

SEPTEMBER 2005

NEW

The Hospitality Industry Network



IN THIS ISSUE...
THE IMPORTANCE OF
BRANDING WITH BOUTIQUES



**96 TAFFETA
COLORS**

BRILLIANCE

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usa · italy · hong kong · australia

**VALLEY FORGE
FABRICS,
INC.**



letter from the president



Jeanne Varney
Host Marriott Corporation

We're kicking off our Fall events a little earlier this year in Miami Beach on September 14-15 at the HD Boutique Expo. As NEWH continues its proud tradition as an exhibitor at this event, please stop by our booth, say "Hello" and browse the silent auction offerings and hear more about our international initiative with UNICEF **School from the Heart** that provides educational learning and teaching materials to areas that have been disrupted due to sudden and severe conditions. We will also feature a special **School from the Heart** presentation at the South Florida Chapter Bubble Bash fundraiser on Thursday, September 15 that I know you will not want to miss! Look inside this edition for more details!

We are very excited to announce the make-over of the www.newh.org website! I'd like to thank our International Office and those that have worked so diligently to produce a cutting edge and user friendly site. Be sure to check out the new site and visit our Calendar of Events for information on upcoming events in your area.

As we move into the fall, our chapters continue to raise and award thousands of dollars in scholarships to deserving students pursuing careers in the hospitality industry. On behalf of the entire organization, I would like to extend our thanks to our members that selflessly give of themselves to help others and for their global support of NEWH, Inc.!

In the Spirit of Networking,
Jeanne Varney

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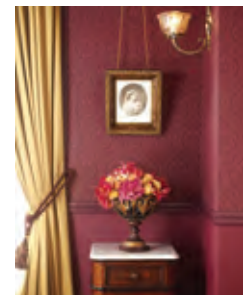
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Photo courtesy of
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news

A special thanks from everyone at NEWH to Sue Lamont who is stepping aside after 3½ years of working on the



NEWH Magazine. Sue began her career in her native Australia where she worked on a diverse range of projects inclusive of offices, super yachts, showrooms and residential. She is now settled 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 her design business, Lamont Interiors, which is concentrating its focuses on both top high-end residential and small hotels. The gallery space exhibits contemporary art and is also hired out as a space for photo shoots, wine tastings and small events.

Expansions and Movements

Rausch Purchasing Management, Inc. of Los Angeles has recently appointed Peter Sullivan as Director of Purchasing. Sullivan comes to RPM after 16 years with Four Seasons Hotels & Resorts as Senior Project Coordinator, and was most recently General Manager at Argent Custom Furniture. New to the firm is Bill O'Brien, appointed who joined as Director of Operations and Development. O'Brien comes to RPM after 6 years with Hampton Lane, a hospitality metal vendor, and brings his 16 additional years of marketing and development experience to the firm.

Rosina Jacobs, Past President, LA Founding Chapter NEWH, and **Fernando Sarthou**, both previously of F. Schumacher & Co., have joined forces to start **HIP-Hospitality Industry Partners**. The pair will continue to represent F. Schumacher & Co as well as other high-end lines in-

cluding Dakota Jackson, Hunter Douglas Hospitality and Prismatek to the Los Angeles and Las Vegas markets.

Jadora, an international furniture and home accessories company based in San Francisco, opened its first showroom in the United States on July 26th. The stylish 1700- square-foot showroom on Union Street will be home to Jadora's collection of beautiful and functional Vietnamese-made furniture and home accessories. Jadora was founded in 2003 by Alison Legge, 28, a resident of Sausalito, California. Legge's concept for Jadora was a simple one - superior craftsmanship, design and functionality resulting in an innovative and sophisticated look to everyday home and commercial furnishings. They can be reached at www.jadora.net.

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, which includes all activity from Albuquerque, N.M. west to Seattle, including Alaska and Hawaii, but excluding Nevada.



Hotel Palomar, Dupont Circle, DC.

Photo courtesy of Cheryl Rowley Design.
David Phelps, Photographer

Chapter News

FOR FUN, FUN AND MORE FUN

Join NEWH/South Florida and the HD Boutique crowd for an evening of Sipping, Supping, Swaying and Mingling while enjoying Floribbean Flavors and Tropical Treats - Hot City Beats & Cool Island Rhythms - Celebrate SoBe style at the Bubble Bash on Thursday, September 15th.

Look for our featured international guest, **Lyndall DeMarco**, Executive Director - International Tourism Partnership, Prince of Wales International Business Leaders Forum, who will be speaking on the NEWH, Inc./UNICEF initiative **School from the Heart** - which will be funding the UNICEF School-in-a-Box program. Also speaking will be Nicole Brown, UNICEF Deputy Director of Corporate Partnerships and Alliances. Look for the school bells on your table ... when you hear the bell ringing you will know another child will have an educational opportunity. Ms. DeMarco is the NEWH 2004 Woman of the Year.

Join us at the MANSION, which was originally built in 1937. This Art Deco space is widely regarded as the crown jewel of local nightlife. Contact Stacey Berman for tickets at Berman Purchasing, Inc. - stacey@bermanpurchasing.com 561-262-4939.

Arizona

Save the Date for our GALA on October 1, 2005. It will be held at the famous Cooperstown, owned by Arizona native-son and rock and roll star, Alice Cooper. Thanks to our Fundraising Chairman, **Jill Hough**, for lining up this wonderful restaurant and party location.

Not only did Jenny Ray McCloskey find time to work and have a lovely new baby, she also pored over many scholarship applications and with input from Tina Lockwood and Carol Russell, she was able to select 6 worthy candidates to receive scholarships from the Arizona Chapter. Our Chapter gave \$7500 in total to the 6 recipients: Adrianna Vigil, New Mexico State; Kristin Kautz and Veronica Pena, Scottsdale Community College; Natalie Krenzer and Roger Bottomfield, Arizona State University; and Scott Garrett, Northern Arizona University.

Los Angeles

"A whole lotta fab!" is how Kay Lang of Kay Lang +Associates describes the Los Angeles Founding Chapter's ultra-cool, exclusive holiday gala Saturday, Dec 3. Eat like royalty and impress your date with your latest dance steps. As NEWH/Los Angeles Founding Chapter marks its 21st anniversary, Kay will bring a modern and stylish 21st century vibe to this annual event – historically called "The Gala." For advance reservations or more information, Contact Helen Meisel, NEWH-LA President at 310-230-1616. Get more information online at www.newh.org,

Southern Counties

(Southern California)
NEWH Inc. and the NEWH Southern Counties (San Diego) Chapter announce the **NEWH West Regional Trade Show** in San Diego, CA on Wednesday, October 19, 2005. The Sheraton San Diego Hotel & Marina on Harbor Island will host the show in the Nautilus Conference Center, offering easy access for locals and visitors with its

direct access to San Diego Intl Airport. Over 100 exhibitors will display their newest products in 6x6 ft mini-booth settings from 12 Noon to 6PM, with a complimentary lunch for early arrivals, and a cocktail reception from 6-8PM with two \$500 cash door prize drawings. Complete information for exhibitors and attendees is available at www.NEWH.org, from NEWH Regional Trade Show Director Andy Schaidler (as@teronlight.com), or Southern Counties Chapter Vice President Mark Huntsinger (mark@lightingartistry.com).

Sunshine – Florida Chapter (Orlando)

Save the Date: Masquerade Gala 28th October, 2005
6:30pm – 11:30pm @ Westin Grand Bohemian – Orlando
Please contact Sunshine@newh.org for more details.

Canada

Upcoming September events:

Location:

National Trade Centre

Description:

IIDEX – Educational Event

Date:

September 22, 2005

Location:

Milestones Restaurant
(Airport Location)

Description:

Networking Event

Date:

September 27, 2005, 6:00pm



Dids Macdonald, Chief Executive, ACID (Anti Copying in Design), London

United Kingdom

Minda Dowling, President UK Chapter, and others recently attended an ACID forum within the Hotel/Leisure industry dealing with the thorny subject of copying. It was a lively debate resulting in an action plan which ACID will drive forward. There will be a further forum covering this issue at Hotel Decorex in London on 26 September at 1630.

Special Thanks!

Words cannot begin to express how touched I am by the outpouring of well wishes, prayers, and thoughts from my friends in the industry, friends in NEWH, and from complete strangers in NEWH. Our only link is the sisterhood of NEWH. I have to say, I've always felt that NEWH members are the best and most supportive group of people, and I've learned first hand how true that is.

The sheer number of cards I've received daily from all over the country has been so encouraging and uplifting, and I want to write each of you personally, but I'm just not up to it right now. I am gaining strength, and my prognosis is excellent. My doctors expect a full recovery in 6 months or maybe less. So, I'm just blessed again and again, with good news from my Doctor and good wishes from my Industry Friends. I want you all to know that I am deeply, deeply touched and I covet your prayers at this time. My family is wonderful beyond measure, and all are pitching in to pick up the slack.

My life couldn't be more "Miraculous" than it is right this minute, and I know that saying thank you should be enough, but it just doesn't feel like it's sufficient, it's just all I have to offer.

Thank you ——— Patty Frederick

We are happy to report that Tom Dworkin, member of the Los Angeles Founding Chapter and supporter for many years of the efforts of NEWH, is on the mend after spending time in and out of 3 hospitals (when will they get it right the first time?) - can't keep a great guy down. Here's to a speedy recovery, Tom, from all of us.

the importance of branding in boutique hotels

by Cynthia Tripp Kampf. Tripp Design

“Developing the Soul of a Brand is a Journey of Discovery” is a metaphor that I have developed over the years. If you have ever ventured into the realm of self-discovery, a continual process of evolution, you undoubtedly would have recognized the need to discover, define and embrace one’s true identity through a variety of means. One means is a mentor or guide. Design teams are creative mentors, leading the customer through an intense process of truth in representation.

With the guidance of a branding development firm, a company’s or business’ ability to find their soul and strategically utilize graphic image branding becomes a charismatic and memorable adventure - a dance, if you will, of souls entwined. Once established a brand is not just owned by the company it represents, rather the company it keeps represents the brand. Internally, this means there is pride and ownership of the image. Externally, it is the basis for recognition, retention, communication (i.e., word of mouth promotion) and the ability for the customer or consumer to differentiate your business from

competitors. Spread virally, Image Branding is a cost-effective assessment for initially engaging or implementing change.

In the ever-developing business of boutique hotels, the branding process is paramount not only for the architecture and design community, but also for the owner developer. With a goal to engage media and the hotel guest, it is an essential strategy which cannot allow itself to be ordinary. There has been a lot of discussion throughout the boutique hotel industry as to “what is boutique and what is not boutique?”

Whether you are an historic or independent, a luxury boutique or a “boutique” brand like Indigo, W or Starwood’s new select service brand, Project XYZ, the essence of a brand creates a certain memory in the mind of the guest, establishing a critical bond.

Through branding, what could be considered the ultimate challenge in boutique hotel development, could end up reaping historic preservation awards and continue to be the hottest property in town — such as the case with John Hardy’s property in Savannah, Georgia - The Marshall House. When I spoke to John, he said one of his most cherished memories of the effort was that “the project allowed The John Hardy Group to join the ranks of the creative boutique development community, be the catalyst for the redevelopment of the commercial heart of one of the world’s most significant Historic Districts, and provide



Photos courtesy of John Hardy Group

the community with a signature lodging product completely integrated into the fabric of the community.”

A strong Brand makes and keeps promises, represents all that you are and aspire to, sets your business apart, creates an emotional connection and establishes a pride to guide your people and organization. The reasons for branding are ultimately sentimental vs. unsentimental. The customer is sentimental in their perception and attachment. Less sentimental, yet important, are the cold, hard details of cost, sales and profit. Branding complements and saves cost on the efforts put forth by management, owner and designer. The appointment of a responsible party in the planning stages helps to manage the process make sure that none of the pieces, many of which are often avoided or overlooked, fall through the cracks. This streamlines the process and ensures not only brand consistency, but can also enhance the combined efforts to make a truly unique and authentic experience for the guest, one that is

the essence of the brand rather than an afterthought.

We spoke with award-winning designer, Andrea Dawson Sheehan from the Design Perspective, to glean her experiences of bringing in a brand steward early on in the project development. Both the owner and the interior designer have visions. The brand developer can fuse those worlds together and help make sure that the identity developed can be interpreted in architectural and other materials. From Andrea’s viewpoint, “Branding is critical to the success of Boutique or Lifestyle Hotels. These properties live or die by how unique they are in the marketplace and how they stand out in the crowd. This is often due to the fact that these types of properties are not usually attached to a recognized name brand like [Hyatt Regency] or Marriott. They need a high profile to attract guests.”

“In such cases, branding is an essential part of the package. The identity created for the property, [sometimes guided] by the Architectural

and Interior Design Firms, must then be carried through in areas like guestroom signage, amenities, website and other collateral materials. The goal is to create a great experience from every angle that is consistent throughout the property. Like personal touches in a residence - these unique elements are designed to impact the guest’s experience on a very personal level. [Our] experience has been that when we work directly with the Design Team, the creation of the amenities and marketing packages meshes cohesively with our vision for the property. It is a collaborative process.”

The development and management minds of Jim Treadway, CEO, MTM Luxury Lodging, and James Simkins CEO, MTM Management, maintain that, “The importance of branding via image-making for luxury hotels cannot be overemphasized, particularly for independent luxury hotels. We present our hotels to the consumer in a variety of ways - location, architecture, interior design, [everything between the walls] and all marketing collateral we

Photos courtesy of Dawson Design



develop. Luxury is a promise. With it goes an expectation of price points. When combined, we offer a value proposition. Luxury is delivered through the look and feel of the guest experience elements offered by a hotel, and ultimately the experience delivered by the employees. Branding, and therefore image making, is the consistent application across all elements of a cohesive design look and feel that [is saturated with] quality, elegance, comfort, sophistication and style in every aspect."

Through investors' eyes

One recent trip took me on a tour of a grand development complex following a natural disaster. While the upfront cost of a brand revision may seem daunting, the ROI in repeat guest experience and consistency in guest communications is pennies on the dollar. The fact that this owner took the opportunity left by the devastation to invest heavily into a very large boutique resort, including

hiring a best-in-class brand stewards, was remarkable and will likely lessen their risk on return—from architect to marketing strategist, to signage and wayfinding graphics—no detail was left unattended.

Their merchandise program was even more remarkable. The merchandising manager pointed out a number of food and beverage locations, reeling off numbers like "oh, that one's doing a million a year in merchandise," etc. She commented on the emotional connection many of these brands had and how the merchandise had no problem "flying off the shelf." They were quite confident that if the old brands could do that, it would then prove no risk with the newer, more up-to-date concepts. Clearly the management in this particular boutique resort takes their branding and F&B brands very seriously. Bottom-line, the financial investment fused with emotional clout equals value!

Through a variety of repeated, memory-embracing devices, the Brand image establishes or revitalizes the identity of the company. Applause all around. It is the ultimate success story for boutique brands large or small, historic, renovated or new. A true twining of the souls — owner, designer and guest—is as key initially as the tripartite—mind, will and emotion is in assessing the success of the branding image. The return on image investment is the indicator of a journey well-defined and embraced.

An Indian Poet, Rabindranath Tagore, said "What is Art? It is the response of man's creative soul to the call of the Real." A good brand development firm brings the experiences, talent and insight that can take a client on a successful and rewarding journey to discover its "Real" soul.

"This program is setup so that everyone is empowered to make a difference. I challenge hospitality industry leaders to join me in an important fund-matching campaign. A little bit from everyone produces better results than a lot from a few. Whether you match funds raised in your own organization or match what has been raised by your local NEWH, Inc. chapter, it is all good. The key is that education is a chance for life."

Harvey Nudelman, president of Fabricut/S. Harris, has pledged to match donations made by Fabricant Contract and S. Harris personnel up to a total of \$5,000. Nudelman made the dramatic gesture after attending a NEWH Founder's Circle Roundtable, where he learned about the new NEWH / UNICEF initiative and NEWH, Inc.'s commitment to raise \$50,000 between July 2005 and July 2006 for UNICEF's School-in-a-Box program under the **School from the Heart** banner.

Like NEWH and UNICEF, Nudelman believes that education is key to eradicating poverty. "But in these uncertain times, in which man-made and natural disasters are too common an occurrence, children's education can be indefinitely interrupted in the blink of an eye due to circumstances beyond their control," notes Nudelman. "That's why UNICEF's School-in-a-Box program is so crucial, because it delivers educational services to areas where they have been disrupted by whatever cause."

Harvey's Challenge



You may give from the heart, with a check or credit card. A donation of any size is appreciated. Please complete this form and return in an envelope to the appropriate address noted, herein.

Check Check Number: _____ Donation Amount: _____ Credit Card: MC VISA AMEX
 Expiration of card: _____ Amt to charge to card: _____ Canada Dollars UK Pounds US Dollars
 Name as shown on card: _____
 Billing address: _____
 Billing address: _____
 Phone number: _____
 Signature: _____

I would like to **MATCH FUNDS!** I will donate up to _____ to **MATCH FUNDS!** raised by _____ (whose funds are you matching)

Checks can be made out to NEWH/School from the Heart or donate via credit card. NEWH, Inc. is a 501(c)(3) and as such the total amount given to School from the Heart is considered a charitable contribution. For a receipt, please request and include your mailing address. For more information, please call 800.593.NEWH, fax 800.693.NEWH or email SchoolfromtheHeart@newh.org

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HD Asia exhibition and conference



An impressive line-up of the hospitality industry's most influential and successful leaders were featured speakers during the inaugural *Hospitality Design Asia Exhibition and Conference* (HD Asia) June 23 and 24, 2005 at the Hong Kong Convention & Exhibition Centre, China. The first and only exhibition and conference in Asia Pacific that is solely focused on hospitality design, welcomed more than 1,500 designers, architects, owners, developers, manufacturers, facility managers and other hospitality professionals from Asia Pacific and around the world.

The HD Asia Conference program included eight educational sessions, which took place over the course of the two-day show, and presented attendees development strategies and design innovations for hotels, restaurants, entertainment venues, casinos and clubs, senior living facilities and multi-use developments in Asia Pacific.

"We are pleased that HD Asia initiated a connection for hospitality design professionals in the Asia Pacific region, and that the conference sessions provided insightful and thought provoking information as well as guidance for industry development and success in the region," said Michelle Finn, vice president of the HD Group.

In addition to the stimulating conference sessions, HD Asia provided attendees with an opportunity to explore the latest industry trends, new products and services related to hospitality design through the HD Asia Exhibition portion of the show.

For additional information on HD Asia 2006, please go to www.hdasia.com



coming events

Sept 14-15, 3rd Annual HD Boutique exposition and conference, Miami Beach, Convention Center, Miami, Florida www.hdboutique.com

Sept. 15th, So Florida Chapter Bubble Bash - HD Boutique www.newh.org

Silent Auction @ HD Boutique – NEWH Lounge and Silent Auction – Visit us at Booth 387

Sept. 12 – 14 Third Annual Hotel Conference – Le Meridien Beach Plaza Hotel, Monte Carlo, Monaco Contact: (312) 595-1390

Sept 22-23, IIDEX /NeoCon Canada, Toronto, ON, CEU's + Membership & Networking booth

Sept 25-28, Decorex Intl, London, UK, Membership & Networking booth www.decorex.com

Sept. 27 – 30: The Lodging Conference 2005 Arizona - Biltmore, Arizona www.lodginglink.com

Oct. 8 - NEWH Las Vegas Chapter 2nd Annual Hopsy Awards, to be held at the Wynn Hotel and Casino. Honoring Wynn Design & Development Executives Roger Thomas and Janellen Radoff. www.NEWHlasvegas.com

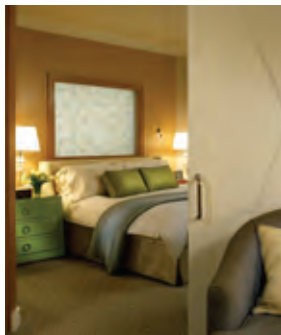
Oct. 12-14 – Asia Pacific Hotel Investment Conference InterContinental Hong Kong www.burba.com

Oct 16-18, HostEx, Toronto, ON, Membership & Networking booth

October 19 NEWH West Regional Trade Show, San Diego, Ca. Contacts: mark@lightingartistry.com or: as@teronlight.com

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

Nov 12-15, IHMRS, New York, NY, CEU's + Membership & Networking booth www.ihms.com



Softitel, Beverly Hills, CA

Photo courtesy of Cheryl Rowley Design David Phelps Photographer

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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:

NEWH, INC. recognizes the talent and ability of students and encourages involvement in all areas of the Hospitality, Foodservice, Senior Living and related fields through scholarships, seminars and educational programs.

INDUSTRY:

NEWH, INC. members are involved in developing activities to stimulate and promote the Hospitality, Foodservice, Senior Living and related fields.

MEMBERSHIP:

NEWH, INC. provides meetings, educational programs, seminars and career opportunities for its members.

The Hospitality Industry Network

Mission Statement

Creative Design, Flawless Execution...



Louisville Marriott Downtown Design: Design Continuum, Inc.

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hospitality

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