

OUR MODERATOR & PANELISTS

Arthur Adler (SHA '78) *Managing Director & CEO, Americas Jones Lang LaSalle Hotels & Hospitality Group - Moderator*

Arthur Adler, Managing Director and CEO-Americas, heads the Americas division of Jones Lang LaSalle's Hotels & Hospitality Group, which is part of the Jones Lang LaSalle's Hotels & Hospitality Group international group. Mr. Adler specializes in arranging hotel market transactions, financings, investment advisory services, asset management and consulting for domestic and offshore owners and investors.

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 80 people which has as its clients the most prolific hotel owners and operators in the industry, including InterContinental Hotels and Resorts, The Blackstone Group, Morgan Stanley Real Estate, Colony Capital, Starwood Hotels and Resorts, Global Hyatt Corporation, Apollo Real Estate, Host Hotels and Resorts, Strategic Hotels and Resorts, Fairmont Hotels and Resorts, Cornerstone Real Estate, Goldman Sachs, Oak Tree Capital, Walton Street Capital, Istithmar and ADIA, among others. Selected transactions that JLL has recently completed include the sales of the Essex House New York, Grand Hyatt DC, Paramount New York, the Gansevoort South Beach, Morgans and Royalton Hotels New York, the Novotel New York, the Elysian Chicago, the Rittenhouse Philadelphia, the Viceroy Miami, the Renaissance Stanford Court San Francisco and the Fairmont Orchid Hawaii. In addition, JLL has arranged the financing of the Dream New York, Hilton Times Square, the W Washington, DC, and the SLS South Beach.

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 Laventhol & Horwath and an Operations Analyst for Hilton Hotels.

Mr. Adler holds a Bachelor of Science degree from Cornell University and is a member of the Cornell Hotel Society and has received their "Distinguished Alumni Award." Mr. Adler was named the 2007 Hospitality Financial Advisor of the Year by the American Lodging Investment Summit. Previously, *Crain's New York Business Journal* named him one of the top "40 under 40" business executives in New York City. Mr. Adler is a member of the Urban Land Institute, is a founding member of The Cornell University Real Estate Council, is a member of ULI's Hotel Development Council and is 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 *CNBC*, *CNNFN* and in *the Financial Times*, *The New York Times* and *the Wall Street Journal*.

Ellen Brown (SHA '88)

EVP Acquisitions & Development, Denihan Hospitality Group

Ellen Brown, EVP of Acquisitions & Development, is a key member of the Denihan executive team, responsible for spearheading the company's ongoing real estate transaction and expansion efforts including acquisitions/dispositions, joint ventures and management agreements.

Since joining Denihan, Brown has directed significant transactions for the company, including Denihan's \$910 million joint venture with Pebblebrook Hotel Trust in 2011, the company's half-billion dollar recapitalization in 2006 and Denihan's 2008 acquisition of The James brand and The James Chicago. Brown has also been instrumental in doubling the number of owned and managed assets in the Denihan portfolio since 2006 and expanding the company's reach beyond New York City.

Prior to joining Denihan, Brown directed more than \$3 billion in hotel acquisitions as manager of PriceWaterhouseCoopers' National Hospitality's New York Group. She has been a noted speaker at many industry events, including America's Lodging and Investment Summit, the NYU Hotel Investment Conference, The Lodging Conference and the Boutique Lifestyle & Lodging Association's annual symposium.

A firm believer in the development and promotion of women in hospitality and leadership, Brown serves on the President's Council of Cornell Women, WX New York Women in Real Estate and the Women in Hospitality Network (WIHN). She is a graduate of the Cornell School of Hotel Administration.

Joshua Fluhr (SHA '93)

SVP Operations, Morgans Hotel Group

With an extensive background in hotel operations and brand development, Josh Fluhr's past experience and visionary nature make him a strong asset to MHG. In his role as Senior Vice President of Operations, Fluhr is primarily responsible for the operational oversight of MHG's opening pipeline including active projects in London, Doha, Nassau, Moscow and Las Vegas. He also has direct responsibility for corporate F&B, Culinary, Guest Services, Technology, Training and the renovation/repositioning of existing hotel F&B venues.

Fluhr came to MHG from his position as Senior Director of Operations for EDITION hotels which is a partnership between Marriott International and Ian Schrager. As a member of the Marriott team he was an integral part of the senior management group responsible for creating the brand culture, service standards and training/on boarding materials as well as orchestrating the opening of the first two EDITION hotels in Waikiki, HI and Istanbul, Turkey.

Prior to Marriott, Josh was the VP of Operations at SBE Hotel Group in Los Angeles where he was responsible for representing the ownership group on the day-to-day creation and opening of the first SLS Hotel, which Starwood Hotels manages as a Luxury Collection hotel. He was also involved in the asset management of the company's other hotels in LA, Miami and Las Vegas.

Fluhr joined SBE from his position as the Director of Operations for aloft Hotels, a Starwood Hotels & Resorts brand based on the W Hotel concept. He played an integral part in launching the aloft brand to the development community in under six months with unprecedented success. As a key member of the brand team, Fluhr was also responsible for the creation of the complete set of brand operating resources, guidelines, budgets, and standards.

Prior to his tenure with aloft Hotels, Fluhr served as Director of Operations and Acting General Manager for the W Hotel's flagship location in New York City's Union Square. In this position, Fluhr achieved record setting year-end financial performance, attained the highest 2004 brand-wide scores and created the pilot Starguest Recognition program – which has since been rolled out across the brand.

From 1998 to 2004, Fluhr held positions as the Director of Six Sigma for the W Hotel New York (Times Square) as well as the Director of Meeting Services for the Intramed Educational Group, a subsidiary of Young & Rubicam Advertising. In addition to his Bachelor of Science degree and Real Estate, Development and Hotel Investments Certificate from Cornell University's School of Hotel and Restaurant Administration, Fluhr obtained his Master of Business Administration from the Leonard N. Stern School of Business at New York University.

Josh currently lives in Mendham, NJ with his wife Melisa and sons Austin and Chase.

Kristie Goshow

Vice President of Marketing, Sabre Hospitality Solutions

Kristie Goshow leads Sabre Hospitality Solutions' global marketing team in all aspects of the product marketing process, marketing communication activities, and marketing partnerships. Prior to joining Sabre Hospitality Solutions, Goshow was the Chief Opportunity Officer of smart Thynking FZE, a distribution marketing consultancy specializing in the hospitality and travel sectors. Goshow successfully launched Dubai's first food & beverage distribution solution called 'Table4ME' which provides hoteliers and restaurateurs with a leading, web-based table management system and customer facing booking widget.

Goshow spent over six years in Dubai leading the Distribution, eCommerce and Innovation functions for the Jumeirah Group. With an extensive background in airline, hotel representation, agency and travel technology spanning eighteen years, including roles in Freight and Cargo operations, CRM, Marketing and Corporate Sales with Virgin Atlantic and Scandinavian Airlines, Ecommerce and Travel Industry Sales with Utell / Pegasus and Le Meridien Hotels, Goshow is considered a thought leader in her field. A published author and regular speaker at industry conferences, seminars and events, Goshow has previously served on the HEDNA (Hotel Electronic Distribution Networking Association) Board of Directors, held a seat on the Travolution Advisory Board and most currently assumed the role of Secretary for the newly formed HSMIAI (Hospitality Sales and Marketing Association International) Chapter for the UAE.

George McNeill

Director of Food & Beverage, New York Marriott Marquis

As Director of Food & Beverage at the New York Marriott Marquis in Times Square, George McNeill is responsible for all food & beverage related operations of all restaurants, bars and lounges, as well as in-room dining and catering for this 2,000-room hotel with over 100,000 square feet of banquet and meeting space. McNeill channels his high-energy persona and strategic organization skills into overseeing one of the largest food & beverage and culinary teams in New York City. Prior to this position, he served as Vice President Culinary Operations/Corporate Chef for Ritz-Carlton Hotels worldwide for six years, providing leadership and strategic direction for all aspects of global culinary operations, including the development and implementation of culinary and food and beverage performance standards, concepts, products, menu direction and brand initiatives. During this time, he was instrumental in opening 32 Ritz-Carlton Hotels and 100 food and beverage outlets globally. He also launched the brand's first cookbook, Classic Dessert Reinvented. In addition, he collaborated on the Star Chefs program with Lufthansa on behalf of Ritz-Carlton.

In addition to overseeing food & beverage at the Marquis, he is also a Certified Master Chef, a highly regarded distinction with accreditation by the American Culinary Foundation. George strives for excellence in everything he does. He is an innovator in leading his teams to keep menus up-to-the-minute and in a style reflective of New American cuisine. His goal is to offer guests the freshest local, seasonal ingredients in robust, flavor-balanced plates.

He is the recipient of numerous awards and is active in many food and beverage organizations, including the Escoffier Society, Les Toques Blanches, the American Culinary Federation and the Canadian Federation of Chefs de Cuisine. Whilst working in Toronto, he served as captain of the Canadian National Culinary Olympic Team. Born in Scotland, McNeill completed his apprenticeship at the London City of Guilds and resides in Montclair, NJ with his wife, Gina, and two daughters.

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

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

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

Liz Schafer ('84) Vice President, Sales & Marketing-Americas, Oberoi Group



Cornell University
School of Hotel Administration
Cornell Hotel Society

CORNELL HOTEL SOCIETY, NEW YORK CITY CHAPTER
BIG APPLE UPDATE 2013
New York Marriott Marquis, October 18th, 2013

Menu

Downtown

Spiced Tomato Carpaccio, Lump Crab, Micro Celery & Basil Salad
Caesar Wedge Salad, Fried Anchovies, Shaved Pecorino, Blistered Tomatoes
Artichoke Heart and Roasted Red Pepper Salad
Marinated Grilled Provolone & Marinated Olives
Assorted Flat Breads and Bread Sticks

Upper East Side

Duck Confit, Baby Spinach, Boursin Cheese & Garlic Aioli on Mini Baguette
Individual Baked Lobster Mac-n-Cheese
Farfalle, Blistered Tomato Sauce, Arugula and Roasted Fennel

Lower East Side

Miso Braised Japanese Eggplant and Rice Noodle Salad in ToGo Containers
Assorted Sushi
Thai Beef Lettuce Wraps, Tamarind Vinaigrette, Toasted Coconut & Chopped Peanuts

Midtown West

Jicama and Grapefruit Salad
Arepas with Chorizo
Coriander Roasted Pork Sandwich
Roasted Pork, Pickled Onions, Cilantro and Swiss Cheese
Mini Roasted Corn and Black Bean Tacos with Queso Fresco
Paella Bites & Smoked Sea Salt Potato Chips

Desserts by Steve

A special thanks to the Marriott Marquis & Executive Chef Armando Monterroso

