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Fall 2006 Newsletter



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Carpe Diem Save the Date: Annual Fundraiser!

Mark your calendars for Saturday, February 24, 2007 at 5:00pm for the Recreation, Parks, and Tourism Administration Program's Annual Fundraiser!!! Come and enjoy "A Night of Roman Leisure" with your fellow Reccies, faculty, alumni, family, and friends. The dinner and auction will be held this year at the San Luis Obispo Veterans Hall. Tickets are \$50 and only \$25 for students. Sign up now as seats are limited.

The evening will begin with hors d'oeuvres and the opportunity to bid on the various silent auction items. After the welcome ceremony, guests will enjoy an ultimate dining experience with the union of Greek and Italian food.

The night will climax with the introduction of the outrageous live auction items, such as:

- o Trips to Nuevo Vallarta, Cabo San Lucas, Puerto Vallarta Mexico, Yosemite, and Wyoming.
- o A year membership to Kennedy Club Fitness
- o A year of golf with Avila Beach Golf Course
- o Ski trip packages, surf lessons, winery packages, and much, much, more.
- o VINI, VIDI, VISA - I came, I saw, I shopped.

Don't miss this great opportunity to support the best major around. For in-kind auction donations, please [see this form](#). To register for this event, [see this form](#). Be sure to save the date with your family, friends, and relatives. For more information contact Heather



ADDITIONAL LINKS

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Where in the world is RPTA?

Make a Donation



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

Ferrai at hferrai@calpoly.edu or Kristin Markert at kmarkert@calpoly.edu, or Kendi Root at kroot@calpoly.edu.

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FROM MY LITTLE WOODEN DESK...

Dr. Bill Hendricks

As fall quarter 2006 comes to an end, I find myself reflecting on the "good times." However, unlike nostalgia, the good times are rolling along right now! We continue to attract some of the best and brightest students in the state and our faculty is increasingly recognized nationally as leaders in their respective areas of expertise. Highlights this fall are numerous!



Thirteen students ventured to Seattle in October, along with four faculty members to attend the NRPA Congress. Once again, students worked at our booth on university row, networking and spreading the good word about Cal Poly. The students made quite an impression in their yellow Cal Poly shirts! Faculty members were active at the conference which is also instrumental in enhancing our national reputation. Dr. Jerusha Greenwood served as a moderator for the Leisure Research Symposium session on Tourism Development and Tourist Behavior and Mr. Brian Greenwood was a moderator for Sport Systems and Organizations. In addition, Brian presented a paper, "Towards a Multiple-Mixed Methods Data Approach to Research in Youth Development." I finished up two years as the Co-chair of the Research Symposium, which was a rewarding endeavor, giving back to our leisure research community.

Although we were ecstatic to reach an all-time high of six full-time faculty members this fall, the expansion of the program continues. We recently received approval to advertise for a seventh full-time position that will commence fall 2007. Look for a new "face in the crowd" in a future newsletter.

Our student numbers continue to be strong with 295 undergraduate students and 15 graduate students. For fall 2006 we had over 200 applicants to the major for only 42 available spaces. Furthermore, our 74.6% freshman graduation rate within six years was the highest among the 17 majors in the College!

Enjoy the holidays, be safe, and as my dad says, "keep those cards and letters (emails) comin'."

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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 as 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](#)

Administration Fundraising Goals

We are on the rise! The advancement of the Recreation, Parks, & Tourism Administration Program is possible through the donations, gifts, scholarships, and support of our alumni and friends. "Imagine this" with us! The REC program has many long term fundraising goals that we will be initiating.

Imagine this!

- o Cal Poly, Recreation, Parks, & Tourism Administration is recognized as the premiere undergraduate and masters granting program in the Western United States
- o Cal Poly REC is "the source" of outreach and applied research in California for tourism, recreation, parks, and event management projects, grants, and cooperative agreements
- o REC maintains the Cal Poly promoted ratio of 1 faculty member for every 19 students
- o Student throughput to degree completion is improved with access to additional course offerings, and labs and classrooms managed by the REC program
- o REC improves its top ranking CAFES graduation to over 80% of freshmen graduating within 6 years of matriculation
- o Students have increased access to academic advising
- o Graduate student education is funded with assistantships to assist industry with applied research projects through an applied research and outreach institute
- o The graduate program becomes "the choice" of California's undergraduate recreation, parks, and tourism students
- o Leading industry businesses, agencies and organizations recruit at Cal Poly annually for employee recruitment as the preferred industry partner in recreation, parks, tourism

You can help us "imagine this!" Your contribution will make a difference in the education of Cal Poly REC students. This year we are starting to plan for a 5 year - \$5 million campaign goal. This will help us achieve the following goals:

- o Endowed faculty positions in tourism and event management
- o Development of agritourism and wine tourism program and curriculum
- o Department status – administrative support and O&E increase
- o Creation of tourism/recreation institute for outreach and research
- o REC Instruction Center – lab and classroom
- o Graduate student assistantships
- o Development of distinguished lecturer series

With the end of the year rapidly approaching, now is an ideal time to review important financial matters. Careful planning today can help you balance your personal and philanthropic goals for the remainder of the year and beyond. Giving to the Cal Poly REC program is easier than ever! Follow this [link](#) to the Giving to Cal Poly website and navigate to the College of Agriculture, Food, and Environmental Sciences, Recreation, Parks, and Tourism Administration Program site.

Advancement Successes:

We have two recent generous donations to the REC program. First, in honor of their granddaughter Ashley's graduation from REC, Mr. and Mrs. Omer King have established the Ashley D. Richardson Scholarship. We will be announcing the first recipient of the scholarship this spring. Secondly, the REC Program received its largest single donation in the 30-year history of the program. The Oreggia Family Foundation is contributing

\$75,000 to REC for program enrichment. More specifically, the gift will be used for the development of tourism curriculum and programs relating to wine tourism and agritourism. Dr. Jerusha Greenwood will be leading these efforts and is already making excellent industry contacts throughout California. The donation is our first step in reaching \$2 million to endow a tourism faculty position.

These recent donations are an excellent start to the beginning of our new fundraising campaign with a goal of raising \$5 million for the REC program. The majority of this effort will be to create two endowed faculty positions in tourism and event management. Please consider how you can help us reach our goals. Every step we take gives more credence to a Cal Poly REC degree and the legacy that you are helping to establish.

- Ashley D. Richardson Endowed Scholarship
- Pismo Coast RV Village Scholarship
- Thom Group Award for Community Service and Leadership
- Annual REC Auction and Dinner Fundraiser
- Student and faculty travel for industry meetings and professional conferences
- Computer equipment
- Alumni and student awards program

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What they are doing now: Featured Alumni

Ashley Howe

After “walking” in June 2002, Ashley studied abroad in Florence, Italy, then returned to the Bay Area to finish a coaching practicum and her internship to complete her degree in Winter 2002. With a REC degree (Sports Management and Marketing) and a specialization in Aquatics Administration she was ready to join the work force. She has been working at the Tiburon Peninsula Club since October of 2002 where she was hired as the Event Director, planning events, summer camp, and children’s programs. Currently she is the Member Services and Human Resources Director and is just about to hire someone to fill her former position. To read more about Ashley, [click here](#).

Rebecca Harris

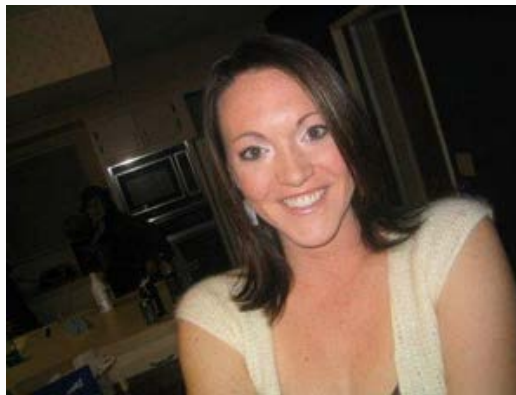
Rebecca started working in the hotel industry at the age of seven making beds and welcoming guests at her grandparent’s bed & breakfast on Cape Cod, Massachusetts. From that point on she knew she wanted to be a part of the hospitality/tourism industry, which is why becoming a Rec Major at Cal Poly was one of the best decisions she’s made. Along with the degree’s curriculum, she focused on marketing/communications and special events. Also, while in college she worked for Castoro Cellars (the best Zin!) and Sycamore Mineral Springs Resort in Avila. Although Rebecca didn’t want to leave San Luis Obispo, she was looking forward to starting a career in the hotel industry in Los Angeles. Since graduating in December 2002, she has been working for Hilton Hotels Corporation in the brand marketing department for Doubletree Hotels. She says it has been a wonderful experience working for a large company and in particular a growing hotel brand which is now going international! Rebecca is currently a Marketing Manager in charge of her company’s advertising campaign, public relations initiatives, Hilton Honors growth and other partner promotions. The hands on and in-the-field



experience gained from the Rec program have been extremely beneficial to her current job. She is looking forward to further growth within Hilton and eventually down the road would like to start her own business. And of course to keep the work/play balance, Rebecca has been involved with the Leukemia & Lymphoma Society's Team In Training program.

Amy Golladay

In June 2006, Amy left ASI to take a position at Stanford University in their nationally recognized Department of Athletics. Currently, she serves as the Assistant Coordinator of Recreational Facilities and the Coordinator of Marketing in this start-up program. For more information on Amy, [click here](#).



Doug Carscaden

Born in SLO, Doug Carscaden was always very active while growing up. He loves to mountain bike, camp, and also volunteer in the wine industry. He graduated from Cal Poly in June 2002 with a Bachelor of Science degree in Recreation Administration; his concentration being Natural Resource Recreation Management. Doug built up

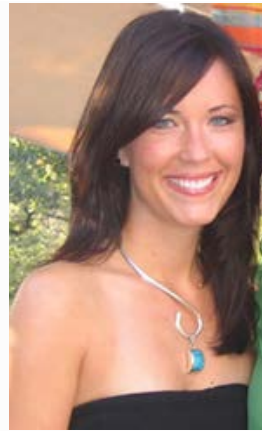


his strong resume by being very active while at Cal Poly. He was a student intern for facilities and the field supervisor in ASI recreational sports, and also volunteered for several groups and clubs including the RPTA Club, Young Farmers and Ranchers, the Morro Bay Festival, and many others.

Doug currently works for the city of San Luis Obispo as a lead park ranger. His job description includes patrolling and enforcing city parks and open space regulations, maintaining and constructing trails, conducting ranger lead hikes, and many other similar tasks.

Gretchen Bohrer

Gretchen Bohrer graduated from the Cal Poly Recreation Administration program in June of 2003 with an emphasis in Special Event Management. While in the Rec program, Gretchen helped plan the Annual Rec Golf Classic and volunteered at many other recreation related events including the Hospice du Rhone Wine Festival. Gretchen is currently working in Southern California as the District Director for the Orange County Chapter of the Muscular Dystrophy Association. She helps raise millions of dollars each year by planning gala's, golf tournaments, fill-the-



boot events with local fire departments, and much more. Gretchen and her Orange County District Team were #1 in the country for dollars raised at MDA last year finishing at 207% of budget!

Elisa Weaver

Elisa is currently working for the City of Sierra Madre Community Services Department as a Recreation Supervisor and working on getting her MBA at Cal Poly Pomona. She began working for the City of Arcadia (Los Angeles County) as the Youth Services Coordinator in July after graduation, and began doing contract special events as well. She had the opportunity to work on some fabulous events ranging from the USC vs. UCLA game, to the Grammys, and her favorite, annual management meetings for Constellation Brands (the largest wine and spirits distributor in the world) where one year they sent the international CXOs off in Hummer Limosines through Hollywood and Los Angeles on a car rally combined with scavenger hunts and company trivia. For more information about Elisa, [click here](#).



RPTA Club 2006-2007

REC Club got off to a great start this school year. We gained over 20 new members and wowed the incoming freshman from all majors with our WOW Block Party Shoot Out for membership drive. In October our members helped the club raise over \$700 by running the Volunteer Command Center at Morro Bay's 25th Annual Harbor



Festival. Thank you to all of the volunteers who helped make this year's Harbor Festival a great success for REC Club.

RPTA Club's 2006-2007 officers are doing great and working hard. The officers are: President Kristin Markert, Vice President Chelsea Green, Treasure Christie D'Amico, Secretary Sara Zelman, Social Chair Gregg Koehnen, Promotions Director Billy Headrick, Activities Director Shannon Dere, and Faculty Advisor Kendi Root, CMP.

RPTA Club receives wonderful opportunities from the surrounding community, REC faculty, and Cal Poly Alumni. Currently RPTA Club volunteers with Metro Home Loan in

San Luis Obispo to run a Bounce House during Farmer's Market. This opportunity was brought to us by our former President Ryan Baker and has become a source of steady donations directly to the club. An anonymous donation has come in this quarter and RPTA Club would like to thank the donor for supporting the club.

Though the quarter is ending RPTA Club is just starting to gear up for a year filled with fun, laughter, and possibilities. Check out our events next quarter such as barbeques, softball pick up games, CPR certification, and more fun and excitement.

For more information about the club and to join in our fun visit our web page www.calpolyrecclub.com or email President Kristin Markert, kmarkert@calpoly.edu.

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Rho Phi Lambda

The Recreation, Parks, and Tourism Administration program proudly sponsors the Alpha Mu Chapter of the National Honors Society for Parks, Recreation and Leisure: Rho Phi Lambda. Rho Phi Lambda is the national organization that recognizes students and honorary professionals in our field for their excellence in



academics, co-curricular, volunteer activities, and contributions to our field. Rho Phi Lambda members are involved with community and campus service projects as well as academic and career enrichment events every quarter. The Alpha Mu Chapter is four years young, and has initiated over 75 members.

The current Rho Phi Lambda officers are hard at work planning the Recreation, Parks, & Tourism Administration Career and Internship Fair. This event will take place on campus on February 23rd. The Career and Internship Fair will provide a great opportunity for students to connect with potential employers and internship providers as well as an opportunity for agencies to visit campus and meet with REC students and attend a reception with the members of Rho Phi Lambda. For more information please contact Jeff Jacobs at jacobs@calpoly.edu or (805) 756-7628.

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Check Out the New Rec Courses Offered!

REC 321: Hospitality Customer Service. Topics include customer satisfaction, service quality, visitor management, customer service skills and procedures, and creating a customer focused organization.

REC 412: Adventure Travel and Tourism. Take a trip to Greece! This Spring Break 2007, Dr. Jacobs will be conducting a study abroad program in Greece. The program includes Cal Poly tuition, eight nights lodging with 11 meals, room and board. It is worth two units of Cal Poly credit.

REC 321: Leave No Trace Ethics. During Spring quarter, this 2 unit course will examine issues of Leave No Trace (LNT) and students will gain a national LNT certification. This course will prepare students to both work and play in the outdoors as well as

understanding LNT issues in the front country setting.

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Ashely Howe

Ashely Howe accomplished many great things during her years at Cal Poly. She was a founding member of Rho Phi Lambda, and also was a member of the planning committee for the first annual Recreation Administration Golf Classic. She also found time to be part of the RAM club, Ski Club, and was even selected to represent her Intercollegiate Equestrian Team for two years at the National Invitational Event in Las Cruces, New Mexico.

After “walking” in June 2002, Ashley studied abroad in Florence, Italy, then returned to the Bay Area to finish a coaching practicum and her internship to complete her degree in Winter 2002. With a REC degree (Sports Management and Marketing) and a specialization in Aquatics Administration and she was ready to join the work force. She has been working at the Tiburon Peninsula Club since October of 2002 where she was hired as the Event Director, planning events, summer camp, and children’s programs. Currently she is the Member Services and Human Resources Director and is just about to hire someone to fill her former position.

Ashley continues to stay involved in many organizations. She is the Program Advisor for Alpha Phi at UC Berkeley, and is also actively involved with CPRS and it’s various boards, sections, and committees within. She has served as the Commercial Section Representative on the CPRS District I Board since 2004 and hopes to be elected as Vice President this year. Ashley is also in the final stages toward earning her Master of Science Degree at San Francisco State with the Recreation and Leisure Studies Department. Her concentration was Commercial Recreation and Tourism. Her thesis titled “The Effects of Entertainment Technology on Youth Participation in Active Recreation” will be submitted for final Graduate Studies Approval in December 2006.

Her goals for the next 3-5 years are to Serve as the CPRS District I President, host a Cal Poly intern at her agency, and locate her paver in the Memorial Plaza at Cal Poly.

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Amy Golladay

While at Cal Poly, Amy Golladay obtained a diverse background in recreation through serving as President of Rho Phi Lambda, Sports Chair of Cal Poly Panhellenic Association, and Student Manager of Front Line Services at the Cal Poly Recreation Center for ASI. Amy received the Thom Group Award for Outstanding Community Service in Spring 2005. She completed her internship with Associated Students, inc. (ASI) and graduated Summer 2005. After graduation, Amy began working full-time for ASI as Assistant Program Coordinator of Marketing & Member Relations. At ASI, she supervised Front Line Services Staff, a Marketing Student Manager and 3 Graphic Artists. Amy led marketing campaigns for first-time events such as Dusk ‘til Dawn (Winter 2006) and ASI Beach Boardwalk (Spring 2006).

In June 2006, Amy left ASI to take a position at Stanford University in their nationally recognized Department of Athletics. Stanford Athletics recently built a 70,000 square foot recreation center and initiated the development of a comprehensive Physical Education, Recreation & Wellness Program for all students, faculty and staff on the Stanford Campus. Currently, she serves as the Assistant Coordinator of Recreational Facilities and the Coordinator of Marketing in this start-up program. In her first two months she launched a new website for the Physical Education, Recreation & Wellness program,

SUwellness.stanford.edu. Some of her other duties include: production & distribution of quarterly program guide, website design & maintenance, general marketing & advertising, development & implementation of registration procedures, and supervision of the building supervisor staff.

Outside of work, Amy is enjoying living in San Francisco, taking advantage of all that city life has to offer. She enjoys concerts in Golden Gate park, hiking, going to museums, and running into Cal Poly Alums who seem to permeate the city. Amy plans to pursue her master's degree at University of San Francisco in Sports Management while working at Stanford.

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Elisa Weaver

Ever since Elisa learned to swim at the age of 2, she has been in love with recreation. At the age of 11, she began to volunteer for her local parks and recreation department. At 14 she received her first job in parks and recreation and has not worked in any other field. When the time came to select a college major, she decided Recreation Administration was the one for her.

Elisa spent the next four years in a whirl-wind of one activity after another. She was active in RAM (Recreation Administration Majors), taking on the role of treasurer for a year and a half, and then with a handful of other reccies was one of the founding members and charter president for Rho Phi Lambda. Also while at Cal Poly she was involved in Resident Council, was an RA, active in Alpha Phi Omega (the co-ed community service fraternity), and worked as a Collegiate Sport Program Supervisor at the Rec Center. She completed her official internship through the City of San Luis Obispo Parks and Recreation Department, while overseeing the Jr. High Program, Program X. Elisa had the dream college experience and by the time she graduated with her concentration in Special Events with an emphasis in Sport Management, she was completely prepared for her next challenge – working in the real world.

Elisa began working for the City of Arcadia (Los Angeles County) as the Youth Services Coordinator in July after graduation, and began doing contract special events as well. She had the opportunity to work on some fabulous events ranging from the USC vs. UCLA game, to the Grammys, and her favorite, annual management meetings for Constellation Brands (the largest wine and spirits distributor in the world) where one year they sent the international CXOs off in Hummer Limosines through Hollywood and Los Angeles on a car rally combined with scavenger hunts and company trivia.

However, she gave up the exciting corporate special event world in August of 2005 when she switched gears and began working for the neighboring City of Sierra Madre Community Services Department as a Recreation Supervisor. She was quickly promoted to Deputy Director of Community & Personnel Services. Elisa now works on coordinating department budgets; recruiting, selecting, training, and evaluating department and city-wide personnel and volunteers. Apparently, she's doing something right, as she was just honored in September with the "PublicService Award" (employee of the year) at the City's annual "Sierra Madre Honors... Dinner."

Happy holidays to you and your family!

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Make a Donation

[Make a donation to the Recreation, Parks, & Tourism Administration Program!](#)

