

San Francisco State
University

1600 Holloway Ave.

San Francisco, CA. 94132

Hospitality Management Newsletter



Spring 2004
San Francisco
State University



In the state of budget crisis...



"The Chair thanks the industry representatives for their continuous support in the education of our students who will be entering the growing and dynamic field of hospitality industry."

Dr. Janet Sim, Chair

San Francisco State University is faced with an ongoing budget crisis that has hit the California State University hard today. The Governor called for a budget reduction of \$239 million for the California State University system. This could potentially limit student access by approximately 20,000 students. The Governor also called to increase fees by 10 percent for undergraduates, 40 percent for graduate students, and 20 percent for non-resident students. On March 2 and 3, San Francisco State University students voted to pass the Student Fee Referendum of \$75 designed to maintain 575 courses that would otherwise

be cut. Students are willing to raise fees in order to protect the valued educational program and services offered at San Francisco State University. Even with the student fee referendum, SFSU will still have a budget shortfall of \$11 million. The university is currently focusing on a variety of issues to cut costs, such as increased Student Faculty ratio and consolidation of programs.

The Hospitality Management Program at San Francisco State University was founded in 1990. The program meets the needs of the vital tourism industry in San Francisco. We have one of the most esteemed undergraduate Hospitality Management programs with excellent faculty who are

scholarly and dedicated to the needs of the students. In the past several semesters, we experienced an increased demand of hospitality management classes at San Francisco State University. Student enrollment increased more than fifty percent. The Hospitality Management Department graduates more students than all of the four-year hospitality management programs combined in the Greater Bay Area.

Industry contributions to support HM classes would be greatly appreciated. Please contact Janet Sim at jsim@sfsu.edu, 415-338-2673 or Al Seminsky, Assoc Director of Development, seminsky@sfsu.edu, 415-405-3805.

Inside this Issue:

Current and Future Dynamics of the Hospitality Industry in 2004	2
Symposium Keynote speaker- Mr. Jon Handlery / Career Fair	
Hotel and Restaurant Foundation Scholarship	3
Lawrence Chan Scholarship / Hospitality Management Society	
Faculty Spotlight	4
Alumni Spotlight	
Hospitality Management Society Fund-Raiser	5
HMAC Networking	
Closing Remarks	6
Hospitality Management Donors	



Hospitality Management Alumni Chapter '04

“The purpose of the symposium and career fair is for the students to interact with the industry representatives. Students learned from the leaders of the industry and they networked with the industry representatives to learn about internship and job opportunities. We had the largest attendance at the symposium this year. Nearly 300 students and 60 industry representatives registered for the symposium. The great student turnout this year is also a reflection of our increased student enrollment”
- Dr. Janet Sim

Hospitality Management Symposium

The Tenth Annual Symposium “The Current and Future Dynamics of the Hospitality Industry in 2004” was held on campus at the Nob Hill Room, Seven Hills Conference Center on March 17, 2004. On behalf of the Hospitality Management Dept., we would like to thank everyone who participated, especially the speakers at the Symposium. Mr. Jon Handlery, Senior Vice President of Handlery Hotels was the keynote speaker for

the noon session “ Old School Doesn’t Mean Outdated.” Don McPhail, Vice President and General Manager of USA Hosts Destination Services presented the opening remarks. Donna Rowe and Gregory Waldron of Walt Disney World, and Chef Jan Birnbaum of Catahoula Restaurant were the main speakers for the morning sessions. The afternoon panel members included: Ingrid Ticas (SFSU HM Alum), Michele Gaul of Fairmont

Hotel, Tracey Holloway (SFSU Alum) of Kimpton Hotels and Restaurant, Zoe Ann Melen of Guckenheimer Foodservice Corporation and Joyce Scardina Becker of Events of Distinction.

Comments regarding the symposium are:

“The most impressive ever”- Karen Sung, HM student

“Very informative”- Rishi Kapur, HM student

“Amazing and most thankful”- Kelly Cao



Mr. Jon Handlery

Symposium Keynote Speaker – Mr. Jon Handlery

Mr. Jon Handlery, (Senior Vice President of Handlery Hotels) was the keynote speaker at the Hospitality Management Symposium, “The Current and Future Dynamics of the Hospitality Industry” on Wednesday, March 17, 2004. His topic was “Old School Doesn’t Mean Outdated.” The Nob Hill Room was filled with

students and industry leaders. Jon Handlery is responsible for hotel operations and ensuring the highest quality in service and accommodations at the family owned and operated hotels. As an integral part of San Francisco’s hospitality industry, Jon will soon assume the position of President of the SF Convention and Visitor’s Bureau.

“I hate it when people put out memos. It’s better to talk first verbally to their faces,”
said Jon Handlery, who practices personal contact with both employees and customers and encourages them to do the same.

Hospitality Management Career Fair

The Department of Hospitality Management at San Francisco State University sponsored a Hospitality Management Career Fair on the same day as the Symposium on March 17th, 2004. The Career Fair was held at Seven Hills Conference Center from 10:00 AM to 12:00 Noon and 1:30 to 2:00PM. The

objective of the fair was to provide SFSU students with the opportunity to learn about the companies and the various internships, volunteer, part-time and full-time job opportunities available in the hospitality industry. Companies that participated were Renaissance Parc 55 Hotel, Fairmont Hotel, Marriott Courtyard, Kimpton

Hotels and Restaurants, Walt Disney World, Panda Restaurant Group, Enterprise Rent-A-Car, Guckenheimer, Six Flags Marine World, Hertz Rental, Hyatt Hotels, Starbucks Coffee, Ritz-Carlton Hotel, Sysco Foodservice, Sara Lee Superior Coffee, Jack in the Box, Hilton Hotels, Cache Creek Casino Resort, The

Ojai Valley Inn & Spa.

The Career Fair was a great success. Students brought their resumes and spoke with the hospitality industry representatives at the fair and during the lunch session. Students found the career fair to be “great” and “most helpful” as it exposed the students to internship and employment opportunities.

Hotel and Restaurant Foundation Scholarships

The Department of Hospitality Management thanks the Hotel and Restaurant Foundation for their generosity and their scholarship contributions to the students at SFSU. The Hotel and Restaurant Foundation supports hospitality management programs through granting of scholarship funds. With their help, students are able to make their educational goals a reality. Ten students from the Department of Hospitality Management at SFSU received the 2003-2004 scholarship awards in September, 2003.

SFSU 2003-2004 Scholarship Recipients

Carine Castet, Carolina Do Val, Keiko Maruyama, Ahmad Mazboudi, Yohei Nakamura, Carmen Serra, Geraldine Tribby, Yukiko Watanabe, Kirk Westphal, and Maggie Yang.



Lawrence Chan Scholarships

A scholarship awards ceremony was held at the Hospitality Management Symposium on March 17, 2004. The Department of Hospitality Management is grateful to Mr. Lawrence Chan, President and CEO of Park Lane Hotels, who has given \$30,000 to be used for student scholarships. For the academic year 2004-2005, Mr. Chan has awarded scholarships to three students

with GPA's over 3.0 and who are majoring in Hotel Management: Stacy Hyun Joo Yoon (international student from Korea); Stanley Kong (San Francisco); and Marin Coon (San Francisco). Dr. Janet Sim, Chair of Hospitality Management, thanked Mr. Chan for his generous contribution and support to recognize the scholarly accomplishments and achievements of these

student recipients. The scholarships will assist them in reaching their educational goals.

-Marin Coon, V.P. of Student Alumni Relations for HMAAC.

-Stacy Hyun Joo Yoon, HM student from Korea

-Stanley Kong, President of Hospitality Management Society.



Marin Coon, Stacy Yoon, and Stanley Kong

Hospitality Management Society

The Hospitality Management Society (HMS) is a professional and social student-operated, non-profit organization which provides opportunities for student members to gain exposure to hospitality professionals who are established in the industry. HMS seeks to develop leadership skills and

camaraderie amongst peers, and strives to support campus relationships through team building and industry awareness activities. HMS was first created ten years ago, with the purpose of enhancing the experience of all Hospitality Management majors at SFSU. HMS fosters an environment of respect and

professionalism, while giving members a chance to socialize and meet with each other and exchange experiences. The members feel that the students they meet today at SFSU may become their future colleagues and professional alliance in the hospitality industry.



See [Hospitality Management Society](#) page 4

HMS continued.



HMS Members
Dr. Prakash Chathoth

The HMS has toured several hotels, such as the Ritz Carlton, Fairmont, Four Seasons, Mandarin Oriental Hotel, W Hotel, and others. HMS members also dined at area restaurants, such as Fior d'Italia, Thirsty Bear, Lulu's, and the Tonga Room. These tours allowed students to communicate with industry representatives and create job opportunities in this very

active and synergistic industry.

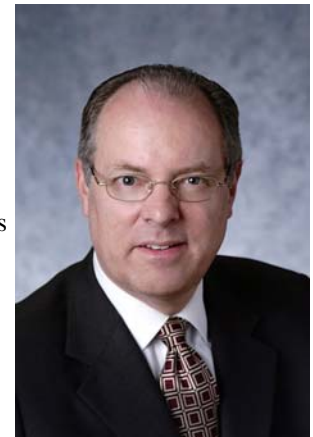
The upcoming activities for the Fall semester include business etiquette seminars, resume writing workshops and weekly updated binder of scholarships and internship opportunities as they become available. The Hospitality Management Society currently has seventy-five members. For further info, please email stanley.kong@sfsuhms.org.



HMS Officers

Welcoming Dr. David Jones...

Dr. David Jones teaches and conducts research in the areas of hospitality management, marketing and sales management. He has thirty years of hospitality industry experience. He recently returned to academe after spending a year as Vice President of Marketing for the San Jose Convention and Visitors Bureau (SJCVB) in San Jose, CA. Previous to the SJCVB position, he was an assistant professor in the William F. Harrah College of Hotel Administration at the University of Nevada, Las Vegas. His past industry experience includes holding senior level sales and marketing positions with Shangri-la International Hotels in the USA and Hong Kong, Red Lion Hotels, and Marriott Hotels and Resorts. Dr. Jones also does consulting and conducts sales training programs for various hospitality industry companies. Additionally, he has been a speaker for a number of industry related conferences.



Dr. David Jones

“Being given the opportunity to live and work overseas in the hospitality business was a life changing experience for me.” - Dr. David Jones

2004 Alumnus of the Year



Pedram Pakneshan

Pedram Pakneshan was named the HM Dept's 2004 Alumnus of the Year. He is a second generation restaurateur/hotelier. He began his career with the Univ. of California, Berkeley Dining Services. He rapidly moved up the ranks with positions including Banquet Captain, Sales Mgr, Catering Manager and Hiring/Training Manager.

Pedram was the Public Relations Officer for the Hospitality Management Society in 2001 and President in 2002. He has also formed the Hospitality Management Alumni Chapter and now serves as the Founding President. Pedram says “the Department of Hospitality Management and Faculty at SFSU have helped me define my passion in life which is the Hospitality Industry”. Pedram

has just relocated to Las Vegas, Nevada to be the Assistant Food / Beverage Manager of the MGM Grand Casino and Resort, the largest casino and resort hotel in the world. “I plan to keep ties with the department and to recruit students and graduates from SFSU in the upcoming years.”

Pedram is still busy organizing the activities of the alumni chapter and would like to connect with all alumni.

If anyone is interested in joining HMAc, please contact



HMAc Members



**Masquerade Ball,
Silent Auction**

Hospitality Management Society Fundraiser

On Friday, October 24, 2003, San Francisco State University's Hospitality Management Society (HMS), in conjunction with Student Dietetic Association, the Interior Design Association, and the Student Fashion Association held their Sixth Annual Fund-raising Event called "Masquerade Ball" which took place in SFSU Vista Room. The purpose of this event was to plan and raise scholarship funds for

students within their prospective programs. The evening reception showcased a delicious array of food ranging from pasta at Fior D'Italia, sushi, desserts and many items from the Vista Room's very own Chef Dan Honan and assistant Joseph Lobo. The décor of the Masquerade Ball was designed and fabricated by SFSU Interior Design Association, Student Fashion Association, and Dietetic

Association. Live music accompanied the event.

Over 300 people attended the fundraiser. HMS is grateful to everyone who participated and donated all of the restaurant and hotel-stay donations, including the advisory board members who attended the event and purchased raffle tickets; HM students for volunteering; HMS members, families, and guests for their support of the hospitality education.

"The Hospitality Management students put together a fundraiser every year. This past year, it was called the 'Masquerade Ball'. The purpose of the fundraiser was for the students to plan and implement an event to raise scholarship funds for students. We are grateful to the Hospitality Management Advisory Board members and the hospitality industry for their generous donations of silent auction items. The event grossed over \$10,000." – Dr. Janet Sim

Join Hospitality Management Alumni Chapter (HMAc) today...

As a member of the Alumni Association you will have the opportunity to keep in touch with classmates, network with professionals who share a common background, participate as a guest speaker, attend student/alumni socials and mentor students.

Networking can help open doors to success by establishing new connections, strengthening existing relationships and reconnecting you with fellow colleagues. You will gain new perspectives, inspiration, ideas, a sense of camaraderie and an edge on the industry. For further information, please email Marin Coon, Vice President of Student Alumni Relations at mcoon@sfsu.edu

The Armstrong Group of WSI Internet Consulting & Education has donated a website for SFSU's HMAc. Kelly Armstrong is the chair of HM Alumni committee and of the HM Advisory Board.



**Hospitality Management
Graduates**



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Dr. Janet Sim, Chair

"We thank the hospitality industry for their tremendous support and generosity."

WE'RE ON THE WEB!

WWW.SFSU.EDU/~HMP

Founded in 1990 and located in the No. 1 tourist destination in the U.S., San Francisco State University's Hospitality Management Department has one of the most esteemed Undergraduate Hospitality Management Programs. In the last ten years, the program has expanded greatly. We have three concentrations: Hotel Management, Restaurant & Institutional Foodservice Management, and Commercial Recreation & Resort Management. Our restaurant for fine dining, The Vista Room, managed and operated by students, is acclaimed by its exquisite cuisine and service. For information about tours and guest speaking arrangements, please call us or visit our website.

Newsletter Sponsors –Dept. of Hospitality Management, SFSU Career Center, and Hospitality Management Society.

Special Thanks to those who supported us....

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