



WELCOME!

Welcome to the first edition of the Hotel Ezra Cornell 100 Internal Newsletter! We are excited to bring the monthly newsletters back as a resource to be updated on all things Statler, HEC, and the Hotelie Community. Stay tuned every first Monday of each month for all the happenings throughout the month, and gain insights into the inner workings of this year's milestone conference.

UPCOMING EVENTS

- 11/06 HSMP Office Hours with Taneka Coates, 4:30 PM – 5:30 PM
Location: Statler 149
- 11/06 Hospitality Business Plan Competition
Registration deadline due @ 11:59pm
- 11/14 J.P. Morgan Campus Takeover Day, 9:00 AM – 12:00 PM
Location: Statler Hotel Ballroom
- 11/20 International Alumni Panel, 5:00 PM - 6:00 PM
Location: Virtual



INTERNSHIPS

Position: Events Intern

Company: Dow Jones & Co is a global news and information company that provides business news, data, and analysis.

Application Deadline: November 15, 2024

Open to: Sophomores, Juniors, and Seniors

Position: Content Strategy Intern

Company: VanEck is a privately-owned investment management company that provides exchange-traded funds (ETFs) and other investment solutions.

Application Deadline: April 22, 2025

Position: Sales and Marketing Intern

Company: Blackstone provides mergers and acquisitions advice, as well as private equity fund and hedge fund management.

Application Deadline: November 8, 2024

Open to: All undergrads

Position: Human Resources Intern

Company: Victoria's Secret is a women's retailer that sells clothing fragrances and body care products.

Application Deadline: April 4, 2025

Open to: Sophomores, Juniors, and Seniors



STUDENT SPOTLIGHT

MANAGING DIRECTOR: SARAH NEWCOMB

As Hotel Ezra Cornell (HEC) gears up for its centennial celebration, we sat down with Sarah Newcomb '25, Managing Director of HEC 100, to discuss her vision, goals, and new initiatives for this upcoming landmark conference.

Sarah has implemented several significant changes to mark HEC's 100th anniversary. "We've reintroduced the history department, which has been active only twice in the past decade," she explains. This year in particular is important to showcase the organization's rich heritage. One of the most satisfying aspects of her role has been the opportunity to honor Hotelies who have passed away but made a significant impact on HEC, and interacting with the families of these hotelies and "seeing how much it meant to the family has been really sweet".



Enhancing interdepartmental cooperation is one of Sarah's primary focuses moving forward. "We're introducing interdepartmental bonding events and setting aside a budget specifically for this purpose," she shares. These initiatives aim to expose members to different aspects of HEC, allowing for a more comprehensive learning experience. Sarah reflects on her own journey from the food and beverage side of the conference. "Getting to see the bigger picture has been really rewarding," she mused. "It's very different from F&B."

To connect more personally with HEC members, Sarah has introduced MD office hours, held every Thursday from 4:15 PM to 5:15 PM in the club room below the main staircase. "I'm an open book," Sarah says with a smile. "It's a time for anyone to come chat with me, get to know each other, and ask questions about HEC or about leadership in the hotel school." She encourages all members, especially underclassmen, to take advantage of this opportunity. "I'd love to get to know you better!"

Sarah emphasizes that leadership roles in future HEC conferences are accessible to all dedicated members, regardless of their starting position. Reflecting on her journey, she shares, "I was probably the last person you could have pointed to in HEC 97 saying, 'that person's gonna be MD'. I started as an assistant manager, below the manager level." She encourages members, saying, "You can really start anywhere in this club and move up as long as you're working hard and having a good time."

As HEC 100 approaches, Sarah's goal is to create an experience that will make everyone want to continue with HEC in the following year. She aims to strike a balance between professional development and the fun, social aspects that make HEC a unique part of the Hotel School experience. With these exciting initiatives and Sarah's passionate leadership, HEC 100 promises to be a memorable celebration of its rich history and bright future ahead.

CONFERENCE POD SPOTLIGHT



Sales Department

The Sales Department has been hard at work to reach out to guests before registration opens in a few weeks! During their last meeting, the department identified some of their most important goals. By the end of HEC, they hope to attract guests from all seven continents (including Antarctica!) and foster deep connections with attendees and other HEC members. Alex Wright '27, Assistant Director for Sales, emphasizes that external sales focuses on personalized outreach to alumni and promotes the

conference's theme and vision. Internally, members are working to fill up the auditorium with students and faculty when the speakers come and generate excitement for HEC. Promoting the theme is another important responsibility of the department. This year, HECentennial celebrates the past, present, and future of the conference. Natasha Manji '28, Sales Manager, explains how HEC connects past graduates with new Cornell students. These seasoned alumni will share valuable experiences with current students to teach them the ropes of the hospitality industry. Many will even discuss future innovations and developments that the industry might see, setting students ahead of the curve.

Programs Department

The Programs Department plays a pivotal role in shaping the HEC conference experience by coordinating a diverse mix of speakers and activities that bring the HEC theme to life. Through their efforts, they ensure smooth logistics, assist speakers, and curate a memorable experience for attendees.

We were fortunate enough to get a sneak peak at their lineup of speakers for this year's conference spanning across eight industries such as hotel operations, finance, analytics, and food and beverage, giving attendees an in-depth look at current trends and innovations in hospitality. We spoke with the Programs Assistant Director, Samantha Saito '26, who described her experience being in the department, "I love how we work closely with our speakers and each other to create unforgettable experiences. From planning the beloved Server Derby to executing workshops, it's rewarding to see our hard work come together for HEC!"



In addition to keynote presentations and panel discussions, the Programs Department is developing a series of engaging workshops to provide attendees with practical skills and knowledge. The department is excited for the speaker lineup this year and are looking forward to seeing guests and students enjoy and learn from these leaders during the conference!

Rooms & Guest Experience Department

The Rooms and Guest Experience Department plays a crucial role in making guest's experiences during HEC weekend as perfect as can be. The department sets the tone for the weekend through the first welcome email and offering key information about what to expect. They continue to act as the first point of contact, through distributing amenities, guiding guests to events, and serving as personal experience managers to address any questions or needs. We spoke with the Director of the Rooms and Guest Experience Department, Nina Lyons' '26, who said her, main goal is to make the guest experience is special while celebrating the fact that they are coming back for this historic year. The Rooms and Guest Experience department is excited to engage with guests and see firsthand the exciting events and programs offered throughout the weekend.



HOMECOMING RECAP

On Saturday, October 28th, Nolan alumni joined the HEC Board of Directors for a festive homecoming brunch in the Statler Park Atrium, setting the perfect stage for reconnecting before the big game. Alumni, students, and faculty mingled over delicious food, sharing fond memories while creating new ones. As a highlight of the gathering, attendees were treated to an exclusive first look at this year's theme and the creative inspiration driving it—building anticipation for the conference. The excitement only grew as Cornell went on to secure a thrilling homecoming victory, making the day unforgettable for everyone involved!





HEC HISTORY

THE VOLCANIC ICE SCULPTURE

As the space race heated up and Pelé led Brazil to their first World Cup title, 1958 was shaping to be a year of pushing boundaries. This wave of innovation was also echoed in the hospitality sector when students from the Nolan School of Hotel Administration appeared for the first time on the "Today" Show with Dave Garroway that November.

The "Today" Show began in 1952 with Garroway as its inaugural host. Sylvester "Pat" Weaver, NBC's innovative Vice President in charge of television, envisaged a new morning program that would prepare viewers for the day ahead. Garroway, with his charismatic personality, grew the show's impact and quickly made it a cornerstone of American morning routines. For the students, being on the show was not just good publicity but a high honor.

In celebration of the National Hotel Show, they brought a one-ton ice replica of a volcano. The sculpture was initially crafted six inches larger than what appeared on the show to account for the melting that occurred over the 250-mile trip from Ithaca to New York City. A true work of craftsmanship, twelve 300-pound blocks of ice were joined together by the local Ithaca Ice and Coal Company plant. The volcano was more than just ice, however. It was a celebration of the grueling work chefs have when ice carving and a representation of hotelier ideals that Hotel Ezra Cornell (HEC) has and continues to instill in all students.

Within 100 years of HEC, these moments of past triumphs are a means for us to reflect on the legacy and lessons that HEC has imparted to us. Looking back, we can see how hotels and the experiences they provide customers can construct not just special moments, but memories. We can draw wisdom from those who came before us, honoring the traditions they upheld as we carve our path toward the future.

HEC has shown us that true hospitality is not just what we see now, but in the experiences we carry with us, long after the ice has melted away.



One-ton ice sculpture is readied for transportation to New York

transported by truck to New York City last night. The original carving was six inches larger than the one which will appear on TV. This extra six inches represents an allowance for melting over the 250 mile trip.

Twelve 300-pound blocks of ice were fused together for this operation, which took place at the Ithaca Ice and Coal Company plant. The volcano is intended to dramatize the art of ice carving practiced by chefs throughout the world and appeared on the Dave Garroway Show in connection with the National Hotel Show which is taking place in New York this week.

The project was conceived by William Hetherington '59 who is an official of Hotel Ezra Cornell, a weekend hotel operated by Hotel School students. The actual carvings was done by Frank H. Waskey '60 and Robert N. Herkes '59. They were assisted by Gerald A. Bracco, '60, Donald P. Woodward '60 and Irving P. Anderson '59.

The Cornell Daily Sun, Volume LXXV, Number 31, 3 November 1958



NOVEMBER 2024

REGISTRATION

Registration for the conference opens on **November 12th, 2024 at 8:00 AM ET**. We have a high amount of interest this year so we recommend registering right at 8:00 AM for the best chance of securing a registration. In order to book a stay with The Statler Hotel, you must first be registered for the conference.

The registration link will go live on our website at www.hotelezzracornell.com on **November 12th, 2024 at 8:00 AM ET**.

HEC COUNTDOWN

171

DAYS

08

HOURS

30

MINUTES



NOVEMBER 2024

THANK YOU FOR TUNING IN!

All content was written and produced by:

The HEC 100 Communications Team

Julsey Reis *Aria Capelli* *Amy M*
Tash *Ben*
Mark F C *Teddy Andres*

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