



# HRTM Connections

Alumni and Friends  
Newsletter

Volume 1, Issue 1

June 2009

## HRTM: The Times They are A-Changin’

The Department of Hospitality, Recreation & Tourism Management (HRTM) at San Jose State University has gone through some changes the past couple of years. The Department was created a year and a half ago by merging the former departments of Hospitality Management and Recreation & Leisure Studies. We now have about 2000 alumni. The recreation program is the oldest in California, established in 1947. The hospitality management program began in the 1990s and is now one of the fastest growing undergraduate programs on campus with 287 majors. Students now can earn one of three degrees in the department: a baccalaureate degree in hospitality, tourism and event management, a baccalaureate degree in recreation, or a master’s degree in recreation.

During the first year, Dr. Bethany Shifflett served as Interim Chair while a national search was conducted for a new department Chair. Last

July, Dr. Randy J. Virden joined SJSU as HRTM Chair. Randy is the former Director of the School of Community Resources & Development at Arizona State University where he oversaw programs in parks and recreation management, tourism management and non-profit management. He earned his doctoral degree in Recreation Resource Management from Utah State University. Randy’s academic interests include park and recreation management, visitor behavior & management, nature based tourism, marketing research and recreation benefits. He brings with him a proven track record of teaching, scholarship and community partnership development.

Two other leadership changes have occurred at SJSU this year. Last August, Dr. Jon Whitmore became the new President of San Jose State University. In January, the College of Applied Sciences and Arts (CASA) welcomed a new Dean, Dr. Charles Bul-

lock. Dean Bullock, or “Charlie”, has his academic tenure home in HRTM. Charlie has a master’s degree in recreation administration and a doctorate in leisure studies from the University of Illinois. He was also chair of the department of recreation and leisure studies at the University of North Carolina at Chapel Hill.

The department held its second Spring Convocation on May 22 to celebrate the graduation of 96 HRTM students (44 in hospitality management-BS, 42 in recreation-BS, and 10 in recreation-MS). The ceremony was planned by the HRTM Student Affairs Committee and took place on Tower Lawn. It was attended by nearly 850 guests. Dr. Randy Virden and Dean Bullock provided welcoming remarks and greeted the graduates as they walked across the stage. The Keynote speaker was Mr. Beat Giger, Director of Special Events and Corporate Chef of (cont. on page 3)



## SAN JOSÉ STATE UNIVERSITY

### Inside this issue:

<i>Message from the Chair</i>	2
<i>The Pebble Beach Experience</i>	3
<i>Meet the Dean Faculty Research Elders of the Tribe</i>	4
<i>Student Perspectives HRT Management Society</i>	5
<i>Distinguished Alumni</i>	6
<i>Faculty/Staff Contacts</i>	7
<i>Connect with Us!</i>	8

## HRTM Students Get Spacey at NASA

Students in the Spring Special Event Management course are working with NASA as they prepare to host the *International Space University (ISU), Space Studies Program* this summer. During this program, international students, academics, engineers and other professionals in the space field will gather at NASA’s Ames Research Center for nine weeks

of seminars and study.

The SJSU students will be planning the Opening Ceremonies of the ISU, handle registration and accommodations, and plan off-time activities for the international students. Our students are charged with the task of making the international students feel welcome during their stay in the South

Bay. They work directly with NASA staff and are given responsibility to create budgets, interact with contractors and vendors, book entertainment and produce a trade show. Last year’s Space Studies program was held in Barcelona. In 2010 the program will be held at the ISU campus in Strasbourg, France.



## A Message from the Chair



**Dr. Randy J. Virden**  
HRTM Department Chair

“Our students are engaged and active in a variety of activities including student organizations, professional conferences, internships, and being part of the Pebble Beach ATT Pro-Am Special Event Management team.”

Dear HRTM Alumni and Friends,

A warm welcome from the Department of Hospitality, Recreation & Tourism Management (HRTM) at San Jose State University. This is our inaugural alumni and friends newsletter. Just to bring you up to date, the former departments of Recreation and Leisure Studies and Hospitality Management merged two years ago. Most of our alumni earned their degree in one of those two departments prior to the merger. I was then hired last July as Chair to provide administrative leadership to the new department. Previously, I served as the Director of the School of Community Resources and Development at Arizona State University (with degree programs in parks and recreation, tourism management and nonprofit management). So . . . I am still learning about our programs, students, alumni and community partners myself. I would like to build some new traditions as HRTM goes forward and re-connects with alumni and community friends.

There is an amazing and long history of strong departmental leadership starting with Dr. Mary Wiley. Over the past 20 years, Paul Brown (see article), Charlie Whitcomb, Maureen Glancy, Kate Sullivan, Jill Cody, Colin Johnson, Bethany Shifflet have served both programs. Over the next couples of years we will bring you up to date on all of them.

I am very impressed with the quality of the faculty, both those on the tenure track and

our highly qualified lecturers. The faculty is involved in a planning process to enhance both the undergraduate recreation and hospitality management curricula. A recent program review and external visit provided several recommendations for improving our degree programs. Eight of our alumni met with Carl Winston (Director of the San Diego State School of Hospitality and Tourism Management) during his fall visit to our campus. Additionally, we surveyed 267 of our alumni (from 2003-07) to help evaluate the curricula and undergraduate experience – the feedback you provided was very useful for understanding the strengths and weaknesses of our program. Thanks to those of you who participated. Our hope is that the revised curriculum will better prepare our students to be more successful in school and in their professional lives.

Our students are perhaps the most visible example of our efforts and success here at SJSU. I have had the opportunity to visit many classes and talk with our students in both recreation and hospitality management. They are engaged and active in a variety of activities including student organizations, professional conferences, internships, and being part of the Pebble Beach ATT Pro-Am Special Event Management team.

One of my priorities as Chair will be to increase the private giving to the department. Creating a culture of giving is important to the future of our programs and in enhancing the experiences of

our students. All gifts (big and small) are welcome and will help HRTM as we all work to move the department from good to great.

I would like to thank the many hospitality and recreation professionals who have welcomed me to Silicon Valley. Over the next six months I will be working to establish two new advisory groups. The first is the Community Academic Advisory Council to help provide community support for our academic programs and student development. The Advisory Council will provide important support to the Department in the areas of program advocacy, research partnerships, internships, curriculum advisement, and program reviews. The second group will be an HRTM Alumni Chapter comprised of graduates from all three of our degree programs. I am hoping the Alumni Chapter can sponsor at least one signature event each year to help raise money for student scholarships. If you have an interest in being involved, please let me know.

Our main office is housed in the Spartan Complex (SPX 50) – if you get the chance stop by and say hello. I still have many of you to meet. Please take the time to read the HRTM Connections newsletter to learn about other newsworthy events happening in the department. As always, our alumni and community friends play an important role in our school's success – thanks for keeping up with the Department and SJSU. Have a great summer! Go Spartans!

Randy J. Virden

## HRTM Changes (cont. from page 1)

Pebble Beach Resorts. For the past four years Beat has served as the face of Pebble Beach Resorts as both a teacher and mentor to our students who participate on the Pebble Beach ATT Pro Am Special Event Management Team. At the close of the celebration, Dr. Virden welcomed the new graduates as official SJSU and HRTM alumni. His message to the new graduates is the same message he has for all alumni. He hopes "the Department of Hospitality, Recreation & Tourism Management will continue to be part of your life. As your careers progress, let us

know how you are doing. We hope you will come back to speak in our classes, serve as internship mentors for our students and perhaps even teach a class someday."

As the department continues its new journey we hope to blaze some new trails and partnerships. However, we will also need the help of our many SJSU alumni and community partners to move the department and its programs forward, as we prepare our students for the 21st Century.



Spring 2009 HRTM graduates with special convocation speaker Beat Giger.

## Pebble Beach: The Highlight of a College Career

The HRTM Department has partnered with Pebble Beach Resorts over the past four years to provide a unique, hands-on learning experience for students. A highly qualified group of Pebble Beach managers train selected students to perform management duties during the AT&T Pebble Beach National Pro-Am Golf Tournament. During the tournament, Pebble Beach provides housing, meals, and transportation for the students and faculty working the event. Students also receive the coveted SJSU/ Pebble Beach backpack, jacket, cap and most importantly, the chance to list Pebble Beach on their resumes.

This year over 70 students interviewed for 29 positions. The 29 students chosen for this year's team trained for several weeks during the winter session in order to work in one of three areas: Corporate Hospitality, Luxury Skyboxes and Food Concessions on the beautiful Pebble beach golf

course.

Past students have called this experience the highlight of their college career, as the training, management experience, and camaraderie all combine to exceed students' expectations. All signs indicate that this partnership between SJSU and Pebble Beach, which began in 2006, will continue indefinitely.

*"Past students have called the Pebble Beach experience the highlight of their college career. The training, management experience, beautiful environment and camaraderie all combine to exceed the students' expectations."*





Dean Charlie Bullock  
College of Applied Sciences and Arts

## Meet the Dean: Dr. Charles Bullock

In January of 2009, Dr. Charles Bullock joined SJSU as the new Dean of the College of Applied Sciences and Arts.

Dr. Bullock comes to us from the University of Nevada, Reno, where he served as Dean for the College of Health and Human Services (2006-2008) and Professor/Department Chair for the School of Public Health (1996-2006). Prior to his tenure at UNR, Dr. Bullock developed and directed a nationally rec-

ognized research center for 15 years and served as Chair of the Department of Recreation and Leisure Studies at the University of North Carolina, Chapel Hill.

Dr. Bullock earned a BA degree in Religion from UNC Chapel Hill, an MS in Recreation Administration and a PhD in Leisure Studies from the University of Illinois at Urbana-Champaign.

Dr. Bullock is an impressive

scholar. He has published extensively, produced films, and secured major grants. He has also received numerous awards for his service to the profession of Therapeutic Recreation.

Dean Bullock has chosen HRTM as his home department and has received a warm welcome from faculty, staff and students across campus.

## Faculty Research Spotlight: Dr. Gonzaga da Gama

Dr. da Gama, an associate professor in the department, has been a tireless advocate on behalf of the marginalized and their families, particularly individuals with disabilities for the past two decades. His research over the past decade has used a social justice framework. Dr. da Gama has focused on capturing the lives of persons with disabilities, ensuring their rightful place in society, and using recreation as a facilitative tool.

An example included conducting a participatory action research project, teaching

social skills to individuals with significant intellectual disabilities, resisting the contemporary perceptions that such individuals cannot acquire and generalize social skills.

Other completed projects include capturing the experiences of families who have a member with a disability and ways that schools and communities can work together to ensure that persons with disabilities participate in the mainstream of life, not the margins.

Additional research inter-

ests include understanding the lived experiences of older adults from marginalized groups, including women, Indians, Japanese-Americans and Vietnamese-Americans.

Closer to home, Dr. da Gama has conducted an ethnography of a local community center serving individuals with mental illness and capturing the experiences of students, staff and faculty at SJSU. It is his hope that his research efforts will contribute to eliminating discrimination, celebrating diversity, and creating a socially just world.



Dr. Gonzaga da Gama, Associate Professor & Graduate Coordinator

## Elders of the Tribe: Dr. Paul Brown

As you may be aware, the departments of Recreation and Leisure Studies and Hospitality Management, each have their own history. Your association with either department may have afforded you a distinct privilege of crossing paths and being inspired by Dr. Paul Brown. Dr. Brown recently completed a long and illustrious career at San Jose State University, retiring as

Emeritus Faculty in May 2008.

In his tenure at San Jose State, Dr. Brown served in various capacities. He was a tenured full professor who went on to serve in administrative capacities of Associate Dean, Interim Dean, Vice-Provost, and Special Assistant to the Provost. Dr. Paul Brown was the second chair of the department of Recreation and Leisure Studies and his commitment to the department and the College of Applied Sciences

remains unwavering. In his administrative duties, Dr. Brown was always keenly interested in the success of the department and to this end tirelessly advocated.

In his retired life, Dr. Brown resides in San Jose with his wife. In conversations with Dr. Charles Whitcomb, Dr. Brown's close confidante and friend, Paul spends a lot of time practicing what he preached professionally – the value of recreation for a

balanced life. He spends his days honing his golfing skills and delights in his role as a grandfather to his grandchildren. Despite retirement, Paul cares deeply for SJSU and remains an ardent believer of Hospitality, Recreation & Tourism. We wish Dr. Paul Brown a long, healthy, and engaged retired life, and for your tireless commitment and efforts on the behalf of our department, we say thank you!

## Current Student Perspectives

### Andrea Snyder

#### Recreation

My SJSU experience began as an incoming freshman. I lived in the dorms and started going through the typical motions of a college student. However, I wasn't really finding that college connection that I was looking for. All that changed when I enrolled in my first Recreation class - HRTM 10 (Creating a Meaningful Life) - and it was one of the best experiences that I ever had. Being in the HRTM department gave me that real college connection that I was looking for. I knew every person in my class, and they all knew me. The department influenced me to make one of the biggest decisions of my professional life. After I took an event planning class I decided that I wanted to be an event coordinator. I interned at California's Great America where I had an opportunity to put on an Autism Awareness Day. The event was a huge success and that's when I really caught the event bug. This department has truly influenced my life personally and professionally.

### Katrina Apilado

#### Hospitality Mgmt.

When I first found out about the Hospitality, Recreation and Tourism Management Department, I knew I had found my place. This major has been an experience! The faculty is supportive, and my peers are about the happiest and most fun people I have had the chance to meet. This department opens its arms to everyone, wanting them to experience what we all love about the field, especially the many opportunities that have opened up for us. The HRT Management Society (our department's student organization) gives us a chance to take part in philanthropic causes while still being our normal social butterflies. The faculty takes every opportunity to give us something worthwhile to learn by inviting guest speakers to our classrooms. What other major allows us to tour the San Jose and Santa Clara convention centers, 5-star hotels, resorts, and even to stage an event! This department is where I belong and the reason why I will stay connected to San Jose State in the future!

### Charlotte Chia-Ti Chu

#### Graduate Student

I am a second year, graduate student from Taiwan, pursuing a Master's degree in Recreation Management. When I first began my program, studying in a foreign country, a foreign language, and a new discipline was a challenge. However, I have learned a lot both academically and personally in my journey as a graduate student.

What stands out for me about my graduate program is its diversity – courses, instructors, research agendas, and projects. Prior to being a graduate student, I was never one who highly valued either research or critical thought. I thought this was for folks who were very studious, did not appear to have friends, and looked weird. However, HRTM department has shown me that being scholarly is not that bad. While I thoroughly love theory and research, I still like to learn about applied skills. And my graduate program has done an outstanding job in allowing me to gain these skills.

The faculty, who I have encountered in HRTM, in my opinion, is the best, not only in their mastery of the content they teach, but also in their caring ability to challenge, encourage and assist students to be successful. It has been a wonderful experience for me here in HRTM and I will always be grateful for this amazing journey.



HRTM students on Tower Lawn

## HRT Management Society

The Hospitality, Recreation, and Tourism Management Society was founded shortly after the creation of the new department. The Society is composed of students looking to further their experience and education in the fields of recreation or hospitality through extra-curricular hands-on experience. We wish to share our learned knowledge and skills by serving the SJSU student body and the surrounding community. We strive to become a well-established model organization by developing partnerships with our fellow university students and industry professionals, as well as with members of the San Jose community.

The HRT Management Society focuses on planning events or programs which will help our peers reach their full potential. Creativity in event planning allows us to display to the campus community and industry professionals just what the HRT Management Society is capable of achieving. Each month's calendar features at least 3 events in which members can participate. To date the Society has hosted the following successful events: a department wide breakfast, a downtown scavenger hunt, an all campus BBQ, and helping the non-profit organization "KaBoom" to build a playground in Redwood City. The HRT Management Society is an excellent way for members to get a head start in their futures within the hospitality, recreation, event planning, or leisure studies fields. For additional information, on the HRT Management Society, please contact Dr. Kim Uhlik, faculty advisor to the student organization.



## HRTM Distinguished Alumni Awardees

### Roxanne Howe-Murphy (2008) Recreation

Roxanne Howe-Murphy earned her doctorate from the University of San Francisco, her M.A. from San Jose State University's Department of Recreation and Leisure Studies, and her B.A. from the University of Iowa. She is certified as a coach and an Enneagram teacher.

For over 20 years, Roxanne was on the faculty at San Francisco State, San Jose State and Boston Universities in their respective academic Recreation curricula. She taught dozens of undergraduate and graduate courses in leisure

theory, recreation therapy, leadership, wellness, and research. She co-authored a textbook, *Therapeutic Recreation: An Ecological Perspective*, contributed a dozen leading edge articles in professional, juried literature, served as an editor for professional journals, gave numerous keynote speeches and presented hundreds of workshops and conference sessions.

In 1997, she founded LifeWise Learning Institute which offers executive and (mid)life coaching, workshops and training programs for

coaches and other professionals. She also is on the faculty of the Core Strengths Coaching Program at San Francisco State University.

Her most recent book, [Deep Coaching: Using the Enneagram as a Catalyst for Profound Change](#) has been internationally adopted and has led to the Deep Coaching Certification Program which trains growth-oriented professionals in the art and science of integrating the Enneagram into their practices. For more information, go to

[www.lifewisecoaching.com](http://www.lifewisecoaching.com).

*"Beyond all of my education, training and professional experience, it is my faith in the capacity of the human spirit to urge us toward manifesting our highest gifts that inspires me."*

### Aziz Al-Marzooq (2009) Hospitality Management 97'

Mr. Aziz Al-Marzooq is a gracious young Kuwaiti who is a financial "wizard" of the Middle East. He is the general manager of Muthanna Investment Company. As a leading Islamic company, Muthanna provides a wide range of services such as corporate finance, asset management, portfolio management, trading services, private equity, equity research and advisory to a diversified client base that includes corporations, financial

institutions and high net worth individuals. The Company's headquarters are located in Kuwait, but they also maintain offices in Oman, Saudi Arabia and in Dubai.

Among other responsibilities, Aziz serves as Chairman of Majan College in Muscat, Oman. He also oversees several new hotel projects in the United States, one in Manhattan, New York and another in Santa Monica, California. When at San Jose State Uni-

versity, Aziz double majored in Business and Hospitality Management, completing his hospitality management internship with the controller of Hilton, San Jose. Aziz left the United States and returned to Kuwait to begin his career in finance and investments. He is currently an MBA candidate in the London Business School in Dubai and resides with his wife, 2 sons and his parents in Kuwait City.

## Giving to the HRTM Department

I/We wish to support the HRTM Department through: (please select)  Chair's Fund for Excellence  
 HRTM Undergraduate Scholarship Support

by making a gift in the amount of \$ \_\_\_\_\_ (make check payable to: **Tower Foundation**)

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 or for additional information on how you may leave a gift by credit card, contact Lane Jimison, CASA Director of Development, at 408.924.1142 or [lane.jimison@sjsu.edu](mailto:lane.jimison@sjsu.edu).

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or for additional information on how you may leave a gift by credit card, contact Lane Jimison, CASA Director of Development, at 408.924.1142 or [lane.jimison@sjsu.edu](mailto:lane.jimison@sjsu.edu).

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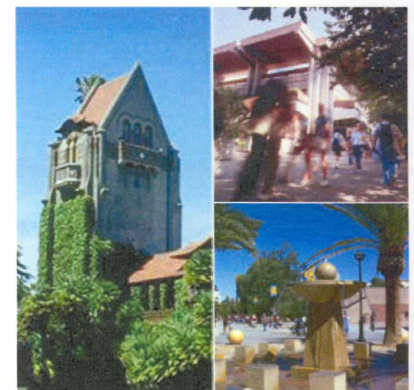
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*HRTM Faculty offices are located in both the Spartan Complex (SPX) and on the fifth floor of MacQuarrie Hall (MH).*



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