

NEW

The Hospitality Industry Network

IN THIS ISSUE...
LEARNING FROM LAS VEGAS
CONCEPT HOTELS
ANTONIO CARLUCCIO

Where Sun Meets Surf

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FABRICS,
INC.



Where Earth Meets Water

Where Warp Meets Weft



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letter from the president

I cannot believe that my two years of service as the NEWH, Inc. President is almost complete! I feel extremely blessed to have worked with and become friends with so many dedicated and talented people during my tenure. My role as President may be ending, but I hope the friendships are just beginning.

NEWH had another banner year in 2005. I'd like to take a brief moment to highlight a few of our many achievements throughout the year:

- For 2005 our NEWH Woman of the Year award went, for the first time, to an international recipient, Lyndall DeMarco, broadening our profile as a truly international organization.
- Continuing to expand our efforts to provide regional networking opportunities, we held two very successful NEWH Regional Trade Shows in Washington, DC and San Diego, CA.
- We've streamlined our scholarship procedures to attract and serve as many qualified and deserving candidates as possible.
- And, finally, we've recently unveiled our brand new NEWH, Inc. website at www.newh.org to continue to enhance our international image by broadening how we connect to all our constituents.

Hold on though, the year is not quite over yet. On November 13, many of our members will gather in New York City for the **IH/M&R Show**. NEWH is participating in several events that offer opportunities for nation-wide networking, including the Gold-Key Awards Breakfast, and as always, don't forget to visit our NEWH trade show booth to meet fellow members, prospective members and our professional staff.



Jeanne Varney
Host Marriott Corporation

In closing, I'd like to express my deep and heartfelt thanks to each and every member, corporate partner, supporter and staff member of NEWH, for truly, our success is a direct reflection of your selfless efforts. Because of all of your contributions and support, we continue to make a difference in the lives of our scholarship recipients, enhance our industry through our day-to-day work and promote opportunities for professional development for all our members. And, on a personal note, you have made both my job all the more easier and my tenure an extremely rewarding and enriching experience that has helped me grow both as a leader and an individual.

Finally, although this is not the Oscars, I would also like to thank those that personally assisted me through my term. There are too many names to individually mention, but you folks know who you are. I am proud to hand the reigns of the office of President of NEWH, Inc. to an inspiring and extremely talented leader, Marla Davis for the 2006/2007 term.

In the Spirit of Networking,

Jeanne Varney



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upfront

Greetings,

Welcome to our final issue for the year.

Where has this year gone? It seems just yesterday that I attended the ALIS conference here in Los Angeles, meeting and talking to key hospitality leaders about what might turn out to be a "promising year." Now, all we can hope for is that we can complete our projects and meet our deadlines before the holiday season is upon us.

It used to be that we all had time to plan our business strategies and develop a timeline for completion. The world of business as we know it has changed and we must all continue to be flexible in our approach to succeed. Our part here at the magazine is to continuously strive to bring strong editorial and business associations that will bring value in your businesses.

This year has brought us many tragedies worldwide that have touched everyone's business in some way. The Katrina disaster, the earthquakes in Pakistan and the bombings in London have not curtailed the strong optimistic energy for our industry.

As I reflect on my first year as Editor — my "weekend job" as I call it — it really is all about giving back. Many of our members have endless examples and stories of how NEWH has helped them personally. As for me, I am here because one day, on the editorial committee a few years ago, we were discussing sourcing for an article. I approached Cheryl Rowley for an article and the following year I was working with her firm. Find a way to get involved in your community. No matter how little time you might think you have, the payback will be rewarding.

In closing, I would like to extend my sincere thanks and appreciation for the editorial team that has worked endless hours to raise the profile and expand the global voice of our organization. Please keep in touch and continue send us your thoughts and ideas.



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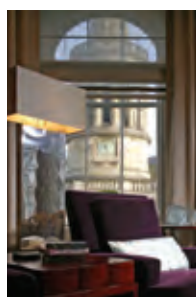
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hospitality news...

Projects:

Andrea Dawson Sheehan, of Dawson Design Associates, recently won 'First Place' for Hospitality Projects featuring the Hotel Andra. The award was a part of the Annual Seattle Design Center's Design Awards 2005. Congratulations!

Felecia Fisher-Shamu, President of Vitality Casegoods, Restorations and Furniture Manufacturing was recently awarded the upholstery for the new Bergdorf Goodman Restaurant to open in New York this year.

Expansions and Movements:

Gary Soporito, Production manager at ENVEL DESIGN CORPORATION is pleased to announce the new 4,000 square foot laminating and cutting facility to their Thousand Oaks, California facility in October 2005. Manufacturing specialty luminous structures, ceilings, and specialty finishes, ENVEL has also appointed Mr. Shawn Mayer as a project manager responsible for national chain accounts. Recent completed fabrications are the high limit gaming area at Mirage and Caesar's Palace.

(www.enveldesign.com)

Picture Source is pleased to introduce two new art consultants, Kristine Morgan and Eva Terry. Both Kristine and Eva are based at our Seattle headquarters and will be involved in the hospitality and healthcare industries.

(www.picture-source.com)

Marco H. Kraft Joins Design Origins

Design Origins has hired Marco H. Kraft as the western region vice president of sales according to company officials. "We are pleased Marco has joined the sales team at Design Origins and will be guiding our efforts in the Western Region. I previously had the opportunity of working with Marco for many years and know first hand his strong commitment to nurturing customer relationships and to superior customer service," said Desiree Worsley, vice president of sales and marketing for Design Origins. As the western region vice president, Marco will be responsible for overseeing the Design Origins sales team dedicated to the western region www.designorigins.net or Shaw Hospitality at www.shawhospitality.com.

Chapter News Las Vegas

Wynn Las Vegas sweeps **NEWH Las Vegas** 2nd annual Hospitality awards and recognizes Roger Thomas and Janellen Radoff with Lifetime Achievement Awards. On October 8, 2005, the Latour Ballroom at Wynn Las Vegas Casino and Resort, was a who's who of



Laura Frankenberg, President of LV Chapter with Roger Thomas, Lifetime Achievement Award.

more than 500 guests, including Steve and Elaine Wynn. The honored attendees were surrounded by family, friends and peers that have ongoing respect for a team which has really changed Las Vegas over the years. Roger and Janellen were recognized for their significant contributions in concepts, designs, and implementation of Steve Wynn's landmark casinos, beginning with the Golden Nugget. Steve and Elaine Wynn equally shared their appreciation and respect for two individuals and their team, allowing their dreams over the years to become a reality. President Laura Frankenberg's vision brought this glamorous and memorable evening to a reality, with ongoing support and help from her committee, sponsors and family.

Los Angeles Chapter, is happy to announce their Annual Fundraiser to be held Saturday December 3, at The Regent Beverly Wilshire Hotel. The Ultra Lounge LA 2005, promises a jackpot of events, with Vegas-style gaming, glamorous cocktails and elegant dining. Please join the chapter in an eventful night by assisting in the fundraising efforts for scholarship, by contacting Kay Lang at: losangeles@newh.org.

Pacific Design Center (PDC), the west coast's leading resource for the interior design trades, announces



Convex-curved bar shelves furnished throughout "PURE" Ultralounge at Caesar's Palace, Las Vegas, NV.

the 2005 Fall Market; *Eye on Opulence* to take place on Wednesday, November 9th 2005. *Eye on Opulence* at Pacific Design Center welcomes design professionals, architects, production designers, trade journalists and a select number of the general public to exceptional keynote programming and luxury designer vignettes within the PDC Showrooms.

Rocky Mountain

The chapter recently recognized their scholarship recipients along with a panel discussion on the upcoming ArraBelle at Vail Square, opening Fall of 2007. The scholars are very talented individuals whose early dedication was shown to the industry of Hospitality, and their ongoing involvement. The Rocky Mountain chapter was excited to acknowledge this years recipients: Amber Boberick of Colorado State University majoring in Interior Design, Tiffany Wilkerson from Metro State University majoring in Hotel and Restaurant Administra-

tion, and Giria Briceno from Arapahoe Community College and majoring in Interior Design. The evening continued to a capacity crowd introducing a panel responsible for the current "rebirth" of Vail. Vail Resorts Development, 4240 Architecture, and Slifer Designs have all been awarded with the recent luxury ground up development involving mixed use development. Each professional shared the importance of flexibility within a resort, to share in maximum profitability, as seen commonly in developments today. This high end resort with hotel rooms, condos, dining and a conference center will surely realign Vail to attract the ongoing recreation visitor with business.

Virginia Chapter:

Scholarship Award Dinner and Holiday Celebration – Willow Oaks Country Club – December 8th.

Washington DC:

House of Ruth Holiday Party Service Event – to benefit the Washington

DC's House of Ruth, a shelter for single woman and children. Contact Patti Wannall at 410.727.4535 x 123 or pwannall@chambersusa.com

Chapter Holiday Event December 13th – Manhattan Transfer Concert at Strathmore Performing Arts Center. Limited Seating available – contact Peggy Hart @ 301.260.2161



In Memory

Dalton Robertson

Services were held in Los Angeles October 1, for a very special member of our design community who passed away in September in Long Beach. Dalton will be remembered by all.

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learning from las vegas, exposing the masters

by Nancy Bohnett

To many, the sights have changed, the sounds have changed, and the entire sensory experience consumes the patron and catches their attention with the unexpected. Architecture is driving the gaming properties throughout the world, which no longer fit into a conventional theme, marketing each on individuality from location and team work. As generations have become more sophisticated and traveled, mimicking cities in lands now traveled are not so convincing. We are encountering properties which value the interiors first and allow the exteriors to attract and complement the landscape. An all encompassing experience is what guests appreciate today, and designers share personal philosophies with each space targeting a little something for everyone.

Our global exposure provides influences seen throughout the world, from an unknown piece of nature to

the most sophisticated of spaces. As America continues to fuel other countries with ideas, great destinations, and a story for each experience, we also are creating leisure with recreation that many are valuing. Las Vegas is known for neon, lights, lavish signage and anything goes attitude, creating a cultural experience many people all strive to visit at least once in their lifetime. As countries negotiate for gambling venues, Las Vegas so far remains the largest, most entertaining and desirable destination place for work and for play. At the recent Casino Design conference in June of this year, Frank J. Fahrenkopf, Jr. President and CEO of American Gaming Association provided the attendees with a very significant fact: "In 1989 Steve Wynn opened the Mirage, the most expensive ground up casino in the world. At that time, only two states in this country had legalized gambling. Sixteen years later, April of 2005,



Photo courtesy of the Worth Group

Grand Hall of the Inn of the Mountain Gods, Mescalero, New Mexico.

Steve Wynn again trumps the gaming industry with Wynn Las Vegas, the most expensive and closely watched casino to date, and currently there are only two states in this country that do not have gaming."

The Evolution of Gambling

The gaming community of Las Vegas really has evolved, passing through four distinct stages. At one time, it took a relatively small development and creative team to design and build a property. Now, complex and unique entertainment and hospitality challenges have forced developers to increase the lineup of talented and imaginative professionals to make these properties function well and attract customers.

The most anticipated event in 1946 in Las Vegas was the opening of the Flamingo, a most sought after



Photo courtesy of the Worth Group

Grand Staircase of the Inn of the Mountain Gods, Mescalero, New Mexico.

Photo courtesy of the Worth Group



Picturesque view at the Inn of the Mountain Gods, Mescalero, New Mexico.

destination place with warm weather, gambling and entertainment (even though it cost the developer his life at the time, for its misdiagnosed failure on opening day). This first stage of Strip casino hotels, along with previous El Rancho, followed by The Riviera and later by Caesars Palace may have been appropriate for the time, but they were merely havens for legalized gambling and floor shows.

The second generation brought more weekday travelers with the Las Vegas convention center later followed by a dramatic increase in high rise hotel towers. This direction toward a more resort like environment with recreational amenities, along with the onslaught of neighborhood casinos have successfully combined to appeal to both visitors as well as locals.

The third generation repeated the second generation with architectural Y-shaped towers, but placed a greater

emphasis on the non-gaming venues, such as spas, entertainment, dining, retail, and nightclubs along with additional Strip spectacles (ie the volcano at the Mirage and the fountains at the Bellagio) which encourage guest walk-ins.

As legalized gambling grew throughout the world, all valued Las Vegas as a mentor to innovation and trends. This year marks the tenth anniversary of the Native American gaming, reflecting the third generation of casino resorts and learning from past experience. As East coast gambling entered equally around the third generation, it has now

embraced the fourth generation movement with mixed use developments.

What is empowering the change in overall gaming establishments? As the properties have become more sophisticated, the guest continues to strive for the different stimulation and value of emotional attraction and connection. The experience of the guest is of primary, consideration and is that which inspires and drives design including the talents of architects, landscape architects, interior designers and specialty contractors and suppliers. Stewart Zilberberg of Scenery West also shared his change in application to theme by offering a common thread within the property through the sophistication of materials, lighting and architectural integrity highlighted to the fullest.

The Inventive Masters

A team of designers and architects, along with the owners and developers set the stage for each property. The vision of Jay Sarno justified the value of the experience, drama and overall sensuality one experienced in the early days of Caesar Palace. Circus Circus followed, and later was saved by Bill Bennett, turning it into a family attraction. In the mid 70s entered a scholar of theme hotels, Charles Silverman.

Charles partnered with Bill Yates and quickly gained distinction for their themed hotels, and today can be credited with many major gambling casinos in Nevada, and many others in the US and world. As the firm has grown, Charles was quoted in 1997 as saying, "Plain vanilla doesn't cut it anymore. You've got to have rocky road

Photo courtesy of Cleo Design, Klai Juba Architects



Fusia Restaurant, Luxor Resort & Casino

or tutti frutti," which is even more true today.

Also in 1970s entered a young architect from USC, Anthony Marnell, who partnered with Lud Corrao to build some of the most prestigious and monumental properties in all of Las Vegas. Marnell Corrao mentored many of today's success stories in architecture, design and contracting, while always anticipating the next challenge. The most recent of his accomplishments was completing Steve Wynn's dream and vision, Wynn Las Vegas.

While Steve dreamed, Roger Thomas, Janellen Radoff and team created unique sophisticated spaces unlike any ever seen before. Roger coordinated many spaces with a team of specialty designers, integrating a creative twist strengthening the casino experience. Steve's team of true masters never lost the original focus throughout their visionary process, maintaining the greatest in guest experience. Steve's direction focused the teams to design from the inside out, while

focusing on the guest's comfort, and easy access around the resort.

As we recognize design leaders who have dramatically changed the landscape design and environment-both internally and externally of gaming properties, we merit Don Brinkerhoff, CEO/FASLA of Lifescapes International Inc. Don facilitates the client's vision for his or her property, he promotes a full team collaboration, which results in unique identities for each casino and resort with which his firm has been associated. His casino related work has spanned two decades working with leading design professionals such as Joel Bergman, Paul Steelman, Brad Friedmutter, Tony Marnell, DeRyter Butler and Terry Dougall. Anyone that has worked with Don and his talented staff (many of whom have been with him in leadership roles for over 25 years) not only respect their talent but also admire the firm's unique ability to grasp a powerful and singular universal truth, people love to be surrounded by beautiful gardens, to be, once again, a part of Nature.

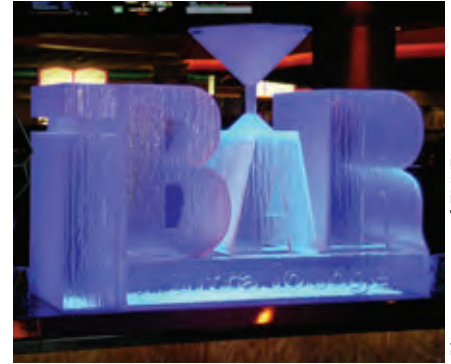


Photo courtesy of ENVEL

Appreciation of the Senses

Designers today are entering the subconscious to enlighten the senses with new technology while partnering with nature's best, providing a sculptural garden somewhere within the property. All senses are part of today's experience, through audio, smell, touch and sight. This experience with the use of nature, offers a more holistic purifying effect, a false, yet positive cleansing of one's self. Wet Design who created the Bellagio fountains, shares their development with realistic entertainment that translates to



Photo courtesy of WYS Architects

Rio Hotel and Casino

“discovery.” Wet creates an event fused with excitement and an emotional response.

Gambling is deeply rooted in bingo, of which many Native American properties began as large tents and included up to 2,000 slot machines. Bryan Hamlin of Worth Group notes the new level of sophistication expressed within their current design of Tribal properties responding to a heightened Client awareness and expectation of both the power and value of quality design. Integrating a fusion of culture and spiritualism into the design concepts for his destinations, Bryan expresses the inherent uniqueness of each property and Tribe by enveloping guests throughout the amenities with abstract cultural elements subtly experienced in their geometric compositions and romantic positioning. Bryan shares his concern for master plan design from inception, allowing the vision of the project to develop with the Tribe, community and guest, accommodating ongoing flexibility and enhancements.

Y o u n g b l o o d , Wucherer, Sparer Architects (YWS) were the Design Architects for the MGM Macau Hotel & Casino in Macau, China. Jon Sparer offers that working overseas was a new experience for all in the office. It was an interesting experience working with the Chinese partners and architects to integrate Chinese sensibility into a “Las Vegas” style casino. The existing casinos and culture of China is very different than Las Vegas, and it took quite a concerted effort on all parties to fuse the oriental cul-

ture with the scale, complexity and efficiencies of a large scale casino resort. While the Oriental gaming market is extremely large and the growth of casinos in China and adjacent countries is on the rise, it appears that Las Vegas will always be a major destination and influence for the orient.

Unlimited amenities activate the senses

As we see the growth of all gaming establishments and locations, today it is not only the gaming that keeps the customers coming back. Today's statistics show that almost 55% of all revenue created in Las



Photos courtesy of Cleo Design, Klai Joba Architects

Robert Cromean Retail Hair Salon in Mandalay Place



Vegas, is attributed to other amenities. Amenity packages are seen as a profit center, from cuisine to spas, to retail. The restaurants serve as theaters assembled for visual, sensory and audio enjoyment. Retail drives the creative design with power of suggestion, entertaining unlikely candidates to the market. Retail has empowered many gaming establishments, as seen at the Wynn Las Vegas which opened a Ferrari dealership inside the casino in April, and has sold over fifty automobiles in their first two months.

Cleo Design partners Ann Fleming and Ken Kulas share a combined 30 years of design experience with their beginnings at Atlandia Design with Roger and Janellen. Their combined maturity and experience in the Las Vegas market offers flexibility without compromise in their proj-



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Fusia Restaurant, Luxor Resort & Casino

ects. Current success is proven with the varied areas of all casino resort properties they have touched, noting fourteen of the forty-one retail areas of Mandalay Bay to spaces, Wynn Las Vegas, and currently completing the Hard Rock Casino and Hotel in Hollywood, Florida. Ken noted the dramatic evolution of residential high rises, bringing the urbanization and big city attitudes with sophistication modeled in larger cities. The return of “time and place” theme is something they recognize as a direction in the upcoming years, that only Las Vegas can sell to tourism. Re-inventing the themed resort will allow Las Vegas to remain a unique destination with constant change.

As Las Vegas grew, many original gaming families have provided wonderful properties to the downtown area, locals and visitors off the strip. The Ferritas, Boyds and Goughan have successfully focused their properties on strong master planning and the provisions that utilize twenty-four hour operation. The flexibility and amenities offer their

properties a value into the market and needs of the industry. Many offer large arenas for mixed use like concerts, horse shows, motor cross, and cultural events. Knowing your market and the value of the customer has strengthened the local markets, to accommodate those that work hard to keep the lights on twenty-four hours a day.

In offering customization to the guest’s experience, technology is playing an ever-greater role in offering enhancements to guest’s experience as well as being a workhorse in the concept development phase of a project. Many architectural firms employ at least one full time animator/3D artist who provides a presentation allowing the developer to experience the finished build out with all specified finishes before the ground is broken. This amazing tool of seeing before it is actually built via a 3D walk through is potent and allows property owners an ability to “fine tune” their projects early one.

Knowing your customer

Are themes the influence driving the design of a casino and hotel? In keeping competitive, the anticipated experience of the guest aligns the designer to go beyond their expectations. New additions and renovations of properties market the newest in experiences to guests, as seen in the new tower at The Palms. In vying to maintain the young famous crowd at the Palms,

upcoming unique suites, music studios and another sky high nightclub will fuel their guest experience. The guest continues to value and connect with comfort and a property that shares their lifestyle values.

Many upcoming developments today are recognizing talents outside the gaming professional, and feel that global talent within their property is a valuable energy and creative force. As the projects continue to grow larger and incorporate many independent buildings with mixed interests, greater creativity is demanded. As Mega cities such as City Center in Las Vegas are built, talents mandate collaboration of large teams in which to maintain the updated technology creating landscapes to master the reality of the new 21st century.

Each individual operator has gotten to know its customer offering the continuum that provides the most unique and sought after amenities for each guest. The differentiation between each property today aligns the guest with experiences which value into their lifestyles, level of sophistication and lies not only in gaming, spas, entertainment, technology and a restful sleep (when achieved). The art behind each casino, is not about the competition, it is about maintaining the excitement of the expectation and delivering the experience. The masters who have learned from Las Vegas and the strip, value the largest investment of private money anywhere in the world while injecting and offering their own art.

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concept hotels: a softer, gentler side of theme

by Renate Kofahl

Theming is sometimes associated with gimmickry, often with Vegas and almost always Disney fantasy. But in the hotel industry, there is a kinder, gentler idea of theming – the high concept hotel. These concepts range from themes that reflect arts and culture, fashion and lifestyle that are carried through a particular property's design and experience. We know the reason for the trend – consumer dissatisfaction with a cookie cutter experience. And with the boutique hotel trend maturing and exhibiting less and less differentiation, the high concept hotels are today's answer to what's next? for those seeking individuality in their lodgings.

Where a theme creates an alternate reality; a concept carries a specific meaning that connects to who we are. Are you an avid reader? An art lover? A down home girl? A fashionista? If so, there is a hotel created just for you. What makes a good concept hotel? The possi-

bilities of carrying out a concept theme in a hotel setting are as endless as the interests of the entire population. Who are you? That is the next concept hotel in the making.

Book lovers traveling to New York who want more than just a place to lay their head will find an enriching experience at the Library Hotel. Drawing on its location across the street from the legendary New York Public Library and nearby the Morgan Library, the Library Hotel in Midtown Manhattan smartly executes the sophisticated concept of the



Farmer's Daughter Hotel, Los Angeles

Dewey Decimal Classification system throughout the hotel.

Like in a library, the hotel's 10 residential floors are organized along subjects as defined by the Dewey decimal system so a hotel guest can request a room that matches perfectly to her reading preference. Take the third floor – Social Sciences – where subject of Room 300.001 is Communications or the subject of Room 300.003 is Economics. Likewise if your interest leans to the Arts, you'd want a room on the seventh floor, for example, Room 700.002 that is dedicated to the theme of Paintings. Each of these rooms is filled with books and other details that express these subjects.

And the ultimate experience for a book lover, the hotel boasts a library of more than 6,000 books. Public spaces include the cozy Writer's Den, not surprisingly a wood-paneled book-filled room with a fireplace and the Poetry Garden, a glass-enclosed greenhouse on the 14th floor where guests can savor the works of the great poets. For guests who love to read and be among books, the drawback of this concept hotel is the potential to never leave it.

When was the last time you were inspired by a hotel room? When German artist Lars Stroschen converted an old pension in Berlin to the City Lodge, the concept initially was to have no boring rooms. Branding for the Propellor Island claims that guests will be "living in a work of art." Developing a concept that attracts art lovers can be as broad as the field of art is itself. While the world is full of hotels that boast superb art collections, creating the accommodations as the art is a unique concept. At the City Lodge, all the furnishings and objects in each of the hotel's 30 rooms were creat-

ed by Stroschen, who designed hundreds of interior elements. No two rooms are alike, and everything is a custom piece of art.

Does country-kitsch in the heart of Los Angeles sound like an odd concept? Well here's how it makes sense at the Farmer's Daughter. It's not just country charming, but country-hip. It's located across the street from LA's famed Farmer's Market, now incorporated with The Grove, a high-end, high-style open-air shopping destination. It offers HIS and HERS décor in its 66 guest rooms and suites such as Adirondack chairs, gingham curtains and denim bedspreads.

For Women Only

So much more than a concept, the trend towards women-only rooms, floors or wings is a trend in direct alignment to the growing percentage of female business travelers. According to the latest surveys, more than 40% of business travelers are women. So responding to their needs, and in many cases, fears, seems a concept whose time has come. How is a women-only concept implemented? By providing extra security, a sense of privacy and an all-female staff as in the example of the "Ladies Floor" at the Presidente InterContinental Mexico City, that requires a special access key. In addition, only women



are allowed on the floor. In 2003, the Hilton Park Lane in London launched an exclusively-for-women floor, a first for the chain. In addition to security and design touches, a room service menu with lighter options was created for the female clientele. At the recently opened seven-story women's wing of the 5-star Grange City Hotel in London, its got it all: security, design, service and amenities. Under Grange City's "Female Friendly Room" concept, 68 rooms have been designed "with the woman traveler's comfort and needs in mind." Some of those female-friendly features include Hypoallergenic duvets and pillows, Molton Brown bath products, pull-make up mirrors and plenty of bathroom counter space. Enhancing security brought adds such as doorbells, chain locks and peep holes and CCTV coverage throughout the wing.

The Lady's First hotel in Zurich takes the "for women" concept below

skin deep. "Designed by women with women in mind," the business model of this 28-room hotel provides jobs for unemployed women

A hotel that caters to what women want – safety and security, female-centric design, quality brand bath and beauty products, well-lit mirrors and powerful hairdryers, healthy in-room menus and all without scrimping on the necessities of mobile work – now that's a concept.

Fashion-able Concepts

A current trend in high-concept hotels, the fashion brand/fashion designer hotel, is so prevalent it's nearly reached mass market status. The concept's link with high-profile designers offers an attraction for *fashionistas* or other fashion conscious types who identify with the style and luxury image the brand represents.

Think of the names you hear promoted during Fashion Week and

you've got a head start on the Fashion Hotel concept: Giorgio Armani, Cerruti, Versace, Bulgari. Mostly teamed up with hotel brands, for example the Bulgari Hotel in Milan is operated by the Ritz-Carlton, the fashion name determines the look and feel of the hotel.

In describing his concept Armani, who entered into an agreement with EMAAR Hotel & Resorts to launch a collection of Armani Hotels, sums up the link between concept and guest: "... fashion has expanded to encompass our way of life, not just how we dress, but where we live, which restaurants we eat at, which car we drive, where we go on holiday and which hotels we stay in." An aspect of life, implemented in a hotel or resort property as a fully developed concept will stand out in crowd, drawing the guests it's designed to attract.

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hospitality industry finds friend in IRS

by Julio P. Gonzanlez & Rosemary DiModica

Cost segregation studies can boost depreciation and cut taxes. Many resort operators and owners are improving cash flow and finding immediate tax savings from their business properties. They are finding these benefits from an unexpected source: the Internal Revenue Service.

They are taking advantage of the significant tax benefits from accelerated depreciation deductions for commercial properties supported by more than 200 court cases, Treasury regulations and IRS revenue rulings.

Cost segregation studies are the IRS-sanctioned techniques allowing resort owners to accelerate depreciation on their facilities. According to the IRS guidelines, a properly performed cost segregation study is based on a detailed engineering analysis.

The analysis involves a thorough review of engineering and architectural documents, as well as an on-site inspection of the property. These studies allow businesses to get the most out of their facility and maximize tax benefits available to increase cash flow. This allows owners to free up operating cash to fund income-producing activities.

By recovering costs over a shorter period of time, businesses can enjoy substantial tax savings.

As a general rule, for every \$1 million of 39-year property reclassified as seven-year property, the present value of the net cash flow will be about \$300,000.

Typically, 25 percent to 40 percent of the assets within a property can be reclassified. Depending on the type of property, this percentage can be even higher.

In addition, businesses might enjoy state and local real estate tax savings from the cost segregation study as well as lower property insurance premiums.

The process of identifying assets within a commercial property for the purpose of accelerating depreciation has been around for many years.

Courts have been ruling in favor of this tax strategy since 1959 (*Shainberg vs. Commissioner*). Whether it was referred to as investment tax credit (ITC) or component depreciation, the primary objective has always been increased cash flow.

In 1997, the U.S. Tax Court ruled in favor of the Hospital Corp. of America (*HCA vs. Commissioner*), providing a landmark decision for cost segregation.

The court ruled that assets qualifying as personal property under the old ITC rules also qualify as such for federal income tax purposes. Hundreds of court cases and revenue rulings support this.

Although a cost segregation study can be performed at any time, it is best to have one completed for the year the building or improvements are placed in service. Resort owners are also allowed to catch up on the

depreciation that should have been taken in previous years.

This catch-up is known as a 481(a) adjustment. The IRS now allows 481(a) adjustments to be claimed entirely in the first year, as opposed to the previous ruling, which required the taxpayer to spread the catch-up over a four-year period.

The cost of a study depends on availability of data and the complexity of the project. The estimated economic benefits are often 10 to 20 times the cost of the study. An owner can also benefit from these tax laws prior to building a new facility.

Pre-construction tax planning can ultimately be used to maximize the benefits of a cost segregation study by identifying elements of a building that can be designed to qualify for accelerated depreciation.

As year-end tax planning begins, many tax benefits are missed and overlooked. A cost segregation study for resort owners could be the best tax advantage most often overlooked. Consideration of such a study could be the biggest friend for the savvy business owner.



Ojai Valley Inn & Spa

Photos courtesy of Cheryl Rowley Design, Photographer - David Phelps

mof mof – minimum of fuss, maximum of flavor

by Sue Lamont, Lamont Interiors

Aside from his passion for life and food, part of Antonio Carluccio's charm, is the enthusiasm with which he readily imparts 60 years of culinary and cultural knowledge – he is a fascinating storyteller. His focus, passion and humor are revealed within moments of meeting him. He speaks candidly about food in conjunction with culture, lifestyle, sex, politics, history and business and very openly shares the delights of his recipes inclusive of the ingredients for the season.

Our meeting took place at his Neal Street Restaurant situated on Neal Street, a popular Covent Garden landmark for more than 30 years. The Neal Street Restaurant showcases some of the finest Italian cuisine in London but with a refreshingly casual and genial ambience. True to his roots Carluccio is one of Italian foods' greatest ambassadors and continues to source Italy's finest produce for his restaurant and his Carluccio's Caffés. In March this year he was awarded Honorary Associate and his award winning group of restaurants, Carluccio's Caffés, an Honorary Member of the



Altgamma International Honorary Council. This non-profit association groups together leading international Italian companies operating in the luxury market. Antonio Carluccio was selected for his dedication, knowledge, enthusiasm and lifetime service to the Italian food industry.

The art of recognizing and gathering food was taught to Antonio as a boy in the rural Aosta Valley near the Swiss border. It is also where his passion for picking mushrooms

his studies. Out of necessity rather than design, he began to cook with ingredients sourced from his homeland. In valuing just what he was missing, he became passionate about his national food.

Always interested in food as a major part of any culture, Antonio has traveled, witnessed, researched and participated in tastings throughout the world. In Australia, he says, "the Italians here are more Italian than Italians in Italy... being so far from home, they wish to continue the tradition of Italian provincial cooking." It was 22 years ago he wrote, *A Passion for Mushrooms*, which was translated into seven languages and sold 300,000 copies. He is presently writing his 10th book, *Italia*. And it was while researching over 20 Italian regions for this latest book that he found the regional chefs far too parochial. He could not understand why the chefs would not explore the fusion between regions as an evolution – "to think outside of the box..."

Despite culinary fame, Carluccio still prefers to call himself a 'cook' rather than a chef so he can dedicate himself to the discovery of things connected with food. To this day, however curious he may be about the new specialties of award-winning restaurants, he favors the philosophy that when a chef believes in what he is doing and the food he represents, he can achieve his best with "MOF MOF – Minimum of fuss, maximum of flavor." He observes that too many chefs have the need to be singularly noted, to provoke reaction often to the detriment of the food served. "I cannot forget

began. It was these activities together with the background knowledge of what his mother had prepared their large family, that held him in good stead in Vienna during the course of



Photos courtesy of Antonio Carluccio



seasonal products..." taking the responsibility to think how and what we feed ourselves life has a pause in everything, food has its seasons, so consider this when purchasing and consider what you eat."

It is in business he believes the Italians and the French understand the art of communication. "They will not let a business lunch spoil their enjoyment of food. First comes a short conversation about the business then much of the meal is spent talking about food, restaurants and enjoying these simple pleasures." On the subject of the European Union, Antonio blames its regulations for killing the original market in Europe. In Italy he knows of businesses having sold fabulous cheeses and hams closing up due to the EU not recognizing them because of their regulations.

It was his wife, Priscilla Carluccio, who recognized a market for Carluccio's simple pleasure of food, and the first Carluccio's Caff  was opened in 1999. Now they have an empire of 20, employing around 800 staff. Food – branding – wholesaling – retailing. From this process, Carluccio's became a brand. The retailing of food is aimed at providing buyers some of the best pasta and food that Italy has to offer. "Carluccio's is based on authenticity. We

have people come back again and again which is the best form of PR. Priscilla and I are not purely business people but with soul; familiar and personal." And with this attitude they find themselves in the lucky position of having a management team who understand them.

To round off a diverse and all inclusive interview, Carluccio comments on religion and morals: "I have one commandment and that is not to hurt other people."

For further details about Antonio, his Neal Street Restaurant and Carluccio's Caff s visit www.carluccios.com

the tasting I experienced in Turin from one of these experimental chefs - oyster with chocolate - utterly disgusting."

Carluccio speaks passionately about the important connection with food and lifestyle and attributes the major downfall to the media. He believes the power of the media should be used as an educational tool; showing lifestyle role models, showing conversation over meals shared with friends and family. He would like to see the British recognize their cultural heritage, the love of their food, the love of women and an interest in life. "Sex and food are necessary to live...they are the qualities of life, and culture is to be recognized in the food we eat."

And what we eat should depend on the season according to Carluccio. He therefore doesn't have a signature dish. "It depends on the time of the year. In the winter - cabbage soup, autumn – risotto with white truffles, spring – spaghetti with fresh tomato and basil, summer– wild salad with country ingredients." It follows that Antonio enjoys the philosophy to enjoy all the food we can cultivate – to slow the whole process down (the Slow Food Movement), and enjoy the taste of



bubble bash a great success!!

by David Burg

The South Florida Chapter of NEWH successfully hosted their 3rd Annual BUBBLE BASH at famed Mansion, South Beach, Florida on September 15th as the finale event to HD Boutique 2005. The 'to capacity' event offered lively Floribbean themed fare, entertainment and music to a sold out list of the 'Industries' Who's-Who' who laughed, ate and danced 'til dawn. With bubbles blowing, giant videos screens rolling and glasses clinking-smart strappy sandals stepped out to the dance floor as the venue was transformed from linen covered dining room to SoBe nightclub lounge complete with engaging dancers. Co-Chairs Stacey Berman, Berman Purchasing and Dawn Starling, IIDA, Starling & Associates together with chapter President Cindy Guthrie, Guthrie Associates, saw to every detail.

Greeting the sold out venue in English and Spanish, Co-Chair Starling smilingly announced, "This event proves that a designer and purchasing agent can successfully work together!" Starling congratulated HD/VNU on another record setting HD BOUTIQUE Expo and expressed gratitude to the dignitaries of HD/VNU and the NEWH International Board, of for coming. She recognized the Chapter Board who acted as event Ambassadors showing hospitality



'South Florida Style', greeting and seeing to sponsors throughout the evening. "We put the emphasis on the 'N' and 'H' in NEWH," she mused.

A highlight of the evening was the announcement by Cindy Guthrie of NEWH South Florida's efforts to support the UNICEF School-In-A-Box program. Zina Zimmerman, NEWH Director of Public

Relations and Lynda Welte, NEWH

Chair of International Community Development programs, explained the plight of education in third world countries.

Jillian Van Dresser, NEWH Past-President, introduced Mr. Harvey Nudelman from Fabricut and Mr. Dean Gordon from Northeast Textiles, and thanked others, for generously sponsoring and matching donations for the School-In-A-Box Program. President Guthrie gratefully expressed, "The School bells placed at each table, rang out in a chorus of support as guests made further contributions, signaling educational futures for children half a world away. It was exciting and gratifying to know we helped those lives."



We look forward to seeing you next year for our 4th Annual Event on 19th September, 2006!



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niagara fallsvievw casino resort designed as elaborate "resort village"

by Andrea Benner

The feel is Belle Epoque luxury. The amenities are 21st century. The gaming is plentiful. That's the word on the spectacular \$1 billion Niagara Fallsview Casino Resort complex that opened in June of 2004.

The casino resort, which is currently the largest private construction project in Canada, includes 368 uniquely designed and appointed rooms and suites in the resort's grand hotel and has more than 3,000 slot machines and 150 tables on the 200,000 square-foot gaming floor.

"The design is uniquely Canadian and rivals any luxury casino resort in Europe or North America. Patrons can find their own comfortable environment in which to enjoy themselves," says Jim Dougan, President and CEO of Falls Management Company, developer and manager of the resort.

Designed to evoke the romance and glamour of the golden age of travel

at the turn of the last century, the hotel also celebrates the grandeur of the Canadian landscape, featuring stone and other natural materials. Extensive use of glazed domes and skylights gives the complex a very bright atmosphere, and some spectacular views of both the American and Canadian falls.

A larger-than-life theme demands a larger-than-life environment. A large sculpture grouping at the main entrance is illuminated by a stunning leaded-glass ceiling and each of the other entrances has a unique theme: one with a domed gallery complete with a hand-painted mural and the other a clerestoried winter garden. All have elaborate iron and glass gates to enhance the arrival experience.

The casino gaming area, one of the largest in the world, has been created as a virtual "resort village." Each of the nine separate gaming pits has its own "neighborhood" identity within a network of streets defined by a coffer-paneled ceiling. Cocktail bars, a buffet and a salon privé, for those who wish to play for higher stakes, are located behind 19th century building façades on the perimeter of the gaming floor.

Many of the rooms provide views of the



Horseshoe and American falls. Standard, upgraded and executive rooms all feature wood, granite, fabrics, patterns and a butter-yellow color scheme with raspberry and light green accents that evoke the luxury and excitement of the Belle Époque at the close of the 19th century. Over-sized high-back wing chairs, large headboards and kidney shaped desks that can serve as in-room dining tables are also included in all rooms.

Of the hotel's 85 suites, nine of them have been given VIP designation and designed with individual late 19th-century themes. The Trophy Room Suite, for example, is adorned by paintings of animals; the Monkey Suite reflects the popular craze for monkeys at the turn of the last century; and the Asian Suite has been designed with a Far East motif.

Like the rest of the casino resort, the hotel's rooms and suites were designed in accordance with the ancient Chinese philosophy of Feng Shui.

A guest doesn't have to be an ardent gambler to enjoy the theme. There is also an opulent health club, pool and 15,000-square-foot





spa complete with sauna, steam, whirlpool, treatment rooms, aerobic and weight-training equipment and a lounge. The spa also includes an indoor pool, built on the roof of the casino. In summer, guests can sunbathe and relax on an outdoor terrace accessed through the pool.

Niagara Fallsview Casino Resort was designed by a joint venture of Zeidler Partnership and Bregman and Hamann Architects, The Architects. The resort's Belle Époque style was created by Terry Dougall, founder of Dougall Design. Rooms were designed by Robynne Moncur, founder and owner of Toronto-based Moncur Design Associates Inc.

*"Luxury must be comfortable,
otherwise it is not luxury."
-Coco Chanel*

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Fine Wool CYP Carpets

newh welcomes new corporate partner – NLP Furniture Industries

by Janice Marko

NLP Furniture Industries is a designer, manufacturer and restorer of upholstered seating and case-goods for the hotel and restaurant industries. However, they are not your average everyday furniture manufacturer. The Company's vision, which contributes to this success, is very simple; Not only give the customer what they want, when they want it, but exceed their expectations. They have produced furniture for chains such as the Ritz Carlton, Starwood Vacation Clubs, Disney, Hilton Hotels, Westin and Destination Resorts and their portfolio includes prestigious properties such as La Costa Resort, Hotel Del Coronado, The Cliffs Resort, Mirage, Monte Carlo and Treasure Island.

Following is an interview between Janice Marko, NEWH International Director of Corporate Partnership and Leslie Temples, L Temples & Company, Director of Sales and Marketing for NLP Furniture Industries.



Janice Marko: Why did NLP partner with NEWH?

Leslie Temples: Joe Cabrera, the President of NLP, is passionately committed to our young people entering into the hospitality industry. Because of Joe's commitments I felt NEWH was the only vehicle.

Janice Marko: What are your expectations from our partnership?

Leslie Temples: NLP has a strong presence on the West Coast. When I joined, one of my first goals was to broaden their exposure. I thought they could achieve this by partnering with NEWH. I'm happy to say that this partnership has killed two birds with one stone. Joe gets to feed his passion in promoting the next generation and we are very pleased with what the partnership has brought to us.

Janice Marko: Leslie, we've talked about the importance of NLP's partnership with NEWH. What other industry partnerships do you consider important?

Leslie Temples: The HD/VNU Hospitality Design brand is yet another key partnership for NLP. They represent the hospitality indus-

try as a whole. They give back to our community in ways that are immeasurable.

Janice Marko: That's great to hear. Especially since HD/VNU is also an NEWH Corporate Partner.

Janice Marko: Leslie, let's change direction a little. Everybody in the industry knows you. I'm sure they are all wondering, why NLP?



Leslie Temples: I have a list of reasons but the top three are: Joe's passion for what he does. Second, there is an undeniable void in the marketplace for a manufacturer who produces quality upholstered seating and case goods that do not come from China. And third, we have the production capability.

Janice Marko: Is there anything else about NLP that you think the readers would want to know?

Leslie Temples: We don't produce stock items. We are a small company catering to the needs of the creative side of our industry. I'm proud and excited to be part of NLP Furniture Industries growth.

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school from the heart update

by Lynda Welte - Chair, International Community Development Programs

The School from the Heart fundraising initiative with UNICEF benefited from a generous donation with a request immediately fulfilled. Michael Schneider, SIPCO Publications, wrote a check, on the spot, to purchase/fund a complete School-in-a-Box while visiting the NEWH, Inc. booth at HD Boutique, Miami. There he had the opportunity to meet Nicole Brown, Deputy Director, Corporate Partnerships & Alliances



Jeff Steffens (CEO) and Dean Gordon (VP of Operations) of Northeast Textiles.

from UNICEF. Michael pledged further support of the program to Lynda Welte, Chair, International Community Development Programs and Zina Zimmerman, NEWH Vice President for Public Relations, by agreeing to cover the School from the Heart fundraising efforts at hospitality industry events.

The donation ensures that eighty children can receive emergency relief education in a disaster area. His example clearly shows that the personal requests are the ones that are making a difference in the attempt to fund the \$50K commitment to UNICEF.

NEWH/South Florida and UK Chapter Support School from the Heart

On Thursday, September 15, fundraising chairs, Dawn Starling and Stacey Berman along with Chapter President, Cindy Guthrie made key introductions about School from the Heart at their yearly fundraising event, Bubble Bash during HD Boutique, for their Scholarship and Education Fund.

They had enough "heart" to raise funds for the School from the Heart program. The key guest speaker for the evening was Nicole Brown, Deputy Director, Partnerships & Alliances, US Fund for UNICEF, who spoke about the important program and alliance with NEWH. Zina Zimmerman, NEWH, Inc. VP Public Relations and Lynda Welte, Chair, International Community Development Programs, explained their roles as liaisons to UNICEF and the link to NEWH membership and the hospitality industry at large.

Jeanne Varney, NEWH, Inc. President 2005 and Jillian Van Dresser, NEWH, Inc. Past President, publicly recognized two companies who have become the leaders in the NEWH/UNICEF initiative through their pledges. They invited both companies to share a few words regarding their pledges to the event attendees.

Harvey Nuddelman, President of Fabricut/S.Harris, made his original \$5,000 commitment this spring and presented a check for \$2,500 for the first installment. He expressed his ongoing commitment and challenged fellow industry leaders to match his initiative

Jeff Steffens, CEO of Northeast Textiles, Inc. and Dean Gordon, Vice President of Operations also announced their challenge for funds matching. Dean gave a very poignant address and asked that industry members match the cost of a cup of "designer coffee or water" and send in their check to NE Textiles in care of School from the Heart and they would match the donations dollar for dollar with an estimated \$5,000 NE, Textile pledge.

A spontaneous "giving from the heart" furthered the spirit of the evening as attendees turned to one



Jillian VanDresser with Jeff Steffens (CEO), and Dean Gordon (VP of Operations) of Northeast Textiles.

another and donated at their tables with a collection counted, to date, at \$3,868.

Support for the School from the Heart campaign grows with fundraising success by NEWH, Inc. United Kingdom Chapter. At a trade show booth generously provided at Decorex and under the leadership of chapter president, Minda Dowling, the faithful raised £1,650 pounds sterling or \$2,970.00 US. Decorex was held September 25-28, 2005 at the Royal Hospital, Chelsea, London, SW3.

For more information please contact: Schoolfromtheheart@newh.org



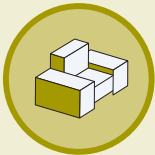
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HD Boutique 2005 heats up South Beach



HD Boutique 2005 Party by the Pool from left to right: Patty Fox, Waterworks; Harvey Nudelman, Fabricut; Michelle Finn, Hospitality Design Group; Michael Medzigan, Watermark Capital Partners, LLC; Marla Davis, DPC-Davis Consultants, incoming NEWH, Inc. President; Russ Walvoord, Fabricut.

An inviting and colorful show floor bursting with the hospitality design industry's coolest products and offerings welcomed nearly 3,000 attendees and exhibitors to the third annual HD Boutique expo & conference on September 14th and 15th at the Miami Beach Convention Center, according to show officials.

A hip show that defies traditional tradeshow rules, this year's HD Boutique saw a 29 percent increase in attendance over 2004. In only its third year, the show attracts the major hospitality design professionals, including designers, specifiers and manufacturers from the U.S. and Caribbean communities, as well as Latin America, Canada, and some European countries, said Lee Arevian, show director of HD Boutique and its successful sister industry trade shows, HD expo & conference, Las Vegas and HD Asia, Hong Kong.

"In addition to expanding the reach of the show outside the U.S. borders, we also are seeing a number of exhibitors from the consumer and retail side who want to join the hospitality segment and are coming to our show to gain visibility," he added.

"We've certainly received a warm reception here at our first HD Boutique," said Robyn McCluney of Sharper Image. "Since the attendees at this show are high level decision makers, HD Boutique is a perfect place to make a statement in hospitality."

The show floor showcased approximately 500 of the industry's most important and dynamic manufacturers from every major supplier category. One of the most popular destinations was the **HD Bed and Bookstore**, an experiential concept, aptly entitled "Pop-Up Retail." "The Bed and Bookstore is an example of a new trend in merchandising which is gaining momentum both at retail and in the trade show environment. It's here today, gone tomorrow approach creates a memorable, albeit quick experience for the visitor to get in touch with new products and experience their benefits," said David Ashen of D-ASH Design.

Attendees also took advantage of the highly targeted and informative panel discussions and accredited sessions available in conjunction with the show. One of the much anticipated panels included show keynote, Todd Oldham as he discussed culture and creativity with *Hospitality Design Magazine* editor-in-chief, Michael Adams.

The first day was capped off with approximately 1,100 enthusiastic exhibitors and attendees soaking up the South Beach surroundings at the Raleigh Hotel for the sold out **Party by the Palms** networking event. HD Boutique 2006 will again be held at the Miami Beach Convention Center on September 18-19.



Nancy K. Bohnett, IIDA, NEWH has owned and operated KB Designs, Inc. for over twenty five years, Specializing in large gaming and hotel projects. Currently Nancy has been assisting in the business plan for International Woodwork Corporation by taking on the responsibilities of Director of Sales and Marketing. She is actively involved in the Rocky Mountain Chapter of Education and Scholarship. You can reach Nancy at: (719) 587-7494 or nkb4712@aol.com.



Rosemary DiModica is the VP of Marketing for Quantum Engineering Associates, a structural engineering firm specializing exclusively in Cost Segregation Studies. Rosemary has over a dozen years experience as both regional and national sales manager for some of the Hotel industry's leading manufacturers of fabrics and furnishings. Prior to receiving her design degree, she was in the real estate development industry in sales and as a financial analyst and loan officer. She is currently the Co-Chair of Scholarship & Education for the South Florida Chapter. You can reach her at RMPD3@adelphia.net.



Renate Kofahl, APR, is the Director of Marketing at Pankow responsible for overseeing marketing, public relations and branding efforts for the Pankow group of companies. Renate has over 18 years of experience in the A/E/C industry where she has directed branding, public relations and communication programs for such firms as Seattle-based Callison Architecture, Inc., HOK and the Industrial Design Corporation division of CH2M Hill and as principal of PR4design, provided communications consulting to design firms across the country. Renate can be reached at 626-304-1190 or rkofahl@pankow.com.



Sue Lamont, Lamont Interiors, works in London with her husband Andrew, living in The Organ Factory which they built within the derelict brick structure. Andrew takes care of the Lamont Gallery, while Sue presides over design business, Lamont Interiors, which concentrates its focus on both top end residential and small hotels. Sue has been involved with NEWH for the past four years and was the former UK/Editor for the Magazine. Sue can be reached at sue@lamontinteriors.uk.co.



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coming events

Nov 8 – 9: Sleep 05, London, England www.sleep05.com
European Hotel Design Awards, Conference & Exhibition

Nov. 9-11: GreenBuild 2005
Atlanta, Georgia www.greenbuild-expo.org

Nov 12-15: IHMRS, International Hotel Motel & Restaurant Show
www.ihms.com

Nov 13: AH&LA Inaugural Gala Honoring Joseph R. Kane, Jr. CHA, President Cendant Hotel Group; The Pierre, New York
www.ahma.org

Nov 25 – 29: IGEHO – International Exhibition for Industrial & Institutional Catering, Hotels & Restaurants, Basel
www.igeho.ch

Jan 23 – 25, 2006: American Lodging Investment Summit (ALIS), the Westin Century Plaza & Spa
www.burba.com

Mar 1 – 3, 2006: HD Leadership Summit, Fairmont Sonoma Mission Inn, Sonoma, California
www.hdlsummit.com

Mar 22 – 24: Asian American Hotel Owners (AAHOAA) Sands Convention & Exp Center, Las Vegas
www.aahoa.com



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The Hospitality Industry Network

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Members of NEWH, INC. are professionals actively engaged in development, management/operations, architecture, communications, design, distribution, education, manufacturing, production, purchasing and sales of the Hospitality, Foodservice, Senior Living and related industries.

WHAT WE DO:

1. Sponsor scholarships and actively promote the education of eligible students aspiring to enter the Hospitality, Foodservice, Senior Living and related industries.
2. Encourage cooperation and exchange of information among those engaged in all aspects of the Hospitality, Foodservice, Senior Living and related industries.
3. Disseminate information to the industry through lectures, seminars, trade meetings, news bulletins and awards for excellence.
4. Serve the industry, students and the membership of NEWH, INC.

STUDENTS:

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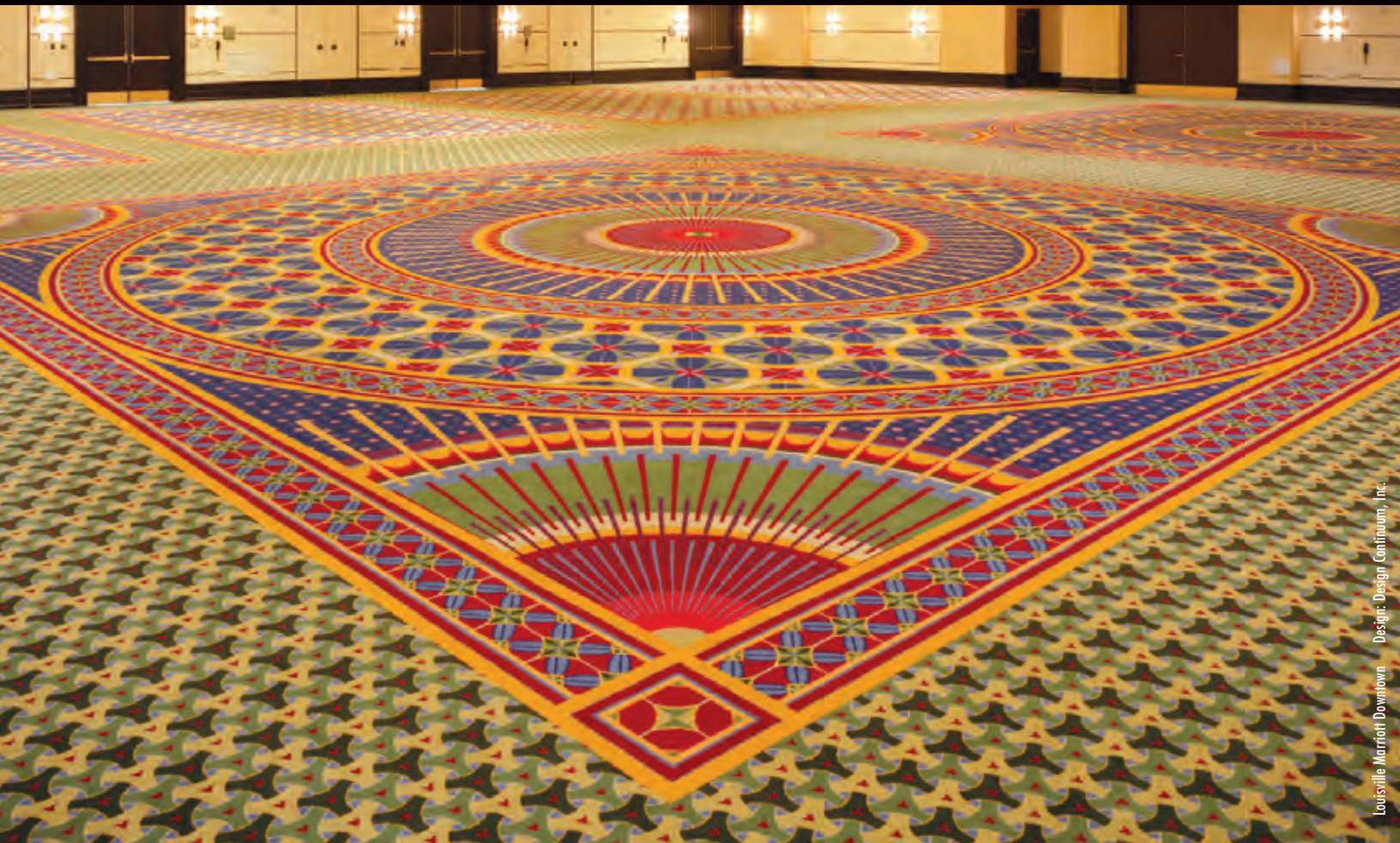
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