

HOTEL EZRA CORNELL

FINAL ISSUE

WELCOME

Welcome to the fifth and last edition of the Hotel Ezra Cornell 100 External Newsletter! We are less than a few weeks away from the centennial celebration and we cannot wait to show you all planning and preparations we have done throughout the year! For more updates, follow us on our social media accounts and website!

HEC COUNTDOWN

17

DAYS

0 6

HOURS

3 0

MINUTES

HEC WRAPPED



Homecoming Weekend

On Saturday, October 28th, Nolan alumni gathered with the HEC Board of Directors for a lively homecoming brunch in the Statler Park Atrium, creating the perfect opportunity to reconnect before the big game. Over a spread of delicious food, alumni, students, and faculty reunited over their favorite memories at Cornell. Guests also got the chance for an exclusive look into this year’s HEC theme and a sneak peek into how the theme came to fruition. The weekend got even better as Cornell won 47-23 against Yale, making the celebration all the more unforgettable.

Turkey Trot

On Sunday, November 3rd, the HEC 100 Philanthropy Department hosted a Turkey Trot fundraiser in support of Ben’s Friends, this year’s philanthropy partner. The event brought together students, faculty, and volunteers, with over 50 participants running for the cause. Thanks to their collective efforts, more than \$700 was raised, all of which will go directly to Ben’s Friends. Touchdown the Bear made a special appearance, and race participants and volunteers got the chance for a photo opportunity.



F&B Popup

On February 8th, the F&B pod had the amazing opportunity to hone their skills ahead of conference weekend by hosting a plated lunch for faculty and staff. This event served as a hands-on rehearsal, allowing teams to refine every aspect of the dining experience, from preparing and plating dishes to executing seamless service. It was a true showcase of their dedication and hard work over the past few months, offering a glimpse into the level of excellence they aim to achieve during the conference.

HEC WRAPPED



Coffee Cart Fundraisers

The Philanthropy Department has hosted two coffee cart fundraisers in support of Ben's Friends and the LA Fire Department. In collaboration with the Beverage Department who was able to supply the coffee, the Philanthropy Department were able to raise over \$300 and \$500 respectively.

I&I Event - Identity in Industry: Fireside Chat with Taneka Coates

On March 6th, the Impact & Inclusion Department organized a speaker event with, Taneka Coates, Director of Customer and Member Analytics for the Loyalty, Card and Partnership team at Marriott International. The event was moderated by I&I Director, Soma Nwajagu, and opened to all Cornell students. In this fireside chat, attendees has the opportunity to listen in on an insightful conversation on leadership, career growth, and the evolving hospitality landscape.



Bartender Training

Last semester, the Beverage Department successfully hired a team of bartenders for conference weekend! This semester, the department has been hosting several training sessions for the bartenders to hone their skills for conference weekend! From bar set up to tool terminology, this year's bartenders are more than ready to serve guests delicious drinks!

HEC WRAPPED

Team Bondings

Over the last few months, departments have been hosting fun bonding events! From dinners, hikes, cupcake competitions, and ice skating, HEC members having been enjoying getting to know each other better throughout the year!



ITHACA PHOTO GALLERY

Beebe lake



At the heart of Cornell's campus is Beebe lake located near the Martin Y. Tang Welcome Center. It is surrounded by a diverse forest and wraps around a one-mile loop trail with many perfect picnic spots.

Ludlowville Falls



Check out this 35 ft high waterfall and cave on the southeast end of Cayuga Lake. This is just a few minutes away from the Ludlowville park and if you're lucky you may even get the chance to see a rainbow!

Ithaca Commons



Ithaca Commons is known for its pedestrian friendly plaza surrounded by lots of unique shops, restaurants, and the occasional live street performance. It is a great spot to visit if your looking to meet locals and college students.

Simeon's Bistro



Sitting on the corner of the Commons, Simeon's American Bistro delivers standout service and elevated comfort food. It's a go to spot for brunch or dinner with friends and family for any occasion.

Dairy Bar



The Cornell Dairy Bar serves delicious ice cream made right on campus by students and faculty from the dairy plant. This spot has the perfect mix of classic flavors like Traditional Chocolate and French Vanilla and inventive ones such as Brewing CommuniTea and Ezra's Morning Cup.

INTERVIEW WITH PROFESSOR SEZER

Professor Övül Sezer uses her background in impression management to teach Organizational Behavior and Leadership Skills at Cornell's Nolan School of Hotel Administration, helping students leverage hospitality to their advantage in any setting. Drawing insights from psychology and sociology to drive decision making, she emphasizes how organizational behavior is relevant to our daily lives and especially in management and teamwork. As a professor for an introductory core course, Professor Sezer reveals that she learns just as much from her first-year students as she teaches them, and she feels lucky to have the opportunity.



Despite having attended and taught at many accomplished institutions, Professor Sezer notes that Cornell—and Nolan in particular—stands out for its sense of community and the strong alumni network. She recalls always seeing the quote “Life is service” in Statler, which speaks to her as a professor, as a researcher, and as someone who wants to contribute to the world. “Hospitality is just part of life—it changes the meaning and experience of the way that service is done,” she reflects. To her, this goal makes life complex. On one hand, it makes life easier because hospitality and service is a self-motivating mission. On the other, after being introduced to Nolan's unique brand of hospitality, she finds herself to have higher expectations for others.

Professor Sezer describes how this exceptional hospitality truly shines during HEC—a conference that she has experienced both as a witness and as a guest. “Attending makes it special, and hearing about it also makes it very special,” she recounts. At the conference, “you can feel the energy. Everyone is so happy to be back in Ithaca.” She also applauds the students who were able to collaborate and organize the whole event.

After meeting plenty of accomplished alumni and proud parents, Professor Sezer realizes that one of the most amazing parts of HEC is the opportunity to craft relationships and connect with the community. In fact, Nolan graduates she has interacted with would always mention the HEC year that they were able to attend. “The friendships that you build in classrooms and those that you develop in HEC or in Cornell are so relevant” and can really last a lifetime. These alumni “were in your shoes and this creates a bond that you will have forever.” She urges students to keep and maintain these relationships and that it's important to follow-up, be confident, and dedicate time to nurturing connections.

Finishing off with some advice for students, Professor Sezer encourages students to really enjoy the experience even though it can be busy with classes and internships. “This is an incredible time in our lives,” she says, “and you will never forget your chapter at Ithaca. Never lose sight of that, follow what you're passionate about, and make it count.”

OUTREACH POD FEATURE



Philanthropy Department

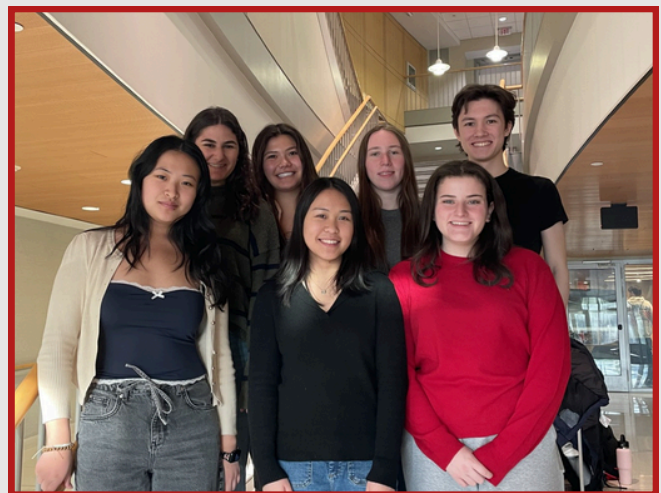
This year, the Philanthropy Department has partnered with Ben's Friends, an organization committed to supporting sober members of the F&B community. They have hosted many fundraisers throughout the school year, including the Thanksgiving Turkey Trot, and are now finalizing their silent auction and raffle, which will be held during conference weekend. The auction will feature dining certificates from restaurants like Gramercy Tavern, hotel stays at various locations,

including Pebblebrook's Margaritaville, and even a vintage Statler coffee set! The department has made it a priority to foster a sense of community. This year, Philanthropy Director, Olivia Mirabito '26, elected not to divide the programs into an events division and a procurement division so that the team could work together more cohesively. When fundraising, they have strategically tabled at different spots around campus to attract student involvement beyond the Nolan School.

With this year marking the centennial celebration, the Philanthropy Department is confident that spirits will be high and is eager to strengthen friendships and engage with guests about their unique ties to the school or the hospitality industry!

Communications Department

The Communications department has been diligently advancing its strategic communication initiatives throughout the year. The department has maintained a consistent engagement with stakeholders through monthly newsletters, providing timely updates and insights into the organization's activities as well as the hotel community. Additionally, the department has been instrumental in supporting other departments with their communication needs. For example, they are currently working on two



exciting projects: a detailed programs guide that will serve as a comprehensive resource, and a specialized beverage book developed in close collaboration with the Beverage Department. Assistant Director, Madison Cohen '26 expresses, "It has been very rewarding to collaborate with other HEC pods when working on the newsletter and other team projects that highlight the amazing work the HEC 100 team has accomplished!"

Perhaps most anticipated is the launch of the HEC Magazine, an new project designed to capture the exciting programming of this year's centennial celebration in April.

OUTREACH POD FEATURE



Donor Relations Department

The Donor Relations Department is vital to making HEC work, as they provide financial support that helps to run the conference. Mark Mollov '26, the department's director, explained how the team has been working with corporate sponsors and donors since September to ensure that other departments are financially supported throughout HEC weekend. They also communicate with other teams to identify their needs and procure those resources for them.

Reflecting on her favorite aspect of the department, Amanda Vogel '27 highlighted their internal mission to "support other teams' hard work by bringing their plans to life." Leila Boesch-Powers elaborated on that idea, detailing how they get the opportunity "to reach out to fun companies and network with some cool people."

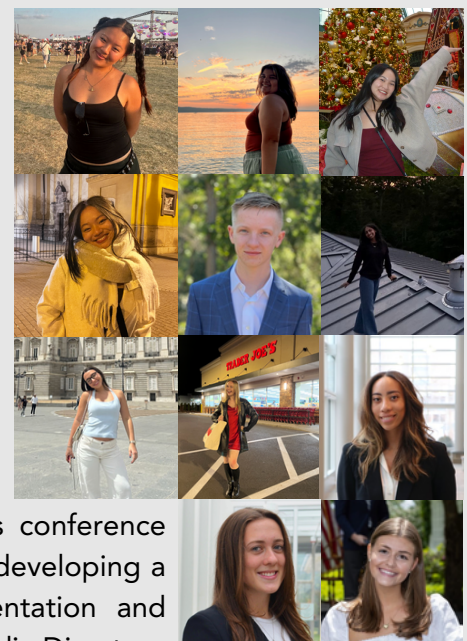
Kyan Rosenthal emphasized that his favorite part of the experience has been hearing alumni share their past stories. Similarly, the Donor Relations team will witness firsthand how HEC has shaped these alumni's experiences. The theme is particularly special, as it is the "biggest celebration yet," making it feel even more meaningful to work on the conference, knowing how much it means to everyone attending, Sophie Frankowski added.

Marketing & Media Department

The Marketing & Media Department has been working throughout the year to engage audience members through HEC's social media accounts. From speaker highlights, event recaps, to history features, the department has been working hard to get the community excited for this year's conference!

Collaboration is at the heart of the department's approach. They regularly collaborate with various HEC departments to amplify initiatives across platforms such as the Philanthropy Turkey Trot, I&I panels, and the CTB fundraiser. Currently, the department is working with the Program's department to

create an engaging speaker series that introduces this year's conference lineup of industry leaders. Additionally, the department is also developing a comprehensive media strategy to ensure thorough documentation and coverage of each scheduled event during HEC. Marketing & Media Director, Gavin Ross '26 explains, "My goal is to ensure that we are able to get coverage of this year's centennial celebration, from speaker events to behind the scenes shots." With the conference a few weeks away, the department is establishing systematic photography schedules and implementing specific guidelines to maintain consistent visual branding across all captured content.



OUTREACH POD FEATURE

History Department

The History Department stands out as a vital contributor to this year’s conference. This department is rarely active, having only operated twice in the past decade. It is focused on researching, preserving, and presenting the heritage of HEC through various creative projects.



During the fall semester, the department developed a comprehensive book documenting HEC's history, with team members assigned a decade to research. Their findings will be compiled into a book that guests can view at the conference. Beyond the book, the team has created multimedia projects, giving team members the opportunity to explore their assigned decades through creative lenses.

Currently, the History Department is focused on developing interactive exhibits and presentations for HEC weekend. They will be running four rooms, including a museum space, where guests can engage with HEC's history firsthand. One team member shared their excitement about these exhibits, saying, "It gives guests something to do and lets them engage with us one-on-one as we show them what we’ve learned."

The team hopes their work will help guests appreciate HEC's longevity and significance to Hotelie culture. Through their dedicated research and creative presentations, the History Department is ensuring that as HEC celebrates its centennial, its legacy is both honored and shared.



FROM THE EDITORS

This will be our last newsletter for the year. It has been a pleasure providing carefully curated and thoughtful stories that illuminate HEC and the Nolan school community's most significant moments. We are profoundly grateful for the opportunity to provide comprehensive coverage that connects, informs, and engages our readership.



Director
Caitlin Tam '25



Assistant Director
Madison Cohen '26



Assistant Director
Teddy Andres '27



Manager
Avery Chen '27



Manager
Lindsay Reis '28



Senior Manager
Christian Tarala '27



Manager
Aria Capelli '28

THANK YOU FOR READING!

ALL CONTENT WAS WRITTEN AND PRODUCED BY:
HEC 100 COMMUNICATIONS TEAM

Julsey Reis *Aria Capelli* *Anthony*
Tara *Ben*
Mark *Teddy Andres*

Connect With Us



@HOTELEZRACORNELL



@HOTELEZRACORNELL