

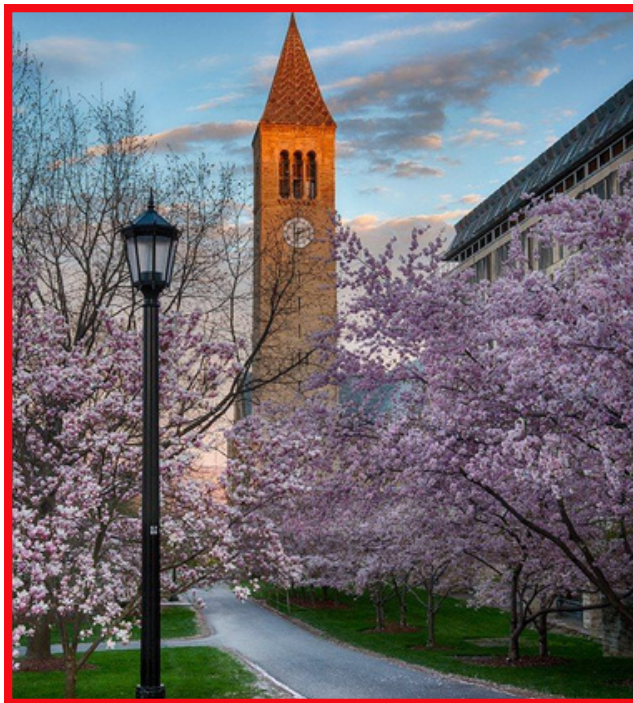

Issue no.5

HOTEL EZRA CORNELL 99

**APRIL
2024**

Welcome

Welcome to the fifth 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. Our annual conference is only **10 DAYS** away, and we are ready to showcase a year full of hard work, passion, and desire to deliver meaningful and intentional hospitality. The final countdown to HEC 99 starts now, and we hope you will join us on a journey through our organization and overall industry this month!



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.



Department Spotlight

What has the Conference Services Team been up to?

The Conference Services Team, run by Director Heidi Gaensbauer '25, manages an impressive number of HEC-related tasks. The members are responsible for working with the Food and Beverage Pod to successfully organize distribution and the flow, set up, and breakdown of event spaces. They have had a number of recent successes, including locking in the floor plans for the conference, which many members expressed excitement about.

Conference Services Assistant Director Elle Petrizzo '26 described being drawn to the team because it required unique commitment and collaboration, and the members had to work as a unified team to complete their tasks. Manager Elizabeth Lam '27 added that the team was "more interdisciplinary" than others, as they have to work together to determine "what the spaces are going to look like."

Conferences Services is the center of everything; being in the Food and Beverage Pod means that the team gets to work with many departments to ensure that the events run smoothly. Manager Jason Orenstein '27 stated that, "being part of conference services is a way to be introduced to everything, because you get to work so closely with many people. It's a great place to start since HEC connects you to so many departments, ranging from culinary to design."

The theme of this year's conference is Ignite, and Heidi describes this as "the spark of hospitality that speaks to everything." Manager Nia Dennis '26 added that her favorite thing about CS is that the team can "bring people closer together in such a small but large space. It connects people with individuals they wouldn't typically connect with." Thank you to the CS Team for all your hard work, and embodying the Ignite theme in everything you accomplish! We cannot wait to see the final product as event spaces come to life over conference weekend.



The Conference Services Team

Fusing Technology with Hospitality with 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
Global CIO at Hyatt

Taste, Don't Touch: A Culinary Tribute to Andy Warhol

The fusion of art and cooking can create an unforgettable dining experience in culinary creativity. Such was the case for NSHA Class of 2026 students Sydney Rosenberg, Mathew Merrill, Zoe Miller, and Danielle Heller's Capstone Establishment, inspired by the iconic Andy Warhol. Their endeavor celebrated the vibrant pop art movement and offered guests a multi-sensory journey through taste, sight, and sound.

Emotions ran high as the team prepared for the night ahead. Excitement bubbled alongside nerves, fueled by ambition and the desire to push creative boundaries. For Sydney, in particular, this project represented the climax of her education—a dream realized in overseeing the restaurant's operation, where her passion for food and beverage met her academic and professional experiences.

Central to the experience were the menu cards adorned with Andy Warhol's photographs, each dish meticulously tied to the essence of his work. Every element immersed guests in Warhol's world, from vibrant posters to tasting cards, where art transcended the canvas and found expression on the plate.

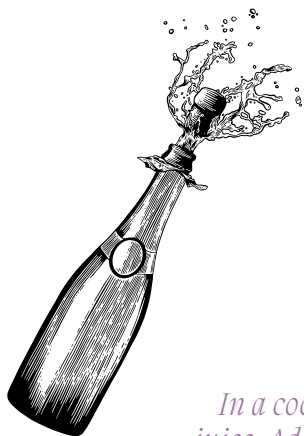


The establishment experience played a pivotal role in shaping their approach. Drawing from their collective backgrounds in hospitality and culinary arts, the team meticulously crafted every detail, from the table settings to the presentation of food. Inspired by Warhol's iconic imagery, they infused the dining experience with bold colors, thematic elements, and playful nods to the artist's work, such as Campbell's soup can candles on each table.

The feedback they received spoke volumes—100% guest satisfaction. Walking into the venue, guests were enveloped in an atmosphere of music, the aroma of tantalizing dishes, and the vibrant hues of Warhol-inspired decor. Live musicians serenaded diners as they savored each bite, with flavors ranging from saffron to blood orange carefully curated to complement the artistic theme.

In the end, the success of "Taste, Don't Touch" lay not only in its culinary prowess but also in its ability to evoke emotions and spark conversations. Through their innovative approach, Sydney, Mathew, Zoey, and Danielle demonstrated the transformative power of art in hospitality, leaving an indelible mark on all who had the privilege of partaking in their culinary tribute to Andy Warhol.

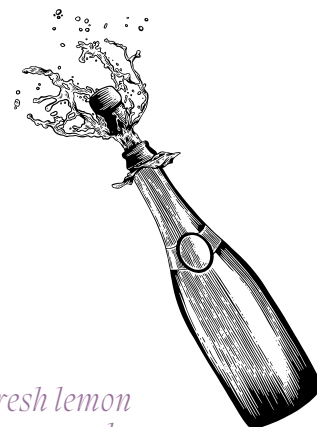




Spring Specialty Cocktail

Lilac French 75

1 oz gin
1 oz lilac simple syrup
½ oz fresh lemon juice
sparkling wine (such
as Champagne)



In a cocktail shaker combine the gin, lilac simple syrup and fresh lemon juice. Add ice cubes and shake for 15 to 20 seconds. Strain into a coupe glass and top with sparkling wine.

A Look into Our Team: Ice Skating at Lynah Rink

There is no doubt that the HEC 99 Team is hardworking and dedicated to executing the best conference experience for attendees. As is true for all hospitality organizations, positive service experiences are essential, and providing those experiences means building and maintaining strong and healthy connections throughout the organization. This year, the People and Culture Team has emphasized that sense of togetherness that radiates through the organization and is communicated to guests. While there are 16 different HEC departments, it is important to remember that at the end of the day, we are one big family.

On Friday, March 22nd from 8:00-9:00pm, HEC members from any and all teams gathered in our very own Lynah Rink to skate and connect with one another. While the skating abilities varied, the ability to laugh with one another and do something special strengthened preexisting bonds and even nurtured new ones. We hope to continue building our teams and setting the standard for positive and energetic team cultures for many HECs to come!



Spring Industry Trend: The Use of AI in Hiring

Today, AI is changing many of the ways we live. One of the more prevailing trends is the use of AI in hiring people. According to Predictive Hire, an intelligent candidate interview provider, 55% of companies are investing more funds into automated AI recruiting methods. Predictive Hire also reports that 56% of people thought that AI tools could relieve administrative pressure. Forbes found that AI tools can supposedly find "higher quality candidates and reduce the time it takes to hire."

Incorporating AI into the Recruiting Process has made finding and applying for job openings easier. AI has also caused several changes to the recruitment process. HR employees can now go through several resumes at a time using AI, saving them hours, and they can find suitable candidates faster because AI tools are programmed to focus on certain words and phrases. AI can be programmed to have no opinion on a candidate's appearance, so there is a lower chance of personal bias when hiring. AI has not replaced HR reps; it has made recruiting exceptionally faster. Job candidates can hear back sooner if they are qualified, and companies can fill vacant spots a lot quicker.

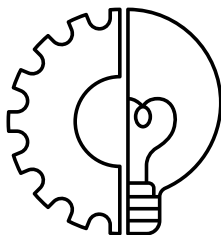
Hiring managers have found that AI does a much better job of finding important information about a job candidate. When discussing the dismissed importance of a resume, an article from USC Annenberg,

the School for Communication and Journalism, said, "Once a capsule of information, a resume now is merely the transportation device to reach the AI-oriented scanner. The rest is up to machine learning at its finest. As it is, detailed resumes are a smaller part of the hiring data puzzle."

One considerable vital concern from implementing AI in the hiring process is that the human component will be entirely removed. However, according to HiBob, an HR platform, "AI will not replace human resources, but rather, enhance it." AI can quickly sort through applications so that HR professionals can more quickly meet with candidates who fit what the organization is looking for in an employee. The human component must persist in HR systems given that we are in the business of people, and empathy and personal connection will always be essential elements in the workplace.

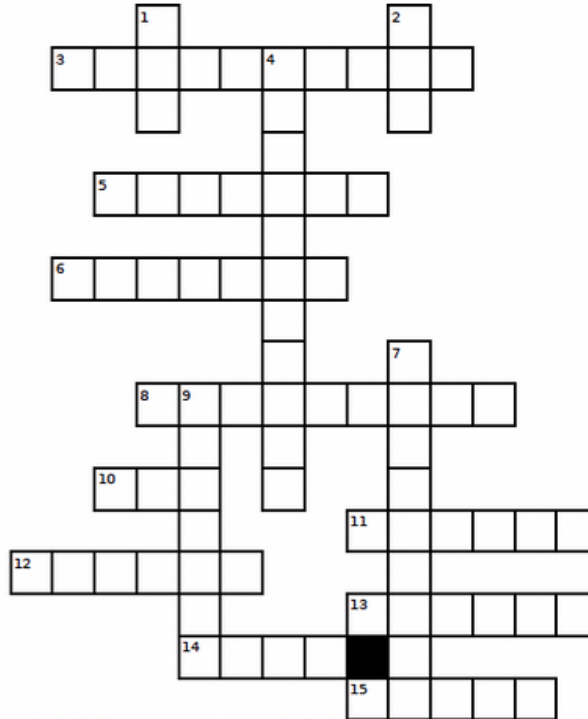
To ensure that the people hired are aligned with the organizational culture, USC Annenberg devised three rules for maintaining the human element while trying to improve the hiring process with AI. 1) Plan Policies Regarding AI in the Recruiting and Hiring Process, 2) Work to Eliminate Human Biases from AI Systems, and 3) Remember That the Human Resources Team Is the Core of Hiring and AI Is Just an Assistive Tool.

Many people now are a little bit weary of AI because they do not know what it is capable of and are scared that it will remove human jobs. However, after looking at how AI works in the hiring process, it can be leveraged as a way to help make human jobs easier as opposed to eliminating them.



HEC CROSSWORD

Real estate is a fundamental aspect of the hospitality industry, and an increasing number of Hotelies are pursuing careers in the field. Test your real estate industry knowledge and solve the crossword puzzle below!



Down:

1. A written contract between the buyer and seller that outlines a mutual agreement on the price and terms
2. A metric to measure the time a property has been on the market for
4. A condition that must be met in order for a real estate contract to be finalized
7. A professional opinion about your home's value
9. A real estate professional that is licensed to assist in the buying, selling, or listing of a property

Across:

3. A licensed professional visits the home and reports on its condition and needed repairs
5. An offer made in response to the original offer
6. Final transaction in a property transaction
8. Amount of money owed to the lender not including interest
10. A organization that makes and enforces rules for properties and residents
11. A offer made in case the first offer falls through
12. The difference between what you owe on the mortgage and what the home is currently worth
13. When a third-party provider holds the funds of a real estate transaction until conditions are met
14. A real estate investment trust
15. When an offer is made without seeing the property in person



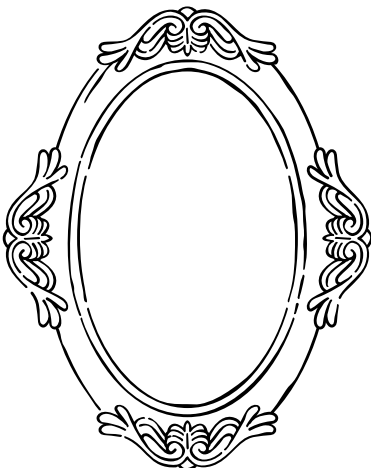
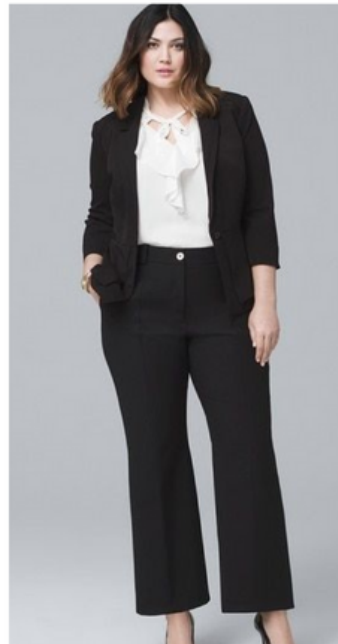
HEC Lookbook

HEC 99 is all about feeling your best, and part of that is looking your best, too! Check out some style inspiration we have assembled below to have you feeling confident and ready to conquer each day.

Style Inspiration:

HEC 99

hotel
ezra**cornell**
showcasing hospitality education through student leadership



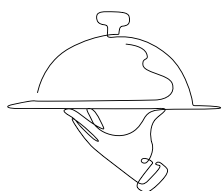
Student Spotlight

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 Merrill '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.

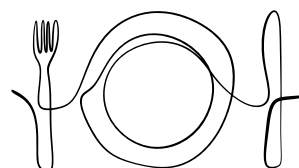
HEC's events calendar boasts a variety of engaging experiences meticulously crafted by Sarah and her team. From the Welcome Mocktail event, which introduces first years to the organization, to the Alumni Homecoming Brunch and Function Flow, each milestone is thoughtfully designed to align with the HEC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





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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