

Rachel J. Roginsky, ISHC, is a principal, owner, and founder of Pinnacle Advisory Group, a premier hotel consulting firm with offices in Boston, and Southeast Florida. Over the past 25 years she has provided advisory services for the hospitality industry throughout the United States. These services include market and economic feasibility studies, operational analysis, appraisals, litigation support, and asset management. Pinnacle Advisory Group employs 12 individuals. Engagements are conducted on all hospitality property types throughout the United States and Caribbean. Clients include major pension funds, insurance companies, lenders, REITS, private equity funds, government agencies, and hotel developers.

Ms. Roginsky is also a co-owner of Pinnacle Realty Investments, a full service transaction firm that specializes in selling hotels and sourcing both debt and equity for hotel assets. Since 2005, Pinnacle Realty Investments had closed on over \$4 billion in hotel transactions over the last 3 years.

In addition to her 25 years of consulting experience, Ms. Roginsky has four years of operational and management experience with Walt Disney World and a major restaurant chain. She is a graduate of and a regular guest lecturer at The School of Hotel Administration at Cornell University, is a board member of the Massachusetts Lodging Association, and the International Society of Hospitality Consultants. She has written numerous articles in business and hospitality industry periodicals, and is quoted regularly in newspapers such as the Wall Street Journal, the Boston Globe, and the NY Times. Ms. Roginsky is also certified as an arbitrator and mediator for Hospitality Alternative Dispute Resolution. She has co-authored four editions of Hotel Investments, a book written for the Educational Institute of the AHLA.