

# Turning Points



Dylan Frankel

# David Cornell – CEO of Cornell's Jewelers

- Grew up in Rochester, NY in Brighton.
- 1972 got a very high draft number for Vietnam War, so he was automatically deffered from service.
- This enabled him to go do whatever he wanted.
- Decided to drive cross country with just \$500.
- Visited friends and traveled through 41 states.
- TURNING POINT: Ran out of money in Boulder, CO and got a job in construction to save money, ran out again in New Orleans, LA, father wired him \$500 so he could get home. This mad him realize he needed to start a successful business to survive.

# Cornell's Jewelers

- Got into Jewelry since his father owned a jewelry store in downtown Rochester.
- Started in 1976 with one partner Norman Lempert.
- Started downtown with 6 employees.
- Moved to Monroe Avenue in the late 1990s with 22 employees.
- All jewelry sold, like necklaces, bracelets, earrings etc.
- First ever sale was a pair of diamond earrings.

# Quote

- “A man is literally what he thinks...You are today where your thoughts have brought you. You will be tomorrow where your thoughts take you”. – James Allen

# Larry Kessler – Co-Owner Kessler Restaurants Inc.

- Grew up in Rochester, NY.
- TURNING POINT: Failed out of St. John's Law School. Realize he needed to get his life in the right direction.
- Became stockbroker.
- Senior Vice President of a Burger King.
- Bought a Burger King.

# Kessler Restaurants Inc.

- Bought lots of Burger Kings.
- A bunch of investment bankers came to Larry and asked him to take over many of their restaurant franchises.
- Strated to buy Friendly's.
- Now own 67 restaurants with over a thousand employees.
- 21 Burger Kings, 46 Friendly's.
- Sell fast food and ice cream.

# Quote

- “If nobody ever took risks, Michelangelo would have painted the Sistine floor.” – Neil Simon