

NEWH

The Hospitality Industry Network

ICON

of INDUSTRY

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RAY ANDERSON

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 \$3,200,000.00 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 for Excellence in Hospitality Design 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 BDwest in March. 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.



Greetings and thank you for joining us in recognizing Hospitality's elite.

On behalf of NEWH, it is an honor to present Ray Anderson with the 2013 NEWH ICON of Industry Award. The ICON of Industry Award is our highest honor, presented to a manufacturer with a minimum of 30 years in the hospitality industry, who has provided the industry with unique and innovative products and has shown outstanding philanthropy. Ray Anderson was a true ICON of Industry, not only in meeting our criteria but as a leader paving the path to a sustainable future.

While Mr Anderson passed in 2011, he has left a lasting legacy of sustainable business practices and continues to be an inspiration to us all.

With each ICON Award, NEWH presents a special scholarship to a very deserving student. Our scholarship program has enabled students around the world to continue and finish their studies with a hospitality focus. As you will see today, these students are the best and brightest, our future leaders and perhaps future ICONS.

This year marks a milestone for NEWH, surpassing \$3,000,000.00 in scholarship awards since our inception. Congratulations to everyone who has worked so hard to get us there. We thank you for your support and look forward to sharing a very bright future.

In the Spirit of Networking,

A handwritten signature in black ink, appearing to read 'Julia Marks', written in a cursive style.

Julia Marks, President, Dossee, Inc.

International President, NEWH, Inc.

Ray Anderson inspired so many people in our industry and the broader manufacturing industry in so many sectors. There are not many people who have walked this planet that have had a more substantial positive impact. Ray had an amazing way of speaking to the CEO and CFO in their language to demonstrate not only the imperative but the economic benefit of sustainable business operations. Ray's reach was so far and wide, people that he never meet in person consider



Ray Anderson

him to be a mentor, that is something that very few of us will ever be able to accomplish. People always talk about your "Sphere of Influence" and Ray Anderson's Sphere was truly great, like the man.

Ray contributed to more than 100 books on the most compelling business imperative of our time, the pursuit of sustainability. He authored two books of his own, "Mid-Course Correction: The Interface Model" (Peregrinzilla Press, 1998) and "Confessions of a Radical Industrialist" (St. Martin's Press, 2009). The latter was revised and updated prior to its March 2011 launch in paperback, "Business Lessons from a Radical Industrialist." Ray not only changed his company, Interface but he helped thousands of other business leaders to correct their course.

Please join the NEWH Sustainable Hospitality Committee in raising our voice in thanking Ray Anderson posthumously for his tireless efforts in Sustainable Manufacturing through the award of the NEWH ICON of the Industry Award. It is truly an honor to have him on our list of amazing Icons.

NEWH is proud to honor

RAY ANDERSON



visionary in Sustainability

Ray was inspirational in his quest "to do no harm to the environment and take nothing not easily renewed by the earth," a true leader in industrial ecology.

NEWH
The Hospitality Industry Network



Amanda Krueger

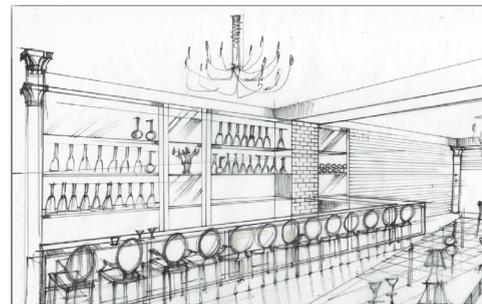
Growing up, I was very close to my grandfather, who even through the struggles of war and financial limitations, always stressed the importance of serving others and working diligently to meet your goals. The time spent with him at such a young age instilled a strong work ethic and determination in me to succeed. I have found that a career in interior design provides me the opportunity to, like my grandfather, take care of those around me and posi-

tively impact lives. I love the creativity involved and the ability to serve a variety of populations. Designing interiors has the capacity to impact and shape a life, a population, and in turn the future. This love has led me to seek a path in both hospitality and non-profit work because of the extensive amount of people these two paths can globally reach.

My preparation thus far has prepared me for the rigors of hospitality and non-profit design pursuits. Through the Honors in the Major (HITM) undergraduate program at Florida State University, I explored my desire to serve others through design by studying creative interior solutions for underserved populations. My undergraduate thesis titled "Healthy Interior Environments in Haitian Orphanage Design" was one of five selected from Florida State University to be presented at the 2012 Atlantic Coast Conference (ACC) Meeting of the Minds Conference. As graduation approached in spring of 2012, I made the decision to further pursue my research of Haitian orphanages and education in interior design by securing admittance into the Master of Fine Arts program at FSU with the funding support of a teaching assistant position, and additionally ob-

tained a summer internship with the high end residential firm Pineapple House Interior Design in Atlanta, Georgia. From this experience I learned the value of creating safe, comfortable, and sustainable living environments that can subconsciously impact the end users attitude and outlook on life. Additionally, the time spent working within the realm of residential design fed my interest in hospitality design, specifically the connection between hotel design, and creating the feeling of home away from home.

I graduated that May with a Bachelor of Science in Interior Design with a business minor, and soon after began to embark upon a new chapter of my life. The first summer of my graduate studies further deepened my passion and understanding of the service related quality of interior design when I visited a variety of orphanages in Port-au-Prince, Haiti. The volunteer experience provided new meaning and context to my emerging research topic on orphanages, and the boundless ways we as designers can provide generations with environments that encourage hope. Alongside this experience, I further burnished my skills in commercial human-centered design through my full-time work with BAM Architecture Studio this past summer in New York City.



Senior Hospitality Studio Sketches

Alexandra Kern, ICON of Industry 2013 Runner Up

I have always had an interest in art and design. Whether I was sketching, drawing floor plans, or creating buildings with Legos, I always knew I wanted to be creative. This led me to pursue a degree as an interior designer.

I graduated with honors from Southern Illinois University Carbondale with a Bachelors of Science in Interior Design in May of 2012. Upon graduation, I wanted to further my knowledge and open doors to new opportunities for my future. I applied and was accepted into the Masters of Fine Arts in Interior Design graduate program at Savannah College of Art and Design, SCAD, currently the number one interior design school in the nation. It had been my dream to attend school at SCAD and when accepted into the graduate program I was thankful all my hard work had paid off.

While in school, I also have participated and had leadership roles in professional interior design organizations. I have been a member of the International Interior Design Association where I led the student group as both vice president and president. I also was a member of the American Society of Interior Designers, American Institute of Architecture Students, Illuminating Engineering Society, and I am active in the Interior Design Experience Program. I have consistently been active in interior design student groups through volunteering my time for fundraisers and leading student groups to make a positive impact on the interior design program.

During my time in school I have had the opportunity to extend my knowledge outside the classroom through design internships. I interned at the architecture firm Hellmuth, Obata and Kassabaum, HOK, the commercial real-estate firm Cassidy Turley, and HGTV. Each internship has helped me grow and further my knowledge as an interior designer.

I have consistently been asked what career path I would like to take upon graduation. Each time I have answered, "I would

like to pursue a career in hospitality design." After graduation, my goal is to obtain a position as an entry-level designer at one of the top hospitality design firms. Once I land my dream job, I plan to work my way up in the company, travel, and gain new experiences to better my designs. I am also currently working on obtaining my hours through the Interior Design

Experience Program to qualify for the NCIDQ to become a licensed interior designer. My first priority after maintaining my first interior design job is to acquire my experience hours, pass the NCIDQ, and register to become a licensed interior designer. I also plan to be active and contribute to the professional interior design organizations. After many, many years of design experience in hospitality design, I would eventually like to teach at the college level while still practicing interior design. I find it fulfilling to give back to the interior design industry through teaching.

After reviewing my school expenses along with my financial aid, it is evident that obtaining any financial assistance would be extremely helpful and appreciated. By obtaining the ICON of Industry Scholarship Grant the weight of student loans that are currently piling up would be lifted off my shoulders. To date, upon graduation from graduate school, I will owe \$53,338 in financial aid. I am very passionate about my education and am working hard to ensure I will achieve my dreams. I am dedicated and am putting in the hard work to overcome any obstacles. *continued on page 18*



Alexandra Kern

Recognizing 2013 Gold Key Award Finalists — “ICONS of Design”

Finalists were selected by a panel of notable industry experts from 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.

BEST ECO-CONSCIOUS OR SOCIALLY CONSCIOUS HOTEL

- Bergmeyer Associates, Inc. (Boston, MA):
Hostelling International Boston
(Boston, MA)
- Deture Culsign (Chicago, IL): The Resort at Isla Palenque (Boca Chica, Panama)
- Minarc (Santa Monica, CA): Ion Luxury Adventure Hotel (Hengill, Iceland)

BEST GUEST ROOM LUXURY/UPSCALE

- Rottet Studio (Houston, TX): The James Royal Palm (Miami Beach, FL)
- The Gallery HBA London (London, UK): The Alpina Gstaad (Gstaad, Switzerland)

BEST GUEST ROOM MIDSCALE/BUDGET/ FOCUSED SERVICE

- White Jacket (Singapore): The Daulat (Singapore)
- Stonehill & Taylor (New York, NY): The Refinery Hotel (New York, NY)

BEST HOTEL BUDGET/FOCUSED SERVICE

- The Design Agency (Toronto, ON): Generator Barcelona (Barcelona, Spain)
- 3north (Richmond, VA): Pan American Hotel (Wildwood, NJ)

BEST HOTEL LUXURY/UPSCALE

- Foster + Partners (London, UK): ME London (London, UK)
- Ministry of Design Pte Ltd (Singapore): Macalister Mansion (Penang, Malaysia)
- The Gallery HBA London (London, UK): The Alpina Gstaad (Gstaad, Switzerland)
- BBG-BBGM (New York, NY): Revere Hotel Boston (Boston, MA)

BEST HOTEL MIDSCALE

- Gensler (Houston, TX): The Alexander Hotel (Indianapolis, IN)
- SERA Architects (Portland, OR): Courtyard by Marriott - San Diego Downtown (San Diego, CA)
- Stonehill & Taylor (New York, NY): The Refinery Hotel (New York, NY)

BEST LOBBY LUXURY/UPSCALE

- Rottet Studio (Houston, TX): The James Royal Palm (Miami Beach, FL)
- TAL Studio (Las Vegas, NV): Hotel Jerome (Aspen, CO)
- HBA Design (Singapore): Four Seasons Hotel Guangzhou (Guangzhou, China)

BEST LOBBY MIDSCALE/BUDGET/ FOCUSED SERVICE

- HOK (Toronto, ON): Delta Ottawa City Centre (Ottawa, ON)
- Simeone Deary (Chicago, IL): Hilton Dallas Park Cities (Dallas, TX)
- Simeone Deary (Chicago, IL): Hilton Columbus Downtown (Columbus, OH)

BEST RESORT

- J Banks Design (Hilton Head Island, SC): Hotel Castello di Casole (Casole D'elsa, Italy)
- BLINK Design Group Pvt Ltd (Bangkok, Thailand): Regent Phuket Cape Panwa (Phuket, Thailand)
- HKS (Dallas, TX): Mukul Resort (Rivas, Nicaragua)
- DPOinteriors (Knoxville, TN): Club La Pension Resort, Bluegreen Vacations (New Orleans, LA)

BEST RESTAURANT CASUAL DINING

- Rottet Studio (Houston, TX): Florida Cookery at The James Royal Palm (Miami Beach, FL)
- Kinney Chan & Associates (Hong Kong): Café Bord de Mer (Hong Kong)

- Munge Leung (Toronto, ON): Weslodge (Toronto, ON)
- GrizForm Design Architects (Washington, DC): Farmers Fishers Bakers (Washington, DC)

BEST RESTAURANT FINE DINING

- Thomas Schoos Design (West Hollywood, CA): Herringbone Restaurant (La Jolla, CA)
- CORE (Washington, DC): minibar (Washington, DC)
- Thomas Schoos Design (West Hollywood, CA): Figue Restaurant (La Quinta, CA)

BEST SPA

- ICRAVE (New York, NY): BASK Spa by Exhale (Atlantic City, NJ)
- HBA (Singapore): Four Seasons Hotel Guangzhou (Guangzhou, China)

BEST SUITE

- The Gallery HBA London (London, UK): St Regis Rome (Rome, Italy)
- The Gallery HBA London (London, UK): The Alpina Gstaad (Gstaad, Switzerland)
- HBA (Singapore) and AvroKO (New York, NY): W Singapore Sentosa Cove (Singapore)
- TonyChi and Associates (New York, NY): Rosewood London | Lord Chancellor's Suite (London, UK)

JUDGES “SO COOL”

- Nikolas Weinstein Studios, Inc. (San Francisco, CA): Glass Sculpture Courtyard by Marriott (Hong Kong Sha Tin)
- Jeffrey Beers (New York, NY): Toy (New York, NY, USA)
- Josh Held Design (New York, NY): Marquee New York Redesign (New York, NY, USA)



RAY ANDERSON, ICON

Ray's tireless commitment to steering the marketplace towards environmental consciousness and responsibility has left a lasting impact on the hospitality industry.



- President **Julia Davis Marks**, Dossee, Inc.
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and
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NEWH ICONS OF INDUSTRY



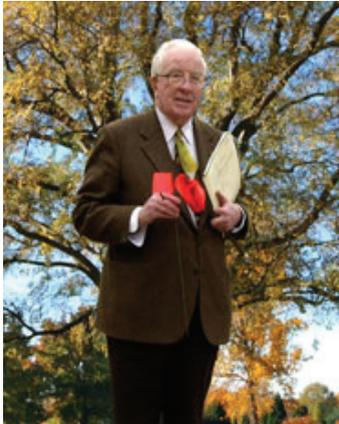
2004 Thomas Durkan



2006 Maya Romanoff



2007 Manfred Steinfeld



2008 Roger Milliken



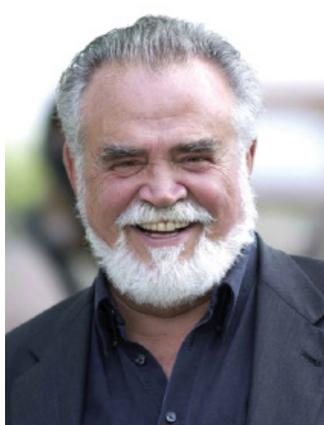
2009 Jerry Hruby-Holly



2010 Judy Dobin



2011 Harvey Nudelman



2012 Herbert V. Kohler, Jr.

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 College
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
College of Art and Design

Chelsea Lawrence; Colorado State
University

2011

Santiago Arcila; Kwantlen
Polytechnic University

Kyi Gyaw; Cornell University

2012

Stacey Sefcik; Savannah College of
Art and Design

Ashley Sarazen; School of
Architecture and Design at NYIT

Ray Anderson, founder of Interface, Inc., widely recognized leader in sustainable business, and NEWH ICON of Industry.

Ray Anderson was the real deal. As David Mahood put it, **“Ray was a beacon of hope and a genuine friend to the environment.”**



NEWH
The Hospitality Industry Network

sustainable hospitality

NEWH Sustainable Hospitality Committee:

International Committee:

David Mahood

Dina Belon

Adrienne Pumphrey

Sharry Cooper

Rachel Long

Lynda Sullivan

Jeanne Varney

Helen Reed

Gary Golla

Carly Cannell

Chris Wasmer

Denise Scalfani

Stephen Mathews

Lora Spran

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Laura Carter (New York)

Mandy Martin (Las Vegas)

Pedro Lopez (Toronto)

Stephanie Deshaies (Northwest)

Tony Hill (North Central)



continued on page 18

Designing in New York City had been a goal of mine since entering the design program at Florida State University, and once again this internship solidified my interest to obtain a future career in the hospitality industry. During my time with BAM I had the opportunity to attend various

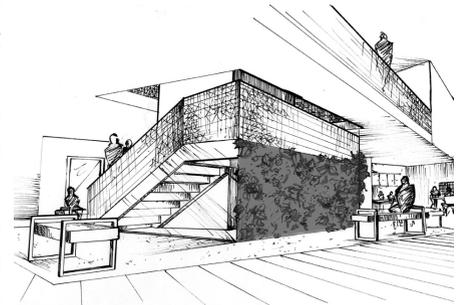
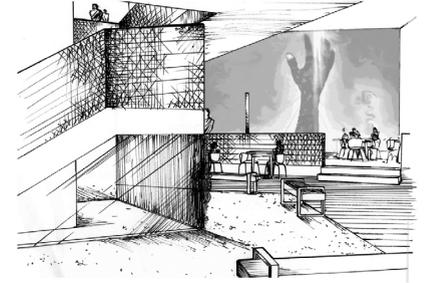
ASID functions, network with commercial furniture and fabric manufacturers, and make key connections within Manhattan. My passion for the field of hospitality grew into full fruition during those brief weeks, because I came to understand that the field of hospitality is more humanistic in nature and offers designers grander opportunities for creativity that other sectors of our profession cannot afford. Based on my two contrasting internships, I have been able to better understand myself and the commonality of my two passions for hospitality design related to humanistic element of third world orphanage design.

The next step in my current and concluding year of graduate school is to produce black and white, print-based booklets incorporating annotated illustrations and sketches demonstrating orphanage construction techniques. It is my hope and intent that the past 4 years of research can support the body of knowledge that may permit the development of self-sustaining community-led orphanage environments in Haiti. It is also my goal within this final year of graduate school at Florida State University to give back to my department and fellow graduate and undergraduate students through work, service, and leadership. As the interior design Program for Instructional Excellence (PIE) Associate, I act on behalf of the graduate school at Florida State University as the liaison among all our department teaching assistants, graduate students, faculty and staff. My experiences within the field

taught me the importance of mentorship combined with leadership, and as a result I launched our first mentorship program among the interior design teaching assistants this fall. It has already been an extremely rewarding experience, and I look forward to leaving our program with a strong foundation to continue this newly established tradition. In addition to

this role as liaison, I also serve as the chair for our graduate event's committee, collaborating with industry professionals and alumni to put on events and workshops focused on topics such as portfolio development that will better prepare the students for a future career in both academia and the profession. As a graduate teaching assistant I also

give back to our design students by guiding weekly class sessions and offering teaching hours outside of class. Serving in these positions has proven extremely rewarding and has reinforced the importance of time management, active listening, and developing timely solutions; all necessary qualities to run a successful design firm.



Shelter Group Sketches



Part of this is the understanding I will have to take out loans to invest in my education. I would be very grateful to receive help through the ICON of Industry Scholarship Grant. Receiving this money would be life changing by easing the pres-

sure of financial debt and would help me take one step closer to becoming a professional interior designer. If I do not receive the ICON of Industry Scholarship Grant, I plan to take out Unsubsidized Student Loans in order to pay for my schooling at the moment. Upon graduation I will work to eventually pay these loans off one day. Hard work pays off and I plan to continuously work hard to achieve me dreams.

2013 ICON of Industry Student Winner's Speech

Good evening and thank you to everyone who made this event and scholarship possible.

The timing of this grant was such a rich blessing to my life and I could not be more thankful. The 2013 Icon of Industry Scholarship fills a critical gap in moving forward with my graduate studies at Florida State University.

I am truly grateful because the money will also allow me to continue establishing the foundation for a career of service where I can equip future generations and populations with interior solutions to not only survive, but move forward with hope. I believe every individual deserves a well designed environment, and I want to be

a part of the generation that pursues this design equity.

Just as NEWH is committed to serving the greater community, I too believe that through the profession of interior design, lives can be equipped with the wisdom and tools necessary to build a better future. My hope is that this grant will continue to enable me to offer these skills where they can do the most good. For orphans. For the hospitality community. For the future.

Thank you again NEWH and enjoy the rest of your evening.

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supporting: AMERICAN ATELIER, INC. | ARTERIORS CONTRACT | ASHLEY LIGHTING, INC. | B CARPET | BERNHARDT HOSPITALITY | CONNEAUT LEATHER | ELECTRIC MIRROR | FABRIC INNOVATIONS, INC. | HUNTER DOUGLAS HOSPITALITY | IWORKS | JUSTICE DESIGN GROUP | KARNDEAN DESIGN/FLOORING | LEXMARK CARPET MILLS | LILY JACK | MANDY LI COLLECTION | P/KAUFMANN CONTRACT | RICHLOOM 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