

Pillsbury Institute for Hospitality Entrepreneurship

STATLER HALL
HOTEL ADMINISTRATION

2019-2020
Year In
Review

Mission Statement

The Leland C. and Mary M. Pillsbury Institute for Hospitality Entrepreneurship, which opened in 2006, teams students with seasoned faculty and accomplished entrepreneurs to help them develop the knowledge, skills, and practical experience necessary to pursue their entrepreneurial ambitions. The Pillsbury Institute is also a source of information on creating a hospitality business, managing a small and family-operated business, purchasing a franchise, developing a corporate venture, funding a new venture, and being an innovator.

The School of Hotel Administration offers undergraduate and graduate level entrepreneurship courses that incorporate both academic and practical components. The courses are designed to provide students with an analytical framework for pursuing an entrepreneurial venture. The institute supports the entrepreneurship curriculum through its co-curricular offerings—programs, events, and network.

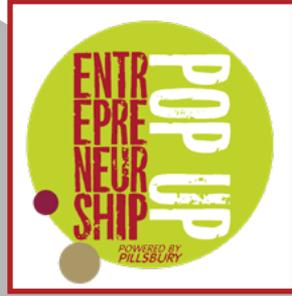
The institute guides the experiential learning process by creating programs that focus on business planning. These programs help students gain experience while reinforcing learning. The best plans provide a foundation on which to grow a business—the driver of economic development and generator of innovative ideas in hospitality.

The Pillsbury Institute engages with students, faculty, alumni, entrepreneurs, and innovators—stakeholders who have a direct tie to the hospitality industry. With the support of the Advisory Board members and through the Entrepreneurs in Residence program, the institute drives outreach, guarantees programs are relevant, and embraces current trends in hospitality.

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Leadership

From the Director

The Pillsbury Institute for Entrepreneurship has had an exciting year and participation among our 31 board members is strong. More than advisors and patrons, they are the life-blood of the Institute!

Please take time to look back over the last year:

Co-directors Linda Canina and Dave Sherwyn began their appointment in July 2019 and along with veteran program manager Michelle Ciaschi, immediately committed to continuing signature PIHE events. We kicked off the 2019/2020 academic year with a preview of what the year would hold. Board Members Glen Coben '86 and Rob Gregor '00, JD '07 provided students with a glimpse of entrepreneur life. The positive feedback received from the record setting number of students in the audience created excitement for the special year to come.

The Hilton Hospitality Hackathon involved over 60 students who worked innovative solutions to deliver world-class, differentiated experiences for travelers. Next, the Hospitality Pitch Deck Competition, featuring 24 teams, with the top three presenting to a panel of judges, including board members Warren Leeds '84 and Danny Stein '92, and Entrepreneur in Residence Meli James '00. Our Entrepreneurs in Residence Program saw 10 EIR's mentor over 75 students and held over 100 meetings. The mentoring provided is invaluable to our students. Last, we kicked off our Hospitality Business Plan Competition and planned for its culmination during Cornell's "Hotel Ezra Cornell (HEC)".

In 2020, life changed dramatically as all in-person classes and events were cancelled or went virtual in March due to the pandemic. Years ago, PIHE had created the innovation network that had been discontinued. This year we had brought it back, but because of safety concerns, it was cancelled. At the same time our business plan competition was heating up with the final presentations to be judged at HEC. Within a week, the pandemic disrupted the institute's plans for this as well and the business plan competition went virtual. Although unexpected, the entrepreneur world understands flexibility and we immediately worked to recreated our vision and prepare for all events to be virtual until further notice.

After the June Board meeting, we developed a series of webinars, the first one featured board member Stacy Fischer-Rosenthal. Look for two more webinars this Fall. PIHE also reinstated their Internship Program in collaboration with the Career Management Center. The growing need for student internships and externships, allowed us to expand so that all members of SHA's Centers and Institutes can participate. Finally, board member, Jacob Wright, helped bring back the class, "Conversations with Entrepreneurs". The Spring will feature another offering of this course, along with several new courses in which Board Members will have the opportunity to be actively involved.

The pandemic forced us to change, but Entrepreneurs have always used disruption to create and move forward, and that is what we are committed to doing. We know that as we continue to face this challenge, PIHE is ready with innovative ideas. We look forward to working with, and growing, our Board and continuing to expand our offerings.



[Linda Canina](#)
Academic Co-director



[David Sherwyn](#)
Academic Co-director



[Michelle Ciaschi](#)
Program Manager

Our Board



Bob Alter '73
President
Seaview Investors



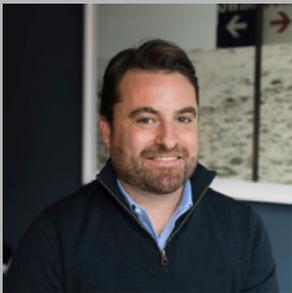
Kenneth Blatt '81
Principal
CPG Real Estate



Yaniv Blumenfeld '95
Founder and
Managing Partner
Glacier Global Partners, LLC



Patrick Bosworth
Co-Founder and Chief
Executive Officer
Duetto



Jason Brown '05
Partner
Blue Flag Partners, LLC



Glen Coben '86
Founder and President
Glen & Company Architecture



Chad Crandell '83
Co-Founder and CEO
CHMWarnick



Robert S. DeVries
Global Head of Hospitality &
Leisure Practice
Spencer Stuart,
North America



Monica Digilio
Executive Vice President
and Chief Human Resources
Officer
Caesars Entertainment



Joseph Fan P '22
President
Brighton Management



Stacy Fischer-Rosenthal, P '16
President
Fischer Travel Enterprises
President
Fischer-Rosenthal Consulting



Michael Frenkel, P'22
President
MFC PR

Our Board



Tim Hentschel '01
Chief Executive Officer
HotelPlanner.com



Steven Hurowitz P'19 & P'21
Chief Executive Officer
HB Capital Group, LLC



Ashwin Kamlani, MMH '03
Executive Vice President
Kognitiv



**Warren Leeds '84,
P'14 & P'19**
Founder and
Chief Executive Officer
Dartcor Food Services



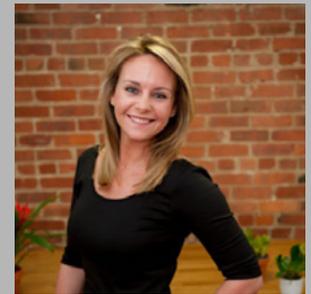
George Markantonis
President and
Chief Operating Officer
The Venetian
The Palazzo
Sands Expo



Ravi Mehrotra
President, Founder and Chief
Scientist
IDeaS Revenue Solutions



Abe Ng '95
Founder, President, and
Chief Executive Officer
Sushi Maki



Allison Page
Co-Founder and Chief
Product Officer
SevenRooms



Jake Phipps
Founder and
Chief Executive Officer
Phipps & Company



Leland Pillsbury '69
Chairman
Thayer Lodging Group, a
Brookfield Company



Frederick J. Singer
President and
Chief Executive Officer
Singer Equipment Company, Inc.



Sandy Solmon
Founder, President, and
Chief Executive Officer
Sweet Street Desserts

Our Board



Danny Stein '92
Managing Partner
Volery Capital Partners



Joe Tagliente '89
Partner and
Chief Executive Officer
Lenrock Management Group



Ted Teng '79
Former President and Chief
Executive Officer
The Leading Hotels of the
World



Anthony Turano '04
Director of Administration
Turano Baking Company



Mark Wolman
Principal and Partner
Waterford Hotel Group



Jacob Wright
Founder and CEO
Skyward Hospitality



Jimi Yui '79
Founding Principal
YuiDesign

Entrepreneurs In Residence

About the Program

Every academic year, the Pillsbury Institute invites successful entrepreneurs to the Ithaca campus through the Entrepreneurs in Residence program. The program enables students to learn through ongoing personal interaction with successful entrepreneurs. The entrepreneurs-in-residence meet one-on-one with students to help them with business development, networking, and career planning.

How it Works

With support from the [StartupTree](#) platform, students and mentors can seamlessly schedule meetings and manage profiles while engaging with the broader Cornell Entrepreneurship Community.

StartupTree is the leading platform and the fastest growing network for university entrepreneurship. Entrepreneurial participants including students, alumni, staff, and faculty use StartupTree to access the resources they need and to discover, connect, and collaborate with co-founders, team members, and mentors on their journey.



Total Meetings
109



Total Students
79



Total Mentors
10



Entrepreneurs In Residence



Nick Bayer '00
Founder and
Chief Executive Officer
Saxbys



Glen Coben '86
Founder and President
Glen & Company Architecture



Robert Gregor '00, JD '07
Founder and Owner
Gregor Hotels



Meli James '00
Co-founder, Mana Up
President
Hawaii Venture Capital
Association Venture



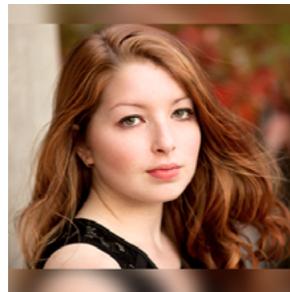
Daniel Leyva '14
Chief Wings Officer
Wings Over



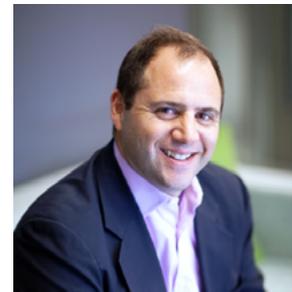
Felix Litvinsky P '23
Managing Director
Blackstone LaunchPad at
Cornell University



Richy Petrina '01
Founder
Ithaca Wine Ventures



Marisa Sergi '15
Chief Executive Officer and
Founder
RedHead Wine



Danny Stein '92
Managing Partner
Volery Capital Partners



Ellen Yui
Founding Principal
YUI+Company

"Through the entrepreneurs in residence program, the Pillsbury Institute gave me the opportunity to meet with many successful entrepreneurs who gave me lots of support in developing my own startup. The institute also offered several opportunities to work more on developing my business such as the business plan competition where I received a lot of training in developing the full business plan for my startup. Extremely grateful for all the support received from the institute in my entrepreneurial journey!" - Ghali Jorio '21

Internships and Student Engagement

Sponsored by the Centers & Institutes in the School of Hotel Administration, the [C&I Internship Program](#) provides students opportunities to gain practical experience in innovation, entrepreneurship, healthcare, food & beverage management, research, real estate finance, labor and employment relations, and other hospitality focus areas.

If you are a current student or a participating C&I advisory board member company, visit the [Centers & Institutes](#) home page to apply for or submit available internship opportunities.



Internship Duration
2 weeks to 12 weeks



Intern Compensation
Competative Salary



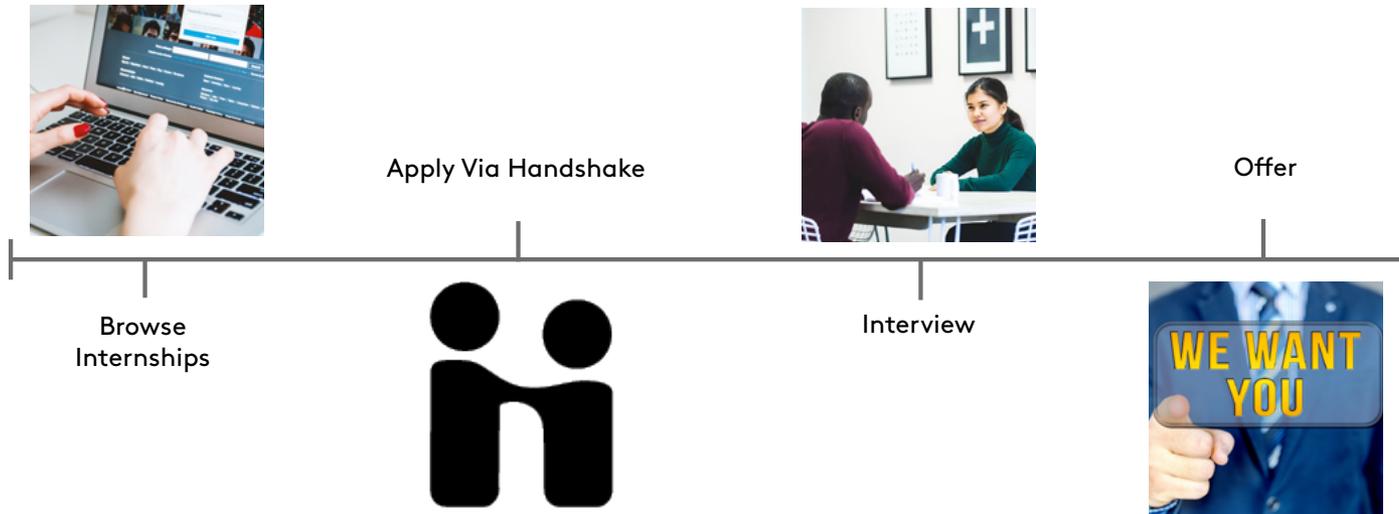
Intern Reporting
Entrepreneur or Senior Executive



Internships and Student Engagement



Student Application Process



Company Participation Process

Events

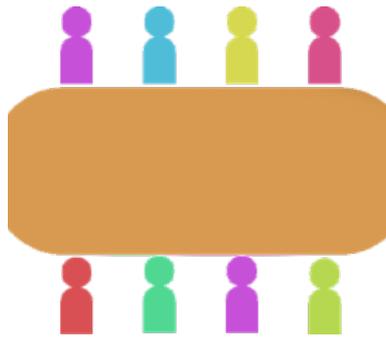
FY 2019-2020

Student
Engagement



500+ Students

Board Member
Engagement



30+ Board Members

Total Events



6 Events





[Pillsbury Hospitality Entrepreneurship Kick-Off Event](#)

September 11, 2019

Statler Park Atrium, Ithaca, NY

The Pillsbury Institute for Hospitality Entrepreneurship invited students, staff and faculty to join us for our Hospitality Kick-off Event! Students learned about PIHE programming and resources, and how we support entrepreneurship at the Hotel School. Food was served and no registration required.

The event was open to all students!



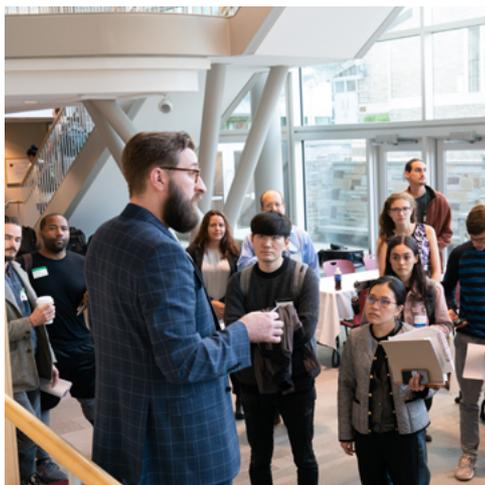
[Hospitality Hackathon](#)

September 20 - September 22, 2019

eHub, Ithaca, NY

“The 2019 Hospitality Hackathon asked the students: “In a world of limitless possibilities, how do you connect a customer with their dream experience?” Challenges included improving “digital customer journeys,” including the hotel search process and developing more personalized experiences.

In addition to suggesting ways to connect customers with the right rooms, the L’Hospitality team’s grand prize-winning “Project Mu” (a reference to the Greek symbol representing the coefficient of friction) sought to ease burdens on hotel operations staffs.”



[Hospitality Business Plan Competition Pizza Social & Information Session](#)

October 9, 2019

Statler Park Atrium, Ithaca, NY

Students joined us in the Statler Hall Park Atrium to review competition rules and guidelines with Faculty Chairs, Adam Klausner, and Adam Walden. Pizza was provided!

For students looking for team members, this was a perfect opportunity to get to know other students who wanted to join a team!

Events

[Hospitality Pitch Deck Competition Finals and Awards Reception](#)

November 19, 2019

198 Statler Hall, Ithaca, NY

The Cornell Hospitality Pitch Deck Competition is an experiential learning opportunity for student entrepreneurs who are contemplating, starting, or operating an early stage hospitality-based venture, and who are looking to improve their pitching skills, with the potential to earn seed funding for their venture.

Congratulations to the 2019 winning teams!

1. First Place (\$3,000): WAY
2. Second Place (\$1,500): Silver Moon
3. Third Place (\$500): Suna Breakfast

[Hospitality Business Plan Competition](#)

April 17, 2020

Virtual

The Cornell Hospitality Business Plan Competition is an annual entrepreneurship event that begins at the start of the academic year when students form teams and develop executive summaries for their business plans. The competition ends in early spring during Hotel Ezra Cornell (HEC), when the student teams submit their final business plans and semi-finalist teams make their presentations to a judging panel that selects the top three concepts as winners.

Congratulations to the 2020 winning teams!

1. First place (\$25,000): Matte Black Lounges
2. Second place (\$7,500): farmVal
3. Third place (\$5,000): PediCure

[PIHE Spring Advisory Board Meeting](#)

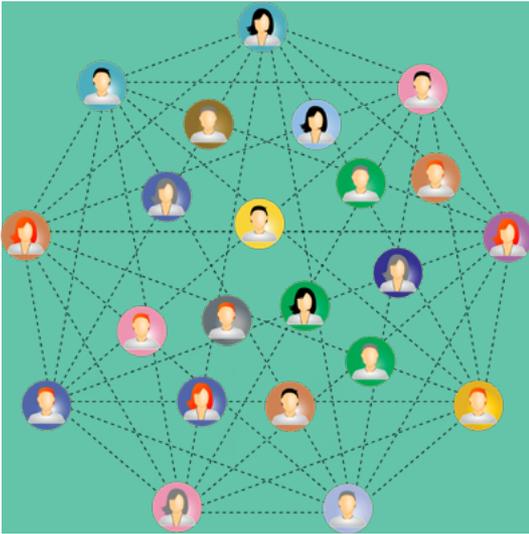
June 17, 2020

Virtual

The board discussed reinstating our internship program, the importance of experiential networking, and the process of moving our live events to a virtual platform for the upcoming semester. Also discussed was the creation of new webinars for the 2020-2021 Academic year.



C&I Webinars



Total Webinars

14



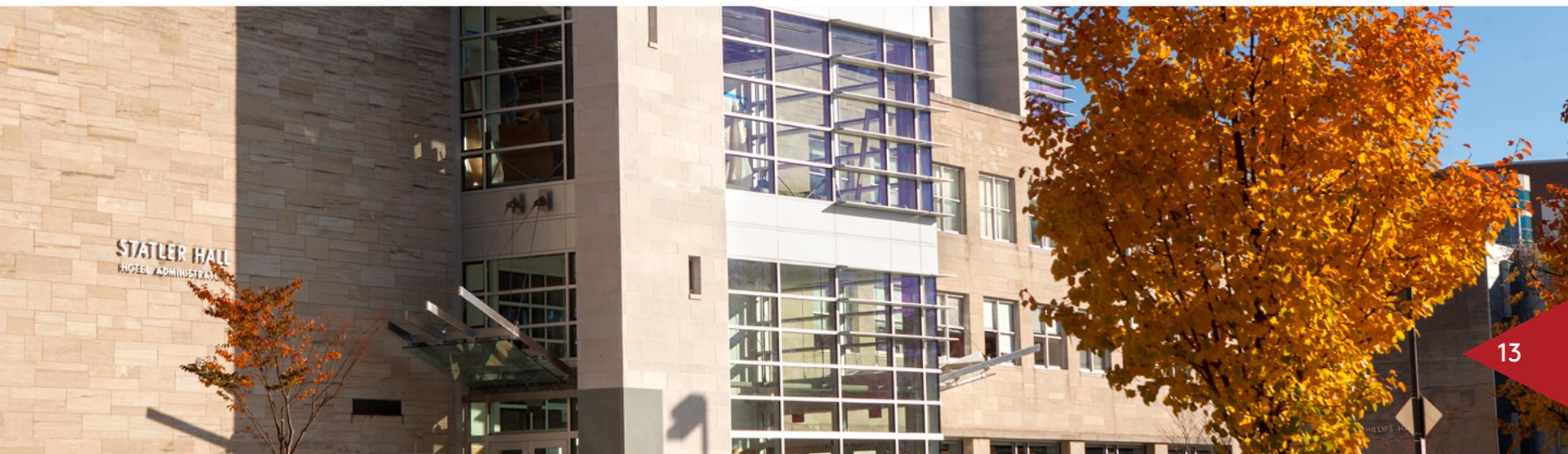
Total Speakers

50+



Total Views

68K+



PIHE Highlights



[Building Guest Confidence: Making Hospitality Safe](#)

July 20, 2020

In collaboration with Cornell Institute for Healthy Futures

No industry has been hit harder by the COVID-19 pandemic than hospitality. Numerous hotels were forced to close, while those that remained open were often operating at occupancy rates lower than 10%. As more hotels begin to reopen, they are faced with a variety of questions ranging from how to go about attracting wary guests to what physical changes need to be made to ensure safety. How can individual hotels adapt to this evolving situation, and what must the industry as a whole do to get back on track?

In this webinar, a number of hospitality experts weighed in on these issues and more, offering firsthand insight into how industry leaders are planning to reopen as the pandemic continues to spread in some places while appearing to be on the retreat in others.

Speakers included Dr. Robert J. Corona, CEO, SUNY Upstate Medical University Hospital; Sergio Saenz, Director of Hospitality and Principal, HKS; Duane Schroder, Vice President of Operations, Waterford Hotel Group; Stacy Fischer-Rosenthal, President, Fischer Travel Enterprises and Fischer-Rosenthal Consulting; and David Sherwyn, Professor, Cornell School of Hotel Administration.

Media

The Pillsbury Institute for Hospitality Entrepreneurship is excited to have a dedicated [YouTube playlist](#) within the SC Johnson College of Business YouTube channel. Visitors can watch student presentations from our annual competitions and other events.

In addition to the videos, we have photos from our events available on our [Shutterfly page](#). These images are available to the public and highlight our many opportunities for student engagement.



Academic Engagement

Faculty



[Linda Canina](#)
Professor of Finance
Academic Co-director - PIHE



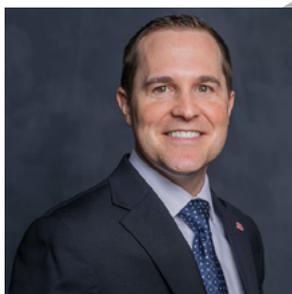
[Christopher Gaulke](#)
Lecturer



[Adam Klausner](#)
Senior Lecturer



[Heather Kolakowski](#)
Lecturer



[Andrew Quagliata](#)
Senior Lecturer
Assurance of Learning
Director, Hotel School



[David Sherwyn](#)
John and Melissa Ceriale
Professor of Hospitality Human
Resources
Academic Co-director - PIHE



[Neil Tarallo](#)
Senior Lecturer



[Adam Walden](#)
Lecturer

2019-2020 Class Offerings



Fall 2019

- [HADM 4130](#) Entrepreneurial Management
- [HADM 4140](#) Corporate Entrepreneurship
- [HADM 4301](#) Restaurant Entrepreneurship
- [HADM 6130](#) Entrepreneurial Management
- [HADM 6140](#) Corporate Entrepreneurship
- [HADM 6301](#) Restaurant Entrepreneurship

Spring 2020

- [HADM 4130](#) Entrepreneurial Management
- [HADM 4140](#) Corporate Entrepreneurship
- [HADM 4800](#) Law for Entrepreneurs
- [HADM 6130](#) Entrepreneurial Management
- [HADM 6140](#) Corporate Entrepreneurship
- [HADM 6800](#) Law for Entrepreneurs



Membership Benefits

All of our Centers and Institutes at the Cornell School of Hotel Management are privately funded by our generous board member companies. These memberships allow us to continue to provide the very best in academic courses, industry research, and student development opportunities.

The [Pillsbury Institute](#) stays continually involved with students, entrepreneurs, faculty, alumni, and practitioners through a broad range of activities—programs, events, competitions, internships, and organizations. Join the Pillsbury Institute, where we educate, innovate, and generate—the next generation of entrepreneurs.

[Become a Pillsbury Institute for Hospitality Entrepreneurship Corporate Member](#)

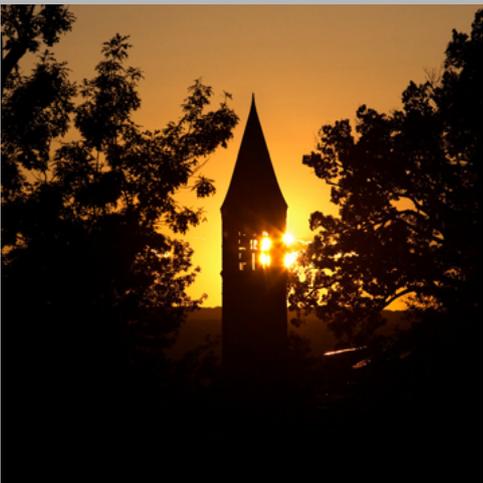


Membership Benefits

Corporate Membership Benefits

PIHE Corporate Member benefits include:

- Invitation to become a member of the Pillsbury Institute's Advisory Board and to attend its two annual meetings.
- Recognition as a member on the Pillsbury Institute website, including your corporate logo, a link to your company's website, and the advisory board member's personal bio and photo.
- Invitations to participate in the following Pillsbury Institute programming including but not limited to:
 - Networking Socials
 - Semi-final round judge for the Cornell Hospitality Business Plan Competition (Spring Semester)
 - Industry Roundtables
 - Opportunity to be considered:
 - An Entrepreneur in Residence
 - A guest lecturer in entrepreneurship classes
 - A panelist at external conferences
 - A judge for competitions
- Ability to nominate industry leaders for the Cornell Hospitality Innovator Award
- Invitations to leading Cornell networking events around the world
- Opportunity to mentor and interact with graduate and undergraduate students
- Access to highly-motivated students for employment and internship opportunities.



Membership Benefits

Giving Opportunities

PIHE Giving Opportunities:

Faculty and Leadership

- Entrepreneurship professorship endowment: \$3-5 million endowment
- Entrepreneurship faculty renewal grant: \$500,000 endowment or \$100,000 per year
- Named academic director position: \$1 million endowment or \$35,000 per year

Education

- Faculty Ambassador program: \$40,000 per year

Experiential Learning

- Hospitality Business Plan Competition: \$50,000 per year
- Networking socials : \$7,500 per year
- Industry roundtables: \$10,000 per roundtable (3-4 per semester)

Engagement

- Entrepreneurs in Residence program: \$30,000 per year



Thank You To Our Members and Affiliates



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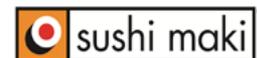
duetto



Kognitiv®



SpencerStuart

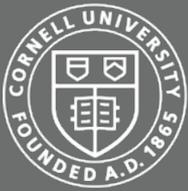


The Pillsbury Institute for
Hospitality Entrepreneurship

Cornell University
School of Hotel Administration
149 Statler Hall
Ithaca, NY 14853

Phone: 607.255.0179
pihe@sha.cornell.edu

pihe.cornell.edu



The Hotel School

Cornell
SC Johnson College of Business

Leland C. and Mary M. Pillsbury Institute
for Hospitality Entrepreneurship

