



“Taste of the Bay” Fundraiser—A Stunning Success!

St. Francis Yacht Club, November 6, 2007



JAN WAHL, EMCEE, FRANCISCO CARRASCO, VICE-CHAIR, CHRISTINA TANG, EVENT CHAIR (FROM LEFT)

Nancy Hayes, Dean of College of Business, Janet Sim, Chair of the Department of Hospitality Management (HM), and Karen Kaupke, President of the Hospitality Management Advisory Board, are delighted to acknowledge the team that made the Taste of the Bay 2007 such an incredible success!

Students from the three hospitality management student organizations (Hospitality Management Society, National Society of Minorities in Hospitality, and Club Managers Association of America) planned and implemented a remarkable event.

Special recognition and thanks go to Christina Tang, Event Chair; Francisco Carrasco, Vice Chair; Heather Lewis, Restaurant Coordinator; Meagan Davis, Winery Coordinator; and Winly Wong, Auction Item Coordinator.

“Taste of the Bay” at the beautiful St. Francis Yacht Club was an astronomical accomplishment that raised \$78,000 in proceeds to support student scholarships and program needs.

Over 500 guests sampled an array of decadent creations paired with a selection of local California grown wines. A live auction, silent auction, and raffle were highlights of the evening. Students far surpassed their performance from the past years’ events.

Major support of the Taste of the Bay event came from three levels of sponsorships: Gold sponsor—Nancy Mar; Silver sponsors—Joie de Vivre Hospitality, Hyatt Hotels, and

The Ritz-Carlton; and Bronze sponsors—Brinker International, The Cliff House, Hilton San Francisco, Larkspur Hospitality, Lori’s Diner International, Sodexo, and Sushi Rock.

The Emcee was Jan Wahl, San Francisco’s KRON-TV entertainment reporter and film critic, and SF State Alum. Jan said it was one of her best experiences working with the Hospitality Management students at San Francisco State University.

A live auction conducted by Ron Bunn was the highlight of the evening. Items and raffle prizes that caused a bidding war included: artist’s items from a private collection, hotel stays at The Ritz-Carlton, Mandarin Oriental, Parc 55 Hotel, Hyatt Regency, Hilton SF, and restaurant dinner certificates from Gary Danko, Strait’s Café, and many more.



NANCY HAYES
DEAN, COLLEGE OF BUSINESS

“A true tribute to the talents of our students!”



JANET SIM
CHAIR AND PROFESSOR

“We are grateful to all of our supporters!”



KAREN KAUPKE, PRESIDENT,
HM ADVISORY BOARD

“What a delight to see our hospitality industry in support of the HM program and students



Christina Tang
Event Chair



Francisco Carrasco
Event Vice-Chair



Heather Lewis
Restaurant Manager



Meagan Davis
Winery Manager



Winly Wong
Auction Coordinator

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Hospitality Management Department Newsletter



Taste of the Bay 2007—Restaurants & Wineries

Participating restaurants and wineries brought an international assortment of magnificent treats that were paired with some of the Bay Area's best wines.

Taste of the Bay 2007 featured renowned Bay Area chefs including Jean-Pierre Dubray of The Ritz-Carlton® San Francisco, Craig Bianco & Thomas Rimpel of The Oak Room Restaurant & Lounge at The Westin St. Francis; Spencer O'Meara of Paragon; Brian Healy & Craig Boon of the Parc 55 Hotel, Darren McCabe of Restaurant Seven Fifty-Hilton FD, Chris

Keeley of Rose's Café, Chiu Wing Chow of ABC Seafood Restaurant, Maayan Tsach-Cohen of City Scape-Hilton SF, Patrick Clark of The Cliff House, Keiko Takahashi of El Paseo, Faz Poursohi of Faz Restaurants & Catering, Kishore Kripalani of Gaylord India Restaurant, Ronald Lee of Hong Kong East Ocean Seafood Restaurant, Patricia Blecha of Sears Fine Food, Laura Mandracchia of Little Laura's Sweets, and John McDonald of The Melting Pot.

Special gourmet items from the following establishments were also present: Galaxy

Desserts, Bert's Desserts, Maharani, Kimpton Hotel and restaurant Group, McCormick and Kuleto's Seafood Restaurant, LaLoo's, and Tommy Toy's.

Participating wineries included Charles Creek Vineyard, Cole Bailey Vineyards, Domaine Chandon, Frias Family Vineyard, Gundlach Bundschu Winery, Hawley Winery and Vineyards, Heathcote Cellars (of Australia), KB Cellars, Quady Winery, Robert Rue Vineyard, Row Eleven Winery and Trinitas Cellars.

Special Auction Items

Auction items included Hotel stays at The Ritz-Carlton Club; The Ritz-Carlton; Palace Hotel; Hilton Financial District; Hilton SF; Bay Forest Lodge at Solage Calistoga; JW Marriott; Prescott Hotel; Loews Royal Pacific Resort at Universal Orlando; Westin St. Francis; Stanford Court; Nikko Hotel; Handlery Hotel and Resort; Orchard Garden Hotel; Double Tree Hotel; Parc Fifty-Five; The Cartwright Hotel; Fairmont Sonoma Mission Inn & Spa; Villa Florence Hotel; Monticello Inn Hotel; Marriott Hotels and Resorts; Hyatt Regency Hotel; Joie de Vivre;

Four Season's Hotel; Mandarin Oriental; Hotel Kabuki, Omni Hotel; Best Western; Campton Place; St. Regis Hotel; Anabella Hotel; The Villabe at Squaw Valley; Palomar Hotel; Hotel Whitcomb; Personality Hotel; Holiday Inn; Auberge du Soleil; Hotel Carlton; Silverado & Royal Pacific Resort.

Wine donations included Quady; Stag's Leap Winery; Murrietta's Well; Darioush; Quady's, Whistling Eagle Vineyard; Cline Cellars; Ravenswood; Peju Province Winery; Maggiano's; and Saddleback Cellars.

Many restaurant certificates came from The Melting Pot; Fork; Bushi-Tei, Harris Restaurant; Joy Luck Place, Chef Wai, St. Francis Yacht Club; Golden Corral; Cliff House Sunday brunch; McCormick & Kuleto's Seafood Restaurant; Aqua Restaurant; Scomas's, and Shanghai 1930's.

Additional auction items included SF Ballet's 2008; Sunday Champagne Brunch Cruise San Francisco Spirit Yacht; Passes to fully catered Flight Deck Club for 2008 Fleet Week; Oil Painting "Orange Glint"; and Oracle stow bags.

FUNDS FROM
TASTE OF THE BAY,
H & R
FOUNDATION,
HANDLERY
FOUNDATION,
LAWRENCE CHAN
SCHOLARSHIPS,
AND OTHERS FOR
2007-08 YEAR
TOTALLED OVER
\$130,000.

"Taste of the Bay" Introduces...



NANCY MAR,
GOLD SPONSOR,
DONATED \$10,000.

Nancy Mar, an individual donor and HM board member, said that she was greatly impressed with the Taste of the Bay events and the SF State Hospitality Management students who planned and organized the magnificent events to raise funds for scholarships and program needs.



RON BUNN
PROFESSIONAL AUCTIONEER

Hospitality Management Department Newsletter

14th Annual Symposium: Current Dynamic of the Hospitality Industry

At the Alumni Roundtable Session, "Employment in Year 2008", students received tips on "How to Get Ahead in the Industry" from HM alumni, Michael Otto, Payroll Manager at Burke Williams Spa; Kristine Lind, Front Office Manager at Hilton S.F. Financial District; Carmen Serra, Front Office Manager at Omni Hotels, S.F.; Ariel Varney, Director of Catering Sales at Julia's Kitchen at Copia; and Jeanne Hizon, Sales Manager at Executive Hotel Vintage Court. Students were advised to practice effective communication and multi-tasking skills, and gain information technology knowledge.

According to our alumni panelists, students must also have integrity and a strong work ethic to succeed in the industry.

Teamwork and mutual respect are important and students must like to work with people.

Valerie Saito, Director of Human Resources at Hyatt Regency S.F. presented "Diversity as a Competitive Advantage". Ms. Saito advised students to appreciate those with different cultural backgrounds and learn from each other. Valuing their associates is a good tool to help the company. She also said that diversity in the workplace is not a quota, it's a commitment to equality and is the right way to practice professionalism.

Nancy Hayes, Dean of College of Business at San Francisco State University, introduced Joe D'Alessandro, President & CEO, San Francisco Convention and Visitors' Bureau, as the keynote presenter for the session: *Current Trends in the*

Hospitality Industry: Strategies to address issues. Mr. D'Alessandro said that travel and tourism is the most exciting and energetic industry in San Francisco. In 2007, \$7 billion was spent by tourists. San Francisco is viewed positively internationally. Travel & Tourism is the fastest growing industry in the world, and China and India will be important target markets for San Francisco tourism. S.F.'s new advertising tag line is "Only in San Francisco..." highlighting San Francisco's "quirkiness", unique and diverse neighborhoods and prominent food and wine culture. The Green Movement is increasingly important to the travel & tourism industry. San Francisco is also a very attractive destination for the gay and lesbian traveler and there is significant opportunity to be developed in the LGBT travel market.

Hospitality Management Career Fair

Janet Sim welcomed and thanked 65 industry representatives from 28 companies at the Career Fair. Over 200 Hospitality Management students came to the Career Fair. The annual career fair is planned annually to give students the opportunity to network with the industry representatives for internship & job opportunities. The Hospitality

Management Department is privileged to have hospitality industry companies participate at the Career Fair:

- Aramark
- Auberge Resorts
- Brinkers International
- Clift Hotels
- DNC Parks & Resorts
- Embassy Suites
- Enterprise Rent-a-Car
- Executive Inn & Suites
- Four Seasons Hotels
- Hilton Hotel, S.F.
- Hotel Nikko San Francisco

- Hyatt Hotels
- Kohala Foundation
- Joie de Vivre Hospitality
- JW Marriott SF
- Larkspur Hospitality
- Lori's Diner International
- Omni Hotels
- Personality Hotels
- ResortCom International
- Sodexo
- Starwood Hotels
- The Fairmont SF
- The Olympic Club
- The Ritz-Carlton Hotels
- W Hotels
- Walt Disney Co.

Congratulations to Class of 2008

Congratulations to the 131 Hospitality Management students who are graduating this year with a Bachelor of Science degree in Hospitality Management. The Third Annual Hospitality Management Graduation Celebration will take place at the Hyatt Regency Hotel at

the Embarcadero, S.F. on Sunday, May 25, 2008, from 10 a.m.–1 p.m. Our appreciation goes to Annie Zheng, Event Chair, Dr. David Martin and Mr. Thom Ward for a wonderful job planning the event, and Hyatt Regency for their generous sponsorship of this event.

We salute Katarina Burton who is the Hospitality Management honoree with a high GPA of 3.84 and significant contributions to the hospitality industry.



DR. DAVID MARTIN, & SF STATE ALUMNI, A. VARNEY, J. HIZON, M. OTTO, K. LIND, C. SERRA. (FROM LEFT)



SYMPOSIUM SPEAKER, V. SAITO, KEYNOTE PRESENTER, J. D'ALESSANDRO & N. HAYES, COLLEGE OF BUSINESS (FROM LEFT)

JOE D'ALESSANDRO SAID, "THE HOSPITALITY INDUSTRY IS THE MOST EXCITING AND ENERGETIC INDUSTRY IN SAN FRANCISCO. IN 2007, \$7 BILLION WAS SPENT BY TOURISTS..."



STUDENTS FOUND MANY GREAT CAREER OPPORTUNITIES AT THE CAREER FAIR.



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FINE DINING AT THE VISTA ROOM http://cob.sfsu.edu/hm

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LOVE, JOHN LUI, STEVE

WARD, THOM

International Dinner Night May 2, 2008 5:30-8:00 p.m.

Dr. Mehmet Ergul and the students of HM 557 Restaurant and Catering Management planned a special International Dinner with a selection of international appetizers, entrees and desserts to please everyone's taste.

Faculty Spotlight—David Martin



Dr. David Martin, joined the Department of Hospitality Management as an Assistant Professor in Hotel Management in Fall 2007.

He received both his B.S. and M.S. in Hotel and Restaurant Management from Auburn University, and recently his Ph.D. in Hotel and Restaurant Management from Auburn University in May 2007.

He has had significant industry experience in hotels such as the Ritz-Carlton in Naples, Florida; The Auburn University Hotel and Dixon Conference Center; The Eldorado Hotel in Santa

Fe, NM, and the Wynfrey Hotel in Birmingham AL. Dr. Martin is currently teaching Hotel Operation Management and Service Management and will also teach Food, Wine and Culture and HM Internship next year.

He was also actively involved with students at the 2007 Taste of the Bay Fundraiser, as well the HM Symposium and Career Fair.

Hospitality Management Student Organizations



The purpose of the Hospitality management Society is to provide community service and networking opportunities among students, faculty and related industry professionals. Additionally, HMS will foster social and academic growth and award scholarships to qualified members.



The National Society of Minorities in Hospitality proudly accepted the Best Publicity Chapter Award at the 19th Annual National Conference last February. The chapter is continuously growing and promoting diversity in the industry for SF State's hospitality management students.



The Club Managers Association of America is a professional association for managers of membership clubs. With 7,000 members across all classifications, CMAA members run more than 3,000 country, golf, athletic, faculty, yacht, military, and other clubs.

Visit to Dongguan, China



On January 7, 2008, the Guangdong Dongguan Tourism Bureau of China welcomed San Francisco State University's College of Business Dean Nancy Hayes,

Associate Dean Caran Colvin, and Hospitality Management faculty members Dr. Janet Sim, Dr. Bo Hu and Dr. David Martin. The City of Dongguan, just two hours by car from Hong Kong located in the province of Guangdong, has experienced rapid growth and has an aggressive plan to attract global technology businesses to the area that includes a significant investment in the hospitality industry to support the growth.

The SF State visitors were invited to the city to discuss potential partnerships. Janet Sim and Bo Hu delivered a presentation on the global tourism industry and San Francisco's rich tourism environment to 150 managers from local area hotels. The visit included tours to the privately-held luxury hotels in the area and a meeting with faculty members from the Dongguan University of Technology.