

Two Communication Leaders Join in Support of Cornell Center for Hospitality Research

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Parasol, a New York City-based public relations firm, and Hospitality Technology magazine have become the newest corporate affiliates of Cornell's Center for Hospitality Research. This new agreement will make it possible for the center to share its research with a wider segment of hospitality industry managers and executives.

A boutique media relations and marketing firm specializing in the luxury lifestyle and hospitality industry, Parasol's programs are strategic, integrated and impactful. Based in New York City, its lengthy list of industry-leading clients include The Montage Beverly Hills (opening this fall), The Fairmont Miramar Hotel & Bungalows, and Diageo Chateau & Estate Wines, to name a few. Parasol has some of the strongest media relationships in the industry. 'Our best practices include story crafting and a judicious use of the media,' said founder and managing director, Andrea Schultz. 'Hand-placing is our preferred approach to media management and our focus is on yielding quality, content-rich, results,' she added. For more information, please visit their website: www.parasolmarketing.com or contact Founder and Managing Director, Andrea Werbel Schultz: 212-372-7630.

Published by Edgell Communications, Hospitality Technology is issued nine times per year, circulating to well over 16,000 executives in the hospitality industry. With an industry-wide scope, Hospitality Technology provides critical insights in each issue, as well as offering a new technology showcase, providing technology studies specific to the restaurant and lodging industries, and issuing an annual buyer's guide. The publication also hosts several face-to-face networking and educational events each year, and a host of on-line educational seminars and e-newsletters. 'Working with Cornell will allow us to provide our readers with even more information technology trends, insights and research, and from a highly accredited source,' said editor Abigail Lorden.

Friends of the center support its mission financially with the goal of extending the center's reach in sharing its research findings. The 42 friends of the center are individuals, corporations, industry associations, and professional firms.

About The Center for Hospitality Research

A unit of the Cornell School of Hotel Administration, The Center for Hospitality Research (CHR) sponsors research designed to improve practices in the hospitality industry. Under the lead of the center's 73 corporate affiliates, experienced scholars work closely with business executives to discover new insights into strategic, managerial and operating practices. The center also publishes the award-winning hospitality journal, the Cornell Hospitality Quarterly (formerly the Cornell Hotel and Restaurant Administration Quarterly). To learn more about center and its projects, visit www.chr.cornell.edu.

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