

Jeanne M. Varney

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TEACHING

Teaching Experience

Cornell University

HADM 3550, Hospitality Facilities Management.
HADM 4500/6500, Sustainable Development.
HADM 4550/6550, Introduction to Sustainable Tourism.
HADM 6520, Hospitality Asset Management.
HADM 6521, Hospitality Asset Management – Strategic and Tactical Processes
HADM 6522, Hospitality Asset Management – Financial Management & Capital Investment Strategies.

Executive Education

Executive Education, School of Hotel Administration, Cornell University

Advanced Hotel Real Estate – Strategy, Risk Management and Asset Management,
Professional Development Program, Cornell University.
(June 2023, June 2022, June 2020, June 2019).

Strategic Hospitality Leadership Certificate – Strategic Sustainability for Hospitality, Professional
Development Program, Cornell University.
(June 2022).

General Manager's Program, Capstone – Hospitality Sustainability, and
Hotel Asset Management.
(June 2024, January 2023).

Renovation of Club Facilities, BMI IV. CMAA.
(March 2023, October 2023, September 2018, September 2017, March 2017).

Online Education, eCornell

SHA585 Leading Successful Property Management Operations (one course out of the six course
Commercial Real Estate Certificate), Launched 2018.

SHA586 Optimizing Asset Management Strategies (one course out of the six course Commercial Real
Estate Certificate), Launched 2018.

SHA699 Real Estate Leases (one course out of the six course Real Estate Property Management
Certificate), Launched 2021.

SHA701 Facilities Management, (one course out of the six course Real Estate Property Management
Certificate), Launched 2021.

SHA702 Building Systems, Engineering and Equipment Management, (one course out of the six course
Real Estate Property Management Certificate), Launched 2021.

SHA703 Sustainability in Building Design and Operations, (one course out of the six course Real Estate Property Management Certificate), Launched 2021.

Directed Student Learning

Other, "Ecotourism in Intag, Ecuador," College of Agriculture and Life Sciences. (June 2015 - May 2016).

Special Topics Week, International University of Applied Sciences, Bad Honnef – Bonn, Germany (2016 – 2018)

Awards and Honors

Nolan School of Hotel Administration Teaching Award, Fall Graduate Elective, 2020.

Engaged Cornell Faculty Fellow, Cornell University. (July 1, 2016 - June 30, 2017).

RESEARCH

Published Intellectual Contributions – Other Publications

Book Chapters

Varney, J., Moon, J. (2016). Sustainable Hospitality. In AHLA Education Institute (Ed.), *Asset Management: Principles and Practices* (ed., pp. Chapter 9). American Hotel and Lodging Educational Institute.

Varney, J., Stipanuk, D. (2014). "Environmental and Sustainability Management" Chapter 3 in Stipanuk, David M., *Hospitality Facilities Management and Design*, 4th Ed., Lansing, MI: American Hotel & Lodging Educational Institute.

Varney, J., de Roos, J. (2014). "Renovations and Capital Expenditures" Chapter 12 in Stipanuk, David M., *Hospitality Facilities Management and Design*, 4th Ed., Lansing, MI: American Hotel & Lodging Educational Institute.

Presentations Given

Varney, J., eCornell, WebSeries, "Real Estate Roundtable," Cornell University, Ithaca, NY. (April, 2019).

Varney, J., HAMA Spring Meeting, "Facilities Asset Management," HAMA Conference, Landsdown, VA. (April, 2018).

Varney, J., eCornell, WebSeries, "Asset Management for the Non-Asset Manager," Cornell University, Ithaca, NY. (September, 2017).

Varney, J., International Business School, "Hospitality Facilities Management Lecture," Bad-Hoff, Germany. (October 2016 & October 2017).

Varney, J., eCornell WebSeries, "Triple Bottom Line in an Entrepreneurial Enterprise," Cornell University, Ithaca, NY. (June 2016).

Varney, J., Cornell Hotel Society EMEA Annual Meeting, "Sustainable Hospitality Trends," Reykjavik, Iceland. (February 2016).

Media Contributions

Hotel Yearbook

Special Edition – Sustainable Hospitality

“A Reminder of the Blatant and Hidden Consequences of the Use of Plastic” (2020 edition)

“The Long-lost Art of the Green Team” (2018 edition)

News

Quote, SC Johnson College Business Feed (<https://business.cornell.edu/hub/category/better-business-chronicles>): Castles in the Sand, October 21, 2022

Quote, SC Johnson College Business Feed (<https://business.cornell.edu/hub/category/better-business-chronicles>): Dynamic Properties, October 31, 2022

Quote, SC Johnson College Business Feed (<https://business.cornell.edu/hub/category/better-business-chronicles>): Everything Everywhere All at Once, November 14, 2022

Quote, Skift: New CDD Guidelines Won't Entirely close the curtains on Hotel Hygiene Theater, April 20, 2021.

Quote, Karma (karmaimpact.com): Prince Harry Starts Green Travel Firm As Analysts Question Its Lack of Substance, September 10, 2019.

Quote, New York Times: How Skipping Hotel Housekeeping Can Help the Environment and Your Wallet, February 27, 2018.

Centers and Institutes - The Center for Hospitality Research

Webinar Facilitation

“Sustainability in the Hospitality Industry – How Data is Making an Impact” – (June, 2023).

Center Report

Varney, J., Center Report, "Highlights from the 2016 Sustainable and Social Entrepreneurship Enterprises Roundtable", Published. (pub: July 27, 2016).

Roundtable Facilitation

Sustainable Hospitality "Co-Chair" – (Annually, 2015 – present).

Professional Development

Webinars, conference educational sessions, online learning, "Various USGBC Certified Continuing Education Units," USGBC and Green Building Certification Institute, Washington, DC. (April 2009 - Present).

Conference Attendance, “Fall Conference,” HAMA, Las Vegas, NV. (2021).

Conference Attendance, “Fall Conference,” HAMA, Scottsdale, AZ. (2019).

Conference Attendance, “Spring Conference,” HAMA, Washington, DC. (2019).

Conference Attendance, "Greenbiz," GreenBiz, Phoenix, AZ. (2018).

Conference Attendance, "Spring Conference," HAMA, Leesburg, VA. (2018).

Conference Attendance, "BDWest Expo," BDWest, Los Angeles, CA. (2018).

Conference Attendance, "BDNY Trade Fair," BDNY, New York, NY. (2018).

Training, "Carbon Disclosure Project Training," ISOS Consulting, Chicago, IL. (August 2016).

Training and Certification, "Global Reporting Initiative Training and Certification," ISOS Consulting, Chicago, IL. (August 2016).

Workshop, "Your Story, My Story," Department of Inclusion and Workforce Diversity, Ithaca. (January 13, 2016).

Centers and Institutes - The Leland C. and Mary M. Pillsbury Institute for Hospitality Entrepreneurship

Roundtable Facilitation

Varney, J., Roundtable Facilitation, "Co-Chair - Sustainable Tourism Asset Management", Accepted. (acc: May 2018).

Varney, J., Roundtable Facilitation, "Chair - Sustainable and Social Entrepreneurship Enterprise", Accepted. (acc: April 2016).

SERVICE

School of Hotel Administration Service

Committee Chair/Member, Hotelie For Life Award Selection Committee. (January 2015 - Present).

UG Admissions Team Captain. (September 2017 - Present).

Faculty Advisor, Hospitality Asset Management Association Club (January 2020 – Present)

Committee Member or Committee Chair, Faculty Personnel Committee (Appt Reviews, Faculty Searches). (July 1, 2015 - Present).

SCJ CoB Space utilization and Planning Study Committee, Member. (December, 2022 – June, 2023)

Committee Member, Faculty Teaching Awards Committee (March 2021 – 2022)

Curriculum Review Committee (December, 2019 – 2022)

Faculty Advisor, Hotelies Serving Society (HS2). (July 1, 2014 - 2019).

Cornell University Service

Elected Faculty Senate Representative for Research, Teaching or Extension Faculty for the SC

Johnson College of Business (AY 2019-2022)

Committee Member, Procurement Focus Team, President's Sustainable Campus Committee.
(September 2015 - 2019).

Professional Service

Committee Member, Certified Hotel Asset Manager Committee (CHAM) for Hospitality Asset Managers Association (HAMA), Ithaca, NY. (January 1, 2013 - Present).

Board of Directors Member, Pastiche (a start-up hospitality company). (March, 2021 – Present).

Officer, President/Elect/Past, NEWH, Inc., Shawano, WI. (January 2004 - Present).

Sustainability Committee Chair, NIAB Advisory Board, Guri City. (2009 - 2022).