

Navigation

Curriculum Information

[Advising Information](#)

[Curriculum Information](#)

[Concentrations](#)

[Course Schedules](#)

[Degree Information](#)

News & Activities

[Clubs](#)

[News & Features](#)

[Newsletters](#)

Resources & Opportunities

[Faculty and Office Hours](#)

[Career Paths](#)

[Resource Links](#)

[Alumni Spotlight](#)

[Internships & Senior Project](#)

[Scholarships](#)

Listening to Students

[College Based Fees](#)

[RPTA Department](#) > [Winter 2012 Newsletter](#)

Winter 2012 Newsletter

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[View all Newsletters](#)

Navigation:

[Welcome](#) • [Jennifer Brown](#) • [LiveGiveSkate](#) • [35th Anniversary](#) • [Strategic Plan](#) •
[Visit California](#) • [Denmark Travel Journal](#) • [Startup Weekend SLO](#) • [Molly Cano](#) •
[Disney Interns](#) • [Loop Trail](#) • [Cancer and Work](#) • [Career Fair](#) • [RPTA Club](#) •
[Meet the Staff](#) • [Donate](#) •

FROM MY LITTLE WOODEN DESK...

By: Dr. Bill Hendricks, Department Head



Lambda Career Fair, and the annual auction and dinner fundraiser chaired by Kaitlin Mullinax.

You will also read in this edition of The Report about Amy Lepp and Ali Bickel who are headed to Disneyworld for their internship, incredibly successful alumni Jennifer Brown, Kacie Fischer, and Molly Cano, Dr. Goldenberg's courageous battle with cancer, and class project examples of a strategic management plan and a loop trail. Other articles highlight examples of how our students continue to stretch beyond the

ADDITIONAL LINKS

[Contact Information](#)

[Advisory Council](#)

[Graduate Program](#)

[How to Enroll](#)

[Request Info](#)

[Annual Career Fair - Organizational Registration](#)

[Where in the world is RPTA?](#)

[Make a Donation](#)



NEWS & EVENTS

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⬆ back to top

EVENT PLANNING IN THE BIG APPLE: AN RPTA ALUM'S EXCITING CAREER

By Anthonia Edgren (RPTA '13), Editor, The Report

RPTA alumna Jennifer Brown has been hard at work in New York City since she graduated Cal Poly in 2004. Since leaving San Luis Obispo eight years ago she has had an amazing career working for the New York City Mayor's Office of Special Projects and Community Events. She serves under New York City Mayor Michael Bloomberg. She started as an event coordinator and eventually worked her way up into her current position as Associate Director.



Working for the Office of the Mayor, Brown coordinates many of the events that the Mayor hosts in the city. It could be anything from a breakfast or dinner to the annual 9/11 ceremony to the NFL Championship Parade. There are usually 2-3 events per week, and Brown generally helps directly coordinate 3-4 per month. This year, Brown had the opportunity to help plan the New York Giants Celebration Parade after their Super Bowl victory over the New England Patriots.



Her prior experience planning the 2009 New York Yankees Championship Parade as well as the 2007 New York Giants Super Bowl Celebration Parade made this event familiar for Brown. A big part of putting on an event this massive is working with city agencies. Brown said, "A lot of city agencies help coordinate the event and work with our office to make it all happen." For the Giants Championship Parade, the 10 people who work in Brown's office had 48 hours to plan the parade. "We had to have all the

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right people in line to set everything in motion," added Brown. [Read more.](#)

[↩ back to top](#)

INLINE SKATING FOR A CAUSE: A TREK ACROSS THE UNITED STATES

By Dr. Brian Greenwood, Assistant Professor and Faculty Advisor for "The Report"

In an age where people circle the parking lots of retail stores just to get a few steps closer to the front door, one RPTA alumna is particularly inspirational. After graduating Cal Poly with a degree in RPTA in 2008, Kacie Fischer developed leg issues that prohibited her from engaging in her passion of running. For many, this may have led to inactivity. Not Kacie. She learned how to swim for exercise and soon was swimming for a mile or more at one time. Inspired and as her legs got better, she looked for other activities that did not involve the pounding of running; she found inline skating. After learning about the East Coast Greenway, a series of trails that provide a traffic-free route for non-motorized travel, Fischer decided to add inline skating the East Coast to her growing fitness-oriented "Bucket List." Then she thought, "Why not skate all the way across the country?"



That dream has become reality. On April 28, 2012, Kacie Fisher ('08) will lead a team of inline skaters across 18 states and 3800 miles, starting in the Los Angeles area and ending in New York City. The quest has been dubbed [LiveGiveSkate](#). Soon after deciding to skate across the country, Fischer realized, "If I

am going to do something this crazy, it has to be for a good cause." Through involvement with her cousin who has participated for many years with Special Olympics, she decided Special Olympics would be the beneficiary, so she formed a nonprofit organization entitled LiveGiveTrain Charities that is dedicated to putting on events such as LiveGiveSkate in an effort to give back. [Read more.](#)

[↩ back to top](#)

'I LEFT MY HEART' AT THE 35TH ANNIVERSARY CELEBRATION AND ANNUAL DINNER & AUCTION

By Eric Duarte (RPTA '13), Staff Writer

RPTA's 35th Anniversary
Celebration and Annual Dinner &
Auction, 'I Left My Heart In San

Luis Obispo' took place on Saturday, February 25th at picturesque Windfall Farms in Paso Robles, California.

The event was held in a refurbished barn that once housed prize race horses with price tags of \$100,00 or more. With magnificent views, lots of space, and a lively RPTA family, the stage was set for a spectacular and fun-filled evening. The theme created by RPTA students was perfect for the beautiful setting, and it produced a laid back Central Coast atmosphere that participants enjoyed. [Read more.](#)



[↩ back to top](#)

LEARN-BY-STRATEGIC PLANNING: RPTA PROJECT GROUP AIDS LONESOME GEORGE

By Kevin Mould (RPTA '14), Staff Writer

With 'Learn-By-Doing' as its motto, opportunities abound at Cal Poly to gain practical experience and put what we learn as students into action. One such opportunity within the RPTA department is RPTA 405, a required major course taught by Dr. Hendricks, that utilizes the implementation of a strategic management plan as the main learning component. Within this plan, students must choose an organization to work with and help them revise their goals and objectives while conducting various types of analysis that will ultimately help the organization be more successful.

One such project, completed this past fall, worked with the apparel company [Lonesome George](#), and was conducted by a team of students that included Amy Lepp ('12). The company, which draws its name from the last surviving member of a subspecies of Galapagos tortoise, gives 10% of its profits to educate people about sustainability. The connection with Lonesome George was made possible by Rodrigo Espinosa who is a Marketing and Brand Positioning Consultant for the company and also an RPTA Advisory Council member. [Read more.](#)



[↩ back to top](#)

RPTA STUDENTS ATTEND VISIT CALIFORNIA: TOURISM OUTLOOK

FORUM

By Eric Duarte (RPTA '13), Staff Writer

The [Visit California: Tourism Outlook Forum 2012](#) was in Sacramento, California on February 22, 2012. RPTA students Ali Bickel ('12), Lindsey Serna ('13), and Selena Ramirez ('13) attended the event on behalf of our university and department and were accompanied by Drs. Bill Hendricks and Jerusha Greenwood.



The Outlook Forum was an opportunity for students and professionals in the industry to come together and discuss current trends in California tourism. Some interesting topics of discussion were California Tourism marketing strategies, policy making, and how to keep California as a top destination for tourism. Speakers included RPTA Advisory Council members Caroline Beteta, Visit California President and CEO and Vice Chair, Brand USA; and Bob Roberts, President of the California Ski Industry Association. [Read more.](#)

[⬆ back to to](#)

COPPENHAPPENINGS: A TRAVEL JOURNAL FROM STUDY ABROAD IN DENMARK

By Kalli Sandberg (RPTA '14), Guest Writer



While all you Reccies have been enjoying one of California's warmest winters in recent history, I have been learning what a real winter is like all the way in Copenhagen, Denmark. I had never experienced real cold until arriving here just over a month ago, where wearing leggings and/or tights under jeans is cool and getting ready to go anywhere takes at least 5 minutes. I am studying abroad with an American University called DIS (Danish Institute for Study Abroad) with 800 lucky students...few who actually have heard about Cal Poly or San Luis Obispo. I forget that most people outside California only know about San Francisco and Los Angeles.

[Read more.](#)

[⬅ back to top](#)

AN ENTREPRENEURIAL SPIRIT: RPTA STUDENT INSTRUMENTAL IN PLANNING SOLD OUT STARTUP WEEKEND SLO

By "The Report" staff

Over 120 students and community members rallied on the Cal Poly campus to embrace collaboration, innovation, and entrepreneurship for the 1st Annual [Startup Weekend SLO](#) that took place January 20-22, 2011.



Startup Weekend is a global grassroots movement of active and empowered entrepreneurs who are learning the basics of founding startups and launching successful ventures. Startup Weekends occur all over the world, but the 1st Annual Startup Weekend SLO was organized by 3rd year RPTA Event Planning & Management student Eric Duarte along with Cal Poly students Kristin Kenney, Chris Petersilge, and Matt McGunnagle. [Read more.](#)

[⬅ back to top](#)

MOLLY CANO GIVES BACK TO HER MAJOR

By Hannah Baker (RPTA '13), Staff Writer

Cal Poly's Recreation, Parks & Tourism Administration department keeps its students informed about job opportunities, internships, and volunteer positions on a regular basis. E-mails from faculty members are sent daily to inspire and inform students about the many amazing opportunities available! It is also common for RPTA alumni to happily speak in various RPTA classrooms about possible career paths as well as their own. This is the case for one RPTA alumna in particular, Molly Cano ('06).



For Cano, she is living a career that she absolutely loves. As the [San Luis Obispo County's Visitors and Conference Bureau's](#) Marketing and Sales Manager, Cano has a lot on her plate. Working for a public, non-profit agency has been a great experience for Cano thus far. [Read more.](#)

[⬆ back to top](#)

LOOK OUT DISNEYWORLD, HERE THEY COME!

By Hannah Baker (RPTA '13), Staff Writer



Growing up, most kids had big dreams of going to Disneyland and experiencing the so-called 'happiest place on earth.' Fortunately, for RPTA students Amy Lepp and Ali Bickel ('12), these dreams have recently become a reality. Lepp and Bickel have both accepted internship opportunities through the Disney College Program this Spring Quarter at Disneyworld in Orlando, Florida. Through this program, they will be interning for 4 months, learning the ins and outs of Disney resorts, and getting the chance to feel 'like a kid' again...only this time as a professional!

The Disney College Program is open to all college students interested in networking and personal career development, but as one might imagine, competition is very tough to receive an internship offer. The fact that these two best friends and RPTA classmates both received offers, and were placed at the same resort, is simply amazing...and a testament to their hard work and the preparation provided by RPTA. [Read more.](#)

[⬆ back to top](#)

TOURISM STUDENTS CONTRIBUTE TO THE PROPOSED SLO LOOP TRAIL

By Hannah Baker (RPTA '13), Staff Writer

In Spring 2011, Dr. Jerusha Greenwood's RPTA 314 class conducted a large group project that consisted of creating a Loop Trail in the San Luis Obispo area. In essence, it is a 'trail' but in a very loose sense of the word. As Dr. Greenwood put it, "The trail is very theoretical in nature."

The SLO Loop Trail is also known as the Highway 101 Loop Trail, seeing as it connects various locations throughout San Luis Obispo County in a figure eight loop. It is a multi-mode trail that includes not only driving, but biking, running and walking as well. Ultimately, the trail was made to attract many transportation options other than just driving. [Read more.](#)



[↗ back to top](#)

WHERE I BELONG: THE BALANCE OF CANCER AND WORK

By Dr. Marni Goldenberg, Associate Professor

As many of you know, I have been battling breast cancer for the past year and a half. During Fall 2011 and Winter 2012 quarters I balanced the fine line of work and cancer treatment. When I was told that I would need to undergo chemotherapy and radiation treatment, it was not a matter of when do I stop working, but more, when will I be normal again and when can I get on with my life. During the fall quarter I underwent chemotherapy treatment and then in the winter quarter I had radiation therapy. [Read more.](#)



[↗ back to top](#)

RHO PHI LAMBDA'S RPTA CAREER FAIR: ANOTHER YEAR, ANOTHER SUCCESS STORY

By Anthonia Edgren (RPTA '13), Editor, The Report

Every year the RPTA honorary society, Rho Phi Lambda, works to provide a career fair geared towards professions in the hospitality, event planning, tourism, sport management, and recreation fields. This year's career fair took place in the Chumash Auditorium on Friday, February 24 from 10:00am to 1:00pm. The event was a



huge success due to the hard work and dedication of the officers of Rho Phi Lamda. Students arrived in business casual attire armed with resumes hoping to find internships, seasonal or full-time employment, and volunteer opportunities. [Read more.](#)

[⬆ back to top](#)

RPTA CLUB UPDATE: SPRING'S UPON US

By Anthonia Edgren (RPTA '13), Editor, The Report



As winter has come to a close, the RPTA club looks forward to the promising spring weather and fun activities this next quarter. This year RPTA Club is pairing up with Paddle Club and will once again be sending a volunteer group to help at the 2012 Avia Wildflower Triathlon at Lake San Antonio in May. Last year, the RPTA Club volunteers played a critical role on the water, ensuring the safety of

swimmers and encouraging them throughout the two-day event and will once again be returning to the water to do their part at the event. The RPTA Club will also continue their service ethic by participating in this year's Walk for Life. The club also has an exciting Poly Escapes trip to look forward to in the spring.

RPTA students, keep your eyes open and check your emails frequently for more exciting and fun RPTA Club events and opportunities coming up in the Spring!

[⬆ back to top](#)

MEET THE STAFF OF "THE REPORT"

Staff for "The Report" are nominated by RPTA faculty for demonstrating excellent writing skills in RPTA classes. Student writers then coordinate with the editor and faculty advisor Dr. Brian Greenwood to develop and write articles.

The editor for 2011-2012 is **Anthonia Edgren** (RPTA '13). **Kevin Mould** (RPTA '14) and **Eric Duarte** (RPTA '14) are returning staff members who began in Fall 2010 and Fall 2011, respectively, and this quarter we welcomed a new staff writer to our team, **Hannah Baker** (RPTA '13). [Read more about the staff.](#)

[⬆ back to top](#)

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Interested donors should first choose "**College of Agriculture, Food, and Environmental Sciences**" and then have the choice of giving to the "**Recreation, Parks, and Tourism Administration department**" OR the "**Excellence in**

Recreation Administration (REC Excellence) fund," which is designated to benefit RPTA student and faculty professional development.

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Navigation

Curriculum Information

[Advising Information](#)

[Curriculum Information](#)

[Concentrations](#)

[Course Schedules](#)

[Degree Information](#)

News & Activities

[Clubs](#)

[News & Features](#)

[Newsletters](#)

Resources & Opportunities

[Faculty and Office Hours](#)

[Career Paths](#)

[Resource Links](#)

[Alumni Spotlight](#)

[Internships & Senior Project](#)

[Scholarships](#)

Listening to Students

[College Based Fees](#)

[RPTA Department](#) > [Winter 2012 Newsletter](#)

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FROM MY LITTLE WOODEN DESK...

By: Dr. Bill Hendricks, Department Head



Winter always seems like it should be a time to relax and come up for air a bit after a busy fall quarter, but our students and faculty jump right into several activities that keep "learn by doing" alive and well in RPTA. Successful winter projects include Eric Duarte's involvement with the Startup Weekend SLO, Katie Nice's coordination of the Rho Phi

Lambda Career Fair, and the annual auction and dinner fundraiser chaired by Kaitlin Mullinax.

You will also read in this edition of The Report about Amy Lepp and Ali Bickel who are headed to Disneyworld for their internship, incredibly successful alumni Jennifer Brown, Kacie Fischer, and Molly Cano, Dr. Goldenberg's courageous battle with cancer, and class project examples of a strategic management plan and a loop trail. Other articles highlight examples of how our students continue to stretch beyond the traditional college experience by attending professional development opportunities such as the Visit California Tourism Outlook Forum, participating in study abroad programs, and joining the RPTA Club to partake in the club's numerous extra-curricular activities.

As we relish in our recent recognition of 25 years of accreditation by the Council of Accreditation for Parks, Recreation, Tourism and Related Professions, our faculty continue to 'push the envelope' to reach new heights we thought were unattainable just a few years ago. We really have something special taking place at Cal Poly with our

ADDITIONAL LINKS

[Contact Information](#)

[Advisory Council](#)

[Graduate Program](#)

[How to Enroll](#)

[Request Info](#)

[Annual Career Fair - Organizational Registration](#)

[Where in the world is RPTA?](#)

[Make a Donation](#)



NEWS & EVENTS

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opportunity to work with students who have been accepted to the most selective recreation, parks, and tourism program in the country. I'll close with a comment that validates this claim. A chair at one of our discipline's premier research programs recently said to me, "**Cal Poly is one of our world's very best programs in parks, recreation, and tourism. You should be proud.**" I am very proud of all that we do together to elicit such high praise from a respected academic. It's quite a reputation to live up to, but our faculty and staff strive to provide an unmatched, exceptional educational experience for our students. We should all be proud!

Enjoy the spring and don't forget as my dad always said, "Keep those cards and letters (emails) coming."

[Back to Winter 2012 newsletter](#)

[⬆ back to top](#)

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Congress in Anaheim. [Read more](#)

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Navigation

Curriculum Information

[Advising Information](#)

[Curriculum Information](#)

[Concentrations](#)

[Course Schedules](#)

[Degree Information](#)

News & Activities

[Clubs](#)

[News & Features](#)

[Newsletters](#)

Resources & Opportunities

[Faculty and Office Hours](#)

[Career Paths](#)

[Resource Links](#)

[Alumni Spotlight](#)

[Internships & Senior Project](#)

[Scholarships](#)

Listening to Students

[College Based Fees](#)

[RPTA Department](#) > [Winter 2012 Newsletter](#)

Winter 2012 Newsletter

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[View all Newsletters](#)

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ADDITIONAL LINKS

[Contact Information](#)

[Advisory Council](#)

[Graduate Program](#)

[How to Enroll](#)

[Request Info](#)

[Annual Career Fair - Organizational Registration](#)

[Where in the world is RPTA?](#)

[Make a Donation](#)



NEWS & EVENTS

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Her prior experience planning the 2009 New York Yankees Championship Parade as well as the 2007 New York Giants Super Bowl Celebration Parade made this event familiar for Brown. A big part of putting on an event this massive is working with city agencies. Brown said, "A lot of city agencies help coordinate the event and work with our office to make it all happen." For the Giants Championship Parade, the 10 people who work in Brown's office had 48 hours to plan the parade. "We had to have all the right people in line to set everything in motion," added Brown.

For Brown to be successful she constantly stays on top of what is relevant by watching the news and reading the paper. "If a marching band is featured in Queens, maybe they will then be invited to play at an event. Everything happens really quickly, and we are constantly having meetings and checking in with City Hall to see what they are doing and approving."



Brown attended Cuesta College and then Cal Poly, earning an RPTA degree with a concentration in Event Planning & Management. She got her start interning for two summers in New York; one summer working for a publishing firm and another for the Parks and Recreation department. Knowing she wanted to live and work in New York City after she graduated, Brown knew it was in her best interest to intern in New York and learn the city. Although these internships were unpaid, she gained valuable experience that helped her gain an internship with the New York City Mayor's Office her senior year.

Over the years, Brown has gone from planning small scale barbecues to large scale events. She says her most memorable event was the first one she was fully in charge of: A Mayor's speech on Earth Day at the Natural History Museum with 1000 people in attendance. However, Brown states that she has also enjoyed planning events that people will remember for many years such as the emotional 9/11 event every year and the Pope's Visit. Brown feels lucky to have the opportunity to plan events that are a part of the city and our nation's history.

When asked about the hardest part of her job, Brown responds, "Patience, not that it's

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hard, but you can plan everything for six months and things can change the day before. There is a lot of troubleshooting involved and there just never seems to be enough hours in the day." She says her favorite part of her job is, "The relationships I've built and being a part of the city. Being in the city you often forget how special it is, and it's neat being a part of historic events."

Brown has several tips for current RPTA majors:
"Be open to doing anything; if you can Google a job, it's probably not the coolest job. I never thought I would be the event coordinator for the mayor of New York City, but it's important to think outside the box." Brown also says, "Always ask questions. Having someone work on something and not understand can be a problem, don't be scared to ask." She also says that finding balance is key, "My first year working I didn't make any plans. I love what I do and I have a great team. The balancing act of it all just takes time and as you get better at your job, you understand the priorities. I make lists every day, and at the start of each day, I make a fresh list so I know exactly what I need to take care of that day."

Jennifer Brown is a true testament to the RPTA major and demonstrates that hard work, dedication, and passion are key to success. Thank you Jennifer for contributing to this edition of The Report and best wishes in your work at the New York City Mayor's Office of Special Projects and Community Events.

Photo 1- Brown updating Mayor Bloomberg at the Interfaith Breakfast
Photo 2- New York Giants Parade
Photo 3- Brown at Gracie Mansion with Mr. Met for the Mayor's annual Tee-Ball tournament.

Photo credits: Office of the Mayor, New York City

[Back to Winter 2012 newsletter](#)

[⬆ back to top](#)

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Navigation

Curriculum Information

[Advising Information](#)
[Curriculum Information](#)
[Concentrations](#)
[Course Schedules](#)
[Degree Information](#)

News & Activities

[Clubs](#)
[News & Features](#)
[Newsletters](#)

Resources & Opportunities

[Faculty and Office Hours](#)
[Career Paths](#)
[Resource Links](#)
[Alumni Spotlight](#)
[Internships & Senior Project](#)
[Scholarships](#)

Listening to Students

[College Based Fees](#)
[RPTA Department > Winter 2012 Newsletter](#)

Winter 2012 Newsletter

Live It, Protect It, Explore It!



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A newsletter for Recreation, Parks, Alumni, Students &

[View all Newsletters](#)

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ADDITIONAL LINKS

[Contact Information](#)
[Advisory Council](#)
[Graduate Program](#)
[How to Enroll](#)
[Request Info](#)
[Annual Career Fair - Organizational Registration](#)
[Where in the world is RPTA?](#)
[Make a Donation](#)


NEWS & EVENTS

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am going to do something this crazy, it has to be for a good cause." Through involvement with her cousin who has participated for many years with Special Olympics, she decided Special Olympics would be the beneficiary, so she formed a nonprofit organization entitled LiveGiveTrain Charities that is dedicated to putting on events such as LiveGiveSkate in an effort to give back.

Fischer says, "Giving is not just monetary donations; it can be giving someone a smile, opening a door for someone, or in our case...inline skating across the country to raise money for a good cause."

While being interviewed for this story, Fischer paused and said, "I hope you don't mind me breathing hard while we talk; if I waited until all of the business I have to do to prepare for this event was complete, I'd never have time to train, so I bought a hands-free headset to talk and make calls while working out." I laughed and responded, "When you're attempting to set five Guinness World Records, you're allowed to talk and work out at the same time!"



The five Guinness World Records being attempted during LiveGiveSkate include: longest distance covered on inline skates; fastest crossing of the United States on inline skates; first female to cross the United States on inline skates; greatest distance covered in 24 hours on inline skates; and farthest distance covered backwards on inline skates in 24 hours.



Fischer also added that she owed a debt of gratitude to a team of people helping to make LiveGiveSkate a reality, particularly her fiancé Adam Cleveland, a Cal Poly graduate himself with an undergraduate degree in Civil Engineering and a Masters in Biomedical Engineering. Cleveland has been instrumental in helping to plan the logistical elements of

the trip. It takes quite a lot of work to coordinate a team of skaters and support staff as well as manage sponsors and connect with Special Olympics. For those interested in following the trek across country, [Special Olympics](#) will be broadcasting a video blog at least weekly during the 90-day journey. And for those interested in donating to the cause, visit the [LiveGiveSkate](#) website.

Thanks Kacie for all that you are doing to support Special Olympics; your story is an inspiration and reminds us all to chase our dreams...no matter how big or crazy they might be!

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[Back to Winter 2012 newsletter](#)

[⬆ back to top](#)

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Navigation

Curriculum Information

Advising Information

Curriculum Information

Concentrations

Course Schedules

Degree Information

News & Activities

Clubs

News & Features

Newsletters

Resources & Opportunities

Faculty and Office Hours

Career Paths

Resource Links

Alumni Spotlight

Internships & Senior Project

Scholarships

Listening to Students

College Based Fees

RPTA Department > Winter 2012 Newsletter

Winter 2012 Newsletter
Live It, Protect It, Explore It!



View all Newsletters

"I LEFT MY HEART' AT THE 35TH
ANNIVERSARY CELEBRATION AND
ANNUAL DINNER & AUCTION

By Eric Duarte (RPTA '13), Staff Writer

RPTA's 35th Anniversary Celebration and Annual Dinner & Auction, 'I Left My Heart In San Luis Obispo' took place on Saturday, February 25th at picturesque Windfall Farms in Paso Robles, California.

The event was held in a refurbished barn that once housed prize race horses with price tags of \$100,00 or more. With magnificent views, lots of space, and a lively RPTA family, the stage was set for a spectacular and fun-filled evening. The theme created by RPTA students was perfect for the beautiful setting, and it produced a laid back Central Coast atmosphere that participants enjoyed.

Approximately 185 people, a mix of alumni, students, faculty, advisory council members, parents, and friends, attended, and the event netted close to \$20,000. Some standout auction items were: Ritz Carlton Hotel stays, San Francisco Giants tickets, NY Mets tickets, Seacrest Ocean Front Hotel stays, and naturally lots of wine. Money raised



ADDITIONAL LINKS

Contact Information

Advisory Council

Graduate Program

How to Enroll

Request Info

Annual Career Fair -
Organizational Registration

Where in the world is RPTA?

Make a Donation



NEWS & EVENTS

Dr. Marni Goldenberg was honored at the President's Community Service Awards with the 2013 Service Learning Award for her work in partnering her classes with community organizations. [Read more](#)

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is used to provide educational and professional growth opportunities, and to support the major's academic mission and goals.



The 2011-2012 Auction Committee did a fabulous job planning and implementing this event by making sure there was an amazing venue, delicious food, fun people, and an overall flawless event that left guests in awe and made them not want to leave. Committee chair Kaitlyn Mullinax '12 said "Everything was awesome! We give a huge thanks to the RPTA Auction Committee, the RPTA Community, and our supporters!"

[Back to Winter 2012 newsletter](#)

[⬆ back to top](#)

Make a Donation

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

Congress in Anaheim. [Read more](#)

RPTA alumna Amy Lepp and RPTA's chapter of Rho Phi Lambda, the major's honors society, received awards at the 2012 NRPA Annual Congress in Anaheim. [Read more](#)

Dr. Bill Hendricks was named one of two 2011-2012 Distinguished Scholarship Award winners. Hendricks was honored with a reception in May 2012 and will be recognized again at both commencement in June 2012 and convocation in September 2012. [Read more](#)

Navigation

Curriculum Information

[Advising Information](#)

[Curriculum Information](#)

[Concentrations](#)

[Course Schedules](#)

[Degree Information](#)

News & Activities

[Clubs](#)

[News & Features](#)

[Newsletters](#)

Resources & Opportunities

[Faculty and Office Hours](#)

[Career Paths](#)

[Resource Links](#)

[Alumni Spotlight](#)

[Internships & Senior Project](#)

[Scholarships](#)

Listening to Students

[College Based Fees](#)

[RPTA Department](#) > [Winter 2012 Newsletter](#)

Winter 2012 Newsletter

Live It, Protect It, Explore It!



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[View all Newsletters](#)

LEARN-BY-STRATEGIC PLANNING: RPTA PROJECT GROUP AIDS LONESOME GEORGE

By Kevin Mould (RPTA '14), Staff Writer

With 'Learn-By-Doing' as its motto, opportunities abound at Cal Poly to gain practical experience and put what we learn as students into action. One such opportunity within the RPTA department is RPTA 405, a required major course taught by Dr. Hendricks, that utilizes the implementation of a strategic management plan as the main learning component. Within this plan, students must choose an organization to work with and help them revise their goals and objectives while conducting various types of analysis that will ultimately help the organization be more successful.

One such project, completed this past fall, worked with the apparel company Lonesome George, and was conducted by a team of students that included Amy Lepp ('12). The company, which draws its name from the last surviving member of a subspecies of Galapagos tortoise, gives 10% of its profits to educate people about sustainability. The connection with Lonesome George was made possible by Rodrigo Espinosa who is a Marketing and Brand Positioning Consultant for the company and also an RPTA Advisory Council member.



In working with the company, Lepp and the other three members of her group learned how to create a vision statement, values, and goals before conducting a PEST analysis (Political, Economical, Social, Technological). This analysis allowed them to see the major

ADDITIONAL LINKS

[Contact Information](#)

[Advisory Council](#)

[Graduate Program](#)

[How to Enroll](#)

[Request Info](#)

[Annual Career Fair - Organizational Registration](#)

[Where in the world is RPTA?](#)

[Make a Donation](#)



NEWS & EVENTS

Dr. Marni Goldenberg was honored at the President's Community Service Awards with the 2013 Service Learning Award for her work in partnering her classes with community organizations. [Read more](#)

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trends in each area that affected the company and helped them to pinpoint the company's strengths and opportunities as well as weaknesses and threats that could be addressed. Overall, says Lepp, "It was an incredible learning experience...it taught me how each of the parts are connected to each other and what a company needs to do to be as successful as possible."

[Back to Winter 2012 newsletter](#)

[⬆ back to top](#)

Make a Donation

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

Congress in Anaheim. [Read more](#)

RPTA alumna Amy Lepp and RPTA's chapter of Rho Phi Lambda, the major's honors society, received awards at the 2012 NRPA Annual Congress in Anaheim. [Read more](#)

Dr. Bill Hendricks was named one of two 2011-2012 Distinguished Scholarship Award winners. Hendricks was honored with a reception in May 2012 and will be recognized again at both commencement in June 2012 and convocation in September 2012. [Read more](#)

Navigation

Curriculum Information

Advising Information

Curriculum Information

Concentrations

Course Schedules

Degree Information

News & Activities

Clubs

News & Features

Newsletters

Resources & Opportunities

Faculty and Office Hours

Career Paths

Resource Links

Alumni Spotlight

Internships & Senior Project

Scholarships

Listening to Students

College Based Fees

RPTA Department > Winter 2012 Newsletter

Winter 2012 Newsletter
Live It, Protect It, Explore It!



View all Newsletters

RPTA STUDENTS ATTEND VISIT CALIFORNIA: TOURISM OUTLOOK FORUM

By Eric Duarte (RPTA '13), Staff Writer

The [Visit California: Tourism Outlook Forum 2012](#) was in Sacramento, California on February 22, 2012. RPTA Students Ali Bickel '12), Lindsey Serna ('13), and Selena Ramirez ('13) attended the event on behalf of our university and department and were accompanied by Drs. Bill Hendricks and Jerusha Greenwood.



The Outlook Forum was an opportunity for students and professionals in the industry to come together and discuss current trends in California tourism. Some interesting topics of discussion were California Tourism marketing strategies, policy making, and how to keep California as a top destination for tourism. Speakers included RPTA Advisory Council members Caroline Beteta, Visit California President and CEO and Vice Chair, Brand USA; and Bob Roberts, President of the California Ski Industry Association.

ADDITIONAL LINKS

Contact Information

Advisory Council

Graduate Program

How to Enroll

Request Info

Annual Career Fair - Organizational Registration

Where in the world is RPTA?

Make a Donation



NEWS & EVENTS

Dr. Marni Goldenberg was honored at the President's Community Service Awards with the 2013 Service Learning Award for her work in partnering her classes with community organizations. [Read more](#)

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When asked about her experience, Bickel exclaimed, "I learned a lot! The main point that hit home was how crucial tourism is in the United States and California in particular. There was an amazing statistic stating that every 30 tourists to the United States creates one job. California in particular is a major pull that attracts tourists because of its amazing reputation for beaches, mountains, cities, wineries, and fabulous weather to enjoy recreation." With a statistic like that, RPTA students can feel even better about participating in such a rewarding major.

Throughout the forum there were also many speakers and of course plenty of networking. Bickel also said, "The best part about the forum was being able to network with faculty members and other professionals. Our faculty members seem to know just about every one in this field, and they are very good at introducing students to professionals to help us network. If students are interested in a job in this field, then nothing beats networking with professionals. I encourage all students to take advantage of the awesome opportunities our department provides for professional development and networking. It is invaluable."

In trying budget times for higher education in California and around the country, the REC Excellence Fund allows our department to continue to offer these types of professional development opportunities for our students. We echo Ali's sentiment; these experiences are invaluable and thanks again to all of our supporters out there. If you are interested in contributing to the REC Excellence Fund, click the link below.

[Back to Winter 2012 newsletter](#)

[⬆ back to top](#)

Make a Donation

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

Congress in Anaheim. [Read more](#)

RPTA alumna Amy Lepp and RPTA's chapter of Rho Phi Lambda, the major's honors society, received awards at the 2012 NRPA Annual Congress in Anaheim. [Read more](#)

Dr. Bill Hendricks was named one of two 2011-2012 Distinguished Scholarship Award winners. Hendricks was honored with a reception in May 2012 and will be recognized again at both commencement in June 2012 and convocation in September 2012. [Read more](#)

Navigation

Curriculum Information

[Advising Information](#)

[Curriculum Information](#)

[Concentrations](#)

[Course Schedules](#)

[Degree Information](#)

News & Activities

[Clubs](#)

[News & Features](#)

[Newsletters](#)

Resources & Opportunities

[Faculty and Office Hours](#)

[Career Paths](#)

[Resource Links](#)

[Alumni Spotlight](#)

[Internships & Senior Project](#)

[Scholarships](#)

Listening to Students

[College Based Fees](#)

[RPTA Department](#) > [Winter 2012 Newsletter](#)

Winter 2012 Newsletter

Live It, Protect It, Explore It!



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[View all Newsletters](#)

COPPENHAPPENINGS: A TRAVEL JOURNAL FROM STUDY ABROAD IN DENMARK

By Kalli Sandberg (RPTA '14), Guest Writer



While all you Reccies have been enjoying one of California's warmest winters in recent history, I have been learning what a real winter is like all the way in Copenhagen, Denmark. I had never experienced real cold until arriving here just over a month ago, where wearing leggings and/or tights under jeans is cool and getting ready to go anywhere takes at least 5 minutes. I am studying abroad with an American University called DIS (Danish Institute for Study Abroad) with 800 lucky students...few who actually have heard about Cal Poly or San Luis Obispo. I forget that most people outside California only know about San Francisco and Los Angeles.

I am taking four different classes, but my focus here is Media and Communications. The classes have been interesting and very hands-on in orientation. Just a few weeks ago I was the producer of a student-created news broadcast. Thanks to my experiences with RPTA courses, I kept my cool even when it was stressful. I will be visiting London next week with the same class to learn about the current trends in media. We will be visiting BBC News and maybe even one of the Olympic sites. It is going to be an amazing adventure. I am in the midst of planning my spring break for this semester, and it is crazy to book flights to major cities in Europe instead of making my four-hour drive home to the Bay Area.

ADDITIONAL LINKS

[Contact Information](#)

[Advisory Council](#)

[Graduate Program](#)

[How to Enroll](#)

[Request Info](#)

[Annual Career Fair - Organizational Registration](#)

[Where in the world is RPTA?](#)

[Make a Donation](#)



NEWS & EVENTS

Dr. Marni Goldenberg was honored at the President's Community Service Awards with the 2013 Service Learning Award for her work in partnering her classes with community organizations. [Read more](#)

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I am living in the 'Green House,' which is DIS-sponsored housing, and I am one lucky girl. My building is in the city center. It takes me five minutes to walk to class, the closest metro station, the walking street and so many historical sites. The house itself has been preserved for hundreds of years and it is rumored that a Danish Prime Minister used to live in the building. There are sixteen of us in the building and every week we are given a big bag of food from the local Co-op and are given the chance to cook a family style meal with foods that I had never even heard of. I am now comfortable with Jerusalem Artichoke (looks like an ugly potato), all types of root vegetables, and have enjoyed carrots in my desserts for a few weeks in a row. I am working with other people on my floor to create an event raising awareness during Earth Week in April and am working with a local Copenhagen event company to build inter-continental connections and learn how the Danes plan events.

This semester is already a third of the way done and I know that before I know it I will be on my plane ride back to the states. I am trying to live it up every day I can, while still getting sleep and fitting in homework when I can. Copenhagen is a wonderful city and I hope that you all get a chance to make it here one day. Until next quarter, enjoy the warmth in San Luis Obispo, and I will keep you updated on my 'Copenhappenings' soon!

[Back to Winter 2012 newsletter](#)

[↩ back to top](#)

Make a Donation

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

Congress in Anaheim. [Read more](#)

RPTA alumna Amy Lepp and RPTA's chapter of Rho Phi Lambda, the major's honors society, received awards at the 2012 NRPA Annual Congress in Anaheim. [Read more](#)

Dr. Bill Hendricks was named one of two 2011-2012 Distinguished Scholarship Award winners. Hendricks was honored with a reception in May 2012 and will be recognized again at both commencement in June 2012 and convocation in September 2012. [Read more](#)



Navigation

Curriculum Information

[Advising Information](#)

[Curriculum Information](#)

[Concentrations](#)

[Course Schedules](#)

[Degree Information](#)

News & Activities

[Clubs](#)

[News & Features](#)

[Newsletters](#)

Resources & Opportunities

[Faculty and Office Hours](#)

[Career Paths](#)

[Resource Links](#)

[Alumni Spotlight](#)

[Internships & Senior Project](#)

[Scholarships](#)

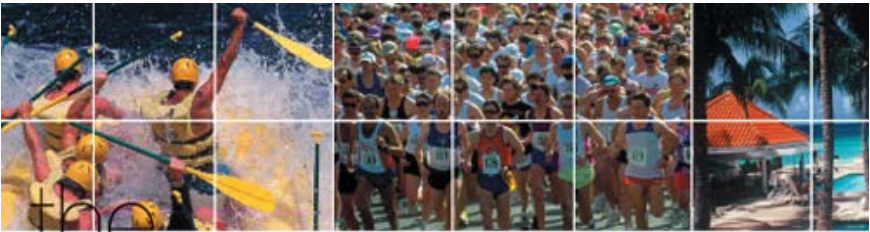
Listening to Students

[College Based Fees](#)

[RPTA Department > Winter 2012 Newsletter](#)

Winter 2012 Newsletter

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[View all Newsletters](#)

AN ENTREPRENEURIAL SPIRIT: RPTA STUDENT INSTRUMENTAL IN PLANNING SOLD OUT STARTUP WEEKEND SLO

By "The Report" staff

Over 120 students and community members rallied on the Cal Poly campus to embrace collaboration, innovation, and entrepreneurship for the 1st Annual [Startup Weekend SLO](#) that took place January 20-22, 2011.



Startup Weekend is a global grassroots movement of active and empowered entrepreneurs who are learning the basics of founding startups and launching successful ventures. Startup Weekends occur all over the world, but the 1st Annual Startup Weekend SLO was organized by 3rd year RPTA Event Planning & Management student Eric Duarte along with Cal Poly students Kristin Kenney, Chris Petersilge, and Matt McGunnagle.

ADDITIONAL LINKS

[Contact Information](#)

[Advisory Council](#)

[Graduate Program](#)

[How to Enroll](#)

[Request Info](#)

[Annual Career Fair - Organizational Registration](#)

[Where in the world is RPTA?](#)

[Make a Donation](#)



NEWS & EVENTS

Dr. Marni Goldenberg was honored at the President's Community Service Awards with the 2013 Service Learning Award for her work in partnering her classes with community organizations. [Read more](#)

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More than 80 participants on 12 teams presented their prototypes Sunday night at San Luis Obispo's first Startup Weekend. The sold-out event brought community members and Cal Poly students together in a dynamic environment to build their ideas in just 54 hours. Student backgrounds ranged from



business/marketing, graphic design, computer science, and RPTA. A panel of four judges critiqued the teams on customer validation, business model, and execution. Judges included faculty members and local business executives. Mentors also visited throughout the weekend to coach teams and guide them through any problems.

"Startup Weekend was an interdisciplinary effort, from the planning to the teams. Our goal from the beginning was to change the culture at Cal Poly to promote this integration of skills, ideas and passion," Petersilge said.



Dr. Jonathan York, professor and co-founder of the Cal Poly Center for Innovation and Entrepreneurship, saw Startup Weekend as the beginning of a culture change in the community and on campus. "Not only did the participants accomplish amazing things this weekend, but they're bridging a gap. Community

members and students from all different areas came together and that's something we need to see more of," York said.

Startup Weekend SLO will continue to plan for the 2nd annual event and hopes to spread the entrepreneurial spirit to students at Cal Poly across all majors and departments.

[Back to Winter 2012 newsletter](#)

[⬆ back to top](#)

Congress in Anaheim. [Read more](#)

RPTA alumna Amy Lepp and RPTA's chapter of Rho Phi Lambda, the major's honors society, received awards at the 2012 NRPA Annual Congress in Anaheim. [Read more](#)

Dr. Bill Hendricks was named one of two 2011-2012 Distinguished Scholarship Award winners. Hendricks was honored with a reception in May 2012 and will be recognized again at both commencement in June 2012 and convocation in September 2012. [Read more](#)

Make a Donation

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

Navigation

Curriculum Information

[Advising Information](#)

[Curriculum Information](#)

[Concentrations](#)

[Course Schedules](#)

[Degree Information](#)

News & Activities

[Clubs](#)

[News & Features](#)

[Newsletters](#)

Resources & Opportunities

[Faculty and Office Hours](#)

[Career Paths](#)

[Resource Links](#)

[Alumni Spotlight](#)

[Internships & Senior Project](#)

[Scholarships](#)

Listening to Students

[College Based Fees](#)

[RPTA Department > Winter 2012 Newsletter](#)

Winter 2012 Newsletter

Live It, Protect It, Explore It!



[View all Newsletters](#)

MOLLY CANO GIVES BACK TO HER MAJOR

By Hannah Baker (RPTA '13), Staff Writer

Cal Poly's Recreation, Parks & Tourism Administration department keeps its students informed about job opportunities, internships, and volunteer positions on a regular basis. E-mails from faculty members are sent daily to inspire and inform students about the many amazing opportunities available! It is also common for RPTA alumni to happily speak in various RPTA classrooms about possible career paths as well as their own. This is the case for one RPTA alumna in particular, Molly Cano ('06).

For Cano, she is living a career that she absolutely loves. As the [San Luis Obispo County's Visitors and Conference Bureau's](#) Marketing and Sales Manager, Cano has a lot on her plate. Working for a public, non-profit agency has been a great experience for Cano thus far.

Cano recently visited Dr. Goldenberg's RPTA 101 class to speak as a part of a panel of speakers from various careers in San Luis Obispo County. Cano was one of four speakers to discuss her current career, what it consists of, and how she got to where she is today in life. The RPTA 101 class was able to ask whatever questions they pleased to the panel speakers in order to gain more insight into possible careers after graduating from Cal Poly.



ADDITIONAL LINKS

[Contact Information](#)

[Advisory Council](#)

[Graduate Program](#)

[How to Enroll](#)

[Request Info](#)

[Annual Career Fair - Organizational Registration](#)

[Where in the world is RPTA?](#)

[Make a Donation](#)



NEWS & EVENTS

Dr. Marni Goldenberg was honored at the President's Community Service Awards with the 2013 Service Learning Award for her work in partnering her classes with community organizations. [Read more](#)

The RPTA Academic Quiz Bowl team comprised of Jamie Dehn (captain), Jordaine McGinnity, Kevin Mould, and Hayley De Carolis (alternate) put on a dominant performance in capturing Cal Poly RPTA's second national title in three years at the NRPA Annual

"Tourism is the number one industry in San Luis Obispo county," Cano mentions.

Not only is Cano promoting SLO on the map as a destination location, but she is promoting it to over 2.5 million tourists each year! This may seem like quite the load, but Cano's positive energy and happiness radiates through her when she speaks.

Working in the tourism and hospitality industry has been a treat for Cano. She feels that her current position allows her to promote a beautiful county with unlimited activities and attractions to visitors. This includes giving recommendations to wineries, restaurants, kayaking tours, etc. As an RPTA alumna, Cano provides a glimpse into one avenue of tourism that RPTA students can get involved in.

[Back to Winter 2012 newsletter](#)

[⬆ back to top](#)

Make a Donation

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

Congress in Anaheim. [Read more](#)

RPTA alumna Amy Lepp and RPTA's chapter of Rho Phi Lambda, the major's honors society, received awards at the 2012 NRPA Annual Congress in Anaheim. [Read more](#)

Dr. Bill Hendricks was named one of two 2011-2012 Distinguished Scholarship Award winners. Hendricks was honored with a reception in May 2012 and will be recognized again at both commencement in June 2012 and convocation in September 2012. [Read more](#)

Navigation

Curriculum Information

Advising Information

Curriculum Information

Concentrations

Course Schedules

Degree Information

News & Activities

Clubs

News & Features

Newsletters

Resources & Opportunities

Faculty and Office Hours

Career Paths

Resource Links

Alumni Spotlight

Internships & Senior Project

Scholarships

Listening to Students

College Based Fees

RPTA Department > Winter 2012 Newsletter

Winter 2012 Newsletter
Live It, Protect It, Explore It!



View all Newsletters

LOOK OUT DISNEYWORLD, HERE THEY COME!

By Hannah Baker (RPTA '13), Staff Writer



Growing up, most kids had big dreams of going to Disneyland and experiencing the so-called 'happiest place on earth.' Fortunately, for RPTA students Amy Lepp and Ali Bickel ('12), these dreams have recently become a reality. Lepp and Bickel have both accepted internship opportunities through the Disney College Program this Spring Quarter at Disneyworld in Orlando, Florida. Through this program, they will be interning for 4 months, learning the ins and outs of Disney resorts, and getting the chance to feel "like a kid" again...only this time as a professional!

The Disney College Program is open to all college students interested in networking and personal career development, but as one might imagine, competition is very tough to receive an internship offer. The fact that these two best friends both received offers and were placed at the same resort is simply amazing. [Read more.](#)

The Disney College Program not only offers a chance for one to meet cast members from all over the world, but it also helps to build character. Each applicant must select a particular 'role' of choice that is of interest to him or her. The many roles offered include, but are not limited to, hospitality, food and beverage service, and concierge work.

"Each role you can choose from is basically like an entry level job," Lepp comments.

ADDITIONAL LINKS

Contact Information

Advisory Council

Graduate Program

How to Enroll

Request Info

Annual Career Fair -
Organizational Registration

Where in the world is RPTA?

Make a Donation



NEWS & EVENTS

Dr. Marni Goldenberg was honored at the President's Community Service Awards with the 2013 Service Learning Award for her work in partnering her classes with community organizations. [Read more](#)

The RPTA Academic Quiz Bowl team comprised of Jamie Dehn (captain), Jordaine McGinnity, Kevin Mould, and Hayley De Carolis (alternate) put on a dominant performance in capturing Cal Poly RPTA's second national title in three years at the NRPA Annual

In Lepp's case, she will be taking on the hospitality role. With this, she will be doing some front desk work, bell hop assisting, and helping out at the concierge desk. Another perk that comes along with the internship is the opportunity to take classes while participating in one's role. Many of the classes either specialize in business, marketing, or specifically Disney.

The program begins April 9, 2012 and ends August 10, 2012. Through that time period, Disneyworld offers housing in 4 different apartment complexes. Although the housing is not entirely free, the 30-50 hour work weeks will help to cover the small costs of living for the interns.



After one completes the internship, they have the option to reapply and continue working. Lepp plans to do some traveling after the internship ends in hopes of utilizing some discounts on the Disney Cruises. Bickel is busy lining up other internship and job opportunities upon her return.

"I have always wanted to work for Disney. I chose to intern at Disneyworld because I can get into all of the parks for free and expose myself to fabulous networking opportunities that will hopefully help boost my career options after the internship," Lepp states.

One of the costs that often accompany internships, especially those 3000 miles away from home, is having to leave behind all of your family and friends. Bickel and Lepp get the added benefit of experiencing it together.

We wish you both the best of luck; Disneyworld will never be the same!

[Back to Winter 2012 newsletter](#)

[⬆ back to top](#)

Make a Donation

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

Congress in Anaheim. [Read more](#)

RPTA alumna Amy Lepp and RPTA's chapter of Rho Phi Lambda, the major's honors society, received awards at the 2012 NRPA Annual Congress in Anaheim. [Read more](#)

Dr. Bill Hendricks was named one of two 2011-2012 Distinguished Scholarship Award winners. Hendricks was honored with a reception in May 2012 and will be recognized again at both commencement in June 2012 and convocation in September 2012. [Read more](#)

Navigation

Curriculum Information

[Advising Information](#)

[Curriculum Information](#)

[Concentrations](#)

[Course Schedules](#)

[Degree Information](#)

News & Activities

[Clubs](#)

[News & Features](#)

[Newsletters](#)

Resources & Opportunities

[Faculty and Office Hours](#)

[Career Paths](#)

[Resource Links](#)

[Alumni Spotlight](#)

[Internships & Senior Project](#)

[Scholarships](#)

Listening to Students

[College Based Fees](#)

[RPTA Department > Winter 2012 Newsletter](#)

Winter 2012 Newsletter

Live It, Protect It, Explore It!



the **RePort**

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[View all Newsletters](#)

TOURISM STUDENTS CONTRIBUTE TO THE PROPOSED SLO LOOP TRAIL

By Hannah Baker (RPTA '13), Staff Writer

In Spring 2011, Dr. Jerusha Greenwood's RPTA 314 class conducted a large group project that consisted of creating a Loop Trail in the San Luis Obispo area. In essence, it is a 'trail' but in a very loose sense of the word. As Dr. Greenwood put it, "The trail is very theoretical in nature."

The SLO Loop Trail is also known as the Highway 101 Loop Trail, seeing as it connects various locations throughout San Luis Obispo County in a figure eight loop. It is a multi-mode trail that includes not only driving, but biking, running and walking as well. Ultimately, the trail was made to attract many transportation options other than just driving.



In the beginning of this group project, the RPTA 314 class took an inventory of their resources and then put together proposed sections of the loop. Each group was assigned



different sections of various parts of the figure eight loop, such as Nipomo and Highway 46. Additionally, the groups were required to conduct research on certain places like golf courses, lavender farms and bee farms. This research helped the students to understand the ways in which the trail could attract pedestrians through what it offers.

"The second phase of this trail will be to take separate sections of it and combine them into

ADDITIONAL LINKS

[Contact Information](#)

[Advisory Council](#)

[Graduate Program](#)

[How to Enroll](#)

[Request Info](#)

[Annual Career Fair - Organizational Registration](#)

[Where in the world is RPTA?](#)

[Make a Donation](#)



NEWS & EVENTS

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one main trail. This will ultimately create a database of opportunities. Eventually, the SLO Loop Trail will become a marketing tool for San Luis Obispo tourism," Dr. Greenwood commented.

Ultimately, the SLO Loop Trail was created with sustainable goals in mind. The trail is set to highlight the history and culture of San Luis Obispo. When the trail becomes a reality, it will become a key vehicle in eco-tourism throughout the county, promoting all of the wonderful aspects that San Luis Obispo has to offer!

[Back to Winter 2012 newsletter](#)

[⬅ back to top](#)

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Navigation

Curriculum Information

[Advising Information](#)

[Curriculum Information](#)

[Concentrations](#)

[Course Schedules](#)

[Degree Information](#)

News & Activities

[Clubs](#)

[News & Features](#)

[Newsletters](#)

Resources & Opportunities

[Faculty and Office Hours](#)

[Career Paths](#)

[Resource Links](#)

[Alumni Spotlight](#)

[Internships & Senior Project](#)

[Scholarships](#)

Listening to Students

[College Based Fees](#)

[RPTA Department > Winter 2012 Newsletter](#)

Winter 2012 Newsletter

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WHERE I BELONG: THE BALANCE OF CANCER AND WORK

By Dr. Marni Goldenberg, Associate Professor

As many of you know, I have been battling breast cancer for the past year and a half. During Fall 2011 and Winter 2012 quarters I balanced the fine line of work and cancer treatment. When I was told that I would need to undergo chemotherapy and radiation treatment, it was not a matter of when do I stop working, but more, when will I be normal again and when can I get on with my life. During the fall quarter I underwent chemotherapy treatment and then in the winter quarter I had radiation therapy.



I know that what kept me sane and feeling normal throughout this process was working, being with students, having 'light bulb' and 'ah ha' moments, laughing on field trips (thanks RPTA 112), advising on concentrations, future careers and internships, attending RPTA 210 events, reading senior projects, and having support from students. Some people thought I was crazy to work during this challenging time and I often told them that this is where I belonged and I knew I had students and staff that supported me.

At the end of this quarter I received a card from my RPTA 101 students, who are eager and excited to get into the major and learn what RPTA is all about. This card helped emphasize the importance of what I do. Throughout the quarter I stress the importance of writing 'thank you' notes to guest speakers, but had no idea they had made a card for me. I view this card as a medal of honor for me and for all of the students who have been part of this process with me these last two quarters. I am grateful that I was able to

ADDITIONAL LINKS

[Contact Information](#)

[Advisory Council](#)

[Graduate Program](#)

[How to Enroll](#)

[Request Info](#)

[Annual Career Fair - Organizational Registration](#)

[Where in the world is RPTA?](#)

[Make a Donation](#)



NEWS & EVENTS

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be in the classroom with all of you. Thank you!

[Back to Winter 2012 newsletter](#)

[⬆ back to top](#)

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Navigation
Curriculum Information
Advising Information
Curriculum Information
Concentrations
Course Schedules
Degree Information
News & Activities
Clubs
News & Features
Newsletters
Resources & Opportunities
Faculty and Office Hours
Career Paths
Resource Links
Alumni Spotlight
Internships & Senior Project
Scholarships
Listening to Students
College Based Fees

RPTA Department > Winter 2012 Newsletter

Winter 2012 Newsletter

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RHO PHI LAMBDA'S RPTA CAREER FAIR: ANOTHER YEAR, ANOTHER SUCCESS STORY

By Anthonia Edgren (RPTA '13), Editor, The Report

Every year the RPTA honorary society, Rho Phi Lambda, works to provide a career fair geared towards professions in the hospitality, event planning, tourism, sport management, and recreation fields. This year's career fair took place in the Chumash Auditorium on Friday, February 24 from 10:00am to 1:00pm. The event was a huge success due to the hard work and dedication of the officers of Rho Phi Lambda. Students arrived in business casual attire armed with resumes hoping to find internships, seasonal or full-time employment, and volunteer opportunities. [Read more.](#)



We'd like to publicly thank the following organizations for participating in the 2012 RPTA career fair:

- Courtyard by Marriott Paso Robles
- Avila Beach Civic Association
- San Luis Obispo Blues Baseball
- The Cliffs Resort
- San Luis Obispo Botanical Gardens
- SeaCrest Ocean Front Hotel
- Rancho El Chorro Outdoor School
- Cal Poly Athletics
- Pebble Beach Company
- San Luis Obispo County Parks
- City of San Luis Obispo, Parks and Recreation Youth Services
- Muscular Dystrophy Association, Inc
- Ventana Grill

ADDITIONAL LINKS

[Contact Information](#)

[Advisory Council](#)

[Graduate Program](#)

[How to Enroll](#)

[Request Info](#)

[Annual Career Fair - Organizational Registration](#)

[Where in the world is RPTA?](#)

[Make a Donation](#)



NEWS & EVENTS

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Sequoia National Park
San Luis Obispo County Regional Airport
California Travel Association
Pismo Beach Conference & Visitors Bureau
Oceano Dunes District, California State Parks
Dolphin Bay Resort
Comfort Inn & Suites, San Luis Obispo
Motel 6, San Luis Obispo
Family Care Network, Inc.

Special thanks also to Katie Nice and the rest of the Rho Phi Lambda officers and members for hosting and organizing a successful and helpful event!

[Back to Winter 2012 newsletter](#)

[⬅ back to top](#)

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Navigation

Curriculum Information

Advising Information

Curriculum Information

Concentrations

Course Schedules

Degree Information

News & Activities

Clubs

News & Features

Newsletters

Resources & Opportunities

Faculty and Office Hours

Career Paths

Resource Links

Alumni Spotlight

Internships & Senior Project

Scholarships

Listening to Students

College Based Fees

RPTA Department > Winter 2012 Newsletter

Winter 2012 Newsletter
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[View all Newsletters](#)

MEET THE STAFF OF "THE REPORT"

Staff for "The Report" are nominated by RPTA faculty for demonstrating excellent writing skills in RPTA classes. Student writers then coordinate with the editor and faculty advisor Dr. Brian Greenwood to develop and write articles.

The editor for 2011-2012 is **Anthonia Edgren** (RPTA '13).

Kevin Mould (RPTA '14) and **Eric Duarte** (RPTA '14) are returning staff members who began in Fall 2010 and Fall 2011, respectively, and this quarter we welcomed a new staff writer to our team, **Hannah Baker** (RPTA '13).

Here's more about the staff:

Hannah Baker (RPTA '13), Staff Writer

Baker spent a good part of her younger years growing up near the beach in Santa Cruz, CA, then moved up north to the small foothill town of Nevada City, CA. She is most happy spending time in the beautiful outdoors, whether it be in a garden, in the redwoods, or in the ocean! Her true passion lies in the preservation of the environment as well as sustainable practices. Baker hopes to only broaden her knowledge of these areas of study throughout the rest of her years here at Poly. Having recently switched into the RPTA major, getting the chance to meet the faculty in the department and learn alongside fellow RPTA students, has been "the best experience

ADDITIONAL LINKS

Contact Information

Advisory Council

Graduate Program

How to Enroll

Request Info

Annual Career Fair -
Organizational Registration

Where in the world is RPTA?

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NEWS & EVENTS

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I've had yet at Cal Poly!"



Eric Duarte (RPTA '13), Staff Writer
Event Planner, Storyteller, and Connector. Duarte is a Central Coast native whose passions are the environment, events, technology, community, providing experiences to others, and relationships. He does his best to find the beautiful things about others and appreciates good character, creativity, positivity, and a great sense of humor. Duarte plans to represent his beloved RPTA Department in upcoming internships, jobs, opportunities, and professional experiences.



Anthonia Edgren (RPTA '12), Editor
Edgren is a third year RPTA student concentrating in Sport Management and Special Events. She has been on The Report staff for three years and truly enjoys the opportunity to be Editor. Edgren hopes to turn her love of sports and communication into a career with either her hometown team, the San Diego Chargers, or a sports broadcasting network such as ESPN. In her free time, her favorite activities are running in Poly Canyon, indoor cycling and line dancing at the Grad.



Kevin Mould (RPTA '14), Staff Writer
Mould is excited to be a part of The Report staff. A sophomore from Mountain View, Mould's concentration is Sport Management, a tribute to his love for the San Jose Sharks. Why he chose RPTA: "All through high school I knew I wanted to do something related to sports business, and this seemed like the perfect way to do that!"

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If you have ideas for stories, ideas about how to improve The Report, and/or feedback about the current or past issues, please feel free to email us at rptanewsletter@gmail.com.

[Back to Winter 2011newsletter](#)

[⬆ back to top](#)

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