



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!

Upcoming Events

- ✶
11/12 ▶ Climate Impact Seminar: Roger Pielke, Jr. (The Honest Broker)
 5 PM Atkinson Hall, 121
- ✶
11/13 ▶ Distinguished Speakers Seminar
 - Series:** Scott Singer
 - 5:30 PM – 6:30 PM▶
Statler After Hours:
 Professor Dave Roberts
 6-7 PM Statler 135
- ✶
11/17 ▶ Statler After Hours:
 Professor Douglass Miller
 6-7 PM Statler 165
 ▶
Webinar: Smart Hospitality:
 The Human-AI Partnership
 12 PM Virtual
- ✶
11/21 ▶ Centennial Celebration: 100 Years of Willard Straight Hall
 4-6 PM Willard Straight Hall

Internship Spotlight

Position Title: Rooms Division Intern

Company: Gurney's Resorts
 Application Deadline: March 15, 2026
 Open to: All undergraduates

Position Title: Omni Care Internship Rooms Summer 2026

Company: Omni Hotels & Resorts
 Application Deadline: December 1, 2025
 Open to: All undergraduates

Position Title: 2026 Summer Internship | Hotel Operations

Company: Royal Caribbean Group
 Application Deadline: May 1, 2026
 Open to: Juniors

Position Title: Internship in Food and Beverage Operations

Company: Piping Rock Club
 Application Deadline: February 27, 2026
 Open to: All undergraduates



Managing Director Spotlight

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. She says the HEC 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."



Beverage Training

One of the unique opportunities HEC offers to all Cornell students is a beverage training series. The Assistant Directors (ADs) of the Beverage Team hold a five-week series of trainings, designed to “get people interested in HEC, while also providing them with basic knowledge of the beverage industry, different types of alcohol, and bar skills,” said Samantha Reinberg ‘28, a Beverage AD.

On the third day of the training series, students learned about dark spirits, specifically rum, whiskey, bitters, and liqueur. Students learned about various tools and techniques for crafting cocktails and even had the opportunity to practice making them. Managers hired to the HEC beverage team can participate in these training sessions to gain experience before their official weekly training for HEC weekend.

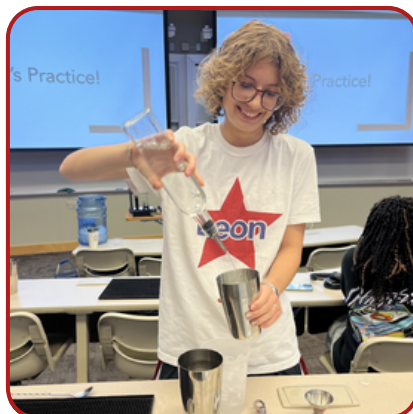
In planning for the HEC conference, managers on the beverage team have the exciting opportunity to collaborate with the F&B department to design drinks for their specific events. The beverage trainings draw in students across Cornell, including AD Lorenzo Morales-DuBois ‘27 who is majoring in Health Care Policy. Before joining HEC, Lorenzo participated in the trainings because he found the topic interesting, and now he is leading the trainings as a Beverage Department AD. Lorenzo shares, “The beverage training offers a really great hands-on experience for people who have thought bartending might be fun.” We are so excited to see what the beverage team creates for HEC 101!



Students pose for a photo while practicing their bartending skills at the Dark Spirits Beverage Training.



Assistant Directors Samantha Reinberg and Lorenzo Morales-DuBois pose for a photo after leading their Dark Spirits Beverage Training.



Hotelie Freshman, Evelyn Consolla, practices her pouring skills at the Dark Spirits Beverage Training.



Students practice their bartending skills at the Dark Spirits Beverage Training.



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.



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 Hotelie 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.



Look out for programming on our Instagram and volunteer opportunities in the spring!



HEC 101 Word Scramble

Test your HEC knowledge — can you unscramble these words to find each department?

EVGBAREE

ENISGD

OMSGPRAR

SELAS

ETPCEURNRMO

EKTAMGNRI NDA EDAMI

UMTCIMNCISOIAON

ACULIYRN

HTLORYANPHIP

LPEPEO DAN ULUTCER

ANSWER KEY: BEVERAGE, DESIGN, PROGRAMS, SALES, PROCUREMENT, MARKETING
AND MEDIA, COMMUNICATIONS, CULINARY, PHILANTHROPY, PEOPLE AND CULTURE



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Thank You for Reading!

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