

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 2013 Newsletter

Winter 2013 Newsletter

Live It, Protect It, Explore It!



[View all Newsletters](#)

Navigation:

[Welcome](#) • [Editorial](#) • [Alumni Honor](#) • [Chris Eversley](#) • [Lauren Mendoza](#) • [Dinner & Auction](#) • [Poly Reps](#) • [Sasha Lozovoy](#) • [Erik Long](#) • [Jobs Blog](#) • [RPTA 210 Projects](#) • [Hearst Castle Trip](#) • [RPTA Club](#) • [Rho Phi Lambda](#) • [Meet the Staff](#) • [Donate](#)

FROM MY LITTLE WOODEN DESK...

By: *Dr. Bill Hendricks (pictured below, age 6), Department Head*

Change seems to be the theme around our neck of the woods as RPTA is well entrenched in its fourth year as a stand-alone department. Bright, engaging students embrace change on a daily basis. They adapt to new technology, develop creative solutions to problems, and seek to expand their experiences and views of the world from both academic and co-curricular settings. In this edition of *The Report*, you will read about the success of alumni Julia Chase and Nika Jalali who were recently recognized as emerging industry leaders by CalTravel. You will also hear about Camille Balasek who has changed and expanded our approach to social media. You will be exposed to class field trips that embody Cal Poly's Learn by Doing philosophy. You will also read about one of our outstanding student athletes, and you will hear about the achievements at our most recent auction and dinner fundraiser. However, there is a little more change on the horizon that is both bittersweet and bursting with opportunity. [Read more.](#)



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

EDITORIAL: FINDING AND SEIZING OPPORTUNITY

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

Each year RPTA students are presented with endless opportunities to grow as professionals, and finding internships and employment is getting more accessible for students. As you will read below, the new RPTA blog gives students the chance to view and apply for local, state, and international job opportunities in our field, and the annual RPTA-targeted career fair gives students an opportunity to network and interview with respected employers in the RPTA field. As Spring and Summer quickly approach, many of us (including myself) are on the hunt for summer jobs and post-graduation employment. [Read more](#)



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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](#)

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↕ back to top

YOUNG ALUMNI AWARDED HONOR

By Kevin Mould (RPTA '14), Staff Writer

The central focus of the Learn by Doing approach at Cal Poly is to provide students with the practical experience they need to be successful in the future, a fact that is particularly evident in the careers of two of RPTA's recent graduates. Nika Jalali (RPTA '11) and Julia Chase (RPTA '08), both currently working in Southern California, have made a name for themselves as emerging leaders in the travel and tourism industry. The two Cal Poly RPTA alumni were awarded as "Emerging Leaders" by the California Travel Association (CalTravel).



Jalali is the Executive Relations Assistant for the Santa Monica Convention & Visitors Bureau, where she assists the CEO with high level initiatives such as the newly approved Santa Monica Tourism Marketing District. She joined the Bureau as a summer intern in

May of 2011, and quickly established herself as an asset before accepting a full-time position. Since then, Jalali has managed such initiatives as the Bus Driver Program, Mobile Visitors Center, and the "I Am Santa Monica" Training Workshop.



Julia Chase has established a similar name for herself working with the Anaheim Visitor & Convention Bureau, where she began after graduation in 2008. Currently, she is the Convention Sales Manager, where her job is to create awareness of the meeting and event opportunities available in Anaheim and the Orange County area. Her efforts help to stimulate the economic growth of Orange County by helping corporate groups with hotel, restaurant, and entertainment selection in addition to other services. Chase says, "One of the most rewarding aspects of my job is building relationships with my clients through trade shows, networking, client events, and

participation in professional organizations."

[↕ back to top](#)

STUDENT-ATHLETE SPOTLIGHT: CHRIS EVERSLEY, PROUD MUSTANG AND SELFLESS LEADER

By Kalli Sandberg (RPTA '14), Staff Writer | Pictures courtesy of Cal Poly Athletics

Chris Eversley (RPTA '14), is one of the few out of state students we see around campus, but he didn't start his college career at Cal Poly. As a forward on the Cal Poly men's basketball team as well as a Sport Management concentration within the major, Eversley hails from Chicago, Illinois where he was raised by two parents that both played basketball; his mom at Long Beach State, and his dad on the Chicago Bulls and later Sweden to play competitive international basketball in Scandinavia. Eversley says, "Luckily, I was blessed with tall parents and that trickled down to me." [Read more.](#)



[↕ back to top](#)

SENIOR SPOTLIGHT: LAUREN MENDOZA, FOR THE LOVE OF DANCE

By Anthonia Edgren, Editor, The Report | Photo credits to Kamil Konrad

Lauren Mendoza (RPTA '13) has been

dancing her way through college for the past three years and recently starred in the acclaimed production, Orchesis. A native of Walnut Creek, she has been dancing her heart out for 16 years and has dedicated a great deal of time towards being a skilled dancer.

At the age of 6 Mendoza started dancing and traveled often, competing in dance competitions around the country. Coming to Cal Poly, Mendoza enrolled in an Intermediate Modern Dance class and was intrigued by photographs of students in dance productions in the room. Further investigation led her to try out for the Orchesis dance production, and she has been dancing with them ever since. Mendoza recalls her experience with Orchesis, "When I came to Poly and joined Orchesis it was really different because Orchesis focuses primarily on concert dance instead of commercial dance styles. It opened my eyes to a very different and more mature style of dance, and I feel like I have grown as a dancer so much more in these past three years through Orchesis. More so than with any other experience in my dance career." [Read more.](#)



↕ back to top

RPTA FINDS ITS "ROOTS" AT THE ANNUAL AUCTION & DINNER

By Kalli Sandberg (RPTA '14), Staff Writer

We are all rooted in our RPTA education thanks to the 2013 Auction Committee's hard work and commitment. On Friday February 22nd, the Cal Poly RPTA department held the annual RPTA Auction and Dinner appropriately titled, "Roots of Education." Thanks to Kendi Root and her Winter 2012 RPTA 420 class, this year's theme was The Roots of Education. Jamie Dehn (RPTA '13), Auction Committee Chair, said "I liked the theme a lot because it showcases the people who are so involved in our education from our parents, to the faculty, to the professionals on our advisory council who support this program."



Students, family, faculty, alumni and supporters all attended the fantastic event that included a silent auction, live auction, and raffle prizes. [Read more.](#)

↕ back to to

RPTA STUDENTS "REPPING" POLY WITH LOVE!

By Laurel Thomson (RPTA '15), Staff Writer

Throughout the year, Cal Poly receives numerous prospective students who come to visit and hope to find the school of their dreams. Cal Poly's campus on its own can be a deciding factor for some prospective students. However, thanks to the voices of Poly Reps, Cal Poly doesn't have to speak for itself. Poly Reps is a voluntary public relations organization with 33 student members who promote Cal Poly to not only prospective students, but to alumni, parents, and potential donors as well.



Poly Reps is co-sponsored by the Admissions Office and by the Alumni Relations office to help speak for Cal Poly and identify the many benefits of attending. There are three students who work on the executive board of Poly Reps, and they just so happen to be RPTA students! Kalli Sandberg, the special events chair, Kelly Rowse, the secretary, communications, and publicity chair, and Nick Taylor, the president of Poly Reps, are all graduating RPTA seniors who dedicate their time and hard work to make Poly Reps as effective as possible at promoting Cal Poly. Sandberg and Rowse joined the Poly Reps team their sophomore year in 2011, and Taylor, who was the only freshman to get a spot, joined his freshman year in 2010. [Read more.](#)

[↩ back to top](#)

SENIOR SPOTLIGHT: SASHA LOZOVY SHOOTING FOR THE STARS WITH THE HOUSTON ASTROS

By Hannah Baker (RPTA '13), Staff Writer

With baseball season in full swing, Sasha Lozovoy (RPTA '13) has been busier than ever planning events for the Houston Astros. That's right, Cal Poly's very own RPTA student has had the privilege of interning for the Astros since January 2013.

Working 40 hours a week is a bit more appealing when you're looking out onto



the Houston Astros stadium each morning. Lozovoy is doing just that while gaining experience with a major professional sports team and a supporting community. Specifically, she works in the Foundation Development side of the Astros and will be doing so until this coming May. [Read more.](#)

↕ back to top

LONG WINS PRESTIGIOUS CPRS PAST PRESIDENTS SCHOLARSHIP

By Dr. Brian Greenwood, Associate Professor

For graduating seniors, every little bit of money helps, as students are often expected to work for little to no money during their official internships. That prospect got a little bit brighter for one RPTA student recently thanks to the California Foundation for Parks & Recreation Scholarship Board. Erik



Long (RPTA '13) was awarded the California Parks & Recreation Society (CPRS) Past Presidents Scholarship in the amount of \$1000 on March 8, 2013 at the Student Scholarship Awards Breakfast in San Jose at the California & Pacific Southwest Recreation & Park Training Conference. Long reflected, "It was such a humbling experience being around the Board of Directors and scholarship sponsors who have really paved the way in recreation for our generation." Congratulations, Erik, on a well deserved honor!

↕ back to top

RPTA JOBS BLOG PROVIDES A FRESH LOOK FOR DEPARTMENT

By Hannah Baker (RPTA '13), Staff Writer

A new and exciting addition to the department is the implementation of the [RPTA Jobs Blog](#). At the beginning of Fall Quarter 2012 Camille Balasek (RPTA '13) collaborated with Dr. Hendricks to form the blog, which now has over 10,000 views...and counting!

As of now, Balasek is in charge of all RPTA social media, which includes Facebook,

Twitter, Instagram, Pinterest, and the Jobs Blog. The goal is to use RPTA social media to engage all students in every avenue possible, allowing them to use it as a convenient resource to gain exposure to all aspects of RPTA. The idea for the Jobs Blog was being kicked around at first as an alternative to the faculty sending out daily emails announcing potential job opportunities. [Read more.](#)

[↩ back to top](#)

RPTA STUDENTS CONTINUE LEGACY OF SERVICE THROUGH PROGRAM PLANNING

By Laurel Thomson (RPTA '15), Staff Writer

In Dr. Marni Goldenberg's RPTA 210 class, students study the process required to design successful programs, and even get the chance to plan and implement their own program or event. This past winter quarter, RPTA 210 students had the opportunity to plan events such as Lovefest, a benefit concert for Restorative Partners, Up Till Dawn, and even a surf contest in Morro Bay (among other programs).

Lovefest was an event put on by the Gender Equity Center at Cal Poly to celebrate their 2nd year in existence, the uprising against violence in relationships, and Valentine's Day. Lovefest started out in the University Union where there were booths, Cal Poly bands performing, and even a flash mob! It then moved to the Alumni House, where actors from the Vagina Monologues read poetry while guests ate food catered by campus. The students themselves were responsible for contacting the bands and booths, organizing the flash mob and the raffle at the Alumni House, and purchasing decorations. [Read more.](#)



[↩ back to top](#)

A LOCAL RESIDENCE LIKE NO OTHER: RPTA STUDENTS VISIT HEARST CASTLE

By Hannah Baker (RPTA '13), Staff Writer

Students in Kendi Root's RPTA 214: Introduction to Travel and Tourism class in winter quarter were afforded quite an opportunity in getting a chance to spend a day in the life of William Randolph Hearst on a class trip to the famous Hearst Castle. Located on 270,000 acres in beautiful San Simeon, California, the Hearst Castle hosts daily tours for students, travelers, and sightseers alike. Root's class received a personal tour from Dr. Dan Eller, a Journalism professor at Cal Poly and Director of Communications for Hearst Castle. While all tours of Hearst Castle are special, receiving a tour from someone as knowledgeable as Eller, was a unique experience. [Read more.](#)



↕ back to top

RPTA CLUB: SHOWING LOVE AND MENTORSHIP IN WINTER QUARTER

By Laurel Thomson (RPTA '15), Staff Writer

Winter quarter was a busy one for the RPTA Club, as club members furthered their mentor program and helped Cal Poly students celebrate Valentine's Day.

The main focus of the quarter was building the mentor program, one in which upperclassmen are paired with lower classmen. This program gives the younger RPTA students an opportunity to make a friend, ask questions about classes, teachers, books, and just college life in general. The RPTA club officers planned a bowling party at Mustang Lanes so the mentors and mentees could bond over strikes, spares, and even a gutter ball or two. In order to prepare for the career fair on March 8th, mentors and mentees had the opportunity to go to Resume Building Workshops on campus together. This offer was open to all RPTA club members and every attendant was entered in a raffle to win an awesome prize!



RPTA club also put on an event called Rec-O-Love on Valentine's Day, where anyone could come by their booth on Dexter Lawn and make valentines, eat candy, and share some love. [Read more.](#)

↕ back to top

RHO PHI LAMBDA: A WINTER OF TRANSITION

By Kalli Sandberg (RPTA '14), Staff Writer

Winter quarter for Rho Phi Lambda, RPTA's honors society, was a relatively quiet one. In preparation for three officers leaving after this quarter, the group kept their plans pretty low key. The one focus this quarter was the annual RPTA Job Fair. The event was held this year on Friday, March 8th and was a great success. Rho Phi Lambda officers were able to recruit 20 companies and 115 students to attend the networking event. [Read more.](#)



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

Kevin Mould (RPTA '14), **Hannah Baker** (RPTA '13), & **Laurel Thomson** (RPTA '15) are returning staff members who began in Fall 2001, Winter 2012, & Fall 2012, respectively. **Kalli Sandberg** (RPTA '14) returned to the staff after a year hiatus. Welcome back, Kalli!

[Read more about the staff.](#)

[↩ 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 2013 Newsletter

Winter 2013 Newsletter

Live It, Protect It, Explore It!



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As mentioned in the fall 2012 newsletter, Dr. Jeff Jacobs resigned to accept a full-time position as the Executive Director at Camp Henry in his native Michigan. Following on his heels, Professor Cynthia Moyer is retiring in June after 20 years of employment at Cal Poly. While these key members of our faculty will be sorely missed, two exceptional faculty will join us next fall. Dr. Susan Houge Mackenzie will be joining our ranks from the University of Idaho, and Dr. Keri Schwab will be moving to Cal Poly from the University of Utah. These two individuals were our top two candidates among 110 applicants, and they will immediately provide national exposure and viability to our program. So, we embrace change and relish in the thoughts of Machiavelli who said, "...

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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it behooves us to adapt oneself to the times if one wants to enjoy continued good fortune."

[Back to Winter 2013 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 2013 Newsletter

Winter 2013 Newsletter

Live It, Protect It, Explore It!



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Attending the campus wide career fair can often be disheartening when rows of engineering firms show up and the energetic and fun faces of the RPTA industry are few and far between. For those who have found their summer jobs

ADDITIONAL LINKS

Contact Information

Advisory Council

Graduate Program

How to Enroll

Request Info

Annual Career Fair - Organizational Registration

Where in the world is RPTA?

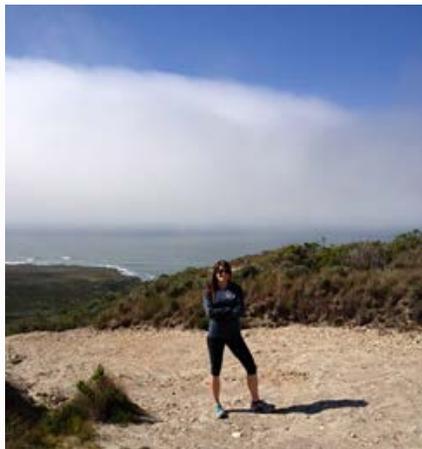
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NEWS & EVENTS

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congratulations! For those who are still looking...you can do it! I have found that being persistent and being creative when looking helps a great deal. Cal Poly ASI, the YMCA and Cal Poly Corporation are just a few of the organizations that frequently hire. Checking out the city websites for job openings is another

good strategy for openings in our field. Consistent checking of the RPTA blog and using personal connections is helpful as well. Finding that perfect summer or full-time job can be difficult, but planning early is key. As we jump into Spring quarter, best of luck to everyone in finding and creating their summer plans, and remember to get outside and play in the beautiful San Luis Obispo weather!

[Back to Winter 2013 newsletter](#)

[↕ back to top](#)

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

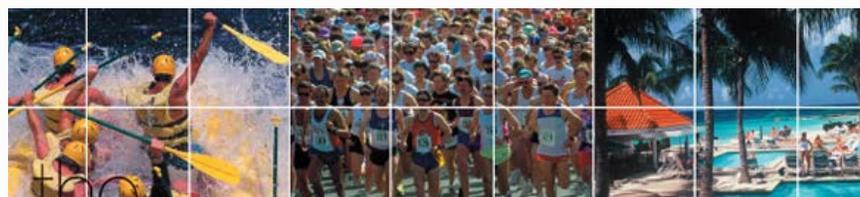
Listening to Students

College Based Fees

RPTA Department > Winter 2013 Newsletter

Winter 2013 Newsletter

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By Kalli Sandberg (RPTA '14), Staff Writer | Pictures courtesy of Cal Poly Athletics

Chris Eversley (RPTA '14), is one of the few out of state students we see around campus, but he didn't start his college career at Cal Poly. As a forward on the Cal Poly men's basketball team as well as a Sport Management concentration within the major, Eversley hails from Chicago, Illinois where he was raised by two parents that both played basketball; his mom at Long Beach State, and his dad on the Chicago Bulls and later Sweden to play competitive international basketball in Scandinavia. Eversley says, "Luckily, I was blessed with tall parents and that trickled down to me."



Cal Poly is lucky that after spending a year at Rice University, the "Harvard of the South," Eversley decided to make the move to San Luis Obispo. He said that it was the best decision he has ever made and is proud to be a Mustang. Eversley was an essential part of the men's basketball team this season, leading the team to their best regular season showing in 19 years, their first ever Division I postseason invitation (to the CollegeInsider.com Tournament), and individually earning Big West All-Conference 1st team honors.

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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Eversley is quick to credit others and has a selfless attitude that was never more evident than this past winter during an RPTA 405 class. Kayla Griffin, a standout senior (RPTA '14) in her own right on the women's basketball team, left the room to take a phone call. While she was out of the room, Eversley told Dr. Hendricks and the class that Griffin had been named All-Big West Honorable Mention and asked if everyone would join him in applause when Griffin returned. They did, and it was only later that Hendricks learned that Eversley himself had been named to the All-Big West first team that same morning.

Eversley not only dominates on the court but also cares about his academics. "I've always prided myself on taking on challenges not only on the court, but in the classroom as well." Eversley continued, "Every morning, I wake up and am thankful for everything that surrounds me. From staff, friends, teammates, and the media, I have felt support since day one. As I look forward to my future on campus here at Poly, I get a little nervous yet excited at the same time. I have a handful of classes (including senior project) and my internship [to complete] until I can receive my degree in RPTA. I don't know what the future holds, but I am anxious to find out what the next chapter of my life will include."

[Back to Winter 2013 newsletter](#)

[⬅ back to top](#)

Make a Donation

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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 2013 Newsletter

Winter 2013 Newsletter

Live It, Protect It, Explore It!



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A newsletter for Recreation, Parks, & Tourism Alumni, Students and Friends

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Being a member of *Orchesis* also gave Mendoza an opportunity to work with influential individuals and connect with

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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many other students on campus. "Our main director is Diana Stanton along with two assistant directors Michelle Walter and Christy McNeil. Both of them have been amazing influences on my life these past three years. The members in the company change year to year, being as we always have to re-audition. There are a few girls in the company who I have danced with all three years, but every year the company becomes your family. This past year we all grew so close, and I really couldn't imagine my time at Cal Poly without any one of them. The company is made up of a mixture of boys and girls and we have members that range from freshmen to seniors, and a pretty

unique mixture of majors including: engineers, architects, biology, food science, statistics, kinesiology, RPTA and many more."

Now, Mendoza sets her sights on graduation hoping to work for an event planning company in San Francisco. Even though a career in dance is not in her future, she hopes that it remains a part of her life, saying, "Dance will always be a part of my life and I am sure I will continue to take classes...once dance is a part of your life, it remains an integral part of your life forever."

[Back to Winter 2013 newsletter](#)

[↕ back to top](#)

Make a Donation

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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 2013 Newsletter

Winter 2013 Newsletter

Live It, Protect It, Explore It!



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[View all Newsletters](#)

RPTA FINDS ITS "ROOTS" AT THE ANNUAL AUCTION & DINNER

By Kalli Sandberg (RPTA '14), Staff Writer

We are all rooted in our RPTA education thanks to the 2013 Auction Committee's hard work and commitment. On Friday February 22nd, the Cal Poly RPTA department held the annual RPTA Auction and Dinner appropriately titled, "Roots of Education." Thanks to Kendi Root and her Winter 2012 RPTA 420 class, this year's theme was The Roots of Education. Jamie Dehn (RPTA '13), Auction Committee Chair, said "I liked the theme a lot because it showcases the people who are so involved in our education from our parents, to the faculty, to the professionals on our advisory council who support this program."



Students, family, faculty, alumni and supporters all attended the fantastic event that included a silent auction, live auction, and raffle prizes. Attendees were also fed a delicious meal and provided with drinks and a decadent chocolate cake.

The live auction is a crowd pleaser every year with Dr. Scott Vernon as the auctioneer. Prizes varied from a weekend trip to San Francisco to a family fun trip to Disneyland. A portion of all of the money raised at the auction will go towards scholarships to help fund trips and educational endeavors for our students. Dehn was taken aback by the amount raised for a scholarship that means a lot to our department. "Seeing how much money was raised for the Jodi Fisher Scholarship was a particularly special part of the night for me. I was very touched to see how generous people were in donating to a

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

wonderful cause."



The event raised a substantial amount of money and attendees enjoyed each other's company. Dehn's passion for the RPTA program and this auction have been around for years, and she had a goal sophomore year in looking forward, "I wanted to plan this (auction) our senior year and make it great." Two years later Dehn did what she came to do and provided so many people with a night filled with

memories, auction paddles, and lots of cake. This year's event was a complete success and people walked away from a great night, excited for what next year has in store. Dehn remarks, "The amount of work that went into it was huge and it was so exciting to see it come to life - and it really did. I couldn't have asked for a better team or a better event."

Goodbyes to a RPTA faculty member also started to begin as Professor Cynthia Moyer embarks on her last quarter at Cal Poly before retirement. Even though she remains with the department for one more quarter (*and may continue to teach part-time in the future*), many were saddened by the start of goodbyes to such a dedicated faculty member.

The RPTA department is thankful for everyone that made this event possible, as it continues to give RPTA students the chance to Learn by Doing by providing funds for attending conferences, field trips, and events year round. Thank you again to all supporters of the RPTA department for continued contributions to further the education of hundreds of RPTA students.

[Back to Winter 2013 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 2013 Newsletter

Winter 2013 Newsletter

Live It, Protect It, Explore It!



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A newsletter for Recreation, Parks, & Tourism Alumni, Students and Friends

[View all Newsletters](#)

RPTA STUDENTS "REPPING" POLY WITH LOVE!

By Laurel Thomson (RPTA '15), Staff Writer

Throughout the year, Cal Poly receives numerous prospective students who come to visit and hope to find the school of their dreams. Cal Poly's campus on its own can be a deciding factor for some prospective students. However, thanks to the voices of Poly Reps, Cal Poly doesn't have to speak for itself. Poly Reps is a voluntary public relations organization with 33 student members who promote Cal Poly to not only prospective students, but to alumni, parents, and potential donors as well.



Poly Reps is co-sponsored by the Admissions Office and by the Alumni Relations office to help speak for Cal Poly and identify the many benefits of attending. There are three students who work on the executive board of Poly Reps, and they just so happen to be RPTA students! Kalli Sandberg, the special events chair, Kelly Rowse, the secretary, communications, and publicity chair, and Nick Taylor, 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

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

president of Poly Reps, are all graduating RPTA seniors who dedicate their time and hard work to make Poly Reps as effective as possible at promoting Cal Poly. Sandberg and Rowse joined the Poly Reps team their sophomore year in 2011, and Taylor, who was the only freshman to get a spot, joined his freshman year in 2010.

It's not just coincidence that three RPTA students happen to be on the executive board. RPTA students are natural leaders. They are confident, and have no problem speaking in front of crowds. Due to their studies, they're also very familiar with customer service. This combination of leadership,

confidence, and supreme knowledge of customer service allow RPTA students to fulfill the requirements of a Poly Rep to a tee; they can easily guide tours (while walking backwards!), talk to parents and prospective students, and even talk to alumni. With such a stellar program like Poly Reps to promote Cal Poly, it's only fitting that stellar students run the program...like RPTA students Sandberg, Rowse, and Taylor!



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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](#)

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[Back to Winter 2013 newsletter](#)

[↕ back to top](#)

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Last Update: 03/29/12

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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 2013 Newsletter

Winter 2013 Newsletter

Live It, Protect It, Explore It!



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A newsletter for Recreation, Parks, & Tourism Alumni, Students and Friends

[View all Newsletters](#)

SENIOR SPOTLIGHT: SASHA LOZOVY

SHOOTING FOR THE STARS WITH THE HOUSTON ASTROS

By Hannah Baker (RPTA '13), Staff Writer

With baseball season in full swing, Sasha Lozovoy (RPTA '13) has been busier than ever planning events for the Houston Astros. That's right, Cal Poly's very own RPTA student has had the privilege of interning for the Astros since January 2013.



Working 40 hours a week is a bit more appealing when you're looking out onto the Houston Astros stadium each morning. Lozovoy is doing just that while gaining experience with a major professional sports team and a supporting community. Specifically, she works in the Foundation Development side of the Astros and will be doing so until this coming May.

Upon hearing of the internship with the Astros, Lozovoy applied online and continued through the interview process until she was offered the internship position. Having previously interned with Cal Poly Athletics, the opportunity to work outside of San Luis Obispo was one she could not pass up.

"Getting an internship with a professional sports team has helped me to put a foot in the door towards other opportunities. It's a lot of time and hard work, but the sports environment makes it all worth it. Working closely with community relations has been great too. I love seeing how the community aspects of the job incorporate with the sports side of things," Lozovoy comments.

As an Astros intern, Lozovoy works primarily on planning events and coordinating volunteers. She handles all email inquiries for volunteer opportunities. Additionally,

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

she helps plan every aspect of the major events affiliated with the Astros. Not to worry though, Lozovoy still gets to have some fun while on the job! Not only does she attend all home games, but she also gets to see each Astros event come to life! A rewarding experience for certain.

[Back to Winter 2013 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](#)

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Last Update: 03/29/12

Recreation, Parks, & Tourism Administration
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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 2013 Newsletter

Winter 2013 Newsletter

Live It, Protect It, Explore It!



[View all Newsletters](#)

RPTA JOBS BLOG PROVIDES A FRESH LOOK FOR DEPARTMENT

By Hannah Baker (RPTA '13), Staff Writer

A new and exciting addition to the department is the implementation of the [RPTA Jobs Blog](#). At the beginning of Fall Quarter 2012, Camille Balasek (RPTA '13) collaborated with Dr. Hendricks to form the blog, which now has over 10,000 views...and counting!

As of now, Balasek is in charge of all RPTA social media, which includes Facebook, Twitter, Instagram, Pinterest, and the Jobs Blog. The goal is to use RPTA social media to engage all students in every avenue possible, allowing them to use it as a convenient resource to gain exposure to all aspects of RPTA. The idea for the Jobs Blog was being kicked around at first as an alternative to the faculty sending out daily emails announcing potential job opportunities. Prior to the blog, the emails sent to RPTA students were getting excessive, and faculty feared that it was creating a situation where students ignored all of their emails. The Jobs Blog provided an effective solution to that problem. Balasek now sends out one weekly digest to the RPTA student email list. This digest lists all of the opportunities posted to the blog within the prior week. This strategy ensures that students do not forget about the blog.

Balasek comments, "The overarching goal of the blog is to have students use it as a resource to stay more connected to the major. We hope and aim to continue to share content that is meaningful for faculty, students, and alumni. It's a vision of mine that the blog will continue to improve and progress positively in years to come." Now that the blog has been determined to be an effective solution, plans are underway to improve the aesthetic of the blog by adding an RPTA-themed banner.

The purpose of social media is to produce and share important content. One way to do this and to attract returning viewers is by creating consistency in posts. For example, the RPTA Facebook page now has a theme for each day of the week. One of the more popular themes is on Fridays, or better known as "Blast From the Past" Fridays. Every Friday, a picture and quick blurb highlighting RPTA alumni is posted to the page.

These Friday posts have helped gain more 'Likes' for the page because they reach out 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

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

alumni.

As RPTA's social media continues to grow in popularity, so does the Jobs Blog. Each week, there is communication between potential employers and the RPTA faculty. Faculty forward these job opportunities to Balasek for posting to the blog. Balasek is able to add greater details that provide a more in depth description of each job opportunity. The goal is to have students viewing the blog receive as much information as possible, along with who to contact in order to apply for a particular position.

With all of the exciting ventures happening in the RPTA Department on a weekly basis, RPTA's various social media sites are helping to keep students involved and aware. Updates for each site occur almost daily, so take the time to check them out...you will be glad you did!

[Back to Winter 2013 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](#)

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Last Update: 03/29/12

Recreation, Parks, & Tourism Administration
California Polytechnic State University
San Luis Obispo, CA 93407
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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 2013 Newsletter

Winter 2013 Newsletter

Live It, Protect It, Explore It!



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A newsletter for Recreation, Parks, & Tourism Alumni, Students and Friends

[View all Newsletters](#)

RPTA STUDENTS CONTINUE LEGACY OF SERVICE THROUGH PROGRAM PLANNING

By Laurel Thomson (RPTA '15), Staff Writer

In Dr. Marni Goldenberg's RPTA 210 class, students study the process required to design successful programs, and even get the chance to plan and implement their own program or event. This past winter quarter, RPTA 210 students had the opportunity to plan events such as Lovefest, a benefit concert for Restorative Partners, Up Till Dawn, and even a surf contest in Morro Bay (among other programs).

Lovefest was an event put on by the Gender Equity Center at Cal Poly to celebrate their 2nd year in existence, the uprising against violence in relationships, and Valentine's Day. Lovefest started out in the University Union where there were booths, Cal Poly bands performing, and even a flash mob! It then moved to the Alumni House, where actors from the Vagina Monologues read poetry while guests ate food catered by campus. The students themselves were responsible for contacting the bands and booths, organizing the flash mob and the raffle at the Alumni House, and purchasing decorations.

At Up Til' Dawn, sponsored by St. Jude's Children's Hospital, participants collaborated from 7:00-10:00 p.m. putting together letters asking for donations to go to St. Jude's Children's Hospital. The RPTA 210 students were responsible for working alongside 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

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

executive board to help plan the event and secure funding, which they did through Cal Poly ASI and the Pan-Hellenic Council.



Restorative Partners is a nonprofit with a mission to "mobilize and coordinate programs which create positive changes and promote a restorative justice approach to crime in San Luis Obispo County." RPTA students (*pictured above with RPTA alumna Erin McNulty [second from left], Americorps Volunteer Coordinator for Restorative Partners*) worked with Restorative Partners to hold a benefit concert and raise awareness and funds for their cause.

Lastly, Project Surf Camp, an organization that teaches children with disabilities to surf, sponsored a surf contest in Morro Bay that RPTA 210 students were responsible for planning. The contest was a fundraiser for Project Surf Camp, and was open to anyone who could surf and wanted to compete for awesome prizes. The students recruited professional surfing judges, gathered the prizes, and designed the t-shirt given to all the participants.

Overall, Dr. Goldenberg's RPTA 210 students put an enormous amount of hard work into planning their events, and in return, gained invaluable firsthand experience in designing programs true to the Learn by Doing message.

[Back to Winter 2013 newsletter](#)

[↩ back to top](#)

Make a Donation

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[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 2013 Newsletter

Winter 2013 Newsletter

Live It, Protect It, Explore It!



the Report

A newsletter for Recreation, Parks, & Tourism Alumni, Students and Friends

[View all Newsletters](#)

A LOCAL RESIDENCE LIKE NO OTHER: RPTA STUDENTS VISIT HEARST CASTLE

By Hannah Baker (RPTA '13), Staff Writer

Students in Kendi Root's RPTA 214: Introduction to Travel and Tourism class in winter quarter were afforded quite an opportunity in getting a chance to spend a day in the life of William Randolph Hearst on a class trip to the famous Hearst Castle. Located on 270,000 acres in beautiful San Simeon, California, the Hearst Castle hosts daily tours for students, travelers, and sightseers alike. Root's class received a personal tour from Dr. Dan Eller, a Journalism professor at Cal Poly and Director of Communications for Hearst Castle. While all tours of Hearst Castle are special, receiving a tour from someone as knowledgeable as Eller, was a unique experience.



Upon their arrival at the Castle, students were welcomed with an informational video that gave a detailed background of the Hearst legacy and how the castle came to be. From there, Dr. Eller escorted the class to the marvelous pools, grounds, game rooms, dining room, and grand rooms. All in all, the tour lasted over an hour.

According to Jackie Garcia (RPTA '14), a top highlight of the field trip was watching the informational film at the start of the tour. "I have been to Hearst Castle three times in the past to see the sights, but learning the actual story behind the castle and William

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

Hearst's past gave me a different perspective of Hearst Castle and why it is such an amazing tourist attraction." Garcia also added, "People come from all over the world to see Hearst Castle, and it is no doubt one of the biggest tourist attractions to the Central Coast. The opportunity to have a personalized tour with my class was wonderful."

When walking throughout the inside of the castle, students were not allowed to touch any household items in order to preserve Hearst's original pieces. However, the tour of the Neptune pool gave students a chance to sit down and take in all of its surrounding natural beauty. This was the first trip to Hearst Castle for Alyssa Quiroz (RPTA '14). She reflected on the experience, "Seeing the castle up front and personal was amazing. Sitting in the sun by the pool and looking out onto the cliffs was really incredible." Quiroz also added how she would highly recommend the tour to everyone. "I think it would be great for other classes within the RPTA major to tour Hearst Castle. Not all Cal Poly students get a chance to see the main tourist attraction of the area, but providing tours for RPTA students is very relevant for the subject matter that we are studying."

[Back to Winter 2013 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 2013 Newsletter

Winter 2013 Newsletter

Live It, Protect It, Explore It!



the Report

A newsletter for Recreation, Parks, & Tourism Alumni, Students and Friends

[View all Newsletters](#)

RPTA CLUB: SHOWING LOVE AND MENTORSHIP IN WINTER QUARTER

By Laurel Thomson (RPTA '15), Staff Writer

Winter quarter was a busy one for the RPTA Club, as club members furthered their mentor program and helped Cal Poly students celebrate Valentine's Day.

The main focus of the quarter was building the mentor program, one in which upperclassmen are paired with lower classmen. This program gives the younger RPTA students an opportunity to make a friend, ask questions about classes, teachers, books, and just college life in general. The RPTA club officers planned a bowling party at Mustang Lanes so the mentors and mentees could bond over strikes, spares, and even a gutter ball or two. In order to prepare for the career fair on March 8th, mentors and mentees had the opportunity to go to Resume Building Workshops on campus together. This offer was open to all RPTA club members and every attendant was entered in a raffle to win an awesome prize!

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



RPTA club also put on an event called Rec-O-Love on Valentine's Day, where anyone could come by their booth on Dexter Lawn and make valentines, eat candy, and share some love. As always, there was great food and raffle prizes at all the RPTA club meetings; but this past quarter some new guest speakers also made appearances. Collective Efforts, an events company that focuses on bringing communities together through music, had a representative drop by one of the first meetings to share their experience with events and marketing, possible internships, and even upcoming concerts that the RPTA club could get deals for. Other organizations, such as Green Alliance, Miracle Mile for Kids, and even some student-run clubs, came by the meetings to offer volunteer opportunities to the members of the RPTA club. Stay tuned next quarter to hear about new opportunities that the RPTA Club has to offer.

[Back to Winter 2013 newsletter](#)

[↕ back to top](#)

Make a Donation

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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 2013 Newsletter

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RHO PHI LAMBDA: A WINTER OF TRANSITION

By Kalli Sandberg (RPTA '14), Staff Writer

Winter quarter for Rho Phi Lambda, RPTA's honors society, was a relatively quiet one. In preparation for three officers leaving after this quarter, the group kept their plans pretty low key. The one focus this quarter was the annual RPTA Job Fair. The event was held this year on Friday, March 8th and was a great success. Rho Phi Lambda officers were able to recruit 20 companies and 115 students to attend the networking event. The students were mostly from the RPTA department, but a few students from other majors also visited the career fair. Most of the companies in attendance were local to San Luis Obispo County, which was helpful to students looking to stay on the Central Coast for the summer or post graduation. Caitlin Looney, president of Rho Phi Lambda, said it was apparent that the department was on its "A-game" for the event. All of the companies said they were really impressed by the students' preparedness, professionalism, and overall quality.

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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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



Three officers from Rho Phi Lambda either finished their coursework and embarked on internships or completed all of their degree requirements in winter quarter: Caitlin Looney (president), Laura Jacobson (vice president), and Jamie Dehn (treasurer). Looney is now working full time as an event coordinator at V Sattui Winery in Napa Valley, Jacobson is an intern for the Chicago Fire in Major League Soccer, and Dehn is the head of marketing at Valentina Suites in Pismo Beach. The RPTA department will miss these talented women as they embark on their professional careers and enter the working world in the spring. Rho Phi Lambda will be electing three new officers this quarter to fill the leadership positions left vacant. Congrats on a great quarter for Rho Phi Lambda and good luck to the officers graduating.

[Back to Winter 2013 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 > Fall 2012 Newsletter

Fall 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 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 2011, 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!"



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](#)


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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.

[Back to Fall 2012 newsletter](#)

[↕ back to top](#)

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