NEWH TopID Award Nomination Guide

NEWH TopID Program is committed to recognizing the Interior Design firms that deliver exceptional hospitality design while also supporting NEWH’s mission of offering education and networking events to raise scholarship funds for students pursuing careers in hospitality. The TopID list will represent the best within NEWH’s extensive network of over 6,500 members throughout the US, UK, and Canada. These design members inspire others to exceed the creative standards and reach for excellence while giving back to the industry with their involvement with NEWH. This is the highest honor that can be bestowed upon a design firm within the NEWH, Inc. chapter/region awards programs.

Award Program Eligibility

The 2020 NEWH TopID program recognizes the exceptional work and individual commitment to NEWH within the months of January 1, 2018 to June 30, 2019.

The nomination process begins by the chapter/regional board looking within their membership and inviting firms they believe meet the minimum requirements:

Minimum Criteria - required

- Current Membership (one person within the local firm must be a current voting member in good standing with NEWH – if you are unsure of a member’s status please check online member directory or contact diane.federwitz@newh.org for confirmation)
- Minimum of 3 hospitality projects completed by local firm within the 18-month period prior to nomination (January 1, 2018 to June 30, 2019) with 150-word written narrative describing the project
- Projects submitted with the nomination must be professionally photographed (minimum 300 dpi resolution jpeg or tif file format). *The NEWH office will follow up with your TopID winners to acquire photos and photo release.*
- Firm must have an accessible website

*Note: Past Top ID honorees can be considered for current years. There is no limit to how many years a firm can hold the title of Top ID.*

Bonus Criteria (used only if more than 3 nominees remain after minimum criteria has been met):

- More than one NEWH member employed by the firm *(2-3 members = 1 point; 3+ members = 2 points) max 2 bonus points*
- Active company participation (attends at least one NEWH event a year) *(1-3 events = 1 point; 3+ events = 2 points)*
- Active local board or committee member *(point for each board/committee member from firm) max 1 bonus point for voting board position, max 1 bonus point for committee (2 total max bonus points)*
- Member that holds an International Board of Directors “Director” or higher position *(Presidents and Delegates are not eligible, must be a voted or appointed position to the board)*
- Chapter Business Membership *(Chapter Level Business = 1 point; Top Tier membership = 2 points)*
- Firm has an Internship Program
- More than three hospitality projects completed by local firm in the past 18 months *(1 point for 4-10 projects, 2 points for 11-20 projects, 3 points for 21+ projects)*
- Awards received by local firm related to hospitality projects *(additional point for each award within last 2 years noted on nomination form) max 2 bonus points*
- Notable publication of hospitality work of local firm *(additional point for each publication within last 2 years noted on nomination form) max 2 bonus points*
Nomination Process

TopID Nominations can be made as follows:

1. The Chapter (or Chapter Board) can ask an eligible firm (who meets the minimum required criteria) to complete the nomination form or assist them in the process.
2. Self-Nomination - A Member of NEWH can nominate another member or nominate themselves.
3. All nominations (online form or PDF) are to be emailed to topid@newh.org – the NEWH office will receive and forward to the chapter presidents/steering committee chairs and VP’s.

Nominations forms:

- The nomination form must be complete and all minimum eligibility requirements must be met to be considered for the final Top ID list.
- Chapters/Regions can accept as many nominations as they like to consider for their final top three choices to be submitted to NEWH, Inc. NEWH encourages chapters/regions to seek out the best within their local area to assure submittal of three Top ID firms.*

*NChapters/regions may submit less than three finalists if nominees do not meet the minimum criteria. Firms that meet the criteria must be considered. No chapter/region can choose not to recognize a firm that qualifies within the top three spots.

Nominations due to chapters/regions for consideration and review: July 1, 2019

Review Process/Judging

- Completed nomination forms are compiled and reviewed by chapter/regional voting board members for consensus of the top three firms chosen for the Top ID honor.
- The review process will be conducted using the Nomination Form and the Judging Scorecard. The Judging Scorecard includes Minimum Required Criteria, as well as Bonus Criteria to help narrow down the selection process. These forms must be utilized and filled out to accompany the final nominations when submitted to NEWH, Inc.
- Only voting board members are eligible to participate in the review and final vote of the three firms (standard motion voting procedure must be applied). NOTE: If a voting board member is an employee of a firm being considered for a TopID, he/she must remove themselves from the judging process.
- If more than three firms remain after minimum criteria items are met, bonus criteria will be used. A vote will only be needed if there is a tie of bonus criteria points for 1 of the three finalist spots. If there is a “tie” of bonus criteria points (where more than one firm accrues the same amount of points), the voting board members must consider all the criteria, plus bonus criteria, and make the decision of which firm exceeds these minimum requirements more than the other.
- All voting board members involved in the review and nomination process must be held to the highest level of professionalism and integrity while participating and conversing with the other review members. There will be no “favoritism” allowed in this process other than when discussing tied finalists in the specific criteria. No incomplete or late submittals should be considered.

Submittal Process to NEWH, Inc. - Top ID Submittals due to NEWH Inc: September 1, 2019

It will be the chapter/regional board’s responsibility to submit the TopID three (3) finalists to the NEWH, Inc. office – to include: (*Chapters/regions may submit less than three finalists if nominees do not meet the minimum criteria)

- Completed Nomination Form for each firm
- Judging Criteria Form for each firm
- Notes related to decisions made as a result of a tie situation
- Contact name and email address of person in the firm who will provide high-resolution photography
Announcement of Top ID Winners

- The chapter/regional board members involved in the review and nomination process are to not discuss or release the names of the firms selected until NEWH, Inc. has received all firm names and confirmed eligibility.
- NEWH will notify the chapter/regional boards on or before September 15, 2019 if the nominees have been approved.
- If there are any issues or concerns of a nominee submitted, the NEWH, Inc. office will notify the chapter/region to discuss options for replacing the disqualified firm with another nominee who was in the consideration process. If there are no other nominees, the chapter/region may submit less than three finalists.
- Once the chapter/region has been notified by NEWH, Inc. that nominees have been approved, the Chapter President/Regional Chair must notify their finalists by phone no later than October 30, 2019.
- The NEWH 2020 TopID banner will be printed and located within the NEWH booth at the BDNY Show held at the Jacobs Javitz Center, New York City, November 10-11, 2019.

Chapter/Regional Boards must not publicly announce winners until after October 30, 2019 (with NEWH, Inc. notification of approval of 3 nominees).

Chapters/Regions Responsibility to Award/Honor the TopID

The items listed below will be supplied to the chapter/region. These items are to support the acknowledgement of the firms’ participation in your chapter/region and their dedication to design excellence. These items should be awarded to the finalists at an event or ceremony the chapter/region feels provides the best opportunity to celebrate their local TopID firms. Chapters/Regions should consider an event worthy of announcing/honoring TopID recipients with high attendance expected.

Chapters/Regions should display the TopID banners at all their events and seek ways to utilize the TopID firms to support their activities and events throughout the year.

What NEWH Inc. Provides to the Chapter/Region

- Award with TopID firm name engraved on plaque (Chapter is responsible for $100/per award) – shipped to chapter/region by December 1, 2019
- Note from the NEWH, Inc. President to the TopID Winners
- Certificate for the TopID Winners (on request)
- TopID Banner

In addition to the above list, the TopID firms will receive a high res logo for use on their website with the current year of award.
TopID Benefits

TopID firms will be asked to sign a consent form that allows NEWH to post their photography on the NEWH website for promotional purposes. They may also be contacted by media related to speaking opportunities, editorial comment and or participation in events as a highly-respected design professional. They will be published in the ICON of Industry booklet that is distributed at the Gold Key Awards Ceremony in November during the BDNY Show held in New York City.

By accepting the honor of NEWH TopID, NEWH will present the list on the NEWH website and at all international events they participate in with the intent of presenting the TopID firms as the “elite” and most exceptional design firms in the regions they are within. NEWH encourages members and industry professionals to utilize this list when in need of a design leader for their projects or expert advice within their companies or events.

Some of the things a TopID may expect from being honored by NEWH:

- TopID firms are listed on the NEWH website with their 3 featured hospitality project photos and a link to their websites
- TopID logo is furnished to firms for use for one year on their stationery and email signatures
- TopID firms are provided an award and honored at a local chapter/regional event
- Upon request from the chapter/region board, NEWH, Inc. can also provide a certificate to be presented to the winning firms at the TopID event
- TopID list will be published in NEWH Magazine and in ICON of Industry booklet
- TopID list will be shared with media for potential inclusion in upcoming editorials
- TopID will receive early invitations to the President’s Dinner at the NEWH Leadership Conference
- TopID may receive an invitation to be a speaker or panelist at hospitality shows or events through a NEWH referral list
- TopID may receive an invitation to be a speaker on the TopID panel at the NEWH Leadership Conference (there is now a dedicated panel for the TopID scheduled for future conferences)
- TopID firms may be requested to participate on the local level with chapter/regional events
- TopID firms may be honored or promoted with the local chapter/regional activities and events

Future Development of TopID Program

It is NEWH’s intent to strengthen and grow this program to create more value to the recipient and the awarding chapters/regions. The goal is to create loyalty and respect between the local chapters/regions, its members, and the leading design firms that are integral to the future of the industry. Building these strong relationships and membership alliances we will assure stability of the chapters/regions and enhance networking for business development.