



going places

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Don't Stop Believing...

A Message from the Director

VV ith another school year behind us, we reflect on the whirlwind of activities that make up our school and note the remarkably consistent quality of our graduates, their global reputation for excellence, and the partnerships that make it possible.

As you read through this issue you'll see some great examples of these accomplishments. But rather than highlight those in specifics, I encourage you to read on after I share our vision of the school's future and how our recent activities support that vision.

CARL WINSTON DIRECTOR

We are blessed with an incredible group of business partners, donors, and other supporters who are never shy about sharing their opinions on what we do or how we do it. Some live in San Diego, others elsewhere

in the United States, and a large number around the globe. We truly enjoy these ongoing conversations with all of you who have helped us over the years. These collaborations help us understand how to better prepare our students for careers in this exciting and increasingly challenging industry.

I am incredibly proud of our faculty and staff, all of whom possess the attitude to embrace change. Twice annually we discuss what we need to scrap and what we need to add to our teaching strategies. Our colleagues understand that to grow the future for our students, we must shift perspectives and adapt to new challenges.

We are also fierce competitors; we strive to be considered one of the top hospitality and tourism schools in the world. This is no small task: a goal many schools claim but few achieve.

Ultimately, the "proof is in the pudding," as the saying goes, and we deliver the goods. We are fortunate to host guest speakers from all over the world—from C-level executives to 24-year-old entrepreneurs. Our students travel all over the world on special projects and 70% are now required to study or work abroad. In typical Payne School fashion, they can do this at no additional cost—again, thanks to your philanthropy. This allows us to bring a huge number of international



students to our classrooms each semester.

By hiring nearly every one of our students well before they graduate, employers continue to tell us that they love our students. That's good news, but not good enough. We must continue to evolve our curriculum and seek to add new faculty and staff. And as we go through that process, *we need to talk with you and we need to listen to you*. Because we take your support seriously.

This kind of listening has rewarded us with an innovative new executive master's degree and a truly "game changing" program in China which we are leading. This will result in us supporting 50 schools in China. It was this kind of listening that led to our Institute for Meetings and Events, our Center for Surf Research, and many other parts of the school.

Lastly, they say that imitation is the sincerest form of flattery, and we are being copied around the world. We see several of our "inventions" showing up in hospitality and tourism schools globally and domestically, and we are happy to share our approach and even prouder to be seen as innovators.

BRIAN BLAKE, CARL WINSTON, AND DON CLEARY (COO, MARRIOTT ASIA PACIFIC)

Enjoy the read as we enjoy the ride!





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June 2013

A Message from Brian Blake



Marriott Foundation's China Initiative Moves HTM in a Global Direction *Five-year, \$6.5 Million Grant for CHEI*

A fter spending the last several years directing The J. Willard and Alice S. Marriott Student Center for Professional Development, I am both proud and honored by the prospect of implementing an amazing opportunity to expand our reach into China.

BRIAN P. BLAKE, DIRECTOR THE J. WILLARD & ALICE S. MARRIOTT STUDENT CENTER FOR PROFESSIONAL DEVELOPMENT

As announced on May 22, The J. Willard and

Alice S. Marriott Foundation has committed \$6.5 million over five years to support the China Hospitality Education Initiative (CHEI) to enhance the hospitality education of tens of thousands of Chinese youths. The initiative will prepare them for rewarding careers in China's booming travel and tourism industry and expand the existing hospitality curricula and programs for universities and vocational schools.

What is key to remember, as we launch this ground-breaking initiative, is the impact it will have on our school internationally, its influence in the global market, and how it will vitalize our program to create more opportunities for

China had 56.7 million international tourist arrivals in 2011, up 7.6% from 2010. our students, here and abroad.

Why China? Beyond the alliances and partnerships we've forged over the past several years with nearly two dozen hospitality schools in China, tourism has skyrocketed in China, thanks in large part to their booming economy, and new arrivals are pouring into the U.S. every day—visiting our hotels, interacting with our employees, and experiencing American hospitality. Furthermore, our alliance with China will imbue our students with knowledge about a critical customer base: the Chinese tourist and business traveler.

Our ambitions extend beyond China and toward our students' futures. This initiative will create many options for our students and our school. With nearly two dozen exchanges already in place

with other universities, those opportunities will only increase.

At the end of 2012 the Marriott alone had built over 61 new properties in China, with other major hotels—including Hyatt, Starwood, Four Seasons, and Hilton—also building throughout the region.

"The Marriott hotels in China are very excited to open doors of opportunity to Chinese youth," said Simon Cooper, President of Asia-Pacific for Marriott International. "We are eager to support CHEI's efforts to prepare talented students for the diverse, fast-paced and fulfilling career opportunities that our hospitality industry offers."

According to the World Tourism Organization, China's expenditure on travel abroad reached \$102 billion in 2012, making it the first tourism source market in the world in terms of spending.

Funded entirely by the Marriott Foundation, CHEI reflects the Marriott family's ongoing efforts to secure a promising future for young people. "The China Hospitality Education Initiative honors the legacy of my parents and supports our



...Brian Blake (cont'd)



goal of providing youth with educational opportunities," said J.W. Marriott, Jr., trustee of the Marriott Foundation and executive chairman of Marriott International.

We are extremely honored to be chosen by the Marriott Foundation from among all the hospitality programs in the world. This may be in part due to our established "footprint" in China, an undertaking we developed and implemented for many years, beginning with our Disney program in 2009 and continuing up to the present with Marriott and Hyatt hotels. "SDSU has meaningful relationships with Marriott International staff in the U.S. and in China. They 'get' that these relationships take time and are imperative for a program to succeed," said Anne Gunsteens, Executive Director for the Foundation.

By 2020, the Chinese will represent the largest number of tourists in the world. Currently, though China is ranked #3 behind France and the U.S. in terms of international tourism, the Chinese still account for 20% of U.S. customers.

By bringing Chinese students to our campus, we have exposed our students to what is fast becoming the dominant tourism culture—a culture they will quickly need to understand. In fact, American hoteliers are mandating standards that reflect this rapidly growing market—Mandarin-speaking front desk clerks, menus and door hangers, and letters of welcome. CHEI will help us maintain a foot in both worlds, and develop a pipeline of internships, positions, and employees that will benefit both worlds!

As this transition moves forward, I will assume a new role as Director of CHEI, handing over student advising and local San Diego community outreach to the very capable Christina Jeffries a 2008 alumna, who is well positioned to help students achieve their full potential. (Read more about Christina on page 11.)

When I first came to SDSU eight years ago, I was thrilled to be part of the development of future hospitality leaders. I have loved seeing our students thrive and be promoted. I'm still thrilled today, but now I'm able to help develop hospitality leaders globally.

Learn more about CHEI at <u>www.chei.org</u>.



ANNE GUNSTEENS, DEBORAH MARRIOTT HARRISON, BILL MARRIOTT JR., CHRISTOPHER GARCIA, JEFFREY GONZALEZ, CARL WINSTON

Looking Back with Bill: "More than 90 years ago, a college professor saw potential in my father and helped him obtain an education," said J.W. "Bill" Marriott, Jr. "That provided him the knowledge and skills to start a family business that eventually became Marriott International. Today, my family and I are fortunate to continue this tradition."

Few people know the story of Bill Marriott, who grew up in the early 1900s on his father's sheepherding farm in Utah, where he was entrusted with responsibilities far beyond his 13 years. Despite never finishing high school, Marriott's abilities caught the eye of a mentor who helped him go to college. Working his way through college through difficult times—the '30s and '40s—he kept his sights on building a successful business. In the years to come, he would build many successful businesses and inspire many others.

Read more about Bill Marriott's story at <u>http://www.marriott.com/culture-and-values/jw-marriott-jr.mi</u>



going places





First Cohort Master's Degree into Home Stretch going places

Master's Program Director Jeff Campbell reports that the first cohort not only learned valuable information about the program but taught as well. "Based on what we've learned from our experience, we've decided to extend the program by 15 weeks." This extension will not only increase students' access to financial support, if needed, but eliminate taking two courses at the same time. "It will make it easier to juggle—as our current students must—both job and family responsibilities in addition to dealing with challenging coursework."

This adjustment underscores the foundation of this program: flexibility for the master's student's life. This unique program is targeted to mid-level managers with 5-15 years of experience aspiring to advance to the next level of leadership as a director, general manager, or CEO within a hospitality, recreation, or tourism organization or agency. The program also reaches out to experienced professionals who wish to continue their education while maintaining their current positions within the industry.

By developing a hybrid Master's program—online and on campus—students are able to access pre-recorded course content for maximum student flexibility. This allows class material to be accessed when it suits the student: "They can fast forward through material that they know and linger on the things that they are grappling with."



Learn more about the HTM Master's degree here: <u>http://htm.sdsu.edu/htmedge</u>

No More Teachers, No More Books...

going places

Dean Brody was convinced he'd had it with school. But school hadn't had it with him. After being inspired by Dr. Jess Ponting's Surf Tourism concept, developing a surf camp and resort, and starting his own nonprofit in Robertsport, Liberia to ensure the local population would also benefit, Sean stumbled on another



dream. He could develop his business, do good work for the community, expand into health and education, host sold-out surf camp events, all while getting his masters. Read the inspiring story from one of HTM master's program's first cohort of students.

"It is very empowering to know that such a stellar program exists with such forward-thinking professors...I recommend this program to anyone working in the hospitality or tourism industry who promised themselves they would never go back to school."

Sean's blog: <u>http://htmedge.blogspot.com/2012/11/sean-brody-from-liberia.html</u> Center for Surf Research website: <u>http://csr.sdsu.edu/</u>





Sustaining Sustainable Surf

going places

L he Center for Surf Research continues its quest to inspire a new generation of surfers and travelers to be humanitarian and conservation activists in the places they visit, and to be responsible global citizens committed to a sustainable future. In addition to conceiving and directing the center, under the auspices of HTM, Dr. Jess Ponting schedules summits to bring together surfers, environmental organizations, tourism businesses and the small but growing wave of scholars studying surf economics. Check out their latest collaborations and innovations on their website and read about what current and former CSR students are achieving: <u>http://csr.sdsu.edu/</u>.

Coming September 2013 to SDSU, Center for Surf Research and Surf Park Central are pleased to present **The Future of Sustainable Surf Development Conference.** Find more details at, <u>http://goo.gl/GY1zE</u>.







Mastering Online Education





 Γ or six years, Brad Gessner was general manager at the San Diego Convention Center. A year ago he joined the first cohort of master's candidates. Then he got the HTM edge. "I am now the Vice President of Convention Centers for AEG Facilities in Los Angeles, and can tell you that the knowledge I have attained in the past nine months from the excellent coursework and instruction provided through the SDSU Master's in HTM has helped me succeed in my new position."

Read more about Brad's success story here: <u>http://htmedge.blogspot.com/2013/01/brad-gessner-blogpost-htm-masters-im.html</u>

"I've been astonished with the access to professors: they're just a phone call, email, or text away. The connection I've made with classmates has given a real family feeling to the group. Everyone's trying to help each other out; we all want to see each other succeed."

– Tyler Martin, HTM Master's Student





Student Success Stories

HARF Scholarship Recipient

Restaurant Foundation (HARF) Scholarship, given to HTM students and shared his part in creating San Diego's hospitality students in California to reward those seen as hospitality industry. In November, 25 students from the future leaders of the hospitality industry. As a HTM's Meetings & Events Student Association (MESA) recipient of this scholarship, a few other fellow Aztecs students explored L.A. meeting and event spaces, enjoyed and Michelle were flown up to San Francisco for an a Disneyland Tour, had a star sighting (Ellen DeGeneres), awards ceremony, where they were given the opportunity made a visit to the Montage Resort, and received a tour of to network with leading hospitality companies from the LA Zoo. Eric Rozenberg, President of Belgiumaround California. The networking session was followed based company Swantegy, met with MESA board by an awards ceremony where Michelle was recognized as members and HTM following his community lecture and the top applicant with an award in honor of Hilda Watson breakfast at the Prado in Balboa Park. Gifford, the first female graduate of the Cornell Hotel School and the first director of the Hotel & Restaurant Department at City College of San Francisco. Michelle was able to sit and network with the board members throughout the dinner and ceremony. This is her first scholarship and she was honored to be recognized. Way to go, Michelle!

– Angie Merz, IME Liaison



PARIS LANDEN, LUDIVINE MAS, CHRISTOPHER GARCIA. MICHELLE DEWEZ. BRIAN BLAKE. MARK FOJAS. **CARLY RUBIN, ALEXA ORTMAN**



going places

MESA and News

ast fall, Michelle Dewez was awarded The Hotel and Ln October 2012, then-Mayor Jerry Sanders met with



CLARISSA TEIXEIRA, SAMANTHA BOWLER, FORMER MAYOR JERRY SANDERS, CASSANDRA ROGERS, ANGIE MERZ, BECCA COHEN



JAIME BRUCE. EMILIA ASSARSSON. ANGIE MERZ. ERIC ROZENBERG



Meaningful Mentoring

Women in Global Gaming Already Lean In

In late March, the Tribal Gaming Subcommittee of the Global Gaming Women (GGW) Initiative organized a breakfast for over 60 women attending the National Indian Gaming Association (NIGA) tradeshow in Phoenix, AZ. The special breakfast session, which featured a panel of four women leaders in the tribal government gaming industry, was sponsored by the Sycuan Institute on Tribal Gaming at San Diego State University. The Chair of the Sycuan Institute, Dr. Katherine Spilde, helped organize the event and served as moderator

The theme of the breakfast was mentorship. The four panelists represented a range of leadership within the tribal government gaming industry: the Honorable Diane Enos, President of the

Salt River Pima-Maricopa Indian Community; Libby Francisco, Chief Operating Officer, Desert Diamond Casino; Valerie Diaz, Sales Manager, Specialty and International Markets, Casino Del Sol; and Valerie Spicer, Executive Director, Arizona Indian Gaming Association. During the panel, these women leaders—who have experiences on both sides of a mentoring relationship—revealed why these successful arrangements are as diverse as the individuals themselves. For many professional women, having—or being—a mentor is a natural step in building a meaningful and balanced career in the tribal government gaming industry. After a lively question-and-answer session, all participants agreed to maintain their connections through more frequent meetings at tribal gaming regional events.

As the Global Gaming Women (GGW) Initiative prepares to launch its matching program for mentors and protégées later this year, the GGW Tribal Gaming Subcommittee is poised to support both SDSU tribal gaming students and women already involved in tribal gaming who might want to know answers to basic questions such as: What does a successful mentoring relationship look like? How do we ensure a mutually beneficial relationship for the parties involved? Visit the initiative's website at <u>www.globalgamingwomen.org</u>.

Faculty Baby Boom



(above) Ethan Mitchel Testa was born on October 9th at a little over 7 lbs. He enjoys strolls on the beach, sports, songs by U2, and loves his mommy and daddy. His goal in life is to be cute all the time and we think he is succeeding spectacularly!

- Mark Testa, Professor

(*right*) Sydney has grown to be a happy, smiley, giggling baby. At 6 months old she is now kind of massive for her age, in the 97th percentile (i.e. put 100 babies her age in a room and she will be the 3rd biggest).

– Jess Ponting, Assistant Professor









- Katherine Spilde



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The Nose Knows

Alumnus Masters the Art of Sommelier Martin Sheehan-Stross (class of 2009) of San Err

 \mathbf{V} artin Sheehan-Stross (class of 2009) of San Francisco was the top overall scorer in the recent Advanced Sommelier

exam and one of five Bay Area-based sommeliers who earned the title. Sheehan-Stross earned the Rudd Scholarship, offered by the Guild of Sommeliers, to pursue studies for the final Masters Exam, along with an invitation to attend the Rudd Masters Roundtable in Napa Valley. Only 197 people worldwide have passed the Masters test. Read more at Biz Journals, http://goo.gl/pWz9k.





MARTIN SHEEHAN-STROSS (right) BEING PRESENTED WITH RUDD SCHOLARSHIP AT THE COURT OF MASTER SOMMELIERS' ADVANCED EXAM IN ANAHEIM

Keeping it Local: The Business of Doing Business

going places

Last fall brought HTM into focus at the San Diego Chapter of the California Restaurant Association: not only did our students help redesign September's San Diego Restaurant Week (see email below), but CRA awards HTM with annual gifts to support the program.

Mark,

We listened and we learned! Our revamped website and an app will be unveiled for our September Restaurant Week. Please let your students know that their project was not ignored!

Th**an**ks,

Jan Borkum San Diego County Chapter California Restaurant Association ▲ n yet another influential turn, the Carlsbad-based Tinleaf — the "fast-casual" Cohn Family restaurant that serves chef-quality comfort food while staying local and green —also tipped its leaves in our direction. Talk about making friends and influencing people...

Dear Mr. Blake,

A couple of years ago your Hospitality School helped us when we were in the developmental phases of planning our concept. Today, our restaurant is two and a half years old and very successful!

Thank you for your help!

Tinleaf Fresh Kitchen Carlsbad, CA - 8 -

going places



A Match Made in...HTM!

D an Parker and Stephanie Rivoli met and married in our program. Here's a story about how it started and what happens next.

Dan and I met the first day of the Fall 2008 semester. We both signed up to promote HTM at the Student Organization Expo. He asked me to go lunch afterward. I almost didn't go. I'm a messy eater. Glad I went... ;-)

Here we are, five years later. We've been married for almost a year and had the pleasure of three of our best friends from HTM standing by us in our wedding party.

Our favorite HTM memories all root back to Jeff Campbell's restaurant courses. Jeff has such invaluable knowledge and experience for young professionals that it never felt like we were in school. We were always so impressed and motivated by him; we idolized him. A true rock star of the restaurant world! Our favorite project was one where we teamed up with the area directors of Chili's. We got to travel to different restaurants, sit in on meetings, and provide presentations on business ideas. It was a great experience!

HTM taught us that there are endless opportunities in this industry. Eventually, we will have our own restaurant, but decided before we do, we have a ton to learn. We decided the craft beer industry was our next point of interest, so here we are in San Francisco, a city where dining out is way more than just a meal. Dan currently works at one of the city's biggest breweries, 21st Amendment, and I'm at the Abbot's Cellar, specializing in

craft beer and dinner pairings.

Another standout moment in our HTM career was the birth of Foodies. Dan and I were two of the five co-founders of SDSU's first food/ restaurant student club. It's been so rewarding to see how much the club has grown and evolved. Foodies for life!

All our best, Steph, Dan & Zeus (our dog!)





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going places



Student Internships: China

I ou secure an internship in China, but it's not quite what you expected. Now, a fellow student wants to know what you think. How much do you tell? Wendy James shared the truth about her experience, which, like life, had its ups and downs.

Hi Hayley,

It's great that you are expressing some excitement and interest in working in China. I am currently in Beijing working for a Marriott hotel in the Front Office department.

I think choosing a nurturing property can make or break your experience. If you choose to apply, here are two questions you need to ask so you can get placed in the right hotel.

1. Are there any other westerners working there?

You will be much better off if you can find a property that values diversity and wants to nurture your learning curve. Having Western employees or managers will indicate they understand you as a human being. For example, I am the only non-Asian at my hotel.

2. Ask their expectations of you as a Management Trainee.

Working in China is not easy. But "not being easy" is actually a GOOD thing! Since it's not easy, not very many people do it. And since not

very many people do it, it makes you unique and desirable! Think about everyone in all your HTM classes: They all have the same resume. They all have the same college degree, They all have 2 internships. They all are going to write that they are in NSMH and went to the conferences. So, when graduation time comes and everyone is applying for the same list of jobs, how can you set yourself apart? *China*! You will be able to prove to a future potential employer that you are strong, driven, and capable of working with any type of person. You can prove that you can overcome anything! And this, consequently, will not only help you land the job but give you the skills to move up in your career more quickly too. Well, at least that's my theory.

My advice is DO CHINA! Just be aware that it might get pretty hard at times. I never received any of the harsh, real advice. I had to learn the "hard way" about a lot of things, and I don't want you to have to do that. Keep me updated with any questions you have. If you choose to do it, you'll have someone with you every step of the way.

Cheers!

Wendy





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Faculty Spotlight: Christina Jeffries



In January, we welcomed Christina Jeffries, '08 to the HTM community as Associate Director, Student Center for Professional Development. With almost five years of experience working for the Hilton San Diego Bayfront in Human Resources and Recruiting, Christina comes to the job well versed in what students need to succeed. She'll coordinate all internships offered by our school, act as liaison between students and the hospitality industry, build relationships with the business community, and advise/assist students in their academic and professional success.

You've passed your six-month mark. What do you think so far?

The L. Robert Payne School of Hospitality and Tourism Management is an invaluable education center for the hospitality industry, and I am very proud to be a part of educating and preparing our future leaders! I've had the opportunity to experience the Spring Semester, see our seniors graduate, and I am looking forward to next fall when we will welcome nearly 200 new students.

How was the leap from HR/recruiting to advising/assisting?

The transition has been relatively smooth. The skills and experience I brought from my HR background have prepared me to turn around and assist in the hospitality students' development. I am able to give students real world advice on what to expect going into an interview, what the typical hiring process and timeline looks like, and how to professionally communicate with a potential employer.

Internships and placement are a big part of our success story. What's your forecast for our students?

I see a bright future for the students. It would be challenging to place all of the students if we didn't have the exceptional group that we do. They have truly made a superb reputation for themselves in which future generations of students become the beneficiaries. I am happy to report that many of our students are being placed in summer internships and management positions with major companies across the country and around the world. Our school also has tremendous support in San Diego. The ongoing relationship between us and the local hospitality community is vital to maintaining and growing opportunities for our Hotel, Restaurant, Meetings & Events, Tribal Gaming, and Recreation & Tourism Students.

I'm always interested in an opportunity to become better networked. If you are a current or potential employer, connect with me so we can continue to build our great network: 619-594-0930 or cjeffries@mail.sdsu.edu.

Thanks to all for welcoming me to this giant family that is the San Diego hospitality industry!



(left) CHRISTINA *(center)*, SURROUNDED BY STUDENTS AND STAFF

> (right) CHRISTINA GALVIN, JEFFREY GONZALEZ, CHRISTINA (center) MELISSA VALVERDE, KYLIE CORWIN



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Thank You to our Professors for a Day!

Speaker	Title & Company	Speaker	Title & Company
Aaron Barling	Senior Project Manager,	Holly Green	CEO, The Human Factor
Ŭ	County of San Diego	Jane Hopley	Director of Revenue
Albert Navarro, '07	AlliedPRA	bune nopicy	Management, Hotel Solamar
Alicia Feito	Vice President of Program Operations, Maritz Travel Company	Jerry Sanders	Former Mayor, City of San Diego
Allison Mitchell, '09	Human Resource Manager, La Jolla Embassy Suites	Joe Terzi	President & CEO, San Diego Tourism Authority
Alyssa Bruni, '10	Account Manager, AlliedPRA	John Schafer	VP Managing Director, Manchester Grand Hyatt San Diego
Ann Gravette	Director of Training & Development, Maritz Travel Company	Jon Carder Jon McCoy	CEO, Mogl State Representative,
Brent Fleeson	CMO, Internet Marketing, Inc.		Washington State House of Representatives
Brian Hughes	General Manager, Omni Hotel San Diego	Joni Alter	Executive Vice President, Seaview Investors
Brook Luedke	Recruiting Manager, Hyatt Hotels Corporation	Justin McCabe	Area Director of Revenue Management, Hilton Worldwide
Carlos Renstrom	Sr. Departmental HR Officer, County of San Diego	Justin Navalle, '09	Assistant Talent Buyer, Eventvibe
Christian Herrera	Owner, Oggi's Pizza & Brewing Company	Keith Guilbault	Vice President, Marketing, Jack In The Box
Christine Kramer	Director of Revenue Management, Omni Hotel	Kelly Hahs, '10	Program Coordinator, County of San Diego
Christopher Ford	San Diego Vice President, Asset	Ken Sanders	President, Audio Visual Services, Freeman Company
	Management, Host Hotels & Resorts	Kent Rideout	Lt. Colonel (retired), U.S. Army
Cory Linder	Deputy Director, County of San Diego	Krzysztof Celuch	Vice-Rector, Warsaw School of Tourism &
Dave Knopp	Recreation Manager, City of Coronado	Kurt Brown, '10	Hospitality Revenue Management,
David Peckinpaugh	President, Maritz Travel Company	1	Starwood Hotels & Resorts Worldwide
Debbie Grenowich	Revenue Manager, Rancho Valencia	Lauren Petersen, '10) Catering Sales and E-commerce Manager,
Dr. Dan Dustin	Chair, University of Utah		Sage Hospitality Resources
Dylan Fish Ed Fuller	General Manager, Tavarua Island Resort, Fiji President, Laguna	Laurie Holling Ackles	Proposal Development Manager, Maritz Travel
Da 1.allel	Strategic Advisors	T	Company
Eric Blehm	NYT Bestselling Author, "The Last Season"	Lynn Skoczelas	Chief Experience Officer, Sharp Healthcare
Frank Carson	Recreation Manager, City of El Cajon	Marc Lefkowitz	Training Director, California Council on Problem Gambling
Frank Partnoy	George E. Barrett Professor of Law & Finance, University of San Diego	Marilee Gorham	Director, City of Encinitas Recreation Department
	,	Matt Cliffort	COO, Barnana
Guido Bauer Haley Moore, '05	CEO, Green Globe Wine & Spirits Director, Stock & Bones	Melanie Schmidt	Director of Revenue Management, Hilton Gaslamp

Speaker	Title & Company	
Michael Rodarte	Revenue Management	
	Analyst, Starwood Hotels & Resorts Worldwide	
Mike Brooks	General Manager, Karl Strauss	
Mike Caputto	Director of Human	
	Resources, Valley View	
	Casino	
Miro Copic	CEO, Bottom Line Marketing	
Nick Martinez	Park Project Manager, County of San Diego	
Patrick Haggerson	Director of Ethno-Cultural	
	Programs, Betty Ford Institute	
Paul Thiel	Senior Director, BNY Mellon	
Reid Carr	CEO, Red Door Interactive	
Rob Spooner	Area Director, Human	
	Resources, Hyatt Hotels	
	Corporation	
Robert Johnson	Executive Director,	
	California Council on	
	Problem Gambling	
Rudy Felix	Regional Director of	
	Revenue Management, Evolution Hospitality	
Sebastian Riedel	Co-Founder, Global	
Sebustian Rieael	Basecamps	
Shawna Fox	Revenue Management	
	Analyst, Starwood Hotels	
	& Resorts Worldwide	
Steve O'Malley	Senior Vice President,	
a p. 1 1	Maritz Travel Company	
Sue Richardson	Recreation Manager and CPRS District 12	
	President, City of Santee	
Tim Kirkland	CEO, Renegade	
	Hospitality Group	
Tjeerd Brink	CFO, Pechanga Resort & Casino	
Tracy Dunn	Director of Marketing,	
•	PetSmart	
Tracy Judge	Proposal Development	
	Manager, Maritz Travel Company	
Tuari Bigknife	General Counsel, Viejas Band of Kumeyaay Indians	
Tyler Henscheid	Liberty Hall Recreation	
	Center Manager,	
	U.S. Navy	
Vincent Manfredi	Owner, Mandredi	
	Consulting	

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The School is very proud of its relationships with the hospitality industry and the business community. We sincerely thank all of our speakers who gave their time to come to campus and provide our students with insight and knowledge about the hospitality industry. **Thank you!**

Our vision is to be the most personalized school of its kind in developing hospitality leaders.

San Diego State University 5500 Campanile Drive San Diego, CA 92182-4514

Phone: 619-594-4964



L. Robert Payne School of Hospitality & Tourism Management