

# Help NEWH celebrate an ICON of Industry



**LISA VILLARREAL**  
Founder & CEO  
Lily Jack

**L**isa Villarreal is the founder and owner of Lily Jack, a third-generation fine furniture manufacturing company, specializing in custom seating, metal, and casegoods suited for the luxury high-end hospitality industry.

Lisa fell in love with furniture after spending time in her grandfather's importing business, learning how he designed and developed product for his clients with partner factories all over Europe. After his passing, she joined her mother to help continue the legacy Jack had created.

As a young entrepreneur, Lisa saw the potential to grow the family business, J.S. Greene Associates, into something bigger. In 1986 with her mother Judy, she began working with local manufacturers to provide custom furniture. Hospitality projects ensued, and the company continued to expand over the next decade as a private label manufacturer. Named for her grandparents, Lily Jack debuted in 2000 with its first in-line collection of furniture at HD Expo.

In the last 22 years, Lisa has focused Lily Jack's efforts towards providing high-quality furniture for the ever-changing and demanding needs of the hospitality industry. Her true passion is to collaborate and work with designers to ensure their vision is executed.

Lisa finds her greatest inspiration from her family. Her love for her two boys has pushed her to never give up, and her grandfather taught her to always lead with integrity; a core pillar of Lily Jack's values. Beyond her family, Lisa is inspired by all things beautiful: nature, antiques, fashion, art, and photography.

Dear Friends of NEWH,

Please join us celebrating the career of Lisa Villarreal of Lily Jack. Lisa is the 18th exceptional individual to receive this prestigious award. Whether you know our 2022 icon or not, please take a moment to read her brief biography and support our initiative to lead our industry by example.

**Deadline  
extended to  
September 28!**

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 9, 2022**. [newh.org/icon2022](http://newh.org/icon2022). **Deadline for submissions of artwork for the Tribute Journal is Friday, September 23, 2022.** 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.

**Click here for Lisa's full biography and more information on how to participate in this special tribute to Lisa Villarreal.**

**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 ICONs and the scholarship recipient will be awarded at the **42nd Annual Gold Key Awards gala** on Monday, November 14, 2022, an event held in conjunction with BDNY and HX. Thank you in advance for your contribution in honor of Lisa Villarreal, a true ICON and LEADER!

Warm regards,  
NEWH International Board Of Directors

## 42nd Annual Gold Key Awards Gala

MONDAY NOVEMBER 14, 2022 – CIPRIANI 42ND STREET – NYC  
in conjunction with BDNY and HX: The Hotel Experience



ICON TRIBUTE BOOK HONORING  
**LISA VILLARREAL**

## PRICES

Full Page	\$ 300
Half Page	200
Quarter Page	100

## 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 – 9 SEPT 2022 - ARTWORK EXTENDED TO 28 SEPT 2022**

Thanking NEWH's 2022 Corporate Partners

Benefactor: DURKAN HOSPITALITY | FABRICUT CONTRACT/S. HARRIS | MILLIKEN FLOOR COVERING | SIGNATURE | ULSTER Patron: BERNHARDT HOSPITALITY | BRINTONS | DELTA FAUCET COMPANY | EMERALD | INSTALLATION SERVICE GROUP | KB CONTRACT | MOEN / HOUSE OF ROHL | P/KAUFMANN CONTRACT | PTY CUSTOM LIGHTING | VALLEY FORGE FABRICS Supporting: AMERICAN ATELIER, INC. | ARTERIORS CONTRACT | ARTLINE GROUP | ASHLEY LIGHTING, INC. | CHAPMAN HOSPITALITY LIGHTING | CROSSLEY AXMINSTER | CRYPTON + NANOTEX | DOWN ETC. | ENCORE HOSPITALITY CARPET | FIL DOUX TEXTILES | KIMBALL HOSPITALITY | LILY JACK | MANDY LI COLLECTION | PORCELANOSA | RICHLOOM CONTRACT | SERGE FERRARI | SERTA SIMMONS HOSPITALITY | SHAW HOSPITALITY | SHELBY WILLIAMS | SUMMER CLASSICS CONTRACT | SURYA CONTRACT | TARKETT HOSPITALITY | TLS FURNITURE | TROPITONE FURNITURE COMPANY | W A L T E R S

