WINTER 2013/14

FROM THE PRESIDENT

When last we met in chapter dinner before the launch of Hospitality Design magazine, we discussed the need to embrace change and embrace the reality that we are in a different world—digital and social-media driven. This is the essence of our times, as we continue to see more and more entrepreneurs and start-ups in the hospitality and design industries.

We are excited to continue to showcase at our Event of the Week, events, marketing strategies, and programs for success, as we work towards the 2014 industry awards and our New Year’s resolutions. The annual event features industry leaders and creative minds from various segments of the market to share their experiences in the space.

In New York, the chapter will host the Product Runway competition at the New York Hilton on January 28. This year, the event will feature 16 top design firms strut their fashion-forward creations down the catwalk at the Marquee. We saw record-level attendance at each of our Toasty Tuesday networking events. Thanks to the success of our events, we raised more than $50,000, meeting our 2013 fundraising goal.

I want to congratulate our board and the membership of NEWH New York. That's it.

*As an editor, my job was always to be a reader advocate: What questions do you ask as you read? Do you note on your desk, ‘Let’s talk about this article’ or ‘What is the reader going to learn from this article?’ The biggest misconception of branding is that it’s just a logo or a name or a tagline. What makes a great brand? It should sit at the center of your organization, driving everything from employee engagement and operations to sales and customer experience.

What is the biggest misconception of branding?

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What do you do?

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Why should anybody care?

What should anybody care?

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