



## **ICON OF INDUSTRY SELECTION CRITERIA/PROCESS**

The 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 has been doing business in hospitality for more than 30 years. In addition, each year an international scholarship is given to an exemplary student in the recipient's honor.

### **THE NOMINATION PROCESS**

The nominator will submit a completed form to NEWH for review

Upon review of initial nomination form, the nominee will receive an request to complete a personal/professional [vita](#), to be complete and returned by stated deadline

All nominations will be reviewed by the NEWH, Inc. Executive Committee and announced at the NEWH Young Entrepreneurs Breakfast at Hospitality Design Conference and Expo in Las Vegas

### **1. THE ICON HONOREE CRITERIA**

- 1.1. The Icon of Industry Distinction is presented to a manufacturer doing business in the hospitality community
  - 1.1.1 Limited to one award per company
  - 1.1.2 Must be active in the hospitality industry
- 1.2. Nominee must be in an ownership or senior management position
- 1.3. Nominee must exhibit the highest level of ethical conduct and professionalism in the hospitality industry
- 1.3. Candidate must be in the industry a minimum of 30 years
- 1.4. Has uniquely impacted the hospitality industry through their innovative work:
  - 1.4.1. Unique Product design
  - 1.4.2. Cutting edge technology and innovation

### **2. CORPORATE/PERSONAL PHILANTHROPIC ENDEAVORS**

- 2.1. Consistent dedicated outreach to the industry and/or community through education and or corporate/personal giving
  - 2.1.1 Must have contributed to a minimum of two (2) charitable entities outside of NEWH

### **3. PRIOR RECOGNITIONS**

- 3.1. Consideration of prior honors from industry peers
- 3.2. Consideration of honors from charitable/public organizations or educational institutions



#### **4. HONOREE COMMITMENT/INITIAL CONTACT**

- 4.1. Upon confirmation that honoree accepts the ICON recognition; a letter will be sent from NEWH Inc. to include the following:
  - 4.1.1. Confirmation of the recognition including an outline of deadlines, award venue etc.
- 4.2. Confirmation that a scholarship will be funded from the NEWH Inc. Scholarship Fund in the amount of \$7,500 to a worthy student selected by NEWH Inc. Scholarship committee, at the Gold Key Gala in New York in November
- 4.3. Invitation to the honoree to contribute to the scholarship fund in the spirit of perpetuating this award
- 4.4. A request for honoree or honoree's company to produce a 2-4 minute video/bio/tribute, at company's own expense, of the honorees accomplishments. Emphasis on company success and personal achievement
- 4.5. Honoree must agree to attend award ceremony – preferably with closest family and friends also in attendance and speak to attendees for approximately 2 minutes
- 4.6. Requests that honoree or his/her company provide an email list of industry colleagues for NEWH to contact for inclusion in the Tribute Journal. Net proceeds from this journal will serve to help fund the ICON award scholarship. Companies and individuals will be encouraged to also make a targeted donation to the NEWH Inc. Scholarship Fund. Those who do so will receive special recognition in the journal and/or event program

#### **5. NEWH COMMITMENT**

- 5.1. NEWH will produce a tribute journal to include testimonials from industry colleagues.

#### **6. VENUE**

- 6.1. Primary venue for award is the Gold Key Gala in conjunction with BD|ny Expo & Conference in New York.

#### **7. AWARD FORMAT**

- 7.1. A plaque is given to the honoree and to the student scholarship recipient
- 7.2. NEWH will list all ICON and ICON Scholarship awardees on the NEWH website