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HOTEL EZRA CORNELL 99

MARCH
2024

Welcome

Welcome to the fourth edition of the Hotel Ezra Cornell 99 External 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.



Registration

Interested in registering for the 99th annual Hotel Ezra Cornell? Here's how: go to www.hotelezracornell.com and click the registration link to register. Simply fill out your information to register, and note any specific accommodations you may have so we can personalize and enhance your experience. HEC 99 will be like never before, and we guarantee that you will leave feeling ignited. Save the date for April 18-21st, 2024. Once registered, you will get an invite to a private LinkedIn page with exclusive content and access to the Statler Hotel Room Block!

Department Spotlight

What has the Sales Team been up to?

There's no doubt that the HEC 99 Sales Team continues to make their mark on our organization through unmatched dedication, passion, and energy. This year, Isabella Suffredini '25 (HEC 99 Sales Director) introduced careful and intentional market segmentation, dividing the target markets into the following categories: hotel, f&b, real estate and finance, and travel, technology, and wellness. This way, the team members have been able to take ownership of their chosen market.

The team works together like a well-oiled machine, with members like Assistant Director Kelly Cobb '26 assembling an extensive research guide on how to find the right people to get in touch with, and Manager Alex Wright '27 who took ownership over the real estate and finance outreach. Together, the team has been able to pull off amazing initiatives such as the Telethon and the Coffee with Directors incentive.

The Sales Team has personalized their outreach, allowing guests to locate moments of hospitality in all industries. As the registration count continues to soar, the team is now turning their attention to internal sales to fill the Statler Auditorium for the incredible public programming we have finalized for the upcoming conference.

"Healing Hospitality" with Ruth Browne

Ruth Browne, the President and CEO of Ronald McDonald House, promises to bring a unique perspective to HEC 99. The theme for this year's HEC, "Ignite," could not be more fitting for Browne's message. She embodies the essence of igniting joy in darkness, a value deeply rooted in her work with Ronald McDonald House. Browne's speech aims to shed light on how Ronald McDonald House serves as the ignitor of meaningful moments, particularly in times of great despair and sadness.

Ronald McDonald House stands as a beacon of light, offering support and comfort to families facing unimaginable challenges. Established to provide a "home away from home" for families with critically ill children receiving treatment at nearby hospitals, Ronald McDonald House goes beyond physical shelter. It creates a nurturing environment where families find strength, reassurance, and moments of joy amidst their struggles. Additionally, it aims to foster a sense of community and support during times of immense stress and uncertainty.

Browne's presence at HEC 99 signifies more than just another speaker on the roster. It underscores the importance of innovation and boundary-pushing within the realm of hospitality. While Ronald McDonald House may not fit the conventional mold of hospitality, it represents the transformative power of compassion and care in the face of adversity, which closely resembles the Hotelier spirit.

As professionals, students, and hospitality enthusiasts gather at HEC 99, Ruth Browne's message serves as a reminder of the power we hold to innovate, to challenge norms, and to ignite meaningful change in our communities and beyond. Let us embrace the opportunity to learn, grow, and ignite our own sparks of joy as we listen to Browne's remarkable journey and the enduring legacy of Ronald McDonald House.



Ruth Browne
CEO of Ronald McDonald House NYC

Cocktail Trends in 2024

Mixology plays a significant role in hospitality, as it shapes guests' experiences, reflects changes in societal and cultural trends and preferences, and fosters innovation and creativity. The cocktail scene continues to evolve in 2024, as exemplified by the following cocktail trends which showcase the innovative tastes and experiences of the future.



Spicy and Savory

- As contemporary palates gravitate towards more complex and interesting flavor profiles, we are seeing a surge in the popularity of cocktails such as the Bloody Mary, Dirty Martini, Jalapeño Margarita, and Picante.



90's Comeback

- The classic martini of the 90's, renowned for its elegance and simplicity, is making a comeback. The martini is versatile and adaptable, with drinks such as the Espresso Martini and Dirty Martini seeing a rise in demand.



Creative Ice Cubes

- The days of the small square ice cube are gone, as we usher in a new era of ice serving as a functional and decorative element of cocktails. Expect to see giant cubes and unique molds, as well as flavor-infused cubes such as lavender, coffee, cucumber & mint, lemon, and thyme.



Low and Non-Alcoholic Options

- As more and more people are choosing to abstain from alcohol as health and wellness are emerging trends amongst Gen Z, we will see more variety in mocktails as mixologists get more creative with taste and presentation.



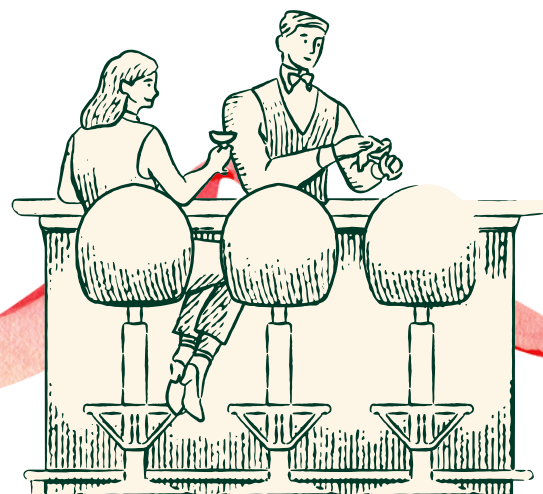
Spiked Slushies

- Spiked slushies merge the nostalgia of icy summer refreshments with the sophistication of spirits, offering a playful twist on cocktails. Slushies can feature light and fruity flavor profiles as well as spicy and savory.



Unique Mixers

- As mixers become more emphasized in cocktails, more house-made syrups, shrubs, and bitters will be used. Moreover, we will see more creative mixer choices such as kombucha and fermented juices.



Luxury Ski Resorts

Since the 1890s in Europe, skiing has been a beloved leisure activity and sport by society. The rigorous sport has developed over the years into what society views it as today. Skiing has taken over the world stage at the Olympics as the top athletes fly down a steep mountain going up to 60-80 mph. In the United States, skiing is adapted through hospitality, making it a luxurious vacation. Resorts such as the Big Sky Resort in Montana are among the many that are peaking within the industry.

Luxury ski resorts have the unique understanding that a memorable ski vacation is not solely about the quality of the trails, but the quality of the entire stay. Elevated hospitality in the ski industry encompasses a holistic approach that caters to guests' diverse needs and expectations. Big Sky Resort sits at 7,515 ft of Lone Peaks 11,166 ft in Big Sky, Montana. This is where anyone searching to hit the slopes or shops can find the perfect overnight stay. Big Sky offers three different hotel accommodation options, all with a unique experience and feel.

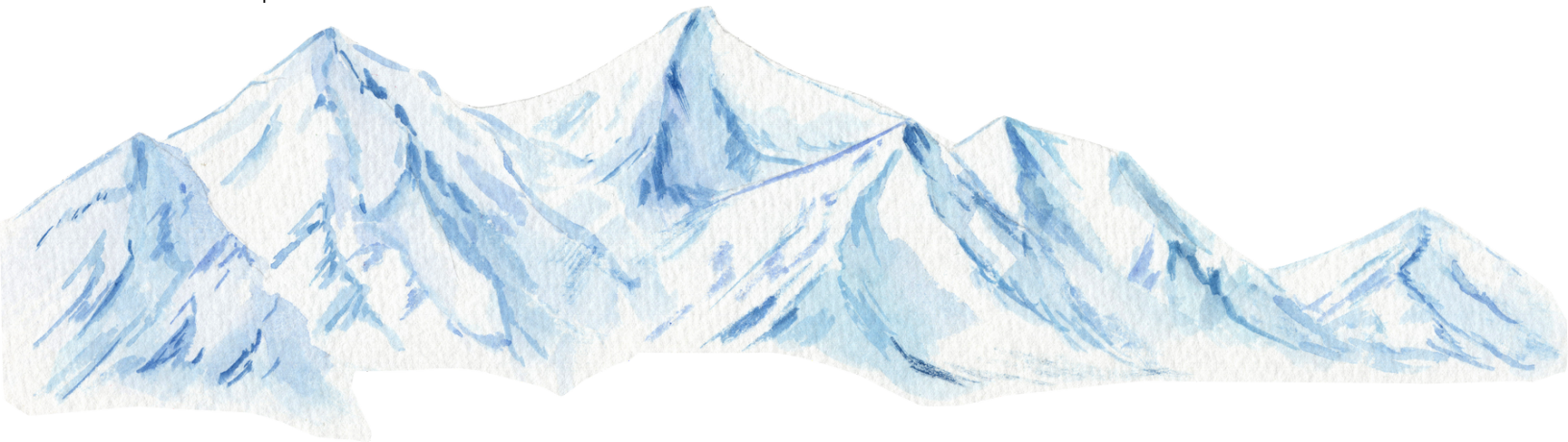
Guests at Big Sky can seek accommodations that offer comfort and warmth and a unique and immersive experience, whether it's a mountainside spa, panoramic views from private balconies, or gourmet dining options that showcase local flavors. Elevating hospitality means moving beyond traditional ski lodge fare. Resorts such as Big Sky are now home to trendy apres-ski bars offering various cuisines and craft beverages. Culinary events, food festivals, and tastings have become integral parts of the ski resort experience, adding a layer of sophistication to the apres-ski culture.

The guest experience goes beyond lodging, eating, and drinking. Resorts like Big Sky have added advanced technology features like digital trail maps and resort apps to showcase the resort's adventure offerings. Big Sky Resort, aside from skiing, has zip-line activities, free movies, scenic lift tours, and a chance to meet the avalanche dog recur team.

Furthermore, the ski industry's pursuit of elevated hospitality is a testament to its commitment to providing guests with an all-encompassing and unforgettable experience. As ski resorts continue to invest in luxurious accommodations, cutting-edge technology, and culinary excellence, they are not just catering to thrill-seekers but also to those who appreciate the finer details of a mountainous retreat.



Big Sky Resort, Montana



Time for Hotelie Trivia!

HEC Word Search

With conference weekend right around the corner, the HEC 99 Team is getting excited. From the design of the spaces, the programming, the culinary dishes, the cocktails... there are simply endless experiences and opportunities that await. In anticipation of our annual conference, can you find the words that remind us of HEC? They are hidden below... good luck!

A	E	T	C	O	G	N	I	C	N	A	D	S	S
T	R	P	L	A	T	E	S	R	N	B	P	Y	E
E	A	I	L	W	A	R	A	A	A	O	S	I	C
D	I	O	D	A	T	W	D	R	H	S	E	G	S
D	I	S	C	H	W	D	A	S	D	K	C	F	P
Y	T	P	E	S	E	A	K	R	T	R	N	N	E
B	B	N	A	E	U	R	P	N	D	C	E	D	A
E	D	S	R	C	O	I	R	C	I	S	R	A	K
A	A	N	T	W	U	A	N	A	N	P	E	I	E
R	O	I	N	N	F	O	S	K	N	L	F	G	R
S	O	O	C	I	A	D	C	U	E	E	N	N	S
N	R	S	L	T	S	Y	F	N	R	S	O	I	C
W	C	O	C	K	T	A	I	L	S	S	C	T	N
L	P	K	I	N	F	O	O	D	I	S	O	E	F

Food

Cocktails

Ignite

Auction

Awards

Dancing

Workshops

Conferences

Teddy Bears

Speakers

Plates

Dinner

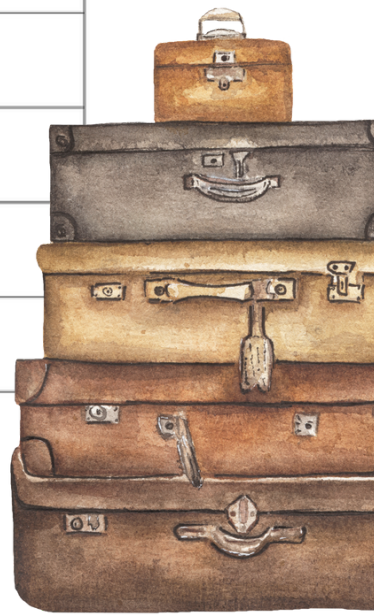
Preparation for HEC 99

Ithaca truly is gorge-ous, but the weather can leave you feeling utterly confused, with one day being 15°F and snowy, while the next is 55°F and sunny with clear skies and the joyous inclination to leave your parka at home. If you plan on traveling to Ithaca in April, the month of our 99-year old annual hospitality conference, a packing guide is a necessity so that you can enjoy your time above Cayuga's waters feeling comfortable and prepared for any weather patterns. Here is our HEC 99 packing guide- feel free to check off each box as you fill your suitcase!

HEC PACKING LIST



	BUSINESS PROFESSIONAL CLOTHING: shirt, pants, jacket
	SOCKS
	TOOTHBRUSH & TOOTHPASTE
	BRUSH
	RED CLOTHING/CORNELL MERCHANDISE
	LAPTOP
	ELECTRONIC CHARGERS
	PAJAMAS
	HEADPHONES
	SUNGLASSES
	ENERGY
	HOTELIE PRIDE
	POSITIVE ATTITUDE
	SMILE



A Chance to Shine: Annual Pop-Up Lunch

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 welcomed 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 hope to apply what we learned in April!



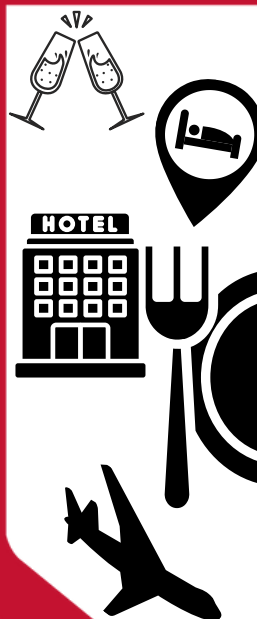
Giving Day

With your donations help, we can ensure that HEC 99 is truly the best ever!

Hotel Ezra Cornell is an entirely student-run, non-profit organization. The conference and its supporting events depend entirely on generous donations and gifts. Students are able to gain professional and developmental experience through their efforts over the course of the academic year up until the conference. HEC gives students the ability to apply theory to practice, allowing them to witness the results of their hard work, collaboration, and passion for delivering genuine service.

With your support, we can showcase the unique skills and abilities of the students that have been working tirelessly over the past several months to ensure that this year's conference runs smoothly. You will also help cultivate future industry leaders through insightful programming, networking, and professional development opportunities. We invite any contribution you have to offer and greatly appreciate your support and the positive impact you can have on our organization

Visit our Giving Day page [here](#) to make a donation on 3/14/2024!





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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