

## HTM ANNOUNCES THE NEW

## J. WILLARD AND ALICE S. MARRIOTT

## STUDENT CENTER FOR PROFESSIONAL DEVELOPMENT

**T**he School of Hospitality & Tourism Management at San Diego State University is delighted to announce that The J. Willard and Alice S. Marriott Foundation, a private family foundation established by the Marriott family in 1965, has made a \$2.4 million investment to endow the school's Student Center for Professional Development.

"We're very grateful to receive the foundation's largest-ever gift to a hospitality school or program in the western United States," said Carl Winston, HTM director.

"The Marriott name is synonymous with high ethical standards and premier leadership," Winston added. "It's also recognized for commitment to workplace diversity, mentorship of individuals, and creating opportunities for those interested in joining the hospitality industry. These are values we share and the values we strive to develop in our students."

Brian P. Blake, the school's current internship and placement director who has overseen both areas since 2005, will become the Center's first leader. "I am thrilled that such a prestigious foundation has seen fit to support our efforts," said Blake. "We do so much more than just provide internships and job placements. This name – 'The Student Center for Professional Development' – highlights all the other services available to our students and alumni."

The generous gift could not have come at a better time. "In our last newsletter, I talked about the rise in San Diego unemployment to a then 13-year high of 6.4 percent," Blake explained. "And in just a few short months, San Diego unemployment has gone up to 6.9 per cent and is expected to rise well above 7 per cent in 2009."

The current employment condition may present a challenge for Blake and the Center, as students at the School of Hospitality & Tourism Management typically log an average of 2,000-plus internship and volunteer hours by the time they graduate. "Internship opportunities build professional competencies and enhance the effectiveness of HTM students, positioning



BILL MARRIOTT, CHAIRMAN & C.E.O, MARRIOTT INTERNATIONAL; FOURTH FROM RIGHT JOINED HTM STUDENTS & ALUMNI FOR A CHECK PRESENTATION AND NAMING CEREMONY IN LATE JANUARY.

graduates for long-term success," Blake continued. "Since each student must complete two internships to earn a degree, they can get assistance from the center, which will also help them find part-time and summer positions and full-time employment after graduation." Blake says these professional development opportunities, combined with academically rigorous and challenging classes, is what sets SDSU apart.

James Tate, a 2006 HTM graduate, currently works for Marriott International. He said his pre-graduation, hands-on experience was as important as his classroom-based education. "My hotel internship was an invaluable experience," Tate said. "It allowed me to apply the lessons I learned in class, while also helping me figure out which positions were a good fit for me. What's more, it provided a realistic view of my future career."

Graduates like Tate – and the dozens of other HTM alums who now work for Marriott – have impressed Steve Bauman, Vice President, North America talent acquisition for Marriott International.

"They're bright, energetic and knowledgeable," Bauman reports. "They come to Marriott with a great understanding of and passion for the industry, which is clearly the result of solid preparation."

Blake points out that HTM works with all the major hotels, along with other hospitality businesses locally, nationally, and even globally. "Our students intern with – and ultimately work for – a wide variety of companies." The Student Center for Professional Development will help students find employment in all areas of hospitality including restaurants, meeting and event planning, and every hotel company, as well as the tribal casinos. "I'd love to hear from any hospitality employers looking for employees," Blake concludes. "Call or email me at [bblake@projects.sdsu.edu](mailto:bblake@projects.sdsu.edu) or 619-594-4964."

**W**e're happy to report that all our May and August graduates were placed, and most of our December 2008 grads as well. Many are working right here in San



BRIAN P. BLAKE, HTM'S DIRECTOR OF THE STUDENT CENTER FOR PROFESSIONAL DEVELOPMENT (SCPD)

Diego; **Christina Jefferies**, who's working in Human Resources at the new Hilton San Diego Bayfront, was instrumental in helping recruit 600-plus new associates. Several SDSU students worked temporarily at Hilton to help out with the grand opening hiring effort.

For those students with adventurous spirits, the world beckons. May graduate **Maddie Giuseppini** earn a coveted spot in Mar-

riott's prestigious international "Voyager" program, which accepts very few U.S. students. She is based in London, UK (see photo below). **Katie Dolecek** set her sights on Saigon, Vietnam, where she's helping to market an up-and-coming cruise line (look for Katie on page 4.)

Our students are also making tracks across *this* country. **Kiley Rosenberg**, former president of SDSU's Chapter of the National Society of Minorities in Hospitality (NSMH), landed at Chicago's Hyatt Regency, one of the largest hotels in the world with more than 2,000 rooms (read more about Kiley on page 6). The Westin Copley Plaza in Boston welcomed **Abby Perryman**, and our youngest grad – 20-year-old

**Edmond Tso** – began his career as a finance corporate management trainee for Hyatt in Santa Clara, California. **Mave Jacoby** is now in San Antonio, Texas. (Read more about Kiley, Edmond, and Mave on Page 6.) Last summer we also had students interning in Hawaii, Colorado, Florida and New York, as well as a number of local internships. Many of these positions will eventually turn into full-time work. And that's no accident.

One of the reasons we maintain our success rate – a 67% correlation between internship and job placement – is that many of our students start working with companies while still in our program. **Whitney Beck** began her internship with San Diego-based BTS (Behind the Scenes) over a year ago. She stayed with the catering company after graduation and secured a summer assignment in Beijing during the Summer Olympics (see page 4 for more on that score.) Whitney has continued into full-time work with BTS, whose president and chief operating officer, John Crisafulli, is a strong supporter of the HTM program.

Many graduating students in 2009 will have a tougher time finding meaningful jobs with good career and promotional opportunities. But at HTM, we feel positive about the future, in no small part due to gifts like the Marriott Foundation's. This kind of philanthropy, this vote of confidence for our program and its pursuits speaks to the community's faith in our students. It validates the school's solid business management education and experiential learning model, a combination that has proven, over the past eight years, to produce some of the best-qualified hospitality graduates in the country.

## ***Students Are Globetrotting!***

### **Maddie Giuseppini**

*Out Our Doors...and Across the Pond!*

**M**ay grad Maddie Giuseppini landed in London – along with a sales spot in Marriott's International Program. According to Marriott's regional recruiting manager, "They had offered her an operations position, but she really wanted sales and they found her a placement." That's what happens when you persevere, hold onto your dreams, and get the right training at HTM! Here's Maddie's update to Brian Blake:

"I am here in London! Now that I am here in person I am extremely excited. The program seems very challenging, but I'm looking forward to my training. I work at the LSO (London sales office), where we oversee all 19 Marriotts in London and book all the group sales and conference events.

"I am going to a few training seminars next week and then will be doing site inspections of each hotel over the next few weeks. They are treating me well and allowing me to stay in the Regents Park Marriott until I find accommodations.

"I am very happy with my decision, and I wanted to thank you again for all of your advice, support, and encouragement!"

— *Maddie Giuseppini*



MADDIE GIUSEPPINI

(Maddie interned at the the Hyatt Birmingham, UK and the Hyatt Mission Bay.)

**Vincent Bryant**

*Striking a Rich Experience at the Westin St. Francis, San Francisco*

“The Westin St. Francis really takes care of their associates. This day they took me and the other interns out for a day of bowling and pizza. We also had a BBQ and a fundraiser activity earlier that week. Starwood offers a well-rounded internship that will challenge you, but also reward you at the end of the day. I recommend experiencing an opportunity outside of San Diego; it will change you for the better.”

Vince Bryant returned to San Diego to complete his second internship at the Embassy Suites Downtown and graduated in December 2008.



VINCENT, CENTER

**Cherise Wilson**

*Aloha and Mahalo from Four Seasons Resort's Lana'i, Manele Bay & The Lodge at Koel'e*

I was fortunate to find a comfortable place to call home early in my college career – a home at the School of Hospitality & Tourism Management.

My future skyrocketed on January 15, 2008, when an opportunity had me on my feet, packing my bags, and out the door toward another place to call home: a 13- by 18-mile island off the coast of Maui, where I was hired as a food and beverage intern.

During this adventure, I worked with some of the most knowledgeable professionals in the hospitality industry from more than 50 countries. I learned from food and beverage directors from Turkey and Costa Rica, rooms' directors from Ireland, executive chefs from France and Spain, and beverage managers from Egypt. Their collaborative knowledge allowed me to soak it all in ... and so much more.

I took on a full rotation of the food and beverage outlets at the Lodge, which included the Grand Hall cocktail lounge, the Terrace Bistro, the Fine Dining Room, and room service. I also worked banquets at Manele Bay, which often included amazing scenery and a range of cultural experiences.

For my first month on Lana'i I rotated every two weeks until my knowledge and training were intact. Next, as an employee, I worked in all the hotel's areas as needed. This is where I learned how a small community can collaborate to produce a powerful product – in different outlets at parallel times – while still maintaining an ambience of proficiency, perfection, and stability.

But the most cherished outcomes of my five-month internship on Lana'i were the friendships and

connections I made with the hotel's working community.

The ladies pictured were outstanding co-workers who became two of my greatest friends. Helen (right) was our bartender in the Grand Hall. Shiel (left) was head waiter in the Fine Dining Room. I remember it was a busy night over Spring Break when we had a lot of guests. We were just finishing up the pre-shift, when our Executive Sous Chef would tell us his creation for the evening, which always included my favorite part: the tasting!

Thinking back on my experience, I realized it is not always the path you choose that reflects who you will become, but your ability to learn from the events you encounter while on your path.

My internship on Lana'i has become a part of my life. I know I will reference it often in my hospitality industry future, and I attribute many of my accomplishments to what this program taught me.



CHERISE (CENTER) AND FRIENDS

“I learned how a small community can collaborate to produce a powerful product.”

**Katie Dolecek**

*Greetings from Saigon!*

**M**ay graduate Katie Dolecek is helping to turn a Vietnamese-based cruiseline into a worldwide attraction.

“I am enjoying life in the bustling city of Saigon while working for a start-up luxury river cruise company, Heritage Line. We will be doing one to seven-night voyages from Saigon, Vietnam up the Mekong River to Siem Reap, Cambodia.

“While missing my family and friends more than ever, I know I have to work hard to overcome the distance in order to better myself for the future!”

HTM’s Brian Blake has visited Vietnam himself many times. “The image of the bread and the duck on display in Katie’s photo fills me with nostalgia. Saigon is a wonderful city to people watch and experience fine hotels, from the ultra-modern Park Hyatt and Sheraton Saigon to the more traditional places with a rich history. Many have photographs in their lobbies from the 1960s and 1970s of the war correspondents sipping Vietnamese coffee while writing their war columns.”

Katie completed her first internship with Evans Hotels at the Catamaran Hotel.



**KATIE DOLECEK**  
BOWS TO THE TRADITIONAL CUSTOM OF BREAD AND DUCK

**Whitney Beck**

*BTS to Beijing: The 2008 Summer Olympics*

**A**fter graduating from the HTM program in May of 2008, I was given the opportunity to travel to the Summer Olympics in Beijing with the company Behind the Scenes (BTS), where I had completed an internship.

It was an experience I’ll never forget. BTS was contracted through NBC to feed all staff while they worked in Beijing covering the Olympics. That meant food for lots of folks – from 100 to 1500 people a day – and sometimes working 10 to 12 hour days, but every minute was worth it.

On top of the NBC crew, we supplied the catering needs for Volkswagen, Omega, General Electric, and Johnson & Johnson when they hosted VIP parties.

We ended up with 10 service locations and built

out five full kitchens for our chefs to prepare and cook the food. A few of our main kitchens were right next to the Birds Nest and the Water Cube.

Because we had “media access” credentials through NBC, we got into all of the events. After work we could just walk into some of the main competitions. I was able to see swimming, women’s gymnastics, and the men’s basketball finals.

Although I was contracted to be the Accounting Manager through BTS and didn’t deal as much with the “major set ups” or “event planning,” I witnessed first hand just how much planning and work goes into a large event. It’s amazing what needs to get done for a two-week event.

Now that I’m back, I’ve been hired by the same company as a full-time employee. I’m working downtown at the USS Midway Museum as their Catering Event Manager! I absolutely love it and really enjoy this company. They have definitely become family to me.

I want to thank the Hospitality and Tourism Program for all they’ve done for me. If I wasn’t required to complete an internship, I would not be in the position I am in right now, nor would I have had these amazing opportunities.

— Whitney Beck

(Whitney completed her first internship at the Courtyard by Marriott San Diego Downtown.)



**WHITNEY BECK**  
AT THE BEIJING SUMMER OLYMPICS

**“If I wasn’t required to complete an internship, I would not be in the position I am in right now, nor would I have had these amazing opportunities.”**

## Beth Brannigan

*A Big Bite out of the Big Apple: Sheraton New York Hotel & Towers*



BETH BRANNIGAN, FAR RIGHT

“My internship at the Sheraton in New York City was amazing! Not only was I able to experience a city and culture that is much different from San Diego, I was able to work for one of the biggest hotels in New York. I was an Accounting Intern that was moved to Six Sigma once I expressed interest in the Banquet billing process (I have an events emphasis). At this organization, the doors were always open to suggestions on how to improve our learning experience and explore as much as possible.”

Beth heard industry leaders discuss the differences in the generations and how that affects the workplace. “A large part of the conference was focused on how important it is to keep the work place fun and exciting,” Beth reports. “All Sheraton leaders were encouraged to make the mundane tasks fun by making them into games or competitions.”

Beth Brannigan returned to San Diego to complete her second internship at the San Diego Convention Center.

## *a message from the director*

### ***Our Students' Success Says It All!***

**A**s enthusiastic as I am about thanking our generous friends and supporters, this special supplement is all about the students. I'm sure you'll marvel, as I did, at just how far our students are willing to go – to apply their skills in the field, challenge themselves to grow, give back to the community, and recognize the wealth of opportunities made available to them through the HTM Program.

Recently, we were honored to welcome Bill Marriott, Chairman and C.E.O. of Marriott International, to our campus. He met with HTM students, presented an extraordinary gift from the Marriott Foundation that bears his family's name, and participated in a renaming ceremony for the new J. Willard and Alice S. Marriott Foundation Student Center for Professional Development.

Among the students and well-wishers was Chris Harrison, Bill's grandson. “I can't speak for my grandfather or great-grandfather,” Chris had said earlier, “but I know one of their ambitions in life is to give back, specifically contributing to the success of educational programs as often as they can. The fact that this gift comes to SDSU must mean that something great is happening at your school.”

We agree, Chris. And we think this special supplement shows you something great indeed!



CARL WINSTON  
HTM DIRECTOR

**“I know one of my grandfather's ambitions in life is to give back...The fact that this gift comes to SDSU must mean that something great is happening at your school.”**

**– Chris Harrison, grandson of Bill Marriott**

## *four more HTM hires for Hyatt*

**R**eal world experience. Practical application of classroom studies. Four HTM alums and four new placements or promotions with Hyatt. Someone's doing something smart around here...

**Peter Molinari** began his hotel career at the Manchester Grand Hyatt downtown, where he completed both his internships. Upon graduation Peter stayed on as a Rooms Division Corporate Management Trainee.

One of HTMs youngest graduates, **Edmond Tso** completed his studies at 20 and began his career at the Hyatt Santa Clara, in Northern California, as an Accounting Corporate Management Trainee. Prior to graduation, Edmond completed both his internships at the Hyatt Regency La Jolla – as a PBX Operator, Housekeeping Houseman, and a Front Desk Supervisor. Having recently finished his Corporate Management Trainee program with Hyatt Hotels, Edmond just accepted a transition lead position with Hyatt's Corporate Office. For the next year he will travel to a different Hyatt every month to provide training and support with the Hyatt Shared Service Center's Accounting Department.

**Kiley Rosenberg** was recently offered his first management position at the Hyatt Regency Chicago as Hotel Assistant Manager. Kiley was on call during the presidential election and actually helped service President Obama's room during his stay at Kiley's hotel on election night. In the summer of 2005, Kiley worked his first hotel job at the Ocean Park Inn on Pacific Beach. He then completed his first internship at the Hyatt Regency La Jolla, and moved to the Manchester Grand Hyatt for his second internship, where he oversaw, "Camp Hyatt." Upon completion of his second internship he stayed on as a housekeeping supervisor before entering Hyatt's Corporate Management Training program and moving to Chicago. Kiley has worked at the 2,019 room property since May and concentrated in housekeeping after rotating through all departments in the hotel. Before moving to Chicago, Kiley took time off to backpack through Asia visiting Japan, Thailand, Vietnam, and Cambodia.

The lone female in the foursome, **Mave Jacoby** currently resides in San Antonio, Texas. Mave completed her first internship at Mission Bay's Paradise Point Resort before moving to the Hyatt Regency Mission Bay, where she was a banqueting intern. Upon graduation Mave traveled to Costa Rica before returning to San Diego to complete her Food & Beverage Management training, also at the Hyatt Regency Mission Bay. She then transferred to San Antonio and is now an Outlets Manager at the Hyatt Regency San Antonio.



BRIAN BLAKE PICTURED WITH HTM GRADS PETER MOLINARI, EDMOND TSO, KILEY ROSENBERG, AND MAVE JACOBY AT JFK AIRPORT ENROUTE TO ATTEND THE NOVEMBER 2008 INTERNATIONAL HOTEL MOTEL SHOW IN NEW YORK CITY.

### *how to contact us*

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### *WAIT: it's never too late to donate!*

Thank you to the 39 alumni who have made gifts to support HTM. We are proud to have our alumni giving back in this way. We encourage others to consider a small contribution in 2009 because every gift, no matter what size, makes a difference!

To donate, please visit <http://www.sdsu.edu/givenow>, and designate your gift to "HTM." If you have additional questions, please contact Mariel Berry at (619) 594-8186 or [mberry@mail.sdsu.edu](mailto:mberry@mail.sdsu.edu).

For other HTM support and gifts, please contact Heather Haltaufderheide at (619) 594-1479 or [hhaltauf@mail.sdsu.edu](mailto:hhaltauf@mail.sdsu.edu).