

Hotelie

SUMMER 2018





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Hotelie

Summer 2018

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KATE WALSH, Dean

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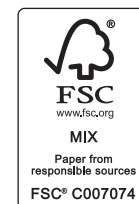
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On the covers: Scenes from the Cornell Hospitality Icon and Innovator Awards gala held June 5, 2018 at the Pierre New York. Front cover photo by Wendy Ploger; back cover photo by Diane Bondareff.

On these pages, clockwise from lower left: Gary Mendell '79 by Jesse Winter; Cheryl Stanley '00 by Jon Reis; Gregory Falco '10 by Ian Maclellan; Whiskey Bird by Mia Yakel.



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Embracing the Future with Heart, Mind, and Soul



One year ago, I mentioned in this column that I had asked our faculty to picture our school on the cover of a major news magazine in 2025. What would the cover say about us? What might we become between now and then? I am very proud to say that my colleagues embraced these questions with heart, mind, and soul and are working hard, not only to ensure that our value proposition continues, but to create our school's future.

One of my central goals is to build on our school's strong roots and distinguished reputation as the world leader in hospitality education and research. After becoming interim dean of SHA in 2016, I identified several defining pillars to help me in shaping the school's

priorities. These pillars continue to inspire my efforts as dean. They are to ensure that we continue to do the following:

- Provide the most dynamic, focused, and relevant educational experience, one that enables our students to carve their industry imprint and define their future as industry leaders;
- Build from our premier status for hospitality education and research to attract and develop the most skilled, dynamic, and deeply engaged faculty, who are distinguished experts committed to the hospitality industry;
- Enhance our global presence as thought leaders and premier educators serving the industry, other educational programs and, in a word, humanity;
- Continue to build our future in partnership with you, our extraordinary alumni.

Our school has made some exciting progress in pursuit of these goals. We have embarked on a set of innovative and far-reaching initiatives that will create new possibilities for both our undergraduates and our graduate students in the Master of Management in Hospitality (MMH) program and the Baker Program in Real Estate, in Ithaca, New York City, and beyond.

One exciting development is the upcoming launch of the Cornell Institute for Food and Beverage Management. This institute will provide a unique platform from which to advance education, research, and engagement in all aspects of the food and beverage industry. In addition to involving our school's students, faculty, alumni, and industry leaders, the institute's activities will extend to various stakeholders in the Dyson School of Applied Economics and Management and, more broadly, the Cornell SC Johnson College of Business as well as the College of Agriculture and Life Sciences. The institute will be directed by Alex Susskind, associate professor of food and beverage management.

I am also very pleased to report that our faculty has just concluded the first comprehensive review of our undergraduate curriculum in over twenty years. This important undertaking was led by Cathy Enz, the

Photo by Robert Barker, Cornell Marketing Group.

Lewis G. Schaeneman, Jr. Professor of Innovation and Dynamic Management and associate dean for academic affairs, and a very hardworking faculty committee. While one-third of our students are principally focused on hospitality operations, almost as many others are interested in careers in analytics or digital marketing, and almost another third are aiming for careers in real estate and finance. Given these evolving demographics, I asked our faculty to consider whether we could build a more flexible academic curriculum that would enable all students to specialize in their areas of interest, all of which are crucial to the hospitality industry.

We have also been developing initiatives to grow and enhance our graduate programs, starting with a review of our MMH curriculum. Under the direction of Linda Canina, professor of finance and the school's Richard J. and Monene P. Bradley Director of Graduate Studies, our graduate faculty just endorsed plans for a three-semester MMH program designed to start in the fall rather than in May—a timetable that would enable students to complete a required twelve-week internship. Also envisioned is a new project-management component with an experiential focus. The faculty is considering refocusing the program to make it more of a pre-experience model—one geared towards very highly qualified recent graduates interested in specializing in hospitality.

We have made progress on the design of two executive-level, part-time, blended graduate programs to be based in New York City. The first, in hospitality with a tech focus, will launch in the 2020 academic year. The second program, in real estate, will also have a technology focus. We are very excited about the many benefits that will come from establishing innovative new programs in New York City—and we look forward to developing programming for our undergraduates, as well as our graduate students, in hospitality, technology, analytics, and real estate.

Our Baker Program in Real Estate is also moving towards developing a greater presence in New York City and enhancing opportunities for students to strengthen their professional development. This semester, the program launched a three-weekend

course at Cornell Tech. The course, Real Estate Technology and Innovation, attracted students from Baker, MMH, and Johnson and earned overwhelmingly positive reviews. A second course, Smart Cities, is being planned for this coming year.

Above all, we continue to attract the best and the brightest students! This year we received the highest number of undergraduate applications in ten years, and we admitted a wonderfully strong and diverse class of amazing future Hotelies. More than 10 percent of the admitted class is composed of first-generation college students, and I am excited to think of the fabulous experiences that await them—and all the students in this class who smartly enrolled in SHA. There is no more relevant, groundbreaking, life-changing student experience anywhere, and we are looking forward to welcoming each of our new students into our community and Hotelie home.

In closing, I want to express my appreciation to all of you who support our school and make it possible for us to offer our students so many wonderful opportunities. Last year, we had the highest fundraising total in five years, and we have been building meaningfully on that success this year. We have also benefited from the daily presence of the many among you who so generously share your experience with our students by speaking in our classrooms and lecture halls, serving as mentors, and providing internships and jobs. It is truly a great privilege to know and work with all of you, and to show all of our students what it means to be a Hotelie.

Sincerely,



KATE WALSH

Dean and E.M. Statler Professor

RED ALL OVER



PROMOTIONS AND APPOINTMENTS



Rosewood Hotel Group announced last November the appointment of **KARL BIEBERACH-DIELMAN '96** as chief development officer of the Hong Kong-based hotel management company. Bieberach-Dielman, who has more than twenty years of development experience in Europe, Africa, the Middle East, and the Americas, has responsibility for the strategic global expansion of Rosewood's three brands, Rosewood Hotels and Resorts, New World Hotels and Resorts, and Pentahotels. During a previous, fifteen-year tenure at Starwood Hotels and Resorts, he held senior roles including vice president and head of European development, vice president of development based in Paris, vice president of feasibility and investment analysis for Europe, Africa, and the Middle East, and director of acquisitions for that region. Before moving to Starwood, he was Marriott International's director of development planning and feasibility in Latin America and the Caribbean.



MOLLY CACCAMO '10 was promoted in October to vice president of acquisitions at Gehr Hospitality, the hotel-focused division of the Gehr Group, after joining the company earlier in 2017. She had previously been a director with Cushman & Wakefield's global equity, debt, and structured finance team and, before that, a director with Ackman Ziff's hospitality group, where she completed \$1.5 billion in hotel transactions. She earlier served as a senior associate in the hospitality and leisure practice at PricewaterhouseCoopers, where she provided consulting services including market studies, feasibility analyses, acquisition due diligence, REIT lease structuring, and valuation of hospitality and commercial real estate investments.

RICHARD COTTER '77 was appointed chief operating officer of Performance Hospitality Management in October. In his new role, he oversees the operations of the Fort Lauderdale-based company's portfolio of managed independent and branded full-service and lifestyle hotels and resorts. Cotter's extensive operational experience has included opening the Wynn Las Vegas and the Wynn Tower Suites and Villas, along with nineteen restaurants, as executive vice president of food and beverage and hotel operations. As vice president and managing director for St. Regis, he opened the St. Regis Monarch Beach and St. Regis Los Angeles and led the conversion of St. Regis hotels in Beijing, Rome, Aspen, Houston, Philadelphia, and Washington, D.C. He simultaneously managed the St. Regis New York, where he repositioned Lespinasse Restaurant to earn four stars from the New York Times. Cotter subsequently became vice president of the Mid-Atlantic region at Starwood Hotels and Resorts, where he oversaw the opening of thirty-nine hotels from Starwood brands including St. Regis, Westin, W, and Sheraton.

A-LISTERS



RACHEL JACOBSON '96 has joined Landit, a technology platform designed to increase the success and engagement of women in the workplace, as chief business development officer. She previously spent over twenty years with the National Basketball Association, most recently as senior vice president of global partnerships. As one of the highest-ranking women in sports, she led a sales team in securing prominent partnerships for the league and its properties with Fortune 500 companies.



Deloitte last October appointed **ANDREAS SCRIVEN '00** a partner and leader of their hospitality and leisure practice. Scriven first joined the company in 2003, rising to assistant director and senior manager roles in its corporate finance practice. In 2008, he moved to Christie and Company, a property advisory firm in the hotels, public housing, leisure, care, retail, and medical sectors, as its international managing director. Scriven has experience in leading global brands and operators, private-equity and hedge funds, property investors and developers, and overseas investment funds.



Eleven Madison Park, the famed New York restaurant owned and operated by partners **WILL GUIDARA '01**, restaurateur, and Daniel Humm, executive chef, won the top spot on S. Pellegrino's 2017 list of the World's 50 Best Restaurants. Cited as "the perfect partnership of outstanding hospitality and exquisite food in an iconic setting," the restaurant has undergone "endless reinvention," in keeping with its motto, since Guidara and Humm acquired it from original owner Danny Meyer in 2011. (In fact, the restaurant closed for renovation two months after the award was announced, and the staff operated a pop-up restaurant in the Hamptons until the grand reopening in September.) Both Guidara and Humm started working at Eleven Madison Park in 2006, as general manager and executive chef, respectively. Their restaurant group, Make It Nice, also encompasses NoMad, with locations in New York and Los Angeles, the NoMad Bar, and the counter-service restaurant Made Nice. The group also has its sights set on Las Vegas.

Will Guidara '01, on left, and Daniel Humm.
Photo by Benoit Linero.

A-LISTERS



JACOB DUNN '06 has achieved another major recognition since being named to *Forbes* magazine's first list of America's Top Millennial Advisors, a distinction announced in the Fall 2017 issue of *Hotelie*. Dunn, who is a private wealth advisor in the private banking and investment group at Merrill Lynch, has now been named to the *Forbes* Best-in-State Wealth Advisors list. Dunn joined Merrill Lynch in 2008 as a trainee in wealth management after beginning his career in food and beverage management in Las Vegas.

Another *Forbes* list, 30 under 30 in Enterprise Technology, recognized two Hotelies this year.

GREGORY FALCO '10 is the cofounder of NeuroMesh, which provides anti-hacking security for IoT (internet of things) devices. Falco earned a master's degree in sustainability management at Columbia, where he has been an adjunct faculty member since 2012, and he completed a PhD in computer science at MIT this spring. His research there focused on safeguarding industrial



controls and embedded systems in networked critical urban infrastructure. As a Hotel School student, Falco worked as a consultant for Expedia and earned LEED AP accreditation. After graduating, he worked as a sustainability and energy consultant for Tishman Speyer and then moved to Accenture. There he helped build their smart-building analytics practice and founded and led their smart city division, focused on IoT in the built environment.

Falco is featured on page 22 of this magazine.



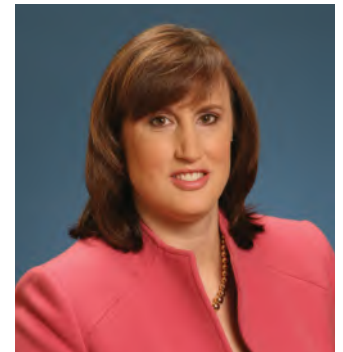
MICAH ESTIS GREEN '18, who left Cornell following his freshman year, has spent the time since then growing his startup, Maidbot, of which he is chief executive officer. The son of **CINDY ESTIS GREEN '79** and brother of **NATHANIEL ESTIS GREEN '13**, he won a \$100,000 Thiel Fellowship in 2017. He raised \$2 million in Series A funding and has recently attracted major investment from Bissell for his launch product, Rosie, an autonomous robot designed for industrial floor-cleaning. He said he conceived the idea for Rosie while working in housekeeping at the Statler Hotel. Maidbot is expected to deliver its first products later this year.

Five alumnae—**CINDY ESTIS GREEN '79**, **ANDREA FOSTER '96**, **KATE HENRIKSEN '96**, **ALEXANDRA JARITZ '97**, and **MICHELLE RUSSO '87**—were named to *Hotel Management's* list of 30 Influential Women in Hospitality last October. The magazine noted that women are finally attaining a greater proportion of executive-level roles in the industry and added, "...these select women are blazing a path not only in hospitality, but in business" and are "push[ing] the hospitality industry forward."

CINDY ESTIS GREEN is chief executive officer of the hospitality data analytics firm Kalibri Labs, which she launched in 2012. After an early career in corporate marketing and senior operations roles at Hilton, she started Driving Revenue, a data-mining and analytics company that she later sold to Pegasus Solutions. She then spent twelve years as managing partner of the Estis Group, providing strategic marketing consulting to the hospitality industry, before founding Kalibri Labs. She is the coauthor of the 2012 "Distribution Channel Analysis: A Guide for Hotels" and has more than a dozen other industry publications on marketing technology. Her many previous honors include designation as one of the 25 Extraordinary Minds in Sales and Marketing and induction into the Hospitality Technology Hall of Fame.



ANDREA FOSTER is senior vice president of development for Marcus Hotels and Resorts and MCS Capital, with responsibility for marketing the company's management capabilities and identifying and securing potential acquisition, joint-venture, and third-party management opportunities. She previously served as a managing director for PKF Consulting-CBRE Hotels, leading PKF's Boston office and overseeing its national spa advisory practice. She began her career in operations management positions with boutique hotel properties and then spent four years at PKF in Los Angeles with responsibility for hospitality real estate ventures and feasibility analysis. From there she joined Miraval Holdings, a destination spa resort and healthy lifestyle brand, as vice president of marketing and business development before returning to PKF.



KATE HENRIKSEN is senior vice president of investment and portfolio analysis at RIJ Lodging Trust, where she oversees strategy for underwriting and asset management. Since joining RIJ in 2002, she has overseen the underwriting of completed acquisitions totaling over \$5.2 billion and has managed the marketing of nearly \$2 billion in dispositions. Prior to joining RIJ, she served as director of development planning and feasibility at Marriott International. She earlier consulted on and appraised over \$4 billion in existing and proposed lodging facilities for HVS International.

A-LISTERS

As global head of Tru by Hilton, **ALEXANDRA JARITZ** is driving the development of the new midscale brand, which was revealed at the 2016 Americas Lodging Investment Summit and is proliferating at an unprecedented rate. Prior to joining Hilton, Jaritz held key executive positions with Choice Hotels International, serving most recently as a corporate officer and senior vice president of brand strategy and marketing. In that role, she was responsible for a portfolio of nine hotel brands across the midscale, economy, and extended-stay segments representing five thousand hotels and gross room revenue in excess of \$5 billion. In addition to spearheading brand strategy, marketing, and public relations, Jaritz directed product innovation, franchisee relations and portfolio management, and procurement services. During her tenure at Choice, she led the development of successful brand-refresh strategies for Comfort Inn, Comfort Suites, and Sleep Inn. She earlier worked as a real estate consultant in the hospitality services group at Ernst & Young and as a financial analyst in the investment banking division at Lehman Brothers.



MICHELLE RUSSO in 2003 founded the leading hospitality management company HotelAVE. As the firm's chief executive officer, she is very involved in strategic asset positioning, management contract negotiations, and interacting with senior-level brand and management executives on behalf of the

portfolio. Russo was previously a vice president and senior leisure analyst for Deutsche Banc, and she earlier managed a \$500 million portfolio for John Hancock Mutual Life Insurance Company.

Two Hotelies made the cut for *Real Estate Forum's* 50 under 40 list, which was announced in October.



CLARKE MICHALAK '05 is vice president of PGIM Real Estate in San Francisco, the company where he began his career in asset management. He then took responsibility for a \$1.7 billion portfolio within the firm's flagship U.S. core equity real estate fund. He next joined the West Coast acquisitions group, handling \$1.3 billion worth of transactions with his team in the span of three years. Now a member of the firm's flagship U.S. value-add equity-fund team, Michalak has responsibility for asset management of the West Coast portfolio, across many product types.



GILDA PEREZ-ALVARADO '02 has been directly involved in hospitality transactions worth over \$12 billion during the course of her thirteen-year career with JLL. In her present role as managing director of their hotels and hospitality group, she coordinates the execution of high-profile international sales, fosters global recapitalization, and manages global accounts, including those of high-net-worth individuals, sovereign wealth funds, private equity firms, and institutional groups. She led the creation of JLL's global hotel desk in 2013 and was promoted to head it in 2016, overseeing a cross-border investment sales team that handles some of the firm's largest hotel transactions. At the 2016 Americas Lodging Investment Summit, she became the first woman to receive the Jack A. Shaffer Financial Advisor of the Year Award, one of the most prestigious honors in the hotel investment industry.

CAMPUS NOTABLES



RICHARD ADIE '75, managing director of Cornell's Statler Hotel since 2002, was honored in October by the New York State Hospitality and Tourism Association as Outstanding General Manager of a hotel with more than 150 rooms. Before returning to campus to head the Statler, Adie spent twenty-seven years with Hyatt Hotels, serving as general manager of five hotels including the Hyatt Regency Chicago, the largest in the country. He opened three hotels for Hyatt and was honored as the company's General Manager of the Year. At Cornell, he has led the Statler to a series of AAA

Four Diamond awards, recent recognition as a Silver-level TripAdvisor Green Leader, and numerous *Wine Spectator* awards. Within the past decade, he oversaw the refurbishment and upgrading of all of the hotel's guest rooms and public spaces, including Taverna Banfi and the Regent Lounge. Adie, who worked in the Statler himself as a student, derives the greatest satisfaction and pride from his key role in mentoring students in the school's very successful Hotel Leadership Development Program, whose creation he led in 2003. Adie plans to retire in August.

CHERYL STANLEY '00, a lecturer in food and beverage management, was chosen as one of *Wine Enthusiast's* 40 under 40 Tastemakers for 2017. A member of the Society of Wine Educators and the United States Bartenders' Guild as well as a Certified Sommelier, she teaches, among other classes, Cornell's famed Introduction to Wines course, continuing to fill every seat in Statler Auditorium like her predecessors, Vance Christian '61, MS '65 and Steve Mutkoski '67, PhD '76. Following her graduation from the Hotel School, Stanley worked in food and beverage service at the Four Seasons Hotel in Newport Beach and at the Wine Cask in Santa Barbara. She then started a restaurant consulting business and became an adjunct instructor at the Culinary Institute of America (CIA). She pursued a master's degree in hospitality and retail management at Texas Tech and then returned to the CIA to teach. She joined the SHA faculty in 2013. As the faculty advisor to Cornell Cuvée, she coached two student teams to first-place finishes in international wine-tasting competitions in 2017.



Photo by
Jesse Winter.

CHERYL STANLEY'S WINNING WAYS WITH WINE

Dyson alumnus Andrew Salamida '15, MPS '16 keeps a plastic-encased, autographed copy of the October 2017 issue of *Wine Enthusiast* in his office at Cornell's Campus Life Enterprise Services in Clara Dickson Hall. The person who autographed the magazine, SHA lecturer Cheryl Stanley, was named to its 40 under 40 Tastemaker list—an honor for which she received a standing ovation when it was announced in class. Four years after taking over the legendary Introduction to Wines course, Stanley has won deep admiration, respect, and affection from many (many) hundreds of Cornellians besides Salamida.

When asked to describe Stanley and their interactions with her, students speak in superlatives: “incredibly supportive,” “amazing,” “larger than life.” One even goes so far as to call her “almost superhuman.” (While she laughs off that notion, she does have an uncanny ability to remember the class years of Hotel School alumni.)

Hemingway once wrote, “Wine is one of the most civilized things in the world,” offering “a greater range for enjoyment and appreciation than, possibly, any other purely

sensory thing.” Nowhere, perhaps, is that appreciation better fostered than in Introduction to Wines. “When you take a class with Cheryl, you feel you’ve bettered yourself by learning about something that’s thousands and thousands of years old, that brings stories from around the world directly to your table,” said Decker Nielsen '16, an account manager for Booking.com. “Cheryl shows us that wine should be taken seriously, but that it’s also a joy.”

Apart from its many pleasures, Stanley considers wine knowledge a life skill—one that “helps you get a foot in the door” regardless of your profession and makes you the “cool, go-to person” among family and friends. As she works to build “palate mileage” through each of her many roles, her passion for the topic and her care and concern for students take center stage.

The Industry Professional

Stanley built an expansive knowledge base and network while working for more than a decade in the food and beverage industry. After graduating from SHA in 2000, she was a sommelier, dining room manager, and fine-dining room manager at the Four Seasons Hotel in Newport Beach, California and a restaurant sommelier, retail store manager, and wine director for the Wine Cask in Santa Barbara, an establishment with a *Wine Spectator* Grand Award-winning wine list. She left California in 2008 for Poughkeepsie, New York, where she started Cheryl Stanley Restaurant Consulting. She earned a Master of Science in hospitality and retail management from Texas Tech University in 2012.

Along the way, Stanley was a lab instructor at Texas Tech, taught at the Culinary Institute of America, and earned such distinctions as Certified Sommelier from the Court of Master Sommeliers, Certified Specialist of Wine from the Society of Wine Educators, and Advanced Certificate in Wines and Spirits, with honors, from the London Wine School's Wine Spirits Education Trust program. After joining the SHA faculty, she added the designation of Certified Bordeaux Wine Educator from the Conseil Interprofessionnel du Vin de Bordeaux.

*“CHERYL SHOWS US THAT WINE
SHOULD BE TAKEN SERIOUSLY,
BUT THAT IT’S ALSO A JOY.”*

DECKER NIELSEN '16

She returned to her alma mater in 2013 and, for a year, team-taught Introduction to Wines with Stephen Mutkoski, the professor who taught the course for thirty-one years, before taking it over in fall 2014. (As a student, Stanley was Mutkoski's teaching assistant.) "It was always a dream of mine to teach about wine," she said.

Nielsen, who was a fine-wine sales consultant at Southern Glazer's Wine and Spirits in Dallas before moving to New York this spring, considers herself fortunate to have been taught by an industry veteran. "Cheryl brought in a lot of interesting people and made sure we had an immersive educational experience," she said. "It wasn't until I got into the wine industry myself that I realized how lucky I was."

The Lecturer and Wine Steward

As a teaching assistant for Introduction to Wines, Nielsen witnessed Stanley's early days teaching the course. "From the moment she stepped out on the stage, she owned it. She killed it."

Stanley uses each class session to weave together storytelling, personal experiences, and information about wines and their regions before offering tastings of six or seven wines. While maintaining the course structure created by Mutkoski, she makes greater use of new technologies, like Zoom video-conferencing, to connect students with winemakers from around the world.

Last fall, her former boss from Santa Barbara, Doug MARGERUM (now owner and director of winemaking for the MARGERUM Wine Company), called in to present his M5 red Rhone blend. "He was up there on Zoom, talking about the wine, and we were having a dialogue as though we were onstage together," she said. Other call-ins have featured John WILKINSON '79, developer and managing partner of Bin to Bottle Winery, presenting his Sexual Chocolate wine, and John SCHWARTZ, chief executive officer of Amuse Bouche Wine, presenting his Richard G. Peterson sparkling wine.

..... Stanley and Steven Mutkoski, the Banfi Vintners Professor of Wine Education and Management, Emeritus, her predecessor in teaching Introduction to Wines. Stanley was once Mutkoski's teaching assistant in the course. Photo by Jon Reis.

When speakers visit in person, they pose for selfies with the students, a practice that started with Basile Tesserot of the Conseil des Grands Crus Classés en 1855, the organization of producers from the 1855 classification of Bordeaux. (Stanley displays all the photos on a board in her office.) Guest speakers have included representatives of Château Lagrange, Buttonwood Grove Winery, Dr. Konstantin Frank, and Bollinger and Chanson. During a visit last spring by Mark Davidson of Wines of Australia, "students had a great time talking about wine pairing with kangaroo," Stanley said. Every semester, Tim Marchell, director of the Skorton Center for Health Initiatives, and a representative of the Cornell Police speak on the importance of drinking responsibly and the consequences of failing to do so.

Matt Guarini '17, who served as lead teaching assistant for the Wines course, said Stanley inspires students to want to learn more. "Rather than giving you the answer directly, she'll show you how to find it. She teaches through conversation, which helps guide the class to a common understanding."

"She's a tough grader, but fair," said Ali Lawrence '17 of Happy Earth Tea in Rochester. "And the feedback she gives is absolutely amazing." Two projects that Salamida submitted for Beverage Management were returned with full-page responses "outlining what she liked, what she thought could be improved, and how she had arrived at my grade. I've never seen a professor take so much time and pay such attention to detail," he said. Salamida, also a lead teaching assistant for Wines, admired Stanley's ability "to make students care so much about the topic, the class, and the coursework. If we didn't do well on an exam, we felt we were letting her down."

In April, Stanley became an ambassador for VDP (Verband Deutscher Prädikats- und Qualitätsweingüter), the Association of German Prädikat Wine Estates. Partnerships like these, she said, allow her to gain knowledge ("Wine is a field that is forever changing") while marketing Cornell's wine program internationally and securing guest speakers, donations, and internship opportunities.





..... Stanley addresses the 687 students who took Introduction to Wines this spring. Photo by Jon Reis.

Wines for both Introduction to Wines and Beverage Management come from the school's collection of thousands of

bottles from around the world and eight decades of production. The collection is housed in three locations: the wine cellar, which Mutkoski established, in the basement of Statler Hall; the wine library in the Beverage Management Center; and the Wines class storage room. Wines used for Introduction to Wines are primarily current release, she said, while Beverage Management students, "who are taking their wine knowledge to the next level," taste older wines. Stanley has continued Mutkoski's "birth year" program, which allows students to sample wine from the year they were born or earlier. "As a student, I found it incredible to taste these old wines," she said. "Now, as a faculty member, I want students to have that same experience."

Stanley credits the collection's breadth and depth to support from "amazing industry partners and private collectors." Among those she cites are David Drucker '99, vice president of sales for Empire Merchants; the Mariani family, founders and proprietors of leading U.S. importer Banfi Vintners and the renowned Castello Banfi vineyard estate in Montalcino, Tuscany and 2014 recipients of the Cornell Hospitality Icon Award; and the Conseil des Grands Crus Classés en 1855, which, in a program started by Mutkoski, sends a château owner each year to present to the class. Critical support has also come from the Sabol family (Kathryn Sabol '16 was a member of Cornell Cuvée and a teaching assistant for the wines class), which endowed the Fine Wine for a Lifetime program. "It's wonderful to have that endowment, because there are wines we can't get donated—they're too expensive, they're made in such small quantities—but students need to know them," Stanley said.

The Coach (and Cheerleader)

Since its inception in 2014, Stanley has been the faculty advisor for Cornell Cuvée: Wine Education and Blind Tasting Society, which participates in four international competitions a year. Last year, the club scored two first-place wins, at the Sciences Po International Tasting (SPIT), held in Reims, France, and at Millésime, held at the Ecole Hôtelière de Lausanne (EHL) in Switzerland. "When the team won at EHL, breaking its first-place tie with the EHL alumni team, I cried," she said. "Working with these students and seeing their growth is just incredible. It's amazing to watch them try to understand things, and then—all of a sudden—here they are, tackling these big questions and tasting these amazing wines and really making smart decisions."

Guarini, presenter for the winning SPIT team, said, “Being the first Cornell team ever to win an international blind wine-tasting was absolutely phenomenal. And when we won, no one was more excited than Cheryl. She was jumping up and down and taking a million photos. She’s our biggest cheerleader.”

He recalled, “Our departing gift from her, the week before competition, was three packets each of Emergen-C. It was, ‘Here’s Emergen-C. Take your vitamin C, and make sure you don’t get a cold.’ We called her our second mom. She cares on that level.”

“As a coach, Cheryl is incredibly supportive and positive,” said Lawrence, a co-captain of Cuvée who competed last spring at Cav’it, in Champagne. “She organized the entire trip—she had an agenda for everything, she got our tickets, she even had her husband drive us to the airport. She was so excited to have us there and to be there with us.”

After Nielsen “really messed up,” she said, on a test that would have qualified her for competition, Stanley “was very encouraging that I would do well on the next one. That second test qualified me to compete at Millésime, where our team placed third—an experience that changed my life. The confidence I gained, the exposure to people, the validation that I knew about wines changed everything and helped catapult me over others who were just starting out. I went straight into fine wine on-premise, selling the top end of our book for the largest distributor in the world.”

.....
Stanley asks Margaret Gao '18 of Cornell Cuvée to guess the variety and vintage of a wine the group has just tasted.

The Role Model

In and out of the classroom, Stanley is a role model for students—particularly women, who are often underrepresented, and under-regarded, in the industry.

“Cheryl’s passion and the way she communicates her passion and her knowledge are things I aspire to,” Lawrence said. “She taught me how to meet people, how to network, how to extend myself to people. Her knowledge is so expansive, and being able to ask her questions about wine or anything else was indispensable. She’s just this amazing person who I’m so happy and privileged to have gotten to know.

“Cheryl was incredibly supportive of everything I did at Cornell,” Lawrence continued. “During Hotel Ezra Cornell, when I was running around—I got maybe nine or ten hours of sleep that entire weekend—whenever she saw me in the hotel, she would stop me and say, ‘Ali, are you okay?’ She was constantly checking up on





.....
 Matt Guarini '18,
 Sara DeWitt '17, and
 Warner Hazell '17
 pose after winning
 the 2017 Sciences Po
 International Tasting
 in Reims, France.
 Coached by Stanley,
 they were the first
 Cornell team to win
 an international wine-
 tasting competition.

me. When she saw me in the hallway, she'd be like, 'Ali, the Danishes this morning were delicious.' She's a very, very caring person outside the advisor-advisee or professor-student relationship."

"Meeting Cheryl, who was driven by something a lot cooler than anything I'd experienced growing up—she just lived a life of pleasure and happiness and wine, and teaching people about these great things—I was like, 'Wow, who gets to do this?'" Nielsen said. "Her personal brand is incredible. She's the kind of person we all want to be. She's the exemplar of any and every kind of woman we need in the industry."

Guarini sought Stanley's advice before accepting his current position as food and beverage manager at the Four Seasons Las Vegas. Shortly after arriving, he received a package from her containing the latest issue of *Hotelie*, which included a short write-up about the SPIT competition, and a note saying, "Welcome to Vegas." "That was really super-sweet," he said.

In Salamida, Stanley sparked an interest not only in the beverage industry, but also

in a lifestyle—one of service. "It's a lifestyle of giving people what you can, helping people when you can," he said. "That was more meaningful to me, ultimately, than whether I ended up in the beverage industry."

The Proud Cornell Alum

Growing up in Walnut Creek, California, Stanley had dreams of becoming a chef; by age 10, she was already running Cheryl's Chocolates. Heeding her father's advice to earn a degree in hotel restaurant management "and then do whatever you want," she set her sights on one school (and one school only): Cornell. Through internships and a summer study-abroad program in Switzerland offered by the University of Nevada Las Vegas, she discovered the wonders of wine. "Seeing wines and being able to

taste them and experience them was so great," she said. "And then I took Introduction to Wines with Steve Mutkoski and I was like, 'Done!'"

As a student, Stanley played rugby (an experience she shares with Salamida and Nielsen) and water polo; she also was a tour guide. "I loved sharing Cornell's 'Any Person, Any Study' philosophy," she said.

Perhaps nothing shows her school spirit more than her last class of the semester—a celebration of both wine and Cornell. Students enter to the tunes of Cornell A Capella and exit to "We Didn't Go to Harvard" by Cayuga's Waiters. She also maintains two traditions started by Mutkoski: the showing of a clip from *Jeopardy* in which CALS grad Tony Mangaser '97 credits his correct answers about Champagne to Introduction to Wines, and a final toast to the students with Banfi Vintners' Rosa Regale. "It's a wonderful, happy way to celebrate Cornell and an iconic Cornell experience," she said. "There are those Cornell things one must do—go to a hockey game, eat ice cream at the Dairy Bar, and take Wines."

Stanley's recognition as a 40 under 40 Tastemaker, Guarini said, means "I learned from one of the best. It's a point of pride for her, of course, but it's also a point of pride for Cornell to have her." ♥



SANDI MULCONRY is a freelance writer and editor and owner of Group M Communications, a PR consultancy in Skaneateles, New York that serves institutions of higher education and the travel/tourism sector.



Photo by
Jesse Winter.

LOOKING ADDICTION STRAIGHT IN THE EYE— AND TREATING IT WITH SCIENCE AND EMPATHY

BY SANDI MULCONRY

Listening to hotel executive Gary Mendell '79 talk about his son, Brian, and Brian's decade-long struggle with addiction, you might get misty-eyed yourself. Brian, who stayed up all night with a suicidal woman to give her hope. Who, encountering another woman alone and depressed on her first day of treatment, walked up to her, gave her a hug, and whispered, "It's going to be okay." Who, despite having little money of his own, handed out five-dollar bills outside a restaurant to all the homeless people he could find.

"After he died, I got calls from people who knew him while he was in treatment, and they were crying hysterically, saying they should have died instead of my son—that if it weren't for Brian, they wouldn't be alive," Mendell said. "There was story after story about how he had helped others."

Now, through Shatterproof, the national organization that Mendell founded to change how addiction is perceived, prevented, and treated, Brian is continuing to help others, years after his death in 2011 at the age of 25.

EVERY PARENT'S CHILD

Mendell, cofounder and chairman of HEI Hotels and Resorts, tried to "fathom going on" without his son. Since Brian had done well in treatment programs but quickly relapsed in halfway houses and sober homes, Mendell considered buying a house in Connecticut and opening "a really good halfway house" to help ten or twenty teens a year transition from treatment to ordinary life. But before those plans could take shape, he was prodded by his business background to think bigger.

“At the Hotel School and throughout a career in business, you’re always thinking about scaling—taking things and duplicating them around the country and doing something larger,” he said. “It’s what you’re taught. It becomes part of your DNA.”

“THIS WAS NO LONGER ABOUT MY CHILD; IT WAS ABOUT EVERY PARENT’S CHILD.”

To better understand the field of addiction, Mendell spent three months meeting with researchers in prevention, treatment, and recovery. He learned the vast reach

of the disease: that over twenty million Americans were addicted to drugs or alcohol (today that figure is over twenty-two million); that addiction affected one in five families (now one in four); that addiction was the third-leading cause of death (drug overdoses are now the leading cause of death for adults under age 50). He learned that 80 percent of addicts become addicted before their eighteenth birthdays. “As a society, we are not protecting our teens, who are too young to protect themselves,” he said. “The area of the brain relating to caution and logic does not fully develop until their early twenties, making it more likely that they will take risks.” Mendell learned that evidence-based prevention and treatment programs already existed that could have helped Brian and the 370 other Americans who, each day, lose their lives to addiction. But, despite having been published in peer-reviewed medical journals, “most of it was hardly being used,” he said. “I asked myself, how can this be? How can we have something that is

so big, that relates to our children, where we have information today that can start saving lives tomorrow, and we’re not using it?”

He learned that the stigma attached to the disease prevented those afflicted from getting help. “It wasn’t just addiction that took Brian’s life,” he said. “It was the feeling of shame he had every morning when he opened his eyes—it was the feeling of being an outcast. Because of that stigma, families don’t want to deal with addiction, doctors don’t want to treat it, research is woefully low compared to that for other diseases.”

As he thought about all he had learned, Mendell realized that, while every other major disease had a well funded national organization, addiction did not. “At that moment, I looked up at a photo of Brian helping someone on the street, the last photo of him ever taken, and I felt him giving me a message to go help other people, to create an organization and a movement that would motivate our society to look this disease straight in the eye, prevent it, and treat it—with programs based on science, and with love and empathy, just as we do for other diseases.”

At its inception, in 2012, the organization was called Brian’s Wish. (Brian’s wish, Mendell said, had been that “someday, people will understand that I’m not a bad person—I’m a good person who’s trying his hardest.”) As the vision grew from a small, local charity to a large, national one, Mendell decided to rebrand the nonprofit to reflect that “this was no longer about my child; it was about every parent’s child.” Shatterproof, he said, “speaks to shatterproofing our children so that they don’t become addicted to drugs or alcohol. For those who are

BOTTOM

Mendell shakes hands with Gov. Dannel Malloy at a ceremonial bill signing in July 2015. Shatterproof advised the governor’s office on the composition of the bill, Connecticut HB 6856, and was the lead advocate for its passage. The bill increases reporting requirements for opioid prescribers and expands access to naloxone, a drug that saves lives by reversing overdoses.



already addicted, it's about putting a protective coat on them with evidence-based treatment and no shame or stigma. The icing on the cake is the word 'proof'—not my opinion, not your opinion, but what the research shows.”

Shatterproof now has thirty-five employees and has raised more than \$30 million. Its website, shatterproof.org, is the premier online resource for families affected by substance-use disorders.

ACTION, ADVOCACY, AND SUPPORT

Shatterproof's multiple initiatives all share a common goal: to improve outcomes and save lives.

Last year, Mendell formed the Substance Use Disorder (SUD) Treatment Task Force, a public-private group of top addiction experts, to ensure that every American with an SUD has access to treatment based upon proven research. (Currently, just one in ten receives any form of treatment, and much of that treatment is delivered without the use of evidence-based practice.)

The task force's first deliverable, the “National Principles of Care for Substance Use Disorder Treatment,” creates a universal standard for the treatment of addiction. This standard is derived from the *Surgeon General's Report on Alcohol, Drugs, and Health*, which is backed by three decades of research and endorsed by all five federal agencies most responsible for addiction policy. The document identifies eight essential criteria for treatment: routine screenings; personalized treatment plans for each patient; rapid access to treatment; disease management, achieved through long-term outpatient care; coordinated care for each physical and mental illness; behavioral healthcare delivered by trained and accredited providers; medication-assisted treatment; and access to nonmedical recovery support services. The Principles have been adopted by sixteen healthcare payers, including five of the six largest health insurers in the country—United Health Group, Anthem, Aetna, Cigna, and Centene Corporation. All together, the sixteen insurers provide coverage to over 248 million people.

Shatterproof's Workplace Initiative was also launched last year, in partnership with the National Safety Council and the National Opinion Research Center at the University of Chicago. “The Real Cost of Substance Use to Employers,” a tool developed by Shatterproof, allows business leaders to calculate the costs of substance use to their workplace based on size of employee base, industry, and state. This May, several companies began piloting the initiative's education module, which identifies strategies to reduce the costs, stigma, and impacts



TOP
Mendell speaks during a CARA press conference in May 2016.

of addiction while building work environments that are recovery-friendly. (Seventy-five percent of adults with SUD are in the workforce, accounting for annual costs estimated at \$442 billion.)

On the advocacy front, Shatterproof has championed legislation in fourteen states that is already saving some thousand lives a year. The organization was a lead advocate for the Centers for Disease Control and Prevention's “Guideline for Prescribing Opioids,” a set of twelve recommendations for ensuring patient access to safer, more effective chronic pain management while reducing the numbers who misuse or overdose from opioids. Its report, “Prescription Drug Monitoring Programs: Critical Elements of Effective State Legislation,” has been widely adopted and has led to changed legislation in numerous states.

Through the Shatterproof Ambassador Program, more than 1,100 ambassadors work to create change by testifying at state and federal legislative hearings, being interviewed by the media, attending community events, writing op-eds, and sharing their personal stories about addiction. Ambassadors testified in support of the Comprehensive Addiction

BELOW
Mendell testifies at the U.S. Capitol in support of the Comprehensive Addiction and Recovery Act (CARA), which President Obama signed into law in July 2016. The bill authorized spending for treatment, prevention, and recovery programs, and it allows nurse practitioners and physician's assistants to prescribe buprenorphine to help treat opioid addiction.





ABOVE
Mendell and U.S. Rep. Jim Himes rappel down Stamford, Connecticut's Landmark building during a 2015 Shatterproof Challenge fundraising event.

and Recovery Act, signed into law by President Obama in 2016, which authorized \$181 million in spending for treatment, prevention, and recovery programs. The act also allows nurse practitioners and physician's assistants to prescribe buprenorphine, a safer, less addictive, and less euphoria-inducing opioid medication that can block the effects of other opioids. The drug is used to help patients stay in treatment by suppressing symptoms of opioid withdrawal and reducing cravings for stronger drugs.

Additionally, Shatterproof created the five-kilometer walk/run Rise Up Against Addiction, the largest-ever event series for addiction, which this year will be hosted in eleven communities across the country. "We bring families together to support each other, end the stigma of addiction, and raise valuable funding for our cause," Mendell said, noting that his background in hospitality "helps bring these events to life so that they connect with people emotionally."

Later this year, the organization will launch another initiative, Shatterproof Family Support Groups, offering families a peer-to-peer support forum for evidence-based education, the sharing of experiences, and social connection.

THE HOSPITALITY CONNECTION

Addiction is a cause that hits home for the hospitality industry, where, studies show, the disease strikes at twice the rate seen in other industries. Mendell said he owes a debt of gratitude to the hospitality community, "which has been extremely generous in helping to launch Shatterproof and build our programs, donating over \$2 million over the last several years."

Through sponsorship of the inaugural Shatterproof

Hospitality Heroes Reception, held this past January at the Americas Lodging Investment Summit (ALIS), forty hospitality companies contributed more than \$580,000 toward Shatterproof's mission. (The inaugural Hospitality Hero Award was presented to Thomas Corcoran, president and chief executive officer of TCOR Hotel Partners and a member of Shatterproof's advisory board.) In 2016 and 2017, Shatterproof raised over \$1.6 million by hosting, alongside ALIS, the Shatterproof Challenge Rappel, in which participants either rappelled down twenty-six stories of the JW Marriott Los Angeles L.A. LIVE or supported colleagues who did so.

Several Hotelies are involved with Shatterproof, sponsoring events and helping to recruit other sponsors, hosting corporate rappel teams, and serving on committees. They include Joel Eisemann, MPS '80, chief development officer for the Americas at InterContinental Hotels Group; Dan Lesser '79, president and chief executive officer at LW Hospitality Advisors; Art Adler '78, chairman of the Americas division of Jones Lang LaSalle's hotels and hospitality group; Mark Woodworth '77, MPS '78, senior managing director of CBRE Hotels' Americas Research; and Jordan Mendell '07, a vice president at Wells Fargo Bank and Mendell's nephew.

Before launching Shatterproof, Mendell, who earned an MBA with distinction from the Wharton School, spent more than twenty-five years in the hotel industry. In 1985, he cofounded HEI Hotels and Resorts with his brother, Steve '82. "At the time, I was 26 and he was 25, and we started it in my basement," he said, admitting, "It sounds kind of crazy." HEI became one of the fastest-growing hotel investment firms in the country; in 1997, Mendell sold a majority of the company to Starwood Lodging Trust, which named him president and elected him to its board of trustees. He resigned from Starwood in 1998 to pursue entrepreneurial activities, then reestablished HEI in 2002. Now a multi-billion-dollar company, HEI manages seventy-five hotels, encompassing brands from Starwood, Marriott, Hilton, Pullman, IHG, and Hyatt along with six independents and food and beverage operations for restaurants at the W Hollywood and W Chicago.

Mendell sees many parallels between his hospitality and nonprofit careers. "I run Shatterproof like a business, with measurable goals," he said. "And I run our events with cost controls comparable to what we used in the hotel industry." Both endeavors, he said, are decentralized and empower people "to do what's best for their local market, with guidelines from the national organization or corporate office. At Shatterproof, our

emphasis is on leadership, systems, and measurable results. It's run like a business that does advocacy work and delivers measurable programs that save lives. That's not how nonprofits are generally perceived."

Due to its rapid growth, Shatterproof has not yet developed a formal internship program, but it does have interns at its New York City office and "would love to have interns from the Hotel School," he said. He credits SHA with instilling in him "a way of thinking that has helped me grow my hotel business and also grow Shatterproof to be able to save as many lives as possible, as quickly as possible." A proud alum, Mendell received the Hospitality Innovator Award from the Pillsbury Institute for Hospitality Entrepreneurship in 2007. One year earlier, he and his brother gave a joint presentation in the Dean's Distinguished Lecture Series.

A MATTER OF CHEMISTRY, NOT CHARACTER

Having traveled a road that is every parent's worst nightmare, Mendell is determined to save others from a similar experience. "The last several years have been the most difficult of my life," he said, "but my heart is warmed every day by the generosity of so many people. I've met wonderful people from all over the country, people who have lost children and people who have no



ABOVE
Mendell at home in Easton, Connecticut, with photos of his son, Brian, by his side.
Photo by Jesse Winter.

BOTTOM LEFT
Photo by Jesse Winter.

connection to the disease but simply want to help. In many respects, I feel blessed to be able to serve and help others."

Looking ahead, Mendell said the key to solving the crisis lies in changing the way people view addiction. "What I failed to understand as a parent—and I wish I could take back time—is that Brian's brain chemistry had changed. Addiction is a disease. It's about chemistry, not character. If we can understand that as a society and show empathy—just like we do when someone has diabetes—more people will seek treatment, fewer people will die, and fewer families will be shattered beyond repair."

"There's no question that Shatterproof will save hundreds of thousands of lives—we're already saving thousands," he said. "Over the next several years, as we fundamentally change and improve the treatment system in the United States, we'll be helping fifteen-to-twenty million people a year. There's no 'if'—we're going to do that." ♥





A _ M Ø S T C U R I Ø U S H Ø T E L I E

//GREGØRY FALCØ'S WIDE-RANGING
PATH TØ MIT AND BEYØND//
< BY IRENE KIM >

IN TODAY'S wired-and-wireless environment, the internet of things (IoT) is growing to encompass virtually everything. From phones, washing machines, and baby monitors to building controls, municipal water supplies, and global positioning systems, devices are increasingly connected to and mutually dependent on the power grid and users' networks. Should any of those interconnections fail or get hacked, the results might be catastrophic.

This realization dawned on Gregory Falco '10 while he was consulting with clients in his job with the global professional services company Accenture a few years after graduating from the School of Hotel Administration. "I was hanging out with sheikhs and fancy people in the Middle East who were asking me if all this stuff was secure. I realized that there was absolutely no security behind a lot of these technologies that underlie all of our critical urban infrastructure."

"I was hanging out with sheikhs and fancy people in the Middle East who were asking me if all this stuff was secure. I realized that there was absolutely no security behind a lot of these technologies that underlie all of our critical urban infrastructure."

Greg Falco is like the kid who takes a screwdriver to a major kitchen appliance, disassembles it, puts it back together with some interesting new features, and makes money selling the improved device to his parents' friends. In characteristic fashion, then, he decided—as a self-taught computer scientist with no degree in the subject—to see what he could do about the vulnerability of critical urban infrastructure to cyberattack. "I applied to MIT to figure it out," he said simply.

MIT handed him his doctorate in cybersecurity this spring. Not only that, but he recently landed on *Forbes*'s 30 under 30 list in enterprise technology in recognition of the promise of NeuroMesh, the anti-hacking security company that he founded with MIT kindred spirit Caleb Li.

BELOW
Any unprotected networked device has the potential to provide hackers with access to critical systems elsewhere in that network.
Photo © iStock.com/jpgfactory.

One Thing LEEDs to Another

Falco's path to the cybersecurity field was as circuitous as the route from a car's onboard navigation system to the systems that control the movement of trains. As a Cornell undergrad, he worked for Expedia as a consultant, helping them build their criteria for sustainable tourism. "That was really cool," he said, "and I thought, 'I'll go get my LEED accreditation,'" which he did. Thinking he would become an expert in energy-efficient hotels, he went to work as a sustainability and energy consultant for realty giant Tishman Speyer. Accenture got interested in what he was doing and, with the support of Jay Tsigas '88, an executive with the company, Falco was hired as a consultant in their smart buildings practice.

He simultaneously embarked on a Master of Science in sustainability management at Columbia, then stayed on to teach sustainability technology courses as an adjunct lecturer after graduating in 2012. More recently, he has also taught computer science and machine learning there, to students in public policy.

At Accenture, Falco initially performed big-data analytics to improve energy efficiency in commercial real estate, including hotels. The firm quickly found most of its clients unwilling to pay for sustainability solutions, however, so Falco ended up founding Accenture's smart city division, which grew to represent tens of millions of dollars in annual business by the time he left to focus on his family and NeuroMesh in February 2017. "The practice was around the internet of things—sensorizing absolutely everything in a city, helping cities figure out things like how do I connect my phone to my transportation system to my electric grid," he explained.

There was another side to Falco's undergraduate experience at Cornell that helped set him on the path to MIT: he worked as the business manager in the Biorobotics and Locomotion Lab in the Department of Theoretical and Applied Mechanics. He also took classes in energy control systems and environmental engineering.





Curiosity and Hospitality

Given his love of learning and the diversity of his interests, it's no wonder that Falco ended up at Cornell. "Cornell was instrumental in fostering my intellectual curiosity, because it has absolutely everything you can study; you can satisfy the desire to learn about the most random topics," he said. "That's probably where I got the bug to try so many things, and it has followed me everywhere afterwards."

The hospitality bug bit Falco in about the fourth grade. Upon reading a book called *Careers for Kids Who Like To Talk*, he felt that hotel management was his destiny. "Whenever my parents took us traveling, I would interview the hotel managers, and I decided it would be a really interesting and awesome career. As I got older and started thinking about schools, the only school I thought about was SHA, because it was the best."

Reading the Hotel School's alumni magazine helped convince him to study there.

"I saw the diversity of experiences that Hotelies had and the amount of traveling they did," he said. "I thought this would be a great mixture of traveling, talking to people, and learning new things. I also loved that it sounded like an intensive environment."

He did have to weigh what to do about his penchant for engineering, however. "I had always been a science nerd," said Falco, who in high school retrofitted a tennis racket to improve his serve, won multiple engineering competitions with it, and started a small business selling rackets. "I struggled with the idea that maybe I should go into science, but I wanted to create businesses out of the stuff I was inventing. The Hotel School is a business school, and so that was a win-win situation."

To help settle the question, Falco previewed the program by taking Cornell's Summer College course in hospitality operations management. Ironically, perhaps, he had a particularly hard time in senior lecturer Mark McCarthy's microcomputing class, but the experience did him good. "He showed me that you have to bang your head against the wall for a long time to get some of this stuff, and after you get it, you can be really good at it," he said. "Summer College made it clear that SHA is the coolest business school in the world, because everything you need to learn about business is taught, and every class is super practical, with case studies galore in a very fun industry. I also got a general taste of Cornell and learned the truth of the saying 'elite, not elitist.'"

ABOVE

Falco's research aims to protect networked critical urban infrastructure, including transportation systems, water supplies, and power grids, from cyberattack. Photo by Ian Maclellan.



Ranger and Rover

At Cornell, Falco fed his inner nerd by merging business with engineering. “The biorobotics lab was my refuge from classes,” he admitted. “The principal investigator was Andy Ruina [who is the John F. Carr Professor of Mechanical Engineering], and the lab was run by Jason Cortell, both extremely bright—imagine your prototypical engineer times a thousand.”

Falco worked on the Cornell Ranger, an energy-efficient, bipedal walking robot. “Although my responsibilities were nontechnical—I had to get sponsorship for the robot—just being around that crowd was often a highlight of my day,” he said.

“Cornell was instrumental in fostering my intellectual curiosity, because it has absolutely everything you can study; you can satisfy the desire to learn about the most random topics.”

Many of Falco’s friends in the lab went to work for NASA’s Jet Propulsion Laboratory (JPL), either as summer interns or as full-time employees, to work on the Mars Rover. “I wanted to go there, too, but they never had openings for business students,” he said.

Falco eventually got to JPL anyway. “I found my way to CSAIL [MIT’s Computer Science and Artificial Intelligence Laboratory] and realized that everyone in our group there also went to JPL for internships to build the Mars Rover,” he said. “But while the Cornellians were mechanical engineers, I ended up working with a team of artificial intelligence experts who are building the brains of the rover.”

Noticing Falco at a security competition, NASA JPL engineers decided to help sponsor his PhD so that he could develop cybersecurity strategies for the Mars Rover or Europa Lander. “I can say it was well worth the wait,” he said of his roundabout journey. “The JPL is the greatest place to work—ever.”

AI and EQ

MIT’s intense learning environment, in the midst of world-class experts, was a perfect setting for Falco to explore solutions to the ever-more complex threats in the world of cybersecurity. A one-man interdisciplinary team, Falco devised a three-pronged dissertation that addresses the technological, business, and social facets of cybersecurity in critical urban infrastructure—and which has required faculty advisors from urban studies and planning, computer science and artificial intelligence, and business.

The first prong entailed developing a model to assess and manage cybersecurity risks to help chief information security officers respond to cyberattacks. The second prong uses artificial intelligence techniques to analyze vulnerabilities in critical urban infrastructure, which typically relies heavily on easily hacked industrial control systems.

The third prong addresses the idea of defensive social engineering, focusing on

the social science behind dealing with hackers. As Falco explained, we typically respond to hackers by fighting back with technology, forgetting that humans are behind the attacks, when in fact it may be just as important to think about their motivations as their technology.

For instance, in the WannaCry cyber-attack perpetrated by North Korea in May 2017, hackers deployed “ransomware” that took victims’ data hostage, affecting about 200,000 computers in about 150 countries. The ransomware operators, a third party hired by North Korea, demanded payment in bitcoin (because cryptocurrency is harder to trace than conventional currency). “You could actually call up and talk to the operator,” Falco noted. “If you could appeal to the operator’s emotions in some way, you could use your emotional intelligence to manipulate that person into doing something good for you.”

He continued: “It goes back to what we were taught at SHA: read the situation and read your customers; intercept every desire. Know your adversary; figure out their values and intentions.”

Hacking for Good

Part of knowing these adversaries was learning their hacking techniques, a challenge that Falco accepted with his usual enthusiasm. “There’s a lot I still don’t know, and a lot of people would really kick my butt in hacking,” he said, “but it is a skill I was recently able to acquire.”

Although hackers can inflict considerable damage by paralyzing systems or stealing consumer data, Falco feels that most aren’t interested in causing harm—hacking is primarily fueled by curiosity. No wonder it appeals to him.

“Yes, you want to break into something without authorization, but not necessarily because you want to destroy something; it’s because you want to see if you can do it,” he explained. “The real hacker mindset is being creative about how you use something. I’ve learned that, in hacking, you can actually make a huge impact for bad *or* for good.”

Falco, whose curiosity is matched only by his desire to help people, uses his hacking skills only for good, not evil. “Life is service,” he said, quoting SHA’s founding benefactor, Ellsworth Statler. Thus, NeuroMesh deploys hacking techniques to protect critical urban infrastructure from hackers.

Urban infrastructure is rife with security vulnerabilities waiting to be breached, said Falco, especially with its reliance on centralized control systems. This centralization presents hackers with a single point of attack that can wreak havoc across the whole system. Botnets, a type of malware, work by installing a lightweight script in a device that takes over control, thereby turning the device into





Falco in his graduate research home, MIT's Computer Science and Artificial Intelligence Laboratory. Photo by Ian Maclellan.

a “bot” that stops responding to its controller and attacks other systems. NeuroMesh’s solution involves installing a custom-programmed “vaccine”—“malware that kills other malware,” as Falco explains it—in IoT devices.

NeuroMesh’s software augments traditional, centralized control-system security with a distributed system that rigorously manages data communication. This heavily encrypted system, known as a blockchain (or, in the case of the technology employed by NeuroMesh, the bitcoin blockchain), keeps a verifiable record of every data transaction and distributes this information so that every networked device stores a permanent record that cannot be overwritten or compromised in any way. The blockchain record makes it easy to notify blockchain-enabled IoT devices of malware and bad IP addresses that might try to communicate with urban infrastructure systems. The idea of combining IoT and blockchain technology is beginning to take hold in business circles, but much work remains to win converts.

Continuing the Hotelie Tradition

To work with the various stakeholders in critical urban infrastructure, Falco finds himself calling on his diverse knowledge in technology, business, and public policy. Although many cybersecurity experts feel that innovative solutions like NeuroMesh are crucial to fighting hackers’ increasing sophistication, Falco has encountered numerous roadblocks to acceptance. For example, a huge European utility company signed on with NeuroMesh only to discover that the manufacturers of the devices they wanted to protect refused to allow NeuroMesh software to be installed on their units. “They didn’t want third-party product on their devices,” Falco explained. And in the United States, for instance, “You have to take out a million-dollar bond just to get a pilot with utilities for your technology.”

On the positive side, Falco has found European countries to be generally cooperative and forward-thinking about

cybersecurity. “That’s good for everyone, because the economy is so international that, if you are a U.S. company doing any business in Europe, you have to prove you’re satisfying European cybersecurity standards. But it’s going to take some time to get where we’re trying to go.”

“Teaching is the best way to scale yourself. I know I won’t be able to touch every industry and every problem that ever exists. But if I can teach a classroom of people how to think, then they can go out there, and something that I contributed to will be out there in the world. That is the most exciting thing to me: seeing my students succeed.”

Educating utilities, municipalities, and device manufacturers on the threats and opportunities of cybersecurity will take years. While waiting for the market to mature, Falco and Li may continue incubating NeuroMesh at MIT. “The technology could evolve with the times and with the threats until the community is ready for us—and then we’ll be there first,” he said.

In the meantime, Falco will pursue postdoctoral research in Stanford University’s Center for International Security and Cooperation, an interdisciplinary hub for research, teaching, and policy outreach. He then would like to join the faculty of a “forward-looking” business school. “Teaching is the best way to scale yourself. I know I won’t be able to touch every industry and every problem that ever exists. But if I can teach a classroom of people how to think, then they can go out there, and something that I contributed to will be out there in the world. That is the most exciting thing to me: seeing my students succeed.”

With his exceptional resume, Falco sees himself as continuing a proud Hotelie tradition. “When I was at SHA, it was clear to me that you might learn to do something in the context of hospitality, but you could apply that knowledge to all kinds of other contexts in the real world. It’s cool to see Hotelies doing so many different things. Any person, any study, doing anything: I like to think I helped others to follow in that path.”



IRENE KIM is an Albany, New York-based freelance writer who considers herself a longtime member of the extended Cornell family.



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THE RESTORERS

BY JEANNIE GRIFFITH





ABOVE

Ryan Pernice '07 "takes a load off" under his prized vintage photo of the Band. Photo by Andrew Thomas Lee.

PRECEDING PAGES

Fried chicken by Iain Bagwell; ahi tuna by Randi Curling; all other photos by Heidi Geldhauser.

Attached to the wall in the bar at Table & Main is a vintage photograph of the Band, whose 1968 release "The Weight" is regarded as one of the greatest rock songs of all time. Ryan Pernice '07, who opened the restaurant in Roswell, Georgia when he was 25, recently negotiated a new lease with his landlord, who is luckily also a good friend. "I asked him to put it in the lease that I get that photo at the end of ten years," he said.

Pernice's interest in the photo, which his landlord generously bought to replace the reproduction that Pernice intended to hang, goes beyond its value to collectors. (Elliott Landy, who made just four prints of this image, was the official photographer for both the Band and the Woodstock Festival.) "The Weight," Pernice said, "is very important in my life. The song was literally

on my business plan—the first page was just the lyrics."

While most people of a certain age know the start of the song's refrain, "Take a load off, Fanny," Pernice has internalized every word. "This song is about a guy who travels from town to town in upstate New York. Wherever he goes, he just wants to hang out and talk to his friends and, as the song says, 'take a load off.' But everywhere he stops, someone gives him another job to do, adding to the weight he's got to carry.

"I would listen to that song as I drove around those towns and think, 'Man, if I ever open a restaurant, I want a place where a guy could just come in and have a drink, hang out, relax, and nobody would ask anything of him. I'm not going to burden him with the things I want; I'm just going to let him enjoy the care and attention of the restaurant.' That was this restaurant's whole philosophy."

Pernice's sense of mission accords completely with what it means, literally, to be a restaurateur. A French borrowing, the word is rooted in the verb *restaurer*, meaning "to restore." A restaurateur is a restorer, and success in the restaurant (that is, "restoring") business requires long hours of stressful, often unglamorous, and very physical work, and years of personal sacrifice, in heartfelt service to others' needs and wants.

As punishing as the work can be, the restaurant business offers a unique set of rewards that can prove irresistible to those who love people, food, self-determination, variety, creativity, pressure, and, yes, risk. Culinary considerations aside, restaurant ownership requires proficiency in a wide range of complex disciplines, from real estate and financing to technology, HR, and PR. The restaurateurs who go the distance thrive on the whole spectrum of challenges. Pernice is clearly one of them.

"One of the things that enthralled me from the beginning," he said, referring to the split-second decision-making and coordination involved, "was how managing in the kitchen or on the floor requires such a cockpit mentality. I enjoyed the idea of being in the trenches with a team that I liked and getting a thing done. And as a restaurateur, you get to do everything. I wake up in the morning, have a meeting with my contractor to work on the third restaurant, tweak the design with the architects, have a menu meeting with Woody [his executive chef], then an accounting meeting, a marketing meeting; I'll talk wine with my brother and deal with compliance with the ACA [Affordable Care Act]. All of these things happen before service even starts. In a given day, you switch hats so frequently and so fast—I find that constant changing of gears really appealing."

No full accounting can be made of the hundreds or thousands of *Hotelies* who have succeeded, sometimes to a stellar degree, in the restaurant business over the past near-century that the school has been producing alumni, but Pernice has some notable contemporaries in Atlanta. Three of his 2007 classmates and friends, Federico (Fred) Castellucci, Chad Crete, and Anthony Vipond, have also established restaurant businesses in the area; Crete and Vipond are in business together, and Castellucci is in business with his sister, Stephanie Castellucci '09. Alan LeBlanc '84, George Frangos '88, and Allison Satter Hill '93, MBA '14 have also created restaurants in Atlanta and its sprawling environs. Garnie Nygren '05 directs operations that include a restaurant, the Farmhouse, at Serenbe, the havenlike community that her parents founded forty miles south of Atlanta. In addition, Serenbe's farms provide organic produce to a number of Atlanta restaurants, including Pernice's. Although these hospitality professionals have pursued and realized different visions, all are dedicated to lightening the loads of their patrons.

In this issue of *Hotelie*, we begin by spotlighting Pernice, the Castelluccis, and Crete and Vipond. We look forward to featuring the remaining members of this accomplished cohort in our next issue. In the interim, look for all of their stories at sha.cornell.edu/businessfeed.

Transcending Family Tradition: Castellucci Hospitality Group

The Castellucci family has been in the restaurant business for four generations and 101 years. Fortunes are bound to change over the course of a century, and siblings Fred and Stephanie Castellucci have lived through both the worst and the best of times for their family's business. Owing to their hard work, vision, and courage, the Castellucci family tradition not only survived but is flourishing at an entirely new level of professionalism and culinary art.

Fred and Stephanie's father, Federico Castellucci II, had not intended to follow his parents into the restaurant business. He had his sights set on law school until their restaurant in Pawtucket, Rhode Island burned down and his father turned to him for help in rebuilding the business. In time, the reluctant restaurateur would own the largest steakhouse in Rhode Island and expand his holdings to six other restaurants before losing them all in the wake of supervening events.

Fred, Stephanie, and their younger brother, John, were young children when their parents sold their house and moved them into their grandmother's two-bedroom apartment. Their mother, Nancy, returned to her original occupation as a physical therapist to support them all while their father figured out how to move forward. "It wasn't always pretty, but there was never another option," Fred told *Atlanta* magazine last year.

BELOW

Table & Main in
Roswell, Georgia.
Photo by Heidi
Geldhauser.





the partners. “Things were getting a little messy, and the business wasn’t doing as well,” he said. Castellucci II sold out to his partner, and his family established a new Italian restaurant, Sugo, just as Castellucci III was setting his sights on Cornell.

“In a lot of ways, Sugo is where the story really starts for me,” he said, “because the real struggle of operating

After two years in these circumstances, the family moved to Atlanta in 1996, “in a Volvo station wagon with a dog and a cat, and literally with nothing else,” and the family started over.

In partnership with a neighbor, the senior Castellucci opened the Roasted Garlic in Alpharetta in 1998, when Fred was 13 and Stephanie 11. “When we first opened, my dad and I were the only two kitchen employees, and my brother and sister worked the floor busing tables,” Fred recalled. As the restaurant became more successful, the son, now 16, took over managing the kitchen and its staff. As the business grew to multiple locations with licensing agreements, friction developed between

a business and understanding how to make it all work became a big part of my responsibilities when we opened and I went to Cornell. By my sophomore year, I was able to sell two franchises of the restaurant.” In that he had help from classmates Pernice and Crete, who worked with him over the summer in Atlanta to create the franchise documents.

Castellucci flew back and forth between Ithaca and Atlanta to get these and additional franchises off the ground, but they soon lost altitude. “By the time I graduated, all of our franchisees, with the exception of one, had gone out of business,” he said. He took over one franchise, in the Atlanta suburb of Johns Creek, that had just failed and “dove in” to managing an entire restaurant for the first time—“one of the more poorly operated, so it was losing a lot of money”—while his parents ran the original Sugo in Roswell, which was doing well. The rest were gone.

“We were just doing our best, really, to hold on,” he said. The company was in deep debt, including high-interest credit-card debt that Fred had taken on just to stay afloat, and the business owed back taxes. “We were as close to failure as possible in 2007,” he said. Then the recession hit. “I took some of the things I learned at Cornell,” he said, “and locked down the businesses and cut down to the most bare-bones operation we possibly could.” Today, only the Johns Creek location remains (and successfully so), with mother Nancy Castellucci as general manager.

Fred Castellucci started out at Cornell wanting to be a banker. “I honestly didn’t want to struggle like I saw my parents struggle,” he said. But then he learned in his

ABOVE

Bar Mercado, the Castelluccis’ casual, multi-regional Spanish tapas restaurant and bar in Atlanta’s Krog Street Market. Photo by Heidi Geldhauser.

BOTTOM

Stephanie ‘09 and Federico ‘07 Castellucci. Photos by Heidi Geldhauser.





LEFT

Recess, also in the Krog Street Market, offers healthful, fast-casual fare. Photo by Heidi Geldhauser.

Michael Mina, with whom he stays in touch. He learned financial and managerial accounting and how to read a profit-and-loss statement. He made “friends for life” in the school and in his fraternity.

Unlike his peers, however, Castellucci took most of his electives in the Samuel Curtis Johnson Graduate School of Management. “I knew there was no way I was going to have the opportunity to get an MBA, so I did the best I could to accomplish that while I was there,” he said. “I was able to take fantastic business classes. What I was exposed to there very much shaped the way that I look at business.”

Like her brother's, Stephanie Castellucci's ironclad work ethic was forged in the heat of the kitchen. Throughout her middle- and high-school years and during breaks from Cornell, she spent nights and weekends cooking on the line, first at the Roasted Garlic and then at Sugo, somehow balancing that with not just school but rowing, basketball, and volleyball. (Fred played lacrosse.) “There was no real free time,” she said.

At Cornell, she said, “My experience was a little different than most, in that I knew what I was getting into after college. I went to all my classes, but I was more experience-driven and really worked on solidifying friendships. I learned a lot from my friends, who are still great friends. College was hard, but I didn't have to go to a job after class—which felt like a breeze, to be honest.”

After graduating, Stephanie took over managing the salvaged Sugo location, which Fred had gotten to the break-even point. “We had no managers at the time,” she said, “so I managed the kitchen, the dining room, and all the administrative duties, not being able to afford to bring anybody else on board.”

Once Sugo was turning a profit with Stephanie at the helm, Fred pulled \$100,000 out of that business to start the next. He and Crete, as his partner and executive chef, opened the Iberian Pig, a modern Spanish tapas

core classes and in the Dean's Distinguished Lecture Series, where he was inspired by famed restaurateur Danny Meyer, that there were “other paths for doing business in a way that was successful.” He also recognized that he would miss the “human connection” that comes from meeting “a hundred or more new people every day” as he did working in the restaurant. So, like his father before him, he stayed on to carry the business forward.

He had an advantage his father never did, however. Working under the tutelage of Banfi's executive chef, Craig Hartman, Castellucci learned “how a professional kitchen operates” and how to run banquets. (He befriended Crete while they worked the garde-manger station together.) He learned about multi-unit restaurant management in associate professor Alex Susskind's class and reveled in the “intimate conversations” he was able to have with restaurant CEOs and guest chefs, including





The bar at Bar Mercado. Photo by Heidi Geldhauser.

restaurant specializing in cured meats and imported cheeses, in September 2009. “That’s when things started to get a lot better,” said Stephanie. “Iberian Pig was a big success for us, and with very, very little overhead.”

“The silver lining” with the recession, said Fred, “was that it was a great time to start a business. People were out of work and struggling, so we were able to do some things with Iberian Pig and Double Zero”—their next restaurant—“that we would never be able to accomplish today.”

There were still setbacks, however. After the general contractor skipped town with Fred’s \$20,000 deposit, the battered but tenacious 23-year-old became his own general contractor. “We basically bartered a number of different trades, including our designer, who designed Iberian Pig on a really, really tight budget,” said Stephanie. “We worked out a great rent deal. Decatur [the Atlanta suburb where the restaurant is located] was on the upswing, but it was still a fairly sketchy neighborhood. It was a huge gamble, but it was one of the only

locations that we could afford. And then that neighborhood took off and hit a great stride in 2010, 2011.”

Business has gotten better and better for the Castelluccis since then. Double Zero, a small-plates-focused restaurant named for the finely milled Italian

flour used in their housemade pasta, is doing well in its location across the street from the gates to Emory University. Cooks & Soldiers, which features Basque-inspired cuisine, opened in 2014. “It was a great critical and financial success for us,” said Fred. “Our chef [Landon Thompson] was a semifinalist for the James Beard Rising Star Chef of the Year, and *Atlanta* magazine and a number of other local publications gave us some really fantastic press.”

The Castelluccis recently opened two restaurants in the Krog Street Market, a food and retail space created in the 1899 factory building that had long housed the Atlanta Stove Works.

The first of these restaurants, Bar Mercado, is a casual, multi-regional Spanish tapas restaurant and bar. It opened in September 2017 with brother John Castellucci as executive chef and Ryan Buttner ’98 as general manager. (John, a graduate of the Culinary Institute of America and Florida International University, trained in several highly acclaimed restaurants,

including Arzak, the three-Michelin-starred birthplace of New Basque Cuisine in San Sebastián, Spain.) Recess, a food stall offering healthful, fast-casual fare, opened in February 2018 with Buttner as general manager, while Stephanie Castellucci took over managing Bar Mercado.

The Iberian Pig concept expanded last fall to two outposts at the new home of the Atlanta Falcons, Mercedes-Benz Stadium. In addition, a second full-service location will open next winter in Buckhead, a wealthy district of Atlanta with an exploding restaurant scene. (Other food and beverage outlets there include John Meadow ’02’s American Cut Steakhouse and Regent Cocktail Club and one of two Atlanta locations of Shake Shack, a Union Square Hospitality Group brand overseen by chief executive officer Randy Garutti ’97.)

In a welcome contrast to its bootstrap days, Castellucci Hospitality Group now incorporates forty managers and over three hundred employees. “It really has been quite a bit of an odyssey,” said Fred, “but I feel great about it now. We have a very solid business that’s quite profitable, with a great management team, a great corporate team. From those early days when it was me, my sister, our parents, and Brian (our first manager), and then Chad, where we had essentially a five-manager team, it’s certainly much more stable and established now.”

One newer member of the management team is Fred’s wife, Dyson alumna Lauren Lanni Castellucci ’07. After the two met as seniors at Cornell, Lauren joined Fred in flying back and forth to Atlanta to help out at Sugo. After graduating, she pursued a ten-year career in investment banking and investment management, first in New York and then in Atlanta, that she peppered with weekend stints as maitre d’ at Sugo and then at each successive restaurant that the siblings opened. She joined the team full-time in May 2017, as director of sales and marketing, following the birth of the couple’s daughter, Olivia.

With such a proud legacy to uphold, it may not be all that long before this fifth-generation Castellucci grabs an apron and gets to work. As for making a career of it, though, who knows? Maybe Olivia will be the one who gets to go to law school.

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FRED CASTELLUCCI ’07



Familiar but Different: Whiskey Bird

Chad Crete and Anthony Vipond bonded over food. The two met as Hotel School freshmen and, with Vipond enticed by Crete's culinary inventiveness, began cooking together and throwing dinner parties for their friends. Their fame spread, their friends brought friends, and the enjoyment Vipond was experiencing convinced him to focus his studies on food and beverage operations, as Crete had done. Now best friends and business partners in Whiskey Bird—a tapas-style Japanese-fusion restaurant focused on Asian skewers, sliders, and tacos, appealing vegetable dishes, and savory large plates, all of it meant to be shared—their fame is spreading again, and more and more people are showing up for dinner—and bringing their friends.

Neither Vipond nor Crete came from a restaurant family, but both started working in restaurants as young teenagers. While Vipond, a native of Vancouver, British Columbia, had a competing interest in high school—he considered becoming a helicopter-skiing guide—Crete had no other love. He started as a dishwasher in an upscale-casual restaurant at age 14 in his home state of New Hampshire. From there, he progressed to working the line forty hours a week and, by the time he was 16, he was also running the restaurant's catering operation.

"It's just what I really enjoy," he said with a shrug. "I've been in this business my whole life, and I couldn't really see myself doing much of anything else."

Crete learned everything he knows about food by working in kitchens, including the four years he spent working at the Statler Hotel. As was true for Fred Castellucci, Crete's interactions with executive chef Craig Hartman stood out for him as formative. "He was what I got most out of working there, as a mentor and just as much for what he taught me. He gave me a lot of opportunities."

As for his academic program, he said, "It definitely prepared me to run a business, for sure. I was always able to relate to all the real-world examples and case studies and classes. I love the Hotel School. I would do it all over again."

After graduation, Crete went to Las Vegas to direct the wine program at the China Grill in the Mandalay Bay Hotel and Casino; he also served as their front-of-house manager and assistant general manager. During his two years there, he earned introductory-level certification as a sommelier. He then moved to Atlanta to partner with Castellucci in creating and opening the Iberian Pig. In his five years as executive chef with the Castellucci Hospitality Group, he also oversaw culinary

ABOVE
Photo by Mia Yakel.

BELOW

Dining on the deck
at Whiskey Bird.

Photo by Mia Yakel.

operations for Double Zero and Sugo. Crete and Castellucci dissolved their partnership in 2015, and Crete and Vipond started hatching ideas for Whiskey Bird.

Vipond had begun his career in San Francisco, where he worked for Simco Restaurants with his senior-year roommate, Ryan Simmons '07. Simmons and his family own and operate the Fog Harbor Fish House, the Pier Market, and other tourist-thronged businesses on Fisherman's Wharf's Pier 39. "I learned so much about doing extremely high-volume sales and delivering a phenomenal product, and doing it consistently," Vipond said. "It's where I got my feet wet in front-of-house management and decided I wanted to get some experience in the kitchen, a passion that was sparked by Chad when he and I would cook together in undergrad."

Vipond took that passion to Hillstone Restaurant Group, working as a kitchen manager for Houston's and then Gulfstream, both in Century City, and then for a

brand-new Houston's in Denver. After his fiancée, College of Human Ecology alumna Lindsay Petrovic '07, got accepted into graduate school at Cornell, the two moved back to Ithaca and got married. While Petrovic earned master's degrees in industrial and labor relations and business administration, graduating in 2014, Vipond took over managing Level B, a Collegetown bar owned by Brad Weiss, MMH '03. He also decided to get an MBA of his own, at Ithaca College.

"I wanted to really focus a lot on accounting and qualify for the CPA," he said of his choice, "but after going through all that, I decided that I did not want to sit in an office and do accounting stuff."

The couple moved to New York and Vipond went to work for Chopt Creative Salad Company, a rapidly expanding fast-casual brand. "I worked for them for about three years and left as director of purchasing and supply chain," he said. "I got to learn a lot about restaurant structure and business structure, and I was really involved in IT, purchasing, food-costing, menu-pricing, some of the strategy side of things. It was a great experience. And then this opportunity came knocking."

(Petrovic fared well in her move to Atlanta last year; she now works for American Express as vice president and head of product and marketing for AMEX Advance.)

**"THE STRENGTH OF OUR
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VERY COMPLEMENTARY."**

ANTHONY VIPOND '07





LEFT

Anthony Vipond '07 and Chad Crete '07, co-owners of Whiskey Bird. Photo by Heidi Geldhauser.

Crete said of Vipond's corporate experience, "It's amazing for our business relationship, because Anthony has a lot of insight. I've learned a lot from him in terms of how we can structure things and create systems."

"The strength of our partnership is that we're very complementary," responded Vipond. "With Chad's expertise in the kitchen—his ability to put together amazing food that people get excited about and to inspire staff to be so passionate and so motivated—the culture in the kitchen is just unbelievable."

The partners now employ more than thirty people, and they celebrated Whiskey Bird's first anniversary in April. The restaurant is catching on in a market that Crete believes is getting saturated. "Right now there's starting to be a market correction," he said. "Unless you're a really good operator, it's tough out there, and even if you are a great operator, you have to work extra hard to differentiate yourself in Atlanta right now."

Whiskey Bird is differentiating itself with a menu that uses skewers, steam buns, and gyoza as conveyances for a spectrum of inspired recombinations of Asian and American elements. "In Japanese, *yakitori* literally just means grilled chicken, but we've made yakitori Whiskey Bird style, with different proteins, vegetables, different sauces, more texture, more flavor, bolder flavors," Crete explained. "There's lots of layers of flavor and texture on each skewer, so it might be grilled sweet potato with our Whiskey Bird sauce with honey and sea salt, or charred octopus with Chinese sausage" and yuzu kosho aioli. With steam buns employed as a medium for crispy fried chicken—"our ode to Chick-fil-A"—or red snapper with a saltine crust and yuzu caper tartar sauce, the traditional bao is reborn as a Hong Kong slider. Gyoza, a kind of dough pocket for frying, becomes a taco shell

filled with Peruvian chicken, braised pork and pineapple, or Hawaiian tuna with cucumber, mango, and avocado crema.

"It's familiar, but it's different," explained Vipond of this accessible approach to fusion that they've tailored to a Southern clientele. Added Crete, "The way we view things is, if you're going to create something unfamiliar, you have to present it in some familiar format. You can go to Japan or Spain and bring back authenticity, but at the end of the day, it has to be approachable to the guests. And what is authenticity to them? Authenticity tends to shape itself and become accustomed to what surrounds it. Now we have ingredients from everywhere, so if it's delicious, we serve it."



And they really love doing it.

"I love dealing with food," said Crete. "I love to do something that's different all the time. I love being able to entertain every night, and I love seeing people be happy."

"I love how you can have an impact on so many people at so many different levels, from our staff to our guests to the community," said Vipond. That side of it is really special."

ABOVE

Photo by Mia Yakel.



ABOVE
Table & Main.
Photo by Heidi
Geldhauser.

The Host of Canton Street: Ryan Pernice

Ryan Pernice and his family moved to the Atlanta area from Huntington, Long Island in 1996, the same year that Fred Castellucci and his family moved there from Rhode Island. Fittingly, the two friends met in the kitchen of the Castelluccis' restaurant, where they would work, side by side, until they left for college. They left for college separately, but in true inseparable fashion, they spotted each other on the highway going north, and their families pulled off somewhere in Virginia to have lunch together.

This anecdote came courtesy of Pernice's mother, Deborah, who was having dinner, as she and Pernice's father, Pete, do every Friday night, in the bar at Osteria Mattone, the restaurant that Pernice owns with his older brother, Daniel. Pernice had stopped to greet them on one of his frequent laps between Osteria, a fine-dining establishment specializing in Roman cuisine, and Table & Main, which he describes as "fried chicken and bourbon" (a grievous oversimplification) and "the neighborhood clubhouse." The two restaurants occupy converted houses five doors from each other on historic downtown Canton Street in Roswell, the well-off town on Atlanta's outer perimeter where Pernice grew up, won

state honors as a choral singer (bass II), and was elected president of his high school's student body.

Deborah Pernice recalled that young Ryan's first career aspiration was to be a "vegetinarian" and that he later said he wanted to be an actor. She said he showed no interest in cooking as a child, then checked herself. "When he was about 4, he did ask for a kitchen set. I asked my husband, 'Is that okay?' and he said, 'Yes, but could it just not be pink?' So we found an orange-and-blue kitchen set that we bought Ryan for Christmas. So maybe he did have that interest and we just missed the clues."

Pernice's mom, a recently retired elementary-school principal, obviously wasn't reading his diary. He told *Atlanta* magazine in 2015, "I have journals from when I was 8 saying I wanted to own restaurants."

The inspiration to light a fire under that ambition came to Pernice during a family night out to celebrate his mother's birthday. "We went to the Roasted Garlic," she recounted. "All of a sudden, Ryan, at all of 13, says, 'I'd like to see the manager.' So we look at him like, 'What? What are you doing?' The manager comes out, and Ryan says, 'I'd like to apply for a job.' And the manager [owner Federico Castellucci senior] says, 'You

can start tomorrow.’ So I’m thinking he’ll be washing dishes, sweeping the floor. He comes home afterwards and says, ‘No, they started me on the small plates, and then I’m going to move up to sauté.’”

So began his great friendship with Fred Castellucci.

After the two found out, to their astonishment, that they had both gotten into Cornell, Castellucci suggested that they room together. “I wanted to stay friends forever, so I said no,” said Pernice. “And we’re still friends, so I tell him I was right.”

Pernice came to Cornell to study hospitality operations, but he was exposed to “a lot of different things that, if not for being forced to look at them, I wouldn’t have engaged. I wouldn’t have taken anything with a number

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RYAN PERNICE '07

in it if I didn’t have to. Now I use my experience in [professor Steve] Carvell’s finance class every day.” He also cited Introduction to Information Systems with former faculty member Erica Wagner, for whom he later served as a teaching assistant, as an important class and mentioned Gabe Piccoli and the late Mark Talbert as other important teachers. Overall, “the Hotel School taught a framework for approaching a problem and gave me exposure to such a varied range of topics that I draw from the things I learned there every day.”

After graduating (with highest honors), Pernice went to work for Averro, the software company that pioneered hospitality business analytics. After setting up their employee training program, he was asked to establish a recruitment pipeline, which occasioned a series of return visits to the Hotel School to speak in classes about his job and interest students in working for the company. “They hired a ton of them,” he said.

Pernice took his expertise to Union Square Hospitality Group, where he was hired as an operations specialist on the opening team for Maialino, Danny Meyer’s Roman trattoria in the Gramercy Park Hotel. “After about nine months, they finally let me on the floor,” he said. “I was in awe of the general manager—the way she was able to see all of the different threads of activity



in the dining room and know where each table was. A restaurant is a bundle of interconnected processes and people and teams at work. I think it’s essential to be able to see all of those at once.”

When he was ready to strike out on his own, Pernice left New York for Atlanta because of the greater opportunity it offered for entrepreneurship. “It’s hard to make a name for yourself in New York,” he said. “You’ve got to push too hard and spend too much money there, but

ABOVE
Brothers Daniel
and Ryan '07
Pernice, partners
in Osteria Mattone.
Photo by Andrew
Thomas Lee.

BELOW

Photo by Heidi Geldhauser.

Atlanta has a growth and a newness to it that is interesting. We're resonating on a broader scale, and it's been fun to be a part of Roswell's growth. Our two restaurants have helped boost the city."

Pernice employs a dozen managers and a total staff of eighty-five, and the opening this summer of a third restaurant, Coalition Food and Beverage, is creating another forty to fifty jobs. In an industry known for high turnover, he is proud of his success in retaining key staff, including the general manager at Table & Main, who has been with him since the restaurant opened in 2011, and two executive sous-chefs, who were hired a few months later.

Last fall, he began offering paid days off—three per year—to full-time employees who have worked with him

for at least a year. After three years, employees can have five days. "I don't think that solves the world's ills, but, in an industry notorious for its punishing hours and lack of benefits, at least we're at a point where we can offer our employees something, whether that's vacation or sick days," he said. He also offers those employees paid maternity or paternity leave and paid days for bereavement—even pet bereavement. "I found this was very important to our employees," he added.

"We're doing all that because, God bless them, we've been successful," he continued. "We've identified recruitment and retention as the single factor that will enable our success moving forward. It's a new world in restaurants, and we've got to figure out how to behave in a different way to keep people working here. It's our job to make our guests happy. Our ability to retain our people helps us achieve that goal. That, to me, is worth the money."

Pernice is sole owner of his management company, RO Hospitality, and of Table & Main. He owns Osteria Mattone with his brother, who runs the beverage program there and has garnered four *Wine Spectator* awards since the restaurant opened in 2013. "Daniel worked at the Modern in New York and was on their wine team," Pernice said. "The Modern won the James Beard Award for outstanding wine service while he was there."

Coalition Food and Beverage, which is also on Canton Street but up the road in Alpharetta, is a partnership between the Pernice brothers and Table & Main's executive chef, Kentuckian Woolery "Woody" Back. "Woody comes from Restaurant Eugene, a James Beard Award-winning, top-tier Atlanta restaurant" where he was executive sous-chef, said Pernice. Coalition's website describes the restaurant as a place where families and friends can enjoy "expressive, chef-driven American cuisine" on a varied menu offering everything from more mainstream fare—think beer-battered onion rings, sophisticated burgers, and marinated hanger steak—to the less expected, like oyster soup, a blackened tuna steak burger, and spicy lamb sausage—plus craft cocktails and classic American desserts.

Pernice and Castellucci don't have the time to hang out together that they did when they were "doing stupid stuff together in the parking lot behind his parents' restaurant" as young teenagers, but they do get together as possible "to talk about all the things you can't say to anybody else about owning restaurants." He then remarked, "Fred and I have such respect for each other,





and there's a lot of terrain there." As a measure of their friendship, Pernice spent an entire shift washing dishes at Cooks & Soldiers the night it opened.


Will Pernice ever partner with Castellucci? "We're young enough that there's still enough ego, like it or not, that it might be difficult to follow each other's orders," he observed. "Life has to beat that out of me a little more before I think it's a good idea, but we do talk all the time about how it'd be fun and make sense to get together when we're at a point where we're not just worried about business things."

Thinking back to his fateful hiring at the Roasted Garlic, Pernice said, "If it hadn't been me, it would have been someone else. But Fred and I have been on a special parallel journey here." ♥



JEANNIE GRIFFITH is the editor of *Hotelier* magazine. She welcomes your comments at jeanne.griffith@cornell.edu.

ABOVE
Osteria Mattone.
Photo by Heidi
Geldhauser.



AS CHS TURNS 90, GEORGIA'S ON OUR MINDS

BY DICK ANDERSON

IN MAY 1928, as the School of Hotel Administration was preparing to graduate its sixth class, a small band of alumni eager to build camaraderie and connections founded the Cornell Society of Hotelmen. “Network” wasn’t a verb yet, and the CSH was strictly a men’s club. (In a belated nod to its changing demographics, the organization was rechristened the Cornell Hotel Society in 1998.)

The society’s Georgia chapter took root in the early 1960s, as a sizable contingent of Hotelies migrated south and became active in the Cornell Alumni Association of Atlanta. “Hospitality was a young, growing industry in Atlanta, and we had young, enthusiastic people,” said Dick Stormont ’58, who moved to Atlanta in 1963 as the Marriott Corporation’s first employee in the city. Arriving soon after was M.O. “Bus” Ryan ’54, Marriott’s second employee, who had been hired by its first, Winthrop W. “Bud” Grice ’53. Ryan moved to Atlanta to become general manager of Marriott’s sixth hotel in October 1965.

In the decades since, the Peach State’s cohort of Hotelies has blossomed into one of the most innovative and engaging chapters at home or abroad. (Today, fifty-four CHS chapters dot six continents.) CHS Georgia’s growth mirrors that of the hospitality industry in Atlanta, which consistently ranks among the top five meeting destinations in the United States and is home to the nation’s busiest airport.

Not unlike the 1990s-era Atlanta Braves, the Georgia chapter has a deep roster of all-stars. In addition to Bus Ryan, four other Georgia alumni have served as presidents of the global Cornell Hotel Society: Jim Petzing ’55, hospitality consultant and former general manager of the Atlanta

Athletic Club; Michael Kay ’61, retired president and chief executive officer of LSG Sky Chefs; Tim Dick, MMH ’88, senior vice president at TriMont Real Estate Advisors; and Robert Mandelbaum ’81, director of research information services for CBRE Hotels’ Americas Research.

For the better part of two decades, Mandelbaum recalled, Ted Wright ’58, longtime managing director of the Cloister at Sea Island, offered Hotelies “an amazing deal with unlimited golf and food and recreational activities” on the last weekend of August. (Under Wright’s management, the Cloister won twenty consecutive Mobil Five Star Awards.) Attracting alumni from across generations, the golf outing remained a signature event until Wright’s retirement in 1998. Incidentally, Ted Wright was the son of another CSH president, E. Truman Wright ’34, who ran the Greenbrier in West Virginia from 1951 to 1974.

A longtime tradition that endures today is the Georgia chapter’s annual holiday party, which years ago migrated from a restaurant to the home of a Hotelie host somewhere around the city. This past December, the Georgia chapter gathered at the home of Tim

Dick and his wife, Karen, MBA ’13. Throw in a keg of craft beer donated by Alan LeBlanc ’84, owner of Max Lager’s Wood-Fired Grill and Brewery, a Secret Santa gift exchange, and the occasional special guests, and you have the makings of a memorable night.

“HOSPITALITY WAS A YOUNG, GROWING INDUSTRY IN ATLANTA, AND WE HAD YOUNG, ENTHUSIASTIC PEOPLE.”

DICK STORMONT ’58



“The holiday party is one of my favorites,” said former CHS Georgia president Sophia Lin Kanno ’05. “I always just loved the ability to make those personal connections with our local alumni and to get the Hotel School update from the dean personally,” she said.

A host of other events throughout the year bring Georgia alumni together, from happy hours at hot new hotels and restaurants to a welcoming pizza party for new Hotelies each summer and what is now the club’s signature event, the Atlanta Lodging Outlook. Introduced in 1999, this annual economic forecast seminar is designed to provide area hotel owners and operators



ABOVE
Former chapter presidents Travis Ray '94, Steven Nicholas '92, Robert Mandelbaum '81, Mark Woodworth '77, MPS '78, and Tim Dick, MMH '88. Photo by Heidi Geldhauser.

with the information they need to prepare their marketing plans and budgets for the upcoming year.

"It started more as an outreach to the Atlanta lodging community to really showcase the Hotel School," said Mark Woodworth '77, MPS '78, senior managing director of CBRE Hotels' Americas Research. Woodworth presents the forecast each year, together with a local economist and the executive vice president of the Georgia Hotel and Lodging Association, which provides promotional assistance for the event alongside the Atlanta Convention and Visitors Bureau. When the event started, "we had thirty or forty people, as I vaguely recall. We've been consistently over three hundred people for some time now."

Mandelbaum remembers that Steve Nicholas '92, who was chapter president at the time, got the idea of offering an economic forecast for the Atlanta hotel market after attending a similar hospitality industry conference elsewhere. The general manager of the Grand Hyatt Atlanta at the time was a Hotelie and "gave us a real sweetheart deal on the food," Mandelbaum added. (The food is always a reason to show up for a CHS

event.) With Woodworth generating the forecast and Stormont connecting to the Convention and Visitors Bureau, the event quickly caught on with the broader hospitality community.

A crowd of 340 area hotel industry professionals attended the nineteenth-annual seminar last September at the Inter-Continental Hotel in Buckhead, where host Brian Ettelman '87 is director of catering. In recent years, the chapter has been able to net about \$10,000 from each seminar to benefit the chapter's scholarship fund. Taking their cue from Georgia, other chapters have started similar events, both in the United States and internationally. "I've been fortunate to go and do events in D.C., San Francisco, Houston, and for other chapters to help them get this going," Woodworth said. "It's been fun to see it grow around the country."

One past beneficiary of the chapter's generosity was

RIGHT
Current president Drew Wallace, MMH '12 and previous presidents Stephanie Griffin '96 and Aditya Bhoopathy '99. Photo by Heidi Geldhauser.



Kanno, who grew up in Atlanta and is now an event producer at Kehoe Designs in Chicago. As an undergraduate at Georgia Tech, she said, "I fell into running events for the university"—and in doing so, she found her calling. "I really loved producing special events." And if she was considering changing careers from engineering to hospitality, she reasoned, why not go the university with the best hospitality program?

Midway through her sophomore year, Kanno transferred to Cornell. She received scholarship support from not only the Georgia Hotel Society, but also the Cornell Alumni Association of Atlanta. "My mom always said that there were a couple of turning points in my life where I grew into myself," she remarked. Enrolling in the Hotel School "was a decision that I made on my own and that helped me become the person I am today."

With the encouragement of Dick, for whom she had interned at TriMont, Kanno volunteered as an event coordinator with the CAAA. In a swift turn of events, she was voted president of the Atlanta chapter, serving two years in that role. She later became CHS Georgia president, and since moving to Chicago has become involved in the rebuilding of that chapter, taking a page from her experiences down south.



“What I really appreciate about the Georgia chapter is we never really put the power in one person’s hands,” Kanno observed. “There was always a really good balance, a really insightful way to how we divided up the responsibilities to feel like we were contributing to something important.” Her advice to prospective (or perhaps reluctant) volunteers? “Don’t be afraid. If you bring passion and enthusiasm to the role, things will fall into place.”

“The leadership has always done a great job of cultivating its successors,” said Woodworth. “When I got here almost forty years ago, we were the youngsters. Now we’re on the other end of the curve. The leadership has always made sure there’s been someone coming in behind them.”

“I enjoy connecting with people, and helping people make their own connections,” said current chapter president Drew Wallace, MMH ’12, a senior associate in business development for Davidson Hotels and Resorts. “Cornell is the best platform on which to do that. I also like entertaining and putting together events.”

Wallace got involved after moving to Atlanta in 2012 as a financial analyst with InterContinental Hotels Group. At the time, Adam MacLennan, MMH ’06 was chapter president, and his wife, Bumjoo Cho MacLennan, MMH ’05, was vice president (the couple moved to London in 2014). Wallace began as treasurer in 2013 and succeeded Kanno as president in 2015.

Of the approximately 250 Hotel School alumni in Georgia, some two hundred live in the metro Atlanta area. And of that number, Wallace said, “a core group of twenty-five very active people” turn out consistently for the chapter’s offerings. “Not everybody shares my enthusiasm. People have lives and other obligations. Still, I wish we could get more people to attend our events regularly.”

Referring to the chapter’s longtime pillars—Stormont, Mandelbaum, Woodworth, Dick, and so many more, Wallace said, “I’m standing on their shoulders.” He added, “Coming from Singapore and Hong Kong, Atlanta is the smallest place I’ve ever lived. It’s a cool city. I’ve come to like it a lot.”

ABOVE

A November 2009 chapter gathering at the Iberian Pig included, clockwise from left, Bumjoo Cho MacLennan, MMH ’05, Adam MacLennan, MMH ’04, Garnie Nygren ’05, Meri Goldstein ’04, David Mei ’94, host Fred Castellucci ’07, Nana Hwang ’09, Robert Mandelbaum ’81, Sophia Lin Kanno ’05, and Rodolfo Carlos ’05. Adam MacLennan, Nygren, Goldstein, Mandelbaum, and Kanno are all former presidents of the chapter.



DICK ANDERSON is a writer and editor based in Los Angeles. His parents met as graduate students at Cornell in 1954.

CHS PRESIDENT'S MESSAGE



Please join me in celebrating the ninetieth anniversary of the Cornell Hotel Society this year!

From the day the Hotel School started in 1922 as a program in the School of Home Economics, it was on a path to becoming one of the most successful institutions in the world. Four years later, the students hosted the first Hotel Ezra Cornell. Not only did this event establish the value of connecting the school to the industry, but the success of the event convinced E. M. Statler to make a significant pledge of support to the school in 1927. One year later, on May 12, 1928, the first meeting of the Cornell Society of Hotelmen was held in Willard Straight Hall. With this new organization, alumni had the opportunity to stay connected to the school, support the faculty, enrich the students' education, provide them with job opportunities, and provide a forum for alumni to stay connected—long after they graduated. With this foundation in place, it is no wonder that the School of Hotel Administration was quickly recognized as the top hospitality program in the world, a reputation it retains today.

Fast forward to 2016. The university decided to make one business college by combining the School of Hotel Administration with the Samuel Curtis Johnson Graduate School of Management and the Charles H. Dyson School of Applied Economics and Management. Thanks to the incredible generosity of my classmate Fisk Johnson '79, M Eng '80, MS '82, MBA '84, PhD '86, it is now known as the Cornell SC Johnson College of Business. Were some Hotelie alumni concerned about the potential negative impact on the Hotel School? Absolutely. A key concern was to preserve the heritage of the school's world-class faculty and staff and to continue the strong connection the school has with alumni and industry. This has been a critical priority for Kate Walsh since being named interim dean in May 2016 and dean in June 2017. Rest assured, this is also a key priority for CHS.

With the recent transition in college leadership to Joseph Thomas as interim dean, and with a new dean anticipated in the next year, CHS will continue to focus its efforts on working with the school to realize the benefits from the combined business programs while preserving and enhancing the Hotelie culture that has supported the Hotel School's success over the years.

We will focus on five key priorities this year:

Alumni Engagement

There are fifty-three chapters around the world holding hundreds of events attended by thousands of alumni. The board's job is to support the success of chapter efforts. This year, we introduced a new goal and tradition—to have every chapter hold an event on May 12 to celebrate our ninetieth anniversary.

Collegiate Chapter

The Collegiate chapter welcomes new students and has a number of events during the year. They are instrumental in preparing Alumni Conversations, which are posted on the CHS website and on social media.

Fundraising

Did you know that CHS and its chapters have provided scholarships to the school amounting to almost \$5 million? This year, CHS will donate \$50,000 to the scholarship fund and, in partnership with the CHS Foundation, funded the Hotelie for Life Award presented this spring to a graduating senior.

Faculty Roadshow

This well received program connects faculty and staff with alumni at chapter events around the world.

Dean Walsh's Agenda

As an alumna herself, one of Kate's key priorities is to extend the school's alumni outreach and continue leveraging the synergy between alumni, faculty, students, and staff while continuing to realize the benefits of being part of the larger college of business. We will continue to support these efforts throughout the year.

CHS is able to accomplish these goals through the dues contributed by alumni. Almost half of our funds goes to support scholarship, and another third supports chapter activities. We greatly appreciate your support of our efforts.

I am privileged to work with a terrific team of passionate Hotelies to help further the goals of CHS globally. This includes the board: first vice president **Dexter Wood '87**, second vice president **Anna Chung '03**, treasurer **Susan Wood '87**, secretary **Rick Adie '75**, and past president **Cheryl Boyer '87**. Last year, we formed a communications committee consisting of Susan Wood, past president **Robert Mandelbaum '81**, **Andrea Foster '96**, **Lindy Paz '07**, and **Ali Hoyt '13**. We are also fortunate to have the extraordinarily dedicated regional and chapter leaders supporting CHS. Collectively, our mission is to strengthen the world's most engaged alumni network.

Our efforts are supported by the staff of the SHA Office of Alumni Affairs and Development. Assisting us are Meg Hardie Keilbach '88 (CALS), Julie Pizzuti,



MPS '06 (CALS), and Karinna Browning. Special thanks to Nickie Fredenburg for being a terrific partner to CHS for the last seven years. We also work with **Cheryl Stanley '00**, the liaison with the CHS Collegiate chapter, led by president **Michael Baldyga '19**, and with CHS Foundation chairman **Tim Dick, MPS '88**.

We are in the midst of a robust year of exciting events. As you travel, be sure to check the CHS calendar of events at sha.cornell.edu/alumni/connect/events. Our chapters are always happy to welcome visitors!

Let's make the ninetieth anniversary of CHS a year of awesome alumni engagement! There are so many ways to be involved with the school, faculty, students, staff, and alumni, and you can stay in touch with us on Facebook, Twitter, and LinkedIn.

CHS is where we belong! We are all Hotelies for Life!

Yours in service,

BILL MINNOCK '79, MBA '83

CHS ninetieth anniversary celebrants in Singapore (top) and London (below). Photos from more of the society's anniversary events will be shared in the next issue of *Hotelie*.



ALUMNI EVENTS



Photo by Jacky Chapman.

1 Members and guests gather for the gala dinner at the Corinthia Hotel.

2 Members of the organizing committee for the EMEA regional meeting, from left, are **Victoria Mackay, MMH '16**, **Maria-Pia Intini, MMH '11**, **Adam MacLennan, MMH '06**, **Alison Hargreaves '00**, and **Liv Gussing Burgess '91**.

3 Members applaud Dean **Kate Walsh**, who joined the general meeting via Skype.



EMEA REGIONAL MEETING

The London chapter of the Cornell Hotel Society hosted the 2017 meeting of the Europe, Middle East, and Africa region's members, held June 15–18, 2017. **Maria-Pia Intini, MMH '11**, **Alison Hargreaves '00**, **Liv Gussing Burgess '91**, **Adam MacLennan, MMH '06**, and **Victoria Mackay, MMH '16** led the organizing effort.

Friday's educational program featured two panel discussions. The first, on London's evolving built environment, was moderated by **Cody Bradshaw '01** of Starwood Capital Group, and the second, on London's evolving hospitality experience, was moderated by **Grace Leo '77** of Ledunfly Hospitality.

Saturday was devoted to sightseeing, beginning with a walking tour of Greenwich's famous sites, including the Royal Observatory, with its prime meridian, and the tea clipper Cutty Sark as well as Queen's House, home to a number of paintings by William Turner. The return trip was by boat, the group enjoying an English picnic lunch while cruising along the Thames past the Tower Bridge, St. Paul's Cathedral, the Tate Modern, the London Eye, and Parliament.



Saturday's gala dinner took place at the venerable Corinthia Hotel. The traditional scholarship auction teamed perennial favorite **Deiv Salutsjij '71** with none other than the famous Christie's auctioneer Nick Martineau. Together, Deiv and Nick raised a record amount for the scholarship fund. Thanks to them and to wine donors **John Mariani '54 (A&S), Hon.**, and **Michael Cortelletti, MMH '99**, and to InterContinental Hotels Group, Savills, the Savoy Hotel, PKF, and the Corinthia Hotel London for their generous support of the meeting.

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4 **Deiv Salutskij '71**, past president of CHS, **Jeff Scott '91**, vice president of the EMEA's western region, and **Leif Evensen '66**, past president of CHS, extend their EMEA meeting attendance records on a sunny day in Greenwich. Deiv and Leif have attended the annual meeting for forty-six years, and Jeff has attended twenty-four meetings.

5 Participants visit the prime meridian in Greenwich.

6 **George Nicholas '98**, global head of Savills, a co-sponsor of the event, welcomes the group to the opening reception at CitizenM Tower of London.

7 A record number of CHS members traveled from the United States for the EMEA meeting in London.





ARIZONA

Arizona's July happy hour at Hearth '61, which was organized in cooperation with the Cornell Club of Arizona and the Phoenix Ivy Council, attracted a great turnout of about fifty people to the new Mountain Shadows Resort in Paradise Valley. The food garnered rave reviews, and the organizers express their appreciation to **Bill Nassikas '76**, Westroc Hotels and Resorts partner and president, for his very generous hospitality.

The chapter held two events at the Royal Palms Resort and Spa in Phoenix in 2017, both of them hosted by general manager **Geoff Gray '08**. In August, twenty-three members and guests enjoyed a delicious three-course dinner. On December 17, about three dozen people gathered to toast the advent of the holidays with mimosas over brunch. Guests particularly raved about the ricotta blueberry pancakes with Chantilly cream and Vermont maple syrup.

NORTHERN CALIFORNIA

On November 15, the CHS NorCal board guest-bartended at Jackalope, a local bar known for its "Drink-O Plink-O" game. All tips earned went towards the Gail Minsky Memorial Scholarship Fund for Northern California. The Hotelies in attendance enjoyed a wonderful evening of camaraderie and fundraising led by our bartenders, **Julie Surago, MMH '15**, **Alyssa DiMaria '15**, **Maddie Klaff '17**, **Warner Hazell '16**, **Madeleine Fessenden '16**, and **Savannah Woodworth '16**.



1 Alp-Adria chapter members and friends met October 18 at the Hotel Storchen in Zurich for a networking lunch. Clockwise from left are **Hans Weishaupt '64**; **Arenda Weishaupt, Hon.**; **Suad Sadok**; **John Rusterholz, GMP '03**; **Heiko Siebert**; **Elizabeth Siber**; the hotel's general manager, **Jörg Arnold, GMP '14**, who hosted the gathering; **Elisabeth Tresch '73**; **Lorenz Rüttimann**; **Suzanna Trainini**; and **Ferdinand Hoekstra, GMP '08**.

2 CHS Arizona members look forward to dinner at the Royal Palms Resort and Spa in Phoenix. Shown here, clockwise from front left, are **Nick Keeling**, **Julie Philips '93**, **Nancy Barger Seadler, MPS '00**, **Bruce Sandground '84**, **Kathleen Sandground**, **Steve Goumas '78**, his guest, **Susan Sofranac**, **Julie Allen, MMH '10**, **Geoff Gray '08**, and his guest.



3 The Northern California chapter gathered for drinks and some fun fundraising in November at Jackalope in San Francisco.

4 Members of the San Diego chapter gathered at the Grande Colonial Hotel in La Jolla on December 5 to celebrate the holidays. It was a much-needed break from the area fires. Shown here are **Pat Singer '78**, **Margot Mangiarotti '17**, **Mia Higgins**, **Doug Higgins '04**, **Orion Corcilius '97**, **Scott Roby '99**, **Sarah Latimer '05**, and **Dave Latimer**.

5 CHS Chicago's summer barbecue was held in August at the home of **Steve Haggerty '90** and **Elleke Haggerty '91**.

6 CHS Chicago gathered on December 3 at the home of **Keith '98** and Rachel '98 (A&S) **Brenan**. Shown are **Rebecca Flemming '04**, **Sophia Lin Kanno '05**, and **Stacey Nadolny '05**.

7 The Rocky Mountain chapter got together at Denver's Punch Bowl Social in January. From left are **Blake Reiter '06**, **Chad Wemischner '13**, **Kat Carter '90**, **Ali Hoyt '12**, **Joanne Barken Reiter '05**, **Anna Worthington '11**, and Eric Mings.

8 Have umbrella, will party! Rocky Mountain chapter members **Hannah Smith '17**, **Cory Furst '13**, and **Carly Andrews '16** make the best of the rain at Denver's City Park Jazz in August.

CHICAGO

Steve Haggerty '90 and **Elleke Haggerty '91** again hosted the Chicago chapter's annual summer barbecue at their beautiful home. Those who attended enjoyed a fantastic afternoon connecting with fellow Hotelies, friends, and little Hotelies-to-be. In November, the chapter hosted a tasting of Finger Lakes wines featuring SHA senior lecturer **Cheryl Stanley '00**. Their December holiday party was hosted by **Keith Brenan '98** and his wife, Rachel '98 (A&S).

COLORADO-ROCKY MOUNTAIN

CHS Rocky Mountain gathered in August for one of Denver's favorite summer traditions, City Park Jazz. In addition to great music, the Hotelies in attendance enjoyed craft beer, wine, and desserts. In January, the group met for bowling and other fun at Punch Bowl Social in Denver.



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DUBAI

The third-annual Dubai Lodging Outlook drew an audience of 150 to the Fairmont Palm Resort and Hotel on September 10. Mohammad Abu Basha, an economist at EFG-Hermes, opened the program with a presentation of the bank's 2018 economic forecast. STR's Philip Wooller, area director for the Middle East and Africa, and Sarah Duignan, director of client relationships, followed with a review of the 2017 Dubai hospitality market and their forecast for 2018. Finally, event chairman **Tarek Daouk '01** moderated a panel discussion on the impact of new supply on hotel revenue management practices. His panelists were Sarah Allen, Marriott International's vice president of revenue management for the Middle East and Africa; Ali Manzoor, an associate partner at Knight Frank Middle East in the hospitality and leisure development consultancy; Andrew Boocock, an area sourcing manager at GCC and Levant, GTA; Philip Wooller, STR's area director for the Middle East and Africa; and Judith Cartwright, Kerzner International's senior vice president of revenue management and distribution.

1 The Finland chapter met in September at La Torrefazione in Helsinki. Shown clockwise around the table from left are Jens Hampf, Sam-Erik Ruttman, **Mikael Swanljung, MPS '81**, Ville Relander, Markus Kauppinen, **Juha Mähönen, GMP '05**, Jukka Räisänen, unidentified guest, **Esko Paalasmaa '76**, **Martti Palonperä '77, MPS '94**, **Deiv Salutskij '71**, and guest speaker Jukka Laitamäki.



FINLAND, RUSSIA, AND THE BALTICS

The Finland chapter met in Helsinki in September to hear from perennial guest speaker Jukka Laitamäki. The presentation, his fifth to the group, was titled “From Suomenlinna to Old Havana: Best practices for sustainable tourism in UNESCO World Heritage sites.” **Mikael Swanljung, MPS '81** hosted the group at his new restaurant, La Torrefazione. His partner in La Torrefazione, Jens Hampf, gave an interesting talk about the restaurant chain’s Nordic coffee culture.

The chapter met again in late November, for dinner at Ville Relander’s new restaurant, YesYesYes, which had opened a week earlier. His business partner, Alex Nieminen, made a presentation to the group.

SOUTH FLORIDA

CHS South Florida held the Banfi Food and Wine Festival at the Diplomat Beach Resort in Hollywood on November 4. Guests enjoyed award-winning Banfi wines paired with gourmet dishes from six restaurant stations. The waterfront venue provided the perfect laid-back atmosphere for guests to mingle and bid on exciting silent auction items. Afterwards, guests headed to the hidden lounge, Nokku, inside the Diplomat for an afterparty. The chapter thanks sponsors Castello Banfi, JW Marriott Turnberry Miami, and JW Marriott Nashville for making this special event possible. This was the chapter’s largest fundraising event of the year, and proceeds will benefit the CHS South Florida Student Scholarship Fund.

On November 28, the chapter welcomed Dean **Kate Walsh, MPS '90** and Meg Keilbach '88 (CALS) to “Drinks with the Dean” at the Conrad Miami. Guests enjoyed beautiful city and waterfront views while chatting with the dean in this intimate setting. Thanks to Mast Capital for hosting the event.

Lee '69 and **Mary Pillsbury** again hosted the chapter’s holiday party at their home in Fort Lauderdale. Over sixty alumni and family members attended, including Jon Denison, associate dean of alumni affairs and development for the SC Johnson College of Business. Guests also had front-row views of the annual Winterfest Boat Parade to watch over one hundred boats decked out with holiday lights and decorations float through the Intracoastal Waterway.



2 **Sameer Godiwala, MPS-BPRE '17, MBA '17**, **Lindy Paz '09**, **Isabella Mongalo '15**, **Savannah Smith '14**, **Valerie Speare '06**, and **Riley Caverly** enjoy CHS South Florida’s reception at the Conrad Miami in late November.

3 **Ariel Kracer '17**, **Nikol Limaduran '14**, **Jonathan Kracer '08**, and **Ying Ying Zeng '08** enjoy the South Florida chapter’s holiday party at the Fort Lauderdale home of **Lee '69** and **Mary Pillsbury**.

FRANCE

CHS France has been very active this year. In September, members enjoyed a private tour of Hôtel le Crillon, which recently underwent a four-year renovation. Tristan Auer, who designed the hotel's public spaces, led the tour.

About fifteen members and guests got together for Oktoberfest on the fifth of the month. They also gathered in October for a breakfast presentation at Hôtel le Scribe Paris, where Erik Perey told the group about Concept POP (People on Point), an approach to energizing and motivating employees to go above and beyond their job descriptions and feel pride in their contributions.

The chapter joined forces with the alumni associations of a host of other universities to organize a Christmas cocktail reception, hosted by **Javier Cedillo Espin '00**, CEO of onefinestay, and held on December 14 at one of the company's fine properties. The gathering featured a machine from French company 10-Vins (a double entendre that they convey in English as D-Vine) that dispenses high-quality wines by the glass. The machine aerates wines and brings them to the right serving temperature in less than a minute. The food was sponsored by Les Bocaux du Bistrot, which was voted "Best Parisian Bistro" in 2012. Alumni groups taking part included the Cornell Club, IMHI, Ivy+, American Universities Club in France, ESSEC, Cornell Law, UC Berkeley, California State, Penn, Thunderbird, and the University of Chicago.



4 CHS France members and guests toured Paris's Hôtel le Crillon in September. Taking part were **Louis Boutémy, MMH '15** and his wife; architect **Martin Murphy**; Alexandra Ogilvie, IMHI '95; **Véronique Poitroult, MPS '82**; interior designer **Tristan Auer**, who led the tour; **Kaveri Baupiah, IMHI '01**; **Pauline Billette, IMHI '01**; **Rikka Itkonen-Moreau, IMHI '04**; and **Monika Moser, PDP '16**, who is behind the camera.

5 **Monika Moser, PDP '16** gets into the spirit of Oktoberfest on October 5 in Paris. With her, at right, are IMHI alumna **Anastasia Berezniak** and another friend.



Finally, the chapter gathered on January 29 at le Botaniste, the bar in the Shangri-La Hotel in Paris. The name of the bar recalls science enthusiast Prince Roland Bonaparte, grand-nephew of the emperor Napoleon and the last male descendant of the House of Bonaparte. Host Erwan Castain presented a range of "gastronomic drinks" according to a concept from Pernod Ricard that employs a microencapsulation technique to combine a culinary ingredient with a fine spirit.

GEORGIA

A handful of CHS Georgia members got together in August to celebrate the end of summer at Roswell's once-a-month block party, Alive After Five. The group met for drinks hosted by **Ryan Pernice '07** at his restaurant Table & Main before enjoying the fun and music on Canton Street.

The nineteenth-annual Atlanta Lodging Outlook drew 340 attendees to the InterContinental Hotel in Buckhead on the morning of September 6. Once again, **Brian Ettelman '87**, the hotel's director of catering, hosted the event. After opening remarks from **Sachin Desai, MMH '14** and Jim Sprouse, president of the Georgia Hotel and Lodging Association, a co-sponsor, **Kirk Kinsell, MPS '80** moderated a panel discussion of sales and marketing issues. **Mark Woodworth '77, MPS '78**, senior managing director of CBRE Hotels' Americas Research, then joined Roger Tutterow, professor of economics at Kennesaw State, and Mark Vaughan, EVP and chief sales officer for the Atlanta Convention and Visitors Bureau, a co-sponsor, in presenting their outlook for 2018. Proceeds from the event help support the Georgia chapter's scholarship fund.

Forty people were on hand at Whiskey Bird, a new restaurant owned by **Chad Crete '07** and **Anthony Vipond '07**, to help resurrect the spirit of Zinck's on October 19. The event was held with the Cornell Alumni Association of Atlanta.

On October 22, chapter members took part in a walking tour of Avalon, an eighty-six-acre, seamlessly connected, sustainable mixed-use living community, followed by a pizza lunch. Jim Stormont, MBA '85, president of Stormont Hospitality Group and nephew of **Dick Stormont '58**, hosted the outing.

Tim Dick, MPS '88 and his wife, Karen, MBA '13, hosted the chapter's annual holiday party on December 3. About 30 people attended the gathering, which included a Secret Santa exchange complete with a lively round of gift-stealing. Stepping in as Santa Claus this year was chapter president **Drew Wallace, MMH '12**. Thanks to **Alan LeBlanc '84** of Max Lager's American Grill and Brewery, who donated a keg of beer.



1 Kirk Kinsell, MPS '80, principal of Panther Ridge Partners, on right, moderates a discussion of current sales and marketing issues for the Georgia chapter's Atlanta Lodging Outlook in September. On the panel, from left, are **Brian Berry '91**, SVP of revenue management at Host Hotels and Resorts, Apo Demirtas, CEO of Intelligent Hospitality, Natalie Osborn, director of marketing for SAS Hospitality and Gaming, and Kathy Hood, VP of sales, marketing, and revenue management for Davidson Hotels and Resorts.

2 CHS Georgia members and guests look forward to lunch at Antico Pizza. From left are **Jim Manley, MPS '81**, **Drew Wallace '12**, **Nancy Chan, MMH '13**, **Kate Redford '16**, **Melissa Galt '84**, **Dusty Profumo '73**, **MBA '74**, **Yosung Chang, MMH '07**, **Anne Profumo Heizer**, **Isaac Heizer**, **Bhavneshe Vivek '11**, the group's Avalon tour guide, and **Sachin Desai, MMH '14**.

3 Michael Toedt, PDP '12, Torsten Sabel, and **Christian Walter, PDP '08** dine with the Germany chapter at Neni, on the rooftop of the 25hours Hotel in Berlin.

GERMANY

CHS Germany held its annual meeting in Berlin October 20–22. This year's educational symposium, titled Leadership in Challenging Times, was advertised to the public for the first time. It began with a conversation between president **Michael Toedt, PDP '12** and Elke Schade, one of the few women who has made it to the top of the hospitality industry in Germany. Also appearing were **Mona Anita Olsen '04**, SHA assistant professor of entrepreneurship, and Sandra Bayer, founder and CEO of Sandra Heiden Marketing and Consulting. The day closed with a very interactive networking dinner above the rooftops of Berlin at the restaurant Neni in the 25hours Hotel.

After board and chapter meetings and a guided bike tour of Berlin's top secrets and mostly unknown spots, the second day concluded with a very delicious four-course dinner at the Orania Berlin, a small, luxury hotel and restaurant newly opened by **Dietmar Müller-Elmau, MPS '80** in Kreuzberg, the creative heart of the city. The chapter thanks the weekend's sponsors—Conichi, dailypoint, hotelkit, SuitePad, and Mazars—and all the attendees for making it a success.



4 The Cornell Club of Hong Kong gathers for a seminar on October 16 at JLL.

5 Members of the Korea chapter entertain associate dean Rohit Verma during his visit to Seoul last August. Clockwise from left are **Taeyoon Park '06** (in white), **Gina Yoonjee Hong '13**, **Yoonwhe (Leo) Moon '04**, **Sanghee Oh, MMH '98**, **Soo Young Kim, MPS '94**, **Stephanie Sujeong Choi '10** (standing in back), **Youngduk Choi, MMH '06** (standing next to Stephanie), **Sunmi Choi, MS '01, PhD '01**, and Rohit Verma.

6 **Ali Hoyt '12** and **Ryan McNamara '10** celebrate happy hour at L27 while in Nashville for the Hotel Data Conference.

7 **Sarah Spiewak Gulla '95**, **Quinn O'Sullivan '96**, and **Jan Freitag '97** at the Hotel Data Conference reception in Nashville.



HONG KONG

The Cornell Club of Hong Kong held a seminar, *Disruption in the Retail Food Landscape: The Brick and Click Battle*, on October 16. Participants in a panel discussion of the latest trends in retail technology, customer loyalty, consumer habits, and the battle between offline and online were Edward McLaughlin, the Robert G. Tobin Professor of Marketing in the Dyson School of the Cornell SC Johnson College of Business and director of the Food Industry Management Program; John Fitzgerald, chief executive officer for Asia Pacific at the Urban Land Institute; and James Austen, director of retail in JLL's Hong Kong office, which hosted the event.

KOREA

Rohit Verma, SHA's Singapore Tourism Board Distinguished Professor in Asian Hospitality Management and dean of external relations for the Cornell SC Johnson College of Business, visited with members of the Korea chapter on August 1, 2017. The group welcomed him with good food and drinks while he was in Seoul for a conference at Yonsei University. CHS Korea's board members are **Yoonwhe (Leo) Moon '04**, **Youngduk Choi, MMH '06**, **Taeyoon Park '06**, **Gina Yoonjee Hong '13**, and **Stephanie Sujeong Choi '10**.

NASHVILLE

About forty Cornellians got together last August 10 and watched the sun set from L27, the hot new bar on the rooftop of the Westin Nashville Hotel. The group consisted of Hotelies attending the STR Hotel Data Conference as well as local alumni. Thanks to **Jan Freitag '97** for arranging for the group to meet at the Westin.



NEVADA

The Nevada chapter gathered on October 5 for their annual G2E (Global Gaming Expo) happy hour. This year's event was held in luxury boxes one and two at the new and improved Wynn Race and Sports Book at Wynn Las Vegas. Special thanks to **Julia Greenman Angibeau '03** and **Steve Weitman, MPS '94** for making this event possible.

Chapter members and other Cornellians celebrated in December at the home of Lori Bean '93 (ILR). The alumni and guests in attendance enjoyed a wonderful menu and a few signature cocktails.

NEW ENGLAND

The Cornell Hotel Society of New England, in conjunction with Boston University's School of Hotel Administration, presented the seventh annual Lodging Pulse networking event and panel discussion on October 3 in Boston. The seminar featured operators, asset managers, hotel innovators, and talent experts, who shared their distinct perspectives on the future of hospitality labor.

The chapter's holiday party, held January 5 at the Colonnade Hotel in Boston, attracted another great turnout. Over seventy alumni and guests came out in subzero temperatures to celebrate the New Year, mingle with fellow alumni, and raise money for the chapter's scholarship fund. As part of its annual tradition, alumni and friends ended the night with a rousing rendition of the Alma Mater and Evening Song. Unfortunately, Dean Walsh got snowed in back in Ithaca and could not attend.

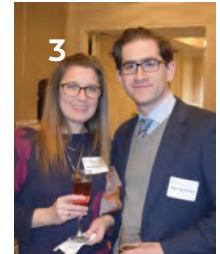


1 CHS Nevada gathers at Wynn Race and Sports Book for their annual G2E happy hour.

3 Nate Berkowitz, MMH '11 and his wife, Sally, at CHS New England's holiday party on January 5.

2 Seventy members and guests of the New England chapter generated lots of warmth at their annual holiday party at the Colonnade Hotel in Boston.

4 Big Apple Update panelists and organizers **Liz Schafer '84**, **Cherie Bagwill, MPS '80**, Gina Bertucci, **Art Adler '78**, **Nina Kleiman '86**, Cornelia Samara, Donna Keren, and Bernard Schwartz. Not pictured is **Cindy Estis Green '79**.



NEW YORK CITY

This year's Big Apple Update—the ninth—was held on October 20 at the Marriott Marquis. This year's discussion was moderated by **Art Adler '78**, chairman for the Americas in JLL's hotel and hospitality group. Panelists included Gina Bertucci, director of event management and catering for the Sheraton Times Square; **Cindy Estis Green '79**, cofounder and CEO of Kalibri Labs; Donna Keren, SVP of research and analysis at NYC and Company; Cornelia Samara, GM of 1 Hotel Brooklyn Bridge; and Bernard Schwartz, cofounder of Apicii. The event was co-chaired by **Cherie Bagwill, MPS '80**, **Nina Kleiman '86**, and **Liz Schafer '84**. Sponsors were the Marriott Marquis, which goes above and beyond every time, hotelAVE, and Schreier Wirth Executive Search.

On November 13, CHS NYC hosted the ninety-fifth annual HX reception at Current, a fabulous riverfront venue at Chelsea Piers. This esteemed annual event provides an opportunity for students, alumni, and prominent industry leaders to connect and network while enjoying tasty cocktails and world-class cuisine catered by Abigail Kirsch. **Stephen Brandman '85**, CEO of Journal Hotels (title sponsor), spoke about his new venture and shared an exhilarating short film highlighting his company's portfolio. Following the reception, the annual afterparty was held at the Plunge at the hotel Gansevoort Meatpacking. CHS NYC looks forward to an exciting 2018 calendar filled with engaging events, professional development opportunities, and more!

Hoteliers from across the nation gathered in NYC on December 8 for the New York chapter's annual holiday party in the Two E Bar at the beautiful Pierre Hotel. Hoteliers and guests enjoyed drinks and delicious complimentary light bites.



TOKYO

On November 16, the Tokyo chapter hosted an autumn terrace party at the Trunk Hotel. This was the last event organized by chapter president **Hirohide Abe, MPS '93** before he was succeeded by 2018 president **Shingo Sakai, MMH '08**.

OREGON

Three Hotel School faculty members—**Cheryl Stanley '00** and **Douglass Miller**, both lecturers in food and beverage management, and **Brad Wellstead '83 (AAP), MS '96**, a lecturer in properties development management—traveled to Portland in August 2017 to visit with members of the Cornell Club of Oregon and Southwest Washington. The three talked about the subjects of their expertise—wine, beer, and ciders, with a bit of food and architecture thrown in to mix things up.

NORTHERN TEXAS

Dean **Kate Walsh, MPS '90** traveled to Dallas for an early holiday visit with members of CHS Northern Texas on December 3. The chapter held a reception in her honor at the Aloft/Element Hotel at Dallas Love Field.

WASHINGTON, D.C.—BALTIMORE

On December 16, over one hundred alumni gathered at the home of **Kevin '94 and Amanda '94 Jacobs** in Bethesda, Maryland for the D.C.–Baltimore chapter's annual holiday party. The many attendees enjoyed a variety of refreshments and connected with friends old and new in the Jacobses' lovely home. This was one of the best CHS D.C.–Baltimore holiday parties in recent memory. Thanks to Kevin and Amanda's generosity in hosting once again, the event raised more than \$3,500 for the chapter's scholarship fund.

5 CHS Tokyo gathered in November for an autumn terrace party at the Trunk Hotel.

6 D.C.–Baltimore chapter members **Anna Chung '03**, **Pia Bojanowski, MMH '96**, **Dexter Wood '87**, and **Susan Boyle Wood '87** remember their college days as they sit in an original booth from Ruloff's in Collegetown, now proudly ensconced in **Kevin '94 and Amanda '94 Jacobs's** basement bar.





Remembrance

Rolfe Blodgett '42
AUGUST 3, 2017

John Vanderslice '43
DECEMBER 12, 2016

Mary Wright '45
NOVEMBER 8, 2017

Peter Roland '49
JANUARY 2, 2018

Terri Ullrich '50
MAY 5, 2017

Frank Forthoffer '52
OCTOBER 12, 2017

Kenney Mallory '52
JANUARY 1, 2017

Edgar Hunt '53
NOVEMBER 14, 2017

Roy Thomas Norton '53
NOVEMBER 5, 2017

Henry Thering '54
AUGUST 21, 1917

Paul McMahon '55
AUGUST 5, 2017

Charles Rogers '55
AUGUST 17, 2017

Thomas Zoidis '55
JULY 27, 2017

Joseph Crisanti '56
FEBRUARY 28, 2015

Donald Golos '56
DECEMBER 4, 2017

E. Baxter Webb '56
JUNE 10, 2017

John Dodge '57
NOVEMBER 6, 2017

Ralph Woodworth '57
MAY 5, 2018

H. Donald Scott '59
JULY 2, 2017

Myron "Mike" Eicher '60
APRIL 22, 2018

Richard Fors '60
DECEMBER 1, 2017

Raymond Campbell '61
APRIL 25, 2016

William Reilly '61
NOVEMBER 24, 2017

William Loedy '63
SEPTEMBER 21, 2015

Donald Sullivan '65
NOVEMBER 26, 2017

Edward Casey '66
JANUARY 1, 2001

Michael Garvin '66
DECEMBER 4, 2017

Hollister Moore '68
JULY 31, 2017

Robert Wehe '68
DECEMBER 16, 2017

Mark Emerson '69
SEPTEMBER 20, 2017

M. Douglas Long '69
OCTOBER 14, 2017

Charles Zaretsky '74
JANUARY 1, 2001

Anthony Coma '75
FEBRUARY 20, 2009

Bryan Marler, MPS '76
OCTOBER 28, 2017

Kathryn Imgram Klein '78
JANUARY 14, 2016

David Wallace, MPS '78
NOVEMBER 17, 2017

James Bissell '79
JANUARY 1, 2001

Tammy Bieber '84
NOVEMBER 20, 2017

Peter Demirakos '85
OCTOBER 15, 2012

Bruce Gilardi '85
FEBRUARY 4, 2018



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