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FOR IMMEDIATE RELEASE

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WX TO HOST 2018 WOMAN OF THE YEAR GALA TO HONOR CHERYL BOYER ON THURSDAY, NOVEMBER 15th, 2018

NEW YORK, NY— WX New York Women Executives in Real Estate (WX) is pleased to announce that it will host its 2018 Woman of the Year Gala on Thursday, November 15, 2018 from 6:00 pm – 10:00 pm at The Pierre, located at 2 East 61st Street in New York City. The gala will honor Fulcrum Hospitality's Chief Operating Officer, Cheryl Boyer, for her accomplishments as a leader in the real estate and hospitality industry as well as her contributions to WX.

Honoring a Commitment to Success for Women in Real Estate

Cheryl Boyer is the Chief Operating Officer of Fulcrum Hospitality, a boutique advisory, asset management and real estate investment firm focused on the hospitality and gaming industries. Founded in 2011, Fulcrum oversees nearly \$6 billion in assets comprising over 12,000 branded, lifestyle and independent hotel rooms.

Fulcrum has principal investments in hospitality assets and maintains acquisitions and asset management relationships with major investment banks and institutional private equity firms. As Chief Operating Officer, Cheryl brings more than 25 years of experience working with major industry stakeholders – investors, lenders, brands and advisors - to Fulcrum, its partners and clients.

Prior to joining Fulcrum, Cheryl was the President of Lodging Advisors, a highly-regarded consulting practice. She has held senior leadership roles with PricewaterhouseCoopers' Hospitality & Leisure practice and Hotel Partners, Inc., and was a consultant with the hospitality practices at Landauer Associates and Laventhol & Horwath. Cheryl started her career in hotel operations working with InterContinental Hotels and Accor. She is a graduate of the School of Hotel Administration at Cornell University.

Recognized as an active industry leader, Cheryl is a Board Member and Immediate Past President of the Cornell Hotel Society, Membership Chair of the President's Council of Cornell Women and is a member of the Cornell University Council, Cornell Hotel School Dean's Advisory

Board, Hospitality Asset Managers Association and Lodging Industry Investment Council. Cheryl has been a member of WX for more than 12 years and currently serves on the WX Scholars Program Committee, where she serves as the liaison for Cornell University.

In addition to authoring several articles on hospitality and finance topics, Cheryl has been a speaker at major industry conferences, including the NYU Hospitality Industry Investment Conference, the Americas Lodging Investment Summit, and the Lodging Conference. Cheryl taught at New York University's Center for Hospitality Industry Studies and has been a guest lecturer at Cornell University.

Cheryl lives in Westchester with her husband, Sal, and two children, Sarah and Jack.

About WX New York Women Executives in Real Estate

WX New York Women Executives in Real Estate is an invitation-only association of executive-level women actively engaged in the commercial real estate industry in New York. The mission of WX is to promote the advancement of women in commercial real estate; to enhance public perception about the role of women in the industry; and to promote the highest standards of professionalism, ethics and integrity in the field. Through educational seminars, breakfasts with industry leaders, mentoring programs, scholarships, and special events, WX provides members with a forum for visibility and exchange, spotlights the accomplishments of individual women in the industry, and paves the way for the next generation of women in the field. For more information, please visit www.wxnyre.org.

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