



Jake Baer

As CEO of Newel Props, Newel, and Newel Auctions, I am proud to continue a legacy of supporting the set decorating community. Through **NewelProps.com**, we provide one of the most diverse and extensive collections of furniture, decorative arts, and unique pieces for rental, serving productions of every size. Newel has been a **proud SDSA member for over 25 years**, and we remain deeply committed to this incredible community.

I currently serve as **President of the SDSA Business Committee** and run **The Buzz**, our SDSA newsletter. These roles allow me to highlight the outstanding contributions of our members, strengthen connections between business members and decorators, and advocate for the resources and recognition that our community deserves.

The SDSA means a great deal to me. I care deeply about this organization and am committed to helping every member succeed. My goal is to continue building stronger support for set decorators and business members alike, ensuring that together we grow a community where everyone has the tools, partnerships, and visibility to thrive.