



NO. 1

San Francisco Bay Area
NEWH
The Hospitality Industry Network

FEBRUARY 2025

WELCOME TO OUR

Annual Newsletter



In this newsletter:

1. Programming Event Recaps
2. Fundraiser & Joyce Johnson Award
3. Thank You to Our Sponsors
4. Free Resources

Chapter Update

Welcome to this inaugural Annual Newsletter for our chapter! This has been a long time coming from this group as we are responding to interest in more communication from our Chapter that highlights what's cooking behind the scenes at those NEWH meetings and events! Read on for a recap highlighting our 2024 events.

For those that are super fans, you know NEWH is a group of fabulous humans that are focused on bringing in dollars to support our incredible students and career professionals.

We are so excited to share with you what we accomplished in 2024 and look forward to in 2025!

Upcoming Events:

1. Feb. 27 - Stacy Garcia Trend Tour
2. Apr. 15 - Top ID & Student Scholarship Winners
3. Jun. 24 - State of Hospitality
4. Aug. 26 - Sustainability Showcase
5. Sept/Oct TBD - Wine By Design (It's Back!)
6. Dec. 9 - Winter Social



Membership Drive

START THE YEAR STRIKING!
80'S BOWLING BASH!

Our chapter kicked off 2024 with a splash of neon and nostalgia at the historic Presidio Bowl. Members channeled their inner Madonna and Miami Vice, sporting vibrant 80's attire while showcasing some surprisingly impressive bowling skills!

More than just a walk down memory lane, the event brought together hospitality professionals for an evening of notable connections and memorable fun. This sold out event was a great way to start the year and set the pace for most of our events being sold out!!

Membership Stats

Start of 2024 - 225 Members
End of 2024 - 243 Members
Goal for 2025 - 259 Members





Congrats Recipients!

In 2023, our chapter donated \$30,000 to 5 students! We honored them at this awards event night. In 2024, \$35,000 was awarded to 5 students and they will be celebrated at our Top ID & Student Recognition event this coming April!



Awards Night

CELEBRATING EXCELLENCE: TOP ID & SCHOLARSHIP RECOGNITION

An elegant evening at Dirty Habit set the perfect backdrop for honoring both established design leaders and emerging talent in our hospitality community.

Our Chapter proudly recognized three outstanding firms for their design excellence and we also celebrated our student scholarship recipients! These promising talents represent the bright future of hospitality design. We are honored to support their educational journey. A wonderful night to connect with industry veterans and rising stars at this sold out event!



Top ID Winners

CONGRATS TO OUR 2024 INDUSTRY WINNERS!

Arcsine Architecture and Design
FDG DesignGroup
HBA / Hirsch Bedner Associates





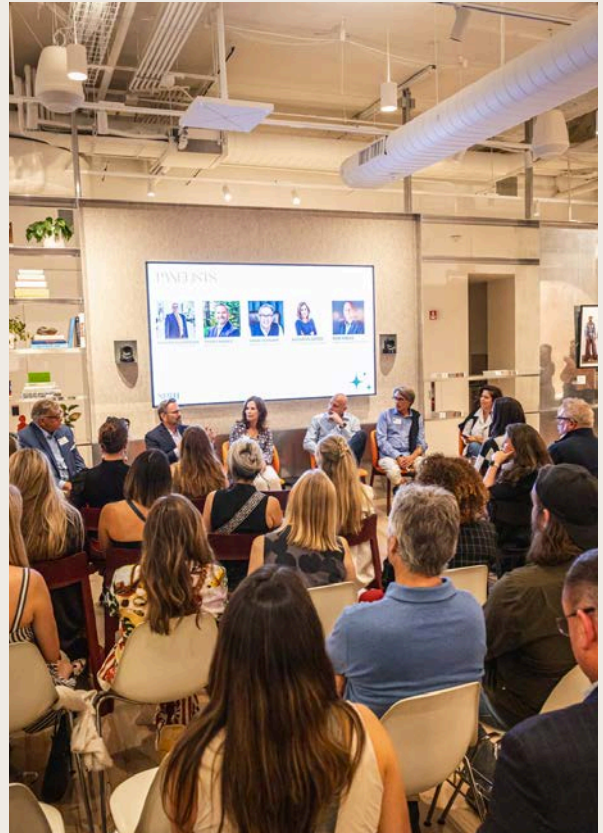
State of Hospitality

HOSPITALTY TRENDS AT GENSLER SF'S NEW OFFICE

Our hospitality community gathered at Gensler's stunning new SF office for this annual event – an evening that combines current market intel with inspiring insights on sustainable design.

CBRE's Andrea Grigg delivered a compelling presentation on current hospitality trends, setting the stage for a dynamic panel discussion, moderated by the fabulous Rashana Zaklit of Gensler. The discussion highlighted innovative approaches to sustainable design that are shaping the future of our industry.

Thank you to our illuminating panelists – Anwar Elgonemy of SFO Airport, Terry Haney of Presidio Lodging, Louis Schump of Gensler, Kathryn Soter of The GFDA and Rob Thiess of CARE. This was another well attended and sold out event!





Hospitality Tour

INSIDE THE JAY:
A JOURNEY WITH AVROKO

Our chapter enjoyed exclusive access to one of San Francisco's most talked-about hotel transformations – The Jay Hotel! This intimate tour offered a unique glimpse into the creative vision of AvroKO's Sergio Mondragon.

The walkthrough at this sold out event revealed thoughtfully detailed design moments and innovative hospitality spaces that celebrate our city's vibrant character. As Sergio described, this is AvroKO's love letter to San Francisco.

Special thanks to Dane Patunoff of KHP Capital Partners, Sergio Mondragon and the AvroKO SF team for providing our members with this behind-the-scenes look at one of San Francisco's newest and most anticipated hospitality gems.



Timeless Portrait Masquerade

FUNDRAISING FOR OUR FUTURE

The ornate Green Room in downtown San Francisco set the stage for an unforgettable night at our chapter's 2024 Masquerade Gala!

Our members showed up in their finest, with extravagant masquerade and Bridgerton-inspired costumes. The theatrical evening featured a champagne lady serving bubbly with flair, immersive art, a live band and elegant ballroom dancers captivating the crowd.

Thanks to an incredible raffle and the generosity of our supporters, donors and sponsors we raised an impressive total of over \$63,000 for our chapter. It was a night of exquisite glamour, excitement, and giving back—showcasing the true spirit of our NEWH community!

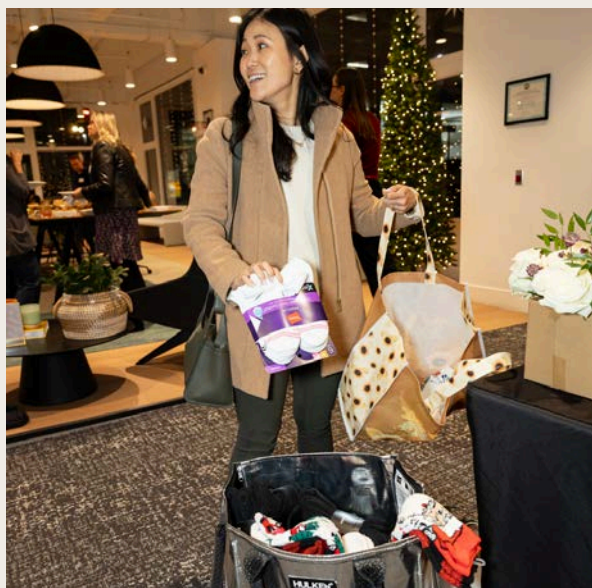


Joyce Johnson Award Presented to Leigh Mitchell

WE LOVED BEING ABLE TO HONOR ONE OF OUR BIGGEST SUPPORTERS

Former NEWH SF chapter President, Leigh Mitchell, was inducted to the NEWH College of Fellows in 2024! We continued to celebrate her commitment to our chapter and beyond by honoring Leigh with the Joyce Johnson award at our Fundraiser. Thank you Leigh for your inspiring and dedicated service!





Winter Social

SPREADING HOLIDAY CHEER!

We wrapped up a remarkable 2024 with warmth and generosity at Shaw Contract's beautiful showroom. Members came together not just to celebrate our chapter's successful year, but to make a meaningful difference through St. Anthony's "Socks in the City" initiative.

Thank you to one of our program partners, Shaw Contract, for hosting this heartwarming celebration and to all our members who contributed to making the holidays brighter for our neighbors in need. It was an inspiring conclusion to a year filled with celebrating our hospitality community and design excellence, all while cultivating meaningful connections.

Kudos to all of our program partners and members for your support. We can't do this without you. Hope you know that we do this for you!

Check it Out!

NEWH QUARTERLY MAGAZINE



newh.org/newh-magazine/



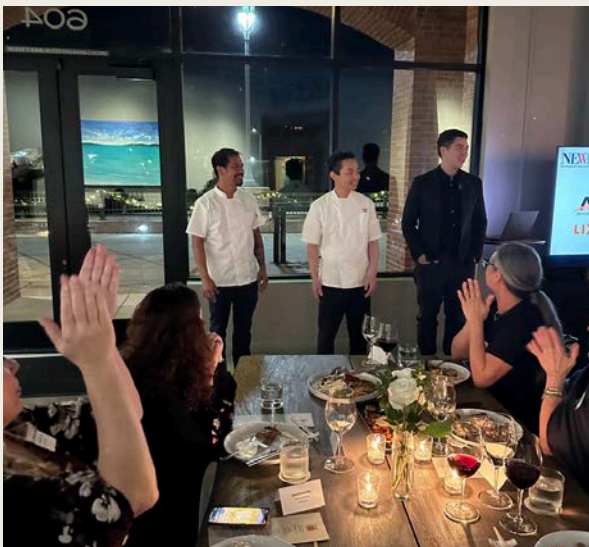


BrandED

HOLLAND AMERICA X MORIMOTO

Our chapter was enriched by this remarkable event at Morimoto Napa hosted by NEWH's international board. This educational event announced an iron-clad partnership between Holland America and Iron Chef Morimoto.

We were dazzled by the culinary delight and inspired by the panel discussion that showcased their commitment to sustainability while enhancing quality. Gratitude to Marisa Christenson and My Nguyen of Holland America, Richard Kenyon of MM Management and NEWH's Teri Urovsky and Stephanie Deshaies!



Did you know?

Since inception, NEWH Inc and its chapters have donated over \$9.2 million to over 3,100 students!

THANK YOU!

HEARTFELT CONGRATS TO OUR VOLUNTEER 2024 BOARD

- President – Melissa Petersen
- VP Admin – Haley Taylor
- VP Development – Naomi Vollmers
- Past President – Genevieve Mansfield
- Executive Advisor – Rashana Zaklit
- Secretary – Laura Sievers
- Treasurer – Mrinal Suri
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- Dir. of Student Relations – Jane McGoldrick
- Dir. of Membership – Jolene Enns
- Dir. of Programming – Heidi Peterson
- Dir. of Fundraising – Maria Torres
- Dir. of Marketing – Mecca Preston
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- Hospitality Chair – Kathleen Houlehan



Thank You to Our 2024 Sponsors!

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FIRMS

Bull Stockwell Allen | EDG
FDG DesignGroup | HBA
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SHOUT OUT TO OUR AMAZING
EVENT PHOTOGRAPHER,
FRANCIS O'KEEFE! THANKS FOR
MAKING US LOOK GOOD!!

FUNDRAISING SPONSORS

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BAR

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BSF | Charter Furniture | Crossley
Axminster | Durkan | Fireclay Tile
Florida Seating | Preciosa | Silhouette

ENTERTAINMENT & DESSERT

Kravet | Leigh Mitchell
Optima Leathers | Phillip Jeffries
Tuuci

Free Resources



CHECK OUT OUR WEBSITE, SO MUCH CONTENT
AVAILABLE FOR MEMBERS & NON-MEMBERS!

EDOnline (white papers, CEUs, and more!)
<https://newh.org/edonline/>

Chapter Scholarships – applications open soon!
<https://newh.org/chapter-scholarships/>

Healthy Hospitality Resource Directory
<https://newh.org/healthy-hospitality-resource-directory/>



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