



Office of Public Affairs
Division of University Advancement

News Release

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“Surviving Tough Times” Topic of Southern California Tourism Industry Conference 20th Annual Conference Hosted by Cal Poly Pomona’s Collins College of Hospitality Management and PKF Consulting

POMONA, Calif. — October 28, 2008 — As the nation reels from economic uncertainty, learn how the Southern California tourism industry is preparing to weather the storm. On Thursday, Nov. 13, notable tourism and economic experts will gather for the 20th annual Southern California Visitor Industry Outlook Conference at the Los Angeles Marriott Downtown. This year's conference is titled, “Surviving Tough Times.”

The conference is presented by The Collins College of Hospitality Management at Cal Poly Pomona and PKF Consulting, an international firm of management consultants, industry specialists, and appraisers who provide a full range of services to the hospitality, real estate and tourism industries.

Conference highlights include: PKF 2009 Lodging Forecast, market trends, strategies for competing in Southern California from noted experts from the convention and visitor bureaus and a Southern California airport update.

Panelists and moderators include:

- Charles Ahlers, President, Anaheim/Orange County Visitors & Convention Bureau
- Bruce Baltin, Conference Chair and Senior VP, PKF Consulting
- Skip Hull, President, CIC Research, Inc.
- Jack Kyser, Senior Vice President & Chief Economist, LA County Economic Corp.

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- Mark Liberman, President & CEO, LA Inc. The Los Angeles Convention & Visitors Bureau
- Dan Mishell, Research Director, California Travel & Tourism Commission
- Traci Mercer, Director, Hotel Market Manager, Western Region Expedia, Inc.
- David Peckinpugh, President and CEO, San Diego Convention & Visitors Bureau
- Lauren Schlau, Principal, Lauren Schlau Consulting
- Kathy Smits, Executive Director, Beverly Hills Conference & Visitors Bureau
- Mark Thorpe, Director, Air Service Marketing, Los Angeles World Airports
- Mark Van Stekelenburg, Vice President, PKF Consulting

Founded in 1973, The Collins College of Hospitality Management at Cal Poly Pomona is the first and largest four-year hospitality management degree program in California and the only hospitality management college on the West Coast. More than 1,000 undergraduate students receive a superior education in the state-of-the-art Collins College facilities, where they learn to apply hospitality management theories and concepts to real-world settings. Part of this unique academic experience includes managing and operating the full-service Restaurant at Kellogg Ranch.

The full conference [program](#) is available online. The Los Angeles Marriott Downtown is located at 333 S. Figueroa St. in Los Angeles. For more information, call Belinda Lopez at (909) 869-4472 and mvlopez@csupomona.edu.

Editor's Note: Media representatives are welcome to attend. Please register for the conference by calling Uyen Mai at (909) 869-5331.

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ABOUT CAL POLY POMONA — Striking a balance between urban excitement and rural charm, Cal Poly Pomona is nestled in 1,438 rolling acres in the heart of sunny Southern California. With 3,000 faculty and staff to serve 21,500 students, Cal Poly Pomona's mission is to advance knowledge by linking theory and practice while preparing students for leadership and careers in a multicultural world. The university seeks to place learning at the center of every program, course, and activity on campus. Students can apply their knowledge through hands-on projects, collaborate with faculty members on research, and participate in valuable internships and service learning programs. Eight colleges (agriculture; business administration; education; engineering; environmental design; hospitality management; letters, arts and social sciences; and science) offer 56 undergraduate and 23 graduate degrees, as well as 8 credential programs.