



**Manfred Steinfeld**  
**NEWH Icon of Industry 2007**

## NEWH VISION

THE Network of the Hospitality Industry

## NEWH MISSION

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

## IN BRIEF

Founded in 1984, NEWH is an international non-profit organization, with 18 chapters and many 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, magazine and sponsorship of leading industry expositions and conferences. To date, NEWH has given in excess of \$1,663,000.00 USD in scholarships to young people wishing to pursue careers in the hospitality industry.



# icon

Variant(s): also ikon \ī-kän\  
Function: noun

Etymology: Latin, from Greek eikōn, from eikenai to resemble

Date: 1572

1: a usually pictorial representation : image 2[Late Greek eikōn, from Greek] : a conventional religious image typically painted on a small wooden panel and used in the devotions of Eastern Christians 3: an object of uncritical devotion : idol 4: emblem, symbol <the house became an icon of 1960's residential architecture — Paul Goldberger> 5 a: a sign (as a word or graphic symbol) whose form suggests its meaning b: a graphic symbol on a computer display screen that usually suggests the type of object represented or the purpose of an available function

— icon•ic \ī-kä-nik\ adjective

— icon•i•cal•ly \-ni-klē\ adverb



From One Icon to Another:  
Congratulations,  
Manfred Steinfeld!



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Pictured: Stitched™ from the David Rockwell for Maya Romanoff Collection

**W**e are so very honored to welcome Manny Steinfeld as our third Icon of Industry awardee. Manny joins the company of our two previous honorees, Tom Durkan and Maya Romanoff. Like the previous honorees, Manny is not only an emblem of success within the Hospitality Industry but is also a champion in giving back.

NEWH was conceived twenty-three years ago on just that principal, giving back, assisting the next generation through scholarships, education and mentoring. Manny not only exemplifies this principal within our industry but also through his numerous contributions to mankind.

Manny, on behalf of the 2,100 plus members of NEWH, I applaud you!

Sincerely,  


Marla Davis  
President, NEWH Inc. 2006-2007



**Manny,  
We honor you!**

**all the best,  
from your friends at  
hospitality**design****

**M**anfred Steinfeld was born on April 29, 1924 in Josbach, Germany. In July 1938, he was sent to live with an aunt in Chicago where he attended Hyde Park High School. He graduated in 1942 and enrolled in the University of Illinois. He completed only one semester before joining the U.S. Army that same year.

The army sent Mr. Steinfeld to the European Theater of Operations where he participated in five battle campaigns with the 82nd Airborne Division. He was awarded the Purple Heart and Bronze Star Medal. His knowledge of German proved valuable at the end of the war. He was involved in translating into German the unconditional surrender document of the German 21st Army Group, operating east of the Elbe River, that surrendered to the 82nd Airborne Division.

After the war, Mr. Steinfeld resumed his education at Roosevelt University in Chicago and graduated in 1948 with a Bachelor of Science Degree in Business Administration. The following year he married Fern Goldman. When the Korean War started, he was recalled to active service as a first lieutenant in the military intelligence service.

In 1953, he and an associate purchased the bankrupt Great Northern Chair Company for \$10,000 and renamed it Shelby Williams Industries. During Mr. Steinfeld's leadership, Shelby Williams grew into the country's leading seating company serving the contract and institutional market. It was also one of the few to go from private to public to private and then public again.

In 1999 when Mr. Steinfeld sold Shelby Williams to Falcon Products, he reported that Shelby Williams was profitable every one of its 46 years in business, hitting \$165 million in annual sales and doing business in 87 countries.

In 2002 with several long-time colleagues, Mr. Steinfeld founded Daniel Paul Chairs LLC, named for his grandson who passed away at the age of seven.

Throughout his business career, Mr. Steinfeld has received numerous business and industry awards for his leadership, business acumen and generosity. They include:

- 1963 - U.S. Chamber of Commerce, Midwest Region, Outstanding Businessman of the Year;
- 1973 - American-Israeli Chamber of Commerce Industrialist of the Year;
- 1981 - Horatio Alger Award for Distinguished Americans;
- 1986 - American Jewish Committee Humanitarian of the Year Award;
- 1987 - Platinum Circle Award, Hospitality Design Magazine;
- 1993 - Holocaust Foundation of Illinois Annual Humanitarian Award;
- 1995 - Volunteer of the Year Award, University of Tennessee, Knoxville, TN;
- 1997 - Honorary doctorate from Roosevelt University in Chicago;
- 1999 - Lifetime Achievement Award, called "the Manny," from Hospitality Design Magazine;
- 2000 - Julius Rosenwald Memorial Award from the Jewish Federation of Chicago;
- 2001 - Mount Scopus Award from the American Friends of the Hebrew University;
- 2001 - Hadassah Hospital's Guardian of Tomorrow Award;
- 2001 - Anti-Defamation League, Guardian of Freedom Award.



Philanthropy has always been an integral part of Mr. Steinfeld's life. As a result, many educational, cultural, religious, social service



and medical institutions have benefited greatly from the generosity of Mr. Steinfeld and his wife. Endowments and contributions include:

- 1983 Established the Fern and Manfred Steinfeld Fund for Excellence at the University of Tennessee, Knoxville, TN, which awards 15 scholarships annually;
- 1984 Endowed the 20th Century Decorative American Arts Gallery at the Art Institute of Chicago;
- 1985 Founder of the Horatio Alger Scholarship Program;
- 1985 Established the Fifth Floor Gallery at Orchestra Hall, Chicago;
- 1985 Established a Professorial Chair at the Weitzman Institute of Science, Rehovot, Israel;
- 1986 Endowed the Sam Horwitz Memorial Scholarship Fund at the Illinois Institute of Technology, Chicago;
- 1987 Funded the Steinfeld Dining Center at Mount Sinai Hospital, Chicago;
- 1986 Established scholarships at Roosevelt University, Chicago;
- 1992 Endowed the Fern and Manfred Steinfeld Chair of Judaic Studies at the University of Tennessee, Knoxville, TN;
- 1992 Manfred and Fern Steinfeld became founders of the United States Holocaust Museum, Washington, D.C.;
- 1993 Underwrote the Bentwood Furniture Exhibition at the Art Institute, Chicago, featuring furniture from the Fern and Manfred Steinfeld Collection;
- 1994 Established and endowed the Manfred Steinfeld School of Hospitality Management at Roosevelt University of Chicago;
- 1996 Made major contributions to the refurbishing of the Lyric Opera and Symphony Center, Chicago;
- 1997 Established at the Jewish Federation of Chicago, the Naftali Steinfeld Scholarship Fund for Summer Experiences in Israel;
- 1998 Established the Naftali Steinfeld Education Center at Ammunition Hill in Jerusalem, Israel;
- 1998 Established the Danny Cunniff Leukemia Research Fund in memory of his grandson who died at the age of seven;
- 1999 Endowed the Danny Cunniff Leukemia Research Laboratory at Hadassah Hospital, Jerusalem, Israel;
- 1999 Established the Danny Cunniff Park at the Park District of Highland Park, IL;
- 1999 Established the Danny Cunniff Playground at the George Lutz Center, Jewish Youth Services, Highland Park, IL;
- 2000 Established the Danny Cunniff Woodlands at the Jewish National Fund Forest in Israel;
- 2001 Made major gifts to the Fred Hutchinson

- Cancer Research Center, Seattle, WA;
- 2001 Established Fern and Manfred Steinfeld Scholarship Funds at Brandeis University, Waltham, MA;
- 2001 Made a major gift to St. Jude Children's Research Hospital, Memphis, TN;
- 2002 Established the Computer Center at Patronato Synagogue, Havana, Cuba;
- 2002 Made an additional major gift to become a "A Pillar of Memory" at the United States Holocaust Museum, Washington, D.C.;
- 2003 Major gift for the building of a community center at Kibbutz Schluchot, Israel;
- 2005 Made a major gift to the Spertus College of Jewish Studies for its new building on Michigan Avenue, Chicago;
- 2006 Endowed professorship in the Judaic Studies Program at the University of Tennessee, Knoxville, TN;
- 2007 Made an additional major gift to the St. Jude Children's Research Hospital, Memphis, TN, for research in pediatric leukemia;
- 2007 Made a major building fund gift to the Illinois Holocaust Memorial Foundation.
- Manny and Fern Steinfeld are inducted into the Golden Giver Society by the Jewish Federation of Chicago for 50 years of annual giving.

In addition to his philanthropic contributions, Mr. Steinfeld has given his time and talent serving in numerous leadership capacities in business organizations, his industry and many religious and civic groups. These include:

- Chicagoland Chamber of Commerce (formerly the Chicago Association of Commerce & Industry);
- Chicago Convention and Tourism Bureau, Board of Directors;
- American Israeli Chamber of Commerce, Midwest Chapter, Board of Directors;
- University of Tennessee, Knoxville, School of Ecology, Board of Advisors and its Board of Development Council;
- Roosevelt University, Chicago, Life Member of the Board of Trustees;
- Jewish United Fund, Chicago, General Campaign Chair, 1987 and 1997;
- Jewish Federation of Chicago, Board of Directors, 1985-98 and served as Chairman of the Board from 1999-2000;
- United Jewish Appeal, National Vice Chair, 1987-1992;
- Shelby Williams Industries, Chairman of the Board and CEO, 1954 -1995;
- Albany Bank & Trust Company, Chicago, Board of Directors, 1983-1993;
- Amalgamated Bank of Chicago, Board of Directors, 1966 to present;
- Amalgamated Investments, Chicago, Board of



- Directors 2003 to present;
- Daniel Paul Chairs LLC, Board of Directors, 2002 to present;
- StackChairDepot.com, Founder and Partner in the Internet merchant company, 2004 to present.

Mr. Steinfeld's remarkable life and personal and professional contributions have been documented in print. In 1992, the Art Institute in Chicago published a book called *Against the Grain: Bentwood Furniture from the Collection of Fern and Manfred Steinfeld*. In 2000, *A Legacy of Style* was published chronicling the history of Shelby Williams Industries.

There also have been several videos and TV documentaries:

- In 1985, CNN aired a documentary series called

"Pinnacle," featuring Mr. Steinfeld in one of its weekly segments;

- In 1988, he was featured in a PBS TV show entitled "Profiles of Success";
- In 1995, the Discovery Channel aired a show entitled, "Nightmare's End," which featured Mr. Steinfeld as a liberator of the Wobbelin concentration camp after World War II;
- The documentary, "Victim & Victor," produced by David C. Lewis in 2000 is a video biography of Mr. Steinfeld.

Although Mr. Steinfeld remains an active member of the Chicago business, cultural and philanthropic communities, a major focus of his life continues to be his family: his wife, Fern; two sons; a daughter; their spouses and his 10 grandchildren.

# Icon Scholarship *Recipient*

Ashley Anderson  
Georgia Southern University



I would like to begin by saying thank you. Winning the Icon's of Industry Scholarship Award has filled me with so much joy that words can hardly express my gratitude. Not only is this scholarship a tremendous blessing and honor to receive, but it has also given me the opportunity to grow as an individual and as a designer. It has challenged me to set a

goal for myself and then work hard to realize that goal.

I am no stranger to setting goals, though. Starting out in middle school and throughout high school, my dad had me writing goals for my life and my career. I carried this habit with me to college and continued to set goals for myself. One of these goals was to graduate college without any debt from school. Well, that goal has since been modified into "Graduate with less debt".

My mentor told me about a group that she and her friends created years ago. They met to discuss design-related business and eventually formulated a deep friendship that is still shared today. Even though they don't meet anymore, they can still call each other for advice. After listening to her describe the bond she built with other professionals

and how it helped her through challenging business decisions, I had hoped that one day I would be part of a group as supportive as hers.

Now, I have the opportunity to be a part of a network that supports professionals in the hospitality industry through NEWH. Before this competition, I did not know much about NEWH. As I researched your history, I fell in love with your mission and with your giving heart. I became increasingly excited about being part of your vision to provide opportunities that benefit both students and professionals. NEWH's leadership is an inspiration for me in the way you provide educational opportunities, and make a tremendous difference in the lives of your members and in the industry as well.

Manfred Steinfeld is also a great source of inspiration for me. He has shown me that life is so much more meaningful when you give back and invest in the lives of others. His leadership has inspired me to push harder to achieve greatness in the hospitality industry. Just as Manfred Steinfeld has lived a life that reflects honor, integrity, and commitment to excellence in the hospitality field, I too want to lead a life that reflects these qualities.

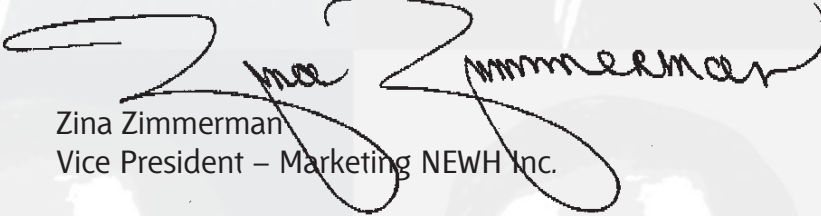
Thank you NEWH for this incredible gift that has allowed me to get closer to reaching one of my goals and be a part of your network. It only furthers my passion and my drive in working toward a career in the hospitality industry. And thank you Mr. Steinfeld for your contribution to the hospitality industry and to so many other lives. This experience and your generosity will be an enduring memory that will remind me to seek excellence in my work and commitment to the greater whole that is the hospitality industry.

**W**e have always honored our Designers for the creative, innovative and challenging work that they do, but we forget that without “the product” there is little to see.

As a result, today we honor those that choose the manufacturing side of our Industry –.The products that they produce in collaboration with the Designers make up the seamless landscape of our beautiful hotels, resorts, casinos and restaurants.

Manny Steinfeld follows the tradition of those we have honored before – Tom Durkan Sr. and Maya Romanoff.

Congratulations Manny, on your wonderful contribution to our Industry.

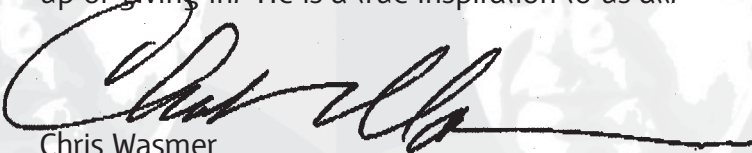


Zina Zimmerman  
Vice President – Marketing NEWH Inc.

**I**CON – according to various definitions by Merriam Webster, is “an object of uncritical devotion”, an “emblem” or “symbol”. In art, design and architecture there are many whose work epitomizes the time they live in. The ICON person symbolizes ideas, accomplishments. They represent a piece of history that is forever written in time.

It is thus fitting that NEWH has the honor of celebrating the life and work of Manfred Steinfeld.

Manny’s journey through life and his contributions to this industry, the educational community and the world community proves the point. Manny Steinfeld IS an “object of uncritical devotion”. His devotion to his family, his community and his country are “emblematic” of the time and world which shaped him. Manny is a “symbol” of success and accomplishment achieved through hard work, education and never giving up or giving in. He is a true inspiration to us all.



Chris Wasmer  
NEWH Inc., V.P. Education

It's a pleasure to honor you  
Manny! Thank you for your  
generous heart and spirit. You  
are an ICON in the truest sense.

Best wishes!

Chris Wasmer



## *Congratulations Manny Steinfeld!*

Thank you for your leadership  
in our industry

You are truly an

**ICON**  
in hospitality

**Degen &  
Degen**

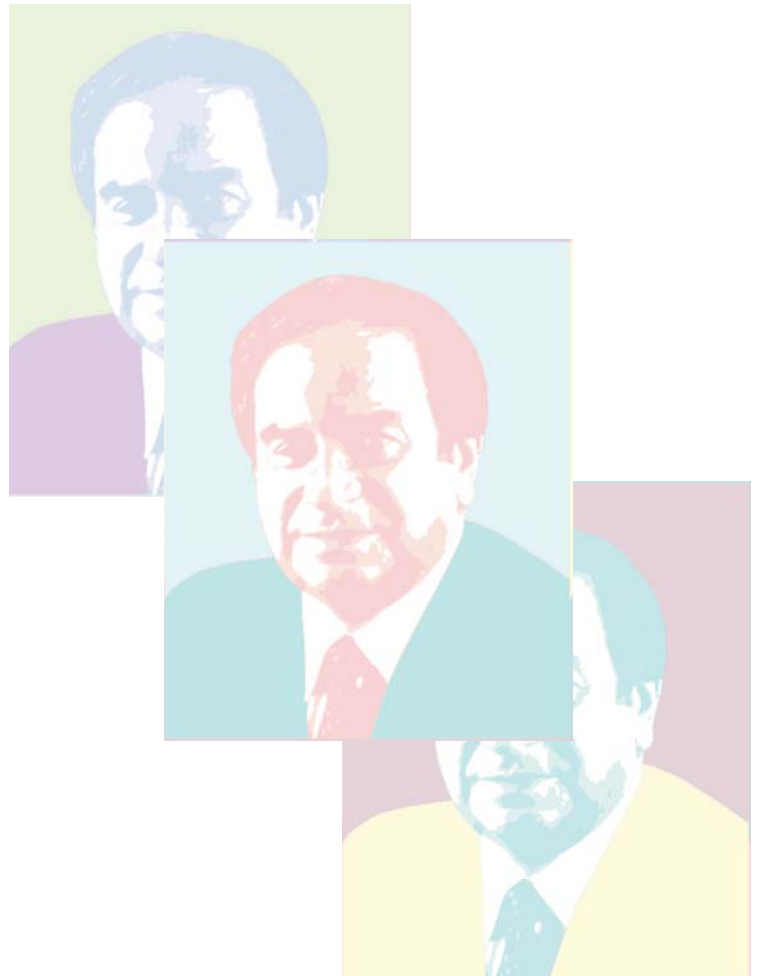
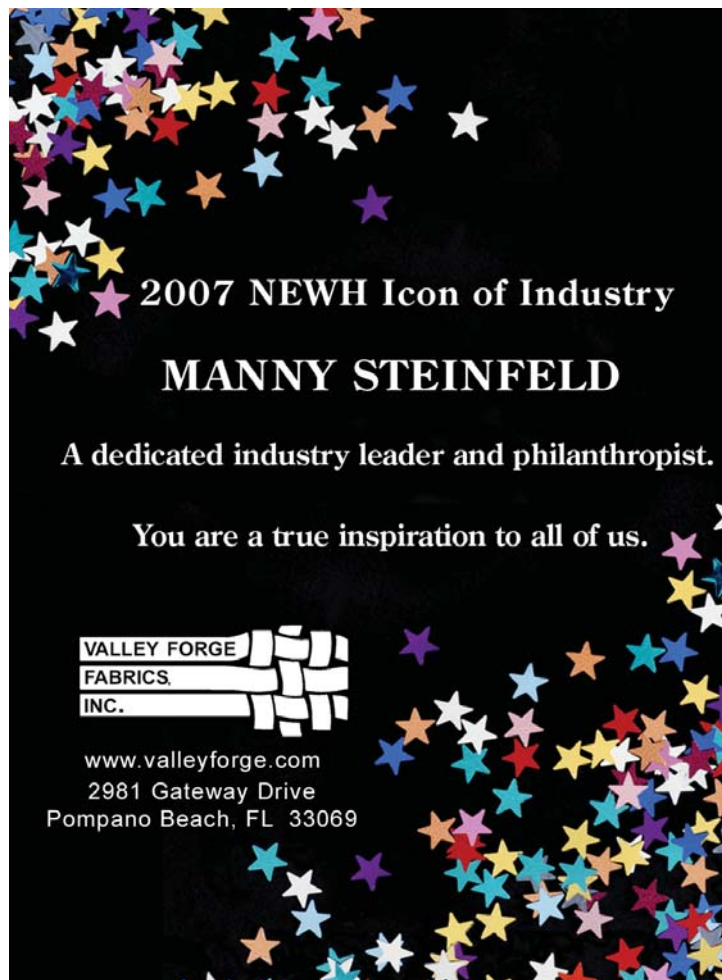
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2007 NEWH Icon of Industry  
**MANNY STEINFELD**  
A dedicated industry leader and philanthropist.  
You are a true inspiration to all of us.

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*He served our country proudly.*

*He led our industry with distinction and foresight.*

*He holds the torch of service to community, giving generously of himself.*

*Absecon Mills joins NEWH in honoring Manfred Steinfeld, a true icon and leader.*



## TRIBUTE TO MANFRED STEINFELD

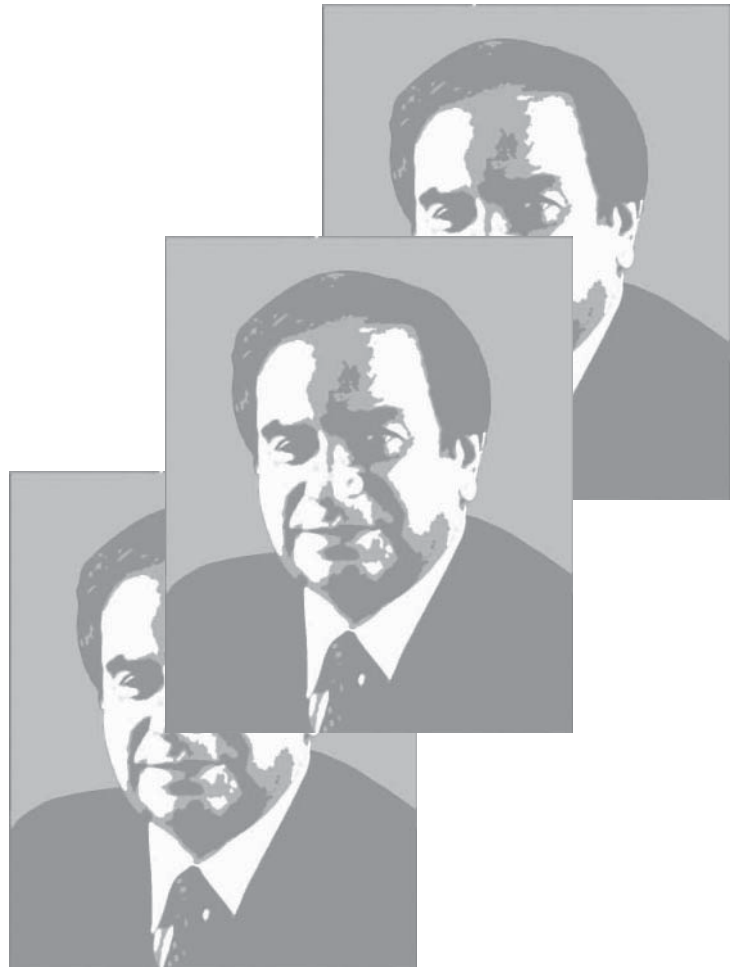
The legacy of my employment with Howard Hirsch and Michael Bedner is that they introduced me to a wonderful man and shrewd business person – Manny Steinfeld. I also came to appreciate the “chair company” known as Shelby Williams. Thousands of chairs later, Manny and Shelby Williams made us all look good! And I became a member of Manny’s “Chair Tipper Club.”



*All at Ai Group express our tribute to Manny on his life's achievements.*



Ai Group



Congratulations Manny  
on this well deserved  
award.

You really are a true leader  
of our industry, a source of  
inspiration to others, and over  
many years, a great mentor  
to so many people.



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CONGRATULATIONS  
to  
MANFRED STEINFELD

On Receiving The ICONS of Industry Award for 2007

from

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KNOXVILLE

designed by:

Emily Phillips  
4th Year Interior Design  
College of Architecture & Design

icon (noun): an important and enduring symbol, a visionary

**Congratulations** to a true icon:

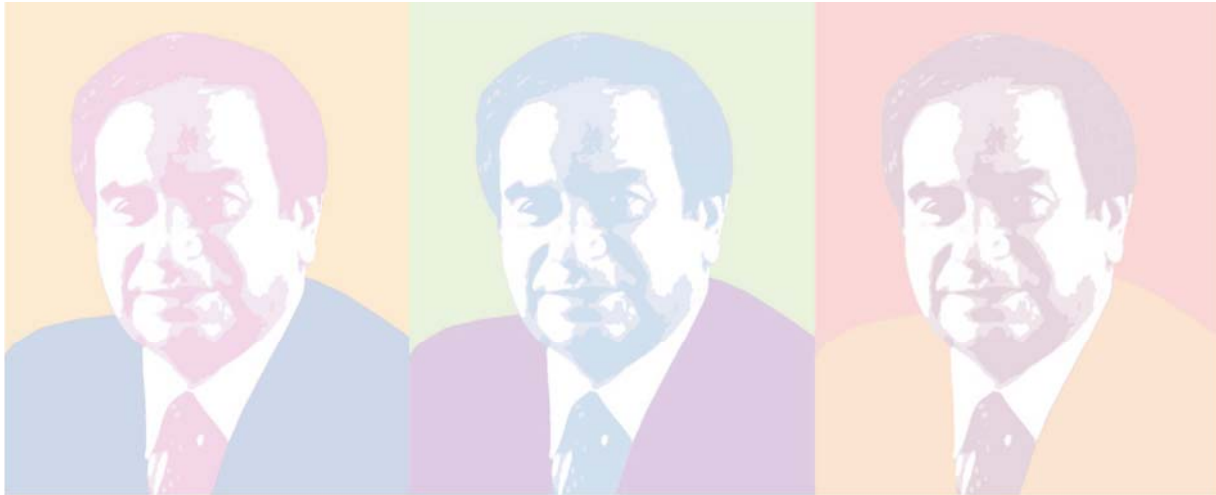
**Manfred Steinfeld**

2007 ICONS of Industry Award recipient

From all of us at



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



**MANNY**

We thank you for your dedication and generosity to our industry and your devotion to mankind.



DESIGN CONTINUUM, INC.

I will never forget the day I met

*Manny*

It was one of the *luckiest* days of my career. It was the early seventies, and I was designing a disco in Austin, Texas. I found the perfect Shelby Williams chair for the project and ordered them from Manny. Of course, soon after I placed the order, the disco went bankrupt!! They couldn't pay me, and I could not pay Manny for the chairs. I approached Manny with tears in my eyes, and he graciously agreed to let me pay him over the next few years. I was so grateful for his *compassion*. I remember thinking that it may have not been such a big deal to him, but it meant the world to me!

Since that time, Manny has always been a *role model* for me. I was inspired to start The Wilson Foundation in part because of the example Manny set through *his many philanthropic* efforts. He instilled in me the belief that we all have a calling to make a difference; those who have been blessed, have an obligation to give back. *Manny, you are a wonderful role model, and I am proud to call you my dear friend.*

Congratulations on this great honor!

*Diana*

WILSON  ASSOCIATES



PROUDLY ACCEPTING THE 2006 MANFRED STEINFIELD HUMANITARIAN AWARD

# Congratulations, Mr. Steinfeld!

The students and faculty of the  
Manfred Steinfeld  
School of Hospitality and Tourism Management,  
Roosevelt University, proudly recognize and  
thank one of our most prominent alumni for  
your contributions to the hospitality industry.

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# MANFRED STEINFELD

Industry Visionary

Compassionate Leader

Inspired Educator

Enlightened Humanitarian

A true Icon of Industry and Humanity



## STRATEGIC

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Every Industry has its Heroes,  
you have been OURS...

Thank you Manfred, for sharing  
your inspirational life with us.

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Congratulations

**Manny Steinfeld**

For Your Many Wonderful  
Accomplishments

Terese Cataldo

&

Joseph Abruzzo

*Dear Manny -*

*Here's to what was*

*But more important -*

*Here's to what is*

*With love and pride*

*Helen & the late Jim Marcus*

CONGRATULATIONS

Manny

YOU ARE TRULY AN ICON, MENTOR AND EDUCATOR.  
YOUR GENEROSITY AND PHILANTHROPY  
ARE RENOWNED.

WE THANK YOU FOR YOUR GUIDANCE  
AND FRIENDSHIP THROUGHOUT THE YEARS.

best wishes

Michael Buzzella

Ron Katz

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**CONGRATULATIONS  
AND  
BEST WISHES  
TO  
MANNY STEINFELD  
FOR BEING  
AN ICON  
IN THE  
HOSPITALITY INDUSTRY  
AND A DEAR FRIEND  
TO US AT  
E-J INDUSTRIES, INC.**

**LEONARD & KEITH  
WEITZMAN**





# congratulations manny

your creativity  
is a gift to us all

your friends at PMI

**P|M|I**

dallas • las vegas • cancun • guadalajara • delhi



*Congratulations*  
*Manny*

For your contribution  
to the hospitality industry

*Sincerely,*

**MDC** Wallcoverings

**Congratulations  
and  
Best Wishes to  
Manny Steinfeld  
a True Industry Icon**



**neil locke & associates**  
Hospitality Procurement

LOS ANGELES, HONG KONG, ATLANTA, LONDON, SINGAPORE, SAN FRANCISCO, DUBAI, NEW DELHI, SHANGHAI, TOKYO, BRISBANE, MELBOURNE

DEAR MANNY,

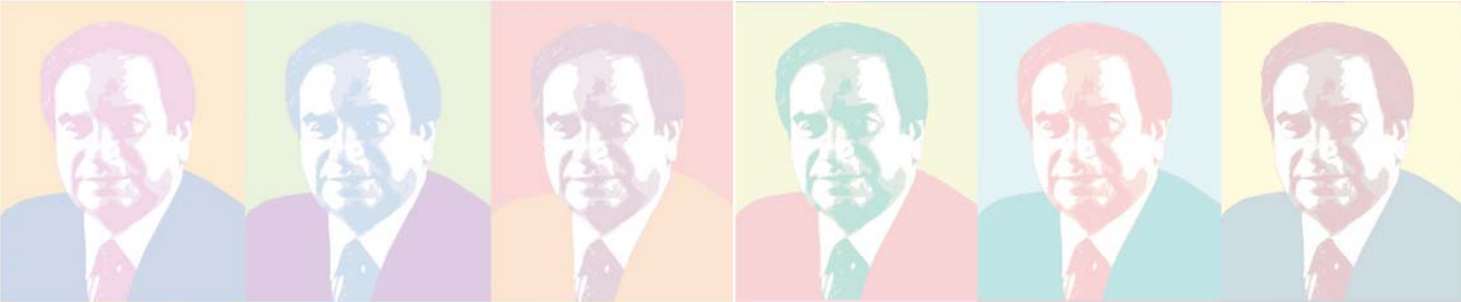
THANK YOU FOR YOUR MANY CONTRIBUTIONS TO  
HBA/HIRSCH BEDNER ASSOCIATES  
PROJECTS DURING THE PAST FIVE DECADES.

YOUR WISDOM, INGENUITY, AND SPIRIT IS FELT  
IN EACH AND EVERY ONE OF THEM.



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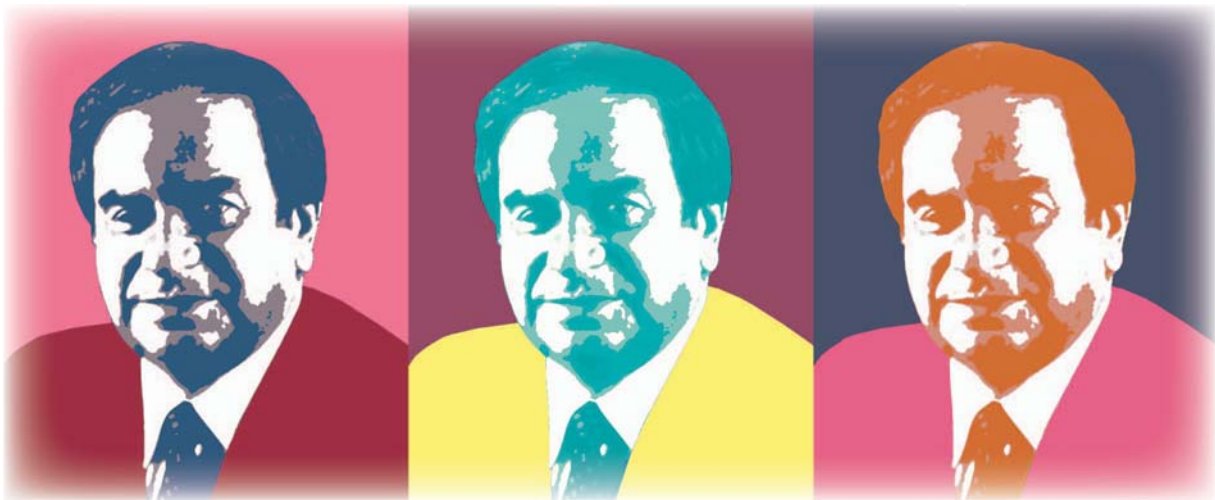
Send Manny your personal message





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Mr. Manfred Steinfeld  
1300 N. Lake Shore Drive #34D  
Chicago, IL 60610



Our admiration is without bounds.

**MANFRED STEINFELD**

Pioneer to an industry.

Inspiration to generations.



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