Reflections of the Past Year - Dr. Janet Sim, Chair

With the downturn of the hospitality industry after 9/11 and a weakening of the economy, we are experiencing an economic crisis. In California, Gov. Davis is facing a $35 billion dollar deficit that will greatly affect the 2003-2004 state budget. The governor released his proposed 2003/04 state budget with $326 million in reductions for the 23-campus California State University (CSU) system. Yet, CSU enrollment is expected to increase. Recently, the College of Business planned a $500,000 reduction in general funds. This plan will include an increase of class sizes and the reduction of smaller classes in each department.

Recently, we have experienced an increase in Hospitality Management student enrollment. We now have approximately 300-350 students. We continue to be the largest four-year degree hospitality management program in the Bay Area.

The support we received from the hospitality industry has also been strong. The Hotel and Restaurant Foundation awarded a total of $31,000 in scholarships to eighteen Hospitality Management students this year. Our gratitude goes to three of my advisory board members who have made significant cash donations to hire lecturers in the Department of Hospitality Management. These board members are: Mr. Steve Barulich, President of BiRite Foodservice Distributors $5,000; Mr. Man Kim, owner of Lori’s Diner, Sushi Boat and China Sea Restaurants $5,000 and Mr. Jehrome Thigpen $1,000.

Every year, Beringer Vineyards and Mondavi Winery donate wine for students’ beverage management experience in the Vista Room, a restaurant operated and managed by the students. Superior Coffee supplies coffee and other beverage needs in the Vista Room. During this budgetary crisis, academic programs are striving for survival, and we greatly appreciate donors who are able to help the hospitality management program in any financial way.

The Ninth Hospitality Management Symposium “Repositioning the Hospitality Industry in 2003” and Career Fair on March 12, 2003 was a great success. More than 200 students, and over 60 industry representatives, SFSU administrators, and faculty attended the event. Students benefited greatly from the knowledge they gained from the speakers and their interactions with the industry representatives.

The Department Chair thanks all of the industry representatives who have given us their continuous support of our program.

Spring 2003 Hospitality Management Advisory Board Meeting - Our next Advisory Board meeting will be held at the San Francisco Hilton Hotel on Tuesday, April 8, 2003, from 3 to 5 PM. We greatly appreciate Mr. John Mazzoni, General Manager at the Hilton, and Emanuel Brueh, the Employment Manager, for sponsoring the Spring 2003 SFSU Hospitality Management Advisory Board meeting. The Chair thanks all of the Advisory Board members for their support of the Hospitality Management program at SFSU.
The Ninth Annual Symposium “Repositioning the Hospitality Industry in 2003”, was held on campus at the Nob Hill Room, Seven Hills Conference Center on March 12, 2003. We appreciated distinguished hospitality industry leaders who participated as speakers at the symposium. Mr. Tom LaTour, Chairman and CEO of Kimpton Hotel & Restaurant Group, was the keynote speaker for the noon session “Future of the Hotel Business Post 2001”. Ms. Patricia Breslin, Executive Director, Golden Gate Restaurant Association gave the introductory remarks. Mr. Michael C. McCarron, Director of the Bureau of Community Affairs, San Francisco International Airport and Mr. Peter Schumacher, Managing Partner of Buckeye Roadhouse Restaurant were the main speakers for the morning sessions. The afternoon panel members included: Michelle Bertram, Fairmont Hotel; Lacey Cordray (SFSU HM Alum), Acqua Hotel; Kathy Inga (SFSU HM Alum), Double Tree Hotel; and, John Kabateck, California Restaurant Association. The Symposium was a great success. Student attendance was excellent at all of the sessions, with a maximum of 130 attendees at the keynote noon session.

Symposium Keynote Speaker - Mr. Tom LaTour

Mr. Tom Latour (Chairman & CEO of the Kimpton Hotel & Restaurant Group, LLC) was the Keynote speaker at the Hospitality Management Symposium, "Repositioning the Hospitality Industry" on Wednesday, March 12, 2003. He spoke on the topic, "Future of the Hospitality Business Post 2001" in the Nob Hill Room packed with over 130 students and industry leaders.

Tom LaTour is responsible for creating the strategy, structure and systems to operate and maintain the growing family of hotels and restaurants managed by the Kimpton Group. As Chairman & CEO, he manages and administers all aspects of the hotel and restaurant development process and the operation of these assets. The Department of Hospitality Management is grateful to Mr. LaTour for being our keynote speaker.

Spring 2003 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 12, 2003. The fair was held at the same conference center from 11:00 AM to 12 Noon and again from 1:30 to 2:00 PM. The purpose of the fair was to provide opportunities for SFSU hospitality management students to learn about the industry and the various internship/volunteer/part-time and full-time job opportunities available in the hospitality industry. Companies that signed up to participate at the Career Fair were American Golf, Bi-Rite Foodservice Distributors, California Restaurant Association, Double Tree Hotel, Embassy Suites Hotel, Enterprise Rent-A-Car, Fairmont Hotel, Guckenheimer Foodservice, Hyatt Hotels, Jack in the Box, Joie de Vivre Hospitality, Kimpton Hotels & Restaurants, Oakland Marriott Civic Center, Oakland Marriott Courtyard, Palace Hotel, Panda Express Restaurants, Renaissance Parc 55 Hotel, Ritz Carlton, Half Moon Bay, San Francisco Airport Marriott, San Francisco Convention & Visitors Bureau, Sysco Foodservice, W Hotel, and Yosemite Concessions.

The Career Fair was very well attended by our students. Students brought their resumes and talked with the hospitality industry representatives at the fair and during the lunch session.
Lawrence Chan Scholarships

A scholarship award ceremony was held at the Hospitality Management Symposium on March 12, 2003. 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 2003-2004, Mr. Chan has awarded scholarships to three students who are majoring in Hotel Management and have GPA’s over 3.0: Carine Castet (International student from France); Yohei Nakamura (San Francisco); and Keiko Maruyama (International student from Japan). Dr. Janet Sim, Chair of Hospitality Management, thanked Mr. Chan for his generous contribution to recognize the scholarly achievements of these three student recipients, and to assist them in reaching their educational goals.

Mr. Lawrence Chan has been a supporter of our department for many years and has hired many of our interns and graduates to work in management positions at his Renaissance Parc 55 Hotel in San Francisco.

French Exchange Program

The SFSU/Ecole Hoteliere de Paris exchange program promotes cross-cultural learning in hospitality management. It promotes the understanding of French and American friendships and goodwill through cultural and educational exchange. The program allows an exchange of SFSU and Ecole Hoteliere French students to explore the hospitality industry in Paris and San Francisco through field trips, class attendance and cross-cultural learning.

The program is offered every other year. The duration of the program is approximately nine days. During the 2002-2003 academic year, twelve French students and two French faculty members, Professor Marie-Noelle Bontoux and Professor Jean-Francois Coutelou, from Ecole Hoteliere de Paris came to SFSU in October 2002, to learn about our Hospitality Management program and to tour the hotels, restaurants, wineries, and recreational amenities in the Bay Area. The French students had a wonderful time in San Francisco. In return, twelve SFSU students and two faculty members, Dr. Patrick Tierney and Dr. Yumi Satow went to Paris during Spring break 2003 to visit hospitality management classes at Ecole Hoteliere de Paris, Jean Drouant, Paris, France. The students toured the internationally known hospitality industry, its exquisite French cuisine, wineries, restaurants and hotels. Students also toured famous cultural sites, such as the Chateau de Versailles, le Louvre Palace, museums, and other popular tourist sites.
Faculty Spotlight - Prakash Chathoth

Dr. Prakash Chathoth joined the Department of Hospitality Management as an Assistant Professor in fall 2002. He completed his Ph.D. in Hospitality & Tourism Management from Virginia Polytechnic Institute and State University specializing in Strategic Management and Corporate Finance. His educational qualifications include a Masters degree in Hotel Administration from Institut de Management Hotelier International (Cornell-ESSEC), Cergy-Pontoise, France.

Prakash has taught courses in hotel administration and management, and has teaching experience in the US and Europe. He has been avidly involved in research activities and has journal publications to his credit.

Alumni Spotlight - Jennifer Huggins Phillips 99’

Ms. Jennifer Huggins Philips began her hotel career with Joie de Vivre Hospitality while she was a Hospitality Management student at SFSU. She worked at many of the Joie de Vivre hotels and created her own Manager In Training Program. In 1998, she became the Sales and Conference Coordinator at Costanoa Coastal Lodge and Camp. In 2000 (just six months after graduation) she was promoted to the position of General Manager of Acqua Hotel, a 50 room Zen inspired water front property in Mill Valley.

Jennifer gave credit to the education she received from the Hospitality Management curriculum at SFSU. The internship program, the opportunities to network with leaders in the industry, and her leadership role as the President of the Hospitality Management Society at SFSU all prepared her well for the real world in the hospitality industry.

Hospitality Management Society Fund-Raiser

On Friday, November 8, 2002, San Francisco State University’s Hospitality Management Society (HMS), which is a student-run, non-profit organization, in conjunction with the Student Dietetic Association, the Interior Design Association, and the Student Fashion Association held our Fifth Annual Scholarship Event called “Mediterraneo”. The purpose of this event is for students to plan and implement an event to raise scholarship funds for students within their respective programs. The evening reception showcased Mediterranean cuisine by FAZ restaurants and live music.

A silent auction was held to raise funds for scholarships. Over 300 people attended the fundraiser that grossed over $11,000. We are grateful to all of the advisory board members who bought tickets and donated hotel stays, restaurant dinner tickets, checks and other items to make the event a success.