

HOTEL EZRA CORNELL

The 99th Annual Hotel Ezra Cornell Newsletter

WELCOME

Welcome to the final edition of the Hotel Ezra Cornell 99 Internal Newsletter! Reflecting on this year's conference, we couldn't be more proud of the HEC teams for showing perseverance, creativity, and strength, all while maintaining a hospitable presence. HEC 99 was a massive success that couldn't have happened without all of our dedicated directors, assistant directors, managers, and volunteers. HEC 99 was a special experience, and now we will embark on the next chapter: HEC 100! With that being said, get excited for a walk through of this year's conference and the people who made it possible!



FINALS STUDY TIPS

Finals season is approaching, and while it may be intimidating, we want to ensure that you have everything you need to succeed and thrive! After having survived several finals seasons, we have curated a list of things that have helped us get through our projects and prelims.

➤ Create a study schedule

Study schedules can keep you organized and on track with multiple deadlines in different courses. We recommend creating study plans and blocking out time to get your work done, while also scheduling in time to take care of yourself!

➤ Stay active

Relieving stress through physical activity is a great way to clear your mind during finals season! Whether that be going for a walk, attending a workout class, or going on a hike, be sure to get some movement each day.

➤ Find a comfortable study space

Be in an environment where you feel your best, most productive and energized self.

➤ Break up big tasks

Organize and manage your workload so that you can complete tasks little by little. Accomplishing small wins can be very motivating and sustain your effort for longer periods of time!

CONFERENCE WEEKEND HIGHLIGHTS

Thursday- Ignite the Spark

Opening Cocktail

5:30-7:30PM

 Baker Portico, Physical Sciences Building

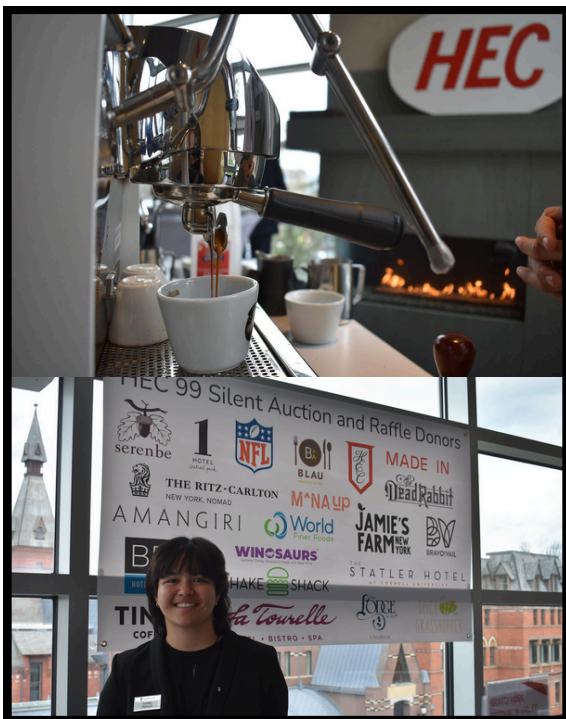
Opening Cocktail was a sight to behold as we warmly welcomed guests to Ignite the Spark of our HEC 99 conference weekend. The spirit of hospitality prevailed and emerged through the warmth and fire conveyed by smokey, campfire-inspired cocktails, various canapes, and the enthralling architecture of the Physical Sciences Building. Executing an offsite event was a daunting task, but the captivating atmosphere symbolized the dedication of our teams and showed that taking risks while maintaining the essence of hospitality can create a transformative experience for guests.



HECafé and Silent Auction All Day

 The Hersha Center,
Statler Hall

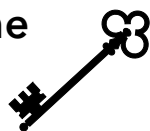
HECafé provided guests with delicious Lavazza beverages (americano, espresso, latte, cappuccino), drip coffee, cold brew, and assorted hot teas. On Friday, the Beverage Team made Homemade Chai while Saturday featured Matcha with Lavender-Vanilla Syrup, all from the Lavazza Coffee Cart. In addition, the Philanthropy Team executed their Silent Auction and raffle, in which all proceeds (over \$19,500!) were donated to The Food Bank of the Southern Tier, with select items contributing to the Maui Food Bank.



May 2024

Friday- Ignite and Unite

Dean's Welcome and Key Pass 9:00-9:30AM



Statler Auditorium

Dean Kate Walsh '90 kicked off programming for HEC 99. Additionally, General Manager of the Statler Hotel Arthur Keith '84 carried on the tradition of handing the keys of The Statler Hotel to the HEC 99 Managing Director, Tatiana Barelli '24.



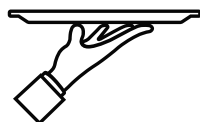
Igniting Joy in Darkness with Dr. Ruth Browne 9:30-10:30AM



Statler Auditorium

Ruth Browne, the President and Chief Executive Officer of Ronald McDonald House New York, joined us and delivered an inspiring talk on the value of charitable hospitality.

Server Derby 11:00-12:00PM



Ho Plaza

Bringing back this old tradition for the third consecutive year, students and guests competed in teams of 4 in this race for the chance to win prizes!



Friday- Ignite and Unite (Continued)

May 2024



MMH Lunch

12:15-1:45PM

📍 Statler Ballroom

Friday's lunch provided a platform for our Masters of Management in Hospitality (MMH) students to showcase their work, celebrating continued hospitality education. The MMH students execute an event every year at HEC to show the strength and creativity of their cohort. This year's lunch represented the MMH student population through the theme "Once Upon a Time", with a focus on evoking whimsical and enchanting feelings. The atmosphere they created was reminiscent of the magical and nostalgic essence found in classic fairytales.

Workshops

2:00-3:00PM

📍 Various locations



Professor Douglass Miller took guests on a journey of a wine tasting to explore how wine pairs with hip-hop by comparing the similarities of their terroir. Although wine and hip hop may seem like an unlikely duo, guests were given the opportunity to try a collection of wines and appreciate their similarities.



Guests explored a selection of barrel picks curated by First Cut Barrel Co., a Stamford, CT distillery created by Nolan Hotel School alumni. Founder and CEO Daniel Mann '11 and partner Johnny Livanos '11 taught guests how to taste whiskey, and discussed how the aging process leads to fascinating flavor profiles.



Through live sports games and real-time betting odds, David Grolman taught attendees how to analyze betting data, assess risk, and make informed betting decisions. He walked the audience through the long and complex history of sports betting, and how it has evolved into a lucrative business in the United States.

May 2024

Friday- Ignite and Unite (Continued)

Tech for Transformation: Revolutionizing HR Training with Natalie Egan

3:30-4:30PM

 Statler Auditorium

In this engaging talk, Natalie Egan '02, an openly transgender B2B software entrepreneur and CEO & Founder of Translator, Inc., delved into how her company is leveraging cutting-edge tech and AI to reshape HR training via the cultivation of empathy.



Hospitality in Healthcare

4:30-5:30PM

 Statler Auditorium

Our Hospitality in Healthcare panel was facilitated by the author of *Hospitable Healthcare: Just What the Patient Ordered!*, Dr. Peter Yesawich. Panelists included Dr. James Merlino, Executive Vice President/CIO of the Joint Commission (formerly Chief Patient Experience Officer of Cleveland Clinic), and Dr. Greg Burke, Chief Patient Experience Officer of Geisinger Health System (PA), an innovator in the introduction of performance guarantees to healthcare. They discussed the merits of incorporating principles of hospitality in the delivery of healthcare and how these can improve the patient experience.

Chef's Warehouse Dinner

6:30-9:45PM

 Marriott Student Learning Center

The theme of this dinner was "Home Away from Home," seeking to unite all guests by offering a variety of menu items inspired by the diverse backgrounds of our guests. The design and service elements helped convey that sharing food and drinks are at the heart of not only hospitality, but also humanity.



May 2024

Saturday- Ignite the Moments



Food, Brand, and Business: A Conversation with Christine Hà

10:00-10:45AM

 Statler Auditorium

In this wonderful fireside chat, Matthew Merrill '26 sat down with Christine Hà to discuss her unique introduction into the food and beverage space, and how she is able to combine her passions for creative writing into final products like her cookbooks and social media content. They discussed her time on MasterChef and explored the different ways social media has shaped, and will continue to shape, the food and beverage industry.



Fusing Technology and Hospitality with Eben Hewitt

9:00-10:00AM

 Statler Auditorium

Eben Hewitt, the Global CIO of Hyatt Hotels, explored the convergence of Technology and Hospitality with Professor Christopher Anderson. He provided guests with insights into AI's transformative role in automating the hospitality industry.



Saturday Lunch

12:15-1:45PM

 Terrace

This special lunch event paid homage to one of the most iconic and beloved figures in the culinary world, Julia Child. The event transported guests to a charming and whimsical French bistro with the duality of playfulness and sophistication. The decor featured checkered tablecloths, rustic wooden tables, and a backdrop of culinary memorabilia.

Saturday- Ignite the Moments (Continued)

Keynote: An Entrepreneurship Conversation with Meli James and Abe Ng 4:30-5:30PM

 Statler Auditorium

Meli James '00, Co-Founder of Mana Up Hawai'i, and Abe Ng '95, CEO & Founder of Sushi Maki were joined on stage with Professor Doug Miller to discuss their experiences as entrepreneurs. They dove into the lessons they have learned along the way and how they use storytelling to share the impact of their work. We were all inspired by their work and dedication to their ventures, and how they use hospitality to guide their decisions and shape their companies.

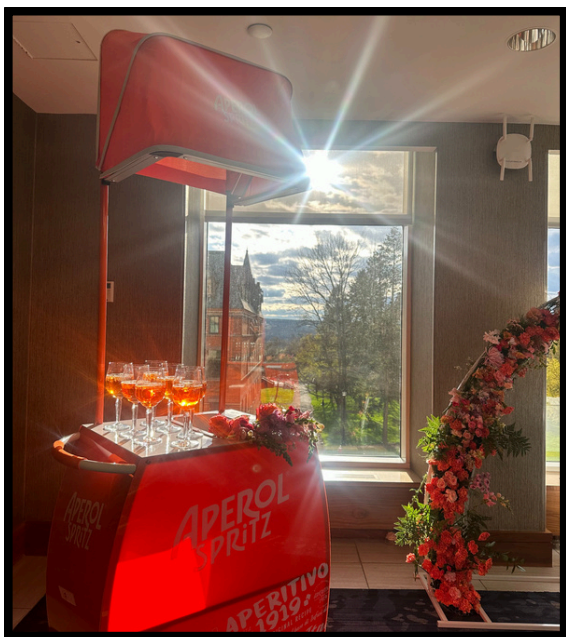


Pre-Plated Cocktail

6:15- 6:45PM

 Ballroom Foyer

Pre-Plated Cocktail brought the guests through the Ballroom Foyer before the doors opened up to the Gala Dinner. With vibrant pink and orange florals and the beloved Aperol Spritz carts, guests mingled and enjoyed several cocktails before making their way into the ballroom. Guests also enjoyed the Pineapple Cucumber Agua Fresca with a refreshing, light taste to prepare them for the night ahead.



Saturday- Ignite the Moments (Continued)

Gala Dinner

6:45-9:30PM

📍 Statler Hotel Ballroom

Gala Dinner closed out the weekend with a grand culinary exposition inviting guests to ignite their senses. This multi-course experience featured high-end Spanish dishes with the perfect wine pairings.



Closing Cocktail

9:30- 11:00PM

📍 Park Atrium

Known as the finale of HEC, Closing Cocktail offered a vibrant and relaxed space for our guests to chat and connect with each other one last time. The theme of the event was Wonderscape, with bright and diverse decorations focusing on special lighting fixtures and bright, unique beverages. The transparent balloons resembled water droplets suspended over the atrium as guests indulged in delicious desserts and danced the night away.

FINAL GOODBYE TO HEC 99

When I started off online as a freshman in the Nolan School of Hotel Administration four years ago, I never expected to be finishing my Cornell career as the HEC 99 Managing Director. Reflecting back, my experience at this school would not have been the same without this organization. I'm eternally grateful for being given an opportunity to lead this wonderful tradition while learning how to deal with conflict, growing as a leader, and most importantly, being able to mentor the next generation of hospitality professionals.

To the HEC 98 & 99 Board of Directors, Mrs. K, and everyone who has helped me throughout my time in HEC, thank you so much for inspiring me and challenging me to be the best version of myself. I look forward to celebrating all of life's small wins together as we make our way into the world.

To Sarah Newcomb and the HEC 100 Board of Directors, I wish you all the best of luck as you embark upon the journey of continuing this tradition! I know you will do a fantastic job and make HEC's centennial anniversary the "best ever!" I'm excited to see what you do!

Forever in Service,
Tatiana Barelli
HEC 99 Managing Director

I&I: STRIDES IN DE&I

HEC's Impact and Inclusion Team (I&I), previously known as the Diversity and Inclusion Department, was established in HEC 91: The New Normal - Same Game, New Rules. I&I collaborates cross-functionally across departments on DE&I training content, designing engaging programming events that explore diversity in the hospitality industry, and collecting demographic data for analysis to promote a more inclusive HEC community.

Here are some initiatives the I&I Team engaged in throughout the year:

Bias, Advocacy and Allyship Trainings: In collaboration with all departments, the I&I Team was able to hold the trainings for the Board of Directors and their respective teams. The post-training surveys are the basis for the self-identified data used in their final report.

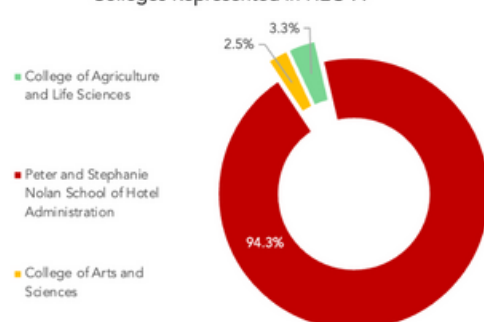
Hotel Ezra Conversations: I&I reintroduced a panel series to shed light on important issues concerning diversity, equity and inclusion in the hospitality industry. Our first conversation, *From Spark to Spoon*, featured a discussion on the interconnectedness of food and culture through social media.

EARS x Hotel Ezra Cornell (Internal Training): HEC collaborated with EARS to host an internal training session for the Impact and Inclusion Team. The session was designed equip the team with essential skills for running the Destress and Support Room over HEC weekend.

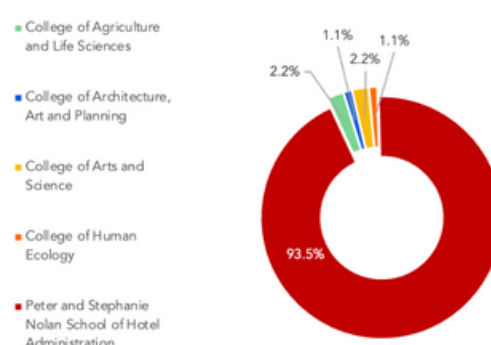
Data Analysis and Report: The Impact and Inclusion department extracted the survey data from the Bias and Advocacy & Allyship trainings. The data in the upcoming pages display visual insights on the student body of Hotel Ezra Cornell.

I. Colleges Represented in HEC

Colleges Represented in HEC 99



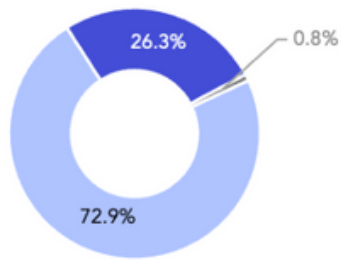
Colleges Represented in HEC 98



Hotel Ezra Cornell is mainly composed of Hotelies. Looking toward the future, we hope to expand our reach throughout the Cornell community to promote and embrace the spirit of hospitality.

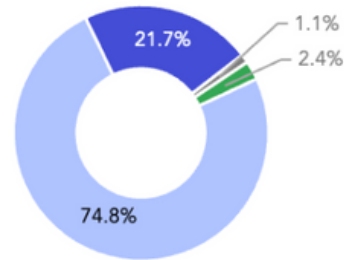
II. Gender Identity

Gender Identity % of students in HEC 99



Female Male Prefer not to say

Gender Identity % of students in HEC 98

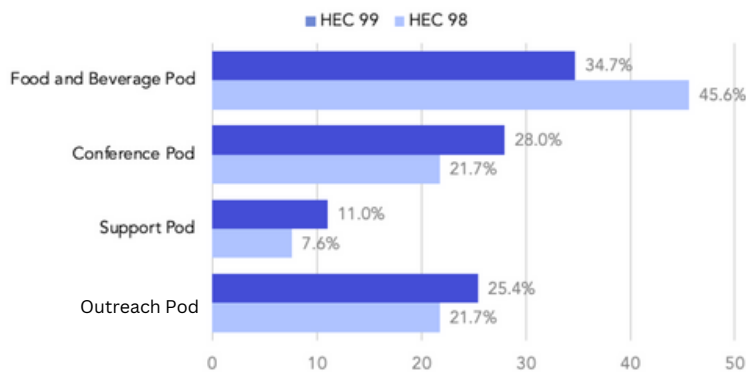


Female Male Prefer not to say Non-Binary

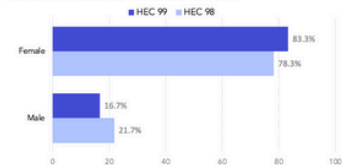
Hotel Ezra Cornell has a strong female majority. We love to see females taking leadership in the hospitality industry, and we embrace all different gender identities in our organization.

III. A Look into the Pods

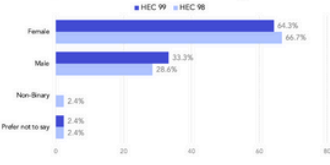
% of students in the Pods



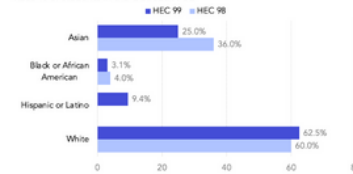
Gender % of students in the Outreach Pod



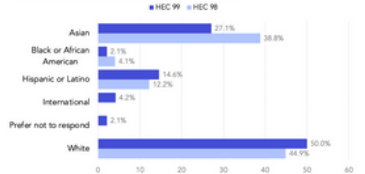
Gender % of students in the Food and Beverage Pod



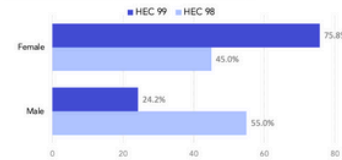
Race % of students in the Outreach Pod



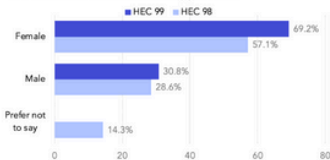
Race % of students in the Food and Beverage Pod



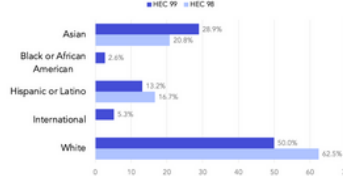
Gender % of students in the Conference Pod



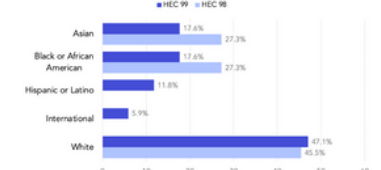
Gender % of students in the Support Pod



Race % of students in the Conference Pod



Race % of students in the Support Pod



The I&I Team condensed the departmental data into the four pods of HEC (Food and Beverage, Conference, Outreach, and Support) to compare gender identity and racial differences between each group. This information serves as a baseline of understanding about the groups we are creating within HEC, and how we can make them more diverse, equitable, and inclusive.

BEHIND THE PEN

The HEC 99 Communications Team has had the privilege to create these monthly newsletters for you all and bring our ideas about hospitality and our Hotelie community to life! Here are the faces behind who has been curating your monthly HEC news.



Katie Carlson '25

Katie Carlson is a junior studying Hotel Administration from Manhasset, New York. She is interested in marketing, branding, and law. Outside of her academic interests, she loves Orange Theory Fitness, reading, and exploring new restaurants!



Aubree Domagala '25

Aubree Domagala is a junior studying Communications from Boonville, NY. She wants to combine her passions for skiing and hospitality to work within the ski resort industry doing brand development and public relations. Aubree is an avid comedy lover and an enthusiast of all things outside.



Sydney Rosenberg '26

Sydney Rosenberg is a sophomore at the Nolan School of Hotel Administration from Short Hills, New Jersey. She is passionate about pursuing a career in the food and beverage industry, particularly exploring its relationship with branding and marketing.



Sophia Wang '26

Sophia Wang is a sophomore studying Hotel Administration from Seattle, WA. She is interested in the consulting and marketing industries. In her free time, she likes to travel, read, work out, and try new restaurants!



Madison Cohen '26

Madison Cohen is a sophomore in Cornell's Nolan School of Hotel Administration. She is from Pelham, NY and really enjoys marketing, traveling, and fashion.



Kate Enger '27

Kate Enger is a freshman in Cornell's Nolan School of Hotel Administration. She is from Hoboken, NJ and enjoys marketing, traveling, and baking.



Teddy Andres '27

Teddy Andres is a freshman in Cornell's Nolan School of Hotel Administration. She is from New York City and is interested in marketing, branding, and event planning.

THANK YOU FOR TUNING IN!

We have loved curating newsletter content for you every month. Thank you for the opportunity to share our advice, insights, HEC 99 information, and Ithaca exclusives!

All content was written and produced by:

The HEC 99 Communications Team

CONNECT WITH US



@HOTELEZRACORNELL



@HOTELEZRACORNELL



WWW.HOTELEZRACORNELL.COM

Ignite99

HOTEL EZRA CORNELL