

ICON
of INDUSTRY



NEWH is proud to announce Deborah Herman as the 2015 NEWH ICON of INDUSTRY recipient. The NEWH ICON of Industry award celebrates the leaders of the manufacturing side of hospitality, those who have uniquely impacted the industry through their innovative work, consistently dedicated their time and efforts to community or industry outreach through education and/or corporate giving, and been doing business in hospitality for more than 30 years.

“In addition to building a thriving business, Deborah has always dedicated her time to give back to the industry. Her passionate work on behalf of NEWH and its many initiatives, in addition to her work with the Women’s Business Enterprises (WBENC), AH&LA and within her community in South Florida all contribute to the ICON that she is. Deborah is the youngest industry member to receive the prestigious ICON award,” said Shelia Lohmiller, executive director of NEWH.

After graduation from Brigham Young University with a Bachelor of Fine Arts degree, Deborah entered the industry in 1982, and following in her father’s footsteps, became the National Sales Manager for Bedspreads of California. Fifteen years later, she launched Fabric Innovations. A strong advocate for women in business and women owned businesses; Deborah was awarded the 2006 South Florida Business Woman of the Year and the 2006 NEWH Award of Excellence. It is testament to her strong work ethic and passion for the industry that her company, Fabric Innovations, is the preferred bedding and drapery vendor for hotel brands such as Westin, Aloft, Element, and Virgin Hotels, and Delta Airlines. She serves on the board of ASFONA, the Association of Starwood Franchisees & Owners, and is the largest volume woman owned business in Delta Airlines history.

Deborah is equally dedicated to bringing the next generation into the industry. Her mentoring through NEWH as an International Ambassador, which provides scholarships to students and professionals in the hospitality industry, as well as her work, and the scholarship awards that she and her company endow at The Cornell School of Hotel Administration, are testament to her on-going support of continued growth within the hospitality industry.

“I am thrilled to receive this award. It is such an honor to be recognized individually, not just as a company. Product awards are amazing but ICON is the only award that truly recognizes the individual from the supplier side. I entered the hospitality industry at 19 and have never looked back. It is a joy to wake up every day doing what I love: bringing the fabulous products that my amazingly creative clients have designed to life. I love this industry and consider hospitality friends part of my family,” said Herman.

NEWH is the leading hospitality industry network, providing scholarships, education, leadership development, professional recognition of excellence and business development opportunities. Since 1989, NEWH scholarship candidates pursuing hospitality careers in design, culinary arts and hotel management have been the beneficiaries of more than \$3.7 million for scholarships made possible through volunteer fund-raising initiatives at the local, national and international level.

ICON TRIBUTE BOOK HONORING
DEBORAH HERMAN

PRICES

Full Page	\$ 500
Half Page	300
Quarter Page	200

SPECIFICATIONS

CONTENT:

The material furnished must be a tribute only and not an advertising piece. Company may include logo and business address in tribute.

AD SIZES:

Full Page: 7 1/2" W x 8" H

Horizontal Half: 7 1/2" W x 3 7/8" H

Full Page Bleed: 8 1/4" W x 8 3/4" H; TRIM is 8: x 8.5"

Quarter: 3 5/8" W x 3 7/8" H

Vertical Half: 3 5/8" W x 8" H

MECHANICAL SPECIFICATIONS

Saddle-stitched; opens flat. Trim size is 8" W x 8.5" H. On bleed ads, keep reading and live matter 1/2" from trim edges.

PREFERRED DIGITAL FILE FORMATS

Accepted file formats: PhotoShop (psd or tiff), PDF, or Adobe Illustrator eps

All ads are CMYK

Resolution: 300 dpi

PDF: Vendor prepared Acrobat version 4.01 or later, press optimized, 2400 dpi, composite CMYK, all fonts must be embedded; 300 dpi

We do not accept film of any type.

MEDIA

Files can be submitted by email: info@newh.org, or call for FTP instructions.

FAX AND MAIL

Fax or mail insertion orders and instructions. Fax: 800.693.NEWH.

Mail ad material and payments to:

NEWH
Post Office Box 322
Shawano, WI 54166-0322

DEADLINE FOR SUBMISSIONS: INSERTION ORDER – 11 SEPT 2015 - ARTWORK IS 2 OCT 2015

Thanking NEWH's 2015 Corporate Partners

Benefactor: DURKAN HOSPITALITY | FABRICUT CONTRACT/S. HARRIS | RH CONTRACT | SIGNATURE | ULSTER Patron: AMERICAN LEATHER | CRYPTON FABRICS | DELTA FAUCET COMPANY | HOSPITALITY DESIGN GROUP | HOSPITALITY MEDIA GROUP LLC | HOTEL INTERACTIVE | INSTALLATION SERVICE GROUP | MILLIKEN CARPET/HOSPITALITY | MOEN INCORPORATED | P/KAUFMANN CONTRACT Supporting: AMERICAN ATELIER, INC. | ARTERIORS CONTRACT | ASHLEY LIGHTING, INC. | BERNHARDT HOSPITALITY | CONNEAUT/CORTINA LEATHER | ELECTRIC MIRROR | ENDURATEX | FABRIC INNOVATIONS, INC. | KARNDEN DESIGN/FLOORING | LEXMARK CARPET MILLS | LILY JACK | MANDY LI COLLECTION | MASLAND HOSPITALITY | OW HOSPITALITY | RICHLoom CONTRACT | SEM FIM | SERTA INTERNATIONAL | SÉURA INCORPORATED | SHAFER COMMERCIAL SEATING | SHAW HOSPITALITY GROUP | SHELBY WILLIAMS | SUMMER CLASSICS CONTRACT | TROPITONE FURNITURE COMPANY | VAUGHAN BENZ | W A L T E R S

