

## FROM THE PRESIDENT

What a big year for our chapter! Before I pass the torch to Stacy Shoemaker Rauen, the newly named editor in chief of Hospitality Design magazine, I want to congratulate our board and the membership of NEWH New York. Thanks to the success of our events, we raised more than \$50,000, meeting our ambitious goals for hospitality industry scholarships in 2014.

We saw record-level attendance at each of our Toasty Tuesday networking events and hotel tours, honored our scholarship winners at a special event, and held our second successful Product Runway. There, 16 top design firms strutted their fashion-forward creations down the catwalk at Marquee.

See some of the snapshots from our 2013 happenings below and don't forget to like NEWH New York on Facebook for more coverage.

Of course, I have some news myself! I am moving to San Francisco to join the Puccini Group as a new partner and managing director. I will miss all of you! It has been a pleasure and a wonderful experience serving on the New York chapter board for the last three years.

2013 President,  
Amy Jakubowski



## HAPPENINGS

### TOASTY TUESDAY, KING & GROVE WILLIAMSBURG



Erica Shamrock, Architex; Molly Getsloff, George Wong Design



Lemor Moses, HBA; Serena Rakhlin, Trump Hotel Collection



Lindsey Guinn, World Yacht at Pier 81 NYC; Emily Horn, The Peninsula; Monika Klok, The Peninsula

### SCHOLARSHIP EVENT, SICIS



Tolu Odunfa, Krause+Sawyer; Giancarlo Tramontozzi, Morali Architects; Jaimie Lebovic, JC Furniture



Julia Nabiullina, Scholarship Winner; Patricia Barbis, Rockwell Group



David Fortin, Fortin Hospitality; Paola Pietrantoni, Artemide; Laura Carter, Tri-Kes

### PRODUCT RUNWAY, MARQUEE



Product Runway Jury: Raul Leal, Virgin Hotels; Karen Daroff, Daroff Design; emcee Drew de Carvalho; and James Aguiar, Modern Luxury



Bill Rooney Studio and Lusive Décor, 1st Place



Wimberly Interiors and SICIS, 2nd Place



Stonehill & Taylor and RAYDOOR, 3rd Place



Aliya Kahn and Frances Mong, Starwood Hotels & Resorts



Jay Goldsmith and Michelle Lee, Hilton Worldwide, and Dailia Barragan, Valley Forge Fabrics

### TOASTY TUESDAY, NOVOTEL NEW YORK TIMES SQUARE



Laura Klinkose and Debbi King, Carroll Adams Group; Dana Nauta, Virserius Studio



Michael Suomi, Stonehill & Taylor; Gary Dollens, Hyatt Hotels Corporation



Eric Tan and Sam Olsen, PinkCloud.DK, one of the seven presenters who spoke about sustainability in a PechaKucha-style format

## CALENDAR

### Toasty Tuesdays:

January 21, February 18, March 18

### Hospitality Design/ NEWH Owners' Roundtable

June 4

Stay tuned for additional details

## NEW MEMBERS

Amrei Schmitt-Fumian, Starbucks  
Ari Grazi, Indiewalls  
Bart Halpern, McCloskey Purchasing Group  
Chris O'Connor, DDG  
Crista Alfieri, McCloskey Purchasing Group  
Curtis Cregan, Interface  
Debra Sacco, Kim Collections  
Denise Vasaya, Studio E Hand Painted Wallpaper  
Doug Scott, Remington Lamp  
Eve Taylor, Stonehill & Taylor  
John DeBell, Haworth  
Julia Choi, Wilson Associates  
Julia Schafhauser, DiGuiseppe  
Lauren Ritter, Global Allies  
Levia Lew, Reveal Design Group  
Lisa Bressler, Arc-Com  
Samantha Ricken, DiGuiseppe  
Sherry Dennis, Stonehill & Taylor  
Tatyana Gartner, Tatyana Design

## FACES OF NEWH // Tara Mastrelli, Studio Tano LLC



### ➤ What is Studio Tano?

Studio Tano is a branding and marketing consultancy, specializing in the hospitality and design industries.

### ➤ Where does the name come from?

Tano was my grandfather's nickname, short for Gaetano. When he came over from Sicily and they asked his name, his mother said, 'Tano.' They changed it to Thomas and our last name became Mastrelli. Usually when I work with companies it becomes clear that they once had a very strong sense of identity and somehow lost it along the way. Tano seemed a fitting name to remind me of my roots and values as I move forward with my own company.

### ➤ You have a unique background in hospitality. As a former editor and current brand builder, what advice do you offer a company that is still defining its story?

For years as an editor I had a Post-It on my desk that said: K.I.S.S.S. (Keep It Simple Stupid!). I believe simplicity is powerful, and my advice to any company is to start by asking the seemingly simple questions: Who are you? What do you do? Why should anybody care?

### ➤ What makes a great brand?

A great brand is great in truth and is able to tap into a company's aspirations. It should be simple enough to explain to someone not entrenched in your industry and should give your employees a reason to get up and come to work in the morning. It should be differentiated from your competition, and truly offer your customers something they can care about.

### ➤ What is the biggest misconception of branding?

The biggest misconception of branding is that it's just a logo or a tagline. That it somehow lives separately from real business and that it can be changed whenever one feels the need to get with the times or be more on trend. The truth is that your brand is the very soul of the company. If defined correctly, and in a compelling way, it should sit at the center of your organization, driving everything from employee engagement and operations to sales and customer experience.

### ➤ Any rules for sticky company content — be it visual or verbal?

As an editor, my job was always to be a reader advocate: What information is useful to them? What would they rip out and post to their inspiration boards? In my mind, developing branded content is no different. If it's photography or video, make it hot. If it's something educational, make it clear. And if it's a story, just tell it. Tell your customers why you're in business and how it all started. Tell them why you want to work with them and why they should work with you. That's it.