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**ICON HONORS 2015 LIFETIME ACHIEVEMENT HONOR GOES TO HOWARD HENSCHEL OF THE NORMAN GROUP**

**ATLANTA, June 4, 2015**—Howard Henschel, president and chief executive officer of The Norman Group, will receive the celebrated **ICON HONORS 2015 Lifetime Achievement Honor** in ceremonies marking the sixth annual **ICON HONORS** scheduled for Thursday, July 9 at the Hyatt Regency Atlanta.

The Lifetime Achievement Honor presentation traditionally caps the sequence of recognitions bestowed in the annual **ICON HONORS** celebration, the most anticipated and important night in the home and gift industry.  It is conferred by the **ICON HONORS** board of governors upon ratification by **ICON HONORS** founder Jeffrey L. Portman, Sr., vice chairman, president and chief operating officer of **ICON** sponsor AmericasMart® Atlanta.

**ICON HONORS** is created, produced and staged exclusively by AmericasMart Atlanta in partnership with the Gift & Home Trade Association (GHTA) and Progressive Business Media.

The 2015 Lifetime Achievement Honor celebrates Henschel’s four decades of leadership in the gift industry and marks the longevity and growth of Norman’s Hallmark, founded 75 years ago with a single store in Trenton, New Jersey.  Under Henschel’s direction and vision, Norman’s Hallmark has grown to become one of the largest Hallmark Gold Crown retailers in the country with 46 stores located throughout the Philadelphia area and central New Jersey.

“Howard Henschel is the epitome of the American success story,” notes Portman.  “His achievements are grounded in the genius of private enterprise, which **ICON HONORS** has long championed.  Howard’s long and prolific career is but a precursor to what he will yet accomplish,” Portman adds.

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At the 2015 Ceremonies, the home and gift industry's best and brightest will be celebrated.  Guests will enjoy a cocktail reception, dinner and a live performance by legendary duo Hall & Oates in an unforgettable evening of inspiration in celebration of this year’s finalists and Honorees.

Throughout the evening of July 9, at the centerpiece event of The Atlanta International Gift and Home Furnishings Market®, Honors will be presented to home and gift retailers, manufacturers, sales agents and service providers from across the industry.

The **ICON HONORS 2015** celebration is scheduled for Thursday, July 9 at the Hyatt Regency Atlanta.  Please visit [www.ICONHONORS.com](http://www.ICONHONORS.com) for details and to purchase tickets and tables.

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