



GOVERNING BOARD PACKET

17 May 2011

Sands Convention Center
Room 305
Las Vegas, NV

setting high standards of
scholarships, educational efforts and information exchange
achievement for those in the
linking professionals from diverse areas of professional focus
hospitality industry
development and funding, operations to design,
architecture and purchasing, manufacturing to
sales, marketing and communications

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NEWH, Inc. GOVERNING BOARD Meeting Agenda

17 May 2011
 Room 305
 Sands Expo & Convention Center
 Las Vegas, NV

Please arrive having read the BOD Meeting Packet, particularly the Chapter Reports

Board of Directors Meeting

Tuesday 17 May 2011

8:00 am – 11:45 pm

Executive Committee	Helen Reed Julia Davis-Marks Tina Lockwood Judy Regan	Christine Wasmer Stacey Berman Cynthia Guthrie Trisha Poole	David Mahood Philip Byrne Christine Tucker	Melanie Carter Anita Degen Marla Davis
Board of Directors	Andrea Thomas Mary Ann Thornam Todd Fuller Lee Brotsker	Cynthia Milow Janice Marko Andy Schaidler	Liza Kapisak Bryan Adcock Mark Huntsinger	Dina Belon Michelle Finn Deborah Herman
House of Delegates	Cinnamon Alvarez Dina Belon Erin Brodhead Jessica Craig Fernando Diaz Stacy Elliston Kevin Fitzgerald	Susan Forint Laura Frankenberg Lisa Ghai Ed Graveline Patricia Greenwald Mimi Gursky Todd Hilt	Diedra Lashmet Shannon Miller Liegth Mitchell Ryan Partin Pam Pasake Carol Ranno Dana Smith	Jason Stock Tyson Stone Nicole Succo Sean Taylor Kathy Thomas Melissa Tully UK Representative
Guests	Amanda Jackson Louise Ross	Chris Shafer	Sabrina Sperry	
8:00 am	Call to Order			Helen Reed
8:05 am	Establishment of Quorum Presentation of Minutes and Motion to Accept			Tina Lockwood
8:10 am	President's Welcome - Introduction of Guests - D*discover Design by NEWH & Durkan Hospitality - Report of Executive Committee Strategic Planning Meeting - Board Discipline Webinars			Helen Reed
8:25 am	Financial Report			Judy Regan
8:35 am	Scholarship		Christine Wasmer/Andrea Thomas	
8:45 am	Corporate Partner Review		Cindy Guthrie/Cynthia Milow	
8:55 am	Founders Circle Meeting Endow			Anita Degen
9:05 am	Succession Planning - Board Training/Board Member Terms - Board Reports - Call for Executive Committee Nominations			Helen Reed/Julia Marks
9:20 am	Events - Leadership Conference - NEWH Regional Tradeshows - 2013 Leadership Conference			Philip Byrne
9:30 am	NEWH/HD Green Day			David Mahood/Michelle Finn
9:40 am	Marketing - Website/Facebook/LinkedIn/Twitter - Logo and other NEWH Collateral usage			Trisha Poole/Lisa Kapisak
9:55 am	Break / Group Photo			
10:15 am	Open Discussion			
11:15 am	New Business			Helen Reed
11:25 am	Sustainable Directory			David Mahood/Jamie Ivey
11:35 am	Q&A			Helen Reed
11:45 am	Motion to Adjourn			

NEWH, INC. GOVERNING BOARD MEETING MINUTES

13 January 2011

Loew's Royal Pacific Resort – Orlando, FL

Executive Committee	Helen Reed Julia Davis-Marks Tina Lockwood	Judy Regan Stacey Berman Cynthia Guthrie	Trisha Poole Philip Byrne Christine Tucker	Anita Degen
Board of Directors	Andrea Thomas Lee Brotsker	Cynthia Milow Andy Schaidler	Liza Kapisak Bryan Adcock	Mark Huntsinger Dina Belon
House of Delegates	Cinnamon Alvarez Dina Belon Erin Brodhead Jessica Craig Fernando Diaz Stacy Elliston	Susan Forint Lisa Ghai Mimi Gursky Todd Hilt	Diedra Lashmet Shannon Miller Liegh Mitchell Pam Pasake Carol Ranno	Jason Stock Tyson Stone Sean Taylor
Guests	Hope Quintar Case Laurie Hoegler Rosemary DiModica	Lisa Powell Helen Bissell Katherine Adams	Stacy Costa Joanne Mrosak Susan Burnside	Ginger Law Kristen Young
Not in Attendance	Christine Wasmer David Mahood Melanie Carter Marla Davis	Mary Ann Thornam Todd Fuller Janice Marko Michelle Finn Deborah Herman	Kevin Fitzgerald Laura Frankenberg Ed Graveline Patricia Greenwald Ryan Partin	Dana Smith Nicole Succov Kathy Thomas Melissa Tully UK Representative

The meeting was called to order by President Helen Reed at 8:15 am. Secretary, Tina Lockwood took roll and a quorum was established. The formal minutes were not presented, only notes of the meeting, so no motion was put to vote.

PRESIDENT – HELEN REED

Discussion:

- Welcome to all members and guests
- Hope all enjoyed the Orlando Regional Tradeshow
- Many great events have been planned for all at the Leadership Conference 2011
- The NEWH Code of Ethics, Board of Directors Code of Ethics and the Conflict of Interest was given to all board members and to chapter presidents for their chapter board members
- Board members were instructed to read and sign the various documents and return to the NEWH staff at the conference or mail to the NEWH, Inc. Office.

VP/FINANCE – JUDY REGAN

Discussion:

- As Board Members can see from the board report, NEWH is financial sound and with the goals of putting \$50,000 per year way in a Reserve Account, NEWH will remain sound in the future.
- 1/3 of chapters have participated in the QuickBooks conference calls – thank you! All chapters must be using the online version of QuickBooks, so the training call is required.
- NEWH would like those chapters not banking at 1st Enterprise Bank to discuss changing your account with your chapter boards.
- The 2011 Budget was presented to the board members and a motion was put on the floor

Date: January 13, 2011

Motion Number: 1

I, Judy Regan, move the 2011 Budget be approved as presented

Motion seconded by: Chris Tucker

VOTE COUNT:

YEA: 17 NAY: 0 ABSTENTION: 0

STATUS OF MOTION:

Carried: Defeated:

VP/EDUCATION – CHRISTINE WASMER

Discussion:

- In Chris's absence, Andrea Thomas, Director of Scholarship, reviewed with the board the status of the ICON of Industry, Sustainable Design Competition and Vendor Scholarship programs
- The scholarship & education portion of the chapter handbook will be updated shortly
- Also working to develop a more comprehensive Scholarship & Education web presence

VP/EDUCATION – CHRISTINE WASMER

Discussion:

- NEWH would like to thank JLF lone meadow and Designtex for their generosity in sponsoring the Sustainable Design Competition for the past 4 years and their commitment to another 2 years
- 17 schools participated in the program this year, and some used the competition as a class project
- A \$5000 award was given to Katherine Hummel and a \$5000 was given to the Interior Design Program at IADT in Orlando, FL
- Competition judges for 2010 were:
 - Jean Klueter – WATG
 - Todd Avery Lenahan – ABA Design Studio
 - Katarina Tesarova – MGM Mirage

VP/MEMBERSHIP – STACEY BERMAN

Discussion:

- Membership numbers have increased 500+ over this time last year ... NEWH is ON THE WAVE and doing a great job!
- Membership focus for 2011 will be better communications between NEWH, Inc. and chapters.
- Discipline calls are being reestablished and we encourage all membership directors, vp's and presidents to participate
- Lee Brotsker, Director of Expansion, spoke of doing a Needs Assessment for the various regions of the country to see if expansion is needed or wanted
- NEWH has a wealth of knowledge to help fledgling groups and chapters, so please reach out to our Vice Presidents, Directors and staff

VP/DEVELOPMENT – CYNTHIA GUTHRIE

Discussion:

- Cindy announced our new Corporate Partners, American Atelier, Inc.; Astoria Imports/Compass Originals; J+J/Templeton; Maya Romanoff and RBF
- It is imperative that our Corporate Partners are recognized and thanked at all chapter functions.
- New signage is being sent to our chapters and the chapters are expected to use it. The vinyl portion of the banner will be replaced annually at no cost to the chapters. The chapters, however, will be responsible for the banner stand.
- Chapters should make sure that Jena in the NEWH, Inc. office is informed of your events so she can encourage our corporate partners to participate. The chapters should also reach out to the corporate partners to participate – give them a special invitation.
- If anyone knows of companies interested in the program, please contact Cynthia Milow
- Janice Marko is the new Director of Fundraising ... she could not be here because of the weather

VP/MARKETING – TRISHA POOLE

Discussion:

- Happy to announce there are now two directors under marketing, Andy Schaidler, public relations and Liza Kapisak, internet communications
- We will be using a professional to write press releases
- Chapter should contact Andy in order get events publicized
- Liza is new to the position, but is looking forward to the challenge

VP/EVENTS – PHILIP BYRNE

Discussion:

- The directors under events are Bryan Adcock, NEWH Regional Tradeshows and Mark Huntsinger, NEWH Conferences
- The goals for this position are:

- Maintain current development of the Regional Tradeshows
- Expand the tradeshows to 6 per year
- Evaluate new areas
- Start now to develop the next great Leadership Conference
- Mark has reviewed various areas of the country and put forth a motion the 2013 NEWH Leadership Conference be held in San Francisco. More research will be done to select a venue and date

Date: January 13, 2011

Motion Number: 1

I, Mark Huntsinger, move that the 2013 Leadership Conference be held in San Francisco, on or about January 11-13, 2013, pending availability of a suitable venue for that date

Motion seconded by: Judy Regan

VOTE COUNT:

YEA: 17 NAY: 0 ABSTENTION: 0

STATUS OF MOTION:

Carried: Defeated:

- Bryan announced the 2012 NEWH Regional Tradeshows schedule:
 - Houston, Washington DC, Atlanta, Greater New York, Denver and Dallas
- A special THANK YOU to Jena Siebel for all the efforts on behalf of our tradeshows!

VP/INTERNATIONAL RELATIONS CANADA – CHRISTINE TUCKER

Discussion:

- NEWH/Canada has now been incorporated into a Canadian Non-profit
- NEWH Canada, Inc. will work with NEWH, Inc. under a licensing agreement – which means we are all on the same page moving forward.
- Vancouver Region continues its growth
- Would like to see more NEWH Corporate Partners participate in the Canadian chapters

Motion Number: 3

I, Trisha Poole, move that the meeting be adjourned at 11:47.

Motion seconded by: Anita Degen

VOTE COUNT:

YEA: 17 NAY: 0 ABSTENTION: 0

STATUS OF MOTION:

Carried: Defeated:

president

Helen Reed

job purpose

The Presidency is the highest honor membership can bestow. In electing a fellow member as President, they are charged with the full responsibility of leadership of the organization.

2011 GOALS

- To promote and strengthen NEWH as the premier industry network
- To support the EC, IBOD, Delegates and Chapter members with achieving their goals
- To represent NEWH at local and international events
- Work with NEWH Committees in achieving their goals
- To support and work closely with the President Elect for 2012
- To keep lines of communication open between Chapters, IBOD and EC
- Continue to support NEWH and its mission

STEPS TO ACHIEVE GOALS

- I will continue to promote and market NEWH on all levels to increase awareness that we are the premier industry network, this will be done by attending industry events on local and international levels
- I will help develop time lines for goals with the Executive Committee, IBOD, Committees and chapters so that they can measure their success and progress.
- Work with NEWH, Inc. office and President Elect to make sure transition is smooth at the end of 2011 term

LONG TERM GOALS

- To work with Chapters and members keeping communication open about the Executive Committee and our roles with NEWH.

president elect

Julia Davis-Marks

job purpose

Be an active advocate of NEWH through all possible industry networking opportunities such as trade shows etc.

Know the duties of the President and be prepared to assume the Presidential duties if necessary

2011 GOALS

- To work with Helen and Shelia and the Past Presidents of NEWH, Inc. to learn the duties of President.
- To work with each director discipline to understand the strengths and struggles each has and to offer support where needed.
- To begin planning for 2012/2013 and beyond

secretary

Tina Lockwood

job purpose

Record and preserve the business records of the organization

Ensure all chapters remain in compliance with all public laws governing their activities.

2011 GOALS

- Continue to record minutes in a timely matter from Conference Calls to Board meetings
- Draft Board meeting minutes/highlights in synopsis form to be sent to all Directors within 2 weeks of meetings
- Communicate with Chapter Secretaries the importance of getting their reports in timely

STEPS TO ACHIEVE GOALS

- Compile minutes from Conference Calls, EC Board Meetings, EC Wrap up meetings even if draft form within 2 weeks of such event to better keep those not in attendance aware of current discussions

MID-YEAR REVIEW OF GOALS

- Conference call minutes are sent out within 2 days of the call. A Bullet Point summary of the IBOD meeting was sent out the week following the IBOD meeting. Favorable comments were received by several of the Board members. Hope to continue this format!
- Conference Call scheduled with Chapter Secretaries to be scheduled.

NEWH BOARD TRAINING

	IN-PERSON		WEBINAR	
	held	scheduled	held	scheduled
Arizona	12/2010	2013		2012
Atlanta	3/2009	2012		2011
Atlantic City	2008	2011	12/2010	2012

	IN-PERSON		WEBINAR	
	held	scheduled	held	scheduled
Northwest		10/2011	11/2009	2012
Rocky Mountain	2010	2013		2011
San Francisco	2/2011	2014		2011

Chicago	10/2010	2013		2011	South Florida	2007	2011		2012
Dallas	10/2010	2013		2011	Southern Counties	9/2010	2013		2011
Greater New York	2008	2011	2/2011	2012	Sunshine	2/2011	2014		2012
Houston	10/2010	2013		2011	Toronto	12/2008	2011	1/2011	2012
Las Vegas	2008	2011	8/2011	2011	United Kingdom	no plans			2011
Los Angeles	1/2010	2013		2011	Vancouver			2/2010	2011
North Central	3/2011	2014	3/2010	2012	Virginia	2009	2012		2011
					Washington DC Metro	2008	2011	10/2009	2012

RECEIPT OF MINUTES, ANNUAL BUDGET AND CHAPTER BUSINESS PLAN

Chapters	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Budget	Business Plan
Arizona	Yes	Yes	Yes	Yes									Yes	
Atlanta	Yes													
Atlantic City	Yes													
Chicago	Yes													
Dallas	Yes	Yes	Yes											
Greater New York	Yes			Yes										
Houston	Yes	Yes												
Las Vegas	Yes													
Los Angeles	Yes	Yes											Yes	
of the Carolinas														
North Central	Yes	Yes	Yes										Yes	
Northwest	Yes	Yes	Yes	Yes										
Rocky Mountain	Yes	Yes	Yes	Yes										
S. Florida	Yes	Yes											Yes	
San Francisco Bay	Yes	Yes	Yes	Yes										
San Diego & Orange Counties														
Sunshine	Yes	Yes	Yes	Yes									Yes	
Toronto	Yes		Yes										Yes	
UK	Yes	Yes												
Vancouver														
Virginia														
Washington, DC	Yes	Yes	Yes											
	No meeting held that month													

finance

Judy Regan

job purpose

Keep and maintain, or cause to be kept and maintained, adequate and correct books and records of the properties and business transactions of the corporation, including accounts of its assets, liabilities, receipts, disbursements, gains, losses, capital, retained earnings, and other matters customarily included in financial statements
Regularly review income and expenditures with Executive Committee to ensure knowledge of financial affairs and status of the organization is clear

2011 GOALS

- Continue to maintain balanced budget;
- Review of actual income and expenses occurring throughout the year in order to keep financial health;
- Participate in conference calls with chapter treasurers quarterly and others as needed to insure NEWH, Inc. policies are understood and followed;
- Participate in budget discussions of each discipline;
- Work with NEWH, Inc. staff to develop total cost picture and present to E.C. for review;
- Present overview of income and expenses at board meetings; and
- Continue monitoring chapter QuickBooks compliance
 - o The use of QuickBooks has allowed us to submit our financials to our CPA for tax filings. Prior to the use of QuickBooks we were still scrambling to get chapter information in September.
- Encourage Chapters to bank with 1st Enterprise Bank
 - o 1st Enterprise is a BUSINESS bank that verifies ALL transactions
 - o Chapter Event registration reimbursements are deposited directly into chapter accounts that bank with 1st Enterprise, speeding up the process
 - o Credit Card Swipers are available to chapters to use in conjunction with the online registration, for those attendees who want to “pay at the door” or for those transactions the chapter may have at events. Again, these funds will be

deposited directly into the chapter's admin account ... so this service is also only available to those chapters banking with 1st Enterprise.

- o NEWH has established a credit card that can be utilized by chapters (those banking with 1st Enterprise) for deposits on venues, F&B, etc. Please contact the NEWH, Inc. Office for more information.
- Ensure Chapter payments to NEWH, Inc. are current
 - o One chapter has yet to reimburse NEWH, Inc. for their 2009 fundraising event
 - o Four chapters are in arrears on their fundraising reimbursements for 2010
- Reminder that ALL CHAPTER CHECKS OVER \$250.00 HAVE TWO SIGNATURES
- Work with NEWH, Inc. Office on the timely update of banking signature cards – to date the following chapters are not in compliance:
 - o Atlanta
 - o Greater New York
 - o Rocky Mountain
 - o Atlantic City
 - o Houston
 - o San Diego + Orange Counties
 - o Chicago
 - o Northwest

Long Term Goals

- Continue with Financial Stability Plan of \$50,000.00 per year in Reserve Account with the objective of \$500,000.00 by 2018
- NEWH will be converting \$50,000.00 from one Reserve Account to a CD in the next 60 days.

BANK BALANCES

account balances as of 12/31/2010		
general		\$ 197,944.89
reserve acct #1		51,496.85
reserve acct #2		54,554.64
scholarship		58,181.98
cd		100,000.00
chapter escrow account (<i>new england & memphis</i>)		4,380.73

Chapter	Annual Budget Rec'd	Statement from Bank	Labeling cks and deposits	Updated Signature Cards	Current on tax matters for 2010	2010 Fundraising Remittance	2010 to date Fundraising %**	2010 Monies transferred to Scholarship Acct	2011 Fundraising Remittance	2011 to date Fundraising %**	2011 Monies transferred to Scholarship Acct	Checking Bal	Date	Checking Reserve Bal - US	Date	Money Market Reserve Bal	Date	Scholarship Bal	Date	CD	Date	
Arizona	X	X	X	X	X	Yes	33%	5,216.00	N/A	0%	-	2,226.40	3/31/11					7,765.17	3/31/11			
Atlanta	X	X	X	X	X	Yes	50%	7,782.50	N/A	0%	17,341.05	18,037.52	4/30/11					19,835.78	4/30/11			
Atlantic City	X	X	X	X	X	Yes	21%	3,652.94	N/A	0%	-	7,203.03	4/30/11					4,524.71	4/30/11			
Chicago	X	X	X	X	Inv'd		21%	4,000.00	N/A	0%	5,900.00	47,212.76	3/31/11					21,460.63	3/31/11	11,603.59	3/31/11	
Dallas	X	X	X	X	X	Yes	31%	13,933.43	N/A	0%	-	54,989.16	3/31/11					8,066.56	3/31/11			
Greater New York	X	X	X	X	X	Yes	29%	45,300.00	N/A	0%	-	18,568.17	4/30/11					40,250.02	4/30/11			
Houston	X	X	X	X	Inv'd		83%	-	invoiced	97%	-	9,389.66	3/31/11					8,552.46	3/31/11			
Las Vegas	X	X	X	X	X	Yes	30%	1,190.00	N/A	0%	-	55,959.90	3/31/11					70,958.09	3/31/11	51,906.66	3/31/11	
Los Angeles Founding	X	X	X	X	X	Yes	37%	-	N/A	0%	75,048.83	91,327.52	4/30/11					122,555.72	4/30/11			
NEWH, Inc.	X	X	X	X	N/A		N/A	894.82	N/A	N/A	324.70	197,944.89	4/30/11	51,496.85	4/30/11	54,554.64	4/30/11	58,181.98	4/30/11	100,000.00	4/30/11	
NEWH, Inc.- Toronto	X	X	X	X	N/A		N/A	N/A	N/A	N/A	N/A	7,152.66	11/30/10									
New England/																						
Memphis	X	N/A	X	N/A	N/A		N/A	N/A	N/A	N/A	N/A							4,380.82	3/31/11			
North Central	X	X	X	X	X	Yes	45%	-	N/A	0%	600.00	10,112.73	4/30/11					6,866.62	4/30/11			
Northwest	X	X	X	X	X	0	0%	-	N/A	0%	-	17,040.44	4/30/11					11,563.91	4/30/11			
Rocky Mountain	X	X	X	X	Yes		3%	-	need info	0%	10,272.08	15,872.57	4/30/11					10,414.89	4/30/11			
San Francisco Bay																						
Area	X	X	X	X	Inv'd		57%	-	N/A	0%	9,758.32	8,696.36	4/30/11					9,765.49	4/30/11			
South Florida	X	X	X	X	X	0	0%	-	N/A	0%	-	15,296.56	4/30/11					33,813.48	4/30/11			
San Diego +																						
Orange Counties	X	X	X	X	X	Yes	14%	1,400.00	N/A	0%	-	9,902.90	4/30/11					11,509.83	4/30/11			
Sunshine	X	X	X	X	X	Yes	20%	22,981.09	need info	0%	-	26,908.51	4/30/11					27,615.70	4/30/11			
Toronto	X											21,847.79	1/31/07					3,819.84	1/31/07			
United Kingdom	X	X	X	X	N/A		0%	-	N/A	0%	-	2,830.00	3/31/11					6,028.42	3/31/11			
Virginia	X	X	X	X	Inv'd		49%	23,267.93	N/A	0%	-	95,205.67	3/31/11					21,475.46	3/31/11	40,093.59	12/31/10	
Washington DC Metro																						

2011 INCOME/EXPENSE REPORT

	INCOME	EXPENSE
President	-	461.35
President Elect	-	-
Past President	-	3,481.24
Executive Adviser	-	-
Secretary	-	2,275.93
Board Training	-	1,854.82
Vice President Finance	-	670.63
Travel / Delegate	-	3443.56
Vice President/Education	-	54.6
Scholarship	500.00	-
Continuing Education	444.00	134.25

Sustainable Scholarship	10,000.00	10,000.00
ICON Scholarship	2,500.00	3,500.00
Vendor Scholarship	-	3,000.00
VP/Membership	-	-
Membership	173,184.40	27,408.00
Expansion	-	11.15
VP/Development	-	296.31
Corporate Partner Development	121,500.00	7,874.30
Fundraising	28,210.46	395.00
VP/Marketing	-	705.69
Marketing	-	1,212.50
Internet Communications	-	269.40
Public Relations	-	400.00
NEWH Magazine	-	7,127.47
NEWH Awards	-	897.19
VP/Events	-	1,104.22
Tradeshows/USA	-	6,181.61
Tradeshows/other	-	-
Tradeshows/Regional	222,022.00	96,834.91
NEWH Nat'l/Leadership Conference	32,024.00	80,629.35
VP/Sustainability	-	-
Sustainable Hospitality	230.00	1,314.06
Administration	75.00	170,322.64
NEWH Governing Board Mtgs	-	306.70
Website	5,580.00	10,570.10
Publications	-	7,949.00
Reimbursables	44,397.61	37,788.10
Reserve Acct.	-	21,000.00
Bank/Credit Card	-	4,586.31
Totals	\$ 638,167.47	\$ 475,460.39

education

Christine Wasmer

job purpose

Oversee all actions of the stated NEWH, Inc. mission of Education and Scholarship

2011 GOALS

- Scholarship – Assist Dir. Of Scholarship in the execution of all current scholarship initiatives including vendor scholarships and ICONS.
- Sustainable Hospitality Committee: working within this committee and with the assistance of the Director of Scholarship, complete judging and award for Sustainable Design Competition. Research and implement new competition for Fall of 2011.
- Education – Assist Director of Continuing Education in formulating CEU's for implementation at HD, NEOCON & HD Boutique. Assist as necessary with interaction with IDCEC.

STEPS TO ACHIEVE GOALS

- Design Competition – 2010-2011 'The Sustainable Guest Experience' has been completed (See Dir. Scholarship report for details).
- Design Competition – 2011-2012 – guidelines to be formulated with assistance from Sustainable Committee members. Competition documents will go out to schools in late August/early September.
- JLF will continue sponsorship of competition.
- Updates to be made to Board Manual.
- Update any and all scholarship information as necessary on website.
- Initiate and establish better communication with Chapter level Scholarship Directors. Conference calls with chapter directors, Director of Scholarship and VP Education to be held on the following dates:
- ICONS program ongoing – packets to schools in August. Our ICON honoree for 2011 will be announced at Platinum Circle.
- Education – please see the Director of Continuing Education report for a complete outline of these goals/achievements.

LONG TERM GOALS FOR THIS POSITION

- Provide and plan for smooth interface/interaction between activities of Scholarship and Education
- Define job responsibilities and timeline of all ongoing initiatives overseen by V.P. Education for use by future occupants of this position.

OTHER REPORT ITEMS:

- Special thanks to the judges of our Sustainable Hospitality Design Competition. Their time and expertise was extremely valuable in the successful selection of our winning project:
Grace Machado McClurg, LEED AP, Designer, Interiors, WATG
Richard Macri, IIDA, Design Director, GENSLER, Atlanta
Adrienne Pumphrey, Global Head of Adoba Eco Brand
 Additional thanks to JLF Ionemeadow and Design Tex for their generous sponsorship of this competition.

OTHER SCHOLARSHIPS TO BE AWARDED IN 2011:

- Honorable mention ICON recipient to be awarded at Platinum Circle @ HD Expo.
- Fabricut Scholarship to be given to at Platinum Circle as well.
- The ICONS Scholarship recipient in the upcoming competition will be awarded at the IHMRS Gold Key Breakfast in New York in November 2011.

scholarship

Andrea Thomas

job purpose

Direct the NEWH, Inc. Scholarship Program and see that NEWH, Inc. chapters follow the Scholarship mission of the organization

2011 GOALS

- Update the Chapter Board Manual for inclusion of additional criteria on types of scholarships and relevance of the sample letters.
- Review and update scholarship information for the new website.
- Communicate with and support chapter scholarship directors.
- Select the two 2011-2012 ICON scholarship recipients with the VP of Education. Scholarship packets will go out in August and the selected student will receive the award at the IHMRS Gold Key Breakfast in New York. November 14, 2011. The second is awarded at HD in 2012.
- Planning the criteria for and implementing the 2011/2012 Sustainable Hospitality Design Competition. Information will be sent to the schools in August or September.

STEPS TO ACHIEVE GOALS

- Discuss potential board manual and website changes with the VP of Education.
- Participate in conference calls with Chapter Scholarship Directors on May 6 and September 9, 2011.
- Share information about the ICON and Sustainable Design Competition with chapter directors and encourage them to publicize these opportunities to the schools they deal with.
- Solicit input from the Sustainability Committee for outlining the project for the student competition.

LONG TERM GOALS FOR THIS POSITION

- Assist VP of Education with developing and marketing a Vendor Scholarship program.
- Learn ways to utilize social media for communication to create new opportunities and accomplish goals relating to Scholarship initiatives.

OTHER REPORT ITEMS

- The honorable mention ICON award recipient to be given

on May 18, 2011 at the Platinum Circle Awards at HD is Chelsea Lawrence, an interior design student at Colorado State University.

- Recipient of the Fabricut FR-One Scholarship is Veronica Carranza, BFA major in Interior Design at the Art Institute of Las Vegas. She will also be recognized at this year's Platinum Circle Awards.
- The theme of the Sustainable Hospitality Design Competition this year was "The Sustainable Guest Experience," focusing on the stay in a resort hotel from the guest's perspective. The winner unanimously selected by our panel of judges is Jamie Matthews Ivey, a graduating interior design student from Virginia Tech and a LEED Accredited Professional. JLF Lone Meadow and Design Tex have, again, generously donated \$5,000 each for two awards; one to the student and the other to the design program at Virginia Tech. The awards will be given at the Green Luncheon on May 17, 2011.
- We received projects from 34 students, representing 9 universities. Several of the schools used the competition as a class project and of the nine; there were several submissions from just one student from a given school. Some of the institutions that were represented in the past did not enter this year. The concern we have is getting the word out to the schools that have participated in the past, particularly interior design programs that are strong in hospitality, as well as other institutions that have students who have been receiving chapter scholarships. There also seems to be a lack of hospitality knowledge and product resources on the part of the students in some of the programs. Hospitality vendors should be encouraged to reach out to the student community to educate them and donate catalogs and samples to their libraries.

\$2,433,830.00 total scholarship dollars given to 1348 students

Chapter	2011	total # of awards	Total Given
Arizona		73	60,750.00
Atlanta	15,000.00	98	166,380.00
Atlantic City		1	1,000.00
Chicago	14,000.00	69	137,000.00
Dallas	20,000.00	115	195,000.00
Greater New York		173	382,000.00
Houston		77	69,500.00
Las Vegas	28,000.00	107	239,600.00
Los Angeles Founding Chapter		272	523,950.00
North Central		23	26,500.00
Northwest		20	31,000.00
Rocky Mountain	3,000.00	25	44,200.00
South Florida	10,000.00	63	94,500.00
San Diego + Orange Counties		51	49,700.00

Sunshine		25	60,000.00
Toronto		17	CAD 29,000.00
United Kingdom	4,500.00	4	GBP 7,000.00
Virginia		7	15,000.00
Washington DC Metropolitan		78	170,300.00
New England	0	26	18,950.00
NEWH ICON of Industry	13,500.00	13	52,000.00
Sustainable Design Competition/Student	5,000.00	5	25,000.00
Sustainable Design Competition/School	5,000.00	5	25,000.00
Vendor	3,000.00	5	15,000.00

see school list under addendums

continuing education

Mary Ann Thornam

job purpose

Develop and implement a program of continuing education that meets the standards of IDCEC, NCIDQ and AIA, and promotes the credibility and Mission of NEWH, Inc.

2011 GOALS

- The primary goal continues to be providing courses that coincide with the mainstream issues faced today. With the changes in the LEED certification requirements, technological advancement and the current state of the economy, 2011 will be a time to promote Continuing Adult Education.
- Examples pursued successfully in 2011 include:
 - o Working to re-connect to IDCEC and the Associate Board Position

- Establish a Continuing Education program that offers broad base of knowledge appealing to all segments of the hospitality industry

OTHER REPORT ITEMS

- Met with IDEC National Board at the national conference in Denver to discuss CEU credits and methods for offering
- Co-Hosted 2011 IDEC held in Denver
- Reviewed and submitted recommendations for NeoCon guest speakers and continuing education programs
- 2/2011 Worked with Rachel Long on speakers for HD2011 and one additional function for GolbalShop Retail Solutions

STEPS TO ACHIEVE GOALS

- Director working on continued development.

LONG TERM GOALS FOR THIS POSITION

membership

Stacey Berman

job purpose

Responsible for the well-being and growth of the NEWH, Inc. membership and expansion of NEWH, Inc.

membership

Todd Fuller

job purpose

Develop a program to maintain memberships, increase visibility to potential members and promote NEWH, Inc.

2011 GOALS

- Work with and on behalf of NEWH, Inc. to increase membership on a National and International level.
- Focus on target groups for growth of membership
- Increase the awareness of NEWH, Inc. by working with NEWH, Inc.; building a greater awareness of the Brand.
- Produce revenue for NEWH, Inc. through increase in membership on a National and International Level.

chapter to make sure they understand their position and how they can be most effective.

- Promote Business Memberships in the industry and help increase business membership on a local, national and international level.
- Work with organizing groups/future chapters in promoting the NEWH name and recognition in their specific area.
- Work closely with Vice President of Membership to make sure that their goals are achieved.

STEPS TO ACHIEVE GOALS

- Continue with the success of the quarterly conference calls. They are paramount to sharing information and ideas!
- Work with chapters looking at past and current ideas for ways of recruiting members and keeping members
- Talk individually with membership directors from each

LONG TERM GOALS FOR THIS POSITION

- Develop guidelines for chapters that would help interest potential members for their area and keep unemployed members involved.
- Work with organizing groups/future chapters in promoting the NEWH name and recognition in their specific area

chapter	2010 Year	2010 Year End	2011 To	2011 To Date w/	2011 non	2011 new members/	voting members	non voting	students
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	End	w/ Students	Date	Students	renewals		past returning				
					Students are not reflected						
Arizona	65	78	47	61	19	29.2%	3	6.4%	37	10	14
Atlanta	244	272	216	260	68	27.9%	46	21.3%	185	31	44
Atlantic City	62	67	52	59	17	27.4%	5	9.6%	46	6	7
At Large	35	35	33	38	16	45.7%	12	36.4%	26	7	5
Chicago	231	280	193	273	64	27.7%	34	17.6%	129	64	80
Dallas	236	266	221	266	50	21.2%	42	19.0%	164	57	45
Greater New York	275	414	210	385	75	27.3%	33	15.7%	138	72	175
Houston	147	209	102	187	61	41.5%	17	16.7%	62	40	85
Las Vegas	162	192	101	155	65	40.1%	11	10.9%	64	37	54
Los Angeles Founding	288	317	243	280	76	26.4%	55	22.6%	188	55	37
North Carolina	38	43	34	39	5	13.2%	5	14.7%	30	4	5
North Central	123	211	82	208	48	39.0%	13	15.9%	54	28	126
Northwest	122	140	92	120	39	32.0%	12	13.0%	73	19	28
Rocky Mountain	131	144	92	106	45	34.4%	10	10.9%	72	20	14
San Diego + Orange Cty	75	90	56	76	19	25.3%	6	10.7%	38	18	20
San Francisco Bay	91	105	74	108	35	38.5%	24	32.4%	70	4	34
South Florida	189	237	147	210	54	28.6%	16	10.9%	82	65	63
Sunshine	238	279	204	257	66	27.7%	32	15.7%	148	56	53
Toronto	103	112	82	91	34	33.0%	19	23.2%	64	18	9
United Kingdom	53	53	37	37	22	41.5%	8	21.6%	34	3	0
Vancouver	53	54	39	79	16	30.2%	7	17.9%	31	8	40
Virginia	42	51	34	46	15	35.7%	5	14.7%	28	6	12
Washington DC Metro	226	265	167	234	52	23.0%	22	13.2%	105	62	67
edited 5/12/2011	3229	3914	2558	3575	961	29.8%	437	17.1%	1868	690	1017

expansion

Lee Brotsker

job purpose

Responsible for identifying, developing and supervising new chapters from initial organization through Charter process

To support the NEWH Affiliated Areas and Members-at-Large

Regional Area	2011	2010	2011 Projections	Regional Area	2011	2010	2011 Projections
Alabama Region	0	0	3	New England Region	14	20	28
France	0	0	2	New Mexico	0	1	2
Indiana Region	1	1	2	Ohio Region	1	1	3
Kansas	0	0	3	Oklahoma Region	2	2	4
Memphis/Mid-South	2	2	9	Pennsylvania Region	2	1	2
Michigan Region	3	2	2	San Antonio Region	0	1	
Mississippi Region	0	0	2	South Carolina Region	1	1	4
Missouri Region	0	1		Wisconsin Region	0	1	1

development

Cynthia Guthrie

job purpose

Develop and facilitate methods of generating revenue for NEWH, Inc.

2010 GOALS

- Broaden scope of sponsorship programs to incorporate other types of sponsorships categories
- Assess past silent auctions to seek areas for improvement and develop additional auctions at new events.
- Develop a saleable product promoting NEWH as a method for fundraising thru chapter levels.
- Work with Endow NEWH program to help facilitate the further implementation of this program and write minimum of 5 contract for 2011

STEPS TO ACHIEVE GOALS

- To broaden scope of sponsors – presently working on categories to target & benefits that would entice these sponsors outside of the Corporate Partnership program
- Fundraising - Continue to analyze previous years' performance & to work with Fundraising Director to implement new vendor(s) for auctions, new auctions site and online auction evaluation.
- Review potential items that would generate funds for NEWH, Inc. while promoting sponsors in various programs.

LONG TERM GOALS FOR THIS POSITION

- Develop Standards and Best Practices for this position
- Develop forecasts for sponsorships 1 to 5 years.

OTHER REPORT ITEMS

- Endow NEWH – announced at HD Boutique – commitments from Durkan, Electric Mirror & RBF/Beverly.
- Fundraising – Janice Marko has worked very hard to bring us an exciting Live and Silent Auction at HD Expo and will have PAC present items for the silent auction running the duration of the show. There will a live auction at 4:30 to 5:15 on Thursday with great items. Please inform people prior and during the show to attend these auctions. I am very excited to have her on the team and look forward to her fresh looks at ways to create proceeds through our current Fundraising programs and the new ideas she will be developing.
- Corporate Partners – Cynthia Milow continues to work hard for explore new CP’s and I’m looking forward to working with her to develop new segments for CPs.
- Exciting news – KARNDEAN INTERNATIONAL & LILY has joined as a Supporting Corporate Partner. Please be sure to thank them and tell your chapter the news.
- There is a need to develop other partnerships within our industry and the initial steps have begun. The EC has been working on a structured agreement for Conference Partners, Media Partners and Tradeshow Partners. This agreement will provide more uniform information for each category and within each category a structure of benefits & remuneration that is equitable to both parties. This will allow us to set the standards for these types of agreements as we have done with Corporate Partner that is designed for the hospitality vendors/manufacturers.
- I wanted to take this opportunity to discuss the importance of acknowledging our Corporate Partners as well as our ENDOW NEWH sponsors at all functions for NEWH. It is vital to our organization that each chapter include in their program speech or other introductions at each and every NEWH event whether it be a program, fundraiser or social get together, that you state the names of each corporate partner and if there is a representative from that company, they should also be introduced and thanked for their company’s support of NEWH. Further each chapter must display the Corporate Sponsor signage at every event. This was shipped to each chapter at the beginning of the year. Again must be at programs, fundraiser and social networking events.
- We have rec’d complaints from some of our Corporate partners that attended various chapter events and informed us that either signage was not present and/or there were no introductions made. Corporate partners provide enormous funding to the NEWH Inc. organization so that we are able to support the chapters with all the various initiatives, marketing, scholarships and many other endeavors. During our initial discipline calls, we stressed to those who attended, they need to bring this information back to their chapters.

corporate partnerships

Cynthia Milow

job purpose

Seek International Corporate relationships/partnerships

2011 GOALS

- Add 2-3 new corporate sponsors to the calendar for this year
- Maintain the relationships with existing partners
- Put a concentrated effort on introducing and including OS&E vendors to NEWH
- Introduce NEWH to retail companies trying to break into hospitality.
- Add 2 people to the team

Very good interest from executive level management.

Local Chapters recommended to use a different name badge for their local and corporate sponsors at all events. This will allow increased recognition for our sponsors support.

Consideration should be given to the idea of a Hotel Operating Supplies and Equipment regional show. Again, this increases networking opportunities and sponsorship opportunities. Plus, those guys know how to cook!

Please always remember our Corporate Partners in your Trade Shows and events.

IT ONLY TAKES A MOMENT TO SAY THANK YOU!

NEWH will be represented at the upcoming National Restaurant Association show in Chicago in May, immediately following HD. Our goal to reach out to the hotel/restaurant operating equipment and supply vendors continues. Meetings are set up with some of the largest manufacturers who currently are not engaged in networking events with NEWH.

2011 corporate partner list	level	partner since
Durkan Hospitality	Benefactor	1995
ULSTER	Benefactor	2003
Brintons	Patron	2009
Hospitality Design Group/Nielsen Business Media	Patron	2001
Milliken Hospitality	Patron	1996
American Atelier, Inc.	Supporting	2011
American Leather	Supporting	2008
Astoria Imports/Compass Originals	Supporting	2011

B Carpet	Supporting	2001
Electric Mirror	Supporting	2008
Fabricut Contract/S. Harris	Supporting	2004
Hunter Douglas Hospitality	Supporting	2010
InterfaceFLOR	Supporting	2010
Installation Service Group	Supporting	2010
J+J Templeton Hospitality Carpets	Supporting	2011
Karndean International	Supporting	2011
Lexmark Carpet Mills	Supporting	2008
Lily Jack	Supporting	2011
Maya Romanoff	Supporting	2011
NLP Furniture Industries, Inc.	Supporting	2005
RBF Group	Supporting	2010
Serta International	Supporting	2005
Signature Hospitality Carpet	Supporting	2005

fundraising

Janice Marko

job purpose

To coordinate, support and monitor all fundraising activities within the organization, and to develop and implement NEWH's fundraising strategies for unrestricted income so as to help generate the security and funds required to achieve NEWH's growth plans.

2011 GOALS

- Silent/Live Auctions
 - o Continue to improve Silent Auctions held in conjunction with HD Expo (Las Vegas) and HD Boutique (Miami).
 - o We will hold another live auction at HD Las Vegas. We have a much better placement on the trade show floor and have timed the auction for end of day Thursday.
 - o Analyze items bought at all auctions to determine what items and categories of items brought higher bids, and then target more of similar type items. Goal is to increase general excitement and appeal to show attendees.
 - o Increase number of items donated directly to NEWH for auction (rather than those provided by an auction company).
 - o Reinvestigate a silent auction to be held in conjunction with a Regional Trade shows in location large enough to support and auction.
- STEPS TO ACHIEVE GOALS
 - o Target specific vendors for items desired at auction.
 - o Changed Auction Company to PAC for both the silent and live auction. Steve Godfryd has been given very specific guidelines on how to conduct the auction. If this location is successful we will negotiate early for the same space next year and a similar location at HD boutique.
 - o Continue to analyze items bought at auctions to determine which solicit higher bids and target more of similar items. Goal is to increase general excitement and appeal to show attendees and vendor that donate

to auction.

- o Discuss with NEWH staff what has been done in past to facilitate donations and analyze additional approaches.
- o Investigate the ability to team up with local charity auction companies.

OTHER FUNDRAISING EFFORTS

- Identify ways that Fundraising Director can provide support to Chapters for their fundraising events.
- Developing Standards and Best Practices for fund-raising events at the chapter level has been discussed since I have been a member. To do so would draw from the experience of "seasoned" chapter Fundraising Directors and committee persons to capture their success stories and non-success stories. I would like to implement a "Fundraising" blog where the chapters can post their success stories as well as issues. It should become a community blog where chapters can ask questions, get ideas for creative programs, gain invaluable information and not have to continually recreate the wheel of fundraising.
 - o Diane will help facilitate the creation of the blog website.
 - o Our goal is to hold interactive webinars for several chapter presidents and fundraising directors at a time. The number needs to be kept small as this will be an interactive webinar.
- Along with marketing team, increase awareness of NEWH, Inc. fundraising efforts to our target audiences.
- Investigate the development of a new program or product that will produce additional funds on an ongoing basis.

marketing

Trisha Poole

job purpose

Developing an action plan to provide events that will benefit the membership of NEWH, Inc. and enhance NEWH's market presence

2011 GOALS AND PROGRESS REPORT

Marketing continues to follow the Strategic Planning session goals. Below are the highlights of our goals and current progress.

- Membership Benefits. Assist VP of Membership in defining membership values and ways to communicate them to the chapter levels in an effort to increase membership.
- Corporate Partner Marketing. New signage was designed and procured for chapters to acknowledge their Corporate Partners. The signage is lightweight yet impactful at local and international events. The signage has been distributed to the chapters and we will follow up to make sure they are using the signage appropriately giving our Corporate Partners the best exposure possible on the local level.
- Marketing Partners. VP of Marketing is working with a committee on the EC to develop benefits for NEWH and potential partners in industry trade shows. This will provide larger exposure, strengthen brand identity and build new strategic partnerships with hospitality media companies.
- Icon of Industry Tribute Book. The 2010 ICON of the Industry booklet for Judy Dobin was a great success. We will strive for the same success with the 2011 Icon.
- ENDOW NEWH program was introduced May 2010 at Founders Circle to CP's for first option of involvement and the full launch occurred at HD Boutique, September 2010. We have 4 ENDOW partners to date and will continue to support the initiative with marketing.
- Website. Our goal of updating the existing website and launching it was achieved last year. Chapters will be educated on the new format and marketing benefits through conference calls and board training. The sustainable website was merged into the main
- NEWH.org site. Efforts will continue to develop online benefits and advertising opportunities for all parts of the website including the sustainable sections.
- Public Relations. We have contracted professional PR services for feature press releases throughout the year. This is something that has not been done for a while and we feel this will build awareness and knowledge of our organization and fundraising efforts for scholarships. This will be an added benefit for chapters as well, making it easier to refer to international press and media.

LONG TERM GOALS FOR THIS POSITION

- The VP of Marketing and Marketing Committee will propose a thoughtful Marketing Plan every other year with renewed goals and plans, including budgets that would allow NEWH to grow with the industry and respond to their ever changing needs in a "proactive" way.
- Make NEWH's mission and message so simple and clear that everyone in hospitality knows who we are.
- Support and utilize chapter boards to deliver the marketing message. The success of this goal will rely on the strength of our marketing committee and clarity of our message. This is a long term goal as we develop plans and support programs for our chapters. We anticipate potentially a 3 year process to implement some

public relations

Andy Schaidler

job purpose

Assist in maintaining a positive and professional image for the NEWH brand and initiatives through internal chapter communication and media relations.

internet communications

Liza Kapisak

job purpose

Assist in managing the internet communications for the NEWH Inc. website related to marketing, promotion and advertising

I'm working on creating a facts sheet about LinkedIn, twitter, and Facebook. What to post and not to post and how to post, just a refresher for the chapters. I've seen some really great things and then some things that I feel people should be aware of.

events

Philip Byrne

job purpose

Developing an action plan to provide events that will benefit the membership of NEWH, Inc. and enhance NEWH's market presence

2011 GOALS

- Work with the Director of Conferences to plan and implement 2013 Leadership Conference in San Francisco
- Work with and support the Director of Tradeshow to continue to improve our RTS and implement calendar for 2012 and 2013
- Develop potential new areas of revenue by utilizing NEWH brand with other trade shows.

LONG TERM GOALS FOR THIS POSITION

- Develop a economically viable International event or events.
- Produce a procedure/guide on increasing attendees at Regional Trade Shows
- Have Leadership Conference ready in October 2012

OTHER REPORT ITEMS

- 2013 Leadership Conference San Francisco Jan 2013
- We aim to repeat the success of “Catch the Wave” in Orlando. Mark has already earmarked a number of locations and its planned again to hold the Conference after a Regional Trade Show the first in San Francisco. We will need assistance in all areas of the planning process and committee volunteers are welcome! Any ideas on sponsorship fundraising, breakout sessions, guest speakers will be greatly appreciated the sooner the better please contact Mark or myself.

REGIONAL TRADE SHOWS

These continue to be a great success. We aim to improve the experience for both attendees and vendors alike. This year we have remaining shows in LA June 23rd, Seattle July 21st and for the first time, Chicago, October 26th. We keep NEWH Inc. incredibly busy their efforts are unprecedented and in 2012 we will have 6 Regional Trade Shows.

2012 Calendar

Houston	Jan
Washington DC/Bethesda MD	March 16th
Atlanta	April
New York	June
Denver	July/August
Dallas	October

2013 Calendar is of course open with a RTS in San Francisco in Jan. All other interested Chapters should submit a proposal or initially contact Bryan Adcock for more information or assistance on how to submit a proposal.
Many thanks to the tireless efforts of NEWH, Inc.

regional tradeshow

Bryan Adcock

job purpose

Be responsible for and coordination of all NEWH, Inc. Regional Tradeshow (tabletop/mini-booth format) activities

newh conferences

Mark Huntsinger

job purpose

Develop the bi-annual NEWH International Conference – *Making better Leaders in the Hospitality Industry*

sustainable hospitality

David Mahood

job purpose

Developing an action plan to provide events that will benefit the membership of NEWH, Inc. and enhance NEWH's market presence.

2011 GOALS

- Further and Develop with Dir. Sustainability -Key Goals:
 - o Finalize plans for NEWH/HD “Green” Tradeshow in conjunction with HD- D.C. location to be determined- Event to include Leadership Forum – Sustainable Committee Chair and Events committee to coordinate with Dir. and V.P.
 - o Increase presence of sustainable committee at various regional and national events including: NEWH Leadership Conference, HD Expo, GreenBuild, etc.
 - o Scholarship & Education- New Criteria to be established and submitted for 2011/12 Sustainable Design Competition Scholarship sponsored by JLF and another sponsor tbd. 5th Scholarship to be given away at HD Expo 2011
 - o Establish Sustainable CEU program coordinated by Sustainable Committee
 - o Update and enhance Sustainable Resource Directory. Directory committee has begun implementation of measures as of March, 2011. One of which will be to increase revenue by increasing Directory membership and retaining existing Directory entrants, and improving value and content through new site.
 - o Marketing and Communications- Marketing committee has created new scope documents and ongoing activities will include written communication through blog and magazine, e-blasts, NEWH/HD tradeshow promotion, and other promotional activities. Increase marketing efforts through measured timeline updated as of February, 2011.
 - o Improve role of and communication with Chapter Directors of Sustainability- 10 Chapter level directors in place. Encourage dialog through scheduled discipline calls
 - o Increase fundraising efforts through site improvements and advertising opportunities. Committee has established new fundraising plan as of 2/11
 - o Continue to enhance and grow content for sustainable website as part of NEWH site
 - Website live as of Jan. 2011
 - o Integrate sustainable education and activity into NEWH Inc. through regional events, IBOD meetings, Leadership

Conferences, and national sustainable programming events. Note: NEWH Leadership Conference included a number of initiatives directed by NEWH Sustainable Hospitality Committee

- o Pursue means for carbon offsets for all NEWH IBOD meetings and assist membership in reducing environmental impact of maintaining a large non-profit organization. Create a “green” model for NEWH to target for the future.

STEPS TO ACHIEVE GOALS

- Consistent interaction with Director of Sustainability
- -assure success through coordination of duties/roles
- 2011 Strategy Session to help define future goals (HD Expo- Strategy Session)-
- Re-establish Chairs (done 12/14/10) for all sub-committees for all initiatives – new goals created
- Sub-committee conference calls & committee group calls-
- -All Committees to date have conducted conference calls to implement initiatives as defined by scope documents
- Resource Directory committee to have peer review at HD Expo to gather feedback
- Pin down last few details to get third annual Leadership Forum (2011) with HD in summer 2011
- Participate and report in EC calls, events, etc.
- Established a position within Marketing committee to manage all blog, website, and magazine articles to continue mission of promoting sustainable education.
- Marketing committee has moved forward with implementing marketing plan and is coordinating with NEWH website managers.
- Expose Committee’s initiatives and address NEWH membership at NEWH Board Meetings, Events, Chapter Meetings, etc.
- Oversee and assist in measuring timeline and goal achievement in conjunction with Dir. Sustainable Hospitality
- Assist in development of educational events, scholarships and CEU’s.
- Promote NEWH Website and sustainable committee activities

LONG TERM GOALS FOR THIS POSITION

- Build greater awareness of the need for sustainable activities within hospitality and its role to EC, Board, and Membership.
- Provide sustainable education that is transferable to Design, Manufacturing and Supply, Purchasing, and Ownership, Operations, and Management of all aspects of hospitality.
- Nurture students in the development of tomorrow’s sustainable vision.
- Increase demand for potential leaders in sustainable education within chapters and at executive level.
- Generate universal support for the necessity of sustainable practices and lifestyles through our many endeavors.
- Help establish a long-term sustainable vision for NEWH to insure that our organization is helping lead our industry down a sustainable path.
- Increase exposure to NEWH Sustainable Hospitality.
- Expand NEWH Chapter Programs to include regular sustainable events.

NEWH Sustainable Committee Membership (current)

Dina Belon, Chris Wasmer, Tara Mastrelli, Sharry Cooper, Rachel Long, Jeanne Varney, Helen Reed, Durette Candito, Jillian Van Dresser, Carly Cannell, Cliff Tuttle, Gary Golla, Ed Graveline, Deborah Herman, Bill Gregory, Lynda Sullivan, Cheryl Heisterberg, Devanshi Patel, Desiree Perkins, David Mahood, Shelia Lohmiller, Sara Schoen, Nicole Crawford, Adrienne Pumphrey, Devon Smith

sustainable hospitality

Dina Belon

job purpose

Develop and facilitate programs that bring NEWH, Inc. to the forefront of Sustainability in the Hospitality Industry. The programs should increase the visibility/credibility of NEWH, Inc.

2011 GOALS

- Implementation of activities based on following outline:

Committee	Areas of Responsibility	Committee Leader	Team	Probable Time Commitment / Month (avg.)
Marketing Committee	<ul style="list-style-type: none"> • Website • Social Networking • Public Relations • Event Promotion • Marketing Material • Identify and build relationship with alliances with similar goals and objectives 	New Leader Needed	Cheryl Heisterberg Carly Cannell Rachel Long	Leader: 5-10 Team Member: 2-5 Hrs
Fundraising Committee	<ul style="list-style-type: none"> • Operating Budget • Scholarships • Online Auctions • Sponsorships 	Jillian Van Dresser	Helen Reed Debra Herman Lynda Sullivan Mark Abbas Chris Wasmer	Leader: 5 Hrs Team Member: 2-5 Hrs

Directory Committee	<ul style="list-style-type: none"> • Directory Application Questionnaire • Review Process of Applications • Revenue Process Review • Directory Membership • Updates of the Directory 	Sharry Cooper	David Mahood Ed Graveline Tara Mastrelli Jeanne Varney Devon Smith Adrienne Pumphrey	Leader: 5-10 (May increase as needed) Team Member: twice a year 5-10 hours
Events & Forums Committee	<ul style="list-style-type: none"> • Committee Calendar • Committee Sponsored Events • Annual Forum • Speaking engagement Invitations & Proposals 	Jeanne Varney Gary Golla	Cliff Tuttle Lynda Sullivan Bill Gregory Rachel Long Tara Mastrelli Debra Herman	Leader: 5-8 Hrs Team Member: 5 Hrs (time will be focused around events)
Managing Sustainable Chapter Directors	<ul style="list-style-type: none"> • Communication with Sustainable Chapter Directors • Engagement with Sustainable Chapter Directors • Commitment and Partnership with NEWH regional events 	Dina Belon (East) Durette Candito (West)	NEWH Sustainable Hospitality Chapter Directors	Leader: 5 Hrs

STEPS TO ACHIEVE GOALS

- 2011 Strategy Session to help define future goals (during Green Conference in August)
 - Find a new Leader of the Marketing Committee
 - Sub-committee conference calls as needed
 - committee group calls (Twice a year)
 - Green Conference / forum with HD (July or August)
 - Continue committee generated articles for each NEWH Magazine
 - Conduct (2) Chapter Level Dir. Sustainability conference calls throughout 2011
 - Implement marketing plan once website is complete
 - Discuss Committee's initiatives and address NEWH membership at NEWH Board Meetings, Events, Chapter Meetings, etc.
 - Assist in development of educational events, scholarships and CEU's.
 - Discussion to begin for Sustainable Design Competition, 2012-2017
 - Ensure that the team leader of each committee is responsible for creating a Committee Structure and the Objectives & Task Report. – Complete March 1st, 2011
 - Engage the entire committee in using Drop Box for sharing information
 - Nicole Crawford (NEWH HQ Coordinator) – will help each committee and specifically take care of; Committee Calendar updates, Review Directory Applications, and Set-up committee conference calls. Nicole is central depository of information and needs to be copied on all committee activities.
1. Events/ Forum
 Committee Chairs-Gary Golla/Jeanne Varney
 Committee Members: Sara Schoen, Cliff Tuttle, Lynda Sullivan, Bill Gregory, Rachel Long, Tara Mastrelli, Debra Herman, Chris Wasmer
 Key 2011 Events
 - NEWH Leadership Conference, Jan 13-16 – Complete and Successful
 2. Resource Directory:
 Committee Chair-Sharry Cooper
 Committee Members: David Mahood, Helen Reed, Ed Graveline, Tara Mastrelli, et.al.
 - Review process to be implemented. New entries sought and value to be assessed for new website inclusion.
 - Committee is working on refreshing the directory and helping incorporating it into the new NEWH website.
 - Objective for 2011 - Questionnaire update; Add Section for Restaurants/Spas will be priority for Directory in 2011
 3. Marketing:
 Committee Chair- NEW LEADER NEEDED
 Committee Members: Cheryl Heisterberg, Carly Cannell, Rachel Long
 4. Website
 - Website SH pages are in the process of design and update.
 - Website area site for the committee to be able to post events, comments etc. advertising, social media for a sharing of information.
 5. Email Campaigns
 - Work with NEWH to promote scheduled events
 6. Social Networking
 - Plan, implement and manage social networking plan
 - Keep social media platforms updated
 7. Print Materials
 - Plan, design and write content for appropriate handout materials
 - Work with NEWH for printing for identified events
 8. Chapter Development:
 Committee Chairs-Durette Candito, Dina Belon
 - A Conference Call will be held with all chapter

- directors twice a year
 - Assist in developing chapter programs and facilitate at least 1 program devoted to sustainability for all chapters.
 - Chapter Level - Best practices to be established
 - Chapter Level Directors will be actively supporting committee's efforts to build Resource Directory Membership and Sustainable Sponsors
9. Fundraising:
Committee Chair: Jillian Van Dresser,
Committee Members: Debra Herman, Lynda Sullivan,

- Chris Wasmer
- Program has been developed for NEWH Sustainable Partners that will not compete with NEWH Corporate Sponsors. Once we develop new website in conjunction with NEWH Corporate, we will aggressively pursue sponsors.
 - Continue with Sustainable Online Auctions
 - Promote and continue with Carbon Offset Sales
 - Promote and continue with Resource Directory Sales
 - Present Sustainable Design Scholarship at HD Expo

vp/international relations canada

Christine Tucker

job purpose

Develop and facilitate a program that expands the NEWH, Inc. mission of education through charitable endeavors worldwide. The program should increase the visibility/credibility of NEWH, Inc.

2011/2012 GOALS

- Expand the NEWH mission Canada wide; increase the visibility/credibility of NEWH.
- Work with NEWH International to establish structure and best practices for International Chapters working with NEWH Inc. for continued relations that benefit all parties.
- Build on the Networking opportunities throughout Canada and USA.
- Strengthen membership and relationships with US and UK counterparts.
- Work with NEWH in Vancouver, B.C. to continue momentum for Organizing Chapter to become a Charter in end of 2011 or into 2012.
- Develop strong board in Vancouver to continue their growth within the Chapter.
- Review trade show opportunities with MMPI for IIDEX 2011
- Review regional trade show if viable for Toronto or Vancouver - is it viable for either geographic area

STEPS TO ACHIEVE GOALS

- Working with committee members in Vancouver building in 2011.
- Currently work with all members in Vancouver & Toronto Chapters to assist in facilitating functions and growth for NEWH Canada Inc.
- Mentor members to move into the International forum and understand Canada and USA format and structures.
- Work with Canadian and US legal to ensure compliance to all Federal concerns of both countries.

LONG TERM GOALS FOR THIS POSITION

- Work with Chapter's in Canada to make sure they understand NEWH and the complete offering and keep them involved
- Keep communication with International office and Chapters
- Grow membership in Canada
- Continue to encourage and educate succession plan for future members in Canada.

OTHER REPORT ITEMS

- Completed NEWH Canada Inc. operating as a Canadian Corporation
- Continue to monitor the Canadian, taxes and accounting systems.
- Report financial activity to NEWH Inc.

vp/international relations united kingdom

Melanie Carter

job purpose

Develop and facilitate a program that expands the NEWH, Inc. mission of education through charitable endeavors worldwide. The program should increase the visibility/credibility of NEWH, Inc.

newh ambassador

Michelle Finn

Deborah Herman

job purpose

Act as Good Will Ambassador by bringing awareness of NEWH Inc. to the industry

GOALS

- Support, promote and increase the awareness of NEWH within the hospitality industry.
- Attend and support at least 5 major NEWH events in 2011

STEPS TO ACHIEVE GOALS

- Promote NEWH to hospitality design industry
- Influence others to participate in NEWH and its events.
- Work with membership chair and support chapters in formation or as needed
- Work with marketing chair to help promote NEWH within the hospitality industry.

LONG TERM GOALS FOR THIS POSITION

- Develop “state of the industry” presentation for chapter or national meetings to provide insight on current state of the industry, opportunities for business development.
- Connect and foster NEWH relationships with other industry associations that are mutually beneficial.
- Identify business opportunities for NEWH that are a strategic fit and potential new revenue streams.

PROGRESS REPORT MAY 2011

- Worked with the NEWH Leadership committee team to develop the owners’ roundtable event for the January 2011 Leadership conference. We helped identify and recruit speakers for the owners’ roundtable and other sessions, i.e. Raul Leal, president of Virgin Hotel Group- keynote on the development of Virgin; Tim Dixon, president of Dixon Development- hotel branding.
- Supported and attended the NEWH South Florida chapter fundraiser (April 2011) and helped recruit speakers for the panel discussion.
- Currently working with David Mahood, Jeanne Varney and the sustainable committee on an HD/NEWH sustainable design forum and trade show planned for late summer, 2011 in DC.
- Developed NEWH session at HD Expo- “Insights from the Top: Women Leaders in Industry”. Women leaders will discuss their vision for the future, business strategies for 2011 and beyond, design trends and women’s leadership. The panel will explore differences in leadership traits based on gender and why they matter in today’s business environment. Session will be held on Thursday May 19 from 2:30-3:30pm.
- Supported and attended the NEWH regional show in Minneapolis, planning to attend the Los Angeles, Seattle and Chicago trade shows, and other regional events.
- Working with NY Chapter on identifying and recruiting owners for their ‘owners’ roundtable” event planned for June in NYC.
- Established a relationship with the American Hotel Lodging Association(AHLA)’s Women in Lodging Council (WIL) and generated interest for a co-sponsored or co-produced WIL/NEWH session at an NEWH, AHLA or other industry event in 2011. Topic discussed- “Insights from the Top: Women Leaders in Industry” with panelists from WIL and NEWH.

past president

Anita Degen

job purpose

To provide counsel to the NEWH, Inc. Governing Board

2011 GOALS

- Improving Continuing Education offerings and marketing that resource as an NEWH benefit.
- Founders Circle – engaging more participation from the Corporate Partners
- Promotion of NEWH Endow program with the manufacturers.

STEPS TO ACHIEVE GOALS

- Work with NEWH Inc. and outside resources in the development of webinars and educational outreach.
- Raise awareness among Corporate Partners of the benefit of Founder’s Circle participation. Develop agendas and promote them in a manner that will bring more participation.
- Actively approach & recruit potential Endow Partners.

REVIEW OF GOALS

- CEU’s: We are exploring new options for CEU’s with the NEWH name on them including development of mini CEU’s in conjunction with our Trade Shows.
- Founder’s Circle attendance has increased. This year we had 23 Confirmed Yes RSVP’s and 3 Maybe’s, representing 70% of our Corporate Partners.
- Endow is up and running but still in it’s grass roots state. With 3 major Manufacturers on board (Durkan, Electric Mirror & RJF) and several considering their commitment, Endow is growing. So far the Manufacturers are showing real enthusiasm for the program.

executive adviser

Marla Davis

job purpose

To provide counsel to the NEWH, Inc. Governing Board

Assist the NEWH, Inc. Governing Board in preparing its annual total strategy plan both for the short and long term

Monitor the health of NEWH, Inc. and adherence to its mission

chapter reports

arizona

Job Purpose

- Act as the liaison between their NEWH Chapter and the NEWH, Inc. Governing Board
- Ensure Chapters understand that NEWH, Inc. and it's chapters are a business

submitted by: **Don Payne**, Delegate

MEMBERSHIP

- Arizona membership continues to fluctuate as the business climate struggles.

PROGRAMMING

- Susan Crowder and board member Diane Berg (VP Development) jumped in to fill the vacant Director's spot. They have kept us busy with a tour of the bell factory at Cosanti, a Diamondback/ Dodgers Spring Training game and a tour of the new Musical Instrument Museum.

SCHOLARSHIP

- Scholarship Director Scott Hegstad visited ASU and NAU to make students aware of scholarship opportunities. He also attended the NAU Scholarship breakfast, as our representative of the "NEWH Scholarship" at that university.

FUNDRAISING

- We continue into the year without a Director for

Fundraising. The board recently decided to take on the challenge of the Bowling for Scholars event by holding special event meetings in-between board meetings. The bowling event has always been our biggest fundraiser.

COMMUNITY SERVICE

- Our energetic Community Service director, Kathy Griffiths, continues her dedication to our local St. Vincent DePaul with monthly chapter participation at dinner service. .

OTHER CHAPTER HIGHLIGHTS

- Our Publications and PR Director, Ronna Nitzky, eblasts a monthly newsletter that combines reports of past events, upcoming programming and a brief report about the Board meetings. All members agree that the "NEWHsblast" has generated more interest and involvement in chapter events.

atlanta

Job Purpose

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- Ensure Chapters understand that NEWH, Inc. and it's chapters are a business

submitted by: **Todd Fuller**, President

MEMBERSHIP

- As of 4/1/2011, our membership is at 257 members (including 42 student members). We are working on contacting members that have not renewed their dues. Our goal for 2011 is for the Board to contact new members, get them involved on the board with volunteering, and hopefully holding a position.

PROGRAMMING

- Our goal is to have at least 1 event per month. We are trying to do 2 events as fundraising events in 2011 if possible. We are forecasting 3-4 charity projects (clothing drives, food drives, etc) in combination with our programming events. We are working sustainability into each event where possible and have a goal to have a minimum of 2 "sustainable" themed events.
- Second Tuesdays have been a great way to give people consistent networking opportunities each 2nd Tuesday of the month while getting to see new dining spaces, restaurants, hotels, and bars. Each month, we feature a new venue and try to move the events around the city to accommodate members in different parts of the city. We try to find new, cool venues that will offer drink and appetizer specials and have free/validated parking. Originally, we attempted to have 2nd Tuesdays at the same venue and attendance dwindled to zero over 4 months.
- Lori Hoegler has done a fantastic job at organizing our schedule and articulating our goals for the year. She has made use of committee members' suggestions, contacts, and ideas.

2011

- January-2nd Tuesday @ Rosebud
- February-Scholarship Gala @ Ligne Roset showroom-one of our most successful events to date-see Scholarship for full recap.
 - o -2nd Tuesday tour at Marriott Gateway
- March-Sustainable CEU-Mardi Gras theme
- April-2nd Tuesday at three sheets
- May-2nd Tuesday at The Artmore hotel with tours of rooms
- June-Bowling event
- July-2nd Tuesday @ Loca Luna
- August-Art + Design event
- September-Event at St. Regis Buckhead
- October-Annual Fundraising Golf Tournament
- November-TBA
- December-Holiday Soiree
- 2012-Regional Tradeshow in Atlanta

SCHOLARSHIP

- The 2011 Scholarship Event was a fantastic success. We were able to give 5 very deserving students very generous scholarships. The board selected the students who would receive scholarships but did not decide the amount to give. A panel of "celebrity" judges was invited to the event to review the recipients' applications and casually interview each student. They then decided who would receive what amount.
- Anna Campbell-Auburn University-\$2,250
- Patricia Counce-Georgia Southern University-\$3,500
- Cheryl Yul-Art Institute of Atlanta-\$3,500

- Cordia Wong-University of Georgia-\$3,500
- We also took steps to return to the former gala style scholarship event by holding the event in the Ligne Roset showroom and selling reserved tables for guests.

FUNDRAISING

- For chapter fundraising in 2011, we plan to host the Annual NEWH Golf Tournament in similar fashion as years before. We will have the event at the Marietta City Club's golf course and have fundraising sources aside from sponsored carts, competitions, etc. such as selling mulligan tickets, raffle tickets, and NEWH gear.

SUSTAINABILITY

- Stacy Costa and Ginger Law have worked together to feature tips and articles regarding sustainability on our chapter's facebook page and encourage discussion.
- We have 2 Sustainable CEU events on the calendar this year and incorporate sustainability into each of our events and meetings.

PUBLIC RELATIONS

- This year, we launched NEWH Atlanta's 1st chapter magazine. We plan to sell ad space to help the magazine break even or be profitable. This has been a

great tool for recruiting members and volunteers. We plan to do a newsletter/magazine at least twice a year. Each member of the board is responsible for providing articles, recruiting advertisers, contributing photos, and helping identify members in photos.

INTERNET COMMUNICATIONS

- Ginger Law took the new Internet Communications Chair position in the fall. She participated in the online training for accessing and utilizing the chapter webpage and will present a visual presentation during the May board meeting to explain to board members what is available for customization/utilization on chapter NEWH webpage. This will include developing a program for selling ad space, specifying which areas are specific to which director position, and how the chapter will utilize chapter specific social media accounts like Twitter and LinkedIn.

COMMUNITY SERVICE

- We are looking to find a volunteer for the Community Service chair position. We think this role would help us recruit the next generation board candidates while increasing our community service projects.

atlantic city

Job Purpose

- Act as the liaison between their NEWH Chapter and the NEWH, Inc. Governing Board
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submitted by: **Melissa Tully**, Delegate

PRESIDENT

- We are continuing 2011 with a push to continue a healthy chapter. As we are continuously challenged by the economy we are committed to maintaining the positive energy and growth of our chapter. Maureen Rothman continues to lead our group as chapter president.

MEMBERSHIP (presentation at firms/schools)

- Marc Nasberg, is continuing to energize our Meet & Greet. As the Atlantic City Market is currently slower than normal, our ability to find new members has been limited. We continue to spend more time recruiting new members in Philadelphia.
- Our efforts are to attract new members. To date this has been only moderately successful. Our greatest concern is that due to the economy NEWH is considered a "Bonus" and not a "Value". We have considered offering discount for new members as well as offer incentives for existing members.
- Additionally, we are seeking out and encouraging students to join.

PROGRAMMING

- Caitlin Rimgaila continues in her position in programming.
- We had our Hotel tour on April 7th with a nice mix of vendors and designers but attendance was low... The tour was great and we are working on more ticket sales for our next event.
- Our second event is NEWH goes to the Philadelphia Phillies. We pre-purchased 75 tickets knowing that the Phillies have sold out there last 150+ home games. Game date is Thursday, May 19th at 7:05. We will have Pre-Game social before the game at McFadden's.

As this is a first time event for us, we were not able to secure the May 5th date we wanted; the conflict with May 19th has negatively impacted ticket sales. As of now, we will utilize Stub Hub for a portion of the unsold tickets.

- Meet and greets will be in the Atlantic City area on the first Thursday of the month for June, July, and August.
- In September we are looking to do a speed mentoring between students and NEWH members, we are looking at Drexel to host this event.
- Fundraiser (See Below)
- Our holiday party will be held in Atlantic City on the 1st Thursday in December.

SCHOLARSHIP

- All profits from Our Project Runway Fundraiser went into scholarship. For 2011, our second year for presenting a scholarship, we plan to award \$2000.
- Unfortunately, Michele Rubando had to resign from her scholarship position. We are currently seeking out her replacement. We plan on sending out the scholarship packages to local schools during August so that the information will be readily available upon the students' return for the Fall semester.

FUNDRAISING

- Our 2011 fundraiser will be October/November in the Philadelphia area. It will be a vendor/designer competition, tying it in with a non-profit organization... Some ideas are Bra decorating, Stocking decorating, Hat decorating. We plan to resume Project Runway in 2012.

OTHER CHAPTER HIGHLIGHTS

- We are continuing to focus on social networking communications. Kristen O Bara has been an integral part in creating and keeping communications for us.

ISSUES THAT YOUR CHAPTER WOULD LIKE HELP

- Gaining new sponsorships and maintaining old ones has been a challenge. We also struggle with recruiting new members to join the board as well as attendance for events.

chicago

Job Purpose

- Act as the liaison between their NEWH Chapter and the NEWH, Inc. Governing Board
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submitted by:

dallas

Job Purpose

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submitted by: **Stacy Elliston**, Delegate

MEMBERSHIP

- We currently have a total of 245 members – AND GROWING. The breakdown is as follows: 49 Associate Members, 37 Student Members, 105 General Members, 13 Education Professionals, 18 Chapter Business Members, 8 Business Chapter Courtesy Members, 9 Chapter Level Business, 9 Corporate Partners Courtesy Members

PROGRAMMING

- We continue to have our Mambo Mondays every other month which are quite successful. These are opportunities for a purely networking setting for our members and guests. We are looking forward to our Scholarship Dinner on the 26th of May being held at the

brand new, and critically acclaimed, Winspear Opera House. Other exciting programs we have on the schedule for this year: An exclusive tour of a Richard Meier showhouse in July; Our annual Fundraiser on October 15th; Our annual Holiday Party & Tour on December 5th.

SCHOLARSHIP

- Scholarships interviews and meetings took place on April 5-6. We will be awarding 12 scholarships in May totalling \$20,000.00.

FUNDRAISING

- We are in the process of deciding on our Fundraiser for October and getting the word out regarding sponsorships.

greater new york

Job Purpose

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submitted by: **Pam Pasake**, Delegate

MEMBERSHIP

It has been our goal this year to diversify our membership base. We've had a disproportionate number of students versus vendors and designers. Adding a Design Firm managing partner to our board has given us insight into how we can better attract designers to join our chapter. Our programming chair has laid out a year of amazing properties for our Toasty Tuesdays and hotel tours. The number of designers attending our events has greatly increased. Our membership chair is following up with attendees post event to keep joining on the front burner. We are hoping to have a membership drive to seal the deal and increase our numbers.

PROGRAMMING

As mentioned above, we have a strong number of events planned for the year. In June we are doing a Pub Crawl joining with several design firms who created the spaces we will be visiting. It's going to be a wonderful evening! The Owners Roundtable is also being held in June and we expect an excellent turnout as it is during the NYU Investment event.

In November we are planning to have a NY Product Runway. It will be challenging to pull it off in the time we have to do it, but with our VP Development running the execution, we expect to have a huge winner on our hands.

SCHOLARSHIP

We've just completed our scholarship reviews this past week and are thrilled to have awarded \$26,500 to nine terrific young hospitality students. The Nielsen Scholarship for \$5000 was awarded to Jessica Shields from Pratt in NYC. Her design submission was a standout. Lorenz Chiu is a Management major from Syracuse University whose story, persistence and excellence won him a \$4500 scholarship. Our funds allowed us to give healthy scholarships and we are excited to add more to the coffers so we can support more amazing students next year.

FUNDRAISING

In our programming section, you learned about the events we have planned for raising dollars this year. We are invested in keeping our events manageable. The strength of this year's 'reborn' board is allowing us to take on programs and drive them to the finish line successfully.

OTHER CHAPTER HIGHLIGHTS

We are working on utilizing social networking and learning how to make wise use of the new web site.

There is momentum right now which we are capitalizing on by keeping our events on the calendar and at regular intervals. Business seems to be picking up and the mood is generally more optimistic so adding members should follow in kind.

THINGS WE NEED HELP WITH

- Holding board members more responsible for attendance at both meetings and some events understanding the

volunteer nature of the job. There are major gaps on the responsibility spectrum.

- Effective committee formation techniques.
- Newsletter templates.
- Fundraising/sponsorship tips.
- How to keep tired board members enthused and involved.
- Getting student members into active rolls.
- Event time management –what needs to be done by when in preparation for an event?
- Taking the stress out of being a board member.

houston

Job Purpose

- Act as the liaison between their NEWH Chapter and the NEWH, Inc. Governing Board
- Ensure Chapters understand that NEWH, Inc. and it's chapters are a business

submitted by: **Josephine Duncan**, President

Our year so far is proving to be highly successful in many areas.

We are receiving a lot of comments from all the changes we have made and or in the process of making. The Houston Chapters' events thru April have seen a dramatic increase in attendance due to largely in part of a large push in public relations and marketing efforts. As the economy swings upwards we saw a rise in hospitality projects and have the good fortune to be able to partner with these projects and people in crafting well attended events. We have raised the bar at our annual Scholarship Dinner and we have also designed our very first Student Day with 3 very well-known Hospitality Industry Leaders keynote speakers in the Houston area. NEWH Houston also has planned for 2011, a Retail tour, 3 Hotel Tours, a CEU, our annual fundraising Bowling event, and a Bingo night. Houston is buzzing with the information that we have our calendar planned out thru April, May 2012. Plus we are averaging 50 plus at each event we have completed so far this year. Our Board has done an outstanding job of working together and working thru key issues. We also have 4 Design Professionals on our Board. We also continue to strive to maintain our presence, as one of the only chapters within NEWH International Organization, to have the highest Student Membership population.

Scholarship Dinner

Our January Scholarship dinner was extremely successful. We came very close to having a sellout crowd. Our Scholarship Director, Sarah Pellegrin did an outstanding job. Every detail made the evening unique from having Sheila Lohmiller as our guest speaker to having a professional photographer. We secured an Underwriter who gave a \$3,000.00 gift of donation. We also sold 10 tables at 500.00 each and had

132 people at our event. We gave out 5 Student scholarships and 2 NCIDQ scholarships were awarded. Our scholarship dinner is not a fundraiser but we did make over \$6,000 with the help of a silent and live auction.

Houston NEWH University, Student Day

This event was an incredible success. This was the “brain-child” of our vice president Kevin Hamby. The idea was to showcase three keynote speakers that would share and inspire our students and industry professionals, with their experience and wisdom within their own field of practice, ranging from Interior Design/Architecture and Culinary Arts to Hotel and Restaurant Management. Scheduled were three icons of our industry: Celebrated international interior architect Lauren Rottet, Houston Restaurateur and tastemaker of Philippe Restaurant, Philippe Schmit and Joe Bendy, General Manager of the historic and legendary River Oaks Country Club.

We mailed out large posters advertising our event to all colleges and universities in our Houston Chapter region. Incentives of t-shirts and gift cards were presented at the event to students in attendance. Press releases were sent to all local media and news organizations and, in addition, Kevin and Sarah Pellegrin our Scholarship Director, spoke to local hospitality student organizations about the event making sure that every school was invited. Kevin also secured \$ 1,700.00 in sponsorship money to cover cost for the event. This event not only drew in student membership, but it also created an outlet for us to provide more information about our scholarships. To our knowledge no one has attempted to combine the three areas of hospitality and by all accounts a huge success!

las vegas

Job Purpose

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submitted by:

los angeles founding chapter

Job Purpose

- Act as the liaison between their NEWH Chapter and the NEWH, Inc. Governing Board

– Ensure Chapters understand that NEWH, Inc. and it's chapters are a business
submitted by:

north central

Job Purpose

- Act as the liaison between their NEWH Chapter and the NEWH, Inc. Governing Board
- Ensure Chapters understand that NEWH, Inc. and it's chapters are a business

submitted by:

northwest

Job Purpose

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submitted by: **Erin Brodhead**, Delegate

MEMBERSHIP

Our membership has been steadily growing with new members and student member sign-up stronger than ever. We have raised our membership price slightly to accommodate with Inc.'s collection of funds, but believe that next year will continue to grow. We will be throwing our annual Bowling Membership Drive on Thursday, Jan. 27th.

PROGRAMMING

Our approach to sponsorship this year will be different than past years in that we are going to be sending out an annual sponsorship program that will allow companies to sponsor the Northwest Chapter for a year with benefits that include their logo on the NEWH Northwest home webpage, recognition at every event, free admission, etc. We are excited to launch this and hope that it proves to be more successful in getting the sponsorship needed without hassling vendors every month.

We are also in coordination with a few hotels in the Seattle area to nail down a date for the Regional Tradeshow this August 2011. We want to incorporate a CEU in the morning of the tradeshow to draw crowds in earlier, as well as to raise the attendance from the last

few years.

Kristen will be heading up the beginning stages of the Sustainable Conference- planning the framework.

SCHOLARSHIP

This year, we gave out a \$5,000 scholarship to a talented design student at the Art Institute of Seattle- Ms. Fanny Idoux; originally from France, she has excelled at AIS and will be graduating in Spring 2011 with Honors, showcasing an amazing portfolio that exhibits amazing talent that will launch her successfully into the design community.

FUNDRAISING

Our fundraising event this year will be the NEWH Northwest Regional Tradeshow.

ISSUES THAT YOUR CHAPTER WOULD LIKE HELP

We are in need of a popular CEU to draw attendance from the design community into the tradeshow this year. A few years ago, we through a Sustainable CEU that had a terrible show of 15 people and we want to avoid a cliché or over-used subject. Color theory or trend seemed to be a good choice with the Board, but need help in finding a contact that would be willing to speak.

rocky mountain

Job Purpose

- Act as the liaison between their NEWH Chapter and the NEWH, Inc. Governing Board
- Ensure Chapters understand that NEWH, Inc. and it's chapters are a business

submitted by:

san diego + orange counties

Job Purpose

- Act as the liaison between their NEWH Chapter and the NEWH, Inc. Governing Board
- Ensure Chapters understand that NEWH, Inc. and it's chapters are a business

submitted by:

san francisco bay area

Job Purpose

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submitted by: **Leigh Mitchell**, Delegate

MEMBERSHIP

- We ended 2010 with 105 members and we are currently at 95 members.
- The February Event at Restoration Hardware was our membership drive where we had 9 members renew and 6 new members join.
- The board has been calling on past due members from the Monthly Dues report. There are about 35 members on that list which we will continue to work on. According to NEWH, Inc, we have the best renewal rate at 31% with 22 renewals.
- NEWH SF Bay Area had a table at the Student Career Day in March. We had 8 students join from that event!
- Some new ideas we are trying.
 - a. Have list of new members at our check in table and have Robert Polacek introduce them at each meeting.
 - b. Partner each new member with a board member for 3 months so they can help introduce them to other members at the events.
 - c. Lori Rouse, Communications Director is going to do "bios" on our NEWH page and the Facebook page in an effort to help us get to know each other better.
 - d. We are looking at giving some discounted memberships to unemployed applicants with the understanding that they give back by volunteering for the organization
- Here is where we stand with our goals set at the 2011 strategy meeting.

Goal: 125 voting members Actual: 70 Voting members
Goal: 6 Chapter Level Businesses Actual: 4 Chapter Level Businesses

Goal: 25 Students

Actual: 22 Students

PROGRAMMING

- January's event was a Tini-Tuesday held at the Monaco Hotel in the Grand Cafe Bar – we had about 20 folks attend.
- February we had a smashing event at the new Restoration Hardware store – this was our Membership drive and we had Jerry Huetteman speak about RH's contract work. Attendance 71
- March event was at Ira Yeager's art studio and we had Hutton Wilkinson talk about Tony Duquette – he gave a very entertaining presentation. 49 in attendance.
- April was a tini-Tuesday at the House of Shield bar which had recently gone under renovation. We had the designer, Charles deLisle speak briefly about the remodel and the history of the building. 25 in attendance.

SCHOLARSHIP

- We have over \$9000 in our scholarship fund. This year will be our first year to give a scholarship and we are thinking about a December gala.

FUNDRAISING

- We are starting our efforts on a repeat performance of our Wine by Design event. We plan to have the event in October and are looking to increase our numbers and our profits!

OTHER CHAPTER HIGHLIGHTS

- Board training took place in March and was very informative – wish we would have done sooner!

ISSUES THAT YOUR CHAPTER WOULD LIKE HELP

- We are struggling with planning of events in advance and having them breakeven.

south florida

Job Purpose

- Act as the liaison between their NEWH Chapter and the NEWH, Inc. Governing Board
- Ensure Chapters understand that NEWH, Inc. and it's chapters are a business

submitted by:

sunshine

Job Purpose

- Act as the liaison between their NEWH Chapter and the NEWH, Inc. Governing Board
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submitted by: **Mimi Gursky**, Delegate

The Sunshine Chapter is growing and continuing to have great successes with membership, Sundowners and Events. We were honored to have hosted the Leadership Conference in January. It followed a GREAT sold out Regional Trade Show. We had fantastic attendance and await our final numbers and figures. I'm sure Inc. will report on the Leadership Conference so we just want to go on record as saying "thank

you" for vesting us with this great privilege of host chapter and are very proud of the turn out and positive reviews on Sunshine and Orlando.

As of April, our Chapter was 239 members strong and growing. We are proud to have a Corporate Sponsor, ISG, as not only a local Business Member but also a valued Board Member. Our Board is record size with many Chairs filled. We are

challenged by timely Board Meetings that don't run over but we see it as a good problem that is easy to fix. There is a lot of enthusiasm and new ideas for our Chapter. We had a great Board Training early February and thoroughly enjoyed Diane and Jena with their tremendous knowledge, fantastic attitudes and wonderful energy. It was an invaluable day and so necessary with our many new Board members.

Our monthly Sundowners have consistently had attendance of 50+. For the month of May we had a sponsored Sundowner with guest speaker, Thomas David, from MVCI. June, our Sundowner will also include a tour of the new addition to the Peabody Orlando. July, we will change locations, as this year we are trying a quarterly geographic rotation, where previous years we stayed at the same location all year. We'll let you know how it turns out, so far GREAT!

Our Sustainable Committee had a wonderful tour of the new Amway Center. Despite the IIDA scheduled event for the same date and the foul weather, we had a good turnout. It was a successful event, restricted to members only and at a nominal fee. The Sustainable Committee continues its tradition of monthly "Green Tips" and its quarterly edition of "Greenzine". We are also excited about a Sustainability speaker event featuring our own David Mahood! That may occur during the summer.

Look for our Semi-Annual Chapter Newsletter here in the NEWH Booth. It boasts a lot of great content with event recaps &

photos and a lot of member news. We have decided to have not only our "Member Spotlight", which highlights a "magnet member", but also adding a "Shining Example" section for a Vender Member Spotlight and occasionally a Student Member Spotlight. We feel this gives exposure to the full breadth of our Chapter as we are strong in all these areas of membership. We are proud to report a big emphasis on student involvement this year as this has been a Chapter weakness of past. Our Student Rep is very active and doing a lot to draw in those members.

For the first time in 3 years our Golf Tournament was NOT rained out!!! We had a sellout crowd with a full 18 teams for this 9-hole, best ball scramble. We had great silent auction items, bar and beverage cart sponsors. It was a wonderful outdoor event with the awards banquet on the lawn under tents. A lovely evening and fantastic, profitable event!

We look forward to our other Fundraising events for the year, Bowling and Scholarship Gala. Our Bowling event will be held in the summer, at a new location. Look for the recap during our HD Boutique meeting. Also, it is our Chapter's 15th Anniversary!!!! So, we are celebrating with an extra special Gala. That will occur during the final quarter. Details will follow at the Boutique meeting. We have implemented the new pricing structure for our events to give big value to members. It has been well received.

toronto

Job Purpose

- Act as the liaison between their NEWH Chapter and the NEWH, Inc. Governing Board
- Ensure Chapters understand that NEWH, Inc. and it's chapters are a business

submitted by: **Susan Forint**, Delegate

Membership:

Although membership has dropped to 89 total including individuals, students, and business memberships since the last Governing Board Meeting, the Chapter is planning some membership focused initiatives including a membership drive in conjunction with our event in May to increase this number. Each event draws many non-members, many of whom we are slowly converting to members after they experience the value NEWH offers.

Programming:

The first part of the 2011 event year has gotten off to a strong start for our Chapter. In February we hosted a sundowner at the newly renovated Brassaii restaurant, with a fresh and cutting edge interior, which drew about 60 attendees. In April over 80 members and non-members gathered at the newly opened Ritz-Carlton, Toronto for an evening of networking and touring - an event that was generously sponsored by the Ritz and Fleetwood fine furniture, the company that supplied the case goods in the hotel rooms. A number of other suppliers of finishes and fitments were in attendance as well. May's event will be hosted by the Bond Place hotel and the natural-fit *Bond* theme of the evening is sure to draw a large crowd, in support of our membership drive. Of note, we returned, this year, to charging for events to ensure attendees recognize the value in attending an event that guarantees a targeted, qualified group of hospitality professionals. A consistent challenge is experienced in encouraging the pre-purchase of event tickets, and limiting sales at the door. The summer

months will see the events turn more casual given busy schedules with a couple of sundowners, leading up to our fundraising golf tournament at the end of the summer.

Scholarship:

To ensure we are targeting the right types of schools and programs, a number of board members diligently and thoroughly reviewed the target list of educational institutions to refine the list before sending out the scholarship packages in early spring. We have already received some responses from applicants, with the deadline for submissions is at the end of June. Recipients will be announced in late July so that the funds can be applied to the coming school year. A formal scholarship event is scheduled for October.

Fundraising:

Our major fundraising initiative each year is the annual golf tournament, and this year is no different. This year's tournament will be held on August 30, 2011 at Lion Head Golf and Country Club, a premiere club in the Toronto golfing community. The course is located only a 45 minutes' drive from downtown Toronto, so we anticipate the allure of this club and the close proximity to the city to be a big draw for golfers and those only wishing to attend the dinner portion of the event. The excellent rate negotiated by our Director of Scholarship and Fundraising along with the planned silent auction will most certainly result in a healthy take for our scholarship fund.

Internet Communications:

In the past few months we have been increasing our information on our Chapter's Facebook by communicating our

events to the Facebook audience and posting timely, hospitality-relevant news clippings about the industry in and around Toronto. By offering more information we hope to increase our followers from 30 as the count now stands. In April we launched an NEWH Toronto LinkedIn page and plan to expand the information offering to that group as well. In

two short weeks we have already attracted 75 group members, comprised of both members and non-members of the Toronto Chapter; this may prove this venue to be more successful than Facebook for us in attracting attention to and membership in NEWH Toronto.

united kingdom

Job Purpose

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submitted by:

virginia

Job Purpose

- Act as the liaison between their NEWH Chapter and the NEWH, Inc. Governing Board
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submitted by:

washington dc metropolitan

Job Purpose

- Act as the liaison between their NEWH Chapter and the NEWH, Inc. Governing Board
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submitted by:

Addendums

Motion to approve minutes

NEWH Board of Directors Motion Form

Date:

Motion Number: 1

I,

Motion seconded by: _____

Motion is stated and thrown open by the chair for discussion.

Notes on discussion:

Discussion being finished, or “previous question” being called for, motion is put to vote.

VOTE COUNT:

YEA: _____ NAY: _____ ABSTENTION: _____

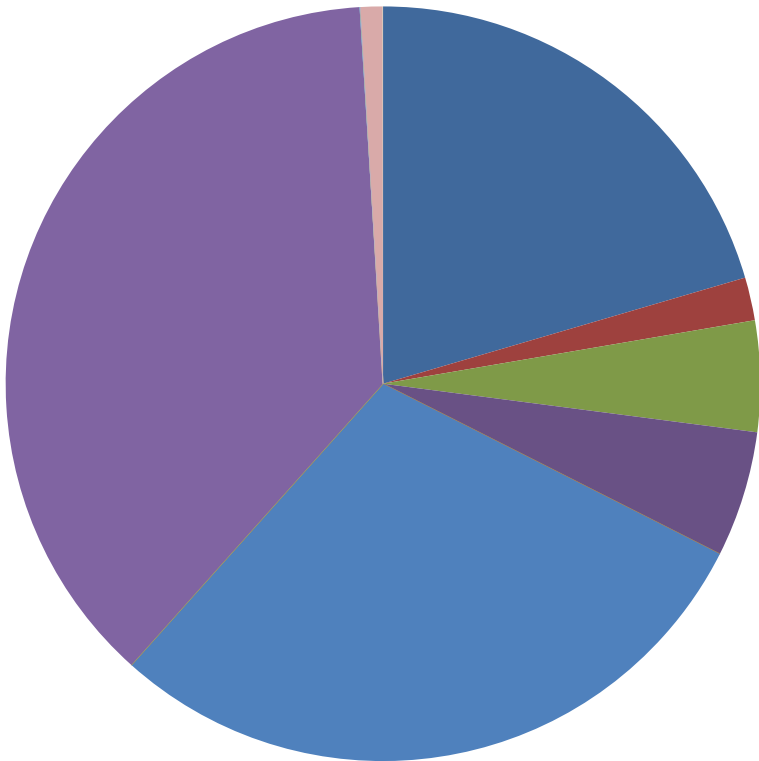
STATUS OF MOTION:

Carried: Defeated:

Motion to be written on this form by the person making the motion and given to the Secretary for completion. This form is then to be attached to the minutes and made part of the permanent record.

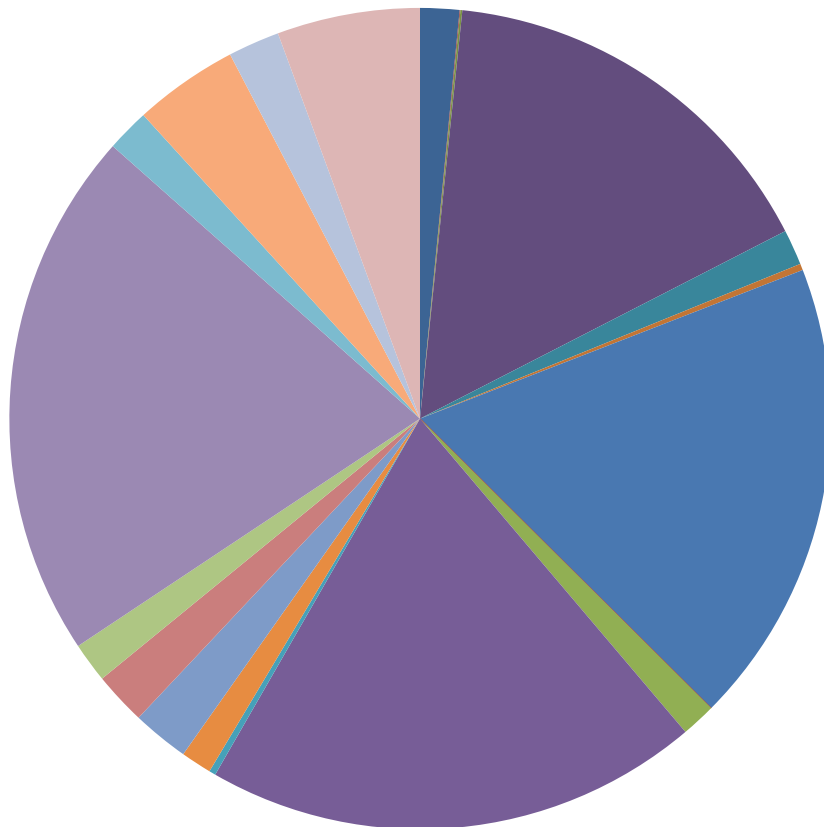
Where Does It Come From Where Does It Go

INCOME



- CORP PARTNER
- EDUCATION
- FUNDRAISING
- LEADERSHIP CONFERENCE
- MAGAZINE
- MARKETING
- MEMBERSHIP
- MISC
- PHONE/EMAIL
- REGIONAL TRADESHOWS
- SUSTAINABILITY
- TRADESHOWS
- TRAVEL
- WEBSITE
- ADMINISTRATION

EXPENSE



- CORP PARTNER
- EDUCATION
- FUNDRAISING
- LEADERSHIP CONFERENCE
- MAGAZINE
- MARKETING
- MEMBERSHIP
- MISC
- PHONE/EMAIL
- REGIONAL TRADESHOWS
- SUSTAINABILITY
- TRADESHOWS
- TRAVEL
- WEBSITE
- LEGAL/ACCTING/INSURANCE
- PAYROLL/BENEFITS/TAXES

Scholarship Schools

School	Amt Given	School	Amt Given
Academy of Art University	\$1,500.00	Fashion Institute of Technology/SUNY	\$15,000.00
Albuquerque Technical Vocational Institute	\$1,000.00	Florida Culinary Institute	\$1,000.00
Alexandria Technical College	\$1,500.00	Florida International University	\$45,500.00
Algonquin College	\$1,000.00	Florida Metropolitan University	\$2,250.00
American College for the Applied Arts	\$20,350.00	Florida State University	\$17,250.00
American College of Business	\$7,000.00	Fullerton Community College	\$1,000.00
American Intercontinental University	\$7,500.00	George Washington University	\$1,500.00
Anne Arundel Community College	\$3,000.00	Georgia Institute of Technology	\$4,350.00
Arapahoe Community College	\$2,500.00	Georgia Southern University	\$29,250.00
Arizona Culinary Institute	\$500.00	Georgia State University	\$7,500.00
Arizona State University	\$6,850.00	Glendale Community College	\$2,350.00
Art Center College of Design	\$28,050.00	Gnomon School of Visual Effects	\$1,250.00
Atlanta Intercontinental University	\$2,000.00	Golden Gate University	\$2,500.00
Auburn University	\$7,500.00	Guelph University	\$1,000.00
Austin Community College	\$2,000.00	Harrington College of Design	\$39,000.00
Baylor University	\$1,000.00	Houston Community College	\$3,000.00
Bellevue Community College	\$1,000.00	Hudson County Community College/Culinary Arts	\$3,500.00
Berkeley College	\$1,500.00	Illinois Institute of Art-Chicago	\$10,500.00
Berry College	\$9,000.00	Indiana State University, Terre Haute	\$2,000.00
Boston University	\$6,500.00	Interior Designer's Institute	\$22,600.00
Brenau University	\$3,000.00	International Academy of Design & Technology	\$40,000.00
Brooks College	\$10,000.00	International Academy of Merchandising/Design	\$5,000.00
Brown College	\$3,000.00	International College of Hospitality	\$2,000.00
Buffalo State College	\$9,000.00	Iowa State University	\$3,500.00
California College of the Arts	\$1,000.00	ITT Technical Institute	\$3,000.00
California School of Culinary Arts	\$10,000.00	Ivy Tech State College	\$3,000.00
California State Polytechnic University-Pomona	\$131,750.00	Johnson & Wales University	\$12,650.00
California State Polytechnic University-San Luis O	\$2,000.00	Kansas State University	\$4,700.00
California State University - Long Beach	\$47,500.00	Kendall College	\$3,000.00
California State University - Northridge	\$7,500.00	Kent State University	\$2,000.00
Canisius College	\$4,500.00	Kingwood College	\$1,500.00
Central New Mexico Community College	\$3,000.00	L.A. Trade Tech College	\$2,000.00
Central Washington University	\$1,000.00	L'Academie de Cuisine	\$22,300.00
Chattahoochee Technical College	\$1,000.00	Lake Washington Technical College	\$1,000.00
Cheyney University	\$2,000.00	Le Cordon Bleu College of Culinary Arts	\$24,500.00
Clarkson University	\$2,000.00	Lexington College	\$6,500.00
College of DuPage	\$1,000.00	Lincoln College of Technology	\$500.00
College of Southern Nevada	\$4,000.00	Lincoln Culinary Institute	\$4,500.00
Colorado Institute of Art	\$1,400.00	Long Beach City College	\$7,850.00
Colorado State University	\$33,900.00	Los Angeles Trade Tech	\$11,000.00
Columbia College	\$19,000.00	Louisiana State University	\$5,750.00
Community College of Southern Nevada	\$15,300.00	Lynn University	\$2,500.00
Contra Costa College	\$2,000.00	Marriott Hospitality Charter	\$1,800.00
Corcoran College of Art & Design	\$6,000.00	Maryland Institute College of Art	\$5,500.00
Cornell University	\$62,500.00	Marymount College	\$11,500.00
Cornish School of Arts	\$2,000.00	Marymount University	\$10,000.00
Culinard	\$500.00	Mercyhurst College	\$14,500.00
Culinary Institute of America	\$36,000.00	Mesa Community College	\$250.00
Dakota County Technical College	\$2,000.00	Metropolitan State College of Denver	\$3,400.00
Delaware School of Hotel Management	\$2,000.00	Miami Dade College	\$2,500.00
Design Institute of San Diego	\$13,000.00	Miami International University of Art & Design	\$2,000.00
Drexel University	\$27,000.00	Michigan State University	\$6,000.00
East Los Angeles College	\$2,000.00	Monroe Community College	\$15,500.00
Eastern Michigan University	\$3,500.00	Montgomery College	\$33,800.00
El Centro College	\$20,000.00	Morrisville State College of Agriculture & Tech.	\$4,000.00
Endicott College	\$2,000.00	Mount Ida College	\$1,000.00
Everest University	\$500.00	Mt. San Antonio College	\$1,600.00
Fairleigh Dickenson University	\$8,000.00	Nesbitt College of Design Arts	\$2,000.00
Fashion Institute of Design & Merchandising	\$18,000.00	New England Culinary Institute	\$500.00
Fashion Institute of Technology	\$7,000.00	New England Institute of Technology	\$1,000.00
		New England School of Art & Design	\$2,250.00

New Mexico State University	\$1,500.00	The Art Institute of California - Los Angeles	\$18,500.00
New School of Architecture	\$1,000.00	The Art Institute of California - San Diego	\$500.00
New York City College of Technology	\$15,000.00	The Art Institute of California, Orange County	\$3,000.00
New York Institute of Technology	\$17,500.00	The Art Institute of Colorado	\$7,000.00
New York School of Interior Design	\$2,000.00	The Art Institute of Dallas	\$33,300.00
New York University	\$44,500.00	The Art Institute of Fort Lauderdale	\$6,000.00
Niagara College	\$4,500.00	The Art Institute of Houston	\$28,000.00
Niagara University	\$12,500.00	The Art Institute of Las Vegas	\$51,000.00
North Dakota State University	\$1,500.00	The Art Institute of Phoenix	\$500.00
Northern Arizona University	\$31,200.00	The Art Institute of Seattle	\$16,600.00
Northern Virginia Community College	\$8,600.00	The Art Institute of Tampa	\$1,500.00
Norwalk Community Technical College	\$4,000.00	The City College of New York	\$4,000.00
Oklahoma State University	\$4,000.00	The Culinary Institute of America	\$2,500.00
Old Dominion University	\$1,500.00	The Fifteen Foundation	\$2,500.00
Orange Coast College	\$10,000.00	The George Washington University	\$40,800.00
Orlando Culinary Academy	\$2,000.00	University of Alabama	\$1,250.00
Otis College of Art & Design	\$3,000.00	University of Arizona	\$1,000.00
Oxnard College	\$13,000.00	University of California-Los Angeles	\$63,500.00
Palm Beach Community College	\$2,500.00	University of Central Florida	\$3,000.00
Paul Smiths College	\$15,500.00	University of Central Oklahoma	\$2,500.00
Pennsylvania College of Technology	\$1,000.00	University of Cincinnati	\$30,000.00
Pennsylvania State University	\$2,000.00	University of Delaware	\$3,000.00
Pikes Peak Community College	\$3,000.00	University of Denver	\$3,500.00
Pima Community College	\$500.00	University of Florida	\$23,000.00
Pratt Institute	\$1,500.00	University of Georgia	\$46,380.00
Purdue University	\$13,000.00	University of Guelph	\$5,500.00
Rhode Island School of Design	\$1,650.00	University of Houston	\$33,500.00
Ringling School of Art and Design	\$17,750.00	University of Illinois - Chicago	\$500.00
Rochester Institute of Technology	\$17,000.00	University of Kansas	\$1,200.00
Rockland Community College	\$2,000.00	University of Kentucky	\$9,500.00
Roosevelt University-Manfred Steinfeld School	\$5,000.00	University of Las Vegas	\$5,500.00
Rosen College of Hospitality Management	\$2,500.00	University of Massachusetts	\$1,500.00
Ryerson University	\$12,500.00	University of Memphis	\$3,250.00
Saddleback College	\$2,500.00	University of Minnesota	\$8,000.00
Sam Houston State University	\$250.00	University of Missouri	\$7,000.00
San Diego State University	\$3,000.00	University of Nevada-Las Vegas	\$131,150.00
San Francisco State University	\$6,500.00	University of New Hampshire	\$2,750.00
San Jacinto College-Central	\$500.00	University of New Haven	\$3,000.00
Santa Barbara City College	\$1,000.00	University of North Texas	\$43,000.00
Savannah College of Art and Design	\$28,750.00	University of Oklahoma	\$7,700.00
Schenectady County Community College	\$1,000.00	University of Phoenix	\$1,500.00
Scott Community College	\$2,000.00	University of Southern California	\$3,000.00
Scottsdale Community College	\$16,450.00	University of Tennessee-Chattanooga	\$5,500.00
Seattle Pacific University	\$2,400.00	University of Tennessee-Knoxville	\$6,750.00
Seminole State College of Florida	\$2,750.00	University of Texas	\$3,000.00
Sheridan College	\$2,500.00	University of Texas at Arlington	\$17,300.00
South Puget Sound Community College	\$1,500.00	University of Texas at Austin	\$1,500.00
Southern California Institute of Architecture	\$57,000.00	University of Texas at San Antonio	\$4,500.00
Southern College of Technology	\$1,000.00	University of Utah	\$500.00
Southern Utah University	\$2,000.00	University of Washington	\$2,000.00
Southwest Texas State University	\$500.00	University of Wisconsin-Stevens Point	\$2,500.00
St. Louis Community College	\$3,000.00	University of Wisconsin-Stout	\$5,500.00
St. Phillip's College	\$1,000.00	Utah State University	\$3,000.00
State University of New York At Cobleskill	\$4,000.00	UTSA College of Architecture	\$2,000.00
State University of New York At Morrisville	\$6,500.00	Virginia Commonwealth University	\$5,500.00
Stephen F. Austin State University	\$6,500.00	Virginia State University	\$12,000.00
Swiss Hospitality Institute	\$2,000.00	Washington State University	\$3,500.00
Syracuse University	\$9,500.00	Watkins College of Art & Design	\$2,500.00
Teikyo Post University	\$2,000.00	Wentworth Institute	\$2,150.00
Texas Christian University	\$34,300.00	Western Illinois University	\$3,000.00
Texas Tech University	\$3,000.00	Widener University	\$16,500.00
The Art Center Design College	\$1,500.00	Woodbury University	\$18,500.00
The Art Institute of Atlanta	\$21,400.00		

NEWH

The Hospitality Industry Network
Regional Tradeshow

		2004	2005	2006	2007	2008	2009	2010	2011	total net profit for NEWH, Inc.	average profit per show
Atlanta	Income							116,255.00			
	Expense							49,558.66			
	Chapter Percentage							26,678.54			
	NEWH, Inc. profit							40,017.80		40,017.80	40,017.80
Dallas	Income	94,000.00		96,290.00		85,591.00		150,620.00			
	Expense	31,769.38		29,046.13		31,515.83		47,482.16			
	Chapter Percentage	24,959.05		25,155.46		21,039.88		41,255.14			
	NEWH, Inc. profit	37,271.57		42,088.41		33,035.29		61,882.70		174,277.97	43,569.49
Chicago	Income								-		
	Expense								-		
	Chapter Percentage								-		
	NEWH, Inc. profit								-	-	-
Greater New York	Income							176,810.00			
	Expenses							79,194.19			
	Chapter Percentage							39,046.32			
	NEWH, Inc. profit							58,569.49		58,569.49	58,569.49
Los Angeles Founding Chapter	Income						112,472.50		-		
	Expense						52,567.12		-		
	Chapter Percentage						23,962.15		-		
	NEWH, Inc. profit						35,943.23		-	35,943.23	35,943.23
North Central	Income					59,351.00			-		
	Expense					33,943.48			-		
	Chapter Percentage					10,163.01			-		
	NEWH, Inc. profit					15,244.51			-	15,244.51	15,244.51
Northwest	Income				42,197.50		54,120.00		-		
	Expense				18,510.19		24,749.31		-		
	Chapter Percentage				9,001.18		11,718.28		-		
	NEWH, Inc. Profit				14,686.13		17,652.41		-	32,338.54	16,169.27
Orlando	Income						106,432.00		138,632.00		
	Expense						38,880.01		52,711.71		
	Chapter Percentage						27,020.80		34,368.12		
	NEWH, Inc. Profit						40,531.19		51,552.17	92,083.36	46,041.68
Denver	Income							70,395.00			
	Expense							30,887.01			
	Chapter Percentage							15,803.20			
	NEWH, Inc. Profit							23,704.79		23,704.79	23,704.79
Southern Counties	Income		68,396.75								
	Expense		44,664.35								
	Chapter Percentage		9,348.32								
	NEWH, Inc. Profit		23,732.40							23,732.40	23,732.40
Washington DC Metro	Income	69,960.00	61,124.00	81,715.00	104,761.10	112,290.00	120,830.00	149,165.00			
	Expense	31,877.94	36,668.94	33,124.74	41,894.84	40,770.89	50,834.10	59,596.06			
	Chapter Percentage	15,904.89	9,060.94	20,991.40	23,693.71	27,292.41	27,998.36	35,827.58			
	NEWH, Inc. Profit	22,177.17	15,394.12	27,598.86	39,172.55	44,226.70	41,997.54	53,741.36		244,308.30	34,901.19

NEWH REGIONAL TRADESHOW POLICIES AND PROCEDURES

CHAPTER INTENT

Thanks to our chapters, the NEWH Regional Tradeshow has been a huge success. NEWH Inc will hold up to 5 Tradeshows each calendar year. The NEWH Inc Director of Regional Tradeshows and Vice President of Events will present a yearly tradeshow calendar to be voted on by the International Board of Directors.

The NEWH Regional Tradeshow is an NEWH Inc sponsored event held in conjunction with your chapter. Each interested Chapter is invited to present a brief proposal on hosting the RTS by gathering the following info and sending it to the current Director of Tradeshows or Jena Seibel in the NEWH office. Please review the Tradeshow Policies and Procedures as well as the Tradeshow Timeline prior to submitting your proposal and revisit it once your chapter tradeshow has been announced.

1. Number of architecture, design, specification, or purchasing firms in the city and surrounding suburbs of the Chapter that were previously or are currently working on hotel, restaurant, nursing home, etc projects in the city and surrounding suburbs of the Chapter. Approx. number of employees in the firms and approx. dollar volume of hospitality projects completed or in process would be helpful. Please be sure to include firms OUTSIDE the NEWH Chapter membership, such as AIA, ASID, IIDA members, etc.
2. Number of hotel management companies and hotel brand corporate headquarters located in the Chapter's metro area and the number of hotels they control, again whether they are local NEWH members or not
3. Number of full service hotels in the metro area with function rooms/meeting space of 20,000 sq ft or more that can host a one-day tabletop/trade show type event for 100 exhibitors that include food & beverage service in the exhibit hall.
4. Advise an appropriate time of the year for an event like this in your city? (we don't want to compete with HD Expo in Vegas or HD Boutique in Miami or IH/M&RS in New York for exhibitors or attendees)
5. Advise if the Chapter board and members are ready and willing to volunteer their time locally to help stage the event? Essentially NEWH, Inc. and the director will bring the exhibitors to the city; the local chapter is responsible for helping plan the function and bringing the local design & buying community to the show so the exhibitors are happy.

CONFLICT OF INTEREST

Unfortunately, NEWH cannot allow any chapter to host an event that can potentially be viewed as an NEWH Regional Tradeshow. That means, chapters are not allowed to host any sort of event that focuses primarily on a tabletop, tradeshow, product expo or like styled event. What you can do is offer as reward to your sponsors a small opportunity to show their product at an event. For instance, if you have a hotel tour and you invite the vendors who installed product in that hotel to sponsor, they would be eligible to have a small table of cards, brochures and one or two product pieces as your chapter determines is fair and available. The primary function of your event can in no way compete with the NEWH Regional Tradeshow brand. We must enforce this to maintain the success of our Regional Tradeshows and the value it holds to our corporate partners and exhibitors.

SELECTING YOUR TRADESHOW DATE:

Each chapter or region may vary on the best time of year and day of the week to hold a tradeshow. Each chapter will suggest appropriate dates and times to the Inc office when they submit their event proposal.

TRADESHOW HOURS:

Generally show should be for a length of 6-7 hours with a hour of cocktail reception time. Shows in the past have been open from 12-6 or 12-7 with the last hour cocktail reception, 12-1 (130) lunch for attendees to generate early attendance, and then 5-6 or 5-7 cocktail reception.

FEES:

Each chapter/region may experience a varied fee structure based on the costs of holding the event and what the market can bear. Tradeshow booth fees range from \$800-\$1000 per booth and will be negotiated with the chapter after the hotel and exhibit contracts are complete.

Each booth receives two free passes to the tradeshow; each additional exhibitor badge is \$25. The additional fee helps cover the cost of food and beverage. Non-exhibiting vendors, manufactures, sales representatives, and media will be charged \$25 for tradeshow attendance.

Standardized Regional Tradeshow Events:

Event staff set up: Early AM, day of event

Exhibitor set up: 8am-12pm

Potential CEU from 11am-12pm

Exhibitor lunch served: 11:30am

Tradeshow floor open: 12pm-6pm

Attendee lunch refreshed and served: 12:00pm until gone

Cash bar and appetizers served: anytime after 4pm and until 8pm pending Chapter preference

Cocktail Reception:

Typically held between 5 and 6pm or 5 and 7pm, the chapter President will draw for two, \$500 cash prizes at the end of the reception as well as announcement of all Corporate Partners and show sponsors. The Chapter President makes these announcements and thank you's.

Social Events/Parties

Hosting chapters at some point visit the idea of hosting a social event before or after the tradeshow. Any event outside of the standard tradeshow is subject to review by the NEWH Inc staff and Director of Regional Tradeshows. Items to consider before planning any additional event are cost and availability of volunteer time. Based on past experience, exhibitor feedback and corporate partner interests, the following is policy regarding social events/parties outside of this cocktail reception.

Evening before tradeshow:

-Simple networking events only: announcements of discounts in hotel bar and/or presence of local chapter board members in hotel bar evening before creates a nice start and camaraderie for arriving exhibitors. This event can simply just occur in the bar area with all other guest of the hotel or a request for a separate reserved area (at no charge) with some appetizers/pizzas, and again using the hotel bar as cash bar. NEWH, Inc. can email exhibitors Information regarding this event a couple weeks before the show. There should be no charge to attend and this cannot be a chapter meeting, fundraising event or require attendance from participating exhibitors, attendees or sponsors.

Evening of tradeshow:

-A continued networking party after the show needs to have much consideration regarding the main focus of having attendees at the show, as the show is your fundraiser. In addition, this event is a chapter based and planned event separate from the tradeshow income. With this, any event planned afterwards should be advertised as must attend tradeshow for entrance/tickets to the after party. Handing out of the “pass” to the after party at the show can be done at the registration desk or through a special after party sponsor at their booth. In addition, exhibitors at the shows are to be welcomed into this continued networking event free of charge. Tradeshow attendees should also be admitted free of charge with their entrance ticket. A large sponsored after party is cautioned due to cost as well as volunteer time. Please discuss with your local chapter board before committing to a large scale event and present your ideas to the Inc Office and the Director of Tradeshows for further review.

CEU or speakers:

Having a speaker or offering a one hour CEU before the start of the show is a great way to stimulate early attendance at the start of the show. Typically these are held from 11-noon. NEWH has a list of approved CEU’s. Consideration should always be given to NEWH Corporate Partners as first priority to offer a CEU. At no time can a CEU be held during Tradeshow hours.

Sponsorship:

NEWH offers many different sponsorship opportunities that are outlined on the exhibitor registration letter. Included are different sponsor levels including show collateral sponsors. Additional sponsorship ideas include coffee sponsor for a few hours of the show, full lunch sponsor, and appetizer sponsor. There is no sponsorship for the bar as that is to remain cash bar. With respect to exhibiting sponsors, no non exhibitor sponsorship should be accepted for the tradeshow but would be ok for the chapter after party should you choose to hold one.

NEWH BOARD OF DIRECTORS MOTION – TO ADJOURN

Date: 1/12/08

Motion Number: 1

I, _____, move to adjourn this meeting.

Motion seconded by: _____

Motion is stated and thrown open by the chair for discussion.

Notes on discussion:

Discussion being finished, or “previous question” being called for, motion is put to vote.

VOTE COUNT:

YEA: _____ NAY: _____ ABSTENTION: _____

STATUS OF MOTION:

Carried: Defeated:

Motion to be written on this form by the person making the motion and given to the Secretary for completion. This form is then to be attached to the minutes and made part of the permanent record.

