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NYC LIFESTYLE HOTELS PANEL AT WX NEW YORK WOMEN EXECUTIVES IN REAL ESTATE BREAKFAST

NEW YORK— February 15, 2017— The **WX New York Women Executives in Real Estate (WX)** monthly breakfast meeting, held on **Wednesday, February 15, 2017** at **The Harvard Club** in New York City featured an expert panel focused on trends in the New York City hospitality sector. The panel included **Cheryl Boyer, Chief Operating Officer, Fulcrum Hospitality Group, Ellen Brown, Executive Vice President, DENIHAN, Randy Gerner, Co-Founding Principal, Gerner Kronick + Varcarel, Architects, DPC, Dannette Opaczewski, Senior Vice President and CFO, Sydell Group and Gilda Perez-Alvarado, Managing Director, JLL Hotels.** The WX monthly Breakfast Series meetings offer a range of topics and speakers of interest to the commercial real estate community, and are open to WX Members and their guests, and WX Scholarship Recipients.

What's Hot Now?

The WX panel of experts spoke to WX members, scholarship recipients and guests about new trends in New York City lifestyle hotels. The panel looked at the lifestyle hotel sector from a design perspective and how it's driven by customer preferences, as well as its need to deliver profit. Panelists discussed a number of recent NYC lifestyle hotel projects, including the recently completed Beekman Hotel in lower Manhattan, as well as the unique opportunities and challenges of the NYC hospitality market. The WX Panelists included:

Cheryl Boyer, Chief Operating Officer, Fulcrum Hospitality Group

Cheryl Boyer is the Chief Operating Officer of Fulcrum Hospitality, a boutique operating partner, asset manager, and transaction advisor in the lodging and gaming space.

Ellen Brown, Executive Vice President, Acquisitions & Development, DENIHAN

Ellen Brown spearheads Denihan's expansion efforts including, acquisitions/dispositions, joint ventures and management agreements.

Randy Gerner, Co-founding Principal, Gerner Kronick + Valcarel, Architects, DPC

Randy Gerner is the co-founding Principal of Gerner Kronick + Valcarcel Architects, DPC, Mr. Gerner is responsible for more than 10 million square feet of base building and interior design work.

Danette Opaczewski, Senior Vice President and Chief Financial Officer, Sydell Group

Danette Opaczewski is currently SVP and CFO for Sydell Group, a fast growing privately-held hotel management company that owns and operates high-profile brands and properties in major urban markets in the US and UK.

Gilda Perez-Alvarado, Managing Director, JLL Hotels

Gilda Perez-Alvarado has been with JLL hotels and hospitality group since 2004. Currently based in New York as Managing Director and Head of JLL's Global Hotel Desk, Perez-Alvarado focuses on cross-border full-service investment sales.

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.