



LEADERSHIP + EDUCATION

MESSAGE FROM THE NEWH, INC. PRESIDENT



Hello All,

It is with great pleasure we welcome you to the NEWH Leadership Conference in Seattle 2022!

It is with long overdue excitement to be here in person with you to Break Boundaries together at our NEWH Leadership Conference. We are proud to kick off the conference with the Product Showcase partnering with leading hospitality industry vendors showcasing their products. We invite you to take a moment to reconnect and refresh with these vendors on what's new and exciting in their product range and services. Just hanging out in person is going to be great and together talking shop, let's have at it!

The NEWH Conference Committee has worked diligently to bring this conference together and succeeded through many more challenges than one should have to endure. We invite you to use this as the stepping-stone to positive recovery of the world and our Hospitality Industry. Leading industry influencers will share case studies, talk about emerging topics and trends with strategy for success in the hospitality industry and personal growth. Our keynote speaker, Chase Jarvis, starts on a personal challenge to invite you to engage and review your creativity. The Hospitality Renaissance session focuses on the re-birth of the hospitality industry, where are we going and what is new? Join panel discussions on where growth and new developments are

happening, trends seen in the industry from those who are traveling, and the bigger question "what are the expectations of the new traveler?"

In our various sessions, our panelists invite interaction sharing dialogue on subjects that affect our industry in development and factors changing it – such as technology and how you can embrace it for your business. Developers educate us sharing details of processes involved for a hotel deal, selecting a location, new build, or renovation, and building the team to make it happen. Hotel Brands are the key in our industry. We start with non-typical big box hotels – sharing their focus on experiential guests: then hear from the Big Brands sharing how they adapted to ensure they survive and flourish in this changing market; share strategy and insight on changes and anticipated changes coming that need to remain relevant as demands change; restaurant survival mode – bringing culinary skills to the community in different modes to stay afloat. Throughout the conference, we will focus on how NEWH and our industry is embracing inclusivity and diversity and share ideas that enhance the growth of the hospitality industry.

Please join me in offering a personal thank you to the NEWH Northwest Chapter for making this year special for all of us to Break Boundaries together at the conference in Seattle! Together we have so much to share, learn and, most of all, enjoy what Seattle has to offer on our outings; from the Holland America Headquarters, MoPop Museum, Underground City, Seattle Brewery, Pike Place Market, Glassblowing, to the Black & White NEWH Northwest closing party.

NEWH is the premier networking resource for the hospitality industry, providing scholarships, education, leadership development, recognition of excellence, and business development opportunities. It's about Scholarship, Education, and Business Networking and Relationship Building. The content of the conference truly exemplifies the NEWH mission in all that we share together in these three days. All of this is not possible without our Corporate Partners who have continued to partner with us in challenging times, MANY THANKS! I would like to thank you, as you are here participating and the reason all this happens. Every member of NEWH is part of our success of what makes NEWH an amazing community. NEWH could not succeed without our dedicated staff at NEWH, Inc., who keep the wheels on the bus moving forward every day – they are a truly dedicated team of AMAZING ladies!

Enjoy our time together in Seattle as we create wonderful memories and friendships that last a lifetime!

In the Spirit of Networking,

Chris Tucker

NEWH, Inc. International President

· Tucker.

NEWH, INC. 2022 EXECUTIVE COMMITTEE

President - Christine Tucker

Tucker & Associates

Secretary – Fernando Diaz

Fernando Diaz & Associates

Vice President/Finance – Sandy Banks

P/Kaufmann Contract

Vice President/Scholarship – Jennifer Wellman

Remington Lighting

Vice President/Education - Deidre Schwartz

Woodcraft Hospitality

Vice President/Development - Monica Meade

Architessa

Vice President/Equity, Inclusion & Diversity – Lanée Burns

Lanée S. Burns & Associates, LLC

Vice President/Communications - Helen Reed

Helen Reed Design

Vice President/IR-Canada – Tara Witt

Tarrison Products Ltd.

Vice President/IR-United Kingdom – Jonathan Young

Jonathan Young Associates (JYA, Ltd.)

Past President/Parliamentarian - Cynthia Guthrie

Guthrie and Associates, Inc.

Executive Advisor – Trisha Poole

Design Poole, Inc.

Ad Hoc Advisor France - Gwendoline Theodet

Campbell House

Ad Hoc Advisor Italy - Enrico Cleva

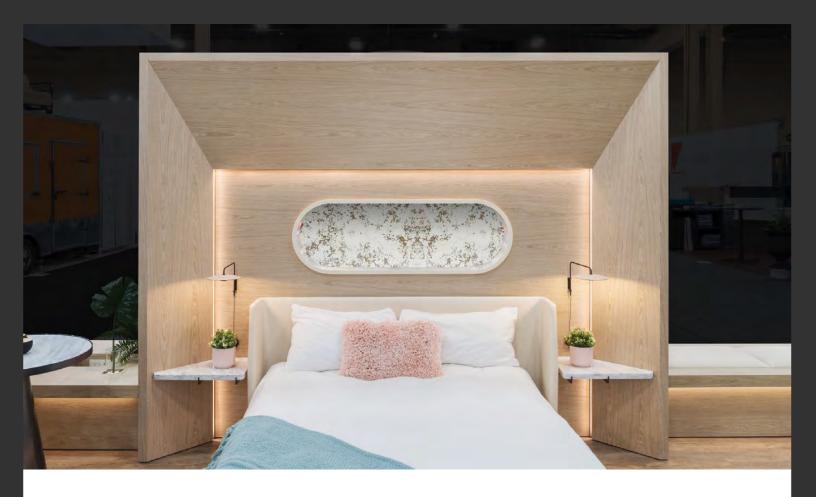
EC&CO

and NEWH, Inc.

Chief Executive Officer – Shelia Lohmiller

Chief Operating Officer – Jena Seibel

Chief Financial Officer – Susan Huntington









Over 30 years of industry expertise crafting high quality furniture for the hospitality industry Building relationships through professional and personalized service



Save the Date

August was great. But you won't want to miss what we do in April.

More products.

More networking.

More inspiration.

All live and in person.

Home to next-gen innovation + breakthrough launches.

Scan the QR code to be inspired or visit hdexpo.com



expo+ conference



EVENT SCHEDULE



THURSDAY, FEBRUARY 17

4:00-5:00 pm

6:00-8:00 pm

STUDENT MIX'N' MINGLE

The Loft

NEWH WELCOME RECEPTION

Cascade Ballroom

FRIDAY, FEBRUARY 18

7:00-8:00 am Breakfast

8:00–9:30 am **WELCOME & KEYNOTE**

Grand Ballroom KEYNOTE: Chase Jarvis, CreativeLive

Imagine your big dream...

9:30-9:45 am Break

9:45–10:45 am HOSPITALITY RENAISSANCE: The Revival of Hospitality

Grand Ballroom Leading hospitality professionals share their stories of reinvention, pivots and breaking the molds.

Providing insight on the resilience of our industry and emerging new trends.

10:45-11:00 am Break

11:00–12:00 pm Breakout Sessions

Cascade 1 - SEEK THE UNIQUE: Inside Hyatt's Independent Collections

BrandED Session

Learn from leading Hyatt executives on what is driving the global growth and interest in the independent hotel space and how Hyatt is leading the way from a design and development standpoint for The Unbound Collection by Hyatt, Destination by Hyatt and JdV by Hyatt. From branding to design and the overall guest experience, Hyatt will share the importance of having a collaborative approach to bringing these unique hotel experiences to life across every guest touchpoint.

Cascade 2 – SMART SPECS: CASEGOODS

This specification writing class, presented by Boutique Design in partnership with NEWH, gets granular

with in-depth methods for writing clear, supplier-ready specs

5th Avenue - BRAND ME: Standing Out In the Noise of Social Media

The long and short of it; about mining for hits. How do you build a following in a crowded cyber world?

Learn from experts & influencers in this insightful session.

12:00-12:15 pm Break

12:15–1:30 pm **SCHOLARS & AWARDS LUNCHEON** (included with your registration)

Grand Ballroom Join us to celebrate our presentations of the Pinnacle Award, the College of Fellows induction ceremony

and our NEWH Leadership and BrandED Scholarship awards.

FEBRUARY 17-19, 2022 | WESTIN SEATTLE | SEATTLE, WA

1:30-2:00 pm Break / LIVE PODCAST WITH GLENN HAUSSMAN: No Vacancy

> A fun, fast-paced genre bending program peeling back the travel business veneer. Perfect for road warriors, leisure travelers, and industry insiders ... we look behind the scenes of the travel business by

sharing stories, experiences, and with interviews featuring the industry's biggest names.

2:00-3:00 pm **Breakout Sessions**

Cascade 1 - HOTEL NOT: Breaking the Traditional Hotel Boundaries

Blurred lines—redefining the destination. There's more out there for experiential and transformational

travel.

Cascade 2 - HOW DOES THIS STACK UP: A Deep Dive into Hospitality Project Deals

> Candid conversations between an owner, project manager, designer, general contractor and purchaser discussing the many levels of the hotel deal – starting at due diligence and how the various reacted parties

impact the deal.

5th Avenue - FIRESIDE CHAT WITH CHASE JARVIS

Enjoy an informal and casual setting for conversations to discover your creativity.

3:00-3:15 pm **Break**

Breakout Sessions 3:15-4:15 pm

Cascade 1 - CURATING FOR CULINARY: Our emotional connection to sense of place. Explore the leading food and beverage trends—eat, drink and be merry!

> Creating an emotional connection between the guest and their taste buds. Discovering our senses through food, beverage and lifestyle experiences. Savor a world where visionary art collides delightfully allowing

you to soak in its flavors.

Cascade 2 - TOOLS OF THE TRADE: What's in Your Tool Belt?

Technology advances transport you across virtual spaces. Discovering the break-through technologies for

your business future.

5th Avenue - DESIGN AROUND THE WORLD: Immersive design for a cultural impact?

Global travel is back! What designs are driving and attracting the global nomad? Immersive experiences,

cultures, and travel.

- NEWH/HOSPITALITY DESIGN OWNERS' ROUNDTABLE 3:30-5:00 pm

Grand Ballroom Take the opportunity to connect one-on-one with the most influential leaders in hospitality in a rotating

roundtable format. (sold out)

5:30-6:30 pm VIP COCKTAIL RECEPTION

Block 41 Shuttle to run from hotel to Block 41 and back at regular intervals

6:30-8:30 pm **OPEN COCKTAIL RECEPTION**

> Block 41 Shuttle to run from hotel to Block 41 and back at regular intervals

> > YOUR NIGHT TO EXPLORE SEATTLE



EVENT SCHEDULE



SATURDAY, FEBRUARY 19

8:00-9:00 am Breakfast

9:00–10:15 am Announcements & Keynote

Grand Ballroom KEYNOTES: Aliya Khan & Basher Wali

HOSPITALITY 3.0: From Social Distancing to Longing for Belonging

What will define Hospitality in the next evolution—design to execution to Metaverse.

Where are we headed?

10:15-10:30 am Break

10:30–11:30 am Breakout Sessions

Cascade 1 - INDEPENDENT 101: Creating Compelling Concepts for Marriott's Collection Brands

BrandED session

Soft brand, boutique, independent, collection brand—these are a few of the names for these lifestyle hotels with individual identities equally popular with owners and travelers alike. But how do you translate a unique property-based brand concept into a design that becomes a reflection of that brand in the built environment? Join Marriott International's design experts from The Luxury Collection, Autograph Collection, and Tribute Portfolio to learn the methods the pros use to translate a brand vision into a three-

dimensional design for these independent properties.

5th Avenue – **HEART AND SOUL: Social Awareness in Today's World**

Meaningful contributions—H How the hospitality industry is giving back to their communities. Going beyond what is expected with generous compassion and outreach by community advocates and leaders.

Cascade 2 – NEWH TOP ID: Stories Behind Their High Profile Projects

Top ID winners will share some of their most exciting recent projects in a mini case-study format.

11:30–11:45 am Break

11:45 am–12:45 pm **NETWORK LUNCHEON**

Grand Ballroom

12:45-1:00 pm Break

1:00–2:00 pm Breakout Sessions

Cascade 1 - BRANDS: "Unlimited"

An engaging panel discussion with leading hotel brand executives where no topics are off limits! They will share tips on leadership and how they maintain a flexible mindset when working with developers, owners,

designers and procurement agents.

5th Avenue – OUR INDUSTRY... Inclusion, Innovation & Creativity

Sharing ideas that expand and enhance the growth of the hospitality industry

SATURDAY ADVENTURES

2:15-5:00 PM

Gather in the following areas to leave for your tour. Tours will leave promptly at 2:20. Advanced tickets are required.

Cascade 2

- HOLLAND AMERICA HEADQUARTERS TOUR

Tour the Holland America Group headquarters in Seattle with My Nguyen, Design Director. The new headquarters consolidates HAG's three brands, Holland America, Princess and Seabourn, in a single facility in Seattle.

- MoPop MUSEUM Loft

With the backdrop of the Space Needle, join us for a self-quided tour of the Museum of Pop Culture. Board the monorail just steps from the Westin and be transported to Seattle Center, where Seattle locals will walk you through the campus, home of the International Fountain, Climate Pledge Arena, the Chihuly Glass Garden and in the shadow of the Space Needle, MoPop, the iconic building designed by Frank O. Gehry, which was founded by Paul Allen as Experience Music Project.

Cascade1

- UNDERGROUND CITY TOUR

Bill Speidel's Underground Tour is Seattle's most unusual attraction, a humorous stroll through intriguing subterranean storefronts and sidewalks entombed when the city rebuilt on top of itself after the Great Fire of 1889.

5th Avenue

- SEATTLE BREWERY TOUR

In Seattle's Ballard neighborhood, home to some of the most creative craft breweries in the country where local beer quide, Tim Lorang, will entertain and educate us on the brewing process and different styles of beer. Tour includes a group tasting at Stoup Brewing and a tasting and tour of the brewing process at Obec Brewery.

Grand Ballroom

- SHOW ME SEATTLE: Taste Pike Place Market Food Tour

Join us on an intimate guided food tour of the World Famous Pike Place Market as we explore the back alleys, narrow corridors, and tiny storefronts on in search of our favorite places.

4th Floor Foyer

- SEATTLE GLASSBLOWING STUDIO

Our teambuilding events allow quests to get hands-on glassblowing experience. Guests will choose their own glass shapes and color applications then utilize proper blowing techniques to create oneof-a-kind glass artwork that will be theirs to keep after the cooling period. They will work with an experienced glassblower throughout the whole process. Includes shipping of final product in the US.

6:00-9:00 pm

SOLD OUT NEWH/NORTHWEST CONFERENCE CLOSING PARTY - BLACK & WHITE

Shuttle to run from hotel to venue and back. Advanced tickets are required





hospitality design





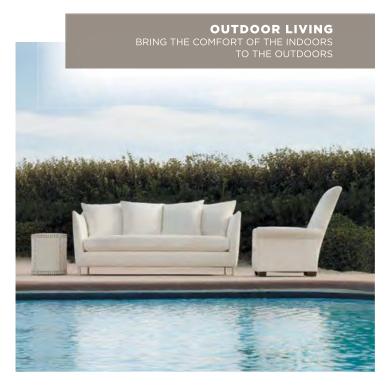


















Architex®



BERNHARDT HOSPITALITY











Sofas, Lounge Chairs, Coffee Tables, Side Tables Arizona Biltmore, A Waldorf-Astoria Resort, Phoenix, AZ Designer: Virserius Studio Purchaser: DH Companies Photo: Michael Kleinberg Photography



KEYNOTE SPEAKERS & CONFERENCE MC



CHASE JARVIS CEO of CreativeLive

Chase Jarvis is an award-winning artist, entrepreneur, and one of the most influential photographers of the past 20 years. His expansive work ranges from shooting advertising campaigns for companies like Apple, Nike, and Red Bull; to working with athletes like Serena Williams and Tony Hawk, to collaborating with renowned icons like Lady Gaga and Richard Branson. As a fine artist, he's had solo and group gallery shows in the USA, Europe, and the Middle East. Chase is the Founder of CreativeLive, where more than 10 million students learn photography, video, design, music and business from the world's top creators and entrepreneurs. And his new book, Creative Calling, debuted as an instant national best seller.

He's an advisor to Fortune 100 brands, and a guest at the Obama White House, the United Nations, the Library of Congress, 10 Downing Street, Buckingham Palace, and the DIFC in Dubai. Chase lives with his wife, Kate, in Seattle, and serves as a volunteer board director for several non-profits.



ALIYA KAHN VP of Global Design Strategies for Marriott International

Aliya Khan, Vice President Global Design Strategies at Marriott International, is an award-winning talent and the driving force behind the disruptive and forward-thinking design approach for Marriott's lifestyle portfolio. In her role, Khan helps to define the foundational elements of Aloft, AC Hotels, Autograph, Element, Le

Méridien, Moxy, Renaissance, Tribute, and Westin, distinguishing each with a clear design personality and focus.

Khan took a break from the hotel industry to lead the design and development of NeueHouse, the collaborative workspace for entrepreneurs and creatives in both New York and Los Angeles. Her love of design and travel brought her back to the hotel industry in 2017. She holds degrees in both architecture and industrial design from the Pratt Institute. A true global nomad, when not on a plane, Khan resides in her eighth city, Washington, DC.



BASHAR WALI Founder & CEO of This Assembly

As founder and CEO of This Assembly and Practice Hospitality, Bashar draws upon expertise honed over a 30-year career in hospitality. An expert in the lifestyle space, Bashar is known for pushing limits in his philosophermeets-hotelier kind of way. Whether helming the TEDx stage, hosting a

Global YPO event, or collaborating on Clubhouse, Bashar's message is unwavering: service is what you deliver, hospitality is how you make people feel.

Bashar has done every job in a hotel—from frying an egg to negotiating a deal—working for Starwood Hotels before leading acquisitions and development globally at Grand Heritage Hotels. Prior to launching This Assembly and Practice Hospitality, Bashar served as President/CEO of Provenance Hotels, where he remains a partner, for 15 years, growing the company from five to 15 hotels, 1,500 team members, and expanding the collection from the Pacific Northwest to an award-winning national brand.



MATT DESHANTZ Leadership Conference MC

Matt DeShantz is the Vice President of Sales for Fleetwood Fine Furniture where he oversees daily sales strategies and meets with designers and specificers across the country. With over 30 years of experience in outside sales and sales management, Matt has spent the last two decades in Textiles and Casegoods as a trained sales professional for both the residential and hospitality industries. Matt is proud to serve on the NEWH Board of Directors and Boutique Design's Advisory Board. He is a graduate of Eastern Michigan University with a Bachelor of Science in Speech Communications with an emphasis on Sales and Negotiation. Matt resides in Birmingham, Alabama, with his husband of 27 years Koby Thompson, and his hobbies include motor sports and vintage automobiles



OWNERS' ROUNDTABLE PARTICIPANTS



HOSPITALITY DESIGN/NEWH Owners' Roundtable — A face-to-face, quick-paced roundtable discussion in a small group format. Owners and brand executives answer questions from conference attendees regarding the state of hospitality design. This successful business format is presented by NEWH and Hospitality Design magazine.



FACILITATOR STACY SHOEMAKER RAUEN SVP of Design Group, Emerald. and Editor in Chief of Hospitality **Design Magazine**

Stacy Shoemaker Rauen is the senior vice president of the Design Group at Emerald, a leading events and media company. She oversees multiple brands in the healthcare, hospitality, commercial, and residential design spheres, including Hospitality Design magazine and HD Expo; ICFF; and

Boutique Design magazine and BDNY. She is a well-respected and talented editor and writer, and also is the editor in chief of Hospitality Design magazine, the leading publication for the industry.

Shoemaker Rauen—who has been with the company for almost 20 years—is a noted speaker at industry events, and an avid tracker of trends, places, projects, and people. She has been guoted in various respected media outlets including CNBC and the Washington Post. She holds two degrees from Northwestern University's Medill School of Journalism, including a master's in magazine journalism.



DINA BELON Vice President of Operations & Real Estate for Pineapple **Hospitality Company**

Dina has been making waves for more than 20 years in the hospitality industry bucking the traditional; focused on creating unique, extraordinary, and sustainable experiences. She began her career in design, transitioned into development and construction, evolved

into engineering and operations, and eventually pulled it all together into a multidisciplinary hospitality leader focused on delivering thoughtful service and design. Dina is responsible for the people and the buildings at Pineapple Hospitality, she makes sure the stage is set for Pineapple's amazing team to make an Oscar-winning performance.

Belon's personal mission is to radically reorient the hospitality industry to the business value of the triple bottom line; People, Planet and Prosperity.



KARI CARR SVP of Asset Management for Pebblebrook Hotel Trust

Kari Carr serves as Senior Vice President of Asset Management for Pebblebrook Hotel Trust, a leading owner of urban and resort lifestyle hotels in the United States. During her tenure with Pebblebrook, she has asset managed hotels in numerous markets, including Boston, New York, Philadelphia, Washington, DC, Buckhead,

and Minneapolis, and oversees the revenue strategy function of the company's non-California hotels. Prior to joining Pebblebrook, she was Vice President, Hotel Group at Barings, where she was involved in asset management, acquisitions, investment strategy, and financing. Previously, Carr was Senior Associate at PricewaterhouseCoopers LLP and Senior Assistant Controller with Marriott International.

Carr is a Board Member of the Massachusetts Lodging Association, member of the Marriott/Westin Advisory Board, and member of the Hospitality Asset Management Association. She received a BBA from the Isenberg School of Management at the University of Massachusetts – Amherst and an MBA from Boston College.



CLIF DIERKING **CRM & Partner of PDSI**

As a member of PDSI's senior leadership team, Dierking is responsible for customer relations and key business development. He plays a vital role in aligning the project management teams' performance to support the owner representation services PDSI's clients expect. Prior to joining PDSI, he worked as in-house Architect and Development Manager for 180s LLC where he coordinated the relocation

efforts for the company's world headquarters and distributions center in Baltimore and the European sales office in Aix en Provence, France. Dierking served as Senior Project Manager of Technical Services for IHG Hotels. His educational background includes a BSBA from the University of Hawaii and a master's degree in architecture from the Illinois Institute of Technology. He is a registered architect in Maryland with an impressive background in the hospitality industry, management, and architecture disciplines.

ROUNDTABLE PARTICIPANTS



KYLE GIBSON

VP of Design & Construction of Fortress Investment Group

Kyle Gibson is a Vice President of Design and Construction at Fortress Investment Group, performing construction management, development, and design oversight for the asset management and acquisition teams, including physical diligence, development, planning, coordination consultants, and project oversight.

Before joining Fortress, he was Vice President of Development and Construction for Guggenheim Partners; Vice President of Design and Construction for BOK Financial; and Managing Partner at Red Rock Development.

Gibson began his career in real estate development and construction in the mid-1980s. He has led the development and construction of more than 850 retail, commercial, residential, hospitality, restaurant, and mixed-use projects. He holds a BBA with a real estate finance specialization and a minor in architecture from Texas Tech University.



KAVITHA IYER Head of Design, Americas for IHG® Hotels & Resorts

An architect and designer with over 20 years of experience, lyer is responsible for leading architecture and design strategy for IHG's 13 global brands. Iyer and her team lead various design strategies across the portfolio, which range from bringing to life new brands like Atwell Suites, voco, and Vignette Collection as well as creating

new visions for lifestyle, upscale, and luxury brands like Hotel Indigo, Crowne Plaza, and Intercontinental Hotels.

Prior to joining IHG Hotels & Resorts, Iyer was Director of Design at Marriott International where she led several high-profile initiatives for upscale brands. Iyer's love of art and travel fuels her continued passion to spend her free time creating a new canvas, exploring, discovering new places and people, and being inspired by the everyday.



ALIYA KHAN VP of Global Design Strategies for Marriott International

Aliya Khan, Vice President Global Design Strategies at Marriott International, is an award-winning talent and the driving force behind the disruptive and forwardthinking design approach for Marriott's lifestyle portfolio. In her role, Khan helps to define the foundational elements of Aloft, AC Hotels, Autograph, Element, Le

Méridien, Moxy, Renaissance, Tribute, and Westin, distinguishing each with a clear design personality and focus.

Khan took a break from the hotel industry to lead the design and development of NeueHouse, the collaborative workspace for entrepreneurs and creatives in both New York and Los Angeles. Her love of design and travel brought her back to the hotel industry in 2017. She holds degrees in both architecture and industrial design from the Pratt Institute. A true global nomad, when not on a plane, Khan resides in her eighth city, Washington, DC.



JESSICA IACONIS Senior Manager of Interior **Design for Universal Orlando** Resort

Jessica laconis is the Senior Manager of Interior Design for Universal Orlando Resort's hotel team. Iaconis began her career with Universal Creative as a Show Set Designer on The Wizarding World of Harry Potter: Diagon Alley. After years of working on attractions, laconis transitioned to the hotel team with Universal Parks & Resorts

and Loews Corporation, ensuring guest expectations and operational needs are exceeded without compromising the design vision.

laconis' passion for design is fueled by the endless ways to make a design come to life. Early in her career this was realized for residential clients' unique visions for their homes. Now on Universal's hotel team, Jessica finds inspiration in the challenge of giving guests the comfort and convenience they've come to expect, along with cutting edge technology and a fresh design aesthetic at every property.



DIONNE JEFFERSON VP of Global Design for Marriott International

Dionne Jefferson is the Vice President of Design and Project Management for Marriott's full-service premium brands, bringing strategic leadership to the design studio focused on Marriott, Sheraton, Delta and Gaylord hotels. Jefferson is a champion for design and a strategic business leader making her a valuable partner to owners,

industry consultants, brand, development, and business leaders. An interior designer by trade with over 25 years of experience, Jefferson has held a wide variety of roles across focused- and full-service segments, product development and international projects. She successfully pivots between being a hard-charging, results-oriented executive to being a thoughtful team builder and mentor.



GARY LAKE Executive Vice President of Gencom

Gary Lake is the EVP of Asset Management of Gencom and oversees the operations and capital investments of existing hotel and condominium properties/ developments, primarily related to Ritz-Carlton and other luxury branded products. As it relates to development projects, Lake has been involved in all aspects of mixed-

use developments including feasibility study for the project, loan negotiations, deal negotiation and documentations, condominium association structuring, construction monitoring, and deal execution.

Prior to joining Gencom, he consulted with Grand Bay Hotels & Resorts in its development and acquisition group, and was SVP Operations of Carnival Hotels & Resorts. Lake has served at Carnival's Crystal Palace Resort & Casino in the Bahamas as VP Finance and Resorts International where he was Director of Corporate Accounting and Director of Internal Audit for its Bahamian operations on Paradise Island.

ROUNDTABLE PARTICIPANTS



ASHLEY MICHAELS Design Manager at Hilton

Ashley Michaels has been a Design Manager with Hilton Global Design Services for almost five years. She was a part of Boutique Design magazine's Boutique 18 class of 2020, published in Inspire Design magazine 2020, and a former board member for NEWH's DC chapter. Previously a stylist, Ashley's passion for the built environment drove

her to change careers to create dynamic spaces that prioritize the guest experience while embracing new destinations

Her current role with Hilton allows her to collaborate with the design teams and ownership to ensure they reach their full potential for all of Hilton's full-service brands in North America: Hilton, Signia, DoubleTree, Curio, and Tapestry. She is currently working on several exciting new projects, including the Hotel Marcel in New Haven, Connecticut.



ALVARO MONTOYA

Regional Vice President & Studio Head-Design Services for Hyatt

Alvaro is the regional VP and Lifestyle Studio Head for Hyatt Design Services where he oversees the design development of the Hyatt Lifestyle portfolio across full-service brands in the Americas. Hyatt Lifestyle Studio specializes in creating innovating projects and one-of-a-kind experiences

working in partnership with Hyatt's global branding, lifestyle operations, and development teams, supporting the evaluation, programing, and implementation of ongoing and potential lifestyle and Independent projects across the region.



LYNETTE MONTOYA President & CEO of the Latino **Hotel Association**

Lynette Montoya, CEO of the Latino Hotel Association since 2015, has been actively involved in the hotel industry for 20-plus years, working as a hotel broker for properties throughout the U.S. She is the founder of the Santa Fe, New Mexico, Hispanic Chamber of Commerce and served as its founding president. She is

also a board member of Architecture 2030. As director of economic development for the City of Santa Fe, Montoya was instrumental in the development and construction of a new convention center. She is on the founding board of directors of TourismDiversityMatters.org, and serves on the advisory council of the California State University Hospitality and Tourism Management Education Alliance.



MY NGUYEN **Director of Interior Design for Holland America Group**

My Nguyen is the Director of Interior Design for HA Group and leads the design department overseeing three prominent cruise brands: Holland America Line. Princess Cruise Line, and Seabourn. As a globally recognized thought leader, Nguyen's achievements span both land and sea. She is known not only for her

internationally acclaimed, award-winning designs, but also for being a public speaker on topics close to her heart such as sustainability and female leadership. On the topic of inspiration, Nguyen says, "Inspiration to me is not a noun. It's more of a mindset. I'm as inspired seeing the colors of leaves while walking in my neighborhood as I am looking at fashion in different cities that I visit around the world. The key is to always keep your eyes open and not have tunnel vision."



CHET PATEL SVP of Baywood Hotels

Patel is a lifelong hotelier: He was intimately involved in the operations and development of his parent's first hotel in Southern New Jersey. Patel chose to follow his parents' footsteps and become a fulltime hotelier. In 1997, he joined Al Patel to start Baywood Hotels. The Baywood model has proven to be successful, experiencing consistent growth despite

major economic downturns in the early part of the 21st century. Patel is primarily responsible for the company vision in its development of new hotel projects.



VINAY PATEL CEO of Fairbrook Hotels

Vinay Patel is the President and CEO of Fairbrook Hotels. He is responsible for developing and implementing the vision and strategy for Fairbrook Hotels. Additionally, he heads the strategic planning, acquisitions, and sales of hotel assets.

He started his company from operating a 15-room motel in Richmond, Virginia,

where he learned the values of hard work and perseverance. Presently the company owns and operates 12 hotels, consisting of Marriott, Hilton, Radisson Hotels, Choice Hotels and Wyndham Hotels brands. Patel currently serves as the chair for the Asian American Hotels Owners Association and on the Virginia Tech Hospitality School Advisory Board.

ROUNDTABLE PARTICIPANTS



JESSICA PFEIFER

Director, Design & Procurement for Host Hotel & Resorts

Jessica Pfeifer is the Director of Design & Procurement for Host Hotels & Resorts Inc., an S&P 500 company and the largest lodging real estate investment trust. In her role, she is responsible for design management as well as strategic procurement and purchasing decisions across Host's portfolio of luxury and upper-

upscale hotels.

Pfeifer started her career in hospitality over 15 years ago as a designer for Wilson Associates in New York. During her time at Wilson, she gained invaluable experience working on premier hotel projects, including the development of international prototype designs for multiple Marriott brands



BRIAN QUINN

Chief Development Officer of Sonesta International Hotels Corporation

Brian Quinn has over 20 years of experience in executive roles in public companies and private equity firms. He joined Sonesta as the Chief Development Officer in April 2021, and has created an illustrious franchise and development team, launched four of the Sonesta brands ready to franchise

domestically, and ensured continuity for existing legacy Red Lion franchisees. Quinn brings deep industry expertise in hospitality, real estate, finance, acquisitions, and hotel operations. Sonesta is one of the fastest-growing hospitality companies in the U.S., currently ranked 8th overall in size based on hotel properties, with 1200-plus hotels, 100,000 rooms, and 15 brands across eight countries.



TRACY PRIGMORE

Managing Partner of **TLTsoultions & She Has a Deal**

Tracy L. Prigmore is an award-winning executive and the founder of TLTsolutions. Prigmore's mission is to empower people to build generational wealth, and through TLTsolutions she creates opportunities for individuals, families, and entities to obtain passive income by investing in residential, multifamily, and hotel projects. Chosen as

Person of the Year by LODGING in 2021, recognized by International Hospitality Institute (IHI) as one of the most influential leaders in U.S. hospitality, and as an influential woman in hospitality by Hotel Management, Prigmore is the creator of She Has a Deal, a platform that creates new pathways to commercial real estate ownership and development for women by providing education, networking, and investing opportunities. Prigmore serves on the non-profit boards of Castell Project and the Association of Black Estate Planning Professionals (ABEPP). She resides in northern Virginia with her husband Derrick and their son Noah.



AARON RICHTER

Senior VP of Design for Equinox **Brands**

An architect by trade, Richter has 23 years of global design and development experience from both the client and agency perspectives. With hospitality, retail, health, and fitness as a focus he has thread a narrative of design excellence and wellness from his early days as an Environmental Designer at Nike to the Global Head of Design for W Hotels, Edition

Hotels, and Equinox Brands including the most recent Equinox Hotels.



ALISON SOBECK Senior Interior Design Manager for Marriott International

Alison's background in marketing and design has given her a unique perspective to focus primarily on Marriott's soft brands, Autograph Collection and Tribute Portfolio. She spent 10 years in marketing and PR consulting for tech companies including Apple, Yahoo!, Match.com, Pixar, @Home Network, and Texas Instruments. After the tech bubble burst, Alison decided to pursue

her passion and moved to New York to study interior design at Parsons. Upon graduation, she joined McCartan, a boutique hospitality design firm, later starting a small interior design business. Today, she oversees design for approximately 50 Autograph Collection and Tribute Portfolio hotel projects in development and has worked on approximately 100 properties in the soft-branded space.



BRYAN THRUSH

VP of Development, Design & Construction for Host Hotels & Resorts

Bryan Thrush is VP – Development, Design & Construction for Host Hotels & Resorts, the largest lodging real estate investment trust and one of the largest owners of luxury and upper upscale hotels located throughout the domestic U.S., Hawaii, and Canada.

Since 2010, Thrush has been assembling

and leading design and construction teams to deliver renovation, repositioning, new development, and amenity projects. Prior to joining Host, Thrush held similar positions with RIDA Development, Marriott Vacations Worldwide, Walt Disney Imagineering, and Marriott International.

Thrush has an undergraduate degree in civil engineering from Geneva College and a master's degree in construction management from the University of Colorado.

Continued on next page \}\}

ROUNDTABLE PARTICIPANTS & GUEST SPEAKERS & PANELISTS



BASHAR WALI Founder and CEO of This Assembly

As founder and CEO of This Assembly and Practice Hospitality, Wali draws upon expertise honed over a 30-year career in hospitality. An expert in the lifestyle space, Wali is known for pushing limits in his philosopher-meets-hotelier kind of way. Whether helming the TEDx stage, hosting a Global YPO event, or collaborating on Clubhouse, Wali's

message is unwavering: Service is what you deliver, hospitality is how you make people feel.

Wali has done every job in a hotel—from frying an egg to negotiating a deal—working for Starwood Hotels before leading acquisitions and development globally at Grand Heritage Hotels. Prior to launching This Assembly and Practice Hospitality, Wali served as President/ CEO of Provenance Hotels, where he remains a partner, for 15 years, growing the company from five to 15 hotels, 1,500 team members, and expanding the collection from the Pacific Northwest to an award-winning national brand.



MIKE ZIMMERMAN President of Olympia Development

Mike Zimmerman is responsible for the delivery of all development and construction activity at Olympia Development, an affiliate of The Olympia Companies, a fast-growing hotel ownership, development and management company based in Portland, Maine.

Since joining the firm in 2007, Zimmerman has delivered a wide variety of new hotel projects and property renovations. Zimmerman's franchised and independent hotel projects have won accolades and awards from Hilton, Hyatt, Building Design & Construction, Travel & Leisure, Condé Nast Traveler, Preferred Hotels, and many others. He is excited by intelligent, thoughtful design that provides inspiration to the guest, functionality to the operator, and returns to the investor.



MODERATOR CHIP ROGERS President & CEO for AHLA

Chip Rogers joined the American Hotel & Lodging Association (AHLA) as President and CEO in January 2019. AHLA is America's only national association dedicated to serving the interests of the entire hotel and lodging industry.

Under Rogers' leadership, AHLA was named as 100 Associations That Will

Save the World by ASAE, honored with the White House Presidential Award for its Pledge to America's Workers, and recognized with the PR Week Purpose Awards 2020. Prior to joining the hospitality industry, Chip served in the Georgia General Assembly. Rogers earned his undergraduate degree from Georgia Tech and MBA from Georgia State.



CHRIS WHEELER Director of Global Design for Marriott International

Chris Wheeler is director of interior design and project management for Marriott's Luxury and Lifestyle Full Service brands, focusing on the Tribute Portfolio, Autograph Collection, and The Luxury Collection. He champions each brand's values and oversees interior architecture and design for new build and renovation

projects through North America, the Caribbean, and Latin America.

Educated and trained as an interior designer, Chris has had a robust design career in upper upscale and luxury hospitality design with prominent private practice design firms prior to joining Starwood Hotels & Resorts followed by Marriott International. Based in New York, Chris loves to find design inspiration through travel.

Hospitality Renaissance: The Revival of Hospitality



VINAY PATEL **CEO of Fairbrook Hotels**

Vinay Patel is the President and CEO of Fairbrook Hotels. He is responsible for developing and implementing the vision and strategy for Fairbrook Hotels. Additionally, he heads the strategic planning, acquisitions, and sales of hotel

He started his company from operating a 15-room motel in Richmond, Virginia,

where he learned the values of hard work and perseverance. Presently the company owns and operates 12 hotels, consisting of Marriott, Hilton, Radisson Hotels, Choice Hotels and Wyndham Hotels brands. Patel currently serves as the chair for the Asian Ámerican Hotels Owners Association and on the Virginia Tech Hospitality School Advisory Board.



BRYAN THRUSH

VP of Development, Design & Construction for Host Hotel & Resorts

Brvan Thrush is VP – Development, Design & Construction for Host Hotels & Resorts, the largest lodging real estate investment trust and one of the largest owners of luxury and upper upscale hotels located throughout the domestic U.S., Hawaii and, Canada. Since 2010. Thrush has been assembling

and leading design and construction teams to deliver renovation, repositioning, new development, and amenity projects. Prior to joining Host, Thrush held similar positions with RIDA Development, Marriott Vacations Worldwide, Walt Disney Imagineering, and Marriott International.

Thrush has an undergraduate degree in civil engineering from Geneva College and a master's degree in construction management from the University of Colorado.

GUEST SPEAKERS & PANELISTS



BRIAN QUINN Chief Development Officer of Sonesta International Hotels Corporation

Brian Quinn has over 20 years of experience in executive roles in public companies and private equity firms. He joined Sonesta as the Chief Development Officer in April 2021, and has created an illustrious franchise and development team, launched four of the Sonesta brands ready to franchise

domestically, and ensured continuity for existing legacy Red Lion franchisees. Quinn brings deep industry expertise in hospitality, real estate, finance, acquisitions, and hotel operations. Sonesta is one of the fastest-growing hospitality companies in the U.S., currently ranked 8th overall in size based on hotel properties, with 1200-plus hotels, 100,000 rooms, and 15 brands across eight countries.



BASHAR WALI Founder and CEO of This Assembly

As founder and CEO of This Assembly and Practice Hospitality, Wali draws upon expertise honed over a 30-year career in hospitality. An expert in the lifestyle space, Wali is known for pushing limits in his philosopher-meets-hotelier kind of way. Wali's message is unwavering: Service is what you deliver, hospitality is how you make people feel.

Wali has done every job in a hotel—from frying an egg to negotiating a deal—working for Starwood Hotels before leading acquisitions and development globally at Grand Heritage Hotels. Prior to launching This Assembly and Practice Hospitality, Wali served as President/ CEO of Provenance Hotels, where he remains a partner, for 15 years, growing the company from five to 15 hotels, 1,500 team members, and expanding the collection from the Pacific Northwest to an awardwinning national brand.

Hyatt Lifestyle & Independent Brands



KATIE JOHNSON VP of Global Brands for Hyatt Hotels

Katie Johnson is an award-winning marketing and branding professional that has perfected her craft over 18 years in the hospitality industry with experience.

Currently the VP of Global Brands for Hyatt Corporate, Johnson is instrumental in growing Hyatt's Independent Collection brands, which include The Unbound

Collection by Hyatt, Destination by Hyatt, and JdV by Hyatt. She is responsible for developing forward-thinking marketing strategies and solutions for lifestyle and independent brands to drive awareness, property revenue, and consumer loyalty. She also oversees the branding of new property developments and transitions, and leads the master brand marketing, signature guest experiences, and brand partnerships.



ALVARO MONTOYA

Regional Vice President & Studio Head—Design Services for Hyatt Hotels

Alvaro is the regional VP and Lifestyle Studio Head for Hyatt Design Services where he oversees the design development of the Hyatt Lifestyle portfolio across full-service brands in the Americas. Hyatt Lifestyle Studio specializes in creating innovating

projects and one-of-a-kind experiences working in partnership with Hyatt's global branding, lifestyle operations, and development teams, supporting the evaluation, programing, and implementation of ongoing and potential lifestyle and Independent projects across the region.

SMART SPEC: Casegoods



CAROLYN AUGER Principal of Blackdog Studio

Carolyn Auger Joiner, ASID, earned her BFA from Georgia State University in 1986 and created blackdog studio in 2004. Blackdog studio was instrumental in developing new-build Westin and Sheraton prototypes with Starwood Hotels, opening seven hotels in four years. In 2007 blackdog worked with the Aloft team and opened nine hotels. Renovation projects include

the \$70 million renovation at the Westin Peachtree Plaza, the guest tower renovation at the 1038 room Marriott River Center in San Antonio, and work for numerous other brands including Le Méridien. Hyatt, Homewood Suites, and DoubleTree. As of 2021, the studio completed over 55 hotel and vacation ownership projects in locations ranging from the Dominican Republic to Kauai, Hawaii.



DAVID BENSON President of Architessa

At the age of 15, David began working for Architectural Ceramics. Whether it was delivering tile, taking out the trash, or filing, these experiences helped shape his work ethic today. Benson holds a bachelor of science degree from The George Washington University in Pre-Health Professionalism. Upon graduation Benson started full time at

Architectural Ceramics selling tile. Over the next 15 years he has held management positions and a VP of sales position. Today Benson is the President of the company and has helped lead the brand refresh from Architectural Ceramics to Architessa. He has been on the board for NEWH, CTDA, and other organizations over the years. Benson is married to Adrianna and has three beautiful kids: Sydney, Shaylen, and Isaac. He also volunteers as a coach for his kids soccer teams and is active in his local church.

Continued on next page \}\}



TED CARROLL President & CEO of Carroll Adams

Ted Carroll is the founding partner and President of The Carroll Adams Group, which has the honor of celebrating its 20th year in business. Throughout Carroll's years of hospitality experience, he and his team have successfully purchased and installed multiple notable hotel projects worldwide. From his beginnings in hotel operations, then moving into design,

construction, and development, Carroll has considerable knowledge of every aspect involved in hospitality procurement. His leadership has helped Carroll Adams rise to become a top-tier procurement agency handling over \$1 billion in FF&E/ OS&E goods. Carroll is looking forward to seeing his company continue to grow in experience and opportunity over the next 20 years.



MODERATOR MICHELLE FINN

Vice President of Boutique Design Group at Emerald

Michelle Finn is Vice President, Boutique Design Group, Emerald. In this role, she oversees the management and development of its hospitality and related brands which encompasses Boutique Design, Boutique Design Trade Fair (BDNY)—held on an annual basis in New

York City—Boutique Design Forum Series, Boutique Design Match, Boutique Design Product Symposium, and Senior Lifestyle Design Match. Finn has received numerous awards for innovation in trade fair development, publishing, leadership, and service. She is a member of NEWH, the Boutique Lifestyle and Lodging Association (BLLA), and the International Society of Hospitality Purchasers (ISHP).



MARK KLINGENSMITH President of Fairmont Designs

Since 2018, Mark Klingensmith has served as President for Fairmont Designs Hospitality, a custom casegoods and upholstery furniture manufacturer. Prior to that he held the position of Vice President Sales for Fairmont. With over 27 years of successfully representing multiple furniture and flooring manufacturers to the hospitality market, Klingensmith continues to inspire and lead his dedicated team and

form strong customer relationships that are built on integrity and trust using solution-based approaches. He is adept at capturing the client's vision and acting as support for the Fairmont team from concept to model room, construction, delivery, and installation of projects. He and his wife Sam enjoy spending time at their home in Upstate New York.



JESSICA PFEIFER Director, Design & Procurement for Host Hotel & Resorts

Jessica Pfeifer is the Director of Design & Procurement for Host Hotels & Resorts Inc., an S&P 500 company and the largest lodging real estate investment trust. In her role, she is responsible for design management as well as strategic procurement and purchasing decisions across Host's portfolio of luxury and upperupscale hotels.

Pfeifer started her career in hospitality over 15 years ago as a designer for Wilson Associates in New York. During her time at Wilson, she gained invaluable experience working on premier hotel projects, including the development of international prototype designs for multiple Marriott brands.





JENNIFER FARRIS Founder & Principal of Bandura Design

With over 20 years of design experience, Farris has directed the design and planning for a variety of commercial projects, including hotels, restaurants, and mixed-use developments. As the founder and Principal of Bandura Design, she leads an award-winning team and is currently managing multi-family development

projects across the country. With a background in exhibit design, visual merchandising, and building custom furniture, she brings a unique perspective to each project and creates interiors that transform the end users experience. Farris is a past president of the board for the DC chapter of NEWH and volunteers her time in the DC community to help educate and expand the design community and build female leaders for the future.



STACY GARCIA **CEO & Founder of Stacy Garcia**

Stacy Garcia is a creative entrepreneur and founder of multiple business enterprises: LebaTex, Inc., a distinctive textile supplier and Stacy Garcia, Inc., a licensing firm and design house. This internationally renowned designer has partnered with some of the world's leading manufacturers to create products for resorts and

homes all over the world. Stacy has an established reputation as a preeminent forecaster of color and design trends, and is a Chairholder of Color Marketing Group, the premiere international color forecasting association. She was voted one of the 10 leading voices in the hospitality industry and honored by ASID for Design Excellence.

GUEST SPEAKERS & PANELISTS



KAVITHA IYER Head of Designs, Americas for IHG® Hotels & Resorts

An architect and designer with over 20 years of experience, lyer is responsible for leading architecture and design strategy for IHG's 13 global brands. Iyer and her team lead various design strategies across the portfolio, which range from bringing to life new brands like Atwell Suites, voco, and Vignette Collection as well as creating

new visions for lifestyle, upscale, and luxury brands like Hotel Indigo, Crowne Plaza, and Intercontinental Hotels.

Prior to joining IHG Hotels & Resorts, Iyer was Director of Design at Marriott International where she led several high-profile initiatives for upscale brands. Iver's love of art and travel fuels her continued passion to spend her free time creating a new canvas, exploring, discovering new places and people, and being inspired by the everyday.

LIVE PODCAST WITH GLENN HAUSSMAN: No Vacancy



GLENN HAUSSMAN Founder & Host of No Vacancy News

Glenn Haussman loves the hospitality business. That's why he hosts the No Vacancy, publishes the novacancynews. com industry news site, and educates and empowers people about this incredible industry as a professional speaker, host and moderator.

Haussman also hosts No Vacancy News Today, a news and analysis program focused on hospitality headlines, Friday Night Audit, a comedy focused show capturing the energy of the post-conference bar scene and offers up travel commentary on the weekly sports focused show, BT Talks Baseball. He is an in-demand public speaker, educator, custom content creator, and consultant for major hotel brands, leading industry influencers, and suppliers.



ANDREA DAWSON-SHEEHAN Principal and Art Director of **Dawson Design & Associates**

Carolyn Auger Joiner, ASID earned her BFA from Georgia State University in 1986 and created blackdog studio in 2004. Blackdog studio was instrumental in developing new build Westin and Sheraton Prototypes with Starwood Hotels, opening seven hotels in four years. In 2007 we worked with the Aloft team and opened nine hotels. Renovation projects include the

70-million-dollar renovation at the Westin Peachtree Plaza, the guest tower renovation at the 1038 room Marriott River Center in San Antonio and work for numerous other brands including LeMeridien, Hyatt, Homewood Suites and Doubletree. As of 2021, we completed over 55 Hotel and vacation ownership projects in locations ranging from the Dominican Republic to Kauai, Hawaii.



STACI PATTON Principal, Hospitality Interior **Design Director for DLR Group**

Staci Patton is an inspiring creative leader who specializes in placemaking for hospitality experiences. As Hospitality Interior Design Director at DLR Group, she leads interior design concepts for her clients and her niche team of 20 designers. Patton's philosophy centers on elevating brand recognition while fostering local

connections and advocacy, as exemplified in several of her recent projects: The Surety Hotel of Des Moines, Kimpton Cottonwood Hotel in Omaha, Catbird Hotel in RiNo Denver, and Canopy Mill District Minneapolis. For these projects, Patton led the preservation and revival of historical buildings, transforming them into lifestyle destinations. Patton has been named to Boutique Design magazine's Boutique 18 and has been the recipient of over two dozen design awards. She has been published in numerous publications, including her COVID-19 research in *Hospitality Design*, travel insights with Forbes, and relevant research with Think Lab and Interior Design magazine.

HOTEL NOT: Breaking the Traditional Hotel Boundaries



KARI CARR **SVP** of Asset Management for

Pebblebrook Hotel Trust

During her tenure with Pebblebrook, Kari Carr has asset managed hotels in numerous markets, including Boston, New York, Philadelphia, Washington, DC, Buckhead, and Minneapolis, and oversees the revenue strategy function of the company's non-California hotels. Prior to joining Pebblebrook, she was Vice

President, Hotel Group at Barings. Previously, Carr was Senior Associate at PricewaterhouseCoopers and Senior Assistant Controller with Marriott International. Carr is a Board Member of the Massachusetts Lodging Association, member of the Marriott/Westin Advisory Board, and member of the Hospitality Asset Management Association. She received a BBA from the Isenberg School of Management at the University of Massachusetts-Amherst and an MBA from Boston College.



AARON RICHTER Senior VP of Design for Equinox **Brands**

An architect by trade, Richter has 23 years of global design and development experience from both the client and agency perspectives. With hospitality, retail, health, and fitness as a focus he has thread a narrative of design excellence and wellness from his early days as an Environmental Designer at Nike to the

Global Head of Design for W Hotels, Edition Hotels, and Equinox Brands including the most recent Equinox Hotels.



STACEY SHOEMAKER RAUEN SVP of Design Group, Emerald, and Editor in Chief of Hospitality **Design Magazine**

Stacy Shoemaker Rauen is the senior vice president of the Design Group at Emerald, a leading events and media company. She oversees multiple brands in the healthcare, hospitality, commercial, and residential design spheres, including Hospitality Design magazine and HD Expo; ICFF; and

Boutique Design magazine and BDNY. She is a well-respected and talented editor and writer, and also is the editor in chief of Hospitality Design magazine, the leading publication for the industry.

Shoemaker Rauen—who has been with the company for almost 20 years—is a noted speaker at industry events, and an avid tracker of trends, places, projects, and people. She holds two degrees from Northwestern University's Medill School of Journalism, including a master's in magazine journalism.



MARK FRIESEN Principal of Beyer Brown & Associates

Mark Friesen is one of two principals of Beyer Brown & Associates, an FF&E purchasing agent that has been servicing the hospitality industry since 1978. Friesen brings a high level of understanding and knowledge of many aspects of the industry. In addition to being a principal of Beyer Brown for over 15 years, Friesen is

also a member of YPO, and has increased his knowledge with an asset management course certification from eCornell. During his career, Friesen has overseen over \$2 billion in FF&E purchasing and has worked on every major hotel brand, including Four Seasons, Ritz Carlton, Hyatt, IHG, Marriott, Hilton, Kimpton, Fairmont Hotels and Resorts, and many others. Currently living in Vancouver, Friesen travels extensively and maintains a very active industry reputation.



BEN NICHOLAS Senior Principal of Gettys Interiors

In his nearly two decades with The Gettys Group Companies, Nicholas has been an instrumental part of the firm's growth, overseeing the Chicago interior design studios and the office in Manila, Philippines. He is responsible for developing design concepts and strategy, while remaining heavily involved in project oversight.

Nicholas' expertise ranges from national brand enhancements to lifestyle-driven design projects, from grandly scaled luxury properties to intimate boutique hotels. He is a confident leader who knows how to balance the many nuances of hospitality design, delivering successful projects that are as distinctive as they are revenue-generating.

A graduate of Iowa State University with a BFA in interior design, Nicholas is a dedicated college football and basketball fan and can be found cheering for the Cyclones every chance he gets.

HOW DOES THIS STACK UP: A Deep Dive into **Hospitality Project Deals**



MODERATOR CLIF DIERKING CRM & Partner of PDSI

As a member of PDSI's senior leadership team, Dierking is responsible for customer relations and key business development. He plays a vital role in aligning the project management teams' performance to support the owner representation services PDSI's clients expect. Prior to joining PDSI, he worked as in-house Architect and Development Manager for 180s LLC

where he coordinated the relocation efforts for the company's world headquarters and distributions center in Baltimore and the European sales office in Aix en Provence, France. Dierking served as Senior Project Manager of Technical Services for IHG Hotels. His educational background includes a BSBA from the University of Hawaii and a master's degree in architecture from the Illinois Institute of Technology. He is a registered architect in Maryland.



KYLE GIBSON

VP of Design & Construction of Fortress Investment Group

Kyle Gibson is a Vice President of Design and Construction at Fortress Investment Group, performing construction management, development, and design oversight for the asset management and acquisition teams, including physical diligence, development, capital planning, coordination of consultants, and project oversight.

Before joining Fortress, he was Vice President of Development and Construction for Guggenheim Partners; Vice President of Design and Construction for BOK Financial; and Managing Partner at Red Rock Development. Gibson has led the development and construction of more than 850 retail, commercial, residential, hospitality, restaurant, and mixed-use projects. He holds a BBA with a real estate finance specialization and a minor in architecture from Texas Tech University.



JASON STOCK VP of Business Development of First Finish

What inspires Stock about hospitality projects is that they all begin with the sight of what is, and the vision of what it can become. A team is assembled to then realize that vision. Regardless of how satisfying the end result may be, once the dust settles and the ribbons are cut, the most fulfilling part is recounting the

stories of steps taken along the way with those who made the journey possible.

A perpetual learner of all things hospitality, Stock has served on numerous hospitality associations—locally, state-wide, and nationally—and has been involved in over \$600 million in hospitality construction projects.

Curating for Culinary



TOM DOUGLAS Founder of Seattle Kitchen

Tom Douglas has been cooking up Pacific Northwest cuisine in Seattle since 1984, opening his own restaurant, Dahlia Lounge, in 1989. For the last 30 years, he's made a name for himself alongside business partner and wife Jackie Cross and business partner (since 2006) Eric Tanaka by opening 13 full-service restaurants; an event space, Palace Ballroom; a cooking

school, Hot Stove Society; and a product line including rubs, sauces, mustards, and knives. The James Beard Outstanding Restaurateur, selfdescribed as "middle-aged, tall, and round," can be found at any of his restaurants on a given day putting in the work to create a successful restaurant group. As he reminds himself and his staff, "no one can out effort us."



ETHAN STOWELL Founder & CEO of Ethan Stowell Restaurants

Ethan Stowell is the CEO and Founder of Seattle's Ethan Stowell Restaurants. His highly acclaimed restaurants include Tavolàta, How to Cook a Wolf, located in Nordstrom's flagship store in midtown Manhattan, and Goldfinch Tavern in the Four Seasons Hotel Seattle. His food philosophy is all about keeping it simple,

using fresh ingredients, and allowing the food to do the talking.

Deeply devoted to his hometown, Stowell is a fervent advocate committed to seeing that Seattle is recognized nationally as a culinary destination. He is a forward thinker and strives to create warm and welcoming environments where his teams can showcase what they do while sharing great food and intimate experiences with friends and neighbors.



KELLY WATERS Interior Architectural Designer at Gensler

Kelly Waters is Interior Architectural Designer at Gensler with over 17 years of experience specializing in luxury hospitality and F&B design. Growing up with an ever-shifting perspective in various parts of the country and world brought her to the study architecture and design. Her more recent move to San

Francisco began a lifelong pursuit of the world of restaurants, F&B, and hotels.

In hotel designs from Istanbul to Newport Beach and clients from Four Seasons and Mina Group to Shack 15 and Constellation Brands, Waters' feel for the human dimensions of a space makes every project an exercise in connectivity. Her work has been featured in The New York Times, Architectural Record, and Interior Design magazine. She attended Denmark International School in Copenhagen and has a Bachelor of Architecture from California Polytechnic University and currently serves on the NEWH San Francisco Bay Area chapter board.



MODERATOR VAKI MAWEMA Principal/Managing Director of Gensler

Vaki Mawema leads Gensler's Baltimore office as Managing Director and Principal. He also leads Gensler's Southeast regional Mixed Use practice area which focuses on the planning and design of experiential, branded environments that include office, retail, hospitality, and food & beverage. His leadership within Gensler has created

an enterprising workplace culture that embodies creative passion, design excellence, exceptional client service, and promotes leadership and entrepreneurship. Within the community Mawema is known as a business leader and industry expert and was named one of the Washington Business Journal's 40 under 40 for 2016. His colleagues admire his creative eye and rigor, and his vast array of award-winning projects speak for themselves.



ED VIITA Senior Director, Operations & **Development for Pure Grey**

Ed Viita oversees business development and operations for Pure Grey restaurant and bar consultancy owned by Marriott International. Currently, the team supports 10 restaurants and bars along with 30-plus projects in development globally.

Before joining Pure Grey, Viita was Director of Food & Beverage Europe, Marriott,

working on restaurant and bar concepts, design, operations, and strategy for all brands.

Previously, he worked in independent restaurants, bars, and hotels in London, then opened the Artesian at the Langham Hotel and relaunched the SAVOY. Following this period in luxury hotel operations, Viita joined London-based consultancy Gorgeous Group, specializing in concept development and implementation with corporate hotel groups, independent hotels, and freestanding restaurants and bars.

TOOLS OF THE TRADE: What's in Your **Tool Belt?**



MODERATOR GLENN HAUSSMAN Founder & Host of No Vacancy News

Glenn Haussman loves the hospitality business. That's why he hosts the No Vacancy, publishes the novacancynews.com industry news site, and educates and empowers people about this incredible industry as a professional speaker, host and moderator.

Haussman also hosts No Vacancy News

Today, a news and analysis program focused on hospitality headlines, Friday Night Audit, a comedy focused show capturing the energy of the post-conference bar scene and offers up travel commentary on the weekly sports focused show, BT Talks Baseball. He is an in-demand public speaker, educator, custom content creator, and consultant for major hotel brands, leading industry influencers, and suppliers.



MICHAEL HAVENER VP & Head of Design of **Construction of Sunstone Hotel** Investors

For 35 years Havener has been involved in the design and construction of hotels and resorts throughout the United States, Caribbean, and the United Arab Emirates. Havener's inspiration for creating and building unique hotel properties is derived from a lifelong passion for

traveling, his love of architecture and interior design, and a belief that hotels are a significant component of memorable business or leisure travel experiences.



RYAN MARTIN VP, Director of Design-Hospitality for Leo A Daly

Ryan Martin has extensive experience, projects ranging from boutique hotels and luxury resorts to convention centers and urban business hotels, as well as master planning major mixed-use developments and resorts. He is involved throughout the design process to develop truly unique experiences. His comprehensive approach

emphasizes design aesthetics and operational functionality to create individuality, style, and expression. He leads the design teams, providing creative direction, encouraging a collaborative culture to fully realize the client's vision as well as to ensure technical aspects of the projects are as solid as the design concept. Martin has designed and completed in excess of 30,000 hotel rooms worldwide. Martin earned both an MArch and BS in architecture from the University of Texas at Arlington.



KATHRYN QUINN Senior Designer of AD Associates

Kathryn Quinn is a senior designer for AD Associates, a London-based experiential and spatial design agency. As part of the concept team, Quinn is involved from the initial design narrative of a project through development to completion and beyond—she even lived on board SAGA Spirit of Adventure during the construction and sea trial phase last year. She volunteers

as a sustainability champion at AD, developing both her personal social responsibility and AD's capability and ethos.

As the vice president of the NEWH UK chapter, Kathryn is delighted to be taking part in the 2022 Leadership Conference and is excited for what the year ahead brings. Outside of work and NEWH, Quinn is always planning her next adventure, and is as happy underwater as she is hiking in the hills.



PETER LANFRANCHI **SVP of HITT**

Peter Lanfranchi has more than 30 years of construction experience and leads HITT Contracting's Hospitality team, which specializes in hotel renovations including adaptive reuse of historic buildings and ground-up, new construction hotels nationwide. Delivering more than 11,000 guestrooms since 2011, he has worked

with leading hotel brands, owners, and operators such as Marriott, Hilton, Omni Hotels & Resorts, Pebblebrook Hotel Trust, and Park Hotels & Resorts

Lanfranchi oversees the successful delivery of hospitality construction projects. In addition, he provides executive leadership to his team and plays a key role in building longstanding relationships with clients and subcontractors. Notable projects include W Hotel Washington DC, The Hay Adams Hotel, Omni La Mansion del Rio in San Antonio, and Courtyard by Marriott San Diego Mission Valley.

DESIGN AROUND THE WORLD: Immersive Design for a Cultural Impact



MODERATOR MALCOLM BERG President/Founder/Design Director of EoA, Inc.

Malcolm Berg is the founder, President and Design Director of EoA, Inc. Berg received his Master of Architecture degree from Harvard University's Graduate School of Design, and his Bachelor of Fine Arts degree, with Concentration in Architecture, from the Massachusetts College of Art.

His strong visual arts background, paired with a master's thesis which eroded thresholds between architecture and landscape, developed into a strong career in experiential design. To that end, resort hospitality design emerged as a distilled medium to bring architecture, landscape and interior design into one experiential discipline. His focus on design is unequivocally about the narrative, about the human element about the intimate relationship people have with their environment.



NATALIE SHEEDY Designer & Partner of Sheedy/ **DeLaRosa Interiors**

Natalie Sheedy is an award winning interior designer and partner at Sheedy/DeLaRosa Interiors. Sheedy/DeLaRosa specializes in the hospitality sector including; hotels, resorts, high-end luxury rental properties, spas and restaurants. Regardless of what type of project the team is working on Natalie's design process remains the

same. She engages clients and contractors in hands-on collaboration, seeking insights, expertise and perspective at every phase from kickoff to conclusion. This ensures that decisions are strategic and deliberate and that every aspect of the finished design aligns with the client's business goals. It's a process that's proven to please her clients time and again, creating one-of-a-kind spaces with sophisticated palettes, refined style and design functionality that can stand the test of time.

ANNOUNCEMENT & KEYNOTE Hospitality 3.0



ALIYA KHAN VP of Global Design Strategies for Marriott International

Aliya Khan is an award-winning talent and the driving force behind the disruptive and forward-thinking design approach for Marriott's lifestyle portfolio. Khan helps to define the foundational elements of Aloft, AC Hotels, Autograph, Element, Le Méridien, Moxy, Renaissance, Tribute, and Westin, distinguishing each with a clear design personality and focus.

Khan took a break from the hotel industry to lead the design and development of NeueHouse, the collaborative workspace for entrepreneurs and creatives. Her love of design and travel brought her back to the hotel industry in 2017. She holds degrees in both architecture and industrial design from the Pratt Institute. A true global nomad, when not on a plane, Khan resides in her eighth city, Washington, DC.

INDEPENDENT 101: Creating Compelling Concepts for Marriott's Collection Brands



ALISON SOBECK Senior Interior Design Manager for Marriott International

Alison's background in marketing and design has given her a unique perspective to focus primarily on Marriott's soft brands, Autograph Collection and Tribute Portfolio. She spent 10 years in marketing and PR consulting for tech companies including Apple, Yahoo!, Match.com, Pixar, @Home Network, and Texas Instruments. After the tech bubble

burst, Alison decided to pursue her passion and moved to New York to study interior design at Parsons. Upon graduation, she joined McCartan, a boutique hospitality design firm, later starting a small interior design business. Today, she oversees design for approximately 50 Autograph Collection and Tribute Portfolio hotel projects in development and has worked on approximately 100 properties in the soft-branded space.

HEART & SOUL: Social Awareness in Today's World



TOM DOUGLAS Founder of Seattle Kitchen

Tom Douglas has been cooking up Pacific Northwest cuisine in Seattle since 1984, opening his own restaurant, Dahlia Lounge, in 1989. For the last 30 years, he's made a name for himself alongside business partner and wife Jackie Cross and business partner (since 2006) Eric Tanaka by opening 13 full-service restaurants; an event space, Palace Ballroom; a cooking

school, Hot Stove Society; and a product line including rubs, sauces, mustards, and knives. The James Beard Outstanding Restaurateur, selfdescribed as "middle-aged, tall, and round," can be found at any of his restaurants on a given day putting in the work to create a successful restaurant group. As he reminds himself and his staff, "no one can out effort us."



BASHAR WALI Founder and CEO of This Assembly

As founder and CEO of This Assembly and Practice Hospitality, Bashar draws upon expertise honed over a 30-year career in hospitality. An expert in the lifestyle space, Bashar is known for pushing limits in his philosopher-meets-hotelier kind of way. Bashar's message is unwavering: service is what you deliver, hospitality is how you

make people feel.

Bashar has done every job in a hotel—from frying an egg to negotiating a deal—working for Starwood Hotels before leading acquisitions and development globally at Grand Heritage Hotels. Prior to launching This Assembly and Practice Hospitality, Bashar served as President/ CEO of Provenance Hotels, where he remains a partner, for 15 years, growing the company from five to 15 hotels, 1,500 team members, and expanding the collection from the Pacific Northwest to an awardwinning national brand.



CHRIS WHEELER Director of Global Design for Marriott International

Chris Wheeler is director of interior design and project management for Marriott's Luxury and Lifestyle Full Service brands, focusing on the Tribute Portfolio, Autograph Collection, and The Luxury Collection. He champions each brand's values and oversees interior architecture and design for new build and renovation projects through North America, the Caribbean, and Latin America.

Educated and trained as an interior designer. Chris has had a robust design career in upper upscale and luxury hospitality design with prominent private practice design firms prior to joining Starwood Hotels & Resorts followed by Marriott International. Based in New York, Chris loves to find design inspiration through travel.



MODERATOR MICHELLE FINN VP, Boutique Design Group of Emerald

Michelle Finn is Vice President, Boutique Design Group, Emerald. In this role, she oversees the management and development of its hospitality and related brands which encompasses Boutique Design, Boutique Design Trade Fair (BDNY) — held on an annual basis in New

York City—Boutique Design Forum Series, Boutique Design Match, Boutique Design Product Symposium, and Senior Lifestyle Design Match. Finn has received numerous awards for innovation in trade fair development, publishing, leadership, and service.

GUEST SPEAKERS & PANELISTS



VINAY PATEL **CEO** of Fairbrook Hotels

Vinay Patel is the President and CEO of Fairbrook Hotels. He is responsible for developing and implementing the vision and strategy for Fairbrook Hotels. Additionally, he heads the strategic planning, acquisitions, and sales of hotel assets.

He started his company from operating a 15-room motel in Richmond, Virginia,

where he learned the values of hard work and perseverance. Presently the company owns and operates 12 hotels, consisting of Marriott, Hilton, Radisson Hotels, Choice Hotels and Wyndham Hotels brands. Patel currently serves as the chair for the Asian American Hotels Owners Association and on the Virginia Tech Hospitality School Advisory Board.



PAM PARSONS **Principal of Studio Elements**

Pamela Parsons, AIA, ASID, LEED AP, is a Principal at Studio Elements LLC where she provides consulting services to the hotel design and construction industry. Previous positions include Senior Vice President of ForrestPerkins and Senior Vice President, Host Hotels & Resorts, a hotel REIT. She is a licensed architect and certified interior designer with a Bachelor of Architecture and

a Bachelor of Science in Building Sciences from Rensselaer Polytechnic Institute, Troy, New York.

Pam is passionate about fighting human trafficking, a crime that can happen anywhere, in our cities, towns, and backyards. Her focus has been on working with the hotel industry to increase awareness and provide direct services such as housing, counseling, training, education, and advocacy for survivors. She sits on the executive board of directors of FAIR Girls (Free- Aware- Inspired- Restored) in Washington, DC.



CHIP ROGERS President & CEO for AHLA

Chip Rogers joined the American Hotel & Lodging Association (AHLA) as President and CEO in January 2019. AHLA is America's only national association dedicated to serving the interests of the entire hotel and lodging industry.

Under Rogers' leadership, AHLA was named as 100 Associations That Will Save the World by ASAE, honored with the

White House Presidential Award for its Pledge to America's Workers, and recognized with the PR Week Purpose Awards 2020. Prior to joining the hospitality industry, Chip served in the Georgia General Assembly. Rogers earned his undergraduate degree from Georgia Tech and MBA from Georgia State.



ANITA DEGEN Managing Principal of Degen & Degen

As co-founder of Degen & Degen architecture & interior design and Managing Principal of Interior Design, Anita Degen has focused her practice on bringing creative solutions and design excellence to all types of hospitality and resort projects worldwide. Her career is built on diverse experience, including

a BFA from Virginia Commonwealth University, corporate brand experience, working for major international design firms, as well as a small boutique firm in Berlin. For over 25 years she has been co-leading her Seattle-based team of stellar design talent.

She has spent the last 20 years serving the NEWH, Inc. International Board of Directors in numerous positions centered around education, including International President 2008–2009.

NEWH TOP ID: Stories Behind Their High-Profile Projects



MALCOLM BERG President/Founder/Design Director of EoA, Inc.

Malcolm Berg is the founder, President and Design Director of EoA, Inc. Berg received his Master of Architecture degree from Harvard University's Graduate School of Design, and his Bachelor of Fine Arts degree, with Concentration in Architecture, from the Massachusetts College of Art.

His strong visual arts background, paired with a master's thesis which eroded thresholds between architecture and landscape, developed into a strong career in experiential design. To that end, resort hospitality design emerged as a distilled medium to bring architecture, landscape and interior design into one experiential discipline. His focus on design is unequivocally about the narrative, about the human element about the intimate relationship people have with their environment.



MODERATOR CHET PATEL SVP of Baywood Hotels

Patel is a lifelong hotelier: He was intimately involved in the operations and development of his parent's first hotel in Southern New Jersey. Patel chose to follow his parents' footsteps and become a fulltime hotelier. In 1997, he joined Al Patel to start Baywood Hotels. The Baywood model has proven to be successful, experiencing

consistent growth despite major economic downturns in the early part of the 21st century. Patel is primarily responsible for the company vision in its development of new hotel projects.

GUEST SPEAKERS & PANELISTS



STACI PATTON Principal, Hospitality Interior **Design Director for DLR Group**

Staci Patton is an inspiring creative leader who specializes in placemaking for hospitality experiences. At DLR Group, she leads interior design concepts for her clients and team of 20 designers. Patton's philosophy centers on elevating brand recognition while fostering local connections, as exemplified in several recent projects: The Surety Hotel of Des

Moines, Kimpton Cottonwood Hotel in Omaha, Catbird Hotel in RiNo Denver, and Canopy Mill District Minneapolis. Patton has been named to Boutique Design magazine's Boutique 18 and is the recipient of over two dozen design awards. She has been published in numerous publications. including Hospitality Design, Forbes, Think Lab, and Interior Design.



HARRY WHEELER Principal of Group One Partners,

Harry Wheeler AIA, NCARB, LEED, is a principal at Group One Partners, an awardwinning hospitality design firm based in Boston that specializes in architectural, interior design, and purchasing services for hospitality properties nationwide.

As principal of Group One, Wheeler serves as the head of business development and

marketing. In addition, he oversees the firms permitting and entitlements for new development and handles special projects. Since joining the firm in 1996, he has been involved in all aspects of the design and construction of hundreds of hospitality and mixed-use developments. He is a registered architect in over 20 states and a member of numerous architectural, lodging, and marketing associations.

BRANDS: "Unlimited"



JESSICA IACONIS

Senior Manager of Interior Design for Universal Orlando Resort

Jessica laconis is the Senior Manager of Interior Design for Universal Orlando Resort's hotel team. Iaconis began her career with Universal Creative as a Show Set Designer on The Wizarding World of Harry Potter: Diagon Alley. After years of working on attractions, laconis

transitioned to the hotel team with Universal Parks & Resorts and Loews Corporation, ensuring guest expectations and operational needs are exceeded without compromising the highly detailed design vision. laconis' passion for design is fueled by the endless ways to make a design come to life. On Universal's hotel team, Jessica finds inspiration in the challenge of giving guests the comfort and convenience they've come to expect, along with cutting edge technology and a fresh design aesthetic at every property.



KAVITHA IYER Head of Designs, Americas for **IHG® Hotels & Resorts**

An architect and designer with over 20 years of experience, lyer is responsible for leading architecture and design strategy for IHG's 13 global brands. Iyer and her team lead various design strategies across the portfolio, which range from bringing to life new brands like Atwell Suites, voco, and Vignette Collection as well as creating new

visions for lifestyle, upscale, and luxury brands like Hotel Indigo, Crowne Plaza, and Intercontinental Hotels.

Prior to joining IHG Hotels & Resorts, Iyer was Director of Design at Marriott International where she led several high-profile initiatives for upscale brands. Iyer's love of art and travel fuels her continued passion to spend her free time creating a new canvas, exploring, discovering new places and people, and being inspired by the everyday.



DIONNE JEFFERSON VP of Global Design for Marriott International

Dionne Jefferson is the Vice President of Design and Project Management for Marriott's full-service premium brands, bringing strategic leadership to the design studio focused on Marriott, Sheraton, Delta and Gaylord hotels. Jefferson is a champion for design and a strategic business leader making her a valuable partner to owners,

industry consultants, brand, development, and business leaders. An interior designer by trade with over 25 years of experience, Jefferson has held a wide variety of roles across focused- and full-service segments, product development and international projects. She successfully pivots between being a hard-charging, results-oriented executive to being a thoughtful team builder and mentor.



ASHLEY MICHAELS Design Manager at Hilton

Ashley Michaels has been a Design Manager with Hilton Global Design Services for almost five years. She was a part of Boutique Design magazine's Boutique 18 class of 2020, published in Inspire Design magazine 2020, and a former board member for NEWH's DC chapter. Previously a stylist, Ashley's passion for the built environment drove her to change

careers to create dynamic spaces that prioritize the guest experience while embracing new destinations

Her current role with Hilton allows her to collaborate with the design teams and ownership to ensure they reach their full potential for all of Hilton's full-service brands in North America: Hilton, Signia, DoubleTree, Curio, and Tapestry. She is currently working on several exciting new projects, including the Hotel Marcel in New Haven, Connecticut.

Continued on next page \\)



MODERATOR TRISHA POOLE President of Design Poole

As President of Design Poole, Poole leads a studio based in Winter Park, Florida and recently opened a studio in Toronto. Her experience in architecture, interior design, and graphic design enhance the team's design vision for every detail, from branding to design. She inspires the team's award-winning portfolio of large resorts, hotels, vacation ownership, and multi-

family projects. With more than two decades of experience, Poole brings focus to the business objectives while balancing the creation of unexpected design. Poole is active in the industry as a speaker and judge with regional and international trade fairs and conferences. She is Executive Advisor on the NEWH, Inc. Executive Committee, where her energy goes into the creation of programs and initiatives that support the industry and students pursuing careers in hospitality.



MODERATOR VAKI MAWEMA Principal/Managing Director of Gensler

Vaki Mawema leads Gensler's Baltimore office as Managing Director and Principal. He also leads Gensler's Southeast regional Mixed Use practice area which focuses on the planning and design of experiential, branded environments that include office, retail, hospitality, and food & beverage. His leadership within Gensler has created

an enterprising workplace culture that embodies creative passion, design excellence, exceptional client service, and promotes leadership and entrepreneurship. Within the community Mawema is known as a business leader and industry expert and was named one of the Washington Business Journal's 40 under 40 for 2016. His colleagues admire his creative eye and rigor, and his vast array of award-winning projects speak for themselves.



VINAY PATEL **CEO** of Fairbrook Hotels

Vinay Patel is the President and CEO of Fairbrook Hotels. He is responsible for developing and implementing the vision and strategy for Fairbrook Hotels. Additionally, he heads the strategic planning, acquisitions, and sales of hotel assets.

He started his company from operating a 15-room motel in Richmond, Virginia,

where he learned the values of hard work and perseverance. Presently the company owns and operates 12 hotels, consisting of Marriott, Hilton, Radisson Hotels, Choice Hotels and Wyndham Hotels brands. Patel currently serves as the chair for the Asian American Hotels Owners Association and on the Virginia Tech Hospitality School Advisory Board.

Industry of Inclusion, Innovation & Creativity



TAD ASBURY

Executive Director & Vice President of Bridges from School to Work-Marriott International

Tad Asbury is the Executive Director of Bridges from School to Work and a corporate Vice President with Marriott International. Joining Marriott in 2003, Asbury leads a Bridges team of nearly 80 associates, working in 12 cities across the U.S., helping to place more than 1,000 youth annually into competitive, paid

employment in a variety of industries. With responsibility and oversight of Bridges Board development, operations, strategic planning, fundraising, finance, and communications, Asbury possess extensive knowledge gained over nearly 30 years of professional experience in non-profit management, corporate communications, public affairs, and education. He has served on numerous boards, including the National Youth Employment Coalition. An experienced national speaker and presenter Asbury holds a BA from Albion College and an MS from Georgetown University.



LYNETTE MONTOYA President & CEO of Latino Hotel Association

Lynette Montoya, CEO of the Latino Hotel Association since 2015, has been actively involved in the hotel industry for 20-plus years, working as a hotel broker for properties throughout the U.S. She is the founder of the Santa Fe, New Mexico, Hispanic Chamber of Commerce and served as its founding president. She is

also a board member of Architecture 2030. As director of economic development for the City of Santa Fe, Montoya was instrumental in the development and construction of a new convention center. She is on the founding board of directors of TourismDiversityMatters.org, and serves on the advisory council of the California State University Hospitality and Tourism Management Education Alliance.



TRACY PRIGMORE Managing Partner of TLTsoultions & She Has a Deal

Tracy L. Prigmore is an award-winning executive and the founder of TLTsolutions. Priamore's mission is to empower people to build generational wealth, and through TLTsolutions she creates opportunities for individuals, families, and entities to obtain passive income by investing in residential, multifamily, and hotel projects. Chosen as

Person of the Year by LODGING in 2021, recognized by International Hospitality Institute (IHI) as one of the most influential leaders in U.S. hospitality, and as an influential woman in hospitality by Hotel Management, Prigmore is the creator of She Has a Deal, a platform that creates new pathways to commercial real estate ownership and development for women by providing education, networking, and investing opportunities. Prigmore serves on the non-profit boards of Castell Project and the Association of Black Estate Planning Professionals (ABEPP). She resides in northern Virginia with her husband and son.



WINDOW TREATMENTS AND BEDDING



2022 LEADERSHIP CONFERENCE SCHOLARSHIP HONOREES

Over \$7,000,000.00 given in scholarships to date!

NEWH, a volunteer organization of hospitality industry professionals has awarded over SEVEN MILLION DOLLARS in scholarships to over 2,600 students bringing new talent to the hospitality industry. The enthusiasm and hard work of hundreds of individuals and corporate friends of NEWH help fund education in varied facets of the hospitality industry: Hospitality/Restaurant Management, Interior Design, Architecture, and Culinary.

NEWH is the premier networking resource for the hospitality industry, providing scholarships, education, leadership development, recognition or excellence, and business development opportunities.

It's not just about business, it's about relationships!



CAIO VIVIANI

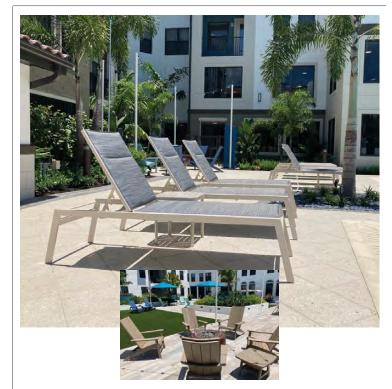
NEWH Leadership Scholarship - Culinary \$7,500

San Francisco City College Food Service Management

My name is Caio Cezar Viviani, and I am an international student from Brazil. I am currently enrolled in San Francisco City College and pursuing a Food Service Management degree. I graduated in 2012 in business administration at Mogi das Cruzes University in Brazil. I love being part of the food industry and being able to spread my happiness and love though the cooking and dining experience. It feels fantastic sharing that with people. Service, respect, passion, happiness, positive energy, and more are all factors that made me choose this career, as well as bringing some of Brazilian cuisine to American tables and helping improve recipes, creating new products, bringing different tastes, and introducing new ideas to people's lives and this industry.

My background in business administration has allowed me to practice great leadership and management that lead me to win 2018 and 2022 NEWH San Francisco Bay Area Chapter Scholarships as well as the 2022 NEWH Leadership Scholarship. Receiving the NEWH scholarships allows me to move forward with my studies and start my professional career as a chef. This scholarship provides much needed support to my career, allowing me to meet more people in the food industry and provide a level of confidence that I can truly reach my dreams. I am very determined to fulfill my dreams. I cannot do it without the help of NEWH.







Enhancing the outdoor experience

www.sunbritefurniture.com

Sunbrite products are made in the USA
which means no tariffs, extra freight costs or extended lead times for you!



DELANEY O'BRIEN

NEWH Leadership Scholarship - Interior Design \$7.500

University of Tennessee, Knoxville Interior Design

My name is Delaney O'Brien, and I am an interior architecture student at the University of Tennessee, Knoxville. Throughout schooling, I have made a self directed focus on sustainable products and building methods within my projects. I plan to pursue a Masters degree in Sustainable Architecture, before starting a career in hotel and restaurant design specializing in sustainability. NEWH provides an outstanding amount of resources that have aided in my goals, and has aided my networking throughout this industry in so many ways. I want to create spaces and experiences that will be memorable for a lifetime, and in my experience hospitality design is extremely successful at that. This scholarship not only aids myself and my family financially, but opens up endless opportunities for learning about the hospitality industry. I am so thankful for this incredible honor and opportunity to be a NEWH Scholarship Recipient!



LAUREN HART

NEWH BrandED Scholarship in the name of Hyatt \$7,500

University of Alabama Hospitality Management

My name is Lauren Hart and I am from Orange Beach, AL. I attend The University of Alabama and work full time for Brett/Robinson Real Estate Development Company in their Development Division. I have two daughters, Magnolia and Iris, who are in 6th and 4th grades at Orange Beach Elementary School. We are active in youth soccer, our church, and local community events. We love the beach life! I am getting my Master's Degree in Hospitality Management at The University of Alabama. Roll Tide! I expect to graduate in May 2022. Once I graduate, I hope to remain employed with Brett/Robinson and would also like to teach evening classes locally at Coastal Alabama Community College. In my current position, I am the liaison between the customer and the jobsite. I ensure everything is carried out seamlessly for our clients down to the last detail. I am able to combine my love of helping people with my love for design and project management. This sector of the Hospitality Field is very rewarding in the sense that I get to see buildings erected from the ground up, and I get to help our clients dreams become reality which is very rewarding for me.

This scholarship means so much to me and my daughters. I would not be in a position to pursue my master's degree without this scholarship. Receiving this scholarship has helped me break barriers and show single, working moms that you can follow your dreams and go very far in life if you just try. Receiving this scholarship proves that if you put your mind to it and work hard, you can achieve anything! I truly appreciate the opportunity to represent NEWH. Thank you from the bottom of my heart for your support!

SCHOLARSHIPS AWARDED BY CHAPTER			
Chapter	2021	total # of awards	Total Given
Arizona	2,250.00	129	137,050.00
Atlanta	25,500.00	179	423,865.00
Atlantic City/Philadelphia	2,500.00	16	54,500.00
Chicago	35,500.00	163	526,573.73
Cincinnati Region	5,000.00	6	15,500.00
Dallas	15,000.00	208	510,200.00
Hawaii Region	8,000.00	4	8,000.00
Houston	12,500.00	148	250,625.00
Las Vegas	25,000.00	194	542,604.92
Los Angeles Founding Chapter	19,000.00	383	940,098.00
Mid-South	2,500.00	4	10,500.00
New England Region	2,400.00	45	66,250.00
New York	25,000.00	267	772,500.00
North Carolina Region	7,500.00	6	17,500.00
North Central	10,000.00	54	102,000.00
Northwest	30,000.00	66	254,963.64
Orange County Region (Southern Counties)	5,000.00	73	105,650.00
Pittsburgh Region	2,000.00	7	18,500.00
Rocky Mountain	10,000.00	61	162,200.00
San Diego Region	0	3	3,000.00
San Francisco Bay Area	35,000.00	43	255,000.00
South Carolina	2,500.00	3	7,500.00
South Florida	20,000.00	116	230,450.00
Sunshine	25,000.00	93	303,500.00
Toronto	0	69	CAD 132,513.00
United Kingdom	6,000.00	34	GBP 62,536.88
Vancouver	3,000.00	9	CAD 22,500.00
Virginia	0	8	16,500.00
Washington DC Metropolitan	50,000.00	170	718,300.00
Clifford Tuttle Scholarship	5,000.00	8	40,000.00
Elite Expositions	5,000.00	3	15,000.00
Future Hospitality Leaders Scholarship	0	3	15,000.00
Green Voice Design Competition	15,000.00	10	60,000.00
HDAC Diversity Scholarship (sponsored by Emerald)	5,000.00	1	5,000.00
NEWH BrandED/Accor	7,500.00	1	7,500.00
NEWH BrandED/Hilton	7,500.00	2	15,000.00
NEWH BrandED/IHG	7,500.00	1	7,500.00
NEWH BrandED/Marriott International	7,500.00	1	7,500.00
NEWH ICON of Industry	7,500.00	26	127,500.00
NEWH Ken Schindler Memorial Scholarship	7,500.00	4	20,000.00
NEWH Leadership Scholarship	15,000.00	4	30,000.00
NEWH Women Leaders in Hospitality Scholarship Award	5,000.00	12	60,000.00
NEWH Sustainable Design Competition/School & Student	5,000.00	26	125,000.00
NEWH Vendor - American Holtzcraft	0	20	3,000.00
	-	9	
NEWH Vendor - Fabric Innovations Legacy	10,0000		90,000.00
NEWH Vendor – Harvey Nudelman Memorial Scholarship	5,000.00	14	56,000.00
NEWH Vendor – P/Kaufmann	10,000.00	4	410,000.00
NEWH Vendor – Séura	0	4	12,000.00
NEWH Vendor - Symmons	15,000,00	6	24,000.00
NEWH Vendor - Woodcraft Design Competition TOTALS	15,000.00 \$ 519,762.29	2699	15,000.00 USD \$ 7,369,339.84
1011110	ψ 513,104.23	2099	00D \$ 1,008,008.84





Pinnacle Award

Each year the Pinnacle Award (formerly known as the Award of Excellence) is given to an outstanding NEWH member who has contributed extraordinary time and effort to NEWH. This individual must have a minimum of 10 years experience in the hospitality industry, have held a local chapter or International Board position for at least one term, and have mentored four people in the industry, at least two of whom are women. The nominee must also have unquestioned professional ethics.

> Our winner has been a member of NEWH since 1991 and has been involved in many of our most successful initiatives.

And the winner is...Michelle Finn!



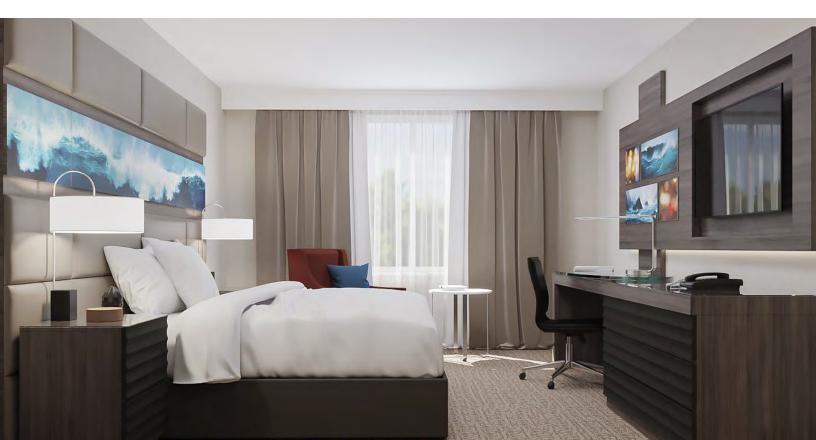




HOSPITALITY

Built for **Life.** Designed for **Style.**™













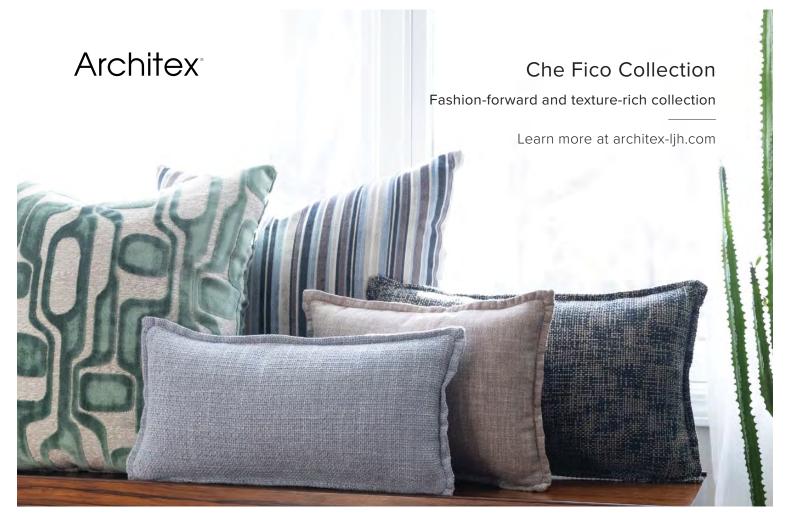














CUSTOM | INLINE | GUEST ROOM | PUBLIC SPACE | OUTDOOR bernhardthospitality.com

Design: Rice Fergus Miller, WA | Purchaser: Hatch Purchasing, WA

Introducing:

NEWH College of Fellows

The College of Fellows membership is the highest honor for any member involved with NEWH and within the hospitality industry.

2022 NEWH College of Fellows Inductees



Barbara Azzinaro



Michelle Finn



Patty Frederick



Nikki Jones



Julia Marks



Claire Koch



David Mahood



Janice Marko



Stacy Shoemaker Rauen



Judy Regan



Mary Ann Thornam



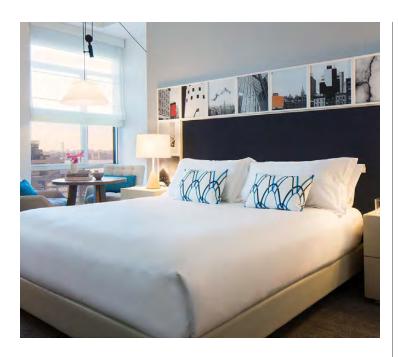
Jonathan Young

Criteria:

- » A current member of NEWH that is currently and has been in good standing for 10 years.
- » Nominee must exhibit the highest level of ethical conduct and professionalism in the Hospitality Industry. Examples of these items must be included in the nomination form with 8 references from peers in the hospitality industry and at least 2
- other references from outside of the Hospitality industry.
- » Nominee must have excellent leadership skills.
- » Nominees must have contributed to mentoring at least 2 individuals in the Hospitality Industry.
- » Nominee must have an exemplary career in the Hospitality Industry.

Nomination Process: This process is held every other year and is conducted by the Chair of the College of Fellows together with a jury of selected members of the College. Fellows will be inducted at the Leadership Conference.

- Fellowship Nominations can be made as follows:
- The Chapter (or Chapter Board) can nominate a member to be an NEWH Fellow. The nomination form must be signed by 8 NEWH Members that are in good standing with NEWH, including the President or President Elect of the Nominating Chapter and by 2 Individuals outside the Hospitality Industry.
- A Member of NEWH can nominate another member or nominate themselves. The nomination must be signed by 8 NEWH Members that are in good standing with NEWH and by 2 Individuals outside of the Hospitality Industry.



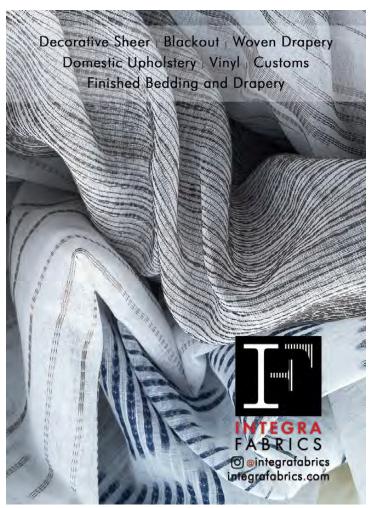


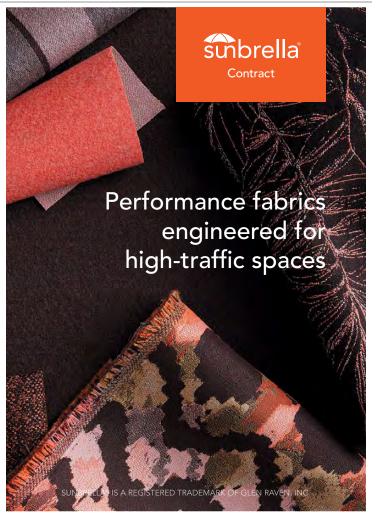
845.342.9009 | www.drape.com











Nominate an ICON by March 15th!

Each year NEWH gives out its most prestigious award, the ICON of Industry. The award celebrates leaders in hospitality manufacturing who have uniquely impacted the industry throughout 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 manufacturing for more than 30 years.

In addition, an international scholarship is given in the recipient's honor to one exemplary student who has completed at least half of his/her program toward a degree in the hospitality industry, has a minimum 3.0 GPA, has participated in an industry internship, and exemplifies the highest standards of professionalism and scholarship.



2022

This award and scholarship is presented at the Gold Key Awards Gala in New York City, held in conjunction with BDNY & HX: the Hotel Experience in November 2022

CALL FOR NOMINATIONS

Look for the announcement at the NEWH Young Entrepreneurs Breakfast at HD Expo in Las Vegas

NEWH ICONS OF INDUSTRY



Lawrence Chalfin



2019 Sandy Banks



Curtis Breedlove



2018 Esther Cohen



2017 Janice Feldman



2016 Jane Skeeter



2015 Deborah Herman



2014 Bob Thomas



2013 Ray Anderson



2012 Herbert V. Kohler, Jr.



2011 Harvey Nudelman



Judy Dobin



2009 Jerry Hruby-Holly



2008 Roger Milliken



2007 Manfred Steinfeld



2006 Maya Romanoff



2004 Thomas Durkan

NOMINATE AN ICON TODAY!

For criteria and nomination form, visit newh.org/nominate-ICON

All previously submitted nomination forms remain on file; please do not resubmit



SAVE THE DATE

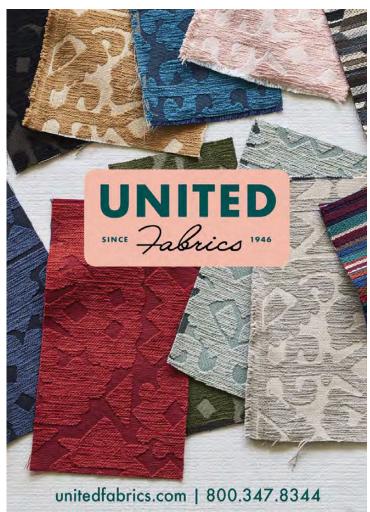
NOVEMBER 13-14, 2022
JAVITS CENTER, NEW YORK

BD|NY

a boutique design trade faiı





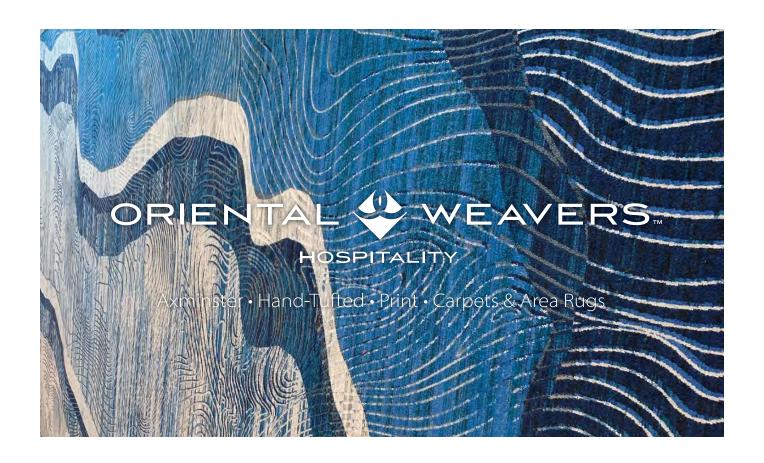


Your design without compromise.

At BERMANFALK, we specialize in original design. Collaborating with renowned designers and hotcliers, we support you through each stage of the process, from that first spark of inspiration to final installation. Creating unique case goods and seating for the hospitality industry around the world, we can make your vision a reality — no matter where you are.









Thank you for the hard work of so many busy professionals who made this event possible!

Christine Tucker – 2020-23 President, NEWH, Inc. Tucker & Associates

Monica Meade – 2020-23 Vice President/Development, NEWH, Inc. Architessa

Alexandra Jones – 2019-22 Director/NEWH Conferences Heritage Office Furnishings

NEWH 2022 LEADERSHIP CONFERENCE COMMITTEE

Cynthia Guthrie, Guthrie and Associates, Inc.
Julia Marks, DAC Art Consulting
Stephanie Deshaies, Architex International
Helen Reed, Helen Reed Design

The NEWH family of volunteers and members wishes to thank the NEWH, Inc. office for their full time support and hard work to maintain the organization's exceptional success!!

Jena Seibel, Chief Operating Officer
Susan Huntington, Chief Financial Officer/Office Manager
Diane Federwitz, Events/Membership Director
Julie Hartmann, Finance Manager
Kathy Coughlin, Administrative/Membership Coordinator
Hillary Eggebrecht, Scholarship and Communications Director
Kate Nesbitt, Tradeshow / Event Coordinator

Shelia Lohmiller, Chief Executive Officer



NEWH.ORG

800.593.NEWH | +1.715.536.5367

NEWH is **the** premier networking resource for the hospitality industry, providing scholarships, education, leadership development, recognition of excellence, and business development opportunities.

Thanking NEWH 2022 CORPORATE PARTNERS

NEWH PRODUCT SHOWCASE GUIDE



NEWH 2022
LEADERSHIP
Washington

NORTHWEST CHAPTER MESSAGE



KELLY KNOWLES

Please join us for these Upcoming NEWH Northwest Chapter Events

- » Seattle Hotel Tour: May 2022
- » Top ID/ Savor Uncorked: October 2022

Welcome to Seattle!

What an honor it is to finally be kicking off hosting the 2022 NEWH Leadership Conference in our beautiful city – a place where business and nature coexist. Seattle is a place that thrives on industrial, commercial, and cultural activity around the clock. Our chapter consists of the entirety of the Pacific Northwest also encompassing both Montana and Alaska – in short, the Upper Left. Whether you are a world explorer seeking astonishing landscapes or an international business traveler, our smaller corner offers abundant opportunities for you.

All of us, across every sector and segment of this market, have been impacted in various ways and by varying degrees during this time warp of the past two years. While the virtual world has done a great job at keeping us connected, ensuring our sense of community, it is time to exchange the virtual world for the real thing. This conference is one of a kind and we are proud — with health and safety at the forefront — to bring you this delayed experience again.

It's a pleasure getting to know such talented, hardworking, and accomplished individuals from all over the United States and beyond. We are ever so thankful to be part of such an extraordinary organization whose main purpose is to give back. NEWH is more than just networking and providing opportunities to the future game changers of our industry, everyone involved is also our extended family. That has been shown even more evident as we all have leaned on one another these past pandemic years.

As you explore our rainy city, we are excited to share with you our experiences and accomplishments as a chapter. This can only be attributed to incredibly strong leadership, determination, and the unconditional support from our dear sponsors. I am so proud of our Northwest hospitality industry during these hard times - from seeing firms embracing work from home as a means to care for their employees while carrying on for their business, to reps across all markets banding together to support designers with new and innovative ways to keep us all inspired and motivated. Our goal this year is to award up to \$35,000 in scholarship monies to students in the hospitality industry and to continue supporting our local design community through student workshops, fundraisers, and unforgettable entertainment.

We hope you take the time to adventure around our city seeing iconic destinations like the MoPop Museum and Pike Place Market. Perhaps you'll even catch a make-up Kraken game and see the Space Needle. Indulge in our delicious multicultural and heavily Asian influenced cuisine and find inspiration you can take back to your coworkers. Please join us in closing out the weekend at Grand Image's showroom soiree.

For some this may be your first industry event in the new norm, and for others you've already been traveling. Regardless, we welcome you to the NEWH Leadership Conference in Seattle.

Cheers,

Kelly Knowles NEWH Northwest Chapter President

Thanking NEWH 20122 CORPORATE PARTNERS

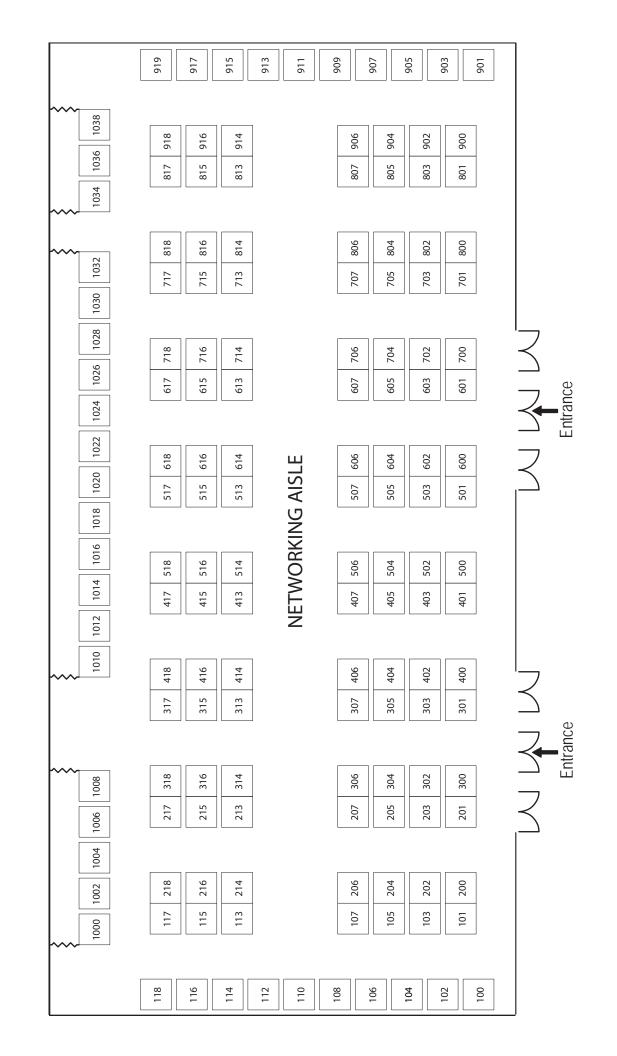
Benefactor: Durkan Hospitality | Fabricut Contract/s. Harris | RH Contract | Signature | Ulster | Patron: Bernhardt Hospitality | Brintons | Delta Faucet Company | Emerald | Installation Service Group | KB Contract | Milliken Floors | Moen / House of Rohl | P/Kaufmann Contract | Valley Forge Fabrics | Supporting: American Atelier, Inc. | Arteriors Contract | Artline Group | Ashley Lighting, Inc. | Chapman Hospitality Lighting | Crossley Axminster | Crypton + Nanotex | Down Etc. | Encore Hospitality Carpet | Fil Doux Textiles | Kimball Hospitality | Lily Jack | Mandy Li Collection | Porcelanosa | Richloom Contract | Serge Ferrari Group | Serta Simmons Hospitality | Shaw Hospitality | Shelby Williams | Summer Classics Contract | Surya Contract | Tarkett Hospitality | TLS Furniture | Tropitone Furniture Company | Walters

exhibitors

Exhibitors	Booth #	Exhibitors Boo	oth#	Exhibitors Bo	oth#	Exhibitors Boo	oth#
1429 mfg	402	Delta Faucet Company	607	Lily Jack	307	Rubenstein's by Design	400
Adream Decor	216	DKR Concepts * Textiles	919	Linea P International	217	Rustbelt Reclamation	517
American Leather Hospi	tality 814	Dometic Hospitality	605	Lixil	202	Safemark	817
AMTREND	214	Down Etc	707	Lodging Concepts		Scott Fabrics	905
Andaaz Manufacturing	1036	Durkan	407	Manufacturing	105	Scott Lamp Co.	117
Arc-Com	108	Ecore	403	Lorts Furniture	715	Serta Simmons Bedding	313
Architectural Concepts	200	Edmund Bell	305	Lusive Décor	500	Shaw Contract	714
Architectural Directions	705	EE Sewing, Inc.	914	Majestic Mirror/Lighting	801	Shelby Williams	414
Architectural Systems, Ir	nc.	EJ Victor	114	MAMAGREEN	1018	Sierra Nevada by Gary Platt	518
/ASI	716	Emser Tile	800	Mandy Li Collection	514	Signature Flooring	413
Architex	317	Encore Hospitality Carpet	906	Mario Contract Lighting	701	Signify	617
Aria Design Collective	102	Erin Kennedy	919	Materials Inc	616	Society6	215
Ariston Hospitality	502	Fabric Innovations	406	Maxwell Contract	1020	Spacia Group	106
Arnold Hospitality	101	Fabricut Contract	606	Maya Romanoff	304	Stickley Contract	418
ARTERIORS Contract	706	FiberBuilt Umbrellas &		Mayer Fabrics	1002	Stone Source	416
Artline Group	100	Cushions	1008	MGROUP	702	Studio EL	904
Ashley Lighting Inc.	507	Fil Doux Textiles	713	Modern Forms / WAC / Schonbek	415	Studio Twist LLC	1016
Astek Wallcovering	116	Flavor Paper	1004	Modern Mirror	413	Stylenations	615
Astro Lighting	815	Forth Surfaces	902	Manufacturing	1038	Sullivan Hospitality	518
Atlas Concorde USA	405	Foundation Hospitality * Art	t 919	Moen + House of Rohl	613	Sunbrella/Sunbrella	
Berkshire Hospitality	700	Fry Reglet Architectural Metal	404	Motivo Furniture	503	Commerical	113
BERMANFALK Hospitality Group	206	Grand Image	505	MunnWorks, LLC	818	Sunset Designs Custom Lighting	1022
Bernhardt Hospitality	300	Hafele	204	Native Spun	501	Symmetry Resources	1026
Beyond Seating	417	HARBOUR	107	OmniMax - Equinox &		Tadesa Fabrics	417
Bloom Lighting Group	515	HB Lighting	316	Knotwood	205	Tarkett Hospitality	614
Brintons	306	HOTELSIGNS.com	302	Oriental Weavers Hospitalit		Tempur Sealy International	110
Bryan Ashley	101	Hubbardton Forge	602	P/Kaufmann Contract	506	The Carroll Adams Group	315
Cambria	813	Indiewalls	913	Palecek	909	The Delos Company	103
Cantrio	903	Indon International	915	PI FINE ART - Hospitality	718	The Wright Group	803
Carnegie	104	Innovations in Lighting	804	PierPoint	918	Tilebar	807
Carroll Leather	916	Inova	201	Porcelanosa	601	TM Banquet Seating	417
Charleston Forge Hospit		Installation Service Group	513	Posh Textiles	703	Tonik	115
Cinchskirt	907	Integra Fabrics	802	Prince Seating	1014	Trend Contract Furnishings	213
CIX Direct	918	JACLO	218	PTY Custom Lighting Quality and Company	303 1016	Tropitone	314
Cortina Leathers	1030	Jamie Stern	603	Quality and Company Quiltcraft Industries	516	United Fabrics	112
County Draperies	401	Justin David Textiles	900	Read Window Products		Valley Forge Fabrics	301
Couristan	216	JVA Art Group	1000	REID WITLIN LTD.	1012 1032	Wilsonart	1034
Crossley Axminster	806	KB Contract	600			Woodcraft Hospitality	604
Crypton	911	KI DESIGN RESOURCE	1018	Remington Lighting Renaissance	203 901	Yellow Goat Design	917
Culp Hospitality	1010	Kriskadecor	318			Zenith Rugs	504
DAC Art Consulting	805	LebaTex	118	Renwil Hospitality	400	Zenna Hospitality	816
DEDON Inc	618	Light Annex/iWORKS	1028	Richloom Contract	207	. ,	
J.DOM IIIC	010	J		Royal Thai	1006		

2022 NEWH Leadership Conference Product Showcase Booth Layout

Thursday, February 17th | Westin Seattle | Seattle, WA



NEWH, INC. AND THE NORTHWEST CHAPTER

invite you to join industry colleagues for the **NEWH Product Showcase** on Thursday, and the **NEWH Leadership Conference** on Friday & Saturday.

The NEWH Product Showcase presents an exciting review of the leading hospitality furnishings manufacturers as they bring you the industry's latest and most innovative products.

Thursday, February 17th

Panel Discussion: 11:00 am-12:00 pm

HOSPI-REALITY: What is Hospitality today?

Join our panel in a conversation as we expand on the definition of hospitality.

Panelists:

Kate Buska – VP/Brand and Communications, Practice Hospitality

Kathryn Clark – Senior Designer, B + H Advance Strategy

Stephanie Deshaies – Managing Director/Strategic Accounts,

Shannon Suess – Principal, MG2

Moderator: Jill Jago – Director Advance Strategy, B + H Advance Strategy

Show Hours: 12:00 pm-6:00 pm

This event provides a unique opportunity for vendors to visit with existing clients and meet new prospects while showcasing their newest products and services in an intimate, business casual environment.

There will be a food and cocktail reception held in the trade show floor area, allowing for additional networking and extended sales opportunities!

Free lunch provided in the exhibit hall for all attendees arriving between 12:00 pm and 1:00 pm. Get away from the office, grab a bite on us, and enjoy the show.

Door Prizes: 2:30 pm & 5:45 pm

Two \$500 cash door prizes awarded to two lucky winners. The drawing will be held at 2:30 pm and 5:45 pm. You must be present to win. Visit the exhibitors at the show with your door prize card and collect 45 stamps to qualify. It's so simple!

Cocktail Party: 5:00 pm - 6:00 pm

Enjoy additional networking time with hors d'oeuvres and a cash bar.

Special thanks to our SEATTLE **PRODUCT SHOWCASE** SPONSORS

Mount Rainier: BERMANFALK Hospitality Group

Sunbrella

Pikes Market: Amtrend | Fabric Innovation | Lily Jack

Tempur+Sealy International Trend Contract Furnishings

Zenith Rugs

Chihuly Garden: Culp Hospitality

Lodging Concepts Manufacturing

Tech Alley: Berkshire Hospitality

Bloom Lighting Group
Justin David Textiles

Stone Source | Woodcraft Hospitality

Parking: Astek Wallcovering

Coffee: HOTELSIGNS | Symmetry Resources



Zenith Rugs

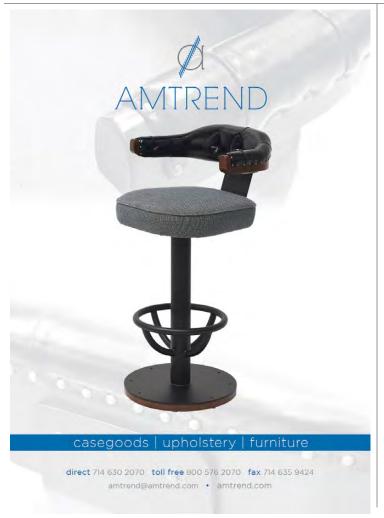
HANDTUFTED | HANDKNOTTED | FLATWEAVES | PET | OUTDOOR

1539 Sawtelle Blvd, Suite 6 Los Angeles, CA 90025

310.268.8230 www.zenithrugs.com



BERMANFALK Hospitality Group | booth 206







SUNBRELLA | booth 113





CONTRACT FURNISHINGS

Booth #213

Learn more at tempursealyhospitality.com/NEWH

STEARNS & FOSTER*

TEMPUR-PEDIC

Thank you for the hard work of so many busy professionals who made this event possible!

Christine Tucker – 2020-23 President, NEWH, Inc. Tucker & Associates

Monica Meade – 2020-23 Vice President/Development, NEWH, Inc. Architessa

Alexandra Jones – 2019-22 Director/NEWH Conferences Heritage Office Furnishings

NEWH 2022 LEADERSHIP CONFERENCE COMMITTEE

Cynthia Guthrie, Guthrie and Associates, Inc.
Julia Marks, DAC Art Consulting
Stephanie Deshaies, Architex International
Helen Reed, Helen Reed Design

The NEWH family of volunteers and members wishes to thank the NEWH, Inc. office for their full time support and hard work to maintain the organization's exceptional success!!

Jena Seibel, Chief Operating Officer
Susan Huntington, Chief Financial Officer/Office Manager
Diane Federwitz, Events/Membership Director
Julie Hartmann, Finance Manager
Kathy Coughlin, Administrative/Membership Coordinator
Hillary Eggebrecht, Scholarship and Communications Director
Kate Nesbitt, Tradeshow / Event Coordinator
Shelia Lohmiller. Chief Executive Officer



800.593.NEWH | +1.715.536.5367

NEWH is **the** premier networking resource for the hospitality industry, providing scholarships, education, leadership development, recognition of excellence, and business development opportunities.

Thanking NEWH 2022 CORPORATE PARTNERS

Benefactor: Durkan Hospitality | Fabricut Contract/s. Harris | RH Contract | Signature | Ulster | Patron: Bernhardt Hospitality | Brintons | Delta Faucet Company | Emerald | Installation Service Group | KB Contract | Milliken Floors | Moen / House of Rohl | P/Kaufmann Contract | Valley Forge Fabrics | Supporting: American Atelier, Inc. | Arteriors Contract | Artline Group | Ashley Lighting, Inc. | Chapman Hospitality Lighting | Crossley Axminster | Crypton + Nanotex | Down Etc. | Encore Hospitality Carpet | Fil Doux Textiles | Kimball Hospitality | Lily Jack | Mandy Li Collection | Porcelanosa | Richloom Contract | Serge Ferrari Group | Serta Simmons Hospitality | Shaw Hospitality | Shelby Williams | Summer Classics Contract | Surya Contract | Tarkett Hospitality | TLS Furniture | Tropitone Furniture Company | Walters