

The California State University's Partnership with Hospitality and Tourism

A half-day forum on the key issues facing the hospitality and tourism industries and the California State University's partnership role in preparing the future workforce

Thursday, June 2, 2005

Collins School of Hospitality Management
Cal Poly Pomona
Pomona, California

Program

- 9:30 a.m.** **Registration**

- 10:00 a.m.** **Welcome**
Cal Poly Pomona President J. Michael Ortiz

“The California State University’s Impact on California’s Hospitality and Tourism Industries”
California State University Chancellor
Charles B. Reed

Keynote Speaker
Caroline Beteta, Executive Director
California Travel and Tourism Commission

- 10:45 a.m.** **Panel Discussion:**
Tom Davin, President and Chief Operating Officer, Panda Restaurant Group

Claude Hoover, Chief Operating Officer, San Bernabe Vineyard

Mark S. Liberman, President and CEO, LA INC. The Convention and Visitors Bureau

Mary Niven, Vice President, Food and Beverage, Disneyland Resort

Rod Rankin, Senior V.P., General Manager, Paramount’s Great America

Eva N. Wasserman, V.P., North Central Region, Managed Development, Hilton Hotels

Moderated by James Gilden, Travel Columnist, Los Angeles Times, Chicago Tribune

- Noon** **Closing Comments**
California State University Chancellor
Charles B. Reed

- 12:30 p.m.** **Seated lunch prepared and served by students from the Collins School of Hospitality Management**

Remarks
Robert Small, Dean, Collins School of Hospitality Management

Tourism is a traditional mainstay of California's economy, shared by just about every region in the state. The competitiveness of the state's tourism industry is primarily based on the quality of its natural and urban environments and the quality of the service provided to visitors. This capacity is in turn heavily dependent on professional workers with skills in hospitality and natural resources management. The California State University meets the state's needs in these two areas by graduating students in a number of disciplines that are essential to a competitive tourism industry:

- Systemwide, the CSU produces 76 percent of the total degrees in tourism and natural resources.
- This includes 100 percent of the state's degrees in such disciplines as parks, recreation and leisure studies, natural resources management and policy, and wildlife and wildlands management.
- In other key tourism degrees such as hospitality services management, the CSU produces the vast majority of graduates.

The CSU has eight campuses that specialize in hospitality/tourism-related programs: Fullerton, Long Beach, Monterey Bay, Pomona, San Diego, San Francisco, San José and Sonoma. The variety and depth of programs is as diverse as these eight campuses. Here is a sampling of what students are offered:

- The Collins School of Hospitality Management at Cal Poly Pomona is continuously ranked among the top programs in North America. With more than 600 students pursuing a bachelor's degree in hotel and restaurant management, the Collins School is the largest, oldest and best-regarded hospitality program in California. More than 90 percent of each year's graduating class accepts management positions before graduation.
- Cal State Fullerton's Center for Entertainment and Tourism Studies is an interdisciplinary education, research and policy center devoted to exploring issues and opportunities related to entertainment and tourism in Orange County and the greater Southern California region. The center serves as a liaison between participating campus departments and offices and the professional community.
- Sonoma State's Wine Business Program is the first university program in the country to focus exclusively on the business aspects of the wine industry. The program offers a bachelor's degree in business management with a concentration in wine business studies, as well as professional development opportunities for working professionals.

These programs demonstrate that through its partnership with the hospitality and tourism industries, the CSU is working for California.

Hospitality and Tourism in the California State University

Caroline Beteta

**Executive Director,
California Travel and
Tourism Commission**

**Deputy Secretary
for Tourism,
California Business,
Transportation and
Housing Agency**



Keynote Speaker

Caroline Beteta serves as executive director of the industry-led California Travel and Tourism Commission (CTTC), a nonprofit organization created to market California as a premier travel destination and to increase the state's share of tourism-related revenue. She also serves as deputy secretary for Tourism under the California Business, Transportation and Housing Agency. Beteta is responsible for implementing the CTTC's marketing plan and serving as the lead spokesperson for California's \$82.5 billion tourism industry. Under her leadership, California tourism's share of the domestic market increased from 9.7 percent to 11.5 percent from 1998-2002, reversing a decade-long decline.

As part of an overall branding and promotional strategy for California, Beteta works closely with Gov. Arnold Schwarzenegger and his staff on many tourism promotional activities. She played an integral role in the governor's participation in the CTTC's "Welcome to California" TV spot, the successful Japan Trade and Tourism Mission, the Travel Industry Association of America's International Pow Wow in Los Angeles, industry forums, and other high-profile tourism media events leading to Gov. Schwarzenegger's role as California's "Ambassador for Tourism."

From 1991-1997, Beteta served as assistant secretary for the California Trade & Commerce Agency and director of tourism marketing. In that capacity, she oversaw all tourism marketing programs for the state of California, including advertising, public relations, cooperative marketing, collateral and fulfillment. Beteta also served as deputy secretary for marketing and communications for the Trade and Commerce Agency's economic development and international trade and investment outreach efforts.

Tom Davin

Tom Davin is president and chief operating officer of Panda Restaurant Group, Inc. Davin joined the company in 2004 to partner with founder Andrew Cherng (chairman) and Peggy Cherng (CEO and co-chair) to accelerate Panda's growth. Panda Restaurant Group consists of more than 700 Panda Express restaurants, five Panda Inn full-service restaurants and 17 Hibachi-San Japanese Grill restaurants. Panda Express leads the Asian limited service restaurant category by executing a strategy of people development, operations excellence and new restaurant growth with particular focus on street locations. Over the next two years, Panda Express will open more than 300 new company-owned restaurants.

Davin is also on the board of directors of Oakley, Inc., and Zumiez Inc., a fast-growing specialty retail chain that serves the action sports lifestyle. Prior to joining Panda Restaurant Group, he served as the operating partner of Brentwood Associates, a middle-market private equity firm. From 1993 to 2000, Davin was a senior executive with Taco Bell Corporation and served as chief operating officer from 1997 to 2000.

James Gilden (Moderator)

James Gilden is a travel consumer columnist for the *Los Angeles Times* travel section. He writes The Internet Traveler column for the *Times*, providing readers with timely tips, hints and guidelines on planning travel using the Internet. Recent topics covered in his column include the best way for students to take advantage of European summer deals, searching online for a camp site, pitfalls of online hotel reservations, determining if an online travel website's offer is legitimate, checking luggage prices online, finding vacation home rentals, couchsurfing and reading the fine print before booking on overseas websites.

In addition to his column, Gilden is a frequent contributor of articles on business travel and other consumer travel issues to the *Los Angeles Times* as well as the *Chicago Tribune* and other newspapers. He currently is working on his first book, *The Internet Traveler Explains It All*, and is a produced playwright.

Guest Panelists



Tom Davin

*President and Chief Operating Officer
Panda Restaurant Group, Inc.*



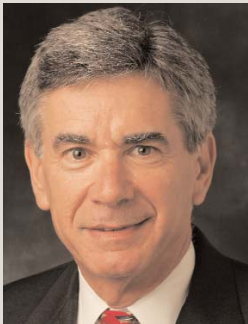
James Gilden

*Columnist, The Internet Traveler
Los Angeles Times*

Guest Panelists



Claude Hoover
*Chief Operating Officer
San Bernabe Vineyard*



Mark S. Liberman
*President and Chief Executive
Officer
LA INC. The Convention and
Visitors Bureau*

Claude Hoover

As chief operating officer for San Bernabe Vineyard, Claude Hoover is responsible for creating and executing the long-term master plan for the development and operations of this 13,000-acre property in Monterey County. San Bernabe Vineyard is the most diverse single vineyard in the world, with 21 winegrape varieties grown on more than 120 distinct vineyard blocks.

In July, 2002, Hoover formed Monterey-Sierra Farming Company, LLC as the vehicle to take over the farm management operations for the San Bernabe property. He led the successful transition that resulted in annual cost savings of more than \$2 million, while developing a more cohesive and performance-oriented organization. Hoover serves as president of Monterey-Sierra Farming Company, LLC.

Prior to relocating in Monterey, Hoover held several positions with Delicato Vineyards, including chief financial officer, director of Strategic Planning & Finance, and chief operating officer. He is a member of the Delicato Vineyards' Board of Directors and its Finance Committee, and serves on the Board of the Monterey County Vintners & Growers Association, for which he has served as the 2002 president. Hoover is also a select member of the Monterey County Leadership Council, which is providing the strategic direction and guidance for long-term economic development in Monterey County through "Competitive Clusters."

Mark S. Liberman

Mark S. Liberman has been president and chief executive officer of LA INC. The Convention and Visitors Bureau since June 2003. Recognized as Los Angeles' official tourism marketing organization, LA INC. is a private, not-for-profit business association whose primary mission is to promote the city of Los Angeles as the premier site for meetings, conventions and leisure travel.

Prior to joining LA INC., Liberman spent more than 34 years with United Airlines in a variety of sales and operational positions. Based in Los Angeles since 1995, Liberman most recently was United's vice president, North America - Western Region. Prior to moving to Los Angeles, Liberman was vice president - Latin America, based in Miami, where he launched United's Latin American Division in 1992. Prior to that, he was vice president of services planning and vice president of reservations and ticket sales at United's world headquarters in Chicago.

Liberman serves on the board of the Travel Industry Association of America, the Los Angeles Area Chamber of Commerce and the Los Angeles Sports & Entertainment Commission and is a member of the International Association of Convention & Visitor Bureaus.

Mary Niven

Supervising a team of more than 4,800 employees, Mary Niven, vice president of Food & Beverage for the Disneyland Resort, is responsible for the casual and fine dining restaurants at the resort as well as banquets, special events, room service, quick-service locations and food carts. Niven joined the Disney team in June 2000, bringing more than 25 years of restaurant experience to the resort. Previously, she was director of dining services at the University of California, Los Angeles. Her broad base of restaurant experience includes roles as regional manager for a national food operation's contract management company and operations manager for the 1984 Los Angeles Olympic Athlete Food Service.

Niven is nationally recognized for developing and successfully implementing the first "Marketplace" food concept in university residential dining in the United States. She was a founding member of the College and University Resource Board and regional president for the National Association of College and University Food Service. Niven also serves on the Board of Advisors for the Collins School of Hospitality Management at Cal Poly Pomona. In February 2005, she was selected by the International Foodservice Manufacturers Association as the 2005 Silver Plate recipient in the Specialty Foodservices category, a prestigious honor within the foodservice industry.

Rod Rankin

Rod Rankin is senior vice president and general manager of Paramount's Great America in Santa Clara, Calif., and oversees the company's management agreement for Bonfante Gardens Family Theme Park in Gilroy, Calif. In his current position, Rankin oversees all aspects of operations, marketing and finance for the company's attractions in Northern California.

Rankin most recently served as assistant general manager at Paramount's Great America in Santa Clara, Calif., and interim general manager at Paramount's Carowinds in Charlotte, N.C. In 1996, Rankin was promoted to vice president of entertainment, managing live entertainment operations for all Paramount Parks. Prior to that, in 1994, he transferred to Paramount Parks and was responsible for relocating construction operations from Cincinnati to Charlotte, N.C., and for the start-up and operation of Paramount Pictures' first equipment distribution warehouse outside of Hollywood. He initially joined Paramount Pictures in 1986 as a construction manager and later became executive director of administration, overseeing the administrative aspects of 32 craft and technical departments at the studio. During his career with Paramount Parks, Rankin has served in various management roles including assistant general manager of Terra Mitica theme park in Benidorm, Spain, executive producer of the Star Trek World Tour in Germany and general manager of Star Trek: The Experience.

Guest Panelists



Mary Niven

*Vice President, Food & Beverage
Disneyland Resort*



Rod Rankin

*Senior Vice President and
General Manager
Paramount's Great America*

Guest Panelists



Eva N. Wassermann

*Vice President, North Central
Region, Managed Development
Hilton Hotels Corporation*

Eva N. Wassermann

Eva N. Wassermann serves as the vice president, North Central Region, Managed Development for Hilton Hotels Corporation, based in Chicago. She is responsible for all corporate development in the Northeast, northern Midwest and eastern Canada.

Wassermann joined Hilton Hotels Corporation in 2000. Prior to that, she was part of a small team at Strategic Hotel Capital that acquired more than \$2 billion in hotel properties throughout the United States and Europe over a 12-month period. For several years, she worked on the development and implementation of asset strategies for the company's portfolio of owned hotels. Wassermann's previous positions include five years working at asset management and acquisition of hotel properties for a real estate advisory firm, Lend Lease, and serving six years in hospitality consulting with two major national accounting firms.

Wassermann serves on the Advisory Board for the Collins School of Hospitality Management. She has been a Certified Hotel Administrator since 1994 and serves on the Lodging Industry Investment Council.