

**Shonette Harrison named first winner of Outstanding Alumni Award for  
Cornell's Master of Management in Hospitality program**

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**Harrison to be honored at reception in New York City on November 9th**

Ithaca, N.Y., October 2, 2008 -- Shonette S. Harrison has been selected winner of the first-ever Outstanding Alumnus Award presented by Cornell University's Master of Management in Hospitality program (MMH). A 2001 graduate of the program, Harrison now works as vice president of casino marketing at Harrah's Chester Casino & Racetrack in Pennsylvania.

"Shonette embodies the attributes that Cornell's MMH program seeks to instill in its graduates," said Michael Johnson, dean of the Cornell University School of Hotel Administration. "She is an ideal choice to be the first recipient of this award, and we look forward to honoring her at our annual MMH networking reception in New York City."

The award committee evaluated candidates on a range of criteria, including academic performance and school involvement as a student; career progression since graduation; and continued engagement with the School, its students, alumni and faculty after graduation.

In her current role, Harrison leads the Harrah's Chester Casino & Racetrack sales force and oversees its VIP strategy and VIP service experience. The property features over 2,800 of the newest slot and video poker machines, nine restaurants and bars, and one of the fastest 5/8<sup>th</sup>-mile harness tracks in North America. Harrah's Chester Casino & Racetrack is the first venture into the new Pennsylvania slot market by Harrah's Entertainment, Inc., the world's largest gaming company.

Harrison first joined Harrah's in the summer of 2000 as a president's associate in Harrah's MBA executive internship program. After earning her MMH degree in 2001 she returned to Harrah's, where she has held various leadership positions including hotel director, director of customer service, and director of marketing in various U.S. locations.

Harrison has remained active in many ways at both the Hotel School and the university at-large. She served on the school's advisory group that recommended that the former two-year MMH program be revised to its accelerated 12-month format. Harrison has spoken in the Dean's Distinguished Lecture Series and has lectured in a class on information technology. She also served as committee chairperson for the Cornell Black Alumni Association's 30<sup>th</sup> Anniversary at Reunion in 2006 and was programs chairperson for the Cornell Club of Nebraska in 2005-2006.

“I stay committed to the Hotel School to give back to a community that has poured so much into me. I stay connected to Cornell because I attended a university where any person can find instruction in any study, which in my case is a passion for hospitality,” said Harrison, who earned her BBA in Management from Pace University in New York City.

The MMH reception will be held Sunday, Nov. 9<sup>th</sup> at 5 p.m. at the Jumeirah Essex House in New York, N.Y. The event, expected to draw a large number of program graduates and prospective students from the region, is being sponsored by Jumeirah Essex House and the Boutique Search Firm. To learn more about sponsorship opportunities for the event, please contact Joe Strodel, Director of Corporate Affairs, at [js343@cornell.edu](mailto:js343@cornell.edu), or Meg Keilbach, Director of Development, at [mhb7@cornell.edu](mailto:mhb7@cornell.edu).