



Join us for the return of your favorite Hotelie tradition! The students behind The 93rd Annual Hotel Ezra Cornell invite you to join us for an incredible lineup of speakers, alumni, and industry leaders right here on campus from March 15-18!

What is HEC?

Hotel Ezra Cornell is a three-day, student-run business conference for hospitality industry leaders and members of the Cornell community from across the globe. A 93-year tradition of the School of the Hotel Administration, HEC is one of the oldest traditions at Cornell and an unparalleled introduction to the students, faculty, and alumni of the preeminent hospitality program in the nation.

What is this year's theme?

The theme for this year's conference is "A Sense of Place". This year, HEC will delve into the changing landscape of guest expectations. In a time of ever-advancing technology and increased emphasis on experiences, achieving competitive advantage means not only delivering quality service but also unique, memorable moments. This year's program will explore the shift from an age of information to an era of experience by finding what connects guests to the strong identity, character, and authenticity of a place.

Leading this conversation as a keynote speaker will be Mr. Will Guidara '01, the Co-owner of Make It Nice, a hospitality group that currently includes Eleven Madison Park, The NoMad Restaurant, and Made Nice.

Student Entrepreneurship Showcase

Thursday, March 15 4:30 PM, Conference Foyer

Interested in seeing how students at Cornell are making their mark in the community and industry today? Swing by the Student Entrepreneurship Showcase to take a look at the wide range of impressive projects founded and run by students!



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The Deans' Address

Friday, March 16 8:30 AM, Alice Statler Auditorium

As per tradition, Dean Kate Walsh of The Hotel School and Interim Dean Joseph Thomas of Cornell SC Johnson College of Business will open The 93rd Annual Hotel Ezra Cornell with a few thoughts on the weekend's exciting events as well as updates on our school and program.



Kate Walsh, Ph. D,
Dean and E.M.
Statler Professor,
The Hotel School



L. Joseph Thomas,
Ph. D, Interim Dean,
Cornell SC Johnson
College of Business

The Global Hospitality Landscape: An Around the World Review

Friday, March 16 9:00 AM, Alice Statler Auditorium

Senior executives from major global firms will discuss various trends and expectations for the future of the real estate markets in the Americas, Asia Pacific, Europe, and Latin America.

Moderator: Mark Woodworth '77, MPS '78, Senior Managing Director and Head of Lodging Research, CBRE Hotels

Monika Dubaj MPS '94, Vice President – Development, Hyatt Hotels and Resorts

Michael Issenberg '81, Chairman & CEO, Accor Asia Pacific

Richard Katzman '81, Managing Director, Mexico City, HVS

Pierre-Edouard Vintrou MMH '04, Senior Vice President, JLL Hotels & Hospitality Group



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A Sense of Stats

Friday, March 16 10:30 AM, Alice Statler Auditorium

Jan Freitag will provide a quick overview of the state of the US hotel industry and provide insight into major trends shaping the industry in 2018 and beyond.

Jan Freitag '97, Senior Vice President, STR

People: The Beauty of Authentic Experiences in Hospitality

Friday, March 16 11:00 AM, Alice Statler Auditorium

Listen to Mark Wuttke share his philosophy on how attitude and perception can shape self-image. How can the hospitality industry help enhance individuals' confidence through more beautiful, authentic experiences?

Mark Wuttke, President & COO, BABOR Cosmetics



Listen with Empathy, Connect with Technology

Friday, March 16 1:00 PM, Statler Hall 396

Ana Brant shares her strategy for turning discerning customers into loyal fans through listening with extreme empathy and hunting for the hidden details that reveal true experience differentiation. Learn how the Dorchester Collection is harnessing the connected world of human insight and artificial intelligence to create genuine operational value and drive strategy.

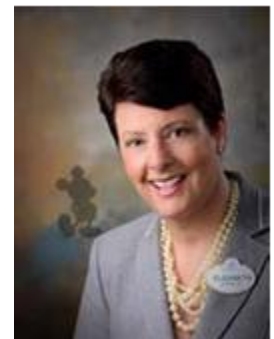
Ana Brant, Director of Global Guest Experience & Innovation, Dorchester Collection

Creating Unique Experiences

Friday, March 16 1:00 PM, Statler Hall 196

Today's traveler wants to be captivated, inspired, and completely absorbed by their destination. Hear from Elizabeth Mullins as she shares how Disney hotels take this one step further and whisk guests into a world where fantasy is real and reality is fantastic.

Elizabeth Mullins, Vice President - Hotels & Resorts, The Walt Disney Company



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We've Got Coffee Down Cold

Friday, March 16 3:30 PM, The Hersha Center

Interested in learning about the recent buzz around cold brewed coffee? Come join the Starbucks team in the Hotel Ezra Coffee Lounge for a comparative coffee tasting where they will also review the effect of region and fruit processing on coffee flavor.

Starbucks

CHS Annual Meeting

Friday, March 16 4:30 PM, Alice Statler Auditorium

Continuing a long-running HEC tradition, the leading members of the Cornell Hotel Society will come together for their annual meeting to discuss the past year and plans CHS has for the future.



Travel Brands Tap into the Experience Era
Saturday, March 17 8:45 AM, Alice Statler Auditorium

Tours and activities, such as cooking classes or attraction tickets, collectively represent a \$130B global market opportunity. Hear from the CEO and Co-founder of PlacePass, a travel technology startup in Boston, about trends in the fastest-growing travel sector and about insights from their partnership with Marriott International.



Ethan Hawkes '07, MBA '10, CEO & Co-founder, PlacePass

Susan DeBottis '07, Senior Director, Customer Experience Strategy, Marriott International

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Engaging Today's Workforce with Cultural Intelligence
Saturday, March 17 9:15 AM, Alice Statler Auditorium

Hear Gerry Fernandez share an in-depth look into cultural identity, experiences, and beliefs that make up today's diverse and multigenerational workforce. How can leaders better coach and motivate their teams through engaging employee self-identity?

Gerry Fernandez, President & Founder, Multicultural Foodservice & Hospitality Alliance



Defying (and Exceeding) Expectations
Keynote Address

Saturday, March 17 10:15 AM, Alice Statler Auditorium

Join us for Will Guidara '01's keynote address as he shares his insight on creating authentic experiences to surpass the expectations the world has of your brand. The talk will explore different restaurants in the portfolio and give examples of how Make It Nice has embodied this philosophy to benefit its business, guests, and team.

Will Guidara '01, Co-owner, Make It Nice



Global Mega-Trends and Their Implications

Saturday, March 17 11:00 AM, Alice Statler Auditorium

In this presentation, Roger Hill and Ron Swidler of The Gettys Group will share some of the trends and innovations from other industries around the world and discuss their implications for the hospitality sector. Where is technology replacing and supplementing services? What will future guests prioritize as they consider where to stay and what to pay?

Roger Hill '87, Chairman & CEO, The Gettys Group
Ron Swidler, Principal, The Gettys Group



Airbnb Turns 10: What's Next for the Sharing Economy

Saturday, March 17 1:00 PM, Alice Statler Auditorium

Over the past 10 years, the sharing economy and marketplace business models have generated some of the fastest value creation in history (e.g., Airbnb, Uber, Lyft). Are we still in the early days of disruption or are the best ideas already played out? Join us for a dynamic panel discussion exploring the underlying technology and societal shifts, how incumbents and start-ups are responding, and what the next 10 years may bring.

Moderator: Ethan Hawkes '07, MBA '10, CEO & Co-founder, PlacePass

Susan DeBottis '07, Senior Director, Customer Experience Strategy, Marriott International

Jerre Riggs '02, Chief Real Estate Officer, 1776 and CEO, FirstBase

Tanya Wong '09, Director of Real Estate, Sonder Inc.



Cornell Hospitality Business Plan Competition

Saturday, March 17 2:00 PM, Alice Statler Auditorium

Students will showcase their best acts and ideas in this annual competition held by the Pillsbury Institute for Hospitality Entrepreneurship. Competitors will face off for prize money and recognition, with the winner being announced at the Gala later that night.