

The School of Hotel Administration

Far Above... The Campaign for Cornell will empower the university to lead and be a model for higher education in the 21st century and position the School of Hotel Administration to prepare the next generation of leaders who will influence the direction of the world's largest industry.

In the words of hotel visionary Ellsworth Statler, "The one who progresses is the one who gives his fellow men a little more, a little better service." Cornell's School of Hotel Administration remains committed to this philosophy as the world's only school that provides a first-class business education in the context of the \$10 trillion global hospitality industry. Its graduates dominate a collection of enterprises that encompasses lodging, gaming, sporting events, ecotourism, restaurants, cruise lines, airlines, and more.

Far Above will advance the hotel school in a climate of increased academic competition and constant change within the industries it serves. A successful campaign will generate new funding for:

- **Students** The hotel school must secure new endowed funds for scholarships at the undergraduate and graduate levels. The school's applicant pool is the best in the world, but without an adequate source of financial aid, it cannot ensure the diverse and global student body that will best serve the

needs of the school and the demands of a diverse and global industry.

- **Faculty** Additional endowed faculty positions will enhance the hotel school's ability to recruit the best candidates from the worlds of academic theory and industry practice. With a wave of retirements facing all of higher education, the foundation must be laid now if Cornell and the hotel school are to compete successfully for the next generation of top scholars.

- **Programs** Programs that actively connect classroom theory to contemporary issues in the hospitality industry, such as the Dean's Lecture Series, set the hotel school apart from any peer. With new sources of integrated funding for programmatic and personnel needs, the Center for Hospitality Research and the Institute for Hospitality Entrepreneurship will continue to break new ground. Meanwhile, future initiatives will be made possible in fields where the hotel school has unique strength, such as real estate finance.

Far Above will empower the university to lead and be a model for higher education in the 21st century, ensuring that the best students from all walks of life learn on a campus that is unique in its breadth, depth, and connectivity. This critical investment will renew and secure the School of Hotel Administration's commitment to providing "a little more, a little better service" to the next generation of Hoteliers and to the world's largest industry.



Cornell University
School of Hotel Administration

Selected Giving Opportunities

STUDENTS

Ezra Cornell Graduate Fellowship	\$1 million
Andrew Dickson White Graduate Fellowship	\$750,000
Rawlings Cornell Presidential Research Scholarship	\$500,000
Cornell Tradition Fellowship	\$125,000
Named Scholarship Fund	\$100,000 and up

ENDOWED POSITIONS AND FACULTY SUPPORT

Dean	\$10 million
Senior Professorship	\$5 million
Cornell University Postdoctoral Fellowship	\$1.5 million
Assistant Professorship	\$1 million

PROGRAMS

Dean's Fund for Strategic Initiatives	\$50,000 and up
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CORNELL FUND FOR HOTEL SCHOOL	Gifts of any size
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For a more complete list, visit www.giving.cornell.edu

Campaign commitments may be completed over a period of up to five years. Gifts of cash and securities, stock shares, mutual fund shares, and bonds can be applied to the campaign. Cornell gift planning staff can work with you to discuss how the university can be included in your financial and estate plans to support the campaign, provide substantial tax benefits, and maximize charitable giving. Gifts to the campaign are tax deductible to the full extent of the Internal Revenue Code.

Contact:

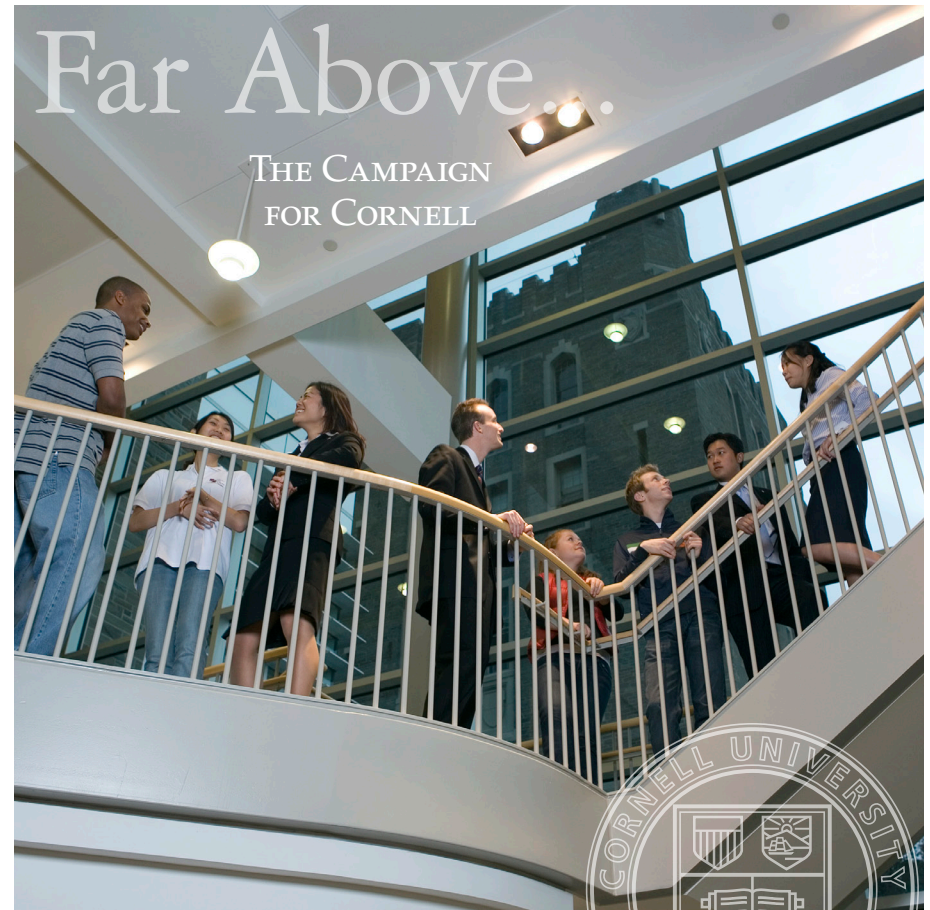
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CAMPAIGN EXECUTIVE SUMMARY