Pillsbury Institute for Hospitality Entrepreneurship

2020-2021 Year In Review

Mission Statement

The Leland C. and Mary M. Pillsbury Institute for Hospitality Entrepreneurship (PIHE), established in 2006, aims to be the home for entrepreneurial thought leadership in the hospitality industry. It seeks to accomplish this goal by focusing on both hospitality students and industry professionals.

Students: PIHE is the hub for Cornell students interested in pursuing an entrepreneurial career in the hospitality industry. To accomplish this goal, PIHE teams seasoned faculty and accomplished entrepreneurs with students, to help them develop the knowledge, skills, and practical experience necessary to pursue their entrepreneurial ambitions. The Entrepreneurs in Residence program is a major part of this initiative. Using its programs, events, and network, PIHE is also able to work with the Cornell School Administration to assist in the offerings of undergraduate and graduate level entrepreneurship courses that incorporate both academic and practical components. The courses are designed to provide students with an analytical framework for pursuing an entrepreneurial venture.

Professionals: PIHE is a source of information for those creating a hospitality business, managing a small and family-operated business, purchasing franchises, developing a corporate venture, funding a new venture, and being an innovator. To accomplish this goal, PIHE brings industry professionals, faculty, and other stakeholders together, in multiple forums, to create and share knowledge pertaining to entrepreneurship and innovation.

Along with its directors, program manager, and affiliated faculty, PIHE's Advisory Board members offer vital counsel and help direct and operationalize the Institute's philosophy and activities.

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Thank You
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Leadership

From the Directors

2020 was challenging for everyone and the Pillsbury Institute was not an exception. Engagement is fundamental to our mission. Even though technology allows for virtual meetings, which is how we conducted ourselves, in-person meetings were missed by all of us. We built many new relationships with students, industry, board members and alumni virtually but an emptiness existed due to these impersonal interactions. That said, we were able to successfully hold our signature events as well as create new initiatives and activities. Our Entrepreneurs in Residence program, all remote, featured 15 Entrepreneurs who held over 250 student meetings during the course of the year. In addition, we held six webinars, collectively viewed by over 16,000 people. We held our pitch deck and business plan competitions remotely and, by all accounts had the best set of entries in our history. On the classroom side: (a) we completely redesigned our class Conversations with Entrepreneurs – it was rated a 5.0 out of 5.0 last year and is oversubscribed for the upcoming academic year; (b) created a new class: Key Drivers for Making Innovation Happen – a huge success with 46 students and 65 guests; and (3) created the Experiential Networking Program – another huge success which we are turning into a for credit class beginning Fall 2021.

As the new year approaches we look forward to live events in the form of Hackathons, Roundtables, Competitions and Classes, and finding ways to incorporate new initiatives that focus on expanding networks and resources for alumni and others who have a focus on hospitality entrepreneurship. Despite the pandemic, our Board membership remained strong and our financial picture is as strong, or stronger than ever before. We are thankful that our members were able to provide time and resources during these challenging times.

Linda Canina
Academic Co-director

David Sherwyn
Academic Co-director

Michelle Ciaschi
Program Manager

Our Board

Bob Alter '73
President
Seaview Investors

Kenneth Blatt '81
Principal
CPG Real Estate

Yaniv Blumenfeld '95
Founder and
Managing Partner
Glacier Global Partners, LLC

Jason Brown '05
Partner
Blue Flag Partners, LLC

Glen Coben '86
Founder and President
Glen & Company Architecture

Chad Crandell '83
Co-Founder and CEO
CHMWarnick

Robert S. DeVries
Global Head of Hospitality &
Leisure Practice
Spencer Stuart,
North America

Monica Digilio
Executive Vice President
and Chief Human Resources
Officer
Caesars Entertainment

Joseph Fan P '22
President
Brighton Management

Stacy Fischer-Rosenthal, P '16
President
Fischer Travel Enterprises
President
Fischer-Rosenthal Consulting

Michael Frenkel, P'22
President
MFC PR

Tim Hentschel '01
Chief Executive Officer
HotelPlanner.com

Our Board

Steven Hurowitz P'19 & P'21
Chief Executive Officer
HB Capital Group, LLC

Ashwin Kamlani, MMH '03
Executive Vice President
Kognitiv

Stuart Kapp, JD '89, P '17
Partner
Kapp Morrison, LLP

Warren Leeds '84, P '14 & P '19
Founder and
Chief Executive Officer
Dartcor Food Services

Ravi Mehrotra
President, Founder and Chief Scientist
IDeaS Revenue Solutions

Abe Ng '95
Founder, President, and
Chief Executive Officer
Sushi Maki

Allison Page
Co-Founder and Chief
Product Officer
SevenRooms

Jess Petitt '05
Vice President, Analytics
Hilton

Jake Phipps
Founder and
Chief Executive Officer
Phipps & Company

Leland Pillsbury '69
Chairman
Thayer Lodging Group, a
Brookfield Company

Jacque Riley
Hospitality Marketing Director
CGI Merchant Group

Ondrea Schiciano '92
Owner
Levitt-Fuirst Insurance

Our Board

Frederick J. Singer
President and
Chief Executive Officer
Singer Equipment Company, Inc.

Sandy Solmon
Founder, President, and
Chief Executive Officer
Sweet Street Desserts

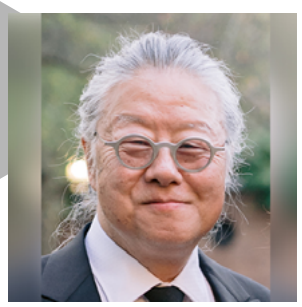
Danny Stein '92
Managing Partner
Volery Capital Partners

Joe Tagliente '89
Partner and
Chief Executive Officer
Lenrock Management Group

Ted Teng '79
Former President and Chief
Executive Officer
The Leading Hotels of the
World

Mark Wolman
Principal and Partner
Waterford Hotel Group

Jacob Wright
Founder and CEO
Skyward Hospitality



Jimi Yui '79
Founding Principal
YuiDesign

Internships and Student Engagement

Sponsored by the Centers & Institutes in the School of Hotel Administration, the C&I Internship Program provides students opportunities to gain practical experience in innovation, entrepreneurship, healthcare, food & beverage management, research, real estate finance, labor and employment relations, and other hospitality focus areas.

If you are a current student or a participating C&I advisory board member company, visit the Centers & Institutes home page to apply for or submit available internship opportunities.

Internship Duration
2 weeks to 12 weeks

Intern Compensation
Competative Salary

Intern Reporting
Entrepreneur or Senior Executive

Internships and Student Engagement

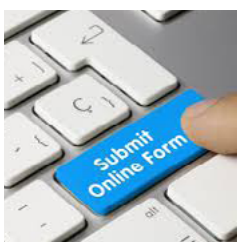
[Student Application Process]

Browse Internships

Apply Via Handshake

Interview

Offer



Submit Internships Online

Review/Approve Posting

Interview Applicants

Internship Offer

Contact PIHE

[Company Participation Process]

Entrepreneurs In Residence

About the Program

Every academic year, the Pillsbury Institute invites successful entrepreneurs to the Ithaca campus through the Entrepreneurs in Residence program. The program enables students to learn through ongoing personal interaction with successful entrepreneurs. The entrepreneurs-in-residence meet one-on-one with students to help them with business development, networking, and career planning.

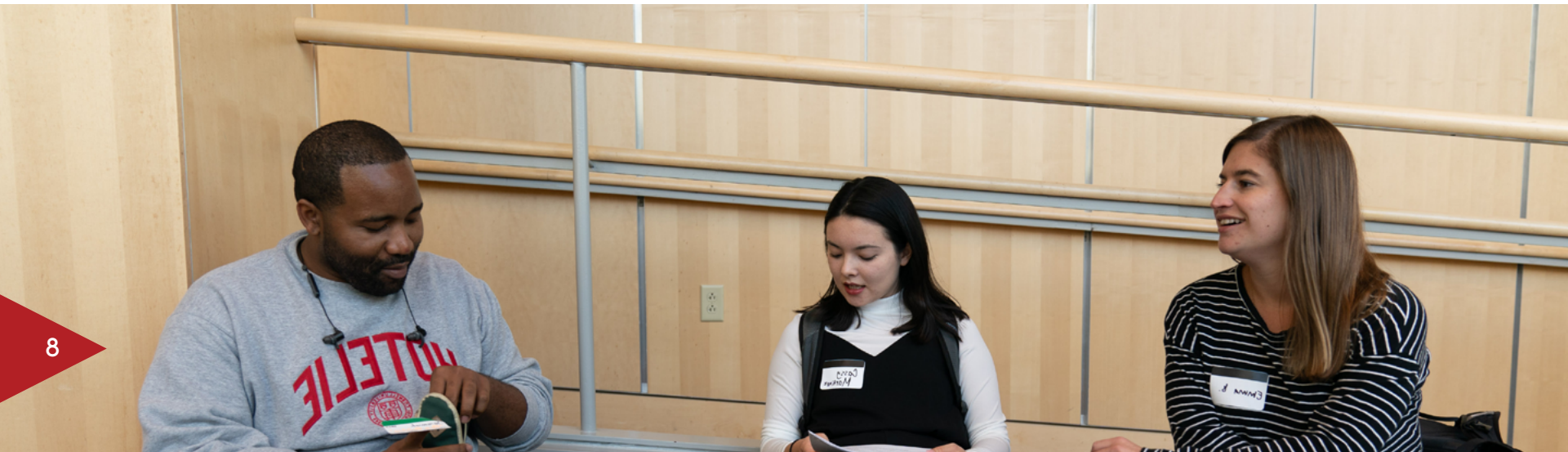
How it Works

With support from the StartupTree platform, students and mentors can seamlessly schedule meetings and manage profiles while engaging with the broader Cornell Entrepreneurship Community.

StartupTree is the leading platform and the fastest growing network for university entrepreneurship. Entrepreneurial participants including students, alumni, staff, and faculty use StartupTree to access the resources they need and to discover, connect, and collaborate with co-founders, team members, and mentors on their journey.

Total Meetings
250+

Total Mentors
15



Entrepreneurs In Residence

Brandon Barton '03
Chief Executive Officer
Bite

Nick Bayer '00
Founder and
Chief Executive Officer
Saxbys

Kenneth Blatt '81
Principal
CPG Real Estate

Patrick Bosworth
President
PTB Advisors

Micah Estis Green '18
Founder, President, and CEO
Maidbot

Michael Frenkel P '22
President
MFC PR

Meli James '00
Co-founder, Mana Up
President
Hawaii Venture Capital
Association Venture

Felix Litvinsky P '23
Managing Director
Blackstone LaunchPad at
Cornell University

Tora Matsuoka
Principal
Seasoned Hospitality

Allison Page
Co-Founder &
Chief Product Officer
SevenRooms

Marisa Sergi '15
Chief Growth Officer
L'uva Bella Winery

Fred Singer
President &
Chief Executive Officer
Singer Equipment Company, Inc.

Danny Stein '92
Managing Partner
Volery Capital Partners

Jacob Wright
Founder &
Chief Executive Officer
Skyward Hospitality

Ellen Yui P '14 & P '16
Founding Principal
YUI+Company

"The Pillsbury Institute has been an invaluable experience for my entrepreneurial journey. The Entrepreneurs in Residence program allowed to expand my network, bounce ideas off of experienced entrepreneurs, and even find an investor for my startup, Rewardzzz. We also placed in both the Pitch Deck and Business Plan Competitions, giving me the chance to get some additional funding and more importantly pitch in front of an almost 1,000 person audience. Overall, the Pillsbury Institute has been crucial in helping me grow my startup from an idea I had in class to an operational business and I push any Cornellian, especially Hotelies, to take advantage of the amazing opportunities they have to offer." - Hunter Friedland '19

Experiential Networking Program

About the Program

A new initiative this year! The Pillsbury Institute Experiential Networking program creates a way for students to learn and enhance their experiential networking and "softer" leadership skills. We do this by pairing small student cohorts with industry executives to practice and hone the skills taught by experts in the field. Modules included the Art of Networking, Personal Branding, Activating Your Plan, and Expanding Networks/Ecosystems

This program run for a full academic year and brought students and industry together in a meaningful way to enhance entrepreneurial skills. It provided value to students by empowering them to form long lasting relationships with key industry executives, and value to executives by providing them access to the future minds of hospitality.

Visiting Professor of Practice

Stacy Silver
President
Silver Hospitality Group

Committee Members

Chad Crandell '83
Co-Founder and CEO
CHMWarnick

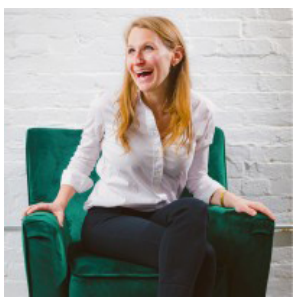
Robert S. DeVries
Global Head of Hospitality & Leisure Practice
Spencer Stuart, North America

Jill Hellman
Founder
The Strategy Lab

Warren Leeds '84, P '14 & P '19
Founder and CEO
Dartcor Food Services

Expert Session Speakers

Deena Baikowitz
Chief Networking Officer
Fireball Network Global



Randi Braun
Founder
Something Major Coaching

Heather Jacobs '94
Chief Human Resources Officer
Delaware North

Nancy Medoff
Founder, Consultant, Keynote, & Coach
AthenaWise

Experiential Networking Program

Kenneth Blatt '81
Principal
CPG Real Estate

Jay Burnett
Chief Investment Officer
GF Hotels & Resorts

Micah Estis Green '18
Founder, President, and CEO
Maidbot

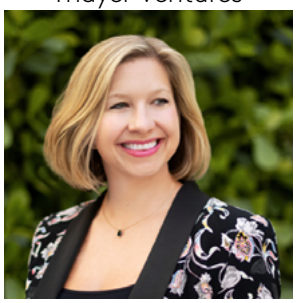
Christopher Hemmeter '86 (A&S), P'22
Managing Director
Thayer Ventures

Eric Jacobs
Chief Development Officer, North America
Marriott

Raul Leal
Virgin Group Board Advisor-Brand & Design
Virgin

Jackie Lee
Director of Business Development
LifeWorks Restaurant Group

Jess Petitt '05
Vice President, Analytics
Hilton



Jacque Riley
Director of Hospitality
CGI Merchant Group

Allen Rolleri
Group Publisher
Hotel Business

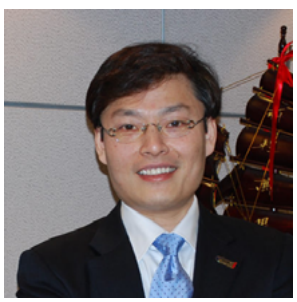
Michelle Schneider
VP of Finance
Dartcor

Lynda Schrier Wirth '82
President
Schrier Wirth Executive Search

Natasha Scott
Chief of Staff to CEP Americas,
Director of Growth Initiatives
IHG

Leo Yen '94
Senior VP
Hyatt Hotels Corporation

Michael Youngblood
Co-founder and CEO
Unsettled



Teddy Zhang '97
Managing Director
Thayer International Group

Program Mentors

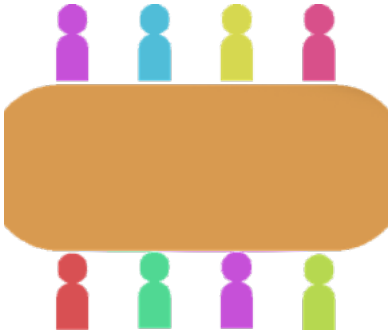
Events

FY 2020-2021

Student Engagement

500+ Students

Board Member Engagement



30+ Board Members

Total Events

3 Events

Pillsbury Hospitality Entrepreneurship Kick-Off Event

September 3, 2020
Virtual

The Pillsbury Institute for Hospitality Entrepreneurship invited students, staff and faculty to join us for our Hospitality Kick-off Event! Students learned about PIHE programming and resources, and how we support entrepreneurship at the Hotel School.

The event was open to all students! Read more here.

Hospitality Pitch Deck Competition Finals

November 20, 2020
Virtual

The Cornell Hospitality Pitch Deck Competition is an experiential learning opportunity for student entrepreneurs who are contemplating, starting, or operating an early stage hospitality-based venture, and who are looking to improve their pitching skills, with the potential to earn seed funding for their venture.

Congratulations to the 2020 winning teams!

1. First Place ($3,000): WEET
2. Second Place ($1,500): Ultraviolet Transactions
3. Third Place ($500): Life After Life

Read more here.

Hospitality Business Plan Competition Finals

May 1, 2021
Virtual

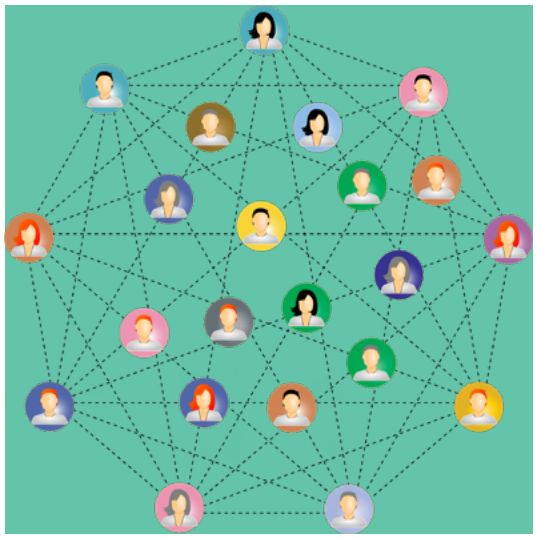
The Hospitality Business Plan Competition was an annual entrepreneurship event that began at the start of the academic year when students formed teams and developed executive summaries for their business plans. The competition ended in May, when the student teams submitted their final business plans and semi-finalist teams made their presentations to a judging panel that selected the top three concepts as winners.

Congratulations to the 2021 winning teams!

1. First place ($25,000): Life After Life
2. Second place ($7,500): Adaptive Reuse Capital
3. Third place ($5,000): Priya Hospitality

Read more here.

C&I Webinars



Total Webinars

51

Total Speakers

50+

Total Registration

120K+

PIHE Webinar Highlights

BUILDING GUEST CONFIDENCE: Making Hospitality Safe
July 20, 2020

No industry has been hit harder by the COVID-19 pandemic than hospitality. Numerous hotels were forced to close, while those that remained open were often operating at occupancy rates lower than 10%. As more hotels begin to reopen, they are faced with a variety of questions ranging from how to go about attracting wary guests to what physical changes need to be made to ensure safety. How can individual hotels adapt to this evolving situation, and what must the industry as a whole do to get back on track?

INNOVATING FOR A POST-PANDEMIC FUTURE: Challenges and Opportunities in the Hospitality Industry
September 23, 2020

The COVID-19 pandemic, while paralyzing for many industries, is also spurring innovation and inspiration. This is particularly true in the hospitality industry, where pioneering thinkers and companies have taken steps to turn this unprecedented challenge into opportunity. Forced into reimagining the old ways of doing business, these thought leaders are introducing new initiatives that address the demands of this historic moment while also laying the foundation for the future of hospitality.

COVID-SAFE HOTELS: Health Innovations for Guests and Employees
November 19, 2020

It's no secret that the COVID-19 pandemic has hit the hotel industry as hard as — if not harder than — any other sector. While many aspects of the pandemic's economic slowdown remain outside the industry's control, it's imperative that hotels think creatively about ways to ensure guest comfort and safety. It's equally important to reassure guests by effectively communicating the steps that have been taken to prevent the spread of the disease.

Some of these safety measures can come from physical improvements to hotels' air filtration systems and the use of surface disinfectors. This webinar will focus on these two aspects of guest safety while also exploring other ways that hotels can effectively respond to the pandemic.

PIHE Webinar Highlights

USING TECHNOLOGY TO REINVENT HOSPITALITY BUSINESS MODELS: Investing, Development, and Operation
March 30, 2021

Rapid advances in digital technologies are providing a once-in-a-generation opportunity for aspiring entrepreneurs, innovative incumbents, and savvy investors to reinvent the hospitality business model. No aspect of the hospitality stack is untouched: Operations are being reinvented with process automation that leads to superior guest experiences and higher labor productivity. Entrepreneurs are inventing new hospitality concepts adapted to the lifestyles of digital nomads.

WHAT KEEPS US COMING BACK: How to Build Consumer Loyalty
April 27, 2021

Thanks to evolving customer needs and expectations, loyalty programs in the hospitality sector have come a long way from the "earn-and-burn" points-based loyalty programs and the lower-funnel transactional focus. The current pandemic has also accelerated the emergence of new opportunities to create a broader ecosystem of benefits and partnerships that can be part of customers' day-to-day lives beyond travel and stay.

This webinar will take a deeper look at emerging customer loyalty trends and modernizations occurring in the hospitality and travel sectors.

YOUR RESTAURANT'S DIGITAL FRONT DOOR: Leveraging Digital Marketing for Success
May 25, 2021

The romantic view of the maître d' who remembers the name, family, and culinary preferences of the restaurant patron who learned of the restaurant from a friend or in a lifestyle magazine is a marketing model of the past... or is it of the present as well? Today, restaurants can learn all that information and more from their customers. Restaurant internet searches inform dining decisions, reservations are made online, and patrons describe their gastronomic experiences via the likes of Yelp or TripAdvisor. Restaurants, however, are not taking advantage of the opportunities that this wealth of information provides. Why? Is it because the rewards are not worth the effort? Are there any structural barriers in the restaurant industry that prevent the advance of digital marketing?

Media

You can keep up-to-date on Pillsbury Institute news and events by registering for our newsletter. You can also visit and follow us on these channels:

SHA BusinessFeed

facebook

Instagram

LinkedIn

Shutterfly

twitter

YouTube

Academic Engagement

Faculty

Linda Canina
Professor of Finance
Academic Co-director - PIHE

Christopher Gaulke
Lecturer

Jill Hellman
Visiting Professor of Innovation

Heather Kolakowski
Lecturer

Andrew Quagliata
Senior Lecturer
Assurance of Learning Director, Hotel School

David Sherwyn
John and Melissa Ceriale Professor of Hospitality Human Resources
Academic Co-director - PIHE

Neil Tarallo
Senior Lecturer

2020-2021 New Class Offerings

HADM 3135 Conversations with Entrepreneurs

Instructors: Linda Canina; David Sherwyn

This course guides students to answer the fundamental question: "Why Entrepreneurialism? Is it the right path for me?". Many people say they want to start a business but don't expect and desire the authority and responsibility that comes with it. The objective of this course is to both broaden students' thinking about what constitutes the field of entrepreneurial endeavor – and to sharpen their focus on the unique attributes they bring to the table in considering launching entrepreneurial ventures of their own in the future.

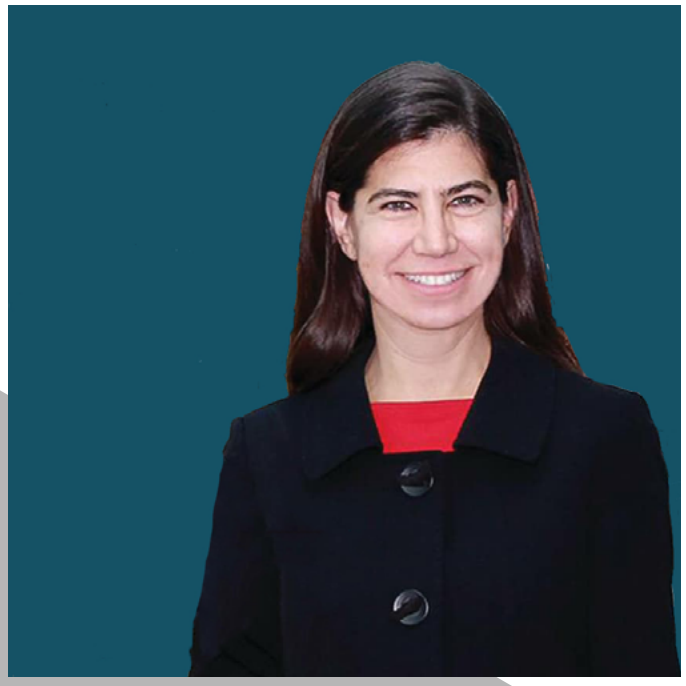
Industry Participants:

Nick Bayer '00, Founder and Chief Executive Officer, Saxbys
Patrick Bosworth, President, PTB Advisors
Bob DeVries, CEO, Board and Hospitality & Leisure Practices, Spencer Stuart
Kristine Di Bacco, Partner, Fenwick & West
Jill Hellman, Founder, The Strategy Lab
Chris Hemmeter '86, Managing Director, Thayer Ventures
Jeff Jackson, Managing Director, Thayer Ventures
Tripp Jones, General Partner, August Capital
Larry Kwon, Managing Director, Moelis & Company
Allison Page, Co-Founder & Chief Product Officer, SevenRooms
Leland Pillsbury '69, Chairman, Thayer Lodging, A Brookfield Company
Jacob Wright, Founder & Chief Executive Officer, Skyward Hospitality

HADM 4190 Key Drivers for Making Innovation Happen

Instructor: Jill Hellman, Visiting Professor of Innovation

Successful innovators are able to rethink, reimagine, and grow. In this hands-on course, students will learn how to develop a perspectives mindset and how to take innovation from conception to creation. By interacting directly with high-level executives in the hospitality industry, government officials, technologists, investors, designers, and other interesting people, students will gain practical skills while creating meaningful relationships and adding value to organizations and stakeholders. By the end of the course, students will better recognize their role in a variety of group settings, have created productive real-world solutions, and know the ways to execute on their future roadmaps.

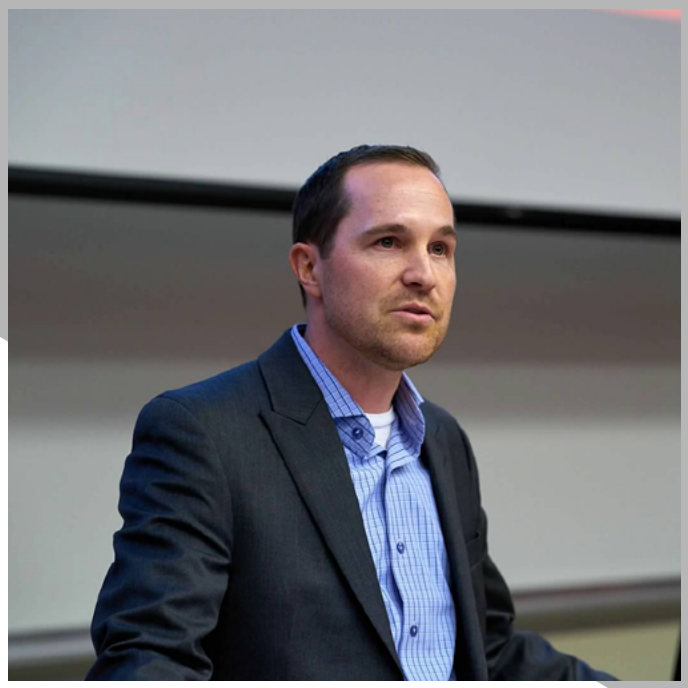


Industry Participants:

Keith Alper, Founder & CEO, GenieCast
Kenneth Blatt '81, Principal & Chief Operating Officer, Hospitality Division, CPG Real Estate
Michael Boorstein, General Manager, Amazon
Richard Brilliant, Chief Audit Officer, Carnival Corporation
Catherin Byrne, Creative, Queens Gaming Collective
Tom Byrne, Co-founder and Partner, New River Capital Partners
Ralph Campbell, CEO, Learning Optimized
Mark Carrier, President, B. F. Saul Company
Chris Clews, CMO, Inception Company
Peter Cole, CEO, Design Hotels
Craig Colwell, Owner, LBX Immersive
Jocelyn Cortez, Managing Partner & CEO, Minerva Capital Group
Bob DeVries, CEO, Board and Hospitality & Leisure Practices, Spencer Stuart
Diana Dobin, CEO & Chief Sustainability Officer, Valley Forge Fabrics
Will Dowling, Lead Portfolio Management, Greystar
Jonathan Downes, Azure Migration Program Director, Microsoft (New Zealand)
Cesar Dubois, CEO, Nicaraguan American Center
Robin Fortner, Sergeant Major (retired), US Marine Corps
Jeff Hellman, Senior Vice President and Assistant General Counsel, PVH Corp.
Alan Ket, Graffiti Artist, Co-founder and Curator, Museum of Graffiti
Tamir Khalifa, Branch Owner, Coldwell Banker (Emirates)
Mona Khalilieh, Manager, Malta Hotel & Restaurant Association
Alicia Laszewski, Founder, Brand Ethos
Kory Laszewski, Global Vice President, TELUS International
Raul Leal, Virgin Group Board Advisor-Brand & Design, Virgin
Guillermo Madriz, Executive Director, Centro Cultural Costarricense Norteamericano
Konrad Mizzi, Former Minister, Former Tourism Minister (Malta)
Carol Morgan, Freelancer, (former Entrepreneurs' Organization Administrator)
Andrew Agius Muscat, Secretary General, Mediterranean Tourism Foundation and CEO, Malta Hotel & Restaurant Association
Jonathan Oleinick, Founder & CEO, Evolution Virtual
Dio Pouerie, Chief Revenue Officer, SalesAgency & LeadMark
Gabi Rosen, Client Partner, Spotify and Founder, gabriellaOM
Jon Ross, Director of Business Development, AeroVironment
Erik Roth, Global Leader, Innovation & Growth Practice and Senior Partner, McKinsey & Company
Violeta Salonen, Senior Lecturer of Experience Design and Management, Haaga-Helia University of Applied Sciences (Finland)
Stacy Silver, President, Silver Hospitality Group
Duane Stiller, Founder, Owner & President, Woolbright Development
Jacob Wright, Founder & Chief Executive Officer, Skyward Hospitality

2020-2021 Class Offerings

- HADM 1102 Entrepreneurship and Concept Development in the Food and Beverage Industry
- HADM 3135 Conversations with Entrepreneurs
- HADM 4140 Innovation and Corporate Renewal
- HADM 4190 Key Drivers for Making Innovation Happen
- HADM 4145 Business Model Innovation and Design
- HADM 4301 Restaurant Entrepreneurship
- HADM 4315 Nonprofit Social Enterprise and Food Justice
- HADM 6140 Innovation and Corporate Renewal



Membership Benefits

All of our Centers and Institutes at the Cornell School of Hotel Administration are privately funded by our generous board member companies. These memberships allow us to continue to provide the very best in academic courses, industry research, and student development opportunities.

The Pillsbury Institute stays continually involved with students, entrepreneurs, faculty, alumni, and practitioners through a broad range of activities—programs, events, competitions, internships, and organizations. Join the Pillsbury Institute, where we educate, innovate, and generate the next generation of entrepreneurs.

Become a Pillsbury Institute for Hospitality Entrepreneurship Corporate Member

To learn more about our current board members and their impact on the industry please vist our Members in the News.

Membership Benefits

PIHE Corporate Member benefits include:

- Invitation to become a member of the Pillsbury Institute's Advisory Board and to attend its two annual meetings.

- Recognition as a member on the Pillsbury Institute website, including your corporate logo, a link to your company's website, and the advisory board member's personal bio and photo.

- Invitations to participate in the following Pillsbury Institute programming including but not limited to:
    - o Networking Socials
    - o Semi-final round judge for the Cornell Hospitality Business Plan Competition (Spring Semester)
    - o Industry Roundtables
    - o Opportunity to be considered:
        - An Entrepreneur in Residence
        - A guest lecturer in entrepreneurship classes
        - A panelist at external conferences
        - A judge for competitions

- Ability to nominate industry leaders for the Cornell Hospitality Innovator Award

- Invitations to leading Cornell networking events around the world

- Opportunity to mentor and interact with graduate and undergraduate students

- Access to highly-motivated students for employment and internship opportunities.

Giving Opportunities

PIHE Giving Opportunities:

Naming Opportunities:

Naming academic director: $1 million or $35,000/year

Membership:

Advisory board membership (pending approval): $10,000/year (suggested three-year commitment)

Support the Educational Mission:

- Entrepreneurs in Residence program: $5,000/year
- Roundtables: $2,500 – $10,000/event
- Student travel: $1,000 – $15,000/year
- Hackathons: $20,000 – $50,000/event

Experiential Learning:

- Hospitality Business Plan Competition: $50,000/year
- Hospitality Pitch Deck Competition: $10,000/year
- Networking programs and events: $2,500/event

Learn more about giving opportunities here.

Thank You To Our Members and Affiliates

Brighton Management

CAESARS ENTERTAINMENT

CHMWarnick

CPG REAL ESTATE

DARTCOR

FISCHER TRAVEL

GLACIER Real Estate Merchant Banking

g&co

HB CAPITAL

Hilton

HotelPlanner.com

Ideas A sas COMPANY

KM KAPP MORRISON

Kognitiv

LENROCK INSIGHT. INTEGRITY. LEADERSHIP.

EST. 1969 LEVITT-FUIRST INSURANCE

PHIPPS & CO BUILDING MATERIALS | INTERIOR FINISHES

SEAVIEW INVESTORS, LLC

SEVENROOMS

SINGER

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