



ICON OF INDUSTRY SELECTION CRITERIA/PROCESS

The ICON of Industry award celebrates the leaders of the manufacturing side of hospitality, those who have uniquely impacted the industry through their innovative work, consistently dedicated their time and efforts to community or industry outreach through education and/or corporate giving, and been doing business in hospitality for more than 30 years. In addition, each year an international scholarship is given to an exemplary student in the recipient's honor.

1. THE ICON HONOREE DEFINITION

1.1. The Icon of Industry Distinction is presented to a manufacturer doing business in the hospitality community

1.2. Candidate must be in the industry a minimum of 30 years

1.3. Has uniquely impacted the hospitality industry through their innovative work:

1.3.1. Unique Product design

1.3.2. Cutting edge technology and innovation

2. CORPORATE GIVING OR GIVING BACK

2.1. Consistent dedicated outreach to the industry and/or community through education and or corporate giving

3. PRIOR RECOGNITIONS

3.1. Consideration of prior honors from industry peers

3.2. Consideration of honors from charitable/public organizations or educational institutions

4. HONOREE COMMITMENT/INITIAL CONTACT

4.1. Upon confirmation that honoree accepts the ICON recognition; a letter will be sent from NEWH Inc. to include the following:

4.1.1. Confirmation of the recognition including an outline of deadlines, award venue etc...4.2.

Confirmation that a scholarship will be funded from the NEWH Inc. Scholarship Fund in the amount of \$7,500 to a worthy student selected by NEWH Inc. Scholarship committee, at the Gold Key Gala in New York in November

4.3. Invitation to the honoree to contribute to the scholarship fund in the spirit of perpetuating this award

4.4. A request for honoree or honoree's company to produce a 3 to 4 minute video/bio/tribute of the honorees accomplishments. Emphasis on company success and personal achievement

4.5. Honoree must agree to attend award ceremony – preferably with closest family and friends also in attendance and speak to attendees for approximately 3 minutes OR if



ICON is no longer living– honoree’s closest family member or significant other to attend

4.6. Requests that honoree or his/her company provide a list of closest colleagues for NEWH to contact for tribute journal. Net proceeds from this journal will serve to fund the ICONS award both scholarship and administrative. Companies and individuals will be encouraged to also make a targeted donation to the NEWH Inc. Scholarship Fund. Those who do so will receive special recognition in the journal and/or event program

4.7. Honoree or honoree’s company may provide attendee gifts for approx. 250 attendees at Gold Key Gala

5. NEWH COMMITMENT

5.1. NEWH will produce a tribute journal to include tributes from closest industry colleagues. Net proceeds to go into the NEWH Inc Scholarship fund.

6. VENUE

6.1. Primary venue for award is the Gold Key Gala in conjunction with the IHMR show in New York; sponsored by Boutique Design Magazine and American Hotel and Lodging Association.

7. AWARD FORMAT

7.1. A plaque is given to the honoree and to the student recipient

7.2. NEWH will list all awardees on the NEWH website