



## NEWH, INC. GOVERNING BOARD MEETING MINUTES

22 January 2015

The Fairmont Dallas Hotel | Regency Ballroom | Dallas, TX

|                     |                                |                                    |                                    |                                 |
|---------------------|--------------------------------|------------------------------------|------------------------------------|---------------------------------|
| Executive Committee | Trisha Poole<br>Fernando Diaz  | Andrea Thomas<br>Cynthia Guthrie   | Tara Mastrelli<br>Christine Tucker | Julia Marks<br>Shelia Lohmiller |
| Board of Directors  | Susan Burnside<br>Ron McDaniel | Leigh Mitchell<br>Brittany Johnson | Sandy Banks<br>Michelle Finn       | Deborah Herman                  |
| House of Delegates  | Cheri Bargaen (NW)             | Rachel Daus (Vegas)                | Westin Hammerstrom (N.Central)     | Pam Niemann (Sunshine)          |
|                     | Dalila Barragan (DC)           | Joelle DiBlasi (SF)                | Rebecca Kundysek (N.Central)       | Melinda Peck (DC)               |
|                     | Kelly Bowen (ATL)              | Rebekah Ellis (UK)                 | Rachel Martin (Chicago)            | Teddi Powers (Sunshine)         |
|                     | Debra Calkins (San Fran)       | Leslie Geiger Wynne (Dallas)       | Ron McDaniel (Dallas)              | Lauren Ritter (NY)              |
|                     | Stacy Costa (Atl)              | Karen Gutowski (LA)                | Terri Metzger (San Fran)           | Kacey Sharp (Houston)           |
| Chapter Presidents  |                                |                                    | Kristopher Moore (Chicago)         | Julie Zweifel (Vegas)           |
|                     | Jennifer Loux (Atl)            | Hope Quintanar-Case (Vegas)        | Vanessa Vaughan (NW)               | Lora Spran (Sunshine)           |
|                     | Karen Pelzer (AC\Philly)       | Brittany Johnson (N. Central)      | Marie Poisson (RM)                 | Tara Witt (Toronto)             |
| Steering Committee  |                                |                                    | Jill Schmitz (San Fran)            | Valerie Coleman (DC)            |
|                     | Beth Doehner (New England)     | Karen Appert (North Carolina)      | Jessica Wasmer (OC)                | Kimberly Sontowski (Vancouver)  |
| Guests              | Wanda Luna (Vegas)             | Valerie Haase (Atl)                | Sophia Nguyen (NW)                 | NEWH, Inc. Staff:               |
|                     | Alexa Schroeder (Vegas)        | Erica Shamrock (NY)                | Gina Joyce (Dallas)                | Jena Seibel                     |
|                     | Ying Jie Li (Vegas)            | Schaeffer Hill (Dallas)            | Melissa Pyell (OC)                 | Diane Federwitz                 |
|                     | Ymani Tannis (Atl)             | Louise Ross (Dallas)               | Derek Sousa (Vancouver)            | Julie Hartmann                  |
| Not in Attendance   |                                |                                    |                                    | Nicole Crawford                 |
|                     | Philip Byrne                   | Mary Ann Thornam                   | Stacy Shoemaker Rauen              | Mary Phalen                     |
|                     | Andrea Sims                    | Cindy Andrews                      | Ellen Armer (RM)                   | Stephanie Deshaies (NW)         |
|                     | Dina Belon                     | Jason Stock                        | Brandon Brockmiller (LA)           | Bruce Heins (AC/Philly)         |
|                     | Julian Brinton                 | Adrienne Pumphrey                  | Allison Calagna (Houston)          | Chelsea Lawrence (RM)           |
|                     | William Stuart                 | Barron Davis (LA)                  | Kristen O'Bara (AC/Philly)         |                                 |
|                     |                                |                                    | Shannon Vance (AZ)                 |                                 |
|                     |                                |                                    | Jonathan Young (UK)                |                                 |

*\*Officers and Directors have a vote House of Delegates do not.*

The meeting was called to order by President Trisha Poole at 9:08 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 presented.

### MOTION TO APPROVE MINUTES

Date: January 22, 2015

Motion Number: 1

I, Trisha Poole, move to approve the minutes as presented.

Motion seconded by: Fernando Diaz

VOTE COUNT:

YEA: 11 NAY: 0 ABSTENTION: 0 STATUS OF MOTION: Carried:  Defeated:

Name of person who abstained:

## PRESIDENT – TRISHA POOLE

### Discussion:

- Welcome to Dallas
- Thrilled to see so many people
- Thank-you to Leigh Mitchell who put her heart and soul into this Leadership Conference
- Thank-you to the NEWH/Dallas Chapter, we know everyone is going to enjoy this conference and it's going to be bigger and better
- Everyone please be a NEWH Ambassadors, thank our Corporate Partners, welcome and explain your NEWH story and value of NEWH

## VP/FINANCE – FERNANDO DIAZ

### Discussion:

- NEWH, Inc. and Chapters are financially healthy
- Chapters are completing their required training and financial forms
- Report of Results of Activity forms: Send to NEWH, Inc. office as soon as possible (don't wait the full 45-days), do this on an ongoing basis
- The sooner NEWH, Inc. receives your forms the sooner chapter information can be updated; it just makes for a smooth process
- It truly is an honor to serve in a NEWH board of Directors position, something to keep in mind
- NEWH/Dallas Chapter has done a wonderful job in supporting the NEWH Leadership Conference, holding an event like this costs a lot of money to put on
- Thinking ahead about future Leadership Conferences, if one person from each chapter could work on obtaining (1) sponsor (\$1,000, \$5,000-any amount) for the Leadership Conference it would be very beneficial
- Assistance from Chapters would free up some of the many duties the Leadership Conference Planning Committee has on their plate
- It is everyone's responsibility to help to the best of their abilities when we have an event like Leadership Conference
- Financial budget in board packet, pretty balanced budget, hope everyone has reviewed the information

### Comments:

- Thank-you to Deborah Herman for her \$50,000 sponsorship and Michelle Finn for obtaining \$30,000 in sponsorships

Date: January 22, 2015

Motion Number: 2

I, Fernando Diaz, move to approve the budget as presented.

Motion seconded by: Julia Marks

### VOTE COUNT:

YEA: 10

NAY: 0

ABSTENTION: 1

### STATUS OF MOTION:

Carried:

Defeated:

Name of person who abstained: Tara Mastrelli

## MENTORSHIP – SANDY BANKS

- We are in the same spot that we were in at the November board meeting
- Everyone has been very busy with work this last year with the recession ending
- Pilot chapters are still on board
- Tomorrow at lunch more details will be shared about mentorship program
- Printed applications (for both mentors & mentees) will be available at registration desk
- Express your interest in assisting with the Mentorship project to Sandy Banks

## VP/EDUCATION – ANDREA THOMAS, SCHOLARSHIP CHAIR | SUSAN BURNSIDE

### Discussion Andrea Thomas:

- 3 new NEWH, Inc. Scholarships sponsored by: Hotel Interactive, STMedia Group (2)
- HI Connect: March 2015 award; open to Hospitality Management students only
- STMedia Group: April 2015 award at BDWest & November 2015 award at BD|NY; open to Hospitality Management students only
- Instead of multiple applications, etc. HI Connect, STMedia Group and Fabric Innovations (4) scholarships are on one (1) application (student applies one (1) time and qualifies them for all four (4) scholarship opportunities)
- Student must be present to receive the scholarship award; award dates are listed on application student can select to apply for all four (4) scholarships or select scholarships individually based on students availability to attend award presentation
- Excited to be a part of the Scholarship Luncheon, we'll have wonderful attendance, a lot of fun and this is what it's all about
- Over \$353,000 in scholarships awarded in 2014 with a grand total of over 3.6 million awarded to date
- 13 NEWH, Inc. scholarships with over \$56,000 in awarded funds
- The opportunities offered to students is amazing and will only get better

**VP/EDUCATION – ANDREA THOMAS, SCHOLARHIP CHAIR | SUSAN BURNSIDE (Continued)**

Discussion Susan Burnside:

- BD|NY/STMedia Group is donating \$7,500 to NEWH/Cliff Tuttle Scholarship Fund, we appreciate their generous involvement

Comments:

- Chapters do a wonderful job of raising funds for scholarship; scholarship is the core of our mission
- Great to see our International level of scholarship offerings expand
- Continue to get the message out at events, etc. that scholarship is our mission
- It's great to promote scholarship by having it highlighted in the middle of the Conference this year, thank-you to everyone's hard work in putting the luncheon together

**VP/MEMBERSHIP – CYNTHIA GUTHRIE, MEMBERSHIP | CINDY ANDREWS, EXPANSION | JASON STOCK**

Discussion Cindy Guthrie:

- Working with Cindy and Jason this year
- Going to work with Cindy in developing a uniform process for chapters of recruiting members, becoming a member, etc.
- Membership dues increased by 12% in 2014; Chicago Chapter increased by 29%
- Some chapters have well over 100 student members
- Checking in with chapters on what works for them in developing best practices for membership
- Go back to your chapter and collaborate with membership/programming/fundraising directors because the way we attract membership relates to the quality of programming, events and membership drives
- Please attend quarterly discipline calls, it's a great opportunity for chapters to flush out problems and gain insight to new ideas
- Working with Cindy to develop chapter templates (bowling event having each sponsored lane receive a membership included with sponsorship, etc.); create membership opportunities that could bring in potential board members or additional memberships
- Keep in mind who sponsored memberships are going to
- Working with Jason on expansion
- Thank-you to the Dallas Chapter for what is going to be an amazing event

Comments:

- With sponsor opportunity Dallas grants 40 new members (not renewals) each year

**FUNDRAISING– RON MCDANIEL**

Discussion:

- Thank-you to the Chapters/Committee Chairs that are here
- By February, the goal is to have a spreadsheet for each Chapter
- Cannot stress enough the importance of attending quarterly discipline calls if you cannot attend ask someone to attend for you, great information is shared on these calls to empower you and your board
- Mandatory discipline call schedule will go out soon, calls start in February mark it on your calendars and please attend

**VP/MARKETING – TARA MASTRELLI**

Discussion:

- No current changes since November 2014 meeting; still working on refining overall message for NEWH
- Brittany will now be assisting with Marketing
- Developed 2015 budget
- Looking at digital tool options and website re-vamping
- Please let us know your concerns and needs
- Trying to put together a video to be used for various events
- Today there is a videographer live on the show floor
- Video conversations/interviews will be taking place
- Recording sessions so individuals can tap into at a later date
- Need students for testimonials

Date: January 22, 2015

Motion Number: 3

I, Julia Marks, move to appoint William Stuart to the position of Marketing and Communications.

Motion seconded by:  Fernando Diaz

VOTE COUNT:

YEA:  11

NAY:  0

ABSTENTION:  0

STATUS OF MOTION:

Carried:

Defeated:

Name of person who abstained:

## REGIONAL TRADESHOW DISCUSSION

Discussion Shelia Lohmiller:

- 2015 Tradeshow calendar is full; find details on [www.newh.org](http://www.newh.org) (click on events)
- Chapters interested in 2016 tradeshow email Jena for list placement [jena.seibel@newh.org](mailto:jena.seibel@newh.org)

## NEWH LEADERSHIP CONFERENCE – LEIGH MITCHELL | NEWH CONFERENCES

Discussion:

- Thank-you to our chapters we have over 500 people attending Leadership Conference 2015 in Dallas, this would not be possible without Chapter involvement
- The Dallas Chapter, Kate and Ron have done an amazing job coordinating event details, they have been wonderful to work
- It makes for a big impact when we have such a involved chapter to work with, thank-you
- Brittany Johnson has worked hard on the Scholars Luncheon, please attend.
- Thank-you to Stacy Costa as well who put together the scholarship video that will be presented tomorrow
- Thank-you to Stacy Shoemaker Rauen who put together the Owners Roundtable
- Tara talked about the live streaming. Everyone received an email, for those who cannot attend there is a \$25 fee to obtain access to view the conference. Option to review sessions online will be available
- 2017 Leadership Conference will be in Denver (Rocky Mountain Chapter)
- Holding Leadership Conference at the end of January runs us into competition with other events; committee will be looking at the dates to see what needs to be refined
- Our attendance is great but it could've been so much more pending on the timeframe
- Never too early to start thinking about key note speakers, pass along suggestions to Leigh

Comments:

- Thank-you everyone, the attendance is huge this is going to be a great Conference.
- Thank-you to Michelle Finn for pulling together our panel (attend Michelle's session on Saturday)

## NEWH AMBASSADORS – MICHELLE FINN | DEBORAH HERMAN | STACY SHOEMAKER RAUEN

Discussion Michelle Finn:

- We've been busy supporting NEWH industry events
- Raise awareness of NEWH at several industry conferences in 2014
- Helped develop NEWH Fashion Challenge, brought in \$15,000 in donation to San Diego/Orange County Regional Groups
- Created Women Leaders in Hospitality Scholarship(s) awards to be given at BDWest and BD|NY annually
- Promote NEWH to the owner segment of our industry

Discussion Deborah Herman:

- Awarding scholarships at Gold Key, Platinum Circle, etc. represents NEWH in a high profile market
- As NEWH Ambassadors, we are your secret committee members, we encourage your phone calls and reaching out to us
- We can be reached out to at all times as a senior leadership behind the scenes to define and grow NEWH on a higher nationally and at the International level
- We can help you raise the image, prestige or understanding of NEWH to those in your area, at your event(s), please let us know
- Congratulations to all, 2014 was a great year in showcasing NEWH on a higher national level
- Everyone's support is key, thank-you to everyone for your assistance

## INTERNATIONAL RELATIONS | CANADA – CHRIS TUCKER

Discussion Chris Tucker:

- Deborah Herman attended our event in Toronto in 2014, her attendance helps to define who we are on a different level
- We have several representatives from Vancouver and Toronto here today, we are proud to have them here to take in NEWH on a more professional and personal level
- Thank-you Dallas Chapter for making this a conference you don't want to miss
- Toronto Chapter doing great
- Vancouver is doing well with 163 members with 114 of those being student members
- Student heavy, always asking how do we get more designers
- Vancouver awarded their first scholarship last month which was very nice
- Toronto awarded \$20,000 in scholarships in 2014
- Trying to expand Canada and it's a challenge
- We're very happy to be here, thank-you

## INTERNATIONAL RELATIONS | UK – JULIAN BRINTON

Discussion-Rebekah Ellis:

- Taking in as much as I can from all of the chapters
- Good year in 2014, had a Gala, great team on our board
- Hoping that 2015 will be just as good
- We're hoping for new members
- We need your help, we have a bit of a difference between the states and UK, we need to represent the UK as best as we can

Break-10 minutes

## BREAK OUT: Group Discussions

### **Trisha Poole: Break-Out Sessions (3 Groups):**

**Breakouts help NEWH, Inc., gives you details to take back to your chapter, synergize thoughts together.**

Email your notes to Shelia [shelia.lohmiller@newh.org](mailto:shelia.lohmiller@newh.org)

1. Empower your Board | Diane Federwitz/Fernando Diaz
2. Maintaining a Unified Vision While Marketing Your Chapter | Tara Mastrelli/Brittany Johnson
3. Get More Scholarship Recipients and Stay in Touch | Andrea Thomas/Susan Burnside

#### **GROUP ONE-Empower your Board**

- Discussed importance of following organizations board structure
- Questions can go to Directors/VP if unable to answer them ask your President
- Have a successor being someone that can follow you in your position and be prepared for when it's their turn to take over
- Stressed importance of attending discipline calls to stay connected with your position and responsibilities
- Discipline calls provide direct examples of what is or is not working, great feedback and ideas are shared but attendance is key
- Board training is key to highlight expectations of each position, make sure each Director fully understands their role and expectations
- Before asking someone to step into their position, provide them with time constraints, a job description, give them all the tools they need to understand before asking them to serve, it's not just about filling the opening with a body for the board
- Train your board members so they can serve and be successful in their position comfortably
- You want a working board, not a sitting board, you don't want members that just want something on their resume
- Use board resources, forms, templates, etc. on NEWH website it is a valuable tool; make sure everyone understands how to access and use the available resources
- Make sure questions are answered, past-presidents can assist with this
- Get students involved on committees so they can eventually step up into a Director position, it will help keep your board young and fresh
- Set your calendar at the beginning of the year, it communicates the chapters expectations of everyone and sends a clear message
- If you miss more than 3 consecutive board meetings you can no longer serve on the board
- Use email votes when applicable, must have 100% participation and agreed approval
- If you're thinking about being President it's at least a 5-year commitment, take that into consideration
- It's important to keep your Past President's involved even when they are completely off the board, they know the history of the board
- Thank people for being involved make them feel like they are doing their part

Questions/Comments:

- Loved hearing about using Past Presidents and reaching out to them for mentorship, etc. is there a way we deliver that message to each of the chapters through discipline calls? The idea is so important they're not there to say you can't do it that way you must do it the old way, they should be present to stay engaged and for others to tap into their experience

#### **GROUP TWO-Maintaining A Unified Vision While Marketing Your Chapter**

- Talked about unifying a vision at Inc. level and Chapter level
- Focus on ownership
- If marketing is targeting owners it leads to more designers, vendors and increased sponsors
- Reciprocal way about marketing and what it drives us towards
- There is a need to simplify and target NEWH's message
- Discussed Tara's work on EC level of simplifying our message
- Survey that was sent out to participants, over 90% said that NEWH had opened doors for them
- The take away of the survey became access and what NEWH gives you access to various benefits
- For owners it's access to talent, designers, vendors, students (new talent)
- Students gain access to funds, additional education and career opportunities
- Chapters discussed what they are working on and the tools they need to move forward
- Northwest is talking to the Principals of the design firms to obtain their excerpts of why they sponsor designers to be a part of NEWH
- Talked a lot about how you talk about NEWH, many board members have very personal stories but what if you're new without that personal connection we discussed how we can promote that discussion
- Network of Executive Women in Hospitality provided access to women who didn't have access; we need to define how we talk about our past and present our future

BREAK OUT: Group Discussions (continued)

**GROUP TWO-Maintaining A Unified Vision While Marketing Your Chapter (continued)**

- At the NEWH, Inc. level, an elevator speech is needed for those who are new to NEWH
- Talked about use of our language, networking can be a turn-off word to younger generation, socialize is more fitting
- Look at how we can target our marketing materials simply without them sounding too unobtainable or overly professional
- Provide templates for chapters that have a strong and flexible visual such as invite templates, videos, etc. so we stand strong across all levels being recognized as NEWH

Questions/Comments:

- We need to set SMART goals off of breakout groups and put them into action. Marketing is key to move a lot of the breakout discussions along.
- Marketing is a very involved process there is a timeline that has been put together it is a long process when incorporating everything into consideration from Inc. level to chapter events, etc.
- With the help of the Marketing Committee there will be a dual track, Tara is more behind the scenes in putting pieces together, we want new branding to be rolled out at the same time for everyone, 2015 is the heavy work year with a plan for final placement in 2016
- We all want to see results we appreciate everyone’s input we just want all items put into place professionally and released at the same time to fit everyone’s needs. We’re all embracing the word access; it will take time and with each meeting will move even faster. Strategic planning will assist in flushing out items to help build solid work
- We appreciate everyone’s patience in the process
- Exciting that we’re taking slower steps in the development of our overall marketing, we’re going to have some great new material and that time to develop it is a greatly needed

**GROUP THREE –Get More Scholarship Recipients and Stay in Touch**

- Quality of submitted applicants and quality is a problem across the board for chapters
- We need to continue promoting scholarship across our social media accessible sites not only on a chapter level but through Inc. as well
- Some chapters work with student groups to promote NEWH and scholarship
- Discussed what kind of professors are key in pulling students towards NEWH not only to apply for scholarships but to be involved throughout the year
- Awareness is key any way you can promote it
- Reaching out to past recipients, inviting them to events or a board meeting, showcase them at events, use their testimonials at all events to promote events raise funds for scholarship
- Some chapters use student headshots and testimonials promoting what scholarship is and what it meant to the student winners
- Use career days at local colleges to help promote awareness of NEWH scholarship opportunities
- We need to push the fact that events are held to obtain funds for student scholarships
- Some chapters use scholarship recipient video clips during their event, they’ve had a lot of success with this
- NEWH student/educator PowerPoint presentation is available for use for school visits
- Students need to know they can apply for scholarships on all levels not just chapter but Inc. scholarships as well

Questions/Comments:

- Stay in touch and track your students
- The Luncheon today will provide some great examples of student success stories

Overall Questions/Comments:

- Each school has individual groups (especially design groups) chapters can connect with them
- There are two different fraternity groups for interior design, some are opening up to a broader design base, national fraternity base of students to connect with

**New Business | Trisha Poole**

**New Business-Trisha Poole:**

- Attend the welcome party tonight, thank-you to Fabric Innovations for sponsoring
- Take your photo with the B I G
- Thank-you for coming, thank-you Dallas, everyone have a BIG time

**Adjournment:**

**MOTION TO ADJORN**

Date: January 22, 2015

Motion Number: 4

I, Cindy Andrews, move that the meeting be adjourned at 1:00 pm.

Motion seconded by: Fernando Diaz

VOTE COUNT:

STATUS OF MOTION:

YEA: 11 NAY:        ABSTENTION:       

Carried:  Defeated: