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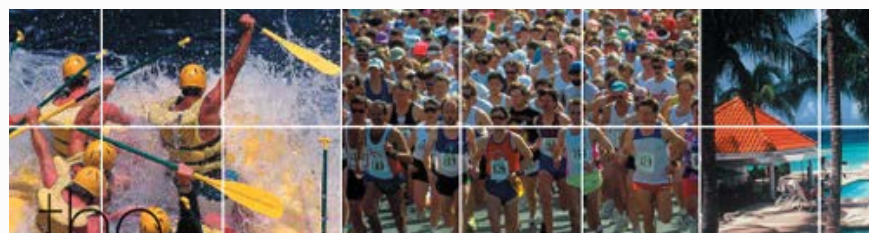
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Spring 2008 Newsletter



the RePort

A newsletter for Recreation, Parks, Alumni, Students &

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From My Little Wooden Desk...

By: Dr. Bill Hendricks



Dr. Hendricks and Dr. Jacobs at Open House

The spring newsletter presents an opportune time to share with you some of the recent accolades of our students and faculty. Due to the generous support of our program's friends and alumni at our June 5, 2008 end of the year banquet, we were able to announce, in comparison to previous years, a significant number of awards and scholarships.

In closing, the end of each academic year is a paradox of future opportunities and an end of the road for the formal educational endeavors of many students. In the RPTA program we continuously attempt to bridge these life stages with connections between faculty, students and alumni that will endure for years. For those of you who are graduating this spring, please know we are proud of you, are honored to call you one of our own, and wish you the best in your career and life aspirations. And don't forget, as my dad always said, "keep those cards and letters (emails) comin'." [Read more of Dr. Hendricks' welcome...](#)

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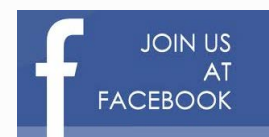
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NEWS & EVENTS

Dr. Brian Greenwood was recognized by the North American Colleges & Teachers of Agriculture with a meritorious award for outstanding teaching at the annual CAFES leadership banquet. [Read more](#)

RPTA's annual benefit and auction with the theme "Fly Away with RPTA: Your Passport to the World" was held Saturday, February 26, 2011 at the San Luis Jet Centre and was a smashing success in breaking records for attendance and overall money raised for the department. [Read more](#)

The RPTA team of Amber Black, Amy Lepp, Kristen McClay, and Kelsey Pavao captured the first-ever Academic Quiz Bowl

RPTA Impacts Community Once Again

By: Vanessa Thomas

Cynthia Moyer's REC 210 class is far from ordinary. It has been estimated that in her 15 years at Cal Poly, REC 210 students have contributed over 20,000 community service hours. In addition to helping many organizations in San Luis Obispo the REC 210 class has also volunteered time by putting on events for the cities of Grover Beach and Atascadero. The Cal Poly REC 210 class is impacting the community in so many different arenas while providing students valuable hands on planning experience.

[Read more of Vanessa's article...](#)



Anne Sobieralski at Open House

championship at the 2010 National Recreation and Park Association (NRPA) Annual Congress in Minneapolis, MN. [Read more](#)

Katherine Soule, a recent RPTA Masters degree recipient, received the prestigious "Future Scholars" award at the 2010 National Recreation and Park Association (NRPA) Annual Congress in Minneapolis, MN. [Read more](#)

A team of RPTA faculty and students partnered with the California Travel and Tourism Commission to develop the Sustainable Tourism Marketing Handbook. The handbook was presented at the 2010 California Sustainable Tourism Summit in Lake Tahoe. [Read more](#)

Dr. Jeff Jacobs was honored with the 2010 CAFES New Faculty Teaching award; this same honor was bestowed upon Dr. Marni Goldenberg in 2009. Congratulations to both of these well deserving RPTA faculty! [Read more](#)

A Diamond of Opportunities: Los Osos Little League Partnership

By: David Jahns, Heidi Diestel, Colin James



Dr. Hendricks and son

Over the past academic year, the three of us were given an opportunity to participate in a unique "hands-on" learning experience. Dr. Brian Greenwood and Dr. Hendricks established a partnership between Cal Poly's RPTA program and Los Osos Little League (LOLL) that enabled us to serve on the league's Board of Directors. We also were involved in organizing and implementing a plan for the opening day ceremonies. It was a fairly large commitment, yet worth our time and dedication. One aspect of this league that each of us were really impressed with was the amount of hard work and dedication shown by the volunteers who comprised the Board of Directors. Some board members even went as far as getting approval and building the league's first ever concession stand. Another facet of our involvement

with LOLL was the ability to make contacts throughout the community, which was a valuable learning experience as well as a great resume builder. [Read more of David's article...](#)

Pebble Beach Company: V.P. of Sales Tim Ryan

By: Anne Sobieralski

Who spends \$400,000 to move a single tree from one spot to the other to preserve the beauty of the resort? Pebble Beach Course does. On April 9, 2008, students gathered in the PAC Pavilion to listen to Tim Ryan, Vice President of Sales for the Pebble Beach Company (PBC). Tim spoke

about PBC take on sustainability ethics and addressed the five areas in which they strive to be sustainable. Tim Ryan gave an inspiring

presentation to Cal Poly students, stressing the importance of becoming a "visionary leader," a forward and futuristic thinker when entering into the working world. [Read more about Mr. Ryan's visit...](#)



Tim Ryan from PBC at Cal Poly

Cynthia Moyer: University Outstanding Advisor of the Year

By: Davia Montoya



Professor Moyer with the 2008 Auction Committee

The faculty and students of the RPTA Program would like to congratulate Professor Cynthia Moyer on being named University Advisor of the Year.

"She is a great teacher, advisor, and friend. She is extremely supportive and understanding in all aspects of life. Above all I will never know where she stores all the information that she knows. Her brain is literally the Cal Poly course catalog on steroids! She is a blessing and a true asset to all RPTA students, thank you Cynthia!"-Meghan Malpass is a third year, transfer student

"Cynthia is without a doubt, the best advisor in the Natural Resources Management Department if not the College! Her knowledge of curriculum requirements is second to none. It should be noted that for numerous years while a part-time lecturer, Cynthia volunteered her time as an advisor, meeting the requirements of a full-time faculty member advising appointment of five hours of scheduled office hours per week, in addition to appointment availability."-Dr. Bill Hendricks, RPTA Coordinator. [Read more on Cynthia below...](#)

Kendi Root: CAFES Lecturer of the Year

By: Davia Montoya

The faculty and students of the RPTA Program would like to congratulate Professor Kendi Root on being named CAFES Lecturer of the Year.

"Kendi Root is a motivator. She strives to give us the opportunity to figure tasks out on our own as you would in a job and allows our individual creativity and your personality shine. My dream since I was a young girl has been to work for The Pebble Beach Company, and because of Kendi I

will be there starting Monday after graduation. Once I shared my heart to Kendi about this, she dedicated a generous amount of time to contacting who she knew within the



Professor Kendi Root with student committee

company, and most importantly motivated me to put myself out there and be tenacious. I was so thankful for her selflessness." -Anne Sobieralski, is a graduating senior

"Visits to Kendi's classes by her peers demonstrate that she is a highly effective teacher who exudes an incredible energy level and contagious enthusiasm as an instructor. She uses PowerPoint as a tool to supplement her lectures and frequently uses "real life" scenarios from her 20 years of professional experience that enhance student learning. The students obviously respect Kendi and enjoy her teaching style and obvious passion for the subject matter. The special event management area now comprises more than 40 percent of the students in the REC major. Furthermore, students from other majors including agribusiness, wine and viticulture, and business are flocking to Kendi's classes because of her reputation as an outstanding teacher and because of her industry connections." -Dr. Bill Hendricks, RPTA Coordinator. [Read more on Kendi below...](#)

Transfer Spotlight: Bart Gant

By: Bart Gant



Bart Gant

In Ecuador, I served with a group called Youth World and was able to be part of the lives of young people there. At Cuesta, I was able to be involved with the school and community through different leadership roles from being a tour guide to being a club member to working with foster children to being a surf instructor to playing rugby to riding bikes with the neighborhood kids to working down town to manning a booth at farmer's market and to finally being ASI President. Once done as a RPTA student I want to have the knowledge and be equipped with the skills to 1) lead international adventure excursions; 2) run and develop youth programs, camps, and activities; and 3) participate in municipal government. Now, finishing my second semester as a RPTA student, I am looking at more ways to get involved on campus. My next place of involvement may be Chumash challenge, starting a new club, joining the honors club, ASI, obtaining busses for the RPTA or something I do not even know of yet. Whatever my next involvement may be, I am grateful to have found RPTA, a major that allows me and others to be trained and educated in our passions, for our futures. [Read more from Bart...](#)

Senior Spotlight: Jennifer Ridder

By: Jennifer Ridder

I am a fourth year Recreation, Parks, and Tourism Administration major from Saratoga, California. I chose Cal Poly because I loved the campus and the small town community it offered. In 2007, I became the Campus and Community Relations Director for Cal Poly's Open House Committee and this year, after returning from studying abroad in Sevilla, Spain, I acted as Coordinator of Events and Entertainment. During Spring break, I have traveled with the REC 412 class to both Costa Rica and Greece. After graduating this June, I will intern with the Special Events Department at Pebble Beach Company, planning the 57th Annual Pebble Beach Concours d'Elegance. [Read more of Jennifer's article...](#)



Jennifer Ridder

Graduate Student Spotlight: Renoda Campbell

By: Renoda Campbell

I am truly honored to be a first year graduate student in the Cal Poly RPTA program with a specialization in Special Events & Festivals. I did not know that this major existed here



Renoda Campbell

at Cal Poly until 2006 -- but when I did, I knew this was the major that would encompass what I love to do and that is create memorable events. I look forward to completing my Master's degree in 2010. I am now working on my second career and hoping to make positive and direct impacts on individuals that I meet. I was fortunate enough to obtain a position at Cal Poly in the Student Life & Leadership Department as

Coordinator of Multicultural Programs & Services in 2006. Within the 2007-2008 school year, my center will produce over 45 events for students and community members in 30 weeks of instruction on a shoestring budget. In addition to working full-time, I am also very involved in my community. I currently serve as Board member and Historian for the Martin Luther King Jr. Scholarship Foundation, which provides scholarships for college freshmen who attended a San Luis Obispo high school; President and Webmaster for the Central Coast Alumnae Association of Delta Gamma Fraternity; Cheerleading parent coordinator for the Riptides cheer squad (located in Performance Athletics, SLO) , co-fundraising chair at Laguna Middle School, and Bell Ringer at the San Luis Obispo Mission Church. I have started my own special events company in SLO and hope to launch it on part-time basis during summer 2008. [Read more of Renoda's article...](#)

Faculty Spotlight: Jim Battersby

By: Davia Montoya

Professor Jim Battersby came to Cal Poly in 1996. Jim Battersby began with a few business classes at Cal Poly and one RPTA class at both Cal Poly and Cuesta. He had worked for the Alameda Park and Recreation program through their day camp serving as a lifeguard, playground leader, sports official, drama teacher, and much more. In 1965 he moved to the Oakland Parks and Recreation Department to work with gangs, the Black Panthers, and other community groups. In 1982 Jim left Oakland to serve as the executive director of the Lockheed Employees Recreation Association and soon began teaching at San Jose State. Jim Battersby will remember the program and the students as being enthusiastic, personable, energetic, inquiring minds, and task oriented. He will also always remember those few characters and budding con artists. For the current Cal Poly RPTA students, Jim Battersby reminds you to be open to all opportunities and that this is an amazing field because of all the opportunities. He challenges you to stretch your comfort zone, be creative, stay balanced, and put effort towards those who are less fortunate. [Read more about Jim below...](#)



Professor Jim Battersby

Alumni Spotlight: Chelsea Green

By: Chelsea Green



Chelsea Green

Originally from Chester/Lake Almanor, CA, a small town of 2,200 northeast of Chico, I graduated from the local high school in 2002, from a class of 39. I decided to choose Cal Poly because of its accreditation and reputation. I was sold by the motto of "Learn by Doing" because of my goal of hands on learning. For my senior project I naturally focused on Space Tourism. I became familiar with Virgin Galactic during this time, and my desire to want to work for this agency grew. Factors that Influence the Interest

Level of Adventure Tourists to Partake in Sub-Orbital Space Tourism was the only one to receive a perfect score. I currently work with the National Educational Travel Council as a Tour Consultant. I work with teachers to organize experiential learning tours with their students throughout Europe, Latin America, South America, Asia, Africa, and Australia/New Zealand. I have been in touch with Virgin Galactic's Head of Astronaut Sales, Carolyn Wincer. She has offered to mentor me in some ways, so that I can better prepare myself to join their team in 2009 (hypothetically). She said that I needed more tourism sales experience and that NETC was an excellent start. Hopefully, if there Space Port opens up in New Mexico in 2009, I will be able to work for my dream company. [Read more about Chelsea below...](#)

Alumni Spotlight: Mark Nix

By: Mark Nix

I originally came to Cal Poly for a degree in Landscape Architecture. Two quarters later I realized I would never fall in love with this profession. After transferring into the major, I quickly became involved with anything and everything. I wanted a wide variety of experience so I could pick the best fit for my career. I worked with the Chamber of Commerce, Downtown Association, Campus Police, RAM



Mark Nix

Club (predecessor to RPTA Club), Open House Committee and even planned trips for my dorm mates. Now, I am a Community Services Manager for the City of Fountain Valley where I oversee the entire Recreation Division and report directly to the City Manager. I'm enjoying the position and find it rewarding. Although I'm not as hands on as I once was, I still find time to implement a few events and call bingo at the Senior Center now and then. I fell for this career for the constant interaction with so many different types of people and for the experiences I was able to offer our patrons. [Read more about Mark below...](#)

Internship Spotlight: Katie Kretzinger

By: Katie Kretzinger

After having spent nearly four years within the RPTA program, I realize it is finally time to move on. By the end of Winter Quarter I had interviewed for three internships and eventually found my place at George P. Johnson. I began my internship this quarter on April 1 in San Carlos. George P. Johnson is a large corporate event marketing agency that has, primarily, technology companies as clients. GPJ has 21 offices, world wide and is responsible for many of the world's largest conventions. Currently, I



Katie Kretzinger

am onsite at JavaOne at the Moscone Center in San Francisco. I have an ongoing project within the Program Strategy Department that uses an online tool to create profiles for the upcoming fiscal years events. I have also worked with the Event Services Department to understand the special events that accompany a conference of this magnitude. I have found that the people here are incredibly knowledgeable and the job itself is everything I wanted. [Read more about Katie below...](#)

RPTA Students at Sea

By: Joe Carlucci, Stacie Allan, Chelsea Buttress, Evie Ewers, and Sydney Hollingsworth

Greetings from the Golden Bear! The ten of us and Dr. Goldenberg just crossed across the equator earlier today in the Pacific Ocean. We have been at sea for 11 days and are keeping busy with our classes and activities on board. The REC 400 students are currently planning programs such as a workshop on how to play the sport of cricket, a traditional Tongan dance, and



RPTA Students at Sea

a Hawaii hiking seminar that will be implemented on the ship. Meanwhile, the REC 325 class is eager for their first field trip which is just a few days away, a 4x4 Jeep excursion into the heart of Tahiti. We are excited to say that we are fast approaching our ports of call: Tahiti, Tonga, New Caledonia, Maui, and Honolulu. We finally have gained our sea legs, but we are ready to step foot back on land. [Read more about students at sea...](#)

REC 412 Adventure, Travel, and Tourism: EARTH University in Costa Rica on Cal Poly

By: Kyle Schnurrne



I had the opportunity to visit EARTH while traveling with the REC 412 Adventure, Travel, and Tourism class over Spring Break. While at Earth University we learned about current sustainability projects students were working on and spoke to two students who were completing their last year at EARTH. EARTH, located in Gu-cimo, LimŪn, Costa Rica is a private, international, non-profit university dedicated to

education in the agricultural sciences and natural resources in order to contribute to the sustainable development in the tropics. We were able to experience first hand some of the University's sustainable practices. We saw how the leftover food from meals is composted and then given to the swine. From the swine manure is created which is then

used for crops. [Read more about EARTH...](#)

Open House 2008: Destination Cal Poly

By: Anne Sobieralski

Cal Poly's 2008 Open House was, to say the least, a success. The RPTA program was ever-present at open house this year. A generous portion of the Agriculture Pavilion was dedicated to our major and the display included a showcase of each of the concentrations with the curriculum, books, and fun decorations to communicate to onlookers the active and creative nature of the RPTA major. The RPTA Club also set-up a booth located in the Agriculture Circle along with many other clubs and organizations. It was called iThe Relaxation Station featuring free massages to anyone. Finally, the RPTA program hosted a get together with families of prospective or upcoming Fall 2009 students. The RPTA faculty each shared a part about the major, and some current RPTA students got the chance to give their personal testimonies about their wonderful experiences at Cal Poly. Appreciation goes out to all the faculty, staff, and students who most generously gave of their time and resources to make this year's Open House such a success for the RPTA program. [Read more about Open House...](#)



REC Club Open House Booth

From My Little Wooden Desk...

By Dr. Bill Hendricks



Dr. Hendricks and his wife

The spring newsletter presents an opportune time to share with you some of the recent accolades of our students and faculty. Due to the generous support of our program's friends and alumni at our June 5, 2008 end of the year banquet, we were able to announce, in comparison to previous years, a significant number of awards and scholarships. The following individuals are recipients of this year's honors.

Pismo Coast RV Village Scholarships - Teresa Karcher, Kyle Schnurr
Pismo Coast RV Senior Project Scholarships – Matt Lien, Amber Petit, Cheyna Swartz
Ashley D. Richardson Scholarships – Lauren Jones, Rob Lester
Outstanding Contributions to RPTA – Jim Battersby (retiring faculty member), Jill DeMers (retiring staff member), Beth Lane
Outstanding RPTA Senior – Heather Ferrai
Honored Alumnus – Mark Nix (Cal Poly, 2001)
Thom Group Award for Community Service and Leadership – Brittany Reading

In addition, faculty member, Cynthia Moyer has once again received recognition for her contributions to students. Cal Poly recently announced that Cynthia is this year's University Outstanding Advisor. She will formally receive the award from President Baker during Fall Conference. This is an incredible tribute to Cynthia's advising expertise and dedication to preparing students academically and professionally. Furthermore, the award brings tremendous exposure to our program. Congratulations Cynthia!

In closing, the end of each academic year is a paradox of future opportunities and an end of the road for the formal educational endeavors of many students. In the RPTA program we continuously attempt to bridge these life stages with connections between faculty, students and alumni that will endure for years. For those of you who are graduating this spring, please know we are proud of you, are honored to call you one of our own, and wish you the best in your career and life aspirations. And don't forget, as my dad always said, "keep those cards and letters (emails) comin'."

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RPTA Impacts Community Once Again

By: Vanessa Thomas

Cynthia Moyer's REC 210 class is far from ordinary. It has been estimated that in her 15 years at Cal Poly, REC 210 students have contributed over 20,000 community service hours. Working with community agencies, students plan and implement a variety of programs and services for their clients. The Alpha Pregnancy Counseling and Support, a non-profit organization that offers free pregnancy testing, counseling, and emotional support during pregnancy is one of the many organizations that Cal Poly has helped. Cal Poly Recreation, Parks, and Tourism students have also impacted the Special Olympics, the Tri-County Blood Bank, the Cal Poly Alumni Association, and Big Brother Big Sisters program. In addition to helping many organizations in San Luis Obispo, the REC 210 class has also volunteered time by putting on events for the cities of Grover Beach and Atascadero. The Cal Poly REC 210 class is impacting the community in so many different arenas while providing students valuable hands on planning experience.



Students volunteering at SARC

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A Diamond of Opportunities: Los Osos Little League Partnership

By: David Jahns, Heidi Diestel, Colin James

Over the past academic year, the three of us were given an opportunity to participate in a unique "hands-on" learning experience. Dr. Brian Greenwood and Dr. Hendricks established a partnership between Cal Poly's RPTA program and Los Osos Little League (LOLL) that enabled us to serve on the league's Board of Directors. The experience has provided us with an understanding of the inner workings of a nonprofit board of directors and a grassroots youth sports organization.

The three of us were appointed as officers in the areas of Information, Fundraising/Sponsorships,



and Safety. These appointments made it possible for us to participate at every meeting and observe the board discuss all aspects of LOLL. We also were involved in organizing and implementing a plan for the opening day ceremonies. It was a fairly large commitment, yet worth our time and dedication. This experience taught us all how important it is to put the kids first and leave all other agendas at home.

One aspect of this league that each of us were really impressed with was the amount of hard work and dedication shown by the volunteers who comprised the Board of Directors. Some board members even went as far as getting approval and building the league's first ever concession stand. Another facet of our involvement with LOLL was the ability to make contacts throughout the community, which was a valuable learning experience as well as a great resume builder. This league has made us aware of how important youth sports are and inspired each of us to make a difference in our lives and the lives of others by continuing to encourage and facilitate youth recreation.

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Pebble Beach Company: V.P. of Sales Tim Ryan Guest Speaker on "Pebble Beach and Sustainability"

By: Anne Sobieralski

Who spends \$400,000 to move a single tree from one spot to the other to preserve the beauty of their resort? Pebble Beach Company does. Pebble Beach is one of the most well-known golf-resort travel destinations around the world, that's why investments such as these are crucial to giving their customers the world-class experience they pay for and expect to receive.



RPTA students at PBC seminar

On April 9, 2008, students gathered in the PAC Pavilion to listen to Tim Ryan, Vice President of Sales for the Pebble Beach Company (PBC). Tim spoke about PBC's sustainability ethics and addressed the five areas in which they strive to be sustainable. These areas are: (1) To sustain the brand of PBC. This means upholding the reputation of the company by constantly improving the Pebble Beach "experience" and exceeding the expectation of their customers (even if they feel they must spend 400,000 on replacing a replica of the famous 18th hole Cypress tree so the golfers today get the

same experience as golfers 50 years ago). (2) To sustain the overall satisfaction of their employees by ensuring their needs are fulfilled first. (3) To sustain their customer base by constantly looking at the shift in demographics and economy to be able to accurately predict the forecast for the future. (4) To sustain the relationship with the surrounding community by continuing to provide the revenue generated from major events that take place at the golf course, such as the AT&T Pro-Am, which is held there annually. (5) To maintain stewardship and sustainability of the environment on which these resorts and golf courses are located. This is crucial to the longevity of this company's success, so the action PBC takes when it comes to protecting their environments is very thorough and constantly improving.

Tim Ryan gave an inspiring presentation to Cal Poly students, stressing the importance of becoming a "visionary leader", a forward and futuristic thinker when entering into the working world. Sustainability is an issue will continue to be addressed by companies in the years to come, so it is important to keep an eye on what's ahead and plan for change.

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Cynthia Moyer: University's Outstanding Advisor of the Year

By: Davia Montoya



Professor Moyer at Open House

The students and faculty of the RPTA Program would like to congratulate Professor Cynthia Moyer on being named University Advisor of the Year. Moyer will be presented the award and accompanying check at President Baker's beginning of the year address in the Performing Arts Center. Students and faculty alike applauded the selection:

"When I first decided to transfer to Cal Poly, I felt completely lost entering the RPTA Program. A friend of mine, Chelsea Green, was about to graduate with a RPTA degree and encouraged me to seek out Professor Moyer as my advisor. Since I first met Professor Moyer, to having a class taught by her, to having her walk me through my graduation evaluation-Professor Moyer has completely been the key to my success at Cal Poly. She is a great teacher, advisor, and friend. She is extremely supportive and understanding in all aspects of life. Above all I will never know where she stores all the information that she knows. Her brain is literally the Cal Poly course catalog on steroids! She is a blessing and a true asset to all RPTA students, thank you Cynthia!" -Meghan Malpass is a third year, transfer student

"Cynthia is without a doubt, the best advisor in the Natural Resources Management Department if not the College! She is always prepared, spends substantial time reviewing curriculum materials, and is approachable, accessible and appreciated greatly by her advisees. Her knowledge of curriculum requirements is second to none. She takes the time to repeatedly review graduation requirements with students, reminding them of deadlines and appropriate forms to submit for concentrations, course substitutions, and graduation evaluations. In addition, she serves as a mentor to other faculty, teaching them the nuisances of academic advising. This is not an easy chore, considering she often has an advising load of more than 100 students. It should be noted that for numerous years while a part-time lecturer, Cynthia volunteered her time as

an advisor, meeting the requirements of a full-time faculty member advising appointment of five hours of scheduled office hours per week, in addition to appointment availability. She has also served the overall Cal Poly academic community as a speaker for a Center for Teaching and Learning workshop on academic advising and for a National Academic Advising Association workshop.

Cynthia continues to provide exemplary service to the REC program, NRM Department, College and University. She has served as the REC internship coordinator, placing countless students in quality internship experiences that enhance their student development and career opportunities. Her responsibilities in this role include reviewing the qualifications of agencies and businesses who hope to serve as internship sites for REC students, setting up interviews on-campus for companies, communicating with internship supervisors and interns, visiting internship sites (without compensation sometimes traveling as far as 120 miles to visit interns), overseeing the REC internship database, and updating and maintaining the REC internship manual. Furthermore, she has been a presenter on topics relating to internships at a California Park and Recreation Society Conference and for CalFEST: The Professional and Events Association of California. Her involvement with other activities includes service on the REC college-based fee committee, participating in the SAP Program on a volunteer basis, Open House orientation, WOW Week orientation, and Fall Preview annually. In 2005 she volunteered to serve on the University Mardi Gras task force. During 06-07 she served as the faculty member representative of the search for a new career services counselor for CAFES. This responsibility required a significant commitment of time for review of applications and interviewing candidates. Of note, is the fact that Cynthia attends commencement each December and June that she views as an obligation and commitment to participate in the success of the program's graduates. For the past seven years, Cynthia has served on the planning committee of the annual REC fundraiser auction and dinner that has raised nearly \$100,000 for the program. While on this committee, she handles all financial and event registration transactions and in particular, assists in the student development of those students serving on the committee who intend to pursue careers in event management. Cynthia has also coordinated the program's curriculum package the past four curriculum cycles. Her organizational skills, timeliness, and diligent work ethic are an asset to the program. She is an excellent role model for faculty and students alike." -Dr. Bill Hendricks, RPTA Coordinator

"As a new faculty member at Cal Poly, Cynthia's mentoring of me on advising issues has been invaluable. She volunteered to meet one-on-one with me for advising sessions, and her knowledge of the system is second to none. Being stationed next door to her office during my first year, I saw firsthand how much she cares about students and their success. Her example is one I hope to try and emulate in my academic career." -Dr. Brian Greenwood, RPTA faculty member

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Kendi Root: CAFES Lecturer of the Year

By: Davia Montoya

At the annual College of Agriculture, Food, and Environmental Sciences (CAFES) awards reception this spring, Kendi Root's dedication to teaching was formally recognized with the honor of 2007-2008 CAFES Lecturer of the Year. The award showed the rest of the college and



Professor Kendi Root at 2007 Harbor Fest

university what we already knew, as students for years have flocked to Kendi's classes and raved about her passion and abilities as a teacher. The faculty and students of the RPTA Program would like to congratulate Professor Kendi Root on being named CAFES Lecture of the Year.

"Kendi Root is a motivator. Teaching is the most important aspect from the point of view of a student. Sitting through 4 straight years of lectures, I have never encountered a professor who maintains my interest and attention like Kendi does. Her 25 years of experience in the field as a manager of hotel, tourism, and special events enables her to correctly discern what will be most applicable, current, and beneficial to us as we prepare to embark into our future careers. She diligently constructs assignments that can be used as tools to be put on our resume or to be put to use in our jobs. She strives to give us the opportunity to figure out tasks on our own as you would in a job and allows our individual creativity and personality to shine through our work. Apart from her excellent teaching skills, she also dedicates an unthinkable amount of time individually to her students. In my experiences I have felt comfortable going into her office at any time to ask her about an assignment, my future, or to just talk about the stresses of college and how to deal with them. I am a special events concentration as well as a golfer. My dream, since I was a young girl, has been to work for The Pebble Beach Company, and because of Kendi I will be there starting Monday after graduation. Once I shared my heart to Kendi about this dream, she dedicated a generous amount of time to contacting who she knew within the company, and most importantly motivated me to put myself out there and be tenacious to the end to pursuit of my dream. I was so thankful for her selflessness, and honestly don't know how she finds the time to dedicate so consistently and caringly to her students with a husband and two kids. I wish I had more room to write about the unending qualities of this energetic, enthusiastic, and wonderful woman." -Anne Sobieralski

"Visits to Kendi's classes by her peers demonstrate that she is a highly effective teacher who exudes an incredible energy level and contagious enthusiasm as an instructor. She uses PowerPoint as a tool to supplement her lectures and frequently uses "real life" scenarios from her 20 years of professional experience that enhance student learning. The students obviously respect Kendi and enjoy her teaching style and obvious passion for the subject matter.

Kendi's student evaluations are outstanding! Her preparedness, knowledge, organization, enthusiasm, respect for students, responsiveness in returning material, adjustment of instruction, and effectiveness is rated extremely high in all of her classes. She has also continued to take steps to improve her teaching. She attended a CAFES instructional enhancement workshop offered by Don Maas and continues to ask relevant questions of other faculty to continue to learn about the scholarship of teaching.

Kendi has been instrumental in helping us develop a state-of-the-art curriculum through our variable topic courses over the past two years. She has developed a REC 321 Visitors Services course on Hospitality Customer Service and a REC 412 Tourism Applications course Hotel and Resort Management. This is not an easy task for someone who is still adjusting to a full-time role in higher education.

The growth in the interest of special event management within and outside of the REC

major can be greatly contributed to Kendi's expertise, teaching excellence, enthusiasm, and ability to relate extremely well with students from numerous majors and diverse backgrounds. The special event management area now comprises more than 40 percent of the students in the REC major. Furthermore, students from other majors including agribusiness, wine and viticulture, and business are flocking to Kendi's classes because of her reputation as an outstanding teacher and because of her industry connections.

Kendi's previous career in hospitality, events, sales and marketing has provided her with numerous contacts for internship and job placements for our students. Students and alumni are spread throughout the Central Coast and California at local hotels, resorts, small businesses, and in other sectors of the event and tourism industry due to Kendi's relationships with professionals.

For the past two years, Kendi has assumed the position of Faculty Director of the REC major's annual auction and dinner fundraiser. Kendi oversees a group of students serving on a planning committee who are immersed in "learn by doing" for approximately six months in preparation for the event. Quickly, the revenue generated from the event has far surpassed previous years with \$18,000 netted in 2006 and \$24,000 netted in 2007 in support of the program.

Finally, Kendi's service efforts are notable. As the faculty advisor for the RPTA Club over the past 1 1/2 years the club has blossomed. The club has held successful fundraisers and hosted professional speaker and social activities that have resulted in its highest membership (125) since first charging a fee for membership a few years ago. In addition, she has served on the Open House Committee for CAFES and has volunteered her expertise and services to SARC to assist the group in its annual event."

-Dr. Bill Hendricks, RPTA Coordinator

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Transfer Spotlight: Bart Gant

By: Bart Gant



RTPA Transfer Student Bart Gant & family

My name is Bartholomew (Bart) Deecader Gant. I was born March 20, 1985 into the life of Tom and Debbie Gant. My parents live in Orinda, in the San Francisco Bay area, where I was raised. I also have a magnificent younger sister Stephanie who is attending Point Loma in San Diego.

These three people and relationships are top priorities in my life, second only to God. After

graduating high school, I went to a one year Bible College in Ecuador, for the purpose of knowing God more. Once that year was over, I moved back in with my parents for a season to work with youth and coach youth sports, and then I returned to Ecuador. In Ecuador, I served with a group called Youth World and was able to be part of the lives of young people there. These experiences with young people made me want to pursue an education that would better equip me to be involved with youth vocationally. I had a wonderful experience attending Cuesta to earn an AA degree and planned to transfer some place that would help me reach my educational goals. At Cuesta, I was able to be involved with the school and community through different leadership roles from being a tour guide to being a club member to working with foster children to being a surf instructor to playing rugby to riding bikes with the neighborhood kid to working down

town to manning a booth at farmer's market and finally to being ASI President. All this has made SLO home to me. Cal Poly's RPTA was first introduced to me when thumbing through the catalog. The courses met the criteria for my interest, and I began to research what the RPTA professional field involved. It was a perfect match, as my interests and goals were all found in RPTA. Thus, I applied, was accepted, and sat with my advisor Dr. Jacobs to figure out what course work and experiences needed to happen for me to graduate from Cal Poly with 3 goals completed. Once done as a RPTA student I wanted to have the knowledge and be equipped with the skills to 1) lead international adventure excursions; 2) run and develop youth programs, camps, and activities; and 3) participate in municipal government. Now, finishing my second semester as a RPTA student, I am looking at more ways to get involved on campus. My next place of involvement may be Chumash challenge, starting a new club, joining the honors club, ASI, obtaining busses for the RPTA or something I do not even know of yet. Whatever my next involvement may be, I am grateful to have found RPTA, a major that allows me and others to be trained and educated in our passions, for our futures.

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Senior Spotlight: Jennifer Ridder

By: Jennifer Ridder

I am a fourth year Recreation, Parks, and Tourism Administration major from Saratoga, California. I chose Cal Poly because she loved the campus and the small town community it offered. I became a Recreation, Parks, and Tourism Administration major because of my love of travel and event planning. I has participated in several programs during my four years at Cal Poly. After being a Week of Welcome leader fall of my sophomore year, I fell in love with the freshmen orientation program and joined the Team of Week of Welcome trainers. After two years participating in Week of Welcome, I wanted to experience a different side of orientation programs. In 2007, I became the Campus and Community Relations Director for Cal Poly's Open House Committee and this year, after returning from studying abroad in Sevilla, Spain, I acted as Coordinator of Events and Entertainment. I have also been involved within the RPTA major. During Spring break, I traveled with the REC 412 class to both Costa Rica and Greece. I am also a member of Rho Phi Lambda, which is the RPTA honors fraternity. In my free time, I am active in a weekly Bible study group affiliated with Campus Crusade. After graduating this June, I will intern with the Special Events Department at Pebble Beach Company, planning the 57th Annual Pebble Beach Concours d'Elegance.



RPTA Graduating Senior Jenifer Ridder

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Graduate Student Spotlight: Renoda Campbell

By: Renoda Campbell

I am truly honored to be a first year graduate student in the Cal Poly RPTA program with a specialization in Special Events & Festivals. I did not know that this major existed here at Cal Poly until 2006 -- but when I did, I knew this was the



RPTA Graduate Student Renoda Campbell

major that would encompass what I love to do and that is create memorable events. I look forward to completing my Master's degree in 2010.

I received my undergraduate degree from Loyola Marymount University in Los Angeles in Radio/Television/Film. Shortly after obtaining my degree, I worked in the music industry. I worked

for four years at Warner Brothers Records in Promotions and Artist Relations, nine years as an Associate Personal Manager at Direct Management Group. The B-52s, Seal, Counting Crows, OMD, David Byrne, and Danzig were some of my clients; and I worked for three years as Label Manager for an independent music label, E Pluribus Unum (while Associate Personnel Manager). During my music career, I worked with artists who created memorable music experiences for their listeners and I helped to create experiences for the fans.

In 1998, my husband, Christopher, and our two children moved to San Luis Obispo for a more relaxed lifestyle. I quickly found a position at an internet company and moved up the corporate ladder to become Director of Human Resources. I missed working with college students and began working at Cuesta College in the Math Department for three years. Although I loved working with students, I needed to earn additional funding and left Cuesta to become Personal Assistant to a Santa Maria Homebuilder for one and a half years. One of my main responsibilities was to successfully design, plan and implement his personal events. I loved this job, but felt a yearning to work with college students again.

I am now working on my second career and hoping to make positive and direct impacts on individuals that I meet. I received a Masters Degree from the Cal Poly College of Education with a specialization in Counseling & Guidance in 2005. It was my goal to work with college students and mentor them on their personal and career aspirations. I was fortunate enough to obtain a position at Cal Poly in the Student Life & Leadership Department as Coordinator of Multicultural Programs & Services in 2006. In this position, my area provides awareness and cultural educational programming for the campus. Within the 2007-2008 school year, my center will produce over 45 events for students and community members in 30 weeks of instruction on a shoestring budget. In my position, I also serve as Greek Advisor for the United Sorority & Fraternity Council, which represents 11 cultural social Greek organizations.

In addition to working full-time, I am also very involved in my community. I currently serve as Board member and Historian for the Martin Luther King Jr. Scholarship Foundation, which provides scholarships for college freshmen who attended a San Luis Obispo high school; President and Webmaster for the Central Coast Alumnae Association of Delta Gamma Fraternity; Cheerleading parent coordinator for the Riptides cheer squad (located in Performance Athletics, SLO) , co-fundraising chair at Laguna Middle School, and Bell Ringer at the San Luis Obispo Mission Church. I have started my own special events company in SLO and hope to launch it on part-time basis during summer 2008. I am very blessed to have a wonderful home crew cheering me on, my loving husband of 17 years, Christopher Monza, who encourages me to follow my dreams, and two wonderful event planners-in-training daughters, Maya (14) and Dorothy (11).

Faculty Spotlight: Jim Battersby

By: Davia Montoya

Professor Jim Battersby came to Cal Poly in 1996. Jim Battersby began with a few business classes at Cal Poly and one RPTA class at both Cal Poly and Cuesta. He will retire this year with 12 years of service to Cal Poly and RPTA.



Professor Jim Battersby and family

Jim Battersby attended Oakland City College and San Francisco State respectively to get his B.S. and M.S. in Parks and Recreation Administration. Jim has an extensive background within the field. He had worked for the Alameda Park and Recreation program through their day camp serving as a lifeguard, playground leader, sports official, drama teacher, and much more. In 1965 he moved to the Oakland Parks and Recreation Department to work with gangs, the Black Panthers, and other community groups. He served as a Recreation Supervisor in four diverse communities and was promoted to Division Chief of Sports, Aquatics, and Employee Recreation. During this time, he had the chance to officiate football and basketball at both the high school and NCAA levels. In 1982 Jim left Oakland to serve as the executive director of the Lockheed Employees Recreation Association. He was soon appointed to the Human Resources Manager position. He then began teaching at San Jose State.

When Jim Battersby retires this spring he will be staying actively involved in the community through serving on various boards, along with numerous volunteer opportunities. Currently Jim is a member of the RPTA Advisory Council, the SLO County YMCA Board, the Cuesta Boosters Board, and The Central Coast Heat Board. He will continue to coach Five Cities youth basketball as well as being an active volunteer for the Special Olympics swim program. He will also be working to improve his golf game along with spending time with his friends and family. He has eight grandchild and four children that he will be dedicating a great deal of time towards in future years.

Jim Battersby will remember the program and the students as being enthusiastic, personable, energetic, inquiring minds, and task-oriented. He will also always remember those few characters and budding "con artists."

For the current Cal Poly RPTA students, Jim Battersby reminds you to be open to all opportunities and that this is an amazing field because of all the opportunities. Looking back on his career he recalls nothing but fun challenges and wants to remind the students that nothing is going to be easy, but it will all be rewarding. He challenges you to stretch your comfort zone, be creative, stay balanced, and put effort towards those who are less fortunate.

Alumni Spotlight: Chelsea Green

By: Chelsea Green



RPTA Alumni Chelsea Green

Originally from Chester/Lake Almanor, CA, a small town of 2,200 northeast of Chico, I graduated from the local high school in 2002, from a class of 39.

After high school I attended UC Santa Cruz from 2002-2005. I had chosen to attend UCSC because of my desire to major in Astrophysics. After three years, I realized that even though I loved Theoretical Physics and basic Astronomy,

Calculus and Computer Science was not my friend.

While at UCSC, I was working as a Park Guide at Natural Bridges State Beach where I managed the visitor center and led public school tours of the Monarch Grove and Tide pools. When meeting with my college advisor, she mentioned that I transfer to a school that offered Recreation as a major.

I narrowed my choice down to Sac State and Cal Poly. I decided to choose Cal Poly because of its accreditation and reputation. I was sold by the motto of "Learn by Doing" because of my goal of hands on learning.

For my senior project I naturally focused on Space Tourism. I became familiar with Virgin Galactic during this time, and my desire to want to work for this agency grew. My senior project, *Factors that Influence the Interest Level of Adventure Tourists to Partake in Sub-Orbital Space Tourism*, was the only one to receive a perfect score. In the end my 56-paged thesis was well worth the research and effort! It goes to show that when you are truly passionate about your topic, you will become excited and engaged in your research.

My internship at Sunriver Resort in Oregon was absolutely amazing. I was given housing and lived with 3 other interns and one resort bike cop. Unfortunately, after the internship, nothing permanent opened up at the resort, so I was forced to move on.

I currently work with the National Educational Travel Council as a Tour Consultant (NETC). I work with teachers to organize experiential learning tours with their students throughout Europe, Latin America, South America, Asia, Africa, and Australia/New Zealand. This position involves working closely with teachers to create the desired world learning experience. Our Consultants serve as the primary resource with teachers during the decision making process. My major responsibilities include motivating interested teachers to organize educational tours to Europe, Latin America and Australia/New Zealand with their students and NETC. I also establish new relationships and maintain relationships with teachers. Tour Consultants qualify leads from an in-house list of teachers and grow individual territory and service clients by guiding their recruiting efforts, handling special requests and providing pertinent travel information.

The major perks of the job include an all expense paid trip for sales training to Costa Rica for five days. While in Costa Rica, I will also be paid. The same scenario exists for a trip scheduled later this summer. As incentive for being able to better sell our product, NETC is paying for me to shadow one of our 10-12 day tours in Europe (France/Spain/Italy) later this summer.

I have been in touch with Virgin Galactic's Head of Astronaut Sales, Carolyn Wincer. She has offered to mentor me so that I can better prepare myself to join their team in 2009 (hypothetically). She said that I needed more tourism sales experience and that

NETC was an excellent start. Hopefully, if their Space Port opens up in New Mexico in 2009, I will be able to work for my dream company. Another reason why you should choose a topic of interest for your senior project is because you will inevitably stumble across businesses and job opportunities during your research stages. I spent a lot of time researching Virgin Galactic (VG) and, even though it was almost 6 months later, I was able to get in touch with someone who is not only keeping me posted on updates within the company but has offered to be my mentor as well. As of right now VG only has 20 regular employees, but Carolyn Wincer has said that once they open the Space Port in New Mexico (aiming for late 2009, early 2010) they will have a vast expansion of opportunities.

Alumni Spotlight: Mark Nix

By: Mark Nix

I originally came to Cal Poly for a degree in Landscape Architecture. Two quarters later I realized I would never fall in love with this profession. One day after grabbing a sandwich from the Sandwich Plant I cruised over to the Administration building where I began to look over various degree descriptions. I came across Recreation Administration and immediately knew it was for me. After transferring into the major, I quickly became involved with anything and everything. I wanted a wide variety of experience so I could pick the best fit for my career. I worked with the Chamber of Commerce, Downtown Association, Campus Police, RAM Club (predecessor to RPTA Club), Open House Committee and even planned trips for my dorm mates. One summer, I was offered a part-time Program Assistant position with the City of Tustin. I was in charge of running an activity center and gymnasium, helping with camp programs and putting on special events. Each summer, Tustin hired me back and by the time I graduated they offered me my first full-time job as a Recreation Coordinator. I continued planning special events, working with community groups and marketing City programs and classes through the City's quarterly brochure. Again, I was eager for experience and quickly got their approval to participate in tasks outside of my job description like park development projects, presenting reports at Recreation Commission and City Council meetings, and supervising full-time staff. From Tustin I ventured to the City of Cypress, where I became a Recreation Supervisor and managed a Senior Center and implemented various events throughout the community. Now, I am a Community Services Manager for the City of Fountain Valley where I oversee the entire Recreation Division and report directly to the City Manager. I'm enjoying the position and find it rewarding. Although I'm not as hands on as I once was, I still find time to implement a few events and call bingo at the Senior Center now and then. I fell for this career for the constant interaction with so many different types of people and for the experiences I was able to offer our patrons. The job requires a lot of energy and enthusiasm but at the end of the day it all is very rewarding.



RPTA Alumni Mark Nix

Internship Spotlight: Katie Kretzinger

By: Katie Kretzinger



RPTA Intern Katie Kretzinger

After having spent nearly four years within the RPTA program, I realize it is finally time to move on. By the end of Winter Quarter I had interviewed for three internships and eventually found my place at George P. Johnson. I began my internship this quarter on April 1 in San Carlos. I commute each day from the East Bay and have been placed in the Sales Sponsorship and Partner Marketing Department. This department focuses on creating and maintaining relationships with conference exhibitors by selling booth spaces on the Pavilion floor.

George P. Johnson is a large corporate event marketing agency that has, primarily, technology companies as clients. GPJ has 21 offices, worldwide and is responsible for many of the world's largest conventions. Currently, I am onsite at JavaOne at the Moscone Center in San Francisco floating around to the different onsite jobs and experiencing it all. From registration to breakout session zone leading I have been able to see first-hand this amazing event. There are 15,000 people attending this year's conference and GPJ has worked with the client, Sun Microsystems, to create a seamless conference.

While working in the office, I have been exposed to several different departments due in large part to my wonderful supervisors who are truly invested in ensuring I have a holistic and fulfilling experience. The scope of services that GPJ provides is vast; the client is able to specialize service packages based on their personal needs. I have an ongoing project within the Program Strategy Department that uses an online tool to create profiles for the upcoming fiscal year's events. I have also worked with the Event Services Department to understand the special events that accompany a conference of this magnitude. I have found that the people here are incredibly knowledgeable and the job itself is everything I wanted.

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RPTA Students at Sea

By: Joe Carlucci, Stacie Allan, Chelsea Buttress, Evie Ewers, and Sydney Hollingsworth

Greetings from the Golden Bear! The ten of us and Dr. Goldenberg just crossed across the equator earlier today in the Pacific Ocean. We have been at sea for 11 days and are keeping busy with our classes and activities on board. The REC 400 students are currently planning programs such as a workshop on how to play the sport of cricket, a traditional Tongan dance, and a Hawaii hiking seminar that will be implemented on the ship. Meanwhile, the REC 325 class is eager for their first field trip which is just a few days away, a 4x4 Jeep excursion into the heart of Tahiti. The class has also started presentations on outdoor recreation trends, issues, and pioneers.

Along with our coursework, we have participated in many interesting Cal Maritime Academy (CMA) activities. These events have included a Sunday BBQ and karaoke dance party, hackie sack on the helo-deck, sun bathing



RPTA Students at Sea

overlooking the ocean, star gazing, charades, equator bingo, and doing what RPTA students do best - meeting new people. Along with the fun and games, we also have many responsibilities aboard the ship. At 16:00 each day we are required to do a clean sweep of our designated areas of the ship. At 12:30 we must stand attention at quarters for inspection: guys must be clean shaven, girls hair must be off their collars, and everyone must be wearing their CMA shirts and hats.

We are excited to say that we are fast approaching our ports of call: Tahiti, Tonga, New Caledonia, Maui, and Honolulu. We finally have gained our sea legs, but we are ready to step foot back on land.

We would also like to congratulate all those seniors who will be graduating in June!

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REC 412 Adventure, Travel, and Tourism: EARTH University in Costa Rica

By: Kyle Schnurrne



EARTH, located in Guácimo, Limón, Costa Rica is a private, international, non-profit university dedicated to education in the agricultural sciences and natural resources in order to contribute to the sustainable development in the tropics. By seeking a balance between agricultural production and environmental preservation the University offers opportunities to the most qualified young people from Central and

South America who use their experiences at EARTH to build and improve the agriculture in their home towns.

I had the opportunity to visit EARTH while traveling with the REC 412 Adventure, Travel, and Tourism class over Spring Break. While at Earth University we learned about current sustainability projects students were working on and spoke to two students who were completing their last year at EARTH. We were able to experience firsthand some of the University's sustainable practices. We saw how the leftover food from meals is composted and then given to the swine. From the swine, manure is created which is then used for crops. We were also able to visit their dairy unit where we saw their milking machines. After talking with the two students in the evening, we went and watched a soccer game between EARTH and another university and then played a game of our own.

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Open House 2008: Destination Cal Poly

By: Anne Sobieralski

Cal Poly's 2008 Open House was, to say the least, a success. The RPTA program was ever-present at open house this year. A generous portion of the Agriculture Pavilion was dedicated to our major and the display included a

showcase of the concentrations with the curriculum, books, and fun decorations to communicate to onlookers the active and creative nature of the RPTA major. We had many parents and potential students come up to the booth and show their interest in the major.



Rob & Sean at Open House

Because RPTA is not a well known field of study like Engineering or Business, a lot of people do not consider it first when applying or declaring their major at Cal Poly. Many parent's responses were, "How interesting, I have never heard of this major. This is what my (son or daughter) talks about wanting to do but did not know Cal Poly offered this field of study. The most common response from parents was, "If I could go back to college, THIS is what I would major in!" The booth generated an unexpected amount of interest and hopefully many future Cal Poly RPTA students to come.

The RPTA Club also setup a booth located in the Agriculture Circle along with many other clubs and organizations. It was called "The Relaxation Station" featuring free massages to passerbys. Students also gave information about the RPTA Club and what it has to offer. The booth was right next to Cal Poly's famous Tri-Tip sandwiches, so needless to say, the booth received a lot of traffic.

Finally, the RPTA program hosted a get together with families of prospective or upcoming Fall 2009 students. The RPTA faculty each shared a part about the major, and some current RPTA students got the chance to give their personal testimonies about their wonderful experiences at Cal Poly. Current students and faculty got the chance to meet the new students and their families and had the chance to answer any questions or address any apprehensions about the academics, social, or cultural aspects of coming to Cal Poly and the college experience as a whole.

Appreciation goes out to all the faculty, staff, and students who most generously gave of their time and resources to make this year's Open House such a success for the RPTA program. We look forward to many more years of continued growth within the major and believe Open House is a key ingredient to making that happen.

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Davia Montoya, Student Editor
Marni Goldenberg, Faculty Advisor/Editor
Brian Greenwood, Faculty Advisor/Editor

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