



SAN DIEGO STATE UNIVERSITY

L. Robert Payne School of Hospitality & Tourism Management

FALL 2016

Community Connections



Greetings from the Payne School!

WHAT DOES “community engagement” mean? Those of us involved in creating the annual Payne School newsletter struggled slightly with narrowing a definition as it applies to our programs and constituency. Seeking guidance, I looked it up, and surprisingly, Wikipedia offered a pretty good option:

“Community engagement refers to the process by which community benefit organizations and individuals build ongoing, permanent relationships for the purpose of applying a collective vision for the benefit of a community.”

This is precisely how the Payne School connects to the world around us. Our mission remains to be the most personalized school of its kind. To this end, we proudly and consistently produce highly motivated, qualified, and energetic problem solvers through every program of the school. Students then become alumni who are recognized leaders. These remarkable individuals, as both students and alumni, are educated



Carl Winston, Director, L. Robert Payne School of Hospitality & Tourism Management

and guided by a team of exceptional, trailblazing faculty and staff. *Passion* is present in all things, and is the common denominator that energizes our reach.

Of course, we could not do any of this without our community partners. Dean Joyce Gattas and our Advisory Board Chair Patti Roscoe recognized this vital connection some 18 years ago when they

partnered with Bob Payne (our featured donor this issue, page 4) and SDSU President Stephen Weber to launch a visionary public/private partnership. Today, under the leadership of SDSU President Elliot Hirshman and Provost Chukuka Enwemeka, we have a strategic plan that focuses on student success (last year’s newsletter theme), community engagement (this year’s newsletter focus), and research & creative endeavors (easy to guess what we will approach in next year’s issue).

We are proud of our commitment to our local, national, and global communities. Mentoring high school students across San

Diego County and actively partnering with local trade associations such as the San Diego Hotel Motel Association, California Restaurant Association—San Diego Chapter, and Meeting Professionals International—San Diego Chapter. Faculty and alumni holding prestigious national positions, such as Dr. Katherine Spilde, newly appointed to the National Center for Responsible Gaming Board of Directors. Alumni such as Sean Brody ’09, ’12 creating 20+ jobs and sustainable livelihoods in Liberia through Kwepunha Retreat; the large number of Payne School students annually studying abroad; and our growing success with The Marriott China Hospitality Education Initiative (CHEI). Our school makes things happen, and I invite you to celebrate with me in the pages ahead.

As always, your input is important to us, as is your participation. Whether that is serving on a committee, being a guest lecturer, supporting student programs, or contributing much needed scholarship funds, please feel free to contact me about any of these activities, or to share your thoughts.

Thank you for being a valuable member of our community. 



—Carl Winston, Director,
L. Robert Payne School of
Hospitality & Tourism Management



Sean Brody in Liberia.



Dr. Katherine Spilde and TGSA students with NIGA Chairman Ernie Stevens.



Members of the Marriott CHEI Regional Forum.

Studying Abroad and Exporting Expertise

WHAT AN EXCITING time for the Payne School! Conversation at The J. Willard and Alice S. Marriott Foundation Student Center for Professional Development about our community engagement is frequent as it stewards our efforts locally, nationally, and globally. Not only are we passionate about providing international experiences for our students but we are also focused on exporting our expertise to the international hospitality, recreation, and tourism learner.

The past year has yielded the largest number of Payne School students to date studying abroad. Over 85 students have taken on a mixture of two to six week sessions, full semester/summer studies, or full year immersion for its immeasurable value in 22 different countries ranging from Australia to Ecuador, Spain to Thailand. Associate Director Christina Jeffries and I explain that study abroad provides the following:

Education enhancement. An experience to study internationally adds a new perspective to a student's academics. They will see things from another point of view, which assists in developing analytical and critical thinking skills.

Resume building. Study in another country adds a new dimension to one's career planning. In an age of global economies and technology, experience abroad distinguishes



Brian Blake, Director, The J. Willard and Alice S. Marriott Foundation Student Center for Professional Development

strong backgrounds. It also serves as an invaluable networking opportunity that yields results indefinitely.

Development of self-awareness. At times we impose limitations on ourselves that hinder our progress toward our goals. By stepping outside the familiar and encountering different people and places, students gain an enhanced understanding of themselves through the world around them.

Understanding of another culture. Living and learning in an unfamiliar environment adds to an understanding of world cultures, which in turn enhances growth personally, as a member of a team, and as a leader.

The opportunity to study internationally keeps what is learned in the classroom relevant on a level that challenges and excels. With a renewed sense of the world, students expand their possibilities because they know that if they can think it, they can achieve it.

The Payne School also provides students from other countries with unique academic and career opportunities throughout the United States as well as an exported educational service. Since 2008, the Payne School and the Walt Disney Company have worked together to provide international students with the opportunity to receive a certificate in hospitality and tourism management and work as a paid intern at Disneyland. Similar

paid internships are also available through other hotel brands such as Hyatt, Starwood, and Omni.

In collaboration with The J. Willard and Alice S. Marriott Foundation, we have created community outreach to China through our China Hospitality Education Initiative (CHEI) [see page 25 for more information]. CHEI's purpose is to enhance hospitality education, leading to rewarding careers for the next generation of China's hospitality and tourism leaders. We have seen outstanding results from industry and education combining expertise and resources to meet a critical need on a global level, so much so that we are pursuing collaboration with a Japanese university (Meiji Gakuin University) to provide online curricular offerings. The country is just starting to offer education in hospitality to its people, a critical time to do so as they prepare for hosting the 2020 Summer Olympics in Tokyo.

The opportunities the Payne School provides students beyond the four walls of the classroom are something that gives us a competitive edge. We are proud to play a role in educating and fostering future international industry leaders. ●



—Brian Blake, Director,
The J. Willard and Alice S. Marriott
Foundation Student Center for
Professional Development



Adventures abroad!



CHEI students in the culinary classroom.

DONOR FEATURE: L. ROBERT PAYNE

Contribution that Impacts an Industry

ENTERING THE HALLS of the L. Robert Payne School of Hospitality and Tourism Management, one is struck by the red wall adorned with the inspiring story of the school's namesake and his advice for its students. There is a feeling of excitement for what their future holds while offering a feeling of home.

"Don't try to figure out what you're going to do the rest of your life. Whenever I say that to a roomful of students, I can almost see the sigh of relief. I've been thanked for that statement more than any other I've made," declares Bob Payne. With a school that boasts a 99% job placement rate for its graduates, Mr. Payne, through his financial generosity, has provided access to an education that enables students to navigate their success with confidence. Through his honest mentoring, he has gifted students with an inspiring perspective that nurtures their openness to receive amazing and unexpected opportunities.

An alumnus of San Diego State College, Mr. Payne is the embodiment of his own advice. He served as a pilot in the United States Air Force. Upon returning to San Diego,



Bob Payne

he became a management trainee with Jack in the Box, excelling to Vice President of Operations and earning a seat on the Board of Directors. He developed Continental Restaurant Systems, a chain of dinner house restaurants, which he later sold to Ralston Purina. He has owned and operated hotels.

He was a founder and Chairman of the Board of Grossmont Bank. Today, he is the president and CEO of Multi-Ventures, Inc., a real estate investment and management company.

Mr. Payne's professional legacy is something to be revered; equally as admirable is his unwavering commitment to volunteerism and philanthropy. He has dedicated significant time to the San Diego community, serving on the boards of many organizations including Sharp Health Care, Holiday Bowl, and the Boys & Girls Clubs of San Diego, Inc. He was named Mr. San Diego in 2009 by the Downtown Rotary and has also been honored by the San Diego Convention and Visitors Bureau, Junior Achievement, the YMCA, and the United Cerebral Palsy Association.

For SDSU, Mr. Payne is a beloved volunteer leader. He is an SDSU Distinguished Alumni, Alumnus of the Year, and has received an honorary doctorate from the university. He contributed a lead gift to name the Parma Payne Goodall Alumni Center and was integral in the founding of the Entrepreneurial Management Center, The Campanile Foundation, and the Director's Cabinet for Athletics. Most notably, it is Mr. Payne's contribution to and support of the School of Hospitality and Tourism Management for which he is recognized, the first school in SDSU history to be named after an alumnus.

"I chatted with (former) SDSU President Steve Weber about where the program was headed. There is significant wisdom in having a hospitality and tourism management school, and I recognized the impact it would have developing leaders of the industry. I had a good connection with Director Carl Winston, was impressed with his work, and wanted to ensure continued success," explained Mr. Payne.

"Bob is a known and respected leader in our industry," said Director Carl Winston. "He has already opened many doors for our students. But now when they go out in the world and meet with people, they have that extra credibility of Bob Payne's name on their resume. It's very meaningful."

Payne's investment developed a public/private partnership that created a nationally competitive hospitality program that receives national and international notoriety. It also has provided a means to extraordinary opportunity for generations of industry leaders, a perfect reflection of the character of Bob Payne. ●



Bob Payne with Director Carl Winston and students of the L. Robert Payne School of Hospitality & Tourism Management.

"Don't try to figure out what you're going to do the rest of your life. Whenever I say that to a roomful of students, I can almost see the sigh of relief. I've been thanked for that statement more than any other I've made."

ALUMNI FEATURE: ZACK PARKER '06

International Change Maker

ZACK PARKER '06 IS AN ambitious entrepreneur. Shortly after graduating from the HTM program, he ventured off on a seven-month surfing trip with his best friend. While in Papua New Guinea, in search of the best wave, Zack's world changed. He discovered the challenged conditions under which the local community lived: no running water, filth-laden...an overall unhealthy environment. Not surprisingly, dysentery and cholera were large contributors to death throughout the country. Although the problem was rampant and significant, Zack was inspired to make significant change, employing his entrepreneurial spirit to improve the conditions of an entire country.

While an MBA student at SDSU, he and a team of fellow management students used the state of affairs in Papua New Guinea as the basis for their sustainable business plan class project, and Walu International was born. The team secured the necessary funding to begin the process of installing working water purification systems and compostable toilets in the area, as well as the coverage of travel expenses to the region. To this day, Walu International continues to remain dedicated to improving the hygiene



Zack Parker '06

and sanitary conditions in the coastal communities of Papua New Guinea, and educates locals on how to identify issues and create solutions. The program has also expanded to include work in Nicaragua. "If I left the world tomorrow, Walu International would be one of my proudest achievements in my life," said Zack.


After completing his MBA program, Zack moved to San Francisco to launch ishBowl, which allowed businesses to create customized in-store video playlists based off of the brands that are sold in that business. ishBowl's playlists helped increase sales at the point of purchase, communicate directly with customers, and control the brand across the entire chain. ishBowl's aggregation technology automatically updated playlists through a hardware device that is installed inside of each business. Nike was ishBowls' first paying customer. Although there are growing pains with startups and the company shut its doors, Zack says that one of his biggest accomplishments as a leader was

"If I left the world tomorrow, Walu International would be one of my proudest achievements in my life."



Zack with his friend, Rahihi, in Papua New Guinea.

having his co-founders and co-workers say that they would work with him on future projects.

In his continued spirit of entrepreneurship, Zack created an opportunity for himself to work remotely as a mentor for start-ups and a consultant for U.S. and Latin-based companies while spending an entire year in South America and Europe. He has recently taken a role as CEO of LÜK, a funded startup out of Los Angeles. "We have created a booking service for brands to hire talent directly through our app. It is like Expedia for talent booking (models, photographers, stylists, etc.)." 



Aerial view of Papua New Guinea, where Zack ventured off on a seven-month surfing trip after graduating from the HTM program.

FACULTY FEATURE: DR. MARK TESTA

Thought Leader

“Success is peace of mind which is a direct result of self-satisfaction in knowing you did your best to become the best you are capable of becoming.”

—John Wooden

PROFESSOR DR. MARK TESTA IS A BELIEVER in the balance of the philosophical and practical. A specialist in leadership and performance in the service arena, Mark began his career as a chef, a profession that tests the symbiosis of theory and application frequently.

“I was managing a seasonal restaurant in the Hamptons when I took my first teaching job at the age of 23. I enjoyed the balance between the two,” explained Mark. “After working for 5 years managing restaurants in the summer and teaching in the winter, it was time for a change.” A move to South Florida, at the same time Johnson & Wales University was opening their Miami campus, provided that change and new opportunities. “I began teaching part-time and eventually became a department chair. At the same time I began pursuing a Ph.D. in Leadership Studies at Barry University.” Teaching and taking doctoral courses was complimented with consulting work with a variety of organizations. “Eventually the Johnson & Wales administration invited me to take on the role of Dean for the school with an eye towards taking over as Campus President. But my passion was teaching, along with conducting important industry research.” Eventually, consulting work became a way to continue engaging industry and finding partners for research. Leading organizations such as Carnival Cruise Lines, Royal

Caribbean Cruise Lines, and the Miami Heat provided the pathway. “I saw that SDSU was beginning an HTM program and I sent in a resume. A year later, Gene Lamke, on a Sunday night at 8:00pm, called and said, ‘Mark Testa, Gene Lamke, San Diego State. We need to get you out here.’ The rest, as they say, is history.”

As an award winning, internationally recognized business and hospitality management educator and researcher, Mark has received awards from numerous institutions including The Hospitality and Tourism Research Journal; The Council on Hotel, Restaurant and Institutional Educators (CHRIE); and Anabar Publishing. Mark focuses on industry research in the areas of leadership, employee attitudes, and service quality through employee performance, and has been published in respected empirical journals such as The Cornell Hotel and Restaurant Administration Quarterly; The Hospitality & Tourism Research Journal; The Management International Review; and The Journal of Psychology. In addition, he maintains significant industry contact through ongoing counseling and professional training initiatives with leading service organizations in the hospitality and attraction’s industries.

With over 10 years of management experience and almost 30 years of teaching experience, Mark has brought a wealth of knowledge to the Payne School. By teaching on various topics including leadership and group processes; service leadership; and strategic management, he has given his students access to unique experiential



Dr. Mark Testa

learning. In his Leadership and Coaching in Hospitality course (HTM 480), students study the development of interpersonal communication, coaching, and training skills to maximize employee performance in a service setting. “Students make valuable connections in the hospitality industry by shadowing with senior level professional

who provide the mentoring necessary to develop leaders,” explained Mark. In his Strategic Management in Hospitality and Tourism course (HTM 490), students review problems and issues of strategic planning in hospitality and tourism businesses including methods, techniques, and models used to generate future-oriented action plans to implement change. “We engage private industry by executing a competition between three or four teams that deal with real-world problems like a restaurant opening or a sports team, like the San Diego Padres, providing customer service,” said Mark. “The students have an inspired experience that provides practical application.”



Dr. Mark Testa’s students conducting tourism economic impact assessments.

It is Mark's recent work in the San Diego community that has provided his students with opportunities that transform career paths. SDSU through the Payne School became the official organization to work with The San Diego Tourism Marketing District (SDTMD) and Executive Director Brian Hughes on tourism economic impact assessment projects. The SDTMD encompasses all areas within the city limits of San Diego and allows businesses to organize their efforts to increase tourism, which in turn increases hotel room night stays. It enables the businesses to work together to achieve results that would not be possible individually through marketing initiatives, tourist promotion activities, and funding of special events and programs. "The transiency occupancy tax for San Diego is 10.5% but it was no longer going to benefit the businesses it was meant to support. Our work with the SDTMD is to prove that heads in beds

provide a significant return for San Diego," stated Mark.

The first study Mark and his students completed was for the San Diego Bowl Game Association, who produces the Holiday and Poinsettia Bowls. The students were the surveyors of information and from the experience learned an inordinate amount about the research process. Their work proved that from the overall SDTMD investment of around \$1.4 million into the San Diego Bowl Game Association, a return of \$12.6 million was seen, yielding a 12:1 total ROI. "The end result of their case study proved that the Payne School has become the place to receive consulting on event credibility and assistance to events in telling their story," Mark proudly explained. Mark and his students also worked on projects for Rock 'n Roll Marathon, San Diego Beer Week, Farmers Insurance Open, SURF Cup Soccer, and many others.

Mark and his students have also completed a study on the economic effect of Balboa Park. "Although the study measured the park's economic impact in the areas of tourism and tax revenues, employment opportunities, and real estate values, it is not just about economics. It was an opportunity to measure how it impacts the environment, the direct use of the park, even quantify a walk in the park. Ultimately, a deeper understanding of the park's overall impact will help inform decisions and stimulate investment in preservation and development," said Mark.

The work that Mark produces in support of cultural tourism is highly valuable to the city he chose as home 15 years ago. Equally as important, his tireless efforts to create hospitality, recreation, and tourism leaders are admirable and lauded by many. ●



Balboa Park



Dr. Mark Testa's students conducting tourism economic impact assessments.

Stoke Personified: Carl Kish '12

SUSTAINABILITY EXPERT Carl Kish '12 is supremely passionate about his professional endeavors and being of service. The co-founder of STOKE (Sustainable Tourism Operator's Kit for Evaluation) Certified is the embodiment of the adage "Choose a job you love, and you will never have to work a day in your life."

Although Carl is originally from San Francisco, he and his father would visit San Diego every summer, partaking in all the action sports the area had to offer. With familiarity and fondness for SDSU (his aunt, Dr. Kathleen Kish, was the Dean of Foreign Language for the university), attending the school was a natural fit for Carl, originally for hotel management. His experience freshman year at the Payne School led him to meet Dr. Jess Ponting, who had just joined the Payne School faculty. Getting to know Ponting sparked Carl's interest in switching majors to pursue his bachelor's degree in sustainable recreation and tourism management.

Carl's growing fascination with sustainability education shaped the course of his studies. "Sustainability was kind of a nebulous concept at first," he explains, "and so it was really interesting to learn that it is not just about environmental conservation, but also cultural tourism and the socio-economic side of it as well. In so many ways, there was much more to learn and my passion for this kind of work grew exponentially during my undergraduate years."

In 2010, he created the study abroad program for Queenstown Resort College in New



Carl Kish '12

Zealand. His senior year, he completed his 500 hour internship as the program coordinator for Ponting's Center for Surf Research, a position he maintained after receiving his degree. Graduating Cum Laude, Carl won the Ray Butler Service Award. "The hands-on approach to learning in the RTM program and opportunities that provided are what absolutely prepared me for success," Carl explained.

It was during his research travels with Ponting that the two recognized the noticeable lack of guidance for sustainability in surf tourism, so they set out to create change. In 2013, they co-founded STOKE Certified, the world's first sustainability certification program for surf and ski tourism operators. Kish, Ponting, and their STOKE team provide business development; brand messaging and digital media creative; operations management; education and nonprofit partnership coordination; and sustainability consultation. In 2015, STOKE Certified received the Business Leadership Award at the SHIFT Conference in Jackson Hole, Wyoming, the only gathering of its kind that unites outdoor recreationists, land managers, and conservation advocates around the common goal of protecting North America's public lands and waters.

Through STOKE, Carl has consulted for Tavarua Island Resort, Fiji; Casa Tucan Hotel, Costa Rica; and Turtle Bay Resort, Hawaii. He is currently Project Manager of Olas Verdes, the first LEED Platinum hotel in Central America and first LEED certified



Carl Kish and Dr. Jess Ponting

surf hotel in the world. He is responsible for ensuring the sustainable design and development of the project according to LEED New Construction standards as well as sustainability management for hotel operations.

Carl's professional play also extends beyond the adventures of STOKE Certified. He provides sustainability certifications for major apparel and snow hardware brands and events. Recently, as a poignant nod to where his career began, Carl oversaw the surf themes woven into the renovation of the Zura Hall dormitory at SDSU. In addition to surf art murals and surf lockers, there are 44 sustainable custom surfboard installations made by various shapers along the California coast who are pushing sustainable surfboard design.

"I couldn't ask for a better job, really," notes Carl. "It is the best way for me to give back to a community and culture that has given me so much." ●



LEED Gold Olas Verdes Hotel, Nosara, Costa Rica, where Carl is project manager.



Carl speaking at Creative Mornings San Diego.

Global Change: Sean Brody '09, '12

S EAN BRODY IS A SAN DIEGO NATIVE who grew up in the local surf culture, often on the beaches of La Jolla. He graduated from SDSU with his Bachelors in Communication and a minor from RTM. Having taken a break during his undergraduate studies to travel, surf, and photograph destinations around the world, he landed a job with Rusty Surfboards as a staff photographer and did not intend to go back to school after completing his undergraduate degree. However, he attended the HTM Master's Program with an emphasis in Sustainable Surf Tourism, when he learned he could complete the program from Liberia, West Africa, where he was working on developing a sustainable surf retreat with business partner and fellow SDSU alumni, Daniel Hopkins. "It was an honor to be one of the

few students given the unique opportunity to participate in the first cohort of this brand new Master's degree program," said Sean.

Sean is more than a professional within the surf community; he is a leader on the global stage. Recently, in May of 2016, Sean and Daniel had the distinct honor of delivering a surfboard to Pope Francis at the Global Congress for Peace in Vatican City and discuss surfing as a tool to improve lives. During his work with the International Surfing Association, he spearheaded many life-changing initiatives, such as managing the global youth scholarship program; conceptualizing and executing the first ever ISA World Adaptive Surfing Championships; and being a part of a small team that drafted the application for the International Olympic Committee to have the sport of surfing included

in the Olympic Games. Sean also co-founded Kwepunha, West Africa's premier sustainable surf retreat in Liberia, which is benchmarked for STOKE certification. In starting this sustainable surf retreat, he helped to create local jobs, preserving the culture and protecting the environment. His program also helps use surfing as a tool to keep kids in school. Further demonstrating Sean's commitment to sustainable surf tourism, he founded the international non-profit organization Surf Resource Network to help surfers give back where they visit. He also founded the Surf Education Academy (SEA) to emphasize safety in the surf industry and help people from all walks of life experience the joys of surfing by running Adaptive Surfing programs for a variety of organizations.

When he is not creating programs and furthering the surf industry through his various endeavors, Sean is delivering valuable content to experts, athletes, and enthusiasts in the surf park industry as the Editor-In-Chief of Surf Park Magazine, his latest project. Additionally, Sean's work as a photographer can be seen in outlets such as the New York Times, BBC, ESPN, and The Surfer's Journal. ●



Sean Brody '09, '12



Sean Brody with Pope Francis at the Global Conference for Peace in Vatican City. (Photo: Scholas Occurrentes)



Sean participating in The Junior Seau Foundation Adaptive Surfing Program presented by the Challenged Athletes Foundation. (Photo: Val Reynolds)



Kwepunha Retreat

"It was an honor to be one of the few students given the unique opportunity to participate in the first cohort of this brand new Master's degree program."

Local Outreach: Allie Borelli '13, '15

SAN DIEGAN ALLIE BORELLI '13, '15 HAS worn many hats professionally but all stem from her strong passion for surf tourism. A graduate of the RTM undergraduate program in 2013 and HTM Master's Program in 2015, Allie was the Operations Manager for the Center for Surf Research from 2011–14, a natural fit for someone who discovered her passion for surf tourism through her studies at the Payne School. She credits Dr. Jess Ponting for his assistance in this endeavor, sharing that “Jess was a huge player in helping me study what I believe in.”

Having grown up with a father who is a restaurateur, Allie's familiarity with the world of hospitality coupled with her academic studies leant themselves well to the running of the Scorpion Bay Hotel, a small boutique hotel and popular in the surfing community of San Juanico, Baja California Sur, Mexico. She is currently their General Manager (Vice President of Sales and Marketing) but her passion for the renowned surfing mecca of Scorpion Bay, the community, and the charming hotel property was put into action when she and fellow graduate, Carl Kish '12, co-founder of STOKED Certified, walked the process of achieving its STOKE certification (see page 8 to read about Carl). A STOKE (Sustainable Tourism Operator's Kit for Evaluation) certification



Allie Borelli '13, '15 at Scorpion Bay.

means that surf and ski tourism operators comply with a certain standard in achieving sustainability; given the high-profile nature and popularity of Scorpion Bay, this was a desired process.

Together, Carl and Allie established benchmarks and created a STOKE road-map report to guide management towards best practices and STOKE certification by 2017. In San Juanico, sustainable tourism goes beyond the tourists themselves and extends into the local community. With this in mind, she and Carl hired local staff; set up a recycling management program, incorporating sponsorships coordinated with the

local school to send kids to surf contests; and participated in community development by offering shark tooth and prehistoric rock paintings explorations. With surfing as what drives the local economy, the locals themselves sponsor students' equipment and wetsuits so that they may participate in the competitions outside their pueblo; the incentive is to maintain good grades and participate in trash clean up and community development projects.

Allie believes her work in Scorpion Bay is truly her calling. “I gravitated toward my passion and I hope every person finds that for themselves.”



Scorpion Bay is a beloved surf tourism destination in San Juanico, Baja California Sur, Mexico.



Creating Kindness: Katie Webb '07

KATIE WEBB, CMP, '07 brings a kind heart and joyful spirit to everything she plans. Although the co-owner of Orange County-based Intertwined Events is proud of the 80 plus events she produces annually, she believes her greatest achievement is serving the special needs community through RAD Camp, a summer camp experience for those with developmental disabilities, their caregivers, and local volunteers.

Katie originally began her studies at SDSU as a business major, but upon discovering the Payne School in 2004, switched her major to hospitality and tourism management with an emphasis in event planning. "I loved everything about studying at the Payne School," Katie commented. During her time in the HTM program, she interned for Summit Performance Group in San Diego. In this position she was responsible for database management for events of up to 200 attendees and the group's high level clients, which included the managing of attendee travel manifests, rooming lists, and activity management.



Katie Webb '07 (Photo: Studio EMP)

She continued her professional development and earned her certificate in Meeting Planning through courses taught at Cal State University, Fullerton. Katie's path led to a position with American Express as a meeting coordinator and business analyst where she managed budgets with high dollar expenses, event branding,

audio-visual logistics, contract negotiation, layouts for meeting space, and web-based registration. At the end of her third year at American Express, she studied for, tested, and received her CMP.

While building her professional event and meeting repertoire, Katie co-founded Intertwined Events in 2009. Together with her business partner, Meghan Clem, Katie built Intertwined into a premier event planning and social media consulting company that produces weddings, social affairs, corporate events, and conventions throughout southern California. "We

say if you can celebrate it, we can plan it," remarked Katie.


Equally as impressive as her entrepreneurial endeavors is Katie's commitment to community. Annually, she volunteers over 1,000 hours for RAD Camp as the owner and co-executive director. RAD Camp was created for children and adults with developmental disabilities, much-deserved respite for their caregivers, and a life changing volunteer experience for the local community. RAD Camps are located at the Irvine Outdoor Education Center. The brand new facilities offer ADA dorms and bathrooms, two



Katie with RAD camp attendees.

pools, and acres of fields for sports and games. Katie's responsibilities include managing the fundraising of over \$350,000 a year; recruitment, training and management of over 300 campers and volunteers; structuring class schedules; the creation of lesson plans; field trip logistics; and managing ground transportation, food and beverage selection, site

selection, and contracting.

"RAD Camp is my favorite time of year," she said. "There is nothing like the reward of making a significant difference in someone's life." 



Katie and the Intertwined Events team. (Photo: Studio EMP)



Having a blast at RAD Camp!

Standing For Those Who Serve: Kim Christianson '13

ALWAYS CIVIC MINDED, Kim Christianson, CMP, '13 grew up in San Diego knowing she would attend SDSU but unclear as to what she would study. Kim had been leaning toward the law, but through her avid travel experiences growing up had gained an interest in hospitality and tourism. While attending the Payne School, it was during Hospitality Law that she became fully engaged in the HTM program. "It really crystalized for me that event planning was seen as a legitimate career," Kim shared. "I continued to embrace my studies fully and appreciate the level of polish and maturity that the program elicited from its students. I credit the Payne School for setting me up for success."

While in school, Kim was proactive through her work at San Diego Youth Services where she gained experience in non-profit event planning by coordinating fundraisers and galas; organizing giving campaigns; and promoting events through social media. Kim was also active in extra-curricular activities at the school as program director for the Meeting and Event Student Association (MESA).

After graduation, Kim continued on the path of meeting and event planning in the non-profit sector by taking a position with



Kim Christianson '13



Kim with Train lead singer Patrick Monahan at a Wounded Warriors Project event.

Cox Communications in Orange County producing events for the Cox Cares Foundation. She was in the position for over two years and was responsible for coordinating and planning Cox Scholar Events, the annual Cox Cares Appreciation Luncheon, Cox Cares board meetings, Cox Conserves Heroes, the Community Connection Show, and volunteer events. Additionally, she was responsible for providing monthly reports that documented budgets, in-kind donations, and marketing materials.

In September 2014, Kim joined the Wounded Warriors Project as an event planning coordinator. The organization takes a holistic approach when serving warriors and their families to nurture the mind and body, and encourage economic empowerment and engagement. Through a high-touch and interactive approach, Wounded Warriors Project hopes to foster the most successful, well-adjusted generation of wounded service members in our nation's history. The organization has six event planners on staff across the country in San Diego, San Antonio, and Jacksonville, who plan over 400

events annually. Kim managed heavy logistics in site selection and worked closely with local alumni (warriors), as well as family support members in caregiver-only events.



Kim with Ryan, a Purple Heart recipient, and Ryan's wife.

And now, for Kim, a new chapter has started in her professional event career. She accepted a position with Procopio Law Firm in San Diego as an event coordinator, planning internal events for attorneys to host clients; outside events that are marketing driven; and third party events where employees might host a non-profit board meeting for a local charity. "I'm very excited about this new opportunity," said Kim. ●



Setting Sites On Service: Kira Holt '13

KIRA HOLT '13 KNEW FROM A YOUNG age that her career would be in event planning. Originally attending Grossmont-Cuyamaca Community College, she transferred to SDSU and the Payne School, which instantly felt like home. While she thoroughly enjoyed all of her studies in the HTM program, her emphasis in meetings and events solidified her path. "I knew I wanted my event work to be with an organization that involved a broad patronage," said Kira. "I was looking for event planning opportunities that were always exciting and new."

She found just that. Upon graduating, Kira secured a position as an event manager



Kira Holt '13

for the USS Midway Museum in San Diego, where her work is anything but "cookie cutter" and is community focused. Kira's post

on the USS Midway keeps her busy with its three event spaces that range from a covered patio to 50,000 square feet of event space, which can accommodate up to 4,000 people.

In addition to producing private events on the Midway, Kira manages the museum's annual American Patriot Award Gala, which benefits the museum's educational programs, such as daily STEM focused field trips to overnight excursions. She also plays an integral role in Legacy Week activities, which celebrate military heritage during Memorial Day weekend. "I love my work," said Kira. "I could not have asked for a better fit." ●



Kira with fellow HTM alum Maryann Svaglinac on the USS Midway.



Members of the HTM program touring the USS Midway with Kira.



USS Midway

Planting Hope: Kalli Legakes '14

THEY SAY SHE WHO PLANTS A TREE plants hope, and that is precisely what Kalli Legakes '14 identified while attending the Payne School. While pursuing studies in hospitality management, she heard Dr. Jess Ponting speak on sustainable tourism and water conservation. The work being done in these fields resonated with her, and she switched her major to recreation and tourism management to serve her community through environmental advocacy.

As a student of the RTM program, Kalli dove into her studies and real world learning. She interned at the Center for Surf Research and pursued her commitment to water sustainability by interning with Friends of Balboa Park's water conservation group, whose ultimate goal is to optimize Balboa Park's water usage by 2020. She participated in Groundswell Educational Travel (now entitled Sea State), which leads immersion courses in sustainable tourism to world-class surfing destinations for college credit. Kalli traveled to Panama, where she actively participated in efforts to assist the local coastal population to keep their land water safe. "My work in Panama not only gave me an appreciation for the culture and environment of one the world's leading surf destinations, but opened me eyes to what could be accomplished elsewhere," shared Kalli.

But it was through her involvement with the Friends of Balboa Park where her post-graduate career would be determined. Kalli worked with Dr. Laurie Broedling, who was in the process of establishing Tree San Diego,



Kalli and Tree San Diego's key members with Mayor Kevin Faulconer at the Tree Extravaganza Event.



Kalli Legakes '14



Kalli's "tree pose" in Fiji.

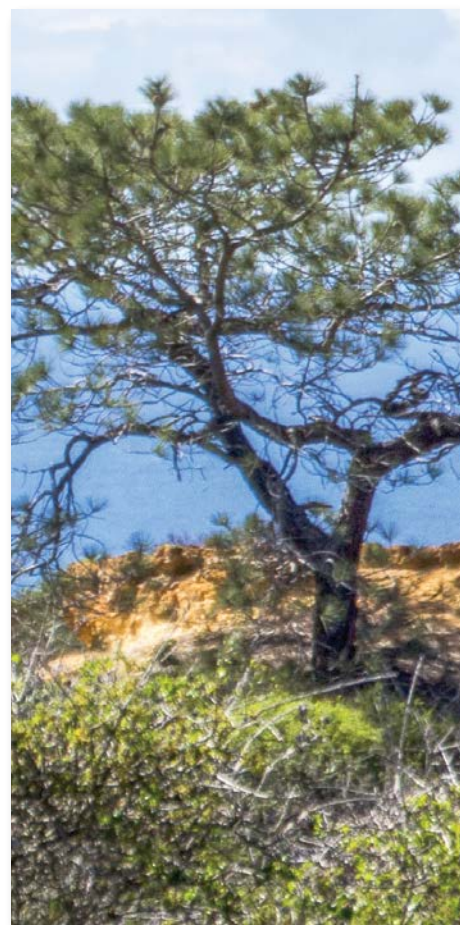
a non-profit focused on increasing the quantity of quality urban forestry in the region. Kalli joined the team as their organizational manager, integral to its launch and growth through her work in operations, development, and marketing.

Less than a year after its founding, the organization was awarded a grant of \$750,000 from CAL FIRE to create community forests by planting and maintaining 1,200 trees in disadvantaged neighborhoods throughout San Diego County and surrounding areas. Among the long-term benefits of the CAL FIRE Project is a significant amount of sequestered GHG (stored CO₂); reduced urban heat and energy requirements; and increased community cohesion. Kalli plays a vital, ongoing role with GHG calculations and tracking; she calculated the original GHG numbers for the project and

is overseeing the continual tracking of the GHG numbers through the grant period.

Additionally, she oversees Tree San Diego's partnerships with One San Diego; the Cities of San Diego and Chula Vista; and Urban Corps of San Diego County, a certified local conservation corps and charter school who provides young adults with a high school education combined with job training and community service in the fields of conservation and recycling. She runs planting events; obtains sponsorships; manages volunteers and interns; and manages the reporting and guidelines of the grant.

When asked about the secret to success of a non-profit organization, Kalli offers, "non-profits do not thrive on their own. Collaboration is key to making them grow and Tree San Diego's efforts to create community engagement did just that." 🌳



The Torrey pine, native to San Diego.

Bloom Where You're Planted: Leslie Yu '15

LESLIE YU '15 IS A breath of fresh air. Her passion for sustainability, married with her business acumen, has made her a great asset to the Friends of Balboa Park and the community at large.

Leslie attended SDSU for both her undergraduate and graduate studies, earning her Bachelor of Science in Business Management in 2011, followed by her Masters in Hospitality and Tourism Management in 2015. She honed her business management skills over several years as a teller at Washington Mutual Bank; a sales assistant for National Food Group; and as an administrative assistant for various employers



Leslie Yu '15

such as Antelope College and Friends of Balboa Park.

Her relationship with Friends of Balboa Park began in 2010 when SDSU's career center put her in touch with the organization. She interned as their administrative assistant, and was hired after graduation. Friends of Balboa Park is a non-profit organization that largely exists to secure the future of

Balboa Park, while also honoring its rich history and its current place in San Diego. In Leslie's current position as Community Programs Coordinator, she resources her business and hospitality skills to increase tourism for Balboa Park from both local residents and out-of-town guests. Leslie works to achieve this

goal by managing the organization's marketing through social media and its website; overseeing their various programs; and planning events, such as the Balboa Park Garden Party, San Diego's Spring signature event that educates over 12,000 guests on public water use and landscaping.

Leslie described the programs she oversees as being education focused and the meat of her work. "One such program to achieve water sustainability involved partnering with the Department of Parks and Recreation so that they could become water wise and better manage energy and labor maintenance," explained Leslie. "It was so rewarding, as is educating children through their involvement in Balboa Park to build the next generation of supporters and advocates." ●



San Diego's majestic Balboa Park.



Leslie with Park Ranger Kim Duclo and colleagues at the Friends of Balboa Park Annual Awards Luncheon.



Leslie with fellow Kapolioka'ehukai outrigger canoe club members at a beach clean up at Bonita Cove in Mission Bay.



Leslie with John Bolthouse, Friends of Balboa Park Executive Director.

Cooking Up Contribution: Bernadette Sporleder '15

AS THE FOOD AND nutrition Supervisor for Chicago's prestigious Rush University Medical Center, Bernadette Sporleder '15 is applying her studies from the HTM Master's Program in a unique and impactful way.

Bernadette has always been service-minded. She is a native of San Diego, and her first hospitality experience was during high school as a camp counselor and swim instructor for children, later traveling overseas to Yokosuka, Japan to instruct local and military youth. She began her studies in nursing at SDSU but ultimately received her Bachelors of Applied Science in Hospitality Management from Lexington College in Chicago. It was from applying her medical studies with her hospitality education that Bernadette pursued valuable work in developing meal programs for family homes through non-profit organizations in Illinois and Wisconsin. In November 2011, she began her tenure with Chicago's Rush University Medical Center, serving as guest relations associate, patient finance coordinator, and administrative coordinator, all of which



Bernadette Sporleder '15

called heavily on her hospitality background.

Seeking advancement in her career, Bernadette turned to the HTM Master's Program. She proudly hails from an SDSU family, and it was her mother who, after chatting with Dr. Larry Beck at an Oktoberfest, suggested Bernadette consider the program. "It was the best decision I could have made,"

explains Bernadette. "It was through the program that I developed my communication skills and the confidence to take the next step professionally as a leader." She credits Beck and Program Director Jeff Campbell for their mentorship and ability to "truly understand their students."

Armed with that motivation, just prior to completing her Master's degree, Bernadette accepted a promotion with Rush University Medical Center as their Food and Nutrition Supervisor. In this impressive position, she manages Room 500, the hospital's private dining room for Rush members, and oversees event production. She manages kitchen operations and plans Rush's catered events; is a team engagement leader for the food and nutrition department; and is currently



Bernadette with her parents at the HTM Master's Program graduation.

working on a marketing plan for the Rush catering department.

"I love the opportunity to serve the community through the work I do at Rush," says Bernadette. "We reach the community at large by working with organizations such as United Way who coordinate programs for at-risk children from impoverished neighborhoods around Chicago. To have taken such exciting steps in my career, and to be able to serve others, are things I credit to my studies in the HTM Master's Program." 



Bernadette with her employees in the kitchen of the Rush University Medical Center.

"It was through the program that I developed my communication skills and the confidence to take the next step professionally as a leader."

International Accomplishment: Martin Sheehan-Stross '09

NATIVE SAN FRANCISCAN MARTIN Sheehan-Stross '09 found the vibrancy of restaurant life irresistible. Having worked in the industry since high school, his path naturally led to graduating with distinction from the HTM program in 2009. Pulled by a passion for wine, Martin interned at the prestigious *Amaya* in the Fairmont Grand Del Mar, mentored by the accomplished Jesse Rodriguez, formerly head sommelier of *The French Laundry*.

Martin has built an extraordinary career in a short period of time. He has been

sommelier for San Francisco favorites *Spruce*, *Gary Danko*, and Tyler Florence's *Wayfare Tavern*. He holds certification as Advanced Sommelier through the Court of Master Sommeliers and is working toward Master Sommelier. He also holds an Advanced Certificate from Wine and Spirits Educational Trust, and is a Certified Specialist of Wine and of Spirits through Society of Wine Educators.

Through hard work and dedication to his craft, Martin has experienced a professional milestone like none other. In addition to receiving TopNewSomm, National Final

Winner 2015, he has been named the best young sommelier in the world at the 2016 Chaîne des Rôtisseurs' Jeunes Sommeliers (Young Sommeliers) Competition in Vaduz, Liechtenstein. The competition consisted of some of the very best sommeliers under the age of 30, representing 16 countries.

Martin is currently the lead sommelier at the revered *Michael Mina San Francisco*. Additionally, his new company, Foot Of The Bed Cellars, of which he is co-founder, is live and delivering wine in the Bay Area. ●



Martin Sheehan-Stross at the 2016 Chaîne des Rôtisseurs' Jeunes Sommeliers (Young Sommeliers) Competition in Vaduz, Liechtenstein.



Martin Sheehan-Stross '09.



Dr. Jess Ponting: The Payne School's Ambassador of Sustainable Surf Tourism

A CONVERSATION WITH DR. JESS PONTING is full of stoke. He exudes a passion for surfing, its culture, and its economic impact that is found only in those whose profession is their play.

As a beloved professor at the Payne School, director of the Center for Surf Research (CSR), and international trailblazer in sustainable surf tourism, the sharing of his expertise with students has created future leaders of the industry (read about Zack Parker on page 5, Carl Kish on page 8, and Allie Borelli on page 10). Through the important work of the CSR, the last year has yielded remarkable accomplishments for Ponting.

Sustainable Stoke Conference

As an outcome of the success of the CSR collaborative book "Sustainable Stoke: Transitions to Sustainability in the Surfing World," the center hosted the Sustainable Stoke Conference in September 2015, an opportunity to bring researchers together to explore the surfing world's transition to sustainability.

Panel discussions during Day One of the conference explored topics such as disruptive sustainability innovations in surfing; corporate adoption and scaling of sustainability innovations; and the science of making waves. Highlights of the day included a conversation led by Dr. Stephen Mayfield,

a professor at University of California – San Diego and the director of the California Center for Algae, on using algae as a bio-sourced hydrocarbon for sustainable polyurethane surfboard blanks, and a keynote presentation by Senator Fred Hemmings on sustainability and surfing's history. Members of the conference also toured newly renovated Zura Hall dormitory, which is adorned with 44 sustainable custom surfboard installations made by various shapers along the California coast who are pushing sustainable surfboard design, along with surf art murals and surf lockers.

Day Two served as the inaugural conference of the International Association of Surfing Academics, a new organization convened and hosted by CSR, which has more than 60 members from 20 countries representing universities as prestigious as Palo Alto's Stanford University and the United Kingdom's Oxford University. Panelists presented their research papers on a wide variety of topics, such as surf break governance, urban runoff, and reaching non-traditional surfing students.

"We brought in new voices to talk about how surfing is being implemented and to ensure the surfing industry continues moving in a sustainable direction," Ponting said. "It also opened up new relationships with professors from other parts of the world."

Liberia and Post-Ebola Tourism

Earlier this year, Ponting was engaged by the United



Outside Cottons Point in Liberia.

Nations to travel to Liberia in West Africa and participate in the process of generating a Post-Ebola Tourism Export Strategy with the Liberian government and the International Trade Center. Surf tourism is one of Liberia's favored tourism niches with beautiful beaches, superb waves, and several established surfer accommodations, including one built as a social business by Payne School alum Sean Brody (read about Sean's work on page 9).

Ponting presented information to several government ministers and scores of local stakeholders about the global surf tourism industry, drawing on various case studies from around the world to present a way forward for Liberia to leverage surf tourism to broaden its tourism base. While there, he had the distinct opportunity to meet with the President of Liberia, Ellen Johnson Sirleaf, the first democratically elected woman to be Head of State in Africa and a Nobel Peace Prize winner. ●



Sustainable Stoke Conference Panel, Day 2. Speaker Dr. Jess Ponting with Derek Sabori, Vice President of Sustainability at Volcom, former U.S. Champion surfer and SDSU alum Rusty Miller, Carl Kish, Principal of STOKÉ Certified, entrepreneur Trish Shanty, and SDSU alum Marc Sanchez.



Surf boards of Zura Hall.

Dr. Vinod Sasidharan's Bi-National Impact

FOR DR. VINOD SASIDHARAN, ASSOCIATE professor, in the Payne's School's RTM program, the study of global and sustainable tourism is a personal interest and valuable pedagogical endeavor. He has devoted his research to examining the concept of sustainable development in relation to the use of tourism and recreation resources from a multidisciplinary perspective, analyzing these issues within the context of socio-demographic trends, environmental changes, and their implications for the management of tourism destinations. This work, along with his research on the evaluation and implementation of grass-roots tourism initiatives, has led to impactful projects that provide valuable service learning opportunities for Payne School students both in San Diego and abroad.

Sustainability Best Practices Guide for Balboa Park Institutions

During the Spring 2014 semester, students in Sasidharan's Sustainable Tourism Planning class collaborated with the Balboa Park Cultural Partnership (BPCP) to create the Sustainability Best Practices Guide to be



Students at work in Baja California Sur, Mexico.

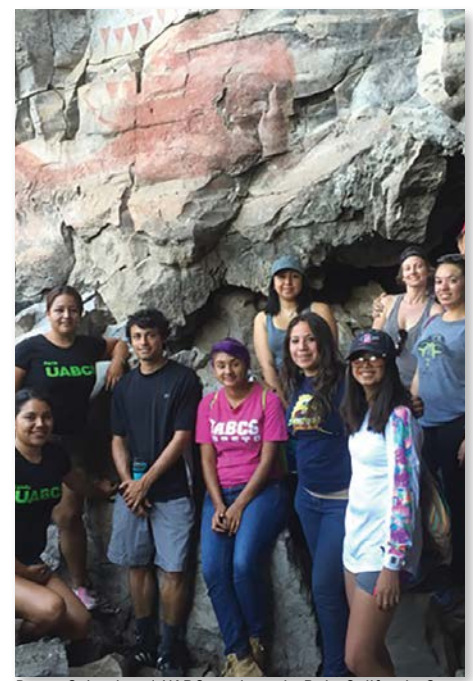
used by Balboa Park's 27 prestigious institutions (excluding the Zoo). The guide was developed to serve as the Standard Template for educating these institutions regarding the day-to-day implementation of sustainability procedures throughout their operations. The guide helps identify sustainability actions and recommends applicable "green" approaches and strategies, which are accessible and relevant to all organizations. This guide integrates green building concepts from LEED (Leadership in Energy and Environmental Design) with museum best practices. The guide is currently being utilized by BPCP to implement sustainable development strategies and practices at all tourism institutions in Balboa Park in the areas of: Water, Energy, Waste & Recycling, Purchasing, Transportation, Occupant Comfort, Education, Outreach & Exhibits, and Messaging.

In 2015, Sustainable Tourism Management students also developed a Green Outdoor Events Best Practices Guide for Balboa Park. Students completed 32 hours of service learning and community engagement activities. They provided a PowerPoint presentation and report highlighting main sections of their green events guide to the Balboa Park Cultural Partnership. Students also participated in the City of San Diego's Spring Signature event titled a "Garden Party of the Century" celebrating the many horticultural wonders of Balboa Park.

Providing a sustainable tourism experience to visitors at the destination level is a complex process which requires the hospitality and tourism industry to collaborate with a variety of stakeholders, including government, community, businesses, as well as cultural and environmental institutions. Through Sasidharan's Sustainable Tourism Planning course, students obtain vital critical thinking skills needed for effectively managing stakeholder relationships with the objective of improving the sustainability performance of tourism destinations.

Tijuana

In Sasidharan's Global Sustainable Tourism Management class, an international experience is integrated within the coursework to include lectures, field-visits, and sustainability assessment projects for students on both sides of the border (San Diego and Tijuana). Developed in partnership with Universidad Autónoma de Baja California (UABC), participants in this bi-national course include students from the Payne School as well as students and faculty from UABC's Department of Tourism and Marketing. The course provides the opportunity for students from



Payne School and UABC students in Baja California Sur, Mexico.

both universities to participate in cross-cultural evaluation of hospitality and tourism venues for sustainability practices.

Students from both universities evaluate the operations of San Diego's Hornblower Cruises and Events and the Grand Hotel in Tijuana for their sustainability performance and present their findings to key decision makers from both businesses. Today's hospitality and tourism professionals are increasingly recognizing the global business significance of addressing sustainability as a management priority and the need to integrate sustainable practices within day-to-day operations. Sasidharan's courses are designed to equip students with course-based knowledge, technical skills, and competencies to derive innovative solutions

for real-life sustainability issues facing the global hospitality and tourism industry.

Loreto

Since Summer 2015, the Payne School launched a new collaboration with Universidad Autónoma de Baja California Sur (UABCS), Mexico. This bi-national partnership with UABCS' Coastal Zone Management Laboratory (La Paz campus) and Tourism and Natural Resource Economics Program (Loreto campus) enables students and faculty from SDSU and the partner institutions in Baja to engage in international community-based research by utilizing sustainable tourism development models and quality of life assessment metrics to quantitatively evaluate social, economic, and political capacity of the tourism destination for

adaptive management and conservation of Loreto's internationally recognized natural resources, i.e. Loreto Bay Marine National Park (UNESCO World Heritage Site), in a sustainable manner. Students who participate in this program directly examine ecological, social, and economic sustainability issues facing the tourism destination of Loreto and develop bi-national sustainable tourism solutions and recommendations while working on a regional sustainability assessment of the destination. The data-based recommendations are presented to the local government officials, tourism business operators, and cultural/environmental non-governmental agencies so that they may be utilized for the sustainable management of Loreto's tourism resources. ○



Students on field work in Loreto.



Dr. Vinod Sasidharan



Baja California Sur, Mexico.

The Payne School Welcomes Dr. Alana Dillette as Assistant Professor

IT WAS GROWING UP IN the Bahamas that sparked Dr. Alana Dillette's interest and love for the hospitality and tourism industry, in particular, an interest in sustainable tourism initiatives. Her interest in this field was enhanced through her many travels as a competitive swimmer and Olympian, with itineraries all over the world that included destinations such as Thailand, Italy, Greece, and China. These travels further sparked Alana's interest in the study of individuals who travel for sports,




Dr. Alana Dillette

both competitively and recreationally. In addition to being a well-decorated athlete, she is a well-decorated scholar in the field of hospitality and tourism management, with a Ph.D. in Hospitality and Tourism from the prestigious Auburn University, along with Masters and Bachelors degrees in the same discipline.

It was the winning combination of San Diego's booming tourism industry with active participation from local companies; the supportive faculty and staff, as well as the program's focus on both

hospitality and tourism and recreation; and the high caliber student body that enticed Alana to join the L. Robert Payne School of Hospitality and Tourism Management as its newest Assistant Professor. "I have plans for, and am passionate about, working with the National Society for Minorities in Hospitality (NSMH) specifically to increase the rates of African American travel as well as African Americans studying hospitality at SDSU and worldwide. It is also important to me that our students reach out beyond the classroom for learning opportunities."

Welcome, Alana! 




Congratulations to Dr. Katherine Spilde!

IN MARCH 2016, DR. KATHERINE Spilde, Chair, Syquan Institute on Tribal Gaming and Payne School Associate Professor, was elected to the governing Board of Directors for the National Center for Responsible Gaming (NCRG). The NCRG is the only national organization exclusively devoted to funding



Dr. Katherine Spilde

research that helps increase understanding of gambling disorder and youth gambling, as well as finding effective methods of treatment and prevention for the disorder. Founded in 1996 as a separate 501(c)(3) charitable organization, the NCRG's mission is to help individuals and families affected by gambling disorders

by supporting the finest peer-reviewed, scientific research into pathological and youth gambling; encouraging the application of new research findings to improve prevention, diagnostic, intervention, and treatment strategies; and advancing public education about gambling disorders and responsible gaming. For more information about the NCRG and its programs, visit www.ncrg.org. 



NATIONAL CENTER FOR RESPONSIBLE GAMING

Advancing Research, Education and Awareness



Community Involvement with Gene Lamke and Camp Able at Coronado: Everyone Deserves a Day at the Beach!

IN 2015, A PARK RANGER AT MISSION Trails Regional Park created a fun way to veer the attention of avid hikers away from focusing only on the well-loved 1,592 foot peak of Cowles Mountain, a cherished vantage point in San Diego County: take the 5-Peak Challenge. In addition to Cowles, participants hike to the top of Pyles Peak (1,379 feet), Kwaay Paay (1,194), North Fortuna (1,291), and South Fortuna (1,094). The combined distance to the top of all five peaks is 11.5 miles.

To Dr. Larry Beck, this was an endeavor to support, so he brought it to the Payne School. “For my RTM 305 ‘Wilderness and the Leisure Experience’ students, I encourage completion of the 5-Peak Challenge. Like everyone else who does it, students climb each of the five major peaks in the park and take a selfie or have someone take a photo at the top to prove they did it. After collecting the five selfies, they submit the images online to Mission Trails Regional Park and are notified when they can pick up their certificates. This is a great way for students to get involved in the community, exercise, and experience San Diego’s beautiful landscape.”

Larry is also using the political landscape this school year to promote community connection. “I had students get involved with the world by discussing issues related to natural resource management, energy use, climate science, and so on by having them watch each of the three presidential debates and then held discussions in class.”



Hikers in Cuyamaca State Park, San Diego.



Dr. Larry Beck at Pyles Peak Summit in Mission Trails Regional Park.



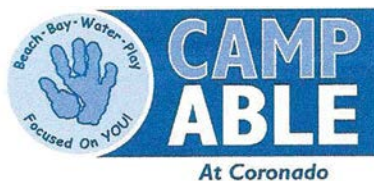
Hikers along trail at Cowles Mountain, San Diego.

Community Involvement with Gene Lamke and Camp Able at Coronado: Everyone deserves a day at the beach!

FOR NEARLY 38 YEARS, PROFESSOR Emeritus Gene Lamke has been a devoted team member of Camp Able at Coronado, a beach-based aquatic day camp that operates for six weeks during the summer. Their program includes daily activities of sailing, canoeing, swimming, boogie boarding, water play, crafts, singing, games, and campfires. Designed to accommodate children and adults with a wide range of disabilities, the program is seen as an all-inclusive experience for agencies supporting the disabled community throughout San Diego County.

"I have been involved with Camp Able since its inception. The reason Camp Able is so important to me is because there are few opportunities for the disabled in San Diego to be involved in aquatic activities at the beach."

"My mentor, Dr. Robert F. Hanson, felt that camping activities should be available to all individuals and there were not any camps for the disabled." Dr. Hanson, a professor of Recreation Administration at SDSU and an advocate of camping experiences for youth, discovered in the late 1970s that recreational opportunities for disabled children were lacking in San Diego County and southern California. His dream was to create



a summer camp for disabled children regardless of the child's disability. He knew the tremendous benefits of camp experiences for youth and thought the department he chaired at SDSU would be the ideal administrative unit to operate this type of facility and program. In 1980, Russ Cahill, Director of the California State Parks and Recreation Department, conceptualized Dr. Hanson's vision, and Camp Able was born.

Gene is proud of Camp Able's achievements this past year. During its five-week program, over 900 campers were able to partake in activities at the Silver Strand State Beach, reaching local students, adults from residential facilities throughout the county, medically fragile children, and many others. Additionally, the organization received a Coronado Grant for over \$12,000, a portion of which went to purchasing a wheelchair bicycle. In February, the Annual Gala Dinner

at the City of Coronado Community Center raised over \$40,000 to fund Camp Able's activities. This past summer, the Camp Able float won 1st Place for theme in the Annual City of Coronado 4th of July Parade.

For more information on Camp Able at Coronado and for how you may become involved, please visit www.campableatcoronado.org.



Having a blast!



Fun in the sun with Camp Able!



Coronado Beach

CHEI: How the Payne School Has Impacted a Country

SINCE 2013, THE PAYNE SCHOOL HAS proudly served as the academic advisor to The J. Willard and Alice S. Marriott Foundation China Hospitality Education Initiative (CHEI). CHEI's purpose is to enhance hospitality education, leading to rewarding careers for the next generation of China's hospitality and tourism leaders. This multi-faceted program enables Chinese educators and students to gain knowledge and real-world experiences in hotel operations.

SDSU's Carl Winston serves as Managing Director for the CHEI program. Some three and a half years into the initiative, CHEI now has 70 partner schools, which have an impact on 88,000 students in 19 provinces throughout China. Marriott International is the industry partner and CHEI now has 67 hotels working with it to provide additional support for the project. Payne School faculty and staff play an integral role in this initiative with Gene Lamke serving as Chief Academic Advisor; Brian Blake serving as Academic Advisor; Carol Chen serving as Finance Manager; and Ivy Liu helping with communications, logistics, and accounting.

CHEI offers an originally designed, China-centric portfolio of resources and practical experiences to enhance hospitality education and help students and educators understand the vast career opportunities. Schools may take advantage of any or all of the following programs, depending on what best fit their needs. Programs for the project include:

Faculty Internships: Chinese faculty members participate in a two-week or four-week internship, rotating through various hotel departments to gain real-world career experiences, which have the potential to enhance their classroom instruction. As of August 2016, 287 CHEI partner school educators have participated in a faculty internship at a partner hotel. Feedback from educators indicates that this was, and continues to be, the most popular CHEI program.

Guest Lectures: Hotel industry professionals in China are invited into the classroom as guest speakers. These engagements are designed to enhance students' knowledge

about careers and hotel operations. As of August 2016, 260 CHEI guest lectures have been conducted at CHEI partner schools. When no partner hotel is in close proximity to the school, a guest speaker is flown in from their home city. As a part of its mission, CHEI aims to provide opportunities to learn about hospitality and tourism management, regardless if students and faculty are in rural or urban locations across China.

Field Trips: When there is a CHEI partner hotel in close proximity to a CHEI partner school, students and teachers are invited to the hotel to build relationships and observe operations in real time. These field trips can include, but are not limited to, tours and presentations from hotel staff. As of August 2016, 108 CHEI field trips have been conducted.

Teaching-Learning Resources: Distributed to partner schools through its face-to-face training, social media posts on the WeChat platform, and the CHEI website (chei.org), teaching tools and resources developed by CHEI are shared with educators. These resources and tools include a hospitality English curriculum, teacher and student manuals, sample course syllabi, practice assignments, lesson plans, blogs, articles, and videos that showcase real-world hotel operations and more. These teaching and learning resources are developed with input from U.S.-based CHEI team members, all of whom are employed in top tier hospitality education programs. CHEI teaching and learning resources are continuously updated based on hospitality industry trends, as well as feedback from CHEI partner school administrators and faculty.

CHEI Teaching Conference: Every year, industry and academic partners participate in an invitation-only education conference. This four-day event engages teachers in workshops on teaching techniques, as well as provides networking opportunities with other educators and industry leaders. Three CHEI Teaching Conferences have been attended by a total of 490 educators, school administrators, government officials, and hospitality industry leaders.

Regional Teaching Forums: Similar to the CHEI Teaching Conference, Regional Teaching Forums are held in smaller cities and providences. They are designed to provide professional development for faculty who might not be able to attend the Teaching Conference. A total of 313 educators, school administrators, and hospitality industry leaders have attended five Regional Teaching Forums.

School Visits: Throughout the academic year, CHEI team members visit schools in China to share program updates, solicit feedback, build relationships, and discuss solutions for academic challenges. Additionally, if appropriate, the CHEI team conducts "Demo Classes" of CHEI Teaching-Learning Resources for students, educators, and administrators. To date, the CHEI team has conducted 192 school visits across China.

International CHEI Fellows: One of the most prestigious programs in the CHEI portfolio is the International CHEI Fellows (ICHEI Fellows) program, which selects faculty from Chinese schools and sponsors them for one semester at a U.S. university. As of August 2016, 23 Chinese teachers have participated in the ICHEI Fellows program. During their visit, fellows learn about innovative pedagogy strategies, faculty governance, and methods to engage industry partners.

"We at the Payne School are proud and honored to have helped the Marriott Foundation 'stand up' this amazing initiative," says Carl Winston. "We are currently expanding our advisory roles to include other schools such as DePaul University and University of Delaware, with more to be added in 2017." 📍



The human resources team at Marriott Suzhou.

#EventCanvas and the Event Design Certificate Program: Creating a Common Language for Meetings and Events

FORMAL EDUCATION SPECIFIC TO meeting and event production is a growing field of study. The Payne School is a proud leader in teaching both at the bachelors and masters level for this profession. This is vital because one of several challenges today's senior level planners face is communication in regard to stakeholder management. More often than not, stakeholders are not on the same page when articulating event goals and outcomes, let alone the production hurdles they face.


A solution to this quandary has been delivered from Switzerland in the form of the #EventCanvas, created by innovators and entrepreneurs Ruud Janssen and Roel Frissen. The #EventCanvas is a strategic management template for developing new or documenting existing events and conference models. It is a visual chart with elements describing an event's promise; how it helps stakeholders to get their jobs done; resolving pains; and creating gains within a set framework of commitment and expected return. The canvas articulates how the behavior changes as a result of having participated in the event, as well as stating

the required levels of satisfaction against expectations. Additionally, the canvas outlines the costs and expected revenues in relation to the customer journey (service design) and the instructional design of the event. It helps organizations align their activities by illustrating potential trade-offs of their events.

In order to provide hands-on training for event professionals in this new technology, the L. Robert Payne School of Hospitality & Tourism Management proudly launched the inaugural Event Design Certificate program in August 2015 with Event Model Generation – Janssen and Frissen's event design consultancy and training firm – as its venue, registration, and logistics partner, along with distribution and marketing partner Meeting Planners International (MPI).

The immersive three-day certification course brought industry planners from around the world together to harness skills and techniques needed to understand and apply the #EventCanvas methodology. Led by Janssen and Frissen, the training provided ample knowledge, skills, and tools to help the participants better design their event and elevate the dialogue to include

senior stakeholders and event owners. The end result for attendees was the confidence and ability to articulate how the event is designed to create value for its stakeholders.

HTM meetings and events students received invaluable experience by assisting in all facets of the planning and execution of this program. The Payne School looks forward to welcoming Ruud Janssen, Roel Frissen, and Event Model Generation back to SDSU for their second Event Design Certificate program in January 2017. To find out how to participate, please visit www.event-modelgeneration.com/certificate-in-event-design/#. 

"I think the #EventCanvas is a GREAT tool for meeting planners—especially seasoned planners who get in a 'rut' of logistics and bottom-line finances."

—Sue Gordon, CMP-Partner, EPIC Meetings & Events, San Diego, CA



Professor Stephanie Dathe with students of the Event Model Canvas.



Participants in the study of the Event Model Canvas.

IAAPA Institute for Executive Education: The Ride of a Lifetime

EVERY JANUARY SINCE 2011, THE L. Robert Payne School of Hospitality & Tourism Management has hosted an executive education conference for the International Association of Amusement Parks & Attractions (IAAPA). The program is tailored to meet the needs of today's senior-level leaders in the worldwide attractions industry. This highly rated institute provides participants with unique educational opportunities including site visits and hands-on learning at local San Diego attractions, networking, and classroom instruction from leading experts.

This year, the Institute drew 22 industry professionals from across the globe, including Dubai, Hong Kong, and Gothenburg. Under the instruction of Payne School faculty members Dr. Mark Testa and Dr. Lori Sipe, senior leaders from attraction and supplier companies participated in lectures and small group work that explored context, the experience economy, innovation, and training. They also received a keynote address from Jon Storbeck, Vice President of Resort Hotels and the Downtown Disney District at The Disneyland Resort in Anaheim,

California. At the San Diego Zoo, attendees participated in a cultural audit, where they presented findings to the zoo's management team. At SeaWorld San Diego, participants looked at the park through the eyes of different guest perspectives and shared these findings with management.

As part of the weeklong conference, the Payne School selected eight to 10 students in the program to be Executive Student Assistants (ESAs). These students were each assigned four to five executives to assist and support during the time they were in San Diego. In addition, the students were assigned responsibilities as a way to get hands-on, real world experience in the area of meetings and events. They provided all of the logistical support and planning, including the acquisition of hotel accommodations and transportation; welcome reception detailing; food and beverage planning; and off-site dinner planning.

For more information on the IAAPA Institute for Executive Education, please visit www.iaapa.org/events-education/events/iaapa-institutes/executive-education. ●

"The IAAPA Institute for Executive Education was excellent from a number of perspectives. It was a great opportunity to meet industry professionals from a variety of backgrounds and facilities to share ideas, and the networking opportunities were incredibly beneficial. The program itself was informative and thought provoking. The mix of the classroom work and case studies at San Diego Zoo and SeaWorld enabled learning to be immediately applied in a relevant environment. The presenters throughout were excellent and the program organization was outstanding."

—Chris Deere, Chief Executive,
Rainbow's End Theme Park Ltd.



Members of IAAPA 2016.



Hard at work.



When work is play!

Continuous Process Improvement: The Evolution of Our Curricula

OUR FACULTY AND STAFF, LED BY Drs. Lori Sipe and Sandra Ponting, have embarked on a game-changing adventure: a thorough examination of the HTM and RTM curricula and where opportunities sit for collaboration between the core classes of the two undergraduate programs.

"Although evaluating the programs as a whole has been an ongoing discussion since we launched the Payne School, the recent collaborative initiative in developing the HTM Master's Program, as well as the comprehensive review of the meetings and events program, inspired some new thinking. Both of these efforts included ideas and approaches that could potentially benefit the two undergraduate programs as well," explained Sipe.

"It is a fascinating process," stated Ponting. "We have considered realities such as the rapidly changing contextual factors of

the industry; the evolving nature of learning and teaching; university assessment requirements; the unique positioning and strengths of both programs; and over a decade of data and student feedback."

Student feedback was an integral part of the Phase One process and has been an example of student project work that is meaningful beyond the classroom. Lily Briebe '15 was an instrumental partner during the first phase of the curriculum review. "It was beyond rewarding to work with Professor Sipe," she explained. "With Lori's clear guidance, I was able to look at the full puzzle and then dig deep into the specific content of the smaller pieces. We would examine the influencing factors and potential need for change in each section. It was a learning experience like none other for me."

At the conclusion of Phase One, strategic and program level key issues were identified for both programs. The Payne School's

purpose and goals, such as community and industry engagement, were delineated, and program level learning outcomes. Now in Phase Two, Sipe and Ponting have created the vision, mission, and program learning goals, and are developing the degree learning outcomes. The end goal is for HTM and RTM to have a shared core approach that benefits students through a common experience as they explore their specific disciplines further. Specifically, Sipe and Ponting are using the experience and transformational economy theories as a platform to explore the collaboration.

This semester, a pilot class that combines HTM and RTM students is being offered on learning the process of how to conduct research. It presents an exciting opportunity to witness first-hand the benefits of a connected curriculum and will play an integral role in future plans. ●



Building Community Through Mentorship

“Mentorship is a brain to pick, an ear to listen, and a push in the right direction.”

—John C. Crosby

MENTORSHIP IS A VALUED AND key component to both the undergraduate programs of the Payne School and the HTM Master’s Program. It provides students with unique insight that excels their personal and professional growth, and develops them as leaders.

The *MentorEDGE* of the HTM Master’s Program is designed to complement coursework and offer real world context to practice and develop leadership competencies. It offers a cohesive, personalized mentorship plan across the entire 18-month course of study. The program prides itself on being matchmakers for mentorship, assisting students with finding an industry professional, often times an alum of the program, who is invested in the student’s success and creating the best possible means to achieving that outcome. Mentors have included Brian Hughes, Executive Director, San Diego

Tourism Marketing District; Don Jones, Executive Vice President of Sales & Marketing, Cadence Travel Management; Vince LaRuffa, Vice President of Resort Marketing, Universal Orlando Resort; and Harmony Walton, Founder, The Bridal Bar.

Mentors share approximately two hours of time per month with their students. Most months, students are tasked with completing a structured mentor assignment, creating a student-driven relationship. The first assignment involves the student sharing their customized leader development plan (LDP) to educate mentors on their assigned student’s aspirations for leader development; their self-identified strengths and weaknesses; and the particular areas they intend to focus their improvement efforts. Other assignments encourage students to talk about the integration of their coursework and work context and are intended to provide structure and starting points for continued conversation. At the completion of the program, students present a 2 ½ minute documentary on their mentor journey.

Payne School undergraduate students have several options that involve mentorship. They benefit from the unparalleled connections with local industry professionals

through their junior and senior year internships, building relationships that mold their career decisions and provide valuable guidance on academic and employment steps. Additionally, sophomores entering into the HTM and RTM programs may be mentored by a senior, connecting through assignments that guide the incoming student and provide a support for success.

Additionally, through the Conrad N. Hilton Foundation Volunteer and Mentorship Center, students are able to engage with area high schools to provide learning opportunities for underserved youth. The schools that the center targets have a focus on hospitality, tourism, culinary arts, and/or event planning curricula. Programs shape responsible citizens through life changing experiential teaching and learning opportunities and inspire active engagement with the social and economic development of San Diego. Payne School students receive benefit from activities such as one-on-one mentoring; collaborative volunteer opportunity coordination; an annual one-day educational conference managed and produced by the center; and a speaker’s bureau of Payne School students and industry professionals. ●



Analysis Yields Accolades: Payne School HTM Team Places in the Top Six in Nationwide STR SHARE Center Inaugural Market Study Competition

AFTER TIRELESS HOURS OF DATA research and analysis, six talented students from the Payne School HTM Program – Monica Bolanos, Sarah Dacquisto, Kevin Hancock, Shannon Jensen, Rachel Lampke, and Sonya Schafer – took fifth place in the Smith Travel Research (STR) Supporting Hotel-related Academic Research and Education (SHARE) Center Inaugural Market Study Competition in November 2015. More than 30 teams, comprised of both undergraduate and graduate students, participated from hospitality programs across the United States. For the top six finalists, the competition concluded with a presentation of the team's research during The Hotel Experience (HX) Conference in New York City.

STR provides the hotel industry with access to valuable research such as performance data, forecasts, annual profitability, pipeline data, and census information. The SHARE Center provides universities with hotel and tourism data as well as related resources for research, student projects, and use in the classroom. The Payne School students selected San Diego as their market to study, culling through data provided by STR and interviewing prominent leaders in the San Diego hotel and tourism industry. Under the advisement of Dr. Lori Sipe and Christina Jeffries, students enrolled in a one-credit




Payne School participants Shannon Jensen, Sarah Dacquisto, Monica Bolanos, Kevin Hancock, Rachel Lampke, and Sonya Schafer.

class on how to read STR data and also in a revenue management class. The students distilled their findings down to a 30-minute presentation. Their in-person presentation was in front of a panel of judges from hotel companies, consulting groups, and investment firms.

The submitted presentation was critiqued on criteria such as quality of the description

of the size and structure of the market and its current stats; description of the longitudinal trends in and different breakdowns of the market; comparable markets; and pipeline data. The face-to-face presentation was judged on quality of its key components and communication style.

This year's team is currently researching Palm Springs as its market of study. 



From The Edge: HTM Master's Program Update

THE HTM MASTER'S PROGRAM will welcome its fifth cohort of students in January 2017 to kick off the new spring admission. The shift to spring admission aligns well with industry demands and further streamlines the coursework to help students achieve a desirable work/life/school balance. Master's Cohort Four will proudly join the alumni ranks in January at the conclusion of its challenging 18-month journey.



Adam Edelman '15 and Jeff Campbell



Trent Selbrede '13

the membership through the Master's Program and with additional customized coursework. The program offers engaging, relevant, and immediately applicable coursework in a constantly changing business environment.


"The value in the program for me was transformational for my leadership style. It really helped me see the 'why' in a lot of things rather than look at the surface level. Professionally it made me a better leader and it also made me a better father and husband."

—Trent Selbrede, '13

"The program is so personalized. It is really current. It changes with the Cohort and with the questions that come up. On a one-on-one level, getting to know the professors and my Cohort, that bond that you build is a lot better than you expect from an online program."

—Adam Edelman, '15

The Payne School is currently partnering with the U.S. Tennis Association (USTA) to deliver a customized master's degree for tennis pros and club management professionals to take their game to the next level. The program is highly interactive and personalized to each cohort of students. Courses are delivered online to provide flexibility for busy professionals across the United States. Two intense on-campus weeks during the program build relationships among students and faculty with a focus on leadership development. Additionally, we are in conversation with other national organizations to support the professional development of

For more information on the HTM Master's Program, please visit www.mastershtm.sdsu.edu. 



Center and Institute Updates

Center for Surf Research (CSR)



THE CENTER FOR SURF RESEARCH (CSR) has had an exciting year. Dr. Jess Ponting was invited to deliver a keynote presentation before the 8th Annual International Tourism Congress in Peniche, Portugal, home to the famous surf break, Super Tubes. Over the past decade the economy of Peniche has been transformed by surf tourism and the world championship tour contest it hosts every October. Peniche now holds 10+ surf schools and, as a result, the mayor and local politicians were interested in the depth of research the CSR has undertaken to potentially help guide the surf tourism development of Peniche. The Mayor of Peniche has thrown his support and that of the city behind collaborative research with CSR and has funded a research student from Instituto Politecnico de Leiria (IPL) to work with CSR to develop recommendations for the city to ensure their burgeoning surf tourism industry is effectively regulated to guarantee its sustainability. Afonso Teixeira, a native of Porto Portugal studying at IPL in Peniche, is in San Diego for five months to work on this project.

CSR's work on sustainability has also been recognized by the World Surf League, surfing's professional sporting body, which has invited CSR to participate in a series of meetings concerning the sustainability of both surfboards and the major sporting events that the World Surf League stages internationally. Additionally, Dr. Ponting was engaged by the United Nations earlier this year to travel to Liberia in West Africa and participate in the process of generating a Post-Ebola Tourism Export Strategy with the Liberian government and the International



Payne School students staffing check-in at the Sustainable Stoke Conference.

Trade Center (read more about Dr. Ponting's work on page 18).

Students were actively involved in research work while hosted by the Matanivusi Surf Resort, a certified sustainable resort in Fiji, and with preparations for STOKE Certification of the Scorpion Bay Hotel in Baja California, Mexico. Additionally, CSR published a book, "Sustainable Stoke", and hosted the Sustainable Stoke Conference in September 2015, an opportunity to bring researchers together to explore the surfing world's transition to sustainability (read about the Sustainable Stoke Conference on page 18). Day Two of the conference also served as the inaugural conference of the International Association of Surfing Academics, a new organization convened and hosted by CSR, which has more than 60 members from 20 countries from universities as prestigious as Palo Alto's Stanford University and the United Kingdom's Oxford University.

In September 2016 CSR co-presented Surf Park Summit 2 in Orlando, Florida, which was attended by 270 people from 27

countries. The summit accelerates the future of surfing outside the ocean by gathering the industry's top minds including surf park and surf pool developers, investors, operators, suppliers, academics, experts and athletes to discuss the opportunities and challenges related to the development of man-made surf destinations.

Currently, we are hosting a visiting post-doctoral placement, Professor Marcos Bosquetti from Brazil, and also recently hosted Márcio Borgonovo-Santos, a PhD student from Florianopolis in Brazil, studying in Portugal, who is doing world-leading research on the bio-mechanics of surfing. Other highlights for CSR have included World Big Wave Surfing Champion Greg Long's presentation to students; The Surfing and Sustainability Freshman Seminar, run by CSR, attending their surf lesson; and the upcoming opportunity for the Seminar to work together to shape a surfboard out of sustainable materials at the Shaper Studios in North Park, a business started by SDSU alumni.

—Dr. Jess Ponting, CSR Director

Sycuan Institute on Tribal Gaming (SITG)



Student Life

STUDENTS IN TRIBAL GAMING ATTEND the most exciting events in the gaming industry, including the Global Gaming Expo (G2E) and those from the National Indian Gaming Association (NIGA). Every year, the SITG hosts a booth at the NIGA Trade Show to showcase the Tribal Gaming Student Association (TGSA) and provide industry professionals with information about the tribal gaming educational opportunities at SDSU. During the past year, the SITG also sponsored a student trip to the Annual Reservation Economic Summit (RES) conference in Las Vegas. RES is the largest tribal event dedicated to economic development, including e-commerce. At the event, tribal gaming students met with tribal leaders and NIGA Chairman Ernie Stevens, and also did tours of several Las Vegas Casino properties.

Teaching

The SITG offers the nation's only 4-year degree in tribal casino operations management. The courses leading to the degree are also packaged separately as a Gaming Management Certificate Program for industry professionals who are seeking professionalization in tribal gaming. Offered fully online, the success of the Certificate Program



Tribal Gaming students in Las Vegas.

has also created a demand for a tribal Executive Development Program (EDP). The Sycuan Institute offers this new Tribal EDP, now in its third year, each fall at the Southwest Indian Gaming Show. These programs are built upon original research conducted and funded by the SITG.

Research and Public Policy

SITG continues to fund and support academic research into issues across the tribal gaming industry. Recent funded studies addressed a range of topics including Corporate Social Responsibility and philanthropy by tribal governments; the impact of free-play promotions on slot machine volumes;

the public policy related to freeplay taxation; and the role of tribal employees as conduits for tribal government messaging. Future research will address the ability of players to discern par in slot machines and the role of tribal culture and economic development on tribal community and family wellness. The research funded and published by the SITG is incorporated into the curriculum for the Tribal Casino Management Emphasis and is also shared directly with tribal leaders and representatives who can operationalize the findings in their own communities or properties.

—Dr. Katherine Spilde, SITG Chair

Institute for Meetings & Events (IME)

THE INSTITUTE FOR MEETINGS & Events (IME) enjoyed a successful year of providing real-world experience as it applies to classroom study for our students. The “Minions” (a nickname to which the students fondly refer to themselves) honed their project management; meeting and event planning; and leadership skills by participating in two major events.

In January, students provided logistical support and planning – including the acquisition of hotel accommodations and transportation; welcome reception detailing; food and beverage planning; and off-site dinner planning – for the International Association of Amusement Parks & Attractions (IAAPA) Executive Education Conference (read about the IAAPA Executive Education Conference on page 27). Additionally, they provided integral

project management expertise for the annual conference for SDSU's Sage Project, a partnership between SDSU and local government, that provides the opportunity to engage in meaningful projects that address livability and sustainability goals.

—Lisa DeFino, IME Associate Director

Student Club Updates



Meetings and Events Student Association (MESA)

MESA had a very successful 2015-16 school year and looks forward to what 2016-17 year will bring. We held the Payne School Welcome Back Luncheon, which brings all student organizations together so they can introduce and market themselves to the incoming class.

On our trip to Los Angeles, we visited six different locations, spanning three days. Over the course of this trip, we spoke to different event specialists regarding how they successfully obtained their respective positions, their varied professional backgrounds, etc. The trip was a great way for the students to receive first-hand knowledge and experience with these professionals. MESA's goal of this trip is to not only expose the students to the real-life professional industry, but to also get them more involved in SDSU and the community as a whole.

MESA held a fundraising event at Petco Park that gave the students a behind-the-scenes perspective where they were able to see different event locations, as well as the little nuances that helped form Petco



Members of MESA at Scripps Cottage for the Payne School Welcome Back Lunch.

Park. The tour was a walking tour, and the students met professionals in the sporting events industry.

Every semester, MESA organizes the HTM 201 Showcase, which presents all the work from the 201 students and the upper division RTM students. This event serves as a mixer and a way for students to interact with the entire HTM program and student orgs.

In the Spring Semester, MESA held an event at Balboa Park where the students met

and talked with one of the leading event coordinators at the park. The different event spaces allowed for different points of view and exposed the students to the many different sides of Hospitality, and what each space has to offer.

MESA was interested in encouraging all of the MESA members (everyone that is not on the Executive Board) to come together to learn and become involved in a professional organization. The Society for Incentive Travel Excellence (SITE) was able to provide insight on what it was really like to work for differ-

ent companies, but still be a part of a larger organization.

The Professional Convention Management Association (PCMA) has been a sponsor of MESA for roughly one year, and because of its sponsorship, two PCMA representatives for MESA hosted their own student reception and were able to coattail their event onto the professional LEAP conference in La Jolla.

—James Byrd and Jordan Werth, Presidents

Recreation and Tourism Student Association (RTSA)

LAST YEAR, RTSA HELD A SUCCESSFUL RTM Job Fair in the SDSU Alumni Center, with over 35 recreation and tourism organizations in attendance, all of who were seeking students eager to work in the industry. RTSA also attended a California Parks & Recreation Society event in Long Beach, California, where the students were able to learn directly from industry professionals, as well as test state of the art recreation and playground equipment. The next event is this coming February in Sacramento, and we plan to take even

more students. The next big event RTSA is hosting will be on October 8, which is a PSFA CO-ED Kickball Fest on campus for alumni, faculty, and students. Additionally, we will be presenting a new logo for RTSA. It is beautiful, and the first change the logo has had since RTSA's inception seven years ago. A trip to Tijuana to volunteer in orphanages is in the works, as well as other volunteering opportunities for events at Qualcomm and Chargers games.

—Jesse D., President



RTSA fun on the playground!

Tribal Gaming Student Association (TGSA)



LAST YEAR, TGSA VISITED LAS VEGAS for the Reservation Economic Summit (RES). During our stay we took tours and received behind-the-scenes access to several properties such as Green Valley Ranch, Tropicana, The Wynn and the MGM Grand. While touring these properties, students met with Ernie Stevens, Jr., the Chairman of the National Indian Gaming Association (NIGA), networked with industry executives from both tribal and commercial gaming companies, and learned more about how the gaming, hotel, restaurant, and event sectors of hospitality all come together to make one memorable experience for a guest. Additionally, the students received an exclusive tour of the MGM Mansion, which is invitation only. Just getting a tour of the Mansion is difficult; in fact, there are employees who have worked at the



The members of TGSA with President Kevin Torres at the exclusive MGM Mansion in Las Vegas.

MGM for 25 years and have never seen the Mansion. This year, we plan to go to G2E in Las Vegas, which is a large gaming conference, and also plan on taking tours of local

properties such as Viejas. We are looking to grow our organization and make it the best to date.

—Kevin Torres, President

Foodies

DURING THE LAST year, we had a wide variety of accomplishments.



We assembled a new wave of board members and substituted our “Wine Event Coordinator” board position for a “Wine Committee” made up of passionate students interested in helping plan and host our popular Annual Wine Event at Humphrey’s By The Bay. In addition to enhancing club leadership, we had a wonderful gourmet 3-course meal and kitchen tour of the prestigious Art Institute of California – San Diego, as well as their facilities; organized sushi making lessons where we learned how to make sushi the traditional way; hosted our most popular Restaurant of the Month ever, featuring over 30 attendees; and continued to strengthen and expand our industry

network through consistent attendance at the California Restaurant Association (CRA) board meetings or through our events. Among those professionals with whom who we most recently connected include: renowned sushi catering chef Jeff Roberto from Sushi on a Roll, Chef Rudy Kloeble and Shawnta Fleming from the Palette Restaurant at the Art Institute of California – San Diego, and Michael Blake from Humphrey’s By The Bay.

Our plans for the coming year include: volunteering at the Annual San Diego Spirits Festival, continuing to work closely with the CRA in order to provide an open door to the HTM

students to interact with this prestigious association. In addition to continuing to host our popular Restaurant of the Month events and fundraisers, we are creating a new tradition, which will be “Foodies Brewery Hop & Taste Tour,” which is planned for the fall semester as a direct counterpart to our wine event in the spring.

—Ricardo Salcedo, President



Foodies with President Ricardo Salcedo and Payne School Director Carl Winston at the Fourth Annual Wine Event at Humphrey’s By The Bay.



National Society of Minorities in Hospitality (NSMH)

LAST YEAR WAS A BUSY BUT exciting year. NSMH had its annual Padres night, encouraging new HTM students to meet current NSMHers and have fun.

Every year, the organization attends NSMH Regional and National Conference. This past year, Regionals was held in Las Vegas and Nationals was held in Washington D.C. At these conferences, students learn about the hospitality industry as well as network with industry professionals and students from all over the country. These conferences are great opportunities because they not only give students the chance to get to know recruiters on a personal level, but also gives them the opportunity to land a potential job at the career fair when they graduate. Our very own Kendra MacClure, a senior this year, was elected National Chair for NSMH National Board.

NSMH's biggest fundraiser is Mr. & Ms. HTM, and is held in October, after Regional Conference. Students have the opportunity to compete in our talent show for the chance to win a free trip to National Conference. There are also networking opportunities, light refreshments, and raffles. The panel of judges consists of industry professionals.



This past year, we had the honor of having Professor Sandra Ponting from SDSU, Tom Celli HR of Hyatt Regency Mission Bay, and alum Fileg Zere, Director of Room Operations at Marriott Marquis San Diego Marina, on our panel.

NSMH believes community outreach is important and teams up with high schools that have students from low-income homes, with programs specific in business and hospitality. Last year, NSMH helped at Mt. Miguel and Hilltop High School. Members

were able to mentor these students and have fun with them at the San Diego Zoo and Sea World.

Lastly, NSMH holds Hospitality Week in the first week of April. Hospitality Week allows NSMH to bring awareness to the organization, give back to the community, recognize local minority businesses within the community, and celebrate diversity. Last year, we toured the USS Midway, supported Trujillo's Taco Shop, had a potluck with different ethnic foods, and volunteered at Labs and More.

—Kimberly Robles, President



Members of NSMH at the National Conference in Washington, D.C.

Lodging Management Student Association (LMSA)

AFEW HIGHLIGHTS FROM FALL 2015 include The Hotel Experience Convention; LMSA's New York trip; and Trick-or-Suite, which is our partnership with the Embassy Suites in downtown to provide a trick-or-treat experience for underprivileged children.

Spring 2016 highlights included A Day In The Life Of: A College Recruiter event with Ashley Eng; the Hospitality Sales and Marketing Association International (HSMIAI) event for which our HSMIAI representative, Nicole, rallied volunteers; and our Spring Trip to Monterey and Santa Cruz, California.

Upcoming events include a hotel tour of Wyndham Bayside, A Day In The Life Of: A Sales Director, and our annual trip to New York City.

—Pooja Patel, Treasurer



LMSA

Lodging Management Student Association
San Diego State University



LMSA Spring Trip participants at Seascapes Beach Resort in Santa Cruz, California.

Professors For A Day

Thank you for the gift
of your time and expertise!

Abby Christensen
Adam Beer
Alexandra Borrelli
Alicia Goldin-Goidich
Alicia Richards
Andy Fichthorn
Annette Gregg
Annette Zeller
Anthony Belef
Anthony Lucas
Ashley Eng '10
Barry Lall
Bill Byrne
Blaine Redfern
Brian Gullbrants
Brian Hilemon
Brian Hughes
Bruce Mendoza
Carmelle Pina
Chris Lee
Christy Jones '13
Chuck Ross
Colleen Anderson
Dan Dustin
Daniel Tucker
Darcy Santiago
Dave Holt
David Cohn
David Frost
David Richards
Debi Nutton
DeeAnne Snyder
Donna Marcou
Dorianne Mormann
Dracy Santiago
Elizabeth Galloway
Elsa Gomez
Emily Andersen
Emily Tisdale
Eric Blehm
Ernie Stevens, Jr.
Frank Kastelz
Gabriel Chaparro
Gerrica Gray-Johnson
Greg Alberto
Holly Green
Jackie Reed
Jacques Spitzer
James Cascone
Jeff Leduc
Jennifer Booth
Jessica Miller
Jim Bennett
Jim Kilby

Senior Director
Hotel Manager

Director of Human Resources

Former President
Vice President
Associate Director of Catering
Area Director of Human Resources
Professor
College Recruiter
President/CEO
CEO
General Manager
Executive Vice President & General Manager
Director of Marketing Partnerships
General Manager
Front Desk Manager
Marketing Manager
Owner & CEO
Senior Travel Director
Founder & President
General Manager
Professor
Former Chairman
Resort Manager
District Manager
President
Volunteer guide
Director of Banquets
Executive VP of Gaming Operations
Director of Event Services
Vice President of Leisure Sales
Director of Catering
Resort Manager
Co-Owner
Leisure and Business Sales Manager
Catering Sales Manager
Creative Director
NYT Best-Selling Author
Chairman
Director of Operations
Assistant Manager
Convention Services Manager
Director of HR
CEO
CEO
CEO
Partner and Global Foodservice Leader
Director of Food & Beverage
National Sales Manager
Supervising Park Ranger
Director of Engineering
Former Boyd Professor of Gaming

Maritz Travel, Inc
Sheraton San Diego Hotel & Marina
Scorpion Bay Hotel
Sheraton San Diego Hotel and Marina
Marriott Mission Valley
Sea World
AlliedPRA
Beverly Wilshire Hotel
Omni Hotels & Resorts
UNLV
Starwood
Pinnacle Hotels USA
Byrne Companies
Wyndham WVO Inn at the Park
Wynn Las Vegas
San Diego Tourism Authority
Omni San Diego
MGM Grand Las Vegas
Puesto
ACCESS Destination Services (DMC)
Maritz Travel, Inc.
Old Town Family Hospitality Corp.
Omni San Diego
University of Utah
Sycuan Band of the Kumeyaay Nation
Wyndham
County of San Diego Department of Parks & Recreation
Cohn Restaurant Group
Balboa Park Walking
Omni San Diego Hotel
Wynn Las Vegas
San Diego Convention Center
Tropicana Las Vegas
San Diego Convention Center Corporation
WorldMark by Wyndham
White Lace Events & Design
Tropicana Las Vegas
Town and Country Resort & Convention Center
ACCESS Destination Services (DMC)

National Indian Gaming Association
Omni San Diego Hotel
The Lot in La Jolla
San Diego Convention Center Corporation
US Grant Hotel
The Human Factor
TS Restaurants
Raindrop Marketing
Deloitte & Touche
Hyatt Regency Mission Bay Spa & Marina
Omni San Diego Hotel
San Dieguito Regional Park
The US Grant
UNLV

Professors For A Day (continued)

**Thank you for the gift
of your time and expertise!**

JOE PYON, Sr.
John D'Angelo
John Palinkas
Justin Moore
Kaitlyn Rogers
Katie Pederson
Krissy Simek
Kristi Learn
Leslie Cruz
Leslie Simmons
Leticia Nichols
Lily Briese
Linda Wells
Louis Chertkow
Luz Orozco '14
Maggie Tull
Mandy Brown
Marcy Melley
Margarita Carmona
Matthew Spencer
Medardo Salinas
Melissa Pfeiffer
Mike Noce
Nicole Shook '10
Omer Sattar
Paul Kucharczyk
Paul Melchoir
Paul Thiel
Raven Guzzino
Raymond Smalley
Richard Aaron
Richard St. Jean
Rick Hill
Rob Spooner
Robert Isner
Rusty Rodes
Ryan Thorsen
Sam Bowler '13
Sam Kropp
Scott Slater
Staci Pike
Sylvia Harrison
Tatiana Lotufo
Terri Schaesser
Tiffany Spitzer
Tom Celli
Trent Selbrede
Trisha Blake
Tyegaria Halloway '15
Tyler Martin '04
Vincent Barile

Hotel Manager
Director of Rooms
Former Director
Vice President & Assistant General Manager
Human Resources Leader in Development
Director of Special Event Sales
Owner/Partner
Human Resources Director
Regional Resort Recruiter- Southern California;
Special Events Manager
Guest Services Manager

Director
Supervising Park Ranger
Meeting and Event Manager
Supervising Park Ranger
Charter Sales Manager
Director of Sales
Tropicana Las Vegas
Restaurateur
Assistant Director of Human Resources
Special Events Manager
Recreation Coordinator
Front Office Manager
President
Supervising Park Ranger
Director
Regional Managing Director
Event Manager
Resort Manager
President
General Manager
Former Chairman
Regional HR Director
Associate Director
Supervising Park Ranger
General Manager
Account Manager
VP of Operations
CEO
Senior Convention Services Manager
Director of Sales
Regional Director of Business Development
Director of Events

Director of Human Resources
General Manager
VP Media
Slot Marketing Management Associate
Regional Director
Director of Slot Operations

Wynn Las Vegas
Manchester Grand Hyatt
Pechanga Economic Development Corporation
Green Valley Ranch Casino Resort & Spa
Omni
House of Blues
White Lace Events & Design
Anthony's Fish Grotto
Wyndham Vacation Ownership Inc.
Avalon Hollywood
Wyndham
Dream Dinners
San Diego Tech Coast Angels
Sweetwater Regional Park
Starwood Hotels & Resorts Worldwide, Inc
San Dieguito Regional Park
Hornblower Cruises & Events
House of Hospitality

Kettner Exchange
Sheraton San Diego Hotel & Marina
Museum of Photographic Arts in Balboa Park
City of Burlingame
Hotel del Coronado
Sightline Payments
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“What is the essence of life?
To serve others and to do good.”

—Aristotle



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