

# Help NEWH celebrate an **ICON** of Industry



**DIANA DOBIN**  
Co-Chief Executive Officer  
Valley Forge Fabrics

**C**elebrating others and making everyone feel treasured, confident and supported has been the focus of Diana Dobin's 30-year Hospitality career. Co-CEO of Valley Forge Fabrics; a maker at heart and a hospitalitarian in her soul.

Pioneering the importance of sustainability long before it was part of our industry conversation, Diana is a passionate leader that has tirelessly encouraged & educated the industry to recognize both the opportunity & responsibility to impact the health, wellbeing & happiness of travelers, colleagues & communities through environmental efforts.

As Director of Expansion for NEWH & a board member in NY & South Florida, Diana demonstrated her commitment to scholarship & dedication to our industry.

A Board Member of Sustainable Florida, Diana worked with other State business leaders to bring attention to critical water & resource needs at a State and National Level.

The Valley Forge LEED Silver HQ was made a reality through Diana's design vision. Winner of Green Building awards, the facility reflects the philanthropy, quality & excellence that VFF represents. The property is used for VFF hosted programs raising funds for charities focused on sustainability, family & children & mentorship programs for under-served community members.

Diana demonstrates her affinity for diversity & works to close the equity gap through her inclusion of others. She is proud that Valley Forge is a Strategic Partner of HDAC.

Consistently asking how she can be of service, she is a 6-year board member on the Pillsbury Institute for Entrepreneurship at The Nolan School of Hospitality at Cornell University, she approaches mentoring through a lens of cooperation, care & coaching; always focused on people as individuals.

Reflecting Diana, VFF has a special culture grounded in love for each other & love for this industry. Her greatest legacy and greatest love is her family.

Dear Friends of NEWH,

Please join us celebrating the career of Diana Dobin of Valley Forge Fabrics, our 20th exceptional individual to receive this prestigious award. Whether you know our 2023 icon or not, please take a moment to read her 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 6, 2024. [newh.org/icon2024](https://newh.org/icon2024). Deadline for submissions of artwork for the Tribute Journal is Friday, September 20, 2024.** 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.

**Visit: [newh.org/icon2024](https://newh.org/icon2024) for Diana's full biography and more information on how to participate in this special tribute to Diana Dobin**

**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 **44th Annual Gold Key Awards gala** on Monday, November 11, 2024, an event held in conjunction with BDNY. Thank you in advance for your contribution in honor of Diana Dobin, a true ICON and LEADER!

Warm regards,  
NEWH International Board Of Directors

## **44th Annual Gold Key Awards Gala**

MONDAY NOVEMBER 11, 2024 - CIPRIANI 42ND STREET - NYC  
in conjunction with BDNY



ICON TRIBUTE BOOK HONORING  
**DIANA DOBIN**

**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 - EMAIL**

Files can be submitted by email: newh.icon@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 – 6 SEPT 2024 - ARTWORK IS 20 SEPT 2024**

Thanking NEWH's 2024 Corporate Partners

Benefactor: DURKAN HOSPITALITY | FABRICUT CONTRACT/S. HARRIS | MILLIKEN FLOOR COVERING | SIGNATURE | ULSTER Patron: ARTERIORS CONTRACT | BERNHARDT HOSPITALITY | BRINTONS | EMERALD | ENCORE HOSPITALITY CARPET | INSTALLATION SERVICE GROUP | KB CONTRACT | P/KAUFMANN CONTRACT | PTY CUSTOM LIGHTING | VALLEY FORGE FABRICS Supporting: AMERICAN ATELIER, INC. | AMERICAN LEATHER | ARTLINE GROUP | ASHLEY LIGHTING, INC. | CHAPMAN HOSPITALITY LIGHTING | CROSSLEY AXMINSTER | CRYPTON + NANOTEX | DELTA FAUCET COMPANY | DOWN ETC. | ELECTRIC MIRROR | FAIRMONT DESIGNS | KELLEX | KIMBALL HOSPITALITY | MANDY LI COLLECTION | PORCELANOSA | RICHLOOM CONTRACT | SERTA SIMMONS HOSPITALITY | SHAW HOSPITALITY | SHELBY WILLIAMS | SUMMER CLASSICS/GABBY CONTRACT | TARKETT HOSPITALITY | TLS FURNITURE | TRINITY LIGHTING | TROPITONE FURNITURE COMPANY | WALTERS

