

NEWH
The Hospitality Industry Network

ICON
of INDUSTRY
2025



**CHRIS
RICE**

NEWH VISION

The Hospitality Industry Network

MISSION STATEMENT

NEWH is the international nonprofit community connecting the hospitality industry, providing scholarships, education, leadership development, and recognition of excellence.

BRIEF HISTORY

Founded in 1984, NEWH is an international non-profit organization with 31 chapters and regional groups across the US, Canada, the UK, France, and Italy. NEWH brings together professionals from all facets of the hospitality industry, providing opportunities for scholarship, education, professional development and networking. The organization offers unique opportunities including an international resource directory, Career Network, NEWH Magazine and sponsorship of leading industry expositions and conferences. To date, NEWH has awarded over \$10,100,000 in scholarships to over 3212 recipients wishing to pursue careers in the hospitality industry.

icon

i·con (ī'kŏn')

-noun

An image; a representation.

An important and enduring symbol.

One who is the object of great attention and devotion; an idol.

Each year NEWH gives out its most prestigious honor—the ICON of Industry. The award is presented at the Gold Key Awards for Excellence in Hospitality Design in New York City, held in conjunction with BDNY. The award celebrates the leaders of the manufacturing side of hospitality—those who have uniquely impacted the industry through their innovative work. They consistently dedicated their time and efforts to community or industry outreach through education and/or corporate giving and have been doing business in hospitality for more than 30 years. In addition, each year a \$7,500 international scholarship is given in the recipient's honor to one exemplary student who has a minimum 3.0 GPA, participated in an industry internship, and exemplifies the highest standards of professionalism.



When Chris was a child, he used to say he wanted to be a “present” when he grew up—and in so many ways, that dream came true. Chris is truly a gift to everyone around him. To his family, he is a source of love and strength. To his friends, he is loyal and uplifting. To his colleagues, he is dependable and inspiring. Even to strangers, Chris gives kindness freely, often in ways that go unnoticed but never unappreciated. He is more generous and giving than anyone could ever realize, and his presence is a reminder of how precious one person’s heart can be.

Chris, you are a gift in every sense of the word—and most importantly, you are deeply loved.

*We love you!
Mom, Bev, & Charlie*

It is my pleasure to celebrate the 2025 Gold Key Awards and the NEWH ICON of Industry! On behalf of NEWH, it is an honor to present Chris Rice the 2025 NEWH ICON of Industry Award. Each year, NEWH awards our most prestigious award – the ICON of Industry. The award celebrates the leaders of the manufacturing side of hospitality, those who have uniquely impacted the industry through their innovative work, consistently dedicating their time and efforts to community and the industry through education and/or corporate giving and have been doing business in the hospitality industry for more than 30 years. The alumni of this award are an amazing group of individuals, and this year is no exception with the 2025 NEWH ICON of Industry being awarded to Chris Rice, founder and president of Kellex Corporation.

Chris is more than a successful leader in the hospitality industry, he is a visionary who built Kellex from the ground up, starting in a garage 32 years ago. With humble beginnings and an unwavering dedication to his craft, he has grown into an innovator, mentor, and steadfast advocate for American manufacturing. Chris has shaped the industry and cultivated a culture of excellence, service, and community. He is an outstanding example of giving back whether to our industry or through his personal philanthropy projects.

In the following pages of the Tribute Book that highlights Chris' career, you will see recognition, gratitude, and compliments from friends and colleagues. We are pleased to share with you just some of his many accomplishments and highlights of his career in hospitality.

With the ICON Award, NEWH presents a special scholarship to an exceptional student meeting our high standards of academics, dedication, and character. Our scholarship program has enabled over 3200 students to complete their studies and enter their desired careers within hospitality industry. These students are our future in the industry. To date, NEWH has awarded over \$10 million in scholarships. It is only through the generous support and contributions by dedicated members of this industry that NEWH can achieve the vital part of its mission of engaging, encouraging and elevating our future leaders. We sincerely thank you for your continued support and dedication to NEWH!

Join us in congratulating Chris on his ICON Award.

Yours truly,



Sandy Banks
NEWH, Inc. International President



From your Valdese family, we couldn't be more proud to see you honored with the Icon of Industry Award. Every day, you remind us that we're more than a team — we're doing life together. Thank you for believing in us, standing beside us, and showing what true leadership looks like. This award is a reflection of all you've poured into Kellex and into each of us.

 **Kellex** *Valdese Family*



Bryan B.
Congratulations!



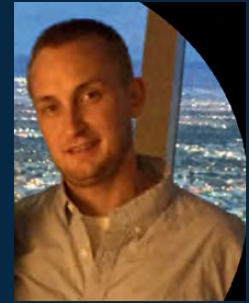
Lew E.
Congratulations Chris!



Renea C.
So proud of you. This recognition is so well deserved!



Elizabeth P.
Cheers to you! What a special moment to celebrate.



Chase B.
Well done, Chris!



Hailey R.
Nice one! Congrats Chris!



Susan L.
A much deserved recognition for you Chris, Congratulations!



Jennifer R.
Congrats Chris! What an accomplishment!



Sherri B.
Congrats! Well-deserved. Your dedication to excellence truly inspires!



Kim M.
Way to go Chris!



Ansley K.
Congrats! Your hard work shines so bright!



Danielle K.
Congrats on being named 2025 ICON of Industry!



Jennifer S.
Thank you for 25 years of leadership and friendship!



Brad O.
Much deserved! I'm blessed to be a part of the Kellex team. Lets keep it growing!!



CHRIS RICE, 2025 NEWH ICON OF INDUSTRY



CHRIS RICE
Founder/President
Kellex Corporation

For over three decades, Chris Rice has quietly shaped the hospitality manufacturing world with precision, heart, and an unwavering commitment to mentorship. His impact stretches from factory floors to design studios to classrooms across the country.

Rice founded Kellex Corporation in 1994 with one mission—to raise the standard of hospitality furniture manufacturing in America. What started as a focused operation grew into a nationally respected brand, known for its quality craftsmanship, contract expertise, and long-term industry partnerships.

Rice built Kellex around principles of community, service, and innovation. He saw the hospitality sector not only as a market but as a movement—one where investing in people would drive long-term success.

Rice's commitment to design innovation has been constant—from pioneering ergonomic furniture for boutique hotels to guiding sustainable production processes that minimize waste and improve durability.

His support for education, both inside and outside his company, is reshaping how hospitality professionals are developed. Internally, he's built workforce initiatives that prioritize skills growth, team collaboration, and upward mobility. Externally, he's brought industry insight into schools and colleges—bridging the often-missing link between classroom and real-world production.

And now, through his mentorship of student designers, Rice is shaping how future leaders view design: not as decoration, but as a tool for human connection and guest satisfaction.

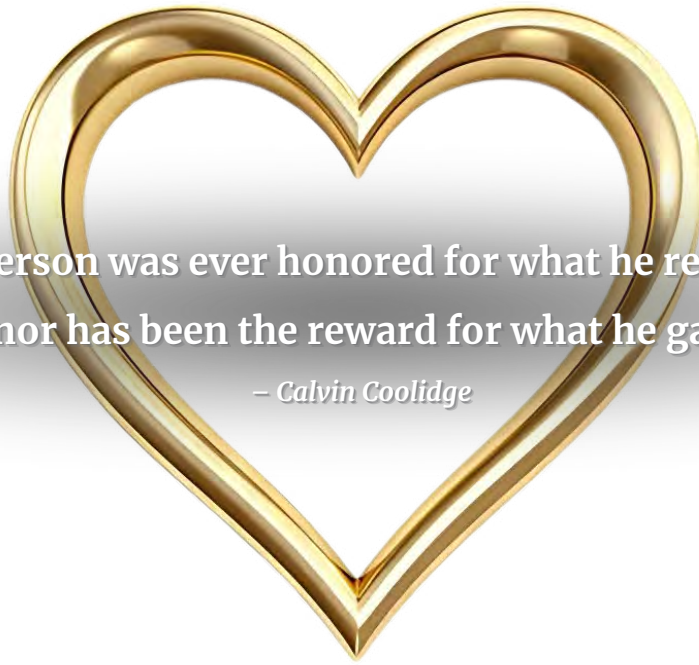
For NEWH, honoring Rice is about affirming the core values that define hospitality: service, excellence, mentorship, and community.

For Rice, it's a chance to shine a light on the people and passions that have fueled his success.



Congrats, Chris! You've spent decades proving that true design isn't just about style, it's about heart, vision, and teamwork. We couldn't be prouder to call you our very own ICON!

Kellex *Design + Marketing*



“No person was ever honored for what he received.
Honor has been the reward for what he gave”

– Calvin Coolidge

THANK YOU CHRIS

For decades of your support, always having our back and your
incredible generosity both in the industry and the world!

Love you and Congratulations my friend

Ann + Everyone at Purchasing Dimensions





Congrats on being named Icon of the Industry!

You've given us all something solid to stand on
(and plenty of seats to sit on).

We're lucky to be along for the ride with you.

 Kellex *Ohio Family*

KEVIN SCHENKEL \$7,500 NEWH ICON OF INDUSTRY SCHOLARSHIP RECIPIENT



KEVIN SCHENKEL
Interior Design
University of Cincinnati

NEWH 2025
ICON
of **INDUSTRY**
SCHOLARSHIP

Kevin Schenkel is a senior studying Interior Design at the University of Cincinnati's College of Design, Architecture, Art, and Planning (DAAP). Born and raised in Cincinnati, he has developed a passion for creating spaces that balance wellness, community, and sustainability, environments that promote belonging and feel as good as they look.

Throughout his time at UC, Kevin has been recognized for both his leadership and design excellence. He currently serves as President and Treasurer of UC's IIDA Chapter, where he has helped grow membership from eight to over sixty students, fostering a culture of mentorship, collaboration, and support. His dedication to uplifting others extends beyond campus through his involvement with NEWH, where he is an active member of the Cincinnati Region.

Kevin's connection to NEWH began unexpectedly while interning with CID Design Group in Naples, Florida, where a South Florida Chapter event sparked a deeper appreciation for the hospitality industry and its ability to bring people together. Since then, he has earned multiple honors, including the NEWH Cincinnati Region Scholarship, selection to the University of Cincinnati Senior 100 (awarded to the top 1% of the graduating class in leadership), and the prestigious NEWH ICON of Industry Scholarship; a recognition that celebrates his commitment to design, leadership, and mentorship.

His professional journey has taken him from his hometown of Cincinnati to cities like Chicago, Tampa, and Naples, where he has worked on multifamily and hospitality projects that merge creativity with purpose. Known for his curiosity, empathy, and thoughtful approach, Kevin believes that great design has the power to foster genuine connection and improve everyday life.

As he approaches graduation, Kevin remains inspired by the ever-evolving world of hospitality design. He hopes to join a firm that values innovation, sustainability, and human-centered design, continuing to grow through collaboration and professional practice. His long-term vision is to one day lead his own design studio, creating spaces that embody authenticity, connection, and joy.

Celebrating Chris Rice

An ICON in Hospitality

On behalf of all of us at Sitconf, we extend our heartfelt congratulations to Chris Rice on being honored with this prestigious award.

Chris, your vision, leadership, and commitment to excellence have left an indelible mark on our industry. But even more meaningful is the friendship we've shared for well over a decade. From our trips to Italy to the many dinners we've shared, you've shown us what it means to combine professionalism with true character.

Beyond the remarkable work, it's your integrity, collaboration, and passion for people that continue to inspire everyone fortunate enough to know you.

We are proud to have partnered with you, and even prouder to call you a friend. We can't wait to see what the next level of Chris Rice is — because even after all this time, it still feels like just the beginning of what's to come.

With admiration and respect,
Your brothers from a couple of other mothers,
Pietro, Claudio & Roberto

CELEBRATING

CHRIS RICE

ICON OF INDUSTRY



FOR HIS AMAZING ACHIEVEMENTS AND
CONTRIBUTION TO THE HOSPITALITY INDUSTRY

TRAVEL+
LEISURE
DESIGN & PROCUREMENT

KKellex

Chris Rice
Congratulations MY FRIEND!

This prestigious award is a testament to your exceptional qualities as both a professional and a person.

Your loyalty, integrity, selfless servant leadership, and unwavering dedication to putting others before yourself are truly inspiring.

You lead by example, showing us all the power of humility, gratitude, and support.

Your tireless work ethic and commitment to excellence inspires all around you both professionally and personally

This year you are celebrated for your amazing professional achievements, while others celebrate that they can call you FRIEND!!

-Dan Ayers



CHRIS RICE

a true **leader** and **NEWH ICON of Industry**

Congratulations
on a well-deserved recognition!



NEWH

EXECUTIVE COMMITTEE

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President Elect	Deidre Schwartz , DS Contract Solutions
Secretary	Jennifer Wellman , MGroup
Vice President/Finance	Kevin Swart , Buster + Punch
Vice President/Scholarship	Brittany Spinner , Hilton Hotels Corporation
Vice President/Education	Dallas Bentley , Marietta Drapery & Window Coverings Co., Inc.
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Chair Emerita/Founder	Shelia Lohmiller , NEWH, Inc.



Chris's impact extends far beyond the walls of Kellex! Through his vision, Chris has transformed the hospitality furniture industry setting new standards for quality, design and service. But perhaps his greatest achievement is the community that we have watched him cultivate over the years as a steward of Kellex - a family of employees, partners and friends who continue to carry his passion and vision forward.



Congratulations Chris, well done! We're honored to be a part of the Kellex family!

Jaime Brandon (Colorado)

Beth Reymer (Maryland, Northern VA & Washington DC)

Amy Tullis Fricke (Washington, Oregon, Idaho, Montana, Alaska)

Gaye Lynn Boyer (South Texas)

David and Teresa Guest (Texas, Oklahoma, Louisiana)



NEWH HONORS ITS 2025 TOP INTERIOR DESIGNERS FOR THEIR CREATIVITY AND DEDICATION TO EXCELLENCE IN THE HOSPITALITY INDUSTRY!



Arizona/New Mexico

- » **House of Form**
houseofform.com
- » **MENDIL + MEYER**
mandm.com
- » **Testani Design Troupe, Inc.**
testanidesigntroupe.com

Atlanta

- » **Design Continuum, Inc.**
dciatl.com
- » **Sims Patrick Studio**
simspatrickstudio.com
- » **Z-Space Design**
zspacedesign.com

Atlantic City/Philadelphia Region

- » **Eimer Design**
eimer-design.com
- » **R2Interiors, LLC**
r2architects.com

Chicago

- » **DLR Group**
dlrgroup.com/sector/hospitality
- » **The Gettys Group Companies**
gettys.com
- » **Pierre-Yves Rochon**
pyr-design.com/en

Cincinnati

- » **Luminaut**
luminaut.com
- » **PIVOTstudio**
pivotstudiocreative.com

Dallas

- » **Gensler**
gensler.com/offices/dallas
- » **LEO A DALY**
leoadaly.com
- » **MatchLine Design Group**
matchlinedesign.com

Houston

- » **Abel Design Group**
abeldesigngroup.com
- » **sensitori**
sensitori.com

- » **Very Handsome Studio**
veryhandsomestudio.com

Las Vegas

- » **Campbell House**
campbellhouseco.com
- » **JCJ Architecture**
jcj.com
- » **Woogmaster Studio**
woogmasterstudio.com

Los Angeles Founding

- » **Atwater Inc. Studio**
atwaterinc.com
- » **Cunningham**
cunningham.com
- » **LEO A DALY**
leoadaly.com

Mid-South Region

- » **ACC Design**
accdmemphis.com
- » **HBG Design**
hbg.design
- » **Smith Gee Studio**
smithgeestudio.com

Milano

- » **ACPV ARCHITECTS Antonio Citterio Patricia Viel**
acpvarchitects.com
- » **Rizoma Architettura**
rizoma.me
- » **Vudafieri-Saverino Partners**
vudafierisaverino.it

New England Region

- » **Bergmeyer**
bergmeyer.com
- » **DiLeonardo**
dileonardo.com
- » **Studio 59 East**
studio59east.com

New York

- » **AJC DESIGN**
ajcdesign.com
- » **Bill Rooney Studio**
billrooneystudio.com

- » **Stonehill Taylor**
stonehilltaylor.com

North Central

- » **Cunningham**
cunningham.com
- » **PFW Designs**
pfwdesigns.com
- » **Shea, Inc.**
sheadesign.com

Northwest

- » **Dawson Design Associates, Inc.**
dawsondesignassociates.com
- » **Rice Fergus Miller**
rfmarch.com
- » **The Society**
welcometothesociety.com

Paris

- » **Saguez & Partners**
saguez-and-partners.com/en

Pittsburgh Region

- » **Hospitality Furnishings and Design**
hfdcorp.com
- » **Wildman Chalmers Design**
wildmanchalmers.com

Rocky Mountain

- » **FAM Design**
design-fam.com
- » **OZ Architecture, Inc.**
ozarch.com
- » **SimpleBrown**
simplebrown.com

San Francisco Bay Area

- » **BAMO**
bamo.com
- » **EDG**
edgdesign.com
- » **HBA International - San Francisco**
hba.com

South Carolina

- » **J. Banks Design**
jbanksdesign.com

South Florida

- » **EoA Group**
eoagroup.com
- » **ID & Design International**
iddidesign.com
- » **Studio IDC**
studioidc.com

Sunshine

- » **Design Poole Inc.**
designpoole.com
- » **Jacki Arena Interiors (JAI)**
jackiarenainteriors.com
- » **L2 Studios, Inc.**
L2studios.com

Toronto

- » **CHIL Interior Design**
childesign.com
- » **Design Link International Inc.**
designlink.ca
- » **Design Poole Canada, Inc.**
designpoole.com

United Kingdom

- » **Design Command**
designcommand.co.uk
- » **DV8 Designs Ltd**
dv8-designs.co.uk
- » **tdhp**
thdpdesign.com

Vancouver Region

- » **CHIL Interior Design**
childesign.com
- » **Daniel Meloché Design**
danielmeloche.com

- » **Inside Design Studio**
insidedesignstudio.com

Washington DC Metro

- » **//3877**
3877.design
- » **Baskervill**
baskervill.com

RECOGNIZING DESIGN FIRMS FOR SUPPORT AND LEADERSHIP IN THE HOSPITALITY INDUSTRY



The **TopID** award is a prestigious honor determined by NEWH chapter and regional boards to recognize design excellence and promote design firms engaged in supporting NEWH and its mission of scholarship and education.

We will recognize the 2026 TopID firms on the NEWH website in late December and in an upcoming 2026 edition of the NEWH Magazine. Make sure to watch for the 2027 TopID nominations opening in spring!



NEWH ICON OF INDUSTRY SCHOLARSHIP RECIPIENTS

2004

Anna Perryman
Harrington School of Design

Shelley Stuart
Design Institute of San Diego

2006

Stacey Schield Shiring
University of Cincinnati

Kandice Pierce
Savannah College of Art & Design

2007

Ashley Anderson
Georgia Southern University

Alisa Biel
Boston University

2008

Jaclyn Livelli
Savannah College of Art & Design

Alysce Christian
Colorado State University

2009

Saray Gill
Savannah College of Art and Design

Kayla McCullough
Colorado State University

2010

Andrea Vasquez
Savannah College of Art and Design

Chelsea Lawrence
Colorado State University

2011

Santiago Arcila
Kwantlen Polytechnic
University

Kyi Gyaw
Cornell University

2012

Stacey Sefcik
Savannah College of Art and Design

Ashley Cuoco
New York Institute of Technology

2013

Amanda Krueger
Florida State University

Alexandra Kern
Savannah College of Art and Design

2014

Tara Headley
Savannah College of Art and Design

Katherine Timmerman
Florida State University

2015

Katelyn Koch
Savannah College of Art and Design

2016

Tyson Baker
Maryville University

2017

Brianna Hunter
Florida International University

2018

Jieru Lin
California College of the Arts

2019

Carolina Cardona
Florida International University

2021

Okhyun des Lauriers
Hillier College of Architecture and
Design, New Jersey Institute
of Technology

2022

Farzane Omid
Texas Tech University

2023

Maitreyee Amar Patil
Savannah College of Art and Design

2024

Lindsey Phillips
University of Wisconsin - Stout

2025

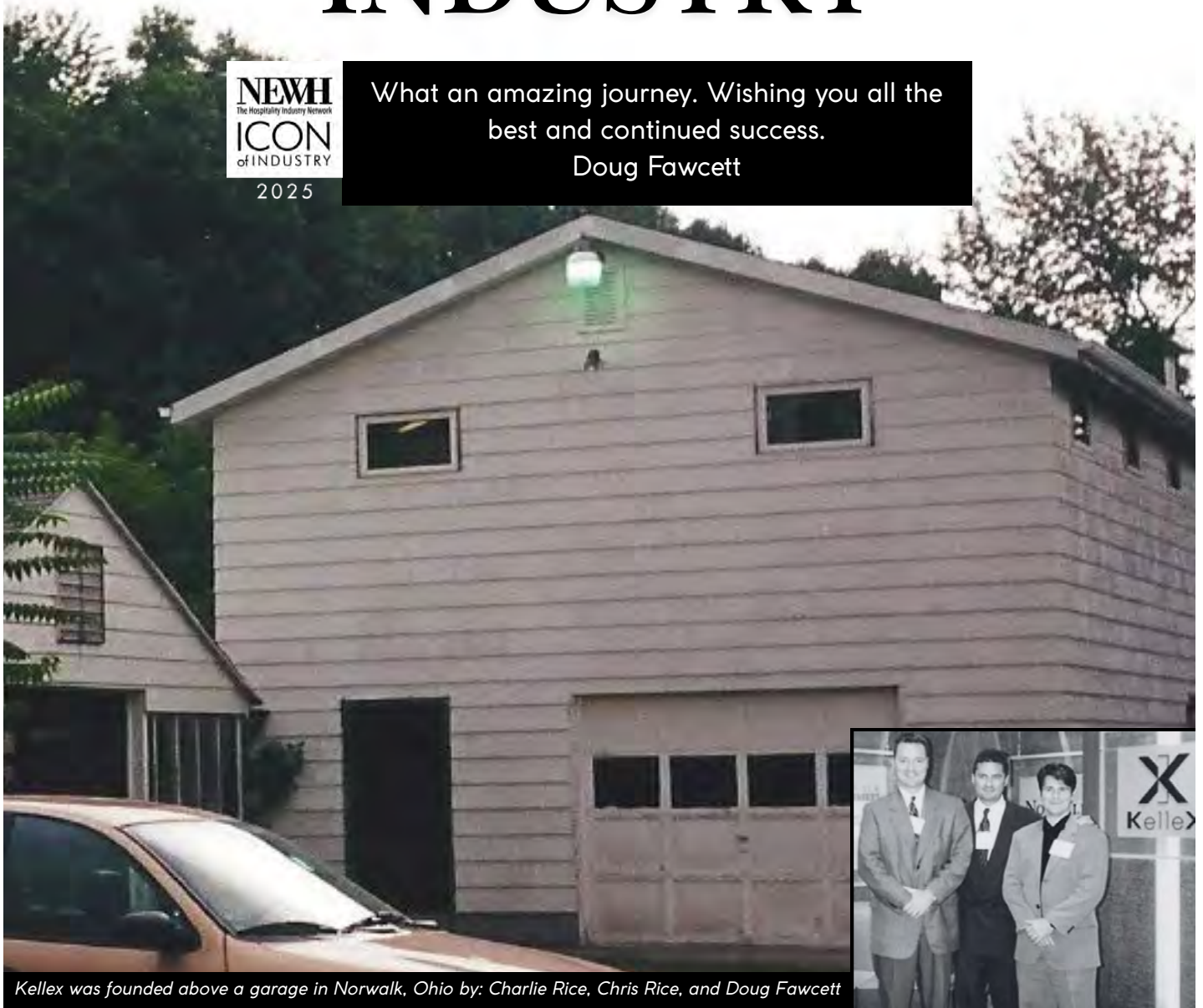
Kevin Schenkel
University of Cincinnati

FROM THE TOP OF A GARAGE TO TOP OF THE INDUSTRY

NEWH
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What an amazing journey. Wishing you all the best and continued success.

Doug Fawcett



Kellex was founded above a garage in Norwalk, Ohio by: Charlie Rice, Chris Rice, and Doug Fawcett

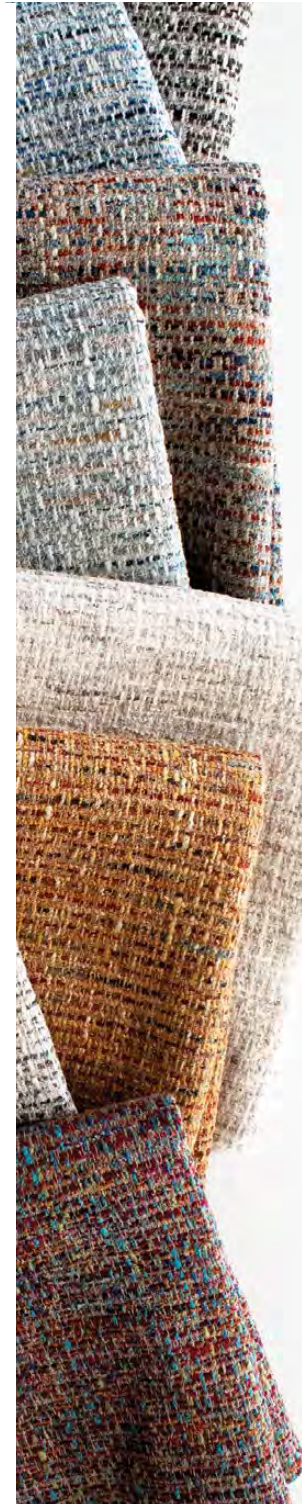


CRYPTON®

HONORING CHRIS RICE
A TRUE ICON

Congratulations on being recognized as the
NEWH ICON OF INDUSTRY!

Chris Rice, founder and CEO of Kellex, has spent three decades elevating hospitality manufacturing through quality, innovation, and a people-first approach. His values mirror Crypton's mission to craft products that are safer, cleaner, and built to last. Like Crypton, Rice believes great design should enhance lives and stand the test of time. As a proud partner of Kellex, Crypton is honored to name Chris Rice a true leader in shaping the future of our industry.



KKellelex

CHRIS RICE

Icon. Inspiration. Irreplaceable.

Your vision has shaped an industry.

Your character has shaped me.

You lead with integrity, you innovate with heart,
and you elevate everyone around you.

To call you a colleague is an honor.

To call you a friend is a gift.

One of one.

Always admired. Always appreciated.

With deepest respect and gratitude,

David Rosen, DMR Contract Sales

Congratulations!



NEWH Icon of Industry 2025

Chris Rice

From Your Friends at: **Burch**



Congratulations Chris!

As someone in a class of their own,
we are not surprised that you have been bestowed with
this honor. We are so grateful that we have had the good
luck to have worked with you for so many years.
We are happy to know a person with such great character
who leads by example.

Thank you for inspiring us to be our best selves!

-Evan, Jes & Adam



Congratulations!

CHRIS RICE

NEWH

The Hospitality Industry Network

ICON

of INDUSTRY

2025

The award says it all -
you are true icon of our industry!
Your dedication, leadership and
mentorship is an inspiration.
We are proud to be a Kellex partner.

From all of your friends at

V A L D E S E W E A V E R S

CHRIS RICE

Congratulations

2025 NEWH ICON

VHF

MaryAnn and Adelita

Congratulations

CHRIS RICE

A true leader and ICON of Industry

DESIGN PRODUCT RESOURCES

TIGER LEATHER • BLOOM LIGHTING GROUP • ISIMAR • KELLEX • UNITED FABRICS

*What an incredible and truly deserved
recognition!
You, my friend, are exceptional.
Thank you for your unwavering commitment
to this industry, upholding a high standard,
and possessing a generous heart that
consistently supports those in need.
Congratulations!
You deserve this, and so much more.*

- Ana Palacios

Industry ICON



Congratulations on such a deserving honor.



Chris Rice

Founder & President at KELLEX

Your friends at

hospitalitydesign

BOUTIQUE
design

The 2025 Gold Key Finalists

Boutique Design magazine has announced the finalists of the 45th annual Gold Key Awards for Excellence in Hospitality Design, the industry's oldest and most prestigious awards program for hospitality interiors. These standout projects were selected from a competitive field of more than 430 entries submitted by design firms around the world.

ECO CONSCIOUS/SOCIALLY CONSCIOUS HOTEL

1 Hotel Seattle

Design Firm: Studio Collective, Venice, California
Architecture Firm: AXIS Architecture + Design, San Francisco
Purchasing: Neil Locke & Associates
Client: KHP Capital Partners

Chichele Presidential Lodge, South Luangwa National Park, Zambia

Design Firm: Fox Browne Creative, Johannesburg, South Africa

Architecture Firms: Fox Browne Creative in partnership with Jack Alexander Studio, Johannesburg, South Africa

Client: Chichele Safaris

Populus Denver

Design Firm: Wildman Chalmers Design, Pittsburgh and Fowler Architecture and Design, New York

Architecture Firm: Studio Gang, Chicago

Purchasing and Client: Urban Villages, Denver

LOBBY BUDGET/SELECT SERVICE

Moxy Allentown, Pennsylvania

Design Firm: The Society, Seattle

Architecture Firm: Core States Group, Allentown, Pennsylvania

Purchasing: Global Design Procurement

Client: City Center Group Allentown

Now Now Hotel, New York

Design Firm: Islyn Studio, New York

Architecture Firm: Gene Kaufman Architect, New York

Purchasing and Client: Dovetail & Co

The Uncommoner Hotel, West Yarmouth, Massachusetts

Design Firm: Studio 59 East, North Grafton, Massachusetts

Architecture Firm: Making Architecture, Nashua, New Hampshire

Purchasing: Studio 59 East

Client: Reverie Boutique Collection

LOBBY MIDSCALE

Delamar Mystic, Connecticut

Design Firm: HVS Design, Rockville, Maryland
Architecture Firm: Richard Turlington Architects, New Haven, Connecticut
Purchasing and Client: Clearview Investment Management

Hotel Renegade, Boise, Idaho

Design Firm: ESG Architecture & Design, Minneapolis

Architecture Firm: CSHQA, Boise, Idaho

Purchasing: Carroll Adams

Clients: Hendricks Commercial Properties, Geronimo Hospitality Group

M Social Hotel New York Downtown

Design Firm: Mazzarini & Co., New York

Architecture Firm: Nehmer, Rockville, Maryland

Purchasing: Alternate Resources

Clients: Millennium Hotels and Highgate Hotels

The Bellevue, Philadelphia

Design Firm: Ward + Gray, New York

Architecture Firm: Tantillo Architecture, Philadelphia

Purchasing: The Ness Group

Client: Lubert Adler

LOBBY UPSCALE

Asher Adams, Salt Lake City, Utah

Design Firm: JNS Architecture + Interior Design, Denver

Architecture Firm: HKS, Salt Lake City, Utah

Purchasing: Beyer Brown

Client: The Athens Group

Fidelity Hotel, Cleveland

Design Firms: Curioso, Chicago, and Looney & Associates, Chicago

Architecture Firm: Hartshorne Plunkard Architecture, Chicago

Purchasing: Benjamin West

Client: NuovoRE

The Nickel Hotel, Charleston, South Carolina

Design Firms: Morris Adjmi Architects, New York and Method Studios

Architecture Firm: Morris Adjmi Architects, New York

Purchasing: The Cardy Group

Client: Method Co.

The Standard Singapore

Design Firm: Ministry of Design, Singapore

Architecture Firm: DP Architects, Singapore

Client: Invictus Developments

LOBBY LUXURY

Kimpton Aqeos Hainan, Lingshui, China

Design Firm: Yang & Associates Group, Shenzhen

Architecture Firm: Yosaan Architects, Beijing

Purchasing and Client: Hainan Zhenbo Real Estate

Kimpton Los Monteros Hotel, Marbella, Spain

Design Firm: El Equipo Creativo, Barcelona

Architecture Firm: GCA Architects, Madrid

Purchasing: OM3

Client: Stoneweg Asset Manager

W Austin

Design and Architecture Firm: BLUR Workshop, Atlanta

Purchasing: Marriott International

Client: Ryman Hospitality Properties

W Hollywood, California

Design Firm: Rockwell Group, Los Angeles

Architecture Firm: WATG, Los Angeles

Purchasing: Summa International

Client: Trinity Investments

LOBBY UPPER LUXURY

Banyan Tree Dubai

Design Firm: BLINK Design Group, Singapore

Client: Banyan Group

Rosewood Hotel Georgia, Vancouver

Design Firm: Ste Marie, Vancouver

Purchasing: Ensemble

Client: Pacific Reach, Rosewood Hotels

GUESTROOM MIDSCALE

Hotel Wren, Twentynine Palms, California
Design and Architecture Firm and Client: Manola Studio, Los Angeles

Islander Resort
Design and Architecture Firm: Gensler
Purchasing: PMI
Client: Islander Resort

The Bow Hotel, Portsmouth, New Hampshire
Design Firm: Elder & Ash, Newburyport, Massachusetts
Client: Lark Hotels

GUESTROOM UPSCALE

Fidelity Hotel, Cleveland
Design Firms: Curioso, Chicago, and Looney & Associates, Chicago
Architecture Firm: Hartshorne Plunkard Architecture, Chicago
Purchasing: Benjamin West
Client: NuovoRE

The Nickel Hotel, Charleston, South Carolina
Design Firms: Morris Adjmi Architects, New York and Method Studios
Architecture Firm: Morris Adjmi Architects, New York
Purchasing: The Cardy Group
Client: Method Co.

The Sanderling Resort, Duck, North Carolina
Design and Architecture Firm: Ward + Gray, New York
Purchasing: HPG International
Client: Brookfield Properties

GUESTROOM LUXURY

Kimpton Main Frankfurt, Germany
Design Firm: Waldo Works, London
Client: IHG

The Moore, Miami
Design Firm: Studio Collective, Venice, California
Architecture Firm: Cube-3 Architects, Miami
Purchasing: JWC Purchasing
Client: Woodhouse Development

W Austin
Design and Architecture Firm: BLUR Workshop, Atlanta
Purchasing: Marriott International
Client: Ryman Hospitality Properties

GUESTROOM UPPER LUXURY

Desert Rock Resort, the Red Sea, Saudi Arabia
Design Firm: Studio Paolo Ferrari, Toronto
Architecture Firm: Oppenheim Architecture, Miami
Client: Red Sea Global

Four Seasons Hotel Hangzhou Centre
Design and Purchasing Firm: Avalon Collective, Singapore
Architecture Firm: Goettsch Partners, Shanghai, and GAD Architecture, China
Client: Hangzhou Metro Wulin Properties Co. Ltd.
Shebara Resort, Sheybarah Island, the Red Sea, Saudi Arabia
Design Firm: Studio Paolo Ferrari, Toronto
Architecture Firm: Killa Design, Dubai
Client: Red Sea Global

HOTEL BUDGET/SELECT SERVICE

Camp DeForest, Lincolnville, Maine
Design Firm: Joanne Palmisano Design, Shelburne, Vermont
Client: Camp DeForest
Now Now Hotel, New York
Design Firm: Islyn Studio, New York
Architecture Firm: Gene Kaufman Architect, New York
Purchasing and Client: Dovetail & Co

HOTEL MIDSCALE

Ada Hotel, Michigan
Design Firm: OTJ Architects, Washington, DC
Architecture Firm: Dixon Architecture, Ada, Michigan
Purchasing and Client: Baton Collective
Hotel Wren, Twentynine Palms, California
Design and Architecture Firm and Client: Manola Studio, Los Angeles
The Bellevue, Philadelphia
Design Firm: Ward + Gray, New York
Architecture Firm: Gensler, New York, and Tantillo Architecture, Philadelphia
Purchasing: The Ness Group
Client: Lubert Adler

Trailborn Surf & Sound, Wrightsville Beach, North Carolina
Design Firm: Post Company, New York
Architecture Firm: DLR Group, New York
Purchasing: Summa International
Client: Trailborn Hotels & Resorts

HOTEL UPSCALE

Andaz Miami Beach by Hyatt
Design and Architecture Firm: EoA Group, Coral Gables, Florida
Purchasing: GS Associates
Client: Sunstone Hotel Investors
Fidelity Hotel, Cleveland
Design Firms: Curioso, Chicago, and Looney & Associates, Chicago
Architecture Firm: Hartshorne Plunkard Architecture, Chicago
Purchasing: Benjamin West
Client: NuovoRE

Hotel Indigo Hainan Clear Water Bay, Lingshui, China
Design Firm: Yang & Associates Group, Shenzhen
Architecture Firm: Yosaan Architects, Beijing
Purchasing and Client: Hainan Zhenbo Real Estate Co. Ltd.
The Nickel Hotel, Charleston, South Carolina
Design Firms: Morris Adjmi Architects, New York, and Method Studios
Purchasing: The Cardy Group
Client: Method Co.

HOTEL LUXURY

Kimpton Aqeos Hainan, China
Design Firm: Yang & Associates Group, Shenzhen
Architecture Firm: Yosaan Architects, Beijing
Purchasing and Client: Hainan Zhenbo Real Estate Co. Ltd.
SLS Barcelona
Design Firms: Rockwell Group, Madrid; Ennismore's AIME Studios; and AvroKO (F&B)
Architecture Firm: b720, Barcelona
Purchasing: Crazy Contract
Client: Gelati
W Austin
Design and Architecture Firm: BLUR Workshop, Atlanta
Purchasing: Marriott International
Client: Ryman Hospitality Properties

2025 Gold Key Finalists

UPPER LUXURY HOTEL

Fairmont Breakers Long Beach, California
Design Firms: RVD, Los Angeles; HBA San Francisco; and Eden For Your World, Long Beach, California

Architecture Firm: GMA Architects, St. Louis
Purchasing: PMI

Client: Pacific6 Enterprises

Four Seasons Hangzhou Centre, China
Design Firms: Avalon Collective, Singapore (public areas and guestrooms); and AB Concept, Hong Kong and Kokaistudios, Shanghai (F&B)

Architecture Firms: Goettsch Partners, Shanghai, and GAD Architecture, China
Purchasing: Hangzhou Metro Wulin Properties Co. Ltd.

Client: Hangzhou Metro Wulin Properties Co. Ltd.

Nekajui, a Ritz-Carlton Reserve, Provincia de Guanacaste, Costa Rica

Design Firms: Gensler, San Francisco (interior design); BAMO, San Francisco (interior design); Luxury Frontiers (tented villas)

Architecture Firms: Gensler, San Francisco (executive architect); 10 Design, Miami (design architect)

Purchasing: The Parker Company, Miami

Client: Gencom, Miami; the Athens Development Group, Phoenix; Mohari Hospitality, Cyprus

SUITES

Desert Rock Resort, the Red Sea, Saudi Arabia
Design Firm: Studio Paolo Ferrari, Toronto
Architecture Firm: Oppenheim Architecture, Miami

Client: Red Sea Global

Hotel Indigo Hainan Clear Water Bay, Lingshui, China

Design Firm: Yang & Associates Group, Shenzhen
Architecture Firm: Yosaan Architects, Beijing
Purchasing and Client: Hainan Zhenbo Real Estate Co. Ltd.

Shebara Resort, Sheybarah Island, the Red Sea, Saudi Arabia

Design Firm: Studio Paolo Ferrari, Toronto
Architecture Firm: Killa Design, Dubai
Client: Red Sea Global

The Bellevue, Philadelphia

Design Firm: Ward + Gray, New York

Architecture Firm: Gensler, New York

Purchasing: The Ness Group

Client: Lubert Adler

RESORT

Desert Rock Resort, the Red Sea, Saudi Arabia

Design Firm: Studio Paolo Ferrari, Toronto

Architecture Firm: Oppenheim Architecture, Miami

Client: Red Sea Global

Kimpton Aqeos Hainan, Lingshui, China

Design Firm: Yang & Associates Group, Shenzhen

Architecture Firm: Yosaan Architects, Beijing

Purchasing and Client: Hainan Zhenbo Real Estate Co. Ltd.

Nekajui, a Ritz-Carlton Reserve, Provincia de Guanacaste, Costa Rica

Design Firms: Gensler, San Francisco (interior design); BAMO, San Francisco (interior design); Luxury Frontiers (tented villas)

Architecture Firms: Gensler, San Francisco (executive architect); 10 Design, Miami (design architect)

Purchasing: The Parker Company, Miami

Client: Gencom, Miami; the Athens Development Group, Phoenix; Mohari Hospitality, Cyprus

RESTAURANT FAST CASUAL

Faherty Sun & Waves All Day Kitchen & Coastal Market, Spring Lake, New Jersey

Design Firm and Purchasing: Mazzarini & Co., New York

Architecture Firm: JL Walker Architects, Sea Girt, New Jersey

Client: Faherty

RESTAURANT CASUAL DINING

Cafe Goldie, Hollywood, California

Design Firm: Adean Studios, San Francisco

Architecture Firm: Wimberly – WATG (architect of record), New York

Purchasing: Summa International

Client: Trinity Investments

Papa San, New York

Design and Architecture Firm: INC Architecture & Design, New York

Purchasing: Tishman Speyer

Client: Tishman Speyer & Llama San

Uchiko, Miami Beach

Design Firm: Islyn Studio, Brooklyn, New York

Architecture Firm: Form Group, Miami

Purchasing: Pineapple Procurement

Client: Hai Hospitality

Westmoreland at the Frick Collection, New York

Design Firm: Bryan O'Sullivan Studio, New York

Architecture Firm: Selldorf Architects, New York

Purchasing: Summa International

Client: The Frick Collection

RESTAURANT UPSCALE DINING

Kaya at the Standard, Singapore

Design Firm: Ministry of Design, Singapore

Architecture Firm: DP Architects, Singapore

Client: Invictus Developments

La Tête d'Or, New York

Design Firm: Rockwell Group, New York

Architecture Firm: Beyer Blinder Belle Architects & Planners, New York

Purchasing: WB Wood

Client: SL Green

Lucia, Los Angeles

Design and Architecture Firm: Preen, Inc., Los Angeles

Purchasing: Preen, Inc.

Client: Sam Jordan

Nuri Steakhouse, Dallas

Design Firm: AvroKO, San Francisco

Architecture Firm: Coeval Studio, Dallas

Purchasing: RDC

Client: Wan Kim

Brass & Tusk Bar, New York

Design Firm: Islyn Studio, Brooklyn, New York

Purchasing: Wagner Hamill Inc.

Client: Ninepin Hospitality

BAR/CLUB/LOUNGE

Carry On Airlines, Phoenix

Design Firm and Purchasing: PETERMAX Co, Phoenix

Client: Pretty Decent Concepts

Drop Dead Gorgeous, Tempe, Arizona

Design Firm and Purchasing: PETERMAX Co, Phoenix

Client: Pretty Decent Concepts

Games Chamber & Bar Ronero at Kimpton

Aqeos Hainan, Lingshui, CHina

Design Firm: Yang & Associates Group, Shenzhen

Architecture Firm: Yosaan Architects, Beijing

Purchasing and Client: Hainan Zhenbo Real Estate Co. Ltd.

Prophecy at Rosewood Hotel Georgia,

Vancouver

Design Firm: Ste Marie, Vancouver

Client: Pacific Reach, At Home Hospitality

NEXT-GEN HOUSING

Rambler Columbus, Ohio

Design Firm and Purchasing: Variant Collaborative, Chicago

Architecture Firm: OZ Architecture, Denver

Client: LV Collective

The Huron, Brooklyn, New York

Design and Architecture Firm: Morris Adjmi Architects, New York

Purchasing: GS Associates

Client: Quadrum Global

The Wendy, Arlington, Virginia

Design Firm: Edit at Streetsense, Washington, DC

Architecture Firm: Cooper Carry, Alexandria, Virginia

Purchasing: Dancker

Client: Greystar

WELLNESS

One & Only Le Saint Geran Guerlain Spa,

Mauritius

Design Firm: BLINK Design Group, Singapore

Client: One & Only Le St Geran

Rosewood Sand Hill Asaya Spa, Menlo Park,

California

Design Firm: NICOLEHOLLIS, San Francisco

Architecture Firm: Devcon Construction, Milpitas, California

Purchasing: Pineapple Procurement

Client: Rosewood Hotel Group

DESIGN AT SEA

Luminara, the Ritz Carlton Yacht Collection

Design Firm: Chapi Design, Toronto

Client: The Ritz Carlton Yacht Collection

SPECIALTY DESIGN

Grand Imperial Court, Macau

Design Firm: Silverfox Studios, Singapore

Client: MGM Grand Paradise Limited

Hotel Indigo Design Collection Showcase,

Atlanta

Design Firms: IHG Design Strategies, Atlanta, and Interior Image Group (IIG), Crowne Point, Indiana

Architecture Firm: Hendrick, Atlanta

Purchasing: Throughline by IIG

Client: Hotel Indigo Brand, IHG Hotels & Resorts

The Camel Club, Lexington, Kentucky

Design Firm: Jenny Bukovec Studio, New York

Architecture Firm: Gibson Taylor Thompson, Lexington, Kentucky

Purchasing and Client: Morris & Atlas

The Edes, Morgan Hill, California

Design and Architecture Firm: KTGy

Purchasing: The Parker Company

Client: Golden Quail

EMERGING HOTEL CONCEPT

AWOL Hotels & Resorts

Design Firm: Elder & Ash, Newburyport, Massachusetts

Client: Lark Hotels

Now Now NoHo, New York

Design Firm: Islyn Studios, Brooklyn, New York

Architecture Firm: Gene Kaufman Architect, New York

Purchasing and Client: Dovetail + Co

2025 Gold Key Finalists

The Gold Key winners and finalists will also be highlighted in the Winter 2025/2026 issue of Boutique Design magazine. Finalists and winners were determined by a jury of industry leaders from the hospitality operations, development, and investment sectors.

THE 2025 GOLD KEY AWARDS JUDGES PANEL



VEDI ASLANYAN
Ennismore



NADIA BISKI
Equinox



KRISTEN FREELAND HINES
IHG Hotels & Resorts



MICHAEL HAVENER
Ryman Hospitality Properties, Inc.



SARA KIM
LDV Hospitality



ROB BLOOD
Elder & Ash
Laik Hotels



AMY MICHAELSON KELLY
Hatteras Sky



STACI PATTON
Hilton



SARAH WALSH
Marriott International

NEWH ICONS OF INDUSTRY



2004 Thomas Durkan



2006 Maya Romanoff



2007 Manfred Steinfeld



2008 Roger Milliken



2009 Jerry Hruby-Holly



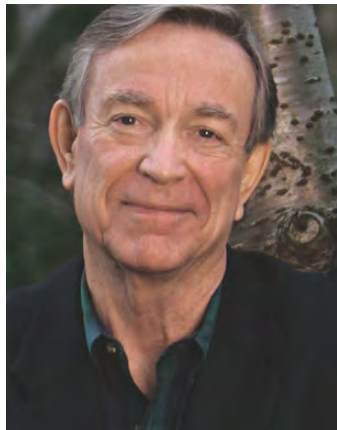
2010 Judy Dobin



2011 Harvey Nudelman



2012 Herbert V. Kohler, Jr.



2013 Ray Anderson



2014 Bob Thomas



2015 Deborah Herman



2016 Jane Skeeter



2017 Janice Feldman



2018 Esther Cohen



2019 Sandy Banks



2019 Curtis Breedlove



2021 Lawrence Chalfin



2022 Lisa Villarreal



2023 Lee Blair



2024 Diana Dobin



2025 Chris Rice

Congratulations

Chris Rice!



A true ICON, your vision, integrity, and heart
have reshaped the hospitality industry through
innovation, advocacy and community.

Chris Tucker, CEO NEWH, INC.

NEWH United States
Canada
United Kingdom
France
Italy
The Hospitality Industry Network



Congratulations, Chris!

It is with great pleasure and pride that I write to congratulate Chris on receiving the prestigious NEWH ICON of the Industry recognition. Having known Chris for over three decades, I have had the privilege of witnessing his remarkable journey as a leader and innovator in our field.

Throughout the years, our companies, Ocean Properties and Kellex, have maintained a strong and successful business partnership. Chris's unwavering commitment to quality and value has consistently aligned with the standards we uphold at Ocean Properties. His leadership at Kellex continues to set a benchmark for excellence, delivering exceptional products and services that elevate our industry. Beyond our professional relationship, Chris has become a trusted friend. His integrity, openness, and ability to engage in meaningful conversations about both business and personal matters have made him a valued confidant. He is someone I can always rely on for honest and insightful perspectives, forged through the shared experiences and challenges of life.

As Director of Purchasing at Ocean Properties since 1986, I have worked with many individuals in our industry, and Chris stands out as a true leader. His dedication, vision, and ability to inspire those around him make this recognition well-deserved. I am proud to continue our collaboration and look forward to supporting his future endeavors.

Congratulations, Chris, on this remarkable achievement. May you continue to thrive and lead with the same passion and integrity that have defined your career.

Sincerely,

Jim Gwinn

Director of Purchasing

Ocean Properties (1986–Present)

CONGRATULATIONS

NEWH ICON OF INDUSTRY 2025

CHRIS RICE

FABRICUT[®]
CONTRACT

Congratulations!

We are proud to congratulate Chris Rice on receiving the Icon of the Industry Award from NEWH!

With over 30 years of leadership, innovation, and unwavering dedication to the industry, Chris has truly shaped the standard for quality, service, and craftsmanship. This recognition is a testament to his contributions and the lasting impact he's made.

We're honored to work alongside such an inspiring industry leader. Well deserved!

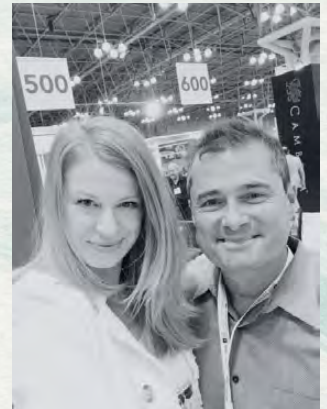
— Corrie & Whitney



"Chris, I am so proud of you!

You are one of the most giving people I know and you deserve every bit of this. I am so lucky to not only call you a colleague for the last 25 years, but to be able to call you my friend."

-All Featran



WALSER COMMERCIAL GROUP

Congratulations

Chris Rice

NEWH Icon of Industry Award Winner for 2025



Chris,

We are truly blessed that our paths have crossed. Your vision and talents not only enhance guest experiences but also uplift vendors, coworkers, and entire communities within this industry. Your gift for recognizing and matching individual talents creates more than just jobs; it fosters extended families in the workplace.

Beyond your professional impact, your philanthropic efforts, particularly in breast cancer awareness, autism, and "Give Kids the World," are truly inspiring.

Congratulations on this well-deserved honor! We eagerly anticipate your continuation of enhancing the hospitality experience.

In Service Always,

W. Neil Owens

Zen Seat-Sleep Innovations



Congratulations, Chris!

**YOUR RECOGNITION AS THE
2025 NEWH ICON OF INDUSTRY**
IS WELL-DESERVED AND WE ARE
GRATEFUL TO HAVE YOU AS AN
INDUSTRY PARTNER!

YOUR FRIENDS AT MEYER
meyer

Congratulations Chris on this Extraordinary Honor!

Your vision, passion, and dedication have shaped Kellex Furniture into a company that inspires our entire industry. You have created a legacy of quality, creativity, and collaboration that has truly elevated our industry. Our collaborations over the years have not only brought projects to life but have also made a meaningful impact on the hospitality world. Beyond your professional achievements, I value your friendship deeply. Your generosity, integrity, and unwavering support have inspired me and so many others. We are proud to celebrate YOU today and honored to call you both a colleague and a friend.



With admiration and gratitude,
Michelle & the Ocean Properties Family



A Tribute to Our Friends at Kellex

For more than three decades, our story has been intertwined with the story of Kellex. What began as a simple meeting in 1990—when Keith Voigt crossed paths with Chris Rice and his then-business partner, Doug Fawcett—quickly grew into a lasting friendship and partnership. From that first connection, Furniture Concepts became Kellex's very first commercial customer, a distinction that has always meant a great deal to us.

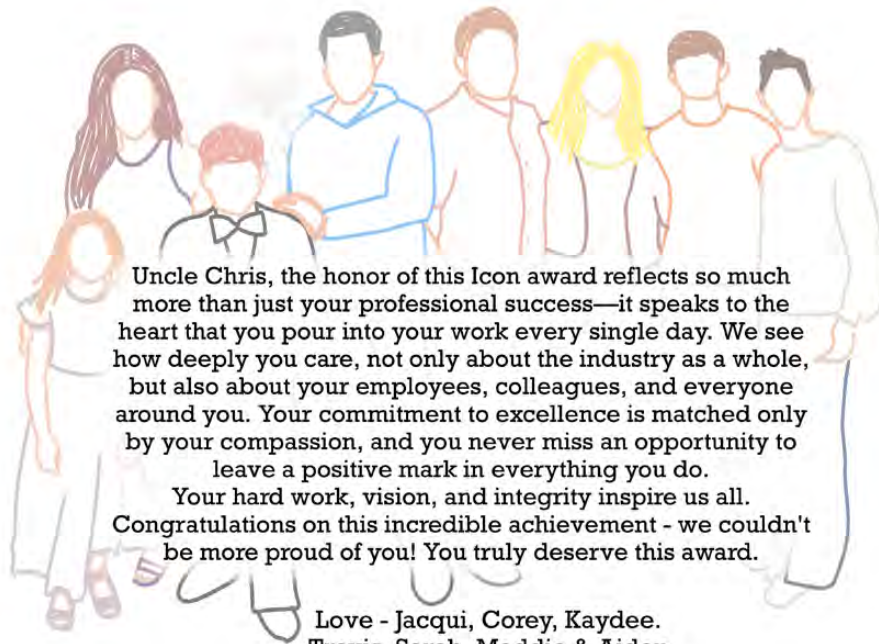
Chris Rice's vision and leadership carried Kellex from its roots in Ohio to North Carolina, where the company continues to thrive. While operations in Cleveland remained, Chris's commitment to building opportunities and expanding manufacturing created a ripple effect that extended far beyond the factory floor. In fact, one of our proudest moments is the recognition we received from Kellex for the number of jobs created through our shared decades of work.

For us at Furniture Concepts, Kellex has never just been a supplier. They have been friends, colleagues, and trusted partners. We honor the history we've shared, the opportunities we've created together, and the spirit of collaboration that has endured across the years.

With gratitude,
Furniture Concepts



4925 Galaxy Parkway, Suite G - Warrensville Heights, Ohio 44128



Uncle Chris, the honor of this Icon award reflects so much more than just your professional success—it speaks to the heart that you pour into your work every single day. We see how deeply you care, not only about the industry as a whole, but also about your employees, colleagues, and everyone around you. Your commitment to excellence is matched only by your compassion, and you never miss an opportunity to leave a positive mark in everything you do.

Your hard work, vision, and integrity inspire us all. Congratulations on this incredible achievement - we couldn't be more proud of you! You truly deserve this award.

Love - Jacqui, Corey, Kaydee.
Travis, Sarah, Maddie & Aiden

A collection of colorful speech bubbles arranged around a central text block. The bubbles contain various adjectives and terms that describe Chris Rice's character and impact.

LOVED MENTOR FUNNY
PASSIONATE
HUMANITARIAN GENEROUS
FRIEND
CARING
LEADER
KIND
TENACIOUS
SELFLESS
MOTIVATOR VALUED

Chris Rice
the man, the myth,
the legend.....
Congrats dear friend
you've earned it!
NM

In a world full of swatches, of sketches, of flair,
One man stood out with impeccable care.
With a pen in his pocket and style in his stride,
Chris Rice took the furniture world for a ride!

He doodled, he dreamed, he planned and he plotted,
As he landed contracts t's crossed and i's dotted!
From hotels to lounges, creations adored,
Designers shout out "We want more, more, more!"

The NEWH folk all gathered to say,
"This Icon Award? Chris Rice wins today!"
With pomp and with cheer and design so alive,
Crowning Chris the Icon winner for 2025!
So, we raise our voices and give him a cheer!

From your favorite Kellex Sales Representative who admires you my dear!

Sherri Biederman





Congratulations Chris!

This is some well-earned recognition, I cannot think of anyone more deserving. I've had the privilege to work for you for many, many years, watching you lead us from a small upstart to an industry leader.

We are all so proud of you.

Roland Roberge



TWO BROTHERS
from different mothers

Congratulations my friend!!

Scott

Congratulations



Chris Rice

2025 NEWH ICON OF INDUSTRY

Our friend Chris Rice is a true icon in hospitality, whose vision, dedication, and generosity have shaped the industry for over thirty years. This recognition is so well deserved. We are proud to celebrate Chris's extraordinary impact, his mentorship, and the enduring legacy he continues to build in hospitality.

beyer brown

Celebrating Chris Rice – NEWH Icon of Industry



Here's to **Chris Rice**, a true original, a friend, and now an official

NEWH Icon of Industry!

From bold ideas to lasting impact, your career has been defined by vision, generosity, and an unwavering commitment to hospitality.

You have not only raised the bar for excellence but also lifted those around you with encouragement, friendship, and support.

Your influence is seen in the spaces you have helped shape, the people you have inspired, and the countless moments of connection you have created along the way.

I could not be prouder to celebrate this well-deserved honor and to join the industry in applauding your remarkable journey.

A handwritten signature in black ink, appearing to read "Stacy Holmbeck".

Chris, your magnetic personality and generous spirit are an inspiration to us all.

You are truly an Icon in the industry, and we are grateful for all you continue to bring to it!

Congratulations on being named NEWH ICON of the year!

– Jeff Wells & Rachel Goodman

Congratulations to Chris Rice on being recognized as the **2025 NEWH ICON of Industry.**

Over the years, Chris has been a true partner, collaborator, and friend to our Interior Design team. His vision, generosity, and commitment to advancing both manufacturing and design have left a lasting impact on our industry and on those fortunate enough to work alongside him.

We are proud to celebrate this well-deserved honor with him.

■ BRPH



To my Friend, Mentor, and Spiritual Brother!

Your passion for excellence
Your loyalty to your friends
Your faith and heart to serve others
There can only be one winner and that is
you Chris Rice

Congratulations Chris Rice
For winning the 2025 NEW H Icon of the Year

Sincerely,

Andy Viera

vContract llc
More Than Just a Source
IMAGINE CREATE DEVELOP

ARIZONA/NEW MEXICO

Jolie Cawelti
Dyer Lesja, LLC
Wickenburg, AZ

ATLANTA

Angie Law
Signature
Dalton, GA

**ATLANTIC CITY/
PHILADELPHIA REGION**

Mizuki Davis
NELSON Worldwide
Philadelphia, PA

AUSTIN REGION

Colleen Bolin
Platform Surfaces
Austin, TX

CHICAGO

Claire Callis
The Gettys Group Companies
Chicago, IL

CINCINNATI REGION

Jennifer Hartig
Rolling Hills Hospitality
Cincinnati, OH

DALLAS

Luis Araujo
Lana Art, LLC
Dallas, TX

DETROIT REGION

Danielle Nowak
Dokes Design Architecture, LLC
Detroit, MI

HOUSTON REGION

Diane Smith
Crossville Studios
Katy, TX

INDIANA REGION

Michelle Heltzel
RATIO Design
Indianapolis, IN

LAS VEGAS

Sara Brookshire
Bergman Walls & Associates (BWA)
Henderson, NV

**LOS ANGELES FOUNDING
CHAPTER**

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F. Schumacher & Company
West Hollywood, CA

MID-SOUTH REGION

Michael Sautner
Spartan Hospitality
Franklin, TN

MILANO

Enrico Cleva
EC&CO
Milano, Italy

NEW ENGLAND REGION

Dana Kelly
Penrose Hospitality Solutions
Arlington, MA

NEW YORK

Kristy Bohne
La Bottega
New York, NY

NORTH CAROLINA REGION

Scott McSherry
Tarkett Hospitality
Charlotte, NC

NORTH CENTRAL

Hannah Gamradt
RSP Architects
Minneapolis, MN

NORTHWEST

Courtney MacLean
The Society
Seattle, WA

ORANGE COUNTY REGION

Sonya Miles
Max Michelle Interiors
Costa Mesa, CA

PARIS

Gwendoline Theodet
Saguez & Partners
Paris, France

PITTSBURGH REGION

Megan Conceicao
Leo Rose Interior Design
Pittsburgh, PA

ROCKY MOUNTAIN

Danielle Vassallo
Denver, CO

SAN FRANCISCO BAY AREA

Haley Taylor
Astro Lighting, Inc.
San Francisco, CA

SOUTH CAROLINA REGION

Carole Roach
Sale Ready Staging LLC
Conway, SC

SOUTH FLORIDA

Stella Pena
HBA/Hirsch Bedner Associates/
Miami
Miami, FL

SUNSHINE

Sara Nelson
L2 Studios, Inc.
Orlando, FL

TORONTO

Celine Marcotte
Schmidlin USA
Quebec, QC

UNITED KINGDOM

Kevin Swart
Buster + Punch
Peterborough, United Kingdom

VANCOUVER REGION

Tammy Diniz
Tarkett Hospitality
Mississauga, ON

**WASHINGTON DC
METROPOLITAN**

Michelle Madison
MICHE.studio
Alexandria, VA

NEWH, INC. BOARD

Sandy Banks
Consultant
Playa del Rey, CA

NEWH CANADA, INC.

Tara Witt
Tru Contract Interiors
Oakville, ON

THANKING NEWH'S 2025 CORPORATE PARTNERS

BENEFACTOR: DURKAN HOSPITALITY | FABRICUT CONTRACT/S. HARRIS | MILLIKEN FLOOR COVERING | SIGNATURE | ULSTER

PATRON: ARTERIORS CONTRACT | BERNHARDT HOSPITALITY | BRINTONS | ENCORE HOSPITALITY CARPET | HOSPITALITY DESIGN/BOUTIQUE DESIGN | KIMBALL HOSPITALITY | 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 | INSTALLATION SERVICE GROUP | KELLEX | MANDY LI COLLECTION | PORCELANOSA | RICHOOM CONTRACT | SERTA SIMMONS HOSPITALITY | SHAW CONTRACT HOSPITALITY | SHELBY WILLIAMS | SUMMER CLASSICS/GABBY CONTRACT | TARKETT HOSPITALITY | TLS FURNITURE | TRINITY LIGHTING | TROPITONE FURNITURE COMPANY | WALTERS ■■■