



Cornell University  
School of Hotel Administration  
Cornell Hotel Society

ALPADRIA  
& EASTERN EUROPE  
CHAPTER  
Cornell Hotel Society

È VERO? NA  
VER OOOHHHH! NA  
È VERAMENTE VERONA.



...  
CAIRO 2007  
VIENNA 2008  
BERLIN 2009  
PARIS 2010  
ITHACA 2011  
BUDAPEST 2012  
HELSINKI & TALLINN 2013  
VERONA 2014  
...

WHO?

The Cornell Hotel Society and the CHS AlpAdria & Eastern Europe Chapter

invite all fellow CHS Members to attend the

WHAT?

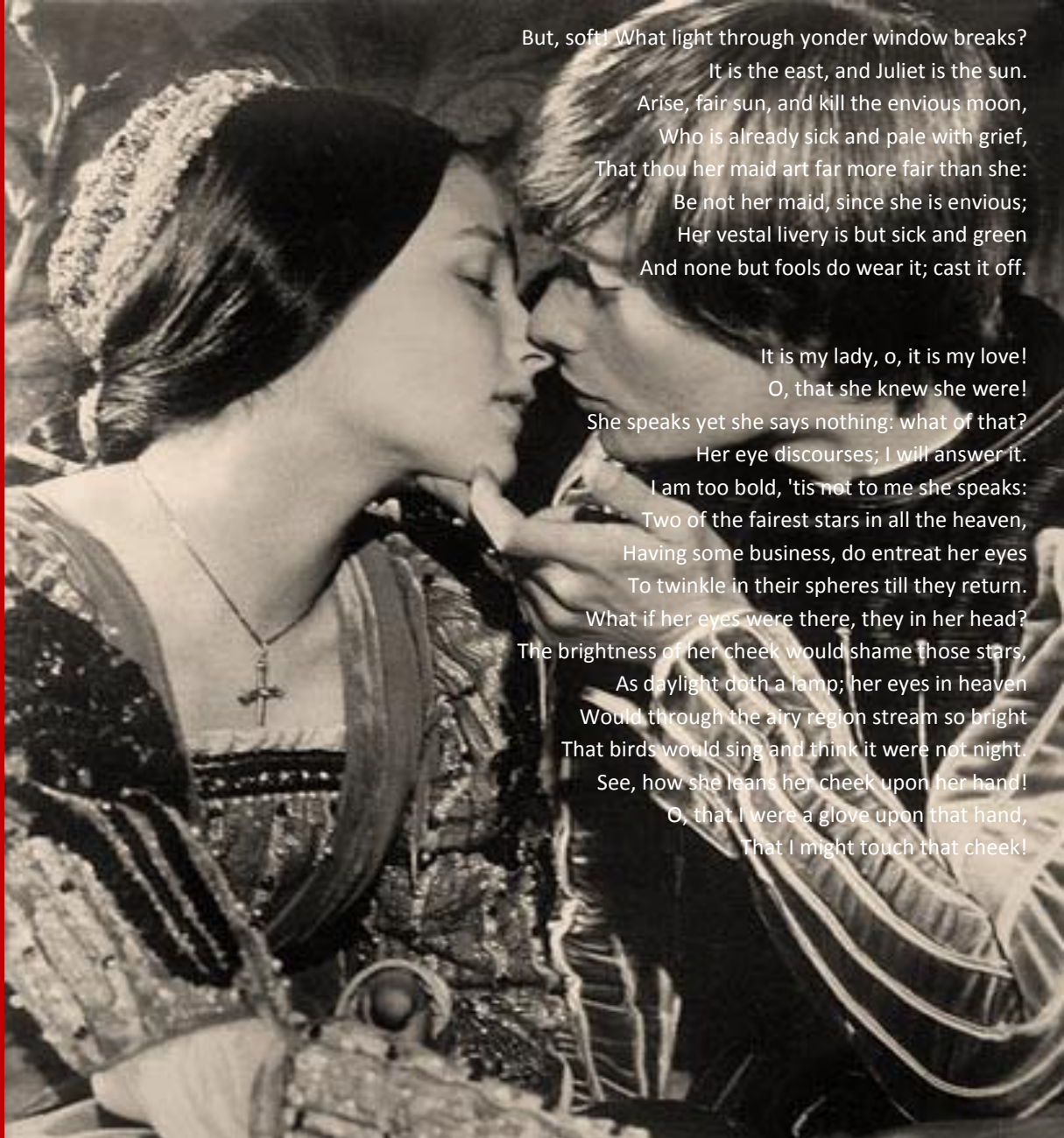
**2014 EMEA Regional Meeting**

WHERE & WHEN?

Verona | Italy | 15 to 18 May 2014

CHS AlpAdria & Eastern Europe Chapter | Hegelgasse 8 | 1010 Vienna | Austria  
telephone +43 1 5120707 | facsimile +43 1 5120607  
chs.alpadria@gmail.com | www.chscornell.com/chapters/alpadria/

Romeo &  
Juliet



But, soft! What light through yonder window breaks?  
It is the east, and Juliet is the sun.  
Arise, fair sun, and kill the envious moon,  
Who is already sick and pale with grief,  
That thou her maid art far more fair than she:  
Be not her maid, since she is envious;  
Her vestal livery is but sick and green  
And none but fools do wear it; cast it off.

It is my lady, o, it is my love!  
O, that she knew she were!  
She speaks yet she says nothing: what of that?  
Her eye discourses; I will answer it.  
I am too bold, 'tis not to me she speaks:  
Two of the fairest stars in all the heaven,  
Having some business, do entreat her eyes  
To twinkle in their spheres till they return.  
What if her eyes were there, they in her head?  
The brightness of her cheek would shame those stars,  
As daylight doth a lamp; her eyes in heaven  
Would through the airy region stream so bright  
That birds would sing and think it were not night.  
See, how she leans her cheek upon her hand!  
O, that I were a glove upon that hand,  
That I might touch that cheek!



LA  
VITA  
È  
BELLA

Join us in Verona  
to celebrate  
the art of **food**,  
the pleasures of **wine**,  
the beauty of **literature**,  
the Italian way of **life**,  
... and **love**.

# PROGRAMME AT A GLANCE

Thursday, 15 May 2014

## Individual Arrivals and Check-in at one of the Host Hotels

See below for further information on our Host Hotels and the reservation procedure. At each hotel, there will be a Welcome Desk with a dedicated host who will walk the guests to the first event.

**5:30 pm Meet at the Lobby of the respective Host Hotel**

**6:00 pm Benvenuti & Benessere**

Welcome to Verona! Goodbye, rest of the world. Switch to the Benessere mode and experience the Circolo Ufficiali at the Castelvecchio di Verona during this informal aperitivo and dinner event.

The Castelvecchio di Verona is an impressive fortress built in 1354 to 1376 by the Scaligeri family, then Lords of Verona. Originally a merchant family living inside the town, the Scaligeri became increasingly unpopular and built this city castle to secure their rule over the city. They also built a fortified bridge to control the road to Munich and to their allies, the Dukes of Bavaria. The rule of the Scaligeri family ended in 1387. A branch of the family survived in Bavaria until 1580, holding important positions at the court of the Dukes. Today, the castle hosts a museum with medieval and renaissance art and the officers club. The latter is particularly important, since Verona hosts the Southern Command of NATO.

This event is optional. Please sign up in advance if you plan to attend (see Meeting Registration Form). We kindly ask you to pay the optional programme fee of €30 per person *at the door*.

Friday, 16 May 2014

## Breakfast at Host Hotels

**8:45 am Meet at the Lobby of the respective Host Hotel**

Your dedicated host will walk you to the meeting point to board the bus.

**9:15 am Bus departs from the Gran Guardia**

The Gran Guardia was planned and partially built in 1609 to 1614. The intention was to create a winter training ground for the city troops. The building was completed only in 1853. The architecture is inspired by the renowned renaissance architect Michele Sanmicheli. Today, it is used for conferences and exhibitions.

**9:45 am Bus arrives at the Villa Mosconi Bertani**

**10:00 am Cornell Hospitality Summit 2014: Wine & Tourism**

Further details on the educational programme taking place at the Villa Mosconi Bertani, featuring various top-notch speakers, will be available soon.

The Villa Mosconi Bertani is a neoclassical Villa Veneta built between 1735 and 1769. It is located at the heart of the Valpolicella region, the best known wine terroir in Verona. The owners, the Bertani family, have shaped the Verona wine industry in the past 150 years. For further information, please go to [www.mosconibertani.it](http://www.mosconibertani.it).

There will be a coffee and networking break at the Cantina at about 11.30 am.

**1:00 pm Light Luncheon at the Sala delle Muse**

**1:45 pm Bus departs for Winery Tour**

**2:00 pm Visit of the Sartori Winery**

The Sartori Winery has its roots in hospitality: Pietro Sartori, owner of a trattoria and hotel, bought his first vineyard in 1898. Today, Sartori is one of the best known wineries in Verona. For further information, please go to [www.sartorinet.com](http://www.sartorinet.com).

**4:00 pm Visit of the Masi Winery**

The Masi Winery has innovated the wine landscape in the past 50 years, creating great wines outside the old production protocols. Still today, the Masi Campofiorin is one of the most successful red wines from Verona without a DOC certification. The Masi Winery manages also the wine production of the Serego Alighieri Family, descendants from the famous poet Dante Alighieri who found refuge in Verona after being forced to flee Florence. Further info: [www.masi.it](http://www.masi.it).

**5:30 pm Bus departs for Verona**

6:00 pm: arrival at the Gran Guardia. Brief time to relax and change.

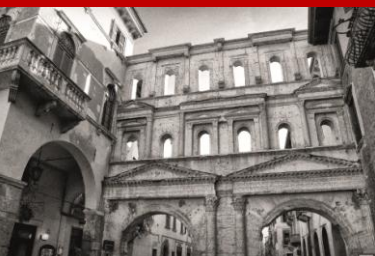
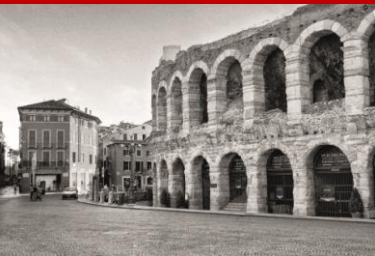
**8:00 pm Meet at the Lobby of the respective Host Hotel**

Your dedicated host will walk you to the meeting point for dinner.

**8:30 pm Dinner at Le Sale dei Capitani**

Performers and artists from the Middle Ages with their arts and crafts.

Le Sale dei Capitani are located within the ancient Palazzo della Ragione. It was built in 1193 to celebrate the victory of Verona and the Lombard League over the German Emperor Friedrich Barbarossa. The Palazzo accommodated the city hall and shows the wealth and power of this merchant republic: the courtyard has arches higher than in the churches of the time, and the bell tower, called Torre dei Lamberti, is still today with over 84 metres the highest building in town. Further info: [www.saledeicapitani.it](http://www.saledeicapitani.it).



Saturday, 17 May 2014

Registration  
is now  
open!

The organisers wish to thank the following sponsors for their generous contributions:



VILLA MOSCONI BERTANI  
1735  
ARBIZZANO DI NEGARAR - VERONA - ITALIA



Luca Dall'Omo  
l'eccellenza del gusto



This programme is subject to change.

Dress code for the meeting is smart casual throughout, with the exception of the Cornell Hospitality Summit (business casual) and the Gala Dinner (business formal; black tie optional). Please dress comfortably and bring adequate shoes as we are inviting you to walk to some events!

## Breakfast at Host Hotels

### 9:45 am Meet at the Lobby of the respective Host Hotel

Your dedicated host will walk you to the meeting point with the tour guides at the Piazza Bra.

### 10:00 am Tour of Verona

**Piazza Bra:** The old training grounds for the city army (bra = breit = large in German). It is a large piazza set around the ancient Arena di Verona: one of the oldest and best preserved Roman amphitheatres, still used today for an opera festival and numerous pop concerts and events.

**Porta Borsari:** The main gate to the Roman city. At that time, it was dedicated to Jupiter. In the Middle Ages it took its current name from the *bursari*, soldiers who collected the taxes at the entry to the town. The marble façade of the gate is still preserved and shows an inscription from 256 AD by the emperor Gallieno. There are two arches: one for the people entering the town and one for the people leaving it. Traffic must have been intense already back then. Personal touch: when Michael Cortelletti was a child, you could still drive under the arches ...

**Piazza Erbe:** The oldest square in town. This was the old Roman forum, which had pretty much the same shape and size of today's piazza. A number of houses with frescos to showcase the wealth of the owners are built around the piazza. The most impressive is the Palazzo Maffei, owned by a family of bankers, which distinguishes itself for the use of sculpture instead of fresco as decorative element. In the piazza, there is a fountain from the 14<sup>th</sup> century with an old Roman statue on top, which was rededicated to Holy Mary in the Middle Ages. It is affectionately known as *Madonna Verona* and thus considered the personification of the city itself.

**Caffè all'Italiana:** Re-caffeinate in piazza!

**Santa Anastasia:** A gothic cathedral built from 1290 to 1471 by the Dominican Order. The church is known for its numerous works of art, and particularly a fresco by Pisanello depicting Saint George and the Princess. Personal touch: Michael Cortelletti got married there with an ecumenical rite, meaning a celebration valid for both Catholics (his wife) and Protestants (himself). Quite a rarity in Verona!

**Duomo:** The cathedral where the bishop of Verona resides. Built between 1120 and 1187, it still shows a beautiful Romanic façade with original sculptures. The interior was rebuilt in the 16<sup>th</sup> century. Pope Lucio III (1181-1185) ruled the Catholic Church for a few years from Verona and held a synod there to condemn the Cathars and Waldensians heretics. The Waldensians still exist today and are the oldest protestant church in the world. Just 200 metres from the cathedral where they were condemned as heretics, today you can find one of their churches ...

The tour ends at about 11:45 am at the Hotel Palazzo Victoria.

### 12:00 noon CHS EMEA Region – Members' General Assembly

Hotel Palazzo Victoria. For further information, please go to [www.palazzovictoria.com](http://www.palazzovictoria.com).

### 12:00 noon Spouses Programme: Aperitivo in Piazza ... and time for some window shopping!

### 1:15 pm Light Luncheon at the Hotel Palazzo Victoria

### 2:00 pm Tour of the Hotel Palazzo Victoria (optional)

### 3:00 pm Free time to shop and relax

### 7:00 pm Meet at the Lobby of the respective Host Hotel

Your dedicated host will walk you to the meeting point for the gala dinner.

### 7:30 pm Palazzo Capuleti: Aperitivo and Scenes from Shakespeare's Romeo and Juliet

Right under Juliet's balcony! The ancestral home of the Capuleti Family. A palazzo from the 13<sup>th</sup> century with the crest of the family and the famous balcony where Juliet spoke with her beloved Romeo ... The story might have some romantic additions, but the family definitely existed!

### 8:15 pm Walk across Cortile Mercato Vecchio with further Scenes from Romeo and Juliet

### 8:45 pm Gala Dinner and CHS EMEA Region Annual Scholarship Auction at the Loggia di Frà Giocondo

The Loggia di Frà Giocondo is a beautiful renaissance loggia built from 1476 to 1493 to host the city council. In the 19<sup>th</sup> century, the building was attributed by mistake to an architect and friar called Giocondo (hence *Frà*). The wrong name lasts till today ...

Deiv Salutskij and Christophe Bergen invite you once again to explore the *treasure chest* of donations stocked by CHS Members and supporting companies and to open up your purses for the benefit of the CHS EMEA Region Scholarship Funds! Auction items will be accepted until January 2014 at which time they will be included in a CHS EMEA Region Scholarship Auction Catalogue. The catalogue will be mailed out in February to CHS Members worldwide, inserted into the CHS website and presented on facebook, giving donors a chance to present their donated items to a large audience. So, donate early and get the most out of your donation!

Sunday, 18 May 2014

Optional Programme (generously sponsored by Michael Cortelletti and his family)

### 10:45 am Meet at the Lobby of the respective Host Hotel

Your dedicated host will walk you to the meeting point at the Piazza Bra.

### 11:00 am Light Brunch at La Costa in Bra ([www.lacostainbra.it](http://www.lacostainbra.it))

### 12:30 pm Visit of the Roman Amphitheatre Arena di Verona

The Arena di Verona is one of the oldest and best preserved Roman amphitheatres. Built between 10 AD and 30 AD, it was partially destroyed in a major earthquake in 1117. Already in the 16<sup>th</sup> century restorations began. The building was owned by the city throughout the centuries, and always used: for tournaments and later for theatre and opera. Today it is used for an opera festival and for pop concerts.

## Individual Departures

# Meeting Registration Form

## CHS Member

name \_\_\_\_\_ class of \_\_\_\_\_  
current position/title \_\_\_\_\_  
organisation/company \_\_\_\_\_  
street + number \_\_\_\_\_  
postal code + city \_\_\_\_\_  
country \_\_\_\_\_  
telephone (landline) \_\_\_\_\_  
telephone (mobile) \_\_\_\_\_  
email \_\_\_\_\_

### Regular Registration Fee

**€350 per person**  
Any portion of the registration fee which will not be required to cover the actual cost of the meeting will be used to sponsor the Reduced Registration Fee as well as to grow the Christine Natsios Scholarship Fund.

### Reduced Registration Fee for Recent Graduates

**€200 per person**  
All graduates of the Cornell University's School of Hotel Administration of the years 2012, 2013 and 2014 (excluding PDP/GMP) are invited to take advantage of the Reduced Registration Fee.

## Spouse/Guest(s)

name(s) \_\_\_\_\_  
\_\_\_\_\_

### Registration Fee

**€350 per person**

## Itinerary (please fill in and check boxes if applicable)

Arrival date (Verona) \_\_\_\_\_ Approx. time \_\_\_\_\_  
We will stay at the following host hotel: \_\_\_\_\_  
 Yes, we will attend the optional programme on Thursday evening (extra charges apply).  
 Yes, we will attend the optional programme on Sunday morning (sponsored by Michael Cortelletti and his family).  
Departure date (Verona) \_\_\_\_\_ Approx. time \_\_\_\_\_  
Please let us know of any special needs/requests you and/or your spouse/guest(s) may have (michael.cortelletti@coti.it).

## Registration and Payment

**Please return the registration form via facsimile (+39 045 597173) or email (michael.cortelletti@coti.it) by 11 April 2014. First come, first served. Thank you!**

Please deposit your registration fee (total € \_\_\_\_\_) by 11 April 2014 in the bank account mentioned below, referring to "2014 CHS EMEA Regional Meeting Verona", and ensure all transfer charges are being billed to the payee:

<b>Account name</b>	CO.TI. Restaurants SAS	<b>Bank</b>	Banco di Brescia
<b>IBAN</b>	IT51 D035 0011 7070 0000 0092 101	<b>SWIFT/BIC</b>	BLOPIT22 (int.)/BCABIT21 (Italy)

## Terms and Conditions

The registration fee includes VAT, all activities, all social events (meals and drinks; except for the optional programme on Thursday, 15 May 2014, and unless otherwise stated in the programme above) and transfers as listed in the programme above, but does not include hotel accommodations. We will charge the following percentage of your registration fee if cancellations are received by 18 April 2014: 25%; by 25 April 2014: 75 %; thereafter: 100%. The charge will serve partly to defray non-refundable programme costs and partly to build the Christine Natsios Scholarship Fund, helping to underwrite tuition at the School of Hotel Administration for eligible students and hospitality professionals in the EMEA Region. Please note that the hotels' cancellation policy will be different. Registrations are only considered confirmed and guaranteed upon receipt of payment of the registration fee in full.

I accept the above-mentioned terms and conditions for the 2014 CHS EMEA Regional Meeting and related fees.

date \_\_\_\_\_ signature \_\_\_\_\_

# Hotel Room Reservation

Please make sure to arrange for hotel reservations as soon as possible, since capacity is limited!

To make a hotel reservation, please contact the *Cooperativa Albergatori Veronesi*, indicating the code *Cornell 2014*:

website [www.veronabooking.com](http://www.veronabooking.com)  
email [info@veronabooking.com](mailto:info@veronabooking.com)  
telephone +39 045 8009844  
facsimile +39 045 8009372



Our partners at the *Cooperativa Albergatori Veronesi* will ask you to select one of the following two options:

<i>Option A</i>	<b>Three-star hotel</b> Hotel Armando Hotel Bologna Hotel De Capuleti Hotel Milano	single: €155* (per room per night) double: €170* (per room per night)
<i>Option B</i>	<b>Four-star hotel</b> Gran Hotel	single: €170* (per room per night) double: €200* (per room per night)

For your better understanding: Since the capacity of each of the Host Hotels is rather limited, the Cooperativa and the respective hoteliers kindly ask you to just opt for one of the two alternatives (three stars or four stars). If you opt for four stars, you will automatically reserve a room at the Gran Hotel. If you opt for three stars, the Cooperativa will assign you one of the four hotels mentioned above (Hotel Armando, Hotel Bologna, Hotel De Capuleti, Hotel Milano), whereas they will, of course, pay attention to any special needs and requirements you may have. Many thanks for your co-operation!

\*Hotel room rates are inclusive of breakfast and VAT. An additional local tax of €1.50 per person per night (three-star hotel) and €2.00 per person per night respectively (four-star hotel) applies.

Please consider the hotels' cancellation/no-show policy as well as check-in and check-out times. Each guest will make her/his reservation directly by email, telephone, or facsimile. Rooms and all extra charges have to be paid by each guest upon departure. The hotels reserve the right to release the room allotment – so make sure to book early!

**Questions?** Please contact any member of the Organising Committee:

Michael Cortelletti (Host & Head of Organising Committee)	<a href="mailto:michael.cortelletti@coti.it">michael.cortelletti@coti.it</a>
Christophe Bergen	<a href="mailto:christophe@hellberg.at">christophe@hellberg.at</a>
Christian Walter	<a href="mailto:christian.walter@pkfhotels.com">christian.walter@pkfhotels.com</a>



# Ci vediamo a Verona!

Photos (except for page 2/top)  
courtesy of:

**APOSTOLICO**  
COMMUNICATION

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