

IT'S **OK** TO BE WILDLY CREATIVE

koroseal.com

A Letter From the Editor

Hello!

I'm very thrilled to be on the 2016 NEWH Atlanta Chapter Board as your Publications Chair. Since the beginning of my college career I involved myself in positions of leadership in various organizations. I have always found networking organizations to have a pivotal role in my career. From my career as a student transitioning into a professional role I have been able to make connections that have changed the course of my career path, as well as finding great friends and mentors in the industry.

I found NEWH later in my college career when one of my good friends received the scholarship award and informed me about the organization. When I researched NEWH I found it would have been one of the most beneficial organizations to know about while in school. As the editor I enjoy creating a document that can spread the word about NEWH. This organization has a profound history, affordable memberships, and is geared toward the success of students. I quickly knew NEWH was a group I wanted to be a part of and this year I have made it happen. I look forward to spreading the word about the amazing people and organization I have come to know!!



Editor: Megan May

If you would like a page in the next issue of the magazine please contact newhatlpublications@gmail.com

A Letter From the President



Stacy Costa

I am honored by the confidence you all are placing in me by allowing me to be the 2016 Chapter President. Having started my career in hotel operations and then onto purchasing in the early 1990s, I have grown up in this industry and NEWH has been an Instrumental part of my development. It was in 2003 that I attended my first NEWH event, The Scholarship Awards Gala, held at the historical Fox Theatre in Atlanta. It was rich with industry professionals; sales reps, purchasers, students, designers and principals. I remember being enamored by the event and thinking to myself, "I want to

be a part of this." Serving on the board for the past five years has been extremely rewarding. As Scholarship Director for two years, it was easy to become invested in our industry's next generation of hospitality professionals. These gifted students fueled my desire to help grow our fundraising events and raise more money for scholarship. With three children to put through college, I can relate to the financial struggles students and their families face. I have loved getting to know these talented students and watching them become valued industry professionals. Such efforts come full circle as many of them give back to our chapter by actively serving on committees and/or the Executive Board.

Historically, NEWH has built lasting relationships and fostered skills for members to build successful careers, including mine. As the Atlanta Chapter, we will continue to carry this legacy forward. In the coming year, we will work toward enhancing the value of NEWH to our members by providing scholarships, education, leadership development, recognition of excellence, and business development opportunities. A lot of this happens through key chapter events so be sure to check out our Calendar of Events page <http://newh.org/chapters/atlanta/events/>. Better still, like us on our Facebook page.

It is truly a privilege to be able to give back in the industry that has contributed to my success in sales, in obtaining gainful employment and, most importantly, in forming lasting friendships. I absolutely love what I do and it is this passion that inspires my efforts every day. I am grateful to our Chapter's founding members who built a strong foundation of professionalism and scholarship. I will do my best at being this year's steward of the wonderful group they created along with one of the best boards a President could ask for!

If anyone asks you how or why should I "be a part of this", encourage them to get involved, invite others and contribute. You never know, you might be talking with a future NEWH Chapter President!

In the Spirit of Networking,
Stacy Costa, NEWH, Industry IIDA
Hospitality Specialist
Koroseal Interior Products

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Member Appreciation Event 2015

Our Fall event was a huge success, not only from the standpoint of attendance from our Chapter supporters, but also from our future Hospitality players. We even had a group of students drive from Statesboro GA. If their young enthusiasm could be bottled, I am not sure if it would be consumed before the Margaritas. We had a turnout of around 30 people and all had a wonderful experience. The weather that day could not have been any more perfect, especially after the previous 10 straight days of rain. We provided a photographer who captured head shot for all the members in attendance.

We all carry great pride in our Atlanta Chapter and as these new students will grow to understand, we are a deeply passionate group who love our profession. Our passion shows through our work and NEWH events fosters our curiosity the next year's event and if it will top the previous year's event.

In the spirit of Hospitality—Mary Kay Strickland—Membership Director



Alan Russell, Mary Kay Strickland



Group shot



Guitarist



Alan Russell, Meghan Bazemore, Carnett Henderson



Rebecca Coles, Mike Bowden, Grant Hospitality



Students from Georgia Southern



Students from Georgia Southern



6 Ashley Salzmnn, Mary Kay Strickland, Michael Smith

Sustainability Event

August 27, 2015. NEWH teamed up with IIDA for a great sustainable event hosted in the trendy area of Tech Village in Buckhead.



Speaker-David Wilkerson, Mark Law, Allison Mair



Speakers: Teyanna Miles, Erin Greer



Speakers -Michelle Dietrich, David Wilkerson, Michael Lutz, Erin Greer, Michael Lutz



Erica Coursey, Keri Tope, Debra Robinson, Kathryn Arnold, Michelle Wildenhaus



Jennifer Loux, Jessica Ybarra, Soleil Smith, Kendal Rogers, Sarah Johnson



Valerie Haase, Josh Hardesty, Audrey Hardesty, Teyanna Miles, Alexis Jones,



Anna Campbell, Nobuko Masuda, Allyn Martin, Alyssa Mertz



Emilio Etchegoyen, & Kelly Bowen



Press Release Gensler



Hard Rock's in-house design studio is teaming with Gensler's Atlanta office to create the 220-key property. Very much influenced by the history of Castleberry Hill, the interiors have taken a "southern" approach; otherwise referenced as "rough edges and fine lines". The architectural bones of this location that lead to the dramatic commercialization/sprawl of the area/Atlanta – materials resonating strength and rich with texture, and patterns that shaped and influenced shared experiences and accelerated change are defining the foundation for the interior experience. The guest will find that the color palette reflects deep southern roots with a core palette of warm neutrals enveloping the spaces, allowing colors authentic to Atlanta to set the tone for each destination – terra cottas (GA red clay as well as historical reference of world renowned terra cotta manufacturers in Castleberry Hill), rich greens (city of trees – rich foliage), and stunning golds (GA dome of native gold leaf).

Layering in the HR brand experience will be key to the design. At the core of every culture is music, a universal language. The shared taste in music changed perspectives and acted as the social glue that led to the formation of the area as we know it today. It's this added layer that will provoke emotional responses and truly influence the HR Atlanta experience. The interiors will embrace the HR pillars – it will be an authentic experience and personalized to Atlanta.

Hard Rock Hotel Atlanta will offer an assortment of unmatched amenities, including a vibrant lobby lounge set to become a local hotspot, heated outdoor swimming pool and a rooftop oasis where guests will enjoy cocktails and exceptional dining in the city's fast growing arts district. Additionally, the property will feature a variety of offerings exclusive to the Hard Rock brand, such as a Rock Spa® featuring the brand's latest music-infused spa treatments, Body Rock® workout facility, Rock Shop® where guests will be able to purchase the brand's iconic merchandise, and a contemporary take on the Hard Rock Cafe reflective of the Castleberry Hill neighborhood.



CLR Resources



CLR Resources is expanding our services with exciting additions to our team. Lindsay Hodges comes to us from Mood Media and will be the inside sales contact answering calls and emails, following up on quotes and orders, and helping locate stock for immediate orders. Megan Hagood joins us from Sims Patrick Studio and will complete our territory sales coverage using her almost 10 years of design experience. With our new combination of sales professionals we bring more than 30 years' experience in the design industry to our customers.

We would also like to welcome our newest lines, Kovet Hospitality and Worlds Away Hospitality. We are confident that these lines will enhance your overall design experience and as always, we strive to be [your clear resource](#) for professional, simple, thorough and enjoyable design specifying.

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Atlanta Regional Trade show 2016

On Friday, January 22nd the Atlanta Chapter gathered at the Cobb Galleria

Exhibit Hall for an exciting review of the industry's latest and most innovative products. Despite the threat of snow looming throughout the day, attendance was excellent. Two cash door prizes of 500 dollars each were awarded.



Kiria Fernandez, Margarita Leon de la Barra



Mary Kay Strickland



Cathy Mansour, Jake Brumlow, Richard Radke



Lisa Caskey, Kathryn Arnold

Regional Tradeshow After Party 2016



Nicole Higgins, Cathy Palmer, Meghan Bazemore, Christine Lakso, Jennifer Wellman, Garnett Henderson, Dallas Bentley, Jessica Casiano, Jessica Kendrick, Dana Miner, Connie Land, Stacy Costa, Joel Robinson



Group Shot at after party



Group Shot at after party



Group Shot Dancing



Meghan Bazemore, Dallas Bentley, Nicole Higgins, Michael Uhler

Tradeshow After Party: Top ID Firm

On Friday, January 22nd the Atlanta chapter gathered for the 2016 Regional Trade Show & After-Party. The chapter recognized and celebrated the three 2016 Top ID hospitality firms.

Carver & Associates | Griffin, Ga



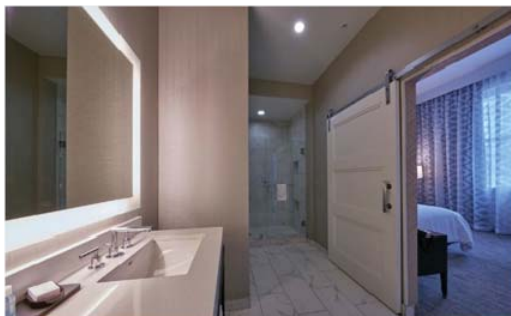
Doug Roam, Kim Thurmond, Michelle Gravitt, Vanessa Wishon, Cassandra Hines, Kathryn Partin, Derrick Stevens, Brandi Schaefer, Sarah Miller, Berkley Goen, & Veronica Koontz.

Carver & Associates has long been known as one of the nation's top FF & E purchasing companies. However, the company is fast becoming known by hotel owners and developers as an excellent interior design firm. With offices in Griffin and Atlanta, Georgia, Carver & Associates employs a full team of 16 full time interior designers to facilitate the demand for design services by their clients. Carver's designers are experienced in providing full design services for all types of hotels, including CAD, design execution and design management.

The design team works closely with the client throughout the project to provide current and innovative designs that are relevant in today's market. They assist the client in establishing a budget throughout the design process. The Design and purchasing teams coordinate their efforts to ensure that both the budget and design remain consistent with the hotels requirements.

Some recent Carver and Associates completed projects are the Embassy Suites in Louisville, Kentucky; Hampton Inn & Suites in Albuquerque, NM; Home2 Suites in Gulfport, Mississippi; Courtyard by Marriott in Mt. Pleasant, Michigan and Embassy Suites in Saratoga Springs, New York.

Top ID Firm: Carver & Associates Griffin, GA



Tradeshow After Party: Top ID Firm

On Friday, January 22nd the Atlanta chapter gathered for the 2016 Regional Trade Show & After-Party. The chapter recognized and celebrated the three 2016 Top ID hospitality firms.

Sims Patrick Studio



Jenny Rutledge, our VP of Design and Construction, Libby Sims Patrick, IIDA, LEED-AP, CEO

Atlanta, Georgia - February 19, 2016- Sims Patrick Studio was recognized as a “Top Interior Design Firm” for 2015 by NEWH. This prestigious honor awards hospitality design firms that demonstrate quality design work and prove to be leaders in their industry. Libby Patrick, CEO of Sims Patrick Studio, said, “NEWH is such an important organization for our industry. Our firm’s involvement with NEWH has led to finding and hiring designers, developing deeper trusting relationships with our industry partners and staying on the cutting edge of design trends and updates. We enjoy giving back to our industry through support of NEWH scholarships and community service opportunities. It is an honor to be recognized as a top hospitality design firm by such a significant organization.” NEWH is a highly recognized networking resource for the hospitality industry, which provides scholarships, education, leadership development, recognition of excellence, and business development opportunities. It recognizes hospitality design firms in different regions for the exclusive recognition of Top Interior Design firm. This is the second time SPS has been awarded this Top Interior Design Firm status. When asked what motivates her team to maintain such a standard of excellence, Ms. Patrick explained, “We love to bring to life the most intricate luxury resort or give a budget-oriented project the flair that the owners seek to achieve through effective design choices.”

Sims Patrick Studio, Inc., a mid-sized boutique design firm, specializes in the interior architecture design of:

- Hotels
- Retail shopping centers
- Restaurants
- High-end residential
- Professional office projects

Their design and management expertise includes mixed-use complex projects including historic renovation, high-end full service hotel conversions and renovations, new build projects, limited service brands, and boutique hotels.

SPS offers a full range of interior design services:

- Programming and space planning
- Conceptual design
- Brand and identity interpretation
- Design development and schematic design
- CAD-based construction documents/FF&E specifications
- Bidding and negotiation
- Construction and procurement administration
- Furniture and artwork installation

Contact: Caroline King Sims Patrick Studio Office: 404-261-6043, Cell: 404-966-2078
cking@simspatrickstudio.com www.simspatrickstudio.com

Top ID Firm: Sims Patrick Studio



Tradeshow After Party: Top ID Firm

On Friday, January 22nd the Atlanta chapter gathered for the 2016 Regional Trade Show & After-Party. The chapter recognized and celebrated the three 2016 Top ID hospitality firms.

Fusion A.I. Design, Inc



Alice Limer, David Limer, Courtney Swaim, Elaine Domingo & Jessica Casiano

"It is an honor for Fusion A.I. Design to be recognized as a Top ID Firm 2016 by NEWH. Receiving this recognition for the second year in a row is truly humbling and we are grateful for the support of our industry teammates who share in the continued success of our projects. NEWH is an essential part of the Hospitality community and an invaluable resource for us in connecting with that community.

Fusion A.I. Design is an Architectural Interior Design firm committed to bringing fresh vision and innovative design to the hospitality marketplace. Excellent design and the highest level of professional service is what we deliver, but recognize that it takes a team of dedicated professionals to achieve success. Using an integrated approach, we bring together the expertise and knowledge of each team member into a seamless design package. Being a boutique sized design firm, we are able to deliver this collaborative model in a way larger firms cannot match. We offer our clients, and all members of the project team, a direct and open line of communication during all phases of the project. This results in a greater understanding of project intentions, expectations, and solutions that reflect the combined knowledge and expertise of the entire team.

From everyone at Fusion A.I. Design, thank you NEWH!"

Top ID Firm: Fusion A.I. Design, Inc.



Embassy Suites, Atlanta Airport, Atrium



Homewood, Suites Spring, TX. Lobby



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Panelist Discussion

NEWH Atlanta RTS Panelist Discussion: Hospitality Outlook January 22, 2016 -

The Atlanta chapter held a Panelist Discussion at their 2016 Regional Tradeshow to discuss topics concerning the hospitality outlook. Moderated by Michele Finn, President, Hospitality Media Group and featuring Atlanta based industry leaders: Carlos Asensio, Project Manager, Noble Investment Group, Larry Carver, President, Carver & Associates, Alice Limer, Founding Principal & CEO, Fusion A.I. Design, Inc., Mark Linch, SVP Project & Technical Services, Capella Hotel Group



Mark Linch, Larry Carver, Carlos Asensio,
Alice Limer



John Reader, Kelly Bowen, Dana Miner, Stacy
Costa



Mark Linch, Larry Carver, Carlos Asensio



Michelle Finn



Cathy Mansour, Elizabeth Moore



Group Shot

NEWH Sip & Socialize

January 21, 2016 -

On Thursday, January 21st the Atlanta chapter hosted a Sip & Social to welcome out of town exhibitors and the NEWH International Board of Directors to Atlanta for the 2016 NEWH Regional Tradeshow at Cobb Galleria.



Meghan Bazemore, Vicki Elliot



Meg Richards Wilson, Micheal Uhler



Trish Poole, Cathy Mansour, Vicki Elliot



Member News



Dana Miner with DESSO
Hospitality & Ben Miner
welcomed Bo M. Miner on Ju-
ly 27, 2015.

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Exclusive Interview with Buddy McDowell!



What was it that compelled you to become a member of this organization, and was there Someone who influenced you to join?

Current board members Mary Kay Strickland and Stacy Costa influenced me to join

What are you hoping to get out of joining this organization?

Meeting more people in the Hospitality industry through networking.

What is your profession and what brought you to the field of hospitality?

President of Design Directions - I was looking for a subject for my thesis, a couple of friends in the restaurant equipment industry recommended a restaurant project. I completed the restaurant. A friend who owned a small restaurant and lounge saw the thesis presentation and engaged me (for a small fee at the time), to design his property. The design was finished, good photos were taken and someone saw those photos and I completed a restaurant/lounge for them and luckily things mushroomed from there. After several restaurants, I completed guestrooms for one of those properties and became an interior designer of hotels.

Have you gotten the chance to attend an NEWH event and if so which one?

I have been to many events over the years and all were worth while!

We had a bowling event that was themed "Superheroes", what super hero do you dream of being and why?

Superman, the power to do it all!

What is your guilty pleasure? (TV show, sweet treat, etc.)

Too many sweets!!

What are you passionate about?

Creating great interior design!

What is your dream vacation spot?

Italy. I enjoy it the most. It has so much to offer; art, architecture, history, beautiful scenery, food and great wine!

Welcome New Member Sarah Garrett!



How did you hear about NEWH?

I heard about NEWH while I was in school at Georgia Southern.

What was it that compelled you to become a member of this organization, and was there Someone who influenced you to join?

I wanted to be involved in the events to learn more about the industry as well as network. Jillian Van Dresser inspired me to be more involved.

What are you hoping to get out of joining this organization?

Networking and helping others learn about the industry.

What is your profession and what brought you to the field of hospitality?

Designer, graduated with an Interior Design Degree

Have you gotten the chance to attend an NEWH event and if so which one?

Yes, lots of them... my favorite are the bowling events. I have been the last three years and love it!!!

We had a bowling event that was themed "Superheroes", what super hero do you dream of being and why?

Ninja Turtle was our super hero at last years bowling event. I liked being a part of the turtles because they have fun and help people!!

Provide a fun fact about yourself that most of your colleagues may not know?

I like to paint

What is your guilty pleasure? (TV show, sweet treat, etc.)

My guilty pleasure would be...eating chocolate before I go to sleep. :)

What are you passionate about?

I'm passionate about lots of things, running, my dog, my fiancé, my friends and family, my job....really anything I want to succeed I put my heart and soul into.

What is your dream vacation spot?

Italy

Introducing Current Member & New CEU Board Member Cristi Moore!



What was it that compelled you to become a member of this organization, and was there Someone who influenced you to join? Having been a member of NEWH for a number of years now, my initial interest to join was strongly influenced by a dear friend and professional peer who is also a member, Michelle Wildenhaus. Her enthusiasm and support of the organization's events was alluring – she continued to encourage my attendance at events as her guest. I found events to be very insightful and educational, adding an experiential layer to my knowledge base, as well as a meaningful opportunity to network and socialize with industry professionals.

What is your role in hospitality industry and how does being a member of NEWH help you with networking and promoting your business or yourself? Hospitality Interior Designer at Gensler! Now, lets blend that with NEWH and see what's to come! NEWH continues to offer numerous opportunities to network and unite with professionals representing a wide array of connections necessary to achieve great design. More than anything, NEWH will provide me with much desired outlet to influence those people that share my passion for hospitality design.

How did you end up in the Hospitality Industry? It all started with an internship at Hirsch Bedner Associates – it was quite an incredible opportunity and experience working on some of the world's most luxurious and prestigious hospitality projects alongside some of the most talented designers in Atlanta. Many of which continue to be my closest friends and most admired and respected colleagues.

How Active are you as a member and have you ever joined or wanted to join a committee? Honestly I have not been as active a member as I could be... but that is about to change. Gensler has opened my eyes to a world beyond design as a mere job or project. This enlightening perspective has ignited an innate drive to commit personal and professional development on a grander scale. I am excited to have recently joined the NEWH Board of Directors and look forward to continued leadership reaching beyond project design, extending across a network of industry peers and together, strengthening the value this organization brings to the Hospitality industry.

Provide a fun fact about yourself that most of your colleagues may not know? In the third grade during recess, my early design skills were evident as I would create life size floor plans by clustering pine straws to indicate the walls of each room. Then we would "play" house.

What is your guilty pleasure? (TV show, sweet treat, etc.) Dance moms, champagne, chocolate, and staying up late doing all three at once!

What are you passionate about? Hospitality design and the career path it has created for me – I am passionate about exploring design as a lifestyle rather than a job. The lines between live/work/play are already beginning to blur. It is proving to be unbelievable fulfilling. What a challenge!

What is your dream vacation spot? A place I have already been, a place I have yet to go, and one I have yet to design – with family and friends of course.

NEWH Jingle Mingle

On December 10th 2015
the NEWH Atlanta
chapter held a Jingle
Mingle and collected
toys for children in



Michael Uhler, Stacy Costa, Meghan Bazemore, Mary Kay Strickland,
Jenn Loux, Rebecca Coles, Nicole Higgins, Jennifer Wellman, Jordan
Kirksey & Ashley Salzmann



Ben Mauney, Jennifer Wellman, Johnny Arnold,
Carolyn Aycock



Nicole Higgins, Megan May, Jordan Kirksey

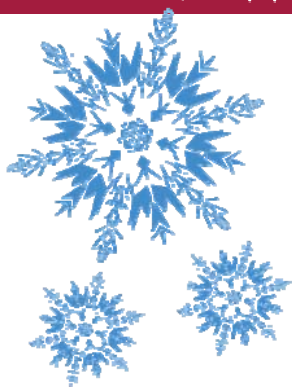


Andrew Miller, Amy Gleghorn



Hazel Studstill, Garnett Henderson

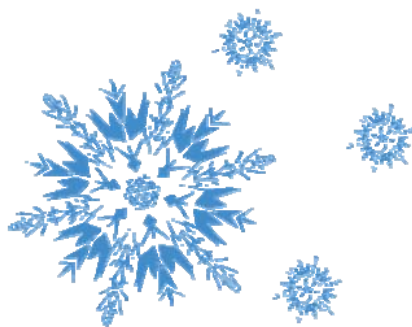
NEWH Jingle Mingle



Mary Kay Strickland, Jessica Casiano, Elf, Elaine Domingo, Courtney Swaim



Morgan Shireling & Amanda Orrison



Megan May, Ansley McNulty Kaase



Joel Robinson, Jessica Kendrick,



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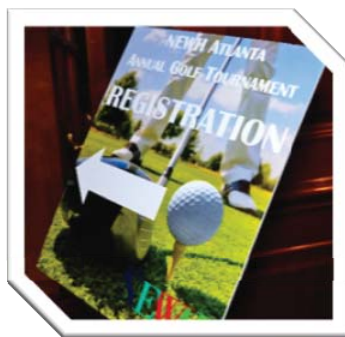
Standard & Custom Products
Guest Room/ Public Space

NEWH Golf Tournament



NEWH Atlanta 2015 Golf Tournament –

The Atlanta chapter held a Golf
Tournament for its members at
the St Ives Country club.



NEWH Golf Tournament



Rachel Mathis, Emily Behrens, Stacy Costa,
Kelly Bowen, Paula Calli



Christine Lakso, Michael Uhler



Pace Adams, Stephan Murphy, Camille Johnson,
Nicole Higgins



Kathryn Arnold, Lisa Caskey



Ben Mauney, Robert Wright, Johnny Arnold,
Greg Watkins



Bo Burdette, Drew Murray, Dave Murray, & Tony Lopez



Emily Behrens, Kelly Bowen, Paula Calli & Rachel
Mathis

NEWH Sandwich Showdown

On November 17th the NEWH Atlanta chapter held a charity event at the DAC Art Showroom with a goal to put 1000 sandwiches together for children in need. The group exceeded their expectation making over 1000 sandwiches.



Morgan Shireling, Amanda Orrison



Group Shot making sandwiches



Tara Headley



Ashley Salzmman, Rebecca Coles, Ansley Sanderson

NEWH Calendar of Events



NEWH Atlanta 2016 Month by Month
Events | Fundraising | Networking
Plan | Attend | Sponsor

Contact any of the following NEWH Directors
for Sponsorship Opportunities
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Atlanta



Back (From Left): Michael Uhler, Fundraising; Megan May, Publications; Joel Robinson, Public Relations, Mike MacFarlane, Treasurer; Jordan Kirksey, Fundraising; Dallas Bentley, Scholarship Chair
Middle (From Left): Cathy Mansour, Marketing; Tara Headley, Internet Communications; Christine Lakso, Strategic Alliances; Valerie Haase, Sustainability; Tara Hebert, Community Service; Nicole Higgins, Programming; Ashley Salzmman, Secretary; Jennifer Wellman, Scholarship
Front (From Left): Tony Lopez, VP Development; Meghan Bazemore, Executive Advisor; Stacy Costa, President; Kelly Bowen, VP Administration; Jennifer Loux, Past-President
Not Pictured: Mary Kay Strickland, Membership; Elizabeth Moore, Community Service Co-Chair; Rebecca Coles, Hospitality; Lubi Dimitrova, Student Liaison; Cristi Moore, CEU

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