

## **MODERATOR**

### **Arthur Adler (SHA '78)**

**Chairman - Americas, Jones Lang LaSalle Hotel and Hospitality Group**

Arthur Adler, Chairman, has led the Americas division of Jones Lang LaSalle's Hotels & Hospitality Group for over 17 years. In his current capacity, Mr. Adler provides strategic oversight to the Group, which is part of the Jones Lang LaSalle's Hotels & Hospitality Group International. In addition, Mr. Adler is directly responsible for the Region's hotel transactions business, arranging the sale and financing of properties throughout the Americas. Over the last several years, JLL has arranged hotel transactions totaling approximately \$10 billion per annum.

Mr. Adler's diverse industry background includes arranging debt and equity transactions, consulting and asset management, litigation support and strategic planning for owners, investors and lenders. Mr. Adler oversees a business that includes over 100 people which has as its clients the most prolific hotel owners and operators in the industry including InterContinental Hotels and Resorts, The Blackstone Group, Colony Capital, Starwood Hotels and Resorts, Global Hyatt Corporation, Apollo Real Estate, Host Hotels and Resorts, LaSalle Hotel Properties, Noble Investments, HEI Hotels, Pebblebrook Lodging Trust, Marriott International, Kingdom Holdings, BCIMC, Barings, Goldman Sachs, Oaktree Capital, Walton Street Capital, Brookfield, and ADIA, among others. Selected transactions that JLL has recently completed include the sales or financings of the Montage Laguna Beach, Four Seasons Toronto, St. Regis San Francisco, Four Seasons Scottsdale, Mandarin Oriental Boston, Waldorf Astoria Chicago, Marriott Eastside New York, Waldorf Astoria Key West, Marriott San Juan, Marriott Georgetown and many others.

Previously, Mr. Adler was Managing Director of the Lodging & Leisure Group at Sonnenblick-Goldman Company. During his diverse career, he has been a Partner at Coopers & Lybrand in the Hospitality Consulting Group, a Senior Principal at Laventhal & Horwath, and an Operations Analyst for Hilton Hotels.

Mr. Adler holds a Bachelor of Science degree from Cornell University, is a member of the Cornell Hotel Society and has received their "Distinguished Alumni Award. He was the 2016 UJA Federation of NY Hospitality Division Honoree. Mr. Adler was named the 2007 Hospitality Financial Advisor of the Year by the American Lodging Investment Summit. Mr. Adler is on the advisory board of The Cornell University's Center for Real Estate and Finance, Chairman of ULI's Hotel Development Counsel, a member of Cornell's Hotel School Dean's Advisory Board, and a frequent presenter at global and domestic hotel industry conferences. He is regularly quoted in leading trade journals and has been featured as a hotel industry expert on *Cable News and CNNFN and in the Financial Times, The New York Times and the Wall Street Journal*.

## **PANELISTS**

### **Gina Bertucci**

**Director Event Management & Catering, Sheraton Times Square**

Gina Bertucci is the Director of Catering and Event Management for the Sheraton New York Times Square. Gina's love for the hospitality industry started 30 years ago as a wedding planner. Eight years later in 1995, Gina was hired at the New York Marriott Marquis as a Banquet Manager. She was promoted to Director of Banquets and later accepted the role of Director of Room Service and Hospitality, where she oversaw In-Room Dining. Gina's

experience at the Marquis also included Senior Event Manager and Director of Group Catering before assuming the role of Director of Catering. Gina achieved many milestones at the Marriott Marquis including Catering Sales Leader of the Year, Northeast Regional Sales Leader of the Year, Multiple Leadership Excellence Awards, and in 2015, Gina was named "Hospitality Professional of the Year" by The Food & Beverage Association.

### **Donna Keren**

**Senior Vice President, Research & Analysis, NYC & Company**

Donna Keren is Senior Vice President, Research & Analysis, at NYC & Company, the city's official Destination Marketing Organization. She directs a comprehensive research program covering visitor segments, economic impact, scenario planning & forecasting, and market research. The focus of much of Dr. Keren's work is on the international visitor market, cultural and culinary travel, and new travel segments. Working with multiple data sources from government and private studies, she has worked on the development of multivariate models that have fostered intra- and inter-industry research collaborations. The results have led to other innovative projects including a focus on borough and neighborhood tourism insights. A former Professor of Anthropology, Dr. Keren has taught graduate courses at the School of International & Public Affairs at Columbia as well as the Tisch Center for Hospitality & Tourism at NYU. A native New Yorker, she received her Ph.D. from City University of New York Graduate School.

### **Cindy Estis-Green (SHA '79)**

**Co-Founder and CEO, Kalibri Labs**

Cindy Estis Green's career began in corporate marketing and senior operations roles for Hilton International. After founding the data mining consultancy, Driving Revenue and selling it to Pegasus Solutions, Ms. Green was managing partner of The Estis Group providing strategic marketing consulting to the hospitality industry.

Co-author of the groundbreaking 2012 study *Distribution Channel Analysis: A Guide for Hotels* and the newly released 2017 *Demystifying the Digital Marketplace: Spotlight on the Hospitality Industry*, Estis Green has been honored as one of HSMAI's 25 Extraordinary Minds in Sales and Marketing, was inducted into the prestigious Hospitality Technology Hall of Fame, and named one of Cornell University's 90 Influential Hotelies. She currently leads the AH&LA Consumer Innovation Forum and holds a board seat for The Knowland Group as well as the Hospitality Financial and Technology Professionals (HFTP).

Ms. Estis Green launched Kalibri Labs in 2012, a firm providing a next generation benchmarking platform. Using innovative big data techniques, Kalibri Labs helps hotel owners and operators evaluate and predict revenue performance and profit contribution. Estis Green holds a BS degree from Cornell University and an MBA from The American University.

### **Cornelia Samara**

**General Manager, 1 Hotel Brooklyn Bridge**

Cornelia Samara, General Manager of 1 Hotel Brooklyn Bridge, is a seasoned professional with over 20 years of experience in the hotel industry. Drawing from her vast experience, including her role as General Manager of Andaz 5th Avenue, Cornelia has been able to continue her longstanding reputation for exceptional quality and impeccable service by identifying with every aspect of the hotel industry and bringing a true passion to what she does. Prior to Andaz 5th Avenue, Cornelia worked at Hyatt Hotels & Resorts for 10 years, where she held managerial positions at properties such as Park Hyatt San Francisco and Park Hyatt Washington D.C.

Samara has also held leadership positions at various other urban and resort properties, allowing her to experience all aspects of hotel operations across a variety of nation-wide destinations.

Cornelia Samara's true passion for hospitality began many years prior to her first hotel experience. A German National of Palestinian and German descent, Cornelia pursued a life of world travel and lived and visited numerous countries around the world. She once circled the globe in 30 days, making stops in Pakistan, Japan, Thailand, Taiwan, Korea, the Philippines and more. She also spent one year living in and learning about Singapore. Cornelia felt that to truly experience a destination, she must immerse herself in the local culture and explore every aspect of the area's traditions, cuisine, art and history.

**Bernard Schwartz**  
*Co-Founder, Apicci*

A leading innovator in luxury and lifestyle hotels, Bern oversees all aspects of APICII's businesses. His career has been focused on his passion at the crossroads of hospitality and real estate. After opening Ward III and later The Rum House in New York in his early 20s, Bern worked for Ace Hotel Group co-owner Michael Bisordi at Tungsten Partners, where he formed a food and beverage focused retail leasing group and worked on dozens of restaurant and bar leasing assignments throughout New York City including The Ace Hotel New York. Bernard later worked at Steven Kamali Hospitality as Managing Director of Hotels and Lodging Assets. Bern has been involved in the development of more than 500k square feet of restaurants, bars, private clubs and banqueting space, totaling more \$250 million in investment.

Born in San Francisco, Bern moved to Rome and spent his formative years eating and drinking his way through Italy. Bern lives between New York and Los Angeles.

*Event brought to you by Cornell Hotel Society NYC 80's Committee:*

*Cherie Bagwill ('80), Senior Vice President, Schrier Wirth Executive Search*

*Nina Kleiman ('86), Executive Vice President, hotelAVE (hotel asset value enhancement)*

*Liz Schafer ('84) Regional Sales Director, Dorchester Collection*

**Sponsors**



**CORNELL HOTEL SOCIETY, NEW YORK CITY CHAPTER**  
**NINTH ANNUAL BIG APPLE UPDATE**  
**New York Marriott Marquis - October 20, 2017**

**MENU**

**GRAMERCY PARK**

*Individual Butternut Squash Bisque en Croute*

**CARROLL GARDENS BROOKLYN**

*Baby Bibb & Red Oak Lettuce, Candied Baby Beets, Toasted Pumpkin Seeds, Dried Cherries, Orzo Salad*

*Long Stem Artichokes, Mediterranean Olive, Oven Roasted Tomatoes, Lemon Vinaigrette, Ancient Grain Salad*

*Cilantro Marinated Chicken & Chimichurri Steak Shaker Cups*

**TRIBECA**

*Maple Glazed Chicken & Chimichurri Skirt Steak Shaker Cups*

*Avocado, Black Beans, Quinoa, Mango, Frisee, Tortilla Crisps & Cilantro Lime Vinaigrette*

**FLATIRON DISTRICT**

*Roasted Cipollini, Bacon, and Goat Cheese Tart*

*Baby Arugula, Frisee, Blistered Tomato, Lemon Oil*

*B.H.B (Bacon, Ham, Brie) Sandwich*

*Grilled Apple, Caramelized Red Onion Aioli on Pretzel Bread*

**TIMES SQUARE**

*Chicken Kashmiri Skewers*

*Rice Biryani*

*Artichoke and Goat Cheese Croquettes*

*Tomato Chutney*

**LONG ISLAND**

*Yuzu Tempura Cod*

*Wok Charred Beans*

*Cornmeal Crusted Tilefish*

*Crab Cake, Andouille Sausage and Tomato Butter*

**Desserts by Chef Steve**

*A special thanks to the New York Marriott Marquis Team & Executive Chef Fabian Ludwig, Executive Sous Chef Robert Kirchoff, Senior Banquet Chef Ryan Tojza & Executive Pastry Chef Steve Evetts*