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WX HOSTS RECORD-BREAKING WOMAN OF THE YEAR GALA HONORING CHERYL BOYER AND CELEBRATING 30 YEARS

NEW YORK, NY— WX New York Women Executives in Real Estate (WX) hosted its **Annual 2018 Woman of the Year Gala** on Thursday, November 15, 2018, at The Pierre Hotel in New York City. The sold-out gala honored **Fulcrum Hospitality's Chief Operating Officer Cheryl Boyer** for her accomplishments in the real estate and hospitality industries as well as her many contributions to WX. The event also kicked-off celebrations of WX's 30th Anniversary by raising **over \$608,000**, a new record.

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.

Steve Angel, Principal and Founder of Fulcrum Hospitality introduced the honoree saying, "Cheryl's dedication to giving back is embodied within her work at WX, ranging from mentorship of scholarship recipients and young women at the start of their professional careers, to holding posts as WX Past President of both the WX organization itself as well as its Charitable Trust." Angel also commented on how Cheryl is an "unstoppable force" and "is always giving of herself and there for [the team]."

WX President, Beth Zafonte, Director of Economic Development Services at Akerman LLP said, "Cheryl is the quintessential role model for women in our industry. In her speech, Cheryl spoke of being a "giver" and the personal and professional rewards that have followed because of that approach. She leads in the best possible way, by example. "

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 13 years and currently serves on the WX Scholars Program Committee, where she serves as the liaison for Cornell University.

In her remarks, Cheryl noted she was stunned and honored to join the list of accomplished honorees and it was hard to imagine a time when she wasn't involved with WX. "WX's mission is more relevant than ever. True, there are more women in real estate leadership roles today, compared to 30 years ago (many of whom are WX Members); but we can all agree there is so much more we can do," said Cheryl. "It's not ok to say I don't care. We must all care about each other and about the young professionals who are the future. There is more to give."

Proceeds from the record-breaking fundraising event support the WX scholars and mentoring programs which aid talented young women in their pursuit of careers in the real estate industry.

About WX New York Women Executives in Real Estate

WX New York Women Executives in Real Estate is an 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.com.