

Newsmakers continued

energy-reduction efforts it has undertaken through EarthView, a triple-bottom-line program dedicated to fully integrated environmental and conservation policies that aim to make sustainable hospitality a genuine reality.

Hersha developed EarthView to address the need for a unified analytical approach to sustainability across its multi-brand portfolio of hotels. EarthView generates significant returns for Hersha while also reducing the company's environmental impact and increasing its global and local community involvement.

Cornell's Statler Hotel launched EarthView this past semester to evaluate and increase the hotel's financial, environmental, and social impact. The Statler's professional staff and the students in the Hotel Leadership Development Program worked with Hersha's EarthView team to catalogue the hotel's existing sustainability efforts, calculate costs and savings, and begin to create initiatives with high positive impact. The hotel has already begun to collect used bar soap and toiletries to donate to Clean the World, a nonprofit organization that recycles these amenities and distributes them to people in need as a means to fight the spread of infection and communicable diseases. The EarthView partnership will be ongoing, with more initiatives to be rolled out in the fall.

Shoemaker tapped for Harrah deanship

Stowe Shoemaker, PhD '95 was named in May to head the Harrah College of Hotel Administration at the University of Nevada Las Vegas. His appointment will take effect July 1.

Shoemaker's background is in pricing, revenue management, and customer loyalty programs. He has consulted for gaming developers, airlines, major hotel companies, and a major medical center and is currently helping to write a strategic plan to bring healthcare tourism to southern Nevada. He has taught marketing strategy, revenue management, and the mathematics behind casino games and has written two marketing textbooks on hospitality and tourism.

Shoemaker began his career at UNLV and moved after nine years to the University of Houston's Hilton College of Hotel and Restaurant Management as associate dean of research, a position he held for eight years. He also served on Cornell's executive education faculty for seventeen years and as a visiting scholar at the École hôtelière de Lausanne in Switzerland. He returned to UNLV in 2012 as a Lincy Professor.

Shoemaker follows in the footsteps of another Hotelie, Jerome Vallen '50, PhD '78, who founded the hospitality program at UNLV in 1967 and led it for the next 22 years.



Stowe Shoemaker, PhD '95

Stiles honored at ALIS

Robert Stiles '83, a principal and managing director of investment banking firm Robert Douglas, was handed the prestigious Jack A. Shaffer Financial Advisor of the Year Award at January's Americas Lodging Investment Summit (ALIS) in Los Angeles. Earlier that month, he established Robert Douglas with Douglas Hercher, his former partner at Sonnenblick Goldman and former fellow member of the leadership team at Cushman and Wakefield. Currently based in San Francisco, Stiles has been active in the hotel development, finance, and asset sales markets for almost 30 years. As a founding partner of Horwath Asia Pacific, he spent the first half of his career in Asia, opening new markets and building one of the largest advisory firms in the region. He also founded HICAP, Asia's leading lodging industry investment and finance conference.



Robert Stiles '83

Urban joins Destination

Destination Hotels and Resorts in January named **Russell Urban '81** their executive vice president of business development and acquisitions. Urban, who has more than 30 years of institutional, entrepreneurial, and global experience in hospitality real estate acquisition, development, strategy, operations, and financial management, will lead Destination's asset acquisition and business growth efforts, including sourcing and securing new management contracts.

Most recently, Urban served as principal and senior vice president of acquisition and development for HEI Hotels and Resorts. He has also held leadership positions at Marriott International, Hotel Partners, CapStar Hotels, Island Resort Collection, and Urban Hotel Corporation.

Russell Urban '81

