

## High Level Conference Providers Become Friends of Cornell Center for Hospitality Research

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Argyle Executive Forum and PhoCusWright Bring Number of Friends to 43

Two conference and information providers have joined Cornell's Center for Hospitality Research as friends of the center. The new friends are Argyle Executive Forum, a provider of top-level conferences for senior professionals, and PhoCusWright, which compiles authoritative data on the interface between travelers, suppliers, and intermediaries, as well as produces high-profile conferences.

'Friends like Argyle and PhoCusWright provide essential support to the center's research and information programs,' said Jennifer Macera, associate director. 'PhoCusWright's data has been instrumental in recent studies published in our Cornell Hospitality Reports series, and Argyle has given the center exposure to some of the top executives in the hospitality industry through its Leadership in Hospitality and Leisure Forum.'

Macera added that the 2009 Leadership in Hospitality and Leisure Forum is set for April 16, 2009, in New York City. One keynote speaker will be Cornell School of Hotel Administration alumnus, Lee Pillsbury, co-founder and CEO of Thayer Lodging Group, which is a partner of the center, and co-founder of the Leland C. and Mary M. Pillsbury Institute for Hospitality Entrepreneurship at the Cornell School of Hotel Administration. The forum will bring together 130 to 150 invited CEOs and board members of public and private hotel, gaming, and leisure companies, as well as select advisory and investment firms.

For its part, PhoCusWright will continue to provide data to center research fellows in support of Cornell Hospitality Reports, such as 'Travel Packaging: An Internet Frontier,' written by William J. Carroll, Robert J. Kwortnik, and Norman L. Rose. Carroll and Kwortnik are on the faculty of the Cornell School of Hotel Administration. The report is available at no charge from the Center for Hospitality Research at [www.hotelschool.cornell.edu/research/chr/pubs/reports/abstract-14624.html](http://www.hotelschool.cornell.edu/research/chr/pubs/reports/abstract-14624.html).

### **About Argyle Executive Forum**

Established in 2004, Argyle Executive Forum (AEF) produces conferences for the senior operating executives and board members of private and public firms, private capital investment professionals, and policy makers, as well as for members of the endowment, family office, and foundation community. AEF is scheduled to produce 18 to 25 events in 2008, most of them single-day conferences and most scheduled in New York City. Content of the events is dedicated to an executive function (e.g., CFO Leadership Forum, CEO Leadership Forum), or to an industry (e.g., Leadership in Healthcare, Hedge Fund Leadership Forum). Convening an average of 150 executives, all events are by invitation only.

### **About PhoCusWright**

PhoCusWright is the travel industry research authority on how travelers, suppliers, and intermediaries connect. Independent, rigorous, and unbiased, PhoCusWright fosters smart strategic planning and tactical decision-making. PhoCusWright also produces several high-profile conferences in the U.S., Germany, and India, and partners with conferences in the U.K., China, and Singapore. The company is headquartered in the United States, with offices in Germany and India.

### **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 74 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](http://www.chr.cornell.edu).

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