



NO. 2

NEWH
SAN FRANCISCO BAY AREA

SPRING 2026

WELCOME TO OUR

Annual Newsletter



Chapter Update

Welcome to the Second Annual Chapter Newsletter!

We're excited to continue sharing the stories, impact, and behind-the-scenes energy from our NEWH meetings and events. Inside, you'll find a recap of our 2025 highlights and the incredible work made possible by this community.

NEWH is, at its heart, a group of passionate people coming together to raise funds and support the next generation of industry professionals and students—and 2025 was one for the books.

Thank you for being part of it. We can't wait to see what 2026 brings!

In this newsletter:

1. Programming Event Recaps
2. Wine By Design Fundraiser
3. Thank You to Our Sponsors
4. Free Resources

Events in 2026

1. Feb. 25 – Membership Drive
2. Apr. 22 – Top ID & Student Scholarship Winners
3. Jun. 4 – State of Hospitality (Virtual)
4. Jun. 23 – Toasty Tuesday (Happy Hour Event)
5. September – Hospitality Tour
6. End of August – NEWH INC. Regional Tradeshow
7. Mid/Late Oct. – Annual Fundraiser
8. Early Nov. – Future of Hospitality – Young Professionals Event
9. Dec. 9 – Winter Social



Membership Drive

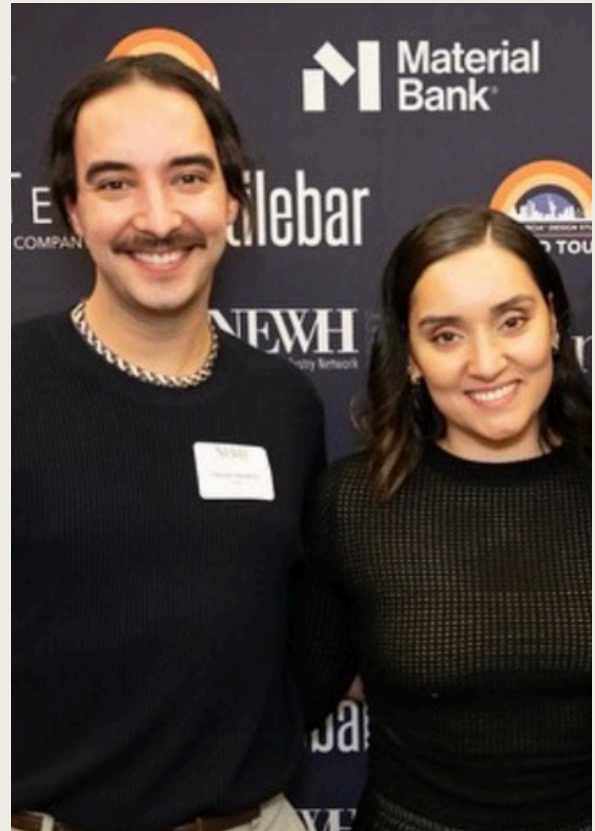
STACEY GARCIA TREND TOUR

Our chapter kicked off 2025 at Mellow Mercado with a sold-out Stacy Garcia Trend Tour that energized and inspired our members. Attendees gained valuable insight into emerging hospitality design trends while connecting with fellow industry professionals for an evening of inspiration and community.

A special thank you to our City Sponsors – Brintons, Townsend Leather, Tarkett Hospitality, and Kimball Hospitality – whose continued support makes impactful programming like this possible.

Membership Stats

Start of 2025 – 296 Members
End of 2025 – 321 Members





Congrats Recipients!

In 2024, \$35,000 was awarded to five students, celebrated in April 2025. In 2025, \$35,000 was awarded to eight students, who will be honored in April 2026.



Awards Night

CELEBRATING EXCELLENCE: TOP ID & SCHOLARSHIP RECOGNITION

This year's celebration at Stem Kitchen and Garden brought our hospitality design community together for an inspiring evening of recognition and connection.

We proudly spotlighted three firms whose work is shaping the industry, and awarded scholarships to exceptional students whose passion and dedication signal a strong future for hospitality design. Investing in the next generation remains central to our mission.

It was a memorable night of recognition, connection, and celebration, bringing together established leaders and rising professionals in a beautiful setting.

Top ID Winners

CONGRATS TO OUR 2025 INDUSTRY WINNERS!

BAMO | EDG | HBA





State of Hospitality

THE FUTURE OF DESIGN WITH ARTIFICIAL INTELLIGENCE

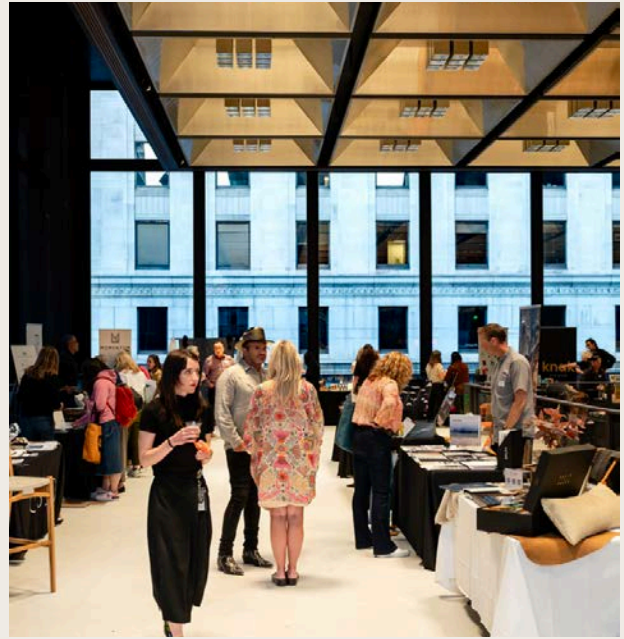
The 2025 State of Hospitality, held at Catherine Clark Gallery, explored the theme “Unleashing Creativity with Artificial Intelligence”, bringing together design and hospitality leaders to examine how AI is shaping the future of our industry.

We were honored to welcome Andrew Knauer, Executive Vice President of Global Hotel Asset Management at CBRE, as our keynote speaker. His comprehensive market overview delivered valuable insight into the forces shaping hotel performance, investment strategy, and long-term growth across the hospitality sector.

The energy continued with breakout panel sessions featuring Anna Danilova and Arathi Chilla of RoseBernard Studios, Carmen Hevesi of Wolf Gordon, Eric Edelson, CEO of Fireclay Tile, Matt Vuolo of EDG, and Robert Polacek, Founder of RoseBernard Studios.

A heartfelt thank you to all who donated books to support The Friends of the SF Public Library through our community service drive.





NEWH SF Tradeshow

SUSTAINABILITY SHOWCASE

The first-ever NEWH SF Chapter Tradeshow took place at the Institute of Contemporary Art San Francisco, an artful and inspiring venue that perfectly complemented the theme of sustainability. The free-to-attend event featured 38 participating vendors, showcasing eco-friendly materials, innovative design solutions, and stories of environmental impact. Attendees explored the curated booths, enjoyed food and drinks, and connected with peers.

A highlight of the day was the panel discussion featuring sustainability leaders Kiko Singh (DLR Group), Eddie Metairie (Blu Canyon), Ken Koneck (BSF), Gilbert Castaneda (Hyatt Centric), and Joanna Abrams (Mindclick), who shared insights on advancing sustainable practices in hospitality design.



Wine by Design

A VINEYARD AFFAIR

The 2025 Wine by Design: A Vineyard Affair took our chapter to the picturesque Clos Du Val and Anaba Wines for a day of wine, fun, and giving back. Attendees enjoyed a festive bus ride from the Bay Area, followed by lunch, wine tasting, a gelato cart, live panio music, typewritten poems, a photobooth, bocce ball, and pickleball — all set against the stunning vineyard backdrop.

This sold-out event raised funds to support student scholarships, and thanks to the generosity of our sponsors and raffle participants, we raised \$52,000 to empower the next generation of hospitality professionals. A perfect blend of community, celebration, and giving!





Winter Social

SPREADING HOLIDAY CHEER!

We closed out 2025 with joy and generosity at Fireclay Tile’s showroom, bringing our hospitality community together to celebrate the season in style. Members enjoyed an evening of Drag Queen Bingo, hosted by the fabulous Katya Sminoff Sky, while connecting with fellow design and hospitality professionals.



A special thank you to our Program Partner, Fireclay Tile, for hosting this spirited celebration, and to all our members whose enthusiasm and participation made the evening truly memorable. This festive gathering was a perfect way to honor our vibrant community, share laughter, and end the year on a high note.

Kudos to everyone who supports our chapter – your engagement and energy are what make these moments possible!

Check it Out!

NEWH QUARTERLY MAGAZINE
FEATURING OUR VP, KELLY GADDES



newh.org/newh-magazine/



THANK YOU!

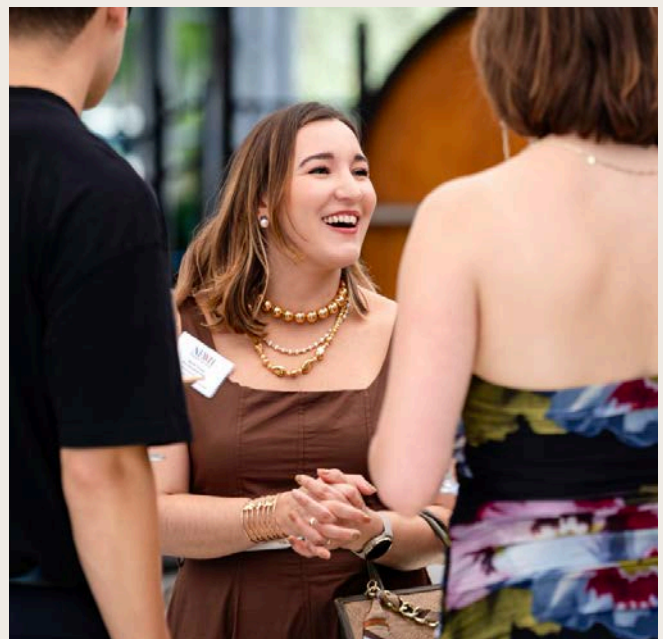
HEARTFELT CONGRATS TO OUR VOLUNTEER 2025 BOARD

President - Haley Taylor
VP Admin - Naomi Vollmers
VP Development - Maria Torres
Past President - Melissa Petersen
Executive Advisor - Genevieve Mansfield
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Hospitality Chair - Christine Bane
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Scholarship Chair - Kalie Sigman
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Did you know?

Since inception, NEWH Inc and its chapters have donated over \$10+ million to over 3,200 students!



Thank You to Our 2025 Sponsors!

ANNUAL PROGRAM PARTNERS

GOLD

Momentum Textiles

SILVER

Astro Lighting | Bridge Collective

BSF | Couristan

Eunoia Modern | Fairmont Deisgns

Fireclay | Isenberg Faucets

Kevin Barry | Leigh Mitchell

Malen Concepts | Masaya Co

Phillip Jeffries | P/K Contract

Royal Thai | Shaw Contract

Tuuci | Waterworks

Wolf Gordon

FIRMS

EDG | FDG

HBA | Wilson Ishihara

BIG THANKS TO OUR EVENT

PHOTOGRAPHER FRANCIS O'KEEFE FOR
CAPTURING US AT OUR BEST!

FUNDRAISING SPONSORS

BARREL SPONSORS

Malen Concepts:

Lacquer Craft | Majestic | Crossley | Marquis | Cortina

Dunkirk:

Talenti

Moon River Collective:

BSF | Brintons

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Erica Shamrock | BDL | Look Walls | Keystone & Co

TRANSPORTATION SPONSORS

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Malen Concepts:

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TASTING, PHOTOBOOTH, DESSERT, ENTERTAINMENT, GLASS SPONSORS

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Wolf Gordon | Bloom Lighting | Williams

Sonoma | Indie Walls | PSI | Applied Textiles

Astro | Momentum | Kimball Hospitality

Arcsine | Poggesi | Eunoia Modern,

Couristan | Fleetwood | Galleher Duffy

Masaya Co

Free Resources

CHECK OUT OUR WEBSITE, SO MUCH CONTENT
AVAILABLE FOR MEMBERS & NON-MEMBERS!



EDOnline (white papers, CEUs, and more!)

<https://newh.org/edonline/>

Chapter Scholarships – applications open soon!

<https://newh.org/chapter-scholarships/>

Resource Directory

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