



# NEWSLETTER

MARCH/APRIL 2024

## ◆from the President

Stephanie Thompson  
Account Executive, Parameters



GET INVOLVED!  
THERE ARE A LOT OF WAYS TO BE  
ACTIVE IN THE NEWH NORTH  
CENTRAL CHAPTER: ASK ME MORE  
ABOUT OUR COMMITTEES!

A highlight from the NEWH conference was the keynote speaker, Scott Stratten from Unmarketing who was exposing how to break the mold of traditional marketing to build trust and be more authentic in business. He said the secret sauce is to “position ourselves as experts, solve problems for our customers and treat everyone with respect and integrity.”

Culture - Culture is created from the top down, but felt the most from the bottom up.

Leadership - Leadership is having someone’s back and bringing them along with you.

Disruption - Innovation requires disruption.



In this newsletter you will find:

Chapter happenings, Hot projects, Event details and Member updates.

Keep Reading!

# Join us for CEU Week

APRIL 22-APRIL 25

## Monday April 22nd:

**10 AM** 📍 Virtual –hosted by: Erin Eneboe w/e tu Interiors: “Chaos Creativity and Change” Source International Design

**4 PM** Happy Hour 📍 In Person – Schrader Hernke | Happy Hour hosted by: Lynne Mitchell w/Schrader Hernke “Movement of Brazilian Modernism” Sossego

## Tuesday April 23rd:

**10 AM** 📍 Virtual – hosted by: Kirsten Maltzen w/Tarkett: “High I(A)Q Environments” Tarkett

**12 PM** Lunch 📍 Virtual – hosted by: Libby Sharp w/Sharp Contract Resource “Wood Species” Brand Standard Furnishings

## Wednesday April 24th:

**10 AM** 📍 Virtual – hosted by Erin Eneboe w/e tu Interiors “Designing for the Senses” Ultrafabrics

**4 PM** Happy Hour 📍 In Person –Parameters | Happy Hour hosted by: Jennifer Garcia w/Mlazgar “Luminous Surfaces for Architecture” Coolidge

## Thursday April 25th:

**10 AM** 📍 Virtual – hosted by: Lynette Stende w/Wilsonart “Designing with Purpose: The Sustainable Advantage of High-Pressure Laminate Surfaces”

**5 PM** 📍 In Person | Happy Hour – Atmosphere hosted by Chris Hall w/Milliken “Climate Change as a Force for Innovation” Milliken



[REGISTER HERE!](#)

Did you know our Chapter is inclusive of IA, MN, ND, SD and WI!



## Rock the Block with HGTV and Studio Grey!

OVER THE PAST FEW YEARS, STUDIO GREY HAD THE OPPORTUNITY TO WORK WITH THE DESIGN & BUILD TEAMS FOR THREE SEASONS OF HGTV'S HIT SHOW ROCK THE BLOCK. WE COLLABORATE WITH THE FOUR TEAMS IN THE COMPETITION TO ACHIEVE THE TRIFECTA OF GREAT DESIGN, FUNCTIONALITY, AND VALUE-ADD. THE HOME WITH THE HIGHEST APPRAISAL VALUE IS THE WINNER.

OUR TEAM SUPPORTS THE PRE-FILMING PROCESS THROUGH FINISHES & FIXTURE SELECTIONS, CONSTRUCTION DOCUMENTATION, FURNITURE SPECIFICATIONS, AND TRAVELING TO STAGE THE HOUSES ON-SITE. BALANCING THE QUICK TIMELINES AND MOVING TARGETS IS TRICKY, BUT PARTNERING WITH THE PRODUCTION CREW, ON-SCREEN DESIGNERS, BUILDERS, AND TRADE PARTNERS MAKES THESE PROJECTS UNIQUELY CHALLENGING AND FUN. WE ENJOY OPPORTUNITIES THAT STRETCH US BEYOND OUR COMFORT ZONE!

Do you know a project that  
could be featured?

DON'T BE SHY! PLEASE EMAIL PROJECT  
DETAILS AND IMAGES TO  
[EENEBOE@ETUINTERIORS.COM](mailto:EENEBOE@ETUINTERIORS.COM)

# Meet the Board:



**Q: How did you get involved with NEWH?**

I was involved in NEWH as a student. I participated in the Durkan carpet creative contest as well as attending student networking events while in school. Post-graduation, a fellow colleague recruited me to join as a board member and I am currently serving on the board for the second year.



**Q: What has been your favorite accomplishment with NEWH to date?**

My favorite accomplishment as a board this past year has been increasing student involvement within NEWH. This was accomplished through the Regional Tradeshow attendance and encouraging NEWH involvement through committees and student representatives.



**Q: What are you looking forward to in the next year?**

I am looking forward to increasing member and community involvement within NEWH! As well as the goal of increasing scholarship applicants.



WANT TO LEARN MORE ABOUT GETTING INVOLVED WITH OUR LOCAL CHAPTER?

REACH OUT TO HANNAH OR ANY OF OUR BOARD MEMBERS!

# Upcoming Events!

2024 IS PACKED WITH WAYS TO CONNECT!

North Central  
**NEWH**  
The Hospitality Industry Network

**MEMBERSHIP  
& MINI GOLF**

May 16  
4 - 6 PM

The Puttery  
240 Hennepin Ave, Minneapolis, MN 55401  
Food and a round of Putt Putt  
Cash bar  
\$30 Member/\$50 Non Member

**DETAILS:**  
**TWO FOR ONE TICKETS**  
WHEN A MEMBER REGISTERS A NON-MEMBER

**FREE HEADSHOTS**  
FOR MEMBERS AND ANY NON-MEMBER THAT REGISTERS  
FOR MEMBERSHIP NIGHT OF EVENT

**DRAWING FOR A FREE MEMBERSHIP**  
MUST BE PRESENT TO WIN

**QUESTIONS:**  
KIRSTEN.MALTZEN@TARKETT.COM

DON'T MISS OUR UPCOMING  
MEMBERSHIP EVENT!

SIGN UP TODAY!

SPONSORSHIP OPPORTUNITIES

**ARE YOU HEADING TO HD EXPO??**

WANT TO MEET UP WITH OTHER  
NORTHCENTRAL MEMBERS ATTENDING?

WE HAVE A GREAT MEET UP  
LOCATION SPONSOR!

AT 10:00 AM ON TUESDAY AND WEDNESDAY  
THE KELM BOOTH WILL HAVE COFFEE FOR  
ANY NORTHCENTRAL MEMBERS.

THANKS TO OUR BOARD MEMBER KATI  
FAHLAND FROM PARKER RESOURCE GROUP  
AND KELM!

HD EXPO EXHIBITOR MAP

WE PLAN TO BE MORE ENGAGED WITH OUR MEMBERS,  
SPONSORS AND STUDENTS THAN EVER BEFORE.

Be on the lookout for opportunities to give feedback!

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