

GOAMPI Newsletter

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Member Spotlight – Melinda Tomasello, Originality, Inc.

By Jennifer Weaver



Meet Melinda Tomasello, Principal / Designer and co-founder of the very-creative, corporate gift company, Originality, Inc. A Texas native, Tomasello studied and obtained her BS in Graphic Arts from Lamar University in Beaumont. After moving to Orlando 17 years ago, she began work as an interior designer at the nationally recognized design firm, Marc-Michaels. From there, she directed her talents in many different ways including design consulting, logo development and special event planning. She was also a “full time mom” for nine years before starting her company, “Originality, Inc.” in 2000 with business, partner, Pam Grimes.

With two locations in Orlando and the DC area, Originality, Inc. has taken corporate gift giving to a higher level, both in quality and creativity. Offering a unique alternative to traditional gift baskets, their custom products range from artist commissioned pieces, gourmet food, business and travel accessories, to personal care items and imprinted specialties. “Everything we create for our clients incorporates some type of graphic design - whether it is an event logo, customized hang tag, or gift card - I love what graphics can add to a gift or promotion,” Tomasello says of her work.

One of her favorite projects was a custom gift created for the grand opening of XS Orlando. Feeling the design should reflect the cutting-edge atmosphere of XS Orlando’s high-tech and contemporary style, Originality, Inc. designed a one-of-a-kind hand crafted coaster of brushed aluminum for every VIP guest who attended the grand opening celebration. Each distinctive coaster featured the XS Orlando logo and provided a memorable keepsake of the evening’s festivities.

A member of MPI, Tomasello values the opportunity to build relationships through her membership as well as learning about the planning industry and what is important to the meeting professionals’ needs. She advises others to have dreams and to set goals to attain those dreams, and to not give up. It is her own goal to be recognized as a leader and supplier of choice for original creative gifts and to continue growing the circulation and enthusiasm for her company’s newsletter, “Giving” (tips and trends in corporate gift giving). Melinda Tomasello has been married to her husband, Jude Tomasello for 17 years and has a son Michael, age 13 and a daughter, Jaclyn, age 10. Her local mentors include Leigh Jones and Marc-Michaels (Marc Thee and Michael Abbott). Her favorite celebrities are Oprah Winfrey, Diane Sawyer and Dale Chihuly.

You can learn more about Melinda and her company, Originality, Inc. at www.originalityinc.com.