

HOTEL EZRA CORNELL

The 99th Annual Hotel Ezra Cornell Newsletter

WELCOME

Welcome to the fifth edition of the Hotel Ezra Cornell 99 Internal Newsletter! After a year of hard work, creativity, and connecting with Nolan Hotel School traditions, the moment we have all been waiting for is finally here. Read along as we come together to celebrate achievements, share insights, and embrace the hospitality spirit that defines our community. This month's edition is packed with conference secrets, Hotelie life updates, industry trends, and Ithaca community spotlights. The countdown to the conference begins today!



NETWORKING TIPS

As we prepare for the conference, we recognize the potential nerves you all might feel. With industry professionals set to attend and speak, we hope to prepare you with valuable tips to effectively network and cultivate meaningful connections with these invaluable resources.

➤ **Prepare in Advance:**

Practice a 30-second elevator pitch that communicates your background, relevant professional experiences, and the purpose for the conversation. Research industry professionals beforehand so you can ask them tailored, professional questions.

➤ **Lasting First Impression:**

Dress professionally, use a firm handshake, and maintain eye contact. Be an active listener, but also prepare some open-ended questions to learn about their experiences.

➤ **Maintain the Relationship:**

After making a new connection, make sure to follow up with a thank you email to express your appreciation for their time and bring up any interesting points discussed. Maintain your network by keeping in touch, such as proposing future chats, or connect on LinkedIn. LinkedIn can be a great networking tool to connect with others and maintain your professional presence.

➤ **Proper Etiquette:**

Overall, remember to maintain professionalism and be respectful and considerate when interacting with others. Thank people for their time, respect their time and boundaries, and be prompt when replying to messages.



INTERNSHIP OPPORTUNITIES

We are back again to support you on your internship journey! Before presenting opportunities, we want to commend you for doing an amazing job. We understand that summer internships can be a stressful topic, particularly for ambitious Hoteliers eager to make their mark on the hospitality industry. So, take a moment to breathe and reflect on how far you have come. You got this!

Click on the logos of each respective company to explore open positions.



**Turnberry 2024 Summer
Corporate Internship**
Real Estate

For Juniors & Seniors
Aventura, FL



Hilton Grand Vacations
Hospitality Business

For Rising Sophomores,
Juniors, & Seniors
Las Vegas, NV



The Club at Mediterra
Hospitality Internship
Food & Beverage

For Rising Sophomores, Juniors,
& Seniors
Naples, FL

MORE RESOURCES:



Jackie Doyle



Nolan
Cornell
SC Johnson College of Business

Cornell Nolan Career Management



Handshake



LinkedIn

PROGRAMMING SPOTLIGHT

FUSING TECHNOLOGY WITH HOSPITALITY: EBEN HEWITT

With HEC 99 getting closer, we want to highlight one of our tremendous speakers. Eben Hewitt is the SVP & Global CIO at Hyatt. Before his current role, he was CTO & Fellow at Sabre Hospitality, CTO at Choice Hotels, and CIO at O'Reilly Media. He is a regular guest lecturer and faculty panelist at Harvard for courses in the Digital Enterprise. He authors several books, including the international best-seller *Technology Strategy Patterns*.

Eben Hewitt is one of our phenomenal speakers who will be presenting on Saturday, April 20, 2024 at 9:00am in the Statler Auditorium. He will be speaking on Fusing Technology with Hospitality. He will discuss the intersection of technology and hospitality using insights that he has gained from his two decades of industry experience.

We are looking forward to hearing more about his insights later this month! Click the photo to learn more about Eben.



Eben Hewitt

STUDENT ORGANIZATION SPOTLIGHT: CORNELL REAL ESTATE CLUB

Interested in a career in real estate? Join CREC!

The Cornell Real Estate Club (CREC) is committed to enriching the educational journey of undergraduates pursuing a minor in real estate at Cornell University. The club's mission encompasses igniting a passion for the real estate sector among students new to the field, providing a forum for individuals with prior experience to refine and expand their expertise, and exposing all students to industry professionals, real-world projects, and on-campus events.

Over the past two years, CREC has experienced remarkable growth, with its membership tripling in size to over 1,000 members. This expansion has allowed CREC to diversify its offerings, including career treks to various cities, the establishment of two formal mentorship programs, increased industry engagement, and the inclusion of prominent guest speakers. The club's primary focuses remain nurturing career preparedness and fostering professional development.



CREC

Cornell Real Estate Club

This past October, 32 CREC members had the opportunity to visit Boston on a career trek. The trek was an opportunity to network, obtain real-world exposure, gain company insights, and learn more about the Boston real estate market. Members were split between 2 groups. The first group visited Alexandria Real Estate Equities and JLL, while the second group visited Pyramid Global Hospitality and TA Realty. If you are interested, CRWC recruits at the beginning of each semester, posting information about how to apply on their website and social media!

HEC LOOKBOOK

①

Managers



Start with your
HEC shirt

ADs



②



③



HEC HOT TIP!

Wear shoes you will be comfortable in. You will be walking around all weekend and don't want to get blisters!



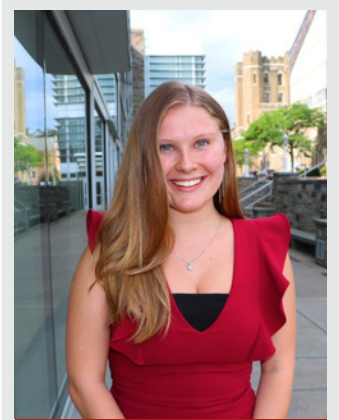
DIRECTOR SPOTLIGHT: SARAH NEWCOMB

Sarah Newcomb '25, Food and Beverage (F&B) Director of HEC 99, serves as a pivotal figure in coordinating and supporting the various departments within the F&B pod, including F&B Service, Culinary, Design, Conference Services, and Beverage. Her responsibilities extend to overseeing and leading 12 function teams, alongside her exceptional Assistant Directors Maya Sakamoto '26, Matthew Merril '26, and Lexi Gates '26. Sarah describes the F&B Department as the "glue" of the F&B pod, ensuring seamless communication and collaboration among departments. Her proactive approach involves understanding each department's plans and serving as a resource for logistical support and communication.

HEC's events calendar boasts a variety of engaging experiences meticulously crafted by Sarah and her team. From the Welcome Mocktail event, which introduces first years to the organization, to the Alumni Homecoming Brunch and Function Flow, each milestone is thoughtfully designed to align with the HEC 99 theme of Ignite.

Incorporating the Ignite theme into F&B events involves strategic choices in offerings and thematic elements that resonate with the overarching conference themes: Ignite the Spark, Ignite the Moments, and Ignite & Unite. For example, during the Ignite the Spark day, the Thursday Cocktail event features "campfire" elements, including cocktails and canapés with smoky flavors, along with design elements evoking the ambiance of gathering around a fire. This meticulous alignment with the theme creates an immersive experience for attendees.

As HEC approaches, Sarah's team has transitioned into finalizing logistical details to ensure a smooth execution. Sarah emphasizes that her department's success stems from the collaborative efforts of each F&B department. Sarah is so grateful for her colleagues' dedication and camaraderie, underscoring the collective spirit driving HEC's success.



Sarah Newcomb '25

VOLUNTEER FOR HEC 99!

There are more ways to get involved in HEC 99: Ignite!

With HEC 99 around the corner, we hope you consider getting involved in our organization! All Cornell students are invited to volunteer for The 99th Annual Hotel Ezra Cornell. We are recruiting for our Culinary, F&B Service, Philanthropy, Design Departments and more for the April 18-21, 2024 weekend event. No previous hospitality experience is needed, and all volunteers will be trained and briefed before their anticipated shifts. Reach out to Sarah Schiffgens, sss276@cornell.edu, with any questions!





INTERNSHIP SPOTLIGHT: MARRIOTT INTERNATIONAL

Lucas Arulpragasam, a member of the Hotelie Class of '24 and HEC 98 Programs Director, showcased his talent during his previous summer internship with Marriott International. Placed in the Global Operations Department, Lucas excelled in analytics for the Rent and Residence team. His unique position allowed him to collaborate with Chief Development Officer Dana Jacobsohn on new projects, focusing on assessing developmental feasibility.

Despite being a 10-week intern, Lucas's role demanded global market analysis, enabling him to reach almost 200 residences worldwide. Thanks to the global nature of his team, he had the flexibility to work remotely, rather than being confined to Marriott's headquarters in Bethesda, Maryland. This flexibility allowed Lucas to travel the world, joining team calls and completing his work from wherever he was. His three main projects included analyzing the Furniture, Fixtures, and Equipment (FFE) reserve fund for renovations, assessing public space renovations in various markets, and conducting feasibility analyses for Marriott's expansion into new business markets.

Lucas's summer internship with Marriott not only deepened his passion for hospitality development and branded residential communities, but also provided invaluable insights into the company's dynamic work culture. Reflecting on his experience, Lucas advises future interns to choose their teams wisely, emphasizing the transformative potential of developing a passion for a specific career path.



Lucas Arulpragasam, '24

HEC PROGRAMMING: SEE YOU THERE!

The HEC 99 Programming is sure to ignite your interest and passions this year. With intriguing industry leaders coming to Cornell on Friday, April 19 and Saturday, April 20, you wouldn't want to miss the opportunity to hear from the best of the best in our very own Statler Auditorium. Grab some friends and listen to our speakers discuss all that's happening in hospitality. There truly is something for everyone at this year's conference.



Click the icon to learn more about our programming!

HIDDEN GEM: TACOS CDMX

In the heart of Ithaca, hidden next to the Ithaca ReUse Center off Elmira Road, a culinary treasure quietly thrived in a sheet metal structure: Tacos CDMX. For those in the know, it was an underground delight, offering mouthwatering Mexican City-style tacos and exceptional service. Tacos CDMX, standing for "Ciudad de México", gained most of its business from word-of-mouth traction due to the unmatched hospitality by Eduardo Acevedo and his team.

Eduardo and Tacos CDMX epitomize warmth and hospitality. Imagine this: on a sunny day, as you wait in line at the stand, Eduardo and his team graciously offer a free wedge of watermelon to quench your thirst. As you engage in lively conversation, sharing stories of your day, weekly highlights, and life updates, you witness the culinary experts craft tacos right before your eyes. They inquire about your spice preferences for the salsa, ensuring your order is customized to perfection. As you are served the most perfect tacos with care, cozy picnic tables provide a homely setting to relish every bite, paired with laughter and cherished moments with friends.

Recently, Tacos CDMX stepped into the limelight with a new brick and mortar restaurant at 118 West Green Street in the Ithaca Commons. Before this expansion, their menu boasted iconic items that set the standard for their success: al pastor tacos with pineapple, onion, and salsa; asada tacos with onion, cilantro, and salsa; and pollo tacos with the same fresh toppings as asada. Each taco was a symphony of flavors, with crispy fried cheese embracing marinated meats and vibrant produce. Now, their menu has expanded to include chorizo tacos, lengua tacos, vegan options, and ribeye tacos. Yet, despite the location change, one thing remains the same - every taco is crafted with love and care.

Eduardo's journey epitomizes how true culinary excellence can transcend boundaries. Despite its humble beginnings, tucked away off the side of a road in a metal shack, Tacos CDMX has become a haven for community and flavor. The new brick and mortar location is not just a restaurant, it is a new home for all who seek authentic and delectable tacos in Ithaca. Be sure to check it out!



THANK YOU FOR TUNING IN!

We are so excited to continue with our monthly newsletters.

All content was written and produced by:

The HEC 99 Communications Team

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