



Orange County Associates Virtual Exchange (OCTAVE) is a vehicle for collaboration of the **Tourism Cohort** of the **Jobs First Initiative**, administered by the **Orange County Business Council** and the **Center for Entertainment & Hospitality Management**.

Volume 2, Issue 2: CA Jobs First Pilot Programs
October 6, 2026

JOBS FIRST TOURISM STEERING COMMITTEE

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Under New Management

By Jim Lake

As Director of the Center for Entertainment & Hospitality Management (EHM) at California State University, Fullerton (CSUF), I am pleased to partner with the Orange County Business Council (OCBC) to lead the OCTAVE Network. OCBC, Jesse Ben-Ron, and Zoot Velasco did a great job, under the auspices of California Jobs First, of bringing OC's tourism community together and getting us out of our silos and talking with one another. This mission fits well with our EHM mission: connecting students to the tourism job market, employers, internships, and opportunities.

OCTAVE has highlighted successes, needs, opportunities, emerging trends, and skills gaps and published them in this newsletter. Let's keep the conversation going! Emerging trends in education, technology, green initiatives, and micro tourism/entrepreneurship present opportunities for educators to re-envision what we teach to meet these trends; for employers to design internships, training, and onboarding to take advantage of these changes and the post-COVID world; and for students to earn micro-credentials and new skills to be more employable.

As a center of excellence at CSUF, we will continue to convene industry leaders through OCTAVE and report out to the field on how we can improve our tourism workforce.

"Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has."

— Margaret Mead



PRESIDENTS



ALYSSA VAN WAAS
PRESIDENT OF EXPERIENCES

Hi everyone. My name is Alyssa Van Waas, and I am the President of Experiences on the Student Advisory Board. In addition to my role on the board, I am a fourth-year Business Administration Major with a concentration in Entertainment and Hospitality Management. My professional experience so far includes special events, waitressing, and company/general management at a theater. I love attending and working live events and hope to step into a role in the events space. In my free time, I love reading, dancing, exploring new stories through film, art, and TV, and spending time with my loved ones. I'm very excited to be a part of the OCTAVE newsletter.

PAUL POSADAS
PRESIDENT OF MEDIA



I am Paul Posadas, a storyteller by craft, a strategist by discipline, and a leader driven to shape the future of entertainment and tourism. At Cal State Fullerton, I study Entertainment and Hospitality Management and Marketing while building a career that extends far beyond the camera, from award-winning cinematography and media production to sales, hospitality, marketing, and business leadership. As President of Media Entertainment for the Center for Entertainment and Hospitality Management (EHM) and Chief Marketing Officer of OBIS Digital, a multimedia marketing company, I bring creative vision and business strategy together, drawing on my experience as a certified restaurant hospitality trainer. I aspire to become a creative director, producer, and executive leader within entertainment and hospitality, using storytelling, strategy, and leadership to shape brands, organizations, and experiences that inspire people and leave a lasting impact.

VICE PRESIDENTS



JAEDEN LE
VP OF EVENTS

Hello! I'm Jaeden Le, a senior at CSUF majoring in Entertainment and Hospitality Management. Driven by a passion to help others and create unforgettable experiences, I currently serve as the VP of Events at our EHM Center and as a Psychology Mentor at Fullerton College. My diverse professional background includes roles as an event planner for Susan G. Komen, an HR representative, a fashion buyer, and a Blizzard brand ambassador. Outside of work and school, I love gaming, writing sci-fi and fantasy, synthwave music, and mythology. I dream of visiting Japan one day for a cherry blossom night picnic, and I am thrilled to be part of this newsletter.

CAMRYN WENER
VP OF CREATIVE DEVELOPMENT



Hi! My name is Camryn, and I am a Public Relations major with a minor in Entertainment and Hospitality Business. Currently, I serve as a Public Affairs CSO for our CSUF Police Department, where I support their social media, community engagement, and more. I hope to bring these experiences to the EHM Center as the VP of Creative Development. I hope we have a great year.



JAYLENE CASTRO
VP OF OPERATIONS

My name is Jaylene Castro, and I am a current student at Cal State Fullerton where I am pursuing a bachelor's degree in communications with an emphasis in Tourism and Entertainment, as well as a minor in Entertainment and Hospitality Management. My future goals include working in either the travel or the sports industry. I have a passion for people and customer service, and I value the relationships and connections I build in my daily life. My enjoyment of sports, particularly Formula 1 and hockey, fuels my ambition to join the industry.



KAI RONGAVILLA CRUZ
VP OF ENGAGEMENT

Hello everyone. My name is Kai Rongavilla Cruz, and I am a fourth-year student in Business Administration, Marketing Concentration major at CSUF. In addition to my position as the VP of Engagement for the EHM Center Student Advisory Board, I am a Disney College Program Representative, Sports Project Coordinator Intern for Titan Athletics, and Director of Social Media for CSUF's TITANIAM. Outside of academics and work, I enjoy volunteering with my non-profit organization, the Filipino American Law Enforcement Officers Association (FALEO) Los Angeles Chapter, playing sports, attending sporting events, and spending time with my friends and family. Once I graduate, I aspire to have a career in Entertainment, my top choices being Disney, sports, or any company that allows me to bloom into my full potential.



AVA MONTANO
VP OF MARKETING

Hello. My name is Ava, and I am a fourth-year Business Administration student at Cal State Fullerton, with a concentration in Entertainment and Hospitality. As Vice President of Marketing for the EHM Center, I am passionate about entertainment and creating experiences that people remember. Through my experience in student leadership, marketing, event planning, and the entertainment industry, I have developed a passion for bringing people together through meaningful and engaging opportunities. I currently serve as Chief Inclusion and Diversity Officer for CSUF Associated Students, where I lead initiatives focused on inclusion, connection, and student engagement. I'm excited to bring my creativity and leadership to the Center and help connect students with opportunities in the entertainment and hospitality industries.



ANA TREADWAY
VP OF PRODUCTION

I am the Vice President of Production for the EHM Center and a fourth-year Cal State Fullerton Marketing student with a minor in Cinema and Television Arts. I also serve as the Vice President of Social Media for TITANIAM and own a wedding photography and videography business. I previously interned as an Art Director at Casanova//McCann, which strengthened my interest in creative work, storytelling, and production. I love building community, creating content, working on events, and connecting with people. After graduation, I hope to work in entertainment, creative marketing, or experiential marketing, with the long-term goal of becoming a Creative Director or Creative Producer.

DIRECTORS



ELIAS MOORE
DIRECTOR OF EVENT LOGISTICS

Hello! My name is Elias Moore, and I am a third-year student majoring in Business Administration with a concentration in Entertainment / Hospitality Management. Career-wise, I am very interested in going into event, project, sports, and venue management. Currently, I am working as a student manager for the CSUF Women's Tennis Team. This ties to my hobbies as well; I love keeping up with my favorite sports teams, which are FC Barcelona, the Golden State Warriors, and the Kansas City Chiefs, as well as staying active and playing sports / going to the gym in my free time. I'm eager to work with OCTAVE to make great things happen.

MIGUEL GUDINO
DIRECTOR OF EVENT PLANNING



I am a Business Administration major with a concentration in Entertainment and Hospitality Management and a minor in Art. I enjoy painting, exploring music, and cooking homemade meals. I want to build a career at the intersection of business, art, and music. I'm interested in experiencing work in live event production, artist management, and gallery administration. My mission is to create systems that connect people with their local communities through meaningful relationships.



EVAN CONTEMPRATO
DIRECTOR OF CREATIVE DEVELOPMENT

Hi! My name's Evan Contemprato. I am the Director of Creative Development for the Entertainment and Hospitality Center. My major is Business Administration with a concentration in Entertainment and Hospitality Management. I am currently a fourth-year student, and my interests are live entertainment, such as concerts, festivals, live shows, and more. I would love to work in that field someday and see the inner workings that go into putting on such shows.



DAMYN HOPKINS
DIRECTOR OF ENGAGEMENT

Hello, my name is Damyn Hopkins, and I'm majoring in Entertainment and Hospitality Management. I am an avid enthusiast of several sports leagues and different variations of animated film, as those are two sectors I aspire to work in. I already have a foot in the door within the sports industry as a Parking Lot Attendant with the Los Angeles Angels, where I aim to climb the managerial ladder. My work experience spans ten years across professional industries, including administration, security, retail, and event staff, starting at age sixteen. This diverse professional background has given me a unique cross-departmental skill set and a well-rounded foundation for pursuing a career in facility and operations management. I look forward to connecting with the OCTAVE network and supporting them through this newsletter.



SANDRA ZAVALA
DIRECTOR OF OPERATIONS

Hi! I'm Sandra Zavala, a Business Administration student concentrating in Entertainment and Hospitality Management. As Director of Operations, I'm excited to support our board, keep our projects organized, and help create meaningful opportunities for students. Outside of school, I'm a parent who loves thrifting and finding unique vintage pieces for my home. I'm passionate about interior design and love discovering great vintage stores. I'm excited for what this year has in store and look forward to making the most of this experience.



YAHAIRA LOERA
DIRECTOR OF PRODUCTION

Hello everyone. I'm Yahaira Loera, the editor for the OCTAVE Newsletter, and I am so excited to introduce myself to you all. As an International Business student at CSUF concentrating in Global Trade, I am incredibly passionate about the international entertainment and tourism industry. In addition to being your editor, I serve as Director of Production for the EHM student advisory board. My background is a fun mix of business and creative work, including everything from directing promotional media and photography for my sister's bakery to working locally as a brand ambassador. When I'm not working or studying, you can usually find me making ceramics, drawing, reading a good book, or out exploring the music scene. Thank you for reading, and I am so excited to bring this publication to life for you.



NICHOLAS BEIZA
DIRECTOR OF MARKETING

My name is Nicholas Beiza. I am a Senior at Cal State Fullerton, studying Business Administration with a concentration in Entertainment and Hospitality Management. I have 5 years of Sales experience in the automotive industry with Ford. I am also a licensed real estate agent. During my time in sales, I built strong customer relationship and time-management skills while working full-time and enrolled as a full-time student. I love learning and meeting new people, which is why I chose Entertainment and Hospitality Management. I am excited to have the opportunity to learn and meet new industry professionals through this new chapter with OCTAVE.

Bridging the Gap Between Talent and Opportunity: Strengthening the Partnership Between Higher Education and the Entertainment and Hospitality Industry

By Jim Lake

The entertainment and hospitality industries are experiencing an interesting paradox. Across hotels, theme parks, attractions, sports organizations, live entertainment venues, restaurants, tourism organizations, and event companies, employers consistently report challenges with finding qualified candidates to fill open positions. At the same time, many college students preparing to graduate worry they can't find a job. How can both of these realities exist simultaneously? The answer appears to lie not in a shortage of jobs or graduates, but in a disconnect between higher education and industry. Bridging this gap represents one of the greatest opportunities for universities and employers to work together to develop the next generation of leaders.

The entertainment and tourism sectors have experienced tremendous workforce disruption over the past several years. Following the COVID-19 pandemic, many experienced professionals left the industry permanently, creating leadership vacancies that continue to challenge organizations. As travel, tourism, sports, and entertainment have rebounded, organizations have found themselves competing aggressively for qualified employees who possess both technical knowledge and strong interpersonal skills.

Hospitality is, fundamentally, a people business. While technology continues to advance and reshape operations, organizations still rely on talented individuals who can create memorable guest experiences, solve complex problems, lead diverse teams, and adapt to rapidly changing environments. Yet many organizations report difficulty finding candidates who are prepared to contribute immediately upon entering the workforce.

Ironically, many college students perceive the job market very differently. Students are concerned that the jobs they are interested in require years of experience, and this is experience they cannot get while attending classes in college. They also fear that jobs in their field simply do not exist. This perception can lead to anxiety, delayed career decisions, or graduates accepting positions outside their chosen field.

In many cases, students are unaware of the breadth of career opportunities available throughout entertainment and hospitality. Beyond hotels and restaurants, careers exist in attractions, theme parks, destination marketing organizations, professional sports, convention centers, event production, cruise lines, performing arts organizations, entertainment technology, tourism development, gaming, and numerous supporting industries. The challenge is not necessarily the availability of jobs, but instead it is helping students identify, prepare for, and connect with those opportunities.



Is there a disconnect between industry and academia? One reason this paradox exists is that academia and industry often operate on different timelines and with different priorities. Universities are appropriately focused on developing critical thinkers, providing theoretical foundations, conducting research, and preparing students for lifelong learning. Businesses, however, are often focused on solving today's operational challenges and hiring employees who can contribute immediately.

Neither perspective is wrong. However, when these perspectives become disconnected, graduates may leave college possessing strong academic knowledge while lacking familiarity with current industry practices, emerging technologies, or employer expectations. Staying closely connected to the rapidly evolving realities of the entertainment and tourism industries can be challenging for educators, just as it can be for professionals working within the industry itself. Technology, guest expectations, operating models, and business practices continue to evolve at a remarkable pace, sometimes creating a natural disconnect between the classroom and the workplace. This makes ongoing engagement between educators and industry professionals increasingly important. By maintaining strong connections with industry, faculty can bring current perspectives and real-world challenges into the classroom, while industry professionals can benefit from the knowledge, research, and fresh perspectives that academia provides. For the curriculum to remain relevant, universities must continually engage with industry, not simply through advisory boards, but through active collaboration.

When Business Shows Up in the Classroom

What does it look like when business shows up in the classroom? One of the most effective ways to bridge the academic-industry divide is for business leaders to become active participants in the educational process. Students benefit tremendously when executives, managers, entrepreneurs, and industry specialists share real-world experiences in the classroom. These professionals bring current examples, emerging trends, practical decision-making frameworks, and authentic leadership lessons that textbooks alone cannot fully capture.

Adjunct professors who work actively in the industry can provide a particularly valuable bridge between theory and practice. Because they navigate operational challenges daily, they can connect classroom concepts to contemporary business realities and help students see how the principles they are learning apply in the workplace.

Their credibility and firsthand experience can resonate strongly with students. Discussions can move beyond hypothetical scenarios toward authentic case studies involving guest service, crisis management, leadership challenges, technological innovation, financial decision-making, and organizational culture. Perhaps equally important, these interactions help students see the connection between what they are learning in college and the careers they hope to pursue.

At the same time, the value of business experience in the classroom should not diminish the essential role of college professors. Faculty who have devoted their careers to higher education bring a depth of knowledge and expertise that is fundamental to the educational process. They understand learning theory and pedagogy, conduct research, develop curriculum, challenge students to think critically, and help students understand the broader principles and frameworks that extend beyond any single organization or moment in time. Their role is not simply to prepare students for their first job, but to help prepare them for a career and, ultimately, a lifetime of learning and leadership.



Importantly, full-time faculty and industry practitioners should not be viewed as alternatives to one another, but as complementary partners. College professors provide the theoretical foundation, research expertise, curriculum design, critical thinking, and pedagogical excellence that help students understand why organizations operate as they do. Industry leaders bring current operational knowledge, professional networks, practical applications, and firsthand experience that help students understand how those principles come to life in the workplace. Together, these perspectives give students both the depth of academic learning and the relevance of real-world experience. The result is an educational experience with more depth, one that neither academia nor industry could provide as effectively on its own.

Workforce-ready graduates need experience. Many universities produce exceptionally talented graduates. Students today often demonstrate impressive technical skills, creativity, digital fluency, teamwork, and a desire to make meaningful contributions. However, employers consistently value practical experience.

Internships are one of the most important ways to help students transition successfully into professional careers. They allow students to apply classroom learning, understand organizational culture, build confidence, develop professional relationships, and demonstrate their capabilities before graduation. Similarly, mentorship can accelerate career readiness in ways classroom instruction alone cannot. Experienced professionals help students navigate career decisions, develop leadership skills, understand workplace expectations, and build professional confidence.



Students who graduate having completed internships and developed meaningful mentor relationships often enter the workforce with greater confidence and stronger professional networks. The most successful graduates are not simply academically prepared; they are professionally prepared. This is likely where academia and industry can best come together to produce the most qualified job candidates.

Perhaps it is time to rethink the traditional relationship between universities and employers. Rather than viewing colleges solely as educational institutions, organizations could begin viewing them as strategic talent pipelines, or even as highly specialized employment agencies. Imagine an environment in which employers routinely recruit from universities throughout the academic year rather than only during graduation season. Faculty members would understand employer needs, career services offices would facilitate meaningful industry partnerships, and students would graduate with professional experience already on their résumés.

One opportunity is to rethink what an internship can be. Rather than viewing an internship as a short-term job experience, universities and employers could create structured three-month development experiences designed to introduce students to an organization, build professional skills, and create a potential pathway to future employment.

The timing could be flexible based on the needs of the organization. For some employers, a three-month summer experience may make the most sense. For others, the opportunity might coincide with a peak operating season, a major event, or another period when additional talent is needed. The key element isn't the calendar; it is the intentional combination of meaningful work experience, mentorship, and professional development.

Consider an experience in which a hospitality or entertainment company hires a college student into a meaningful frontline role. At a theme park, that might be a ride operator, custodian, or quick-service restaurant host. At a professional sports venue, it could be a parking host, ticket taker, or usher. These positions offer an opportunity to understand an organization's operations, culture, guest expectations, and brand promise from the perspective of the employees delivering the experience.

The distinguishing feature is that the student is not simply assigned a job; they are also assigned a development team. This could be accomplished through what we could call the Two-Mentor Internship Model (TMIM). Each student would be assigned two mentors: one from the company and one from the student's academic program. The industry mentor might be a manager or leader who understands the organization's culture, expectations, and career opportunities. The academic mentor would bring knowledge of the student's field of study, learning objectives, and long-term career development.

Together, these two mentors would establish a development plan for the student and collaborate throughout the experience to connect the student's workplace responsibilities with their academic learning. The student might receive targeted development in areas such as leadership, communication, financial literacy, problem-solving, customer experience, technology, analytics, or other competencies relevant to future opportunities within the organization. The goal would not simply be to complete the internship. It would be to emerge from the experience with a stronger understanding of the business, meaningful professional relationships, and a clearer set of skills that could position the student for future opportunities.

This model creates value for both sides. For the employer, the internship becomes an extended opportunity to identify, evaluate, develop, and potentially retain future talent. Rather than making a hiring decision based primarily on a résumé and a set of interviews, the organization can observe how a student performs in a real operating environment. It can see how the student interacts with guests and colleagues, responds to challenges, demonstrates initiative, and embraces the organization's culture.

The student benefits just as significantly. They gain meaningful experience for their résumé, develop professional relationships, receive mentorship from two different perspectives, and gain a much clearer understanding of the organization and the industry. Just as importantly, the experience allows the student to determine whether the company, culture, and career opportunities are a good fit for them. The ultimate objective is not to create a temporary workforce. It is to create a talent pipeline. Universities could play a much more intentional role in that process. Rather than simply sending graduates into the job market and hoping they find employment, universities and employers could work together throughout a student's college experience to identify talent, provide meaningful work experiences, develop specific competencies, establish professional relationships, and create pathways into full-time employment.



In this model, the university begins to look less like a place where employers come to recruit and more like a strategic talent-development partner, almost an employment agency for the industries it serves. The difference is important: the university is not simply matching a résumé with a job opening. It helps develop the talent employers need while helping students discover the organizations and careers where they can thrive. That is a very different relationship between higher education and industry. And it may be exactly the relationship needed to close the gap between talented graduates worried about finding jobs and employers worried about finding talented people.

Building the Future Together

Closing the gap between higher education and the entertainment and hospitality industry will require intentional collaboration. Advisory boards must become more engaged. Internship opportunities should expand, mentorship should become commonplace, and employers should view universities as partners rather than simply suppliers of graduates. The goal is not merely to increase employment rates, but to develop professionals prepared to lead, innovate, and elevate guest experiences across the entertainment and tourism sectors.

The industry's need for talent is genuine. Students' employment concerns are equally real. The solution lies in creating stronger bridges between the classroom and the workplace. The future of entertainment and hospitality depends not only on attracting guests, but on attracting, developing, and retaining exceptional people. Building stronger partnerships between universities and industry may be one of the profession's most important investments.

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A hand is shown placing a star on a row of five stars. The stars are dark and the background is a gradient of blue and grey.

The Final Report

By Zoot Velasco

March 2020. I was teaching at Cal State Fullerton and leading the Gianneschi Center for Nonprofit Research, one of the Centers of Excellence at Cal State Fullerton's College of Business and Economics, a sister center to the EHM Center. (It has since been renamed the Gianneschi Center for Social Impact.) We were prepping for midterms when we received an email from the College President. COVID-19 was a threat, and we would be going virtual for an indefinite period, but we should be prepared for it to last through the semester.

As we all know, it took much longer than that. All professors and teachers around the world had to adjust to teaching 100% on Zoom. The COVID-19 pandemic shut the world down. It was unlike anything else. California Governor Gavin Newsom and his Office of Business & Economic Development began developing a program to restart business as we emerged from COVID. In 2021, the state rolled out the Community Economic Resilience Fund (CERF). The historic \$600 million support fund was for developing regional economic roadmaps that invest in industries that will thrive in a carbon-neutral future, create high-quality jobs, and build a more equitable economy that works for all. In Orange County, we selected several categories of OC jobs in growing sectors that could benefit from this funding to help form an economic blueprint. A key element was tourism and outdoor recreation.

Two years later, in 2023, that fund continued as California Jobs First with Catalyst funding in key industries. We would concentrate on shovel-ready pilot projects and implement a strategic plan for Tourism and Outdoor Recreation. The 68-page Orange County Tourism and Outdoor Recreation Strategy Activation Plan was created in 2025 and includes four core strategies and dozens of tasks.

California Jobs First is ending. We have now completed that plan. You can read the final report at the link below and see all the work we have been doing on your behalf:

[**READ THE REPORT**](#)

Or follow the link from the OCBC website.



WHAT IS CAL STATE FULLERTON'S ENTERTAINMENT & HOSPITALITY MANAGEMENT CENTER?

BY THE EHM
CENTER

Taking Orange County Tourism to the Next Level: A New Home for OCTAVE



Orange County's tourism industry is a vast, vibrant ecosystem that includes theme parks, hotels, sports, and a growing range of micro-tourism experiences. At the heart of this complex industry, something is easy to overlook: the people. To keep this visitor economy thriving, Orange County needs a steady pipeline of talented future leaders who understand everything from finance and technology to the green economy and operations.



That is exactly where Cal State Fullerton's Center for Entertainment & Hospitality Management (EHM Center) steps in.

Located within CSUF's top-ranked College of Business and Economics, the EHM Center serves as a powerful bridge between academia and Southern California's tourism economy. Our curriculum brings together hospitality,

entertainment and essential business disciplines, featuring specialized courses like Entertainment Money Management, Entertainment Law, and Hospitality and Tourism Management. This ensures our students master the financial, operational, and strategic aspects of businesses ranging from hotels to amusement parks, film, and television.

A Legacy of Learning Beyond the Classroom

Historically, CSUF has been a vital conduit for regional talent, producing over 800 alumni by 2017 alone who have gone on to work in destination marketing, motion pictures, and theme parks.

Throughout the Behind-the-Scenes student-industry alliance, students actively build networks by engaging directly with executives. Our students have already gained exposure to powerhouse organizations like Disneyland Resort, Paramount Pictures, Segerstrom Center for the Arts, Knott's Berry Farm, and Marriott. This creates a vital two-way pipeline: Students gain access to employers, while businesses competing for top talent gain direct access to emerging leaders.

Visionary Leadership for a Complex Industry

We are entering a thrilling new period under our new director, Jim Lake, appointed in April 2026. Lake brings three decades of phenomenal Southern California theme-park experience to the position. His career began as a ride operator at Disneyland, eventually leading him to serve as general manager of Disneyland Park, coordinating its post-COVID reopening, overseeing nine Boomers locations, and serving as president of SeaWorld San Diego.

Lake sees the tourism economy expanding far beyond theme parks into sports teams like the Ducks and Angels, casinos, and restaurants. To support this, he is building a robust industry advisory board that already includes executives like Bo Patel of T2 Hospitality and Kevin Rohani of sbe Lifestyle Hospitality, creating a stronger foundation for the bridge between OC's employers and academia.

Up an "OCTAVE"

This brings us to our most exciting announcement: The EHM Center is officially assuming leadership of the OCTAVE network from the Orange County Business Council!

Created through OCBC's work on the California Jobs First Orange County Tourism & Outdoor Recreation Activation Plan, OCTAVE successfully connected over 100 tourism leaders. By finding a long-term institutional home at CSUF, the EHM Center is uniquely positioned to unite three groups that do not always interact naturally:

- Our students: Working on real industry challenges and connecting directly with employers.
- Our industry leaders: Helping shape curriculum, identifying talent, and utilizing university research.
- The broader community: Building permanent relationships to tackle major issues like transportation, sustainability, and workforce development together.

In music, going up an “octave” means reaching that same note at a beautifully higher level. With the EHM Center taking the reins, we are transforming tourism education from something that happens for the industry into something that happens with the industry.

CHECK OUT EHM'S WEBSITE!

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OCTAVE is a newsletter of the Center for Entertainment & Hospitality Management at Cal State Fullerton.

Send us your questions, tourism success stories, needs, challenges, best practices, skills gaps, and emerging trends, and we will try to include the most relevant ones in OCTAVE!

CONTACT: <mailto:CBEreceptionist@fullerton.edu>

DISCLAIMER: All views shared in this newsletter belong to the individual writers and don't represent the official stance of CSUF, the EHM Center, or OCTAVE.