

the people, the moment, the brand.

HOTEL EZRA CORNELL

ISSUE ONE

Welcome!

Welcome to this year's first edition of the Hotel Ezra Cornell (HEC) 101 Newsletter! We are so excited to bring the monthly newsletters back as we prepare for our historic 101st Annual HEC Conference. Stay tuned throughout the year for all of our updates, highlights, and insights from across the Hotelie community. Join us each month as we count down to HEC 101!

All in the Details Theme Overview

Theme Reveal Recap

Each year, one of the first decisions the HEC Board of Directors makes is choosing the theme that connects all of the departments and shapes the story being told during the conference. This year, the team revealed the theme for HEC 101, All in the Details, through a creative two-part marketing campaign. The internal reveal took place at the annual kickoff event, where each of the 15 Directors held one of the 15 letters in "All in the Details," challenging HEC members to work together to unscramble the phrase. The auditorium filled with cheers once the theme was discovered.

After the internal reveal, the Directors introduced the theme to alumni at the HEC Alumni Homecoming Brunch, organized by the Food & Beverage department. The Turning a New Leaf themed event featured fall themed decor and brunch bites that created an inviting atmosphere for alumni to connect before their Homecoming day plans. During the brunch, Managing Director Kelly Cobb '26 announced the theme in her speech, accompanied by a video and a surprise appearance of Touchdown the Big Red Bear, who led the way for the unveiling of the 3D installation of the HEC 101 logo. Since the official announcement, HEC members have been eager to bring All in the Details to life during this year's conference.



Kickoff Event & the Internal Reveal



Alumni Homecoming Brunch & External Reveal

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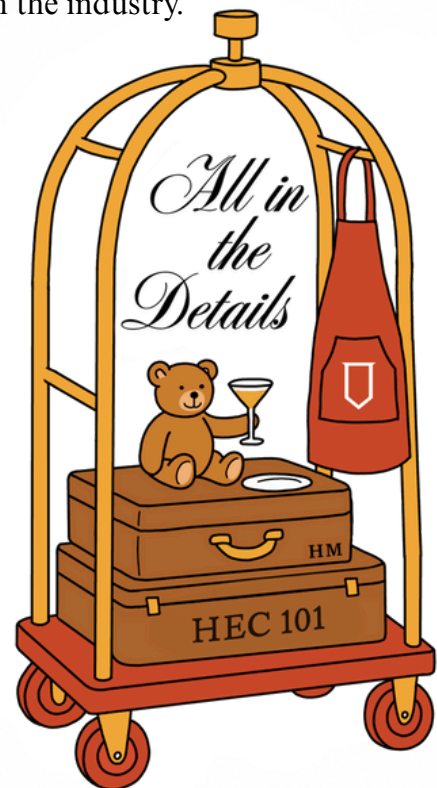
About the Theme

With the continuous change of trends, it is oftentimes challenging to find the most authentic way to cater to guest needs. The Hotel Ezra Cornell (HEC) community has looked to past teachings from the century-old tradition of the conference to approach this common occurrence in every business sector. Students found that the key to forming connections with guests lies in the roots of hospitality: the people, the moment, and the brand. Focusing on these fundamentals creates one-of-a-kind memories that industry leaders strive to deliver. This year, HEC 101 invites you to explore how to cultivate a bespoke experience that makes every guest feel seen and valued through our theme: All in the Details. In Hotel Ezra Cornell's new era, we aim to approach every aspect behind the scenes with purpose, from line items in spreadsheets to the production of a plated dinner. Our team is honored to craft a detail-focused experience that reflects true hospitality and helps write the next chapter of innovation and leadership in the industry.

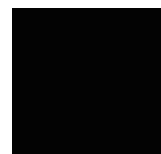
About the Logo

The HEC 101 logo embodies the All in the Details philosophy through a timeless symbol: the luggage cart. As the first touchpoint a guest encounters when entering a hotel, it encapsulates the essence of hospitality: the people, the moment, and the brand. The people represent the guests; the moment signifies the beginning of a memorable stay; and the brand reflects the story behind the hotel itself.

Each element on the cart holds meaning. The luggage symbolizes the journey of every guest, while the bear holds the beloved tradition of designing the HEC bear amenity each year. The plate represents another cherished custom—each guest receiving a commemorative plate to mark the occasion. Finally, the “HM” signature honors Professor Howard B. Meek, the founder and first dean of the Cornell School of Hotel Administration, who established the world's first undergraduate hospitality management program in 1922. Together, these elements celebrate HEC's legacy while reflecting its forward-looking commitment to excellence. The logo, like the event itself, reminds us that true hospitality lives in the smallest details.



Hex: #CB4A2B



Hex: #030303



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**New Brand Colors
for HEC 101**

Welcome from the Managing Director

Managing Director: Kelly Cobb

As HEC opens its next chapter after the centennial celebration, Managing Director Kelly Cobb '26 is steering HEC 101 with a future-focused lens and deep commitment to student craft. "I think we have a really unique experience being the first HEC after the century celebration," she notes. Her goal is to refresh the approach to the planning and execution of the conference while staying true to the program's core: "I really want to focus on reinventing and looking at the conference with a new lens," adding that "a big part of that is the student experience."

Cobb's connection to HEC began early, when she joined as a first-year sales manager. "the weekend completely energizes me," and "lights me up." That spark became a path: internships in events and a summer at McDonald's corporate headquarters confirmed that "it truly did change everything for me," and cemented her desire to "give back to other people who are as passionate for HEC as I am."

Cobb shares that this year's HEC 101 theme, All in the Details, translates into tangible moments that guests can feel – from service to design to cuisine. She hopes that "the attention and care to detail" shines through and that "every single student is passionate and really cares a lot about this organization."

Being student-run isn't just a label; it's how learning happens. For Cobb, "the best way to learn, especially in an industry that's so dynamic like the hospitality industry, is to actually learn by doing," including "putting students in situations where they have to problem solve and think adaptively." Real-world accountability, paired with alumni support, makes the work meaningful.

As a leader, Cobb shares one of her major initiatives for HEC 101 is stronger cross-departmental integration. Cobb believes "cross collaboration is so important to create an overall cohesive experience for the guest." She's designing structures to make it happen, such as a collaboration game where she randomly paired up directors, along with intentional relationship-building—having teams meet in person and really trying to bring everyone together. So far, this culture has been resonating with this year's HEC community. Cobb has been energized by "how excited and passionate our directors are this year," noting, "their passion is infectious for sure."



Kelly Cobb '26

That same spirit of connection extends to the guest experience as well. In addition to focusing on creating a collaborative HEC culture, above all, Cobb wants attendees to feel recognized: "I really hope the guests feel seen by the HEC team throughout their experience."

One way Cobb hopes to achieve this is by taking the risk of trying new ideas that build on previous years. For instance, programming will evolve alongside the newly renovated spaces. It "doesn't have to just be a copy repeat of last year," she says. The team aims to "use Statler Hall and Statler Hotel in a different light" and "bring a new life to them," asking, "how can we provide a unique experience to these guests who are returning year after year" while highlighting the refreshed venues and labs.

As Cobb looks ahead, she hopes this year's initiatives will inspire students in HEC to lead with intention, focusing on the details that create a personalized guest experience. Her message for future HEC members is straightforward and encouraging: "Everyone has a very important part to play within this organization." She urges students to "really own it and put your best foot forward," remember that "your journey is your own," and keep the profession's values central: "the foundation of our industry is compassion and kindness and serving others."

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The Details Behind the Conference Pod



Rooms & Guest Experience

Department

The Rooms and Guest Experience department plays an extremely important role for the guests, as the team facilitates individualized communication with attendees before and during the conference. Managers are assigned to several guests and are responsible for confirming their sign-up for workshops, travel plans, dietary restrictions, and establishing connections.

Guests include alumni, industry professionals, parents of students, faculty, and entrepreneurs. Jessica Wang '27, the Director of Rooms and Guest Experience, discussed how the team personalizes the guest experience through emails, a process the team is refining during email-writing workshops. Wang emphasized the team's mission to "create a conference that speaks to a crowd of nearly 200 people, but also personal enough to touch every one of our guests." Looking ahead, the department will host an amenity brainstorming event. In addition to the traditional plate and bear, the team plans to design themed items inspired by the conference's events for guests to take home and cherish. The team focuses on the details in every endeavor, on par with HEC 101's theme of All in the Details. As the first conference of the new chapter, Jessica said, "We're helping set the tone for the next century," highlighting the department's commitment to excellence.

Sales Department

The Sales Team is working hard to sell out HEC 101, and they are already almost a quarter of the way there! As HEC is alumni focused, the Sales Department highlighted specific ways they can build connections with alumni for both this year and future years.



Their vision for this year is placing a special emphasis on effort, ensuring that each email and phone call is personalized to whomever they are speaking with. Their work is a great opportunity for students to connect and gain insight from proud Cornell graduates. The team is also responsible for highlighting the hard work of other teams and showcasing all of the programming HEC has to offer. Alex Wright '27, the Director of Sales, focuses on ensuring everyone works closely together and helps each other when needed, as Sales is one of the smaller teams. As well as selling out the event, one of the main jobs of the Sales Department is to work at the registration table and be one of the first faces guests see when they arrive at the conference. The team works closely with other HEC departments to ensure that each and every attendee feels welcome and comfortable at the conference.

The Details Behind the Conference Pods



Programs Department

The Programs Department plays both logistical and creative roles in the HEC conference, including coordinating guest speakers, organizing workshops, and scheduling events. Members collaborate to curate programming that is strong, diverse, and engaging, appealing to a broad audience, such as HEC students, industry leaders, and parents alike.

The team aims to create an experience that is both educational, relevant, and engaging, and reinforces the idea that hospitality is a global shared industry. Guest speaker Alexander Koch '04, Vice President of Development and Asset Management at Eureka Casinos, shared how his journey from HEC involvement to leading in hospitality underscores the value of the Hotelier experience and the importance of standing out in the industry. When speaking with Programs Director Spencer Kim '26, he emphasized that the team's approach to HEC 101 will reflect this year's theme, "All in the Details." He explained that "*all in the details* for us is not only about the product, but the process," as "we want to ensure that our program is relevant and powerful—when we talk about different cultures and industries, we make sure these details are accurate, engaging, and exciting." The Programs Department is looking forward to this year's HEC and making it appealing and enjoyable for all guests.



The registration link is live on our website:
www.hotelezracornell.com.

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THANK YOU FOR READING!

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