

Cornell Institute for Food and Beverage Management

A black and white photograph of Statler Hall, a modern building with a stone facade and large glass windows. The building is partially obscured by red and grey geometric shapes. The text "STATLER HALL HOTEL ADMINISTRATION" is visible on the stone wall.

2020-2021
Year In
Review

Mission and Vision Statement

Our Mission: To support and engage students, faculty, alumni, and industry leaders in unique educational activities surrounding teaching, research and industry outreach with the food and beverage industry.

Our Vision: To create synergies between students, faculty, alumni, and industry partners to build our position as thought leaders in the food and beverage industry. CIFBM is aligned with SHA's focus on the hospitality industry, yet closely tied to the Business of Food interdisciplinary theme across the Cornell SC Johnson College of Business.

The Business of Food is an initiative in the Cornell SC Johnson College of Business. Its vision is to collaborate for thought leadership and to create a hub of cutting-edge research, innovative teaching, and collaborative industry engagement.

Cornell has a rigorous food presence in many areas that makes us a leader in the business of food:

agriculture
agribusiness
business school
career and job placement
food service and hospitality
food and science innovation
international development
sociology
student activities
sustainability

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Leadership

From the Director

Dear Board Members, Faculty, Staff, Students, and Industry Leaders:

As we reflect on the past 18 months and look at how our lives and industry has been affected, it is clear that we have been through a lot; at the same time we still have much to be thankful for. Our industry has always been resilient and we demonstrated that fact once again. As we continue to rebuild our top lines, we are dealing with labor shortages, supply chain shortages, new regulations, the increased need for technology, new product support, third-party delivery, and an ever-evolving consumer base. There is, however, a bright side to all of these challenges and changes. Pent up demand for food and beverage services is at an all-time high and technological innovations are helping operators better reach their guests, manage their operations, and plan for the future. I remain optimistic that 2022 will be a great year for the hospitality industry.

It is now time to move back to our in-person activities and engagement that we started in 2019. Going forward we will be resuming our roundtables, hosting and participating in food and beverage industry conferences, and sponsoring the labor market enhancement and training work we started in 2019.

Thank you all for your support, patience, and engagement as we take CIFBM to the next level in 2021-2022 and beyond.

Sincerely,

Alex



[Alex Susskind](#)

Associate Dean
Academic Affairs,
School of Hotel
Administration

Director

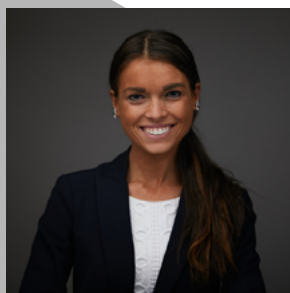
Food and Beverage Institute

Our Board

As of June 2021



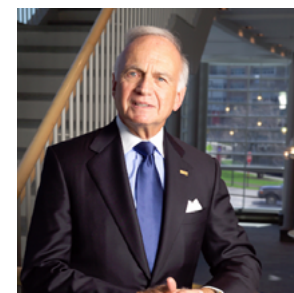
[Susan Guerin '83](#)
President and CEO
World Finer Foods



[Taylor M. Hardy '19](#)
Vice President of
Operations
Hardy World



[Barry Moullet](#)
President
BBM Executive Insights, LLC



[Burton "Skip" Sack '61](#)
Partner and Chairman
Classic Restaurant Concepts



Faculty In the News

[Jersey Mike's Subs: Community Giving Differentiating It As A Brand](#)

Author: Gary Stern

August 3, 2020

Forbes

Jersey Mike's community fundraising helps "connect it to the social fabric of the community," explains Alex Susskind, a professor of Food and Beverage Management at Cornell's School of Hotel Administration, in Ithaca, N.Y.

In fact, these charitable efforts help differentiate Jersey Mike's from competitors such as Subway. "What makes you go to Jersey Mike's, besides the meats, is everything else—the service value and their community



[Cornell Expert Gives Advice to Restaurants Adapting to Latest COVID-19 Regulations](#)

Author: Staff Writer

November 13, 2020

Fox40

"Short term, it's going to have to be foodservice operators being really creative about how they're going to make up for that loss of revenue," Jan said. "Is it opening earlier and that hoping that guests will come for dinner a little earlier? Or maybe it's about opening up for an additional service, maybe opening for lunch and hoping that guests will do take-out for lunch and whatnot..."



[The new dining reality: Shorter menus, quicker meals — and ugly-delicious dishes](#)

Author: Tom Sietsema

February 16, 2021

The Washington Post

About time, says Alex Susskind, professor of food and beverage management at the Cornell School of Hotel Administration. Finally, he says, "restaurants have figured out how to raise prices and pass the cost of doing business on to the consumer," as airlines and hotels have in the past. The pandemic, he says, is "an opportunity for restaurants to improve labor relations — pay more to staff — and try to renegotiate the fundamental elements of their business."



In the News



[NY hospitality and healthcare industries help families fight pediatric cancer](#)

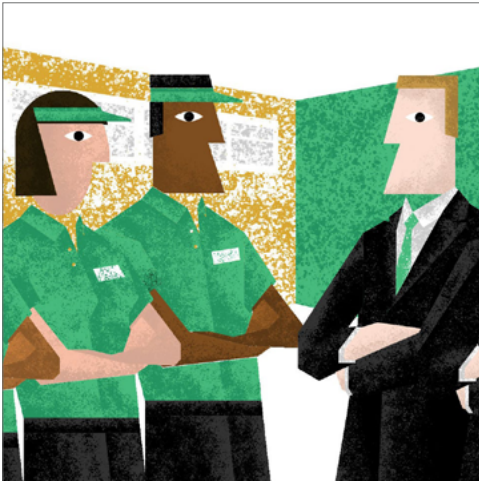
Author: Staff Writer

March 12, 2021

HotelBusiness

Industry leaders from the world's of healthcare and hospitality have joined forces to help children and their families fight against pediatric cancer, as part of Ronald McDonald House New York's (RMH-NY) health-care and hospitality councils. wouldn't call it "crazy."

Members of RMH-NY's hospitality council include: Heachter Kolakowski, lecturer, food and beverage management, hunger, health and nonprofit social enterprise, Cornell University;



[Restaurant Leadership Lacks Black Female Executives](#)

Author: Charisse Jones

May 17, 2021

USA Today

"It's a great opportunity to ... create a better industry that's more inclusive, that creates more opportunities for people at every level," says Lilly Jan, who teaches food and beverage management at Cornell's School of Hotel Administration.



[Congress wants to give restaurants \\$60 billion more in aid](#)

Author: Kristin Schwab

June 14, 2021

As heard on: Marketplace

And with the labor shortage, Alex Susskind at the Cornell Institute for Food and Beverage Management said, the money could help businesses pay more to attract workers. His favorite local Mexican restaurant is only open for dinner now.

"And I asked the other day, I'm like, 'Hey, when are you guys opening for lunch?' And he goes, 'Ahh, as soon as I can get a second shift hired,'" Susskind said.

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

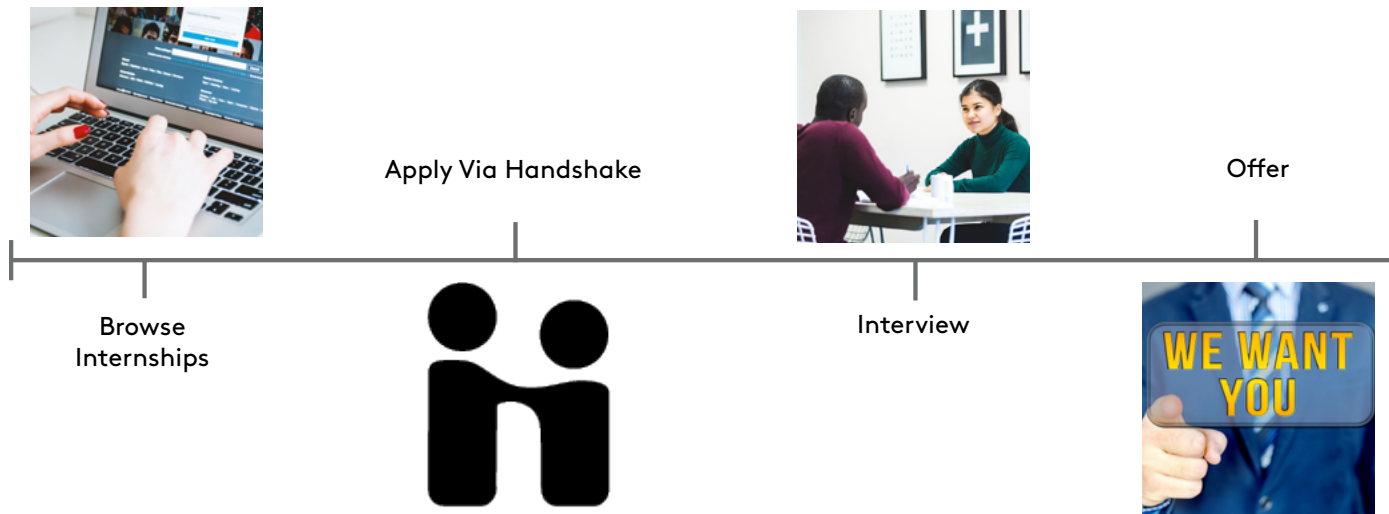


Intern Reporting
Entrepreneur or Senior Executive

Internships and Student Engagement



Student Application Process



Company Participation Process

Events

FY 2020-2021

[Train-the-Trainer – Life Skills and Personal Storytelling for Personal and Professional Success](#)

June 1, 2021

Virtual

The Cornell Institute of Food and Beverage Management (CIFBM) is committed to creating greater synergy and collaboration between nonprofit hospitality training organizations and leading employers.

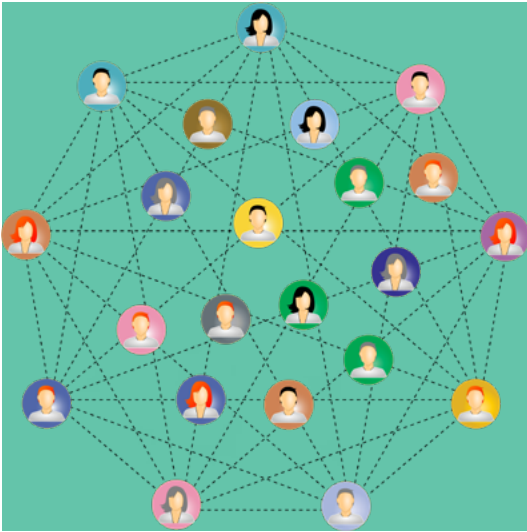
The institute, through various programming, provides support and training to nonprofit hospitality training organizations while connecting them with leading employers who share similar values and visions for their employees. Opportunities and Challenges in Community-based Hospitality Education, roundtables (stalled by the pandemic) led by the institute's Director, Alex Susskind, foster conversation and connection between these two industry sectors. The CIFBM is committed in creating a win-win-win situation that benefits employers, these training organizations and most importantly, the individual seeking employment.

On June 1, 2021, the CIFBM offered staff from community-based hospitality (CBO) training organizations a FREE on-line workshop on how to best provide both life and personal storytelling skills to the people they serve. The workshop's objective was to provide professional development to staff members who help job-seeking individuals to prepare for the hospitality workplace. The workshop was facilitated by Barbara Lang from B. Lang Consulting and produced by Jess Cisco of Active Leading.

CIFBM Events have historically occurred in both the Fall and Spring Semesters. In Spring 2020, with the disruption of COVID-19, we switched our focus to producing webinars in order to continue our ongoing conversations between industry experts/alumni and SHA faculty. The following section contains highlights from those webinars.



C&I Webinars



Total Webinars

51



Total Speakers

50+



Total Views

120K+



CIFBM Highlights

[REOPENING RESTAURANTS AFTER COVID-19: Lessons From Asia](#)

December 8, 2020

With coronavirus cases currently skyrocketing across the United States and in some areas a long, cold winter ahead, many questions remain as to how the nation's food and beverage industry can and should respond. Most restaurateurs are eager to reopen but unsure of how to do so safely and responsibly. With restrictions and guidelines varying from state to state, those in the industry are having to plan and adapt as best they can until specific guidelines from health organizations and legislators provide additional parameters.



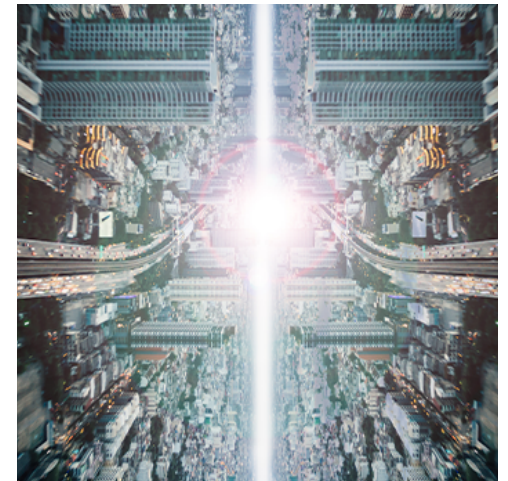
[THE INDUSTRY'S VISION OF TOMORROW'S HOSPITALITY](#)

March 10, 2021

Viewers joined hospitality leaders as they shared their insights into the future of our industry, the consumer trends that are reshaping guest expectations, operations, and visionary ideas from other industries.

Topics included:

- Future innovations in the hospitality industry
- Current and emerging consumer behavior trends that are driving these innovations
- Insights and adaptations from other industries



[POST-2020 FOOD AND BEVERAGE: Rebuilding an Embattled Industry](#)

March 23, 2021

The food and beverage industry is at a crossroads. The last few years have seen industry icons exposed for sexual assault and misconduct, restaurateurs taken to task for cultural appropriation and racially insensitive concepts, and food media organizations exposed for discriminatory cultures.

The pandemic has highlighted for the public the issues of staffing and labor, wage theft and disparity, workplace culture and discrimination, predatory technology platforms, ever-shrinking profit margins, and difficult customers that many owners, operators, and employees have always known about.



CIFBM Highlights



[BREWING A BETTER WAY: The Next Chapter in Beer Service](#)

June 24, 2021

As with most activities, COVID-19 has complicated the simple act of grabbing a beer. It was risky to gather at bars or restaurants, resulting in the biggest disruption to the U.S. alcoholic beverage industry since Prohibition. Over the last year, restaurateurs, brewers, and beer professionals have had to adapt to ever-changing laws and consumer tastes. What they've discovered is opening the next chapter for beer-focused establishments and creating exciting opportunities for both operators and consumers.



Academic Engagement

Faculty



[Alex Susskind](#)
Professor
Associate Dean for
Academic Affairs, School of
Hotel Administration



[Aaron Adalja](#)
Assistant Professor



[Christopher Gaulke](#)
Lecturer



[Cheryl Stanley](#)
Lecturer



[Douglass Miller](#)
Lecturer



[Michael Ravinder Kingra](#)
Lecturer



[Lilly Jan](#)
Lecturer



[Marie Ozanne](#)
Assistant Professor



[Heather Kolakowski](#)
Lecturer

2020-2021 Class Offerings



Fall 2020

- [ALS 5900](#) Master of Professional Studies Project Development
- [ALS 5910](#) Master of Professional Studies Project Completion
- [HADM 1360](#) Introduction to Foodservice Management
- [HADM 2360](#) Food Service Management, Theory and Practice
- [HADM 3350](#) Restaurant Management
- [HADM 4300](#) Introduction to Wines
- [HADM 4315](#) Nonprofit Social Enterprise and Food Justice
- [HADM 4340](#) Catering and Special Events Management
- [HADM 4380](#) Culture and Cuisine
- [HADM 4910](#) Hotel Ezra Cornell (H.E.C.)
- [HADM 4971](#) Distinction in Research Course II
- [HADM 4990](#) Special Studies Project I
- [HADM 7960](#) Seminar in Leadership, Diversity, and Inclusion

2020-2021 Class Offerings

Spring 2021

- [ALS 5900](#) Master of Professional Studies Project Development
- [ALS 5910](#) Master of Professional Studies Project Completion
- [HADM 1360](#) Introduction to Foodservice Management
- [HADM 2170](#) Hotel Leadership Development Program
- [HADM 2360](#) Food Service Management, Theory and Practice
- [HADM 3055](#) Hospitality, Health and Design Industry Immersion Seminar
- [HADM 3350](#) Restaurant Management
- [HADM 3365](#) Foodservice Management Essentials
- [HADM 4300](#) Introduction to Wines
- [HADM 4310](#) Wine and Food Pairing Principles and Promotion
- [HADM 4315](#) Nonprofit Social Enterprise and Food Justice
- [HADM 4320](#) Contemporary Healthy Foods;
- [HADM 4350](#) Selection, Procurement, and Supply Chain Management;
- [HADM 4360](#) Beverage Management;
- [HADM 4375](#) Introduction to Fermented Grains, Hard Ciders, and Sake;
- [HADM 4530](#) Foodservice Facilities Design
- [HADM 4910](#) Hotel Ezra Cornell (H.E.C.)
- [HADM 6055](#) Hospitality, Health and Design Industry Immersion Seminar;
- [HADM 6100](#) MMH Distinguished Lectures (DDLs);
- [HADM 6350](#) Selection, Procurement and Supply Chain Management
- [HADM 7960](#) Seminar in Leadership, Diversity, and Inclusion



Membership Benefits

All of our Centers and Institutes at the Cornell School of Hotel Administration 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.

A primary focus of the Cornell Institute for Food and Beverage Management is to bring food and beverage industry alumni and executives into our learning environment. We rely on these leaders to provide the institute with intellectual and financial capital to enhance its programming and elevate its industry contributions.

You and your company can take advantage of CIFBM's industry outreach and development opportunities. Our Advisory Board members become part of the institute's thought leadership hub for managing the ever-evolving food and beverage industry, influencing public policy, and changing the management practice within the business of food.

[Become a Cornell Institute for Food and Beverage Management Member](#)



Membership Benefits

CIFBM Corporate Member benefits include:

- Invitation to become a member of the CIFBM Advisory Board. The board, composed of senior-level leaders in the industry, meets annually.
- Invitation to the CIFBM board member to participate in all industry and faculty roundtables sponsored by the CIFBM.
- Opportunity to generate ideas for potential faculty and student research.
- Invitation to a student career Q&A session featuring you and your experience during an advisoryboard meeting.
- Your corporate name and logo (with a web link) featured on a rotating basis in the CIFBM e-newsletter, which circulates to executives, practitioners, and educators worldwide.
- Recognition as a partner of the CIFBM on our website, including your corporate logo, a link to your company's website, and the advisory board member's personal bio and photo.
- Invitations to leading Cornell networking events around the world.
- Opportunity to participate as a guest lecturer in classes supported by the CIFBM.
- Opportunity to participate as a panelist at the CIFBM events.
- Opportunity to be considered as speaker at other conferences and seminars where the CIFBM iscreating a panel.
- Access to highly-motivated students for employment and internship opportunities through the C&I Internship Program.
- Opportunity to mentor and interact with graduate and undergraduate students with an interestin these fields.
- Invitations to select industry events.
- Opportunity to contribute papers for consideration to be published in the CIFBM report series.



Membership Benefits



CIFBM Giving Opportunities

Event sponsorships

Roundtables: \$2,500 – \$10,000/event

Student travel: \$1,000 – \$15,000/year

Experiential Learning

Networking programs and events: \$2,500/event

Membership

Advisory Board membership: \$33,000 annually

Learn more about the [CIFBM Advisory Board](#)



CIFBM Naming Opportunities

Cornell Institute for Food and Beverage Management: \$10 million

CIFBM academic director position: \$1 million or \$35,000 annually

Thank You To Our Members and Affiliates

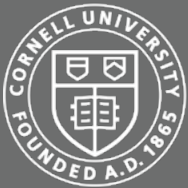


Cornell Institute for Food and Beverage Management

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The Hotel School

Cornell
SC Johnson College of Business

**Cornell Institute for Food and
Beverage Management**

