



Press Kit



Fact Sheet

Management Team

William E. Decker	President, Chief Operating Officer, Member of the Board
John R. New, Jr.	Chief Executive Officer and Chairman of the Board
Ed Curry	Advisor
Scott Simons	Advisor
Stephanie Koch	Director of Sales
Adam Rineer	Regional Director, Philadelphia Region
Jack Ferguson	Member of the Board
Sam Katz	Member of the Board

Locations

The Hub CityView (Corporate Offices)
30 South 17th Street
United Plaza
14th Floor
Philadelphia, PA 19103

The CHF Conference Center
The Chemical Heritage Foundation
315 Chestnut Street
Philadelphia, PA 19106

The Hub Cira Centre
2929 Arch Street
Mezzanine Level
Philadelphia, PA 19104

The Union Trust Building (*April 2009*)
501 Grant St.
Pittsburgh, PA 15219

Products and Services

- The Hub is the first privately held LEED Silver Rated Meeting & Event Facility in the United States.
- The Hub's facilities accommodate meetings hosting 1-50 people and are expandable to convert into one large conference/all-purpose room for 250+ guests. With flexible walls and common space, The Hub's facilities are designed to support special events space for as many as 400+ guests.
- Meeting space features include soundproofed walls, adequate ventilation, top-of-the-line seating and high-quality lighting.
- Meeting rooms and individual workstations are equipped with technological amenities, including whiteboards, flipcharts, hardware/software, digital projectors & screens, big-screen LCD TVs, video teleconferencing (VTC), broadband access, teleconferencing phones, laptop rentals and high-speed wireless Internet links.

- Each Hub facility includes a business service center for the convenience of its customers. The services provided include printing, copying, faxing, shipping, data storage, etc. Highly trained staff is on-site to assist with business service requests and to manage service center scheduling.
- Each facility is staffed with a Facility Manager plus additional staff to ensure high levels of customer support and efficient operations.
- On-site tech support and on-call concierge services are available all day.
- Catering is provided exclusively by Starr Events.

Partnerships

The Hub's ability to deliver quality products is enhanced by corporate partnerships with the following notable brands:

- Starr Events
- The Chemical Heritage Foundation (CHF)
- Brandywine Realty Trust
- Club Quarters Hotels
- Amtrak
- Lyrio
- Westin Hotels



Corporate Profile

The Hub, LLC

The Hub was formed in 2004 by Bill Decker and John New to address the growing need for specialized meeting space and technology/business support services. Prior to the existence of The Hub, quality-conscious companies were forced to “make do” with scarce, inflexible and expensive hotel space and short-term serviced office rentals or to operate their businesses from automobiles, restaurants and even private homes. Moreover, as large property developers continue to establish their buildings as “destination” centers of commerce in a region, they are looking to provide such services and space as a building amenity to their tenants.

The Hub concept is a state-of-the-art space utilization formula that combines short-term, hourly meeting facilities, office space, food services and business technology services into one location. The Hub represents a means by which businesses, small and large, can reduce their own underutilized space for meetings, conferences, training and group sessions and use the facilities and services offered at the conveniently located facilities.

The flexibility of its business model enables The Hub to operate in a variety of ‘Class A’ and strong ‘Class B’ urban high-rise settings as well as suburban office parks. Regardless of location, The Hub offers convenient access to a familiar and warm environment to customers, as well as a strategic point of sale for a host of partner entities seeking geographic or virtual footprint growth. Noteworthy of The Hub concept is the fact that it can operate in several formats: Traditional Tenant-Landlord relationship (CityView), Revenue-Sharing Model (Cira Centre) and The Hub as a Pure Operator (Chemical Heritage Foundation).

The Hub anticipates rapid growth of its high-margin, demonstrably proven service offerings in response to a new era of business needs in which businesses “outsource” their meeting and workspace in order to minimize overhead and maximize productivity. The Hub facilities are designed to provide a superior value proposition to their customers. By 2012, Decker and New plan to expand The Hub brand into the top 25 U.S. markets, with more than 100 meeting facilities in operation.



Corporate Bios

Bill Decker, Co-founder, President and Chief Operating Officer

As Co-founder, President and Chief Operating Officer of The Hub, Bill Decker has spent the last three years developing more than 25,000 square feet of world-class meeting and event facilities at The Hub CityView and The Hub Cira Centre in Philadelphia.

Prior to launching The Hub, Decker served as a Senior Marketing Associate in Global Competitive Management in neuroscience for Eli Lilly & Company's \$4BN Zyprexa Product Team. He also served in Lilly's Neuroscience Sales Division as part of his rotational management development program, performing in the top 1% of the Lilly sales force in 2003.

At PricewaterhouseCoopers, LLP (PwC), Decker worked as a Senior Associate in Business Advisory Services, delivering several restructuring and process improvement projects for *Fortune 500* clients. He also served a one-year rotation on the firm's Global Services Strategy Team as a Business Strategy Consultant, where he managed both the development and the implementation of the five-year strategy and business plans for the Chairman and Board of Directors of PwC's \$300M Health Care Practice (North and South America).

Decker's diverse background also includes working at Triton Energy Corporation as an Economic and Political Analyst, where he performed macroeconomic, regulatory and political risk analysis for \$10M-\$1BN upstream international oil and gas exploration projects in 16 countries. He represented the company's CEO and shareholders' energy-related interests to foreign and domestic government officials at the highest levels as Triton's Congressional liaison and in-house diplomat.

Decker holds a Bachelor of Science in International Relations and Law from Georgetown University's Edmund A. Walsh School of Foreign Service, with a minor in Russian language. During college, he spent eight months studying Russian language and literature at St. Petersburg State University in Russia. Decker also holds a Master of International Business Administration from Thunderbird, The American Graduate School of International Management in Phoenix, Ariz. Born and raised in San Diego, he now resides in Media, Pa., with his wife Julie and their sons Liam and Bryce.



Corporate Bios

John R. New, Jr., Co-founder, Chief Executive Officer and Chairman of the Board

As Co-founder, Chief Executive Officer and Chairman of the Board of The Hub, John New utilizes his business management and high-impact leadership skills to further the development and growth of the meeting center and event management company.

Prior to co-founding the Hub, New worked as a Consultant for BearingPoint, formerly KPMG Consulting, where he provided program management support for the implementation of Citibank's CitiDirect program for the United States Navy.

As a Captain in the United States Army, New served as a Logistics Commander and led his team on a mission to Kuwait, coordinating the deployment of over 3,000 employees and \$120 million in equipment. He also served as an Infantry Platoon Leader, where he managed the training, professional development, tactical employment and welfare of his team throughout the theater of Bosnia-Herzegovina.

While still in college, New established a company that provided distribution of advertisements to college campuses and surrounding areas. He was also director of a 250-volunteer, non-profit corporation that he founded in 1992 to assist the homeless. New's hard work resulted in more than 11,000 volunteer hours, 27 new homes, four shelters, two education centers and 40 GED candidates.

New holds a Bachelor of Science in Science, Technology, and International Affairs from Georgetown University's Edmund A. Walsh School of Foreign Service, with a minor in Mandarin Chinese. He also studied in Beijing and was selected by the U.S. Department of State for an internship as an analyst at the U.S. Embassy, researching and negotiating with Chinese officials and business leaders to produce an Industry Sector Analysis and market guide that better enabled American businesses to forge into the Chinese market. He has recently been certified as a Project Management Professional (PMP) by the Project Management Institute. New currently resides in Phoenixville, Pa., with his wife Deneen.



Corporate Bios

Adam J. Rineer, Regional Director of Operations, Philadelphia Region

As Regional Director of Operations for The Hub, Adam Rineer is responsible for human resources, employee training, the implementation of corporate policies and procedures and accounting. He brings with him more than 15 years of experience in the hospitality industry.

From his initial years overseeing front-office reservations, to managing regional Corporate Group Sales for a *Fortune 500* company and conference and catering services for various world-class hotels and conference centers, Rineer has gained an innate understanding of what his customer needs, and he has the operational experience to deliver it. In the aforementioned capacities, Rineer exceeded sales goals by 226% at two different hotel groups and has managed complex conference center operations with meeting and event capacities of several hundred people.

Prior to joining The Hub, Rineer served as the Director of Catering & Conference Services at The Westin Philadelphia, where he oversaw a diverse team of Conference Services Managers, Meeting/Event Coordinators, and Catering Sales Managers and was responsible for more than \$5 million in room rental, banquet, catering and audio-visual rentals. Rineer also served for five years as Corporate Group Sales Manager for Starwood Hotels & Resorts in Washington, D.C. He received degrees in both Business and Travel & Tourism from York Technical Institute in York, Pa.