

HOTEL EZRA CORNELL

The 99th Annual Hotel Ezra Cornell Newsletter

WELCOME

Welcome to the fourth edition of the Hotel Ezra Cornell 99 Internal Newsletter! As always, we are so excited to return and continue updating you on all the amazing things happening within the Hotelie community. We are only **one month** away from our annual conference, and we are getting more excited each day to experience the culmination of a year full of hard work, pushing the boundaries, and honoring a beloved Hotel School tradition. Get ready for your monthly update on Hotelie life, industry happenings, and Ithaca exclusives.



ON-CAMPUS OPPORTUNITIES

This month, industry experts are coming to campus and opening themselves up to one-on-one meetings with students. Through the organizations below, you may sign up for meetings with professionals to learn more about their companies, paths to success, and general career advice!

Pillsbury Institute for Hospitality Entrepreneurship

3/5: Bill Minnock '79, MBA '83, Retired Executive from Marriott International and Marriott
3/5: Mark Maynard '90 (CALS), Consultant and Executive Coach, Maynard Consulting
3/6: Igniting Success with Mark Maynard '90
3/7: Neil Tarallo, Senior Lecturer, Cornell Peter and Stephanie Nolan of Hotel Administration
3/19: Cullen Gilchrist, Founder and Chief Executive Officer, Union Kitchen
3/21: Dan Leyva '14, Founder & CEO, Taco Azul

Center for Real Estate and Finance

3/6 & 3/7: Baron Ah Moo, Managing Director, Head of US, PKF Hospitality
3/13: Benjamin Milde '96, Managing Member, Richbell Equities, LLC
3/20 & 3/21: David Mei '94, Vice President, Global Capital Investments & Transactions IHG Hotels & Resorts
3/27: David Jubitz '04, President, Clearview Hotel Capital

HOTELIE HAPPENINGS STUDENT ORGS

3/6: Young Alumni Panel
(Blackstone, Brookfield) - [Zoom](#)
5:00 PM

3/12: Peter Harwood (Newmark,
Senior Managing Director),
Speaker Event - Zoom 4:30 PM
3/14: TPG Real Estate Partners
Campus Visit



Check out these events hosted by the
Cornell Real Estate Club and the Cornell
Nightlife Hospitality Club!

3/4: Richard Fleming, Senior
Manager and Pop-Up Director
at Tao Group Hospitality
*Everyone is welcome to
attend!*



When? 4:30pm
Where? Statler 291



Tuesday, March 5th, 2024 from 1:00pm -
5:00pm EST
Location: Statler Hotel Ballroom
Qualification: Open to all Cornell University
Students
Attire: Business Professional
Required: Bring Cornell Student ID

[Register Here!](#)

WHAT IS POP-UP?

It is known that practice makes perfect, and executing F&B events is no exception to that rule! On the afternoon of Sunday, February 18th, the HEC 99 F&B Teams put their skills to the test to execute a wonderful Pop-Up Lunch in the Statler Ballroom! Guests mingled in the Statler Ballroom Foyer prior to their meal and enjoyed the fabulous Pineapple Cucumber Agua Fresca and Verjus Spritz Mocktails. The Service Team also passed around Spicy Tuna Rice Cakes and Spinach and Feta Mini Egg Bites prior to the event.

During the lunch, the Culinary and Beverage Teams prepared 1-2 menu items from each function while the Service Team practiced waiting on tables and dropping dishes. The ballroom was decorated with gorgeous melted candles that complemented the glow left by the falling snow outside the windows overlooking Sage Hall. The elegant atmosphere created by the Design Team and arranged by the Conference Services Team was omnipresent, elevating the experience through thoughtful installations and pristine logistical planning. The guest list included beloved faculty, advisors, and former HEC board members as the team practiced the events they will execute at this spring's conference.

From beverage items, culinary items, design ideas, and service elements, the F&B Pod welcomes any and all feedback so that they can deliver meaningful, efficient, and enjoyable experiences at HEC 99. Pop Up is a wonderful opportunity to acquaint HEC teams with the intricacies of service. We treasure this experience and opportunity, and are excited to apply what we learned to the conference in April!

INTERNSHIP OPPORTUNITIES

We are back again to help with your internship journey! The internship search can be discouraging, but we want to ease your anxiety and give you a few awesome opportunities and introduce companies that are still hiring for summer 2024. Click the links to view the job postings!



The Club at Mediterra Hospitality Intern

Year: Rising sophomore, junior, or senior students

Location: Naples, FL



Beam Living Intern, Operations and Resident Experience

Year: Rising senior students

Location: New York, NY



Great Wolf Lodge Summer Hospitality Internship Program

Year: Rising sophomore, junior, or senior students

Location: Perryville, MD



PROGRAMMING SPOTLIGHT

FOOD, BRAND, AND BUSINESS: A CONVERSATION WITH CHRISTINE HÀ

The HEC 99 Speaker Lineup is finalized, with a diverse array of industry professionals preparing to share their remarkable stories, insights, and journeys to the top. Christine Hà, renowned chef, restaurateur, and winner of "MasterChef" Season 3 is one of our beloved speakers who will be joining us in the Statler Auditorium on Saturday, April 20th from 10:00am-10:45am. She will be engaging in a fireside chat with Matthew Merrill '26, and the two will discuss their passion for food, culinary experimentation, the process of creating their own cookbooks, and the intersection between food and business. This event is open to the public, and we encourage all students to mark their calendars to attend. This duo will certainly create an engaging program, and we look forward to learning more about Christine this April!



Christine Hà

OPINION: ADAMS'S CORNER

In the charming little center off Hanshaw Road, neighboring Gimme Coffee and The Heights, sits a hidden gem of a bakery and cafe: Adam's Corner. Its unassuming exterior conceals the warmth and hospitality found within. As you step inside, the magnificent aroma of freshly baked goods greets you. The bakery counter at Adam's Corner is quite the irresistible sight, offering a large selection of baked treats, including croissants, danishes, and muffins that glisten under the warm lights.

However, what truly sets Adam's Corner apart is their incomparable breakfast sandwiches. Offering a build-your-own style, the options are endless. A guide on the left of the register leads you through the process: choose your bread, decide if you want it buttered, select your style of egg, pick your meat, and top it off with your choice of cheese. The result is the most perfect breakfast sandwich in Ithaca, tailored to your liking.

Kim and Bill are the delightful faces behind the counter who bring the true warmth to Adam's Corner. These two epitomize the essence of hospitality, greeting customers with a type of kindness and friendliness that feels like coming home. Kim and Bill feel like a home away from home family that can uplift you on the dreariest of days.

While Adam's Corner boasts a full menu of sandwiches, salads, and special soups—like their famous turkey chili—it's their breakfast sandwiches and baked goods that have earned them a renowned reputation in Ithaca. But Adam's Corner is more than just a place to grab a bite to eat; it's a cultural hub, a gathering place where the vibrant community members of Ithaca come to life. The dining room is filled with tables where patrons gather, sharing stories and laughter over steaming cups of coffee and warm croissants.

So, the next time you find yourself craving a comfort meal in Ithaca, make sure to pay a visit to Adam's Corner. Experience the best in hospitality, indulge in the finest breakfast sandwiches, and soak in the genuine warmth that defines the heart and soul of this beloved spot in town.



CHR RESEARCH SUMMIT

Leading up to the HEC Cocktail Reception, the CHS Research Summit is a half-day event organized by the Center for Hospitality Research for faculty, hospitality industry leaders, alumni, and students. The Summit is a space for all its attendees to engage over hospitality-relevant research presentations on a variety of topics. Attendees will learn about research applications to everyday business decisions and have an opportunity to ask questions and participate in industry-led discussions with faculty presenters.

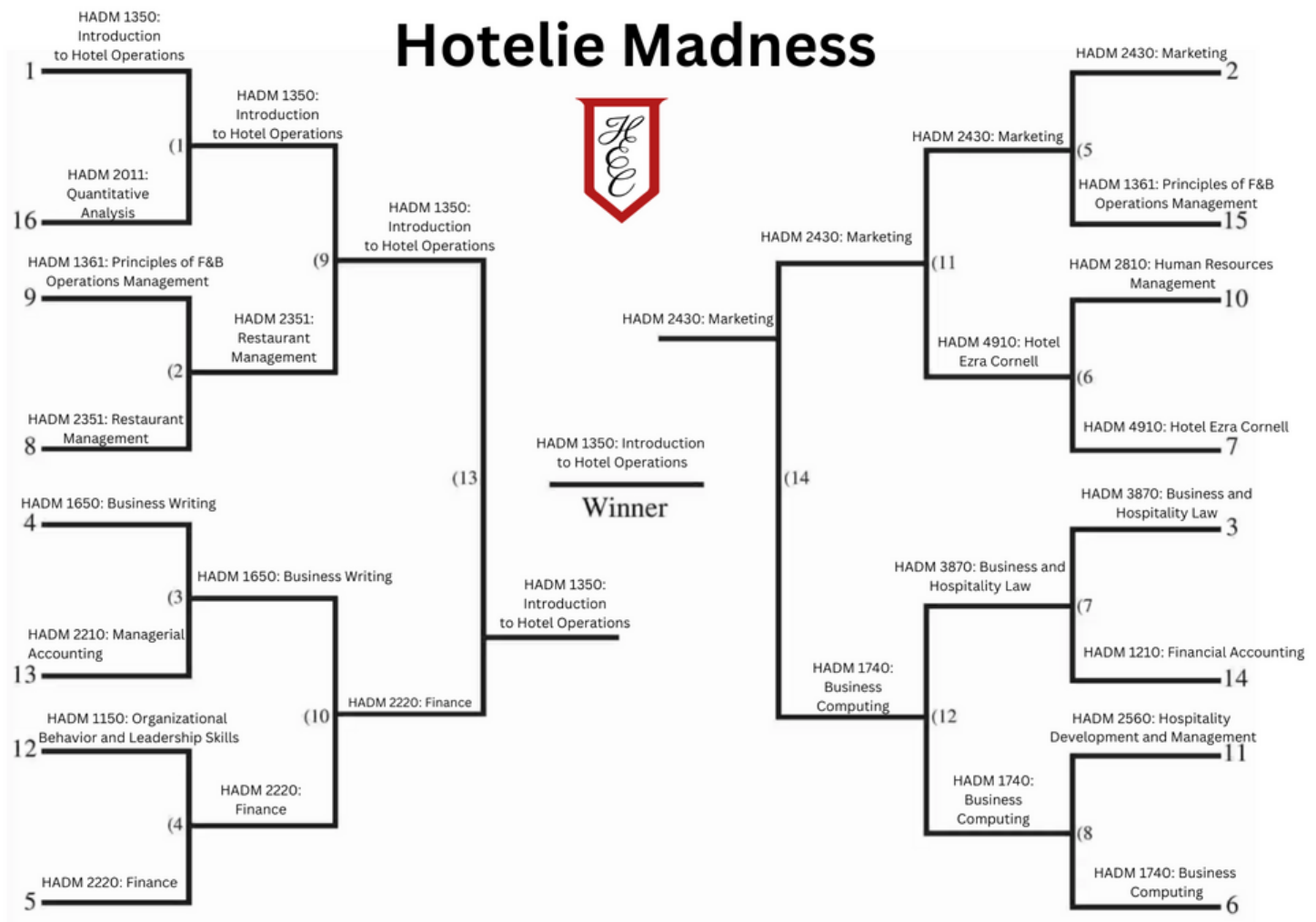
Speakers include Cornell SC Johnson College of Business faculty members and industry thought leaders from across hospitality and travel.



March 2024

MARCH MADNESS: HOTELIE VERSION

Which iconic Hotelie classes will prevail in the March Madness Tournament? Here are the Communications Team's rankings, starting with the Sweet 16:



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: FISCHER TRAVEL

Most Hoteliers love to travel, and those who do will likely agree on one thing: traveling isn't easy. While the picture-perfect social media posts may seem outwardly flawless, complete and utter perfection is rarely ever the case when it comes to travel. Thanks to Fischer Travel, people are essentially able to pay for guaranteed convenience, attentive service and travel guidance, and solutions to mitigating inevitable travel hiccups that often lead people to say, "Maybe we will just stay home instead."

During HEC Communication Director, Katie Carlson's '25, summer internship at Fischer Travel, she was a part of the experience-creation process for Fischer clients. Fischer Travel is a membership-only, NYC-based luxury travel company run by Stacy Fischer Rosenthal, boasting a long list of elite clients. At Fischer Travel, you will never hear a travel agent telling a client "I'm sorry, we cannot do that for you." Fischer Travel understands the value of putting clients first, and has captured the unmatched loyalty of their clients by truly understanding their needs, fostering personal relationships, and providing services that raise the standard and essence of true luxury.

Katie was able to take on projects such as a 2024 Paris Olympics Map, brainstorming and curating Instagram content, composing itineraries, and crafting a Guide to the Greek Islands. As someone who hasn't done a lot of personal travel, the idea of exploring the world remains fascinating to Katie, and her time at Fischer opened her eyes to the transformative nature of travel. If you name a country, the Fischer Team can get you there with top-of-the-line accommodations, culinary experiences, and enthralling itineraries.

Katie stresses the value of being detail-oriented and thorough in her work. At Fischer, the value of seeing projects through cannot be understated- delivering luxurious services is not easy, but the commitment to excellence is what sets Fischer apart from other travel companies. Fischer's prestigious status has also enabled them to work with some of the most incredible hotels and travel companies in the world. Every day, she learned about new places, different cultures, and gained a profound appreciation for people who dedicate their lives to hospitable travel.

At Fischer, they often say "luxury is the absence of worry." Avoiding worry seems completely counterintuitive when planning a vacation, but Fischer Travel works around the clock to not only curate once in a lifetime vacations, but ensure that clients are able to celebrate their milestones, bring people together, and open up people's worlds to the possibility of global travel.



INDUSTRY TREND: INFLUENCER MARKETING

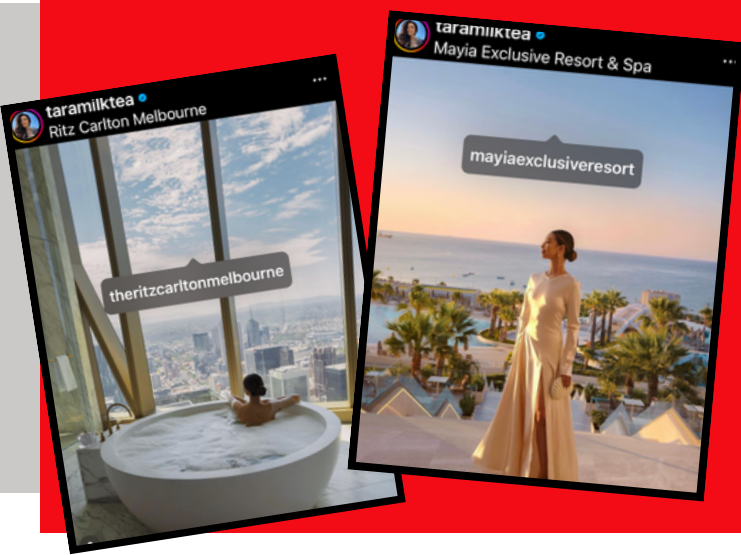
Social media has led to a new job known as “influencing”. Influencers are individuals who have created their own platform on social media applications and cultivated a loyal, dedicated following. This new role has changed the way consumers shop and revolutionized how businesses market their brands. According to a *Meltwater* survey, approximately 40% of businesses report using influencer marketing, or plan to do so in 2024 while 66% plan on allocating more money to their influencer marketing budgets (State of Influencer Marketing report). Companies in the hospitality industry can especially benefit from partnering with influencers. This collaboration can both help hospitality brands better market the experience their company is selling, and also market to new audiences, who will similarly crave their services.

A large part of the hospitality industry is providing a service and creating an experience for guests. Traditional ways of advertising, like billboards or short commercials, are expensive investments that a company takes only to show a snapshot of what the company offers. Influencers, on the other hand, have the ability to show all of the details in their time partnering with the company. For instance, there are many influencers that partner with hotel brands and show the checking in process, tour of their room, and the different amenities a hotel has to offer. This allows customers to get a full picture of the experience before they decide to pay for it themselves.

In addition to better selling the brand’s offerings, influencers can help companies reach new audiences. Influencers have their own unique platform which attracts specific viewers. Their online persona attracts a certain fanbase that subscribe to their beliefs, recommendations, and opinions. Companies can partner with an influencer with a following that aligns with the company’s desired new target market. For instance, if a restaurant wants to attract more families, the restaurant can partner with parent influencers whose followers are other parents. Collaborating with influencers will also likely help the brand expand to a younger audience. This could help the company in the future since teenagers and young adults can be familiar with the brand from a young age, creating a nostalgic feeling.

Overall, the loyalty fans have to their chosen influencers cannot be understated. According to the Digital Marketing Institute, 49% of consumers depend on influencer recommendations, and 69% of consumers trust what influencers say and recommend. As hotels hope onto this trend, they can handpick influencers to market their experiences, creating the hype they need to drive sales, generate attention and a positive public image, and spur their brand development.

CASE STUDY: @TARAMILKTEA



@TaraMilkTea is a well-known “lifestyle” influencer who gained a lot of popularity through her Instagram posts capturing the most incredible moments from her lavish trips across the world. When she tags certain hotels (ex. The Ritz Carlton Melbourne; Mayia Exclusive Resort and Spa, Rhodes), she gives a sneak peek into what a stay at these properties may offer, generating buzz and a sense of “FOMO” across her follower base. Even if her followers had never heard about these hotels, they are exposed to the luxuriousness of these accommodations, and may even be eager to book their next vacation there. Tara’s aesthetic is captivating and ethereal, emphasizing why hotel companies have been turning to influencers like herself.

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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