



COWETTE SEWARD

ASSOCIATES, INC

PROFESSIONAL EXPERIENCE OF NANCY L. COWETTE, PRINCIPAL DESIGNER

Cowette Seward Associates, Inc. was established by Nancy in 1989 to provide interior design services to a diverse group of clientele, most of whom are hotel and restaurant owners, operators and developers. They have designed projects of all quality levels, ranging from luxurious full-service properties to select service inns, for a variety of flags as well as independents. Nancy has been involved in designing several brand prototypes, including those for Country Inns and Suites by Carlson, Radisson Hotels Worldwide, Great Wolf Lodges, Blue Harbor Resorts, Inferno Food by Fire, and most recently Grand Stay Hotels and Suites. Now in their 30th year, Cowette Seward Associates continues to operate, providing services to many early and repeat clients.

Through her experience, Nancy has developed a keen understanding of the operating philosophies, objectives and standards for design and construction in the hospitality industry. The hotel concepts her team designs consistently rank highly when compared to their peers, and are often leaders in their market segments. Her team strictly adheres to budgets and schedules, and a major strength is creating a high guest-perceived value for the dollars spent. This by knowing that it is not what is spent, but the quality of guest experience, as created through visual impact and perceived value, that can favorably influence rates and occupancy levels and facilitate a high level of guest satisfaction.

In the early 1980's, Nancy spent nine years as design director for Contract Services Associates, Minneapolis based Carlson Companies' full service hospitality interior design and procurement firm. There she directed multiple interior design teams in the completion of large-scale hotel projects, typically ranging from 200 to 700 rooms, and including extensive food and beverage outlets, banquet facilities, and meeting spaces. During this time, she personally spearheaded the development of a new limited service lodging concept, which became Country Inns and Suites by Carlson. It enjoyed tremendous growth and success as one of the best limited service products in the marketplace, with a 98% guest satisfaction rating. Carlson closed this division in 1988, and Nancy was retained as a consultant for special projects, and continued to work with them and their franchisees on various hospitality projects for many years to come.

She spent her early years working for Arthur Shuster Incorporated, and designed many healthcare and hospitality projects with them.

During that time, along with the Shuster team, she pioneered the concept of creating warm, homelike environments for long term care facilities, many years before it became a widely accepted philosophy to do so.

The University of Minnesota is where Nancy Cowette studied interior design before beginning her professional career, which spans more than three decades. While working on a diverse array of project types, Nancy's major focus has been on interior design for the hospitality and healthcare industries.

Cowette Seward Associates has its studio in a vintage grainery, located on Hobnail Farm, a historic "story book" farm located in Greenfield, Minnesota, just west of Minneapolis. Nancy and her family have owned this farm for many years, and its restoration is her ongoing passion. Nancy also breeds and raises Arabian horses on the farm.