

# Cornell Hospitality Research Summit

Wednesday/Thursday, October 6 - 7th

## Wednesday, October 6th

4:00 - 8:00 p.m. Registration

6:00 - 8:00 p.m. Opening Reception

## Thursday, October 7th

7:00 a.m. - 5:00 p.m. Registration Open

8:00 - 9:00 a.m. General Session: Opening Keynote Address  
*Adam Goldstein, President and CEO, Royal Caribbean International*

### TRACK 1

### TRACK 2

### TRACK 3

### TRACK 4

9:00 - 9:30 a.m. Break

9:30 - 10:45 a.m. Concurrent Conference Session

#### Internet Marketing and Social Media

Session Chair: Bill Carroll, Cornell University

Presenters:

Anil Aggarwal, Milestone Internet Marketing

Lorraine Sileo, PhoCusWright

#### Hotel Valuation Debate

Session Chair: Jan deRoos, Cornell University

Presenters:

Anthony Capuano, Marriott International

Rodney Clough, HVS

#### Sustainable Design and Operations

Session Chair: Tom Ito, Gensler

Presenters:

Raj Chandnani, WATG

Alex Susskind, Cornell University

Nitin Joglekar, Boston University

#### Opaque Selling- Incremental Demand or Rate and Brand Dilution

Session Chair: Chris Anderson, Cornell University

Presenters:

Tim Gordon, Priceline

Jay Hubbs, Hotwire

10:45 - 11:00 a.m. Break

11:00 a.m. - 12:15 p.m. Concurrent Conference Sessions

#### Operational and Legal Implications of Using Social Media for HR Management

Session Chair: David Sherwyn, Cornell University

Presenters:

Gregg Gilman, Davis & Gilbert LLP

Carolyn Richmond, Fox Rothschild, LLP

Bruce Tracey, Cornell University

#### Achieving Higher Performance

Session Chair: Scott Berman, PricewaterhouseCoopers

Presenters:

Cathy Enz, Cornell University

Mark Lomanno, STR

#### Insights for the Restaurant Industry

Session Chair: TBA

Presenters:

Hudson Riehle, National Restaurant Association

Gary Thompson, Cornell University

#### OTA's and Demand Creation

Session Chair: Trip Schneck, TIG Global

Presenters:

Chris Anderson, Cornell University

Brian Ferguson, Expedia

# Cornell Hospitality Research Summit

Thursday, October 7th

12:15 - 1:45 p.m. Keynote Luncheon

*Christine Duffy, President and CEO, Maritz Travel Company*

## TRACK 1

## TRACK 2

## TRACK 3

1:45 - 3:00 p.m. Concurrent Conference Sessions

### Social Media Research

Session Chair: Bruce Hyatt, Sabre Hospitality Solutions

Presenters:

Stuart Greif, JD Power and Associates

Michael Wooden, ACS

Peter O'Connor, Essec Business School

### Trends & Performance

Session Chair: Chuck Floyd, Hyatt

Presenters:

Renata Kosova, Cornell University

Kurt Ekert, Travelport

Mark Woodworth, PKF Hospitality Research

### Revenue Management

Session Chair: TBA

Presenters:

Sheryl Kimes, Cornell University

David Roberts, Marriott International

3:00 - 3:30 Break

3:30 - 5:00 p.m. Concurrent Conference Sessions

### Next Gen Social Media

Session Chair: Kevin Jacobs, Hilton Worldwide

Presenters:

Steve Levigne, McDonald's

Shane O'Flaherty, Forbes Travel Guide

### Performance Excellence

Session Chair: Jeff Horwitz, Proskauer

Presenters:

Rajiv Kaul, The Leela Palaces Hotels and Resorts

Padmaja Kumari Mewar, Historic Resorts Hotels

### Hospitality Workplace and Operations

Session Chair: Faith Taylor, Wyndham Worldwide

Presenters:

Liana Victorino, University of Victoria

Rick Garlick, Maritz Hospitality Research Group

Matthew Freedman, Cornell University

5:30 - 6:30 p.m. Reception

6:30 - 9:00 p.m. Gala Dinner, Keynote Address

*Gerald Lawless, Executive Chairman, Jumeirah Group*

# Cornell Hospitality Research Summit

Friday, October 8th

8:30 - 9:30 a.m. Keynote Address  
*Randy Smith, CEO and Co-founder, STR*

## TRACK 1

## TRACK 2

## TRACK 3

9:30 - 10:00 a.m. Break

10:00 - 11:30 a.m. Concurrent Conference Sessions

### Brand Management

Session Chair: Stephen Brandman, Thompson Hotels

Presenters:

Chekitan Dev, Cornell University

Paolo Torchio, Sabre Hospitality Solutions

Robert Kwortnik, Cornell University

### Customer Loyalty

Session Chair: Radhika Kulkarni, SAS

Presenters:

Michael McCall, Cornell University & Clay Voorhees, MSU

Sean Taggart, Fairmont Raffles Hotels International

Jim Coyle, Coyle Hospitality

### Sustainability and Corporate Responsibility

Session Chair: TBA

Presenters:

Paul Hamilton, Schneider Electric

Lindsey Anderson, Cornell University

David Jerome, IHG

11:30 a.m. - 12:45 p.m. Keynote Luncheon

*Frances Frei, UPS Foundation Professor of Service Management, Harvard Business School*

12:45 - 2:15 p.m. Concurrent Conference Sessions

### Leadership and Organization

Session Chair: Jan Schnable, Marsh Inc.

Presenters:

Keith Kefgen, HVS & Jim Houran, 20120 Assesment™

Ed Moran, Deloitte & Touche LLP

### Customer Satisfaction Experiences

Session Chair: Ted Teng, Leading Hotels of the World

Presenters:

Rob Rush, LRA Worldwide & Andy Turton, TRG

Laurence Bernstein, Proteanstrategies

Michael Latour & Kathryn Latour, UNLV

### Hospitality Analytics

Session Chair: TBA

Presenters:

George Harmon, DK Shifflet & Associates, Ltd.

Ravi Mehrotra, IDEaS- A SAS Company

Kelly McGuire, SAS

2:15 - 3:30 p.m. Closing Remarks and Awards