

# The Hotel Ezra Cornell

Showcasing Hospitality Education Through Student Leadership

## HEC 82 Program



- Press Room

- [HEC 82](#)
- [Board of Directors](#)
- [Program](#)
- [Guest Speakers](#)
- [Guest List](#)
- [Donors](#)
- [Photos](#)
- 
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### Sustainability Through Innovation April 12-15, 2007

The theme serves as an umbrella for all of the events of HEC 82 weekend, tying everything together into a cohesive and coherent conference. Everything that takes place during HEC 82 weekend must, in some way, relate back to the theme "Sustainability Through Innovation," and all of the print collateral must emphasize the theme.

#### Thursday, April 12, 2007



**5:30PM - 7:30PM**

#### **Welcome Cocktail**

Kick off the exhilarating HEC 82 weekend with opening remarks from Dean Michael Johnson and HEC Managing Director Arthur Chang '07.

#### Friday, April 13, 2007



**7:00AM - 8:45AM**  
**Opening Breakfast**

Oh my, this is the best blueberry muffin I've ever had! Breakfast this morning features the best of classic breakfast foods like you have never had them before. Whether you want a full breakfast or just a cup of coffee to start your busy day, you will be pleased with this fresh breakfast.

**8:45AM - 10:15AM**  
**"The Entrepreneurial State of Mind"**

**Mr. Leland C. "Lee" Pillsbury '69**, Chairman and CEO of Thayer Lodging Group, will draw on his vast experiences to describe the relationship between HEC's theme of "Sustainability Through Innovation" and his own concept of "Entrepreneurship as a State of Mind." As an audience member, you will learn why you should embrace the uncertainty, disruption, and risk when the worlds (and perhaps your boss) prizes confidence, calmness, and security. You will leave feeling inspired and ready to act!



HEC 81 Student Concept Fair

**10:45AM - 11:15AM**  
**Introduction to Student Concept Fair**

**11:15AM - 12:45AM**  
**Student Concept Fair**

The Student Business Concept Fair will showcase business concepts that have been developed throughout the year by select teams of undergraduate and graduate Hotel School students enrolled in the Marketing and Restaurant Development courses. We invite you to visit the exhibition and get to know the teams as they share their ideas with you. Then, "write a check" to invest in your favorites! The winning teams will be rewarded for their hard work and ingenuity.

**12:30PM - 1:30PM**  
**Power Lunch**

Olive oil, fresh seafood, mozzarella cheese, ripe tomatoes, and roasted garlic – the only thing missing from this Mediterranean menu is the smell of the sea. Our lavish lunch buffet will make you think that you have traded Ithaca for Italy. And with plenty of space in the ballroom to mingle with other guests, the Power Lunch is not to be missed.

**1:30PM - 2:30PM**  
**Connecting with Culture: A Case Study in Sustainable Tourism**  
**By Ethan Hawkes '07 and Professor Robert J. Kwortnik**

In a destination dominated by all-inclusive resorts, a different tourism venture seeks to offer guests a genuine connection to the community. "VillageLife Tourism" and its associated "Okra Inn" demonstrate how tourism can be sustainable and can benefit both tourists and local purveyors. The message has so far gone largely unheard in a market that celebrates sand, sun, and service-in resorts that operate in fenced-off compounds. This case study analyzes VillageLife's challenges and prospects, the most promising of which is partnering with the all-inclusive properties.

**2:45PM - 3:45PM**  
**Student/Business Collaboration: Darden Restaurants**

In October, MMH students participated in a weekend-long supply chain management case study, sponsored by Darden Restaurants. Our first Student/Business Collaboration will start with a presentation by the winning team, followed by relevant comments from **Jim Lawrence**, Senior Vice President of Supply Management and Purchasing of Darden Restaurants. At the end of the presentation, you will have time to ask questions, and before the weekend event begins, you'll receive a copy of the case study as "homework"!



HEC 81 Awards Banquet

**7:00PM - 9:30PM**  
**Gala Banquet**

The Gala Banquet will honor the past, present, and future of Hotel Ezra Cornell and its mission of "Showcasing Hospitality Education Through Student Leadership." The interactive menu, designed by Hotel School senior Bradlee Hancock, is inspired by American and French cuisines and will perfectly reflect this year's Board of Directors' passion for innovating old traditions.

**9:30PM - 11:30PM**  
**An Evening of Art**

When the Gala Banquet ends, you can pick up the shuttle from the Statler Hotel and join us at the Herbert F. Johnson Art Museum for a night to remember. You will have a chance to visit all of the museum exhibit floors while you are enchanted with the live classical music, rich desserts, and your favorite cocktails. And just when you think the evening is over, our Managing Director Arthur Chang, will unveil a big surprise!

**Saturday, April 14, 2007**

**7:30AM - 9:30AM**  
**Continental Breakfast**

This morning's light and airy breakfast is a collaboration of food and tea. Each menu item will be paired with one of Harney and Sons exquisite teas: for example orange poppyseed muffins and Classic Earl Grey. Coffee drinkers, don't despair, you will find plenty of Starbucks Coffee to enjoy with your breakfast.

**9:30AM - 11:00AM**

**Student/Business Collaboration: Westin Hotels**

Our second Student/Business Collaboration will showcase student research from Professor Dev's Brand Management course. You will have the opportunity to discuss a stimulating Westin Hotels & Resorts case study and learn how Sue Brush, SVP of Westin Resorts, partnered with Hotel School students to develop new ways to brand the company.

**10:00AM - 12:00PM**

**Student Showcase**

The Student Showcase will feature a wide variety of projects from talented Hotel School students. As you meander into the Dean's Brunch, you will be able to talk with students in a relaxed atmosphere, then listen and watch as they demonstrate their best work from Hotel School classes and activities.

**10:30AM - 12:00PM**

**Dean's Brunch**

You will have to save your appetite for Dean Johnson's Brunch because the menu will have all of your breakfast staples, as well as some delicious lunch items. Whether you are in the mood for eggs and Applewood smoked bacon or leg of lamb and watercress soup, you will certainly want to come hungry.

**12:15PM - 1:45PM**

**Beyond Service: Hospitality Through Sustainability**

What important sustainability decisions does Starbucks make? What do health- and sustainability-conscious consumers value most when choosing restaurants or lodging? How can a property become LEED certified, and what are the challenges of staying sustainable in day-to-day operations? Find out the answers to these and many more critical questions as our diverse panelists discuss what businesses must do in order to be environmentally sustainable.

Featuring:

**Ted Ning**

*Executive Director of the LOHAS (Lifestyles of Health and Sustainability) Conference*

**Mark Milstein**

*Director of the Center of Sustainable Global Enterprise at Cornell University's Johnson School of Management*

**Stefan Muhle**

*General Manager of Orchard Garden*

**Jim Root**

*President of ISPA (International Spa Association) and GM of Spa Operations at Sea Island*

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*Senior Vice President of Corporate Social Responsibility for Starbucks Coffee Company*

**Mark Wuttke**

*Principal of Wuttke Group, LLC*

**2:15PM - 5:15PM**

**4th Annual Culinary Mystery Box**

Calling all gods and goddesses of the kitchen! The 4th annual Culinary Mystery Box Competition invites you to show off your culinary skills in an "Iron Chef" style competition. Teams of four will create a 3-course meal using pre-selected "mystery" ingredients, which will not be revealed until the start of the event. This year's theme will be Greek food, although you need not have prior experience with Greek cooking (or with cooking in general). If you want to have a shot at the gold medal, then you'll have to sign up for the Culinary Mystery Box and be ready for a competition of Olympic proportions!

**2:15PM - 3:30PM**

**Banfi Wine Tasting**

Join us for an unparalleled barrel tasting of Poggio alle Mura: discover how the wine's three grapes—clones BF 30, Janus 10, and Janus 50—contribute their individual character to the final blend. In addition, we will titillate your palate with the captivating Principessa Perlante, the alluring Riserva Brunello di Montalcino 'Poggio All'Oro', and the romantic Rosa Regale.

**4:00PM - 5:15PM**

**Chocolate Event**

Hotel School **Professor Jordan LeBel**, resident chocolate expert, will lead guests through a two part lesson on the world of chocolate. Follow the history of chocolate from its beginning as the favorite drink of the Aztec emperor Montezuma to its newest incarnation as solid bars sourcing beans from single countries or even single plantations. Like fine wine, fine chocolate is an experience that is enhanced through side by side comparisons of different chocolate bars. At this event guests will have the opportunity to sample several different types provided by HEC 82's exclusive chocolate donor, Dagoba Organic Chocolate.

**7:00PM - 9:00PM**

**Sustainable Dinner**

Inspired by the theme of this year's Hotel Ezra Cornell conference, the Sustainable Dinner exposes our guests to the best and freshest products that sustainable farming has to offer. Each of the menu's five courses, designed by Hotel School senior Sarah Yardeni, will highlight ingredients from a local organic producer. Attendees will enjoy the finest food and wine that New York State has to offer.

**7:00PM - 9:00PM**

**Stuzzichini Dinner**

Hotel Ezra Cornell and the Statler Hotel will excitedly feature the newly renovated Taverna Banfi during this special tapas dinner. Hotel School juniors Kirk Kelewae and Scott Westerman have worked closely with Castello Banfi and the Mariani family to create a unique dining experience that reflects the cuisine and atmosphere of Montalcino, Italy. The four-course menu will be served family or tapas style and will be paired exclusively with Castello Banfi wines.

**9:00PM - 11:00PM**

**Closing Cocktail**

The perfect ending to another best ever Hotel Ezra Cornell weekend, the Closing Cocktail will bring together guests, faculty, and students to enjoy dessert and music. You will want to pack early, so you do not have to miss a single minute of our farewell festivities.

**Sunday, April 15, 2007**

**8:00AM - 10:00AM**

***Sunday Breakfast***

Sadly, the 82nd Annual Hotel Ezra Cornell officially ends with the Saturday night Closing Cocktail, but before you head home on Sunday, we have a few more amenities for you. Start off the morning by having a leisurely breakfast in Taverna Banfi, where the HEC Board of Directors will be waiting to bid you a fond farewell. And for those of you who run out of room in your suitcase for all of your great amenities, a UPS representative will be in the lobby to help with your shipping needs. We hope that you have enjoyed another *best ever* HEC and look forward to seeing you again next year.

- [School of Hotel Administration](#)
- [Statler Hotel](#)
- [Travel Directions](#)

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# The Hotel Ezra Cornell

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## HEC 82 Guest Speakers

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- 
- 

HEC's education program strives to feature presentations from a diverse group consisting of both hospitality industry professionals and Cornell University faculty and students.

### The Entrepreneurial State of Mind



#### Leland C. "Lee" Pillsbury '69

A native of Ithaca, N.Y., Pillsbury earned his B.S. degree from the Hotel School in 1969. He then joined Marriott Corporation where became Marriott's youngest-ever executive vice president, leading the expansion from 125 to over 700 hotels. After leaving Marriott in 1989, Mr. Pillsbury founded Grand Heritage Hotels, a manager of historic and unique independent hotels. He then sold the company and launched Thayer Lodging Group, under which he opened their first venture fund in 1991. Since then Thayer has produced exceptional returns for investors in that fund, as well as for investors in three subsequent Thayer funds. Today Thayer manages total assets exceeding \$2 billion. In addition to Thayer Lodging Group, Mr. Pillsbury has founded several other companies, with his newest venture being a web-based central reservations platform for China's domestic hotel industry.

### "Connecting with the Culture": A Case Study in Sustainable Tourism



#### Ethan Hawkes '07

Ethan Hawkes, a Cornell Presidential Research Scholar, has pursued research interests in sustainable tourism in both Jamaica (2005) and Lebanon (2006) under the guidance of Professor Rob Kwortnik. Ethan is currently completing his senior year in The Hotel School combined with the first year of an MBA degree at The Johnson School. He has accepted a position with McKinsey & Company starting in the fall.

### Student/Business Collaboration: Westin Hotels and Resorts



**Sue Brush**

Sue A. Brush is Senior Vice President of Westin Hotels & Resorts. As the Global Brand Leader for Westin, She is responsible for the overall performance, integrity and strategic direction of the Westin Brand. She leads the development and execution of Westin's marketing, guest experience, standards and communications programs and provides input on development opportunities



**Professor Chekitan Dev**

Professor Chekitan Dev is an award winning teacher and researcher at Cornell University's School of Hotel Administration. A former corporate executive with an international hotel company, he is an internationally renowned consultant, seminar leader and expert witness who has worked with business, government and educational organizations in over 30 countries on 5 continents.

**Student/Business Collaboration: Darden Restaurants**



**James Lawrence**

Jim Lawrence is Senior Vice President, Supply Management & Purchasing for Darden Restaurants. In this position, Jim leads Darden's Supply Management team, with responsibility for food and beverage procurement, e-commerce, print services, and purchasing support for the organization.

**Sustaining the Environment**



**Mark Wuttke**

Mark Wutte heads the Wuttke Group, LLC, a world class business development team with a focus on sustainable luxury, spa, boutique retail, organic luxury, and the emerging category of eco-chic.



**Ted Ning**

Ted Ning is the Executive Director of the LOHAS (Lifestyles of Health and Sustainability) Conference and Executive Director of the LOHAS Journal and LOHAS.com. LOHAS describes a \$228 billion U.S. marketplace for goods and services focused on health, the environment, social justice, personal development, and social living.



**Sandra Taylor**

Sandra Taylor joined Starbucks Coffee Company in June 2003 as Senior Vice President of Corporate Social Responsibility (CSR). In this role, Sandra is responsible for the strategic guidance of Starbucks Civic and Community Affairs, Corporate Giving, Environmental Affairs, International CSR, and Business Practices.



**Mark Milstein**

Dr. Mark Milstein is the Lecturer of Strategy, Innovation, and Sustainable Global Enterprise and Director of the Center for Sustainable Global Enterprise at the Johnson Graduate School of Management at Cornell University. His research is focused on different aspects of how and why firms generate new business growth opportunities by treating social and environment challenges as unmet market needs.



**Stefan Muhle**

Stefan Muhle is the General Manager of The Orchard Hotel, San Francisco's first LEED-NC certified hotel by the U.S. Green Building Council.



**Jim Root '77**

Jim Root is the General Manager of Spa Operations at Sea Island Resorts and is the Chairman of the International Spa Association, the leading worldwide professional organization of the spa industry.

**Chocolate Event**



**Professor Jordan LeBel**

Professor Jordan LeBel is currently an Associate Professor at the School of Hotel Administration where he teaches introductory courses in food service management as well as a course on the design of pleasurable dining experiences. He is recognized as one of North America's foremost experts on chocolate and has contributed to televised specials on chocolate.

**Banfi Wine Tasting**



**Sharron McCarthy**

Sharron McCarthy, a nationally respected food and wine consultant, is Vice President of Wine Education for Banfi Vintners, the U.S.' leading wine importer and a major producer of premium offerings in Italy. A Certified Specialist of Wine and a director of the Society of Wine Educators, she is responsible for designing and conducting wine seminars that provide Banfi's sales personnel, distributor staffs, trade organizations, students in the hospitality sector, and select consumer groups with a broader knowledge and greater appreciation of wine in general and Banfi's portfolio in particular.

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