

Jeanne M. Varney

Senior Lecturer

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TEACHING

Teaching Experience

Cornell University

HADM 2560, Fundamentals of Hospitality Development and Facilities Management.

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 I: Strategic and Tactical Processes

HADM 6522, Hospitality Asset Management II: Financial Management and 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, 2019, July, 2020, June 2022, June 2023, June 2024).

Renovation of Club Facilities, BMI IV. CMAA. (October 2024, March 2024, October 2023, March 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

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., NEWH, WebSeries NEWH Perspective, "The Power of Mentorship" NEWH, Inc, Shawano, WI. (March, 2025).

Varney, J., International Luxury Hotel Association, WebSeries, "Can Sustainability be Profitable for Hotels?," Cornell University, Ithaca, NY. (October, 2024).

Varney, J., eCornell, WebSeries, "Real Estate Right Now: Can It Transition From Toxic to Timely?," Cornell University, Ithaca, NY. (September, 2024).

Varney, J., Center for Hospitality Research, WebSeries, "Evolution of Hotel Sustainability Data, Carbon, Food Waste, and Beyond," Cornell University, Ithaca, NY. (June, 2024).

Varney, J., Center for Hospitality Research, WebSeries, "Hotel Sustainability Benchmarking," Cornell University, Ithaca, NY. (June, 2023).

Varney, J., eCornell, WebSeries, "Real Estate Roundtable," Cornell University, Ithaca, NY.

(April, 2019).

Varney, J., HAMA Spring Meeting, "Facilities Asset Management," HAMA Conference, Lansdown, 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

Varney, J., Kelly, D. (2025). Leveraging Mentorship for Hospitality Career and Industry Advancement. *Hospitality Net*. Maastricht, Limburg, Netherlands: Hospitality Net.

Quote, Washington Post: Thin, Small and Scratchy: How Hotel Towels Got So Bad, July 18, 2024 (<https://www.washingtonpost.com/travel/2024/07/18/hotel-towels-hilton-soft-cotton-thin/>)

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

Center Report

Varney, J., Center Report, "Highlights from the 2016 Sustainable and Social Entrepreneurship

Enterprises Roundtable", Published. (pub: July 27, 2016).

Roundtable Facilitation

Climate Week Sustainable Hospitality & Tourism Co-Chair, New York, NY. September, 22 – 23, 2025.

Climate Week Sustainable Hospitality & Tourism Co-Chair, New York, NY. September, 23 – 24, 2024.

Sustainable Hospitality Co-Chair – (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, "Cornell Real Estate Council Conference," CREC, New York, NY. (2025).

Conference Attendance, "Spring Conference," HAMA, Boston, MA. (2025).

Conference Attendance, "BDNY Expo," BDNY, New York, NY. (2024).

Conference Attendance, "Fall Conference," HAMA, San Diego, CA. (2024).

Conference Attendance, "Spring Conference," HAMA, Nashville, TN. (2024).

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, Senior Award Selection Committee. (January 2015 - Present).

UG Admissions. (September 2017 - Present).

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

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

Committee Member, Teaching Professor Committee (August 2024 – 2025)

SCJ CoB Space utilization and Planning Study Committee, Member. (December, 2022 – 2024)

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

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

Curriculum Review Committee (December, 2019 – 2022)

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), Ithaca, NY. (January 1, 2013 - Present).

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

Sustainability Committee Chair, NIAB Advisory Board, Guri City. (2009 - 2016).

EDUCATION

Education

The George Washington University, Master of Business Administration. (May 1993)

Cornell University, Bachelor of Science in Hotel Administration. (May 1985)