

**CROSSVILLE  
TILE & STONE**

A division of Crossville Inc.

**Leading the Way in Hospitality Tile Design**

CTS Norcross  
1256 Oakbrook Drive  
Suite F  
Norcross GA 30093

Phone: 678-527-8453  
Fax: 678-527-8456  
[www.crossvilleinc.com](http://www.crossvilleinc.com)

[www.crossvilletileandstone.com/locations/norcross](http://www.crossvilletileandstone.com/locations/norcross)

LIGHTING AND METAL FURNITURE  
FOR HOSPITALITY MADE IN THE USA



A special  
**Thank You**  
 to all of our sponsors and their generous support!

*benefactor*



*patron*



*supporting*



# BOARD OF DIRECTORS

## 2015 NEWH Atlanta Chapter Board of Directors



**Meghan Bazemore**  
Past President/Parliamentarian  
DesignMORE International, llc  
meghan@designmoreinternational.com



**Jillian Van Dresser**  
Executive Advisor  
The Van Dresser Company  
jillianvd@vandressercompany.com



**Kelly Bowen**  
Vice President/Development;  
NEWH Delegate  
Ceramic Technics  
kbowen@ceramictechnics.com



**Jennifer Loux**  
President  
Symmons  
jloux@symmons.com



**Karlo Martin**  
Secretary  
Southern Lighting Source  
kmarin@southernlightingsource.com



**Stacy B. Costa**  
Vice President/Administration;  
NEWH Delegate  
Maharam Textiles  
scosta@maharam.com



**Valerie Haase**  
Director of Sustainability  
Cooper Carry  
valeriehaase@coopercarry.com



**Tony Lopez**  
Treasurer  
International Hospitality Services Inc.  
TLopez@InternationalHospitalityServices.com



**Mary K Strickland**  
Director of Membership  
Adcock Associates  
marykays@adcockassociates.com



**Jennifer Wellman**  
Director of Scholarship  
EDL Art Consultants  
Jenniferw@edlart.com



**Nicole Higgins**  
Director of Programming  
Ceramic Technics  
NHiggins@ceramictechnics.com



**Tara Hebert**  
Director of Fundraising  
RH Contract  
thebert@restorationhardware.com



**Tara Headley**  
Student Liaison  
Savannah College of Art and Design  
tara.s.headley@gmail.com



**Daniela Castellon**  
Programming Chair  
3m  
dcastellon@mimm.com



**Cathy Mansour**  
Hospitality  
DH Hospitality Group, INC  
cathy.mansour@dhhospitality.com



**Ymani Tannis**  
Publications  
Niles Bolton  
ytannis@nilesbolton.com



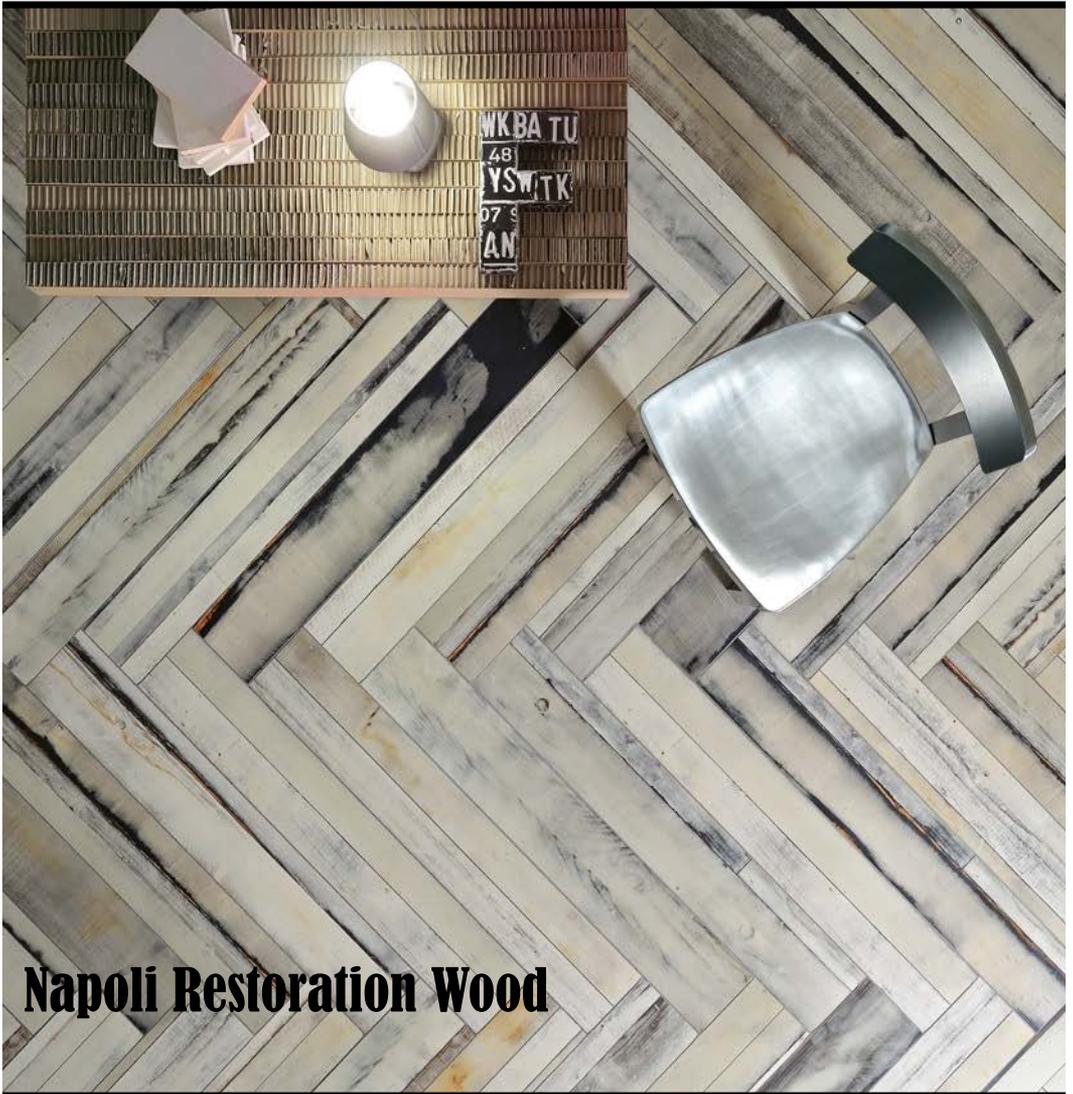
**Paula Calli**  
Community Service  
Couristan  
paula.calli@couristan.com

## Welcome the 2015 NEWH/Atlanta Board of Directors

**Hello All!** I've had a wonderful time the past two years working with NEWH as the Publications Director. I have gained so much valuable knowledge about NEWH and made life long relationships with the great people of this organization. We are all very lucky to have such fun and compassionate people in our lives. As I move forward with NEWH and begin my role as Director of Sustainability for NEWH/Atlanta, I feel energized by the closing of this year and the beginning of 2015. As always our chapter is growing and getting stronger in our mission to provide students with scholarships to help relieve the financial burdens that come along with pursuing a degree in hospitality. We have had a wonderful year and I am sure 2015 will bring more great success to our chapter. Thank you all for your generous support!

Valerie Haase, 2014 Publications

**Ceramic Technics Ltd. is your source for all things porcelain, stone and mosaic**



## **Napoli Restoration Wood**

Ceramic Technics  
phone - 770-740-0050  
[www.ceramictechnics.com](http://www.ceramictechnics.com)



## MEMBER NEWS



On Friday, November 7th, 2014 Lisa A. Duncan and boyfriend Detective Robert A. Stevens celebrated their 5th year together. They were staying at the St. Regis getting ready for dinner when he presented Lisa a remarkable card followed by a proposal.

Detective Robert A. Stevens works for the City of Suwanee CID Division. Lisa has been a Project Manager with Carver & Associates, ATL Office, for 3 years, but worked for US Hospitality Group (in Suwanee) for 8 years prior to joining to the Carver Team.



Jackson Kester born 09.12.14 to Katie Kester, southeast sales manager for Fairmont Designs Hospitality



Please join me in welcoming Sam Opdenbosch to the Teknion family and Southeast team. Sam is starting with us in her role as District Manager. She will be focusing her efforts in the Atlanta market and her first day is Monday, December 1st.

Sam is a native Texan, but has been in Atlanta now for 18 years with her husband, Augusto. She is registered Interior Designer, a former ballroom dance teacher, runs her own program called Cookie University, and is highly involved with NEWH and the IIDA Georgia Chapter. Sam is a 2005 graduate of the Art Institute of Atlanta.



Welcome Beth Wilson to the DAC Art Consulting firms growing team. Beth will be based in the Chicago office and service the surrounding Midwest territories including Minnesota, Indiana, Michigan and Ohio.

Ms. Wilson has nearly 20 years of consulting with notable organizations from the reputable High Museum in Atlanta, Georgia to her most recent role with Kalisher. Beth's extensive knowledge of contemporary art from curatorial work, developing art programs for high-end hotel art collections, resourcing regional artists along with a strong understanding of the industry is a unique resource and wonderful addition to the thriving DAC team.

Beth received her Bachelor of Fine Arts in Art History from Ohio University. She enjoys spending her down time at the Chicago Museum of Art and volunteering for local organizations like local animal shelter PAWS, and she is an ambassador for CARA, a local running association.



Please welcome Karrie Drinkhahn as Vice President of Business Development of DAC Art Consulting. Drinkhahn joins DAC from The Gettys Group, Inc. where she contributed to the design & leadership teams for 16 years, most recently as the Principal overseeing global business development, marketing

and public relations.

Karrie will join the firm with a focus on expanding clientele in the hospitality, corporate and healthcare markets in the Americas and abroad.

Reflecting the rapid growth of DAC in the industry, the welcome addition of Karrie with her diverse experience in hotel design along with her expansive reach in the industry will serve to enhance the vision of our successful team. Drinkhahn will officially join the Atlanta-based team in October 2014.

from new babies to awards, check out what fellow NEWH Members are up to!

send any submissions for our next issue to [newhatlmagazine@gmail.com](mailto:newhatlmagazine@gmail.com)

# Advanced Artistry & Innovation

The Pierre, A Taj Hotel - Grand Ballroom, New York, NY | Champalimaud Design, New York, NY | Omni Weave Custom Axminster Carpet



*From concept to reality...* Couristan's extensive project management, unique ingenuity, unparalleled design resources and passionate range of inspiring colors will evoke your senses and bring your custom floor covering visions to life.



**COURISTAN**<sup>®</sup>  
CONTRACT • HOSPITALITY

[couristan.com](http://couristan.com) | 800.223.6186

Full Custom Capabilities | Extensive Design Archive | Stocked Product Assortment

# ON THE SCENE

## NEWH Color Me Bowled @ Midtown Bowl

Sponsors : Mannington, Symmons, SafeMark, Ceramic Technics, Maharam, Valley Forge Fabrics, Klem Group, Fairmont Designs, Ulster Carpets, Specialty Tile, Surya, Mohawk, ISG, Read Window, Porcelanosa, National Wallcovering, Arnold Design, The Product Source, Kalisher, Stavey Russel and Ass., Summer Classics, Couristan, Arnold Hospitality, Southern Lighting Source & 3M, Cowan, Samuelson Furniture, Interface, Eykon, DAC, Design Moore International, Koroseal



# ON THE SCENE

## Hyatt Atlanta Perimeter at Villa Christina Tour

Sponsors : Ceramic Technics, USG, Moen, P/Kaufman Contract, Desso, Eykon, Ashley Lighting, Provado, CM Hospitality Carpets, MDC, JLF, Kohler, Speakman, CBP, Tarkett



A special thanks to Chuckyphoto and Media!

# ==== GOLF SCHOLARSHIP FUNDRAISER

Atlanta  
**NEWH**  
 The Hospitality Industry Network

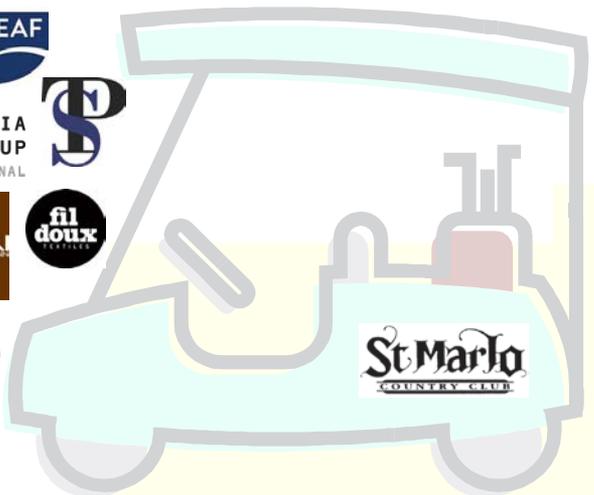
2014 NEWH Atlanta  
 Golf Scholarship FUNdraiser  
**Sponsor Shout-Out!**



Arnold Design Resources



SPECIFIED AGENTS



Thank you to all our sponsors for supporting our chapters 2014 Golf Scholarship FUNdraiser. Without your support we could not have raised over \$14,000. Your gift will have a tremendous impact on a Students life. SAVE THE DATE: We look forward to seeing you at the Annual Scholarship Awards Ceremony at The Fox Theatre on Thursday, April 16th to honor this years Scholarship Recipients!  
 For More Information Contact 2015 Scholarship Director: Jennifer Wellman via email...jennifer.wellman@lexmarkcarpet.com

# ==== GOLF SCHOLARSHIP FUNDRAISER



**1st year for Project Golf Green's Sustainable Initiative**



# COMMUNITY SERVICE



On Tuesday, November 18th NEWH Atlanta partnered up with Crossroads Community Ministries' to benefit the homeless in our community. Soho Myriad hosted an evening of fun, camaraderie and networking at their beautiful Showroom. Six Feet Under provided delicious food for our volunteers. Our Sponsors were generous in bringing plenty of meat, bread, cheese & sandwich bags to make sandwiches for those in need. Our volunteers were AWESOME, 1,000 sandwiches were made in just one hour.

We would like to thank our sponsors: Soho Myriad, Six Feet Under, Couristan, Eykon, Ceramic Technics, Lexmark Hospitality, Artistic Framing & Joel Robinson + Associates. Thank you to all who volunteered! **Special Mention: Thank you Paula Calli, NEWH/Atlanta Community Service Director, for organizing this great event!**



## MEMBER HIGHLIGHT ///



### A conversation with Cathy Mansour

---

Vice President Marketing, DH Hospitality Group including DH Hospitality (Project Management & Installation), DH Global Logistics (Transportation & Warehousing) and Global Sustainability Solutions (Reclamation & Recycling). Directly responsible for the creation and brand positioning of all three companies, creating and managing corporate and business unit branding, communications and B2B marketing initiatives with hotel brands worldwide. This includes corporate marketing, partner marketing, and service marketing through traditional, online and internal communications, among other things.

---

**How long have you been a NEWH member?** 3 years, I think!

**What was the experience or motivation factor that compelled you to join NEWH Atlanta? Was there someone who influenced you to join?** I am not in a sales position calling on the hospitality market segment on a daily basis but have traveled extensively with a network of sales agents who participated in their local NEWH chapters. Wanting to be a part of the hospitality network in the Atlanta area, I just showed up at a networking event one evening. I wanted to contribute in a way that would make a difference and, well, the rest is history! No one really influenced me to join.

**List any NEWH Atlanta positions held or committees you have been a part of.** Community Service Chair, Director of Sustainability and have served on the Golf Fundraising and Holiday Event committees. I also volunteer to create most of the programming and community service announcements / invitations that are e-blasted to our members.

**Briefly describe the culture of NEWH Atlanta?** I have witnessed our culture evolve into one of superior leadership with determination to succeed in mentoring students while raising scholarship money for students and the willingness to help other members grow both professionally and personally.

**What 3 business tips can you share with others?** Be you, take initiative and risks and have fun! Otherwise you will stagnate. My favorite quote and I am not sure who said it is, "If you can figure out how to feel like you are playing while you're working, you have nailed it!"

**What are you passionate about?** Animal welfare, specifically dogs.

**What is your dream vacation spot?** Fiji, only because I have not been!

# MEMBER HIGHLIGHT /// continued

## What is the biggest challenge you have faced in business and how did you overcome it?

I'm not sure this is the biggest challenge but certainly a challenge. I worked for almost 30 years in a predominately male industry, at least for the first half of those years. While most of our customers were female designers and, as an Interior Designer myself, I would often take on the role of our customer typically at the onset of a marketing project ensuring our products would stand out from the competition all the while not wasting company funds. At the time there were over 300 competing mills and presenting from the female point of view to an all male management team came with its challenges. But with the help of an outstanding sales force with no experience working with interior designers yet eager for the sale, success presented itself, most of the time! However it takes a team effort and the know how to pull the elements together that make it all work, benefiting both company and customer. This work ethic was instilled in me from a very young age and, after all, it is your reputation that precedes you in most everything, right?

**If someone wrote a biography about you, what do you think the Title should be? A 30,000-Foot View!**

Don't forget to check out the NEWH Atlanta Chapter website as well as our FaceBook page for the most up to date info on all of our events and to see more great pics!

[www.newh.org/atlanta](http://www.newh.org/atlanta)



## MEMBER HIGHLIGHT ///



### A conversation with Anne Schroeder

---

Interior Designer for hospitality projects and resource librarian at designONE studio.

---

**How long have you been a NEWH member?** 3 years

**What was the experience or motivation factor that compelled you to join NEWH Atlanta? Was there someone who influenced you to join?** Lori Wyatt, who also worked at designONE studio at that time, took me to one of the NEWH hotel tour events. I was instantly hooked and became a member shortly thereafter.

**How does NEWH Atlanta support your career?** Since I came over to the US from Germany three years ago not knowing anyone in Atlanta, NEWH has helped me to get a feel for the Hospitality Industry in the area, to quickly establish personal and business relationships and to make me feel a little bit more at home. I learned a lot about design in the US from attending events like the NEWH local trade show as well as CEU classes and by talking to many very talented NEWH members.

**What do you do in your spare time? Provide a fun fact about yourself.** I love traveling! When I travel I enjoy exploring different countries and learning about tradition, lifestyle and design from locals. For me traveling means to step outside of my comfort zone and to learn new things about other cultures as well as about myself.

**What is the biggest challenge you have faced in business and how did you overcome it?** The sense of design in Europe is different from the US which was a big challenge for me at first. However being able to combine the two and viewing things from two different angles has become a valuable skill for my work.

**What is your guilty pleasure (TV show, sweet treat, etc.)?** Homemade double chocolate avocado cake (and fooling everyone with its ingredients)

**What are you passionate about?** I am very passionate about real sustainability and how we all can integrate it into good design and products as well as our daily lives

**What is your dream vacation spot?** India. I'm leaving in three weeks!

## MEMBER HIGHLIGHT ///



### A conversation with Isabella Lee

---

Intern/Junior Interior Designer at TVS, doing baby steps as an interior designer and assisting her manager

---

**How long have you been a NEWH member?** Since my senior year at SCAD, spring 2013.

**What was the experience or motivation factor that compelled you to join NEWH Atlanta? Was there someone who influenced you to join?** NEWH had an informational meeting at SCAD for the first time, and frankly, that was also the first time I ever heard of NEWH. My design focus was always on hospitality so I joined right after the meeting. (Kelly Bowen was there, representing NEWH student members at that time! It was a huge influence to see her at the meeting)

**How does NEWH Atlanta support your career?** A lot of industry organizations are designer-heavy. They are usually 'of the designer, by the designers, and for the designers.' NEWH is unique because it brings everyone in the field together and provides a different type of networking opportunities. It creates instant connections between members, and Atlanta is big, but small enough to know everyone in the hospitality design.

**Have you done business with another NEWH Atlanta member, locally or nationally?** This is the first year of my career upon graduation, and I have fortunately had great opportunities to work on large-scale projects. They naturally lead me to build good relationships with lots of reps – carpet, fabrics, tiles, art, wall coverings, etc., and most of them happen to be NEWH Atlanta members.

**What do you think makes a good mentor and have you established any mentoring relationships through NEWH Atlanta?** A good mentor is someone who can guide and challenge me for creativity. I am an extremely ambitious learner and want to be constantly challenged to learn more. At TVS, we have some NEWH members, for instance our new principal Patricia Richey, and they have been great mentors for aspiring designers like me.

**What is your guilty pleasure (TV show, sweet treat, etc.)?** Hagendaz Green tea, Ben&Jerry Cookie dough

**What are you passionate about?** Fine arts. I used to be painting / printing major before switching my gears to interior design. I got so busy for the last couple years and stopped, but I do miss it a lot. I have been trying to get my hands dirty with paints again and just wrapped 5 small canvases with fabrics last weekend!

**What is your dream vacation spot?** India! I even have a Pinterest board called 'India where my love is.' And It has to be Blue City.

# AMAZONIA

Capturing the natural beauty and essence of contemporary wood flooring, our 48" porcelain wood planks offer superior versatility in design and application. Available in 5", 12" & 24" widths.

 Interceramic®  
[www.interceramic.com](http://www.interceramic.com)



Floor  
Wall  
Deco

1210 Kennestone Circle, Suite A | Marietta, GA 30066 | 770-218-2800 phone | 770-218-2820 fax  
2160 Breckinridge Blvd., #125 | Lawrenceville, GA 30043 | 678-226-2114 phone | 678-226-2679 fax

## MEMBER HIGHLIGHT ///



### A conversation with Kelly Bowen

---

Ceramic Technics, Sales Consultant, A&D Sales Representative for Ceramic Technics with a focus in tile & stone

---

**How long have you been a NEWH member?** I have been a member for as long as I have been on the board, 3 years – crazy!

**What was the experience or motivation factor that compelled you to join NEWH Atlanta? Was there someone who influenced you to join?** I can thank Lori Wyatt, formally known as Lori Hoegler, for influencing my involvement with NEWH. I was doubling as an Interior Design student at GSU while working as a Sales Representative for Tile & Marble Collection. I walked into Design One for an afternoon presentation, Lori's place of employment at the time, and that is where it all started. Once Lori realized that I was a student and an industry rep, her wheels started turning. Within a few weeks I was a member and the new Student Liaison for NEWH Atlanta.

**List any NEWH Atlanta positions held or committees you have been a part of.**

Board Positions:

Student Liaison, Programming, Soon to be VP of Admin

Committee involvement:

Bowling, Golf, Student Scholarship Gala, NEWH Holiday Soirée, Tradeshow After Party

**How does NEWH Support your career?** I believe NEWH is a tool that can be utilized in many aspects. For one, networking, simple answer – I know! But this is key. I am partially where I am today, professionally, because of NEWH.

**Briefly describe the culture of NEWH Atlanta?** LOVE the culture of NEWH Atlanta, we are open arms! Great energy, hardworking, trendy, fun, professional, and full of people who like making things happen.

**What do you do in your spare time? Provide a fun fact about yourself?** I totally have two sides to me.. My work life is busy-busy, social, and nonstop. However, I am quite opposite in my personal life. I really enjoy my leisure time and having nothing on the calendar.

**What is your guilty pleasure (TV show, sweet treat, etc)** Yes and Yes – TV shows and sweets.. I can't pick one, I'm going with both! TV: I watch every single city/season/episode of the Real Housewives. Don't judge – its not all about the drama. I find the psychology behind it all very interesting. The behavior of people, the way they react and respond, people intrigue me. And sweets – for those of you that know me, I can't have just one...

**What is your favorite app?** Parkmobile – this makes my life so much easier

## MEMBER HIGHLIGHT ///



### A conversation with Tony Lopez

International Hospitality Services, Inc. President Sales & Marketing Management exclusive to the Hospitality Industry.

**How long have you been a NEWH member?** 16 years

**What was the experience or motivation factor that compelled you to join NEWH Atlanta? Was there someone who influenced you to join?** I joined the Atlanta chapter as soon as I moved here 14 years ago. I was motivated to join due to my past beneficial nationwide networking experiences emanating from NEWH members.

**List any NEWH Atlanta positions held or committees you have been a part of.**

Past - Internet Communications Chair

Currently - Treasurer

**How does NEWH Atlanta support your career?** Indeed, I have worked with NEWH members nationwide. It is through this essence of NEWH and the Hospitality Industry in general that at its core, this industry is a people and relationships driven market and having nurtured these relationships, it has allowed me to do business with customers that have become friends.

**What do you think makes a good mentor and have you established any mentoring relationships through NEWH Atlanta?** A good mentor is one who uses his or her experiences and can pass along these nuggets of wisdom, both good and bad, to those coming up in the industry. There is a wealth of knowledge to be learned and a good mentor is always willing to lend their knowledge. I've been fortunate to have been in the industry for close to 20 years and as such, have been to mentor several "newbies" along the way.

**Briefly describe the culture of NEWH Atlanta?** The culture of the Atlanta chapter is one of infectious enthusiasm! Being one of the "elders", it is so much fun to be around this level of passion for the industry. This new crop of designers and purchasers will be shaping our industry for years to come and it is a blessing to be able to witness this first hand.

**What are you passionate about?** In business, I am passionate about doing all that is in my power to make the customer a happy one. That begins with listening to their needs or problems, and then together, coming up with a solution. This also goes back to this industry revolving around relationships. It's been said a thousand times, people buy from those they like and this is 100% accurate.

**What is your dream vacation spot?** My dream vacation spot would be to stay at the Ulusaba Lodge in South Africa to count the stars.

**If someone wrote a biography about you, what do you think the Title should be?** Biography for me would be titled; One blessed and lucky man!

# PROJECT /// Fresh To Order

## Interiors: Z-Space Design

Brought on to create a prototypical design for Fresh To Order and Decatur'ize this store

As a native Atlantan who grew up in the Virginia-Highlands neighborhood, Peter Zakas – Principle of Z-Space Design, has always felt that Decatur had this unique character to it; a sort of urban comfort with a dash of urban cool. Over the years it has been perceived to be a second city to Atlanta with its residential, retail and restaurants as some of the best in the region.



Having been brought on to create a prototypical design for Fresh To Order, the main objective has always been to fit the concept for the market and demographic. With the Decatur location, they did just that. Pierre Panos, owner of Fresh To Order – a division of QS America, wanted it to be unique to Decatur, the directive he gave Zakas was to “Decatur’ize this store design for this location”.



The location had been previous restaurants before and also dubbed the “cursed corner”. Z-Space took on the challenge and created a timeless yet permanent design to compliment the restaurant, the neighborhood and its people.

Z-Space held on to the stained concrete floor and left it in its raw state. The chairs are the classic and timeless bentwood, the booths are different with their unique vinyl and lower backs than the typical f2o design and the decorative lighting, with their metal cages, work perfectly with the overall design to give Decatur that special feel. Staying away from the typical gravel and small rocks, even the patio is unique with its grassy astro turf covering an area for the diners to be able to take their shoes off and get comfortable. As in any space we design we are proud to capture the Decatur vibe and know that it will be very successful given the great food f2o produces along with the hip design giving the customer the total experience in dining at a fast casual restaurant.





designONE studio recently completed two multi-million dollar renovations of Westin Hotels located in Indianapolis, IN and Buckhead Atlanta. Both hotels, located in busy high energy metropolitan areas, received a full renovation of all guest areas and suites. The Westin Brand vision is to provide a revitalizing experience that ensures their guests leave feeling better than when they arrived. The importance Westin places on the guest experience is a critical part of the Westin Brand philosophy. Initiated 15 years ago, the Heavenly Bed single handedly transformed the importance placed on a good nights' sleep. The new designs incorporate a comfortable respite in a contemporary yet relaxing personal space while anticipating all the needs of the guests, no stress here! Incorporating a relaxing lounge space, ample storage, generously appointed work area, customized lighting, exceptional ability to recharge electronics throughout the space provides the guest complete flexibility. The luxurious crisp bathing experience featuring Westins Heavenly Shower and Mirror provides a spa-like experience at the guests fingertips. Natural earthy colored, textured materials and rich walnut veneers accented with thick frosted glass tops provides a restful color palette and a regenerating experience completely reinforcing the Westin Brand vision.

Owner: Host Hotels & Resorts  
Operator: Starwood Hotels & Resorts  
Interior Design: designONE studio  
Architecture: designONE studio  
Project Management: Pace Management  
Purchasing: Benjamin West  
General Contractor: Continental Contractors

## Sims Patrick Studio



Old World Glamour meets Modern Southern Charm!

When it was established in 1882, the Partridge Inn was a resort and retreat for northern travelers from New York and New England to “winter” in the south. Known for its southern hospitality, the hotel’s rich history includes being a favorite destination for dignitaries and international celebrities. As Sims Patrick Studio was commissioned to convert the 142 room hotel to a major brand, the “Southern with a Twist” design approach inspired by world travel emerged. The guests coming to the new Partridge Inn will think of the hotel as the living room of the city with an eclectic mix of furnishings juxtaposed with a friendly, casual, yet sophisticated “club resort” style. It utilizes warm wood finishes, rich, deep, neutral colors, accented with whites and bursts of color, burnished metals, leather, as well as tailored classic patterns for rugs, fabrics, and bedding. The resulting style is a modern twist on the combination of classic southern charm and the sophistication of old word glamour. The design lends itself to being a popular place to meet for drinks, dinners, to attend weddings, receptions, roof top events, and to stay for the Augusta National Masters golf tournament.



# NEWH/ATLANTA /// TOP ID FIRM 2015



## Fusion Architectural Interior Design



# PROJECT/// HAMPTON INN & SUITES, HAMILTON PLACE

## Interiors: Fusion Architectural Interior Design

### A unique Hampton Inn & Suites in Chattanooga TN

---

Owner/Developer:	Mitch Patel, CEO - Vision Hotels Group, LLC
Interior Design Firm:	Fusion Architectural Interior Design, Inc.
Interior Design Team:	Alice Limer, NCIDQ – Interior Design Principal David Limer, AIA – Interior Architecture Principal Elaine Domingo – Project Coordinator/Designer Ray Vaughn – Bluepoint Hospitality
FFE Procurement:	Ray Vaughn – Bluepoint Hospitality

---

When Fusion A. I. Design (FAID) of Woodstock, GA, was approached by the CEO of Vision Hospitality Group to design a unique Hampton Inn & Suites in his home town of Chattanooga TN, FAID was excited to step up to the challenge. The hotel is sited adjacent to a prime suburban mall just off Interstate 75. Being 15 minutes from downtown Chattanooga, and even closer to the Volkswagen corporate headquarters, this project serves both corporate and leisure travelers. With the mandate for this property to be a signature project for the Developer, the hotel stands out from its competition by providing an upscale aesthetic and experience without the price tag of an upscale hotel brand.





FAID drew inspiration from the owner's target international corporate traveler for its design palette, resulting in a style that leans toward a more modern, European aesthetic, interspersed with timeless classic elements. They delivered high design with comfort and regional familiarity, appealing to the refined tastes of the modern business and leisure traveler. Very selectively using bold colors amidst a backdrop of crisp, tonal neutrals, and articulating key elements with streamlined architectural details, the design bridges between two worlds.

Examples of this duality is experienced when iconic elements like the timeless Barcelona chair and deep tufted wall panels that reference formality in this Southern region, are harmoniously fused with more contemporary elements like the custom 'Welcome Wall' designed by FAID using 3-form material, LED lighting and digital graphics; and the custom wallcovering in the lobby ceiling designed using current digital technology to introduce glamour and metallic highlights in an otherwise minimally adorned space.

**GUEST ROOMS:**

*GRM case-goods: Klem Hospitality  
 GRM seating: Kimball Hospitality, Eaton, Inc.  
 GRM fabrics: Arc-Com, Fabricut, Helvetia  
 Leather, Swavelle, Burch  
 GRM Artwork/Mirrors: IMC, Majestic Mirror,  
 Howard Elliott, Poems Art  
 GRM Lighting: Malar and Pacific Coast Contract  
 Lighting  
 GRM carpet: Northwest Hospitality  
 GRM floor tile: Designer Tile & Stone  
**PUBLIC AREAS:**  
 Lobby/Dining carpet: Durkan Hospitality,  
 Dunbar + Cullum Inc.*

*Lobby/Dining floor tile: Porcelanosa  
 Lobby/Dining Wallcovering: MDC wallcovering,  
 Wolf Gordon, Eykon, Koroseal  
 Community table: Triton Custom Woodworks  
 Dining tables: MTS  
 Lobby occasional tables: Wells Industries  
 Barcelona Chairs: Gordon International  
 Lobby seating: Eaton Inc, Eko Contract  
 Dining seating: Shafer, Two Zero Six  
 Public Area Art: Deljou, Grand Image, IMC  
 Framing  
 Public Area Lighting: Dainolite, Lusive Décor,  
 Stonegate*

# ≡≡≡ ICON OF INDUSTRY SCHOLARSHIP



## Tara Headley - One of the two recipients for the ICON of Industry Scholarship

---

Each year NEWH gives out its most prestigious award, the Icon of Industry, at the Gold Key Cocktail Ceremony in New York City held in conjunction with BDNY and the International Hotel/Motel & Restaurant Show in November and then again at the Power

Players: Women Leaders in Hospitality Panel at BDWest in March in San Diego. The award celebrates the leaders of the manufacturing side of hospitality, those who have uniquely impacted the industry through their innovative work, consistently dedicated their time and efforts to community or industry outreach through education and/or corporate giving, and been doing business in hospitality for more than 30 years. In addition, each year an international scholarship is given to two exemplary students in the recipient's honor, who have completed at least half of their program toward a degree in the hospitality industry, have a minimum 3.0 GPA, participated in an industry internship, and exemplify the highest standards of professionalism and scholarship.

---

As a high achiever I have always set out to accomplish my artistic and academic goals to the best of my ability and I knew that a career in design would be in my future. Not only did I have a strong love of art from a young age, I made sure that I used my talents by pursuing everything art related I could find. Growing up on the small island of Barbados as the daughter of a primary school art teacher and a do-it-yourself father who was always building something in and around the house, one could say I was destined for the arts. I was always entering art competitions, completing crafts projects and redesigning my bedroom. As I moved on to secondary school, I gravitated towards the art room where I spent the majority of my time, even after school. My friends would have to come there in order to find me. I was meticulous about all my projects and went above and beyond for each assignment. So much so, that I received a distinction in my advanced art course, as well as an incentive award at the National Independence Festival of Creative Arts in Barbados.

Upon graduation, most of my peers went on to the University of the West Indies where they would be able to study locally. This was not an option for me however, because in the one hundred and sixty six square miles that I called home, there was no architecture or interior design program. This meant that I was to take a great step, after graduating at 17, to move to another country to pursue my education. Leaving family, friends, and the only home I have ever known was a difficult step but proved to be extremely rewarding. I quickly fell in love with the city of Savannah, Georgia where I embarked on my undergraduate degree in interior design at the Savannah College of Art and Design. I made the most of my opportunity and ensured that I fully immerse myself in the experience of college, dedicating time to my studies as well as to the student body where I worked as an orientation assistant. I wanted to make sure that new students felt as welcome as I did when I first traveled to the United States to study.

Another major part of my student life was my devotion to the IIDA and ASID student chapter at SCAD. This organization helped foster the spirit of comradery and volunteering among students in the interior design department. As secretary for two years, and later

## ≡≡≡ ICON OF INDUSTRY SCHOLARSHIP

acting president, I strove to create and execute community service projects and programs to bring students together for networking and professional growth along with other members on the board. I truly believe that good design can be heightened by peer influences. One of the major service projects I was involved in was the renovation of the staff corridor in Memorial Hospital in Savannah. We felt as though the workers needed a space that would take away from the stress of their jobs; one that could act as a retreat and brighten their day. With the help of student volunteers, we redesigned the corridor and break room with generous donations from Sherwin Williams. The main feature of the space, which was designed through a charette with the students, was a series of branches that featured photos of smiling patients to remind the staff of all the good they do for people every day. I will never forget the smiles on their faces and words of encouragement as they came by, watching us work to improve their space. We were thrilled when the project was awarded the 'Outstanding Service Project of the Year'.

In addition to the organizations I was a part of, I also excelled academically. Although the program could be very stressful at times, I was forever grateful for the opportunity to be studying something I loved which made it easier to get through the long 5 hour studio classes at times. It seemed like most of my days I was in the school building where I would spend hours at a time designing or studying, making sure that I was giving it my all. The most trying time was during my senior year when I was tirelessly working on my senior project, a Caribbean cultural center for second-generation immigrants to the United States. This topic was chosen because it really hit home for me as a native of a Caribbean island who was struggling to stay in touch with my roots. The center was to be a place where people could read about their culture in the library, purchase a bit of culture in the retail shop, see the culture through the eyes of artists in the museum and taste the culture in the food court and teaching kitchen. Interior design for me is about the ability to influence people's lives and have a great impact on everything from emotional connections to quality of life simply through good design. I was able to explore this thoroughly with the project. As a result, I won the Chair's award for the most outstanding senior project while graduating with a major GPA of 4.0 and Summa Cum Laude honors.

The decision to return to school to obtain a master's degree after a year proved to be wise one. There is something to be said about realizing exactly how much you don't know that motivates you and makes you eager to learn. For me, graduate school has been about new discoveries about theories, the world of design, and myself as a designer. Through the design of a hotel based in Cairo, Egypt for my studio 1 class, I came to realize my love for hospitality design. This field encompasses all that I enjoy about design. It allows for designing with cultural influences and impacts a variety of people in many situations. You get to truly explore creativity for the masses in public spaces while providing unique individual retreats in guestrooms. After this class, I truly had my sights set on a career in the hospitality industry.

Since starting my graduate career, I have made certain to immerse myself in the design industry in Atlanta. Along with being a student member of NEWH, ASID and IIDA, I volunteer at events and serve as a committee member in the organizations. It is invaluable

# ICON OF INDUSTRY SCHOLARSHIP

to be able to learn from people with varying degrees of experience in design. NEWH has definitely helped me strengthen my involvement in hospitality. I have recently accepted the position of student liaison with the NEWH Atlanta chapter where I hope to continue to bridge the gap between the student body and professionals in the industry.

After graduation, I plan pursue hospitality design as a career. My internship at Hirsch Bedner this summer has confirmed that I have made the right choice in this regard. I was able to fully immerse myself in the world of hospitality design while learning from the best in the industry. I was treated as a junior designer on my team and given responsibilities throughout all phases of the process and was able to learn how design is done in a large firm setting. With this knowledge, I am certain I have the ability to excel in this field. In addition, while at HBA, I have been earning hours that I will put towards my NCIDQ certification to become a registered interior designer which I feel is a necessary step, along with becoming LEED certified.

Thank you to the 2014 NEWH/Atlanta Board of Directors. Your work in 2014 has been amazing and we wish you all well!

## 2014 NEWH Atlanta Chapter Board of Directors



**Meghan Bazemore**  
Past President/Parliamentarian  
DesignMORE International, llc  
meghan@designmoreinternational.com



**Jennifer Loux**  
President  
Symmons  
jloux@symmons.com



**Mary K Strickland**  
Director of Hospitality  
OW Hospitality Carpet  
mkstrickland@owhospitality.com



**Stacy B. Costa**  
Director of Scholarship  
Maharam Textiles  
scosta@maharam.com



**Jennifer Wellman**  
Scholarship Committee  
Co-Chair  
EDL Art Consultants  
Jenniferw@edlart.com



**Cathy Mansour**  
Director of Sustainability  
DH Hospitality Group, INC  
cathy.mansour@dhhospitality.com



**Rebecca Coles**  
Internet/Social Media  
Communications  
Supreme Hospitality  
rebecca@supremehospitality.com



**Kelly Bowen**  
Programming  
Ceramic Technics  
kbowen@ceramictechnics.com



**Shantae Walker**  
Student Liaison  
sdwalke.sw@gmail.com



**Tony Lopez**  
Treasurer  
International Hospitality Services Inc.  
T.Lopez@InternationalHospitalityServices.com



**Mike MacFarlane**  
Public Relations  
Cowan Supply  
mike.macfarlane@hajoca.com



**Valerie Haase**  
Publications  
Cooper Carry  
newhatmagazine@gmail.com



**Paula Calli**  
Community Service  
Couristan  
paula.calli@couristan.com



**Paula Calli**  
Community Service  
Couristan  
paula.calli@couristan.com

# 2015 Calendar of Events

January - Hotel Tour

February - Student Mentoring Event

March - Networking Event

April - Scholarship Awards

May - Networking/Panel Discussion

June - Scholarship Fundraiser Event

July - Networking Event

August - Sustainability Event

September - Membership Event

October - Scholarship Fundraiser Event

November - Community Service Event

December - Holiday Event

\*Events – in most cases – occur on the 3rd Tuesday of each month\*

\*Sponsorship Opportunities are available. All dates, venues, locations, etc. are subject to change at anytime throughout the year.

Contact the Programming Director of your Atlanta NEWH Chapter for more information and/or

\*Sponsorship Opportunities: [atlnewh@gmail.com](mailto:atlnewh@gmail.com)

