



**Business Administration Department**

**Hospitality Advisory Committee Meeting  
Sonoma County Economic Development Board  
March 26, 2014**

**MINUTES**

**Attendees:** Ben Stone, Kenneth Fischang, Sherry Alderman, Lisa Gower, Beth Costa, Patricia Biagi, Brad Calkins, Eric Edenfield, John Manderfield; Bruce Riezenan, Sally Srok, SRJC: Al Yu, Gina Lord, Ganesan Srinivasan, Betsy Fischer, Bev Henningsen, Brad Davis, Michael Von der Porten, Roy Gattinella, and Kris Dalby

**Welcome:** Ben Stone welcomed up to his location. The members of the advisory committee introduced themselves and their background.

**Approval of Minutes 10-29-13:** Minutes were approved

**Promoting the Hospitality Program to Students and Industry:**

Roy led a brainstorming session on how to increase awareness of the program. Our first semester of offering the new hospitality certificates, we had 6 completers. There are about 35 to 40 students in the various classes. Our challenge will be to raise awareness of our programs and to train more students. Highlights:

- Primary goal of our students is employment, only a few go on to four year schools.
- The state is working on a Transfer Model Curriculum (TMC), this will greatly expand our students' access to transfer.
- Many of our students job out without certificates.
- Having industry add our certificates to their job ads would give us instant validation with job seekers.
- Education gives employees more choices.
- We need to raise awareness of what we offer to industry.
- Our students mostly fall into one of the following "buckets":
  - HS grads & HS students with articulation who can complete the program in 2 semesters and be employed – this is our biggest bucket.
  - Those currently working in the Hospitality industry or returning to the workforce who wish to increase their skills. If employers offered pay incentives it would benefit all.
  - Job changers, who want to enter the hospitality field.
  - Those seeking a competitive edge
- We should poll students and follow grads to get feedback
- Marketing strategies
  - Internet ads, social media,
  - Human Interest stories, in locations such as West County news, Discovery magazine
  - Career fairs, testimonials from employers... get the AH HA factor when they SRJC on applicants resumes.
  - Video clips of students and grads
  - Sell our program to counselors at JC and HS and Job Link
  - Professional Associations including CTA, Vintners Association, S.C. Lodging Association, Chamber of Commerce... get them to link to us from their websites.
  - Avoid overlap with CTA training

**Scholarships and internships:**

At the Napa Valley Wine Symposium we raised \$500.00 from the silent auction for scholarships.

John will once again offer the Marin Management Scholarship of \$750.00

Eric announced the Concierge scholarship which awarded 2 \$500.00 last year will repeat that again this year. The group enjoyed the letters they received from the scholarship recipients.

It was suggested that we need to ask more groups for funds, such as the Hotel Council, Chefs tomorrow and Rotary Clubs. Eric stated his group would probably award more if they were approached.

Beth announced the first Wine Tourism Day presented by Wine Road. A portion of the proceeds will go to the SRJC for hospitality scholarships.

Most in the group felt having their donations handed out in full yearly was preferred to endowing a fund. They would consider having a small percentage of the yearly amount put into an endowment for leaner times.

**Event:**

We will be participating in Day Under the Oaks, SRJC's annual open house. Suggestions for activities included trivia game, goodies, balloon animals, dart board and handing out prizes. Ken and Sally both offered to make donations.

**Presentations:**

Betsy gave a presentation of the Culinary Job Board which is expanding this year to include Hospitality and Ag. This provides access to job seekers and employers to find the right fit. SRJC prescreens applicants before sending them to the business. This has been a valuable tool in the local culinary workforce and is expected to be the same for hospitality.

Al showed displayed our new hospitality Facebook and LinkedIn pages. Committee members were encourage to join both pages.

**Announcements:**

Al presented at the Napa Valley Wine Symposium where Ben was the Keynote speaker.

**Curriculum Updates**

Front Office Management is being approved at 16 units. This will give the skills needed and allow students to qualify for financial aid.

HOSP 80 is fully articulated with CSU SF

Wine Tasting services has been upped to 13 units

Adjunct faculty are going to be needed for expanding offerings, mostly in the evenings. Both hospitality and marketing are in need of new adjuncts.

**Next Meeting**

Sally offered to host the next meeting at Francis Ford Coppola Winery, pending the completion of their new room. A doodle link will be sent to the committee with possible dates.

**Adjourn**

Respectfully submitted by Kris Dalby.