



GOVERNING BOARD PACKET

12 September 2011

Miami Beach Convention Center
Room 227 - 28
Miami Beach, FL

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

12 September 2011

Room 227-28 - Miami Beach Convention Center

Miami Beach, FL

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

Board of Directors Meeting

Monday 11 September 2011

8:00 am – 12:00 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	Lynn Fisher 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 Patricia Greenwald Mimi Gursky Todd Hilt Deidra Lashmet	Shannon Miller Leigh Mitchell Ryan Partin Pam Pasake Carol Ranno Dana Smith Jason Stock	Tyson Stone Nicole Succow Sean Taylor Kathy Thomas Melissa Tully UK Representative

8:00 am	Call to Order	Helen Reed
8:05 am	Establishment of Quorum	Tina Lockwood
	Presentation of Minutes and Motion to Accept	
8:10 am	President's Welcome	Helen Reed
	- Introduction of Guests	
	- Updates	
8:20 am	Financial Report	Judy Regan
8:30 am	Corporate Partner Update & Review	Cindy Guthrie/Cynthia Milow
8:40 am	Endow Update & Review	Anita Degen
8:50 am	Membership	Stacey Berman
	- Regional Groups	Lee Brotsker
	- Chapter Membership	Todd Fuller
9:05 am	International Update	Christine Tucker
	- Canada	Lynn Fisher
	- United Kingdom	
9:20 am	Events	Philip Byrne
	- NEWH Regional Tradeshows	Bryan Adcock
	- Leadership Conference	Mark Huntsinger
9:30 am	Sustainable Hospitality Design & Development Forum Trade Show	David Mahood
9:40 am	Education	Christine Wasmer/Andrea Thomas
	- New scholarship policies	
9:48 am	Collection of Ballots	Shelia Lohmiller
9:50 am	Break / Group Photo	
10:10 am	Delegate Q&A	Helen Reed/Julia Davis
11:10 am	New Business	Helen Reed
	- explore Women Leaders in Hospitality panel	Michelle Finn
11:25 am	Introduction of the 2012-13 Executive Committee	Helen Reed
	Outgoing President's remarks	
	Gavel Ceremony	
11:45 am	Incoming President's remarks	Julia Davis-Marks
12:00 pm	Motion to Adjourn	

Executive Committee Meeting

Monday 11 September 2011

12:15 pm – 3:00 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	Lynn Fisher Anita Degen Marla Davis
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NEWH, INC. GOVERNING BOARD MEETING MINUTES

17 May 2011

Sands Convention Center, Las Vegas, NV

Executive Committee	Helen Reed Julia Davis-Marks Judy Regan	Christine Wasmer Stacey Berman Cynthia Guthrie	Trisha Poole Philip Byrne David Mahood	Christine Tucker Anita Degen
Board of Directors	Andrea Thomas Mary Ann Thornam Cynthia Milow	Janice Marko Andy Schaidler	Bryan Adcock Mark Huntsinger	Michelle Finn Deborah Herman
House of Delegates	Cinnamon Alvarez Erin Brodhead Jessica Craig Fernando Diaz Stacy Elliston	Susan Forint Laura Frankenberg Lisa Ghai Mimi Gursky Todd Hilt	Deidra Lashmet Leigh Mitchell Ryan Partin Dana Smith	Jason Stock Nicole Succow Melissa Tully
Guests	Shayne Bratz Rachel Cline Schaeffer Hill	Amanda Jackson Dow O'Neal	Louise Ross Chris Shafer	Sabrina Sperry Ellen Tichenor
Not in Attendance	Tina Lockwood Melanie Carter Marla Davis Todd Fuller	Lee Brotsker Liza Kapisak Dina Belon Kevin Fitzgerald	Patricia Greenwald Shannon Miller Pam Pasake Donald Payne	Carol Ranno Tyson Stone Kathy Thomas UK Representative

The meeting was called to order by President Helen Reed at 8:15 am. Executive Director, Shelia Lohmiller, took roll and a quorum was established. The minutes were presented and a motion was made to accept the minutes as corrected.

I, Judy Regan, move the minutes be approved as corrected.

Motion seconded by: Julia Davis

VOTE COUNT:

YEA: 18 NAY: 0 ABSTENTION: 0

STATUS OF MOTION:

Carried: Defeated:

President – HELEN REED

Discussion:

- Welcome to all members and guests
- Invited members to go to the DURKAN booth to see the awards presented to the D*scover Design winners.
 - Helen Reed and Trisha Poole participated in the judging
 - Approximately 100 new students joined NEWH so they could participate in the competition, the winning student received a \$3,000 scholarship
- A call for reviewing director job description was made
- NEWH has begun the quarterly discipline calls/webinars. Everyone is requested to go back to the chapter board members and request they participate
 - Reminder emails will be sent out the day of the calls

VP/Finance – JUDY REGAN

Discussion:

- Chapters are not sending their Annual Budgets to the NEWH office
 - Blank forms and previous budget is given to chapter boards at Board Training – in person and webinar
 - They are available to all chapters by contacting the NEWH office
 - Annual Budgets are due the in NEWH office no later than February 15
 - Chapters cannot conduct business without an approved budget
- In the absence of our Secretary, I will report that there is also an absence of Business Plans submitted along with current chapter minutes. Please see Board report for who is negligent in sending in
 - Business Plan Template will be added to the Board of Directors Resources tab on the chapter webpage
- NEWH would like those chapters not banking at 1st Enterprise Bank to discuss changing your account with your chapter boards. Perks for those chapters banking with 1st Enterprise are:
 - Use of credit card for event deposits/payments, transfer of funds for event reimbursement and scholarship money, credit card swiper for event check-ins, online banking, office can handle quick account access for stop payments, etc.

VP/Education – CHRISTINE WASMER | Scholarship Andrea Thomas / Continuing Education Mary Ann Thornam

Discussion:

- We want to thank all the chapter board members who participated in the quarterly discipline calls – the turnout was fantastic
- We are looking for better ideas on how to follow our students and scholarship recipients after they leave school, if anyone has any good ideas or if a chapter has a method that works, please let us know
 - We will start asking for personal email and parents address on all student applications, scholarship applications, etc.
- Remember to promote internships for students with members of your local hospitality community
- Our FR-One and Sustainable Design Competition winner were announced; Jaime Matthews Ivey (Sustainable Design), Chelsea Waters (ICON runner up) and Veronica Kranza (FR-One) - Congratulations to all
- The ground work is being laid for an online learning programming. We are videoing CEU sessions at HD and will be setting up an online site where people can get hospitality continuing education

VP/Development – CYNTHIA GUTHRIE | Fundraising Janice Marko / Corporate Partners Cynthia Milow

Discussion:

- We would like to remind our board members to go to our corporate partner booths and thank them for their support
- New Corporate Partners in 2011
 - American Atelier
 - Astoria Imports
 - J+J Templeton
 - Kamdean International
 - Lily Jack
 - Maya Romanoff
- Chapters need to do a better job of recognizing our CP's at their events
 - Thank them from the podium at the start of events
 - Make sure your chapter CP Banner is up at all events
 - Offer them sponsorship opportunities before they are opened up to all
 - Make sure the key players at each Corporate Partner Company receive an invitation to your events, and in some cases make it a personal invitation
 - Maybe special name tags that would call attention to them
- Interest from the operating supply and equipment companies in NEWH.
 - Marketed NEWH and the RTS at the NRA show in Chicago, lots of interest
 - Looking at marketing and networking opportunities
- Janice Marko was welcomed back as Director/Fundraising
 - NEWH will be holding a Live, Silent and online auction in conjunction with HD Expo
 - There is a need for a Fundraising Best Practices either in print form or online so chapters will not feel they have to reinvent the wheel every year
 - There are a lot of resources on the NEWH website under the BOARD OF DIRECTORS RESOURCES tab on the chapter pages
 - Participate in the quarterly disciplines call there is a lot of knowledge on those call from people who have been around a long time

Past President – ANITA DEGEN

Discussion:

- A thank you was given to all our Corporate Partners who participated in the Founders Circle
 - Theme of the evening was Sharing Success, Gathering Opinions and Developing Strategies
 - There was a lot of sharing and good feelings
- NEWH currently has 3 ENDOW NEWH Partners, Electric Mirror, Durkan Hospitality and RBF
 - Visit our ENDOW partners booths to see their ENDOW product lines
 - Thank them for getting involved in supporting NEWH
 - Marketing has developed a fabulous line of items to be used in the various stages of the program
- Nominations will be sent out soon for the NEWH Executive Committee
- Succession Planning
 - All terms on the chapter board of directors are for one year.
 - Directors, Secretary and Treasurer may hold their position for two terms
 - Positions above that are one year and you move up the ladder each year
 - It is important that chapter boards get fresh ideas and strength from new board members
 - Elections will be held every year and nomination forms will be sent to the entire membership
 - All chapters will be required to hold an "in-person" board training once every three years

VP/Events – PHILIP BYRNE | NEWH Conferences Mark Huntsinger / Regional Tradeshows Bryan Adcock

Discussion:

- Thank you to everyone who has worked hard to make the NEWH Regional Tradeshows such a big success, especially Jena Seibel of the NEWH office
 - Successful larger chapters are given the RTS every other year, maximum – but they must submit a request
 - Smaller chapters will be considered every 3 to 4 years – but must submit a request to host the show

- Tradeshow are now selling out within an hour of going online
- Discussions of different methods of registration underway
- Increasing attendance is a critical issue, the committee is open to suggestions
- The NEWH Leadership Conference will be held in San Francisco beginning January 13, 2013
 - Looking for the right venue, open to suggestions
 - Considerations include size with a tradeshow the day prior to the conference

VP/Sustainable Hospitality – DAVID MAHOOD | Sustainable Hospitality Dina Belon

Discussion:

- There are a lot of great things going on in Sustainability
- A big thank you to JLF/lone meadow and Design Tex for their support of the Sustainable Hospitality Design Competition
- The Sustainable Resource Directory will be folded into the NEWH Resource Directory
- A updated questionnaire is being worked on now
- Committee is looking to get involved with the chapters to support events, etc.
- Working with HD to put on a Sustainable Tradeshow in the fall in Washington DC

VP/Marketing – TRISHA POOLE | Internet Communications Liza Kapisak / Public Relations Andy Schaidler

Discussion:

- Our 2009-10 marketing plan focused on CONNECTIONS and despite the downturn in the industry and loss of membership, NEWH is still very viable and strong
- 2010-11 plan is GROWTH, the economy is slowly coming back, chapters are growing, and scholarship and education must grow
- The chapter VP/Development is your MARKETING leader, they need to participate in quarterly discipline calls, connect with the NEWH, Inc. Public Relations and Internet Communications Directors
- Let PR know 3 – 4 in advance of major events so press releases can be submitted to the trades
- Add student representative to your boards, they in turn will market to their schools

Motion Number:

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

Motion seconded by: Anita Degen

VOTE COUNT:

YEA: 18 NAY: 0 ABSTENTION: 0

STATUS OF MOTION:

Carried: Defeated:

HELEN REED

Job Purpose:

- To advise, govern, oversee policy and direction, and assist with the leadership and general promotion of NEWH, Inc. so as to support the organization's mission and needs.
- The Presidency is the highest honor the membership can bestow. In electing a fellow member as President, they are charged with the full responsibility of leadership of the organization.

2011 Goals

1. Continue to support NEWH and its mission
2. To promote and strengthen NEWH as the premier industry network
3. To support the EC, IBOD, Delegates and Chapter members with achieving their goals
4. To represent NEWH at local and international events in the industry
5. Work with NEWH Committees in achieving their goals
6. To support and work closely with the President Elect for 2012
7. To keep lines of communication open between Chapters, IBOD and EC
8. Increase Involvement with Sustainable Committee
9. Work on fundraising and partnership opportunities on behalf of the organization

Steps to achieve goals

1. Attend meetings on behalf of NEWH with Corporate Partners to update and keep them informed with the Current events of NEWH, Including Founder's Circle with our Corporate Partners where we always receive valuable feedback from our Partners regarding how to continually strengthen and build our relationships with them
2. Worked with the EC regarding Goals and planning. Review their goals throughout the year and work on their Project Scope Documents, oversee that timelines are met as outlined in Strategic planning sessions
3. Conduct Conference calls with Chapter's Boards as required regarding issues that may arise, provide feedback and suggestions for resolutions if required.
4. Conduct quarterly conference calls with Chapter President's and VP's with agenda and followed by an open forum that keeps the communication open between everyone and allows for questions to be answered regarding any issues that may have risen since last call.
5. Work with Chapters and the organization of their boards, suggestion succession planning opportunities and other options for the continual growth of their boards.
6. Keep Julia, President Elect informed with planning and any issues that might arise. Copy her on correspondence, schedules and notes regarding these issues and get her feedback regarding them
7. Provided agenda and conduct bi-monthly conference calls with EC.
8. Worked with the EC to revisit and define their positions for the Board so that they could be updated and distributed for this year's election.
9. Worked with Shelia and Inc office setting schedules and agenda's for events, meetings and conference calls
10. Worked with NEWH Sustainable Committee on the

directory, December trade show and finding sponsors/partners

11. Outlined with Stacey and VP's of Membership the definition of Regional groups so that this be implemented as soon as possible
12. Follow up with Chapter Delegates and IBOD to make sure that all reports are received on time so that they can be included in the final reports for our Board meetings.

Long term Goals

1. To work with Chapters and members keeping communication open between the EC and our members. Quarterly Phone calls were reintroduced this year. It is highly recommended that the members of the chapter boards attend these conference calls due to the feedback that is provided from all the Chapters. The call agendas are released prior to the date and there are two calls offered on the assigned day. This makes it convenient for scheduling and attendance. The minutes are also presented a few weeks after the calls which you should be sharing with your chapters if you are not already.

Other Items to Report

1. NEWH, Inc. this year was honored to receive the first ever Visionary Award from Hospitality Design Magazine. The Award was presented to Shelia Lohmiller at Platinum Circle in Vegas. Past Presidents Jillian Van Dresser, Nikki Jones, Jeanne Varney, Anita Degen and President Elect, Julia Davis Marks received the award with me and Shelia.
2. Communication between the IBOD and the EC has opened up immensely over the last few years. It has been an ongoing goal to make sure that all Chapter Boards know that the EC is available for them to discuss issues that might arise and need to be resolved in a timely manner. Succession planning has been a repetitive subject that all Chapters have had issues with and we have worked with them to find qualified team members that can serve on the boards to help them grow and evolve as a Chapter. We are always open to getting feedback from the Chapters on any issues and to find out what is occurring in all the chapters.
3. Social Media campaigns were put into high gear this past year and we have found that this has been an effective method for not only getting new members but keeping the chapters informed about local and International events.
4. Regional Tradeshows continue to be a success and this year in December we will be having the first NEWH Sustainable Tradeshow on December 9 in Washington DC.
5. We announced the NEWH 2011 Icon of the Industry Award at Platinum Circle it is Harvey Nudelman from Fabricut. He will be honored at the Gold Key Awards in New York this coming November.

PRESIDENT ELECT

JULIA DAVIS

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

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

2012/13 Goals

1. One of my long-term goals with NEWH has been to begin a mentorship program at both the chapter and

international level. I will be laying out preliminary guidelines and steps to achieve this goal in the coming months and welcome any committee members who are interested in taking on a role.

Other Reporting Items

1. Shelia, Jena Seibel and I will be visiting our UK chapter this coming October. We look forward to working closely with the UK chapter and further developing their membership and events.

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

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

Steps to Achieve Goals

1. 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

Review of Goals

1. Conference call minutes are sent out within 2 days of the calls.
2. There were 2 Conference Calls scheduled with Chapter Secretaries and Treasurers. Calls were attended by few but those most interested in getting feedback and updates. Notes of the discussions were emailed to all by the Inc office.

NEWH BOARD TRAINING SCHEDULE

Shaded = training occurred or is scheduled	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
ARIZONA		In person 4/11/2008		In person 12/1/2010	Webinar	Webinar	In person	Webinar	Webinar	In person
ATLANTA			In person 3/14/2009	Webinar	Webinar	In person	Webinar	Webinar	In person	Webinar
ATLANTIC CITY		In person 3/1/2008		Webinar 12/6/2010	In person	Webinar	Webinar	In person	Webinar	Webinar
CHICAGO	In person 2/2007	In person 1/2008		In person 10/23/2010	Webinar	Webinar	In person	Webinar	Webinar	In person
DALLAS		In person 1/26/2008		In person 10/8/2010	Webinar	Webinar	In person	Webinar	Webinar	In person
GREATER NEW YORK	In person 2007			Webinar 2/27/2010	In person	Webinar	Webinar	In person	Webinar	Webinar
HOUSTON				In person 10/7/2010	Webinar	Webinar	In person	Webinar	Webinar	In person
LAS VEGAS		In person 8/16/2008		Webinar 8/3/2010	In person	In Person 1/28/2012	Webinar	In person	Webinar	Webinar
LOS ANGELES	In person 2007			In person 1/30/2010	Webinar	Webinar	In person	Webinar	Webinar	In person
NORTH CAROLINA				Webinar 6/30/2010	TBD based on need	TBD based on need	TBD based on need	TBD based on need	TBD based on need	TBD based on need
NORTH CENTRAL	In person 5/5/2007			Webinar 3/22/2010	In person 3/5/2011	Webinar	Webinar	In person	In person	webinar
NORTHWEST			Webinar 11/14/2009	Webinar	In person	Webinar	Webinar	In person	Webinar	Webinar
ORANGE COUNTY				In person 9/28/2010	Webinar	Webinar	In person	Webinar	Webinar	In person

NEWH BOARD TRAINING SCHEDULE

Shaded = training occurred or is scheduled	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
ROCKY MOUNTAIN				In person 2/5/2010	Webinar	Webinar	In person	Webinar	Webinar	In person
SAN DIEGO				In person 9/28/2010	Webinar	Webinar	In person	Webinar	Webinar	In person
SAN FRANCISCO				Chartered 2010	In person 2/26/2011	Webinar	Webinar	In person	Webinar	Webinar
SOUTH FLORIDA	In person 11/3/2007				In person	In person 1/21/2012	Webinar	Webinar	In person	Webinar
SUNSHINE	In person 2007		In person 1/31/2009		In person 2/5/2011	Webinar	Webinar	In person	Webinar	Webinar
TORONTO		In person 12/6/2008		Webinar 1/24/2011	In person 10/15/2011	Webinar	Webinar	In person	Webinar	Webinar
UNITED KINGDOM					Webinar	Webinar	Webinar	Webinar	Webinar	Webinar
VANCOUVER				Webinar 2/10/2010	Webinar	Webinar	Webinar	In person	Webinar	Webinar
VIRGINIA			In person 3/28/2009	Webinar	Webinar	In person	Webinar	Webinar	In person	Webinar
WASH DC	In person 2007		Webinar 10/22/2009	Webinar	In person	In Person 2/16/2012	Webinar	In person	Webinar	webinar

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	Yes	Yes					Yes	
Atlanta	Yes				Yes									
Atlantic City	Yes	Yes	Yes		Yes									
Chicago	Yes	Yes	Yes	Yes	Yes	Yes								
Dallas	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes						
Greater New York	Yes			Yes		Yes								
Houston	Yes	Yes												
Las Vegas	Yes	Yes	Yes	Yes										
Los Angeles	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes					Yes	
of the Carolinas														
North Central	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes					Yes	
Northwest	Yes	Yes	Yes	Yes		Yes	Yes							
Rocky Mountain	Yes	Yes	Yes	Yes	Yes	Yes								
S. Florida	Yes	Yes											Yes	
San Francisco Bay	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes						Yes
San Diego & Orange Counties														
Sunshine	Yes	Yes	Yes	Yes	Yes	Yes							Yes	
Toronto	Yes		Yes	Yes	Yes	Yes							Yes	
UK	Yes	Yes				Yes	Yes	Yes						
Vancouver	Yes	Yes												
Virginia														
Washington, DC	Yes	Yes	Yes	Yes	Yes	Yes	Yes							

VP/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
- All our chapters are now using QuickBooks and the bookkeeping is much easier for all chapter Vice Presidents of Finance and NEWH, Inc. has a better ability to check for any possible little errors, before they become big ones.
- The signature cards for banks have been filled out and presented by all but Chicago, Houston and Northwest chapters.
- All cards will need to be completed and returned to the NEWH, Inc. office from now on by the month after the newly elected chapter Board of Directors takes office. There is just no excuse for this detail not to be taken care of in a timely manner.
- All members of the Chapter Executive Committee, who are signers on the chapter accounts, need to submit their social security number and a photocopy of their driver's license. If these are not included with the signature card, their names will be removed from the accounts.
- Encourage all chapters to move their accounts to 1st Enterprise Bank. 1st Enterprise is a BUSINESS bank that verifies ALL transactions.
- Chapter Event registration reimbursements are deposited directly into chapter accounts that bank with 1st Enterprise, speeding up the process.
- Credit Card Swipers are available to all chapters to use in conjunction with 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 into the chapter's administration account – this service is available ONLY to those chapters banking with 1st Enterprise.
- 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.
- Reminder that ALL CHAPTER CHECKS OVER \$250.00 MUST HAVE TWO SIGNATURES.
- To date, the following chapters do not bank with 1st Enterprise Bank: Arizona, Chicago, Dallas, Houston, Las Vegas, Virginia, Washington D. C.
- Our 2010 Reserve Account was increased from \$40,800 to \$50,000 and will be added to our CD when it come due for renewal.
- In 2011, we are adding \$4,200 per month to our Reserve Acct. #2.
- In keeping with the strategic plan, we are working to develop a \$500,00.00 reserve by 2017

BANK BALANCES	
account balances as of 8/31/2011	
general	\$ 221,163.36
reserve acct #1	50,000.00
reserve acct #2	37,800.00
scholarship	71,279.96
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	Money Market Reserve Bal	Scholarship Bal	Date	CD	Date		
Arizona	X	X	X	X	X	Yes	33%	5,216.00	invoiced	87%	-	1,902.40	8/31/11			7,771.05	8/31/11				
Atlanta		X	X	X	X	Yes	50%	7,782.50	N/A	0%	17,341.05	18,923.82	8/31/11			19,852.63	8/31/11				
Atlantic City		X	X	X	X	Yes	21%	3,652.94	N/A	0%	-	6,389.94	8/31/11			4,530.09	8/31/11				
Chicago		X	X	X	X	invoiced	21%	4,000.00	invoiced	81%	5,900.00	49,567.50	7/31/11			1,801.85	7/31/11	11,611.72	7/31/11		
Dallas		X	X	X	X	Yes	31%	13,933.43	N/A	0%	27,000.00	17,336.92	7/31/11			35,171.40	7/31/11				
Greater New York		X	X	X	X	Yes	29%	45,300.00	invoiced	27%	-	41,551.78	8/31/11			13,787.23	8/31/11				
Houston		X	X	X	X	invoiced	83%	-	invoiced	95%	-	16,950.34	7/31/11			8,556.90	7/31/11				
Las Vegas		X	X	X	X	Yes	30%	1,190.00	N/A	0%	-	48,982.34	8/31/11			51,015.89	8/31/11	51,906.66	3/31/11		
Los Angeles Founding	X	X	X	X	X	Yes	37%	-	N/A	0%	75,048.83	106,232.44	8/31/11			82,696.25	8/31/11				
NEWH, Inc.		X	X	X	X	N/A	N/A	894.82	N/A	N/A	542.84	221,163.36	8/31/11	50,000.00	7/31/11	37,800.00	8/31/11	71,279.96	8/31/11	100,000.00	8/31/11
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	8/31/11				
North Central	X	X	X	X	X	Yes	45%	-	need info	0%	600.00	12,424.93	8/31/11			6,874.78	8/31/11				
Northwest		X	X	X	X	0	0%	-	need info	0%	-	25,430.54	8/31/11			6,577.09	8/31/11				
Rocky Mountain		X	X	X	X	Yes	3%	-	need info	0%	13,272.08	9,008.37	8/31/11			10,424.66	8/31/11				
San Francisco Bay Area		X	X	X	X	invoiced	57%	-	N/A	0%	9,758.32	12,300.99	8/31/11			9,777.10	8/31/11				
South Florida	X	X	X	X	X	0	0%	-	N/A	0%	-	24,822.92	8/31/11			23,844.55	8/31/11				

SD + OC	X	X		X	Yes	14%	1,400.00	N/A	0%	-	11,785.59	8/31/11	11,519.61	8/31/11		
Sunshine	X	X	X	X	Yes	20%	22,981.09	Yes	40%	22,339.28	47,853.36	8/31/11	50,005.34	8/31/11		
Toronto	X										11,235.23	6/30/11	27,442.10	7/29/11		
United Kingdom																
Virginia	X	X	X	X	N/A	0%	-	N/A	0%	-	2,450.00	7/31/11	6,115.42	7/31/11		
Washington DC Metro	X	X	X		Yes	49%	23,287.93	invoiced	53%	335.00	116,980.66	8/31/11	21,825.65	8/31/11	40,093.59	12/31/10

2011 INCOME/EXPENSE REPORT

	INCOME	EXPENSE
President	-	1,814.84
President Elect	-	1,844.42
Past President	-	4869.56
Executive Adviser	-	-
Secretary	-	1,175.93
Board Training	-	3,817.05
Vice President Finance	-	1050.03
Travel / Delegate	-	5234.06
Vice President/Education	-	54.60
Scholarship	525.00	-
Continuing Education	3,635.25	5,614.75
Sustainable Scholarship	13,333.34	11,111.80
ICON Scholarship	4,400.00	3,741.20
Vendor Scholarship	3,000.00	3,000.00
VP/Membership	-	-
Membership	209,176.17	91,926.00
Expansion	-	11.15
VP/Development	-	750.41
Corporate Partner Development	257,750.00	41,981.61
Fundraising	53,549.47	2,030.10
VP/Marketing	-	705.69
Marketing	-	1,287.50
Internet Communications	-	1,040.01
Public Relations	-	500.00
NEWH Magazine	-	7,127.47
NEWH Awards	-	1,397.19
VP/Events	-	1,104.22
Tradeshows/USA	25,000.00	11,913.42
Tradeshows/other	-	-
Tradeshows/Regional	557,577.00	195,236.18
NEWH Nat'l/Leadership Conference	37,274.00	80,629.35
VP/Sustainability	-	-
Sustainable Hospitality	230.00	3,086.96
Administration	75.00	335,213.20
NEWH Governing Board Mtgs	-	3,110.46
Website	5,580.00	17,482.16
Publications	-	14,134.62
Reimbursables	145,512.08	106,796.58
Reserve Acct.	-	47,800.00
Bank/Credit Card	-	10,627.70
Totals	\$ 1,312,217.41	\$ 1,019,220.22

VP/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 report

- NEWH Sustainable Hospitality Design Competition – 2011-2012 'The Sustainable Guest Experience' will offer a choice of two types of venues:
 - Locale Type A -Restorative/ Regenerative**
You are a part of a development team that is revitalizing an overdeveloped region which has lost

commercial viability and is showing signs of environmental degradation. (Example: Abandoned industrial area or overdeveloped coastal region). Your team is involved in developing a resort hotel as a part of this project. This may be an existing property, rehabilitation or a new build. Your story should include research of the area and challenges involved in providing restoration/regeneration to the region.

b. Locale Type B - Perpetuation/ Preservation

New build resort hotel in a pristine natural habitat which is rich in biodiversity. Site area boasts a large amount of endemic species, and highly sought destinations for eco-tourists. Locale is unspoiled by commercial tourism with strong cultural connection to the land and abundant, undeveloped resources. Your story should include research of the area and challenges involved in sustainable development.

Competition documents will go out to schools in late August/early September. Chapter directors are encouraged to share this scholarship opportunity with their students and educators.

Special thanks to **JLF/Ionemeadow** for their continued enthusiastic support and sponsorship. The Sustainable Hospitality committee is very pleased to welcome our new sponsor **Valley Forge Fabrics**.

Thank you to **Design Tex** for their past support.

- Scholarship Applications: NEWH scholarship applications are uniform for a reason. Chapters cannot make changes without NEWH Inc. approval. Hold harmless release forms

are being formulated to add to the necessary/required documents needed from all scholarship winners prior to allowing them to attend/travel to NEWH events. This information is in formulation and will be distributed to chapters once available.

- Conference calls with chapter directors, Director of Scholarship and VP Education are scheduled, please watch your email for reminders to attend the calls. Thus far this year we have had excellent participation by chapter directors.
- ICONS program ongoing – packets to schools in August. Our ICON honoree for 2011 is Harvey Nudelman, president Fabricut Inc. Application packets have gone out to schools and all submittals are due September 26, 2011. The ICON scholarship will be presented at Gold Key Breakfast at IHMRS in New York. A second award will be given to the runner up in the competition at HD Expo in Las Vegas 2012.
- 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. This item has been completed and submitted to NEWH Inc.

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.
- Implement the 2011/2012 Sustainable Hospitality Design Competition. Information will be sent to the schools in late August or September.

Steps to Achieve Goals

- Discuss potential board manual and website changes with the VP of Education and Nicole Crawford.
- Participate in the second conference call with Chapter Scholarship Directors on 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.
- Assist the VP of Education in selecting judges for the Sustainability Competition and reviewing projects submitted after the February 24, 2012 deadline.

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.

SCHOLARSHIP AWARD REPORT

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	26,500.00	182	408,500.00
Houston		77	69,500.00

Las Vegas	28,000.00	107	239,600.00
Los Angeles Founding Chapter	40,000.00	283	563,950.00
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		45	100,000.00
Toronto		17	CAD 29,000.00
United Kingdom	4,500.00	4	GBP 7,000.00
Virginia	1,500.00	8	16,500.00
Washington DC Metropolitan	15,000.00	81	185,300.00
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
TOTALS	197,500.00	1,376	2,528,330.00

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

1. 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.

Report Items

1. Evaluated CEU credits for implementation at HD, NEOCON & HD Boutique.
2. Approval of CEU credits from IDCEC

VP/MEMBERSHIP

STACEY BERMAN

Job Purpose

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

Current Progress

- Together with Todd Fuller, Director of Membership, and Lee Brotsker, Director of Expansion, the Membership Team has held 2 conference calls so far this year for chapter level membership directors. We hope those calls have been helpful and informative, and we hope to have at least 1 if not 2 more by the end of the year. Our next call will center around the value of membership and will be supported by Trisha Poole, VP of Marketing.
- The NEWH website now allows our members to have a profile and designate how much info they want to show to the public – changes to your profile need to go through the Inc. office by emailing newh.membership@newh.org.
- We are also working with the Board of Directors on a proposal to better define regional groups – and to try to assist larger regional groups with their ability to award scholarships in their area.

membership on a National and International level.

- Focus on Target Groups for Growth and Expansion as determined in EC training
- 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.
- Work with chapters looking at past and current ideas for ways of recruiting members and keeping members.
- Promote Business Memberships in the industry and help increase business membership on a local, national and international level.
- Review opportunities for expansion of NEWH, Inc on a national and International Level.
- Identify locations of future chapters and organizing groups to make sure that the new chapters will meet the guidelines of NEWH, Inc.
- Work with Organizing Groups/future chapters in promoting the NEWH name and recognition in their specific area.

2011 VP Membership Goals

- Work with and on behalf of NEWH, Inc to increase

MEMBERSHIP

TODD BAXTER

Job Purpose

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

MEMBERSHIP REPORT BY CHAPTER

chapter	2010 Year End	2010 Year End w/ Students	2011 To Date	2011 To Date w/ Students	2011 non renewals		2011 new members/ past returning		voting members	non voting	students
					Students are not reflected						
Arizona	65	78	47	62	23	35.4%	7	14.9%	37	10	15
Atlanta	244	272	230	275	68	27.9%	54	23.5%	196	34	45
Atlantic City	62	67	53	62	17	27.4%	7	13.2%	49	4	9
At Large	35	35	40	45	14	40.0%	14	35.0%	31	9	5
Chicago	231	280	201	287	65	28.1%	43	21.4%	137	64	86
Dallas	236	266	238	310	48	20.3%	60	25.2%	182	56	72
Greater New York	275	414	226	415	92	33.5%	58	25.7%	153	73	189
Houston	147	209	131	228	63	42.9%	44	33.6%	89	42	97
Las Vegas	162	192	102	157	68	42.0%	15	14.7%	65	37	55
Los Angeles Founding	288	317	252	299	84	29.2%	72	28.6%	198	54	47
North Carolina	38	43	36	41	7	18.4%	8	22.2%	31	5	5
North Central	123	211	85	213	48	39.0%	15	17.6%	57	28	128
Northwest	122	140	100	130	39	32.0%	21	21.0%	80	20	30
Rocky Mountain	131	144	95	111	45	34.4%	14	14.7%	75	20	16
SD + OC	75	90	62	90	21	28.0%	8	12.9%	41	21	28
San Francisco Bay	91	105	78	114	40	44.0%	32	41.0%	73	5	36
South Florida	189	237	153	217	61	32.3%	29	19.0%	89	64	64
Sunshine	238	279	203	260	72	30.3%	37	18.2%	147	56	57
Toronto	103	112	88	100	37	35.9%	29	33.0%	70	18	12
United Kingdom	53	53	52	52	11	20.8%	10	19.2%	49	3	0
Vancouver	53	54	44	84	17	32.1%	8	18.2%	33	11	40
Virginia	42	51	32	43	14	33.3%	5	15.6%	26	6	11
Washington DC Metro	226	265	173	244	74	32.7%	32	18.5%	113	60	71
	3229	3914	2721	3839	1028	31.8%	622	22.9%	2021	700	1118

edited 05-SEP-2011

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

2011 Goals

- Pursue opportunities for expansion of NEWH, Inc on a national and International Level.
- Identify locations of future chapters and organizing groups to make sure that the new chapters will meet the guidelines of NEWH, Inc.
- Work with Organizing Groups/future chapters in promoting the NEWH name and recognition in their specific area.
- Help establish a Program for Regional Territories to actively participate in NEWH within their Regions, as well as with NEWH Inc.
- Increase the visibility and viability of Regional Territories and Future Chapters.
- Expand the opportunities for potential and interested future members on a Regional Basis without having to join existing Chapters that are not geographically convenient.
- Expand NEWH's reach to a Global Market

REGIONAL MEMBERSHIP

Regional Area	2011	2010	2011 Projections	Regional Area	2011	2010	2011 Projections
Alabama Region	0	0	3	New England Region	17	20	28
France	0	0	2	New Mexico	0	1	2
Indiana Region	1	1	2	Ohio Region	5	1	3
Kansas	0	0	3	Oklahoma Region	2	2	4
Memphis/Mid-South	7	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	2	1	4
Missouri Region	0	1		Wisconsin Region	0	1	1

VP/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 – commitments from Durkan, Electric Mirror & RBF/Beverly. Will need to work to secure more Endow partners and finalize documents to get payments going.
- Fundraising – Janice Marko worked to bring us an exciting Live and Silent Auction at HD Expo and PAC proceeds were \$ 10,500.00. AT HD Boutique there will a Silent Auction with PAC and on line auction and live auction at 4:30 to 5:15 on Tuesday with great items. Please inform people prior and during the show to attend these auctions.
- Janice Marko is working on a new way to generate income for chapters and NEWH Inc. with TEXT donations. Janice will report the details.
- Corporate Partners – Cynthia Milow continues to work hard for explore new CP's. I look forward to working with her to develop new segments for CPs as well.

- Exciting news – Summer Classics has joined as a Supporting Corporate Partner. Please be sure to thank them and tell your chapter the news.
- As you attend the show, please thank each of the Corporate Partners.
- 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 DEVELOPMENT

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

NRA Show in Chicago was a great success. We met with many of the suppliers servicing hotel and restaurants in major categories such as; linen (both bed and table), china, glassware, service pieces and decorative. Had specific private meetings with 20 of the largest companies, among them were; Bon Chef, Steelite, Oneida, Edward Don, Rosenthal & Sambonet, Hilden, and others.

Each company was sent a personal invitation to join NEWH, and introduction to the website and Corporate Partners.

I know it's difficult to find appropriate Fund Raising Activities for these type companies, so I've attached a preliminary list of suggested programs.

For the future growth and expansion of NEWH members and sponsors by trying to incorporate our hoteliers, restaurateurs and their service community, I suggest we assign a board position specifically for marketing to those individuals.

Follow up:

We will be attending the IHMRS in New York this November. Actively search for a OS&E specialist to assist in recruiting and promoting that vendor communities involvement with NEWH.

FUNDRAISING EVENTS TARGETED FOR HOTELIERS, RESTAURANTEURS, AND OPERATING EQUIPMENT AND SUPPLY VENDORS

THEME:

SUITE SCENTS

Location suggestions: Spa or Hotel

Display a sampling of various room amenities, demos of product and lots and lots of free samples. Vendors sponsoring: Anyone from chocolate makers to guestroom fragrance products. Wine, cheese, and fun

THEME:

LOVE YOUR BED

Location suggestions: Hotel or Showroom

This is a "Top of the Bed" competition for the design firms. The attendee's vote of the Best Bed and prizes awarded afterward. Serve Chocolate covered strawberries, champagne and mimosas.

Vendors sponsoring: linen, terry and pillow manufacturers

THEME:

ENTICING FOOD

Location: Local Restaurant (seated)

How to turn your dinner into art. Learn how we "Eat with our eyes first". Food presentations from staff Chefs from Steelite and Bon Chef among others. Prepare several plates and circle the room sampling.

Vendors sponsoring: china, linen and glassware companies, and accessories

THEME:

WINE IN THE WEE HOURS

Location: anywhere, but a vineyard area would be outstanding Using a Wine Sommelier from a popular local restaurant we introduce reasonably priced wine selections, using some very special assorted glassware. Wine and cheese sponsored by local Liquor Dealer.

Vendors sponsoring: glassware companies, local Liquor Distributors and local Food Vendors.

THEME:

NEWH COOKING SCHOOL

Location: Restaurant or University

Classic cooking class, using local popular chefs. Present the completed menu items on a variety of china, glassware and flatware.

Vendors sponsoring: glass, flatware and china companies, and hollowware companies.

THEME:

THE WATER HOLE

Location: anywhere

Explore the various varieties of bottles water served in creative styled glassware from a select group of glassware manufacturers.

Of course, we start we with water and then spice it up with an open bar and light food.

THEME:

BUSINESS CARD BINGO

Location: anywhere

Collect enough business cards for a bingo, collect a Starbucks card if you win.

Vendors sponsoring: anyone

THEME:

NAPKIN FOLDING FOR DUMMIES

Location: anywhere

Learn how to professionally fold a variety of shapes and style of napkins. Mix with wine & beer, and have fun.

Vendors sponsoring: linen companies and restaurant mgrs.

THEME:

DESIGNING WOMEN

Location: hotel or outdoors

This is design competition using the local designers as both clothing designers and members of their firms as models. Pick a theme, and create a custom designed uniform then create the runway showing.

Vendors sponsoring: uniform companies

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
Interface Hospitality	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
Summer Classics Contract	Supporting	2011

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.

Goals For 2010

- Silent/Live Auctions**
 - Continue to improve Silent Auctions held in conjunction with HD Expo (*Las Vegas*) and HD Boutique (*Miami*).
 - We raised \$10,407.00 between the live and silent auction at HD Expo 2011.
 - We will hold another live auction at HD Boutique. We have a much better placement on the trade show floor and have timed the auction for end of day Tuesday.
 - 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.
 - Increase number of items donated directly to NEWH for auction (rather than those provided by an auction company).
 - 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

- Target specific vendors for items desired at auction.
- 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.
- 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.

- Discuss with NEWH staff what has been done in past to facilitate donations and analyze additional approaches.
- 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" forum 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.
- Diane is facilitating the creation of the forum site and will inform us when we can take it live to the chapters.
- 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.

VP/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

Priority 1 - Increase awareness of Membership Value

Priority 2 - Promote Education and Scholarship Programs

Priority 3 - Further advance and promote ENDOW NEWH

- 2011 NEWH Icon of Industry Tribute booklet is in progress and the deadline for material is October 10th, 2011.
- Leadership Conference 2013 location is confirmed and the marketing materials are being developed. Preliminary materials will be ready for launch by HD Boutique, September 13th and full marketing program is due for January 2012.
- Regional Trade Show marketing materials are on a good schedule. We will evaluate program and deliverables at next Strategic Planning meeting to determine if new deliverables are necessary. We will explore PR and marketing for all trade show regions to yield the most attendance.
- Marketing Conference Calls are under way. The first call addressed event planning and how to schedule the marketing for all your events. We went through a chapter page on the website to review potential for marketing and advertising along with how to leverage social media. The second will speak membership value and how to present it to your chapter community. The last conference call of the year will focus on Scholarship events and how to better follow our scholarship winners in an effort to keep our future leaders involved with the organization.
- Media Partner Programs are still being developed with the assistance of other EC Members. We will confirm

and release a program that will assist the organization in including various media groups offering a variety of partnering options that will benefit the NEWH mission and forward our marketing efforts.

- NEWH Sustainable Hospitality is hosting a conference this year that will potentially become an annual event. We will help develop branding and marketing for this event to build credibility, brand awareness and longevity to the event.

Long Term Goals for This Position

- Maintain a Marketing Committee that has the appropriate expertise and skills to provide NEWH professional support related to all marketing efforts in the future.
- The VP of Marketing and Marketing Committee would propose a thoughtful Marketing Plan every 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 2 year process to implement some of these long lasting programs that chapters will be able to utilize into a long term future.

INTERNET COMMUNICATIONS

LIZA KAPISAK

Job Purpose

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

Update

- We are progressing along with our goals and getting each chapter up to speed on the website, Twitter, Facebook and LinkedIn.
- Some chapters are just starting to post items on all the sites.
- Websites pages are still lacking information on some of the tabs and we are working with them to update these.
- Quarterly conference calls are helping for Q&A time for each chapter is this is a new venture for us.

- A so called "cheat sheet" has been made and shared with our internet communications group. This has helped to explain what to post, how to post and some helpful hints/tips. (see attached sheet)

Next Steps

- A more thorough analysis will be occurring of all the chapters' websites, Facebook and LinkedIn pages to see where there are holes/gaps.
- Other organizations pages will be looked at for a compare and contrast.
- Two more conference calls left this year to share additional feedback.

PUBLIC RELATIONS

ANDY SCHADLER

Job Purpose

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

Update:

- Trisha and I worked on reviewing and updating the overall Marketing timeline Calendar, originally started several years ago by Tina Lockwood but untouched until now.
- Many old initiatives and events no longer valid removed or renamed or updated on Calendar.
- All possible existing and new major events and initiatives added to Calendar to help think ahead to what needs to be done
- Worked backwards 3-6 months from each event thru Calendar to identify start dates for press release creation/launch for each event, noting that we ourselves have missed the mark on many of those press releases, including gathering the needed info from the various directors or chapters for that particular event
- Using Stacy Shoemaker's excellent existing Press Release format as a way to re-write each new Release and follow a consistent format
- Adding additional national contacts to growing real-time list of media contacts for PR submission, names tend to change monthly, or with each new Release submitted
- Quarterly Marketing Conference Call was a success for PR, many good questions about and better understanding

of both the ease and difficulty of PR for NEWH at the Chapter and Intl level

Next Steps:

- We need a Press Release "template" with basic necessary info shown that can be posted on the NEWH website, downloaded by chapters and board members, and edited for each individual event so it can be sent out to the media following a consistent format suitable for Press Releases. I am working on this with Trisha and with Diane Federwitz.
- Need to do a better job of getting ahead of schedule on writing and issuing press releases several months before major INC events and major Chapter events, can't seem to get the info soon enough from the many folks involved.
- Need to find a way to help Chapters schedule their fact-gathering and press release writing or announcement writing further in advance too
- Need to post or publish my best-practices for PR notes and calendar-creation and editing notes from the recent Marketing Conference Call, possibly editing or refining first into a bulleted or checklist style format making it easier to follow. Seems the notes would be very helpful to the IBOD and to the individual Chapters

VP/EVENTS

PHILIP BYRNE

Job Purpose

- Develop and maintain a plan to provide events that benefit the NEWH membership and enhance the NEWH brand.

2011 Goals

- Work with the Director of Conferences to plan and implement 2013 leadership conference in San Francisco.
- Work with the Director of Trade shows to improve RTS and implement calendar for 2012 & 2013.
- Work with external bodies and contacts to develop potential new areas of revenue by utilizing NEWH brand with other events organizations and shows.

Long Term Goals

- Develop additional economically viable events. Develop a strategy for increasing attendee numbers @ RTS.

Other Report Items

Mark has successfully located our venue for both the San Francisco RTS and leadership conference in 2013 as in his report.

Bryan and Jena have finalized new sign up process beginning in Houston in January.

As Bryan details, our calendar for 2011 was as follows:

Orlando	January
Minneapolis	April
Los Angeles	June

Seattle	July
Chicago	Oct 26th

We saw mixed fortunes with LA and Minneapolis RTS being disappointing but Orlando and Seattle a huge success.

Chicago to come October 26th

For the first time we will host 6 RTS in 2012.

Houston	January
Washington DC	March
Atlanta	April
New York	June
Denver	August
Dallas	October

2013 –Calendar is still open – San Francisco Jan 24th (followed by Leadership conference)

Orlando has expressed interest in re-hosting a RTS. Any other interested Chapters should contact Bryan as soon as possible as we wish to plan these as far out as possible.

Many thanks to all those at Inc and the Chapter boards and all volunteers

That contributed to our overall success.

NEWH CONFERENCES

MARK HUNTSINGER

Job Purpose

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

The 2013 Leadership Conference will be held in San Francisco on Friday and Saturday, January 25th and 26th, 2013. The location is the Grand Hyatt at Union Square which has recently undergone a rooms renovation and is currently renovating all public areas (including the ballroom and meeting rooms that we will be using). The location will allow for easy access to public transportation and exciting free-time activities. In

addition, there will be a Regional Trade Show the day before the Leadership Conference (on Thursday, January 24th, 2013) at the same location.

We are currently developing a Marketing plan and filling committee positions. Keynote and other speakers/presenters are being solicited and booked (San Francisco is home to a wealth of outstanding industry leaders). Also, as ALIS is being

held in Los Angeles in the days preceding our conference, we are hopeful that other industry leaders will be available.

Chapters are encouraged to be sure and plan for members' attendance when they are preparing their budgets for 2012.

REGIONAL TRADESHOWS

BRYON ADCOCK

Job Purpose

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

The 2011 Tradeshow have seen some highs and lows. We learned a lot from the success of the Seattle tradeshow and the problems with the Los Angeles tradeshow. The most important factor is to have a board who is supportive and involved with promoting and executing the tradeshow. NEWH Inc alone cannot promote the events.

We are putting in some tweaks to refine the sign up process, most notably the sign up process will be done in stages so that local members will be the first people to register before the

general public. This is starting with the Houston. We are also looking into potentially using professional marketing services as well as hiring limo's or shuttle busses to bring attendees into the shows, particularly those from outlying areas.

We have one tradeshow left this year, Chicago is scheduled for October 26th.

If you are interested in being considered for a show for 2013 please contact Bryan Adcock at Bryan@adcockandcompany.com

VP/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:

- Oversee plans for NEWH Sustainable Hospitality Design and Development Forum on Dec. 9 in D.C. @ Capital Hilton- Sustainable Committee Chair and Events committee to coordinate with Dir. and V.P.
- Increase presence of sustainable committee at various regional and national events including: GreenBuild, HD Expo, etc.
- Repopulate NEWH Sustainable Hospitality Committee
- Scholarship & Education- New Criteria to be established and submitted for 2012/2013
- Sustainable Design Competition Scholarship sponsored by JLF and Valley Forge- new
- Sustainable Resource Directory updated as of August 1. Refine Directory – it will be used as means of transparency for December tradeshow in D.C. by all exhibitors.
- Marketing and Communications- Marketing committee has created new scope documents and ongoing activities will include written communication through blog and magazine, e-blasts, NEWH tradeshow promotion, and other promotional activities. Increase marketing efforts through measured timeline updated as of February, 2011.
- Improve role of and communication with Chapter Directors of Sustainability- 6-8 Chapter level directors in place. Continue improved dialog through scheduled discipline calls
- Increase fundraising efforts through site improvements and advertising opportunities. Committee has established new fundraising plan as of 2/11 with online auction to be held at D.C. Forum
- Continue to enhance and grow content for sustainable website as part of NEWH site
- Integrate sustainable education and activity into NEWH Inc. through regional events, IBOD meetings, Leadership Conferences, and national sustainable programming events. Note: 2011 NEWH Leadership Conference included a number of initiatives directed by NEWH Sustainable Hospitality Committee

- 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-meeting)-
 - 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
 - Support ongoing details for December 9 event through conference calls and emails.
 - Participate and report in EC calls, events, etc.
 - Established a position within marketing sub-committee to manage all blog, website, and magazine articles to continue mission of promoting sustainable education, and continue establishing topics.
 - 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, Denise Scalfani, Sharry Cooper, Rachel Long, Jeanne Varney, Helen Reed, Durette Candito, Jillian Van Dresser, Carly Cannell, Cliff Tuttle, Gary Golla, Bill Gregory, Lynda Sullivan, Cheryl Heisterberg, David Mahood, Shelia Lohmiller, Nicole Crawford, Adrienne Pumphrey, Devon Smith, Kal Wellman

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.

Mission Statement

Leading the hospitality industry to promote sustainable education and practices that achieve a balance between environment, economics and social equity.

NEWH Sustainable Hospitality Committee

Dina Belon, Sharry Cooper, Rachel Long, Lynda Sullivan, Jillian Van Dresser, Jeanne Varney, Helen Reed, Cheryl Heisterberg, Bill Gregory, Gary Golla, Durette Candito, Desiree Perkins, Cliff Tuttle, Carly Cannell, David Mahood, Chris Wasmer, Nicole Crawford, Adrienne Pumphrey, Devon Smith

New Committee Members

Denise Scalfani from GS Associates, Newburyport, MA
 Kal Wellman, USGBC Washington, DC

Subcommittees Organization:

Sub-Committees	Areas of Responsibility	Committee Leader	Team
Marketing Committee	Website (Carly) Social Networking Public Relations / Alliances Marketing Material (Rachel) HD Green Tradeshow Marketing	Adrienne Pumphrey	Carly Cannell Cheryl Heisterberg Rachel Long Helen Reed CC: Trisha Poole
Fundraising Committee	Operating Budget Scholarships Online Auctions Sponsorships	New Leader Needed	Helen Reed Lynda Sullivan Chris Wasmer Bill Gregory Cliff Tuttle Jillian Van Dresser
Directory Committee	Directory Application Questionnaire Review Process of Applications Revenue Process Review Directory Membership Updates of the Directory	Sharry Cooper	David Mahood Helen Reed Jeanne Varney Devon Smith Adrienne Pumphrey
Events & Forums Committee	Committee Calendar Committee Sponsored Events Annual Forum Speaking engagement Invitations & Proposals	Jeanne Varney Gary Golla	Lynda Sullivan Rachel Long Cliff Tuttle
Managing Sustainable Chapter Directors	Communication with Sustainable Chapter Directors Engagement with Sustainable Chapter Directors Commitment and Partnership with NEWH regional events	Durette Candito (West)	NEWH Sustainable Hospitality Chapter Directors

Sustainable Hospitality Committee General Objectives

- 2011 Strategy Session to help define future goals (during DC Forum)
- Committee group calls (Twice a year)
- Team leaders of each committee are responsible for creating a Committee Structure and the Objectives & Task Report.
- 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.

Events Sub-Committee

Committee Chairs-Gary Golla/Jeanne Varney
 Committee Members: Cliff Tuttle, Lynda Sullivan, Rachel Long, David Mahood, Dina Belon

- Sustainable Hospitality Design and Development Forum December 9th. 2011 @ the Capital Hilton, Washington DC.
- Support Chapter Sustainable Hospitality events

Resource Directory

Committee Chair-Sharry Cooper
 Committee Members: David Mahood, Helen Reed, Adrienne Pumphrey, Devon Smith, Jeanne Varney, Dina Belon

- Refreshing the directory and helping incorporating it into the new NEWH website.
- Questionnaire update & add Section for Restaurants/Spas

Marketing

Committee Chair- Adrienne Pumphrey
 Committee Members: Cheryl Heisterberg, Carly Cannell, Rachel Long, Helen Reed, Dina Belon

- Website
 - Website SH pages in the NEWH website re-design and update.
 - Implement marketing plan once website pages are complete.
- Email Campaigns
 - Work with NEWH Inc. office to promote scheduled events
- Social Networking
 - Plan, implement and manage social networking plan
 - Keep social media platforms updated
- Print Materials
 - Work with NEWH Inc. office for printing for identified events

Remaining 2011 Activities

- o Continue committee generated articles for each NEWH Magazine

Chapter Development

Committee Chair - Durette Candito

- 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 Directors will be actively supporting committee's efforts to build Resource Directory Membership and Sustainable Sponsor

Fundraising

Committee Chair: New Leader Needed

Committee Members: Helen Reed, Lynda Sullivan, Chris Wasmer, Bill Gregory, Cliff Tuttle, Jillian Van Dresser

- Online sponsorships
- Continue with Sustainable Online Auctions
- Promote and continue with Carbon Offset Sales
- Sustainable Design Scholarship program development for 2013

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

- Establish co-sponsorship and marketing to build our brand in Canada by working with IDEX for 2011 with MMPI – increasing our image in Canada in the largest Canadian Trade show.
- 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 membership growth and succession of the Board.

Steps to Achieve Goals

- Reviewing Regional Chapter format as potential for Vancouver, East Coast and Mid-West Provinces with interested membership potential

- 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 in other regions
- Continue to encourage and educate succession plan for future members in Canada.

Other Report Items

- Continue to monitor the Canadian, taxes and accounting systems.
- Report financial activity to NEWH Inc.

VP/INTERNATIONAL RELATIONS – UNITED KINGDOM

LYNN FISHER

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.

No report provides

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: Currently developing a plan for Trade Show mini CEU's to be presented to IDCEC for approval. Goal is to receive approval and enlist vendors in time to launch at the Houston Tradeshow Jan 13, 2012.

- Founder's Circle: We continue to promote participation in the Founder's Circle meetings. This is a time when we are able to keep our Corporate Partners informed and to hear direct feedback on what is important to the CP's. In Vegas we had an improved turn out with 50% of our CP's represented. Those that attended found it to be very informative and engaging. We heard from our CP's that Tradeshows continue to be very important and a desire for

- CEU's & Sustainable Hospitality related events at the shows. We will continue to hold Founder's Circle in Las Vegas only.
- Endow has 3 major Manufacturers registered (Durkan, Electric Mirror & RJF). Although the program has been enthusiastically received it has proven difficult to get new commitments. We need a targeted plan for Endow promotion that results in signed commitments.

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

NEWH AMBASSADORS

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 as of August 8, 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.

- Working with David Mahood, Jeanne Varney and the sustainable committee on the sustainable hospitality design forum and trade show planned for December 9th in Washington, D.C.
- 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. NEWH to consider roll-up of this session in conjunction with its events or other industry events.
- Supported and attended the NEWH regional show in Minneapolis, Los Angeles, Seattle and planning to attend the Chicago trade shows, and other regional events.
- Plan to support and attend the NEWH Toronto Golf Outing in August and the South Florida Chapter Bubble Beach event in conjunction with HD Boutique.
- Supported (and attended) the NY Chapter "owners' roundtable" event June, 2011
- 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.
- Supporting a partnership between NEWH and Boutique Lodging and Lifestyle Association (BLLA) for specific events, including HD Boutique.

CHAPTER REPORTS

ARIZONA

Donald Payne, delegate

Membership

A combination of new members and old members leaving the industry has our current roster at 64.

Programming

Programming Director Susan Crowder filled our summer hours with a tour of the Phoenician Hotel's newly remodeled ballrooms, June 23 and a tour of our newest, local hotel & casino, Talking Stick, on July 21. The event opened with a presentation about the design and development of the project by Matt Elliot of FFKR and continued with tours of the spa, guest rooms, suites, restaurants and the theater.

Scholarship

The Arizona Chapter continues its support of NAU design and culinary students with an annual scholarship. Two roaming scholarships are also offered each year throughout Arizona and New Mexico.

Fundraising

"Bowling for Scholars" is scheduled for Oct. 21. It is our largest fund-raiser.

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. Kathy also sponsored a community services luncheon, where representatives of four services presented their programs to attendees.

Other Chapter Highlights

This year's "Christmas for our Troops" will combine a holiday party with gift-wrapping donated items for the troops, scheduled for December 8.

ATLANTA

Ryan Partin & Dana Smith, delegates

Membership

As of 8/3/2011, our membership is at 273 members (including 45 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 and get them involved on the board with volunteering and hopefully holding a position.

Programming

This is probably our most demanding chair position and Lori Hoegler has done an AMAZING job coming up with unique events and marketing them excellently including branding our graphics for our e-vites, having extraordinary organization skills and superb communication skills.

Our chapter has at least 1 event per month. We are working sustainability into each event where possible and have a goal to have a minimum of 2 "sustainable" themed events/year.

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 specials and have free/validated parking. Originally, we attempted to have 2nd Tuesdays at the same venue to establish consistency and attendance dwindled to zero over 4 months. We selected Tuesdays as Thursdays were continually a conflict with other organizations' events.

A key event that we changed substantially this year was our annual bowling event. We rented an entire bowling alley and only paying sponsors and their guests could attend so it was a closed event providing sponsors and excellent networking opportunity. We contacted corporate sponsors first, then chapter partners, then chapter members, followed lastly by non-members to provide a member benefit. We had prize categories and encouraged silly attire. We exceeded our budget goals and everyone had a ton of fun. Our attendance was fantastic! Apparently people love to dress in silly

costumes and bowl.....

2011

January-2nd Tuesday @ Rosebud

February-Scholarship Gala @ Ligne Roset showroom-one of our most successful events to date-see Scholarship for full recap.

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 9th-Art + Design event

September 27-DesignWise event

October 6th- Annual Fundraising Golf Tournament

November-TBA

December-Holiday Soiree

2012-Regional Tradeshow in Atlanta

Scholarship

- We are aiming to award at least \$10,000 in scholarships in 2012 and are budgeting for our fundraising efforts accordingly

Fundraising

- Our chapter's annual Golf Tournament is our primary fundraising event each year. This year it is on October 6th at Marietta City Club. For details, check out our website or Facebook page!

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 had 2 Sustainable CEU events this year that were well attended and incorporate sustainability into each of our events and meetings.

Public Relations

This year, we launched our Chapter'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 twice/year. Each member of the board is responsible for providing articles, recruiting advertisers and helping with photos and identifying members in photos. The next issue due in October 2011.

Internet Communications

- Social networking has become integral to our industry. Ginger Law has done an excellent job creating very dynamic content for our website, facebook, twitter, etc. pages. She is working on a podcast with key local

hospitality members. She works closely with Programming, Sustainability, Scholarship and Fundraising to make sure all chairs are making the most of our internet communications.

Community Service

We elected Jennifer Loux as the Community Service Chair. We thought this role would help us recruit the next generation board candidates while increasing our community service projects. In this role, Jenn will work closely with the programming committee and we are forecasting 3-4 charity projects (clothing drives, food drives, etc) in combination with our programming events.

ATLANTIC CITY

Melissa Tully, delegate

No report provided

CHICAGO

Todd Hilt, delegate

Membership

Our membership currently consists of a mix of vendor representatives, designers, and purchasing professionals. As a chapter, we've made it a priority to educate our local schools on NEWH and both recruit members.

Programming

For 2012, the Chicago Chapter will be holding 2 programming events.

- 6th Annual Summer Social – This is primarily a networking event, funded by vendor sponsors and ticket sales. This event was held at a local salvage/antique gallery and we received sponsorship from Grey Goose and many hospitality vendors.
- 3rd Annual NEWH Toy Drive – We are still planning this event, it will incorporate networking and a toy drive.

Scholarship

- We awarded \$14,000 in 2011. We created 2 tiers (one at the \$500 level and then 3 large recipients). We had a record year for number of applicants.
- This scholarship came entirely from revenues raised through our events.

Fundraising

We'll have 2 major fundraising events for 2010.

- "Kingpin" Bowling Event - Revenue is generated through vendor donations, ticket sales, and raffle/silent auction proceeds.
- 4th Annual "Bootlegger's Bash" – Revenue is generated through vendor donations, ticket sales, sponsorship (bar, tables, and photo booth) and raffle/silent auction proceeds.
- Other Chapter Highlights
- The Chicago Chapter is getting ready to roll out our Chapter Level Sponsorship program. We'll be offering packages to vendors to sponsor multiple events per year. They'll get premium and specialized marketing (examples, NEWH Connect visibility, logos on cocktail napkins @ events, event signage, product placement, etc.). Because a portion of

needed funds will already be committed through this program, this will free up our chairpersons time so they can build upon previous events.

- A continuing goal of our chapter is to foster alliances with our local schools to educate students and faculty about organization. Our board also volunteers to give lectures/discussions on our industry to students. We divide out the schools amongst the president and vp's and then foster/manage our chapter's relationship/communication.
- Our chapter is currently finishing up designing and procuring FF&E for the lobby of the Chicago office of Gilda's Club. In all, we've helped renovate the entire first floor of the downtown Chicago facility.
- The 2011 Chicago Chapter tradeshow will be held on 10/26/11. It will be held at the downtown Chicago Sheraton. We're working at the chapter level to help drive attendance and pinpoint firms that may benefit from shuttle services.
- Our 2011 initiative of branding all of our annual events is in progress. We're currently in the process of creating logos for all events. This branding is proving helpful in differentiating our events from one another and allowing us to build upon the previous year. We've also been involved in creating additional event revenue streams (vendor logo's on napkins, photo booth sponsorship, etc.).
- A continuing goal of our chapter's leadership team is to create an environment where committee members feel their time and creativity is appreciated and that they're helping to make the chapter stronger. The event branding program and chapter sponsorship program have been a result of these efforts. Working with our chairpersons, we've found that fund raising and the logo management are tedious and laborious for many and these programs should help to take much of that hurdle out of their way.

Areas Where We Need Help

- Do any chapters have experience with putting on a owners round table?

DALLAS

Jessica Craig & Stacy Elliston, delegates

Membership – We currently have 301 total members and 189 voting members. Though, we just had our MetroCon show in Dallas and Roger Mathis our Strategic Alliances Chair assembled a fantastic booth where we were able to recruit quite a few new members and promote our upcoming fundraiser.

Programming – Our Mambo Monday's are still going strong and we held a very successful and high demand event at Dallas' Rachofsky House where we sold out and had a fantastic question and answer session on not only the beautiful art housed in this famous home but the architecture itself. We are planning a tour of the new Omni Convention Center specified by local hospitality firm, Vivian Nichols.

Fundraising – Schaeffer Hill and Ron McDaniel our Fundraising Chairs have been working diligently on our event for October, Life of Design (please see attached packet). We have scheduled our venue at City Place and the date is set for Friday, October 14th. We have planned for an extra special event for our designers and vendors to partner and design chairs which will be voted on and auctioned. In addition to this, local culinary students have been recruited to assist our chef with food preparation. To date we have raised close to \$15k.

Other Chapter Highlights – Lastly, we have been discussing and actively recruiting for our 2012 board. We have had quite a lot of interest from our members eager to serve on the board.

GREATER NEW YORK

Patricia Greenwald & Pam Pasake, delegates

Membership – Greater New York is happy to report that our membership is now over 400 strong! Due to very strong programming and an increasing positive energy, we have grown the designer portion of our membership which was a component we were sorely lacking.

Our membership chairs, Vanessa Waldner and Sam Mittler-Eichenberg have broken down their responsibilities by tackling new members and lapsed memberships separately. Following up with attendees right after events has added many new members.

An enthusiastic board has attracted new membership with their contacts throughout the industry. We are positioned to build our roster even more in the last quarter of the year.

Anniversary date renewals have proven to be a great tool to attract new members.

Treasury – We are financially healthy this year and have a solid foundation to build on. We have made money on all events this year and look forward to a strong third and fourth quarter.

Programming – This is where the rubber meets the road...Tara Mastrelli and Stacy Shoemaker Rauhen, as programming chairs; have done a spectacular job. Their energy, industry contacts and great ideas make our events a big draw. Designers, purchasing agents, vendors and students have all been attending our Toasty Tuesdays. Each month we target a hot new hotel and include a tour. The mix of people is great and we are getting lots of repeat attendees.

The Owner's Roundtable and 'Making of the Meatpacking District' Panel and Pub Crawl were standing room only.

Amy Jakubowski and Mike Schneider came to a board meeting earlier this summer to suggest a Product Runway event. Even though we felt there was a bit of a time crunch, the board voted to go for it! We were helped with info from the Atlantic City Chapter (thank you!) so we were able to jump right in. Last Tuesday we held our pairing and rules party with the designers and their manufacturing partners. The teams are incredibly excited. The competition is on and should make for an amazing November Fundraising event. It will be on Monday 11/14 right after the BDNY show. We expect this to be a very successful event.

We are in the beginning phase of planning the success of next year's NEWH Tradeshow. We are addressing several issues from our initial show that inhibited better attendance.

CEU event 'Wallcovering...A History,' is happening on 10/5 at the Koroseal showroom. CEU's are an area that got lost in the

sauce this year when our board chair became too busy with work to make a commitment. This is our first CEU this year. It is great to have the Greater New York Chapter be back in action and growing strong.

Scholarship – The Greater New York Chapter was thrilled to award \$26,500 in scholarships this year!

The schools database was scrubbed and updated. We were disappointed that we didn't have more applicants this year. In 2012 we will have a Scholarship Director whose main focus will be to concentrate on disseminating information on the opportunity and building up the applicant numbers. School visits, more contact with the Deans of the departments and an active outreach committee are planned.

We are also asking this year's recipients to 'pay it forward' and volunteer at the November event. We will award their certificates that night as well.

We would like to see about having electronic application submissions on perhaps an FTP site so evaluations can be done more effectively.

Fundraising – We are more than halfway to our goal to raise \$40K this year and will more than likely surpass that with the upcoming Product Runway.

Alicia Cannon, Diane Erich, Tara and Stacy have been incredible at attracting the right sponsors to the right events. We have sponsors who are looking forward to working with us again...YEA!! Diane is also making the effort to look for non-traditional sources of sponsors who want visibility in the Hospitality Industry.

Other Chapter Highlights – The mission over the last 2 years has been to rebuild the board by attracting the best talent for a targeted board position. The other half of that mission is to find people who are willing to commit and 'show up'; not just to meetings, but to following through as well. We have had an amazing level of responsible quality board members this year and our current great buzz in NY is, in large part, due to their efforts. Having everyone share the load has made 'board burnout' essentially non-existent this year.

Areas Where We Need Help

- Always looking for new event ideas.
- We need to find a person for the social networking position.
- Need to get better at sending out invites and calendar continuity.
- Lunches...any ideas on how to maximize attendance?

HOUSTON

Deidra Lashmet, delegates

No report provided

LAS VEGAS

Laura Frankenberg, delegates

In spite of the still very shaky Las Vegas economy, the chapter was able to award \$28,000.00 in scholarships to (7) deserving students. This year we saw very few entries from Culinary, but found worthy recipients in the design and architectural fields. Some of the highlights of this past year have been, of course, our Hopsy evening where we honored Bobby Baldwin. To no one's surprise, City Center walked away with many awards. Funds raised from this event contribute heavily to our Scholarship Fund.

The events that bring out the greatest assortment of people during the week are hotel tours. Among the ones we experienced this year were extensive tours of the new Cosmopolitan and the freshly renovated Hard Rock Hotel. Upcoming are CEU's and our sustainability event.

LOS ANGELES FOUNDING CHAPTER

Cinnamon Alvarez, Fernando Diaz & Tyson Stone, delegates

Membership – We have 289 members to date and our membership committee continues to focus on renewals and increased membership.

PROGRAMMING – We had a great turnout for our tour of the London Hotel and cocktails on the rooftop. Our next sundowner will be held on August 18th at Ray's at LACMA.

Upcoming events

- 9/22 - Sustainability event with wine tasting.
- 10/3 - Board Meeting
- 10/27 - Career Day
- 11/7 - Board Meeting
- 11/19 - Board training and planning meeting at home of Fernando Diaz
- 11/17 - Charity drive at Restoration Hardware
- 12/5 - Board Meeting
- 12/10 – Holiday Soiree at Cicada

SCHOLARSHIP – The scholarship committee has awarded 11 scholarships totaling \$40,000; three in the field of hospitality management, one in the field of Hospitality Food Service, two in the field of Interior Design and five in the field of Architecture. The scholarship recipients will be acknowledged at our Holiday Soiree.

FUNDRAISING – Ways to improve our next regional trade show were discussed including selecting a better location (e.g. near airport) and time of year (further from the HD Expo). Our next fundraiser is scheduled for December 10th and will be a Holiday Soiree at Cicada. Planning is underway to include a

fashion show, live auction, big band performance, Cigarette girls, DJ, Photo booth and surf and turf dinner. The process of securing sponsors is well under way and we expect to sell out. Our budget is to net \$30,000 from this event.

SUSTAINABILITY & COMMUNITY SERVICE – The sustainability committee has been coordinating the collection of fabric samples, books and other items that were given to students and other charitable organizations. Most recently, the Los Angeles Bonaventure donated lounge and banquet chairs, tables and exercise equipment to the Hope Family Wellness Center.

We have scheduled a sustainable event for September and a charity event for November.

OTHER CHAPTER HIGHLIGHTS

We have been focusing on board succession planning and expect to have a solid 2012 board.

Nominations for the 2012 board:

- Cinnamon Alvarez, President
- Tyson Stone, VP admin
- Elaine McCorkle, VP development
- Lanee Burns, Treasury
- Nikki Feldman, Scholarship
- Nicole Allen, Membership
- Erline Altamira, Sustainability
- Barron Davis, Public Relations
- Fernando Diaz, Past President
- Mark Huntsinger, Executive Advisor

NORTH CENTRAL

Nicole Succow, delegate

No report provided

NORTHWEST

Erin Brodhead, delegate

Membership – Our membership is continuing to grow throughout the year. We received 25 new membership applications at the Regional Tradeshow Seattle alone and are continuing to see interest in the local hospitality market of getting involved with the

organization.

We need to start recruiting new board members now!

Programming – Seattle's 3rd NEWH Regional Tradeshow at the Sheraton Seattle (new location) this July proved a great success

for exhibitors as well as attendees. The multiple efforts of marketing, chauffer, bus and CEU really helped pull people in this year. Maya Romanoff's new artisan craft wallcovering CEU created for this show had full attendance with a surprise wallcovering demonstration at the end of the session making for a memorable learning experience. The themed Mad Men Afterparty held on the top floor of the hotel had 5 VIP lounges sections, 2 cash bars, and a live band all sponsored by many generous industry suppliers. We raised \$1,300.00 from our 20+ item raffle which went directly into our scholarship account. We have a lack of committees or help from board members in

event planning this year. We would like to suggest it be mandatory for each board member to help plan 2 events per year to relieve the bulk of responsibility from the Programming chair member. A sign-up sheet can be passed around once events are determined for the upcoming year.

Fundraising – Our annual fundraising event was the Regional Tradeshow.

Issues Your Chapter Would Like Help With – We need to find a more successful way to market to students this year as we have been getting an average of only 3 student entries per year.

ROCKY MOUNTAIN

Kevin Fitzgerald, delegate

No report provided

SAN DIEGO + ORANGE COUNTY

Shannon Miller, delegate

- SD/OC has transitioned all remaining monthly events to Sundowners, removing Fundraising from the previous program.
- SD/OC is working towards building an OC BOD & SD BOD for the Jan. 2012 regional transition.
- SD/OC will maintain a Scholarship event in December as our last co-hosted bi-county event, applications will need to go out end of August to all schools.
- Considering not mailing applications this year, mass distribution via email.
- Last two Sundowners have been successful due to property Designer providing Q&A tour, lots of new faces in attendance. Will continue to promote local hospitality designers projects.
- Need to work w/ Inc. on preparation for the Chapter to Regional transition in way of mass email distribution explaining the change, a survey for call for BOD's and choice of Regional preference for existing & prior members.
- Memberships have been steady, some students most recently.

SAN FRANCISCO BAY AREA

Leigh Mitchell, delegate

Membership – Our membership is growing. We have 116 total members so we are now back above where we left off last year at 105. Our goal is 125 so we have 9 more to go!

Programming – Our recent events have not had the attendance we've wanted but the topics have been varied and have attracted some new attendees.

May – we had success with a Panel discussion of industry leaders last year so repeated the event and brought back a few of the same speakers so they could talk about how the market had changed. This has been a good event for us!

June - we held a Sustainable Industry event offering a CEU credit by Diann Barbacci, Director of Sustainability at Durkan.

July was a networking event at the Merritt boat house and

August's program was "Risky Business". We had a lawyer speak at contracts and legal issues in the Hospitality Industry – there were great conversations!

Scholarship – We have decided to hold off until next year to give out our first scholarship after our second fundraising event.

Fundraising – We are geared up and excited about our second annual Wine by Design event. We'll be touring Sonoma county this year! We are expecting to sell out at 150 folks and targeted to make \$25,000.

Issues Your Chapter Would Like Help With – We are in the midst of trying to recruit new volunteers and get some new blood on the board to help with the different positions!

SOUTH FLORIDA

Lisa Ghai, delegate

No report provided

SUNSHINE

Dina Belon & Mimi Gursky, delegates

Membership – 262 total members as of August 1. - Break down: 50 Associate, 8 Business w/ 23 courtesy members, 9 courtesy Corp Partners, 8 Education Professionals, 107

General, 1 Retired, 56 Students. Chris Schaffer is on it! We have voted to keep our dues at this year's price of \$140.

Financial – We currently have very healthy operating and scholarship accounts, with almost \$50,000 in our scholarship. Cindy Andrews is keeping us straight at every event!

Scholarship – We plan to give \$15,000 in scholarship for our 15th anniversary; possibly even in one scholarship should we find a worthy applicant.

Student Events – We are proud of our Student Rep, Ann Knowles, who has put much enthusiasm, research and work into getting student awareness and involvement. It shows in our student membership count of 56 and the student turn-out for our monthly Sundowners. Ann is currently putting a Student Day together. This is tentatively slated for late September and will include guest speakers from multiple hospitality discipline, give aways / prizes, refreshments and of course a little Sunshine Chapter fun.

CEU – We had a CEU Event on June 16th at the American Standard Showroom.

Sustainability – We continue to have a monthly Green Tip that is electronically distributed to all members. We also have our quarterly Greenzine newsletter which is also sent electronically. We have an exciting upcoming event this month, which has already occurred by the time of this meeting. This event, held at Rosen School of Hospitality, featured THE BEST guest speaker, David Mahood. Sure to be an informative evening and great event. Dina Belon and Lora Spran have worked hard.

Community Service – We continue to have a Community Service component to our monthly Sundowners. We've shined the spotlight on such charities as Gifts for Teaching, Military Care Packages, Disaster Relief, can foods for Coalition for the Homeless, Woman & Children Shelters and will close the year with our annual Toys for Tots. Ruby Singh has helped to diversify our awareness within the community.

Programming – As you can see we have CEU's and other educational events. We continue to try to always have an underlying message and intent on giving back (community service) and being responsible (sustainability). Undoubtedly, we always have FUN! Our Sundowners are so amazingly attended. Regardless of weather, we have tremendous turn out for these monthly events held on the first Wednesday of each month. This year we've mixed it up by holding it in different geographic areas each quarter, keeping the 3 consecutive months in the same establishment or complex. We find we do get a slightly different mix based on the location but we have a solid core that comes regardless of geography. These no cost, on your own tab events are very successful for our Chapter. Teddi Powers has introduced our group to great venues.

Fundraising –

Bowling – This has always been a popular, successful, sold out event for us. This year we changed location for the first time in 15 years! Was better than ever!! The event was held at a fresh new location called Firkin & Kegler...the name alone is FUN. The theme was Western and we had lots of great costume participants. We had Western movies being played on a big screen and this new venue had great smaller screens

where we rotated sponsor logos. This was very well received. Profitable, great, and of course FUN event!!! JC Hammer really upped the bar for us on this one.

Gala – This will be our 15th Anniversary Gala!!!! We're super excited!!! Venue will most likely be the Ritz Carlton, Grand Lakes, but has not been confirmed or secured. The date is November 5. We plan to give big scholarships if we have great applicants.

Publications – We have a new edition of our Newsletter out. Please pick up a copy at the NEWH Booth or check it out on-line at our Chapter Website. We honor a Design, Procurement or Owner member in each edition under our "Member Spotlight". This is intended to be a 'magnet member' to honor this person but also as a membership draw. We are also now having a vendor and / or student spotlight in each edition. This is to honor those vendors who truly consistently support our chapter in many ways. The student spotlight is an introduction to the industry and very worthwhile for our members to bring awareness to our students, especially since this is a new emphasis for us. Pam Morton and others have worked hard...record profit on this newsletter.

Communications – We have such a strong group in Communications. We are fortunate to have had the guidance of the Marketing Guru, Trisha Poole, for our Chapter. With her creation of so many of the SUCCESSFUL marketing tools, her vision for our Chapter and the organization on whole, and her thoughtful guidance in passing the torch, we are continuing to succeed and grow in this area. Marissa Henderson has taken the torch and commanded a great team. Our fantastic photographer, Ashley Baldwin, works her magic at nearly every event. This gives us GREAT personal material to use in our marketing and message. We have an ambitious group involved with the newsletter, such as Pam Morton, with grand ideas for pushing to the next stage with this marketing tool. And, Rosa Pacateque is wonderful and diligent with Facebook in getting us exposure. We're still working out all the kinks with the new website but making great progress. We are struggling a little with not having a set invitation person but still manage very well. By collective effort, we put out great looking event notices.

Succession – We are gearing up for our 2012 Ballot and have a strong level of continued involvement interest from our current board. We are also excited about several newer member interests. I am anxious to learn results from the member-wide e-blast for interest. We may, for the first time, have more than one choice for some positions on the ballot.

Recording/Reporting – Ann Rank thankfully brought us into compliance last year as Secretary, using the proper recording formats, and has been helpful this year with CEU's and Sustainability. BUT, I must comment on our current Secretary. Ms. Linda Horton has whipped our Board into shape with her Secretarial prowess. She's been a strong asset in keeping our records and reporting straight, whether we like it or not. I'm sure Inc loves it!! Good stuff!!!!

TORONTO

Susan Forint, delegate

Membership – We are pleased to report that our membership has grown to 99 total including individuals, students, and business memberships since the last Governing Board Meeting. Our membership drive, in conjunction with our event in May, realized only a few new memberships at that time, but each event that we hold continues to draw non-members, many of

whom we are slowly converting to members after they experience the value NEWH offers. Membership is continuing to grow. Our President has been active in connecting with industry professionals across Canada and introducing them to NEWH through LinkedIn (several whom she has contacted have become members). Additionally, the proposed "Regional Group"

concept will be an excellent channel in growing NEWH Canada from coast to coast. We are also presently working on finding members to get involved with the Board of Directors for 2012. Our President will be staying on for a second term and she looks forward to working with a seasoned and refreshed team of people next year.

Marketing – In our continued efforts in increasing exposure and awareness of NEWH Inc. to the local hospitality community, NEWH Toronto has aligned with IIDEX/NeoCon and their efforts in increasing the hospitality element at this trade show. As Canada’s largest national design expo and conference and in its 27th year, IIDEX/NeoCon Canada brings together over 15,000 of the interior design, architectural, facility management, real estate and business communities. 350 exhibitors showcase hundreds of innovative products and services, from all areas of design – workplace, hospitality, retail, healthcare, lighting and sustainable design. NEWH Toronto will have a booth at this year’s show and is the sponsor of ‘Hospitality Canada’, a new show-within-a-show section being launched by IIDEX and the Interior Designers of Canada, featuring the latest products and services for interior designers, architects, hoteliers and facility managers specializing in the hospitality industry.

Additionally, we will be introducing our 2011 scholarship winners at the main stage just prior to the enRoute Hotel Design Awards. The enRoute awards program celebrates the best Canadian-designed hotels around the world, the winners of which will be featured in the September 2011 issue of enRoute, the in-flight magazine of Air Canada. NEWH Toronto will also be hosting a cocktail reception in conjunction with enRoute after the awards. This opportunity will provide NEWH Toronto and NEWH Canada with media exposure not only in the Toronto area, but right across the country.

Scholarship – Although our scholarship applications seemed slow to come in at first, we experienced a rush of applications at the end of the submission period, with a total of 25 applications received to date. After the applications were sent to the schools, additional announcements were posted on many of the schools’ Facebook and LinkedIn pages. Our President has also connected with many faculty members through LinkedIn, encouraging them to support their students in submitting applications for our scholarships.

The applications will be thoroughly reviewed by a panel composed of both members and board directors to determine the recipients. We have up to \$11,000 to award in scholarships this year. Awards will be presented to the recipients at this year’s IIDEX/NeoCon trade show in September.

We plan to visit local hospitality schools early in the fall to introduce NEWH and talk about the 2012 Scholarship Program. One of our previous scholarship recipients will be heading up the Scholarship Team as an ambassador for NEWH.

Programming – May’s networking event was held at the newly refurbished Bond Place Hotel, in support of increasing our membership. The natural-fit *Bond* theme of the evening drew a large crowd of 70 plus, along with a variety of vendors who have products / finishes in the property. New members, who had joined NEWH Toronto in 2011 including that evening, were entered into a draw for a one-night stay at the Bond Place Hotel as well as a gift certificate for dinner at a nearby restaurant. Other door-prize draws were held throughout the evening for “Bond” inspired gift baskets.

During the months of June and July we hosted more casual, no-charge summer Meetups that drew about 35 people each, leading up to our fundraising golf tournament at the end of the August. September’s event will be a cocktail reception held on the show floor (co-sponsored by IIDEX and Air Canada’s enRoute magazine) following our scholarship awards at IIDEX/NeoCon. We will host ticketed networking functions in October, November, and December with plans for hotel tours and showroom events.

Fundraising – Our major fundraising initiative each year is the annual golf tournament with this year’s tournament being held on August 30, 2011 at Lion Head Golf and Country Club, Toronto. With 144 golfers’ spots (and more attendees joining in for dinner) along with a silent auction, this year’s event (the 6th annual) will be sure to raise significant funds for our 2012 scholarships. Our Fundraising Chair and other board members have been working to secure donations for the silent auction including hotel stays, chairs, lamps, and gift cards. A special draw for the use of a “Cadillac Golf Cart” furnished with a cooler of beverages will be held before the golfers tee-off.

UNITED KINGDOM

, delegates

No report provided

VIRGINIA

Kathy Thomas, delegates

No report provides

WASHINGTON DC METROPOLITAN

Carol Ranno & Jason Stock, delegates

Main Strategic Goals For Year

To act as the liaison between the NEWH Chapter and the NEWH, Inc. Governing Board

Highlights from 2011

Scholarship – Three students have been selected- two from George Washington University and one from Academy de Cuisine. At our SAE event we will be having a keynote

speaker: Tiffany Godbout, Exec Director of the Hospitality High School, Washington DC. SAE event is Wednesday, September 21, 2011. We will be awarding three scholarships of \$5,000 each.

Membership – Despite the state of the current economy our chapter was able to continue to grow in membership size as well

as add a record number of Chapter Level Business Memberships. Current membership totals are included below:

Membership Count:

Associate Member	53
Chapter Level Business	8
Courtesy Chapter Level Business	16
Educational Professor	7
General Member	78
Student	70
Total	232

Sustainability – We have our first Sustainability event/CEU/Hotel tour planned for August 25th, 2011.

Programming – So far we have been having great success with our hotel tours receiving the most support in terms of attendance as well as positive feedback from our membership. We are already beginning to plan some innovative events for 2012 which will include our always positive State of the Industry panel as well as a hard hat construction tour with panel of experts discussing a recent acquisition and rebranding of a local landmark hotel. We will have a representative from the acquisition team, the design team, the management team and construction team discussing the project.

Fundraising – We will be having a golf tournament Monday, September 19, 2011 at the Westfields Golf Club in Clifton, VA as well as a tournament kick-off cocktail party on the 18th. The event has been sold out since the beginning with many sponsorship categories as close to sold out as well.

Recruitment 2012 / Mentorship – As we are moving towards a younger and newer board we have asked certain members of previous boards to assume the role of “mentor” is helping to guide and coach 1st time board members in their positions. The primary positions are Programming/Fundraising and any VP position that might be filled with someone who is new to the board. We’ve also begun to look at having the next year’s Director sit on the current year’s committees to be “trained” for the following year.

NEW ITEMS TO DISCUSS

Awards – We are looking at developing an awards component for our upcoming Gala and making that an annual tradition. We are looking potentially at 6 or 7 awards. We would like to make sure that we would not have any issues or conflicts with INC and the awards that you deliver. Our proposed categories are:

1. Chapter Member Contribution
2. Best Hospitality Reputation
3. Hotel Executive Contribution
4. Best Local Design Project
5. Contractor Achievement
6. Hospitality Educator Achievement

Programs/Events on INC Website – In addition to some of the suggestions that we had at the last IBOD meeting; would it be possible to include a place on the RSVP form for a “How did you hear about the event”

Policy on soliciting Sponsorships from Corporate

Sponsors – There seems to be some confusion on our board between the new guard and old guard as to NEWH INC’s policy on our chapter soliciting corporate sponsors, etc... for sponsorships to local events. Would INC be able to release an “official protocol” or “policy” so that we can make sure that we offer sponsorship opportunities in a consistent fashion?

FOLLOW-UP on OLD BUSINESS

Things we would like to follow-up on since last IBOD meeting

New Website Training – Would it be possible to schedule a Go-To-Meeting Training for using the new NEWH website? Many members have expressed difficulty in navigating the new site as well as where to find forms.

Signing-up Members vs. Non-Members – To help with the confusion between members and non-members and then reconciliation, would it be possible to place a disclaimer on our “check-out” page that states: If you are signing up for the member rate of X dollars, but in actuality your membership has lapsed, you agree to be charged the difference between the member and non-member rate retroactively.” We plan to get people that are signing up at the door to do so directly online.

Online boost for Scholarship – In helping us “boost” our scholarship donations. Would it be possible to have a line on our “check-out page” that would be a direct line item for scholarship? This way people signing up for events would always have the option of making a direct donation.

Would we also be able to do this with a “Texting” Applications (as is done with many relief efforts, i.e. Text Haiti to xxx) We would say perhaps, to make a \$5 donation to our scholarship fund please text to NEWHDC

MOTIONS

MOTION TO APPROVE MINUTES

Date: September 12, 2011

Motion Number: 1

I, _____, move to approve the minutes as presented / as corrected.

Motion seconded by: _____

VOTE COUNT:

YEA: _____ NAY: _____ ABSTENTION: _____

STATUS OF MOTION:

Carried: Defeated:

MOTION TO APPROVE THE ESTABLISHMENT OF REGIONAL GROUPS

Date: September 12, 2011

Motion Number:

I, Stacey Berman, move that NEWH establish a new membership unit called Regional Groups, that would support _____
Members who are in areas where no chapter is feasible at this time, based on the criteria in The Regional Group Handbook.

Motion seconded by: _____

VOTE COUNT:

YEA: _____ NAY: _____ ABSTENTION: _____

STATUS OF MOTION:

Carried: Defeated:

MOTION TO APPROVE BY-LAW AMENDMENTS

Date: September 12, 2011

Motion Number:

I, Julia Davis-Marks, move to accept the By-laws as amended, with the additional insertion to be made by our attorney, that _____
NEWH Directors must attend a minimum of two (2) NEWH, Inc. Board of Directors Meetings each year. Directors not able to
Do so, must step down from their position.

Motion seconded by: _____

VOTE COUNT:

YEA: _____ NAY: _____ ABSTENTION: _____

STATUS OF MOTION:

Carried: Defeated:

Ballot

2012 – 2013 Executive Committee

SECRETARY	Stacey Berman	<input type="checkbox"/>
VICE PRESIDENT/FINANCE	Judy Regan	<input type="checkbox"/>
VICE PRESIDENT/EDUCATION		<input type="checkbox"/>
VICE PRESIDENT/MEMBERSHIP	Tina Lockwood	<input type="checkbox"/>
VICE PRESIDENT/DEVELOPMENT	Cynthia Guthrie	<input type="checkbox"/>
VICE PRESIDENT/MARKETING	Trisha Poole	<input type="checkbox"/>
VICE PRESIDENT/EVENTS	Philip Byrne	<input type="checkbox"/>
VICE PRESIDENT/SUSTAINABILITY		<input type="checkbox"/>
VICE PRESIDENT/INTERNATIONAL RELATIONS - CANADA	Christine Tucker – automatic position	
VICE PRESIDENT/INTERNATIONAL RELATIONS– UNITED KINGDOM	Lynn Fischer – automatic position	

You will be asked to turn your ballots in to the NEWH, Inc. Executive Director at the Board of Directors Meeting on Monday, September 12. Those board members who will not be in attendance, please mark your ballot, sign your name to the ballot and fax to the NEWH, Inc. Office at 800.693.NEWH **NOT LATER THAN 8:00 pm on FRIDAY, SEPTEMBER 9**. All ballots received after that date and time will not be considered.

POSITION STATEMENTS

Stacey Berman
Secretary

Having been on my local chapter board in various positions as well as on the Board of Directors and the Executive Committee, I understand the vital importance of keeping great minutes, communicating with chapter boards and serving the need of the organization as a whole. I would truly appreciate the opportunity to continue participating on the NEWH Executive Committee.

Judy Regan
Vice President/Finance

It is my desire to be the Vice President/Finance for the term 2012-2013.

- To work with the Chapter VPs of Finance and the NEWH, Inc. Executive Board of Directors to assure compliance with all the responsibilities placed upon our association by the government;
- To monitor the income and disbursements from the chapters into NEWH, Inc.;
- To ensure all chapters are working on the Quick Books programs and that any questions which arise are handled in the most expedient manner;
- To lead in the preparation of the annual budget; and
- To continue being a valuable part of NEWH through my informed contributions to the Board of Directors.

Tina Lockwood
Vice President/Membership

I would like to continue my participation on the Executive Committee with the duties expected of this position; Open and an active communication with Regional Members and Chapter Membership Directors as to how be most effective to retention of our members and seeking potential new members.

Cynthia Guthrie
Vice President/Development

I would like to continue in my current position as VP/Development so that I may complete and further initiatives, i.e.; ENDOW, Media/Conference Partners, Corporate Partnerships, and added fundraising ideas – auctions at other shows and events, text donations, etc.

Trisha Poole
Vice President/Marketing

I would like to continue my efforts started in my current position. As VP/Marketing, it would be the goal to continue to build brand awareness and promote all NEWH initiatives.

Philip Byrne
Vice President/Events

While all events associated with NEWH are important, our Regional Tradeshows and Leadership Conference are of paramount importance. I intend, not to the detriment of other events, with the Directors of Regional Tradeshows and Conferences, ensure the success of these events is maintained and built upon.

I also will become more active in identifying new opportunities for NEWH to expand into, to generate more revenue and increase NEWH's visibility within the industry.

VICE PRESIDENT/EDUCATION MOTION

Date: 9/12/11

Motion Number:

I, Anita Degen, move that the NEWH Board of Directors appoint Christine Wasmer to fill the position of Vice President/Education for the 2012-2013 term.

Motion seconded by: _____

VOTE COUNT:

YEA: _____ NAY: _____ ABSTENTION: _____

STATUS OF MOTION:

Carried: Defeated:

VICE PRESIDENT/SUSTAINABLE HOSPITALITY MOTION

Date: 9/12/11

Motion Number:

I, Anita Degen, move that the NEWH Board of Directors appoint Dina Belon to fill the position of Vice President/Sustainable Hospitality for the 2012-2013 term.

Motion seconded by: _____

VOTE COUNT:

YEA: _____ NAY: _____ ABSTENTION: _____

STATUS OF MOTION:

Carried: Defeated:

MOTION TO ADJOURN

Date: September 12, 2011

Motion Number:

I, _____, move to adjourn the meeting.

Motion seconded by: _____

VOTE COUNT:

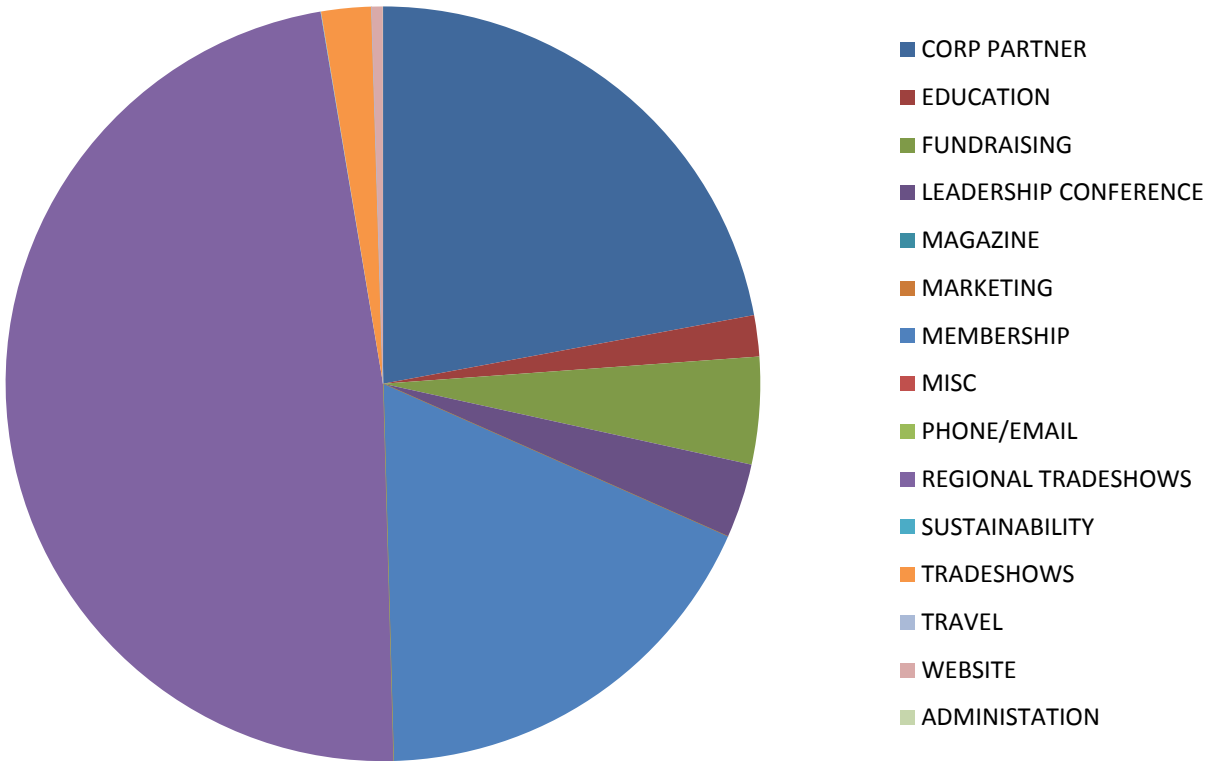
YEA: _____ NAY: _____ ABSTENTION: _____

STATUS OF MOTION:

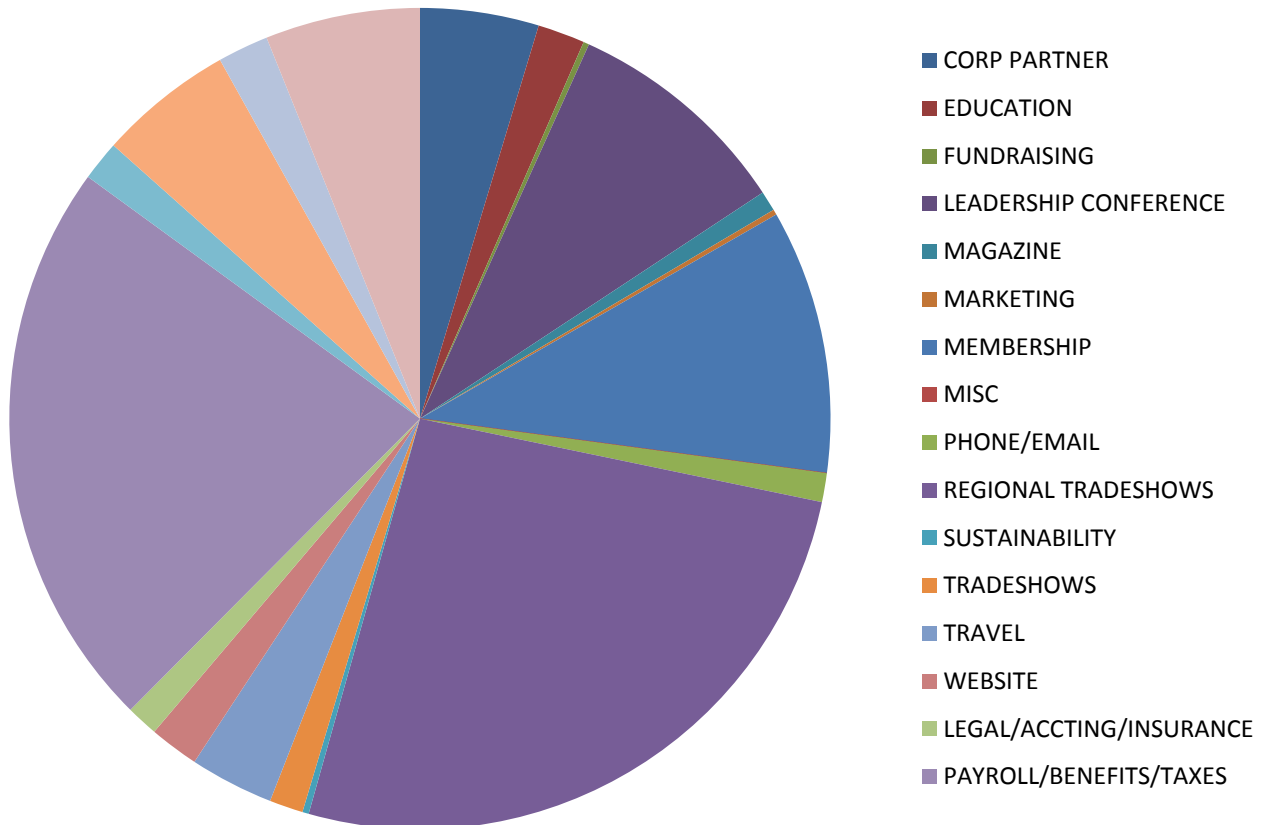
Carried: Defeated:

Where Does It Come From Where Does It Go

INCOME



EXPENSE



NEWH SCHOLARSHIP SCHOOLS

Academy of Art University	1,500.00	Georgia Institute of Technology	4,350.00
Albuquerque Technical Vocational Institute	1,000.00	Georgia Southern University	29,250.00
Alexandria Technical College	1,500.00	Georgia State University	7,500.00
Algonquin College	1,000.00	Glendale Community College	2,350.00
American College for the Applied Arts	20,350.00	Gnomon School of Visual Effects	1,250.00
American College of Business	7,000.00	Golden Gate University	2,500.00
American Intercontinental University	7,500.00	Guelph University	1,000.00
Anne Arundel Community College	3,000.00	Harrington College of Design	39,000.00
Arapahoe Community College	2,500.00	Houston Community College	3,000.00
Arizona Culinary Institute	500.00	Hudson Cty Community College	3,500.00
Arizona State University	350.00	Illinois Institute of Art-Chicago	7,500.00
Art Center College of Design	28,050.00	Illinois Institute of Art - Schaumburg	3,000.00
Atlanta Intercontinental University	2,000.00	Indiana State University, Terre Haute	2,000.00
Auburn University	7,500.00	Interior Designers Institute	22,600.00
Austin Community College	2,000.00	Int'l Academy of Design & Technology	40,000.00
Baylor University	1,000.00	Int'l Academy of Merchandising/Design	5,000.00
Bellevue Community College	1,000.00	International College of Hospitality	2,000.00
Berkeley College	1,500.00	Iowa State University	3,500.00
Berry College	9,000.00	ITT Technical Institute	3,000.00
Boston University	6,500.00	Ivy Tech State College	3,000.00
Brenau University	3,000.00	Johnson & Wales University	12,650.00
Brooks College	10,000.00	Kansas State University	4,700.00
Brown College	3,000.00	Kendall College	3,000.00
Buffalo State College	9,000.00	Kent State University	2,000.00
California College of the Arts	1,000.00	Kingwood College	1,500.00
California School of Culinary Arts	10,000.00	L'Academie de Cuisine	22,300.00
Cal State Polytechnic University - Pomona	140,750.00	Lake Washington Technical College	1,000.00
Cal State Polytechnic University-San Luis O	2,000.00	Le Cordon Bleu College of Culinary Arts	24,500.00
California State University - Long Beach	51,500.00	Lexington College	6,500.00
California State University - Northridge	10,500.00	Lincoln College of New England	2,000.00
Canisius College	4,500.00	Lincoln College of Technology	500.00
Central New Mexico Community College	3,000.00	Lincoln Culinary Institute	4,500.00
Central Washington University	1,000.00	Long Beach City College	6,850.00
Chattahoochee Technical College	1,000.00	Los Angeles Trade-Tech College	13,000.00
Cheyney University	2,000.00	Louisiana State University	5,750.00
Clarkson University	2,000.00	Lynn University	2,500.00
College of DuPage	1,000.00	Marriott Hospitality Charter	1,800.00
College of Southern Nevada	4,000.00	Maryland Institute College of Art	7,500.00
Colorado Institute of Art	1,400.00	Marymount College	11,500.00
Colorado State University	33,900.00	Marymount University	10,000.00
Columbia College	19,000.00	Mercyhurst College	14,500.00
Community College of Southern Nevada	15,300.00	Mesa Community College	250.00
Contra Costa College	2,000.00	Metropolitan State College of Denver	3,400.00
Corcoran College of Art & Design	6,000.00	Miami Dade College	2,500.00
Cornell University	62,500.00	Miami Int'l University of Art & Design	2,000.00
Cornish School of Arts	2,000.00	Michigan State University	6,000.00
Culinard	500.00	Monroe Community College	15,500.00
Culinary Institute of America	39,000.00	Montgomery College	33,800.00
Dakota County Technical College	2,000.00	Mount Ida College	1,000.00
Delaware School of Hotel Management	2,000.00	Mt. San Antonio College	1,600.00
Design Institute of San Diego	13,000.00	Nesbitt College of Design Arts	2,000.00
Drexel University	27,000.00	New England Culinary Institute	500.00
East Los Angeles College	2,000.00	New England Institute of Technology	1,000.00
Eastern Michigan University	3,500.00	New England School of Art & Design	2,250.00
El Centro College	20,000.00	New Mexico State University	1,500.00
Endicott College	2,000.00	New School of Architecture	1,000.00
Everest University	500.00	New York City College of Technology	15,000.00
Fairleigh Dickenson University	8,000.00	New York Institute of Technology	22,500.00
Fashion Inst of Design & Merchandising	18,000.00	New York School of Interior Design	2,000.00
Fashion Institute of Technology	22,000.00	New York University	46,500.00
Florida Culinary Institute	1,000.00	Niagara College	4,500.00
Florida International University	45,500.00	Niagara University	12,500.00
Florida Metropolitan University	2,250.00	North Dakota State University	1,500.00
Florida State University	17,250.00	Northern Arizona University	31,200.00
Fullerton Community College	1,000.00	Northern Virginia Community College	8,600.00

Norwalk Community Technical College	4,000.00	The Art Institute of Fort Lauderdale	6,000.00
Oklahoma State University	4,000.00	The Art Institute of Houston	28,000.00
Old Dominion University	1,500.00	The Art Institute of Las Vegas	51,000.00
Orange Coast College	10,000.00	The Art Institute of Phoenix	500.00
Orlando Culinary Academy	2,000.00	The Art Institute of Seattle	16,000.00
Otis College of Art & Design	8,000.00	The Art Institute of Tampa	1,500.00
Oxnard College	13,000.00	The City College of New York	4,000.00
Palm Beach Community College	2,500.00	The Culinary Institute of America	2,500.00
Paul Smith's College	15,500.00	The Fifteen Foundation	2,500.00
Pennsylvania College of Technology	1,000.00	The George Washington University	57,300.00
Pennsylvania State University	2,000.00	University of Alabama	1,250.00
Pikes Peak Community College	3,000.00	University of Arizona	1,000.00
Pima Community College	500.00	University of California-Los Angeles	63,500.00
Pratt Institute	6,500.00	University of Central Florida	3,000.00
Purdue University	13,000.00	University of Central Oklahoma	2,500.00
Radford University	1,500.00	University of Cincinnati	30,000.00
Rhode Island School of Design	1,650.00	University of Delaware	3,000.00
Ringling School of Art and Design	17,750.00	University of Denver	3,500.00
Rochester Institute of Technology	17,000.00	University of Florida	23,000.00
Rockland Community College	2,000.00	University of Georgia	46,380.00
Roosevelt University	5,000.00	University of Guelph	5,500.00
Rosen College of Hospitality Management	2,000.00	University of Houston	33,500.00
Ryerson University	12,500.00	University of Illinois - Chicago	500.00
Saddleback College	2,500.00	University of Kansas	1,200.00
Sam Houston State University	250.00	University of Kentucky	9,500.00
San Diego State University	3,000.00	University of Massachusetts	1,500.00
San Francisco State University	6,500.00	University of Memphis	3,250.00
San Jacinto College-Central	500.00	University of Minnesota	8,000.00
Santa Barbara City College	1,000.00	University of Missouri	3,000.00
Savannah College of Art and Design	28,750.00	University of Missouri-Columbia	4,000.00
Schenectady County Community College	1,000.00	University of Nevada-Las Vegas	136,650.00
Scott Community College	2,000.00	University of New Hampshire	2,750.00
Scottsdale Community College	16,450.00	University of New Haven	3,000.00
Seattle Pacific University	2,400.00	University of North Texas	43,000.00
Seminole State College of Florida	2,750.00	University of Oklahoma	7,700.00
Sheridan College	2,500.00	University of Phoenix	1,500.00
South Puget Sound Community College	1,500.00	University of Southern California	13,000.00
Southern California Inst. of Architecture	62,000.00	University of Tennessee-Chattanooga	5,500.00
Southern College of Technology	1,000.00	University of Tennessee-Knoxville	6,750.00
Southern New Hampshire University	3,000.00	University of Texas	1,000.00
Southern Utah University	2,000.00	University of Texas at Arlington	17,300.00
Southwest Texas State University	500.00	University of Texas at Austin	3,500.00
St. Louis Community College	3,000.00	University of Texas at San Antonio	4,500.00
St. Phillip's College	1,000.00	University of Utah	500.00
State University of New York At Cobleskill	4,000.00	University of Washington	2,000.00
State University of New York At Morrisville	12,500.00	University of Wisconsin-Stevens Point	2,500.00
Stephen F. Austin State University	6,500.00	University of Wisconsin-Stout	\$5,500.00
Swiss Hospitality Institute	2,000.00	Utah State University	3,000.00
Syracuse University	14,000.00	UTSA College of Architecture	2,000.00
Teikyo Post University	2,000.00	Virginia Commonwealth University	5,500.00
Texas Christian University	34,300.00	Virginia Polytechnic Institute	5,000.00
Texas Tech University	3,000.00	Virginia State University	12,000.00
The Art Center Design College	1,500.00	Washington State University	3,500.00
The Art Institute of Atlanta	21,400.00	Watkins College of Art & Design	2,500.00
The Art Institute of California-Los Angeles	18,500.00	Wentworth Institute	2,150.00
The Art Institute of California-Orange Cty	3,000.00	Western Illinois University	3,000.00
The Art Institute of California-San Diego	500.00	Widener University	16,500.00
The Art Institute of Colorado	7,000.00	Woodbury University	23,500.00
The Art Institute of Dallas	33,300.00		

Internet Communications

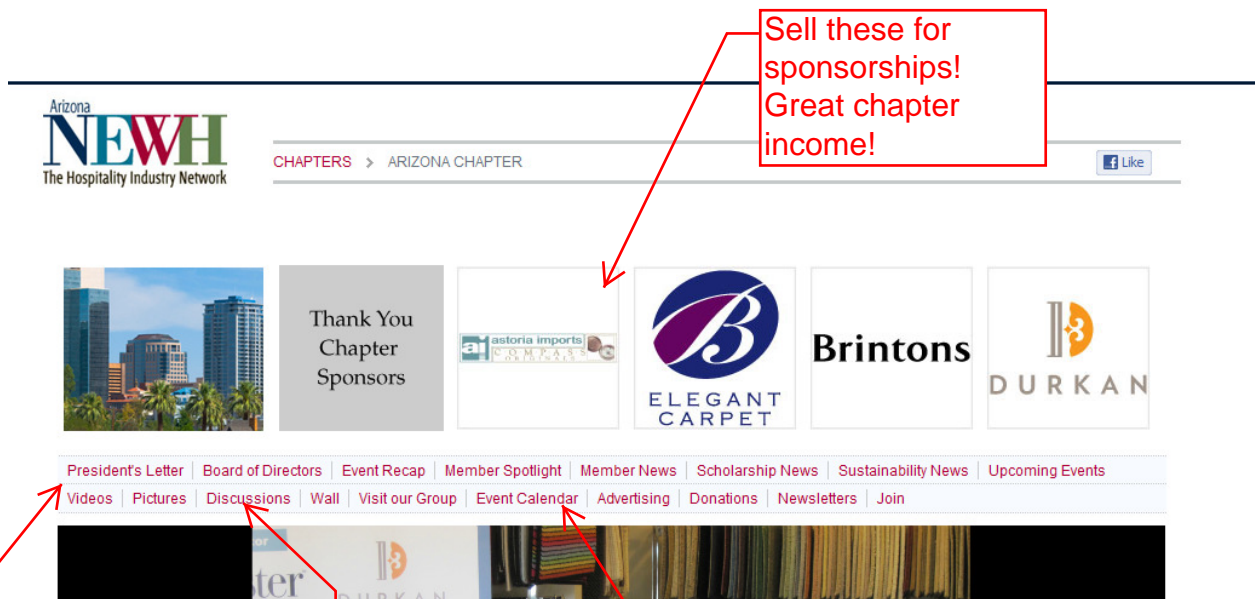
Position: Assist in managing the internet communications for the NEWH Chapter website, related to marketing, promotion and advertising.

Responsibilities:

- Chapter Website
- Facebook Page
- LinkedIn Page
- Twitter Page

Chapter Website

- Update the website with upcoming events/calendar. The more up to date this is the more publicity you get and higher attendance at events. This is a chapter's MAIN marketing tool next to its people. Send invites and calendar updates to Diane in the office as she links the emailed invites to the website.
- Utilize the banner at the top of the page for fundraising for events and the chapter. Sell the spaces to Chapter Sponsors or let this be an additional tool to draw in event sponsors....If you sponsor an event you get your logo on our chapter website for a month.
- After each event post the photos to the website through Flickr- Let NEWH Inc. know once you've uploaded so they can download to the website.
- Write Event Recaps- a brief description to let people know the date and location of past events, highlights of the event, speakers, sponsors, and attendance.
- Make sure you update and fill out all the tabs at the top of the page. Use all the resources to your full advantage.
- Don't forget the handy "cheat" sheet that Diane made for a walk-through to uploading photos to Flickr and editing information on the chapter website page.



Sell these for sponsorships!
Great chapter income!

Don't forget to update all of these!

Great place on the website for topics that you post to linkedin and facebook!

The more information on the website the more marketing opportunities you have! This information gets posted to Twitter!

Linked In

- Use this site to upload information about your calendar. Great way to update your followers; especially those that are not on facebook.
- Start Discussions to get a dialogue moving on the page to create networking. Discussions that are started might be great ideas for future programs/events/fundraisers.
- Post important information or articles about the industry.

Chapter Events!

Post questions to start dialogue!

Industry News!

1.15% APY | NO FEES | NO MINIMUM BALANCE
A HIGH-YIELD SAVINGS ACCOUNT FROM AMERICAN EXPRESS
[LEARN MORE NOW](#)

Facebook

- Use this site to upload information about your calendar.
- After each event post photos and tag people in them.
- Remember: Anything posted to Facebook automatically gets uploaded to Twitter. Make sure you post your chapter name in the title of your posting.
- FYI: Anything that you post to Facebook, goes into your followers news feed. When multiple things are posted at one time, a person's news feed fills up with NEWH posts of your chapter. When this happens, many times followers will hide all fields from that friend in the future. Therefore, anything you post in the future will not be seen by a friend. Out of courtesy to friends and to keep you members happy and interested, try to post one item a day. That way you stay in their sights, but do not overload them with information.
- Post updates on the industry, local, national, international.
- Post questions and send out polls for your friends to respond to. Polls are a great way to get feedback or decided what events to have.
- You can send out events and create a calendar on Facebook for your chapter.
- Make sure that you try to include anything that you post on the website or linked in on Facebook and vice versa.

The image shows a screenshot of a Facebook news feed from the page "NEWH/ Washington DC". The feed contains five posts, each with a red callout box pointing to it:

- Post 1:** "Business Events Calendar - Washington Business Journal" with a callout box that says "Post to Calendar!".
- Post 2:** "Marriott International boosts buyback | Washington Business Journal" with a callout box that says "Post to Discussions as well!".
- Post 3:** "Chesapeake Lodging buys W Chicago City Center | Washington Business Journal" with a callout box that says "Post to Discussions as well!".
- Post 4:** "Montgomery County launches tourism campaign around U.S. Open | Washington Business Journal" with a callout box that says "Member News or Member Spotlight!".
- Post 5:** "Jose Andres wins James Beard award | Washington Business Journal" with a callout box that says "Member News or Member Spotlight!".

Each post includes the NEWH logo, the title of the article, the source (Washington Business Journal), and a timestamp of "3 hours ago".

Twitter

- Anything that gets posted to the website will automatically get posted to our Twitter site.
- Reminder: You must post your chapter name into all your posts. This allows your followers to know which chapter is doing what. This is highly important to do this.
- We have ONE Twitter site for all chapters, this allows for tagging and sharing information. This allows for a company or person following NEWH, Inc. to see that we are a “whole organization” working together, many pieces all acting as one and for a common mission statement and goals.

The image shows a screenshot of the Twitter profile for NEWH Inc (@NEWHinc). The profile header includes the company logo, name, handle, and website. The main content area displays a list of tweets, each with a profile picture, name, text, and a link. Two red callout boxes with arrows point to specific tweets. The first callout box points to a tweet about a Meet&Greet event and contains the text: "This was posted on Facebook and then automatically got posted to our Twitter Page!". The second callout box points to a tweet about a Casino Golf event and contains the text: "Don't forget your chapter name to help with marketing and draw up attendance!".

twitter Search Home Profile Messages Who To Follow lizakapisak

NEWH Inc
@NEWHinc
the hospitality industry network
<http://newh.org>

Following

Tweets Favorites Following Followers Lists

NEWHinc NEWH Inc
NEWH/Atlantic City- only a little over a week until our Meet&Greet at the Sunbar in Atlantic City! Hope to see... <http://fb.me/17Sh5GbMB>
17 hours ago

NEWHinc NEWH Inc
Chrissy Thompson, AP3C Architects, and Charlie Tarloski enjoying the Phillies game. <http://fb.me/14kf58L8b>
17 hours ago

NEWHinc NEWH Inc
Join us in celebrating NEWH ICON Harvey Nudelman. Harvey will be the 7th individual to receive this award being... <http://fb.me/178EfnMgP>
19 hours ago

NEWHinc NEWH Inc
Sign up for the 6th annual Casino Golf! It's scramble golf with a poker twist. August 17th at Interbay Golf... <http://fb.me/1c4mdNqRb>
21 hours ago

NEWHinc NEWH Inc
Casino Golf! <http://fb.me/srRZN1x9>
21 hours ago

NEWHinc NEWH Inc
Hope to see you all there! <http://fb.me/TISyTbUU>
25 Jul

NEWHinc NEWH Inc
SF Bay Area: Want to plan ahead...here is a calendar for the events planned for the remainder of 2011. Hope to... <http://fb.me/17PZD7PJJ>
25 Jul

NEWHinc NEWH Inc

About @NEWHinc
1,818 Tweets 79 Following 606 Followers 25 Listed

Following · view all

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This was posted on Facebook and then automatically got posted to our Twitter Page!

Don't forget your chapter name to help with marketing and draw up attendance!

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		147,965.00		
	Expense						52,567.12		61,007.30		
	Chapter Percentage						23,962.15		34,783.08		
	NEWH, Inc. profit						35,943.23		52,174.62	88,117.85	44,058.93
North Central	Income					59,351.00			61,890.00		
	Expense					33,943.48			25,648.58		
	Chapter Percentage					10,163.01			14,496.57		
	NEWH, Inc. profit					15,244.51			21,744.85	36,989.36	18,494.68
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 REGIONAL GROUP HANDBOOK

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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The purpose of the manual is to provide members an official reference book of guidelines for implementing the objectives of the NEWH, INC.

This manual should be used in conjunction with the NEWH, Inc. By-laws, to bring members an appropriate resource for discharging their responsibilities as Members, Directors and Officers of the NEWH, INC.

Members may use contents without permission.
Others wishing permission to use any part of contents may write to the address above.

NEWH has established a vehicle for those members who are in an area that does not have a large hospitality community, but still want to be affiliated with NEWH. Our new Regional Group model will provide for members to gather under the authority of NEWH, give a scholarship each year, and work toward chapter-hood, if feasible.

NEWH is pleased with the interest shown in forming a Regional Group. We are delighted to present this manual to assist in the formation process.

Members include, but are not limited to, those persons involved in the design, planning and implementation of Hospitality related projects; individuals who manufacture, market, distribute, service or supply products for the Hospitality Related Industries; executives in the fields of management and operations of Hospitality Related Industries; those engaged in the areas of publishing, with emphasis on Hospitality Related Industries; educators of design and management in Hospitality Related Fields, and students aspiring to any of these fields.

NEWH, Inc. has a strong and ongoing commitment to education. The fundamental function of NEWH, Inc. is raising funds for education in the above mentioned fields.

The principal charitable endeavor of NEWH, Inc. is the creation and maintenance of a Scholarship fund. Scholarships are awarded annually to students who apply and qualify under NEWH, Inc. standards.

NEWH, Inc. recognizes the talent and ability of young people and encourages their involvement in all areas of the industry, through educational programs, student design competitions, internships and student memberships.

Education of members is achieved through educational meetings, panel discussions by experts in their fields, seminars, tours of manufacturing facilities, CEU programs for both members and non-members, and the exchange of information and ideas among members and participants.

It is the goal of NEWH, Inc. that Regional Groups will join to form an active and positive force in the region and in the Hospitality, Foodservice, and Related communities. Regional Groups may join with other organizations to further purposes of NEWH, Inc.

It is also hoped that each Regional Group will provide some opportunities for the members to have fun together.

It takes time to organize, build and maintain a strong Regional Group. The following format is intended to give you the framework for doing so.

The first step is to form a group of eight (8) to ten (10) NEWH members who are interested in forming a Regional Group. This group should consist of designers, trade representatives, manufacturers, consultants, industry executives and other related professionals.

Once this group is formed, a Steering Committee should be established to lead the Regional Group. The Steering Committee consists of Chairperson, Secretary, Membership and Programming. The Steering Committee will meet quarterly.

The Regional Steering Committee will participate in a conference call with the NEWH, Inc. President, VP/Membership, Director/Expansion and the NEWH Executive Director. The Steering Committee will confirm their geographic area and Regional Group name; that they have read, understand and agree to follow the NEWH, Inc. By-laws; number of voting members in the region; and state their goals for the Regional Group.

The group will be encouraged to hold no-host happy hour type events or no-host luncheons to develop interest in the Regional Group. The NEWH, Inc. office will be available to help create invitations and email to a targeted list of industry individuals in the area. It will be requested that members of the group provide the NEWH office with a contact list to create the Regional Group database. It will be the responsibility of the Regional Group members to update the

Preamble

How to Start the Process

NEWH office on additions, corrections or deletions to the master database.
Once the group has attained 15 members, they can officially become a Regional Group.

When a geographic area has 15 voting members, they may apply to become an NEWH Regional Group by completing an application and submitting it to the NEWH, Inc. office. The application will be reviewed by the VP/Membership and Director/Expansion. The application will then be forwarded, along with their recommendation, to the NEWH Executive Committee for review. The Regional Group application will be reviewed and voted on by the NEWH, Inc. Board of Directors.

Some of the criteria that the NEWH, Inc. Board of Directors will use to review requests for Regional Group formation are as follows:

- The Regional Group has read the NEWH, Inc. By-laws and can exist within the framework set forth within;
- The Regional Group understands the short and long range goals of the NEWH, Inc. and is in agreement with them;
- The Regional Group will be able to promote an awareness of the NEWH, Inc.;
- The Regional Group will be able to attract members representing all facets of the Hospitality, Foodservice, and Related fields; and
- The Regional Group will have fifteen (15) members in good standing to receive authorization to move forward.
- The Regional Group shall have 15 voting members for no less than 12 months prior to funding the annual scholarship. The “funding date” would be the annual “group establishment date” anniversary as described in the handbook

Upon the vote of approval by the NEWH, Inc. Board of Directors, the Regional Group Steering Committee will oversee the growth and progress of the proposed Group and will formalize the Group name.

NEWH/ _____ Region
(Region Designation)

The positions on the Steering Committee are informal, as long as those assuming them are serious in their intent to serve, and there is a consensus of agreement on who will serve in each. This committee will form the nucleus of the organization. New people should be brought on to the Steering Committee each year to keep the ideas fresh and young and the Regional Group moving forward. Ideally the Chair would step down each year and an existing committee member would assume the chair position.

The Steering Committee will meet, at minimum, quarterly or more often if they feel necessary. Minutes of all meetings must be taken and submitted to the NEWH, Inc. office.

Membership potential should be assessed. The various ways to do these are:

- The NEWH, Inc. office will provide the Regional Group with a list of entries in the NEWH, Inc. database. It will then be the responsibility of the Regional Group to add to the list, make corrections on the list or request deletions from the list by submitting the information to the NEWH, Inc. office, who maintains the database.
- A list of descriptions is provided in the Preamble of this document to find areas from which to recruit all possible members.
- Ask all new members to provide a list of potential candidates for membership.
- The Steering Committee will consult with area educational facilities to gain names of faculty and student contacts.

Establishment of a Regional Group

Criteria used by the NEWH, Inc. Board of Directors

Steering Committee

Determining Potential Membership

- In addition to the above, the members of the group should NETWORK as good networking will foster membership!!

The function of the NEWH, Inc. office is to run the business of the organization and support its NEWH, Inc. Board of Directors, Chapters and Regional Groups.

Support for the Regional Groups will include:

- Provide annual Steering Committee Training Webinar
- Review and approve all membership applications
- Handle all dues collections and disbursement of funds
- Support members' online activities, membership and resource directory, NEWH Connect, etc.
- Participate in quarterly Regional Conference Calls
- Maintain master region database
- Help setup/design event invitations
- Broadcast event invitations
- Handle online RSVP for all events
- Setup and help maintain Regional Group web page

NEWH Regional Groups are not allowed to have bank accounts or collect funds on behalf of NEWH. Because they are not a chartered entity within NEWH, they will not be registered in the state where they function.

For funded events, see the Events/Meetings section.

The region will need 15 voting members to form a Regional Group.

NEWH provides both paper and online membership applications. We encourage people to join online, as this will also enroll them in NEWH Connect, the social networking section of the NEWH website. Potential members should be told to join as a Regional Member and type in their area on the application.

Upon completion of the application and approval by the NEWH Executive Director, the new member will receive an email from the NEWH office welcoming them and telling them how to access the website, different ways they can become involved, etc. The application data will be forwarded to the Steering. The Steering Committee will also receive a chapter roster monthly.

The Regional Group Steering Committee will meet on a regular quarterly basis. Minutes of its meetings are to be formally kept and a copy forwarded promptly to the NEWH, Inc. office. Written notice of these meetings will be sent to the membership at least thirty (30) days prior to their scheduled date, so that interested Regional members may attend. Whenever possible an agenda for said meetings should be provided in advance.

The Regional Group is encouraged to hold no-host Happy Hour type events, no-host Luncheons, no-host hotel/restaurant tours, etc. at least once per quarter.

The Regional Group may hold up to two (2) funded events per year. This event may be a fundraiser or educational program and should include presentation of the annual Scholarship. A budget for the event must be submitted to the NEWH, Inc. office for approval prior to moving forward with any events. The group will work with the NEWH office on event notice, deposits, online RSVP and payments, sponsorships, etc. Any excess funds raised by the event will go into the group's escrow account.

If the group has a negative cash flow at an event, they will not be allowed to hold another funded event for 12 months. If two (2) events lose money, NEWH, Inc. would no longer cover

**Function/
Support of
NEWH, Inc.**

Finances

Membership

**Events/
Meetings**

the Regional Group expenses.

Programs should promote the goals of the NEWH, Inc. and maintain the high standards that reflect the nature of the organization.

After being established as a Regional Group for a twelve (12) month period, the group will have the opportunity to present one (1) \$2,000.00 scholarship per year.

Fifty percent (50%) of the Regional Group members' dues will be placed in a special account to help cover the cost of the award. The NEWH, Inc. office will send out an announcement to the area colleges and universities soliciting applicants. The applications will be sent to the Steering Committee for selection. All scholarships given must follow the established guidelines/criteria set forth by NEWH, Inc.

Steering Committee members will be invited to attend NEWH Quarterly Chapter Board Discipline Calls.

Quarterly conference calls will be provided for the regional members to participate in. Members will be able to brain storm about "what works and what doesn't" in each region, get new programming ideas, network for business purposes, and discuss who is interested in serving as delegate for the Regional membership.

An online Forum will be established on the NEWH website to allow communication between conference calls.

The Regional Groups as a whole will be represented on the NEWH, Inc. Board of Directors. The Regional Members will be allowed to elect one (1) delegate to the NEWH, Inc. Board of Directors for every 50 regional memberships worldwide. The delegate will have a two (2) year term.

Nomination forms will be emailed to all eligible regional members in good standing, and those who wish to be considered for a delegate position will be able to describe why they would best fit the position. Ballots would then be sent out to all regional members who are eligible to vote for those nominees.

Delegates travel reimbursement will follow the same guidelines set forth for all chapters.

Scholarship

Other Communication Opportunities

Regional Members Worldwide Representation

By-laws

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

Members of the NETWORK OF EXECUTIVE WOMEN IN HOSPITALITY, INC. shall conduct themselves honorably so as to maintain the integrity of the organization. To that end, each member shall adhere to the following code of ethics:

1. Each member shall hold membership in the NETWORK OF EXECUTIVE WOMEN IN HOSPITALITY, INC. as a privilege and a responsibility and shall abide by the By-Laws.
2. Each member is obligated through personal and professional conduct to uphold and maintain beyond reproach the dignity of the NETWORK OF EXECUTIVE WOMEN IN HOSPITALITY, INC.
3. Each member shall recognize and respect the professional standards of the NETWORK OF EXECUTIVE WOMEN IN HOSPITALITY, INC. members and shall encourage the highest level of cooperation of the members.
4. No member shall use the position as Officer, Director or member of the NETWORK OF EXECUTIVE WOMEN IN HOSPITALITY, Inc. to gain purely personal advantages in advertising, merchandising or promotion. Members are encouraged to use the initials NEWH after their names on business stationary and business announcements.
5. The name NETWORK OF EXECUTIVE WOMEN IN HOSPITALITY, INC. may be used officially only by the NETWORK OF EXECUTIVE WOMEN IN HOSPITALITY, INC. and its authorized chapters. An individual may, with the written approval of the NEWH, Inc. Board of Directors of the NETWORK OF EXECUTIVE WOMEN IN HOSPITALITY, INC., use the name of the organization in connection with the sponsorship or co-sponsorship of an industry activity.
6. A member may not use the membership directory as a mailing list for commercial purposes nor permits its use by a nonmember for any purpose. NEWH mailing lists shall be available to other **organizations** within the Hospitality or related industries, only as approved by the NEWH, Inc. Board of Directors and are not to be used for commercial purposes. List members may request in writing that their names be deleted from any mailing list provided to another **organization**.
7. Members who misrepresent their professional qualifications at any time will be subject to disciplinary action by the Chapter Board of Directors.
8. Any conduct which is detrimental to the best interests of the NETWORK OF EXECUTIVE WOMEN IN HOSPITALITY, INC. may result in disciplinary action by the NEWH, Inc. Board of Directors.

VISION STATEMENT

THE Network of the Hospitality Industry

MISSION STATEMENT

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

WHO WE ARE:

Members of the NEWH, INC. are professionals actively engaged in development, management/operations, architecture, communications, design, distribution, education, manufacturing, production, purchasing, and sales of the Hospitality, Foodservice, Senior Living and related industries.

WHAT WE DO:

1. Sponsor scholarships and actively promote the education of eligible students aspiring to enter the Hospitality, Foodservice, Senior Living and related industries.
2. Encourage cooperation and exchange of information among those engaged in all aspects of the Hospitality, Foodservice, Senior Living and related industries.
3. Disseminate information to the industry through lectures, seminars, trade meetings, news bulletins and awards for excellence.
4. Serve the industry, students and the membership of the NEWH, INC.

STUDENTS:

NEWH, INC. recognizes the talent and ability of students and encourages involvement in all areas of the Hospitality, Foodservice, Senior Living and related fields through scholarships, seminars and educational programs.

INDUSTRY:

NEWH, INC. members are involved in developing activities to stimulate and promote the Hospitality, Foodservice, Senior Living and related fields.

MEMBERSHIP:

NEWH, INC. provides meetings, educational programs, seminars and career opportunities for its members.

ARTICLE I

NAME

The name of this non-profit corporation is the NETWORK OF EXECUTIVE WOMEN IN HOSPITALITY, INC.

ARTICLE II

OBJECTIVES

The objectives of the NETWORK OF EXECUTIVE WOMEN IN HOSPITALITY, INC. and its Chapters are:

- To promote scholarship, education of women and interest in the Hospitality Industry and related fields
- To bring more women into the mainstream and advance their status in the Hospitality Industry and related fields
- To elevate the professional and ethical standards of the industry
- To bring about a spirit of cooperation and networking among the membership, including support of the Code of Ethics

ARTICLE III

MEMBERSHIP

Membership will be held by those persons who support the objectives of the NETWORK OF EXECUTIVE WOMEN IN HOSPITALITY, INC. A member must adhere to both the By-laws and Code of Ethics.

SECTION A CATEGORIES OF MEMBERSHIP

1. GENERAL

- a) Those professionals who have been engaged in the Hospitality Industry or a related fields for ~~4~~1 years or more
- b) Entitled to one (1) vote
- c) Eligible to run for elective office and chair a committee

2. EDUCATION PROFESSIONAL

- a) Those persons who are full time educators for Hospitality Studies, to include Architecture, Asset Management - Hospitality Industry Studies, Culinary Arts, Environmental Design, Food Service Management, Hospitality & Restaurant Management, Hotel Administration, Interior Design, International Hotel Management, Nutrition Management, Tourism & Convention Administration, and Travel & Tourism
- b) Entitled to one (1) vote
- c) Eligible to run for elective office and chair a committee
- d) Dues shall be waived for this membership category

~~3. ALLIED~~

- ~~a) Those individuals interested in supporting the goals of the organization~~
- ~~b) Not entitled to vote~~
- ~~c) Not eligible to hold office or chair a committee. Allied Members may serve on committees~~

4. CHAPTER LEVEL BUSINESS

- a) Those companies interested in supporting the goals of the organization
- b) The Business is not entitled to vote not eligible to hold office or chair a committee

- c) Courtesy and general members of the business are eligible to vote and hold office or chair a committee
- d) Will be entitled to member benefits as determined by the NEWH, Inc. Board

6. ASSOCIATE

- a) Those professionals engaged in the Hospitality Industry or related fields for 3 years or less industry members who have, within a 12 month period, completed an area of accredited hospitality related studies.
- a)b) The Associate membership category will be available to those members for a period not to exceed three (3) years.
- b)c) Not entitled to vote
- e)d) Not eligible to hold office or chair a committee. Associate Members ~~may~~ are encouraged to serve on committees

5. STUDENT

- a) Those who are at least second year students or the equivalent enrolled at any accredited institution in Hospitality or a related field
- b) Will not pay dues but may be charged an application fee
- c) Not entitled to vote
- d) Not eligible to hold office or chair a committee. Student Members may are encouraged to serve on committees
- e) Student memberships will be extended for a maximum of one (1) year from graduation, in order to facilitate the transition to Associate/General membership

6. RETIREE

- a) Those who are retired and are 65 years of age or older, but became members while actively engaged in the Hospitality Industry or related field
- b) Entitled to one (1) vote
- c) Eligible to run for elective office and chair a committee

7. HONORARY

- a) Those who the Chapter Board of Directors deem worthy
- b) Entitled to one (1) vote
- c) Eligible to run for elective office and chair a committee
- d) Dues shall be waived for this membership category
- e) Chapter is responsible for dues payments to NEWH, Inc.

8. COURTESY

- a) Those who receive their membership through a Chapter Level Business or Corporate Partnership
- b) Entitled to one (1) vote
- c) Eligible to run for elective office and chair a committee

SECTION B CHAPTER AFFILIATION

Applicants for NEWH membership may select one (1) Chapter that best suits their needs. If there is no Chapter preference, an applicant may apply for membership in a Regional Group. Business members must be affiliated with a Chapter. Each Chapter is entitled to review and accept or reject membership applications. Applications for membership in Regional Groups will be reviewed by NEWH, Inc. Any Member in good standing may attend a function of any Chapter at the same cost charged to members of that Chapter.

Members must belong to a local chapter of NEWH if one exists in the area of their residence or place of business. Where no chapter exists, members may select a chapter for affiliation or may elect to remain members-at-large. Business members must be affiliated with a chapter. Any member wishing to join more than one chapter will be required to apply for membership to each chapter and to pay full dues to each. Each Chapter is entitled to review and accept or reject membership applications. Applications for members-at-large will be reviewed by NEWH, Inc. Any General or

~~Retired Member may attend a function of any chapter at the same cost charged to members of that Chapter.~~

Section C Regional Groups

1. In geographical areas where no Chapter is available, all categories of NEWH membership are eligible to affiliate with NEWH Regional Groups. Regional Groups are governed by the NEWH Regional Group Handbook as amended.
2. Regional Groups worldwide as a whole are represented on the NEWH, Inc. Board of Directors by the election of one at-large delegate for every fifty (50) members affiliated with a Regional Group. Regional Group delegates will serve terms of two (2) years on the NEWH, Inc. Board of Directors.

~~SECTION C~~ D ~~SUSPENSION FOR NON-PAYMENT OF DUES~~

1. Any member whose dues are not paid in full within ~~sixty forty five~~ (6045) days after the due date shall be suspended and shall not be entitled to any of the rights and privileges of membership, including voting
2. The Chapter Treasurer or NEWH, Inc. Vice President ~~of~~ Finance shall cause notice to be given to the member by mail, fax, telephone or other electronic communication reasonably calculated to give notice to the member, at least fifteen (15) days prior to suspension. Either the member shall have the right to reply, orally or in writing, to the Chapter Treasurer, with payment or giving any reasons why they should not be suspended, at any time up to the date of suspension
3. Reinstatement after suspension for non-payment of dues will be at the discretion of the appropriate Board of Directors

~~SECTION D~~ E ~~TERMINATION — OTHER REASONS~~

A member who, in the opinion of the NEWH, Inc. or Chapter Board of Directors, has failed to abide by the Corporation's By-laws or Code of Ethics or has engaged in conduct that is detrimental to the best interests of the NETWORK OF EXECUTIVE WOMEN IN HOSPITALITY, INC. or any of its Chapters, may be suspended or terminated from membership in the NETWORK OF EXECUTIVE WOMEN IN HOSPITALITY, INC.

~~SECTION E~~ F ~~TERMINATION PROCEDURE~~

1. Should NEWH, Inc. or Chapter Board of Directors determine that suspension of a member or members is called for; the following procedure shall be followed, except for failure to pay dues or assessments.
2. A written notice shall be delivered personally or sent by first-class mail, postage prepaid, to the most recent address of the member as shown on the Corporation's records, setting forth the proposed grounds for discipline. Such notice shall be sent at least twenty-one (21) days before the date upon which the Board proposes to act upon the termination. The notice to the member of this meeting shall state the date, time and place of the meeting;
3. The member to be terminated shall be given an opportunity to be heard, either orally or in writing, at the option of the Board, at or before the Board meeting specified in the notice of proposed termination;
4. In considering the charges and the member's response, the Board should abide generally by the principles of fundamental fairness, but need not conduct a quasi-judicial proceeding with cross-examination, rules of evidence, etc. The Board may deliberate and vote in secret.
5. Notice of this termination shall be sent to the member in the same manner as the notice of the meeting. The determination of the Board shall be final.

ARTICLE IV

MEETINGS

SECTION A MEMBERS MEETINGS

1. Regular Meetings

Regular meetings of members shall be held at the dates, times and places as determined by the Board of Directors, or chapter Board of Directors as applicable. A schedule of such meetings shall be prepared and distributed to the members by the Secretary, except that where Action by the members is proposed to be taken at any meeting, notice shall be given as provided by below.

2. Annual Meetings

Annual meetings shall be the regular meeting scheduled for January of each year or at such time as may be designated by the Board.

3. Special Meetings

a) Authorized Persons Who May Call. A special meeting of the members may be called at any time by any of the following: The Board of Directors, the President, or by five (5%) percent or more of the voting members.

b) Calling Meetings By Members. If members other than the President call a special meeting, the request shall be submitted by such members in writing, specifying the general nature of the business proposed to be transacted, and shall be delivered personally or sent by registered mail or by telegraphic or other facsimile transmission to the President, Vice-President or the Secretary of the Chapter. The officer receiving the request shall cause notice to be promptly given to the members entitled to vote, in accordance with the provisions of Section 4 of this Article IV, that a meeting will be held, and the date for such meeting, which date shall be not less than thirty-five (35) nor more than ninety (90) days following the receipt of the request. If the notice is not given within the twenty (20) days after receipt of the request, the persons requesting the meeting may give the notice. Nothing contained in this Subsection shall be construed as limiting, fixing or affecting the time when a meeting of members may be held when the meeting is called by action of the Board of Directors.

4. Notice of Members' Meetings

a) General Notice Contents. All notices of meetings of members shall be sent or otherwise given not less than ten (10) nor more than ninety (90) days before the date of the meeting. The notice shall specify the place, date and hour of the meeting, and (i) in the case of a special meeting, the general nature of the business to be transacted, and no other business may in that case be transacted; or (ii) in the case of the annual meeting, those matters which the Board of Directors, at the time of giving the notice, intends to present for binding action by the members.

b) Manner of Giving Notice Notice of any meeting of members at which a vote is to be taken may be given either personally or by first-class mail, telegraphic or other electronic communication, charges prepaid, addressed to each member either at the address of that member appearing on the books of the Chapter or the address given by the member to the Chapter for the purpose of notice. Notice shall be deemed to have been given at the time when delivered personally, deposited in the mail, or sent by telegram or other means of written communication.

5. Quorum

- a) Percentage Required. One ~~third~~ half (1/~~3~~2) of the voting members must be present in person or by proxy shall to constitute a quorum for the transaction of business at a meeting of the members.
 - b) Loss of Quorum. The members at a duly called or duly held meeting at which a quorum is present may continue to transact business until adjournment, notwithstanding the withdrawal of enough members to leave less than a quorum, if any action taken (other than adjournment) is approved by at least a majority of the members required to constitute a quorum.
 - c) Adjournment. Any members' meeting, regular, annual or special, whether or not a quorum is present, may be adjourned by the vote of the majority of the members represented at the meeting, either in person or by proxy. But in the absence of a quorum, no other business may be transacted at that meeting, except as provided in this Article.
6. Voting
- a) Eligibility to Vote. Persons entitled to vote at any meeting of members shall be voting general, education professional, courtesy, honorary, and retired members in good standing.
 - b) Manner of Casting Votes. Voting may be by voice or ballot. Each eligible member shall have one vote for each office up for an election. Cumulative voting shall not be permitted.
 - c) Only Majority of Members Represented at Meeting Required, Unless otherwise Specified. If a quorum is present, the affirmative vote of the majority of the members represented at the meeting, entitled to vote and voting on any matter shall be the act of the members.
7. Waiver of Notice or Consent by Absent Members
Written Waiver or Consent. The transactions of any meeting of members, either annual or special, however called or noticed, and wherever held, shall be as valid as though taken at a meeting duly held after regular call or notice, if a quorum be present either in person or by proxy, and if, either before or after the meeting, each person entitled to vote, who was not present in person or by proxy, signs a written waiver of notice or a consent to a holding of the meeting, or an approval of the minutes. The waiver of notice or consent need not specify either the business to be transacted or the purpose of any annual meeting of members.
8. Action by Written Consent without a Meeting.
 Any action that may be taken at any annual or special meeting of members may be taken without a meeting and without prior notice if written ballots are received from a number of members at least equal to the quorum applicable to a meeting of members. All such written ballots shall be filed with the Secretary of the Chapter and maintained in the Chapter records. All solicitations of ballots shall indicate the time by which the ballot must be returned to be counted.
9. Record Date for Member Notice, Voting and Giving Consents
- a) To Be Determined by Board of Directors. For the purposes of determining which members are entitled to receive notice of any meeting, to vote, or to give consent to corporate action without a meeting, the Board of Directors may fix, in advance, a "record date", which shall not be more than sixty (60) nor fewer than ten (10) days before the date of any such meeting, nor more than sixty (60) days before any such action without a meeting. Only members of record on the date so fixed are entitled to notice, to vote, or to give consents, as the case may be, notwithstanding any transfer of any membership on the books of the corporation after the record date.
 - b) Failure of Board to Determine Date. Record Date for Notices or Voting Unless fixed by the Board of Directors, the record date for determining those members entitled to receive notice of, or to vote at, a meeting of members, shall be the next business day preceding the day on which notice is given, or, if notice is waived, the next business day preceding the day on which the meeting is held.

- i. Record Date for Written Consent to Action Without Meeting Unless fixed by the Board, the record date for determining those members entitled to vote by ballot on corporate action without a meeting, shall be the next business day preceding the date the ballots are first mailed or distributed to the members.
- ii. "Record Date" Means as of the Close of Business For purposes of this Subparagraph 9, a person holding membership as of the close of business on the record date shall be deemed the member of record.

SECTION B CHAPTER BOARD OF DIRECTORS MEETINGS

1. Annual Meeting

The annual meeting of the Chapter Board of Directors shall be held in conjunction with the annual meeting of the Chapter members.

2. Regular Meetings

Regular meetings of the Chapter Board of Directors shall be held at such times as the Board of Directors may from time to time designate. No additional notice of regular meetings need be given so long as the date, time and place have been set by resolution of the Board, and printed in the minutes distributed to all Directors; otherwise, notice shall be given as for special meetings.

3. Special Meetings

The Chairman of the Board or the President, or any Vice-President, the Secretary, or any two Directors may call special meetings of the Board of Directors for any purpose at any time.

4. Notices of Special Meetings. Manner of Giving

Notice of the time and place of special meetings shall be given to each Director by one of the following methods:

- a. by personal delivery or written notice;
- b. by first-class mail, postage paid;
- c. by telephone communication or facsimile transmission, email, either directly to the Director or to a person at the Director's office who would reasonably be expected to communicate such notice promptly to the Director; or
- d. by telegram, charges prepaid. All such notices shall be given or sent to the Director's address or telephone number as shown on the records of the Chapter.

5. Time Requirements

Notices sent by first class mail shall be deposited into a United States mailbox at least seven (7) days before the time set for the meeting. Notices given by personal delivery, telephone, or telegraph shall be delivered, telephoned, faxed, emailed or given to the telegraph company at least seventy-two (72) hours before the time set for the meeting.

6. Notice Contents

The notice shall state the time and place for the meeting. However, it need not specify the purpose of meeting, or the place of the meeting, if it is to be held at the principal executive office of the Chapter.

7. Quorum

A majority of the actual number of Directors, but not less than two (2) or one-fifth (1/5) of the authorized number, whichever is greater, shall constitute a quorum for the transaction of business, except to adjourn, as provided below in Section 10 of this Article. Every act or decision done or made by a majority of the Directors present at a meeting duly held at which a quorum is present shall be regarded as the act of the Board of Directors.

8. Newly Created Directorships and Vacancies

Newly created directorships resulting from an increase in the number of Directors and vacancies occurring in the Board for any reason may be filled by a vote of a majority of the Directors then in office, although less than a quorum exists. A vacancy caused by removal of a Director by the members may only be filled by a vote of the members. A Director elected to fill a

vacancy caused by resignation, death or removal shall be elected to hold office for the unexpired term of his predecessor.

9. Waiver of Notice

The transactions of any meeting of the Board of Directors, however called and noticed or wherever held, shall be as valid as though taken at a meeting duly held after regular call and notice, if a quorum is present, and either before or after the meeting, each of the Directors not present signs a written waiver of notice, a consent to holding the meeting, or an approval of the minutes. The waiver of notice or consent need not specify the purpose of the meeting. All waivers, consents and approvals shall be filed with the Chapter records or made a part of the minutes of the meeting. Notice of a meeting shall also be deemed given to any Director who attends the meeting without protesting before or at its commencement about the lack of adequate notice.

10. Adjournment

A majority of the Directors present, whether or not constituting a quorum, may adjourn any meeting to another time and place. Notice of the time and place of holding an adjourned meeting need not be given, unless the meeting is adjourned for more than twenty-four (24) hours, in which case notice of the time and place shall be given forty-eight (48) hours before the time of the adjournment.

11. Action Without Meeting

Any action required or permitted to be taken by the Board of Directors may be taken without a meeting, if all members of the Board, individually or collectively, consent in writing to that action. Such action by written consent shall have the same force and effect as a unanimous vote of the Board of Directors. Such written consent or consents shall be filed with the minutes of the proceedings of the Board.

12. Electronic Communication

Any meeting may be held with one or more Directors participating by conference/speaker telephone or similar electronic equipment so long as the following conditions are met, and all such Directors shall be deemed as present at such meeting:

- a. All Directors participating in the meeting can communicate with one another concurrently.
- b. Each Director can participate in all matters before the Board.
- c. The Board has implemented some means of verifying that the person or persons participating electronically and all of their participation was in fact that Director and not some other person.

SECTION C NEWH, INC. BOARD OF DIRECTORS MEETINGS

Meetings of the NEWH, Inc. Board of Directors will be held pursuant to the same general procedures as set out above for Chapter Boards, with the following changes.

The Annual Meeting shall be held in the last quarter of the corporation's fiscal year.

No meeting of the full Board requiring notice shall be held on less than twenty-one (21) days notice.

Meetings of committees of the Board may be held on less notice.

ARTICLE V

ELECTIONS

SECTION A NUMBER AND QUALIFICATION OF DIRECTORS (NEWH, Inc.)

1. The authorized number of NEWH, Inc. delegates shall be set by resolution of the NEWH, Inc. Board, but not less than three (3) or more than seventy-five (75). The number shall be set so as to provide for the number of delegates authorized to be elected by the Chapters, as set out in Section C below, plus the immediate past president and executive adviser. In addition, up to three (3) outside directors may be appointed by the NEWH, Inc. Board.

2. No one may serve as a NEWH, Inc. delegate unless they are and have been a voting member, in good standing, of the corporation for at least two (2) years and has served as a Chapter Director for at least one (1) year, except in the case of a newly chartered chapter or outside directors.
3. A NEWH, Inc. delegate shall serve for a term of ~~two-one (21)~~ years and until their successor shall have been elected and shall qualify. No one shall serve more than five (5) consecutive terms as a NEWH, Inc. delegate and until at least one (1) year absence from the Board.
4. The Board shall be divided so that approximately one-half of the delegates are elected each year.

SECTION B NUMBER AND QUALIFICATION OF DIRECTORS (CHAPTER)

1. The authorized number of Chapter Directors shall be as set by resolution of the Chapter Board but not less than ~~three-five (35)~~ or more than ~~seventeen-eleven (1711)~~ ~~unless a different number shall be set by the Board.~~
2. Except in the case of a newly formed Chapter, no one may serve as a Chapter Director unless they are and have been for at least one year a voting member in good standing of the corporation.
3. To be eligible to hold the office of President a member must have served not less than ~~three-two (32)~~ years as a member of the Chapter Board of Directors, including one (1) year immediately preceding election. To be eligible to hold the position of Vice President/Administration, a member must have served not less than ~~two-one (21)~~ years as a member of the Chapter Board of Directors. To be eligible for election to the office of Vice President/Development, a member must have served not less than one (1) years as a member of the Chapter Board of Directors. Newly formed Chapters are exempt from this provision.
4. A Chapter Director shall serve for a term of one (1) year and until their successor shall have been elected and shall qualify. No Director will serve in any position for longer than two consecutive terms.
5. No person shall serve on a chapter board more than 10 terms, a term being one (1) year.
6. In cases where a board position has not been filled through the normal election procedures as specified in Section C of Article V, the Board may appoint a Director who would otherwise not be eligible for said position.

SECTION C ELECTION OF DIRECTORS

1. By August of each year, the Board of each Chapter shall appoint a Nominating Committee to select candidates for Chapter and NEWH, Inc. Boards of Directors. If determined by resolution of the Chapter Board, the Chapter Directors may be elected by office, i.e., President, Secretary, etc.; if not, then the Chapter Directors shall be elected at large and the officers chosen by the Chapter Board from among its members.
2. The Nominating Committee shall select and present a minimum of one (1) candidate for each elective office at the September general meeting. The membership may, at the September meeting, present additional nominees from the floor. These nominations must be qualified by the Nominating Committee before inclusion on the ballot. "Write-in" candidates will not be considered.
3. Written ballots containing the names (and positions as applicable) of all persons nominated shall be ~~mailed, faxed, emailed or given to the telegraph~~ ~~mailed~~ to all eligible voting members ~~of the chapter on or about the 22nd of of the third week of~~ September and, to be counted, the ballot must be actually received by the NEWH, Inc. office ~~not later than 5:00 p.m. on October 5~~ ~~the first week of October. If either of these days falls on a holiday recognized by the laws of the State where the Chapter is headquartered, the time is extended to the next business day thereafter.~~ Should major outside circumstances make meeting either of these dates very difficult for the Chapter generally, the Chapter Board may select new election dates so long as the

members have approximately fourteen (14) days to return their ballots. This exception shall not be used for one or a few members but only for the entire election.

4. ~~A minimum of three (3) Nominating Committee members shall be present at the opening and counting of the ballots or the ballots will be opened by the NEWH, Inc. office. The Nominating Committee chairperson shall be one of those present. In the event the Chairperson or any member of the Nominating Committee is nominated for an elected office, that person or persons shall not be present at the counting of the ballots and shall be replaced by an alternate or alternates. Ballots will be returned to the NEWH, Inc. office for tallying. Promptly after the counting and tallying of the ballots, the Nominating Committee NEWH, Inc. office shall inform all nominees and current Chapter Board of Directors of the election results the nominations chair, who in turn is responsible for informing all nominees and current Chapter Board of Directors of the election results.~~
5. ~~Each Chapter shall elect one or more representatives as delegates(s) on the NEWH, Inc. Board in the same manner and at the same time as Chapter Directors, except that the term of office for NEWH, Inc. delegate shall be two years. The current NEWH, Inc. delegate(s) elected by a Chapter shall be ex-officio Chapter Director(s). The Chapter Vice President/ Administration and Vice President/ Development shall be delegates to the NEWH, Inc. Board of Directors. In addition, each The Chapters shall be entitled to elect one NEWH, Inc. delegate for each 100 eligible voting members in good standing of the Chapter, as follows: 1-100 members, one (1) delegate; 101-200 members, two (2) delegates; 201-300 members, three (3) delegates, etc have two delegates. When a chapters membership reaches 400 they will be granted a third delegate. The Past President shall hold that delegate position.~~ The Los Angeles Founding Chapter will elect one delegate in addition to the delegate(s) to which it is otherwise entitled. Where a Chapter is in formation the NEWH, Inc. Board may appoint one person from that Chapter to sit as a NEWH, Inc. delegate until an election can be held, that person is usually the organizing president. Such an appointment shall not count as a term as a NEWH, Inc. delegate.

SECTION E VACANCY — DIRECTORS

1. Events Causing Vacancy A vacancy or vacancies in the NEWH, Inc. or a Chapter Board of Directors shall be deemed to exist on the occurrence of any of the following: (a) the death, resignation or removal of any Director; (b) the declaration by resolution of the Board of Directors of a vacancy of the office of a Director who has been declared of unsound mind by an order of court or convicted of a felony or has been found by final order or judgment of any court to have breached a duty to the corporation; or (c) the absence of a Director from three (3) consecutive Board meetings shall automatically cause a vacancy in that office, provided, however, that the Board may reinstate said Director upon a showing of acceptable excuse.
3. ~~Removal~~ Any Director may be removed and the office declared vacant, with or without cause, by the vote of the eligible voting members of the Chapter which elected the Director, at any regular meeting, or at any special meeting called for that purpose. A Director may be removed for cause by vote of the Directors of the Chapter which elected the Director, or by the NEWH, Inc. Board of Directors, in circumstances involving, without limitation: fraud, dishonesty or deceit in the execution of NEWH, Inc. or Chapter duties and activities; breach of the NEWH Code of Ethics; divisive or disruptive behavior adversely affecting the Chapter; failure to perform the minimum duties of a Director including attendance at meetings of the Chapter Board.
2. ~~Removal~~ Any Director may be removed and the office declared vacant, with or without cause, by the vote of the eligible voting members of the Chapter, which elected the Director, at any regular meeting, or at any special meeting called for that purpose.
3. Resignations Except as provided in this paragraph, any Director may resign, which resignation shall be effective on giving written notice to the Chairman of the Board, the President, the Secretary, or the Board of Directors, unless the notice specifies a later time for the

resignation to become effective. If the resignation of a Director is effective at a future time, the resignation becomes effective then. No Director may resign when the organization would then be left without a duly elected Director or Directors in charge of its affairs.

4. No Vacancy or Reduction of Number of Directors No reduction of the authorized number of Directors shall have the effect of removing any Director before that Director's term of office expires.
5. Filling Vacancies (Chapter) Vacancies on any Chapter Board of Directors will be filled according to the provisions of Article IV, Section B8 above.

ARTICLE VI

OFFICERS

SECTION A OFFICERS

1. NEWH, Inc. Officers

The officers of the NEWH, Inc. Corporation shall be a President, Secretary, VP/Finance, VP/Education, VP/Membership, VP/ Development, VP/Marketing, ~~and~~ VP/Events ~~and one VP/International Relations from each country having an NEWH Chapter~~; one vice president will be designated President Elect. The corporation may also have, at the discretion of the Board of Directors, a Chairman of the Board, other Vice-Presidents, one or more Assistant Secretaries, one or more Assistant Treasurers, and such other officers as may be appointed in accordance with the provisions of Section A3 of this Article VI. Any number of offices may be held by the same person except that neither the Secretary nor the Vice President/Finance or Treasurer may serve concurrently as either the President or the Chairman of the Board.

2. Election of Officers.

The officers of the corporation, except those appointed in accordance with the provisions of Section A3 of this Article VI, shall be chosen by the Board of Directors, and each shall serve at the pleasure of the Board, subject to the rights, if any, of an officer under any contract of employment.

3. Subordinate Officers.

The Board of Directors may appoint, and may authorize the Chairman of the Board or the President, or another officer to appoint any other officers that the business of the corporation may require, each of whom shall have the title, hold office for the period, have the authority, and perform the duties specified in the By-laws or determined from time to time by the Board of Directors.

4. Removal of Officers.

Any officer may be removed, with or without cause, by the Board of Directors, at any regular or special meeting of the Board, or (except in case of an officer chosen by the Board of Directors) by an officer on whom the Board of Directors may confer such power of removal.

5. Resignation of Officers.

Any officer may resign at any time by giving written notice to the corporation. Any resignation shall take effect at the date of the receipt of that notice or at any later time specified in that notice; and, unless otherwise specified in that notice, the acceptance of the resignation shall not be necessary to make it effective. Any resignation is without prejudice to the rights, if any, of the corporation under any contract to which the officer is a party.

6. Vacancies in Offices.

A vacancy in any office because of death, resignation, removal, disqualification, or any other cause shall be filled only in the manner prescribed in these By-laws for regular appointments to that office.

7. Responsibilities of Officers.

a) President

Subject to such supervisory powers as may be given by the Board of Directors to the Chairman of the Board, if any, the President shall, subject to the control of the Board of Directors, generally supervise, direct, and control the business and the officers of the corporation. The President shall execute, with the Secretary, in the name of the corporation, all deeds, bonds, contracts, and other obligations and instruments authorized by the Board of Directors to be executed. The President shall have such other powers and duties as may be prescribed by the Board of Directors or the By-laws.

b) President Elect

In the absence or disability of the President, the President Elect shall be designated by the Board of Directors to perform all the duties of the President, and when so acting shall have all the powers of, and be subject to, all the restrictions upon, the President. The President Elect shall have such other powers and perform such other duties as from time to time may be prescribed by the Board of Directors. The President Elect and will assume the position of President at the end of the current President's term.

c) Secretary

The Secretary shall attend to the following:

- i. Book of Minutes. The Secretary shall keep or cause to be kept, at the principal executive office or such other place as the Board of Directors may direct, a book of minutes of all meetings and actions of Directors, committees of Directors, and members, with the time and place of holding, whether regular or special, and, if special, how authorized, the notice given, the names of those present at such meetings, the number of members present or represented at members' meetings, and the proceedings of such meetings.
- ii. Notices, Seal and Other Duties. The Secretary shall give, or cause to be given, notice of all meetings of the Board of Directors required by the By-laws. The Secretary shall have such other powers and perform such other duties as may be prescribed by the Board of Directors or the By-laws and shall have possession of the Corporate Seal.

d) Vice President/Finance

The Vice President/Finance shall attend to the following:

- i. Books of Account. The Vice President/Finance shall 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. The books of account shall be open to inspection by any delegate at any reasonable time.
- ii. Deposit and Disbursement of Money and Valuables. Vice President/Finance shall deposit all money and other valuables in the name and to the credit of the corporation with such depositories as may be designated by the Board of Directors; shall disburse the funds of the corporation as may be ordered by the Board of Directors; shall render to the President and Directors, whenever they request it, an account of all of the transactions as Vice President/Finance and of the financial condition of the corporation; and shall have other powers and perform such other duties as may be prescribed by the Board of Directors or the By-laws.
- iii. Bond. If required by the Board of Directors, the Vice President/Finance shall give the corporation a bond in the amount and with the surety or sureties specified by the Board for faithful performance of the duties of the office and for restoration to the corporation of all its books, papers, vouchers, money and other property of every kind in their possession or under their control on their death, resignation, retirement or removal from office.

- iiii. Shall work with the Directors of Corporate Development and Fundraising to see that NEWH, Inc. is properly funded.
- e) Vice-President/Education
The Vice-President/Development shall work with the Directors of Continuing Education, Scholarship and Programming to insure NEWH's compliance with its mission.
 - i) The Director of Continuing Education is to be an architect or interior designer who is active in the industry at the time of holding the position.
- f) Vice-President/Development
The Vice-President/Development shall oversee the membership, expansion and training program for NEWH, Inc. and its Chapters.
- h) Vice-President/Marketing
The Vice-President/Marketing shall develop a single identification for NEWH and oversee all public relations, publication and Woman of the Year issues of the Chapters.
- i) Vice-President/Events
The Vice-President/Events shall work with Directors on tradeshow and NEWH Conference development.
- j) Chapter Officers
Chapters Officers may include President, Executive Vice President, Secretary, Treasurer, Past President and NEWH, Inc. Delegate. The same provisions as set out in Section A of this Article VI apply to Chapter officers except that they may be elected directly by Chapter membership as set out in these By-laws.

SECTION B COMMITTEES

1. Committees of Directors

The Board of Directors may, by resolution adopted by a majority of the Directors then in office, designate one or more Board committees, each consisting of two or more Directors and only Directors, to serve at the pleasure of the Board. Any Board committee, to the extent provided in the resolution of the Board, shall have all the authority of the Board, except that no committee, regardless of Board resolution, may:

- a) Fill vacancies on the Board of Directors or in any committee;
- b) Amend or repeal By-laws or adopt new By-laws;
- c) Amend or repeal any resolution of the Board of Directors, which by its express terms is not so amendable or repealable;
- d) Appoint any other committees of the Board of Directors;
- e) Approve any transaction (i) to which the corporation is a party and one or more Directors have a material financial interest; or (ii) between the corporation and one or more of its Directors or between the corporation and any person in which one or more of its Directors have a material financial interest.

2. Meetings and Action of Board Committees

Meetings and action of Board committees shall be governed by, and held and taken in accordance with the provisions of Article IV of these By-laws, concerning meetings of Directors, with such changes in the context of those By-laws as are necessary to substitute the committee and its members for the Board of Directors and its members, except that the time for regular meetings of committees may be determined either by resolution of the Board of Directors or by resolution of the committee. Special meetings of committees may also be called by resolution of the Board of Directors. Notice of special meetings of committees shall also be given to any and all committee members, who shall have the right to attend all meetings of the committee. Minutes shall be kept of each meeting of any committee and shall be filed with the associate records. The Board of Directors may adopt rules for the government of any committee not inconsistent with the provisions of these By-laws.

3. Executive Committees

The NEWH, Inc. Board shall and a Chapter Board may have an Executive committee which may act for the particular Board between Board meetings.

4. Advisory Committees

The NEWH, Inc. Corporation and a Chapter may also have such committees either standing or ad hoc as may be necessary to carry out the activities of the organization. The committees may be established by resolution of the Board of Directors and the NEWH, Inc. Board may require the Chapters to have certain committees, in its discretion. These committees shall not have the power to act in lieu of NEWH, Inc. or the Chapter Board but may have such other duties as the Board may require, subject to Board ratification, as necessary. Any eligible member may be a member of such committees, as determined by Board resolution; but the Chair normally will be a Director.

ARTICLE VII

DUES

Membership dues are payable upon notice of acceptance of membership and the new membership does not take effect until receipt of payment. The NEWH, Inc. Board will determine by resolution the schedule for payment of dues, as well as the procedure for dues collection and submission of fees from NEWH, Inc. to the Chapters or from the Chapters to NEWH, Inc. as required by the method of collection. Chapters will be notified, in writing and in a timely manner, of all changes in these procedures.

ARTICLE VIII

FUNDRAISING

The NEWH, Inc. Board of Directors will determine the percentage of Chapter fund-raising net proceeds to be remitted to NEWH, Inc. Of the funds remaining with the Chapter, 35% of the net proceeds, after direct expenses are paid, may be retained in the Chapter's operating account. A minimum of 65% of the net proceeds will be deposited into the Chapter's Scholarship Fund. No monies from the Scholarship Fund may be used for any purpose other than Scholarships and Educational Programs.

ARTICLE IX

AMENDMENTS

Amendments of these By-laws may be proposed at any meeting of the NEWH, Inc. Board of Directors or by the members. To become effective, they must receive a majority vote of the quorum of the Board present. The By-laws may be amended at any time by the unanimous written consent of the NEWH, Inc. Board of Directors, provided however, that if any amendment materially and adversely affects the voting rights of members it must also be approved by the membership or the members of a class if only that class of members is so affected. In addition, these By-laws may be amended by the vote of the membership.

ARTICLE X

AUTHORITY

SECTION A AUTHORITY — BOARD OF DIRECTORS

All authority of the NETWORK OF EXECUTIVE WOMEN IN HOSPITALITY, INC. will be exercised and managed directly by the NEWH, Inc. Board of Directors or, if delegated, under the

ultimate direction of the NEWH, Inc. Board of Directors. Decisions, resolutions and other actions of the NEWH, Inc. Board of Directors are binding on the Chapters of the NETWORK OF EXECUTIVE WOMEN IN HOSPITALITY, INC.

The NEWH, Inc. Board of Directors will establish how revenues from dues and other activities and sources will be allocated among the NETWORK OF EXECUTIVE WOMEN IN HOSPITALITY, INC. Chapters.

The NEWH, Inc. Board of Directors will establish the criteria for the granting of Scholarship Awards and NEWH, Inc. Grants. The actions of the NEWH, Inc. Corporation and the Chapters shall be governed by these By-laws and the Policies and Procedures Manual adopted by the NEWH, Inc. Board.

SECTION B INDEMNITY

The corporation may indemnify any agent of the corporation against any liability asserted against or incurred by the agent in such capacity or arising out of the agent's status as such, as may be allowed by the California Nonprofit Corporation Law and any future amendments to it.

SECTION C INSURANCE

The Board of Directors may adopt a resolution authorizing the purchase and maintenance of insurance on behalf of any agent of the corporation against any liability asserted against or incurred by the agent in such capacity or arising out of the agent's status as such, whether or not this corporation would have the power to indemnify the agent against that liability.

SECTION D FIDUCIARIES OR CORPORATE EMPLOYEE BENEFIT PLAN

This Article does not apply to any proceeding against any trustee, investment manager, or other fiduciary of an employee benefit plan in that person's capacity as such, even though that person may also be an agent of the corporation as defined in Section B of this Article. Nothing contained in this Article shall limit any right to indemnification to which such a trustee, investment manager, or other fiduciary may be entitled by contract or otherwise, which shall be enforceable to the extent permitted by applicable law.

ARTICLE XI

RECORDS

SECTION A INSPECTION BY DIRECTORS

Every NEWH, Inc. Director shall have the absolute right to inspect, at any reasonable time, documents of every kind of the corporation and the ability to inspect all books, records and the physical properties of the Chapters. This inspection by a Director may be made in person or by an agent or attorney, and the right of inspection includes the right to copy and make extracts of documents.

SECTION B ANNUAL REPORT

1. The NEWH, Inc. annual report shall be sent to the NEWH, Inc. Directors and the Chapters by the Vice President/Finance not later than one hundred eighty (180) days after the close of the corporation's fiscal year. Such report shall contain in appropriate detail the following information, duly certified by the Vice President/Finance:
 - a) The assets and liabilities, including the trust funds, of the corporation as of the end of the fiscal year
 - b) The principal changes in assets and liabilities, including trust funds, during the fiscal year
 - c) The revenue or receipts of the corporation both unrestricted and restricted to particular purposes, for the fiscal year

- d) The expenses or disbursements of the corporation, for both general and restricted purposes, during the fiscal year
- e) Any information required by California Corporations Code, Section 6322
- 8. By January 30 of each year, each Chapter shall submit to the NEWH, Inc. Corporate Office a complete financial statement showing its income and expenses, assets and liabilities, for the previous calendar year. This information shall be in sufficient detail and in such form as to clearly portray all material facts. It shall be duly certified by the Chapter Treasurer as complete and accurate.
- 9. Each Chapter will file all reports or forms and pay all fees that may be required of a non-profit organization operating within their state and local jurisdiction. In states with more than one active Chapter of the Corporation, the Chapters may file jointly if allowed. A copy of all such filings shall be forwarded to the NEWH, Inc. Corporate Office.

ARTICLE XII

TERMINATION

SECTION A RECOGNITION OF CHAPTERS

1. All Chapters exist only because of and through a Charter issued by the NETWORK OF EXECUTIVE WOMEN IN HOSPITALITY, INC. Should the Charter be revoked, or surrendered by any Chapter, the Chapter shall immediately cease operations, wind up it's affairs and dissolve. The NEWH, Inc. Board of Directors may revoke the Charter of any Chapter at any time for cause, but only after a hearing.
2. A Chapter will be deemed to have forfeited its right to continue as a Chapter for any of the following reasons.
 - a) The Chapter has had fewer than the established amount members needed for chapter status for twelve (12) consecutive months;
 - b) The Chapter has violated the objectives of the NETWORK OF EXECUTIVE WOMEN IN HOSPITALITY, INC., the Code of Ethics or the NEWH, Inc. or Chapter By-laws, or ~~the NEWH Policies and Procedures Manual~~.
3. If and when the NEWH, Inc. Board of Directors of the NETWORK OF EXECUTIVE WOMEN IN HOSPITALITY, INC. finds that a Chapter has engaged in activities that may lead to loss of recognition as a Chapter, the NEWH, Inc. Board of Directors will notify the President of the Chapter, in writing, of this fact. The Chapter will have thirty (30) days from the date of the notice to respond to this finding, in writing, and request a hearing. The NEWH, Inc. ~~Board of Directors~~Executive Committee will convene a hearing not earlier than twenty (20) calendar days after the date designated for the receipt of the written response from the Chapter, nor later than forty-five (45) days thereafter. Any limitation on time may be extended at the discretion of the NEWH, Inc. Board of Directors.
4. The NEWH Executive Committee will notify the Board of Directors of proposed action and will put the motion to vote at the next NEWH, Inc. Board of Directors meeting or by electronic means. After the NEWH, Inc. Board of Directors has considered the written response and any other evidence that is submitted, a vote on loss of recognition will be taken by secret ballot. In considering the action and the Chapter's response, the Board should abide generally by the principles of fundamental fairness, but need not conduct a quasi judicial proceeding with testimony, cross-examinations, rules of evidence, etc. The Board may deliberate in secret.

SECTION B COMPLIANCE PROCEDURE

1. Upon written notification to a Chapter of loss of recognition, the Chapter will immediately deliver to the NEWH, Inc. Board of Directors, its Charter and all Chapter records, funds and

properties, and will immediately cease operation as a Chapter of the NETWORK OF EXECUTIVE WOMEN IN HOSPITALITY, INC.

2. The office of the NEWH, Inc. Delegate for the Chapter shall become vacant and the members in good standing of the Chapter shall become ~~Members-at-Large~~Regional Members until they may be assigned to another Chapter.

NEWH Board of Directors Motion Form

Date: September 12, 2011

Motion Number:

I, _____

Motion seconded by: _____

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

Notes on discussion: