

NEWH

ICON  
of INDUSTRY

2015



DEBORAH HERMAN

## **NEWH VISION**

The Hospitality Industry Network

## **MISSION STATEMENT**

NEWH is the premier networking resource for the hospitality industry, providing scholarships, education, leadership development, recognition of excellence and business development opportunities.

## **BRIEF HISTORY**

Founded in 1984, NEWH is an international non-profit organization with 18 chapters and four regional areas. NEWH brings together professionals from all facets of the hospitality industry providing opportunities for education, professional development and networking. The organization offers unique opportunities including an international membership directory, Career Network, NEWH Magazine and sponsorship of leading industry expositions and conferences. To date, NEWH has given in excess of \$4,000,000.00 USD in scholarships to young people 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 award — 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 and HX: The Hotel Experience (formerly IHMRS) in November. 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 an international scholarship is given to one exemplary student in the recipient's honor, who has completed at least half of his/her program toward a degree in the hospitality industry, has a minimum 3.0 GPA, participated in an industry internship, and exemplifies the highest standards of professionalism and scholarship.



It is my pleasure to welcome you to the Gold Key Awards Ceremony and the NEWH ICON of Industry Award Celebration for 2015.

The Gold Key Awards celebrate the brightest and the best in design. In that spirit NEWH will bestow our highest honor on one special individual tonight that has dedicated significant time and energy to the betterment of others and development of innovative products for the hospitality industry. This award is NEWH's ICON of Industry.

This year's ICON is Deborah Herman, our youngest recipient to date. Deborah's dedicated work ethic over the last 30 years has helped her overcome challenge and diversity on her path to success. She has never wavered from her vision of delivering high quality fabrication with a strong sense of design. Being acknowledged as one of the largest, woman-owned businesses, she is an incredible inspiration to her peers and an impressive mentor to the young professionals and students she has impacted with her personal and financial support.

This award is associated with our ICON of Industry Scholarship where we recognize the efforts of one student and encourage him/her to maintain his/her career goals within the hospitality industry. It is thanks to all those that support NEWH and people like Deborah, that believe in the mission of scholarships and education to strengthen our industry, that make this evening's celebration possible. We are proud to have given more than \$4,000,000 dollars in scholarships to date.

Deborah, we applaud your accomplishments and appreciate your genuine support of our industry!

In the spirit of networking,

A handwritten signature in black ink, appearing to read 'Trisha Poole'.

**Trisha Poole**, President, Design Poole, Inc.  
International President, NEWH, Inc.

## The 2015 NEWH ICON of Industry



Deborah Herman is founder and owner of Fabric Innovations, an international fabric, bedding, and drapery manufacturer, specializing in the hospitality industry. With Fabric Innovations, Deborah has applied her more than 25 years of experience within the hospitality industry to product design and development, enhancing both the quality of products and customer service.



DEBORAH HERMAN

After receiving her Bachelor's Degree in Fine Art from Brigham Young University, Herman followed in her father's footsteps, becoming the National Sales Manager for Bedspreads of California in 1982. In 1997, Deborah married her knowledge of fabrication with her passion for design, launching Fabric Innovations.

Fabric Innovations is now a single source vendor of Sheraton Hotels, Four Points by Sheraton, Westin, Aloft, and Element hotels, and is the Business Elite and First Class bedding vendor for Delta Airlines. Deborah serves on the board of ASFONA, the Association of Starwood Franchise Owners, and is the largest volume woman-owned business in Delta Airlines history.

Deborah is considered a passionate and trusted advocate for the hospitality industry by her peers, recently being selected to represent the AHLA for industry concerns in a meeting with Bill Clinton and Pat Murphy, the West Palm Beach congressman.

Her industry acumen is only surpassed by her dedication to promoting and mentoring the next generation. Deborah was selected to serve as the International Ambassador for NEWH – the Hospitality Industry Network, which gives scholarships and opportunities to students and professionals in the hospitality industry, and The Cornell School of Hotel Administration (SHA) has named two prestigious scholarship awards in her and her company's name.

#### MEMBERSHIPS, ASSOCIATIONS and AWARDS

- NEWH, International Ambassador
- National Minority Supplier Council
- Minority Business Enterprise
- National Women's Business Leadership
- Certified WBENC Women's Business Enterprises
- South Florida Business Woman of the Year for 2006
- NEWH Award of Excellence 2009



**KATELYN KOCH**

Interior Design student from Savannah College of Art + Design (SCAD)

Honored at 35th Annual Gold Key Awards for Excellence in Hospitality Design Gala November 9th, 2015

I would not say that the community I grew up in necessarily fostered creativity. My hometown, Pearl City, Illinois, is a small farming community about thirty minutes from both the Iowa and Wisconsin borders that tends to focus solely on agriculture and sports. While it is in my opinion that Pearl City did not directly contribute to my academic success and passion for interior design, it did inspire and encourage me to broaden my horizons and create a life reflective of my creative interests. Growing up an only child, I was often forced to find creative ways to entertain myself. It was quite hard to play board games, sports, and even with toys without another child around. Because of this, I spent a lot of my time focusing on coloring, building forts, reading, and watching cartoons. After a while though, even these things got tiring, and I forced myself to stretch my limits. At a young age, I started watching networks like TLC, HGTV, Food Network, Discovery Channel, and local cable channels, channels not typically common for seven year olds to watch. As I grew, I found I was able to quickly grasp concepts and topics in school, which allowed me to excel in my classes. Time management and a passion for learning enabled me to get my work done early, which provided me with the opportunity to really explore my creativity and imagination. I am not exactly sure what sparked it, but at the tender age of 10, I decided that I was going to become an interior designer.

Nothing where I lived was ever designed extremely well. Places were rarely updated, additions to homes and buildings seemed careless and rushed, and construction was done cheaply. There was no strong design inspiration in my community, but there was a lot of potential. Consequently, I do believe this was a key element to my interest in interior design. Every place needed something in my mind. For example, when going to the doctor's office, going to a friend's house, going out to eat, wherever it may be, I would sit there and mentally find design opportunities in the space and think of ways to improve them. I would create mental floor plans in my head, and ponder various solutions such as: if only this sofa was a little smaller, or this wall would work better pushed back a few feet, or a different color would help bring this place to life.

Luckily for me, I didn't have to just extract knowledge from books or the internet. Unlike the majority of people from the area, my parents had a strong desire to travel, and at the age of five, I had already been to Alaska and Mexico. I think this travel was extremely important to my creativity and my flourishing mind for interior design. Travel enabled me to view architecture and design in various forms and how different cultures approached designing the built environment. These vacations and experiences will stay with me my entire life. When I think about it, these memories are strongly supported by not only the activities during the vacation, but also the spaces around us. This is why I want to design for hospitality. I want to create well-designed places that nurture positive thoughts for visitors. Whether it is for business or leisure, it is important to create that unique, comfortable experience that gives the visitor a lasting memory.

As I approached my senior year in high school, my goals of wanting to become an interior designer were resolute. My high school was extremely limited with classes, and because of this, if I wanted to take an art class, I had to through independent study. To accomplish this, I substituted my study hall period for an opportunity to pursue my own creative interests. Since I was the only one in the class, I was able to choose my own projects. One of my projects included an architecture competition through the Northern Illinois branch of the American Institute of Architects. Because I had no experience with any type of CAD programs, I opted to hand draft the entire project and taught myself along the way. Luckily for me, the hand drafting paid off in my favor and I was awarded fourth place out of over 80 entries and a

chance to attend a week of Architecture Camp at Southern Illinois University. As my senior year was coming to an end, I reached out to a local interior designer and was awarded the chance to intern with her for my last few months of high school and over my summer break. All of these experiences would end up confirming my passion for interior design and the built environment. I was extremely confident with my decision going into my first year of college.

My decision to go to the Atlanta campus of Savannah College of Art and Design (SCAD) was an easy one for me. Not only did it have the number one ranked interior design program in the United States, it also gave me a great opportunity to pursue my dream of living in a culturally diverse city with an impressive art and design community. While it was not until the spring quarter of my freshman year that I was able to take my first interior design class, I was excelling in my classes and enjoying the fact that I was finally surrounded by other creative minds. It was then, one sunny afternoon during my Introduction to Interior Design class, I was able to get a taste of what a large scale interior design firm was like as my class toured Hirsch Bedner Associates (HBA). After this tour, my interest in hospitality intensified. As I entered my sophomore year, I was able to focus my mind and knowledge on classes concentrated on interior design and the built environment. Even with 5-hour studios and a lack of free time, I was more than content. I was finally immersed in what I loved.

During my winter quarter and into the spring quarter of my sophomore year, I was able to return to HBA with

a wonderful opportunity to work as a library intern in substitute of their permanent librarian while she was away on maternity leave. My three months in their library allowed me to delve into the world of products and materials, and gain invaluable knowledge and insight as a young designer. It also gave me the wonderful opportunity to meet and manifest relationships with many of the representatives for these products, which will stay with me throughout my career. At the culmination of my time in the library, a new opportunity arose, and I was able to join HBA full time for 11 weeks as a design intern.

I am very thankful for the opportunities that have come my way here in Atlanta, at SCAD, and at HBA. It is important to note that my time spent outside of the classroom or the working environment is still very much focused on interior design and the professional community. In the past at SCAD, I have volunteered my time in the interior design resource library, at the Interior Design Senior Showcase, at aTVFest, at SCAD's Interior Design Organization's (iDO) events, and through SCAD's community service group SERVE. Membership in organizations such as ASID, IIDA, and NEWH in the past year has also increased my participation in many of their student events. I believe my involvement in these extracurricular activities, along with my leadership in the classroom, reflects my passion and dedication to this industry. My past experiences have given me confidence and a broad knowledge base that has enabled me to give classmates a unique perspective when discussing projects.

I enjoy helping others work through design problems and have found that sketching and discussing past experiences are great ways to inspire successful solutions.

Looking forward, my future, my education, and my cultivation as a designer remain my top priorities. In the next two years, one of my strongest goals outside of school is to become more active in the local IIDA, ASID, and NEWH chapters. Next summer I would love to return to HBA for another internship. After I graduate, it is my goal to become part of a large, globally recognized design firm like HBA, and hopefully have the chance to focus my creativity and my passion for design on hospitality. After joining the workforce as a designer, I believe my experiences will help determine whether I will pursue a master's degree. No matter what my decision, after completing my necessary hours in the workforce I plan to sit for the NCIDQ. Obtaining my NCIDQ license is incredibly important to me and will be a great accomplishment in my career. As an established designer, I would like to focus on projects that deal with the adaptive reuse of existing buildings. I think my interest in adaptive reuse stems from my childhood pastime of mentally reworking buildings, and my enjoyment in highlighting the character and positive parts of these buildings while finding solutions for the negative. In the future, I also hope to remain part of professional organizations such as IIDA, ASID, and NEWH. As a lifelong learner, my passion for traveling and gaining new experiences will remain constant.

Being awarded this scholarship allows me to stay on the path towards reaching my goals and fulfilling my passion for both design and the hospitality industry. My parents have been extremely supportive of my journey even when it was not easy. Being an only child, my parents sought for me to be successful. At the start of my fifth birthday, my dad started putting away as much as he could for my future education. Unfortunately, in 2007 the recession hit extremely hard in my area and my father became unemployed. While he took small jobs here and there, finances were strained and most of my college savings were depleted. It was not until about 2011 that my parents were able to once again save money for my education; however, high school graduation was soon approaching. Despite this, they did not want me to compromise my dreams and encouraged me to attend SCAD even though I would need financial assistance. The course

load at SCAD makes it quite challenging to pursue outside activities and, in order to graduate at the level I want and in a timely manner, it is almost impossible for me to have a part-time job. Summer internships, like the one at HBA, have granted me with the opportunity to intern not only for experience but also to aid in educational finances.

Winning the NEWH ICON of Industry scholarship is an extreme honor. Not only will it help ease my student debt, it will also be a great reward for my existing hard work. It will push me even further in my education in order to maintain the integrity of the award. Obtaining this scholarship not only helps me on a professional level, but affects me on a personal one. It instills great pride in myself and provides me with confidence moving forward in my education and career. Thank you!

# RLHC WOULD LIKE TO WARMLY CONGRATULATE

**Deborah Herman**

Owner, Fabric Innovations

For receiving the 2015 NEWH ICON  
of INDUSTRY Award



RED LION  
HOTELS  
CORPORATION



Deborah, congratulations!  
What a great milestone which  
you truly deserve.



*Congratulations*

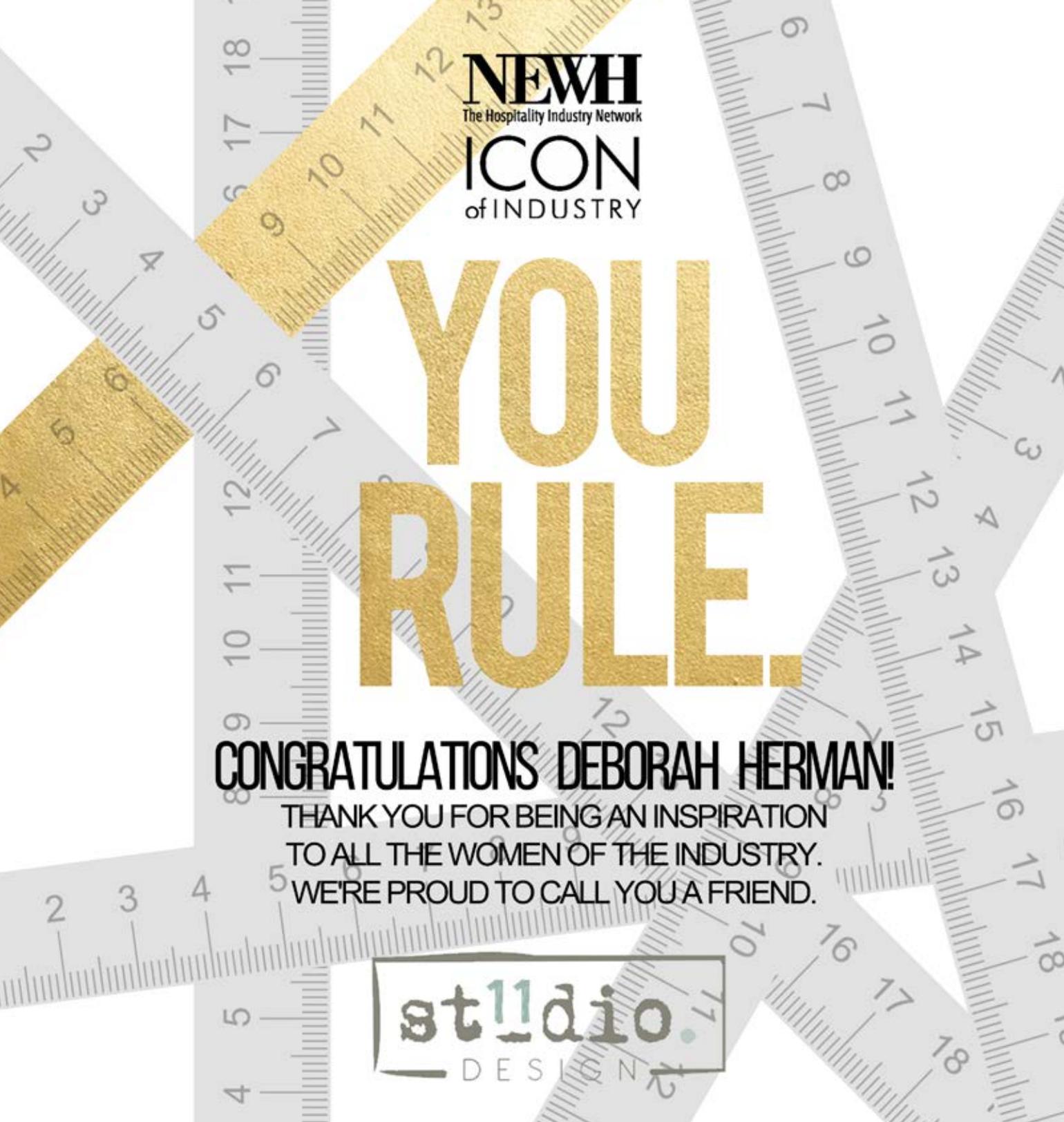
DEBORAH  
HERMAN

2015 NEWH ICON OF INDUSTRY

Thank you for your leadership and  
passion for the hospitality industry.

SIGNATURE 

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**NEWH**  
The Hospitality Industry Network

**ICON**  
of INDUSTRY

**YOU  
RULE.**

**CONGRATULATIONS DEBORAH HERMAN!**

THANK YOU FOR BEING AN INSPIRATION  
TO ALL THE WOMEN OF THE INDUSTRY.  
WE'RE PROUD TO CALL YOU A FRIEND.

**st11dio.**  
DESIGN

BOUTIQUE  
**design**

┌  
**DEBORAH  
HERMAN**  
└

YOU'VE BEEN A  
**PIONEER,  
MENTOR**  
and **INNOVATOR**

— and we —  
**CONGRATULATE YOU**

ON BEING NAMED  
THIS YEAR'S

**NEWH ICON  
OF THE YEAR!**

Congratulations from the *Boutique Design Team*

ERIC NOONAN, 2015 \$10,000 NEWH/Fabric Innovations Legacy Scholarship recipient,  
sponsored by Fabric Innovations/Deborah Herman



ERIC NOONAN

"Perhaps travel cannot prevent bigotry, but by demonstrating that all peoples cry, laugh, eat, worry, and die, it can introduce the idea that if we try and understand each other, we may even become friends." – Maya Angelou

I am the product of a French mother and a Kenyan father (black), but my stepfather, who was Swiss, raised me. I grew up in the sixties and seventies not being accepted by either whites or blacks because I did not fit into either world. This was a time of turmoil because of my differences, but at the same time I knew I was different and was made aware of that difference almost every day of my life for the first thirty years. I kept to myself as a youth but realized early on that everyone is equal. I know I can give my life experiences to the youth, and they will reap from my knowledge.

I am a widowed father that had to raise all of my children by myself, and also care for my mother for the past three years. I have one child that grew up knowing she was a lesbian, and I supported her fully. This might seem unusual for many families, but taking care of your family and your communities have always been very important to me and all of my family. In fact, all of my children have always and still do give back to their communities; this is something my late wife and I instilled into all of our children.

I worked for Cunard Cruise line, both as a Chief Purser and a Valet, which improved my communication skills. I also trained in Germany as a hotelfachmann, which compounded my desire to be involved with youth. I joined the United States Marine Corps and served in a command position for years. My last position was as the Marketing Director for a company in which I held that position, but I also took on the position of travel director for them.

The characteristics that would make me successful in the hospitality field are that I have held a leadership position, service facilitator, community advisor, and of course being a person of diversity, all reinforce and support my determination, artistry, imagination, integrity, and professionalism. I am an articulate and thoughtful individual who possesses genuine curiosity for the process of learning.

I am always engaged and attentive, so I serve as a model for others to emulate. I have demonstrated commitment in every endeavor, and never hesitated to provide support to my fellow students and my community. I also have the abilities of perception and compassion, which give me a great insight into people and their needs. I was able to gather a large number of fellow students for a food drive, we all went to our local food bank and distributed food and backpacks of school supplies. I taught them the importance of giving back to the community, and the ripple effect will continue to affect the community.

I have returned to the post-secondary educational environment after a successful career with a desire to go on to fulfill my dream of being involved in the hospitality industry and also be able to teach others. The characteristics that would make me successful include determination, artistry, imagination, integrity, and professionalism. I am detail oriented, driven to excel, and always conscientious.

There are changes in the travel and tourism industry itself that have occurred because of the major changes in the world in which it operates. The internet has had a significant impact on the travel and tourism industry. Consumers are able to investigate and discover destinations and make bookings on their own, either through sites such as Priceline and Expedia, or directly with the providers of the services in the destination. Travel and tourism providers have responded with their own websites and by designing personal specialized packages. All of the travel and tourism or hospitality sources or even other providers have had to be innovative with enticing the common consumer to choose them.

The social changes that have occurred in the world in just the past twenty-five years have posed many issues for the travel and tourism industry. The cold war ended, the Middle East has become a minefield for the world, September 11, 2001 terrorist attacks, more single parent families, the baby boomer population has grown drastically, and the list goes on and on. Yet, on the flipside, the world's lifestyle and income levels have changed, people have greater disposable income; this all has influenced the industry significantly.

It is apparent that the travel and tourism industry has always been a highly changeable industry. Unfortunately, not enough tourism professionals think about all of the changes that have occurred or the change that is happening right in front of their faces and the affects it has on the industry. Travel and tourism has gone through more changes in the past ten years, even more than the past hundred years combined. One only has to reach into their pocket or purse and find their cell phone: Change is now ubiquitous.

I believe that the driving force for our industry is peoples' emotions, and what is truly important to the everyday customer. I believe that much of our industry will have turned much more

of the businesses green within the next ten years, and to a level that is noticeable. I also know that most of our industry will be using various devices, like our telephones, to perform a lot of the work that is done now with actual people. Another change will be our industry will grow in leaps and bounds. The last, and I believe the most exciting change coming, will be space travel for the everyday traveler.

I plan to become a professor in the Hospitality field at either a College or University once I have completed my PhD. I epitomize all that a professional in the hospitality field should know and be. I know that I can create the future through the development of new courses and programs. I have proven my ability to be a visionary, for not only the Hospitality Department I am a part of now, but also at the meetings, conventions, and events I have attended. I am dedicated to higher education curriculum development in these fields of hospitality and tourism in my graduate program.

I am a proactive force in the hospitality department at my University and in all of my clubs and associations. I am a champion of the higher education approach to tourism and convention through mentoring and instruction. I am only a student, but most of my fellow classmates and some of the staff view me as something more. This has occurred mainly because I take the time out of my day to help others with their studies and assist multiple professors in their curriculum. I have provided countless opportunities for my fellow students to interact with industry professionals because of my contacts in the industry.

I have always tried to lead by example, and I am always fostering an inclusive spirit of "anything is possible." Again, I express my gratitude for offering me this opportunity to express myself and for considering my scholarship application.

CONGRATULATIONS DEBORAH!

**Hotel**  
interactive.

**BITAC**

—●—●—●—  
HIConnect.



DEBORAH HERMAN  
ICON OF INDUSTRY



Cheers to our fierce, fabulous, mentor,  
and friend. Your energy, passion, and  
dedication inspire us every day.

B A B E S

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*Who Brunch*



To our No. 1 mentor, cheerleader,  
supporter, friend, and fashionista.

The one, the only, Deborah Herman.

We are so proud of you!



Love,  
NEWH New York





# CONGRATULATIONS

**Deborah Herman**

on being awarded the NEWH  
Icon of the Industry Award for 2015

**P/**Kaufmann  
C O N T R A C T

Congratulations Deborah!

Your boundless energy and enthusiasm for the hospitality industry is contagious.

You have helped so many people to succeed in our industry.

We are proud to celebrate this well-deserved award with you.



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# CONGRATULATIONS DEBORAH!

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WE ARE IN AWE OF YOUR  
AMAZING DRIVE AND SPIRIT!

GONZALO, MARGARITA, MAYLING, KIRIA, JESSI, ANITA,  
JANEL, PAIGE, BRITTANY, TINA, ERICA, & DAVID

## Recognizing 2015 Gold Key Award Finalists – “ICONS of Design”

Finalists were selected by a panel of eight judges considered more than 280 entries for the awards, which recognize outstanding design worldwide for hospitality projects that were completed or renovated from March 1, 2013 through March 1, 2015.

### **BEST ECO-CONSCIOUS OR SOCIALLY CONSCIOUS HOTEL**

- Meyer Davis, New York; 1 Hotel South Beach, Miami Beach
- Fox Browne Creative, Johannesburg; Michaelis Boyd Associates, London; Nicholas Plewman Architects, Johannesburg; Sandibe Okavango Safari Lodge, Okavango Delta, Botswana

### **BEST LOBBY MIDSCALE/BUDGET/ FOCUSED SERVICE**

- EoA Inc., Coral Gables, Fla; Amara Cay Resort, Islamorada, Fla.
- Gene Kaufman Architect PC, New York; CAMBRiA hotel & suites New York – Chelsea
- +tongtong, Toronto; Drake Devonshire Inn, Wellington, Ont., Canada

### **BEST LOBBY UPSCALE**

- CCD / Cheng Chung Design (HK) Ltd., Hong Kong; The Westin Chongqing Liberation Square, China
- The Gettys Group, Chicago; Renaissance Chicago Downtown Hotel
- NICOLEHOLLIS, San Francisco; The Palladian Hotel, a Kimpton Hotel, Seattle
- Studio GAIA, New York; W Bogota, Colombia

### **BEST LOBBY LUXURY**

- Meyer Davis Studio, New York; 1 Hotel South Beach, Miami Beach, Fla.
- Varró Design, Budapest; Aria Hotel Budapest
- BAR Studio, Melbourne; Rosewood Beijing
- HBA/Hirsch Bedner Associates, Santa Monica, Calif.; The Castle Hotel, a Luxury Collection Hotel, Dalian, China

### **BEST GUEST ROOM MIDSCALE/ BUDGET/FOCUSED SERVICE**

- +tongtong, Toronto; Drake Devonshire Inn, Wellington, Ont., Canada
- PAL Design Consultants, Hong Kong; DusitD2 Hotel Constance Pasadena, Calif.
- Stylt Trampoli, Gothenburg, Sweden; U & ME Hotel, Umeå, Sweden

### **BEST GUEST ROOM UPSCALE**

- CCD / Cheng Chung Design (HK) Ltd., Hong Kong; The Westin Chongqing Liberation Square, China
- NICOLEHOLLIS, San Francisco; The Palladian Hotel, a Kimpton Hotel, Seattle
- Studio GAIA, New York; W Bogota, Colombia

### **BEST GUEST ROOM LUXURY**

- Meyer Davis Studio, New York; 1 Hotel South Beach, Miami Beach, Fla.
- Varró Design, Budapest; Aria Hotel Budapest
- HBA/Hirsch Bedner Associates, Singapore; NUO Hotel Beijing

### **BEST SUITE**

- Josh Held Design, New York; GuestHouse at Dream Downtown, New York
- Wimberly Interiors, New York; Bentley Suite at The St. Regis Istanbul
- Studio GAIA, New York; W Bogota, Colombia

### **BEST NIGHTCLUB/LOUNGE**

- AB Concept, Hong Kong; W/Lounge, W Beijing–Chang’An
- Blue Sky Hospitality, London; Razzmatazz Cocktail Bar & Lounge, JW Marriott Hotel Absheron, Baku, Azerbaijan
- Studio Munge, Toronto; Prohibition, Rosewood Hotel Georgia, Vancouver, B.C., Canada
- nemaworkshop, New York; P.O.V. & Altitude, W Washington, D.C.

### **BEST NEW HOTEL BRAND OR SOFT BRAND CONCEPT**

- 1 Hotels, New York
- AZIMUT Hotels Co., Moscow
- The Wayfarer, Santa Barbara, Calif.

### **BEST RESORT**

- BAMO, San Francisco; Four Seasons Resort Dubai at Jumeirah Beach
- EoA Inc., Coral Gables, Fla.; Amara Cay Resort, Islamorada, Fla.
- Hard Rock International In-house Design Studio, Orlando, and Jeffrey Beers International, New York; Hard Rock Hotel Riviera Maya, Cancun

## BEST RESTAURANT CASUAL DINING

- BASILE Studio, San Diego, Calif.; Ironside Fish & Oyster Bar, San Diego, Calif.
- concrete, Amsterdam; Pressroom, INK Hotel Amsterdam - MGallery Collection, Amsterdam
- Stonehill & Taylor Architects, New York; The NoMad Bar, New York

## BEST RESTAURANT FINE DINING

- Gabellini Sheppard Associates, New York; The Rainbow Room, New York
- HBA/Hirsch Bedner Associates, Singapore; Jia, NUO Hotel Beijing
- Studio Munge, Toronto; Lago by Julian Seranno, Bellagio Resort & Casino Las Vegas
- Sant Francesc Hotel Singular in-house design team, Palma de Mallorca and MJC Arquitectura, Barcelona; Quadrat, Sant Francesc Hotel Singular, Palma de Mallorca, Spain

## JUDGES' "SO COOL" AWARD

- Glen & Company Architecture, New York; Empellón al Pastor, New York
- Hard Rock International In-house Design Studio, Orlando, and Jeffrey Beers Intl., New York; Heaven Lobby at Hard Rock Hotel Riviera Maya, Cancun
- +tongtong, Toronto; Her Majesty's Pleasure, Toronto
- Historic Hospitality, Lake Geneva, Wis.; Maxwell Mansion, Lake Geneva, Wis.
- Fox Browne Creative, Johannesburg; Michaelis Boyd Associates, London; Nicholas Plewman Architects, Johannesburg; Sandibe Okavango Safari Lodge, Okovango Delta, Botswana

## BEST HOTEL BUDGET/FOCUSED SERVICE

- DesignAgency, Toronto; Generator London
- DesignAgency, Toronto ; Generator Paris
- Pacifica Design Group, Santa Barbara, Calif.; The Wayfarer, Santa Barbara, Calif.

## BEST HOTEL MIDSCALE

- Deborah Berke Partners, New York; 21c Museum Hotel Durham, N.C.
- +tongtong, Toronto; Drake Devonshire Inn, Wellington, Ont., Canada
- Stylt Trampoli, Gothenburg, Sweden; U & ME Hotel, Umeå, Sweden

## BEST HOTEL UPSCALE

- Roman and Williams, New York; Hartshorne Plunkard Architecture, Chicago, Illinois; Chicago Athletic Association Hotel
- CCD / Cheng Chung Design (HK) Ltd., Hong Kong; The Westin Chongqing Liberation Square, China
- concrete, Amsterdam; INK Hotel Amsterdam - MGallery Collection , Amsterdam
- Gabellini Sheppard Associates, New York; The Knickerbocker Hotel, New York
- Rockwell Group Europe, Madrid; Paola Navone; Virgin Hotels Chicago
- Studio GAIA, New York; W Bogota, Colombia

## BEST HOTEL LUXURY

- Varró Design, Budapest; Aria Hotel Budapest
- Gilles & Boissier, Paris; Baccarat New York
- HBA/Hirsch Bedner Associates, Singapore; NUO Hotel Beijing
- Sant Francesc Hotel Singular in-house design team, Palma de Mallorca and MJC Arquitectura, Barcelona; Quadrat, Sant Francesc Hotel Singular, Palma de Mallorca, Spain

### JUDGES\* FOR THE 2015 GOLD KEY AWARDS WERE:

**Stacey L. Greene, Vice President** – Design and Construction, Chesapeake Lodging Trust

**Kemper Hyers, Senior Vice President** Design, Starwood Capital Group

**Ted Jacobs, Vice President** of Global Design, Starwood Hotels & Resorts

**Helen Jorgensen, Vice President** Design & Procurement, Host Hotels & Resorts

**Raul Leal, CEO,** Virgin Hotels

**John D. McMullen, Senior Vice President** of Construction, Highgate Hotels

**Christine M. Shanahan, Managing Director** of Design, HVS Design

**Erik Warner, Co-Founder,** Eagle Point Hotel Partners

*Finalists were selected based on excellence in: concept, execution, innovation and "wow factor."*

# NEWH ICONS OF INDUSTRY



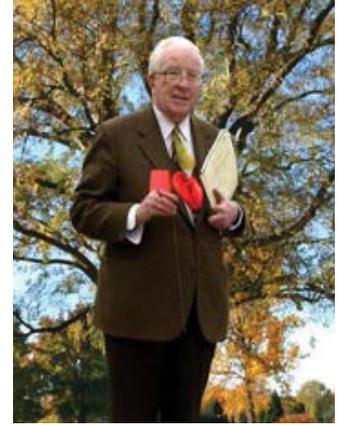
2004 Thomas Durkan



2006 Maya Romanoff



2007 Manfred Steinfeld



2008 Roger Milliken



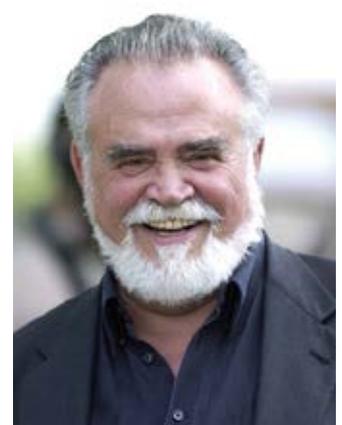
2009 Jerry Hruby-Holly



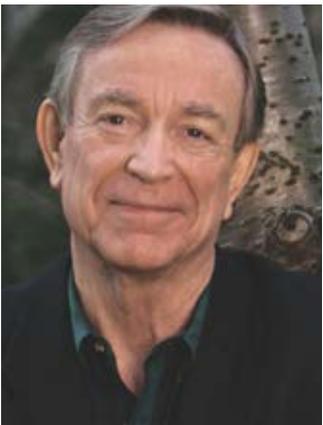
2010 Judy Dobin



2011 Harvey Nudelman



2012 Herbert V. Kohler, Jr.



2013 Ray Anderson



2014 Bob Thomas

# NEWH ICON SCHOLARSHIP RECIPIENTS

## 2004

Anna Perryman; Harrington School of Design

## 2006

Stacey Schield; University of Cincinnati

Ashley Taylor Anderson; Georgia Southern College

## 2007

Kandice Pierce; Savannah College of Art & Design, SCAD

Alisa Biel; Boston University

## 2008

Jaclyn Livelli; Savannah College of Art & Design, SCAD

Alysce Lee Slagg; Colorado State University

## 2009

Saray Gill; Savannah College of Art and Design, SCAD

Kayla Hirsch; Colorado State University

## 2010

Andrea Vasquez; Savannah College of Art and Design, SCAD

Chelsea Lawrence; Colorado State University

## 2011

Santiago Arcila; Kwantlen Polytechnic University

Kyi Gyaw; Cornell University

## 2012

Stacey Sefcik; Savannah College of Art and Design, SCAD

Ashley Sarazen; School of Architecture and Design at NYIT

## 2013

Amanda Krueger; Florida State University

Alexandra Kern; Savannah College of Art and Design, SCAD

## 2014

Tara Headley; Savannah College of Art and Design, SCAD

Katherine Timmerman; Florida State University

## 2015

Katelyn Koch, Savannah College of Art and Design, SCAD

*Congratulations  
Deborah Herman!*

NEWH's Icon of Industry 2015



[www.stacygarcia.com](http://www.stacygarcia.com)



FABRIC  
INNOV  
ATIONS





# WOOL SOLUTIONS

— NATURAL FLOORCOVERING —

DEBORAH, THE INDUSTRY IS BETTER FOR YOUR CONTINUED  
COMMITMENT TO GIVING BACK THROUGH YOUR TIME,  
SUPPORT, AND KNOWLEDGE. YOUR MENTORSHIP OF SO  
MANY, MYSELF INCLUDED, IS TRULY INSPIRING.  
CONGRATULATIONS TO A TRUE ICON!

*Philip*  
and Derek Crimp





*Because of who you are and all you do for others ... Shelia*

# Mentor. Champion. Friend.

You have always been an ICON in our eyes.  
Congratulations on a well-deserved honor.



**Deborah Herman,**  
Owner, Fabric Innovations, Inc.

Your friends at **hospitality**design



# VOA

CONGRATULATES

**DEBORAH HERMAN**

ON BEING AWARDED  
THE 2015 NEWH

**ICON OF INDUSTRY**



**Congratulations to this year's NEWH ICON of  
Industry award winner, Deborah Herman!**

**Your dedicated outreach to the community  
through giving your time, effort, and energy  
(and money!) is appreciated by so many and  
well-deserved of this wonderful recognition.**

2015

INNOVATOR



leader

Deborah,

Thank you for your support personally and professionally. Your dedication to the industry and genuine care for the students is an inspiration to us all.

Congratulations on this well deserved award!

Your friend,  
Trisha Poole



compassionate



# ASFONA

## Association of Starwood Franchisees & Owners – North America

### Board of Directors

**John Shingler**  
President & CEO

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Davidson Hotel Company

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Treasurer – ASFONA  
Executive Vice President  
Kinseth Hospitality Companies

**Monday, November 9th 2015**

### **“AN OPEN LETTER”**

The NEWH criteria for selecting candidates for the **“ICON OF INDUSTRY AWARD”** is excellent and needs to be clearly stated again and again. It is as follows:

***“The Award celebrates the leaders of the manufacturing side of the hospitality industry who have uniquely impacted the industry through their innovative work and who have consistently dedicated their time and efforts to community or industry out-reach through education and / or corporate giving and have been doing business in hospitality for more than thirty years.”***

After reviewing the above criteria, it becomes patently obvious that **Deborah Herman, the President of Fabric Innovations**, is the ideal candidate and ultimately the deserving recipient of such a prestigious award.

What makes it so enjoyable to join in the celebration of Deborah’s achievement is knowing that a number of her other attributes have also been recognized. Namely, that she is a gifted leader with solid business acumen, blessed with a charismatic bubbly personality and who is a true, genuine and loyal person to all her friends, employees and business associates.

Congratulations Deborah – so well deserved and much continued success for the future.

Sincerely,

**John**

John A. Shingler  
President & CEO  
ASFONA

johnshingler@asfona.com

# DEBORAH HERMAN

generously supporting the NEWH mission of scholarship

## Fabric Innovations Legacy Scholarship Recipients



Karahm Paik  
\$10,000  
Cornell University  
Hospitality Management



Camila Bayly  
\$10,000  
Cornell University  
Hospitality Management



Eric Noonan  
\$10,000  
University of Nevada  
Las Vegas  
Hospitality Management

thank you!



Congratulations! You are a great leader in your industry, but even a better person. That is what we are most proud of.  
You will always be our family icon.

Cousins Sara, Whitney, Phillip, and Aunt Bessie





# Congratulations, Deborah Herman!

Boundless energy, warm generosity, and a sharp  
business mind — you define ICON of Industry.

Winter 2016 Collection  
Starlit Lattice™  
Tiles of Genuine Seashell  
and Glass Beads

[MAYA.ROMANOFF.COM](http://MAYA.ROMANOFF.COM)



NEWH

The Hospitality Industry Network

ICON

of INDUSTRY

*Congratulations*

*Deborah Herman*

**THE BEST VIEWS COME AFTER THE  
HARDEST CLIMB**

Dallas

NEWH

**YOU ARE A STELLAR BUSINESS WOMAN,  
PHILANTHROPIST & GENUINE FRIEND**

**CONGRATULATIONS DEBORAH**



**WITH DEEP LOVE & RESPECT,**

**BARBARA LAZAROFF, A.S.I.D.**

**IMAGININGS DESIGN, INC.**

**SPAGO/ CHINOIS/ CUT/ WOLFGANG PUCK WORLDWIDE**



PLATES THAT SERVE THE COMMUNITY



**With your hard work and enthusiasm,  
success was certain to be achieved.**

**Well done Deborah and Congratulations  
on ICON of the Year!!**



**neil locke & associates**  
Hospitality Procurement

Deborah, you've always  
been our Icon!

---

Congratulations!

Love,  
VQC



Virginia Quilting Commercial, Inc.

**Finally,  
a chance  
to say  
thank you.**

A well-earned congratulations to a true Icon of Industry. Deborah, you inspire us every day with your boundless energy, generous spirit, and continued commitment to bringing up the women around you.

You have taught me so much about business, life, and friendship. Most importantly, you have taught me the power of believing in yourself and then working your ass off to make it happen.

Beyond blessed to have found you as a mentor and proud to call you a friend.

We love you.

*Tara Mathe*

*studio*  
EST. 2013  
**TANO**



**Deborah**  
Depolsa

**Your selfless dedication to our industry, your peers, the next generation of creativity, and your friends, is unmatched. We are thrilled to celebrate this special honor - you are indeed an ICON.**

**You inspire us every single day!**

**The Van Dresser Team**

van **VDC** COMPANY  
interiors + design



CONGRATULATIONS

[ *we just couldn't stay mum !* ]



congratulations from all of us at JLF collections

---

*Congratulations  
Deborah,*

a true leader and

NEWH ICON of Industry

---

President **Trisha Poole**, Design Poole, Inc.

Secretary **Brittany Johnson**, Cuningham Group Architecture, Inc.

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Past President/Parliamentarian **Julia Marks**, Picture Source NW, Inc.

Executive Advisor **Helen Reed**, H.L Reed Design, Inc. and h2h, Inc.

and

Executive Director **Shelia Lohmiller**, NEWH, Inc.

**NEWH**  
EXECUTIVE COMMITTEE

Congratulations Deborah  
on this prestigious award.

YOU ARE A TRUE ICON OF INDUSTRY, MENTOR, BUSINESS LEADER AND FRIEND.



Berman  
PURCHASING

# CONGRATS DEBORAH!

FROM THE TEAM AT VIRGIN HOTELS



It is always a distinct pleasure to  
acknowledge  
and  
praise  
someone so well deserving of recognition

Deborah Herman  
Congratulations!

Christine Wasmer



Bray Whaler International

warmly congratulates

**Deborah Herman**

for her outstanding leadership and recognition as the well-deserved recipient of the  
NEWH Icon of Industry Award 2015.



Ronnie Bray

Elisa Whaler

Jennifer Fisk

**Congratulations to Deborah Herman, NEWH ICON of the Year!**

*Sue Clark Hepler*



THE ULTIMATE  
FLOORING EXPERIENCE

MADE FAIR



## Congratulations Deborah!

Thank you for your AWESOME love and support for the NEWH/OC Region!

*"There are two ways of spreading light - to be the candle or the mirror that reflects it."*

*~Edith Wharton, Vesalius in Zante*

Orange County Region  
**NEWH**  
The Hospitality Industry Network



In Honor Of:



Deborah Herman

5950 SYMPHONY WOODS ROAD

SUITE 150

COLUMBIA, MD 21044

WWW.STROUDGROUP.COM

(410) -964-2222



CONGRATULATIONS

FORRESTPERKINS CONGRATULATES **DEBORAH HERMAN**  
ON BEING NAMED ICON OF INDUSTRY 2015

CONGRATULATIONS

 FORRESTPERKINS  
defining luxury®

As Canadians we are a polite bunch that says EH!  
There are some people that truly make us say HEY!

**Deborah Herman**

is one of those special people!

We all join together to say Congratulations EH!

We NEWH Canadians take special pride in congratulating Deborah on her...

**dedication...**

**wonderful heart...**

**giving spirit and support!**

**NEWH**  
**CANADA**  
The Hospitality Industry Network

Thank you for your leadership, service to our community, generosity, and innovative spirit.

You are a great mentor to so many members of the industry and an inspiration to all of us.

Your friends,  
Design Directions International  
Marietta, GA.

Congratulations  
on being named  
NEWH ICON  
of the year!!



We are proud to join NEWH in honoring

*Deborah Herman*



Congratulations to a true ICON of industry!



Deborah, our team at AJC Design couldn't be more excited for you and this wonderful honor.

You are a true innovator, inspiration, dynamic leader and mentor to us all. Congratulations!

Cheers to more future success!

Love, AJC Design



# CONGRATULATIONS DEBORAH!

LOVE,  
VANESSA, CHIEF AND FINN



1428 FUNSTON AVENUE, SAN FRANCISCO, CA 94122  
[WWW.THENESSGROUP.COM](http://WWW.THENESSGROUP.COM)



Congratulations, Deborah!

You are an outstanding example  
and inspiration to all of us  
who know you.

Your generous spirit and dedication  
will carry you far.

We are so proud of you!

Love,  
Jan & Helen

*Zenith Rugs*

## NEWH Chapter/Regional Group Presidents 2015

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#### **Valerie Coleman**

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DESIGN POOLE, INC.  
Winter Park, FL

### NEWH, CANADA, INC.

#### **Christine A. Tucker**

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