

# Hotelie

90

Celebrating ninety years as  
the first and the best!



# 90 Influential Hotelies

**Ninety names sounded like a great many** when we conceived the idea for this list. Ninety names *is* a lot, but not nearly enough to include every Hotelie who has distinguished him/herself in the world of hospitality and tourism. The level of achievement among our alumni and other contributors to our program is stunning and unparalleled, and we wanted to honor many more people than we could.

For the most part, the people on this list populate the three professional categories that Dean Michael Johnson affectionately refers to as “the Moneys,” “the Foodies,” and “the Turbo-Hotelies.” Many of our alumni are very successfully engaged in activities related to investing and development, especially in real estate. Others have radically changed the dining-out scene in the Americas, Europe, and Asia, inventing and propagating new genres from fast-food to fine dining and elevating our conception of what a restaurant can and should be. And then there are those who have helped build empires as visionary hotel entrepreneurs or outstanding corporate

leaders. Many have also made notable contributions to the SHA, their communities, their industry, and/or the larger society as mentors, organizational leaders, program developers, and philanthropists.

We began the process of assembling this list by soliciting nominations from all alumni as well as from the entire school community, and we are grateful to everyone who responded. We also pressed some of our most connected alumni to give us whole lists of names. We combed Brad Edmondson’s excellent history of the school, *Hospitality Leadership*, and the delightful first history by Charles Sayles ’26, *From a Closet Under the Stairs*, to gather great names from the past. It seems quite unlikely, in spite of all that, that everyone deserving has been included, and we welcome you to bring omissions to our attention. Your input will help us start filling in the historical record in preparation for the school’s centennial.

## Celebrating 90 Years

1. **Lilyan Affinito '53:** Co-founder with Patricia Carrier of the President's Council of Cornell Women; inaugural member of the SHA Dean's Advisory Board (DAB). The sole woman accepted into her SHA freshman class, Affinito studied accounting and finance and got hired by Louis Toth at Horwath and Horwath. She moved to Price Waterhouse, was hired away by one of her clients, Simplicity Pattern Company, and became president of that company.
2. **Robert Alter '73:** Chairman of Sunstone Hotel Investors, a real estate investment trust that owns interests in 44 upscale and upper-upscale hotels with an aggregate of 15,029 rooms, and founder of Buy Efficient, an Internet-based purchasing management platform with over 600 participating hotels and senior living properties. Sunstone has received numerous awards, including Developer of the Year from Marriott International. A self-made hotel owner since 1976, Alter is a past president of the Holiday Inn Franchise Association, past president and board member of the IHG franchise owners' association (IAHI), and a former member of the board of the association of Marriott franchise owners and operators (MINA) and the Marriott Franchise Board. He currently chairs the Governmental Affairs Committee for the American Hotel and Lodging Association. A member of the DAB, he received the PIHE's Hospitality Innovator Award in 2008.
3. **Pablo Azcárraga '85:** COO and member of the board of Grupo Posadas, with 92 hotels serving over one million guests annually, the largest hotel operator in Latin America. He has been a leader in the growth and design of new hotels in Mexico, Brazil, Argentina, and Chile.
4. **Richard Baker '88:** CEO, Hudson's Bay Trading Company, and one of the most successful real estate investors to have graduated from the SHA. He and his wife Lisa have just endowed the Baker Program in Real Estate at Cornell with an historic gift to the school. He is a member of the DAB.
5. **Michael Barnello '87:** CEO and lead director of LaSalle Hotel Properties, a leading multi-tenant, multi-operator REIT that owns 32 upscale and luxury full-service hotels totaling over 8,700 guest rooms. Barnello had a key role in creating the company's IPO as senior vice president of its precursor, Jones Lang LaSalle.
6. **Joe Baum '43 (dec'd):** Onetime president of Restaurant Associates, which created the idea of theme restaurants. At its height in the late 1960s, the company operated over 130 restaurants and had annual sales exceeding \$130 million. Baum opened his own company in 1970, restored the Rainbow Room to rave reviews, and created Windows on the World. Baum was inducted into the Culinary Institute's Hall of Fame in 1995. **Dennis Sweeney '64** was a partner in Joseph Baum and Michael Whiteman Company for almost three decades.
7. **Robert A. Beck '42:** Second dean of the school, 1961-81. In those 20 years he oversaw the transition to a second generation of faculty as Meek's hires all retired. He promoted research. He expanded the administration, beginning with the hiring of Prof. Gerald Lattin, PhD '49, as the school's first assistant dean, nearly doubled undergraduate enrollment, and established the first MPS in hotel administration (1973). He greatly increased the school's international reach through executive education offerings in Ithaca and all over the globe, assisting in establishing a hotel school in Puerto Rico, and entered into an agreement with the Institut de Management Hôtelier International (IMHI). His tenure saw significant expansion of the Cornell Hotel Society, though the first international chapters were founded during Meek's deanship.

The day after stepping down as dean in 1981, Beck became director of IMHI, a post he held for three years. He went on to teach in Athens, Greece and in Switzerland. He served on the board of directors of the Penn Central Railroad during its bankruptcy proceedings. In the 1990s he served as a member of the corporation of the Culinary Institute of America and as a trustee of Ithaca College.

8. **Monty Bennett '88:** Founder, director, and CEO of Ashford Hospitality Trust, a REIT investing in the hospitality industry across all segments and at all levels of the capital structure. Ashford has over \$5 billion in assets and has outperformed its peers in total shareholder return for each of the past seven years.



9. **Scott Berman '84:** Industry leader of PricewaterhouseCoopers's hospitality and leisure practice and a principal in their real estate business advisory practice, Berman is a specialist in the field of hotel and resort development and operations who consults in the U.S., South America, Central America, Mexico, the Caribbean Basin, Europe, the Far East, and the former Soviet Union. He is an active member of the Urban Land Institute Hotel Development Council and its former chair. He sits on the boards of the American Resort Development Association and the CHR.
10. **Joseph Binns '28** (dec'd): One of the most distinguished alumni of his era, Binns managed the Claridge in Atlantic City, the Plaza in New York, and the Stevens in Chicago on his way to becoming EVP and GM of the Waldorf-Astoria and Conrad Hilton's right-hand man as VP of the Hilton Hotels Corporation. He brokered the sale of Hotels Statler to Hilton in 1954, convincing Alice Statler not to go through with a promised sale to real estate giant Zeckendorf that had been approved by the Statler board of trustees. At a price of \$78 million, the Statler sale was one of the biggest hotel deals of that era.
11. **Richard J. (Dick) Bradley '63:** Chairman, real estate development, Bradley Holdings; chairman of the board of the Culinary Institute of America, and trustee emeritus of the NRA Educational Foundation. With classmates **Peter Lee '63** and **Bob Freeman '63**, Bradley created

Victoria Station, a very popular chain of railroad-themed prime rib houses that grew to 100 units. He went on to lead a remarkable group of companies including a real estate empire that included some \$5 billion worth of commercial property in the continental U.S. and Hawaii. Bradley is also involved in No Boundaries, a Seattle-based real estate investment and management company owned by his daughter and son-in-law, **Shannon '93 and Reyn '93 Yates**.

12. **David Butler:** Fifth dean of the school, 2000-05. Under Butler's leadership, the school funded and launched the construction of the Beck Center and made steady progress in pursuing strategic alliances to enhance the global impact of the school in Asia, Europe, and the U.S. During his tenure, the Center for Hospitality Research grew dramatically, and the Statler Hotel became a stronger component of the school's educational mission and a first-class operating property serving as a gateway to the Cornell community.
13. **Jon Canas '65:** Former CEO of Aer Lingus-Dunfey Corporation and former president and CEO of Omni Hotels. Under his management, Omni began to divest of motor inns and motels and focus on upscale downtown properties.
14. **Tony Capuano '87:** EVP for global development at Marriott International. Capuano joined Marriott in 1995, worked

on the acquisitions of both Ritz-Carlton and Renaissance Hotels, and moved up swiftly, first leading development efforts in the western U.S. and Canada, then for the Americas. Since 2008 he has been responsible for all of Marriott's hotel brands and real estate development projects around the world. He joins the DAB in July.

15. **Robert M. Chase '59:** SHA professor, 1963-2003. Characterized by some as a genius and a visionary, Chase foresaw the importance of computer automation to hotel and restaurant operations and introduced computing to the SHA curriculum. Beginning in 1966, he developed the first "management games" for hotel and restaurant administration. The Cornell Hotel and Restaurant Administration Simulation Exercises (CHASE and CRASE) are still in widespread use. Presentations of these exercises led to long associations with many prominent corporations in the hotel and foodservice sectors as well as allied technology providers and others. Chase was also active with a series of educational developments involving Native Americans under sponsorship of the Indian Management Association and the Kellogg Foundation.
16. **Michael Chiu '66:** Chairman and president, Prima Hotels and Prima Donna Development Corporation. Chiu, the third student to attend the SHA from Hong Kong, has left a global footprint



## Ed Marinaro '72: In a class by himself

One man who may possibly be our most famous Hotelie is not on our top-90 list—for the simple reason that he has not spent time in the hospitality and tourism industry. Ed Marinaro, a.k.a. No. 44, made his name on the gridiron before turning to a career as a television actor.



According to Cornell Athletics, Marinaro set at least 16 NCAA records as a running back at Cornell. He was the first running back in NCAA history to rack up 4,000 career rushing yards, and he led the nation in rushing in both 1970 and 1971. He finished second—in the closest voting ever to that time—to Pat Sullivan for the Heisman

Trophy in 1971, the highest finish for an Ivy League player since the league de-emphasized football in the mid-1950s. Marinaro won the 1971 Maxwell Award and the UPI College Football Player of the Year award as the top player in college football. He holds two NCAA records: most rushes per game in a season (39.6 in 1971) and career average carries per game (34.0, 1969-71). He made the cover of *Sports Illustrated* for November 1, 1971 and was inducted into the College Football Hall of Fame in 1991.

Marinaro went on to play professional football with the Minnesota Vikings, New York Jets, and Seattle Seahawks. While with the Vikings, he played in Super Bowl VIII and Super Bowl IX. With the help of Jets quarterback Joe Namath, Marinaro switched to acting in the late 1970s, winning the role of Sonny St. Jacques on the hit sitcom *Laverne and Shirley*. He followed that up from 1981 to 1986 with his most remembered role, that of Officer Joe Coffey in the ground-breaking and much-honored police drama *Hill Street Blues*. He played Mitch Margolis in *Sisters* from 1991 to 1994, appeared in *Falcon Crest*, *Dynasty*, and *Champs*, and has starred in more than 20 television movies. He recently had a three-season run playing a head football coach on Spike TV's *Blue Mountain State* and a guest role on *Days of our Lives* as Leo.

It would not be fair to say that Marinaro has had no involvement with the hospitality industry. He was a celebrity spokesman for Marriott Vacation Club International and advised his best friend and classmate, Ed Marinucci '72, about his boutique hotels. His real expertise comes as a guest, however. As he was quoted as saying in the SHA magazine in 2006, "When it comes to hotels, I am the consummate consumer." And he is welcome wherever he goes.

spanning from the Asia-Pacific region to the United Kingdom and Europe to North America. He has invested in, developed, and built projects acting as a general contractor and has owned and managed professional office buildings and restaurant, retail, and residential real estate. Of particular note is his North Harbour 21.2-acre, mixed-use development in Portland, Oregon, which comprises hotels, condominiums, a retail center, and apartments. He will soon launch two new, proprietary three-star and four-star hotel brands.

17. **Vance A. Christian '61, MS '65** (dec'd): The SHA's first black professor, he eased the way for many African-American students of that era. More notably, he modernized the entire food and beverage curriculum and made Intro to Wines, the nation's first university course in wine appreciation, a campus legend. As an international consultant, his opinions and direction were highly sought-after.
18. **Jennie Chua '71**: Former president and CEO of Raffles Holdings, Chua is now president and CEO of Capitaland Residential. As a Cornell trustee, she played an important role in the creation of the Cornell-Nanyang Institute, the first collaboration of its kind in Asia. In April 2001 she engineered the \$250-million acquisition of Swissôtel,



transforming Raffles from an Asia-centric operation to one with truly global reach.

19. **John J. “Jack” Clark:** Third dean of the school, 1981-90. Clark initiated a thorough review and revamping of the undergraduate and master’s-level curricula as well as the school’s executive education programs. He led the school’s first, and highly successful, fundraising campaign and modernized and expanded Statler Hall. Over vocal opposition from some, he demolished the Statler Inn and replaced it with what is now a AAA four-diamond hotel.
20. **David A. Dittman:** Fourth dean of the school, 1990-2000, and the Hubert Westfall Professor of Accounting. The first year that Dittman was dean, the Statler Hotel cut its budgeted losses by two-thirds. During his deanship, the school formed the Center for Hospitality Research in 1992. Believing that it was very important for students to learn the basics of hospitality, Dittman increased the number of students working in the Statler Hotel from 59 in 1990 to 250 in 1995. In 1994, after three years of planning and development, the graduate faculty introduced a completely redesigned curriculum that would lead to a new degree, the master of management in hospitality (MMH).
21. **William V. (Bill) Eaton '61:** Chairman of Cini-Little International, a foodservice and hospitality design, operational, and management consulting firm, Eaton speaks regularly at industry seminars, conventions, and association events. He also is a regular contributing editor



to prestigious trade magazines. He was elected a Cornell trustee in 2007 and was honored with the Frank H. T. Rhodes Exemplary Service Award in 2001.

22. **Mike Egan '62:** Now chairman of Dancing Bear Investment, Egan built Alamo Rent-A-Car from a regional company with three outlets to the third-largest car rental company in the U.S. An industry innovator, he introduced unlimited free mileage and offsite rental plazas. He started at Alamo in 1973, became an owner in 1979, and became chairman and majority owner from 1986 to 1996, when he sold the company to AutoNation. In 2000, AutoNation spun off the rental division, ANC Rental, and Egan was named chairman and served in that position until 2003. In 1980 he founded Certified Vacations, a wholesale travel company. Recognizing and mentoring several young entrepreneurs, Egan’s other business ventures have included theglobe.com and Nantucket Nectars. He is an emeritus member of the DAB.
23. **Chuck Feeney '56:** Co-founder, with **Bob Miller '55,** of Duty Free Shoppers and one of the world’s leading philanthropists. (See sidebar on page 8.) He is a member of the DAB.

24. **Dick Ferris '62:** CEO of United Airlines, 1983-87, and co-chairman of Doubletree Inns in the mid-1990s, Ferris maintained a strong spirit of entrepreneurship as a co-owner, with **Skip Sack '61,** of the Applebee restaurant chain in New England and co-owner, with Peter Ueberroth (his investment partner in Doubletree), of the Pebble Beach Company, operators of four well known golf courses and three hotels. Ferris also teamed up with Arnold Palmer to own an aircraft business. Son **Brian Ferris '90** is president and owner of Chestatee Development Corp., the largest franchisee for Mo’s Southwest Grill.
25. **Julie Flik '63:** Consultant, Compass Group. Flik and her husband Ruediger in 1971 launched Flik International, a business managing everything from cafeterias to executive dining rooms for nearly 100 institutional clients in eight states and generating annual sales exceeding \$70 million. Flik flew around the globe to evaluate food service at U.S. Air Force bases as a member and later president of the Society for Foodservice Management, and again as a member of the National Restaurant Association, whose board she joined in 1995. She was recently elected chairwoman of the NRA’s Educational Foundation. She



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serves as a member of the Cornell University Council and was a member of the President's Council of Cornell Women.

26. **Richard Fors '59**: President of the National Franchisee Association of Burger King operators and a 50-unit BK franchisee in western New York. **Andrew Fors '95** is in business with his father as VP of Summer Street Capital Partners.
27. **Steve Goldman '83**: Currently CEO of Groupe du Louvre, Goldman has served as president, CEO, and board member of Sunstone Hotel Investors and was head of global development for Hilton Worldwide. He also had development roles at Hyatt Hotels Corporation and Starwood Hotels and Resorts Worldwide and held senior management positions with the Walt Disney Company at their corporate headquarters in California.
28. **Cindy Estis Green '79**: Co-founder and CEO of Kalibri Labs, a consulting firm providing analytics and strategic consulting on the optimal use of new media and channel marketing and distribution. She founded and later sold Driving Revenue, a data-mining and marketing analytics consultancy. Green then spent ten years as managing partner of the Estis Group. She has authored many well-respected publications and was named one of the top 25 greatest minds by HSMAI. She was featured

as Marketing Innovator of the Year and a Leader and Visionary by *Lodging* magazine and was recently inducted into the Hospitality Technology Hall of Fame.

29. **Winthrop (Bud) Grice '53** (dec'd): As one of Willard Marriott's earliest employees, Grice became a sales and marketing legend. The HSMAI gives annual awards named for Grice and for Vic Grohmann '28.
30. **H. Victor Grohmann '28** (dec'd): A founder, with **William R. (Hal) Needham '25** (dec'd 1939), of Needham and Grohmann, the oldest advertising agency in the hospitality industry, in 1931. Grohmann was the student assigned to escort Ellsworth Statler during his fateful visit to the second Hotel Ezra Cornell, a visit Statler famously concluded by announcing, "Meek can have any damn thing he wants!" Needham and Grohmann grew over the decades to count Hilton Hotels, Sheraton Hotels, Rockefeller Resorts, the Cloisters, the Greenbrier, and Buck Hill Falls as some of its outstanding hospitality clients. Grohmann returned to the Cornell campus for over 30 summers to teach a one-week course on hotel advertising; he was also a Cornell trustee.
31. **Stephen Haggerty '90**: As global head of real estate and development for Global Hyatt Corporation, he is respon-

sible for Hyatt's worldwide development efforts for all lodging and timeshare brands as well as for all asset management functions and related transactional activity on a worldwide basis. Haggerty joined Hyatt from Marriott International, where he worked most recently as SVP of international project finance and asset management for Europe, Africa, and the Middle East.

32. **Ken Hamlet '66**: Former president and CEO of Holiday Inns, Inc., he is now the co-managing member of Monalex Partners. After the sale of Holiday Inns, Hamlet founded and became chairman and CEO of Hamlet Holdings, which held interests in real estate development, manufacturing, services, retail, investment banking, agriculture, and computer-based entertainment in hotel rooms.
33. **John Harney '56**: Founder, president, and master tea blender of Harney and Sons Tea Company. Harney and his sons **Michael '77** and Paul maintain offices and warehouses in Sarasota, Florida, and Las Vegas, Nevada and have distributors throughout the world. Harney and Sons is under contract with the Historic Royal Palaces of London to blend and pack their exclusive private label tea. In 2011 Harney received the first Cha Jing Lifetime Achievement Award from World Tea Media.
34. **Chris Hemmeter, Sr. '62** (dec'd): Onetime chairman of Hemmeter Companies and Cornell Entrepreneur of the Year in 1985, Hemmeter pioneered the destination resort concept in Hawaii. He was involved in developing the Westin Kauai,



Hyatt Waikoloa, and the Westin Maui and was known for his lavish vision. He returned to the mainland in 1991 to develop casino gaming in New Orleans, but the project failed after the facility flooded.

35. **Charles S. (Chuck) Henry '74:** President, Hotel Capital Advisers, which he founded in 1994 to manage the international hotel investment activities of HRH Prince Alwaleed Bin Talal of Saudi Arabia. Today HCA manages a portfolio of hotel real estate and operating company investments with an equity value in excess of \$2 billion. Prominent assets in the portfolio include the Plaza in New York, the Savoy Hotel in London, and the Four Seasons George V in Paris. Hotel company investments include significant stakes in Four Seasons Hotels, Fairmont Raffles Hotels International, and Mövenpick Hotels. Prior to founding HCA, Henry spent nine years in investment banking at CS First Boston and Salomon Brothers, where he was responsible for capital raising, property sales, and merger and financial advisory assignments in the hotel industry, including the sales of Regent International, Ramada, Holiday Inns, and Motel 6. Earlier in his career he spent two years on SHA's financial management faculty. He is a member of the DAB.

36. **Barron Hilton (Hon.):** Son of Conrad Hilton and former chairman of Hilton Hotels Corporation, he oversaw the company's growth for 60 years, making it a worldwide brand generating a 15-percent year-to-year compounded return. He also expanded into Las Vegas and developed a worldwide Hilton gaming franchise. He now oversees the philanthropic endeavors of the Conrad N. Hilton Foundation, to which he has donated \$1.2 billion.

37. **Kenneth Himmel '70:** President and CEO, Related Urban, the nation's leading developer of large-scale, mixed-use properties. Himmel is also managing partner of Gulf Related, one of the largest alternative asset managers in the Cooperation Council for the Arab States of the Gulf, formed to pursue marquee large-scale, mixed-use real estate development opportunities in Abu Dhabi and the Kingdom of Saudi Arabia. Under his leadership, Related Urban has opened two award-winning, iconic destinations: Time Warner Center in New York City and CityPlace in West Palm Beach. Past developments include Water Tower Place and 730 North Michigan in Chicago, Copley Place in Boston, Reston Town Center in Reston, and Pacific Place in Seattle. Himmel's son **Kenneth, Jr. '01** is a graduate of the school.

38. **Dick Holtzman, Sr. '41** (dec'd): Former president of Rockresorts. Holtzman chaired the committee for the school's first fundraising campaign, launched by Dean Clark in 1983. He also served as AHMA president.

39. **Ichiro Inumaru '53:** Inumaru's name is inextricably woven with that of Tokyo's illustrious Imperial Hotel, where he began his hospitality career in 1949 and worked his way up through the ranks to executive vice president and general manager. In 1953, he helped found the first overseas chapter of the Cornell Society of Hotelmen.

40. **Walter Isenberg '80,** president and CEO, and **Zachary Neumeyer '80,** chairman, co-founded Sage Hospitality in 1984. Sage Hospitality owns and operates hotels in 23 states, from urban full-service hotels to smaller select-service suburban properties. Isenberg directs all company operations, including property management, development and finance. Sage hotels include well known brands as well as several independent hotels. **Ken Geist '05,** EVP and senior partner, joined Sage in 1995. In 2006 Sage formed the Sage Restaurant Group, with **Peter Karpinski '80** as co-founder and COO. Sage Restaurant Group operates unique high-volume restaurants inside its urban hotels.



# First among giants: Chuck Feeney '56

*Even in a list with no rankings, one Hotelier simply must be singled out for special mention. Chuck Feeney's colossal impact on Cornell, the tourism and retail industries and, with no exaggeration, the world as a whole cannot be adequately represented in a one-paragraph bio. To Cornell alone, Feeney has so far given \$950 million through his foundation, the Atlantic Philanthropies, his most recent gift being \$350 million for the Cornell-Technion campus in New York City. The foundation's first major gift to the university, made in 1983, established the Cornell Tradition program, which has since become a model for similar work-and-service scholarship programs around the country. His giving has made it possible for Cornell to maintain its need-blind admissions policy, recruit and retain key faculty, create living-learning communities for undergraduates, and pursue world-changing initiatives, including the vital work of the Cornell International Institute for Food, Agriculture, and Development.*

*David J. Kennedy, MPS '95, PhD '99 (ILR), Atlantic's director of philanthropic programs for Australia, wrote the following summary in nominating Feeney for a place on our list.*



Chuck Feeney came from a working-class New Jersey family. After enlisting in the Air Force at 17, he utilized the GI Bill to help finance his way through Cornell. As co-founder (with Bob Miller '55) of Duty Free Shoppers, he was the driving force behind establishing the duty-free industry as a legitimate retail industry. He eventually co-owned the largest retail chain in the world (2,000-plus stores), employing thousands in the retail/tourism industry and promoting the multiple benefits of global travel.

In recognition of his contributions to the hospitality and tourism industries, as well as his philanthropy, the School of Hotel Administration named him the Cornell Icon of the Industry in 2010.

After amassing a billion-dollar fortune, Chuck anonymously gave away 99.9 percent of it and formed a philanthropic foundation, now known as the Atlantic Philanthropies, which has to-date given away some \$5.5 billion across the world. When this limited-life foundation gives itself out of business, it will have donated more than \$8 billion.

As part of this philanthropy, Chuck is the greatest benefactor of any single university in North America, that is, Cornell University, where he has given, or committed to give, approximately \$1 billion. Included in these grants were significant gifts to expand the School of Hotel Administration. He also worked closely with Cornell to insure that the Cornell Club in New York City retired all of its long-term debt. The end result was a viable and sustainable operation, and a hospitable and welcoming gathering place for all Cornellians in New York City.

In virtually every geographic location where he has focused his giving, he has literally transformed the landscape. The record speaks for itself:

- In the Republic of Ireland, he motivated massive government investments in higher education, which contributed greatly to the Irish Celtic Tiger economy and changed higher education there forever.
- He personally worked (and gave significant amounts of money) for 17 years to help bring peace to Northern Ireland. His foundation still gives significant funds to help keep the peace and help heal the wounds.



- There are 20-plus health and medical research buildings in Australia that Chuck's foundation helped to fund with some AU\$500 million in grants, resulting in buildings worth between AU\$1.75 billion and AU\$2 billion. As a result, Australia "fights far above its weight class" in global medical research.
- For years, Atlantic has been the top charitable foundation in Vietnam, concentrating on health and medical practice and research. One good example: in 2007, after a ten-year campaign and millions invested in research and community action, Vietnam passed a national law mandating helmets for motorcycle drivers and passengers. Within days, the morbidity and mortality rates from motorcycle accidents dropped dramatically. This ten-year campaign, consisting of a number of philanthropic grants to various community stakeholders, coupled with persistent advocacy, is now a global role model for using the legal process to change national culture for the benefit of all.
- Similarly to its work in Vietnam and Australia, Atlantic has been a major benefactor in South Africa, concentrating on the areas of health/medical practice and social justice/reconciliation.

- In 2007, New Jersey outlawed capital punishment. Through years of philanthropic grants and advocacy, the Atlantic Philanthropies, along with many others, was instrumental in helping to pass this legislation.
- In 2010, one of the largely unheralded stories behind the passage of President Obama's landmark healthcare legislation was the millions of dollars that Atlantic gave to healthcare community activist groups, which insiders admit ended up being pivotal in persuading Congress to pass the bill.

When he was runner-up for *Time* magazine's 1997 Man of the Year (along with Alan Greenspan, Ian Wilmut, and Princess Diana—the Man of the Year was Andrew Grove), *Time* acknowledged that "Feeney's beneficence already ranks among the grandest of any living American."

At a recent gathering of the Giving Pledge (founded by Bill and Melinda Gates and Warren Buffett), Mr. Buffett told reporters that Chuck Feeney was the "spiritual leader of the group."

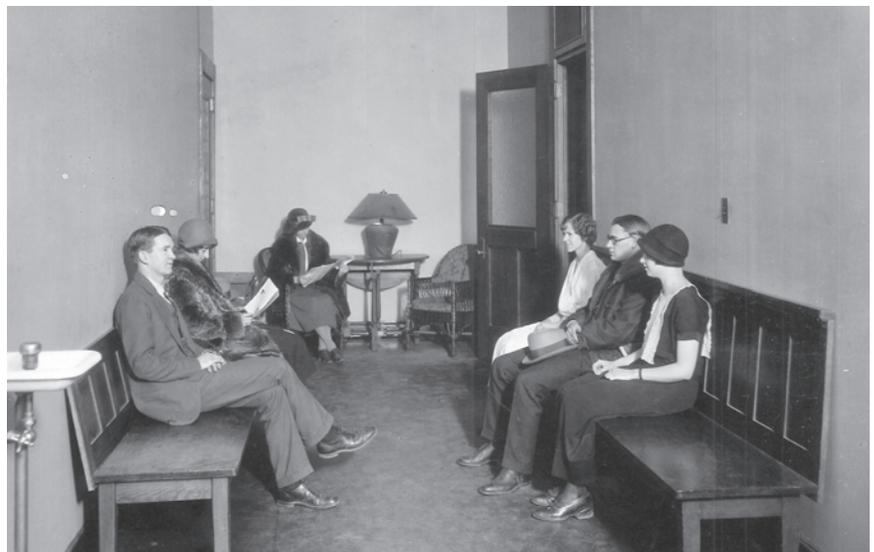
During a recent visit to Australia, Professor Susan Desmond-Hellmann, Chancellor of the University of California, San Francisco, reflecting on Chuck's efforts to foster collaboration between medical researchers in Australia and the USA, said, "I predict millions of human beings are going to be better off as a direct result of his actions. I wish I could clone him."

He is, and will remain, an iconic role model for philanthropists and would-be philanthropists worldwide.

41. **Kevin Jacobs '94:** SVP, corporate strategy, and treasurer of Hilton Worldwide and a member of the company's executive committee. Before joining the company in 2008, Jacobs was SVP of mergers and acquisitions and treasurer of Fairmont Raffles Hotels International.
42. **Robert M. James '54:** Founder in 1971 of the Hotel Management Company, the industry's first third-party or independent management company. His next company, Motor Hotel Management, grew to be the biggest independent management company in the business, operating 170 hotels under 17 flags.
43. **Michael D. Johnson:** Sixth dean of the school, since 2006. His administration has so far renewed one-third of the faculty, raised record funds, established the Pillsbury Institute and the Center for Real Estate and Finance, created the minor in real estate, worked to expand the school's global footprint, and forged new academic collaborations across campus.
44. **Michael Z. Kay '61:** Former president and CEO of LSG Sky Chefs, which he built into the world's largest in-flight catering alliance. He is a member of the DAB.
45. **S. Kirk Kinsell, MPS '80:** President for the Americas at InterContinental Hotels

Group and IHG's former president for Europe, Middle East, and Africa, he previously developed the Indigo brand. He is an incoming member of the DAB.

46. **Grace Leo-Andrieu '77:** Chairwoman and CEO of GLA Hotels, Leo is a pioneer of the four- and five-star hotel boutique movement in Europe as a designer, owner/manager, and trendsetter. Her first major project as an owner, the Hotel Montalembert, opened in 1990 as France's first boutique hotel. Leo became a vice president of Warwick International at age 26 and in 2006 became the first woman to serve on the board of the Leading Hotels of the World in its 80-year history.
47. **John D. Lesure '44** (dec'd): Former research director for Smith Travel Research, he developed the practice of hotel market analysis as we know it.
48. **John Mariani, Jr., A&S '54 (Hon.)** and **Harry Mariani (Hon.):** John is chairman emeritus and CEO of Banfi Vintners, America's leading importer of fine wines, which he ran in equal partnership with Harry, president and COO. Harry is also a board member of the Banfi Foundation, which has lent its generous support to our school and others. Banfi was founded as a wine import business by their father, John Sr., in Old Brookville, New York. The



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brothers scored huge successes, first with the introduction of Riunite Lambrusco, which became America's best-selling imported wine for 27 years and remains the number-one Italian wine in this country, and then with Concha y Toro, which supplanted Riunite as the top-selling imported label. In 1978 Banfi established a vineyard estate, Castello Banfi, in Montalcino, Italy and pioneered the planting of French noble grape varieties in the area. They also established another highly successful vineyard, Vigne Regali, in Strevi, Piedmont. Third-generation management of Banfi Vintners is in the hands of John's daughter Cristina, co-CEO, and Harry's son James, MBA '91, co-CEO. Harry's daughter **Ginny Mariani-Kitt '82**, a Banfi family proprietor and director of hospitality, serves on the DAB. John was Cornell's Entrepreneur of the Year for 1986.

49. **J. W. (Bill) Marriott, Jr.:** Recently retired chairman and CEO of Marriott International, Marriott led the company founded by his father to spectacular growth, with 3,400 lodging properties in nearly 70 countries. Marriott has been a frequent visitor to campus, including several appearances in the Dean's Distinguished Lecture Series. Marriott's company and foundation have provided decades of steady and generous support for the school, most recently providing funding for the Marriott Student Learning Center, to be built this summer. In 2009 he became the first recipient of the Cornell Icon of the Industry Award.



50. **James McLamore '47** (dec'd) and **David Edgerton '48:** Co-founders of Burger King. McLamore became a major philanthropist in his hometown of Miami, Florida and was named Cornell Entrepreneur of the Year in 1989. It was Edgerton who perfected the flame-broiling machine that became Burger King's claim to fame.

51. **Michael Medzigian '82:** Founder, chairman, and managing partner of Watermark Capital Partners. Watermark's activities are focused on complex assets that benefit from demographic shifts, strategic marketing, and value-creation and repositioning initiatives, including hotels and resorts, golf and recreation, resort residential, fractional and club programs, and new-urbanism and mixed-use projects. Medzigian was formerly president and CEO of Lazard Frères Real Estate Investors and a managing director of Lazard. Earlier, he was a founding partner of Olympus Real Estate Corporation. Over his career Medzigian has successfully overseen more than \$13 billion of real estate investments and has delivered superior risk-adjusted returns to his investors. He joins the DAB in July.

52. **Howard Bagnall Meek:** Founding dean of the School of Hotel Administration. With brilliance, tenacity, and courage, he prevailed through decades of underfunding and skepticism to build the first

and finest school of hospitality administration and the first teaching hotel.

53. **Gary Mendell '79** and **Stephen Mendell '82:** The Mendell brothers are, respectively, chairman and CEO / president of acquisitions and development for HEI Hospitality. In 1985, they co-founded HEI's predecessor, HEI Hotels, which became one of the fastest-growing hotel investment firms in the U.S. In 1997, Gary sold a majority of the company to Starwood Lodging Trust and was named president and elected to its board of trustees. During his tenure, Starwood acquired the Westin hotel chain for \$1.8 billion and ITT Corporation for approximately \$14 billion. In 2002, together with **Stephen Rushmore '67**, the brothers reestablished HEI. HEI currently has a portfolio of 30 hotels and \$2 billion in assets. Stephen Mendell also co-founded the London office of hospitality consultancy HVS International in 1990, and currently serves as chairman of its international operations (Europe and Asia). The brothers received the Pillsbury Institute's Hospitality Innovator Award in 2007.

54. **Robert W. (Bob) Miller '55:** Co-founder, with **Chuck Feeney '56**, of Duty Free Shoppers. In 1973, he founded Search Investment Group, an international investment company of which he is CEO



and chairman. He is also principal of SAIL Advisors (Search Alternative Investments Ltd), global investors in hedge funds.

55. **Richard (Dick) Moore '67:** Longtime SHA faculty member who pioneered instruction in hospitality information technology. As a consultant to many companies, he influenced and helped guide the adoption of technology in the hospitality industry. Many of his students have gone on to assume leadership positions within hospitality companies and technology providers serving the industry. Twenty of his former students nominated him for a place on this list.
56. **Chuck Mund '51:** CEO of Mega Management, a Burger King franchisee operated in over 125 locations in the U.S., Canada, and the Netherlands. Mund was one of the first U.S. franchisees to establish Burger King operations in overseas markets. He also co-owned several full-service restaurants, a contract foodservice firm, an accounting service company, and a restaurant computer sales company. With more than 50 years of service to Cornell University, Mund was named a Presidential Councillor in 2004. He and his wife Carol received the Frank H. T. Rhodes Exemplary Alumni Service Award in 2005, and he received the PIHE's Hospitality Innovator Award in 2006. He was named Restaurateur

of the Year by the New Jersey Restaurant Association in 2002. He founded the New Jersey Restaurant Educational Foundation. Sons **Charles '81** and **Eric '84** are also Hoteliers.

57. **Drew Nieporent '77:** Founder and owner of Myriad Restaurant Group. In 2008 Myriad's Corton received two Michelin stars and three stars from the *New York Times*, and the James Beard Foundation nominated it for Best New Restaurant in America. Tribeca Grill opened to national acclaim in 1990 and continues to be a New York landmark restaurant. Nobu was named Best New Restaurant by the James Beard Foundation and was inducted into the NRN Hall of Fame. Nobu and Tribeca Grill have received *Restaurant & Institution's* prestigious Ivy Award. The *New York Times* awarded three stars to Nobu Fifty Seven, and *Food and Wine* named Crush Wine and Spirits the best new wine shop of 2005. Myriad is the only restaurant group to earn three coveted Grand Awards from *Wine Spectator* magazine. Nieporent received the PIHE's Hospitality Innovator Award in 2011.
58. **Lalit Nirula '66** and **Deepak Nirula '74:** The Nirula brothers co-owned Nirula's Corner House Private Limited until its sale in 2006. The company's holdings included the legendary Nirula's, which was founded in 1977 as India's first fast-food restaurant chain. The company

diversified to include other restaurants, two hotels, and food processing plants.

59. **Fred G. Peelen '64** (dec'd 2012): In January 2000, Peelen founded International Hospitality Consultants, a firm advising the global hospitality industry and specializing in contract reviews, development, operations analysis, quality assurance programs, and marketing. He was previously president of the Americas for InterContinental Hotels and Resorts and Crowne Plaza Hotels and Resorts, divisions of IHG. He served on the current DAB.
60. **Leland (Lee) Pillsbury '69:** Chairman and CEO of Thayer Lodging Group. Lee and his wife, **Mary**, were named foremost benefactors at Cornell for their endowment of the school's Leland C. and Mary M. Pillsbury Institute for Hospitality Entrepreneurship. Lee is a Cornell trustee, a Frank H. T. Rhodes Class of '56 Visiting Professor, and a member of the DAB. Before founding Thayer with his wife, Pillsbury rose through the ranks at Marriott Corp. to become its youngest-ever EVP at age 36, leading the company into the timeshare business and the launch of Fairfield Inns.
61. **Forrest Raffel '43** (dec'd): Co-founder, with his brother Leroy, of Arby's, whose name derives from the initials RB, for Raffel Brothers. "Fuzzy," as he was



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known, was, according to his younger brother, “the creative genius” behind the concept of a fast-food franchise based on a food other than hamburgers. In the 1950s the Raffel brothers bought an uncle’s restaurant-equipment business and parlayed it into a successful food-service consulting firm. They went on to design and install school and hospital kitchens along with all the airport flight kitchens at the Greater Pittsburgh International Airport. They also provided foodservice facilities for the Ohio Turnpike and the Hospitality Inn Motel, a chain belonging to Standard Oil of Ohio.

62. **Dharmendra (D. J.) Rama, MMH '96:** President of JHM Hotels, a company founded in 1973 by his uncle, **H. P. Rama**, who is CEO and chairman. DJ is responsible for 37 hotels with a total of 6,091 rooms. He also serves on several industry boards and has been honored as a distinguished professor at Michigan State University’s Hospitality School. D. J.’s cousin **Vinay Rama '04** is VP and managing director of JHM International.
63. **Frank Ready '35** (dec’d): The pioneer of executive search, Ready headed firms including Beckwith, Foertsch & Ready and Fitzgerald & Ready. He helped found

the first overseas chapters of the Cornell Hotel Society, in Japan and in Europe.

64. **John Rijos '75:** Co-president and COO, Brookdale Senior Living. Since Rijos joined Brookdale in August of 2000, the company has grown from 22 senior living communities with less than \$100 million in sales to 564 communities in 35 states with more than 51,000 units in all areas of senior housing. Before joining Brookdale, Rijos spent 16 years as president and COO of Lane Hospitality Group, which owns and operates more than 40 hotels and resorts. He is currently an officer on the executive board of American Seniors Housing Association and has served on numerous tourist-related operating boards and committees as well as advisory committees for Holiday Inns, Sheraton Hotels, and the City of Chicago. He joins the DAB in July.
65. **Shirley Axtmayer Rodriguez '57:** Retired treasurer and VP of Axtmayer Enterprises and the Axtmayer Hotel Corporation and former VP and director of the Puerto Rico Hotel Association. In 2001 Rodriguez sold the Hotel Excelsior, a property in San Juan, Puerto Rico that her father had founded in 1907. The Axtmayer family also founded the Eureka Hotel in

1904 in Miramar, Santurce, and Las Americas Hotel. She has held numerous leadership and volunteer roles within community organizations including as a member of the Caribbean Hotel Association, the Puerto Rico Chamber of Commerce, and the Puerto Rico Bankers Club. Her daughter, **Alexandra Rodriguez Navares '93**, is also an alumna.

66. **Chuck Rolles '56:** Co-founder of Chuck’s Steak House, at its height a chain of 50 restaurants, begun in 1959 in Waikiki, that extended to the eastern seaboard. He was the first to bring the steak house and salad bar concept to the continental United States.
67. **Jean Rolles '58:** VP of community affairs for Outrigger Enterprises and property manager and corporate secretary of Outrigger Hotels in Hawaii, Rolles also co-founded Chuck’s Steak House in 1959 and helped grow the chain to 50 restaurants. She joined Outrigger Hotels Hawaii as property manager in 1982. The company has seen constant growth since World War II, when her father, Roy Kelley, opened a 37-room property in Waikiki. In 2007, Outrigger was ranked twenty-first of Hawaii’s top 250 businesses, with an annual income of \$444.4 million. Rolles serves on many boards supporting environmental, educational, and athletics organizations.
68. **Harris Rosen '61:** President and COO of Rosen Hotels and Resorts, a model employer and largest owner of hotel rooms in Orlando, Florida. Rosen made a naming gift to found the Rosen College of Hospitality Management at the University of Central Florida and “adopted” the community of Tangelo Park, assuming all of the residents’ expenses for daycare, in-state higher education, and more. He was named Cornell Entrepreneur of the Year in 2011.
69. **Stephen Rushmore '67:** President and founder of HVS International and father of **Cynthia Rushmore Kuechle '93** and **Stephen, Jr. '96**. Rushmore’s company bridged the gap between understanding



the hotel business and conforming to all underwriting, appraisal, and financial metrics of the commercial real estate business. He has trained a talented workforce that includes many SHA graduates.

- 70. **Bus Ryan '54:** One of the first SVPs at Marriott, he gave many Hotelies their start in the business.
- 71. **Greg Ryan '74:** Chairman of Sao Paulo-based Atlantica Hotels International, the largest independent management company in South America, and founder of McDonalds of Brazil, with over 1,000 restaurants currently open and operating.
- 72. **Burton M. (Skip) Sack '61:** Chairman and partner in Classic Restaurant Concepts. Sack began his career at Howard Johnson and developed the Ground Round restaurant chain in 1969. As SVP for development, he acquired 15 Red Coach Grill restaurants in a leveraged buyout and then sold them for their real estate and leasehold value. In 1984 he acquired the rights to develop the New England territory for Applebee's, which then had only two restaurants. In 1994 he sold his 16 restaurants back to the company, agreeing to serve three years as an EVP. Sack is now a private investor and devotes much time to philanthropy, including service on the DAB. He served as director and then chairman of the National Restaurant Association and has been very active in his support of the school.



- 73. **Jay Shah '90:** CEO and member of the board of trustees of Hersha Hospitality Trust, a self-advised REIT that owns interests in 67 hotels totaling 9,598 rooms, primarily along the Northeast Corridor from Boston to Washington, and from there to Miami. Shah is involved in all areas of the business with a particular emphasis on investor relations, capital transactions, and acquisitions. Prior to joining the Hersha organization, he was founder and principal in the law firm of Shah and Byler, a consultant with Coopers and Lybrand, a legislative assistant to the late Senator John Heinz, and a member of the Philadelphia District Attorney's Office. Shah received the school's Hospitality Innovator Award in 2007 and was named to Philadelphia's 40 Under 40. He joins the DAB in July.
- 74. **John Sharpe '65:** Retired president and COO of Four Seasons Hotels and Resorts. He started with Four Seasons in 1976 as GM of the Four Seasons Hotel in Calgary, Alberta.
- 75. **John Sherry, Sr. (dec'd):** The school's first professor of law and author of the field's seminal textbook, *The Law of Innkeepers*, which is still sold at the Cornell Store. A practicing attorney in New York, Sherry traveled once a week to Ithaca for 40 years to teach his class.

- 76. **Paul L. Snyder, III '82:** CEO of Snyder Corporation, a group of socially conscious, highly successful, family-owned companies based in Buffalo, New York. Snyder Corp.'s current enterprises include SunPark Airport Parking, one of the largest operators of offsite airport parking facilities in the U.S.; AirportParking.com, an online travel reservation site; Beaver Hollow Conference Center; the Hyatt Regency Buffalo Hotel and Conference Center; the nationally ranked E. B. Green's Steakhouse; the Center for Transportation Excellence, a health and human services transportation service; and We Care Transportation, providing paramedical transportation. Founded by Snyder's father, Paul L. Snyder, Jr., the company's first major venture was Freezer Queen (1958-70), one of the country's largest frozen food manufacturers. The amusement park Darien Lake, the largest privately owned attraction in the state, opened in 1960, and in 1966 the company started Queens Pride, one of the largest U.S. manufacturers and distributors of school lunch programs. Niagara Trading Company (1964-92) was one of the largest U.S.-owned import/export businesses. The Snyders owned the Buffalo Braves, an NBA team, from 1970 to 1978. The founder's daughters are also executives of the company: **Kathy Snyder Egan '83** is EVP of sales, and



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**Sandra Snyder Schoellkopf '89** is EVP of marketing. Another sibling, **Susan Snyder DiDominica '84**, is also a Hotelier.

77. **Ellsworth M. Statler** and **Alice Seidler**

**Statler:** E. M. Statler was the preeminent hotelier of his time and a pioneering innovator whose fortune funded the Statler Foundation, a vital supporter of the school in the Meek era. Though Statler died a year later, his abrupt declaration from the podium at HEC 2, "I'm converted. Meek can have any damn thing he wants," will live on forever in Hotelier lore.

Alice Statler, Ellsworth's longtime associate, wife for one year, and widow for many, ran Hotels Statler, Inc. as chairwoman of the board for 26 years, steering it through the Depression and nearly doubling its size from before World War II to the time of its sale for \$78 million to Hilton Hotels Corporation in 1954. Some of the proceeds of that sale ultimately benefited the SHA by means of the Statler Foundation. Mrs. Statler was the foundation's guiding spirit who assured the survival and success of the School of Hotel Administration in its precarious first few decades, and she and her late husband were for many years the school's greatest benefactors, thanks to the provisions in his will. Alice Statler was

the cherished grande dame of the school, and her annual arrival for Hotel Ezra Cornell was the much-anticipated moment that officially opened the event.

78. **Curt Strand '43:** Former CEO of Hilton International. As Hilton International's first, and for some time only, employee, he pioneered the expansion of an American hotel chain into Europe, Africa, Asia, and Central America.

79. **Donald Strang, III '80:** President and CEO of Strang Corporation, a third-generation family business that owns two specialty restaurants in Cleveland, Ohio and the American Bread Company, which so far operates 29 Panera Bread franchises. Strang is also president of Apple Two Associates, which owns and operates 27 Applebee's restaurants. Previously, Strang was the president and COO for Apple American Group, one of the first franchisees in the Applebee's system and one of its largest franchisees (with 86 restaurants) at the time of its sale in November 2001. Strang served on the Applebee's International Franchise Business Council for eleven years and chaired it for two years. His brother **Peter '84** is EVP of the company, while **David '82** is president and CEO of Chilgo, LLC, a Chili's franchisee.

Strang Corporation was founded in 1942 by Donald Strang, Sr., who opened three Howard Johnson's restaurants. **Donald Strang, Jr. '60** developed the company's first hotel, a Howard Johnson's Motor Lodge that grew into one of the highest-occupancy hotels in the chain and was named Outstanding Hotel of the Year in 1991 by the Howard Johnson Company. He also developed the Don's Restaurants fine-dining brand and led Strang Corporation to become a leading Red Barn restaurant franchisee. The company also managed six Holiday Inns and one other hotel.

80. **Chiaki Tanuma, MPS '80:** President and CEO of Green House Group (GHG), which holds 31 companies including Cini-Little Japan and Horwath Asia-Pacific, Japan. GHG operates eleven hotels and 500 restaurants and delicatessens in Japan as well as 51 restaurants throughout Korea, Taiwan, and Thailand. Tanuma serves as chairman of the Japan Foodservice Association and is an international director for the National Restaurant Association. He is a member of the DAB and a trustee of Cornell University.

81. **Ted Teng '79:** As president and CEO of the Leading Hotels of the World, Teng oversees the company's 26 offices



worldwide and manages the development of the brand's strategic business plan as well as the direction and administration of the programs and services it provides to its more than 450 hotel members. He was formerly the principal and CEO of Prime Opus Partners, a hotel investment and operations firm he founded in 2006. For five years he was president and CEO of Wyndham International and also served as president, Asia-Pacific, for Starwood Hotels and Resorts Worldwide immediately following the merger of Starwood Lodging, Westin, and Sheraton. Teng is a member of the DAB.

82. **Andrew H. Tisch '71:** Co-chairman of the board, chairman of the executive committee, and a member of the office of the president for Loews Corporation. A member of the Cornell Board of Trustees and Executive Committee and the DAB, he is co-chairman of Cornell's current capital campaign. He and his wife Ann are deeply committed philanthropists who support many initiatives in New York City and at New York University in addition to providing very substantial support to Cornell in the form of professorships (the Tisch Distinguished University Professorship and the Tisch

University Professorships) and scholarships (the Ann and Andrew Tisch Scholarship and the SHA's Andrew H. and Ann R. Tisch Scholarship Fund). The Tisch family made a substantial gift toward the renovation of the Statler Hotel, whose lobby is named for them. Andrew Tisch has supported the school and university in many other ways as well.

83. **Simon M. Turner '83:** President for global development, Starwood Hotels and Resorts Worldwide. Prior to joining Starwood, Turner spent more than ten years working for Chuck Henry '74 as a principal of Hotel Capital Advisers, a hotel investment advisory and asset management firm. In that position, he led a number of high-profile hotel projects including the acquisition, financing, and repositioning of Hotel George V in Paris and the Copley Plaza Hotel in Boston. He previously served on the board of directors of Four Seasons Hotels and was a member of the board of Fairmont Raffles Hotels International. He is a member of the DAB.

84. **Jerome Vallen '50, PhD '78:** Vallen was the first Hotelie to found a major hospitality program, the Harrah

College of Hotel Administration at the University of Nevada Las Vegas. The program now enrolls 3,000 students.

85. **Martha Van Rensselaer and Flora Rose:** Founding co-directors of Cornell's Department of Home Economics and key advocates and guiding figures in the creation of the Program in Hotel Management. Van Rensselaer later became Cornell's first female dean; her leadership was commemorated at Cornell in the naming of Martha Van Rensselaer Hall.

86. **Adam Weissenberg '96:** Deloitte and Touche's leader for U.S. tourism, hospitality, and leisure, Weissenberg provides business advisory services to large, complex companies including world class hotels, ski resorts, restaurants, and foodservice companies. He is widely published and speaks frequently at national industry conferences and summits like the Americas Lodging Investment Summit (ALIS) and the New York University International Hospitality Industry Investment Conference. He is also a frequent speaker at the school, where he serves on the CHR Advisory Board.

87. **Steve Weisz '72:** As president of Marriott Vacation Club International (MVICI), Weisz oversees three brands: Marriott Vacation Club, Grand Residences by Marriott, and the Ritz-Carlton Destination Club. In his 39 years with Marriott, he has been SVP of sales and marketing for



Marriott Hotels, Resorts, and Suites; Mid-Atlantic regional VP; VP of revenue management; and SVP of rooms operations and related services. Daughter **Kristen '04** is a senior manager at MVCI, and **Scott '01** is a senior director with the company.

88. **Annabella Santos Wisniewski '65:** President and CEO of Raintree Partners, operators and developers of luxury hotels and resorts, fully serviced apartments, food courts, and restaurants in the Philippines. Her husband **Tom '71** is chairman, and son **Andrej '94** is VP and GM of Foodparks by Raintree. Their son Martin established the Raintree Restaurants division. Santos Wisniewski was the first Filipino to graduate from SHA.
89. **Mark Woodworth '77, MPS '78:** President of PKF Hospitality Research, an affiliate of PKF Consulting USA (PKF/C), and a member of the executive committee of PKF/C. Woodworth has worked for the industry's leading lenders, developers, chains and management companies and

has dealt with all aspects of operations, development and financing. He has been quoted on hospitality issues in such noted publications as *The Wall Street Journal*, *The New York Times*, *The Los Angeles Times*, *The Washington Post*, *Barron's*, *USA Today*, *The Financial Times*, and numerous industry publications. He is a frequent speaker at industry conferences and at the school. He served for two terms on the Cornell University Council and served on the CHR Advisory Board.

90. **Peter Yesawich '72, MS '74, PhD '76:** President and CEO of Yesawich, Pepperdine and Brown, America's leading marketing, advertising, and public relations agency serving travel- and leisure-industry clients, Yesawich's commentary on travel trends is cited frequently in the major news media. He is the recipient of the World Travel Award from the American Association of Travel Editors, the Albert E. Koehl Award from the Hospitality Sales and Marketing Association International (HSMAI), and the Silver Medal from the American Advertising Federation.

## Guide to the acronyms

AHMA:	American Hotel and Motel Association, now the American Hotel Association
CHR:	SHA's Center for Hospitality Research
COO:	Chief operating officer
DAB:	SHA Dean's Advisory Board
EVP:	Executive vice president
GM:	General manager
HSMAI:	Hotel Sales and Marketing Association International
IHG:	InterContinental Hotels Group
IPO:	Initial public offering
NRA:	National Restaurant Association
PIHE:	SHA's Leland C. and Mary M. Pillsbury Institute for Hospitality Entrepreneurship
REIT:	Real estate investment trust
SHA:	School of Hotel Administration
SVP:	Senior vice president

