

# NEWH, INC. GOVERNING BOARD MEETING MINUTES

2 May 2017

Mandalay Bay Convention Center, Islander Ballroom B | Las Vegas, NV

Executive Committee	Trisha Poole Cynthia Guthrie	Brittany Johnson Fernando Diaz	Andrea Thomas Christine Wasmer	Christine Tucker Julia Marks Leigh Mitchell
Board of Directors	Becca Kundysek Mary Ann Thornam	Karen Gutowski Ron McDaniel	Jordan McInturf Michael Smith	Debbie McKelvey Michelle Finn
House of Delegates	Michelle Purcell Jen Conley Jodie Johnson Elissa Murry	Heather Lloyd Brandon Brockmiller Morgan Brodey Annette Lucille	Karen Rains Nicole Brindle Rachael Wilson Jennifer Delmas	Shana McCullough-Downing Jonathan Young Leslie Anderson
Chapter Presidents	Alison Gasser	Tara Witt	Terri Metzger	Kate Valder
Steering Chairs	Tyler Toothacker			
Guests	Stephanie Deshaies Phoebe Stein Vanessa Vaughan	Judy Regan Wanda Luna Dallas Bentley	NEWH, Inc. Staff:	Shelia Lohmiller Jena Seibel Nicole Crawford
Not in attendance	Rebekah Ellis Helen Reed Cindy Andrews Stacy Costa William Stuart Elizabeth Moore Stacy Rauen Sandy Banks Lora Spran Holly Johnson Jennifer Wellman	James Lyons Anne Hiter Toby Polatsek Leena Nancy Tammy Adams Michelle Seminaris Bass Amanda Tomlinson Valentina Castellon Sophia Nguyen Kyla Chambers Johanna Malen	Christian Triana Angela Reed Monica Meade Shannon Vance Kelly Bowen Bruce Heins Katie Popp Leslie Wynn Kacey Sharp Rachel Daus Lauren Ritter	Westin Hammerstrom Cheri Bargaen Chelsea Lawrence Candace Tejjidor Pam Niemann Kelly Gaddes Shaleah Soliven Bess Rosefield Ehmcke Jessica Wasmer Dina Caruso Anna Sveinbjornsdottir Derek Sousa

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

The meeting was called to order by President, Trisha Poole at 12:10 pm 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: May 2, 2017

Motion Number: 1

I, Brittany Johnson, move to approve the minutes as presented from the February 2017 IBOD meeting.

Motion seconded by:  Fernando Diaz

VOTE COUNT:

STATUS OF MOTION:

YEA:  11    NAY:  0    ABSTENTION:  1    Carried:     Defeated:

Abstention: Ron McDaniel

## PRESIDENT – TRISHA POOLE

### **Discussion-Trisha Poole:**

- Ballot for Director of Conferences (Ron McDaniel)

### **Founders Circle-Trisha Poole:**

- Founders Circle was held last night; 25-30 people in attendance
- Corporate Partners were given updates on current NEWH initiatives
- Showcased NEWH Scholarship Stories video; well received
- Founders Circle is a Corporate Partners event held once a year in Las Vegas as a thank-you to our Corporate Partners
- The event creates an avenue for Corporate Partners to express their concerns on the value and overall plan for NEWH

### **Strategic Planning-Milliken Experience-Brittany Johnson:**

- Milliken is an opportunity for NEWH Executive Committee to revisit the mission of NEWH while analyzing current and upcoming efforts and their impact on NEWH as a whole
- Trudy Craven (Milliken) is a facilitator for the session
- During two and a half day experience, we take a look at ourselves and NEWH as a whole
- Mission, vision are reviewed, ICON recipient is determined, work on team dynamics, review of organizational chart for Executive Committee and Chapters to ensure it's still working, etc.
- Milliken generously provides accommodations, facilitator, F&B, etc.
- A special thank-you to Milliken and Michael Smith for all of your support and coordination; the experience is highly valued and appreciated

### **NEWH Sustainable Hospitality International Committee Update-Trisha Poole:**

- Sustainability has been discussed for quite some time across many different areas, committees, etc.
- NEWH would like to thank the NEWH Sustainable Hospitality Committee for their work
- There's been some lack of support and duplicate efforts of the committee
- The committee was never meant to hold a separate mission
- We want to remove sustainability from its silo and umbrella it under Education with a heavy focus on Green Voice, BrandEd and Women in Business
- Chairs have been appointed to move the newer initiatives forward
- Programming needs its own Director and has been added to the organizational chart; welcome Stacy Costa

### **Top ID-Brittany Johnson:**

- TopID needs a better process with a more credible and fair way to judge/award
- First set of guidelines are in your board packet (see attached forms); review with your board and let us know your concerns
- Minimum criteria to be considered is listed and a points system is in place
- Voting boards will preview submissions; favoritism should diminish
- Participant must be a current valid NEWH member
- Timeframes and deadlines are well stated; follow the process and do not disclose to anyone who won
- Presidents should make a winner phone call
- Chapters plan how they want to award
- Take these updates back to your chapter and share with everyone
- The rules were put in place to allow us to be fair and present a good opportunity to our membership
- Use the established guidelines appropriately
- The process will keep growing, new information will be available online in January 2018
- Incorporate media and ownership
- There's a reason for the guidelines if you don't feel they are a good fit let us know; your feedback is appreciated as you move through the new process put in place

### **Comments:**

- Firms can use the form to nominate self or chapter can actively reach out to eligible firms
- TopID/Scholarship tie in event elevates the presentation of the award
- New York is awarding their TopID at their Owner's Roundtable

### **NEWH Scholarship Stories-Trisha Poole:**

- Please view handout
- This is our first year, the final project took longer to implement than expected
- Use the full-version Scholarship Stories video during membership drives, chapter events and school visits
- The trailer is currently being used at BD/HD/Lodging Conference, etc.
- Use of the video has been limited because we don't want to wash out the idea, story and hard work that went into producing the video; we want it to be fresh to our membership
- We will revamp the video for next year with fresh details
- Do not use the video as a continuous loop, it should be used as a feature presentation only where people can hear and see it in its entirety
- For large events, the full version should be shown
- Contact NEWH, Inc. office with your questions
- The video cannot be broken out into segments or edited down if you need a shorter version it will be available after New York events
- Chapters, we need your stories, images, video, etc. for the next production
- Looking for involved students that we can keep track of
- Our goal is to highlight all areas of hospitality (culinary, hospitality interior design, hotel management, etc.)
- Capture students' in their natural environment, with their friends, family, professors, etc.

### **NEWH Scholarship Stories-Trisha Poole (continued):**

#### Questions:

- DC used the video for a board meeting the format was long
- NEWH is working on a more manageable size
- The video was played at Founders Circle with a warm welcome
- Each event brings a different need or description how to use the video appropriately – please refer back to the guidelines
- Las Vegas Chapter uses their own “Where are they Now?” video
- LA showed at a recent board meeting and would like to use at their Gala in the fall
- The video and trailer will not be updated until next year
- Each chapter will select their favorite videos/images and submit to NEWH, Inc. office; the production group will review the submissions and build the story line
- Chapters can also use their videos at their events, etc.
- NEWH would love to showcase more stories that are out there to help support NEWH’s scholarship program and mission

#### **Board Reports-Julia Marks:**

- When we’re here we all need to be here and remain attentive for NEWH
- Please remember to be here, listen, share and disperse details to your boards upon your return
- Submitted board reports are lacking
- Board reports are required to be submitted on time by law to maintain our 501 (c) (3) non-profit status
- Take and share these details with your board; we all can do better

#### **2017 NEWH ICON of Industry-Trisha Poole:**

- Janice Feldman, JANUS et Cie 2017 NEWH ICON of Industry recipient
- Each year NEWH awards it’s most prestigious award, the ICON of Industry in November at the Gold Key Gala in New York; held in conjunction with BDNV
- ICON celebrates a leader in manufacturing who has been in the industry for 30 plus years and has influenced the industry through their work, innovation and industry/community outreach.
- A \$7,500 student scholarship is also awarded in honor of the NEWH ICON of Industry

## **VP/FINANCE – FERNANDO DIAZ**

#### **Discussion-Fernando Diaz:**

- Organization is doing very well, healthy financially
- On target with budgets
- Chapters are completing reports according to guidelines
- Kudos to Leigh Mitchell and committee members on a very successful Leadership Conference; over 500 people in attendance
- 2013 and 2015 Leadership Conference made a profit however 2017 made a \$37,000 profit

## **VP/SCHOLARSHIP – ANDREA THOMAS**

#### **Discussion-Andrea Thomas:**

- Please note scholarship details in board report
- 2017 marked the first awarded \$5,000 NEWH Leadership scholarship to a Hospitality Management major
- 2019 Leadership Conference will offer a \$10,000 scholarship with an internship with a brand (for hospitality management majors)
- Revamping NEWH Sustainable Hospitality Design Competition, this is our 11<sup>th</sup> in a series
- Criteria for the competition was becoming repetitious; Brittany Johnson and Helen Reed and refreshing the project type and criteria
- NEWH will increase the scholarship award amount
- Times have changed, a \$5,000 scholarship is not as enticing anymore for the amount of work the student needs to put into the design competition
- Additional funding will be needed for the new scholarship
- Currently award (2) scholarships at \$5,000 each (1) undergrad and (1) grad student
- Students can work in teams or professors’ can use as a class project submitting the top 5 projects
- Instructors like to use the competition as part of the class curriculum
- We are improving the criteria and award amount in order to fund and rebrand under Green Voice
- Separate sponsorship is needed prior to re-branding for future implementation
- Stop by the NEWH booth tomorrow to celebrate our 2017 winners
- If you have scholarship questions please feel free to reach out to Andrea Thomas, Becca Kundysek or Nicole Crawford at NEWH, Inc. office anytime

#### Questions/Comments:

- Is the \$2,500 per chapter scholarship award recommended?
- Awarding a minimum of \$2,500 per scholarship at the chapter level is not mandatory but it is recommended especially for your 4-year students
- Make your scholarships worthwhile and award to worthy students
- Letters of recommendation can be from outside of the hospitality industry they do not have to be from past/current hospitality employers, the student could work at Starbucks, etc. and submit their letter of recommendation
- Having a letter from a professor and an employer is always nice, there is no requirement how many letters of reference/recommendation the student must submit but the more the better insight you have of the applicant
- Can International students’ apply for scholarship?

**Scholarship**-Questions/Comments (continued):

- Yes, we are an international organization, all scholarships are open to international students but be sure to verify their financials/debt; many times they do not have debt through their college
- It's beneficial to students when chapters list the to be awarded scholarship amounts in their scholarship marketing materials; awarded funds affect other awards/scholarships for the student
- Chapters can also say awarding up to a certain dollar amount
- Dallas Chapter interviews student applicants and agree on a set dollar amount to be awarded annually and publish the large sum using wording "awarding up to"
- Las Vegas chapter lists their scholarships as ranging from \$2,500 - \$30,000
- Determine how much to award first based off the financial ability of the chapter
- Make sure that students are truly qualified prior to awarding

**VP/EDUCATION – CHRISTINE WASMER**

**Discussion-Christine Wasmer:**

- See board report for overview of education initiatives and alignments
- A Chair will be needed for EOnline; spec 101
- Green Voice provides education to the industry and membership
- Sustainable Hospitality Design Competition students do a lot of work without a lot of visibility so we want to give them a higher platform; NEWH will seek out additional sponsors
- Funds are for this year since budget was already in place for 2017
- Green Voice funds are used for Green Voice conversations as available
- Many NEWH members give up their time to be moderators at Green Voice sessions
- Currently seeking Subject Matter Experts for future sessions
- Original scholarships are generously funded by (2) Sustainable Design Competition sponsors; we cannot go back and ask for additional funding
- Melting programs together and branding through Green Voice will be the future focus
- Plans will not impact any other planned initiatives for 2017

**MOTION TO REALLOCATE FUNDS**

Date: May 2, 2017

Motion Number: 2

I Christine Wasmer, move that we approve use of Green Voice Partners dollars in the amount of \$5,000 to augment the increase in the Sustainable Design Competition, now the Green Voice Design Competition scholarship.

Motion seconded by: Andrea Thomas

VOTE COUNT:

YEA: 10

NAY: 0

ABSTENTION: 0

STATUS OF MOTION:

Carried:

Defeated:

**DEVELOPMENT – LEIGH MITCHELL**

**Discussion-Leigh Mitchell:**

- Please view changes to NEWH organizational chart (handout)
- Awards Chair position is still open, please let us know your interest; promotes NEWH ICON award and award of Excellence
- BDwest membership promotion let us know your thoughts
- NEWH has (2) new membership plans: Business Plus and Chapter Level Business
- Thank-you for attending the very successful NEWH Leadership Conference
- This year, NEWH paid for inspirational speakers, added excursions and still brought in a profit
- 95 people took the Leadership survey which is very beneficial to future planning

**Discussion-Ron McDaniel:**

- 2019 Leadership Conference will take place in Miami
- The planning committee met in Miami last week, discussed survey, worked on items to move conference forward
- Sponsorships will be announced June 1<sup>st</sup>
- The goal is to release information soon so budget funds can be allocated as early as possible

**Comments:**

- BDwest/BDNY attendee pass offer for new NEWH members is only for this year; members wanting to switch over will be pro-rated
- Michelle will supply NEWH with numbers; thank-you to HMG for all of your support

## MOTION TO APPROVE 2017 BUDGET

Date: May 2, 2017

Motion Number: 2

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

Motion seconded by: Julia Marks

VOTE COUNT:

YEA: 10

NAY: 0

ABSTENTION: 0

STATUS OF MOTION:

Carried:

Defeated:

### 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](mailto:shelia.lohmiller@newh.org)

### BREAK OUT: Group Reports

#### Development:

- Membership discussed (2) new platforms
- Need Inc's help to market new opportunities
- Review all Inc. opportunities with design firms and explain cost saved vs. paying for events throughout a year
- Add events that sell out as a bonus to membership
- FACT sheet; have a membership fact sheet listing all levels of membership
- If you're not sure if the business has a membership in another area you could share the membership FACT sheet
- More details will be available June 1<sup>st</sup>
- Have one price at the door pricing for member and non-members this solves the problem of verifying membership
- 2019 Leadership Conference in Miami-everyone attend
- Speakers, local flavor, event ideas, etc. are needed to plan Leadership, share your suggestions
- Let us know if you would like to volunteer to assist the Leadership Committee
- Plan and budget now to send your board and students/scholarship recipients
- Seattle obtained sponsors and held a board retreat in conjunction with the 2017 Leadership Conference

#### Scholarship (Sustainable Design Competition):

- Tie to event on even years of Leadership conference
- Talked about other competitions in the industry
- Gain awareness to Inc. scholarships
- Have a student and professional category
- How can we establish an internship in conjunction with the scholarship
- Launch in 2020
- Target university involvement
- Create a scope document and categorize goals
- Hold awards event in January/February at NEWH tradeshow with a keynote speaker and award at Product Showcase
- Have competition be part of curriculum; flush out timing needs (release/deadline date, etc.)
- Overall idea is innovation within the hospitality community and to utilize owners and educators to develop further
- Keep the sustainable component but make it prestigious
- Hold a call between now and November; meet again in November and include Jena in conversations related to Product Showcase

#### Education:

- Spec 101 specification writing education for junior designers (live/webinar)
- Create a hospitality focus series
- Engage vendors and subject matter experts
- Connect TopID winners with educational offerings
- Create scope document for vendor CEU's and other initiatives
- Utilize online reference for educational offerings (webinar, resources, available CEU's, etc.)

#### Fundraising:

- Estate sale will not be continued for this year
- Outline a new concept for 2020; similar to Product Runway level
- Assess what is desired (type of event): cocktail party, dinner, top chef or chopped concept
- How can we utilize and engage celebrities

**Fundraising** (continued):

- Assess current chapter events currently that are highly successful financially and by attendance
- Hot Seat (with a lighting fixture)
- Create light fixture in one night with audience present
- Fundraising and design competition teams need to collaborate to build future efforts

**INTERNATIONAL RELATIONS | CANADA – CHRIS TUCKER**

**Discussion-Chris Tucker:**

- Partnership with HOST Milano
- Event is held October 20-24, 2017 in Italy
- NEWH is bringing in about 40 people to the show
- NEWH Canada is doing well; currently seeking new board members

**INTERNATIONAL RELATIONS | UK – REBEKAH ELLIS**

**Discussion-Jonathan Young:**

- See report in board packet
- New event last month; "Women who Inspire"
- Lauren Steadman, Paralympian, triathlete and double world champion was the inspirational speaker
- Lauren shared challenges about school and how she took and turned that into inspiration
- The event was held at UBM Corporate head office
- Good mix of attendees and overall attendance; plan is to continue event annually
- London tradeshow has gained a lot of interest; we need a good amount of attendees to make is successful
- Chapter is in need of a good theme to promote attendance for the 2018 show

**NEW BUSINESS | TRISHA POOLE**

**New Business-BrandED-Trisha Poole:**

- Welcome Debbie McKelvey, NEWH BrandED Chair
- Rocky Mountain has showed interest in a BrandED event
- Working on commitment dates with brands
- Once dates are determined a reach out to chapters will be made to determine if they are interested in the event (in the meantime chapters should contact NEWH Inc. with their time parameters if interested)
- All communication needs to go through Debbie McKelvey to reduce any confusion; please do not contact brands directly
- Discussion of a webinar session; this won't work as information could be taken to the competition (key information on protocol and standards is being discussed and should be kept confidential)
- Reps sponsor the event
- Brands want to each out to designers first
- We can't have someone from Marriott sitting in on a Hilton talk; the brands would refuse to participate
- Limited amount of people is key; invite designers/architects
- Brands want to see the invite list prior to event
- Manufacturers are important but the overall goal is to education the design community on the brand standards

**NEWH, Inc. office updates-Shelia Lohmiller:**

- Julie Buntrock, NEWH Office and Finance Manager has moved on; welcome Susan Huntington
- Susan has a background of over 15-years in finance/accounting and experience with an International business
- All of Julie Buntrock's emails are going to Susan for future follow-up
- A eblast intro about Susan will be dispersed next week

**MOTION TO ADJOURN**

Date: May 2, 2017

Motion Number: 3

I, Brittany Johnson, move that the meeting be adjourned at 3:51 pm

Motion seconded by: Julia Marks

VOTE COUNT:

YEA: 11

NAY: 0

ABSTENTION: 0

STATUS OF MOTION:

Carried:

Defeated: