

Hospitality and Tourism Management Program

update

spring 2005

a message from the director

going places



CARL WINSTON, HTM DIRECTOR

When we first envisioned the HTM program at San Diego State, we knew we would be going places. We knew the community would support our students. We knew if we designed a program that was relevant and rigorous and uniquely San Diego, we would become a destination school.

The parents of our students should be very proud of their accomplishments. Students are challenged in classes as diverse as calculus and

statistics, as well as their classes in industry operations and theory. And there is a lot of practical work, too. The experiential learning component of HTM is woven throughout our curriculum.

This fall we enrolled our first full freshman cohort of 30 students who also considered colleges such as Washington State, University of Nevada at Las Vegas, Northern Arizona University, and Cal Poly Pomona.

More than 100 new business partners continue to help us deliver relevant educational experiences. Our students graduate with over 2,000 hours of work experience and internship time in the industry. In a typical semester we bring between 50 and 75 guest lecturers from industry, and place 50 to 60 interns in jobs in San Diego. The University is supporting us with a new position for a faculty member who will likely focus on restaurant operations.

We now have over 300 students as we enter our fourth year, and we've graduated a total of 50 so far with some 50 to graduate this May. We expect to place nearly 100 percent of our students in jobs upon graduation, with the goal of multiple offers.

Well, you asked for it and we think we've delivered a truly personalized hospitality and tourism management program that develops first-rate leaders. But don't just take our word for it. We invite you to take a hard look and tell us how you think we're doing!

new and noteworthy

HTM Heads to Sacramento



Six HTM students and Carl Winston traveled to Sacramento in April to join both restaurant and hotel managers and owners at Legislative Awareness Days. Through the generosity of the California Restaurant Association and the California Hotel & Lodging Association (who waived their fees for the event) and other philanthropy, we were able to support

travel for (left to right): Lindsey Ingram, James Tate, Lindsay Campbell, and Katie Webb. Not pictured are Ashiya Shaw and Lan Nguyen. "I met many leading industry professionals and learned so much about the important issues that are currently facing our industry," says Lindsay Campbell.

Students partnered with San Diego industry pros such as David Cohn, Susie Bauman, Luis Barrios, Brian Epps, Tom Fat and many more during their visits to most of the legislators representing San Diego.

Congratulations to one of our leading supporters, Norman Brinker, who will receive an honorary doctorate from SDSU this May in recognition of his many contributions and leadership to the Restaurant and Hospitality industries.

Student Learns from the Outside In



PATTI ROSCOE (LEFT) GIVES STUDENT HOLLY WYSPIANSKI A UNIQUE CHANCE TO LEARN ABOUT DESTINATION MANAGEMENT FIRST-HAND AT A MAJOR CONVENTION.

Most scholarships support book learning and related expenses, but HTM senior Holly Wyspianski had a chance to use a scholarship in a more innovative way: to “shadow” Patti Roscoe, her benefactor, at the Incentive Travel & Motivation Exhibition (ITME) Convention in Chicago. Patti, who serves as chair of the HTM Advisory Board as well as chairman of PRA Destination Management, provided the airfare, accommodations, and more importantly, her time.

Being more than just a student, taking advantage of all the networking opportunities that are readily available, is so important and prepares you for what's to come after graduation.

“The convention was a real eye opener to the destination management world,” Holly says. “It’s an international trade show so there were representatives from all around the world selling their destinations, displaying creative décor and props.”

Holly is making the most of her time as a student by getting a lot of hands-on experience. Along with going to school full time, she works as a server at Nicolosi's Restaurant and is completing her internship at the La Jolla Beach & Tennis Club. She also serves on the board of the Hospitality & Tourism Management Student Association (HTMSA).

“Being more than just a student, taking advantage of all the networking opportunities that are readily available, is so important and prepares you for what's to come

after graduation,” Holly says. “I am so happy and fortunate that I chose HTM as my major. I am very passionate about what I am studying and am excited for what lies ahead.

I have had such a great college experience because of the close-knit unity of the program. It is very personalized and unique in so many ways.”

If you are interested in supporting our students, please contact Carl Winston at carl.winston@sdsu.edu; 619-594-5254.

HTM Offers New DMC Course

Speaking of destination management, many students didn't even know of the career opportunities in this field, which deals with handling the details of meetings and events in host cities.

“Meeting planners look to us as the local experts for the design, logistics and execution of large events,” notes Chris Lee, partner with ACCESS Destination Management, who guest lectured in the course along with Patti Roscoe and Madelyn Marusa of PRA Destination Management, and Fabienne Hanks and Adriene Hinley of The Meeting Manager.

Chris, a founding member of the Association of Destination Management (www.ADME.org), was looking for a distribution channel for their new textbook, *The Guide to Successful Destination Management*, when Carl Winston asked him to provide input into the new curriculum. “I believe we are the first accredited university course to use this book,” Chris says.

“The great thing about SDSU's program is that we're responding to market demand by educating students. These are people who can walk out the door and get a job today,” says Lee.

This new class will be offered on an annual basis.

faculty news

Assistant Professor **Vinod Sasidharan** was selected by the International Council on Hotel, Restaurant, and Institutional Education (CHRIE) for a faculty scholarship to learn about a field of his choice to enhance his teaching, research and overall professional development. He spent a week at Marriott headquarters in Maryland meeting with executives, then spent time at the downtown and Coronado Marriott Hotels to learn more about branding and resort positioning from executives in marketing and revenue management. It was a valuable experience for Vinod, who is especially interested in socio demographic trends and how they affect the product.

HTM Students Gain Insights from the Pros



LEFT TO RIGHT: DEAN JOYCE GATTAS, JEFF CAMPBELL, AND KYLE CRAIG.

If students can be measured by the company they keep, HTM's students are indeed going places this year, thanks to the sage insights of two high profile pros serving as Brinker Executives-in-Residence.

This spring's Executive-in-Residence is Jeff Campbell, former CEO of Burger King and ex-chairman of the Pillsbury Restaurant Group. Jeff has also held the post of senior vice president for brand development for Pepsi-Cola, where he was responsible for marketing the Pepsi, Diet Pepsi and Mountain Dew brands.

During his 30-year career Jeff has been directly involved in powerhouse marketing successes such as Burger King's "Have it Your Way" and "Battle of the Burgers" campaigns, and Pepsi's "Been There, Done That" campaign for Mountain Dew.

He taught a new HTM course on restaurant business insights which explored Key Result Areas (KRAs) that help senior restaurant managers guide their business strategy.

"It's like looking at the dashboard while you are driving, watching the indicators lights to see how to drive the company forward," notes HTM Director Carl Winston.

HTM senior Joslyn Blankenship says "it was very engaging to learn from someone who has so much knowledge and experience. He shared a lot of personal insights on what worked and didn't work," says the graduating senior who just accepted an assistant manager position with the Renaissance Marriott in Washington, D.C.

One of Jeff's former employees, Kyle Craig, was last fall's Executive-in-Residence. President of Outlook Consulting,

John Moores shared his experiences as a businessman and owner of the Padres Baseball Club as the Second Annual Conrad N. Hilton Distinguished Lecturer last fall at the Omni San Diego Hotel. In his introduction, SDSU President Stephen Weber noted Moores' commitment to turn Petco Park from a bold idea into a reality. The park has transformed San Diego, not only in baseball but as a destination in itself, Weber said, adding that San Diego is the number one choice for meeting planners nationwide.

Inc., Kyle is recognized as one of America's most accomplished marketers. He was executive vice president of worldwide marketing for Burger King and was chairman/CEO of S&A Restaurants (Steak & Ale and Bennigans) during some of their most successful years.

Kyle also served as president of Kentucky Fried Chicken's domestic business, where he pioneered the repositioning of the concept by changing the name to KFC and launching its first non-fried chicken products.

About his teaching experience at SDSU, he says, "I found the students to not only be highly qualified, but more importantly, I found them to have tremendous attitudes and enthusiasm, both critical factors for success in the hospitality industry."

He added, "I also had exposure to the Kaleidoscope (service leadership development class) program, which is the most progressive and people-focused program I have seen in any hospitality school. The HTM program was as exciting for me as it was for the students."

The HTM program hosted a hospitality job fair in April at the Port of San Diego featuring 50 booths representing 84 hospitality related companies. Some 2,000 people attended the event, which was organized and hosted by HTM students. "It was a great opportunity to work with the hospitality community and great networking for the program," says HTM student Rhona Gorder, who points out that many students volunteering at the event also snagged job interviews. The project leader was student Nika Verma.



The HTM program information table won "Best Booth" competition at the "Explore SDSU Open House" event held on April 9. More than 12,000 attendees came to the campus. Pictured above is the dean of the College of Professional Studies and Fine Arts, Joyce Gattas (center), along with Anne Rauh, office manager and academic advisor for the HTM program, and several HTM student volunteers who welcomed visitors at the all-day event.

meet the staff



Blake Matches Students and Employers

Brian Blake is using his 20 years of experience in hospitality and tourism to the benefit of HTM students. As the new internship and placement director, he serves as the interface between the program and the industry.

"I get 30 to 40 emails a week from employers looking for students,"

he says, adding that "helping students focus their career goals is the most rewarding part of my job."

Prior to joining SDSU, Brian was vice president of operations for Trigild International, a San Diego based management company specializing in the operation of hotels, restaurants, golf courses and theme parks throughout the U.S. Brian worked with Carl Winston at Trigild and, growing weary of constant travel, decided to try something new and join the HTM team.

"I'm working harder than ever," Brian says. "It's very fast paced. With 6,000 restaurants and 100 big hotels in San Diego, there's a lot of networking to be done."

A native of England, Brian hopes to establish an exchange with his alma mater, the University of Surrey, which has

one of the top hotel and tourism programs. After graduation he joined one of Europe's leading hotel and restaurant companies, Trusthouse Forte, attending their graduate management training program. Some of his first assignments were in London and New York before he moved to San Diego to become assistant general manager of the Harbor Island Hilton (previously the Viscount Hotel).

Brian has been involved in various industry associations and served on the board of directors of the South San Francisco Conference Center's industry advisory board as well as on the board of the Ramada Management Association.

If you have a job or internship for one of Brian's students, contact him at bblake@projects.sdsu.edu; or 619-594-4454.

calling all alumni

Alumni Set Sail June 25

HTM graduates tend to be social by nature, so it was only fitting to invite the alums to get back together in January for an event hosted by Tyler Martin, '04 at Miguel's Cocina on Shelter Island. Some 20 alums attended to reminisce, network, and catch up on news, according to Natasha Perez, '04, who coordinates alumni efforts for HTM.

The next HTM Alumni Association event is scheduled for Saturday, June 25, at 11 a.m. at Seaforth Boat Rentals, 1715 Strand Way in Coronado. Enjoy a day of sailing followed by a barbecue at Glorietta Bay. The cost is just \$7 per person, which includes lunch and a captain for each boat.

For information or to RSVP, contact Natasha Perez at nperez84@hotmail.com

students enrolled: 300
program established 2001



how to contact us

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