

FROM THE PRESIDENT

What a big year for our chapter! Before I pass the torch to Stacy Shoemaker Rauen, the newly named editor in chief of Hospitality Design magazine, I want to congratulate our board and the membership of NEWH New York. Thanks to the success of our events, we raised more than \$50,000, meeting our ambitious goals for hospitality industry scholarships in 2014.

We saw record-level attendance at each of our Toasty Tuesday networking events and hotel tours, honored our scholarship winners at a special event, and held our second successful Product Runway. There, 16 top design firms strutted their fashion-forward creations down the catwalk at Marquee.

See some of the snapshots from our 2013 happenings below and don't forget to like NEWH New York on Facebook for more coverage.

Of course, I have some news myself! I am moving to San Francisco to join the Puccini Group as a new partner and managing director. I will miss all of you! It has been a pleasure and a wonderful experience serving on the New York chapter board for the last three years.

2013 President, Amy Jakubowski



HAPPENINGS

TOASTY TUESDAY, KING & GROVE WILLIAMSBURG



Erica Shamrock, Architex; Molly Getsloff, George Wong Design



Lemor Moses, HBA; Serena Rakhlin, Trump Hotel Collection



NYC; Emily Horn, The Peninsula; Monika Klok, The Peninsula

SCHOLARSHIP EVENT, SICIS



Tolu Odunfa, Krause+Sawyer; Giancarlo Tramontozzi, Morali Architects; Jaimie Lebovic, JC Furniture



Patricia Barbis, Rockwell Group



David Fortin, Fortin Hospitality; Paola Pietrantoni, Artemide; Laura Carter, Tri-Kes

PRODUCT RUNWAY, MARQUEE



Product Runway Jury: Raul Leal, Virgin Hotels; Karen Daroff, Daroff Design; emcee Drew de Carvalho; and James Aguiar, Modern Luxury



1st Place



2nd Place







and Dalila Barragan, Valley Forge Fabrics

TOASTY TUESDAY, NOVOTEL NEW YORK TIMES SQUARE



Virserius Studio

Toasty Tuesdays:





about sustainability in a PechaKuchastyle format **NEW MEMBERS**

CALENDAR

Hospitality Design/

January 21, February 18, March 18

NEWH Owners' Roundtable June 4

Stay tuned for additional details

Amrei Schmitt-Fumian, Starbucks

Ari Grazi, Indiewalls Bart Halpern, McCloskey Purchasing Group

Chris O'Connor, DDG Crista Alfieri, McCloskey Purchasing Group

Curtis Cregan, Interface Debra Sacco, Kim Collections

Denise Vasaya, Studio E Hand Painted Wallpaper

Doug Scott, Remington Lamp Eve Taylor, Stonehill & Taylor

John DeBell, Haworth Julia Choi, Wilson Associates

Julia Schafhauser, DiGuiseppe

Lauren Ritter, Global Allies

Levia Lew, Reveal Design Group Lisa Bressler, Arc-Com

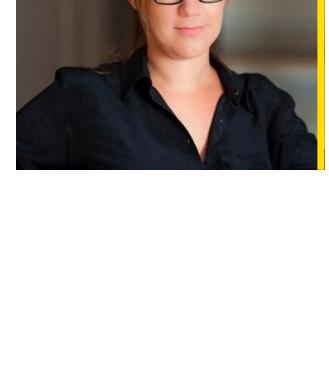
Samantha Ricken, DiGuiseppe Sherry Dennis, Stonehill & Taylor

Tatyana Gartner, Tatyana Design

Studio Tano is a branding and marketing consultancy, specializing

in the hospitality and design industries. Where does the name come from? Tano was my grandfather's nickname, short for Gaetano. When he

FACES OF NEWH // Tara Mastrelli, Studio Tano LLC



came over from Sicily and they asked his name, his mother said, 'Tano.' They changed it to Thomas and our last name became Mastrelli.

What is Studio Tano?

Usually when I work with companies it becomes clear that they once had a very strong sense of identity and somehow lost it along the way.

Tano seemed a fitting name to remind me of my roots and values as I move forward with my own company.

You have a unique background in hospitality. As a former editor and current brand builder, what advice do you offer a company that is still defining its story? For years as an editor I had a Post-It on my desk that said: K.I.S.S. (Keep It Simple Stupid!). I believe simplicity is powerful, and my advice to any company is to start by asking the seemingly simple

questions: Who are you? What do you do? Why should anybody care? What makes a great brand?

A great brand is based in truth and is able to tap into a company's aspirations. It should be simple enough to explain to someone not entrenched in your industry and should give your employees a reason to get up and come to work in the morning. It should be differentiated from your competition, and truly offer your customers something they can care about.

What is the biggest misconception of branding? The biggest misconception of branding is that it's just a logo or a tagline. That it somehow lives separately from real business and that it can be changed whenever one feels the need to get with the times or be more on trend. The truth is that your brand is the very

soul of the company. If defined correctly, and in a compelling way, it should sit at the center of your organization, driving everything from employee engagement and operations to sales and customer

experience.

That's it.

Any rules for sticky company content be it visual or verbal? As an editor, my job was always to be a reader advocate: What information is useful to them? What would they rip out and post to their inspiration boards? In my mind, developing branded content is no different. If it's photography or video, make it hot. If it's something educational, make it clear. And if it's a story, just tell it. Tell your customers why you're in business and how it all started. Tell them

why you want to work with them and why they should work with you.