

Help NEWH celebrate an ICON of Industry



LEE BLAIR

Vice President Americas at
Milliken & Company

Lee Blair is a beloved industry veteran known for his ability to form long-lasting personal relationships and for the passion he has for mentoring others. His accomplished hospitality career spans almost four decades and is filled with clients, mentees and peers who have positively impacted his professional life while also transforming his personal life along the way.

Lee began his career in 1983 working in one of Milliken's manufacturing plants where he gained invaluable experience in the production of textile fabrics. In 1985, he joined the newly formed Hospitality business, was Rookie of the Year by 1986, and was on the cross-functional product development team responsible for the first in-register carpet tile at the Marriott World Center in Orlando in 1988. By 1997 he ascended to the position of Vice President, Milliken Hospitality, managing the team that led the industry in volume and innovation. In 2004, Lee joined Mohawk Industries and led the Durkan business for a decade before moving to a global position in sales and business development. He returned to his roots at Milliken Hospitality in 2019 and was promoted to General Manager of the Commercial Americas in 2023. Throughout his career, he has practiced servant leadership at every organization.

When not inspiring his team at work, Lee can be found at home or at the beach in South Carolina with his wife, and often, his children who are of utmost importance to him. He considers himself blessed beyond measure to have found a home in the Hospitality industry and with NEWH.

"At the end of the day, it's really all about people. I hope my legacy lives on through the connections I have made and the networks I have created with the amazing folks in our industry."

Dear Friends of NEWH,

Please join us celebrating the career of Lee Blair of Milliken & Company, our 19th exceptional individual to receive this prestigious award. Whether you know our 2023 ICON or not, please take a moment to read his brief biography and support our initiative to lead our industry by example.

You can help us honor our ICON by sharing your words of admiration and/or appreciation, which we will include in our Tribute Journal to be handed out during this year's Gold Key Awards gala. Please fill out the form through the attached link with the details of your sponsorship intentions by Friday, September 8, 2023. newh.org/icon2023. Deadline for submissions of artwork for the Tribute Journal is Friday, September 22, 2023. Should you have any questions, please call the NEWH, Inc. office and refer to the ICON Tribute Journal. Net proceeds from this journal will be deposited in the NEWH, Inc. Scholarship account to finance scholarships to deserving students studying hospitality.

**Extended
deadline:
Sept 29, 2023!**

Visit: newh.org/icon2023 for Lee's full biography and more information on how to participate in this special tribute to Lee Blair

A \$7,500 Student Scholarship in honor of our ICON will be awarded to one exemplary student who has completed at least half of their program toward a degree in hospitality interior design, has a minimum 3.0 GPA, has participated in an industry internship, and exemplifies the highest standards of professionalism. Our ICONs and the scholarship recipient will be awarded at the **43rd Annual Gold Key Awards gala** on Monday, November 14, 2023, an event held in conjunction with BDNY. Thank you in advance for your contribution in honor of Lee Blair, a true ICON and LEADER!

Warm regards,
NEWH, Inc. Board Of Directors

43rd Annual Gold Key Awards Gala

MONDAY NOVEMBER 13, 2023 – CIPRIANI 42ND STREET – NYC
in conjunction with BDNY



ICON TRIBUTE BOOK HONORING
LEE BLAIR

PRICES

| | |
|--------------|--------|
| Full Page | \$ 300 |
| Half Page | 200 |
| Quarter Page | 100 |

SPECIFICATIONS

CONTENT:

The material furnished must be a tribute only and not an advertising piece. Company may include logo and business address in tribute.

AD SIZES:

Full Page: 7 1/2" W x 8" H

Horizontal Half: 7 1/2" W x 3 7/8" H

Full Page Bleed: 8 1/4" W x 8 3/4" H; TRIM is 8: x 8.5"

Quarter: 3 5/8" W x 3 7/8" H

Vertical Half: 3 5/8" W x 8" H

MECHANICAL SPECIFICATIONS

Saddle-stitched; opens flat. Trim size is 8"W x 8.5"H. On bleed ads, keep reading and live matter 1/2" from trim edges.

PREFERRED DIGITAL FILE FORMATS

Accepted file formats: PhotoShop (psd or tiff), PDF, or Adobe Illustrator eps

All ads are CMYK

Resolution: 300 dpi

PDF: Vendor prepared Acrobat version 4.01 or later, press optimized, 2400 dpi, composite CMYK, all fonts must be embedded; 300 dpi

We do not accept film of any type.

MEDIA

Files can be submitted by email: info@newh.org, or call for FTP instructions.

FAX AND MAIL

Fax or mail insertion orders and instructions. Fax: 800.693.NEWH.

Mail ad material and payments to:

NEWH
Post Office Box 322
Shawano, WI 54166-0322

Last chance! extended deadline Sept 29, 2023

DEADLINE FOR SUBMISSIONS: INSERTION ORDER – 8 SEPT 2023 - ARTWORK IS 22 SEPT 2023

Thanking NEWH's 2023 Corporate Partners

Benefactor: DURKAN HOSPITALITY | FABRICUT CONTRACT/S. HARRIS | MILLIKEN FLOOR COVERING | SIGNATURE | ULSTER Patron: ARTERIORS CONTRACT | BERNHARDT HOSPITALITY | BRINTONS | EMERALD | ENCORE HOSPITALITY CARPET | INSTALLATION SERVICE GROUP | 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 | KIMBALL HOSPITALITY | LILY JACK | MANDY LI COLLECTION | PORCELANOSA | RICHLoom CONTRACT | SERTA SIMMONS HOSPITALITY | SHAW HOSPITALITY | SHELBY WILLIAMS | SUMMER CLASSICS/GABBY CONTRACT | SURYA CONTRACT | TARKETT HOSPITALITY | TLS FURNITURE | TROPITONE FURNITURE COMPANY | W A L T E R S

INSERTION ORDER

Contact Person: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ E-mail: _____

TRIBUTE SIZE:

- Full Page \$ 300.00
- Quarter Page 100.00
- Half Page 200.00

Total Due \$: _____

PAYMENT INFORMATION:

All opportunities must be paid in advance by check or credit card prior to printing.

Check is enclosed (Please mail check payments to: NEWH, Inc., Post Office Box 322, Shawano, WI 54166)
Make checks payable to: NEWH, Inc.

VISA MasterCard American Express Discover

You may fax your credit card payment to: 800.693.NEWH

Credit Card Number Expiration Date

Billing Address, including zip code CVC Code

Signature Date

NEWH, Inc. is authorized to insert our Lee Blair Tribute into the tribute book that will be distributed at the Gold Key Awards Reception. We agree to pay at the rates and under the conditions shown in the rate information attached. Copy deemed objectionable by publisher for any reason may be rejected.

Signature/Date

Name (Printed)

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