

NEWH, INC. GOVERNING BOARD MEETING MINUTES

9 February 2017

NEWH Leadership Conference, Denver Marriott City Center, Penrose Room | Denver, CO

Executive Committee	Trisha Poole Cynthia Guthrie	Fernando Diaz Andrea Thomas	Andrea Thomas Christine Wasmer	Christine Tucker Julia Marks Helen Reed Michael Smith
Board of Directors	Becca Kundysek Mary Ann Thornam Sandy Banks	Lora Spran Cindy Andrews Karen Gutowski	Leigh Mitchell Jordan McInturf Elizabeth Moore	
House of Delegates	Michelle Purcell (AZ) Jennifer Wellman (ATL) James Lyons (AC-P) Jen Conley (Chicago) Anne Scherer (Chicago)	Jodie Johnson (Dallas) Leena Nancy (Houston) Tammy Adams (LA) Valentina Castellon (N.Cen) Annette Lucille (N.Cen)	Sophia Nguyen (N.West) Karen Rains (N.West) Kyla Chambers (RM) Johanna Malen (San Fran) Rachel Wilson (San Fran)	Jennifer Delmas (S.FL) Christian Triana (S.FL) Shana McCullough-Downing (Sunshine) Angela Reed (Sun) Monica Meade (DC)
Chapter Presidents	Kelly Bowen (ATL) Bruce Heins (AC)	Katie Popp (Chicago) Cheri Bargaen (N.West)	Chelsea Lawrence (RM) Terri Metzger (San Fran)	Candace Tejjidor (S.FL) Pam Niemann (Sun) Kate Valder (DC)
Steering Chair	Anna Sveinbjornsdottir (South Carolina)	Derek Sousa (Vancouver)	Jessica Wasmer Northover (Orange County)	
Guests	James Adamson Brandie Adams Dallas Bentley Stacy Costa Christina Fluegel Dawn Garner Karlee Grangroth	Dominique Harper Marie Herr Alex Jones Karolyn Kirsch Mike MacFarlane Debbie McKelvey Will Michael	Janine Peluffo Kathryn Quinn Steve Rice Teri Schell Lexi Sosalla Brittany Spinner Julie Zweifel Amanda Tomlinson	Phoebe Stein NEWH, Inc. Staff: Shelia Lohmiller Leslie Wynne Kacey Sharp Rachel Daus
Not in attendance	Rebekah Ellis Lorraine Francis William Stuart Michelle Finn Stacy Rauen Holly Johnson Elissa Murry	Toby Artman Heather Lloyd Brandon Brockmiller Michelle Seminaris Bass Morgan Brodey Nicole Brindle	Kimberly Bond Jonathan Young Jeffrey Sherman Shannon Vance Alison Gasser Lauren Ritter	Westin Hammerstrom Tara Witt Dina Caruso Kelly Gaddes Tyler Toothacker

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

The meeting was called to order by President Trisha Poole at 8:00am Secretary, Brittany Johnson, 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: February 9, 2017

Motion Number: 1

I, Brittany Johnson, move to approve the minutes as presented from the November 2016 IBOD meeting.

Motion seconded by: Fernando Diaz

VOTE COUNT:

STATUS OF MOTION:

YEA: 11 NAY: 0 ABSTENTION: 0 Carried: Defeated:

PRESIDENT – TRISHA POOLE

Discussion-Trisha Poole:

- Welcome everyone, wonderful to see such a great turnout
- Record breaking attendance (550-560); great accomplishment
- We are here to exchange information between chapters and for you to communicate details back to your boards
- Having guests in attendance is a wonderful opportunity
- We are here to hold an orderly business meeting and provide updates and support
- Welcome to our new Directors
- Cindy Guthrie - President
- Leigh Mitchell - VP Development
- Ballot for Director of Conferences (Ron McDaniel)

Scholarship Stories Video Project-Trisha Poole:

- The video goes behind the scenes of scholarship
- Promotes people join NEWH to do something that makes a difference
- NEWH is huge, sometimes it's hard to see the benefits and highlights of scholarship between all of the endless volunteering, events and how hard all of you work
- At the end of the day, all of that creativity and energy is going towards scholarships; over 4.5 million to-date
- In 2016, \$475,000 in scholarships were awarded-that's a huge number
- We see the honorees take stage and their joyful moment but it's a tiny glimpse of what we're doing
- Andrea Thomas and Becca Kundysek receive a more intense look at our International level scholarship applications through the scholarship process similar to our chapter scholarship directors
- We wanted everyone to have a glimpse into the process behind scholarship, primarily highlighting the students journey through NEWH and their winning scholarship
- Our first video production will be highlighted at Leadership Conference tomorrow
- The first in a series, features (3) NEWH, Inc. scholarship recipients (Fabric Innovations Legacy Scholarship, ICON of Industry, Harvey Nudelman)
- The intent is to use the video as a vehicle to feature Inc. and chapter winners; think about those great stories and who we could use
- This is going to be a long term goal for NEWH
- Break for viewing of Scholarship Stories video
- We're so proud to present this video and we are counting on our chapters to carry this torch forward
- Identify your recipients and stories, take video, images and submit to NEWH, Inc. for future productions
- The production company looked at bios, skype interviews, etc. to find our key players
- We're specifically looking for hospitality management students; we want our brands to understand our giveback to the industry
- This video is a gift, we want to hold the video close, it will have a timed release so that people are not tired out of seeing it
- When we invite high level executives to become engaged with NEWH this type of collateral is key in making a good flow for that process and future engagement
- We might use the Scholarships Stories video to engage others to participate in events like Owners Roundtable, Leadership, etc.
- Add this item to your discussions today, we will re-group at the end to discuss a roll-out plan
- All (3) featured students will be in attendance at Leadership Conference and will stand after the video is played
- This is a huge give back, hopefully it's a fulfilling reminder about the work you are doing

Open discussion:

- Powerful video that is very special and should be used and released strategically in a careful manner
- Use short term and long term release dates, perhaps use a trailer to gain interest and then release the full version
- It's a great piece to share with boards at the beginning of the year and strategically outside of our area through events
- Showcase at student/scholarship/mentoring events to promote awareness of scholarship and how NEWH can impact students careers/future
- Great piece for college outreach capabilities to drum up student involvement and interest in scholarships
- A lot of people don't understand the power of what we do, this is key to build the momentum within the chapter and outside through the industry, colleges, etc.
- Format with closed-caption would be beneficial for events where you don't have time or cannot access sound
- They will give us a version that can be posted on Facebook with captions and credits

Discussion-Julie Marks:

- Thank-you for being here today
- Your relation as a board member means that you are a representative of NEWH at every event
- We ask that you are following the code of ethics (must be signed annually and submitted to NEWH, Inc. office)
- We are a business and we take that role seriously
- Please ask us your questions as you move through your role
- NEWH Mission statement: NEWH is the premier networking resource for the hospitality industry, providing scholarships, education, leadership development, recognition of excellence, and business development opportunities. It's about Scholarship, Education, and Business Networking
- We anticipate record breaking numbers this year
- Membership increases: Rocky Mountain 37% increase, South Florida 24% increase
- Maintaining membership numbers is always a struggle
- 100% participation in our budget submittals, this is a very important annual process
- We are accountable to the government (we are a 501 c (3) nonprofit)

PRESIDENT – TRISHA POOLE

Discussion-Julie Marks (continued):

- We are accountable to the government (we are a 501 c (3) nonprofit)
- All required items must be received at the NEWH, Inc. office on time to stay in compliance with the IRS
- Over 4.5 million in awarded scholarships
- 2,073 scholarships awarded
- Please read the NEWH, Inc. staff reports in the board report; reach out with your questions
- Staff reports hold valuable information and answers
- Use your board report to ask questions so feedback can be provided
- Seek help from other chapters if you are struggling with an event, membership drive, etc. we're all here to help each other
- Quarterly discipline call schedules have been sent out; please attend this is your opportunity to discuss questions, address concerns while sharing gains and learning what other chapters are doing (attendance is required)
- UK World War II bomb found prior to event (postponed event) will hold again in February (most unique moment)
- We're all in this together for the benefit of NEWH and to help each other out, so please reach out
- NEWH Organizational Chart-handout (all board members names, positions, disciplines, contact information)

Comments-Trisha Poole:

- Directors report to your VP; VP's reach out to your Directors
- Take note of the lines of communication

TopID-Trisha Poole:

- Thank-you to all of the chapters who have been supporting and growing TopID, it has become very successful
- We are working to improve the TopID process
- The award is a beautiful, shelf worthy award that will be given to Anita Degen at the TopID panel during Leadership, this is the first award that has been made
- The panel serves as an opportunity to talk about TopID and present Anita with her award
- TopID is about boosting the designer membership within the local chapter
- TopID comes with criteria, people struggle with the subjective part of selecting the winning design
- Idea is to move towards a judging panel made up of executive/ownership panelists who will judge the entries
- There won't be names on anything, we will move forward with a fair judging process
- We want the award to be a high level award of honor, look for firms that are truly giving back to the industry through NEWH
- TopID banners are to be displayed at chapter events like a corporate partner banner (chapters do not pay for the banner)
- The designers are like our corporate partners, we want to recognize them on a special level
- The NEWH magazine will have additional TopID coverage
- NEWH, Inc. is putting together a local PR campaign to promote TopID within your local area
- More information, updated criteria, etc. will be available at the next board meeting in Las Vegas

Education Initiatives-Trisha Poole:

- BrandED first launch in Orlando, very successful
- Slow on the brand side, hard to get everyone committed to the schedule and secure involvement
- Everyone is excited about having it, we're asking for chapters patience as we roll this out
- DC Chapter can assist by asking Marriott to join our list
- Very viable concept, we're sharing in the excitement to move it forward

Women in Business-Trisha Poole/Elizabeth Moore:

- Another very successful event
- Needs to be tailored to the chapter
- Combination of mentoring, mentorship, fine line of assertiveness and being bossy
- Interesting program because it can be tailored to the chapter needs
- Talk about women in business, challenges, etc.
- We'll talk to the chapter and walk through what it looks like, determine the needs of the membership/attendees
- Held in conjunction with the tradeshow
- Very strong leadership offered at all levels with a mix to meet everyone's needs

2019 Leadership Conference-Trisha Poole:

- 2019 Location: South Florida Chapter (Miami)
- The committee had very strong contenders to select from
- We went through an application process of everyone submitting for their regions
- The EC reviewed selections, Leigh looked at options and the EC interviewed chapters throughout the process
- More details coming soon, keep it on your schedule

VP/FINANCE – FERNANDO DIAZ

Discussion-Fernando Diaz:

- Organization is doing very well, healthy financially
- Chapters are submitting their activity reports fairly well, some are still lagging behind
- Report of results of activity forms are due to the NEWH, Inc. office no later than 45-days after each event; this is mandatory for compliance
- The chapters need to realize that instead of holding 2 fundraising events every year to possibly hold one and do it extremely well
- One successful fundraising event will save on volunteer fatigue, burnout and keep the chapter moving ahead through a positive process
- The IRS rules state a 45% profit must be made on fundraising events
- As an organization we have occasionally allowed a 25% profit, when doing this it raises red flags and a lot of the chapters still do not come close to this number
- Review your budget as often as you can so there is clear communication to ensure you are within the rules
- It's better to cancel an event versus going in the hole
- Keep up the good work
- Nationwide Estate Sale: there are 18 chapters in our organization; 7 said they are not going to participate if you plan to participate please join the finance breakout group today

MOTION TO APPROVE 2017 BUDGET

Date: February 9, 2017

Motion Number: 2

I, Fernando Diaz, move to approve the 2017 budget as presented.

Motion seconded by: Julia Marks

VOTE COUNT:

YEA:

13

NAY:

0

ABSTENTION:

0

STATUS OF MOTION:

Carried:

Defeated:

VP/SCHOLARSHIP – ANDREA THOMAS

Discussion-Andrea Thomas:

- First scholarship awarded was in 1987 for \$3,000 (LA Founding Chapter)
- In 2016, awarded almost \$500,000; a huge increase
- Every chapter does their own fundraising and scholarships annually
- Chapter scholarships are open to hospitality interior designers (must have a hospitality focus and want a career in hospitality), hotel or hospitality management, architecture, culinary, senior living
- NEWH, Inc. level scholarships are open to anyone (as long as they meet the criteria) and are funded by sponsors typically (vendor sponsorships)
- Harvey Nudelman (Fabricut/FR One scholarship) was our first vendor sponsored scholarship, it is now a \$5,000 scholarship
- Fabric Innovations Legacy scholarship sponsored by Fabric Innovations is a very generous scholarship at \$10,000
- (2) Memorial scholarships Clifford Tuttle and Ken Schindler funded by incoming donations
- NEWH, Inc. vendor funded scholarships are typically \$5,000 or more
- NEWH ICON of Industry scholarship, we used to award (2) scholarships: (1) \$5,000, (1) \$3,500 honorable mention award; we now award (1) \$7,500 scholarship in New York at Gold Key annually
- Sustainable Hospitality Design Competition \$5,000 grad and undergrad winners (2) sponsors JLF lone meadow and Applied Textiles
- Product Design competition sponsored by Symmons is a \$4,000 scholarship which includes a faucet design competition
- NEWH criteria must be met first then other requirements are considered (design components)
- New scholarship: \$5,000 NEWH Leadership Conference scholarship (hospitality management students) to be awarded tomorrow (idea to award \$10,000 in 2019 with an internship connection to a major brand)
- Encourage your chapter students to apply for the NEWH, Inc. scholarships
- (2) female hospitality management scholarships; NEWH Women Leaders sponsored by HMG awarded annually at BDwest and BDNV

VP/EDUCATION – CHRISTINE WASMER

Discussion-Christine Wasmer:

- See handout-organizational chart helps to highlight areas of education
- Educational offerings started out as scholarship, as a separate category and blended in with mentoring, continuing education and sustainability
- Lora Spran is working with Mary Ann Thornam on sustainable initiatives
- Intent was to form a committee where chapter level people could serve providing membership with educational offerings
- First initiative was a webinar test run held in fall 2016; planning for (2) webinars to be held in August and October in 2017 (tentative dates)
- Webinar for the junior designer (level of professional development, spec writing, etc.)
- Secondary webinar would offer sustainable content
- Education mission statement: Advancement of education uniquely focused on hospitality, encompassing environmental, cultural, social, and global issues to its membership while providing the opportunity for continuing education units
- The idea is we're building an educational foundation and giving back to the membership by offering educational components
- CEU's will be solely hospitality focused

VP/DEVELOPMENT– LEIGH MITCHELL

Discussion-Leigh Mitchell:

- Welcome Leigh Mitchell our new VP Development
- Thank-you to the chapters for bringing so many people and delegates from your chapters to the Leadership conference
- Leadership is a great success and we love the numbers that we're seeing
- Hopefully everyone enjoys their time in Denver, thank-you for being here

Discussion-Cindy Guthrie:

- Discipline calls are so important, please attend
- Great exchange of information, discussion on programming and hospitality and how they tie in together to new members and events
- Important to make new and existing members feel important and welcome at all times
- We do not sell at any event, everyone needs to feel comfortable in their set social environment, keep it peaceful amongst attendees
- Together we can grow the value of NEWH membership
- The breakout groups and discipline calls drive some great ideas and your continued attendance helps grow those ideas

Discussion-Helen Reed:

- Helen Reed has been assisting with digital marketing (page 53 in board packet)
- Please read through guidelines in board report
- If your chapter does not have an Instagram account, please start one
- NEWH has received a great response on Instagram
- Like @NEWHInc
- Guidelines are being updated (only 2 people should have rights to the chapters' postings); do not post political views, etc.
- We're requesting chapters to hold off on opening a SnapChat account, please wait and address your questions with Helen; we're looking at rules and guidelines as a nonprofit how to utilize SnapChat appropriately to meet the needs of our organization
- Facebook guidelines are coming soon
- Post three times a week with Instagram, post invitations not just pictures

Discussion-Michelle Finn/Cindy Guthrie:

- Michelle Finn has offered only new NEWH members to attend BDwest and BDNY without a cost
- This is a first-time trial offer that will be offered for 1-year for new memberships only
- Hoping to gain more hospitality interest
- Marketing details will be distributed to chapters soon
- New members will be given a code to apply to their membership application during the application process
- It's a win win for all of us and a great add on for membership drives for all of the chapters
- The concept came from a previous breakout session, thank-you to Michelle Finn and Cindy Andrews for the idea and involvement
- This is an amazing benefit for new members
- Anyone who joined in November of 2016 or after will receive a code allowing them to register for free at BDwest or BDNY or for both
- It would be great for BD to market the membership offer on their website for additional coverage

MENTORSHIP – SANDY BANKS

Discussion-Sandy Banks:

- Exciting to have a board meeting so early in the year, great opportunity for chapters to plan out their year of initiatives and events
- Chapter Presidents received an email last week asking who they would like to place on their panels, what kind of events are they interested in having and when
- Would love 20+ chapters to participate this year
- Matt Deshantz is assisting with the program and visiting chapters for implementation
- Mentoring should be a part of annual chapter events every year
- We can tailor make your chapter event to meet the interests of your membership
- Chapters need to bring in young professionals and fold them into NEWH while being more inclusive of our your professionals
- This is a fairly new initiative, it's had a slow start so any questions along the way please reach out at any time
- Held first event in DC over a year ago, the event taught us a lot so we could move forward in the right direction
- The event can meet the disciplines within your membership, we invite students and young professionals to attend, the students/young professionals can then connect with the professional for 6-months following the event for additional support

Questions:

- Dallas held mentoring event last year with junior level participants, it was a very successful event

BREAK OUT: Group Discussions Overview/Questions

Trisha Poole: Break-Out Sessions:

Select your discipline

Each group should use their initial scope document with goals/timelines

Take good notes within your group

We want to see movement and progress after utilizing the goals from each group and today please provide your year-end report

1. Finance/fundraising
2. Scholarship/scholarship
3. Education/continuing education, mentorship, sustainable hospitality
4. Development/membership, conferences, digital marketing

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

BREAK OUT: Group Reports

Finance:

- Estate Sale; not much participation, some boards are still considering
- If your chapter is holding this event be sure that it's held in a high traffic area
- You can advertise for a reasonable rate through local classifieds ad, Craigslist, Facebook, etc.
- This is a great community tie-in event
- Gather quality items for sale, tax receipts will be provided as well as logos and general marketing rules
- A guideline of do's/don't will be available
- If your chapter is not participating this year, discuss with your board the possibility of holding the event next year
- TopID, make it an elevated event and focus on member participation
- Focus the event on the company not just at TopID events but all chapter events
- NEWH, Inc. will provide guidelines on future TopID selection process so that we're all on the same page
- IIDA and ASID are holding a joint Estate Sale, some chapters might pair up with IIDA and ASID to participate in this event
- Discussed smaller events that can bring in additional funds for the chapter
- Culinary event with students, having different stations while making food, this is a great tie-in to your culinary community to help bring in more local culinary students to your chapter (this would be a paid event)

Development:

- Concentrated conversation on memberships and sponsorships
- Membership drives: push individual and business chapter level memberships
- Corporate partner sponsorships are full with about 57 companies on the current wait list
- CP sponsorship levels range from \$18,000-\$33,000
- We don't want to expand our Corporate Partner sponsorship levels: we want to ensure we can deliver the benefits as promised
- Spaces in regional trade shows, etc., if we gave that to everyone we would have the same people at every tradeshow
- NEWH prides itself on that fact that everyone is equal
- Always promote that there are other sponsorship opportunities companies can become involved in
- Thought of a legacy CP sponsorship level (a company who has been a CP for over 10 years)
- Lower level sponsorship idea where you receive 2 regional tradeshow per year or you get to pick your spot first
- Have a design firm corporate level membership for all design offices to encourage more designers to become members
- Increase your membership, for every event you have by offering a sign-up today member price, at the event you can buy your membership otherwise people want to buy it later and forget about it and never join
- Chapters be sure to place your full calendar for events on the website ahead of time so companies know what might be available for future sponsorships
- Need testimonials from designers what NEWH membership means to them

BREAK OUT: Group Reports-continued

Education:

- Discussed difference between BrandEd, Women in Business, Mentoring
- Find ways to get other chapters involved in bringing in brands to participate
- Women in Business, looking for CEO's and members to assist with promoting NEWH
- Brainstormed ways to involve a variety of people for mentoring through educational sessions, portfolio reviews, etc.
- Mentoring is about getting the students to come back and get the NEWH buy in
- We need more engaged students, the idea to pair students with a mentor to help with follow through is key
- Mentors are out there, the ones who are above your level are most likely the ones who want to participate and be involved
- We want to try to put together more events that would tie the brands in without having a conflict of interest
- Talked about holding larger profile events to make it a powerful draw and increase involvement
- Found that scholarship and portfolio reviews are hard to do at beginning of year but they are easier to hold at the end of the semester when the students can be more prepared
- Follow up with your scholarship winners, reach out to Inc. to obtain a list of past winners and update their information and reach out to them for future events and involvement
- Hold smaller dinner events, a lot of students are not comfortable with being in front of a crowd to give their speech
- When scheduling your annual events, be sure to check school schedules, finals, etc.
- Hold meetings that are closer to the colleges
- Utilize Skye portfolio reviews with the students to promote engagement and involvement
- Offer webinars for designers to obtain the resources and information they need when they first start at a firm
- Any time you have an opportunity to reach out to owners let Inc. know so further communication can be started

TopID:

- Originally created to help increase designer participation at the chapter level and encourage NEWH membership
- Companies can contact NEWH, Inc. office for a list of TopID's
- Working on general framework and mission of how we should approach TopID awards at the chapter level
- Mission statement: These are the top design firms who produce quality work, who push the hospitality industry forward, for those firms, that find the time to give back to the industry through NEWH
- Create criteria, checklist or point base system for chapters to judge incoming projects, to consider things like: NEWH membership, number of years of membership, active membership, do they serve on a board or on committees, are they chapter business members, are they participating and showing up at events, number of hospitality projects completed in the last 18-months, how many of them, are the projects noteworthy and meaningful, what publications have they been featured in, do they have an internship program, do they give back to students, must have a key statement from the firm
- The chapter would forward on their top 5 or 6 choices to the selected judging panel
- The panel should consist of a mixture of people designer, educator, etc.
- Companies will need to fill out an online nomination form
- Submitted imagery of completed projects must be clear and have requirements
- Trying to keep the program and process clean and simple, not to mention equal for all who participate
- The idea is to continue to expand the program while increasing the meaning of the program
- Refining process to include the tools chapters will need to move it forward
- After the chapters top 3 are selected, it's up to you to express your creativity when planning to celebrate your winners
- A review with a different panel would then select the final Top 10 selections, those selections would then be promoted at 2019 Leadership Conference
- Each award will cost the chapter \$100, Hubbardton Forge and Swarovski Crystal are underwriting the balance of the cost, please thank them for their contributions to our TopID program
- When you plan your celebrations, we ask that if Hubbardton Forge can come to your event that they are allowed to hand the award to the winner
- Posted criteria will hit the NEWH website in June/July with an August deadline; finalists determined in September (final names released at BDNY)
- It's truly up to the chapter how they want to celebrate
- The award is a requirement for every chapter moving forward; chapters that had different awards made would need to discontinue those awards and go with the standardized award
- We want TopID framework in place by May

INTERNATIONAL RELATIONS | CANADA – CHRIS TUCKER

Discussion-Chris Tucker:

- Very proud of Vancouver, they have (4) people in attendance today
- Santiago Arcila (Vancouver) is featured in the NEWH Scholarship Stories video
- Vancouver is a regional group with so much energy
- We always talk about board fatigue and all of those things that happen but it's amazing when you have good energy on a board
- Vancouver does not have great membership numbers but they do have lots of sponsorship money and amazing events and a large amount of student members
- The whole hospitality industry shows up for their events, Toronto cannot get that kind of involvement
- Toronto is having board fatigue right now, everyone needs to know that chapters go through that phase
- Get new blood in your boards to keep them fresh, everybody gets tired when only a few people are carrying the flag
- Look beyond the flag, get those who are not engaged to find their purpose and become engaged again
- There's been discussion how to get designers to be members, you've got to bring them on, TopID is giving them a reason to be involved
- Get a relationship going with others, wrap them in and bring them to an event for future engagement
- Once you're all a part of this family, you get it, so it's up to you to bring those people on the sidelines in

INTERNATIONAL RELATIONS | UK – REBEKAH ELLIS

Discussion-Rebekah Ellis:

- Tradeshow set for June 20th working out details with scholarship award
- Hard to get designers to participate, TopID will add a new twist
- Looking forward to the tradeshow
- Lots of competition with other networking groups, hard to squeeze events in and expect good attendance
- Trying to keep everyone motivated to come out for events
- Would appreciate any advice about the tradeshow, we're hoping to make a big impact within the UK

NEW BUSINESS | TRISHA POOLE

New Business-Trisha Poole:

- NEWH Leadership Conference is all about the relationships, meeting new people and creating your own kind of fun
- Make time to join a group, try something different, engage as much as you can
- The friendships are incredible and that's how we open the door for each other to grow, so please make that time available
- Thank-you for being here
- We are going to go back to our production company and work on producing a trailer; stay tuned for further implementation
- Please greet our scholarship recipients today

New Business-Member Directory-NEWH website:

- Log onto the NEWH website (call NEWH, Inc. office if you cannot log in)
- Click on "my account"
- Edit your profile; change your password, etc.
- If your company information changes let NEWH, Inc. know
- The interior page has been updated
- Company, professional profile, education, past work, personal profile, etc. all areas you can complete
- Only add your cell phone if you want it displayed
- Linked to LinkedIn, Facebook, Twitter pages
- Don't use specific years when you write your personal profile, it will save you from updating constantly
- Your professional profile should be marketing you, not the company you work for and it should be displayed on the chapter page
- Share your NEWH resume, your involvement and what it means to you being a NEWH member, how you're involved in your local chapter, etc.
- Send NEWH, Inc. the headshot you would like used
- This is a huge perk to help draw in new members and tie in another social avenue

MOTION TO ADJOURN

Date: February 9, 2017

Motion Number: 3

I, Fernando Diaz, move that the meeting be adjourned at 12:30pm

Motion seconded by: Julia Marks

VOTE COUNT:

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