

HERBERT V. KOHLER, JR.

NEWH

The Hospitality Industry Network

ICON

of INDUSTRY

2012

NEWH VISION

The Hospitality Industry Network

MISSION STATEMENT

NEWH is the premier networking resource for the hospitality industry, providing scholarships, education, leadership development, recognition of excellence and business development opportunities.

BRIEF HISTORY

Founded in 1984, NEWH is an international non-profit organization with 18 chapters and many regional areas. NEWH brings together professionals from all facets of the hospitality industry providing opportunities for education, professional development and networking. The organization offers unique opportunities including an international membership directory, Career Network, NEWH Magazine and sponsorship of leading industry expositions and conferences. To date, NEWH has given in excess of \$2,800,000.00 USD in scholarships to young people wishing to pursue careers in the hospitality industry.

icon

i·con (ī'kŏn')

–noun

An image; a representation.

An important and enduring symbol.

One who is the object of great attention and devotion; an idol.

Each year NEWH gives out its most prestigious award; the ICON of Industry, at the Gold Key Awards Breakfast in New York City held in conjunction with the International Hotel/Motel & Restaurant Show in November and then again at the Platinum Circle Gala during HD Expo and Conference in May. The award celebrates the leaders of the manufacturing side of hospitality, those who have uniquely impacted the industry through their innovative work. They consistently dedicated their time and efforts to community or industry outreach through education and/or corporate giving, and have been doing business in hospitality for more than 30 years. In addition, each year an international scholarship is given to two exemplary students in the recipient's honor, who have completed at least half of their program toward a degree in the hospitality industry, have a minimum 3.0 GPA, participated in an industry internship, and exemplify the highest standards of professionalism and scholarship.

Each year NEWH recognizes the generosity, creativity, innovation and success of one of the hospitality industry's greats with the ICON of Industry Award. To be considered for the ICON of Industry, the recipient must have made significant impacts to manufacturing in the hospitality and have given their time, energy and resources to their community and have been in the business for a minimum of 30 years. On behalf of NEWH, I am honored to present our most prestigious award, the ICON of Industry, to Herbert V. Kohler of Kohler Companies.

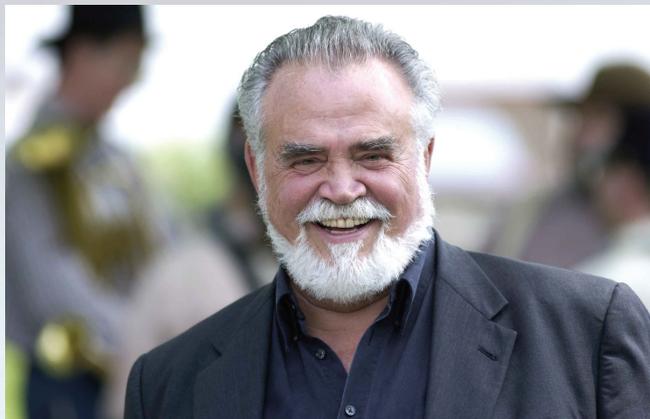
In true NEWH fashion and in keeping with the award, NEWH will reward two remarkable students with scholarships in Mr. Kohler's name. Kohler Companies, led by Mr. Kohler, has an impressive history of corporate and personal giving and has led the industry in sustainable products and manufacturing. Fostering a creative team of designers and staff, Kohler is a leader in product development and innovation. Kohler Companies is an integral part of the hospitality industry, involved in all aspects from product manufacturing to hotel and leisure property ownership. They are members and corporate partners of NEWH and generous supporters of our international organization and our individual chapters. Mr. Kohler has given so much to the hospitality industry, it is a pleasure to give back and recognize his contribution.

Congratulations Mr. Kohler, a true ICON of Industry.



Julia Davis Marks, NEWH President

Herbert V. Kohler, Jr. is Chairman of the Board and CEO of the Kohler Co., headquartered in Kohler, Wisconsin. The company focuses on living environments with a mission “to improve the level of gracious living for all persons touched by its products and services” and it has become a world leader in the manufacture of kitchen and bath products, engines and power systems, premier furniture under the



Herbert V. Kohler, Jr.

brand names of Baker and McGuire, and host to international host to award-winning hospitality and world-class golf destinations.

In 1981, Mr. Kohler converted a dormitory, originally built for immigrants across the street, from an iron foundry into a five-diamond resort hotel, The American Club, which in turn led to a fourth business group and two of the world’s highest rated golf resort destinations in Kohler, Wisconsin and St. Andrews, Scotland. The company has hosted the 1998 and 2012 U.S. Women’s Opens at Blackwolf Run, the 2004 and 2010 PGA Championships at Whistling Straits, and at its Old Course Hotel the 2005 British Open and the 2007 U.S. Senior Open. It has been awarded the 2015 PGA Championship and the 2020 Ryder Cup.

Mr. Kohler was born in 1939, the oldest of three children of Herbert Sr. and Ruth DeYoung Kohler. His father was elected “Man of the Year” by the National Association of Manufacturers in 1958. His mother was an historian and women’s editor of The Chicago Tribune. Young Kohler grew up in the Village of Kohler. At age 14, his mother passed away. He graduated from the Choate School in Wallingford, Connecticut in 1957. During a period of rebellion in the late 50’s and early 60’s he was nearly convinced that the theater and acting would be the focus of his life. About to get married, he was struck by the magnitude of the responsibility he was about to accept, then graduated from Yale University in 1965 with a Bachelor of Science degree in industrial administration.

Having worked as a laborer or technician in every division of the Company as a teen and in his early twenties, he knew the potential of the place. He could not accept, however, the planned succession his father anticipated. One day well after Yale, his father called and presented the case for the Company. After initial refusal, young Kohler called back three days later and accepted on the resolute condition that his father would let him suffer the consequence of any mistakes, that his father would never protect or promote.

Young Mr. Kohler then set his course to make “The Bold Look of Kohler” more than just a logo. Starting as a R&D technician in 1965, he became a Director of the Corporation in March 1967. After President Kuplic

and his father Chairman Kohler both died in July 1968, he became Vice President of Operations three weeks later, then Executive Vice President in January 1971. He was elected Chairman of the Board and CEO in June 1972, and President of the Company in April 1974, until he was succeeded by his son, David, as President in 2009. In the time since, he has received more than 200 design and utility patents.

The National Kitchen and Bath Hall of Fame inducted Mr. Kohler in its founding year of 1989, followed by the National Housing Hall of Fame in 1993. In 2002, he was named National Entrepreneur of the Year in Manufacturing. In April of 2006, he was inducted into the Junior Achievement U.S. Business Hall of Fame.

Other honors include the Morgan Horse Hall of Fame in 1996, the Ellis Island Medal of Honor for “exemplifying American ideals and preserving an Austrian heritage” in 1997, and Breeder of the Year by the United States Equestrian Federation in 2005. He has received honorary doctorates from Lakeland College and Lawrence University.

In addition to his executive responsibilities with Kohler Co., Mr. Kohler has chaired the Board of Trustees of his prep school alma mater Choate Rosemary Hall. He has been a director of the National Association of Manufacturers since 1974 and a Trustee of Outward Bound USA since 1990. He created the Kohler Trust for the Arts & Education and the Kohler Trust for Preservation.

Learning from the past, Mr. Kohler had no vision or plan for any of his three children in the Company. He encouraged them to play to their strengths. Today all three are engaged in the businesses of the Company. Laura is Senior Vice President of Human Resources with responsibility for 30,000 associates, having graduated from Duke and Catholic University with a Masters in Fine Arts and having founded her own theater company. Rachel is President of the Interiors Group, having graduated from Princeton and Chicago with an MBA and having worked for five years with First Boston and Booz Allen. David is President and Chief Operating Officer of the Company responsible for the Kitchen and Bath Group, Global Power Group, Interiors Group and Technical Services, having graduated from Duke and Kellogg at Northwestern with an MBA and having worked at Dayton Hudson as a merchandise manager in fine china. All three are members of the Board of Directors of Kohler Co.

His wife, Natalie A. Black, having graduated from Stanford University and Marquette Law, is Senior Vice President and Chief Legal Officer overseeing the Internal Audit and Corporate Communications departments, and a Director of Kohler Co. and Johnson Controls.

Today, more than half of the Company’s 30,000 associates live and work beyond the borders of the United States, yet the Company continues to grow as one of the oldest and largest privately held companies in the United States.

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FROM ONE ICON TO ANOTHER:
CONGRATULATIONS, HERB KOHLER!

MAYA ROMANOFF

MAYA ROMANOFF.COM *extraordinary surfacing materials* FLEXI MOTHER OF PEARL™ TILES OF GENUINE SEASHELL

Stacey Sefcik, ICON of Industry 2012 Scholarship Recipient

I received my undergraduate degree from Florida State University in both Interior Design and Real Estate. I have always had a passion for the built environment, and it was through my studies that I was able to find and pursue a career that would fuel my passion. Throughout my time at Florida State, I fell in love with the world of design and knew that I would do whatever it took to find a place for myself in the industry. Upon graduation I faced a harsh economic truth: although I was excited and ready to become a designer, entry level positions were few and far between. I decided to move to Atlanta, which I knew to be a powerhouse city in the world of design, and took a position at a hospitality purchasing and manufacturing company. I started out as an Associate, and during my time there became the Operations Manager. Although I was not personally doing any design work, I was learning valuable information that I knew would help me in the years to come. I learned much about the business side of design and was able to work with designers, clients, and sales representatives on a daily basis. I went on site visits, participated in business meetings, and ran the office when the CEO was traveling for work. Although I became more confident and knowledgeable as a businesswoman, I yearned to fulfill the creative career path I desired. I applied to the M.F.A. Interior Design program at the Savannah College of Art and Design and began my studies with a renewed sense of determination and purpose. During my time at SCAD, I worked diligently to not only produce the best work that I could, but also to take advantage of all of the professional events and opportunities available. I attended NEWH, IIDA, and ASID events, volunteered with NEWH when the opportunities arose, and took a volunteer position at the IIDA Georgia Chapter Office. Through these experiences I had the chance to network, learn about new trends and products, and do my best to make myself known in the Atlanta community. Of all the opportunities I have had so far in Atlanta, my favorite experience has been the field internship I just completed with Hirsch Bedner Associates. Having had a dream to work at a hospitality firm since beginning design school, this internship provided an exceptional realization of that dream. I was surrounded by incredibly talented designers, products, and projects; and I was immersed in an environment that encouraged growth and participation. I was given real responsibilities and expected to be part of my team. I learned how actual projects progress through the design process, what

questions to ask concerning product placement or use, and how to interact with clients on a global basis. This internship opened my eyes to what a career as a hospitality designer would really be like and reinforced my decision that this is definitely the industry I belong in.

Upon graduation I plan on pursuing my passion and becoming a designer in the hospitality industry. Based upon my experience at my internship and my excitement over school projects, I know without a doubt as I look

toward my future as a designer that I would be able to go to work each day and love my job. As design is such a changing field, I plan on continuing to participate in industry events and attend conferences such as Neocon and the Hospitality Design Expos. While at Hirsch Bedner, I began accumulating qualified hours for the NCIDQ, our professional licensing exam, and plan to complete all of the requirements and sit for the exam so that I can become a licensed interior designer. Although this is not required in all states, it is something of great importance to me and something that I feel my future clients deserve. I also hope to participate in a LEED project so that I can study for and take the appropriate tests to become a LEED Accredited Professional. As a young designer, I feel this is something that will become increasingly important in the future and view it as taking an active step towards protecting the environment. My long term goals include not only becoming a senior designer, but also giving back by means of becoming a professor. I think the role of educators is an incredibly meaningful one, and cannot only inform but also excite and motivate students to push boundaries and reach for the extraordinary. I have had some truly wonderful professors during my time as a student and I hope to one day have the impact on another budding designer that my professors have had on me.

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Stacey Sefcik

THREE GENERATIONS
OF DEGEN'S
CONGRATULATE YOU,

HERBERT V. KOHLER, JR.

INNOVATOR. VISIONARY.



R. A. Degen demonstrates Kohler's Automatic Flow Control shower head, 1966.

Degen &
Degen
architecture and interior design

Ashley Sarazen, ICON of Industry 2012 Runner Up

As I stood on the third floor balcony of the Milan Salone Satellite, I looked out into the urban grid of booths below me. Institutions from all across the globe had come together to showcase their freshest designs in furniture, lighting and products. Standing in awe, I took a photo of the sight and then looked down at the camera in my hands. In that moment, I realized why design has captivated me. From the camera I was holding to the chaise lounge displayed in NYIT's booth; everything was designed by someone. And now I, a student entering her third year of schooling, was in attendance at the world's largest furniture design fair—witnessing a generation of young creativity and cutting-edge ideas. Not only was I in its presence, but I was a part of it.

This past semester, I feel as though I have made a great contribution to the School of Architecture and Design at NYIT. I had the honor of traveling to Milan in April with our department, the first interior design program to attend the Salone International Furniture Fair. I was chosen to represent the sophomore class among four other students in the program. I had a large hand in the preparation for our trip. For close to four months prior, myself and my professors worked together to design a memorable give-away for the visitors of our booth. We enlisted the help of the New York campuses to spray, scribble and paint words and images onto 18 panels of dichroic acrylic glass. These graffiti art panels were laser cut into over 10,000 individual circular “reflectors” which were made to be magnetized to a bicycle or worn through clothing at the fair. Together we created a kind of global puzzle in which the owner of each reflector could see which panel number their piece came from and discover where they fit into the mosaic—a tool that is accessible on our website. At the fair, they were extremely popular. We gave out all 10,000 buttons and even ran out on the last day of the exhibition. Furthermore, we plan to create a global map as we track where in the world each of our reflectors has gone. Secondly, I designed an advertisement for Metropolis Magazine in collaboration with professor Robert Allen. The ad was published in the April 2012 issue and features a whimsical cityscape of New York, discussing the synergy between architecture and interior design at our school. Through my leadership and participation in the Salone, I feel privileged to have stood for my school and fellow students. Our presence at the fair offered excellent exposure for our school and programs; marketing it was incredible and strengthened my pride in my school. On the whole, this position of leadership and participation in this project has given my classmates and me a sense of unity. Not only have we unified ourselves but we have connected with thousands of others across the world who received a token of NYIT. I am more eager than ever to continue my studies and graduate with a degree from

a school that is accomplishing such great things.

At the closing of my sophomore year and the beginning of the summer, I began an internship with Bentel and Bentel Architects, A.I.A., as a full-time interior design intern. I am currently employed there and will continue to work with them part-time throughout the remainder of my schooling. The experience I have taken from this position will stay with me long after the internship has ended. Each day has been a different challenge. The firm is small in number yet has designed incredible buildings and interiors that have given them international fame. Within the last decade, they have worked with a focus on hospitality design including restaurants and hotel common areas. I have been responsible for various things including the upkeep of the materials library and the creation of furniture presentations. I have learned to perform many tasks that will benefit me in the future, such as how to write specifications and send fabric sample transmittals. It is a healthy dose of reality for a student to transition from working on a school project to working on an actual project with true clients, budgets and deadlines. It has made me realize that I must continue to strive for the highest level of accuracy in my school projects and even treat them as if they were real. I have gained confidence now in my ability to speak with representatives and clients. These types of experiences will only improve with time. Having the opportunity to learn from real-life situations while still in school is highly valuable. I am ending the summer on a sure note, ready to succeed in another semester. I am certain that this was the ideal way for me to spend the summer between my sophomore and junior years.

For close to five years prior to my engagement with Bentel and Bentel, I was employed at a Jo-Ann Fabric and Crafts store in my area. At the age of sixteen I began to learn the basics of serving clients. I assisted customers with various fabric purchases and offered color advice. Although this position was not nearly comparable to the position I hold now at an architectural office, this was absolutely a

continued on page 18



Ashley Sarazen

Recognizing 2012 Gold Key Award Finalists — “ICONS of Design”

Finalists were selected by a panel of notable industry experts from nearly 200 projects in 23 countries.

Countries and territories represented among the 200 submissions were Bahamas, Brazil, Canada, China, Dominican Republic, France, Germany, Hong Kong, India, Italy, Malawi, Mauritius, Panama, Peru, Qatar, Singapore, South Africa, Spain, Thailand, Turkey, UAE, United Kingdom, and the United States.

GUEST ROOM

- Architropolis/ELK Collective (Portland, OR) for Dream Hotel South Beach (Miami Beach, FL)
- Champalimaud (New York, NY) for Hotel Bel-Air (Los Angeles, CA)
- Rockwell Group (New York, NY) for W Paris - Opera (Paris, France)

GUEST ROOM— MIDSACLE/UPSCALE

- Legend Hotel Design Consultants Co., Ltd. (Guangzhou, China) for Crowne Plaza Chengdu Panda Garden (Chengdu, China)
- BBGM (New York, NY) for Melia Atlanta (Atlanta, NY)
- tvsdesign (Atlanta, GA) for Hilton McLean Tysons Corner (McLean, GA)

LOBBY/RECEPTION

- Il By IV Design (Toronto, Canada) for Trump International Hotel & Tower Toronto (Toronto, Canada)
- One Plus Partnership Limited (Hong Kong) for Chongqing Mountain & City (Chongqing, China)
- Rockwell Group (New York, NY) for W Paris - Opera (Paris, France)
- Rottet Studio (Houston, TX) for The St. Regis Aspen Resort (Aspen, CO)

LOUNGE/BAR

- Rockwell Group (New York, NY) for W Lounge at W Paris - Opera (Paris, France)
- Rottet Studio (Houston, TX) for The St. Regis Aspen Resort (Aspen, CO)
- Slade Architecture (New York, NY) for Virgin Atlantic JFK Clubhouse (New York, NY)
- Yabu Pushelberg (New York, NY) for The St. Regis Bar at The St. Regis Bal Harbour Resort (Miami Beach, FL)

RESTAURANTS – CASUAL DINING

- Il By IV Design & gh3 architecture and landscape (Toronto, Canada) for Scarpetta Dining Pavilion (Toronto, Canada)
- CCD/Cheng Chung Design Ltd. (Hong Kong) for Lijiang Pullman Resort & Spa Hotel (China)
- Jeffrey Beers International (New York, NY) for Plaza Food Hall Expansion (New York, NY)
- Studio Arthur Casas (New York, NY) for Alma Maria (Sao Paulo, Brazil)

RESTAURANTS – FINE DINING

- Avroko (New York, NY) for Saxon + Parole (New York, NY)
- Bentel & Bentel Architects (Locust Valley, NY) for Le Bernardin (New York, NY)
- Steve Leung Designers Ltd. (Hong Kong) for Mango Tree (Hong Kong)

SPA

- Il By IV Design (Toronto, Canada) for Trump International Hotel & Tower Toronto, Quartz Spa (Toronto, Canada)
- CCD/Cheng Chung Design Ltd. (Hong Kong) for Lijiang Pullman Resort & Spa Hotel (China)
- Clodagh Design (New York, NY) for Miraval Life in Balance Spa with Clarins (Tucson, AZ)
- HBA/Hirsch Bedner Associates (London, England and Hong Kong) for ESPA at the Ritz-Carlton (Hong Kong)

SUITE

- CCD/Cheng Chung Design Ltd. (Hong Kong) for Lijiang Pullman Resort & Spa Hotel (China)
- HBA/Hirsch Bedner Associates (Atlanta, GA) for Park Hyatt Hyderabad (Hyderabad, India)
- Rottet Studio (Houston, TX) for Presidential Bungalows at The Beverly Hills Hotel (Beverly Hills, CA)

BEST HOTEL DESIGN – RESORT

- Il By IV Design (Toronto, Canada) for Trump International Hotel & Tower Toronto (Toronto, Canada)
- CCD/Cheng Chung Design Ltd. (Hong Kong) for Lijiang Pullman Resort & Spa Hotel (China)
- Gettys (Chicago, IL) for Westin Abu Dhabi Golf Resort & Spa (Abu Dhabi, UAE)
- Rottet Studio (Houston, TX) for The St. Regis Aspen Resort (Aspen, CO)

BEST HOTEL DESIGN – BOUTIQUE

- Architropolis/ELK Collective (Portland, OR) for Dream Hotel South Beach (Miami Beach, FL)
- Rockwell Group (New York, NY) for W Paris - Opera (Paris, France)
- Stonehill & Taylor with Jacques Garcia (New York, NY) for The NoMad Hotel (New York, NY)
- Wilson Associates (Dallas, TX) for Conrad Koh Samui (Thailand)

BEST HOTEL DESIGN – MIDSACLE/UPSCALE

- Baskervill (Richmond, VA) for Wyndham Grand Orlando Resort (Orlando, FL)
- Legend Hotel Design Consultants Co., Ltd. (Guangzhou, China) for InterContinental Shijiazhuang (Shijiazhuang, China)
- Carlson Rezidor Hotel Group and Graven Images (Chicago, IL) for Radisson Blu Aqua Hotel (Chicago, IL)
- Waldrop + Nichols Studio (Dallas, TX) for Omni Dallas Hotel (Dallas, TX)

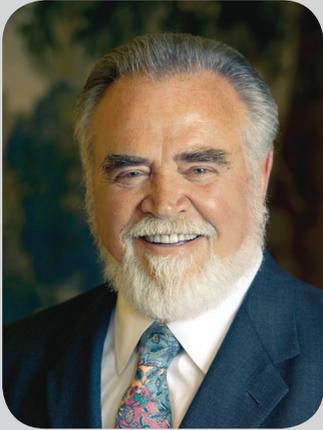
BEST HISTORIC RENOVATION

- HBA/Hirsch Bedner Associates (London, England) for Hotel Alfonso XIII (Seville, Spain)

JUDGES “SO COOL” RECOGNITION

- Geoffrey Weill Associates (New York, NY) for M/V Aria (Peru)
- One Plus Partnership Limited (Hong Kong) for Aix Arome Café (Shenzhen, China)

hospitality design



thanks Herbert V. Kohler, Jr. for his dedication, creativity and achievements as a successful entrepreneur, husband, father, leader and visionary.

*Congratulations
on your*

NEWH
The Hospitality Industry Network
ICON
of INDUSTRY

creative

leader

visionary

entrepreneur

father

husband



HERBERT KOHLER, ICON

Your dedication and exceptional character
have brought success to
NEWH and the hospitality industry.



President **Julia Davis Marks**, Design Overstock
President-Elect **Trisha Poole**, Design Poole, Inc.
Secretary **Stacey Berman**, Berman Purchasing, Inc.
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Vice President/Education **Christine L. Wasmer**, Wasmer Contract Group
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Executive Advisor **Anita Degen**, Degen & Degen architecture + interior design
and
Executive Director **Shelia Lohmiller**, NEWH, Inc.



GRATS
ER, Jr. HERBERT
your years of support.

Thank you for all of your years of support.
Sincerely,

M. Michelle Finn

Michelle Finn,
Sr. VP, Hospitality Brands

M. Michael Schneider

Michael Schneider,
Publisher

M. Michelle Finn

Michelle Finn,
Sr. VP, Hospitality Brands

boutique
DESIGN

CONGRATS

HERBERT V. KOHLER, Jr.

Thank you for all your years of support.
Sincerely,

M. Michael Schneider

Michael Schneider,
Publisher

M. Michelle Finn

Michelle Finn,
Sr. VP, Hospitality Brands

M. Michael Schneider

Michael Schneider,
Publisher

Thank you for all of your years of support.
Sincerely,

CONGRATS CONGRATS CONGRATS CONGRATS
HERBERT V. KOHLER, Jr. HERBERT V. KOHLER, Jr. HERBERT V. KOHLER, Jr. HERBERT V. KOHLER, Jr.

Thank you for all of your years of support.
Sincerely,

M. Michelle Finn

Michelle Finn,
Sr. VP, Hospitality Brands

M. Michael Schneider

Schneider,

NEWH ICONS OF INDUSTRY



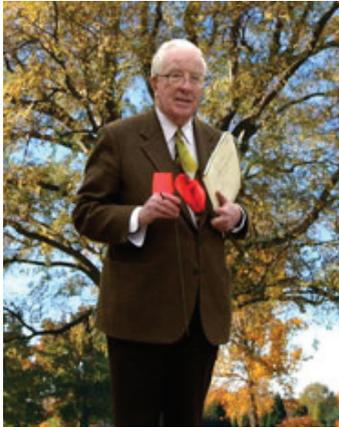
2004 Thomas Durkan



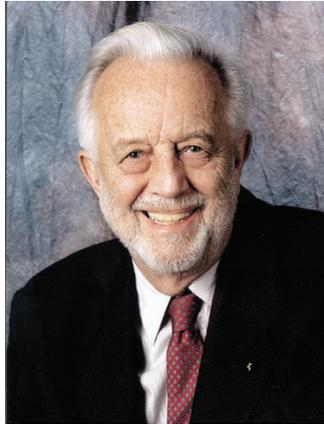
2006 Maya Romanoff



2007 Manfred Steinfeld



2008 Roger Milliken



2009 Jerry Hruby-Holly



2010 Judy Dobin



2011 Harvey Nudelman

SCHOLARSHIP RECIPIENTS

2004

Anna Perryman;
Harrington School of Design

2006

Stacey Schield; University of
Cincinnati

Ashley Taylor Anderson; Georgia
Southern College

2007

Kandice Pierce; Savannah Col-
lege of Art & Design

Alisa Biel; Boston University

2008

Jacyln Livelli; Savannah College
of Art & Design

Alysce Lee Slagg; Colorado State
University

2009

Saray Gill; Savannah College of
Art and Design

Kayla Hirsch; Colorado State
University

2010

Andrea Vasquez; Savannah Col-
lege of Art and Design

Chelsea Lawrence; Colorado
State University

2011

Santiago Arcila; Kwantlen Poly-
technic University

Kyi Gyaw; Cornell University



Herbert V. Kohler, Jr.

NEWH celebrates a true **ICON**

NEWH
The Hospitality Industry Network

Stacey Sefcik, ICON of Industry 2012 Scholarship Recipient...*continued from page 9*



Although the entire field of design would provide for a creative career, I think hospitality is where creativity lives. There is something about the hospitality industry that quickens my pulse and excites me. There is much more opportunity to push boundaries and take chances than in other industries. In the field of hospitality, it is possible to experience new cultures, places and traditions without even leaving your home town. Getting a massage at a spa, date night at a restaurant, or an overnight stay at a hotel all give the guest the opportunity to transcend his/her current situation and escape into a different world, even if just for a short period. Being part of an industry that produces and designs personal escapes is thrilling to think about. When I was an undergrad at FSU, I took a summer job at the Renaissance Ross Bridge Resort & Spa in Birmingham, Alabama. I was excited to go to work every day because all of the guests were so excited to be there. I would love to have the chance to make my career designing someone's dream vacation, favorite nightly hot spot, or reprieve from the aches

and pains of this world. Providing a sense of comfort and relaxation, a home away from home, or a luxurious treat would truly be a dream come true. There is a chance to not only have a connection with people through design, but to create a lasting memory.

Throughout my time at SCAD I have participated in multiple volunteer events through the Interior Design Organization. Some of these include volunteering both goods and time at holiday bake sales, and decorating the Governor's mansion. I was also recently asked to be part of the design team for SCAD's Presidential Design Charette to celebrate the Interior Design program's ranking as number one in both graduate and undergraduate studies. As part of this team I will work with graduate and undergraduate students of various majors as well as professors to come up with a design solution that celebrates the process of design and informs the public about the interior design profession. It has been a very collaborative and exciting venture so far and I look forward to contributing to it more as the project progresses throughout fall quarter. As a graduate student I also often sit in on undergraduate presentations and provide feedback and constructive criticism. I love the opportunity to be a mentor to the younger students and feel that it is good practice for my long term goal of becoming a professor.

Receiving this scholarship will enable me to focus on my studies and continue my volunteer efforts without having the added stress and time intensive requirements of a part-time job. I really hope to take advantage of all the lectures, events, and field trips SCAD has to offer; and being awarded this scholarship will enable me to do that.

Ashley Sarazen, ICON of Industry 2012 Runner Up...*continued from page 9*



catalyst for obtaining it. I was able to show my commitment to JoAnn's at a young age. I had the desire to learn and gain experience knowing that a opportunity in my field would come during my time as a college student. I am appreciative of my time at JoAnn's and recognize the great effect it had on teaching me the principals of work ethic.

After graduation, my endeavor is to practice as an interior designer with a firm in New York and become certified through NCIDQ. One of my goals is to become involved with a firm that designs hotels and restaurants on a national and global level; a goal I am on my way to achieving at Bentel and Bentel Architects.

Additionally, over this past year, I have discovered my passion for materials. After taking materials classes and going on visits to Material ConneXion in New York, I have a new ambition to become a LEED accredited professional in the years after graduation. I hope to have the opportunity to work on a LEED project. My favorite part of the design process is the research of sustainable materials and discovering new ways to apply them. I am always keeping an eye out for materials with post-consumer or recycled content. I enjoy exploring the use of various textures and studying the effects of lighting and how this can impact the space and its inhabitants. Overall, my goal is to start my career working closely with an architect and design interior spaces. After working at an architectural office, I see the importance in the architect-interior designer relationship. There is a direct correlation and a great deal of collaboration that is necessary for good design. I very much enjoy taking a project from concept to completion, whether it be an interior or a piece of furniture. In the long run, I see myself delving into several facets of design, including furniture, product and lighting design.



“Congratulations to Herb Kohler on this prestigious recognition. His efforts in Wisconsin have created thousands of jobs, grown the local economy, and transformed eastern Wisconsin into an international tourist destination. Herb’s hard work, tremendous vision, and passion for sustainable long-term economic development has continued to benefit Wisconsin tremendously.”

Scott Walker, Governor of the State of Wisconsin

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benefactor: DURKAN HOSPITALITY – FABRICUT CONTRACT/ S. HARRIS – KOHLER COMPANY – RESTORATION HARDWARE – ULSTER

patron: AMERICAN LEATHER – HOSPITALITY DESIGN GROUP – HOSPITALITY MEDIA GROUP LLC – MILLIKEN CARPET/HOSPITALITY –

SUMMER CLASSICS CONTRACT

supporting: AMERICAN ATELIER, INC. – ASHLEY LIGHTING, INC. – B CARPET – BERNHARDT HOSPITALITY – ELECTRIC MIRROR – FABRIC INNOVATIONS, INC. – HUNTER DOUGLAS HOSPITALITY – INSTALLATION SERVICE GROUP – KARNDAN DESIGNFLOORING – LEXMARK CARPET MILLS – LILY JACK – MTE NORTH AMERICA, INC. – MANDY LI COLLECTION – P/KAUFMANN CONTRACT – SERTA INTERNATIONAL – SÉURA INCORPORATED – SHAFER COMMERCIAL SEATING – SHELBY WILLIAMS – SIGNATURE HOSPITALITY CARPET – TROPITONE FURNITURE COMPANY – VAUGHAN BENZ – W A L T E R S