

NEWH TopID Award Nomination Guide

NEWH TopID Program is committed to recognizing the Interior Design firms as the “elite” who find the perfect balance of delivering exceptional design and generous support of NEWH in the regions they are within.

The TopID list will represent the top qualifying design firms within NEWH’s extensive network of over 6,000 members throughout the US, UK, Canada, France, and Italy. These design members inspire others to exceed the creative standards and reach for excellence while giving back to the industry with their involvement with NEWH. This is the highest honor that can be bestowed upon a design firm within the NEWH, Inc.’s awards programs.

Award Program Eligibility

The 2023 NEWH TopID program recognizes hospitality custom design work and the firm’s commitment to NEWH within the months of January 1, 2020 to June 30, 2022.

The nomination process begins by the chapter/regional board looking within their membership and inviting firms they believe meet the minimum requirements:

Minimum Criteria - required

- Current Membership - one person within the local firm must be a current voting member in good standing with NEWH (*NEWH, Inc. will confirm membership status from the online submissions before forwarding the nomination form to your board*)
- **Update:** Minimum of 3 custom hospitality projects* completed by local firm within the **30-month period** prior to nomination (January 1, 2020 to June 30, 2022) with 150-word written narrative describing the projects’ **unique design elements/attributes** that make the project distinct in the industry today (*custom projects are non-program work where designs are not pre-determined by a brand)
- **NEW CRITERIA:** To qualify as a TopID nominee, the firm **must** provide one photograph per project with nomination submission (total of 3 photos/1 per project submission) that best depicts the narrative provided as noted above. Projects submitted with the nomination must be professionally photographed (minimum 300 dpi resolution jpeg or tif file format) (*Chapter/Regional boards will be required to acquire the images from the nominated firms for use during judging process – the 3 images will be required to be sent in with your chapter/regional group’s final 3 TopID recipients to NEWH, Inc.)
- Firm must have an accessible website

Note: Past Top ID honorees can be considered for current years. There is no limit to how many years a firm can hold the title of Top ID.

Bonus Criteria (used only if more than 3 nominees remain after minimum criteria has been met): ***See Wild Card Option on next page**

- More than one NEWH member employed by the firm (*2-3 members = 1 point; 3+ members = 2 points*) **max 2 bonus points**
- Active company participation (attends at least one NEWH event a year) (*1-3 events = 1 point; 3+ events = 2 points*)
- Active local board or committee member (*point for each board/committee member from firm*) **max 1 bonus point for voting board position, max 1 bonus point for committee (2 total max bonus points)**
- Chapter Business Membership (*Chapter Level Business = 1 point; Top Tier membership = 2 points*)
- **List up to 12 custom hospitality projects*** completed by local firm in the past 30 months (1 point for up to 6 projects; 2 points 7-12 projects) (*custom projects are non-program work where designs are not pre-determined by a brand)

- List **up to 6** industry design related awards received by local firm related to hospitality projects (excluding any NEWH TopID awards) *(additional point for 1-3 awards, 2 points for 4-6 awards, within 30 months – January 1, 2020 to June 30, 2022 – noted on nomination form)* **max 2 bonus points**
- List **up to 6** notable publications of hospitality work of local firm *(additional point for 1-3 publications, 2 points for 4-6 awards, within last 30 months – January 1, 2020 to June 30, 2022 – noted on nomination form)* **max 2 bonus points**

***NEW for 2023 TopID: Wild Card Recipient for third TopID recipient (Optional)**

After determining your top 2 TopID recipients, the judging committee has the opportunity to select one firm for the third slot as their 'Wild Card'. Wild Cards can be chosen based on reaching minimum criteria only – bonus points will not be required.

The Wild Card selection should be chosen if your chapter/regional group wants to highlight an up-and-coming hospitality firm (i.e. a firm that has completed a notable hospitality project, or a firm who may not be as large or have as many hospitality projects/awards/members in the judging process to earn bonus points).

Please remember the Wild Card option is not mandatory and you do not need to select a Wild Card if you are comfortable with your top 3 recipients based on the judging results. Please be thoughtful and purposeful if you are replacing a qualified third place firm with your Wild Card selection.

The Wild Card recipient will not know they are a Wild Card selection. Please do not disclose this to any of your nominees.

Nomination Process

TopID Nominations can be made as follows:

1. The Chapter (or Chapter Board) can ask an eligible firm (who meets the minimum required criteria) to complete the nomination form or assist them in the process.
2. Self-Nomination - A Member of NEWH can nominate another member or nominate themselves.
3. All nominations should be completed online at <https://newh.org/resources/top-interior-designers/topid-nominations/> - the NEWH office will receive and forward to the chapter presidents/steering committee chairs and VP's.

Nominations forms/photography:

- The nomination form must be complete and all minimum eligibility requirements must be met to be considered for the final Top ID list.
- **Chapter/Regional board judging committee will be required to acquire the photographs from each nominated firm (1 photograph for each of the 3 projects submitted by the firm).**
- Chapters/Regions can accept as many nominations as they like to consider for their final top three choices to be submitted to NEWH, Inc. NEWH encourages chapters/regions to seek out the best within their local area to assure submittal of three Top ID firms.*

**Chapters/regions may submit less than three finalists if nominees do not meet the minimum criteria. Firms that meet the criteria must be considered. No chapter/region can choose not to recognize a firm that qualifies within the top three spots (with exception of the Wild Card criteria above).*

Nominations due to chapters/regions for consideration and review: July 1, 2022

Review Process/Judging

- Completed nomination forms are compiled and reviewed by chapter/regional voting board members for consensus of the top three firms chosen for the Top ID honor.
- **Chapter/Regional board judging committee will be required to acquire the images from the nominated firms - To qualify as a TopID nominee, the firm **must** provide one photograph per project with submission (total of 3**

- photos/1 per project submission) that best depicts the narrative provided as noted above. Projects submitted with the nomination must be professionally photographed (minimum 300 dpi resolution jpeg or tif file format).
- The review process will be conducted using the Nomination Form, Judging Form, and submitted photographs. The Judging Form includes Minimum Required Criteria, as well as Bonus Criteria to help narrow down the selection process.
 - Nomination submissions that do not include all of the above should be considered an **incomplete** submission.
 - **The completed Judging Form, original Nomination Form, and the 3 photographs per firm must be submitted with the final 3 nominees to NEWH, Inc. by August 31, 2022.**
 - Only voting board members are eligible to participate in the review and final vote of the three firms (standard motion voting procedure must be applied). **NOTE: If a voting board member is an employee of a firm being considered for a TopID, he/she must remove himself/herself from the judging process. We suggest/recommend that your judging committee is made of 3 voting board members with at least one from your EC (past president, VPs, secretary, treasurer) – regional groups can choose any voting board member.**
 - If more than three firms remain after minimum criteria items are met, bonus criteria will be used. A vote will only be needed if there is a tie of bonus criteria points for 1 of the three finalist spots. If there is a “tie” of bonus criteria points (where more than one firm accrues the same amount of points), the voting board members must consider all the criteria, plus bonus criteria, and make the decision of which firm exceeds these minimum requirements more than the other. (*see Wild Card notes above)
 - All voting board members involved in the review and nomination process must be held to the highest level of professionalism and integrity while participating and conversing with the other review members. There will be no “favoritism” allowed in this process other than when discussing tied finalists in the specific criteria. No incomplete or late submittals should be considered.
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Submittal Process to NEWH, Inc. - Top ID Submittals due to NEWH Inc: **August 31, 2022**

It will be the chapter/regional board’s responsibility to submit the TopID three (3) finalists to the NEWH, Inc. office – to include: (*Chapters/regions may submit less than three finalists if nominees do not meet the minimum criteria)

- Completed Nomination Form for each firm
- Judging Form for each firm
- **Photographs (3 total) from each winning firm**
- Notes related to decisions made as a result of a tie situation

Announcement of Top ID Winners

- The chapter/regional board members involved in the review and nomination process are to not discuss or release the names of the firms selected until NEWH, Inc. has received all firm names and confirmed eligibility.
 - If there are any issues or concerns of a nominee submitted, the NEWH, Inc. office will notify the chapter/region before September 9, 2022 to discuss options for replacing the disqualified firm with another nominee who was in the consideration process. If there are no other nominees, the chapter/region may submit less than three finalists.
 - **Once the chapter/region has been notified by NEWH, Inc. that nominees have been approved, chapters/regions can announce 2023 winners during a TopID event held between October 15 and December 22, 2022. If the chapter/region chooses not to notify finalists and present the award during a fundraiser/TopID event during this time, they will have the opportunity to notify the TopID recipients in whatever manner they feel best suits this great honor. The chapters/regions must notify their recipients no later than December 22, 2022.**
 - **REMEMBER: Build up the excitement and anticipation - keep your winners SECRET until your award presentation! (whether that’s at an event, or in person!)**
 - TopID 2023 recipients will be posted on the NEWH website on December 30, 2022.
 - TopID banners will be printed and shipped to all chapter/regions in early January 2023 for display at the 2023 events.
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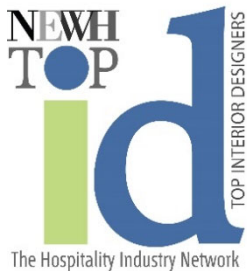
Chapters/Regions Responsibility to Award/Honor the TopID

The items listed below will be supplied to the chapter/region. These items are to support the acknowledgement of the firms' participation in your chapter/region and their dedication to design excellence. These items should be awarded to the finalists at an event or ceremony the chapter/region feels provides the best opportunity to celebrate their local TopID firms. Chapters/Regions should consider an event worthy of announcing/honoring TopID recipients with high attendance expected.

Chapters/Regions should display the TopID banners at all their events and seek ways to utilize the TopID firms to support their activities and events throughout the year.

What NEWH Inc. Provides to the Chapter/Region

- Award with TopID firm name engraved on plaque (Chapter is responsible for \$120/per award*) – shipped to chapter/region by October 15, 2022 (*final amount for 2023 to be determined)
- Note from the NEWH, Inc. President to the TopID Winners
- Certificate for the TopID Winners (on request)
- TopID Banner



In addition to the above list, the TopID firms will receive a high res logo for use on their website with the current year of award.

TopID Benefits

TopID firms will be asked to sign a consent form that allows NEWH to post their photography on the NEWH website for promotional purposes. They may also be contacted by media related to speaking opportunities, editorial comment and or participation in events as a highly-respected design professional.

By accepting the honor of NEWH TopID, NEWH will present the list on the NEWH website and at all international events they participate in with the intent of presenting the TopID firms as the “elite” and most exceptional design firms in the regions they are within. NEWH encourages members and industry professionals to utilize this list when in need of a design leader for their projects or expert advice within their companies or events.

Some of the things a TopID may expect from being honored by NEWH:

- TopID firms are listed on the NEWH website with their 3 featured hospitality project photos and a link to their websites
- A banner listing the year’s TopID recipients is provided to all NEWH chapters/regions to display at their programming/fundraising events
- TopID logo is furnished to firms for use for one year on their stationery and email signatures
- TopID firms are provided an award and honored at a local chapter/regional event
- Upon request from the chapter/region board, NEWH, Inc. can also provide a certificate to be presented to the winning firms at the TopID event
- TopID list will be published in NEWH Magazine
- TopID list will be shared with media for potential inclusion in upcoming editorials
- TopID will receive early invitations to the President’s Dinner at the NEWH Leadership Conference
- TopID may receive an invitation to be a speaker or panelist at hospitality shows or events through a NEWH referral list
- TopID may receive an invitation to be a speaker on the TopID panel at the NEWH Leadership Conference (there is now a dedicated panel for the TopID scheduled for future conferences)
- TopID firms may be requested to participate on the local level with chapter/regional events
- TopID firms may be honored or promoted with the local chapter/regional activities and events

Future Development of TopID Program

It is NEWH’s intent to strengthen and grow this program to create more value to the recipient and the awarding chapters/regions. The goal is to create loyalty and respect between the local chapters/regions, its members, and the leading design firms that are integral to the future of the industry. Building these strong relationships and membership alliances we will assure stability of the chapters/regions and enhance networking for business development.