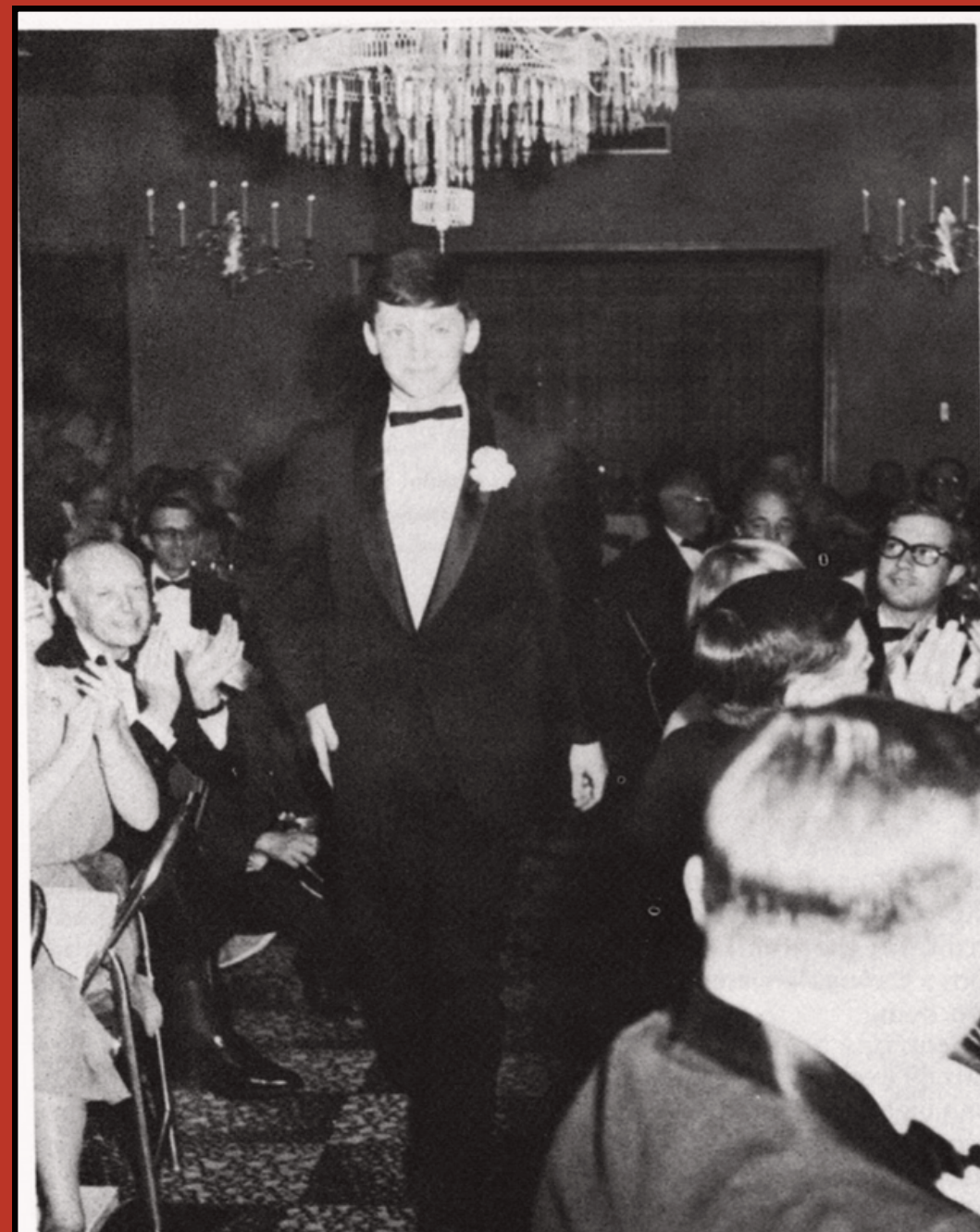


HOTEL EZRA CORNELL HISTORY

THE CORE OF HOSPITALITY INNOVATION



EACH YEAR, SHIFTING
TRENDS AND
TECHNOLOGIES SHAPE
THE EXPECTATIONS AND
PREFERENCES OF THE
GUESTS. HEC HAS
UNWAVERINGLY
EMBRACED CHANGE
AND PROVIDED
EXCELLENT SERVICE TO
THEIR ATTENDEES, ALL
WHILE INCORPORATING
TRADITION INTO ITS
FRAMEWORK.



ENVISIONING THE FUTURE

HEC 42

AT HEC 42, INSTITUTIONS MAGAZINE CONDUCTED A **DATA PROCESSING SYMPOSIUM** TO PROVIDE A GREATER UNDERSTANDING OF **TECHNOLOGY IN HOSPITALITY**.



AT HEC 46, THERE WAS A PRESENTATION ON "**FRONT OFFICE COMPUTERIZATION**".

ADDITIONALLY, THE EVENT INCLUDED A SYMPOSIUM DISCUSSING THE ROLE OF **WOMEN, MINORITIES, AND SUSTAINABILITY** IN THE HOSPITALITY INDUSTRY.

HEC 46

A LOOK INTO THE PAST



HEC 45



STORY HIGHLIGHT

IN 1970, STUDENTS WANTED TO INCORPORATE ELEMENTS OF THE PAST INTO THE WEEKEND'S EVENTS. LATE FRIDAY NIGHT, THE STUDENTS **SLIPPED COPIES OF NEWSPAPERS** UNDER GUESTS' DOORS ANNOUNCING THE STOCK MARKET CRASH OF 1929 TO SET THE MOOD FOR A **1920S STYLE BREAKFAST ON SATURDAY**. HOWEVER, THEY DIDN'T CONSIDER THE BUSINESSMENS' REACTIONS. A FEW OF WHOM ACTUALLY CALLED THEIR BROKERS TO SELL THEIR STOCKS.

