

Family & Consumer Sciences

Hospitality - Professional Development Symposium ***“Current Trends and Challenges for the*** ***Hospitality Industry—2010”*** **May 14, 2010 - San Jose, CA**

Presenters:

ANDREW FEINSTEIN, Ph.D - DEAN - THE COLLINS COLLEGE OF HOSPITALITY MANAGEMENT
- CAL POLY POMONA



Andrew (Andy) Hale Feinstein holds a BS and MS in Hotel Administration from the University of Nevada Las Vegas (UNLV). He received his Ph.D from Pennsylvania State University in 1999 where he held an Academic Computing Fellowship. He is currently the Dean and James A. Collins Distinguished Chair at Cal Poly Pomona’s Collins College of Hospitality Management. The Collins College is widely considered one of the top hospitality programs in the United States. Prior to his appointment at The Collins College, he served as the Senior Advisor to the President at UNLV. Andy’s previous appointments at UNLV’s William F. Harrah College of Hotel Administration

include Professor, Associate Dean for Strategic Initiatives, and Chair of the Department of Food and Beverage Management.

Andy has published more than 30 refereed journal articles and presented at dozens of meetings and conferences. Areas of focus have included instructional systems, simulation modeling, and technology as it pertains to the foodservice industry. For seven years, he served as a research consultant for the National Restaurant Association Educational Foundation. He is the past President of the Association of Business Simulation and Experimental Learning (ABSEL). He is the past Associate Editor for the only foodservice business journal in the country – the Journal of Foodservice Business Research. Andy has also co-authored and published two textbooks and multiple editions in the area of hospitality purchasing; one of which is the most widely used book of its kind, being utilized at more than 250 colleges and universities worldwide. The seventh edition of “Purchasing” (John Wiley publisher) is now in press.

Presenters:

DAN FENTON - CEO - TEAM SAN JOSE



As Dan Fenton grew up working the front desk of his family's inn in Carmel, California, he became fascinated by the stories and dreams visitors shared and quickly came to understand how sincere and warm hospitality could impact people's lives. A career in the hospitality industry was his destiny and he's never looked back. Recognized today as one of the top 25 most influential people in the meetings industry by *Meeting News*, Dan Fenton has earned a national reputation as a tourism innovator through his role as founding CEO of Team San Jose. This unique partnership between the arts, hotel, labor and business communities manages the convention center and cultural facilities, and acts as a convention and visitors bureau for San Jose. Fenton joined what was previously known as the San Jose Convention & Visitors Bureau in 1996. Over the past five years, Team San Jose has become a major economic driver in the Silicon Valley, evolving into a \$20 million company with more than

300 employees. He led efforts to create a Hotel Business Improvement District. He is co-founder of Artsopolis, Silicon Valley's online guide to arts and culture news and events. He helped develop the destination's signature event, ZeroOne, where art and technology meet. He serves as Vice Chair of the Mexican Heritage Corporation, which presents and advances Mexican and multicultural performing arts in northern California. He also serves on the board of Joint Venture: Silicon Valley Network, which brings together established and emerging community leaders. Fenton is active on various economic development task forces throughout Silicon Valley. His tenure as Chair of the Destination Marketing Association International (DMAI) runs from July 2009-June 2010. Fenton graduated with distinction from Cornell University and is a Trustee of his high school alma mater, the York School in Monterey, California. He lives in San Jose with his wife, Denise, who works as an interior designer.

PAUL JOHN BERNHARDT CCE - CHEF INSTRUCTOR - DIABLO VALLEY COLLEGE



Chef Paul has been a Chef/Instructor at Diablo Valley for 25 years. Over that time, his location in Northern California has allowed him to do some special event work at the renowned Lodge at Pebble Beach. He's contributed his culinary skills to some pretty special events: The US Open Golf Championship, the Concourse de Elegance and the AT&T Pro-Am. Prior to committing himself to education and settling in at Diablo Valley College, he honed his culinary arts skills nationally and internationally at such revered institutions as the Waldorf Astoria in New York City and the Four Seasons in Newport Beach, California. He also spent some time at Akasaka Seiju in Tokyo, Japan, New York Hilton, Big Canyon Country Club in Newport Beach and La Strada in Corona del Mar, California. A sampling of some of his honors: Pittsburg Seafood Festival Gold Medal, Crabby Chef Competition First Place, and a Fulbright Teachers Exchange in Norwich City College England. Prompted by his desire to further his personal skills as an instructor and to expand the scope of Diablo

Valley College's culinary arts program, he took a sabbatical to China, Cambodia and Vietnam a few years ago. His international visitation and food study in Asia led to the development of two new topics courses in Cantonese and Vietnamese cooking for spring 2008. Chef Paul earned an AS degree in Culinary Arts at Johnson & Wales, a bachelor's degree in Vocational Education and a master's degree in Education from San Francisco State University.

JOHN SOUTHWELL - GM - SAN JOSE HILTON AND CROWNE PLAZA



John Southwell is the Vice President of Hotel Operations at DiNapoli Capital Partners. Born and raised in Victoria, British Columbia, he has a diverse background in hotel operations with experience in the United States and Canada. Prior to joining the Hilton San Jose as General Manager in 1995, he held Management positions in Operations at the Sheraton Hotel San Diego and the Sheraton Centre Toronto. John is an avid supporter of the community. He is a founding member and Co-Chair of Team San Jose. He also serves as past Chair of the Mayor of San Jose's Role Model Program. John also currently serves as a management trustee on the Board of Trustees for the South Bay Hotel Employees and Restaurant Employees Trust Fund and was appointed in 2007 as

an Employer Trustee on the UNITE/HERE National Pension Fund; Hilton Hotels IT Advisory Council and is a member of San Jose State University's Hospitality Management Advisory Board and Cornell University's Alumni Admissions Ambassador's Network, member of the KIPP Foundation Charter School Program Board and the John and Doris Fischer Foundation. John graduated from Cornell University with a master's degree in Hotel and Business Management and holds a bachelor's degree in Hospitality & Tourism Management from Ryerson University in Toronto, Canada.