

SAN FRANCISCO STATE UNIVERSITY

HOSPITALITY MANAGEMENT DEPARTMENT NEWSLETTER

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SPRING 2005

MESSAGE FROM THE DEPARTMENT...

Welcome to our third annual Hospitality Management Newsletter at San Francisco State University. The purpose of the newsletter is to keep you informed about the faculty, students and events in the Department of Hospitality Management.

The Bachelor of Science Degree Program in Hospitality Management at San Francisco State University provides excellence in instruction and academic environment for the development of managers and leaders in hotel management, restaurant and institutional food service management, and commercial recreation and resort management. The program is housed in the College of Business that is accredited by AACSB (The Association to Advance Collegiate Schools of Business). The Hospitality Management program at SFSU is the largest in the Bay Area, admitting approximately 250 students per year. This year, the full-time equivalent student (FTES) enrollment in HM classes reached an all-time high of 160 FTES.

The faculty in the Department of Hospitality Management has distinguished itself in scholarship achievement, research and publications and professional leadership in the community at large. In

the past year, Dr. David Jones, Dr. Prakash Chathoth and Dr. Patrick Tierney produced refereed publications in international and national refereed journals, such as the Journal of Services Research, the Journal of Hospitality and Tourism Research, the Journal of Hospitality and Leisure Marketing, and the Bay Area Economics Pulse, as well as refereed presentations/proceedings in state, national and international conferences, such as Proceedings of the International Service Management Conference, Proceedings of the International Business and Economy Conference, Proceedings of the National Conference in Sales Management, and Proceedings of the 4th Social Aspects and Recreation Research Symposium. Dr. Janet Sim and Dr. Patrick Tierney wrote chapters in the Eleventh Edition of the Hospitality and Tourism book. Several faculty also served as referees and editors of professional journals. Dr. Jones is a member of the Education and Training Committee of the Pacific Asia Travel Association.

Dr. Pat Tierney was awarded an \$81,000 grant from the City of San Francisco Dept. of Environment to start the San Francisco Green Hospitality

Initiative. This grant is designed to assist the SF hospitality industry achieve significant savings by diverting materials from landfill through recycling, reuse and best-use practices. For more information on how your restaurant, hotel or attraction can receive these services by sending the following email:

sfgreenhotels@sbcglobal.net.

Dr. David Jones and Dr. Yumi Satow have developed a structured internship program with Lori's Diner International, Inc. Dr. Jones has also started to develop structured internship programs with local hotel companies with multiple properties including Kimpton Hotels & Restaurants and Joie de Vivre Hospitality. The Hospitality Management faculty accomplishments demonstrate their strength in scholarly achievements and their ability to link the classroom with the industry; thus, creating an enhanced learning environment for students to become leaders in the hospitality industry.

HM TENURE/TENURE TRACK FACULTY



Dr. Janet Sim
HM Department
Chair



Dr. Patrick Tierney
Commercial Recreation
& Resort Mgmt.



Dr. Yumi Satow
Restaurant Mgmt



Dr. David Jones
Hotel Mgmt



Dr. Prakash Chathoth
Hotel Mgmt.

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MOVING TOWARD A MORE ENVIRONMENTALLY RESPONSIBLE HOSPITALITY INDUSTRY

The Eleventh Annual Hospitality Management Symposium and Career fair themed, "Moving Toward a More Environmentally Responsible Hospitality Industry", took place on Wednesday, March 16th, 2005. Approximately 200 students eagerly lined up to participate in the Career Fair and guest speaker sessions. The day featured informative sessions by Mr. Jay Ach, Manager of Environmental and Regulatory Affairs for the Port of San Francisco, who spoke on the environmental impact of the cruise industry. Mr. Alex Dmitriew, Commercial Recycling Assistant Coordinator, discussed the recycling efforts of the local hospitality industry. Several Hospitality Management graduates participated in a panel discussion on "Planning for Employment in the Hospitality Industry". Panel members were Lindsay Galloway, Class of '03, Club Events Manager at the Bohemian Club, Valentina

Curbelo, '02, General Manager at the San Remo Hotel, and Joseph Kelley, '04, Assistant Outlets Manager at the Hyatt Regency Burlingame.



*Karl Hoagland,
President and CEO of
Larkspur Hospitality*

KEYNOTE SPEAKER ADDRESS

The lunch session featured Mr. Karl Hoagland President and CEO of Larkspur Hospitality, shared his insight on creating a sustainable business in keeping with the day's theme of sustainability. He spoke about the importance of having a good business model and having a strong team

of well-qualified members to create a successful business.

With his strong background in finance and investment banking, Mr. Hoagland established Larkspur Hospitality and affiliates in 1996. The group, based in Corte Madera, owns and operates 19 hotels comprising two brands (Larkspur Landing, Home Suite Hotel and Hilton Garden Inn) in suburban areas of Northern California and the Pacific Northwest.

The Department thanks Mr. Hoagland for his participation in the Symposium activities and for the high level of enthusiasm in recruiting San Francisco State University Hospitality Management Graduates.

CAREER FAIR

The annual Career Fair was well attended by over 200 students with hopes of securing employment and internship contacts. More than 60 industry professionals pre-registered for the event with additional professionals registering at the door. With the event outgrowing its space, 25 vendors set up booths both inside and outside on the patio of the Seven Hills Conference Center. Participating companies were: Enterprise Rent-A-Car, Sara Lee Coffee

and Tea, Larkspur Hospitality, Hilton San Francisco, Mark Hopkins Intercontinental Hotel, Renaissance PARC 55, STA Travel, Sheraton's Fisherman's Wharf, Kimpton Hotels and Restaurants, Hyatt Hotels, Brinker International Chili's, The Fairmont Hotel, Handlery Hotels, Marriott International, Restaurant Start-Up & Growth, Jack-In-The-Box, Sodexo Foodservice, Walt Disney World, Panda Express, Todai Restaurants, Delaware North Companies Parks/Resorts, Cache Creek Casino & Resort, The Ritz-Carlton Half Moon Bay, and Bohemian Club.



Graduate Yohei Nakamura of The Ritz Carlton informs Sarah Harriman and Christine Cheung about exciting internship opportunities.

CONGRATULATIONS TO SCHOLARSHIP RECIPIENTS!!



Hotel & Restaurant Foundation:

The administrator of the Hotel & Restaurant Foundation, Mr. John Love was thanked for the scholarship awards given to 13 HM students: **Jared Albaugh, Marin Coon, Judy Hsieh, Rishi Kapur, Stanley Kong, Arthur Lichtman, Sindy Lin, Christine Lind, Gina Liu, Diana Luu, Carmen Serra, Hikaru Shigemi, Janine Spediacci.** These students were honored at a lunch reception at the Westin St. Francis on September 24, 2004 with members of the Foundation.



Lawrence Chan Scholarship:

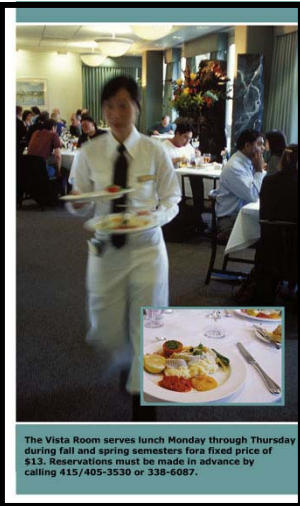
For the academic year 2004-2005, Mr. Chan, President and CEO of Park Lane Hotels, has awarded \$1,000 to each of the three students who major in Hotel Management with GPAs greater than 3.0. The three recipients of Lawrence Chan scholarships are: **Fumihiko Togo, Saratsanun Asavachaisophon, and Sarah Harriman.**



Loris' Diner Internship Scholarship:

Mr. Man Kim, owner of the new Sears Fine Food and seven Lori's Diner restaurants and the Sushi Boat Restaurant. Mr. Kim has been a long-term supporter of the HM program at SFSU. Mr. Kim has made a 10-year commitment of student internship scholarships of \$5,000 per semester or \$10,000 per year. The department is grateful for Man Kim's generosity and kindness to support the program and the students. The Fall, 2004 student scholarship recipients were: **Melodie Baioni, Jennifer Balenbin, Hiro Christoph, Judy Hsieh, and Miho Ida.**

THE VISTA ROOM CELEBRATES 10 YEARS!



The Vista Room serves lunch Monday through Thursday during fall and spring semesters for a fixed price of \$13. Reservations must be made in advance by calling 415/405-3530 or 338-6087.

The Vista Room, a restaurant for fine dining, is managed and operated by students as a teaching and learning laboratory. The Vista Room has earned a reputation for its exquisite cuisine and fine service. It functions as laboratory components in several courses, such as Foods, Production and Service; Management of Quantity Food Production; and Restaurant Management. Students gain hands on experience in the Quantity Food Production Laboratory. They serve food and manage restaurant activities as course requirements under the supervision of faculty and the chef. The objectives of the Vista Room are:

HENRY: CAN YOU PLACE THE FOLLOWING TWO POINTS IN A BOX ON THE RIGHT SIDE?

- To provide state-of-the-art “real-life” facilities and environment for students to gain hands-on experience while learning the fundamentals of food management, production, services, catering and restaurant management.
- To meet the needs of the current and future demands of food service/hospitality industry for graduates majoring in food service management, hospitality management, and dietetics.

The Department of Hospitality Management recognized key donors that have made the Vista Room success possible at the Annual Symposium.

Mr. Elliot Katz- VP of Sara Lee Coffee and Tea and **Mr. David Hoeim** of **Sara Lee Coffee and Tea** for supplying the Vista Room with the best French Roast Coffee and Decaffeinated Coffee. The company also supplies the Vista Room with their premium brand of ice tea and premium hot tea selections.

Mr. Jon Erickson – Owner and President of **Restaurant Equipment Professionals**. Mr. Erickson donated the stainless steel convection oven, steam kettle, braising pan, steamer, and much more. Mr. Erickson also took it upon himself to persuade his colleagues to donate the remaining foodservice equipment to furnish the Quantity Food Production Laboratory, with approximately \$400,000 of foodservice equipment. The Department expresses their greatest gratitude for the generous donations.

For Vista Room reservations, please call the Hospitality Management Dept. at 415-338-7010 or the CFS/D Department at 415-405-5350.



“A TRIP TO NEW ORLEANS” FUNDRAISER

The Hospitality Management Department Fundraiser took place on October 29, 2004. Student organizations, the Hospitality Management Society and Student Dietetics Association collaborated to plan the fundraiser “A Trip to New Orleans”, by transforming the Vista Room into the streets of 1930s New Orleans. Over \$4,000.00 were raised

through silent auction and raffle of the fantastic donations provided by the local Hospitality industry. The highlight of the evening was the live swing band and the sixteen swing dancers from the Metronome Ballroom.

Next year’s event will be a joint effort of the Hospitality Management Society and the National Society of Minorities in Hospitality.

Special Thanks to Ms. Karen Kaupke and Mr. Elliot Katz of Superior Coffee for their generous floral and décor contributions; Jonathan Kikacek of the SF State Prop Shop; Allyson Brannin of the SDA, and to the many Volunteers and Donors who helped to create a fun and successful evening.

Great Thanks to our many Donors...

ADRIFT ADVENTURES
ADVENTURE CAT SAILING CHARTERS
AMERICAN CONSERVATORY THEATER
AQUARIUM OF THE BAY
ASIAN ART MUSUEM
BI-RITE FOODSERVICE CORP
BOHEMIAN CLUB
CAFÉ DU MONDE
CALIFORNIA ACADEMY OF SCIENCES
CH& LA
CARNELIAN ROOM
CAROL AMAYA
COFFEE BEAN & TEA LEAF
COMFORT INN BY THE BAY
ENRICOS
FOUR SEASONS

FRIENDS OF FILOLI
GAYLORD OF INDIA RESTAURANT
GUCKENHEIMER
HOTEL NIKKO SAN FRANCISCO
HYATT AT FISHERMANS WHARF
HYATT REGENCY SFO
INFINEON RACEWAYS
INTERCONTINENTAL NEW OR-
LEANS
KORBEL CHAMPAGNE CELLARS
LAFAYETTE PARK HOTEL AND SPA
LAKE SONOMA WINERY
LARKSPUR LANDING HOTEL
LLOYD’S DONUTS
LOK GROUP OF COMPANIES

LONE OAK LODGE-MONTEREY
LORI’S DINER AND SEARS FINE FOOD
LOTUS SKIN AND BODY CARE
LOUISE REID
METRONOME BALLROOM
MONARCH BAY GOLF CLUB
MONTEREY BAY AQUARIUM
NATIONAL STEINBECK CENTER
NOB HILL SPA
NOT JUST FLOWERS
OLD FAITHFUL GEYSER
PARAMOUNT’S GREAT AMERICA
RED AND WHITE FLEET
SAN FRANCISCO GIANTS
SAN FRANCISCO MAGAZINE

SFCVB
SFJAZZ
SFMOMA
SIGNATURE HOSPITALITY GROUP
SITE FOR SORE EYES
SIX FLAGS MAGIC MOUNTAIN
SOUTHWEST AIRLINES COMPANY
SUGAR BOWL BAKERY
SARA LEE COFFEE
THE FAIRMONT SAN FRANCISCO
THE ORCHARD HOTEL
THE STANFORD COURT HOTEL
TOUCHSTONE CLIMBING
WINCHESTER MYSTERY HOUSE
YAN CAN COOK

STUDENT ORGANIZATION NEWS

HOSPITALITY MANAGEMENT SOCIETY



This semester, the Hospitality Management Society has had strong student participation from 30 members. We have had

a number of successful hotel and restaurant tours and look forward to several more before the end of the semester. All of the officers have been hard at work in preparation for the big fundraiser next fall with the theme

"Casino Night". HMS hopes for record attendance.

The latest endeavor has been planning our scholarship rewards for our members which will be distributed at the end of the semester. Last year's HMS scholarship recipients were Marin Coon, Kim Johnson, and Sindy Lin.

The 2005-2006 Hospitality Management Society officers are:

President— Kim Johnson

Vice President— Neil Gouveia

Treasurer— Weidrwon Lin

Secretary— John Slamon

Fundraiser— Sarah Judd

Public Relations— Victoria Bologna



NATIONAL SOCIETY OF MINORITIES IN HOSPITALITY

Congratulations to San Francisco State University's chapter of

National Society of Minorities in Hospitality for their recent award of "Chapter of the Year" at the organization's national conference in Charlotte, North Carolina in February. Chapter President, Tram Nguyen,

accepted the award on behalf of the Chapter. Also in attendance were Chapter Recruiting Manager, Debbie Yip, and member Joy Sinkamnoonsak, and faculty advisor, Dr. David Jones.

With over 200 industry representatives and 600 students from all over the country in attendance, the conference was a fantastic opportunity for students to network.

The Chapter was founded at SFSU in Fall 2004 with the mission of addressing diversity and multiculturalism, as well as the career development of student members.

E-Mail the Chapter at:

nsmh@sfsu.edu



SFSU Chapter President, Tram Nguyen, with Recruiting Manager, Debbie Yip, at the 16th Annual National Conference in Charlotte, North Carolina.

...OUT IN THE HOSPITALITY INDUSTRY...

NEW YORK— In November, 2004, five SF State Hospitality Management students headed to the Big Apple to represent the University at the **International Hotel/Motel & Restaurant Show**. Marin Coon, Michelle Monica, Sam Narens, Lisa Wiseheart, Debbie Yip, and Dr. David Jones were the faces of San Francisco State University to the more than 35,000 industry professionals in attendance. The tradeshow provided an opportunity for students to practice their networking skills with other students, inform the industry about the Program and explore New York City.

SAN FRANCISCO- More than 15 student volunteers represented the University at the **San Francisco Restaurant Show** in November, 2004 under the guidance of Dr. Yumi Satow and Dr. Janet Sim.



Marin Coon, Debbie Yip, Sam Narens, Lisa Wiseheart, and Dr. David Jones at the International Hotel/Motel & Restaurant Show in New York City.

The **San Francisco Hospitality Expo** at the Moscone Center was an excellent local opportunity for students to see the industry in action. The May tradeshow was hosted by the San Francisco Convention and Visitors Bureau as a platform for business interaction. Student participants were: Doug Acres, Jared Albaugh, Pooyeh Banifazl, Christine Cheung, Rhonda Chiang, Marin Coon, Veronica Garcia, Lauren Gruber, Sarah Guglielmelli, Noemi Hernandez, Kim Johnson, Sarah Judd, Arthur Lichtman, Sindy Lin, Courtney Mayer, Sam Narens, Nicole Nielsen, Angela Pang, Michelle Phillips, Carmen Rubio, John Slamon, Christina Urayama, Gierrus Wilson, Melissa Wolfe, and Rachel Zamar.

Participation in various tradeshows highlight the program's diverse student talent and create alliances between the hospitality education and the business world.



Arthur Lichtman and Angela Pang at the SF Hospitality Expo.