

**STANLEY TURKEL, MHS, ISHC
HOTEL CONSULTANT**

HOTEL CONSULTING PRACTICE

Provides litigation support services and expert witness testimony; performs operational audits and due diligence studies; negotiates franchise license agreements and management contracts for hotel owners and lenders; serves as asset manager to maximize revenue and profit; recent year-long consultant to the Harvard Club of New York.

PREVIOUS BUSINESS EXPERIENCE

International Telephone and Telegraph Corporation - Product Line Manager, Hotel/Motel Operations. Served on the Executive Committee with the President of the Sheraton Corporation of America. Responsibilities included development of short and long-term business plans, monitoring worldwide performance to insure planned growth and profit targets. Studied sites, reviewed hotel development plans, prepared proformas, evaluated feasibility studies and conducted negotiations in the United States and abroad.

The Summit Hotel, New York 762 Rooms - General Manager

The Drake Hotel, New York 680 Rooms - General Manager

The Americana Hotel, New York 1842 Rooms - Resident Manager

EDUCATION

-BS in Business Management, New York University

-Graduate work in Executive Management, St. Johns University

ORGANIZATIONS

International Society of Hospitality Consultants - Professional Designation

American Hotel & Lodging Association - MHS Certification

NYU Tisch Center for Hospitality, Tourism and Sports Management- Emeritus Member of the

Board of Advisors and Faculty Member

City Club of New York - Chairman, Board of Trustees for eleven years

RECENT PUBLISHED ARTICLES

- Shift Into High Gear: Create A Red Flag Marketing Plan, Hotel Interactive, May 2009
- Nobody Asked Me, But No. 51, Transformation of the Shelton Towers Hotel; One Hotel's Fate 119 Years Ago; Quote of the Month, Hotel Online, April 2009
- Nobody Asked Me, But... No. 50, Do You Know About O8A? Do Hotel Franchisees Need Independent Associations?, FACs: Powder Puffs or Powerhouses?, The Best FACs; Quote of the Month, Hotel Online, Mar 2009
- A Business Plan For Today's Difficult Environment, Hotel Interactive, Mar 2009
- Nobody Asked Me, But... No. 49, Slave Trading in Washington; Impertinent Questions in Search of Pertinent Answers; Americas First Franchising System; Steve Rushmore's Louisiana Roadfood Festival; Quote of the Month, Hotel Online, Feb 2009
- Keeping Score: Boomerang Hotels; Stanley Turkel examines how Boomerang Hotels complies with AAHOAs 12 Points of Fair Franchising, Hotel Interactive, Feb 2009
- Nobody Asked Me, But... No. 48, New President of Wyndham Ignores the Real Issues; Restoration of the Historic U.S. Grant Hotel; Hotel Franchises Compared to Auto Dealer Franchises; Quote of the Month, Hotel Online, Jan 2009
- Keeping Score: Vista Hospitality's Compliance with AAHOAs 12 Points of Fair Franchising, Hotel Interactive, Dec 2008
- Nobody Asked Me, But... No. 47, New CEO of Choice Misses an Opportunity; Lost and Forgotten Hotels; The Ultimate Bionic Man; Little Known Hotel Facilities in New York; Quote of the Month, Hotel Online, Dec 2008
- Insight into Budgetel Inn & Suites Compliance with AAHOAs 12 Points of Fair Franchising, Hotel Interactive, Nov 2008
- Nobody Asked Me, But... No. 46, Busier Than Ever; Hotel Franchisors Should Take Note; Is Hotel Franchising Important?; Remembering John Curry; Quote of the Month, Hotel Online, Nov 2008
- Vantage Hospitality Compliance with AAHOAs 12 Points of Fair Franchising, Hotel Interactive, Oct 2008