



Hospitality Foodservice and Hotel Management

NEWS FLASH

California State University, Long Beach

Spring 2011



HFHM Program Annual Charity Golf Tournament: The Hospitality Foodservice & Hotel Management Program will be having its 9th Annual Charity Golf Tournament on Monday, April 11, 2011 at the Sea Cliff Country Club in Huntington Beach. We are very appreciative that *Young's Market* has offered to be this year's title sponsor. This event helps to raise funds for student scholarships and program development. Following the golf tournament, there will be a banquet and auction to enjoy. Please plan on attending in support of the HFHM program. For information regarding participation, sponsorship and donations please contact Dr. Lee Blecher at blecher@csulb.edu. For registration information, please see <https://cf.papubs.csulb.edu/hfhm/>.

Congratulations to Brianne Phillips for winning the LBCVB's Industry Scholarship: The Long Beach Convention and Visitors Bureau (LBCVB) awarded Brianne Phillips a \$1000 Industry Scholarship to be used towards education expenses for the Spring 2011 semester.

New Minor in Event Planning and Management: A new minor in Event Planning and Management will be available to students beginning the Fall 2011 semester.

Upcoming Career Fair: The program in conjunction with the Foodservice Hotel Management Association (student organization) will be hosting a hospitality career fair on March 16, 2011. This will be a great opportunity for students to network with hospitality professionals and employers including representatives from the Hilton, Hyatt, Lazy Dog Cafe, Queen Mary, Karl Strauss Brewing Co., Westin, 49er Shops catering, Earl Burns Miller Japanese Garden, CSULB Career Development Center, plus more. If you are interested in participating in the event, please contact Pamela at Pamela.flagg@student.csulb.edu.

Taiwan Study Abroad Program Summer 2011: Dr. Ronnie Yeh is preparing for a 3-week Hospitality Foodservice and Hotel Management study abroad program in Taiwan for Summer 2011. Students will receive instruction in Global Issues in Hotel and Restaurant Management, Mandarin, and Taiwanese culture, plus have the opportunity to attend field trips to experience the local gourmet restaurants and much more.

Brazilian Delegation Visits CSULB: A delegation of faculty and administrators participating in a U.S. State Dept professional exchange program visited Cal State Long Beach on March 3, 2011 to learn more about the curriculum of the Hospitality Foodservice and Hotel Management Program. The delegates were seeking information that might help them improve their hospitality management and vocational programs, especially as they get ready to host both the World Cup and the Olympic Games in the next few years. They also had interests in developing an exchange program.

Faculty Updates: Dr. Libby Gustin was awarded a grant from the CSULB Ukleja Center of Ethical Leadership for her research on *The Current State of Production in the Food Industry (from Farm to Table)* and *Commercial Foodservice's Responsibility in Providing Ethical Food, Ethics Across the curriculum*. At this year's Western CHRIE Winter Regional Conference, Dr. Gustin made a presentation on *Ethical Foods* and another one co-authored by Dr. Ronnie Yeh on the *Effects of Hotel Employee's Uniform on Customer's Perception of Employee Performance and Company Image*.

Student Organization Activities: Last Fall, the Foodservice & Hotel Management Association (FHMA) welcomed alumnae Dominique Davidson, Hyatt Newport, as the guest speaker at an outreach event providing information about the industry and degree program to prospective students. This semester FHMA also took a club tour of the Disney's California Grand Hotel.

Last fall, students in the CSULB chapter of Eta Sigma Delta (ESD), the Hospitality Honor Society, along with FHMA partnered with Claim Jumper Restaurants to assist in the Annual Shea Center Charity Event. Students assisted with the foodservice during the event. Eta Sigma Delta will be welcoming new member on April 25, 2011 for this year's initiation.