

Help NEWH celebrate an ICON of Industry



LAWRENCE (LARRY) CHALFIN
President, Samuelson Furniture
NEWH 2021 ICON of Industry

Lawrence (Larry) Chalfin was on a path to a musical career. At a young age his beautiful singing voice led him to classical studies with distinguished vocalists and then on to Juilliard to pursue vocal arts. All the while, another calling persisted, then known as Invincible Parlor Frame.

Throughout his childhood years, Larry spent Saturdays and school vacations at the Invincible furniture factory with his visionary father, Samuel, who provided Larry with a hands-on education in the business of fine furniture production. As Larry sorted chair parts, did inventory, and observed skilled craftsmen, he developed a deep understanding and love of furniture creation. It was this passion that clarified his choice to join Samuel in the furniture business in 1974.

As a third generation to his grandfather and father, Larry took over the company as President of Samuelson Furniture, and is now joined by his son Michael Chalfin as Executive VP. Spanning more than 85 years, Samuelson has proudly become the only fourth-generation company dedicated to the hospitality and senior living sectors.

Larry always strives to exceed expectations while taking care of the people who work each day to make it all possible. Business and personal relationships are binding with Larry—meet anyone who knows him and they will acknowledge his unmistakable, authentic character.

Larry is also a devoted husband to Laurie, his wife of 42 years, and a loving father to his two sons, Michael and David.

Dear Friends of NEWH,

Please join us in celebrating the career of **Lawrence (Larry) Chalfin** of Samuelson Furniture. Mr. Chalfin is the 17th exceptional individual to receive this prestigious award. Whether you know our 2021 icon or not, please take a moment to read his brief biography and support our initiative to lead our industry by example.

You can help us honor our ICON by sharing your words of admiration and/or appreciation, which we will include in our Tribute Journal to be handed out during this year's Gold Key Awards gala. Please fill out the form through the attached link with the details of your sponsorship intentions by Friday, September 10, 2021. newh.org/icon2021 Deadline for submissions of artwork for the Tribute Journal is Friday, September 24, 2021. Should you have any questions, please call the NEWH, Inc. office and refer to the ICON Tribute Journal. Net proceeds from this journal will be deposited in the NEWH, Inc. Scholarship account to finance scholarships to deserving students studying hospitality.

A \$7,500 Student Scholarship in honor of our ICON will be awarded to one exemplary student who has completed at least half of their program toward a degree in hospitality interior design, has a minimum 3.0 GPA, has participated in an industry internship, and exemplifies the highest standards of professionalism. Our ICON and the scholarship recipient will be awarded at the **41st Annual Gold Key Awards gala** on Monday, November 15, 2021, an event held in conjunction with BDNY and HX. Thank you in advance for your contribution in honor of Lawrence Chalfin, a true ICON and LEADER!

Warm regards,
NEWH International Board Of Directors

41st Annual Gold Key Awards Gala

NOVEMBER 15, 2021 - CIPRIANI MIDTOWN - NYC in
conjunction with Boutique Design New York
(BDNY) and HX: The Hotel Experience



Click here for Larry's full biography and more information on how to participate in this special tribute to Lawrence (Larry) Chalfin.

ICON TRIBUTE BOOK HONORING
LAWRENCE CHALFIN

PRICES

Full Page \$ 300 USD 375 CAD
Half Page \$ 200 USD 250 CAD
Quarter Page \$ 100 USD 125 CAD

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: x 8.5" (ADD 1/8" (0.125) bleed all around)

Quarter: 3 5/8" W x 3 7/8" 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: PDF, PhotoShop (psd or tiff), or Adobe Illustrator eps

All ads are CMYK, Resolution: 300 dpi

All printer marks should be offset from the trim by 0.125".

PDF: PDF FILES must be hi-res, print-ready PDF-X1a. 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 – 10 SEPT 2021 | ARTWORK – 24 SEPT 2021

Thanking NEWH's 2021 Corporate Partners

benefactor: Durkan Hospitality – Fabricut Contract/S. Harris – RH Contract – Signature – Ulster **patron:** Bernhardt Hospitality – Boutique Design Group – Brintons – Delta Faucet Company – Hospitality Design Group – Installation Service Group – Milliken Floors – Moen | House of Rohl – P/Kaufmann Contract – Valley Forge Fabrics
supporting: American Atelier, Inc. – Arteriors Contract – Artline Group – Ashley Lighting, Inc. – Atlas Masland – Chapman Hospitality Lighting – Crypton + Nanotex – Down Etc. – Encore Hospitality Carpet – Fabric Innovations, Inc. – Fil Doux Textiles – Kimball Hospitality – Lily Jack – Mandy Li Collection – Porcelanosa USA – Richloom Contract – Serta Simmons Hospitality – Séura Incorporated – Shaw Contract Hospitality – Shelby Williams – Summer Classics Contract – Tarkett Hospitality – TLS Furniture – Tropitone Furniture Company – WALTERS

INSERTION ORDER

Contact Person: _____

Company Name: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____ E-mail: _____

TRIBUTE SIZE:

Full Page \$ 300 USD375 CAD

Half Page \$ 200 USD250 CAD

Quarter Page \$ 100 USD 125 CAD

Total Due \$: _____

PAYMENT INFORMATION:

All opportunities must be paid in advance by ACH, check or credit card prior to posting.

Check is enclosed (Please mail check payments to: NEWH, Inc., Post Office Box 322, Shawano, WI 54166)
Make checks payable to: NEWH, Inc.

VISA MasterCard American Express Discover

You may fax your credit card payment to: 800.693.NEWH For ACH instructions, contact Susan Huntington at 800.593.NEWH

Credit Card Number _____ Expiration Date _____

Billing Address, including Zip/Postal Code _____ CVC Code _____

Signature _____

Date _____

NEWH, Inc. is authorized to insert our Larry Chalfin Tribute into the tribute book that will be distributed at the Gold Key Awards Reception. We agree to pay at the rates and under the conditions shown in the rate information above. Copy deemed objectionable by publisher for any reason may be rejected.

Signature/Date Name (Printed)

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