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FROM MY LITTLE WOODEN DESK...

By: Dr. Bill Hendricks, Department Head



As we settle into summer following our spring quarter and commencement ceremony it becomes readily apparent that Cal Poly RPTA is now well immersed in a global society. As you will read in this edition of The Report our students and alumni continue to garner international exposure in formal and informal educational and employment settings that sets them apart from many of their peers. These individuals

clearly embrace new learning experiences, diverse cultures, travel, and life-long learning.

It is also evident that we celebrate community, as we did at the annual spring banquet, and that our community extends to alumni and industry professionals who have maintained connections with Cal Poly for several years. In particular while we mourn the loss of Jodi Fisher, our 2012 Honored Alumna who recently passed away, we cherish

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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

knowing that she reached millions with her unmatched zeal for life and passion for helping others. We also celebrate the life and exuberance of so many, like Dr. Marni Goldenberg, who are cancer survivors and who have committed to continuing the fight for a cure. [Read more.](#)

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LIKE US ON FACEBOOK!

By Dr. Brian Greenwood, Associate Professor

Like most organizations around the world, we have realized the impact that social media can have in communicating with constituents. Academic departments have long struggled with how to stay connected to an ever-growing list of students, alumni, friends, and supporters. This past academic year, Dr. Hendricks enlisted Central Coast PRspectives, an on-campus student-managed public relations firm founded in 2005 by students in Cal Poly's Journalism Department, to help further our efforts in public relations and with social media. The main focus this spring was the development of a community page for RPTA. [Read more.](#)



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Congress in Anaheim. [Read more](#)

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BE KIND, BE BEAUTIFUL, BE WONDERFUL: CELEBRATING THE LIFE OF JODI FISHER

By Hannah Baker (RPTA '13), Staff Writer

"Jodi literally touched millions of lives during her final weeks, and she has left a legacy that embraces those experiences and values that we in our profession so deeply cherish."

Dr. Hendricks spoke those

kind and heartfelt words about Jodi Fisher, a 1997 Cal Poly RPTA alumna, who recently lost her battle to inoperable cancer on March 17, 2012. Fisher's positivity and liveliness shined through her, and it came to life when

she was able to accomplish many things on her "Fun List." Instead of the well-known "bucket list," Jodi and her family decided to make a list of all of the fun things they would like to do together, such as go to Disneyland, shake President Obama's hand, and appear on The Ellen DeGeneres Show. Fortunately, all of these adventures, and many more, were checked off of the Fisher's fun list before Jodi passed. [Read more.](#)



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HENDRICKS WINS PRESTIGIOUS DISTINGUISHED SCHOLARSHIP AWARD

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

The Cal Poly RPTA Faculty is a distinguished group; many have received multiple honors, awards, university and national recognition, and scholarships. RPTA Department Head Dr. Bill Hendricks has once again brought honor to the department in being awarded the Distinguished Scholarship Award for 2011-2012.

This award is given to Cal Poly professors who embody the teacher-student dynamic and relationship by utilizing students and giving them an active role in their research



projects. Furthermore, individuals receiving this award take their work and use it to contribute back to the local community, county and state.

Dr. Hendricks was honored with a reception in May 2012 and again at commencement in June 2012 and will be recognized again at convocation in September 2012. [Read more.](#)

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ALUMNI SPOTLIGHT: HOME RUNS IN AUSTRALIA

By Eric Duarte (RPTA '13), Staff Writer

The term "chase your passion" is one that we hear often around graduation time, and one RPTA alumna has taken that message to heart. Jess Dudek (pictured, left of mascot), who graduated Cal Poly in December of 2009 with a concentration in sport management, has taken that slogan to heart in chasing her passion for baseball all the way around the globe and back. Dudek recently returned to the United States after an incredible experience working "down under" for professional baseball teams in Australia.

With that passion for America's favorite pastime, Dudek first started working in baseball for the San Luis Obispo Blues in 2008. While still at Cal Poly, she also worked for Mustang Athletics as a Marketing & Special Events intern. At the end of her senior year, she used these experiences as a springboard to land an internship with the Sacramento River Cats, the Triple-A affiliate of the Oakland Athletics. She was later brought on full time by the River Cats before moving to Australia. [Read more.](#)



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JACOBS RECEIVES SERVICE LEARNING AWARD

By Kevin Mould (RPTA '14), Staff Writer



It goes without saying that the RPTA faculty is one of the hardest-working and most dedicated within this university, and it now proudly owns another teaching award to show for it. Dr. Jeff Jacobs was the recipient of the most recent Faculty Award for Service Learning at the Cal Poly President's 26th annual Community Service Awards reception this past May.

Dr. Jacobs was recognized for his outstanding contributions to the SLO and Cal Poly community by way of his RPTA 205, 302, and 360 classes, all of which incorporate some form of leadership excellence or service learning component. In his 205 classes, students undertake leadership excellence projects that seek to make the community we live in a better place by raising money to donate to local, school, and non-profit organizations. Similarly, in 360 students conduct survey research on behalf of several Cal Poly and other local organizations, and in 302 students partner with local schools to help teach environmental and outdoor education curricula. [Read more.](#)

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WHAT'S ON YOUR FUN LIST?

By Kevin Mould (RPTA '14), Staff Writer

The wonderfully inspiring story of Jodi Fisher, detailed earlier in this edition of "The Report," has touched many people around the world. Count Dr. Jeff Jacobs and his RPTA 205 Leadership course among those inspired by Jodi and her influence.

After Jacobs shared Jodi's story with his RPTA 205 class, and when they learned that she had passed away, they were so deeply moved that they banded together to join in the effort by generating the "What's On Your Fun List?" campaign. [Read more.](#)



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LEADING THE WAY AT THE CALIFORNIA

TRAVEL SUMMIT

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



Each year, the Cal Poly RPTA Department and its students, alumni and faculty receive noteworthy honors throughout the state and community. This year at the 30th California Travel Summit, the Cal Poly RPTA department was well represented. Dr. Hendricks, Professor Root, Caitlin Looney, Kirsten Locke and Natalie Moore all attended, and Becky Opris was one of four students statewide to receive a scholarship to attend the conference.

In addition, four RPTA alumni were recognized at the Summit for their accomplishments in the field

and as emerging leaders in the California Travel Industry. These individuals were: Krista Rupp ('08), Sales and Marketing Manager with the Santa Cruz County Conference and Visitors Council; Corbie Smith ('10), Sales/Project Manager with the Napa Valley Destination Council; Courtney Winters ('11), Administrative Assistant with the City of Pismo Beach Conference and Visitors Bureau; and Molly Cano ('06), Director of Sales and Marketing with the San Luis Obispo County Visitors and Conference Bureau. [Read more.](#)

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GOLDENBERG, ALUMNI, AND FRIENDS FIGHT CANCER ONE STEP AT A TIME

By Dr. Brian Greenwood, Associate Professor

On July 7 & 8, 2012, Dr. Marni Goldenberg, alumni (including Renee Costamallere, RPTA '10, pictured with Goldenberg at right), and friends took to the streets of San Francisco in the annual AVON Walk for Breast Cancer. The "SLO Hooters Team" enjoyed the company of thousands of participants, as well as cheering spectators, as they walked to help raise awareness and funds to end breast cancer. [Read more.](#)



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HEROES AND VILLAINS INVADE THE RPTA BANQUET

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



Every year, the RPTA department looks forward to the always fun and eventful end of the year banquet. This year's theme of "Superheroes & Villains" beckoned 73 RPTA students, faculty, and invited alumni and guests to attend the annual gala at the Elks Lodge in San Luis Obispo on May 24.

In addition to a set of fun senior superlative-type awards voted on by RPTA graduating seniors, the department took the opportunity to officially recognize students, alumni, and supporters whose contributions have stood out above the rest.

The department awarded the following:

Outstanding Senior: **Amy Lepp**;

Outstanding Contributions (Student):

Kaitlyn Mullinax; Outstanding

Contributions (Advisory Council): **Tim**

Ryan of Pebble Beach Resorts;

Pismo Coast Village RV Resort Senior

Project Award: **Amy Lepp, Ali Bickel,**

& Chris Devine; Pismo Coast Village

RV Resort Scholarship: **Jamie Dehn**

(pictured above with faculty); Thom

Group Community Service & Leadership

Award: **Katie McGuire**; and Honored

Alumna: **Jodi Fisher** (presented to

husband Shawn, pictured right with

Hendricks).



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GRADUATE SPOTLIGHT: MATT CLANTON

AND HIS ONE-WAY TICKET TO ADVENTURE

By Eric Duarte (RPTA '13), Staff Writer

Matt Clanton, the enthusiastic and adventurous recent RPTA graduate, left Cal Poly's graduation ceremony with a one-way ticket to New Zealand. Clanton, who concentrated in Tourism Planning & Management, said he has always wanted to travel outside of the country and would have upon high school graduation, but he was instead convinced by his mom to attend Cal Poly. Now with his degree at Cal Poly in hand, Clanton has his opportunity to travel; the one way ticket means he can have zero ties to home and can create his experience as he goes without looking back. Clanton says, "The plan is not to have a plan. I want to explore, surf, meet people, and enjoy the simple life." [Read more.](#)



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STUDENT SPOTLIGHT: HESSMER BECOMES "CENTRALLY GROWN"

By Eric Duarte (RPTA '13), Staff Writer



In the peaceful, natural lands adjacent to Highway 1, South of San Simeon, RPTA student Carina Hessmer ('12) has found an organic experience as part of Centrally Grown, LLC.

The enthusiastic Hessmer, who transferred to Cal Poly after traveling to Ecuador, essentially developed her own concentration in Sustainable Operations, and she is on track to graduate this coming December. She has joined the team at Centrally Grown in a management capacity and is currently developing plans for a sustainable destination spot in the company's unique, secluded, and spectacular location in

Cambria on California's spectacular Central Coast. [Read more.](#)

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ALUMNI SPOTLIGHT: LANDERS LOVES CHAOS...AND HER CAREER

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

Jen Landers hadn't anticipated that she would one day be the Manager of Facilities and Operations Administration at Stanford University, and she may not have anticipated the chaos that she now loves that comes with the job either. Landers, an RPTA alumna who graduated from Cal Poly in 2001, had a plan to go into special events. However, after working for the Cal Poly Alumni Center and doing special events, she decided that she wanted a different path.

After a friend set up a networking event, the pieces began falling into place. Landers made a connection with an individual at Stanford and later ended up working as the Scheduling Coordinator for athletics. In this position, she was responsible for scheduling facilities for 35 varsity teams, groups, and clubs. Not long after her appointment as the Scheduling Coordinator, Landers found herself being offered the job as Manager of Facilities and Operations. "It just landed in my lap," said Landers. Now, she has been there for five years and loves her position. [Read more.](#)



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STUDENT SPOTLIGHT: GARCIA CONTINUES TO EXCEL AT PUBLIC SPEAKING

By Hannah Baker (RPTA '13), Staff Writer



As a rising third-year RPTA student, Jackie Garcia has proven herself to be a very determined and intellectual young woman on her way to accomplishing big goals. Garcia recently participated in an undergraduate public speaking contest at the Minorities in Agriculture, Natural Resources, and Related Sciences (MANRRS) Conference in Atlanta, Georgia. Not only was she chosen out of hundreds of applicants to participate, but she also placed third in the national competition. Garcia was representing the Latinos in Agriculture Club at Cal Poly. Cal Poly helps finance conference attendance for those who are competing in co-curricular endeavors, seeing the priority in sending contestants such as Garcia

to represent the university. [Read more.](#)

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FIRSTHAND EXPERIENCE FROM COSTA RICA

By Katie McGuire (RPTA '14), Guest Writer

Some students get to go to class in a regular classroom and sit in front of a professor, while other students are lucky enough to sometimes move class outdoors, but the students in the RPTA 412 class, which I had the opportunity to be a part of, were fortunate enough to spend class for nine days in the beautiful country of Costa Rica.



Sixteen of us packed up on the Friday of finals week in winter quarter and headed out of the country for spring break on an adventure travel and tourism class with Dr. Jeff Jacobs. If you are geographically challenged, Costa Rica is a country located in Central America, bordered by Nicaragua to the North, Panama to the Southeast, the Pacific Ocean to the West, and the Caribbean Sea to the East. I could honestly say that it is the most beautiful place I have ever been. [Read more.](#)

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RPTA GONE WILD...FLOWER!

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

Every year, the RPTA Club packs their camping gear and puts on their best smiles to volunteer at the Avia Wildflower Triathlon at Lake San Antonio, CA. This one of a kind triathlon draws nearly 8,000 athletes and 30,000 spectators each year, demanding nearly 1,000 volunteers. [Read more.](#)



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RHO PHI LAMBDA ANNOUNCES NEW

OFFICERS FOR 2012-2013

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

Rho Phi Lambda, RPTA's honors society, has had a busy year; from inducting new members to hosting sweater parties to planning a successful career fair.



And, 2012-2013 promises to be an even bigger year. Thanks go to outgoing 2011-2012 club officers Amy Lepp (president), Kaci Knighton (vice president), Lauren Ferrigno (treasurer), and Carrie Nasby (secretary). The club would like to formally announce the new officers for the 2012-2013 year: Caitlin Looney ('13), President (Tourism Planning & Management; Event Planning & Management); Laura Jacobson ('13), Vice President (Sport Management); Jamie Dehn ('13), Treasurer (Event Planning & Management); and Colbie Glieden ('13), Secretary (Event Planning & Management).

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RPTA CLUB UPDATE: SPRING'S UPON US

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

While RPTA students are incredibly successful, ambitious, and studious, they do possess one weakness: the inability to ignore beautiful San Luis Obispo weather in spring. The gorgeous weather this past Spring beckoned RPTA club members to practice yoga atop mountains, volunteer with a number of organizations, make the annual trip to Wildflower, represent RPTA at Open House while providing scrumptious Snow Cones, and go exploring on the quarterly backpacking and spelunking adventure.



Members also had the opportunity to network not only with each other but with business professionals. Each meeting not only presented delicious pizza but also gave members a chance to stay updated on RPTA-related information, upcoming events, and volunteer/internship opportunities. Through hard work and organization, this year's RPTA Club officers Kaci Knighton (Co-President), Nikki Harth (Co-President), Grace Bowermaster (Vice President), Kaya Rader (Treasurer) and advisor Dr. Jeff Jacobs were able to plan a successful year for members. We agree, Kaci... "thumbs up" on a great year for RPTA Club!

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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), **Eric Duarte** (RPTA '14), and **Hannah Baker** (RPTA '13) are returning staff members who began in Fall 2010, Fall 2011, and Winter 2012, respectively.

[Read more about the staff.](#)

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clearly embrace new learning experiences, diverse cultures, travel, and life-long learning.

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We also realize that we are fortunate to have numerous "industry giants" in our corner, and I am proud to announce that Tim Ryan, Vice President of Sales at Pebble Beach Resorts, is a recipient of this year's award for Outstanding Contributions to RPTA.

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Similarly, our very own Dr. Jeff Jacobs received Cal Poly's 2012 Faculty Service Learning Award. Quite an honor among the 1,000 plus faculty on campus!

In addition to these stories and others, you will also have a chance to read about several other endeavors of our students and alumni, including our two very active student clubs, alumna Jen Lander's rise in the ranks at Stanford University, Jackie Garcia's national spotlight as an award winning public speaker, RPTA's involvement at the Cal Travel Summit, and Carina Hessmer's position at Centrally Grown.

In closing, I hope that you will each follow Jodi Fisher's ideals with plenty of experiences checked off of your "Fun List" this summer and beyond.

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That page has "taken off" since we launched it almost two months ago. We now have approximately 300 "Likes" and counting, and we anticipate phasing out the old Facebook site and focusing exclusively on the community page. We'll use the community page to keep people informed about department events, share photos of our RPTA "family" as they travel the world with our iconic yellow water bottle, post job

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announcements that we receive from our countless alumni and friends around the world, and keep us all connected in a more meaningful way. Please take time to "[Like RPTA](#)" and make our community page a key part of your social media experience.

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Dr. Hendricks spoke those kind words about Jodi Fisher, a 1997 Cal Poly RPTA alumna, who recently lost her battle to inoperable cancer on March 17, 2012. Fisher's positivity and liveliness shined through her, and it came to life when she was able to accomplish many things on her "Fun List." Instead of the well-known "bucket list," Jodi and her family decided to make a list of all of the fun things they would like to do together, such as go to Disneyland, shake Barack Obama's hand, and appear on The Ellen DeGeneres Show. Fortunately, all of these adventures, and many more, were checked off of the Fisher's fun list before Jodi passed.

Fisher grew up in Arroyo Grande and worked for the city's Parks and Recreation Department while still a student at Cal Poly. Additionally, she became a Research Assistant for Dr. Hendricks, helping to contribute to the Hendricks' success of earning

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the Excellence in Wilderness Management Research Honor. She then spent most of her professional career in the recreation field working at Rancho El Chorro Outdoor School as a Naturalist. She was widely known as a personable and knowledgeable naturalist with a passion for the outdoors.



Her passion for our field was evident, but family was most important to Fisher. She married fellow Cal Poly alumnus Shawn Fisher, and the couple have two amazing children, Callie and Jonah.

Cancer was never an obstacle that stopped Jodi from living her life happily with her family. On Jodi's 44th birthday, she celebrated by handing out free ice cream from an ice cream truck in Cayucos. Shortly after the event hit national news, many others were influenced by her story and her fun list. By February, Fisher was given the chance to meet President Obama in San Francisco. Less than a week later, she appeared on The Ellen DeGeneres Show and was presented with a \$30,000 check from Sara Lee to go towards Callie and Jonah's education.



Since Jodi's passing, hundreds of people have been doing their part to provide support to all of those that were blessed in knowing Jodi. As you will read about below in the article "What's on Your Fun List?", Dr. Jacob's RPTA 205 class has been selling t-shirts in efforts to raise money to support the Fisher family. With extensive medical bills that still need to be paid, the community is generating various ways in which we can all contribute. The RPTA Department is also working with Cal Poly on creating an annual Memorial Scholarship in honor of Jodi. So far, about \$2000 has been guaranteed from

Congress in Anaheim. [Read more](#)

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donations; however, Cal Poly requires \$10,000 up front in order to endow the scholarship.

Jodi truly did touch the lives of many all across the nation. There are various YouTube videos available for public view as well as a website entitled "[What Would Jodi Do](#)," which shares Jodi's story, blogs, and sells t-shirts for her cause. For those who are interested in more information regarding Jodi's story or who would like to buy a shirt, visit www.whatwouldjodido.com

Dr. Hendricks summed up Jodi's impact: "Jodi had an extreme passion for life, and was constantly helping others. She was incredibly inspirational by the way she approached her life and her battle with cancer. We will all miss her deeply, but her legacy shines brightly."

In Jodi's own words, "Be kind, be beautiful, be wonderful!"

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HENDRICKS WINS PRESTIGIOUS DISTINGUISHED SCHOLARSHIP AWARD

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



The Cal Poly RPTA Faculty is a distinguished group; many have received multiple honors, awards, university and national recognition, and scholarships. RPTA Department Head Dr. Bill Hendricks has once again brought honor to the department in being awarded the Distinguished Scholarship Award for 2011-2012.

This award is given to Cal Poly professors who embody the teacher-student dynamic and relationship by utilizing students and giving them an active role in their research projects. Furthermore, individuals receiving this award take their work and use it to contribute back to the local

community, county and state.

Dr. Hendricks was honored with a reception in May 2012 and again at commencement in June 2012 and will be recognized again at convocation in September 2012.

Hendricks was chosen for his research specializing in the human dimension of natural resources management, focusing on outdoor recreation conduct as it relates to the quality of recreation experiences and enhancing visitor experiences while safeguarding the environment. He has served as principal investigator for nine major research projects, including the Mt. San Jacinto Visitor Use Study, California Attitudes and Opinions Survey on Outdoor Recreation, the Oceano Dunes Vehicular Recreation Area Economic Impact, and the Morro Bay State Park Economic Impact.

Since coming to Cal Poly in 1994, Dr. Hendricks has been inducted into the American Academy for Park and Recreation Administration, awarded the Cal Poly Distinguished

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Faculty Service Learning Award, and received the Dole Award for Teaching Excellence in the College of Agriculture, Food, and Environmental Sciences.

Congratulations to Dr. Hendricks on this prestigious award! [Read the full press release.](#)

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ALUMNI SPOTLIGHT: HOME RUNS IN AUSTRALIA

By Eric Duarte (RPTA '13), Staff Writer

The term "chase your passion" is one that we hear often around graduation time, and one RPTA alumna has taken that message to heart. Jess Dudek (pictured, left of mascot), who graduated Cal Poly in December of 2009 with a concentration in sport management, has taken that slogan to heart in chasing her passion for baseball all the way around the globe and back. Dudek recently returned to the United States after an incredible experience working "down under" for professional baseball teams in Australia.

With that passion for America's favorite pastime, Dudek first started working in baseball for the San Luis Obispo Blues in 2008. While still at Cal Poly, she also worked for Mustang Athletics as a Marketing & Special Events intern. At the end of her senior year, she used these experiences as a springboard to land an internship with the Sacramento River Cats, the Triple-A affiliate of the Oakland Athletics. She was later brought on full time by the River Cats before moving to Australia.



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Dudek said she had always wanted to visit Australia but was unable to study abroad in college. Because of her many roles within professional sports from marketing and sales to promotions to managing employees and volunteers, she knew she was capable and wanted to pursue a career doing it abroad. When she heard about the Australian Baseball League (ABL), she sent an email to every single team expressing interest and her qualifications, hoping to gain employment from a team in any way possible.

All of her tenacious networking paid off, as Dudek was given the opportunity to live in Melbourne, Australia and work for the Melbourne Aces. She later moved to Sydney to join the professional staff of the Sydney Blue Sox. Both teams are part of the ABL, which is backed by Major League Baseball.



Contrasting working in America versus Australia, Dudek says, "It's interesting to see the similarities and differences between working in the two countries. You have to learn to be very open minded and able to adjust to constant change while taking on many roles."

Dudek's advice to RPTA students on the fence about going abroad is: "Just go for it! At first it may seem very scary leaving all your friends and family behind to move to a country where you don't know anyone, but don't worry, you will make friends and have an experience you will always remember."



This past month, Dudek was on the move again; this time to one of the more coveted jobs in Minor League Baseball in working for the Pawtucket Red Sox ("Paw Sox"), the

Congress in Anaheim. [Read more](#)

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Triple-A affiliate for the venerable Boston Red Sox.

The future is indeed bright for this RPTA alumna, as she continues to "chase her passion" for baseball!

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JACOBS RECEIVES SERVICE LEARNING AWARD

By Kevin Mould (RPTA '14), Staff Writer



It goes without saying that the RPTA faculty is one of the hardest-working and most dedicated within this university, and it now proudly owns another teaching award to show for it. Dr. Jeff Jacobs was the recipient of the most recent Faculty Award for Service Learning at the Cal Poly President's 26th annual Community Service Awards reception this past May.

Dr. Jacobs was recognized for his outstanding contributions to the SLO and Cal Poly community by way of his RPTA 205, 302, and 360 classes, all of which incorporate some form of leadership excellence or service

learning component. In his 205 classes, students undertake leadership excellence projects that seek to make the community we live in a better place by raising money to donate to local, school, and non-profit organizations. Similarly, in 360 students conduct survey research on behalf of several Cal Poly and other local organizations, and in 302 students partner with local schools to help teach environmental and outdoor education curricula.

In Dr. Jacobs' time here at Cal Poly more than 650 students have taken these classes and helped to collectively raise more than \$62,000, in addition to the benefits received from volunteer research and education. The most recent service project undertaken by a Jacobs-led class has perhaps been the most inspirational in helping to spread the message of Jodi Fisher to more people. The project is chronicled in this edition of "The Report" (see the "What's On Your Fun List?" article in this edition).

The latest project is yet another testament to the great care Jacobs takes in helping to

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make our community and world a better place and how he inspires his students to do the same.

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WHAT'S ON YOUR FUN LIST?

By Kevin Mould (RPTA '14), Staff Writer

The wonderfully inspiring story of Jodi Fisher, detailed earlier in this edition of "The Report," has touched many people around the world. Count Dr. Jeff Jacobs and his RPTA 205 Leadership course among those inspired by Jodi and her influence.

After Jacobs shared Jodi's story with his RPTA 205 class, and when they learned that she had passed away, they were so deeply moved that they banded together to join in the effort by generating the "What's On Your Fun List?" campaign.

WHAT'S ON
Y★O★U★R
FUN
LIST?



RPTA student Kayla Weaver ('13), who was in Jacob's class and helped to lead the project, noted that they saw a window of opportunity in the Cal Poly student population. A new t-shirt design was created that would appeal to the college age group in order to bolster sales and raise even more money for the family.

In addition to selling shirts, however, the ultimate goal was to help spread Fisher's message. Weaver said, "I

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think that the question ('What's on your fun list?') and the underlying message are good ones for people our age, because we have so many opportunities presented to us and so many different directions we can go in." In this spirit, then, let us live our

lives to the fullest and soak in even the little things, because Jodi Fisher would have wanted nothing less.

For those who are interested in more information regarding Jodi's story or who would like to buy a shirt, visit www.whatwouldjodido.com

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LEADING THE WAY AT THE CALIFORNIA TRAVEL SUMMIT

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



and as emerging leaders in the California Travel Industry. These individuals were: Krista Rupp '08), Sales and Marketing Manager with the Santa Cruz County Conference and Visitors Council; Corbie Smith ('10), Sales/Project Manager with the Napa Valley Destination Council; Courtney Winters ('11), Administrative Assistant with the City of Pismo Beach Conference and Visitors Bureau; and Molly Cano ('06), Director of Sales

Each year, the Cal Poly RPTA Department and its students, alumni and faculty receive noteworthy honors throughout the state and community. This year at the 30th California Travel Summit, the Cal Poly RPTA department was well represented. Dr. Hendricks, Professor Root, Caitlin Looney, Kristen Locke and Natalie Moore all attended, and Becky Opris was one of four students statewide to receive a scholarship to attend the conference.

In addition, four RPTA alumni were recognized at the Summit for their accomplishments in the field

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and Marketing with the San Luis Obispo County Visitors and Conference Bureau.

Furthermore Terry MacRae, CEO and President of Hornblower Cruises and Events, an RPTA Advisory Council member and Cal Poly Mechanical Engineering alumnus received the 2012 CA Travel Industry Award for the Promotion and Advancement of Tourism.

RPTA Advisory Council member Caroline Beteta, CEO of Visit California, presented on "The Power of Partnerships- From Local to Global" and "Brand USA Panel: the United States of America Welcomes You," co-moderated by Chris Perkins, Chief Marketing Officer of Brand USA. In addition, Dr. Hendricks moderated two sessions, "Opportunities for You in the Industry as a Young Professional" and the "Student Orientation." Dr. Hendricks and conference attendees had the opportunity to visit the Capital and speak with legislative representatives to discuss the importance of the travel and tourism industry as well as the importance of California State Parks.

This year's Cal Travel Summit was well attended by Cal Poly RPTA faculty, students and alumni and once again, the department demonstrated its ability to produce successful industry professionals who truly shine.



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GOLDENBERG, ALUMNI, AND FRIENDS FIGHT CANCER ONE STEP AT A TIME

By Dr. Brian Greenwood, Associate Professor

On July 7 & 8, 2012, Dr. Marni Goldenberg, alumni (including Renee Costamallere, RPTA '10, pictured with Goldenberg at right), and friends took to the streets of San Francisco in the annual AVON Walk for Breast Cancer. The "SLO Hooters Team" enjoyed the company of thousands of participants, as well as cheering spectators, as they walked to help raise awareness and funds to end breast cancer.



Those unfamiliar with the AVON Walk for Breast Cancer, a fundraising event that takes place at different times of the year in 8 cities around the country (currently San Francisco, Santa Barbara, Boston, Chicago, New York, Charlotte, Houston, & Washington, DC) might envision a casual stroll around a high school track or a leisurely jaunt with friends around the block. And while participants certainly have the option of how far they'd like to walk, the SLO Hooters team took the AVON motto of "In it to end it" to heart. Goldenberg and Costamallere walked the full route over a 2-day period and encountered many friends and RPTA alumni along the way (including Stacie Allen, RPTA

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'09, pictured with Costamailere in middle photo; and, Kelsey Pavao, RPTA '11, pictured with Goldenberg below).

How far do you think they walked? 10 kilometers? Or, maybe even a half marathon at 13 miles? Ha, more like a marathon one day and a half marathon

the next! 39 miles! Anyone who has ever been to San Francisco knows that walking a mile can be a challenge with the countless hills, but these amazing individuals were motivated by a cause that has affected so many millions of lives over the years and walked a full 39 miles over 2 days!

Goldenberg talked about the experience: "We enjoyed amazing views of the ocean, a walk across the Golden Gate Bridge, and of course enjoyed seeing my parents and having them join us in the last 2 miles of the walk. The weather was perfect the entire weekend and our feet held up to the many miles of walking by having several sock changes! We stayed for the closing ceremony, and it was truly touching and incredible to watch the checks being given away. We (SF participants) raised a total of \$4.7 million, which was given away to many amazing non-profits and research projects. A total of 270 survivors participated in the walk, and I think about 2500 participants walked! I am sure there was not a dry eye in the entire crowd."



If you are interested in learning more about the AVON Walk for Breast Cancer, please visit their website at: <http://www.avonwalk.org/>

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HEROES AND VILLAINS INVADE THE RPTA BANQUET

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



Every year, the RPTA department looks forward to the always fun and eventful end of the year banquet. This year's theme of "Superheroes & Villains" beckoned 73 RPTA students, faculty, and invited alumni and guests to attend the annual gala at the Elks Lodge in San Luis Obispo on May 24.

In addition to a set of fun senior superlative-type awards voted on by RPTA graduating seniors, the department took the opportunity to officially recognize students, alumni, and supporters whose contributions have stood out above the rest.

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The department awarded the following:
Outstanding Senior: Amy Lepp
Outstanding Contributions (Student): Kaitlyn Mullinax
Outstanding Contributions (Advisory Council): Tim Ryan of Pebble Beach Resorts
Pismo Coast Village RV Resort Senior Project Awards: Amy Lepp, Ali Bickel, & Chris Devine
Pismo Coast Village RV Resort Scholarship: Jamie Dehn
Thom Group Community Service & Leadership Award: Katie McGuire
Honored Alumna: Jodi Fisher

Dr. Brian Greenwood, Head Coach of the Academic Quiz Bowl team, also announced the members of this year's team that will compete at the 2012 National Recreation and Park Association (NRPA) Annual Congress in Anaheim in October. Members include: Dehn ('13, Captain), Jordaine McGinnity ('13), Laura Jacobson '13), and Kevin Mould ('14).



This year's banquet was particularly special in posthumously recognizing Jodi Fisher as Honored Alumna. Fisher was recognized for "exemplifying through her life and her work the spirit and the example that defines what it means to be an RPTA graduate." Dr. Hendricks developed a slide show and presented the award to Fisher's husband Shawn. Also in attendance were Jodi & Shawn's children Callie & Jonah, Jodi's parents Pam & Doug Hamp, and Jodi's best friends & RPTA classmates Rani Shah ('98) & Larinda Pontes ('98).

This year's banquet committee was composed of RPTA club members who worked long and hard to organize the successful and energy packed event. Special thanks go to: Kimberly Saavedra (Chair), Grace Bowermaster, Nikki Harth, Hayley Bauarschi, Emily Gaul, Julia Romera, and Erika Segal.

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GRADUATE SPOTLIGHT: MATT CLANTON AND HIS ONE-WAY TICKET TO ADVENTURE

By Eric Duarte (RPTA '13), Staff Writer

Matt Clanton, the enthusiastic and adventurous recent RPTA graduate, left Cal Poly's graduation ceremony with a one-way ticket to New Zealand. Clanton, who concentrated in Tourism Planning & Management, said he has always wanted to travel outside of the country and would have upon high school graduation, but he was instead convinced by his mom to attend Cal Poly. Now with his degree at Cal Poly in hand, Clanton has his opportunity to travel; the one way ticket means he can have zero ties to home and can create his experience as he goes without looking back. Clanton says, "The plan is not to have a plan. I want to explore, surf, meet people, and enjoy the simple life."



Clanton hopes to buy a Volkswagen bus-styled camper or van with a bed in the back "just in case sleeping under a waterfall sounds better than a room." He's planning to travel the North and South Islands with his girlfriend and visit Australia, Fiji, and Indonesia along the way.

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Clanton said he loved the RPTA culture of being friendly and open to others and new experiences, enjoying the moment, and having a family-type atmosphere. He loved getting to know all of his professors personally, and appreciates them having their doors wide open to help students. His favorite class was an Outdoor Education class where he had the opportunity to backpack the Channel Islands for a weekend. The class taught basic survival skills such as triangulation, finding clean drinking water, and how to engage and work with others. He feels that class in particular will be especially important when traveling and meeting others abroad.

Eventually, Clanton plans to find work in the adventure tourism industry, hopefully as a manager for a bungee jumping or skydiving operation. As he embarks on his new journey, Clanton has these words of advice: "Don't take life too seriously; have fun and enjoy it, and don't forget to smile!"

Best wishes to Matt in his future adventures!

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STUDENT SPOTLIGHT: HESSMER BECOMES "CENTRALLY GROWN"

By Eric Duarte (RPTA '13), Staff Writer



In the peaceful, natural lands adjacent to Highway 1, South of San Simeon, RPTA student Carina Hessmer ('12) has found an organic experience as part of Centrally Grown, LLC.

The enthusiastic Hessmer, who transferred to Cal Poly after traveling to Ecuador, essentially developed her own concentration in Sustainable Operations, and she is on track to graduate this coming December. She has joined the team at Centrally Grown in a management capacity and is currently developing plans for a sustainable destination spot in the company's unique, secluded, and spectacular location in

Cambria on California's spectacular Central Coast.

Centrally Grown is a sustainable living lifestyle brand with a mission that reads: To create transformative experiences for individuals and communities, inspired by nature, rooted in history, cultivated by curiosity, and advanced by simplicity. "Sustaining the simple life" is their core value, and Hessmer says RPTA has taught her "the art of applying vast amounts of gathered knowledge to create and operate a business."

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Hessmer is showing how a unique concentration can fit into the RPTA mission that is built upon providing positive and meaningful experiences to others. She has the title of Operations Strategist, and her main focus is the development of sustainably aimed recreation programming for transformational experiences. Using skills gained from RPTA classes, she is also performing project management, event coordination, and intern management.

With RPTA's vision "to promote healthy lifestyles, protect memorable places, and facilitate life-enhancing experiences," it's refreshing to see a recent graduate and a company contributing to the wellness of the world through experiences. When asked what advice she could pass on to other RPTA students, Hessmer says, "Leading a life that you love is absolutely vital to success."

Words like that are seldom heard in other fields, and it makes us all proud to see Hessmer grasping the power she says that we all have to "create our lives!"

Centrally Grown is set to open officially in the spring of 2013. Once the official website is launched, you can learn more about the company at: <http://centrallygrown.com/#!/>

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ALUMNI SPOTLIGHT: LANDERS LOVES CHAOS...AND HER CAREER

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

Jen Landers hadn't anticipated that she would one day be the Manager of Facilities and Operations Administration at Stanford University, and she may not have anticipated the chaos that she now loves that comes with the job either. Landers, an RPTA alumna who graduated from Cal Poly in 2001, had a plan to go into special events. However, after working for the Cal Poly Alumni Center and doing special events, she decided that she wanted a different path.

After a friend set up a networking event, the pieces began falling into place. Landers made a connection with an individual at Stanford and later ended up working as the Scheduling Coordinator for athletics. In this position, she was responsible for scheduling facilities for 35 varsity teams, groups, and clubs. Not long after her appointment as the Scheduling



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Coordinator, Landers found herself being offered the job as Manager of Facilities and Operations. "It just landed in my lap," said Landers. Now, she has been there for five years and loves her position.

Landers loves the chaos that comes with her position. "It's fun because every day is extremely different. When I first come in, I do the administrative, billing, email, and phone call work, and my day goes from there," said Landers. She loves that no day is the same and enjoys the surprises that come with the position. She reminisces about the time she had to meet the Secret Service out on the fields before President Obama arrived for a surprise visit. Her day is truly unpredictable; one moment she may be handling a swarm of bees or a broken pipe on a field, while the next she is talking with the Atlanta Falcons who need a field to practice on. This chaotic and dynamic environment keeps the job interesting and fun at the same time.

On a daily basis, Landers works with event managers who plan 275-300 events a year and are responsible for all of the home sporting events on campus. She also works with the director of Capital Projects in discussing and strategizing about new facilities, remodeling, maintenance issues, and facility functionality and purpose. Additionally, she works with facility supervisors and groundskeepers, and manages 25 housing units for coaches as well.

When asked about the hardest part of her job, Landers had this to say, "Thank goodness for going to Cal Poly, the 'Learn by Doing' mentality really helped me with this job. You have to jump in and learn things as you go. You have to ask a lot of questions to know what is going on. Not knowing everything and staying up to speed was a challenge at first."

Though she hadn't always planned on staying at Stanford, Landers now says that she can see herself staying there and hopes to be promoted to Assistant Athletic Director at some point. She loves the growth in her position, as each year more responsibility is added.

Landers' suggestions for current RPTA students: "Get hands on experience in whatever you think you want to do. After spending time in events I realized that's not what I wanted to do. Spend time doing it even if you're not paid for it. Volunteer on weekends if you can. Follow your passion, don't follow the money. If you follow your passion, the money will follow. And don't be afraid to try something that you didn't plan on."

Great advice for those looking to follow in the footsteps of this successful alumna!

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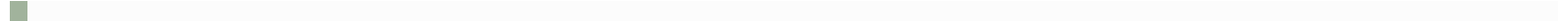
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STUDENT SPOTLIGHT: GARCIA CONTINUES TO EXCEL AT PUBLIC SPEAKING

By Hannah Baker (RPTA '13), Staff Writer



As a rising third-year RPTA student, Jackie Garcia has proven herself to be a very determined and intellectual young woman on her way to accomplishing big goals. Garcia recently participated in an undergraduate public speaking contest at the Minorities in Agriculture, Natural Resources, and Related Sciences (MANRRS) Conference in Atlanta, Georgia. Not only was she chosen out of hundreds of applicants to participate, but she also placed third in the national competition. Garcia was representing the Latinos in Agriculture Club at Cal Poly. Cal Poly helps finance conference attendance for those who are competing in co-curricular endeavors, seeing the priority in sending contestants such as Garcia

to represent the university.

All undergraduate students attending college throughout the United States had the opportunity to submit written speeches to MANRRS in hopes of being chosen as one of the six speakers to participate in the public speaking contest. The topic for the speeches this year, as well as the theme for the conference, was Planting Seeds for Global Success. Garcia titled her speech, The Seven Seeds, which beautifully began with a Native American proverb. Throughout the speech, Garcia discussed the components of planting seeds with the help of support systems to make those seeds successful.

Garcia comments, "I think that we can

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reach global success through leaders because they are the ones that will step up to accomplish global goals." As secretary of the Latinos in Agriculture Club, she also adds, "I see agriculture as something that can continually feed the world and to keep people alive and well. That is where our global success lies."

The conference was held for four days during the first week of Cal Poly's Spring Quarter in late March. Garcia explained how each day had something new to offer. Some highlights were the numerous workshops held by professionals in the agriculture industry and the career fair.

Public speaking appears to be something that comes naturally for Garcia, as she placed second in the same contest held in Orlando, Florida two years ago. This time around, placing third overall earned her \$150 and another honor for Latinos in Agriculture, RPTA, and Cal Poly.

Congratulations Jackie, we're proud of your accomplishments!



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FIRSTHAND EXPERIENCE FROM COSTA RICA

By Katie McGuire (RPTA '14), Guest Writer

Some students get to go to class in a regular classroom and sit in front of a professor, while other students are lucky enough to sometimes move class outdoors, but the students in the RPTA 412 class, which I had the opportunity to be a part of, were fortunate enough to spend class for nine days in the beautiful country of Costa Rica.



Sixteen of us packed up on the Friday of finals week in winter quarter and headed out of the country for spring break on an adventure travel and tourism class with Dr. Jeff Jacobs. If you are geographically challenged, Costa Rica is a country located in Central America, bordered by Nicaragua to the North, Panama to the Southeast, the Pacific Ocean to the West, and the Caribbean Sea to the East. I could honestly say that it is the most beautiful place I have ever been.

When I left for Costa Rica I

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had almost no knowledge about the country, where it was, and what I was getting myself into. In the end, I was so thankful that I did get myself into it, because the trip to Costa Rica was a trip of a lifetime and one that I will never forget. I returned home with a firsthand experience of the culture and geography, and an experience that went way beyond any expectation that I could ever have imagined.



My first thought when I signed up for the trip was that it should be fun, but I did not know how much fun it would be and how much I would learn about a culture that I knew very little about beforehand. With all of its unique geography, Costa Rica is a country perfect for a tourist looking for adventure. Having a climate and geography that has tropical rain forests, volcanoes, and crystal clear beaches makes Costa Rica a true treasure and gives many people a reason to travel there.

Our RPTA 412 class had the awesome opportunity to go white water rafting, canopy zip lining, and waterfall repelling. Not only were we able to participate in adventure activities; we were able to hear from Costa Rican locals, tour guides with fascinating accents, and hotel staff who explained to us how the geography and climate of the country affects the tourism industry. We were also fortunate enough to tour Earth University, a unique institution that offers an undergraduate program in agricultural sciences and the sustainable use of natural resources and has students from all over the world.

I definitely believe that I left Costa Rica a different person than when I arrived. I think I left with more ambition and a love for traveling that I never knew I had. I also left with an openness of mind to try new things and meet new people. Costa Rica was probably my favorite trip of my life and if any other RPTA student asked me if they should take the class, I think I would reply with, "You'd better!"

For those interested in reading more about what the RPTA 412: Adventure Travel & Tourism (Costa Rica) course entailed, see the course flyer below.

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RPTA 412 ~ Adventure Travel & Tourism

Adventure Travel Course to Costa Rica

March 17 - 25, 2012



"Learn by Going" And Sample the Best of Costa Rica

- Explore some of the most stunning areas Costa Rica has to offer.
- Travel from the Caribbean to the Pacific Coast and overnight in 5 different areas.
- Attend seminars with several tour operators and guides.
- Sample the beaches, jungles, volcanoes, hot springs, rivers, waterfalls, and diversity of Costa Rica.
- Stay in locally owned properties while sampling and experiencing the local Costa Rican culture.
- Hear from industry experts about International and Adventure Travel & Tourism.

The Program Includes:

- Three units of Cal Poly Credit ~ RPTA 412: Adventure Travel & Tourism
- All Inclusive: Lodging, Most Meals, Excursions, Instruction, Equipment, Seminars, and all travel in Costa Rica
- Cal Poly Faculty Instructor
- Tours and Seminars at EARTH University
- Wildlife and Jungle Tours and Guides
- Overnight in locally operated properties
- Evening activities w/ stories and seminars and a chance to sample traditional Costa Rican cooking and culture.
- Prereq: RPTA 412 Winter 2012 or Instructor Consent

Student Responsibilities:

- Students will be responsible for interviewing local tour operators and guides
- Students will attend daily seminars and discussion groups
- Students will maintain a journal during the trip, with assigned topics
- Students will present on a segment of the adventure travel industry
- Students will write a reflection paper following the trip
- Students will create a course video

Program Cost: \$1,770 - Does not include airfare

For more information please contact
Dr. Jeff Jacobs

Jacobs@calpoly.edu
756.7628



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RPTA GONE WILD...FLOWER!

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

Every year, the RPTA Club packs their camping gear and puts on their best smiles to volunteer at the Avia Wildflower Triathlon at Lake San Antonio, CA. This one of a kind triathlon draws nearly 8,000 athletes and 30,000 spectators each year, demanding nearly 1,000 volunteers.



For the second year in a row, the RPTA Club volunteered on the Swim Course led by fellow RPTA student and Wildflower Swim Committee Lead, Anthonia Edgren. This year, 30 RPTA Club members and friends grabbed their wetsuits and jumped on kayaks and paddleboards to ensure the safety of the athletes while also helping them stay on course.



Roxanne Noland ('15), part of the Wildflower Swim Committee, said, "The RPTA Club volunteers are the best! Not only do they show up with smiles on their faces before the sun is up, but they do a fantastic job ensuring the safety of athletes while encouraging and cheering them on as well. The swim course is the

hardest part of the course for many participants, and the RPTA Club knows just how to keep athletes motivated and believing in themselves."

When the RPTA Club finished with their shift, they donated their time to handing out

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medals at the finish line and cheering on racers as they completed the course. Though the two day event was grueling for volunteers, they were rewarded in the fact that they made a difference in helping someone achieve their goal; according to Edgren, "The RPTA Club has no idea how much their role on the water contributes to many of the athletes' success. For me, seeing the volunteers out on the water encouraging and supporting athletes is a really moving experience, and I think that feeling of making someone's day is what keeps RPTA volunteers coming back for more...well, that, and it's also a total blast!"

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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 2021-2013 is **Anthonia "Toni" Edgren** (RPTA '13). This is Toni's third year as editor!

Kevin Mould (RPTA '14) and **Hannah Baker** (RPTA '13) are returning staff members who began in Fall 201, and Winter 2012, respectively. **Laurel Thomson** (RPTA '15) began this fall as a new staff member. Welcome, Laurel!

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 I've had yet at Cal Poly!"



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Anthonia Edgren (RPTA '13), 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.



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Kevin Mould (RPTA '14), Staff Writer

Mould is excited to be a part of The Report staff. A second-year student 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!"

Laurel Thomson (RPTA '15)

Thomson, a 2nd year RPTA student, spent her childhood in Roseville, CA. Choosing the RPTA department was "one of the best decisions in her life," and from the very first day in RPTA 101, Thomson knew she was in the right place. It's a perfect match for her, and with her degree, she aspires to travel the world and work in either Event or Resort Management. Thomson is thrilled to have the opportunity to join The Report, and is looking forward to the years to come.



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.

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