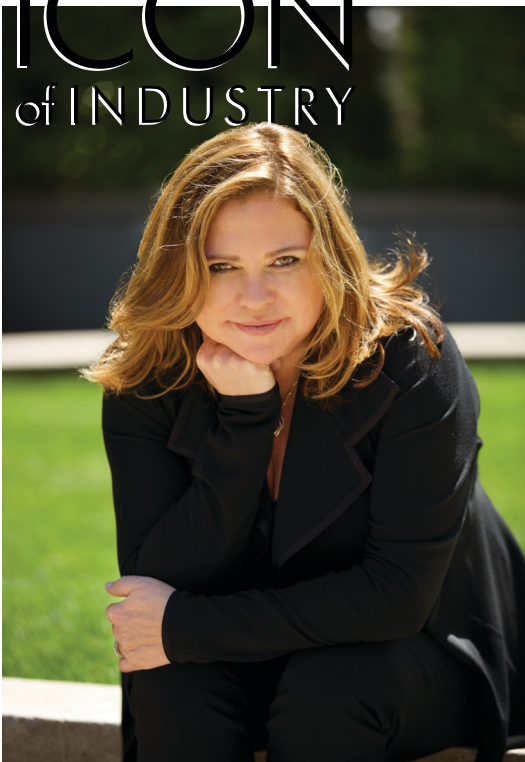


ICON
of INDUSTRY



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.