



OSU-Cascades Campus  
Cascades Hall, 2600 NW College Way, Bend, OR 97701  
T 541-322-3100 | F 541-383-7501 | <http://osucascades.edu>

05-18-10

Christine Coffin, 541-322-3152

### **OSU-Cascades brings Cornell University School of Hotel Administration's Executive Education Programs to Central Oregon**

BEND, Ore. – Beginning this summer, hospitality leaders throughout the West Coast and beyond will have the opportunity to attend executive education courses offered by Cornell University's School of Hotel Administration at Oregon State University – Cascades Campus in Bend. Considered the world leader among hotel schools for its undergraduate, graduate and research programs, the Cornell school has built an international reputation among professional hoteliers and restaurateurs for its executive education program.

The Cornell School of Hotel Administration offers executive education courses at its home campus in Ithaca, as well as in Europe and Singapore. The offerings at OSU-Cascades will be the first time in the school's history that it has offered executive education courses on the West Coast.

[Becky Johnson](#), Vice President of OSU-Cascades said, "This is a perfect alliance between a young, entrepreneurial university centered in a region with strong hospitality leadership, and a recognized Ivy league institution known globally for its excellence in hospitality management."

During the debut year of the offerings at OSU-Cascades, Cornell University faculty will teach two three-day courses in August and in January. The course topics were selected from Cornell's executive education offerings based on popularity and on a survey of hospitality leaders throughout Oregon.

[Tom Kline](#), Executive Director of Executive Education for the School of Hotel Administration said, "The support from Central Oregon and Oregon's tourism and hospitality leaders was key in our decision to deliver Cornell's executive education courses at OSU-Cascades."

The selected courses, Strategic Hospitality Management (August 16-18), Strategic Marketing (August 19-21), Leading and Motivating in the Real World (January 17-19) and Strategic Pricing for Hotels (January 20-22) will be taught at OSU-Cascades during Cornell's term breaks. Courses are limited in size and early registration is encouraged. Participants will overnight in hotel properties nearby in downtown [Bend](#).

To learn more about the Cornell Hotel School executive education offerings at OSU-Cascades, visit <http://www.osucascades.edu/cornellexecprogram/home> or contact Heidi Berkman at 541-480-8700 or [heidiaberkman@msn.com](mailto:heidiaberkman@msn.com).



OSU-Cascades Campus  
Cascades Hall, 2600 NW College Way, Bend, OR 97701  
T 541-322-3100 | F 541-383-7501 | <http://osucascades.edu>

**About the OSU-Cascades Campus** – Located in Bend, Ore., OSU-Cascades is the first branch campus in the Oregon University System. OSU-Cascades features small class sizes, one-on-one mentoring by outstanding faculty, and graduate and undergraduate programs in such areas as Business Administration, Education, and Tourism and Outdoor Leadership.