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FOR IMMEDIATE RELEASE

April 27, 2015

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## Cal Poly to Host CEO of Kampgrounds of America May 4-8

SAN LUIS OBISPO — The Cal Poly Recreation, Parks & Tourism Administration Department, in collaboration with Martin Resorts of San Luis Obispo County, will host Jim Rogers, CEO and chairman of Kampgrounds of America (KOA), as an executive-in-residence during National Tourism Week May 4-8.

During his visit, Rogers will lecture in classes and meet with faculty, students and administrators to share his expertise regarding hospitality and experience and successful management concepts and practices.

Several events during Rogers' visit will be open to the public:

- A keynote presentation, "Undercover Boss' Show and Tell," 6 p.m., May 6, at the Performing Arts Center at Cal Poly
- Coffee and conversation, 8 a.m., May 6, SLO Hot House, 955 Morro St., in San Luis Obispo
- The San Luis Obispo Tourism Vision Workshop with guest speakers Caroline Beteta, president and CEO of Visit California, and Rogers, 8:30 a.m., May 8, at Atascadero City Hall, 65000 Palma Ave., Atascadero. Reservations are requested for the workshop by emailing [info@visitsanluisobispocounty.com](mailto:info@visitsanluisobispocounty.com).

Rogers is highly regarded for his work in the hospitality industry. He appeared on the Emmy-winning CBS reality show "Undercover Boss," going "undercover" as an employee at four KOA properties to get a holistic understanding of the business. The episode Rogers was featured in on Jan. 11, 2013, has garnered the second-highest ratings of the show's fourth season.

About Cal Poly's Recreation, Parks & Tourism Administration Department  
Students gain expertise in a wide range of areas, including community services management; event planning; outdoor, adventure and resource recreation; sport management; and tourism planning and management. Graduates have started careers at some of the industry's highest-profile companies, such as the San Francisco Giants, Pebble Beach Resorts, U.S. Forest Service, and Costa Azul Adventure Resort. The department is one of 10 departments in Cal Poly's College of Agriculture, Food & Environmental Sciences.

About Cal Poly's College of Agriculture, Food & Environmental Sciences  
Cal Poly is a nationally ranked, comprehensive polytechnic university. The university's College of Agriculture, Food & Environmental Sciences comprises expert faculty members who take pride in their ability to transform academically motivated students into innovative individuals ready to solve the complex challenges associated with feeding the world in sustainable ways. Students have access to state-of-the-art laboratories including ranchland, orchards, vineyards and forests, all of which provide the basis for Cal Poly's Learn by Doing methodology.

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