

**Executive Committee
Conference Call Minutes
April 4, 2014**

Present:						
	Trish Poole	President	X	Chris Tucker	VP Int'l Relations - Canada	X
	Fernando Diaz	VP/Finance	X	Julia Marks	Past President	X
	Andrea Thomas	VP/Education	X	Shelia Lohmiller	Executive Director	X
	Philip Byrne	VP Events	X	Jena Seibel	Deputy Director	X
	Dina Belon	VP Sustainability	X	Helen Reed	Executive Advisor	X
	Cynthia Guthrie	VP Membership	X			
Guest:	Tara Mastrelli		X			
Absent:	Andrea Sims	Secretary				
	Julian Brinton	VP Int'l Relations - UK				
					Quorum = 5 (50% + 1)	

Shelia Lohmiller called the meeting to order at 11:30 AM EST.
Roll was taken by Shelia Lohmiller. A quorum was established.

Recap of BDwest 2014: Great show, beautiful venue, attendance up 30% from last year, pleased with show and growth. NEWH booth traffic was slow, booth located by Freeman down from a few of the featured booths. In the past, NEWH booth was a social hub for meetings, networking, etc. the placement, other social booths, location hurt us. It wasn't worth the cost for us to be there.

Discuss possibility of different placement or making other social opportunities available to get people into the booth. Need our presence at BDwest for the scholarship award.

Other comments: Good show, agree that NEWH booth placement was not very desirable, great idea to make NEWH booth a social hub in the future. Set up for CEU's was distracting to vendors in the area, presenters and attendees. Shelia talked to Michelle about concerns of space/CEU arrangement; the layout was not conducive for a good learning environment. Learners must have a quality learning environment for AIA/IDCEC or IACET credit. Talked about moving CEU sessions into one of the meeting spaces across from registration. Complaints from attendees, speakers and vendors whose booths were blocked, sessions were hard to hear with other conversations and other events on tradeshow floor. Freezing temperatures, CEU registration desk was moved to the side due to a vendor complaint.

Scholarship: Scholarship award presentation was great, ICON Bob Thomas announcement was powerful, and panel discussion had a lot of good feedback, great breakfast event and format. The panel has been a great addition to the show. We let Fabricut decide what show they want to award at, we split awards to showcase at BDwest and HD Expo so it's fair. Move ICON runner-up to HD Expo, Shelia will discuss with Fabricut where they'd like to award. We need to come up with something to fill the other slot and present it to Michelle. Discussion of a new scholarship offering for a female Hotel Management major student this idea would tie into panel discussion topics. We award so many design scholarships it would be nice to limit to another area of hospitality. Would be nice to have Fabricut and the new scholarship presented at BDwest; we could always get a new vendor scholarship if needed. It would've been nice to see more students sitting at the table; the students were snatched right away for a job, great promotion. There are only so many awards you can present without people getting bored and wanting to leave. Let Shelia know how many scholarships they'd like to present, Shelia will discuss with possible vendors at HD Vegas. Invite past recipients to attend or ask them to present the award. People want to learn more about past scholarship recipients' success.

PAC (Pacific Auction Company):

Is everyone ok with no services from PAC Cindy thought there would be a violable option?

Not a lot of resources put into it, its extra money we could make, economy is coming back around, not sure if it's worth it or to table it. Keep in mind our opportunities with silent auction; it's been a good opportunity in the past. We'll continue with online auction in NEWH booth. Majority of items he brings are sports memorabilia, art, jewelry, he's always complained that

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he doesn't get enough traffic; HD is not going to put him front and center. We've had complaints every once in a while, in the beginning when we had the mezzanine level it was different and worked well, the revenue hasn't been that much, there's other options out there. Is it worth keeping it for what we're bringing in now?

We could use something fresh and new for the space, we've done it for a while and it would be nice to have a new innovative idea. The number one seller has been art. Fernando's idea for art would be a huge benefit for us. We have so many art vendors in membership, can't we utilize them? Art needs to be visible vs. online it makes it more successful. Could have items at vendors' booth with a tag on it, creates a lot of opportunity for vendor products and drives traffic to booths. Could we put together an inclusive travel package with business or first-class travel, contact airlines and hotels? With Bidding for Good we have an option of putting in travel packages; PAC has offered travel packages and high-end experiences the only problem is they want a high price for their minimum bid. Put a NEWH person in charge vs. PAC, clean up the process. See what the responses are once we take it away. Cindy send letter to PAC to discontinue services and CC Shelia.

Since we don't have a VP Development we need support, Julia would be happy to help but cannot head it up, it wouldn't be appropriate for staff to run. We used to place satin ribbon on item in vendor booth and details at NEWH booth, it's a lot of work to do that but it can be done with enough bodies.

Each vendor would take on the responsibility of shipping (this is standard on our agreement). Julia construct letter to exhibitors, the morning of the show we will deliver whatever is needed to the vendors' booth. We would need their image/company logo to put online. Shelia send Diane's template letter for Bidding for Good & photo of past used silent auction ribbon. Images would be shown at NEWH booth.

Dues Structure: Shelia sent list of dues from 2000, listing chapter charges, percentages, what NEWH charges, etc. \$75.00 of 50% whichever is greater, most chapters have not raised their dues in a very long time, thought is they feel we don't have a lot of value, some are still charging just over \$100, there is no minimum charge. Now is the time to start looking at these numbers. EC put together a plan, bring to IBOD meeting, have a vote and set a minimum dues structure or do we want to change the distribution amounts?

It all relates to value. We have invested in some things that are bringing us value, items need to be explained to show value and create a solid thought on the decision. It's not good that the amounts have not been raised. Could we standardize across the board? It's automatic entry so the different costs are not an administrative problem, some parts of the country can't afford to have a higher fee. ASID has a standardized fee of \$495.00, 27% the chapters get back. Once it's standardized everyone gets the same value. Highest NEWH membership is \$150, lowest \$110. Being standardized it makes it easier to understand the value vs. saying what each chapter is worth. Put together a bullet point list of our growth, history and offerings the last 5-years. The pay scale from city to city is different that's something to consider especially for young designers. We need to be prepared for the concerns. \$150 is \$2.88 per week. Atlanta and Houston dropped their dues. Good subject for membership call to obtain more feedback. Create a good agenda for the call, go through specifics of history and where we want to go, discuss what the gain and loss might be. Fernando and Shelia study financial options before discussing with chapters.

Promoting other causes: We've been approached by other groups asking for support. One of the calls was from an art vendor (Kalisher Art). Interested in getting involved with NEWH, he feels the perception in the Industry is more about parties vs. giving scholarships. He wanted to know how much money truly goes to scholarships, wanted to know the process, etc. Once explained he looked at it in different terms but suggested we need to get that information out in the industry more.

Important to take back to chapters: events that cost \$150 are not fundraisers, we don't throw parties, we hold 1-2 fundraisers per chapter annually to raise scholarship funds, chapter events should not be lavish and over the top and make NEWH look bad. This has come up on the fundraiser calls; once you give a more in-depth explanation of why we do what we do there's more understanding. The important message is that we're here for scholarship in helping the future of our industry, we need chapters to get this across at their events, we could provide them with a template to use and create more knowledge. Think of methods how we can promote this more in everything we do. Can we list this on our banner at our booth? Kalisher Art heard the amount given in total scholarship funds but stated that we're doing isn't coming through in the offered events. We have put scholarship right in the center of the Leadership Conference; the message will be very strong. Doing a video of scholarship winners to include testimonials and financial needs, this video will be used at Leadership Conference. Every year we'll have the video, we'll change the layout, it can be shared in our booth or website, can be used for school tours.

VP Marketing: Super excited about making a motion to promote Tara to our VP Marketing position. We are thrilled to fill the spot. Item will be listed in board packet as a motion to be voted on by board of Directors at next meeting.

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Mentorship: Received a lot of additional information that came out of Milliken. Julia will email everyone details of a scope document with details for a marketing package. Goal is to have a short announcement at HD, please let Julia know if you're not comfortable with the announcement. Think about what questions we should be asking people, how they want to be mentored, what they bring to the table, etc. We will need a legal blurb and might need to adjust NEWH Code of Ethics in regards to confidentiality. Everyone seems thrilled to see what we're going to do with mentorship.

New Business:

Fernando Diaz – No update.

Andrea Thomas – No update.

Philip Byrne: Atlanta show coming up. Positive response to Hawaii tradeshow.

Jena Seibel: (Hawaii) Survey sent out last Monday asking interest in exhibiting, targeting February 2015 pending availability, asking for shared contacts in the area, general questions on hospitality in the Hawaii area, over 130 replied, great feedback given, interesting divide between personal travel and business. About 69% would want to exhibit. Vendors commented they would need to look at costs. Might be a small market, 75-booth show. People put a lot of thought into comments provided.

Dina Belon – No update.

Chris Tucker – No Update.

Julia Marks – No update.

Tara Mastrelli – Working on ads for Leadership Conference and panels for HD Expo. Boutique Design media kit; need to select issues (suggested November and December). Ask if they would consider putting 1 or 2 ads in HOTELS Magazine to encourage a completely different market.

Trisha Poole – Next call (April 18th) Trisha cannot attend. If no pressing issues might skip the call. Contact Trisha with concerns.

Trisha Poole made a motion to adjourn; Philip seconded the motion. Meeting was adjourned at 12:08 PM EST. All were in favor, no abstentions.