



34 EAST 51<sup>ST</sup> STREET, 8<sup>TH</sup> FLOOR, NEW YORK, NY 10022  
TEL (212) 754-6700 FAX (212) 754-6703  
[www.hanyc.org](http://www.hanyc.org)

For immediate release

New York City, September 10<sup>th</sup>, 2019

### **HANYC Presents Sustainable Urban Tourism Event for Climate Week NY**

As part of the program of Climate Week, the Sustainability Committee of the Hotel Association of New York City in collaboration with the New York Institute of Technology and Wayaj – Earth Friendly Travel, presents:

#### **“Planning towards 2030. Challenges and rewards of sustainable urban tourism”**

Tourism continues to be a major industry for the City of New York with a record 65 million tourists in 2018. With the State’s Climate Leadership and Community Protection Act requiring the reduction of greenhouse gases by 40% by the year 2030, and, more recently, New York City’s Climate Mobilization Act, the largest carbon emissions reduction ever mandated by any city in the world, the hospitality industry is under pressure to meet these goals.

This panel brings together representatives from NYC government, industry (travel & sustainability), academia, and media to discuss the challenges faced by the tourism industry in large cities and the potential rewards of generated by the introduction of sustainable practices.

**Costa Constantinides**, NYC Councilmember (D-22), Chair of the Environmental Protection Committee will open the event. Confirmed panelists and speakers include: Dr. Robert J. Koenig, Ed. D., Associate Dean, NYIT School of Management; Maya Shenkman, Box and Bottle NYC, Andrew Sheivachman, Enterprise Editor, Skift; Logan Cohen, MSc, Sustainability Consultant, Wayaj; Nicholas Farina, General Manager, 1 Hotel Central Park. Fatena Q. Williams, Chairwoman of the HANYC Sustainability Committee, will moderate.

**9/13/2019 UPDATE: Dr Mark Milstein, Cornell University, and Niclas Svenningsen, UN Secretariat for Climate Change also confirmed their participation to the panel.**

**9/18/2019 UPDATE: Samuel Man, Policy Advisor, NYC Mayor’s Office of Sustainability has confirmed participation to the panel.**

Monday September 23<sup>rd</sup>, 5.30 to 8 pm  
NYIT Auditorium, 1871 Broadway, New York City.

**Seats are limited, please [RSVP](#)**

For more information and media inquiries please contact:

Sandy Abiad, HANYC [sandy@hanyc.org](mailto:sandy@hanyc.org)



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## Program

- 5.30 - 6.15 pm Networking (refreshments offered by Wayaj – Earth Friendly Travel)
- 6.15- 6.20 pm Welcome message: Robert J. Koenig, Ed. D.
- 6.20-6.30 pm Opening remarks: Costa Constantinides
- 6.30 -7.15 pm Panel Discussion
- 7.15 - 7.45 pm Q&A
- 7.45 - 7.55 pm Closing remarks - Maya Shenkman

Moderator: Fatena Q. Williams, CHA, CRDE

## Panelists & Guests

### **Costa Constantinides**

Costa Constantinides represents the New York City Council's 22nd District, which includes his native Astoria, as well as Rikers Island, parts of Jackson Heights, Woodside, and East Elmhurst. Sustainability, resiliency, and air quality have been among Costa's top environmental issues long before he was sworn in. Growing up in western Queens meant seeing power plants go up in Astoria and Long Island City — often next to public housing — despite unified opposition from the community. As a volunteer after Sandy struck the area in 2012, Costa also saw first-hand what the storm did to the most vulnerable citizens.

As chair of the Environmental Protection Committee since 2015, he has been committed to fighting the effects of climate change and keeping it from forever changing New York City's landscape. In April 2019, Costa led the effort to pass the Climate Mobilization Act, the eight-bill package tackled greenhouse gas emissions from large buildings, made the first step toward closing fossil fuel power plants, and required green roofs on new buildings.

### **Robert J. Koenig, Ed. D. - Associate Dean, NYIT School of Management**

Dr. Robert J. Koenig is responsible for the start, development, and growth of the NYIT Manhattan Hospitality Management Program, as well as NYIT's M.B.A. concentration in Hospitality Management. He is Associate Dean for NYIT School of Management.

Published works include manuscripts in an array of academic peer-reviewed research journals and university textbooks. He has received four "Best Research Paper" awards by The Institute for Business and Finance and Clute Research Institute.

In 2015, Koenig received the NYIT Presidential Engagement Award for student engagement in global education.



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As a professional chef, his experience includes serving as executive sous chef at the 1985 Inauguration of President Ronald Reagan and Vice President George Bush; Executive Chef for Old Original Bookbinders, Philadelphia, Pa.; and Corporate Executive Chef for Tidewater Management Va. overseeing seven hotel properties.

He has cooked for high-profile individuals including Frank Sinatra; Dean Martin; Robert Wagner; Donna Summers and many other celebrities.

In 2017, Koenig received the designated recognition of Honorary Professor from Shandong Technology and Business University; Yantai, China; and a Strategic Partnership Award 2017 from Tourism College of Zhejiang, Hangzhou China

Additionally, in 2017 Koenig received the Suffolk County Long Island Legislative Proclamation Award for Education Excellence 2017 and Discover Long Island: 2017 Partner of the Year Award.

Koenig has established international educational programs and partnerships in Australia; Romania; Vancouver, B.C.; South Korea; and China.

**Moderator: Fatena Q. Williams, CHA, CRDE – Chairwoman HANYC Sustainability Committee**

Throughout her career Fatena Williams has been combining her professional growth with commitment to her community. Serving and teaching the hospitality industry, she has been moving through the ranks to hold several titles including Managing Director and most recent Director of Operations at the Knickerbocker Hotel. Named One of Top Hospitality Women of 2017, 2018, 2019 in the Tri-State area, she is also a Board Member of NYSHTA and AH&LA's Women in Lodging NY / NJ. As Chairwoman of the HANYC Sustainability Committee, Fatena encourages membership involvement and promotes people, profit and planet through partnerships with NYC Mayor's Office and the State. Fatena has been also acknowledged by several government officials for her philanthropic work receiving, among others, the Presidents Volunteer Award and the Presidential Champion Award.

**Andrew Sheivachman – Enterprise Editor, Skift**

Andrew is senior enterprise editor at travel industry intelligence platform Skift, where he works on high-impact projects. Throughout his decade-long career in travel journalism he's covered subjects including tourism, business travel, sustainability, hospitality, technology, and the intersection between government policy and travel. His Skift feature on tourism growth in Iceland helped launch the travel industry's debate on the impact of overtourism on destinations around the world. He lives in New York City.

**Logan Cohen, LEED AP ENV SP - Sustainability Consultant, Wayaj**

Logan Cohen is the designer of Wayaj's Eco-score, which rates the sustainability performance of hundreds of hotels in over 90 countries. Logan has experience across several industries in measuring waste and carbon, as well as creating targeted solutions to reduce their impacts.



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Logan has a Bachelor's Degree in Physics with a concentration on Environmental Science and a Master's Degree in Energy, Technology, and Policy.

### **Maya Shenkman - President, Box and Bottle NYC**

Maya has been working with numerous environmental causes in New York City, coordinating events and managing public awareness and conservation programs for non-profit organizations. For the past 20 years, her role as Director of Hotel Services, has been assisting the hospitality industry with recycling awareness, waste management and reduction on the road to improving environmental responsibility. Maya founded Box & Bottle NYC in 2017 and is continuing this work through design and management of sustainability programs, regulations compliance and conservation for properties throughout the city.

### **Nicholas Farina – General Manager, 1 Hotel Central Park**

Nicholas Farina's passion for the industry started at a young age apprenticing in kitchens. His career in hospitality took off after attending Boston University School of Hospitality, when he joined Dorchester Collection at the New York Palace. In 2016 he moved to Loews Hotels as Hotel Manager at the Loews Regency. In 2019, Nicholas joined 1 Hotels as the General Manager for 1 Hotel Central Park, where his commitment as a steward of sustainable practices is a driving force behind running a luxury eco-conscious brand.

### **Dr. Mark B. Milstein - Director of the Center for Sustainable Global Enterprise, Samuel Curtis Johnson Graduate School of Management Cornell University**

Dr. Mark B. Milstein is Clinical Professor of Management at the Samuel Curtis Johnson Graduate School of Management and Director of the Center for Sustainable Global Enterprise at Cornell University's SC Johnson College of Business. He conducts applied research in and oversees the Center's work on market and enterprise creation; business development; clean technology commercialization; and sustainable finance. Milstein has worked with more than 120 firms across a range of industries, including renewable energy and carbon markets, life sciences and sustainable agriculture, consumables, food and nutrition, health care and hospitality management, travel and tourism, as well as finance and international development. His applied research has been funded by the Rockefeller Foundation, Johnson & Johnson, the National Science Foundation, the World Bank, and the Bill & Melinda Gates Foundation among others. Professor Milstein's work and perspectives have been featured in the media, including *The New York Times*, *MSNBC*, *CNN*, *CNBC*, *Forbes*, and *The Guardian*. His writings have appeared in a number of journals including *Science*, *Academy of Management Executive*, and *Sloan Management Review*. Professor Milstein is a frequent speaker on the topics of strategy, organizational change and innovation related to business and sustainability, and consults with multi-national firms, small and medium sized enterprises, and NGOs.



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**Niclas Svenningsen - Manager, Global Climate Action at the UN Climate Change Secretariat**

Niclas Svenningsen worked for the Swedish Environmental Agency before joining UN Environment in Bangkok and Paris. He has been with UN Climate Change for 8 years and he leads engagement of private sector and civil society.

**Samuel Man, Policy Advisor, NYC Mayor's Office of Sustainability**

The Mayor's Office of Sustainability (MOS) is responsible for developing policies and programs to enhance the near-term and long-term sustainability of the City of New York, as outlined in the City's sustainability plan: OneNYC. Samuel manages the NYC Carbon Challenge program, which is a public-private partnership between the City of New York and leaders in the private and institutional sectors with the goal of reducing citywide greenhouse gas emissions. Samuel is a Harlem native, and holds a Master of Science in Sustainability from City College of New York.