

**COAPRT VITA**  
**May, 2012**

1. **NAME** James N. Wallace Jr.

2. **FORMAL EDUCATION**

California Polytechnic State University, San Luis Obispo  
Major: Business Administration  
Concentration: Management  
Bachelor of Science Degree

Cuesta College, San Luis Obispo  
Major: Business Administration  
Associates in Arts Degree

Virginia Polytechnic Institute and State University, Blacksburg  
Major: Architecture

3. **PROFESSIONAL EXPERIENCE**

**California Polytechnic State University, San Luis Obispo**

Lecturer – Recreation, Parks, & Tourism Administration 6/14 to present  
Achieved CHE (Certified Hospitality Educator)  
Achieved CHIA (Certification in Hospitality Industry Analytics)  
*Classes taught;* Hospitality Analytics, Resort & Lodging  
Operations, Intro to Hospitality & Tourism, Risk Management,  
Sustainable Tourism, Recreation, Parks & Tourism Management

**Wallace Hospitality**

Principal – Hotel Consulting. 5/14 to present  
Licensed through San Luis Obispo County

**Central Coast of California Hospitality**

**SeaCrest OceanFront Hotel**, Pismo Beach, CA (158 rooms) 9/11 to 5/14  
General Manager  
Achieved 2012 CLIA award for excellence in hospitality

**Pacific Host Hotels**

**Hampton Inn & Suites**, Arroyo Grande, CA (103 rooms) 5/11 to 9/11  
General Manager  
New hotel opening August 2011  
Hilton OnQ property management training certification

**Ocean Park Hotels**

**Courtyard by Marriott**, San Luis Obispo, CA (139 rooms) 3/07 to 3/11  
General Manager  
New hotel opening July 2007

Achieved brand gold award for overall guest satisfaction 2008  
 Achieved brand silver award for overall guest satisfaction 2009  
 Connect U certification for General Manager Fundamentals  
 Connect U certification for Strategic Alignment  
 Marsha Basics in Revenue Management certification

**Pacifica Hotel Company** **4/98 to 3/07**  
     Area Manager – Central Coast 3/04 to 3/07  
         Best Western Fireside Inn- Cambria, Holiday Inn Express-SLO,  
         FogCatcher Inn.  
**FogCatcher Inn;** Cambria, CA (60 rooms) 6/05 to 3/07  
     General Manager  
**Avila Village Inn;** Avila Beach, CA (36 rooms) 3/04 to 4/05  
     Area Manager  
         New hotel opening January 2005  
**Cottage Inn by the Sea;** Pismo Beach, CA (80 rooms) 4/98 to 6/05  
     General Manager  
         New hotel opening September 1998  
         Achieved company highest guest satisfaction award, 1999, 2000, 2001  
         Achieved company highest increase in occupancy award, 2000  
         Achieved company highest increase in revpar award, 2000  
         Achieved company highest Signature score award, 2001  
         Member of hotel company training department

**Cuesta College**  
     Faculty Member – Business Education, Hospitality Program 10/03 to 6/06  
     Lead Instructor and Hospitality Hiring Committee  
     Founding member of Hospitality Advisory Committee  
     *Classes taught:* Front Office Operations, Housekeeping Management,  
     Training and Development, Hospitality Marketing and Sales,  
     Supervision in the Hospitality Industry. AHLA certification.

**CapStar Hotel Company**  
**Holiday Inn Express,** Grover Beach, CA (78 rooms) 6/96 to 4/98  
     General Manager  
         Completed New Hotel Opening Program, June 1996  
         Achieved #1 ranking in Geogroup in GSTS scores for 1 year.

**Sterling Hotels Corporation**  
**Holiday Inn Express,** San Luis Obispo, CA (100 rooms) 8/89 to 6/96  
     Guest Service Representative / Accounts Receivable Manager  
         Awarded Employee of the Year, 1993  
         Successfully booked the Golden State Warriors NBA team, 10/95

**Laral Hotel Group**  
**San Luis Bay Inn,** Avila Beach, CA (76 rooms) 2/81 to 8/89  
     Director of Guest Services  
         Published article in Escape travel magazine, July/August 1988  
         Served on KCBX wine tasting and auction planning committee 1981-88

#### **4. PROFESSIONAL SERVICE AND INVOLVEMENT**

##### *Memberships*

Los Osos/Baywood Park BID board of directors  
Pismo Beach CVB board of directors and vice chair  
San Luis Obispo TBID advisory board member  
San Luis Obispo Visitors Conference Bureau board of directors and past president  
Sunset Magazine Savor the Central Coast steering committee  
Rapport International Inc. Leadership Breakthrough Training  
Contact Point Leadership Power Training  
Tau Kappa Epsilon fraternity alumni  
Volunteer / teacher assistant, Bellevue-Santa Fe Elementary School  
Volunteer, Central Coast Salmon Enhancement  
Volunteer, Goodwill Industries  
Hoop It Up Basketball tournaments  
Wildflower 50 mile bicycle events  
California Restaurant Association Golf Tournaments

#### **REFERENCES**

Larry Shupnick Sr. Vice President of Acquisitions and Development Interstate Hotels and Resorts 4501 N. Fairfax Drive, Suite 500 Arlington, VA 22203 202-744-0286 Larry.shupnick@interstatehotels.com	1981 to present
Myraline Morris Whitaker Principal Central Coast of California Hospitality 917 West Grand Avenue Grover Beach, CA 93483 805-284-1337 Myraline@ccchotels.com	2007 to present
Jeff Hirsch General Manager Homewood Suites by Hilton 1103 Embarcadero Dr. Oakland, CA 94606 925-822-8333 Mrjlhirsch@yahoo.com	1997 to present