

South Seattle Community College

Bachelor of Applied Science: Hospitality Management

Project Endorsements

As outlined in detail in the proposal, South Seattle Community College devoted substantial time and resources during the summer and fall of 2005 to consulting with interested statewide, regional and local constituencies with regard to its proposed Bachelor's of Applied Science in Hospitality Management. A total of 48 letters endorsing South's proposed degree program were provided by government agencies and educational providers, associations and nonprofits, businesses, and individual supporters.

A list of organizations providing endorsement letters is provided below, grouped by category. Excerpts are provided on the following pages.

Government and Education (18)

- Bates Technical College
- City of Seattle
- Clover Park Technical College
- Edmonds Community College
- Highline Community College
- Highline Public School District
- Lake Washington Technical College
- Port of Seattle
- Puget Sound Regional Council
- Renton Technical College
- Seattle Community College District
- Seattle Public School District
- Senator Maria Cantwell
- The Evergreen State College
- Tukwila Public School District
- University of Washington
- Washington State University, School of Hospitality Business Management
- Washington State University, Graduate Programs in Business

Associations and Nonprofits (11)

- Association of Washington Business
- Greater Seattle Chamber of Commerce
- Log House Museum
- Seattle Community Colleges Federation of Teachers
- Seattle Trinity Foundation
- South Seattle Community College Foundation
- Urban Enterprise Center
- Washington Restaurant Association
- Washington State Hotel and Lodging Association
- West Seattle Chamber of Commerce
- Workforce Development Council of Seattle-King County

Businesses and Corporations (18)

Argosy Cruises
Doubletree Guest Suites-Southcenter Hotel
Ed Parks Meetings and Special Events Consulting
Food Services of America
Greacen Construction
Hilton Seattle
Holland America Line
Hospitality Services Inc.
Pleasant Holidays
Prop Gallery West
Radisson Hotel Seattle Airport
Rainier Golf & Country Club
Ray's Boathouse
Starwood Hotels and Resorts Worldwide Inc. (Westin, Sheraton, St. Regis, Luxury
Collection, W Hotels)
Tillicum Village and Tours (Roberta Greer)
Tillicum Village and Tours (Mark Hewitt)
Ultimate Journeys

Individuals (1)

Fred Leitz, philanthropist (founder of the Stephen Sparks Scholarship Endowment at South Seattle Community College, named in honor of Chef Instructor Stephen Sparks)

EXCERPTS

“South Seattle Community College’s commitment to fostering a diverse student body will ensure that leaders in the hospitality industry accurately reflect our increasingly diverse community”

Mayor Greg Nickels
City of Seattle

“WSU recognizes that there is a demand for a similar hospitality management program in the Seattle Area that offers a bachelor’s degree option to students with a technical associate’s degree and that is prepared to serve students who are unable to travel regionally or nationally to pursue higher education. South Seattle Community College is a logical choice to provide this training. We would not view such a program as a competitor to our own.”

Dr. Terry Umbreit
Washington State University School of Hospitality Management

“The cruise ship industry is expanding rapidly in the Seattle area and needs employees with the advanced skills and positive work ethic that this degree would produce. I am confident that qualified graduates would find jobs with Holland America and other employers in the tourism, lodging, cruise and restaurant fields.”

Wayne Byers
Holland America Line

“South’s administration and staff have the capability of providing the quality final two years of liberal arts and management education.”

Fred Leitz
Philanthropist

“I visit with travel agents almost every day and often hear a crying need for trained qualified employees. An exponential increase in the number of cruise ships serving Seattle has also helped tourism boom in our local economy as cruisers visit Seattle for pre- and post-cruise stays.”

Rick Long
Pleasant Holidays

“With over 35 years in the Hospitality Industry including 16 years as President of the Space Needle Corporation, I hold a deep appreciation for the hospitality industry and for the need to offer the opportunity for individuals to get a degree in Hospitality Management.”

Russ Goodman
Ultimate Journeys

“The hospitality industry in the Seattle area is in desperate need of employees with the advanced skills that this degree would produce.”

Jan Simon and Shaiza Damji
Washington State Hotel and Lodging Association

“A significant benefit is the ability of motivated employees within the hospitality and tourism field to earn a degree while continuing to work. We see this as a great opportunity for our employees and for our company as program participants graduate and take on leadership roles within our industry.”

Mark Hewitt
Tillicum Village

“By proposing this new degree program, South Seattle Community College is stepping forward once again to help the Greater Seattle community strengthen its position as a destination for tourism, entertainment, lodging and dining.”

Steve Leahy
Greater Seattle Chamber of Commerce

“I can think of no other college that will do a better job at listening and responding to business needs.”

Mike Hudson
Association of Washington Business

“With this existing expertise and your commitment to partnerships, South can’t fail to do a great job with teaching hospitality management. Together we will do wonders for West Seattle and indeed our entire region.”

Amy Bovenkamp and Patricia Mullen
West Seattle Chamber of Commerce

A new B.A.S. degree in Hospitality Management will contribute to the WDC’s mission to build an inclusive dynamic regional economy. The degree will offer the diverse community surrounding SSCC an opportunity to train for career ladder positions in the hospitality industry.”

Kris Stadelman
Workforce Development Council of Seattle-King County

“...the multi-ethnic students found at SSCC will initially offer a deep cultural component, including multilingual strengths, to the hotels, restaurants and attractions in the Puget Sound Region. ...they will travel to other places, often internationally, to be ambassadors for Washington State and direct marketing agents for our future state business.”

Ed Parks
Parks Consulting

“We know the reputation of your college, and that in implementing your degree, South will act in close collaboration with local school districts, creating a program that provides continuity with the K-12 educational process and providing opportunities for students .. to go on to four-year college degrees.”

J. Quezon Hammond
Tukwila School District

“The Port of Seattle, which operates Seattle’s seaport, cruise terminals, and Seattle-Tacoma Airport, wants to support this program. We can provide technical advice and internships...”

Mark Reis
Port of Seattle

“Hilton Seattle, as a member of the large hospitality industry in Seattle, shares the desperate need for employees with advanced skills that this degree would offer.”

Adriano Corsini
Hilton Seattle

“The Bachelor of Applied Science Degree is a natural fit with our Tech Prep agreements and will provide many of our students the opportunity to pursue a four-year degree at their local community college. Please let me assure you that this project/proposal has my strongest endorsement.”

John P. Welch
Highline School District

“We applaud your actions for bringing an affordable, advanced degree to the Puget Sound area for the hospitality industry and offer our fullest and wholehearted support.”

Gene Vosberg
Washington State Restaurant Association

“Food Services of America will commit to being a key corporate partner in the endeavor. We will offer our executives’ time, advice and input, including visiting lecturers and participants on advisory committees and review boards. We will offer internships, and we will hire qualified graduates for open positions. And we will explore opportunities to offer financial investments in the program.”

Greg Hall
Food Services of America

“We think that it is an initiative that will return tremendous benefits to the college, the community, the regional economy, and especially the students who participate.

Indeed, the board of directors feels so strongly about the importance of this program that we are willing to commit to contributing or raising a minimum of \$10,000 a year for the program to provide scholarships or other support.”

Earl Cruzen

South Seattle Community College Foundation