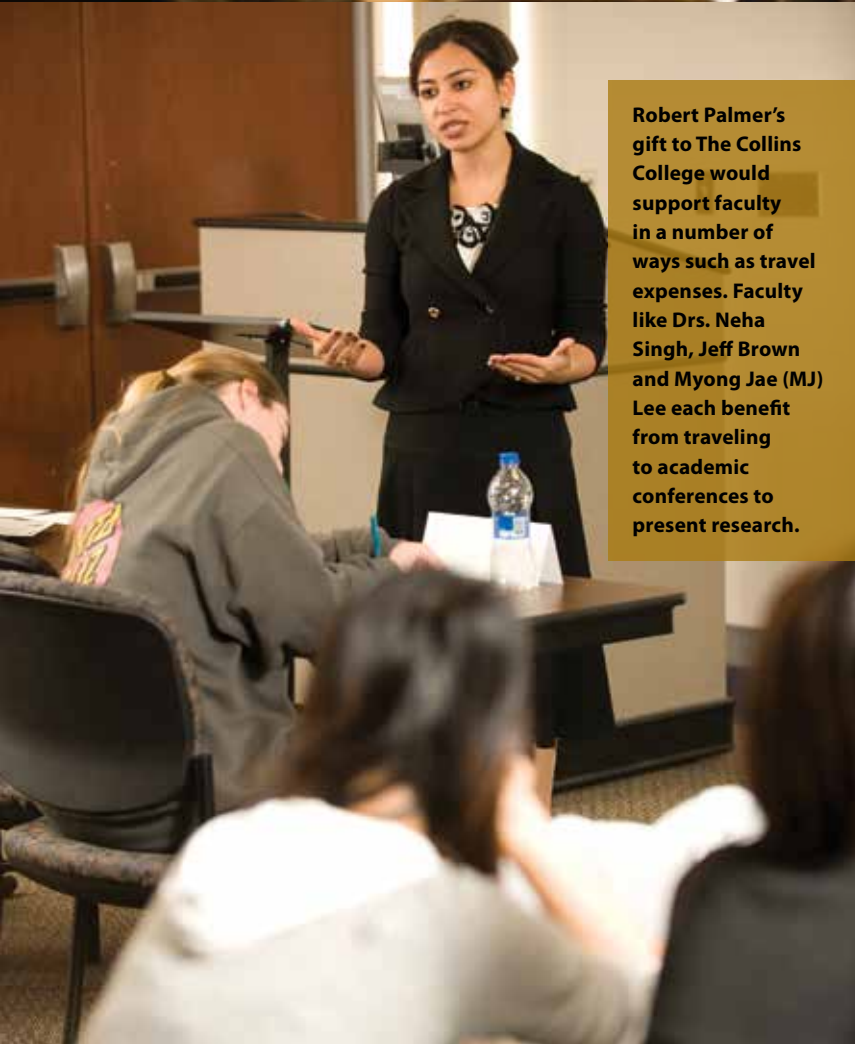
BY DIANA GARCIA

In the late 1980s, two men began separate journeys at Cal Poly Pomona that made important marks on their lives. Now in retirement, they have each decided to give back and support the institution that was so impactful to them.

Their reasons to give back come from different perspectives: that of a student and that of an educator. But each of their stories casts light on how The Collins College impacts people. Their lives were influenced for the better by their time spent at Cal Poly Pomona, and now they each feel compelled to pay it forward.

Here are their stories.





Robert Palmer's gift to The Collins College would support faculty in a number of ways such as travel expenses. Faculty like Drs. Neha Singh, Jeff Brown and Myong Jae (MJ) Lee each benefit from traveling to academic conferences to present research.

Never Losing Sight of What's Important

After working his way up in rank to First Sergeant in the Air Force for 17 years, a medical condition called macular degeneration caused Gerald Quatrochi to have diminished eyesight, and he was no longer able to serve. This was a crushing disappointment to him. But, the husband and father made the best of being forced to change directions, and he went back to school on the GI Bill, setting his radar on a new career path.

Quatrochi '90 earned two degrees and four certificates at Victor Valley Community College before being referred to Cal Poly Pomona and enrolling as a hospitality student back when the program was a part of the College of Business Administration. His experiences at Cal Poly Pomona contributed to his successes that followed and gave him direction after his military career. Quatrochi's gift of \$300,000 is his way of recognizing the importance and benefit of a quality education at any age.

"I'd like to see my gift placed in a scholarship fund where it could keep on growing," he said. "With the high cost of tuition, it might help somebody get through who might need it."

While at Cal Poly Pomona, he worked as manager of The Cocky Bull restaurant, kept up his studies and made it on the honor roll. This allowed him to become one of 32 hospitality students, out of about 350 enrolled in the program, to join the university's chapter of Eta Sigma Delta, the national hospitality honors society, for its first year in existence on campus.

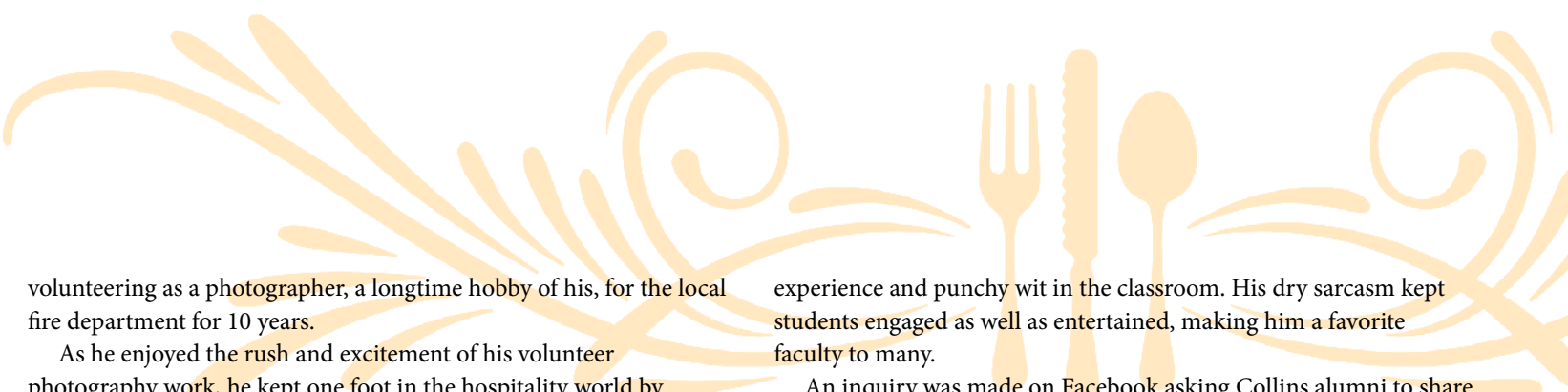
Although proud of his ESD membership, one of his most unforgettable student experiences was assisting a favorite professor in the catering and fine-dining class held at Kellogg West Conference Center. The class whipped up four, five-course dinners every quarter from anywhere between 65 and 125 people.

"That was my senior project and I liked it so much that I helped out for about four or five more quarters after that," Quatrochi said. "I used to teach in the Air Force, and I really liked helping teach that class so I went to get my master's in vocational education at Cal State San Bernardino...and was selected for Phi Delta Kappa, the professional teachers' association they have."

In early 1990 before he started his master's program, he had one of his most memorable experiences in life, which he credits to his preparation and connections he made at Cal Poly Pomona. The alumnus's thirst for adventure attracted him to serve as head chef on a sport fishing boat – the largest and most expensive boat of its kind at the time. He and a crew of about 20 people spent 23 days sailing from the bayous of New Orleans, down the Caribbean, across the Panama Canal and back up to California.

When Quatrochi returned, he went full speed ahead into his master's program and worked as a sous chef at Rams Inn and chef for Spring Valley Country Club and Hesperia Country Club. After receiving his master's, he switched gears and taught high school vocational restaurant classes before eventually

continued on next page



volunteering as a photographer, a longtime hobby of his, for the local fire department for 10 years.

As he enjoyed the rush and excitement of his volunteer photography work, he kept one foot in the hospitality world by partnering with his wife to run a catering and consulting business. They have catered for as many as 250 people out of their home kitchen in Hesperia. Now fully retired, the couple lives a happy life in their quiet desert town. They enjoy the memories that have accumulated in their home over the past 37 years and are content with giving back to Quatrochi's roots.

"One day, part of our money will go to the Jules Stein Eye Institute and the other part to Cal Poly because they have both been important to my life and where I'm at," he said.

Professor Supporting Professors

While the student experience made a mark on Quatrochi's life, working with Collins faculty impacted Professor Emeritus Robert Palmer so significantly that he too has pledged a planned gift to The Collins College.

There is a satisfying feeling most private donors get from giving scholarships to students. However, fewer and fewer remember the importance of supporting faculty to stay up-to-date in their professional field. After 23 years of teaching at The Collins College, Palmer would like to fill that void by pledging \$350,000, which will be designated to faculty professional development.

"Faculty are expected to be excellent teachers, competent researchers, skilled writers and presenters," he said. "That often requires travel money, continuing education, conference attendance, research funding and time to concentrate. Universities are less able to support such activities."

According to Dean Ed Merritt, professional development is one of the cornerstones of being an effective faculty member because it helps shape exemplary students.

"Palmer's contribution is a significant and very generous measure in helping ensure that faculty members are able to keep current in their fields of teaching and research by attending and participating in professional development activities," Merritt said.

Palmer believes that one must support, financially and in other ways, any cause or organization of personal importance.

"That financial support should increase as you prosper," he said. "So any gift now is just a natural extension of what I've done in the past."

Before coming to Cal Poly Pomona, Palmer worked for the National Restaurant Association. "His experience as legal counsel for the NRA offered endless examples of real-world issues for his law classes," said alumnus Ryan Distelrath '05.

For more than two decades, Palmer used his knowledge,

experience and punchy wit in the classroom. His dry sarcasm kept students engaged as well as entertained, making him a favorite faculty to many.

An inquiry was made on Facebook asking Collins alumni to share their thoughts on the former professor, which yielded a great deal of responses. He was called "hilarious" and "fantastic." His personality made going to class well worth it, according to alumni who claim he was "plain excitement" and "made a potentially boring subject incredibly interesting."

His brand of humor could be lost on a few, but for the most part he could get a class of 50 students in hysterics over otherwise mundane legalese.

"Palmer is one of those professors that you defend when people say his class is boring," said alumnus Brandon Fisher '09. "All you are thinking is 'were you listening?'"

A common theme arose from the array of comments on social media: Inspiration. Palmer's excitement for hospitality law was infectious and inspired many students to consider and even attend law school.

"All his stories and his great spin on every situation made me realize law was something I was really interested in," said alumna Pateel Boyajian '98. "We spoke numerous times about getting a graduate degree and with his encouragement I applied for the JD/MBA program at Pepperdine. Now here I am, an attorney for almost 10 years, enjoying what I do."

Just as he left a mark on the lives of many of his students and colleagues, Palmer's planned gift will leave a lasting mark on The Collins College.

Planned gifts are another tool for people to make an impact without cash gifts, according to Director of Major Gifts Gina Johnson.

"Both men have pledged gifts of property and have designated it to Cal Poly Pomona. Upon their death, we will receive the asset value and their gift will greatly impact the college's future," she said.

People live for their money today and do not always think about what happens to their assets when they age, Johnson said.

"If you don't have a living trust, state probate law will designate where your assets will go," she added. "The cost of establishing a living trust is minor compared to the cost of probate and the possibility of your chosen heirs not receiving your assets upon your death. We can help you make a better plan and leave a mark at Cal Poly Pomona."

For more information about leaving a legacy to The Collins College, contact Gina Johnson at gljohnson@csupomona.edu or visit campaign.csupomona.edu.

It's Not Easy Eating Green

Study examines sustainable practices at restaurants

BY DIANA GARCIA



TOM ZASADZINSKI

GOING GREEN IS ALL THE RAGE NOWADAYS, especially when it comes to food, so last summer, Dr. Ben Dewald, Lecturer Barbara Jean Bruin and Dr. Yoon Jang, a hospitality management Ph.D. student from Iowa State University, set out to poll America and find some answers about “green” (sustainable) restaurants.

They gathered their research and presented their findings in a paper titled “U.S. Consumer Attitudes Toward ‘Green’ Restaurants,” which has been accepted for publication in *Anatolia: An International Journal of Tourism and Hospitality Research*.

Dewald, Bruin and Jang polled nearly 350 people across the country with an online survey about their perceptions, search methods and willingness to pay more to dine at green restaurants.

Their findings revealed that more than 30 percent of respondents had eaten at what they perceived to be a green restaurant while more than half were unsure if it was truly green.

Participants felt fresh ingredients were most important in their decision to eat at a green restaurant and they made their decisions primarily through word-of-mouth. The study also showed that more than 70 percent of participants were willing to pay more for green food and over half for green beverages.

After analyzing their findings, Bruin, Jang and Dewald came to a conclusion: Green restaurant marketing is confusing when it comes to defining why restaurants claim sustainability.

“The findings indicate that restaurant managers should focus on advertising fresh ingredients and health benefits to green consumers, who have intentions of visiting green restaurants in the future and will share their experiences with others,” Dewald said.

Their research uncovered variables not found in the study that can serve as a springboard to future faculty research papers, according to Dewald.

“This study leads to a wealth of information and ideas for more research and we hope it will prove helpful to restaurants wanting to focus on environmentally sustainable practices,” said Bruin.

Sonja Bjelland contributed to this story.



DIANA GARCIA

Flex Classroom While the students were away this summer, many faculty members had their own classes – learning how to utilize the college’s new “flex” classroom. Training sessions for faculty were held in August and September for those who will teach in the renovated Hilton Classroom this fall. The fall quarter will serve as a trial run for the new technology and will aid decisions to use similar advanced technology throughout the building expansion project. Project Manager Andrew Naranjo oversaw this classroom renovation as well as ongoing projects in Building 79 and the upcoming building expansion.

News & Accolades

Dr. **Bob Small**, professor emeritus and former dean of The Collins College, may be retired but he is still active at the college. In October, he led his third cultural tour, this time of the Rhone and Provence regions of France. He offers these tours in partnership with the college and the Office of Alumni Affairs. Previous trips toured Italy. In other news, Dr. Bob’s HandCrafted IceCreams made the news. Small’s well-known ice cream was featured on the *Today* show as the cast enjoyed scoops of Really Dark Chocolate live on air as it discussed top mail-order food items.

An article about Horsehill Vineyards hit newsstands this November in *Inland Empire Magazine*. The Horsehill Vineyards team includes: Dr. **Margie Ferree Jones**, Dr. **Dan Hostetler**, winemaker **Jon McPherson** and **Lisa McPheron**. Other recent media coverage of the college included a two-page spread on the 2013 Hospitality Uncorked in *California Meetings + Events*. McPheron and Communications Assistant **Diana Garcia** handle media relations for the college. Additionally, HMEI Program Coordinator **Erin Mascho** is frequently featured in CSU online publications for her outreach efforts to potential students.



The college welcomed four new people and one longtime faculty back to the college. **Linda Garcia** is the new events and operations coordinator. She comes to the college with more than 15 years of experience as an executive administrative professional in the public, private and educational sectors.

Longtime faculty member **Gary Hamilton** returned to the classroom this fall. He is teaching Strategic Leadership in the Hospitality Environment. For the last several years, Hamilton has worked in executive roles at Cal Poly Pomona, including interim dean of the College of the Extended University and interim associate vice president for Academic Planning, Policy and Faculty Affairs.



Dr. **Linchi Kwok** joined the faculty after having worked at Syracuse University where he developed and taught several hospitality management courses. His professional publications have appeared in top-tier hospitality journals and he has several years of managerial and hands-on experience in the U.S. and mainland China.

Carolina Sanchez is the college’s new student success advisor. Her previous roles at Cal Poly Pomona include evaluator in the Registrar’s Office and academic advisor for Student Support and Equity Programs. She worked with Collins College students for six years at the Registrar’s Office.



Additionally this summer, 2013 alumna **Niloo Sarshar** became the college’s new culinary laboratory coordinator. She comes to this position with four years of work experience in the restaurant industry and direct experience having worked for her predecessor **Chitra Perera** as an assistant in the culinary laboratories. Perera remains on staff as a budget analyst.

Dr. **Ben Dewald** is chairing the dean’s search committee. This committee includes, **Mary Niven**, **Summer Pettus**, Dr. **Don St. Hilaire**, Dr. **Neha Singh**, Dr. **Eddie Mao**, student **Dylan Devlin**; College of Business Administration Dean **Richard S. Lapidus** and Dr. **Tarique Hossain** from the College of Business Administration and Dr. **Mahmood A. Ibrahim** from the History Department. The search firm, Storbeck/Pimentel and Associates, is assisting in this search under the direction of **Sharon Tanabe**.

The Collins College family got a little bigger this fall. Dr. **Neha Singh** and her husband, Dhruv Srivastava, welcomed their baby boy, Suveer, on Sept. 15. Earlier in the summer, Singh also led 58 students to Florence, Italy, for the Apicius program.



Longtime faculty member Belle Lopez received the Outstanding Faculty Advisor Award for the 2012-2013 academic year. She is seen here with Provost Marten denBoer, student George Goff and Dean Ed Merritt.

PHOTO BY TOM ZASADZINSKI

Professional Activities & Community Service

The Journal of Hospitality and Tourism Education published Drs. **Jeffrey Brown**, **Zhenxing (Eddie) Mao** and **Jerry Chesser's** article, "A Comparison of Learning Outcomes in Culinary Education: Recorded Video vs. Live Demonstration," in September.

Two faculty research team's had articles accepted by academic journals this summer. Dr. **Ben Dewald** and **Barbara Jean Bruin's** paper "U.S. Attitudes Toward 'Green' Restaurants" was accepted for publication in *Anatolia: An International Journal of Tourism and Hospitality Research*. Read more about their work on page 23. Dr. **Sandy Kapoor**, **Belle Lopez** and recent master's graduate, **Erin Flood's** article, "The Sustainability of Food Served at Wedding Banquets," was accepted for publication in the *Journal of Culinary Science and Technology*. Their research has also been accepted for a virtual presentation in Croatia.

Congratulations to **Kapoor** for recently becoming a Fellow of the Academy of Nutrition and Dietetics (FAND) of the Academy of Nutrition and Dietetics. Currently, only about 70 of the 76,000 Academy members have become Fellows. She has also been a Fellow of the American Dietetic Association for several years.

Drs. **John Self**, **Don St. Hilaire** and **Myong Jae (MJ) Lee** presented at the ICHRIE 2013 Annual Summer Conference & Marketplace in St. Louis, Missouri, this past July.

Restaurant Laboratory Analyst **Jenesie Hardyman** started a master's program this fall in Multimedia Education with the College of Education at Cal Poly Pomona. Student Services Coordinator **Summer Pettus** and **Erin Mascho** are also working on their master's degrees. Pettus attends the University of La Verne while Mascho is working on earning a Master of Science in Hospitality Management from The Collins College.

Dr. **Margie Ferree Jones** received an Honorary School Service Award from South Pasadena High School's PTSA. This award is conferred for recognition of outstanding service to children and youth of South Pasadena School District. Jones was re-elected for a third term to the Board for the Society of Wine Educators at its annual conference. She also hosted the Court of Master Sommeliers, who conducted a Certified Sommelier exam in June. This fall, she continued in her role as Steward to the Los Angeles International Wines and Spirits competition at the Los Angeles County Fair, campus coordinator and instructor for the CMAA-Business Management Institute and coordinator for the 25th Annual Southern California Visitors Industry Outlook Conference.

Career Services Coordinator **Ann Lara** parlayed her love of local history into walking tours of historic downtown Upland. She spent months researching interesting facts about downtown Upland and now gives tours on the weekend for free. Any contributions she receives are donated to the Cooper Regional History Museum. In September, the *Inland Valley Daily Bulletin* ran a feature article about her tours.

Mascho is an active member of the Los Angeles-based organization Peace Over Violence. Earlier this year, she spent 10 weeks working with 10 girls under the age of 16, who were on parole for a variety of offences. Additionally, Mascho volunteers with Planned Parenthood and participates in educational outreach events about once a month.

Mao represents the college on the Cal Poly Pomona Academic Senate. The Academic Senate acts as the legislative body for the faculty.

Law lecturer **Ed Perez** is the chief financial officer and general counsel for a new restaurant in La Verne called Lordsburh Taphouse & Grill. The newly opened establishment features hand-crafted food, specialty cocktails, and more than 60 beers on tap.

Tengemana Thumbutu left on a high note, literally. There was singing, dancing and lots of fun during the longtime academic advisor's retirement party in June. Guests also enjoyed ice cream sundaes with Dr. Bob's HandCrafted IceCream. Thumbutu retired after nearly 30 years working at Cal Poly Pomona. PHOTO BY DIANA GARCIA





This past summer, elections were held to choose a new executive board for the Collins Hospitality Society. I want to start by saying thank you to all of those alumni who participated in the election and who took the time to vote. Participation from our members is the lifeblood of this organization. After meeting with the newly elected board, I am excited for the future. I want to thank Brandon Feighner '05 and Nung Rigor '00 for committing to another term of service. I'd also like to

welcome new board members: Jason Dineros '09, Sneha Desai '12, and Michelle Tu '13. I'm quite sure that the dedication and enthusiasm I have seen from each of these board members will make for an exciting and productive term.

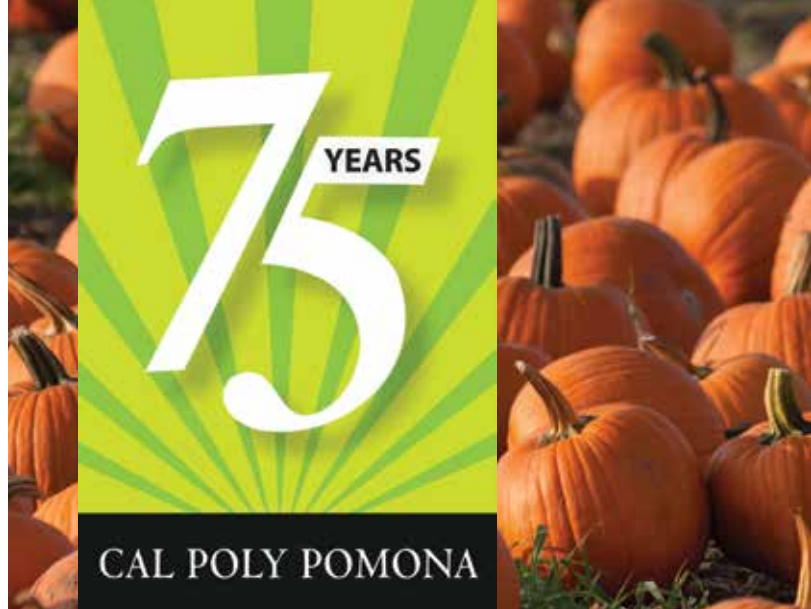
I am proud to be the president of the Collins Hospitality Society. I have worked on the alumni board for the past five years and have witnessed first-hand as a dormant alumni chapter was revitalized and turned into this strong and thriving organization. I want to thank Steven Senft for his leadership, drive and tireless dedication to making the Collins Hospitality Society what it is today. My goal is to follow his example and to continue building this chapter into the strong network the alumni of our great school deserve and one that The Collins College can be proud of.

With more than 230 paid members and 99 of those being lifetime members, the Collins Hospitality Society is the fastest growing alumni chapter on campus. We sponsor monthly events that support both alumni and current students, and we continue to grow our scholarship endowment that awards annual scholarships to help two students go to the New York Hotel Show and the National Restaurant Show in Chicago.

I would like to ask all alumni reading this to show your support through membership and participation. The strength, growth and success of this chapter rely heavily on the involvement and support of its members. The annual membership fee is such a small price to pay, and I will continue to ensure that it is worth every penny. Please join us on Facebook and LinkedIn and check out our calendar of events for the upcoming year. I hope to see some new faces this year and look forward to meeting all of you soon.

Sincerely,

Jason Farned
 President, Collins Hospitality Society
 jasonfarned@gmail.com



UPCOMING EVENTS

Nov. 7 Expansion Groundbreaking

The Collins College expansion groundbreaking ceremony will take place.

Nov. 25 Los Angeles Alumni Mixer

Join the Collins Hospitality Society for a free mixer at the Los Angeles Airport Marriott.

Jan. 23 75th Anniversary Wine Dinner

The Collins College will commemorate Cal Poly Pomona's 75th anniversary with a wine dinner at the Restaurant at Kellogg Ranch.

Feb. 8 Hospitality Uncorked 2014

Join us as we honor Alan Fuerstman, CEO and founder of Montage, with the Mondavi Award. www.hospitalityuncorked.com

Feb. 8 Homecoming Festival and Dance

Cal Poly Pomona students, staff, faculty, alumni and friends are invited to the 2014 Cal Poly Pomona Homecoming Festival and Dance. www.csupomona.edu/75th

Feb. 20 Hospitality Career Expo and Bagel Mixer

Enjoy breakfast with the Collins Hospitality Society before attending the college's Career Expo.

May 8 Professor For A Day

Alumni are invited to guest lecture in classes.

For more information, please contact Lisa McPheron at lcmcpheron@csupomona.edu or (909) 869-3151 or visit collins.csupomona.edu.

Find us on LinkedIn and Facebook!



Model Alumna Gives Back

BY DIANA GARCIA



Donna Danna retired from The Collins College in 2010. She loves to travel with her husband, Mike, and other family and friends, yet always remains active with Collins Hospitality Society activities.

EARLIER THIS YEAR, RETIRED STUDENT SERVICES COORDINATOR and alumna Donna Danna doubled the Collins Hospitality Society's scholarship endowment with a generous gift of \$25,000.

"My heart is at Collins," she said about her motivation for the donation.

Danna's history with Cal Poly Pomona traces back to her elementary school days when her mother worked at the university for 14 years. Danna began her own career on campus in 1970 and held various positions before going back to school on staff fee waivers. She graduated from The Collins College in 1991 and immediately landed a job as a foodservice manager with Marriott International for nine years before coming back to round out 30 years of service at Cal Poly Pomona.

"All of the faculty and staff became my second family," she said. "It is one reason why I try to stay active as an alumna and to visit my friends. I like to stay informed regarding the growth of the college."

It has been important for her to maintain those friendships by staying involved with the Collins Hospitality Society and its alumni events.

"She has been one alumna in particular who comes to a lot of events," said Jason Farned, president of the Collins Hospitality Society. "She has always been amazing and is ready to help wherever she can and has always been very supportive of the Collins Hospitality Society."

Danna hopes her donation will make it easier for students to finish college and "go on to have the benefit of a great education and

a great industry."

Her pledge will enable the Collins Hospitality Society to give more scholarships to students, according to Director of Major Gifts Gina Johnson. The alumni chapter is currently limited to using its general account to fund scholarships because its 1-year-old endowment fund has not yet earned enough interest for them to comfortably withdraw money.

"Even though there was already \$25,000 in the endowment account, because Donna's gift was only recently deposited this past January, it won't accumulate interest on the full \$50,000 until this time next year," Johnson said.

According to Farned, CHS' endowment fund was slowly growing because it is very new and was not going to be tapped into for many more years.

"We weren't planning on giving any money from the endowment for quite some time," he said. "With Donna's donation, it doubled our balance and put us way ahead of schedule allowing us to use the general account for other projects."

Danna's generosity, loyalty and active involvement over the years have dubbed her a model alumna of the college.

"I believe in the program and get energized by seeing what the students can do," she said. "Their passion for the industry is contagious and I'm always so proud of my staff colleagues, the chefs, and the other faculty."

Alumni Notes

More than 4,000 Collins College alumni around the globe enjoy a wide array of careers in hospitality and management.



Steve Silvey '81 has been with Islands Restaurants for almost 20 years beginning in operations and currently works as the director of recruiting. He is responsible for not only bringing talent to the company but working with operations to retain talent. Career growth and leadership development are key drivers in his role. Silvey has designed and developed Islands' current management development program. He works directly with the operations team building succession plans to support the growth of the company. He helped found the Association of Hospitality Recruiting Executives (AHRE) and served as the vice president of industry relations. He has been a part of the annual Hospitality Career Expo for the past 11 years.

Randy Arpea '90 has been working for Marriott International for more than 20 years at six different properties across the country. He is currently the resident manager of the Philadelphia Marriott Downtown. Arpea went back to school in 2007 to earn his Executive

MBA from Northeastern University's D'Amore-Kim School of Business. After receiving his MBA, he attended the University of Michigan, Dearborn's College of Business, where he earned his Master's of Finance in 2010. He currently resides in West Chester, Penn. with his wife and fellow '90 alumna, Lori, and their two daughters.



Mark Stussi CEC '90 has worked with Wolfgang Puck, The Patina Restaurant Group, World Wraps, Marriott, and Sodexo since graduation. He has worked as a corporate chef at Rich Products Corporation for the last 13 years. Stussi calls on large national chains for developing new menu items for accounts including: BJ's Pizza; Red Robin; Lucky's; AmPm; Lucky Strike; Flying J; Black Angus, and many more. He lives in Colorado.

Melisa Decker Wolfe '02 started at Marriott International as a sales manager after graduating from The Collins College. She was with the company for seven years before branching out to Hotel Services Group and InterContinental Hotel Groups. Wolfe recently went back to her roots with Marriott International as an account executive in Orange County.



Jared McBeth '03 is part of the senior management team at BuyEfficient, a fast-growing complete online purchasing management solution designed

for the hospitality industry. As senior analyst, operations, McBeth taps into industry experience and technical know-how to design BuyEfficient's systems and processes with the aim to drive efficiencies and savings for the company's members. While attending The Collins College, and shortly thereafter, McBeth served at the Laguna Cliffs Marriott Resort and Spa as a front office manager. He traded in the

In Memoriam: Diane Knirk



This past June, '91 alumna **Diane Dennis Knirk** passed away after complications from a minor in-home accident. While attending The Collins College, she was a member of the opening class for the Restaurant at Kellogg Ranch and served as president of the hotel sales and marketing association. There she met and dated classmate, Brian Knirk, who became her husband a year after graduation. The couple moved to San Francisco, where she worked for the Kimpton Group as a Hotel AGM before they moved to the Northern California

town of Folsom to raise their family.

Some of the words used to describe Diane Knirk by her community of family, friends and colleagues are "superhero," "mentor" and "amazing woman." The alumna was an admired, aqua-cycling instructor at California Family Fitness in Orangevale for the last 10 years.

She is survived by her husband of 21 years, their son, Brad, and daughter, Katy.

The Collins College held a moment of silence in her memory during the 2nd Annual Night at the Ranch in June. Those who would like to make a donation in her honor, are encouraged to make a contribution to the Talbert Family Foundation's "Amazing Gray Fund."

warm-climate beach resort for a chillier experience in the Rockies where he was the resort recruiter at The Canyons in Park City, Utah. Before joining BuyEfficient in 2007, he held department-head level positions in housekeeping and worked the front office at two Starwood properties in San Diego: the Sheraton Hotel & Marina and Sheraton Suites.



Stephanie Adair '04 began her career in the hospitality industry in 2003 as a front desk agent at the Disneyland Hotel for 3½ years. She then moved to Atlanta

where she currently serves as the office manager at Dignity Memorial, North America's largest provider of funeral, cremation and cemetery services. She feels The Collins College taught her professionalism, which she uses at work every day. The alumna takes pride in understanding families' needs and treating them as guests, all while offering them deepest sympathies in difficult times.




Ryan Distelrath '05 recently accepted a position with SmashBurger after 10 years with Red Robin Gourmet Burgers. He and his wife, Meghan, live in Henderson, Nev. with their three sons, Andrew, 8, Jackson, 3 and Cooper, 1.



Peter Choi '05 currently works as director of business travel sales at the DoubleTree by Hilton Los Angeles Downtown and

JOIN TODAY!
 The best way to stay connected with fellow alumni is by joining the Collins Hospitality Society. Scan our QR code and learn how!



has been with Hilton Worldwide for the past five years. After graduating from The Collins College, he started his career with Marriott International in their Management Development Program. In his four years with Marriott, he was a senior account executive and front-desk manager at various properties throughout Southern California. Choi lives in Los Angeles with his wife, Sarah, and their 1-year-old son Theodore.

Sarah Brown '06 started out as a server for Chili's and Macaroni Grill for a few years while in school before joining Hyatt Hotels in 2005. Since then, Brown has held various roles with Hyatt including cocktail server at Mankota's Grill, server at The California Restaurant, and Catering Administrative Assistant. She has been a Catering Manager for Hyatt Regency Huntington Beach Resort and Spa for the past four years where she specializes in upscale weddings, fundraisers and corporate meetings and events.



Stephanie Kuo '07 received her pastry certification from the L'art de la Patisserie Professional Pastry and Baking Program at The French Pastry School under the instruction of Chef

Sébastien Cannone, M.O.F., and Chef Jacquy Pfeiffer. In addition to her studies, she interned with Peninsula Chicago, where she achieved a great foundation to launch her pastry career. She currently works as a pastry cook at the Gramercy Tavern in New York.



Amanda Binder-Kong '08 has been with Portola Hotel and Spa in Monterey Bay for the past five years as sales manager. She currently represents the hotel to the national and state

association group markets. Previously, Binder-Kong worked as a sales associate for Pebble Beach Company while she was studying at The Collins College.



Lisa Perez '09 believes that The Collins College's program sparked her interest in event planning and helped open up doors that led to her current position. She

recently joined the team as the sales and marketing manager at Morton's The Steakhouse in San Francisco's Union Square, one of the restaurant chain's busiest locations. Prior to this, she worked at Fleming's Steakhouse as the private dining director for more than two years.

Valaree Lew '10 recently earned a Master of Business Administration from Azusa Pacific University. While in business school, Lew worked as an attraction's hostess at Disney California Adventure. Recently, she completed the management training program and is currently working as a guest service manager at the Disneyland Hotel in Food and Beverage.



Ashley Sanders Lerner '13 currently resides in Jerusalem. As a new immigrant, she is learning Hebrew and hopes to begin work after the five-month language program in a luxury hotel. While

going to school at The Collins College, she worked as the Front Desk Manager at Kellogg West Conference Center & Hotel for 2½ years. Previously, she was an international staff leader for Talgit-Birthright Israel where she led nine, round-trip, educational tours from the U.S. to Israel.



Winter Braised Short Ribs

Yield: 2 servings

INGREDIENTS

- 2 pounds beef short ribs, 1-inch thick bone-in**
- 4 ounces all-purpose flour, seasoned with salt and pepper**
- 3 ounces vegetable oil**
- 1 large onion, large dice**
- 1 large clove garlic, minced**
- 3 ounces beef stock (hot)**
- 3 ounces beer (Guinness or other stout)**
- 1 ounce red wine**
- 2 teaspoons tomato paste**
- 2 ounces carrot, 1-inch pieces, cut on bias**
- 5 ounces Yukon gold potato, peeled, cut 1-inch pieces**
- 2 ounce parsnip, peeled, cut 1-inch pieces**
- 1 ounce leeks, washed well, white and light green parts, 1/2-inch slices**
- 2 ounces celery, 1/2-inch slices cut on bias**
- 2 ounces white turnip, peeled, cut 3/4-inch pieces**
- 2 ounces fresh tomatoes, chopped**
- 1 pinch salt**
- 1 pinch ground pepper**
- 1 pinch dried whole rosemary**
- 1 pinch dried whole thyme**
- 1 small cinnamon stick**
- 1 small dried bay leaf**

DIRECTIONS

1. Preheat oven to 350 degrees. Sprinkle ribs with flour.
2. Heat two ounces of oil over medium heat in ovenproof pan.
3. Brown ribs on each side. Add onions and garlic; cook for two minutes. Add beef stock, beer and wine; deglaze by scraping bottom with spoon to release any stuck bits.
4. Add tomato paste, cover, and place in oven for 90 minutes.
5. Meanwhile, in skillet, heat the remaining ounce of oil. Add carrots, potatoes, parsnips, leeks, celery and turnips. Sauté for several minutes. Reserve.
6. Remove ribs from oven. Drain fat from pan, add sautéed vegetables, tomatoes, salt, pepper, rosemary, thyme, cinnamon, bay leaf and additional braising liquid (stock, beer and wine) as needed to create about an inch of liquid. Add water as needed, return the ribs.
7. Cover, return to oven, and cook another 45 minutes. Correct seasonings. Serve meat and vegetables together. If desired, sprinkle with parsley and Parmesan cheese.

WINE & DINE



Her test was to come up with original recipes that pair with the new Horsehill Vineyards Kellogg Cuvée. No surprise – alumna and faculty member Shelley Doonan '94 passed with flying colors! Doonan shares three hearty entrées and a side of fries that each works beautifully with the full-bodied red wine.

If the short-rib recipe seems too complicated for you, you're in luck! The Winter Braised Short Ribs will be the featured entrée at The Collins College's 75th Anniversary Wine Dinner on Jan. 23, 2014. Please contact Lisa McPheron at lcmcpheon@csupomona.edu for details. Enjoy!

Grilled Beef Tenderloin

Yield: 1 serving

INGREDIENTS

1 beef tenderloin, trimmed
Kosher salt, to taste
Ground black pepper, to taste

DIRECTIONS

1. Trim the meat of all excess fat and silver skin while working on a meat-designated cutting board.
2. Use an accurate scale to cut eight-ounce portions of meat. Season it well with salt and pepper.
3. Layout the meat on a paper-lined hotel pan or sheet pan until its ready to grill or refrigerate until needed.
4. Grill until your desired doneness.
5. Let rest for a few minutes.
6. Top with a tablespoon of Italian Salsa Verde.



Italian Salsa Verde

Yield: 8 ounces

INGREDIENTS

2 1/4 ounces fresh Italian parsley (minced)
1 ounce capers, drained
1 garlic clove (peeled)
2 anchovy fillets
1/8 teaspoon ground black pepper
1/4 cup red wine vinegar
1/2 cup olive oil



DIRECTIONS

1. Chop parsley, capers, garlic and anchovies by hand or in processor fitted with knife blade until finely chopped, but not pureed.
2. Transfer to bowl, stir in pepper and red wine vinegar.
3. Whisk in oil, adding it in slow trickle.
4. Refrigerate until ready to serve.

Goat Cheese & Black Pepper Burger

Yield: 1 serving

INGREDIENTS

8 ounces ground beef
(organic or grass-fed preferred)
Kosher salt, to taste
Ground black pepper, to taste
2 ounces goat cheese
Cracked black pepper, as needed
1 ciabatta roll (or other appropriate bun)
1/2 ounce mayonnaise
Baby mix lettuce (Cal Poly's finest) as needed
1 slice fresh tomatoes (Cal Poly's finest)
Red onion as needed, (Cal Poly's finest)
sliced thinly and grilled if desired

DIRECTIONS

1. Form the ground beef round into a patty, handling the beef as little as possible. Forming a divot in the center of the patty will help the patty hold its shape as it cooks.
2. Season the patty with salt (be liberal with the salt because ground meat tends to need more than steaks) and pepper. Grill until slightly under desired doneness, turning once. While the patty is cooking, form the goat cheese into a patty and crust with the

cracked black pepper. Toast the bun if desired.

3. Remove the patty from the grill, top with goat cheese patty and place under a broiler until the cheese starts to turn golden on the edges.
4. Spread the bun with mayonnaise, garnish with the baby greens, top with a thick slice of tomato, add the raw or grilled onions and place the patty on top. Cover with the top bun.

Portobello Fries

Yield: 2 servings

INGREDIENTS

4 cups of Canola oil
8 portobello mushrooms
1 pound cake flour (wondra)
Kosher salt, to taste
Ground black pepper, to taste
1 quart 1% milk
4 ounces Parmesan cheese (grated)
1/4 cup fresh Italian parsley, minced
2 teaspoons crushed red pepper

DIRECTIONS

1. Heat Canola oil in a deep, straight-sided saucepan. The pan should be large enough to allow the mushrooms to swim in the oil. The oil should be at least two inches deep.
2. Slice the mushrooms into 1/2-inch slices.
3. Sift dry ingredients together in a bowl.
4. Dredge the mushrooms in the flour, shake off the excess.
5. Dip in the milk.
6. Drop one at a time into the hot oil. Fry until golden.
7. Toss cooked fries with remaining ingredients, and serve immediately.



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