

a message from the director: shift happens

going places



CARL WINSTON
HTM DIRECTOR

If you're like me, you're getting a bit tired of the "Great Recession." We've been working diligently the past two years to reinvent everything—ourselves, our business models, our attitudes—to survive a changed economy. Now, we are beginning to see the "green shoots" of a new energy, with small but encouraging signs of job growth, economic recovery, and sustainable ways of moving forward. As my friend Bruce MacMillan likes to say, "shift happens."

In this time of change, we have all experienced gains and losses. Our school is no different and our

biggest loss this year was of one of our key friends, Norman Brinker. Mr. Brinker was one of the original donors to our school, but more than that, he was a loyal alumnus and a tireless advocate in bringing reality, smarts, and professionalism to our curriculum. His legacy will continue through the Norman E. Brinker Executive-in-Residence program, which has been occupied in recent years by Mr. Jeff Campbell and other luminaries from the restaurant industry. Norman's passing hurt in ways difficult to express for those of us who knew him. Fortunately, he has left us a rich legacy, with many lessons deeply embedded in our curriculum that we will access again and again as we plan for the next decade.

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same claim + new name = more fame

HTM is now the L. Robert Payne School of Hospitality & Tourism Management

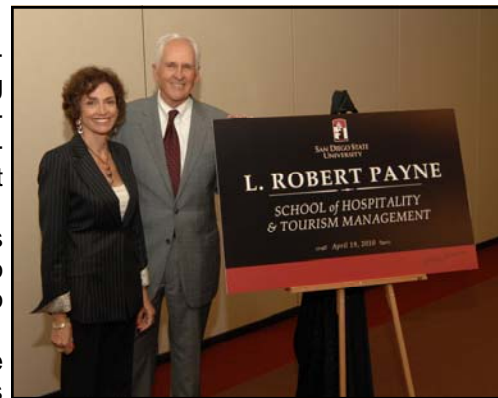
San Diego State's School of Hospitality and Tourism Management has been renamed the L. Robert Payne School of Hospitality and Tourism Management, honoring yet another large donation the L. Robert Payne and Patricia L. Payne Family Foundation made to the school in May. Payne is an alumnus of SDSU whose \$1.1 million donation in 1999 launched the hotel and tourism management program. This latest gift will be part of an eventual \$8.5 million dollar endowment.

In addition to lending legitimacy to the school, the generous contribution protects HTM from the damaging effects of the budget cuts. Ultimately, the gift will support two faculty positions and create a "Directors Fund" that will enable the school to continue to improve its operations and student focus.

"These donations will help preserve things the way they are right now and give the School of Hospitality and Tourism Management a position to grow when the time is right," Director Carl Winston said. "With additional professors and classes, students will have a more enriching learning experience."

"They tell me that naming it after someone shows someone really cares and makes it more prestigious from a national and international point of view," the modest Payne said in an interview with the *San Diego Union-Tribune*. "So my motivation is the accomplishments the school has made in the last 10 years. If this takes it to the next level, I'd be delighted."

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PSFA COLLEGE DEAN JOYCE GATTAS & BOB PAYNE

a new beginning...Patti Roscoe endows professorship

Meetings & Events Go to School

Meetings industry icon Patti Roscoe presented HTM with a substantial gift last spring, endowing a professorship in the school's new **Institute for Meetings and Events** and keeping a promise to continue her investment in the future of the hospitality industry.

"We worked hard to create a program that would inspire students to pursue their passion of service to our industry," Roscoe said. "Our goal was to prepare them at the highest level to become dynamic, future leaders. We are now graduating well-trained, professional scholars who have met our aspirations—and beyond."

"Patty's gift allows us to establish the first ever **Institute for Meetings and Events**, as well as the first endowed faculty position to bear the name of a woman in the history of SDSU," PSFA College Dean Joyce Gattas said. "It is a great honor to recognize Patti for this unprecedented milestone."

The IME is the first higher education institute of its kind, with a primary focus on education and research and the application of professional principles in meetings and events, which will shape the future of this important industry.

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Make more work with less!

Welcome all box-breakers and rule-changers...

Thinking outside of the box" has moved from clever concept to harsh reality for our school—indeed, for anyone in the hospitality industry. Slashed budget cuts and a damaged economy combine for a unique call to action for our students:



BRIAN P. BLAKE,
HTM'S DIRECTOR OF
THE J. WILLARD AND
ALICE S. MARRIOTT
STUDENT CENTER
FOR PROFESSIONAL
DEVELOPMENT

Make more work with less.

The changing face of internships looks a lot like finding gaps in hospitality's workforce and developing the skills to fill them. The days of formal, structured, full-time rotations are over. We adapt: we become more creative in seeking out holes in the industry—like stepping in for a three-month maternity leave or temporary part-time positions. Hospitality businesses always need people, but they've become more demanding: superior service rules. Management can select those interns who are most dedicated to improving the customer's experience.

Lucky for our students, their desire to serve often outweighs the push for a paycheck. Repeatedly, this is what we hear from those who hire from HTM.

"The Students from SDSU that work in the Rooms Division at the Hyatt Regency La Jolla bring a passionate and enthusiastic attitude that enhances our guests' experience. They are quick to assist our guests and have very good follow through skills. The

students are engaging and genuine to our guests which assisted the hotel to surpass all Customer Service goals for 2009."

That is a direct quote from Hyatt Regency La Jolla's Janet Casey-Devaney. She sent it with a request for more resumes, "as I would like to hire a couple more people." It doesn't get much clearer than that!

We are also thinking outside of San Diego, as we have for several years. Out-of-state and overseas internships/work experience continue to see SDSU students making exceptional strides. Domestic internships include three students in Hawaii with Starwood Hotels, with the U.S. Navy's Moral and Welfare Department on Pearl Harbor, and several students interning at Disneyland in Anaheim. International presence is still a vital part of our program, with students in Dubai, New Zealand, and graduates in Japan. In June, I had the pleasure of traveling to London to visit with the senior HR director at Marriott Hotels London. We are developing a relationship earmarked for the future. Meanwhile, I visited alumna Maddie Giuseppini, Class of '08, who joined Marriott upon graduation and who is now a sales manager at the fabulous Renaissance Chancery Court in London's West End.

In a world in flux, we don't just travel beyond our borders; the outside world travels here. I also had the privilege of accompanying Disney recruiters to China, where they delivered presentations at various schools for a promising program. Chinese students will spend a semester at SDSU taking classes in HTM, then go on to complete a seven-month internship at Disneyland or

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the changing face of internships

They don't make 'em like they used to...which brings flexibility to a new standard for HTM students placed in or seeking internships. Some alternative approaches have made inspiring opportunities available for the enterprising and adaptive: traveling overseas, combining disciplines, doing what's necessary to secure a path toward employment or enhanced education—and hopefully both!

Destination: Dubai

South of the Persian Gulf on the Arabian Peninsula lies the booming emirate Dubai. In one of the most multicultural cities in the world, two HTM students—me and Daniel Gromick—are experiencing a once-in-a-lifetime opportunity. We are gaining six months of hotel food and beverage experience at the renowned French restaurant Traituer and the lively bar and lounge Terrace at the five-star Park Hyatt Dubai. Thus far, it has been great yet challenging. So much to learn and gain, yet not enough time! I have applied so much of what I learned through HTM to my learning here—the kaleidoscope competencies, the importance of service excellence, and always exceeding expectations. These concepts have encouraged me to move forward with full force. Great industry training is available, along with fantastic networking opportunities and a chance to gain international hotel work experience at a hot tourist destination. I look forward to returning and sharing my experience with everyone.

— Fatema Qassimyar, Class of '10



Island Dreams Do Come True

Natsumi Suzuki and Lauren Coolbaugh both had the good fortune to intern at the Westin Maui Resort & Spa. Natsumi experienced the “day-to-day operations at the front office” and “assisted the associates by utilizing her bilingual skills.” (Natsumi was born and raised in Japan.)

Lauren was enthusiastic about her internship and encouraging to other students. “Interning in Maui was a dream! Not only was the location beautiful, but working full-time in food and beverage gave me a real feel for what a career in hotels entails. I learned so much from my managers and gained confidence from my projects with the restaurants and events on property. I feel much more prepared to enter into the Hospitality industry and pursue a career with Starwood.

“When I applied for the internship in the summer I never thought I would actually end up going; it sounded too good to be true. My advice to anyone interested in an internship is: *apply!* Don’t sell yourself short because you never know what could happen.”



NATSUMI SUZUKI AND LAUREN COOLBAUGH

HTM Knows MWR



STEPHANIE GALVEZ, ERICA ENTZ (SACRAMENTO STATE), EMILY MALLARD, JON CARBAUGH, ASHLEY SILVER, CRYSANYT SMITH, AND PAULA ANDERSON.

HTM collaborated with the school of Exercise and Nutritional Sciences for a unique internship opportunity at Naval Station Pearl Harbor’s Morale, Welfare, and Recreation Office (MWR). Of the seven program interns, six were SDSU students, an incredible accomplishment for PSFA. The students worked in departments including Special Events, Liberty (Single Sailors), Aquatics, Fitness, Marketing, and Youth Sports.

Hyatt, Hai!

After completing internship work in America, HTM alums (2008) Nami Takatsui and Izumi Yokokawa returned to their home country of Japan to work for major hotel companies. Brian Blake met up with them for coffee while traveling through Asia. Izumi works at the Grand Hyatt in Tokyo in Food and Beverage; Nami is employed in the catering department at the Mandarin Oriental, where she often remarks on her American experience to English-speaking dignitaries.



LEFT TO RIGHT: BRIAN BLAKE, NAMI TAKATSUI, IZUMI YOKOKAWA

end of an era...Norman Brinker

Once the Boss, Always the Boss

Memories of Norman Brinker by Jeff Campbell

When I first met him, he was already a legend.

It was 1981. Norman was 50 years old and the Chairman of Steak and Ale.

He had graduated from San Diego State (where he was Student Body President), participated in the Olympics in Helsinki in 1952, and had been married to San Diego's own Maureen "Little Mo" Connelly, who—after winning Wimbledon at age 17—died tragically of cancer at age 34 in 1969.

Norman had worked at Jack in the Box here in Southern California before heading to Dallas to found the Steak and Ale and Bennigan's restaurant chains and become a nationally recognized leader—and legend—in the hospitality industry.

When he arrived at Burger King (as acting Chairman

of the Board in 1981) we were excited and expected life to get more interesting.

We had no idea!

To say that he transformed both the company and the attitudes of its management team and franchisees would be the understatement of the century. In effect, he taught us the business—and how to lead within it—all over again.

That was the Brinker way.

Over the course of a decades-long career, Norman not only made himself successful, he inspired thousands of other people to be better than they thought they could be, and accomplish more than they thought they could accomplish. Over 40 people who worked with Norman later became CEO's in their own right... and every one of them (yours truly included) would be quick to tell you how much they owed to the privilege of having worked with Norman.

Perhaps the most memorable thing about Norman was his whole approach to leading others. Here was a man who could have bought and sold most of the people he worked with many times over, who had achieved more than any ten of them combined, and yet he always seemed to be the most humble person in the room. Norman's way of leading was by asking questions and then listening intently to the answers he received. His belief was that the job of a leader was to help people discover their own greatness in the process of coaching them toward the goal line. And he was always interested in what *you* thought. As I think about it, Norman Brinker was a walking advertisement for HTM's Leadership Competency Model: a world-class coach and teacher and the essence of professionalism.

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NORMAN BRINKER BACKED UP BY ADMIRING HTM STUDENTS

new and noteworthy

HTM's Training Goes Global

Meeting Professionals International, the meeting and event industry's largest global community, has chosen HTM as one of three Global Training Centers for Meetings and Business Events. As the first North American Training Center, SDSU has "become a renowned provider of talents for our industry—combining entrepreneurship, genuine industry understanding and solid business practice," said Didier Scaillet, vice president of global development and chief development officer for MPI.

MPI will collaborate with SDSU faculty and the professional education community to deliver a range of educational content for the meetings and events industry in the United States. France's CERAM Business School and QMDI in Qatar were also chosen; a total of 14 training centers are scheduled for development over the next two years worldwide.

The MPI Global Training Centers were created to provide the industry with a standardized body of knowledge for event professionals to obtain globally transferable skills and competencies. They will also allow MPI to globally distribute its "MPI Global Knowledge Plan"—a learning path for the global community that ensures appropriate career and personal development at each stage of an individual's career.

For more information about the new Global Training Center at HTM, please visit mpiglobaltraining.org.



We're proud of all our alumni. Each issue, we feature a few standouts whose accomplishments are echoed by outside sources—an industry insider, a supervisor—all of which tells us what we already know: Our grads are going places!

Haley Guild Moore, Girl Sommelier

Of the many HTM-related success stories bearing the stamp of the Bay Area, none has garnered as much gender play as the *Contra Costa Times* story about female sommeliers. In the story's lead: HTM's Haley Guild Moore (Class of 2004) whose foodie street cred was secured by jaw-dropping restaurant references:

"Guild Moore, whose resume reads like a Bay Area foodie's paradise—A Cote, Va De Vi, and Bacar—is one of eight sommeliers in the Bacchus Management Group....Six of those eight are female." As the story continues, our very own alumna was liberally quoted. Here are a few choice soundbites and one fashion "don't":

"I like being active, and proving that I have the ability to work as hard as the men in my field do," says Guild Moore.

"This business is for people who want to take care of others. It's like having a dinner party at my house every night and not having to clean up."

"You need only look at the 27-year-old's orthopedic-like black clogs to know stilettos wouldn't work in wine service."

We caught up with Haley (when she wasn't studying for the advanced sommelier exam or working at Spruce in the city) to see if life had changed since she was touted in the press for her career and shoe choices...



HAYLEY PERFECTS THE POUR AT SPRUCE RESTAURANT IN SAN FRANCISCO

Wow, those clogs sound so sexy! Did you get a lot of grief about that?

A bit...It was pretty funny actually. They aren't the most attractive things in the world, but not many orthopedic shoes are! I just can't be on my feet carrying cases of wine for hours on end in any sort of a heel. The guys in the kitchen actually made fun of me before the article ran, because they wear the same shoes.

How has your life changed since this article ran?

Sometimes I'll walk up to a table and people will respond with: "Oh! It's you!" It's sweet, and nice to be recognized. As for trends, I was quoted in *Hospitality Magazine's* 30 under 30 about a year ago. *Sommelier Journal* is a trade publication that did an article about the wine program I formerly ran in the city. I do think the world of "women in wine" is growing fast, though. In fact, I know more female sommeliers now than men. Wine was formerly thought of as an elitist luxury; now people are considering it a staple in their meal. I do believe that guests get a different experience from every type of sommelier.

Can you cite any direct influences you notice from your education in HTM?

So much...business and numbers are so important! If you can make a business money you add value and will be likely to always have a job. Also, the idea of hospitality is incredibly important in my position. The number of people I deal with on a daily basis, from guests, to vendors, to co-workers is unreal. The ability to treat all of these people with general hospitality is incredibly important. The management aspect takes a huge role in all of this as well. Empowering staff to want to learn, managing other sommeliers, vendors and managing up is vital to productivity in a restaurant.

What's this we hear about a new wine list?

The list consists of 3,000 labels, which is close to \$800,000 in inventory. We recently grew the list from 1,700 labels to 3,000 within a couple of weeks! The list now consists of Bordeaux going back to 1933, red and white Burgundy back to the '50s, and lots of Napa Cab dating back to the early '60s. It is such a treat to sell and open these wines. My favorite part is learning what was going on in these parts of the world when the wine was made. Considering the people who made it and what their lives were like. It's like consuming an artifact.

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"The women that I know that are successful in this business are strong women who are nurturing by nature. This attribute makes guests feel at home with a topic that can be daunting, which is imperative for providing true hospitality!"

— Sommelier
Haley Guild Moore,
Class of '04

Update: Sycuan Institute on Tribal Gaming

The Tribal Gaming Emphasis continues to grow as more HTM students learn about the opportunities in this growing industry. There are now five tribal gaming courses offered each year. In the fall semester, HTM offers a course in tribal casino operations and another in responsible gaming. In alternate years, the tribal gaming emphasis will also offer special topics courses on federal recognition and nation building. In the spring semester, HTM offered tribal gaming legal and regulatory issues, casino marketing and public relations, and a course in tribal gaming history and culture. All courses consider the unique interplay between federal, state, and tribal law and the ways that the 1988 Indian Gaming Regulatory Act (IGRA) facilitates, shapes, and limits tribal gaming. While these courses are designed to support the HTM Program's tribal gaming emphasis, all courses are open to any student with an interest in tribal governments, economic development, or gaming.

The Sycuan Institute on Tribal Gaming (SITG), which sponsors the gaming emphasis and supports research and outreach activities at SDSU, sponsored the first-ever tribal gaming Breakfast at the Prado in September, 2009. Chairman Daniel J. Tucker from the Sycuan Band of the Kumeyaay Nation gave the keynote address, which was attended by industry professionals, tribal leaders, and representatives and SDSU leadership and students. SITG also sponsored panels and workshops at various tribal events, including the Global Gaming Expo in Las Vegas in November, 2009 and the Western Indian Gaming



Conference in Palm Springs in January, 2010. The largest event of the year was a Symposium at the Tradeshow of the National Indian Gaming Association (NIGA) here in San Diego in April. For more information about courses or activities, please visit www.sdsu.edu/htm or contact Dr. Kate Spilde at kspilde@mail.sdsu.edu.

Associate Professor Kate Spilde is the first endowed chair of the Sycuan Institute on Tribal Gaming and oversees the first and only four-year degree program in tribal gaming. She co-authored a recent article for the Institute for Research on gambling disorders, exploring respectful approaches to improving "community-based, collaborative research in Indian Country." To read more: <http://www.gamblingdisorders.org/issues-insights/creating-partnerships-between-american-indian-communities-and-researchers>.



SYCUAN CHAIRMAN DANIEL J. TUCKER PICTURED WITH DR. SPILDE AND TRIBAL GAMING STUDENTS AT THE PRADO COMMUNITY LECTURE AND BREAKFAST

Tyler's Travelodge Triumph

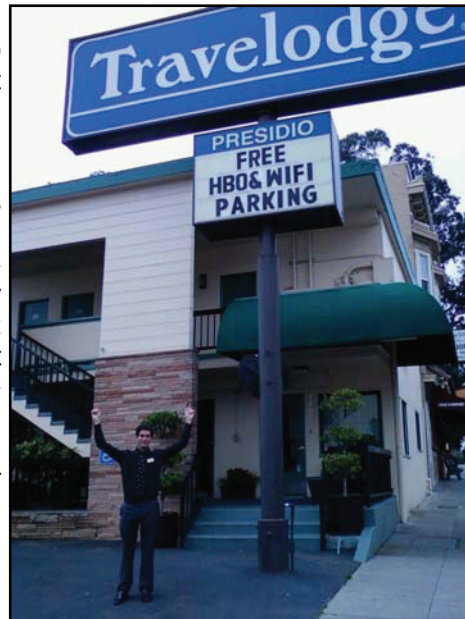
The Hospitality and Tourism Management program at San Diego State University brought me to where I am today, General Manager at the Travelodge Presidio in San Francisco.

On day one, the program's prospects displayed a juicy perspective of what the industry could do for me. The knowledgeable and experienced staff pushed me to gain confidence in my abilities through class projects and industry event attendance. The HTM program stresses developing essential networking skills, teaching us how to be comfortable and familiar with high-ranking professionals. I achieved this by getting involved in academic clubs on campus—Meeting and Event Student Association (MESA), Hospitality and Tourism Management Student Association (HTMSA), and National Society of Minorities in Hospitality (NMSH)—and by organizing and attending industry events. CEOs from large hotel chains taught on campus or gave guest lectures, allowing me the candid perspective one would only see after venturing out in the professional world.

HTM helped me cultivate my professionalism in every way. From learning proper business attire to formal writing, many of my skills were developed or honed in an effort to prepare for the “real world.” The skills taught in class were then tested in the work place. Through the required internships I built my resume as I studied, providing the best opportunity for me to apply my knowledge. I was already working in the field and meeting professionals before graduating...building the networks to foster a career. Mr. Winston, Mr. Blake, and the rest of the staff continue to support me, and are still only a phone call away. This is truly a working degree that has helped launch my career.

—Tyler Shanahan, Class of '08

Tyler's hotel was recently afforded company recognition by Travelodge in the “WOW” customer service program.



A GRATEFUL GM IN HIS PRESIDIO PARKING LOT

Girl Sommelier (continued from page 5...)

What happens next for the advanced exam?

The advanced exam is a three-part test consisting of blind tasting, theory, and service. It is two days of lecture and then three days of testing. At the moment, I meet with a tasting group and go through the blind tasting format created by the Court of Master Sommeliers once a week. We also taste for the list once a week, where about 150 wines can be tasted within a few hours. I also try to pick up the book and study for thirty minutes a day. This can be more difficult than one would think. The service component I get to practice five nights a week! I plan to sit for the Master Sommelier exam as soon as I pass this exam.

Any advice for our students and alumni?

For students, I would say to get as involved as possible in the coursework. We are lucky to have industry professionals at our fingertips, so ask as many questions as possible and look to them for advice. The business classes aren't as fun as the hospitality classes (obviously) but take in as much as possible. Adding value to a business will only make you more money in the long run!

For alums looking to go into the sommelier field, I would say to begin the coursework for the Court of Master Sommeliers and get with an Advanced Prep study group in your area. These accreditations are recognized worldwide, so passing these exams, studying, and tasting as much as possible is imperative. Also, a resume filled with restaurant work is important.

Read the full-court press about Haley and other female sommeliers:

www.mercurynews.com/bay-area-living-headlines/ci_13782105?nclink_check=1

Surfing in the Wave of Sustainable Tourism

In a world where “greening” has become the new commodification of advertising everywhere, it’s not easy to find someone who walks, teaches, works, and surfs the true eco talk. Enter Dr. Jess Ponting, Professor of Sustainable Tourism, who joined the RTM faculty in September 2008 via University of Technology, Sydney in Australia and the University of the South Pacific in Fiji. He and his wife, Sandra Sun-Ah Ponting, a tourism consultant, recently published the state’s first handbook on sustainable tourism, which serves as a primer for greening hotels, restaurants, theme parks, and related businesses. Dr. Ponting’s global goals include “ensuring that tourism is a force for positive change in destination communities.”

That, and surfing, of course.

Is sustainable tourism a trend or a reality?

This is not a trend; this is an area with its own body of knowledge. We are now seeing the real threats of climate change; the end of the cheap fossil fuel era has shifted sustainability from the fringes of leftist thought to front and center of concern for industry, policy makers, and anyone concerned about what kind of a world they’re leaving their kids.

I’ve been working on sustainable tourism projects that have created sustainable livelihoods for impoverished communities in the South Pacific since 1996.

While the tourism industry has a long way to go, the fact that sustainable tourism is now a part of the conversation at board meetings around the world, and has real implications for the bottom lines of all major corporations, means that sustainability is a concept whose time has come.

Why is the U.S. is so far behind in developing tourism as an academic discipline?

A number of factors: first, the U.S. has never had to fight for its share of the tourism market. America has long ranked third in international tourist arrivals, and first in terms of foreign exchanged earned from tourism—all this without even having a national organization for promoting tourism to the U.S. internationally (though there are many state agencies doing this). As a result government has not prioritized tourism as an area of research. Other countries that have had to fight for their slice of the tourism pie have funded research centers in tourism at their universities for decades.

Secondly, tourism studies is perhaps the most interdisciplinary field imaginable; university tourism departments around the world sit variously within schools of business, hospitality management, recreation, agriculture, geography, anthropology, economics, sociology, media studies, psychology, and so on. Academic exploration of tourism now benefits from all that these approaches have to offer.



JESS AND SANDRA ENROUTE TO AN INDIAN FRIEND’S WEDDING AT THE NADI HINDU TEMPLE IN FIJI.

Tell us about your project for the California Travel & Tourism Commission.

My wife Sandra (who holds a Ph.D. in ecotourism and helped develop the Fiji Tourism Master Plan) and I were approached by the CTTC to produce a sustainable tourism handbook for California. We based the book on the Global Sustainable Tourism Criteria (GTSC), which are being developed by the Tourism Sustainability Council to be an umbrella benchmark for sustainable tourism certification programs internationally. It has proven to be a popular introduction to sustainable tourism with the industry and with the education sector. We’re really proud that SDSU’s Sustainable Tourism program was recognized and given the honor of producing this book.

What about the internship you organized this summer to Thailand?

The Thailand internship is an ongoing opportunity made available to SDSU sustainable tourism students through a contact from my days as a sustainable tourism consultant in the South Pacific and South East Asia. A community on the small island of Koh Sukorn, off the southern coast of Thailand, is attempting to establish a community-based sustainable tourism venture. Students are placed to help develop various tour-

(continued...) faculty spotlight: Jess Ponting

ism products and to assist with the marketing and operations of the tourism business. The first SDSU intern will participate later this year.

How does surf tourism fit into your worldview?

Surf tourism is the reason I went back to university. I finished my undergrad degree in resource management and worked in volunteer community development in a remote corner of Papua New Guinea. I started out in sustainable tourism development there, and once I'd finished I went on a year-long surf trip through Indonesia where I saw all kinds of remote coastal communities relying on visiting surfers for a meager living and suffering from a range of avoidable impacts as a result. It seemed there must be a better way of going about it, so I went back to university to figure it out. I find it endlessly fascinating to research; it takes me to the most incredible places that are waaaay off the beaten tourist trails, and in between meetings and interviews, I sometimes get to surf some of the world's best waves.

Can surfers pioneer responsible tourism?

They absolutely can. In Papua New Guinea a good friend of mine, Andy Abel, president of the Papua New Guinea Surfing Association, has developed a model of surf tourism development that is being held up as a beacon of hope across the coastal communities of the less developed world. His approach has won the support of the World Bank, the surf tourism industries of Fiji and Indonesia have sought out his advice, and his model of local communities controlling the management of their own resources is about to be gazetted into Papua New Guinean law.

Who are likely partners to assist you and RTM in developing your work?

Aztec Adventures have been a great partner already. In the 18 months since my arrival at SDSU

we have already developed an international field trip for the RTM 470 course and a one-unit Sustainable Tourism Management course on sustainable whale-watching, involving a field trip to the grey whale breeding lagoons of Baja California Sur. I have been scoping potential field-based courses in Peru, Costa Rica, Nicaragua, Ecuador, and Indonesia with a variety of other eco, surf, and volunteer tourism providers as well.

What are your observations on the American education system vs. Australia's?

It has been quite an adjustment for me. The Australian system allows for tutorials—where larger classes break into smaller groups of 20 for an hour each week, which allows deeper exploration of content and one-on-one time with students. I miss these sessions and have had to figure out ways to work without them. What is great about the American system is the pride students take in their institutions and the dedication many have to student organizations. This translates into students who want to get to know their professors and challenge them to seek out opportunities for them to have life-changing experiences as a part of their education. I really enjoy that.

How does your wife's work influence yours?

My wife Sandra and I are in the same field—we met as PhD students into sustainable tourism at grad school in Australia; we are both passionate about sustainable tourism. This is a great thing for both of us as we can totally understand each other's research and provide advice and feedback; we have published work together. Sandra is an amazing professor and researcher—her education is totally tourism from her bachelor degree to her honours degree to her Ph.D. I always seek her input on the classes I teach. I hope we can bring her expertise into the program in the near future.

"Some of us have been working on these issues for some time and are ready to pass the baton to a new, enlightened and enthusiastic generation."

— Dr. Jess Ponting

(continued from page 2...) a message from Brian Blake



Disneyworld. This innovative program was recently expanded to include a work experience component at the San Diego Zoo this summer. In August 2010, we will add Marriott Hotels; Marriott will operate nearly 60 hotels in China by the end of 2010! The goal of this program is to assist in these overseas students' professional development so that upon their return to China they will be better prepared to take on leadership roles in their home country.

In closing, let me add that it is my honor to have been nominated to two committees: a three-year term as part of Disney's national advisory board, and the HR committee for the American Hotel & Lodging Association, whose mission is to keep hospitality industry programs fresh at our colleges and universities.

Our students go the extra mile—literally—by traveling across the country to attend conferences and summits that educate and enhance their HTM experience.

New York State of Mind: HTM students stake a claim on AH&LA

I made my first trip to famous/infamous New York City for the American Hotel & Lodging Association (AH&LA) Hotel Motel Restaurant Show in November. Arriving between the tall buildings and dodging endless taxis, I managed to make it to the Waldorf Astoria Hotel reception. The tour of the historical hotel was stunning, and the icing on the evening was the welcome reception. It was a wonderful networking experience: AH&LA members really reached out to all of our students and embraced our questions and ambitions.

I met Marlene Colucci (pictured with yours truly), who serves as AH&LA's executive vice president of public policy, at the reception. She has been a great mentor and resource as we have formed a wonderful partnership between their association and the HTM program.

This relationship lead us to our first student event sponsored by their association, AH&LA Bootcamp, held at the Hilton Bayfront San Diego in late January, providing another platform for the HTMSA members to network with professionals, learn about business etiquette, and look for career opportunities.

My New York experience was amazing personally and professionally, and has already led to many great opportunities for career growth.

—Leslie Bostick, Class of '10



A BONDING AH&LA MOMENT FOR MARLENE COLUCCI AND LESLIE BOSTICK.

We Few, We Happy Few: HTM Students Attend DC Summit

Once again five fortunate San Diego State students were given the opportunity to experience the AH&LA Legislative Action Summit in Washington D.C. The basis of this annual event is for leaders in the hotel industry to meet with Senators and Representatives to discuss the impact pending laws will have on business and the American lodging industry.



The summit allowed us to attend panel discussions on hot legislative topics, including the "Employee Free Choice Act" or card check bill, which would deny American workers their rights to a fair secret ballot election when determining union representation. We were also given the chance to hear from lawmakers, network with high-profile leaders in the industry, and share our personal experiences with Senators and Representatives during Capitol Hill meetings.

Thanks to the great relationships and networks of the School of Hospitality and Tourism Management at SDSU, we were the only college students to attend this remarkable event. I have gained so much knowledge and awareness of the severe impact of legislative actions and now have a clear understanding of how imperative it is to stand up and represent your industry and what you believe in.

—Samantha Bass, Class of '10

WHERE THE ACTION IS:
GALIT TASHMAN,
MELISSA LOOS,
ALYSSA ANDREWS,
CARL WINSTON,
SAM BASS, AND
FATEMA QASSIMYAR



LEFT TO RIGHT: APRIL CHU, CARL WINSTON, BOB PAYNE, DEAN JOYCE GATTAS, JONATHAN HUBKA, DENNIS HYMAN, HARUKA MATSUNO, CHRIS TSENG

Payne, who has a long background in the hotel and restaurant industry and currently owns the Crowne Plaza in Mission Valley, fit the bill when it came to representing the school's approach and attitude.

"He's extremely modest, but a tough-minded business guy and a philanthropist," Winston told the Union-Tribune. "The school is tough but fun, and so is Bob."

Humble, too.

"He really did not want the school named after him," Winston adds, "until we explained it would actually help us."

(continued from page 1...) *shift happens*

While our state-funded budget has shrunk some 30 percent, we have continued to grow our private support through philanthropy and by "earning our keep." We've gotten smarter, faster, and wiser. And we've been blessed by some significant generosity. The gift from Bob and Patty Payne to create the L. Robert Payne School of Hospitality and Tourism Management is only the second time a school has been named in San Diego State's 113-year history. We were also honored that Patti Roscoe has endowed a professorship—another first at SDSU: an endowed position funded by a woman. Imagine that! (You can read more about these gifts on pages 1 and 4.)

We graduated a record 108 students this May from our program, but because of budget reductions, our entering class for fall 2010 is much smaller than in past years—a regrettable reality on our campus. We feel sad for those hundreds of students that we could not admit, but we're doing all that we can to counter our budget woes and look optimistically to the future. By cultivating international student programs; by working with trade associations, such as Meeting Professionals International (MPI) and the International Association of Amusement Parks and Attractions (IAAPA); by conducting substantial research projects for the business community. These efforts have raised enough funds to continue operations as normal, while improving the quality of our teaching. While many state schools and programs are cutting classes, we are fortunate to be adding to our curriculum.

That we've been able to launch new initiatives in this economic climate is especially gratifying. The international program, in collaboration with our colleagues in China, will bring more than 100 students to the U.S. from China for a year of SDSU education and employment with Disney, Marriott, and soon Hyatt. Our Marriott Student Center for Professional Development is cultivating numerous initiatives to support the community. We have also begun preliminary work on our Master's Degree program and welcome input from our students, alumni, the community, and others. (Contact me if you have something to share!)

To our students and faculty, I offer heartfelt thanks as we contemplate this recovery. Thank you for doing more with less. In the business sector they call it "innovation," and I am proud to say we are doing it here. To our friends in the business community, thank you for working with us, for hiring our students, and for allowing us to place 100% of our graduates.



Patti Roscoe endows professorship (continued from page 1...)



HAPPY PATTI!
SURROUNDED BY THOSE SHE INSPIRES:
FEMALE FUTURE INDUSTRY LEADERS

Roscoe is founder and chairman of the Board of Advisors of HTM. As the 1981 founder of PRA Destination Management Company, Roscoe created a franchise operation that grew to 19 offices throughout the world. In November 2007, she sold PRA to Allied International.

"We have accomplished so much by partnering together, the hospitality industry and SDSU," Roscoe said during the naming ceremony in May, "and I am honored and proud to be part of making this dream a reality."

(continued from page 4...) *the Brinker way*

And then there was that "spirit of optimism" that we here in HTM talk about so much.

Down to the week before he passed away, Norman's stock – and believable—answer to "How are you feeling?" would be the inevitable: "I have never felt *better!*"

All of us at HTM can now bask in the memory of Norman and Toni's last visit to the campus in March 2009 and in the recollection of all that he taught us over the years. We can re-dedicate ourselves to building upon his legacy within the industry he loved so much.

Down to the end, when I spoke with him on the phone every few months, I would always call him "Boss." He was never one to like that kind of thing, but I think he knew where I was coming from.

And even now that he's gone...he'll always be the "Boss" to me.

how to contact us

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students enrolled: 700
program established: 2001



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UNIVERSITY

