



## GOVERNING BOARD PACKET

1 MAY 2018

Meeting Room  
**ISLANDER B**  
**NORTH CONVENTION CENTER**

Mandalay Bay Resort & Casino  
3950 S. Las Vegas Blvd.  
Las Vegas, NV 89119

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

1 May 2018

Islander B, North Convention Center, Mandalay Bay Resort & Casino, Las Vegas, NV

**Please arrive having read the BOD Meeting Packet, they will not be read during the meeting**

### Board of Directors Meeting

Tuesday, 1 May 2018

12:30 pm – 5:00 pm

Executive Committee	Cynthia Guthrie Natalie Sheedy	Fernando Diaz Brittany Johnson	Christine Wasmer Leigh Mitchell	Christine Tucker Jonathan Young	Trisha Poole Julia Marks
Board of Directors	Becca Kundysek Mary Ann Thornam Cindy Andrews	Stacy Costa Ron McDaniel Helen Reed	Michelle Finn Stacy Rauen Matt DeShantz	Gretchen Gilbertson Jordan McInturf Michael Smith	Chairs Debbie McKelvey
House of Delegates	Leslie Anderson Nicole Brindle Brandon Brockmiller Valentina Castellon Kyla Chambers	Katy Clark Anastasia Davis Melissa Davis Stephano Delorenza Jennifer Farris	Tara Herbert Anne Hiter Taylor Hoesley Jonathan Kaler Melissa Knock Dawn Larsen-Garner	Jessica Linden James Lyons Shana McCullough-Downing Elissa Murry Leena Nancy Janine Peluffo	Michelle Purcell Karen Rains Heather Scott Amanda Tomlinson Christian Triana Rachel Wilson
12:30 pm	Call to Order				Cynthia Guthrie
12:35 pm	Establishment of Quorum - Presentation of Minutes and Motion to Accept				Natalie Sheedy
12:40 pm	President's Welcome - Introduction of Guests				Cynthia Guthrie
12:50 pm	Define rolls and accountability a review for those not at January Meeting (see org chart)				Trisha Poole
1:05 pm	Financial Report - NEWH College of Fellows and presentation of motion supporting Fellows nominees to attend LC for Induction into NEWH College of Fellows				Fernando Diaz
1:10 pm	BREAKOUT SESSIONS <i>Brain Storming ... Share what is happening in your chapter. What are new initiatives you would like to see? Set goals for the year in each discipline.</i>				
	<b>SELECT THE DISCIPLINE OF YOUR GREATEST INTEREST</b>				FACILITATED BY:
	- Finance / fundraising				Fernando Diaz
	- Scholarship / scholarship				Brittany Johnson
	- Education / continuing education, programming				Christine Wasmer
	- Development / membership, conferences, and digital marketing				Leigh Mitchell
2:30 pm	B R E A K				
3:00 pm	Report on Breakout Session				
	- FINANCE/Fundraising				Fernando Diaz
	- SCHOLARSHIP/Scholarship				Brittany Johnson/Becca Kundysek
	- EDUCATION/Continuing Education, Programming, Sustainable Education				Chris Wasmer/Mary Ann Thornam/Stacy Costa
	- DEVELOPMENT/Membership, NEWH Conferences, Digital Marketing				Leigh Mitchell/Cindy Andrews/Ron McDaniel/Helen Reed
4:00 pm	Canada/United Kingdom Update				Christine Tucker Jonathan Young
4:15 pm	Old Business				Cynthia Guthrie
4:30 pm	New Business				Cynthia Guthrie
	- Motion to revise By-laws				Trisha Poole
	- LC Thursday Evening/President's Dinner				Jena Seibel
	- Host Milano				Chris Tucker
4:45 pm	Motion to Adjourn				

**NEWH, INC. GOVERNING BOARD MEETING MINUTES**

18 January 2018

George R. Brown Convention Center, 320-A | Houston, TX

Executive Committee	Brittany Johnson	Christine Wasmer	Christine Tucker	Trisha Poole	Julia Marks
Board of Directors	Becca Kundysek Cindy Andrews	Ron McDaniel Michelle Finn	Gretchen Gilbertson Jordan McInturf	Debbie McKelvey	
House of Delegates	Michelle Purcell Leena Nancy	Valentina Castellon Taylor Hoesley	Karen Rains Janine Peluffo	Jennifer Farris Leslie Anderson	Shana McCullough-Downing
Chapter Presidents	Kacey Sharp	Jennifer Wellman			
Steering Chairs					
Guests	Courtney Crosby Traci Smith	Jessica Linden Ron Smith	Angela Reed Miller Anastasia Davis	NEWH, Inc. Staff: Nicole Crawford	
Not in attendance	Cynthia Guthrie Natalie Sheedy Fernando Diaz Leigh Mitchell Jonathan Young Mary Ann Thornam Stacy Costa Helen Reed Stacey Rauen Matt DeShantz Michael Smith Tara Hebert James Lyons Anne Hiter	Melissa Davis Jessica Linden Elissa Murry Heather Scott Jonathan Kaler Leslie Anderson Dawn Larsen-Garner Tammy Adams Brandon Brockmiller Amanda Tomlinson Katy Clark Nicole Brindle Kyla Chambers Rachael Wilson	Christian Triana Jennifer Farris Shannon Vance Bruce Heins Jen Conley Jodie Johnson Heather Lloyd Alison Gasser Morgan Brodey Jayme Krstich Sophia Nguyen Chelsea Lawrence Johanna Malen Jennifer Delmas	Nicole Fizzard Monica Meade Kelly Gaddes Shaleah Soliven Jenna Tanner Jana Johnson Tyler Toothacker Bess Rosenfield Ehmcke Jessica Wasmer Northover Michael William Anna Sveinbjornsdottir Alexandra Jones Shelia Lohmiller	

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

The meeting was called to order by Past President, Trisha Poole at 8:40 am. Nicole Crawford, took roll and a quorum was established. The minutes were presented and a motion was made to approve the 11.11.2017 minutes as presented and was accepted.

**MOTION TO APPROVE MINUTES**

Date: January 18, 2018

Motion Number: 1

I, Brittany Johnson, move to approve the 11.11.2017 minutes as presented.

Motion seconded by: Julia Marks

VOTE COUNT:

YEA: 8

NAY: 0

ABSTENTION: 0

STATUS OF MOTION:

Carried:

Defeated:

**PAST PRESIDENT – TRISHA POOLE**

**Discussion-Trisha Poole:**

- Thank-you Houston for hosting the first 2018 NEWH Regional Tradeshow; hoping for a great show and attendance
- We're missing a few people today due to weather
- Welcome NEWH Ambassadors Gretchen Gilbertson, Séura and Matt Deshantz, Fabricut
- Memphis mid-south regional group in attendance today; welcome and thank-you for being here
- Regional groups are a great way to get involved and are easier to manage when just getting started
- Welcome Brittany Johnson previous Secretary with the Executive Committee now serving as VP Scholarship
- Natalie Sheedy from the Chicago chapter will be serving as Secretary; welcome aboard
- Today's meeting is smaller format and less intimidating for those who are new to their position
- IBOD meetings create an opportunity for everyone to learn more about what the organization does will providing ideas and opportunities to take back to your chapter
- Soak up today, learn, share your problems and areas of success; we're in this together
- Always keep in mind through everything we do NEWH is a business and must function like a successful business
- We need chapters representing our organization professionally at all times
- Code of ethics are an annual requirement for all board members; signed packets are due to the NEWH, Inc. office by January 31<sup>st</sup>
- Delegates are here to take note, connect and report back to your chapter on what you've learned today to build your chapter
- Delegates must attend 2 out of 3 meetings per year
- Delegates are the voice of the chapter, submit your board reports on time
- We're all a family; we're here for each other so reach out, ask questions and connect with other chapters
- We are working towards the same mission, the mission of scholarship and education
- We hope and encourage you to build long lasting relationships/friendships
- Organizational Chart (handout): understand how the structure of NEWH works within your chapter and at the Executive Committee level

- Reach out to the Executive Committee for additional support as needed
  - Know who you can go to when help is needed; we're all in this together for the same mission
- NEWH magazine update:
- NEWH magazine is still being printed by HD
  - NEWH is now in charge of the content so there is more creative flexibility
  - The cover and overall format of the magazine has changed slightly
  - We try to get everyone in but can't include everything; maintain the credibility of the magazine
  - Ads are important; the ads sell very well

NEWH website:

- Handout (how to log into NEWH website)
- Log in, go to Board of Director resources
- Templates, forms, policies, everything you need is accessible via the website
- Need help finding something contact Inc. office

Michelle Finn-BDwest:

- BDwest April 4-5 in Los Angeles
- Working with NEWH in continued initiatives
- NEWH Green Voice conversations will be held in the NEWH booth
- Working with NEWH on Spec Writing CEU's; introducing 5 courses at BDwest
- Partnering with NEWH for the Power Players Breakfast and Panel Discussion; HMG \$5,000 scholarship recipient to be honored at the breakfast
- Working with EC and NEWH for new member promotion; new NEWH members receive complimentary conference pass for BDwest and BDNY in 2018
- 15 design teams gathered for NEWH Fashion Challenge event held in conjunction with BDwest (had to turn down some applications this year); great participation
- Excellent panel of judges gathered for the Fashion Challenge; professional event with wonderful attendance-join is
- BD sends out invites to design firms with basic criteria; BD underwrites the entire event
- NEWH Orange County and Los Angeles chapter receive scholarship funds from the event
- Design teams build fast; there is much excitement generated around the event
- Need to do ads in the NEWH magazine earlier
- Each team is sent samples/material from BDwest exhibitors
- Invite means you can apply to be a team not that you are accepted as a team
- Contact Chris Wasmer if you weren't invited (must be a hospitality design firm)
- Fashion Challenge at BDwest is amazing; it's a huge commitment
- Product contributors pay a \$500 stipend to cover incidentals (shoes, fabrication, etc.) includes complimentary ticket to the event
- Thank-you to Boutique Design for all of their support
- Fashion Challenge would not expand to BDNY because of the NEWH New York Chapter's Product Runway event (event pairs a design firm with a manufacturer)

**MOTION FOR SECRETARIAL APPOINTMENT**

Date: January 18, 2018

Motion Number: 2

I, Trisha Poole, move to approve the appointment of Natalie Sheedy as Secretary of the NEWH, Inc. Board.

Motion seconded by: Julia Marks

VOTE COUNT:

STATUS OF MOTION:

YEA: 8 NAY: 0 ABSTENTION: 0 Carried:  Defeated:

**VP/FINANCE – FERNANDO DIAZ**

**Discussion-Trisha Poole:**

- We are accountable for how funds are raised and received
- Budgets are set up at the beginning of the year; submit on time to Inc.
- Submit your required reports on time; keep your chapter in compliance
- NEWH's finances overall are very healthy; scholarship and reserve fund are looking good

**MOTION TO APPROVE BUDGET**

Date: January 18, 2018

Motion Number: 3

I, Trisha Poole, move to approve the 2018 budget as presented.

Motion seconded by: Julia Marks

VOTE COUNT:

STATUS OF MOTION:

YEA: 8 NAY: 0 ABSTENTION: 0 Carried:  Defeated:

**VP/EDUCATION – CHRISTINE WASMER**

**Programming/BrandED Discussion-Debbie McKelvey**

- BrandED is evolving and moving
- Schedules can be challenging trying to get brands together
- Present slideshows/panel presentations
- Would like to develop a calendar where chapters can just sign-up for a BrandED event
- Goal is to have four events in 2018
- Trying to add some more visibility to the website, BrandED is hidden under the Education area
- Meet and greet panel discussion with possible hotel tour
- BrandED is for professionals (not a student event)
- Design, architects, purchasing, (very few manufacturers) attendees make it key to see the value of brands
- Idea is to empower the designers/architects/purchasing agents
- Education on multiple brand identities
- We want our professionals to stand out with a greater knowledge from NEWH
- Long term goal is to build the awareness of what we're trying to do to the brands
- Will be adding additional wording and images to the website
- The brand will receive a full page ad in the NEWH magazine for their participation

## VP/DEVELOPMENT – LEIGH MITCHELL

### **Discussion-Ron McDaniel:**

- February 2019 NEWH Leadership Conference in Miami
- Working on negotiations with venue and space
- Cindy viewed the space and was very pleased
- Factor into your chapter budget this year (travel/conference registration fees); hotel costs will likely fall into 2019 budget
- Consider sending 1-2 scholarship recipients; use scholarship/admin funds to provide student conference pass, airfare, double-occupancy lodging
- Encourage board member attendance
- Chapters can amend their budget to consider the costs for 2018 budgets
- Offer (1) free Leadership Conference ticket during your membership drives

## 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/Development

2. Scholarship/Education

**Breakouts are meant to be a creative brainstorming session**

**Sessions serve as an opportunity to synergize thoughts together while receiving useful tools to take back to your chapter**

**Breakouts help to build future programs**

**Through your session you're making a plan to move forward with for the year**

Use handout template to record and report notes from your discussion

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

## BREAK OUT: Group Reports



**Scholarship/Education:**

- Overview of scholarship; it's the heart of the NEWH's mission
- Awarded over 5 million in scholarships to over 2,000 students
- Education encompasses: Education, BrandED, EDonline, Green Voice
- Reach out to hospitality management students to participate in submitting their scholarship story
- Looking for ways to entice students to participate in scholarship
- Discusses what is working well with scholarship promotion, what's not working so well
- Have a student representative for each major college in the chapters' territory
- Educational Professionals can help spearhead and promote NEWH scholarship/membership
- Increase social media options, partner with other organizations, create a newsletter through the college to promote winners
- Incorporate more grassroots events/ideas
- T-shirts (ask me, I won a NEWH scholarship), pizza party, create a more relaxed and casual event through the college
- Find other avenues to create recognition for students outside of chapter events (highlight them at tradeshow, other events)
- Have professors give balloons, make a huge announcement at college of the winning student, video the celebration
- Increase social media traffic
- Accountability for student reps; give them a goal to work towards (reach out to 30 students)
- Make a stipulation for scholarship recipients to serve on chapter board
- Incorporate video submissions in lieu of a written essay
- Student day event with students and professionals (relaxed environment) or a BrandED student event
- EDonline is a large initiative for 2018 consisting of gathering white papers, webinars
- Jordan McInturf is assisting with Spec Writing piece to increase product knowledge
- Green Voice conversations have dynamic new subject materials
- Seeking volunteers to assist reviewing NEWH, Inc. scholarship applications
- Establish a database for credentials for future speakers, moderators are looking for WELL, LEED, etc.

**Networking/Finance:**

- Had a casual open conversation about both areas
- Disused how many fundraisers most chapter hold each year; push for one successful event vs. doing several small events; take the stress off the chapter (some chapters are holding 3 annual fundraisers)
- People hate to change if something is successful (golf, bowling, etc.)
- Is there something special that's not a fundraiser that could be done to honor TopID and scholarship recipients (take this idea to strategic planning session); Executive Committee to offer support/ideas
- We know holding more than one fundraiser can be stressful for board members; we don't want chapters to be stressed
- Conversation on ideas of what helps makes fundraisers a big success (key drivers)
- Early solicitation works great' get the word out prior to budgets being set
- 2020 Radical Innovation idea; design competition
- How do you merge the student into a massive high profile competition done by professionals
- Chapters can sign up for it looking to discuss further for implementation in 2020

**INTERNATIONAL RELATIONS | CANADA – CHRIS TUCKER**

**Discussion-Chris Tucker:**

- All is good in Canada
- Discussion of Fashion Challenge see notes under Past President

**NEW BUSINESS | TRISHA POOLE**

**New Business-Trisha Poole:**

- Looking to fill the position of Fundraising Director
- Chapter board training sign-up

**MOTION TO ADJOURN**

Date: January 18, 2018

Motion Number: 4

I, Ron McDaniel, move to adjourn the NEWH, Inc. Board of Directors meeting at 11:00 am.

Motion seconded by: Brittany Johnson

VOTE COUNT:

YEA: 9

NAY: 0

ABSTENTION: 0

STATUS OF MOTION:

Carried:

Defeated:

**PRESIDENT**

**CYNTHIA GUTHRIE**

**Job Purpose:**

- To advise, govern, oversee policy and direction, and assist with the leadership and general promotion of NEWH, Inc. 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
- Be an advocate of the NEWH through all industry and NEWH networking opportunities.

**2018 GOALS**

- Become more familiar with the details of each initiative in process, evaluate, assist where applicable.
- Get an understanding of each chapters’ history, needs & challenges.
- Work with Past President to develop program(s) to further align NEWH with ALIS and Lodging Conference.
- Continue planning and assistance with NEWH Leadership Conference
- Marketing initiative – All that we do!
- Is there opportunity to align with large recognized industry associations thru advocacy? This would not include lobbying legislation.
  - What associations & what advocacies are best for NEWH to align with?
- What are the pros & cons of an NEWH Advisory Board?
  - Establish criteria & selection of Advisory Board members

**LONG TERM GOALS FOR THIS POSITION**

- Evaluate - Where we are? Where we want and/or need to be? How do we get there?
  - Financials

**SECRETARY**

**NATALIE SHEEDY**

**Job Purpose**

- Record and preserve the business records of the organization
- Ensure all chapters remain in compliance with all public laws governing their activities.
- Provide mentorship and guidance to the chapter secretaries as needed

**RECEIPT OF MINUTES, ANNUAL BUDGET AND CHAPTER BUSINESS PLAN**

Chapters (min. 6 per year)	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Budget	Business Plan
Arizona	Yes	Yes	Yes										Yes	
Atlanta	Yes												Yes	
AC/Philadelphia		Yes	Yes					No Mtg.					Yes	
Chicago	Yes	Yes	Yes											
Dallas	Yes	Yes	Yes										Yes	
Houston	Yes	Yes											Yes	
Las Vegas	Yes	Yes	Yes	Yes									Yes	
Los Angeles	No Mtg.	Yes	Yes										Yes	
New York	Yes	Yes	Yes										Yes	
North Central	Yes												Yes	
Northwest	Yes	Yes											Yes	
Rocky Mountain	Yes	Yes	Yes	Yes									Yes	
S. Florida	Yes	Yes											Yes	
San Francisco Bay	Yes	Yes	Yes										Yes	
Sunshine	Yes	Yes	Yes										Yes	
Toronto	Yes	Yes											Yes	
UK	Yes	Yes	Yes										Yes	
Washington, DC	Yes												Yes	
Regional Groups (Minutes once a quarter)														
Cincinnati	No Mtg.	Yes	No Mtg.											
Memphis/Mid-South														
New England														
North Carolina														
Orange County														
Pittsburgh														
South Carolina														
Vancouver	Yes													

## NEWH Chapter Board Training Schedule

	2018	2019	2020	2021	2022
ARIZONA	WEBINAR	BD TRAIN	ST PLAN	WEBINAR	OPEN
ATLANTA	BD TRN 1/27/2018	ST PLAN	WEBINAR	OPEN	BD TRAIN
ATLANTIC CITY	BD TRN 2/3/2018	ST PLAN	WEBINAR	OPEN	BD TRAIN
CHICAGO	WEBINAR	BD TRAIN	ST PLAN	WEBINAR	OPEN
CINCINNATI	WEBINAR	OPEN	BD TRAIN	ST PLAN	WEBINAR
DALLAS	WEBINAR	BD TRAIN	ST PLAN	WEBINAR	OPEN
HOUSTON	WEBINAR	ST PLAN	OPEN	BD TRAIN	ST PLAN
LAS VEGAS	ST PLAN 6/2/2018	WEBINAR	OPEN	BD TRAIN	ST PLAN
LOS ANGELES	WEBINAR	OPEN	BD TRAIN	ST PLAN	WEBINAR
MEMPHIS	WEBINAR 1/24/2018	BD TRAIN	ST PLAN	WEBINAR	OPEN
NEW YORK	BD TRN 3/3/2018	ST PLAN	WEBINAR	OPEN	BD TRAIN
NEW ENGLAND	ST PLAN	WEBINAR	BD TRAIN	ST PLAN	WEBINAR
NORTH/SOUTH CAROLINA	WEBINAR	BD TRAIN	ST PLAN	WEBINAR	OPEN
NORTH CENTRAL	WEBINAR	BD TRAIN	ST PLAN	WEBINAR	OPEN
NORTHWEST	BD TRN 1/13/2018	ST PLAN	WEBINAR	OPEN	BD TRAIN
ORANGE COUNTY	ST PLAN	WEBINAR	BD TRAIN	ST PLAN	WEBINAR
PITTSBURGH	WEBINAR	BD TRAIN	ST PLAN	WEBINAR	OPEN
ROCKY MOUNTAIN	ST PLAN	OPEN	BD TRAIN	ST PLAN	WEBINAR
SAN FRANCISCO	ST PLAN 10/13/2018	WEBINAR	OPEN	BD TRAIN	ST PLAN
SOUTH FLORIDA	WEBINAR	OPEN	BD TRAIN	ST PLAN	WEBINAR
SUNSHINE	ST PLAN	WEBINAR	OPEN	BD TRAIN	ST PLAN
TORONTO	BD TRN 12/9/2017	ST PLAN	WEBINAR	OPEN	BD TRAIN
UNITED KINGDOM	WEBINAR	BD TRAIN	OPEN	BD TRAIN	ST PLAN
VANCOUVER	ST PLAN 6/23/2018	WEBINAR	OPEN	BD TRAIN	ST PLAN
WASHINGTON DC	BD TRN 12/2/2017	ST PLAN	WEBINAR	OPEN	BD TRAIN

Board Training   Strategic Planning   Webinar   Open  

On the OPEN years, chapter may book Trudy for extra training.

### VP/FINANCE

#### FERNANDO DIAZ

##### 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 are clear
- Monitor NEWH Fundraising for both NEWH, Inc. and its Chapters and develop new ideas for Fundraising

##### ONGOING GOALS

- Have all chapters submit budgets by the beginning of the year; help chapters to achieve this request if necessary
- Have all chapters submit business plan by the beginning of the year; help chapters to achieve this request if necessary
- All chapters MUST submit Results of Activity Reports to the Inc. Ofc within 45 days after the date of the event (MOST IMPORTANT)
- Participate in all discipline calls (VERY, VERY IMPORTANT)
- Maintain or cause to maintain Strategic Plan

##### STEPS TO ACHIEVE GOALS

- Work with NEWH, Inc. office to follow up on chapters not forwarding information;
- Work with Diane and Jena to make sure chapters know (via board training) that information is to be submitted to NEWH, Inc. promptly; and
- Follow up with chapters to submit signature bankcards after the first board meeting of the year.

##### LONG TERM GOALS FOR THIS POSITION

- Ensure all chapters KNOW what is expected in way of reporting
- Produce Signature NEWH Fundraiser in 2020 and beyond – we are looking at producing a NEWH Inc. fundraising event in 2020

##### OTHER REPORT ITEMS

- QuickBooks online is doing great as well as the mobile payments for door sales, etc. As a reminder for those of you using QuickBooks online to please keep all transactions current. This is an important part of financial tracking and reporting
- We are a very financially strong organization. Good problem to have.
- It's BUDGET time again, your Chapter should be thinking about what to include on your budgets. Susan will be available to walk through your budgets with you, let her know and she will schedule a call
- Within the next year or so NEWH, Inc. will increase its percentage of what the chapters need to pay
- Chapters DO NOT have to give 50% in Scholarship Awards out, but Chapters should never give away more than 50% of their scholarship account
- Please remember that checks over \$250.00 requires two (2) signatures
- For the Chapters with an excessive amount of money in their Admin Account, they may want to consider transferring funds into their Scholarship Account or another Money Market account where they are earning more interest than their regular checking account

- All interest earned on any interest bearing accounts will be transferred into the chapter's Scholarship Account at the end of each year
- We expect that all signature cards are fully completed and returned to Susan at the INC office as soon as possible. Any

chapter not complying will lose access to their funds due to the bank not allowing checks to be cashed. Please reach out to Susan at [susan.huntington@newh.org](mailto:susan.huntington@newh.org)

BANK BALANCES	
account balances as of 3/31/2018	
General	\$ 607,345.06
Scholarship	140,973.13
Cliff Tuttle Scholarship	17,402.77
Ken Schindler Scholarship	8,314.71
Money Market <i>(cash reserve fund)</i>	395,715.14
Long Term Reserve Account <i>(money market acct receives higher interest than CD)</i>	300,709.23
Cash Reserve Account <i>(money market acct receives higher interest than CD)</i>	200,000.00
CD	100,000.00
NEWH, Inc. acct in Canada (8/31/17)	CAD 18,210.09
NEWH Canada, Inc.	CAD 85,775.77
NEWH Canada, Inc. Scholarship	CAD 1,198.53
NEWH, Inc. acct. in London	US 24,762.18

Chapter	Updated Signature Cards 2018	2018 Fundraising Remittance	2018 reconciled Fundraising % Proceeds	Regional Tradeshow Monies transferred to Scholarship Acct in 2018	Fundraising/Donation Monies transferred to Scholarship Acct in 2018	Checking Bal	Date	Scholarship Bal	Date	Mutual Fund	CD
Arizona	Yes					16,049.78	3/31/18	12,505.26	3/31/18		
Atlanta	No				5,924.13	98,180.93	3/31/18	53,520.62	3/31/18		
Atlantic City	No				9,078.38	22,738.95	3/31/18	10,422.58	3/31/18		
Chicago	No			31,479.06	11,003.22	154,163.89	3/31/18	90,916.81	3/31/18		
Dallas	Yes				-	92,665.84	3/31/18	72,325.92	3/31/18		
Houston	Yes				-	27,492.57	3/31/18	48,608.69	3/31/18		
Las Vegas	Yes				20,676.65	62,139.16	3/31/18	130,679.70	3/31/18		
Los Angeles Founding	No				1,009.50	83,805.99	3/31/18	106,965.85	3/31/18		
New York	Yes				64,266.96	71,188.04	3/31/18	199,288.19	3/31/18		
North Central	Yes			12,571.08		33,449.73	3/31/18	53,172.52	3/31/18		
Northwest	Yes			30,997.69	2,174.31	78,101.40	3/31/18	110,699.89	3/31/18		
Rocky Mountain	Yes				2,401.68	68,473.67	3/31/18	48,261.84	3/31/18		
San Francisco Bay Area	No				-	171,253.28	3/31/18	122,282.25	3/31/18		
South Florida	No	x	34%		153.77	75,816.76	3/31/18	31,240.47	3/31/18		
Sunshine	Yes				11,431.13	91,699.46	3/31/18	74,460.32	3/31/18		
Toronto	N/A				-	22,872.87	3/31/18	1,198.53	3/31/18	25,465.04	3/31/2018
United Kingdom	N/A					5,593.44	4/20/18	2,794.84	4/20/18		
Washington DC Metro	Yes				-	263,162.03	3/31/18	59,466.23	3/31/18		
<u>Regional Groups</u>											
Cincinnati						7,523.18	3/31/18	450.00	3/31/18		
Hawaii						12,654.60	3/31/18	34,925.15	3/31/18		
Memphis/MidSouth						-	3/31/18	1,037.00	3/31/18		
New England						9,956.58	3/31/18	20,293.76	3/31/18		
North Carolina						8,576.51	3/31/18	11,889.53	3/31/18		
Orange County						1,645.65	3/31/18	58,153.85	3/31/18		
Pittsburgh						7,628.74	3/31/18	13,818.69	3/31/18		
San Diego						-	3/31/18	19,327.00	3/31/18		
Virginia						-	3/31/18	12,090.22	3/31/18		

## 2018 BUDGET

		INCOME	EXPENSE
<b>President</b>		-	6,863.43
<b>President Elect</b>		-	-
<b>Past President</b>		-	549.60
	Founders Circle	-	2,605.00
<b>Executive Adviser</b>		-	1,292.22
<b>Secretary</b>		-	465.07
	Board Training	-	8,937.23
<b>Vice President Finance</b>		-	151.81
	Fundraising	53,240.15	395.00
	Travel / Delegate	-	3,664.82
<b>Vice President/Scholarship</b>		-	1,022.61
	Scholarship	5,700.00	558.22
	Clifford Tuttle Scholarship	-	-
	ICON Scholarship	-	-
	Ken Schindler Memorial	-	-
	NEWH Leadership Scholarship	-	-
	Sustainable Scholarship	-	15,419.92
	Vendor Scholarship	23,000.00	9,815.20
	Women Leaders in Hospitality Scholarship	5,000.00	5,792.40
<b>Vice President/Education</b>		-	1,192.42
	Continuing Education	-	712.11
	Programming	-	-
	BrandED	-	1,729.72
	ED Online	-	150.00
	Mentorship	-	705.00
	Green Voice Education	12,000.00	932.25
	Women In Business	-	-
<b>VP/Development</b>		-	884.32
	Membership	176,618.25	86,854.00
	NEWH Conferences	12,650.00	10,902.42
	NEWH Awards	-	398.55
	Digital Marketing	-	-
<b>Administration</b>		587.69	297,722.54
	Corporate Partner Development	382,000.00	18,915.24
	Marketing	16,135.00	35,198.61
	Tradeshows/USA	-	24,842.48
	Tradeshows/Regional	673,802.00	215,092.23
	NEWH Governing Board Mtg.	-	5,000.95
	Website	9,450.00	46,198.22
	Publications	-	2,236.48
	Reserve Acct.	-	16,666.66
	Bank/Credit Card	-	11,211.93
		1,370,183.09	835,078.66

<b>2017 CORPORATE PARTNERS</b>	<b>level</b>	<b>partner since</b>
<b>Durkan Hospitality</b>	Benefactor	1995
<b>Fabricut Contract/S. Harris</b>	Benefactor	2004
<b>RH Contract</b>	Benefactor	2012
<b>Signature</b>	Benefactor	2005
<b>ULSTER</b>	Benefactor	2003
<b>American Leather</b>	Patron	2008
<b>Bernhardt Hospitality</b>	Patron	2012
<b>Delta Faucet Company</b>	Patron	2014
<b>Electric Mirror</b>	Patron	2008
<b>Hospitality Design Group</b>	Patron	2001
<b>Hospitality Media Group, LLC</b>	Patron	2012
<b>Installation Services Group</b>	Patron	2010
<b>Milliken Floors</b>	Patron	1996
<b>Moen, Incorporated</b>	Patron	2012
<b>P/Kaufmann Contract</b>	Patron	2011
<b>American Atelier, Inc.</b>	Supporting	2011
<b>Arteriors Contract</b>	Supporting	2013
<b>Artline Group</b>	Supporting	2018
<b>Ashley Lighting, Inc.</b>	Supporting	2012
<b>Brintons</b>	Supporting	2010/2016
<b>Crypton + Nanotex</b>	Supporting	2014
<b>Fabric Innovations</b>	Supporting	2011
<b>Kimball Hospitality</b>	Supporting	1994/2016
<b>Lexmark + Hospitality</b>	Supporting	2008
<b>Lily Jack</b>	Supporting	2011
<b>Mandy Li Collection</b>	Supporting	2011
<b>Masland Hospitality</b>	Supporting	2001
<b>MityLite</b>	Supporting	2017
<b>Porcelanosa USA</b>	Supporting	2017
<b>Richloom Contract</b>	Supporting	2013
<b>The Robert Allen Duralee Group</b>	Supporting	2017
<b>Sem Fim</b>	Supporting	2013
<b>Serta International</b>	Supporting	2005
<b>Séura Incorporated</b>	Supporting	2012
<b>Shafer Commercial Seating</b>	Supporting	2012
<b>Shaw Hospitality Group</b>	Supporting	1999/2015
<b>Shelby Williams</b>	Supporting	1994/2011
<b>Summer Classics</b>	Supporting	2011
<b>Tropitone Furniture Company</b>	Supporting	2012
<b>Vaughn Benz</b>	Supporting	2011
<b>WALTERS</b>	Supporting	2012

## FUNDRAISING

### 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

## VP/SCHOLARSHIP

### BRITTANY JOHNSON

#### Job Purpose

- Oversee all actions of the stated NEWH, Inc. mission of Scholarship
- To advise, govern, oversee policy and direction, and assist with the leadership and general promotion of NEWH so as to support the organization's mission and needs.

#### MAY 2018 UPDATES

- We will be updating the language on the scholarship applications to open the scholarship up to more students. It will now be open to students beginning in their 2<sup>nd</sup> year of a 4 year program (previously open to 3<sup>rd</sup> year and above) and will be open to all students in 2 year programs and graduate programs.
- Hoping to host a quarterly call with more educators to discuss our communication practices and engage more with professors.
- We encourage all chapters to open up an Educator position on their chapter level boards, this would be a non-voting position but could help with student outreach.

#### 2018 GOALS

##### SCHOLARSHIP

- Work with the Director of Scholarship in the execution of all current scholarships and design competitions. Including but not limited to, Interior Design and Hospitality Management scholarships, ICON, Product Design Competitions, and the Green Voice Competition.
- Actively work towards understanding current preconceptions of NEWH Scholarships and provide more clarity to schools and students alike via criteria language and social media
- Outline new Leadership Scholarship criteria for the 2019 Leadership Conference in Miami
- Work with Scholarship Director on the formation of a committee to assist in the selection of recipients for the international scholarships.
- Review the potential of including culinary scholarship opportunities at the Inc. level
- Interface with Chapter Directors via IBOD meetings and discipline calls.

##### MARKETING

- Increase use of Social Media as a communication tool for upcoming scholarships and deadlines
- Develop robust and consistent online application process for scholarships at Inc. level, beta test for chapter level submissions.
- Continuously review all collateral for consistency with NEWH Inc. brand and vision.

##### LONG TERM GOALS FOR THIS POSITION

- Communication outreach to schools/programs supported by Chapter and Inc. scholarships via use of social media i.e., Facebook, LinkedIn, Instagram etc. and or NEWH Inc. website.
- Provide and plan for smooth interface between activities of Scholarship on all levels within NEWH Inc. and Chapters.
- Ongoing- Define job responsibilities and timeline of all current initiatives, in conjunction with Inc. office, overseen by Scholarship VP and Director for future occupants of the position.

#### INC. SCHOLARSHIP LISTING

##### Hospitality Management Scholarships

- NEWH Women Leaders Scholarship (BD West)
  - \$5,000 award
  - Only women applicants accepted
  - Sponsor: Hospitality Media Group
  - WINNER: **Cheryse Carter**
- NEWH Women Leaders Scholarship (BDNY)
  - \$5,000 award
  - Only women applicants accepted
  - Sponsor: Hospitality Media Group
- NEWH Leadership Scholarship (Leadership Conference 2019 – Biennial)
  - \$10,000 award
  - Open to all
  - Further criteria TBD
  - Sponsor: NEWH Inc. (open to other sponsors)

##### Interior Design Scholarships

- NEWH Harvey Nudelman Scholarship (HD Expo)
  - \$5,000 award
  - Open to all
  - Sponsor: Fabricut Contract & FR One
  - WINNER: **Elisa Rojas**
- NEWH Product Design Competition (HD Expo)
  - \$4,000 award
  - Open to all (interior design and architecture)
  - Guestroom faucet design competition
  - Sponsor: Symmons
  - Angela Campos**
- NEWH Green Voice Design Competition (HD Expo)
  - \$7,500 (2018, will move to raise to \$10,000)
  - Open to all (interior design and architecture)
    - Additional criteria if this is used as a class project
    - Graduate and undergraduate recipients (1 award to each)
    - Green Voice Sponsors: JLF lone meadow (founding sponsor), Valley Forge Fabrics and Florida Seating
  - WINNER: **Keely Lange**
- NEWH Ken Schindler Memorial Scholarship (Platinum Circle)
  - \$5,000 award
  - Open to all
  - Sponsor: NEWH Inc.
- NEWH Clifford R. Tuttle Scholarship (Platinum Circle)
  - \$5,000
  - Open to all
  - Sponsor: NEWH Inc.
- NEWH ICON of Industry scholarship (Gold Key Awards)
  - \$7,500
  - Open to all (major changes annually based on selected ICON)
  - Sponsor: NEWH Inc.

- NEWH Séura Studio Series Scholarship (BDNY)
  1. \$3,000
  2. Open to all
  3. Sponsor: Séura
- **Universal Scholarships**
  - NEWH Fabric Innovations Legacy Scholarship (BDNY)

1. Open to Hospitality Management or Interior Design
2. \$10,000 award
3. Open hospitality management or interior design students attending college in Florida or Cornell or New York University in New York
4. Sponsor: Deborah Herman/Fabric Innovations

## SCHOLARSHIP

### BECCA KUNDYSEK

#### Job Purpose

- Direct the NEWH, Inc. Chapter Scholarship Program and see that chapters follow the Scholarship mission of the organization

#### 2018 GOALS

- Assist and work closely with new VP of Education, Brittany Johnson, and the NEWH Inc. office
- Continue to streamline and rollout online applications
- Continue to develop scholarship application review committee (BIG THANKS to those who have helped so far!!)
- Work with Leadership Scholarship committee to develop and roll out for Leadership Conference 2019
- Help as needed with next scholarship video production

#### STEPS TO ACHIEVE GOALS

- Quarterly conference calls with Scholarship Directors
- Keep open lines of communication between Brittany, NEWH, Inc., committee members and myself
- Regular committee calls/mtgs

#### LONG TERM GOALS FOR THIS POSITION

- Establish lines of communication with all Chapters and Regional Scholarship Directors and provide support as required
- Work with Chapters and Regional Groups to promote all NEWH Scholarship opportunities

- Work with Chapters and Regional Groups to establish new Vendor Scholarship opportunities
- Keep regular routine schedule of following up with past winners for updates on their career paths since receiving and NEWH Scholarship
- Help new founded Competition committee to launch Student Design competition (discussed at May's IBOD meeting)
- Implement some of the "grass roots" ideas that came from Jan 2018 session – going to the students in their environment. Announcing at their school/studio

#### OTHER REPORT ITEMS

- We are gearing up for Leadership conference planning – anyone interested in being on a committee for this please reach out to Nicole, Brittany and myself
- We still could use help with this committee so if you are interested and were not contacted this summer. Please send Nicole, and me and email expressing your interest!

### SCHOLARSHIPS AWARDED BY CHAPTER

Chapter	2018	total # of awards	Total Given
Arizona	0	119	119,300.00
Atlanta	0	155	307,765.00
Atlantic City/Philadelphia	0	13	44,500.00
Chicago	0	120	334,573.73
Cincinnati Region	0	1	2,500.00
Dallas	0	178	404,200.00
Hawaii Region	0	1	2,500.00
Houston	0	128	188,625.00
Las Vegas	0	155	392,604.92
Los Angeles Founding Chapter	1,000.00	354	792,598.00
New England Region	0	34	38,950.00
New York	0	228	598,500.00
North Carolina Region	0	3	7,500.00
North Central	0	42	62,000.00
Northwest	0	52	137,963.64
Orange County Region (Southern Counties)	1,000.00	65	81,450.00
Pittsburgh Region	0	2	5,000.00
Rocky Mountain	23,000.00	51	122,200.00
San Diego Region	0	3	3,000.00
San Francisco Bay Area	0	21	110,000.00
South Florida	0	93	141,000.00
Sunshine	0	75	215,500.00
Toronto	0	63	CAD 119,013.00
United Kingdom	0	21	GBP 40,536.88
Vancouver	0	5	CAD 11,000.00



Virginia	0	8	16,500.00
Washington DC Metropolitan	0	128	414,300.00
Clifford Tuttle Scholarship	0	4	20,000.00
Future Hospitality Leaders Scholarship	0	3	15,000.00
Green Voice Design Competition	15,000.00	2	15,000.00
NEWH ICON of Industry	0	23	105,000.00
NEWH Ken Schindler Memorial Scholarship	0	2	10,000.00
NEWH Leadership Scholarship	0	1	5,000.00
NEWH Women Leaders in Hospitality Scholarship Award	5,000.00	7	35,000.00
NEWH Sustainable Design Competition/School	0	9	40,000.00
NEWH Sustainable Design Competition/Student	0	17	75,000.00
NEWH Vendor - American Holtzcraft	0	1	3,000.00
NEWH Vendor - Fabric Innovations Legacy	0	5	50,000.00
NEWH Vendor – Harvey Nudelman Memorial Scholarship	5,000.00	12	44,500.00
NEWH Vendor – Séura	0	2	6,000.00
NEWH Vendor – Symmons	4,000.00	5	20,000.00
<b>TOTALS</b>	<b>\$ 54,000.00</b>	<b>2211</b>	<b>USD \$ 5,145,186.28</b>

## VP/EDUCATION

### CHRISTINE WASMER

#### Job Purpose

- Oversee all actions of the stated NEWH, Inc. mission of Education

#### 2018 GOALS

- Research and identify education opportunities that are relevant to our membership and NEWH mission.
- Structure: Education Directors include Continuing Education and Programming. Chair positions under Continuing Education include (Sustainable)Green Voice Education Chair and a new position EDonline Chair. Chair Positions under Programming include BrandED Chair, Mentoring Chair and Women in Business Chair. EDonline chair is currently being filled by Jordan McInturf.
- The goal of Directors and Chairs is to provide education, professional development, and mentorship to NEWH members, Hospitality, and Education communities. An overriding goal for this discipline is to significantly increase educational outreach to chapters and regional groups.
- Collaborate with Directors to establish, enhance and build upon active educational program initiatives. Work with Director of Programming and Director of Continuing Education in developing educational goals and developing content for educational programs and CEU's. Assist in formulating goals and direction for chairs/committees under each Director.

#### STEPS TO ACHIEVE GOALS

##### RESTATING MISSION AND VALUES FOR REFERENCE

- Education Committee - Directors Continuing Education and Programming, Chair persons under each discipline (BrandEd, Mentoring, Women in Business, Green Voice (Sustainable) Education and EDonline chairs), members from the House of Delegates and Board who express an interest in participation plus NEWH Inc. staff. Other participants to include chapter/ regional group level members on an invitational basis.
- All members should understand the Committee mission & Core Values:

*The mission of the NEWH Education Committee is the 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.*

#### CORE VALUES:

- Build a foundation of education which includes online resources, workshops, seminars, panels, webinars and relevant programs which address the health safety and welfare in the hospitality industry, cognizant of changing needs.
- Involve and engage membership in taking advantage of this opportunity to gain valuable knowledge in keeping abreast of the constantly changing global marketplace as it relates to hospitality
- Collaboration with industry professionals to offer the most up-to-date information to the membership
- Provide the opportunity to earn Continuing Education Units in a variety of mediums, making education accessible to all members.

#### CHALLENGES:

- Need additional committee members to assist Director Continuing Education in collecting and identifying usable educational content with emphasis on Green Voice educational goals.
- Director Programming needs additional assistance in restarting Mentorship initiatives. Mentorship Chair is open position. Vision is to encourage an "everyday mentor" attitude in membership.

Need strong outreach to industry subject matter experts. Outreach to Top ID is essential. Building upon content/SME's is essential to growing educational programming.

#### PROGRAMS

##### NEWH EDONLINE

Original Concept: Rotating webinar covering all three silos education, sustainability, mentorship. Include social networking platforms to garner interest from young professionals and students including a blog for those who cannot attend the live webinar – commenting and asking questions after viewing recorded event. Recorded webinar presentations also to be offered as a self-directed CEU option for members and others in the community. Other programs could include live interviews and presentations, Q

& A topics to include professional development, career navigation, portfolio reviews. Professionals from all facets of the hospitality industry – design, architectural, development, owners, purchasing will be valuable ‘subject matter experts’ in sharing their professional expertise and personal career path. This could include a biographical approach to an individual – possibly tie to ICON

Participants: Education Committee. Purpose is to evaluate internally through presentation to NEWH board level members. Evaluation method - completion of ‘survey monkey’ questionnaire.

**EDONLINE GOALS** for 2018:

- Present two web based live webinars. One is to focus on HSW subject and a second will focus on design process and practice. Final subjects to be decided upon by the committee.
- Listing of resources as regards Subject Matter Experts (SME’s) – Design/Architecture Senior Level Professional, Purchasing Professional, Project Management Professional, Owner/owner’s representative.
- Establish an Online educational resource focusing on FF & E and product specific educational information. (Former working title – SPEC 101). This will provide an in depth look at various products/services involved in hospitality projects, i.e., Lighting, Case goods, Fabric, Drapery, Wallcovering, Furniture etc....
- SME’s for these various programs will be from the manufacturing, purchasing and design communities.

▪ **BrandED**

Goal: Assist as needed Programming Director & BrandEd Chair, contribute to success of the BrandEd initiative -

BrandED was created specifically for NEWH members to assist them in understanding the strategic thinking behind the development of well-known hotel brands—from brand standards and brand identity and personality to culture. The goal of these sessions is to eliminate brand confusion as well as to give members an opportunity to personally visit with key members from these hotel giants. The BrandED learning initiative will travel to different chapters to ensure that members across the country will have the opportunity to learn firsthand about leading global brands as well as an opportunity to meet key decision-makers within these companies.

▪ **WOMEN IN BUSINESS**

Goal: Assist as needed Programming Director & Chair of

Women in Business initiative -

Women in Business was developed to share with our female members what experience has taught our successful female panelists: how to develop your own brand, the fine line between confidence and arrogance, fortitude...what it takes to stay the course, how to differentiate, the art of negotiation, the politics of doing business.

▪ **MENTORING – Inspire and be Inspired**

Goal: Assist as needed Programming Director & Mentorship Chair

▪ **GREEN VOICE EDUCATION**

Goal: Assist as needed Continuing Education Director & Green Voice Education Chair in furthering our new sustainable education direction. Utilize the brand “Green Voice” as a conduit toward developing GV Conversations on chapter/regional level as well as building on the existing programs held at BDNY, BDwest and HD Expo. All programming under GV brand to meet the highest educational standards i.e., CEU level scrutiny.

GV Chair with assistance from Education Director and VP Education will be responsible for organizing content for all GV sessions held at BDwest, HDEspo and BDNY. A revolving slate of committee participants shall be invited to contribute.

Original Concept: Green Voice to become the “brand” of the NEWH Sustainable Education mission. Working across all NEWH educational platforms – tradeshow, chapter programming, webinars, Green Voice Design Competition. The conversation will encompass subject matter experts, students, educators & hospitality professionals

**LONG TERM GOALS FOR THIS POSITION**

- Compile and sustain a hospitality centered comprehensive recorded catalog of CEU’s, interviews, panel discussions, biographical presentations.
- Increase chapter/regional group participation in assisting to develop programs and share broadly throughout NEWH.
- Ensure that NEWH offers education formatted to the best technologies available (webinar, live on-line presentations as well as classroom style formats) – constant evaluation of methods and best practices.

**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.

**2018 GOALS**

- Addition of committee members from Education discipline to assist Director of Continuing Education.
- Continue to Research and identify continuing education opportunities that are relevant to the membership and NEWH mission.
- Continue research on Accrediting Bodies, which will work directly with NEWH in order to expand on offering CEU opportunities.
- Continue to participate in the Green Voice panels at HD and BDNY by arranging speakers relative to contemporary sustainable topics in the hospitality industry.
- Act as a moderator in panel presentations and increase the number of same.
- Continue to review programs and speakers for NeoCon 2019.

**STEPS TO ACHIEVE GOALS**

- Committee mission:  
The mission of the NEWH Education Committee is the 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.

▪ **Core Values to Develop:**

- Define the foundation of continuing education and clearly define the need for continuing education in an industry constantly changing in the health safety and welfare as it relates to the hospitality industry,
- Involve and engage membership in taking advantage of this opportunity to gain valuable knowledge, while earning CEU credit, in keeping abreast of the constantly changing global marketplace as it relates to the hospitality industry.
- Determine how industry professionals can collaborate with the committee to offer the most up-to-date information to the membership and establish realistic time commitments.
- Formulate a plan for industry outreach to find out what the membership wants in Continuing Education and what sector is the most likely to respond

- Establish clear timelines and specific outcomes tied to the industry professionals expressing interest in Continuing Education

**LONG TERM GOALS FOR THIS POSITION**

- Formulate a live web based program to determine feasibility in achieving outreach.

**SUSTAINABLE EDUCATION CHAIR**

STACEY OLSON

**Job Purpose**

- Develop and implement a program to support the new, emerging talent in the hospitality industry.

**NO GOALS/REPORT SUBMITTED**

**PROGRAMMING**

STACY COSTA

**Job Purpose**

- Direct the NEWH, Inc. Programming events: BrandEd, Mentoring, Women in Business and see that NEWH, Inc. Chapters follow the Education mission of the organization

**NO GOALS/REPORT SUBMITTED**

**Branded CHAIR**

DEBBIE MCKELVEY

**Job Purpose**

- Develop and implement a program to introduce and educate membership about the Hospitality Brands.

**2018 GOALS**

- Have 4 events during the year.
- Continue to develop and work creating marketing material to generate awareness among chapters and brands.

**STEPS TO ACHIEVE GOALS**

- Talk to chapters about hosting an event.
- Talk to Brands about getting the right person to travel and present to the brands.
- Work with Stacy and Polly to create marketing material
- Work with Diane to have visibility on the website (marketing

**MENTORSHIP CHAIR**

**Job Purpose**

- Develop and implement a program to support the new, emerging talent in the hospitality industry.

**FINAL COMMENTS**

The goals and outcomes have not substantially changed for this committee. The most notable additions are the participation and subsequent development of speakers in the Green Voice.

material and photos from events).

**LONG TERM GOALS FOR THIS POSITION**

- Continue to grow the program and establish guide lines to future events.

**YEAR TO DATE REVIEW**

- Have one event planned in Atlanta for Sept 2018 w/IHG
- Working on event in Bethesda w/Marriott for the Delta brand- June or July 2018
- Working on event for San Francisco chapter – w/ IHG
- Possible event w/Hilton in the Memphis area

**VP/DEVELOPMENT**

LEIGH MITCHELL

**Job Purpose**

- Responsible for the well-being and growth of the NEWH, Inc. membership and expansion of NEWH, Inc. Generating methods of membership and revenue growth.
- Responsible for overseeing the successful execution of the 2019 Leadership Conference.
- Oversee digital marketing efforts to expand the presence of NEWH.

**2018 Goals**

- Work with and on behalf of NEWH, Inc. to increase membership on a National and International level.
- Work with Director of Membership regarding outreach to the chapters and increasing membership.
- Work with Director of Digital and Executive Director to increase awareness of NEWH, NEWH mission, news, events, etc. thru Instagram. Up to over 1100 followers since February 2017.
- Work with Director of Conferences to finalize LC location and work on speakers, programming, and evening events for 2019 conference.
- Creation of an Awards Chair to review and promote Award of Excellence and Icon Awards. Need to create job description and recruit.
- Promote and increase Business Memberships
- Work with Helen and Fernando to finalize Fellowship membership

- Look into the possibilities of a Hotel benefit for members.

**Steps to Achieve Goals**

- Dir of Membership will work on marketing plan for the

continuation of the BD membership drive promotion. This will stay in place thru 2018. Work on Membership Best Practices and update the list of Membership Drive Ideas.

- Instagram – follow up to make sure all chapters are engaged with Instagram and are aware of the Best Practices. Helen to continue to work with the NEWH office on posting relevant information. To look for Helen’s replacement.
- Leadership Conference – Location and dates finalized. Work with Ron, Cindy, Shelia, Jena and Phoebe on content of conference. Current focus is key note speakers.

- Make 2018 Discipline calls engaging and educational.

**Long Term Goals for This Position**

- Continue to work on Membership and Digital marketing best practices.
- Successful execution of the 2019 Leadership Conference.
- Create more awareness and understanding of the Awards NEWH gives out.
- Vet Hotel stay program for NEWH membership.

**MEMBERSHIP**

**CINDY ANDREWS**

**Job Purpose**

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

There was a Regional Steering Committee call on April 9<sup>th</sup>. In summary, Vancouver continues to schedule their events at the beginning of the year, which helps the members plan. They held a bourbon bingo for the membership drive this year. They also held their annual student round table which was a success. South and North Carolina continue to build their regions around High Point. And other annual events including CEU’s and tours. Memphis has had a great response to their 2 events do far this year. Hawaii is slightly struggling but will continue to try and build.

We had about 7 people attend the BDWest show as New NEWH

members, with a mix of both Designers and Suppliers.

We would like to continue to promote this offer this year in preparation of BDNV.

I am working on creating a “Best Practices” page/link for the boards. The idea is to guide the membership director to work with the VP of Development, Marketing Director and Programming Director to create and continue with Membership Drive events, whether they are annual or monthly.

*Jun 2016*

*by steve bab*

**Thoughts from a New Member**

I see you at the meetings,  
but you never say hello.  
You’re busy all the time you’re there  
with those you really know.  
I sit among the members,  
yet I’m a lonely gal.  
The new ones feel as strange as I;  
the old ones pass us by.  
Darn it, you folks urged us to join  
and talked of fellowship,  
You could just cross the room, you know,  
but you never make the trip.  
Can’t you just nod your head and smile  
or stop and shake a hand,  
get over your mom’s good intentions.  
Then go sit among your friends?  
Now that I’d understand.  
I’ll be at your next meeting,  
and hope that you will spend  
The time to introduce yourself,  
I joined to be your friend

*Thank you to Angela Reed for sending us this poem*

## MEMBERSHIP REPORT BY CHAPTER

chapter	November 11, 2017	11/11/2017 w/ Students	2018 to date	2018 to date w/ Students	% of Change since November 2017 meeting w/o students	2017 non renewals		2018 new members/ past returning		voting members	non-voting	students
						Students are not reflected						
Arizona	104	144	<b>102</b>	<b>134</b>	<b>-2%</b>	11	10.8%	16	15.4%	86	16	32
Atlanta	403	599	<b>369</b>	<b>544</b>	<b>-8%</b>	33	8.2%	49	12.2%	281	88	175
AC/Philadelphia	67	88	<b>77</b>	<b>93</b>	<b>15%</b>	5	7.5%	8	11.9%	52	25	16
Chicago	315	411	<b>283</b>	<b>359</b>	<b>-10%</b>	19	6.0%	31	9.8%	223	60	76
Dallas	452	590	<b>400</b>	<b>515</b>	<b>-12%</b>	40	8.8%	23	5.1%	308	92	115
Houston	145	230	<b>146</b>	<b>206</b>	<b>1%</b>	8	5.5%	13	9.0%	90	56	60
Las Vegas	181	265	<b>180</b>	<b>247</b>	<b>-1%</b>	21	11.6%	29	16.0%	136	44	67
Los Angeles Founding	282	336	<b>228</b>	<b>261</b>	<b>-19%</b>	27	9.6%	27	9.6%	189	39	33
New York	413	520	<b>388</b>	<b>462</b>	<b>-6%</b>	49	11.9%	64	15.5%	306	82	74
North Central	174	319	<b>179</b>	<b>328</b>	<b>3%</b>	13	7.5%	26	14.9%	117	62	149
Northwest	243	290	<b>221</b>	<b>262</b>	<b>-9%</b>	21	8.6%	16	6.6%	175	46	41
Rocky Mountain	171	211	<b>162</b>	<b>209</b>	<b>-5%</b>	35	20.5%	21	12.3%	133	29	47
San Francisco Bay	235	305	<b>239</b>	<b>284</b>	<b>2%</b>	20	8.5%	31	13.2%	186	53	45
South Florida	245	296	<b>254</b>	<b>286</b>	<b>4%</b>	26	10.6%	39	15.9%	205	49	32
Sunshine	215	248	<b>191</b>	<b>209</b>	<b>-11%</b>	29	13.5%	18	8.4%	162	29	18
Toronto	128	160	<b>101</b>	<b>127</b>	<b>-21%</b>	14	10.9%	11	8.6%	78	23	26
United Kingdom	92	101	<b>90</b>	<b>96</b>	<b>-2%</b>	9	9.8%	16	17.4%	74	16	6
Washington DC Metro	238	355	<b>291</b>	<b>355</b>	<b>22%</b>	15	6.3%	64	26.9%	219	72	64
Atlantic Canada Region	1	1	<b>1</b>	<b>1</b>	<b>0%</b>	2	200.0%	0	0.0%	1	0	0
Cincinnati Region	35	90	<b>40</b>	<b>112</b>	<b>14%</b>	1	2.0%	8	22.9%	37	3	72
Hawaii Region	16	20	<b>11</b>	<b>12</b>	<b>-31%</b>	3	18.8%	1	6.3%	11	0	1
Memphis/Mid-South	23	47	<b>66</b>	<b>97</b>	<b>100%</b>	1	4.3%	36	156.5%	59	7	31
New England Region	119	136	<b>120</b>	<b>132</b>	<b>1%</b>	9	7.6%	26	21.8%	95	25	12
North Carolina Region	75	110	<b>79</b>	<b>113</b>	<b>5%</b>	5	6.7%	24	32.0%	63	16	34
Orange County Region	86	118	<b>84</b>	<b>106</b>	<b>-2%</b>	6	7.0%	9	10.5%	62	22	22
Pittsburgh Region	36	49	<b>42</b>	<b>51</b>	<b>17%</b>	3	8.3%	7	19.4%	34	8	9
Regional Members	44	47	<b>40</b>	<b>41</b>	<b>-9%</b>	5	11.4%	8	18.2%	37	4	2
San Diego Region	8	8	<b>8</b>	<b>8</b>	<b>0%</b>	0	0.0%	0	0.0%	7	1	0
South Carolina Region	20	23	<b>18</b>	<b>22</b>	<b>-10%</b>	3	15.0%	2	10.0%	16	2	4
Vancouver Region	94	165	<b>105</b>	<b>165</b>	<b>12%</b>	3	3.2%	16	17.0%	69	36	60
edited 24-April-2018	4660	6282	<b>4515</b>	<b>5837</b>	<b>-3%</b>	436	9.4%	639	14.2%	3511	1005	1322

### REGIONAL MEMBERSHIP

Regional Areas	2018	2017	2016	2015	Regional Areas	2018	2017	2016	2015
Alabama	1	1	1	1	Kansas	4	4	3	3
Arkansas	2	1	1	1	Michigan	4	10	9	11
Asia/Pacific	2	3	4		Missouri/St. Louis	4	4	5	3
Australia		1	2		Ohio	3	2	3	
Caribbean Region		1	1	0	Oklahoma	5	5	3	5
India	1	1	1	1	Utah	3	3	3	0
Indiana	6	8	10	3	Virginia	3	2	3	

## NEWH CONFERENCES

### RON MCDANIEL

#### Job Purpose

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

#### 2018 MID-YEAR GOALS

- Obtain industry key note speaker and motivational speaker sessions
- Obtain panelists and moderators for above discussions and sessions
- Begin to finalize LC program panel discussions and breakout

- Continue to target potential sponsors for various levels of LC and look at other sponsorship opportunities
- Distribute marketing collateral of LC to chapters, website, Instagram, Facebook, other areas of social media.
- Work with Scholarship VP and Director on Scholars Luncheon

**STEPS TO ACHIEVE GOALS**

- Cindy Guthrie reaching out to potential industry key note speaker
- South Florida chapter researching and reaching out to potential motivational speaker

- Continue to work with Marketing to ensure consistent LC message and brand are distributed
- Continue to hold monthly calls for LC updates and “next steps”

**LONG TERM GOALS FOR THIS POSITION**

- Work with Chapter Presidents and Regional Steering Chairs to ensure active participation and promotion of LC 2019.
- Continue to develop program and ancillary events surrounding LC

**DIGITAL MARKETING**

**HELEN REED**

**Job Purpose**

- Provide marketing communications through Public Relations and online media for NEWH, Inc. and support initiatives and chapter events and programs with international and regional marketing opportunities.

**NO GOALS/REPORT SUBMITTED**

**VP/INTERNATIONAL RELATIONS – CANADA**

**CHRISTINE TUCKER**

**Job Purpose**

- Develop and facilitate a program that expands the NEWH Canada, Inc. and NEWH Inc. mission of education through charitable endeavors worldwide. The program should increase the visibility/credibility of NEWH, Inc. within Canada and other International opportunities.

**2018 GOALS**

- NEWH in Vancouver; B.C. Regional Group is continuing with strength and offering impressive
- Programming to the Hospitality Community in Vancouver. A strong line up for spring this year with a Bourbon Bingo Event on March 14, then right into a Student Mentorship Event planned for March 21, and an exciting Programming Event on April 25. The Board for 2018 continues to structure and offer excellent sponsorship opportunities keeping NEWH spreading the word in Vancouver in 2018.
- Work to promote growth in Vancouver membership to work towards a Chapter Designation Expand the NEWH mission Canada-wide, increase the visibility/credibility of NEWH.
- NEWH in Toronto Fundraising are planning a Bowling Event for this year’s Scholarship Fundraising, please reach out to Scott Pope for sponsorship opportunities for this event as will be a new launch for Toronto Chapter.
- The Toronto Programming scheduled for 2018 offers some exciting and innovative events with great interaction of members and we hope to engage new members from these events. Upcoming events for this year start with May 8, at Partisans with an informative Presentation from Partisan Co-Owner Alex Josephson. On July 10, The Cheese Boutique with Afrim Pristine offering a exquisite tasting and tutorial on the best of the best gourmet cheese. Moving then to October 17, with our interactive Foodie Design Crawl to the featured design spots in the city. With some R&R at the Rec Room featuring leading design team of Mackay Wong at the event. Opportunities for sponsorship are available for all events, please reach out to Meghan Smith to secure your opportunity to be a part of the NEWH Toronto Events 2018.
- Continually be on the lookout for Explore potential members and growth of new Regional Groups in other areas of Canada. Have some interest in Edmonton and Calgary for a Regional Group currently in discussions with potential members in this area.
- Work with NEWH International to maintain 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.

- Continued growth with other associations in Canada to expand our membership base.

**STEPS TO ACHIEVE GOALS**

- Working with committee members in Vancouver Regional Group and Committees – Extremely pleased with growth and dedication from current Regional Members.
- Review the HOST Milan Italy success with attendees from 2017 show for review for potential
- Consideration of NEWH participation in future shows with NEWH and HOST.
- Currently work with all members in Vancouver & Toronto Chapters to assist in facilitating functions and growth for NEWH Canada Inc.
- Continue to work with interested individuals in Halifax, Winnipeg, Calgary and Edmonton to see if have enough interested and committed to start Regional Groups.
- 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 on an International level
- Keep communication with International office and other Chapters
- Grow membership in Canada
- Continue to encourage and educate succession plan for future members in Canada.

## VP/INTERNATIONAL RELATIONS – UNITED KINGDOM

### JONATHAN YOUNG

#### Job Purpose

- Oversee all actions of the stated NEWH, Inc. mission of Education

SEE REPORT UNDER CHAPTERS/UNITED KINGDOM

## PAST PRESIDENT

### TRISHA POOLE

#### Job Purpose

- To provide counsel to the NEWH, Inc. Governing Board

#### 2018 GOALS

- Complete new video of past scholarship recipients that share stories from the hospitality management side.
- Assist NEWH Inc in developing a campaign to collect stories from all chapters and regions. Goal is to make the process an annual activity for the chapters to share their scholarship stories to assist us in following our scholarship winners.
- Provide support on the BrandED educational events. Assist in bringing more brand executives into the program.

#### STEPS TO ACHIEVE GOALS

- Working with Nicole and NEWH Inc to give creative direction to the film company developing our video. Set up regular calls to

review progress and maintain schedule for the launch at 2019 Leadership Conference.

- Discussing options with Leadership Committee to add a component to the Leadership Conference that will share insight on “creating stories” and offer coaching to the chapters that would inspire an annual process to share their regional stories. Keeping Nicole involved to assist in developing a process that makes is easier to share or post their stories with NEWH Inc.
- Spoke with Delta Hotels by Marriott and they have agreed to participate in the BrandED program. Debbie is working with them to get them on the calendar for multiple sessions. Working with others at Marriott to get more brands involved.

## EXECUTIVE ADVISOR

### JULIA MARKS

#### Job Purpose

- To provide counsel to 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 the mission

#### 2018 GOALS

- To support the incoming IBOD, transitioning to a new board and a new Presidency
- To support the President and Executive Committee with new and existing initiatives
- To provide guidance and counsel to all board members on NEWH procedures and policies

#### LONG TERM GOALS FOR THIS POSITION

- My goal is to always support NEWH, its mission and its members
- As Executive Advisor, I am available to all NEWH Board members, members and staff and am able to help with projects, or as a sounding board for ideas. Please feel free to reach out!
- To work with the NEWH Inc IBOD and EC to encourage participation of our members and board members on the International level

## NEWH MEDIA AMBASSADORS

### MICHELLE FINN/STACY RAUEN

#### Job Purpose

- Act as Good Will Ambassador by bringing awareness of NEWH, Inc. throughout the industry

NO GOALS SUBMITTED

## NEWH AMBASSADORS

### MATT DESHANTZ/ GRETCHEN GILBERTSON/ JORDAN MCINTURF/MICHAEL SMITH

#### Job Purpose

- Act as Good Will Ambassador by bringing awareness of NEWH, Inc. throughout the industry

NO GOALS SUBMITTED

## NEWH STAFF

Jena Seibel/Susan Huntington/Diane Federwitz/Nicole Crawford/Julie Hartmann/Kathy Coughlin/Brenda Brown

### 2018 BOARDS

**Delegate Reports** – do you see a delegate report from your chapter in this packet? If not, be sure your delegates are completing the reports and turning them in by the deadline!

**Board Changes** – Have you recently added a new board member? Has someone left your board? Please alert the NEWH office with any board changes so we can update the database and be sure new individuals are pulled for conference call invites, important board information, and show upon the website in your board roster.

**Quarterly Calls** – The first round of quarterly discipline calls has taken place with good participation and discussion. Please **encourage all board members to participate in these calls.** There is a wealth of information shared during these calls and so much is learned when you talk to other chapter board members who share your same position. If you are not attending these calls, you are missing out!

**Succession planning** – Even though actual nominations do not start until August now is the time to be on the lookout for upcoming board members! Look for those members who actively participate in your chapter – who attend events, serve on a committee, etc. Put a bug in their ear early letting them know you think they'd be a perfect addition to your board. Give them time to think about it, invite them to your board meetings or committee meetings to start getting them involved. As board members, show enthusiasm by serving on the board! No one wants to join a board if they hear board members complaining.

**In house Board Training/Strategic Planning** - Is your chapter due for in-house training with Jena and Diane, or a strategic planning session with Trudy Craven, with your 2019 board? (see the board training schedule in this report to see if your chapter is due for in house board training/strategic planning in 2019). Training can take place as early as late September/October! Plan and schedule now before dates fill up! With many industry events regional tradeshows coming up, there are limited times available for these so get in your request for dates to jena.seibel@newh.org as soon as possible. Training is scheduled for a 7-hour time period and can be held on a weekend or during the week.

### MEMBERSHIP

**Are you familiar with all of the Business Membership categories available?** Please visit <http://newh.org/business-membership/> for a description of the memberships as well as applications.

**Stay connected** with all your members – whether it's a personal email or phone call - make them feel wanted and important. If they feel connected, they'll be loyal to NEWH!

**Dues Renewals** – Board members, please be sure your membership is current! Be in contact with those members whose dues are upcoming – some members don't even realize their dues have lapsed (even though they do receive several email reminders from the NEWH, Inc. office). Let them know the exciting things your chapter is planning in the next several months and that you'd love to see them continue their membership. If they have any difficulties renewing online, please e-mail [diane.federwitz@newh.org](mailto:diane.federwitz@newh.org) to reset.

**New Members** – At your event, announce new members who have

joined since your last event. Even if the new member is not there, say their name. Many of our members are high profile and announcing those new members at your events positively markets your chapter and shows to those members and potential members that your chapter is growing. One idea - make new members event name tags a bit different – add a star or sticker or something to it so other people know they are new joins. This will be an ice-breaker and topic of conversation throughout the event.

**Welcome** new members on Facebook or include a new member spotlight on your chapter web page (just send information you'd like on your website to Diane at the NEWH, Inc. office).

**Member Approvals** – Thanks for approving your new members within 30 days and welcoming them within a couple days of approval. New members are anxious to know that they are approved and look forward to being involved!

### EVENTS

**Event Calendar** – if any of your event dates change, please be sure to contact Diane at the NEWH Office to update your website calendar.

**Quality Programs** – Remember, great programming will drive your sponsorship, membership, and attendance. A tour with a panel discussion for example, will draw the attention of many. Increased attendance at events will welcome increased sponsorship. Offering members first or members only for the tour portion for example will drive membership as well.

**Programming Cost:** Cost of programs should be kept as low as possible. The goal is to cover cost of event with sponsorships and ticket prices. It is important for members as well as non-members to be able to afford to attend these events. If you are lucky enough to have an event that is fully covered by sponsorships, let Members attend free and charge nonmembers \$15 to show member value.

**Please be sure to allow two (2) to three (3) days MINIMUM to process your email blast requests.** Event broadcasts are done on a first come first serve basis, so if a chapter requests their broadcast in a timely manner, it will be done before any last minute requests.

**Sponsorships** - For fundraising events or limited tickets events especially it is great to allow NEWH Corporate Partners first chance at sponsorship. Please email info to [jena.seibel@newh.org](mailto:jena.seibel@newh.org) and Jena will email it to the contact list of partners. Ideally this is sent out a few days prior to it going to general vendors.

**Do you know someone not receiving emails?** Let Diane know – she can track the individual email address to be sure it has not bounce or been unsubscribed.

**2019 Regional Tradeshows** – the schedule is being worked on and will be announced soon.

### SCHOLARSHIP

**Engage educators and students:** Hold a student day at local colleges. Invite students/educators to your events; create special pricing. Encourage student representatives to assist at events, post on social media and promote membership/scholarship within local student groups/chapters.

**Scholarship stories:** Utilize the NEWH Scholarship Stories video (extended or 1-minute trailer) at your next event (see user



guidelines). Intro the video with this quick message:

*NEWH was founded in 1984 by a group of visionary women who developed the idea that those who had established careers could lend their support and share their experiences with those just entering the field.*

*Through the generosity of our members and sponsors, NEWH is able to fulfill their core mission which is to be a networking resource for the hospitality industry, to provide scholarships, education, leadership development, and business development opportunities.*

*That vision from 1984 and your support has now awarded over \$5 million in scholarships to date, helping students like these.*

Ensure your audience understands what's behind our name; promote the NEWH mission.

**Build the story!** Video your scholarship winners, at the event, through an on-site interview, or video their parents/guests/educators at your event. Submit your videos, images to [nicole.crawford@newh.org](mailto:nicole.crawford@newh.org) these contributions will help build our next scholarship stories video.

**NEWH Leadership Conference 2019:** Chapters may send up to 2 students/past recipients to Leadership Conference. Chapters can use Admin or Scholarship funds to cover student travel, double-occupancy lodging and conference pass – expenses must be voted on and placed into chapter budget. This is an amazing opportunity for a student to further their connection and understanding of NEWH.

Chapters should be discussing interest on their board and budgeting to send board members to the conference in February. Registration fees and flights would need to be considered for 2018 budget and hotel would be 2019. Chapter financial status should be looked at in determining availability of funds of what to cover of expenses of this conference.

## WEBSITE/SOCIAL MEDIA

**Look at your Chapter Page** on the NEWH website – this is the first thing potential members see when clicking on your chapter – does it pull you in? Are you getting their attention? Does it need updated pictures or text? Are you sharing chapter successes/event recaps or upcoming events? Are you highlighting new members, or an active volunteer member? Are you thanking your event sponsors? Let us know what you would like and we can help you update! Contact [diane.federwitz@newh.org](mailto:diane.federwitz@newh.org)

### Social Media Update:

**Facebook:** Each chapter has their own Facebook page that is linked to the NEWH Twitter account. When you post on FB, it is automatically tweeted. Please be proactive and keep your FB current with chapter happenings.

**Instagram:** If your chapter has an Instagram account, let Diane know your account name/password. She can add the Instagram link to the bottom of your email broadcasts. Please see the board resources/marketing section for updated Instagram guidelines.

**LinkedIn:** Chapters can establish their own LinkedIn account. Please send admin access to NEWH, Inc. office to have on file in an event the chapter admin is unavailable/unreachable.

**Twitter:** NEWH Inc. has one main Twitter account. The Twitter account is linked to all our chapter Facebook pages, so as event notices are broadcasted out, they are automatically posted on chapters' Facebook pages which are then linked to the one NEWH, Inc. Twitter account and tweeted. All Facebook posts are automatically tweeted to the NEWH Inc. Twitter account so please put your chapter name in any Facebook posts you make (i.e. 'NEWH/New York thanks its event sponsors!') so those following the NEWH Twitter account know which chapter the tweet is for (i.e. do not just post 'come to our event').

## FINANCE

### Pacific Western Bank

- Membership Dues are reimbursed by EFT to each Chapter on a quarterly basis.
- Chapter Events are reimbursed to Chapters by EFT within 30 days of the closing of the event.
- PWB Bank statements (for the previous month) are delivered to the Inc office via USPS and typically arrive around the 2nd week of each month. They are then scanned and emailed to the Chapter's Board.

### GoPayment Application / Readers

- Guarantees that funds are received at the time of the event
- Custom items, including descriptions and dollar amount, can be set up for a faster credit card processing. Contact Susan Huntington for assistance.
- Chapters can accept credit cards for many transactions including sponsorships, silent auction, raffle, door ticket sales. (Please do not use Go Payment for processing membership dues – new or renewal. Membership dues should be sent to Kathy)
  - Very important to fill in **BOTH memo fields** – alleviates unidentified funds and will help the purchaser identify what the charge was for.

### QuickBooks Online

Easy and effective way to track your Chapter's finances.

### Checks

- It is imperative that all checks written by the Chapter be entered into QuickBooks Online immediately to help maintain accurate account balances.
- Both memo fields serve different purposes and should both be completed.

### Deposits

- If sending deposits to NEWH, Inc., please do NOT send cash. It is suggested to have 2 people count the cash and either write out a personal check or get a cashier's check.
- When mailing a deposit directly to the bank, make copies of all checks being deposited for backup – enter into QuickBooks Online immediately.

### NEWH, Inc. Acting as Chapter Treasurer

- All Chapter Events must have an online RSVP.
- All check remittance must come to the NEWH, Inc. office for deposit in a timely manner to avoid stale dated checks from being returned to us.

### Chapter Statement & Financial Reports

- Accounting is Cash Basis (fiscal year).
- Bank statements are received at the INC office and scanned and emailed to Chapter Board on a monthly basis.
- Financial reports are emailed to the Chapter Board after the monthly statement has been reconciled – typically around the 2<sup>nd</sup> week of the month.

### Chapter Budgets

- Regularly compare your budgeted calculations to your actual financial activities. Important to remember that the Chapter's Board is responsible for their finances.
- Monitoring the budget will keep you financially stable. These figures should sync with all event budgets.
- Ask questions if something does not appear to be correct

### Miscellaneous

- NEWH, Inc. holds a Chapter credit card which can be utilized by all Chapters to make down payments, pay invoices, etc.

(Request should be made **5 days** prior to the date due). Please contact Susan Huntington. Individual Chapters may not have their own credit or debit card.

- If NEWH, Inc. is processing credit card payments on the Chapter's behalf, send to INC as soon as possible as sometimes follow up is required.
- Results of Activity Reports (Programming and Fundraising Events): Must be completed and sent to Susan Huntington within 45 days post event date. These are important for tracking any income and / or expenses that may not have been accounted for and need to be followed up on.

**Feel free to contact the NEWH office if you have any questions.**

Questions can be directed to:

- President/VPs/Delegates – Shelia Lohmiller or Diane Federwitz

- Treasurer/Finance/Insurance – Susan Huntington or Julie Hartmann
- Secretary – Kathy Coughlin
- Membership – Diane Federwitz or Kathy Coughlin
- Scholarship/Education – Nicole Crawford
- Compliance/Raffles/Auctions in your state: Nicole Crawford
- Programming/Fundraising – Diane Federwitz;  
Event RSVPs – Julie Hartmann
- Regional Tradeshows/Corporate Partners – Jena Seibel or Brenda Brown
- Sustainability – Nicole Crawford
- Website/Newsletters – Diane Federwitz
- Other questions – just call, we would be glad to help!

## CHAPTER REPORTS

### ARIZONA

Michelle Purcell, delegate

*chartered May 5, 1995*

#### MEMBERSHIP

The 2018 Membership Drive was held in February at the Renaissance Hotel in downtown Phoenix where 3 new members signed up and an additional free membership was awarded. A discounted membership was offered to new members for \$99. Currently there are 128 members of the Arizona Chapter. Arizona is working to make every event a Membership Drive and create more value by utilizing social media to feature existing members and welcome new members. We are still working to get Best Western signed up for a Business PLUS membership and involved in BrandED.

#### PROGRAMMING

The Arizona Chapter is in need of a Programming Director. January – No event ; February – Membership Event; March – Happy hour for sponsorship for Wine & Dine Under The Stars; April – Wine & Dine Under the Stars on April 5th ; May – Joint Happy Hour with NEWH/Las Vegas on May 2nd ; June – No event ; July – Community Service Event, Date TBD ; August – Sundowner, Date TBD ; September – Student Event / Membership Drive, Date TBD ; October – Supper Club, Date TBD ; November – NEWH Honors, Date TBD ; December – Christmas for the Troops (Community Service Event), Date TBD

#### SCHOLARSHIP

The Arizona Chapter plans on awarding two scholarships each worth a minimum of \$2,500.00 at our NEWH Honors event in

November 2018. Scholarship Applications and deadlines will be provided to Hospitality schools once the Fall Semester begins.

#### FUNDRAISING

The 3rd annual Wine & Dine Under the Stars will be held at a new location on April 5th. We have 5 culinary teams participating from multiple schools. Based off Sponsors and Ticket Sales from our 1st fundraiser of the year, we have decided that NEWH Honors will need to take place in 2018 in order to maintain the budget and keep up the excitement from that event. Honors will be held in the fall at the same location as last year.

#### OUR CHAPTER/REGION WOULD LIKE HELP WITH

Any assistance getting Best Western signed up for a Business PLUS membership and involved in BrandED would be appreciated. Also, assistance with educating existing members on the new Membership Levels available to their companies and firms. *Staff note: Please give us a contact at Best Western and we'd be happy to help them get signed up for Business PLUS membership! You can find a description of all business memberships here – feel free to share this link (also found on the JOIN page): [newh.org/chapter-level-business-membership/](http://newh.org/chapter-level-business-membership/) Please provide contact information for Best Western for BrandED to [jena.seibel@newh.org](mailto:jena.seibel@newh.org)*

### ATLANTA

Stephano Delorenzo & Tara Herbert, delegates

*chartered May 5, 1995*

#### MEMBERSHIP

On May 22nd we will have our Membership Appreciation event. There will be free headshots at newly opened New Realm Brewer designed by ai3. Membership Chairman is at the check-in desk for all events to talk with those non-members about joining.

#### PROGRAMMING

We had a successful 300 people Achieves @ Omni Atlanta Battery, C+TC design lead tour of the public space, kicked off our 3 part Restaurant Series at 5 Church w/ a comprehensive architectural discuss lead by Frank Trujillo Principal at DesignOne Studio, we will continue this series at the newly opened Golden Eagle designed by Elizabeth Ingram, and round it out in June.

Hotel tours in Aug and Sept. Sept we will be partnering with IHG Brand/ED.

#### FUNDRAISING

We will be hosting our Annual Golf Fundraiser on Oct 9th at the St. Ives Country Club. Last year we raised \$21,000 in scholarship

money with the participation, seated dinner, and raffle. In December, we will host our Annual Gala to award and recognize the Top ID and Scholarship winners.

#### Other Chapter Highlights

Publications – We will publish our summer 2018 digital edition, shooting for the first week of May release date. This will feature our first 'restaurant series' event in 2018 at 5church, Hotel Tour at Omni, Atlanta Tradeshow (and possibly adding the second of the 'restaurant series' at Golden Eagle on May 1st). And of course included are the president's letter, board members page, corporate sponsor page, IHG spotlight and a list of the remaining events for the year. The paper edition will be released the day of the Holiday Gala, which will feature the remaining events and will include sponsor pages. I think May/June for collection and possibly end of Sept/Oct.

### ATLANTIC CITY/ PHILADELPHIA

James Lyons, delegate

*September 9, 2008*

#### MEMBERSHIP

Membership stands at 91 as of April 13th 2018. Membership has been steadily increasing over the course of the past six months averaging 1 to 2 new members per month

#### PROGRAMMING

Planning Community Service event with Unforgotten Haven. This is an organization that provide many different services and needs to those who are unable to support themselves. Clothing, meals, projects in the home etc.

#### SCHOLARSHIP

The Chapter awarded a \$10,000 scholarship in 2017 to Rebecca Kuhn of Drexel University. In years past it had been an interesting process finding students that were eligible and who would take the

time to fill out the necessary forms to be considered. Thus the higher amount of a single scholarship was offered. As a result, the winner was a more qualified student and we have taken the position that this was worthwhile in the future it is our goal to increase the number of scholarships and to increase the amount of monies per scholarship.

#### FUNDRAISING

Wednesday April 18 will be "Mixology Madness" our first serious fund raising effort of 2018. We expect to have at least 50 persons to this event. in addition, we are planning a "tour" event of some of the new construction projects in the area including the soon to open Element and Westin Hotels downtown Philadelphia.

#### OTHER CHAPTER HIGHLIGHTS

Top ID Winner Floss Barber Design

AC/PHL is planning the second "Strut Your Stuff" competition among design firms in late 2018, tentative date is set for 12/6

**OUR CHAPTER/REGION WOULD LIKE HELP WITH**

Ideas for attracting and maintaining new members. *Staff Note: Please be sure to participate in our quarterly discipline calls – we will bring this up in our upcoming membership discipline call (May 14) to*

*brainstorm with other chapters/regions what they have found successful. Be sure you are planning high quality events (tours, panel discussions, CEUs) – the types of events that your members will be drawn too. Great programming brings in attendees, which drives membership and future sponsorships.*

**CHICAGO**

Anne Hiter & Jessica Linden, delegates

*chartered August 12, 1991*

**MEMBERSHIP**

We've had 24 new members join in Q1 including both students and general members. Our chapter hosted our annual New Members event this quarter at a showroom in the Merchandise Mart. The event is offered to new members that have joined in the last year, our board members and the event sponsors. We had a great turnout from the board and many new members. 25 people attended. We see this as a good chance for people new to NEWH to get to know each other, and their board members, in a smaller, less intimidating setting.

this year. Our applications will go out early April and are due in September. We are currently working on cleaning up our contact spreadsheet for the different schools to make sure all the information is accurate. We are also planning a Young Professionals Event that will take place at three showrooms in the Merchandise Mart. The idea is that we will have experienced professionals available to review resumes, portfolios, and answer industry questions. We will also have a photographer on-site to take head shots. We held this event last year with a good turnout and positive feedback.

**PROGRAMMING**

Programming is currently working on an upcoming event, scheduled for May 30th. We will host a panel discussion titled "Be your Own Boss". We'll have panelists describe their path to owning their own business. Questions will be raised regarding pro's and con's. Panelists will also offers tips for those considering taking the leap to business ownership. We'll have interior designers, purchasers, independent contract representatives and manufacturers represented for the panel discussion.

**FUNDRAISING**

Over the first quarter our chapter has been working on planning our annual Kingpin fundraiser. The event will take place on April 12th and is typically one of our most well attended events of the year. We will hold it at Diversey Bowl as we have in the past few years. We sold out our lane sponsorships within 6 minutes this year, which was exciting! As we are putting the final details together for that event, we have also started planning our annual Summer Social event. We have secured a new location for the event this year and will be holding the event on July 26th. Most of our focus in the second quarter will be planning for the Summer Social.

**SCHOLARSHIP**

Our chapter is planning to award \$50,000 in Scholarship Dollars

**CINCINNATI**

Kelly Gaddes, steering committee chair

**NO REPORT SUBMITTED**

**DALLAS**

Elissa Murry & Heather Scott, delegates

*chartered August 12, 1991*

The NEWH Dallas chapter has kicked off the year with scheduling all of our monthly events and it is going to be a great one! Our Scholarship Dinner and Life of Design fundraiser are going to remain separate as we received great feedback again this year on having two events. The 2018 budget will be finalized in our January kick off meeting. Cheers to a great 2018!!

students to meet many new faces!

**PROGRAMMING**

The Director and Chair are putting a lot of thought into each and every event, as well as the funding of events. They want to make sure there is a wide variety of attendees, at low costs venues. There will be 4 events this year; a culinary themed event that another chapter did and shared with us on a conference call, and two more educational experiences geared more towards design. The Holiday event will be a hotel tour again as that proves to be extremely popular. They will be giving design firms involved in the tour the opportunity to sponsor the event, in addition to manufacturers. We're hoping this relieves some of the pressure off of our sponsors, and makes the design community more invested, both financially and interest wise.

**MEMBERSHIP**

The Membership Director and Chair are focusing on increasing voting membership levels. The annual event is possibly being revamped to cost less and have more of a "membership" and "community" feel, versus breaking everyone up into teams. The date may also change to be during the Summer to allow the team more time to plan something wonderful for our members. We're hoping a less expensive membership event will leave our sponsors with more funds to donate for the fundraiser in October.

Our programming events will still try to include some sort of "giving back" opportunity. Whether it be a school supplies drive, can food drive, or Toys for Tots are our holiday party.

**SCHOLARSHIP**

Scholarship committee has tried a different approach to reaching out to students. They have contacted a student liaison or professor at each school in our territory and has offered to do skype or facetime presentations during their monthly meetings to better explain what NEWH really is and of course our scholarship opportunities. A few schools agreed to it and they feel it has been successful.

Revamping the Board Buddy system as our membership has grown. The Membership director and chair are responsible for a personal email welcoming any new members with a friendly greeting and an attachment of our events calendar. New members are announced at board meetings and all board members are asked to reach out at events to greet our new members!

The Date for our Scholarship Dinner has been set for May 17th 2018 at Seven for Parties in the Dallas Design District

We still maintain a very strong presence at the universities in our territory and continually are pleased to see an increase in our student level memberships We have a plan in place to visit universities once again and promote the value of our membership as well as promote our scholarship opportunities. We have a great system in place where students can attend a few of our events for free in exchange for them volunteering (check-in, clean-up, etc). This is a great way for the

As of 4/4/2018, all scholarship packets have been received and are being reviewed the week of April 10th. Face to face interviews will be

held after that. The Scholarship chairs have a committee of 8-10 board members that will participate in both the reading review as well as the face to face interviews. The team collected 27 applications total, 22 pasted to the reading review, 11 are being pulled in for formal interview.

The amount of scholarship funds will be recommended by the Director and Chair and voted on during our April meeting. The Dallas chapter continues to have a very healthy scholarship budget, but final numbers will be determined at a later date.

### FUNDRAISING

The Director and Chair are already off to a great start this early in the year! A venue has been chosen, as well as a theme of a "Black and White Ball", but we can't book the venue until the date for the trade show has been solidified. We need that date ASAP, please!

We will not be doing an auction again this year as it puts entirely too much stress on the committee. We will be raising funds through sponsorships, a custom bingo game, and a cocktail napkin sketch competition.

### MENTORING (E3)

The E3 Series is due to kick off this summer on June 12th.

Once the new year hits, a group of Mentors who show promise as leaders in the hospitality community selected by Board Members will have the opportunity to mentor to 2-3 junior level mentees. The Mentors and Mentees make up a range of owners, designers,

purchasing agents and architects. This new year of matching will kick off this summer. We have had SO much success with this in that past-mentors and mentees alike are looking forward to it.

At the beginning of the year, a small side project to E3 was our student night that was held on February 28th. We had a great turnout of about 25 students and 12 or so mentors. The event was held at the new Design Within Reach showroom. The only thoughts are that we may need to push back the start time a bit to allow students to get to the Dallas area with less stress. Some have late classes.

### TRADESHOW

Tradeshow dates and location have been set! Roger Mathis has been working hard with Inc and we finally have the dates of Oct 9th at the Hyatt Regency Dallas.

### LAST BUT NOT LEAST

The NEWH Dallas Chapter will be celebrating another great year in 2018! With the guidance from INC and the amazing commitment of the local Board Members, the Dallas chapter has evolved into what it is today. Our chapter has had great leaders over the past years and we are happy to have young fresh blood on the board this year to help push us to be even greater in the future. Our Dallas hospitality community is fortunate to be comprised of past, present, and future members of NEWH who continue to participate in all aspects.

## HOUSTON

Melissa Davis & Leena Nacy, delegates

*chartered February 17, 1992*

### MEMBERSHIP

Total of 207 members right now.

- 54- Associate
- 8- Chapter Business Courtesies
- 6- Chapter Business
- 4- Chapter Level Business
- 4- Corporate Partners
- 15- Educational Professionals
- 48- General
- 68- Students

We had a trivia night last year and people really loved it so we are keeping with that theme this year for the membership drive. We are pushing the event to be a little later this year so it will be on June 19th. We will be mixing students with business professionals on different teams to create an easier environment for students to mingle with people in the industry. We are hoping since most students will be out of school then that we will be attracting more students to the event this year. We try to keep our events at new and exciting places to keep our members coming back month to month. Our membership drive is always a free event where we raffle off (1) free membership for any new member wanting to sign up for the organization.

### PROGRAMMING

- March 20th, Tuesday – Happy Hour Event
  - April 17th, Tuesday - Hotel Tour @ Hotel Alessandra
  - May 15th, Tuesday – Sustainable CEU Event
  - June 19th, Tuesday – Membership Drive
  - July 16th, Monday – Restaurant Tour
  - September 17th, Monday - Student Day Event
  - October 11th, Thursday – Annual Scholarship Gala
  - November 20th, Wednesday – Community Service
  - December 5th, Wednesday – Networking & Toy Drive
- September 17th, we'll be hosting our fourth annual student day

event. This is one of our most successful programming events of the year. Vendors as well as design firms look forward to participating every year. It's been a great tool to increase student membership and scholarship applications. We have a lot of new restaurants opening up all over town in Houston and we hope to possibly do an additional restaurant tour this year.

### SCHOLARSHIP

We combine our scholarship and fundraiser to make one big event to raise money as well as award the new 2018 scholarship winners. For the 2018 winners we will be giving out \$20,000. Overall, this event has been very successful. We have seen increased net proceeds from year to year and expect the same in 2018. We are getting an early start on planning this year and programming for the dinner is progressing smoothly. The keynote speaker for this event is undecided.

### FUNDRAISING

This year we will be combining our Fundraiser and Scholarship events with hopes to bring in more money for the chapter and for the students. Doing this will hopefully put less stress on our sponsors, as well as create one big event for our members to look forward too. We will also present the Top ID 2018 winners with their award at this event as well. Our goal is to exceed last year's attendance + net proceeds.

### OTHER CHAPTER HIGHLIGHTS

- Our tradeshow hosted a panel this year and we had a great attendance at the panel talk as well as at the tradeshow.
- Working on getting previous scholarship winners to submit a video about their story and how NEWH has helped them and their career.
- Our first food drive event last year was so successful, we have hopes to double our donations this year and have even more participants.

### ISSUES THAT YOUR CHAPTER WOULD LIKE HELP WITH

- Developing strategies to increase our membership and retaining members.
- Trying to think of new ways to encourage and entice students to apply so we can receive more applications for scholarships.
- Work with Nationals to bring the Women in Business panel event to our Houston Chapter.
- Ensuring smooth transition for new incoming board members. We expect the need to host another board training being that there will be several new incoming board members.

*Staff note: Please be sure to participate in our quarterly discipline calls – we will bring up the topic of attracting and retaining members in our membership discipline call (May 14) to brainstorm with other chapters/regions what they have found successful. Plan visits to your local colleges/universities to share with them who NEWH is and what we offer (there is a PowerPoint available you can use in the board resources (scholarship/education section) of the website for these visits).*

*If it is not the year for your chapter in-person training by Diane and Jena, we can schedule a webinar training session with your board – please contact us! Please contact Jena Seibel regarding Women in Business panel.*

*Scholarship: Update your school list annually, connect with local student groups, visit colleges, educate students/educators on the benefits of scholarship and membership. Recruit past recipients to mentor/promote scholarship through social media. Hold a student/educator event at local colleges or a casual pizza night. Utilize the NEWH Scholarship Stories video and locally submitted videos from past winners at school visits/events. Read Northwest Chapters board report comments under: Northwest Chapter/Student Membership-great plans for outreach.*

## LAS VEGAS

Jonathan Kaler & Dawn Larsen-Garner, delegates

*chartered March 26, 1991*

### MEMBERSHIP

- As of March 2018 we have 217 members, 10 Chapter Level Business Members and 44 student members.
- We are excited to report that our Chapter board members/directors continue to be more diverse than ever and include designers, purchasing agents, ownership, students and vendors. This is a wonderful growth and energy for the board and involvement in our chapter for the upcoming 2018 year. We have several talented board members for the 2018 season.

### PROGRAMMING

- Board members are assisting in “marketing”/spreading the word about events on a consistent basis to increase interest/attendance. Touring interesting new facilities created by our local design firms is key to achieving attendance.
- We have begun requesting sponsorships for all events including Thirsty Thursdays, which have been successful thus far including our Board Installation event.
- Finding hot new venues to showcase and tour is helping increase attendance.
- Our next event is our Membership drive March 29th, 2018.

### SCHOLARSHIP

- Our next Scholarship event is scheduled for April 2018. This will include an interactive pizza party to spread awareness for our NEWH Las Vegas scholarships.
- Applications and requirements will be available at this event to be held at the local university UNLV.
- We received many applications in these fields:
  - Culinary
  - Hospitality/Hotel Administration/Management
  - Interior Architecture Design/Architecture
- As of March 2018 there is \$109,898 remaining in our scholarship account.
- Goal for 2018: Post scholarship information in all the school advising centers and main offices for more exposure & make it to more class rooms at UNLV and Art Institute for quick presentations.

- We will honor 2018 scholarship recipients at the Hospy Awards by printing their bio in the program and allow each student to speak at the event on stage. We believe this will be a great way to honor the students among our members during the event and potentially assist in generating more scholarship donations.

### FUNDRAISING

- We are busy planning and getting our venue secured for our 2018 event The Hospys and Owners’ Panel. The event is tentative at this date in September. Check our website for more information. At our largest event this year we will be honoring our local Designer/Owner of Tandem Design – Kim Daoust for all her outstanding community efforts!
- We will continue making HOSPYS a primary fundraiser for 2018. Our second fundraiser will be our Glamping event slated for summer 2019. We are revising the Hospy format for 2018 to generate maximum return and minimize expenses. We are hopeful the revised format will be successful.
- Last year was our 2nd launch of Owners’ Round Table event hosted the morning of the Hospy Awards. Ticket sales are in addition to the Hospy awards enabling us to generate additional sponsorships and revenue. The round table was successful last year and gained great momentum. We are excited to continue this year with an Owners Panel. Many informative presenters will be in attendance and will be announced as soon as they are reserved.
- We have been requesting sponsorships for every program event so the event costs are covered. 2017 was very successful with this approach and we anticipate 2018 to be successful at reaching sponsors as well.

### ISSUES THAT YOU WOULD LIKE HELP WITH

- Continued branding from National to end-users, so there is awareness of who/what NEWH is and continues to be. *Staff Note- Marketing through the NEWH Magazine, HD Magazine, Boutique Design, National Tradeshows, website, and other NEWH initiatives continues to be at the forefront for NEWH, Inc.*

## LOS ANGELES

Brandon Brockmiller, Natasha Gomez & Melissa Knock, delegates

*founded October 1984*

### MEMBERSHIP

We currently have 217 general members and 33 student members, giving us a total of 250 members. We also have 6-chapter business levels.

### PROGRAMMING

We kicked off the year with a successful Feb. wellness event at the Harbour Furniture show room in Culver City, CA. We offered mini massages and mingling followed by yoga. We also hosted a Biophillic Design CEU at Greenbar in downtown Los Angeles with the M Group. We are getting ready for our annual bowling event in June and a wine tasting event in July.

**SCHOLARSHIP**

Last year we received application from 16 students – we chose 7 winners. We gave away a \$10K scholarship and 6 students received a \$5K scholarship. We will host our annual gala to give out these scholarships in Oct.

**FUNDRAISING**

Our 2017 Fundraising Gala was at The Line Hotel, located in Korea Town Los Angeles, on Oct 14th. We had almost 200 people attend the event that was themed Pretty in Pink. We gave away \$40,000 in scholarships to 7 students, one student received \$10,000. We had some great live auction items such as dates with key designers at Gensler and KNA. Our net proceeds are \$16,747. We will host another gala in Oct. 2018.

**OTHER CHAPTER HIGHLIGHTS**

- We have added some dynamic new people to our 2017 board and have continued to add them as we have open positions. Lots of great ideas and they are all making it happen.
- We have a person with strong social media back ground keeping the LA Chapter in the forefront.
- We are finally having interior designers and project managers join the board!

**OUR CHAPTER/REGION WOULD LIKE HELP WITH**

- Membership Junior Designers. We need the energy of the younger designers who are the life blood going into the future. We are looking to make it easier for our members to join and grow us into the youthful and vital chapter that we need to be.
- We need younger members and more participation in our monthly events.
- We are starting to explore new ideas to change up 2018 fundraising event. We are wanting to try something new rather than the formal Gala we've had in the past.

*Staff Note- Programming drives attendance, which drives sponsorship, which drives membership. Ask the younger designers what they are looking for – what kind of events they would attend. Reminding them the programs need to be educational. Host a brain storming session with them to discuss and get ideas. Please join the quarterly discipline calls and ask this question as other chapters may have some great ideas ☺ For fundraising take a read through the board report and website of other chapters to see what kind of events they are offering. If something is of interest let us know and we will get you in contact with someone from that chapter.*

**MEMPHIS/MID - SOUTH**

Jana Johnson, steering committee chair

**NO REPORT SUBMITTED**

**NEW ENGLAND REGION**

Tyler Toothaker, steering committee chair

*(originally chartered November 4, 1992)*

**NO REPORT SUBMITTED**

**NEW YORK**

Amanda Tomlinson, delegate

*chartered July 23, 1991*

**MEMBERSHIP**

We had our annual membership drive at the end of last year and awarded a google home to help encourage renewals and new sign-ups. We've kept the cost of our Toasty Tuesday's at \$15 for non-members in the hopes that it makes a more compelling case for professionals to pay an annual membership. Thanks in part to these initiatives, our overall membership is at ~450. We are working on member benefits and concentrating on the individuals when they become a member with welcome emails and calls. We are working on having a quarterly new member event so new members are not intimidated by the large crowd at Toasty Tuesdays.

as it is dependent on where the applicants live. If they are local, we are considering during our Owners Roundtable in June.

**FUNDRAISING**

We are currently in process of planning owners round table where we have already confirmed 24 owners, allowing for ~240 attendees where ticket prices are anywhere from \$150- \$185. All sponsorships with the exception of ad space that is unlimited are already sold out and we are excited to throw this event again on June 6th, the day of the HD Awards when people are in town.

**OTHER HIGHLIGHTS**

We are distributing our first newsletter in years, started an Instagram account, are building committee members, and are all bonding as a board! It is a fairly new and young board and we are excited to grow together.

**PROGRAMMING**

We've had several great Toasty Tuesday's this year. All of which have 100-150 attendees. We always pick the latest and greatest new hotel to do tours and network. We have started to do a better job at tracking the members attending, handing out name tags, and ensuring that board members meet the new faces that attend.

**OUR CHAPTER/REGION WOULD LIKE HELP WITH**

Networking with other regions.

*Staff Notes- encourage your VP's to meet a couple new individuals at the IBOD meetings to help with the networking. Target who they may want to meet based on the board reports and interest in meeting other chapters with events of interest.*

**SCHOLARSHIP**

We are planning on awarding \$50,000 this year. We have changed the timeline to have the scholarships due at the end of spring semester instead of due in the fall semester in hopes that we can capture more applications. Our scholarship award evening is still being determined

**NORTH CAROLINA REGION**

Bess Rosefield Ehmcke, steering committee chair

**NO REPORT SUBMITTED**

**NORTH CENTRAL**

Valentina Castellon & Taylor Hoesley, delegates

*chartered December 11, 2000*

**PRESIDENT – Jayme Krstich**

Your Role

- Individuals I report to: the Chapter Board of Directors, NEWH Inc. Directors and staff
- Individuals that report to me: Valentina Castellon (VP Admin), Taylor Hoesley (VP Development) and the rest of the North Central Board

#### Position Goals

- Provide support, guidance and continue communication between all board members. Organize monthly board meetings and agendas.

#### Other Report Items

- As being relatively new to the board I've made sure to be involved in all possible training calls along with consulting the Past President and Executive Advisor. We have a few new board members as well that I have been making sure proper support or information is being provided. We had a great SWOT session with our board this year and have three main goals we are trying to attain and have been slowing working away at theme. Our biggest challenge this year is to fill exiting board positions in 2019 and after our last HH event, I'm happy to announce we have almost all of our difficult positions scouted out!
- As for our 2018 events so far, our Super Bowl event kicked off the year with great attendance and was a refreshing new theme. Our Portfolio Review event had more attendees this year than last and the students work was quite stunning. The March Happy Hour at Nye's had an amazing turn-out! Over 50 people came compared to 2017 where only 12 attended. A lot of them were non-members as well so we really pushed attending the Membership Drive in April which we are trying a different tactic and are hoping to get a lot of these people signed up! We are also looking ahead at future events and trying to mix it up this year. So far 2018 is looking great!

#### **VICE PRESIDENT ADMIN – Valentina Castellon**

##### Your Role

- Individuals I report to: Jayme Krstich (President), the Chapter Board of Directors and NEWH Inc. Directors and staff
- Individuals that report to me: TBD (Secretary), TBD(Treasurer) and Amy Behrendsen (Scholarship)

##### Position Goals

- Provide support, guidance and continue communication with the individuals I oversee above.

##### Other Report Items

- I recently attended the IBOD meeting in Houston and was very excited to hear what is to come this year. Something we are most looking forward is to the specifications classes that are to be rolled out. This year we have been experimenting with some minor changes to our planning and overall events. My role has been to support the board in cultivating ideas as well as supporting fundraising. I'm involved in committee planning as well as the 2019 budget. I plan on attending the IBOD meeting in New York in November and our VP of Development will attend HD in May. We are excited for this upcoming year as we start to see new members in our chapter and see momentum in our community for NEWH.

#### **VICE PRESIDENT DEVELOPMENT – Taylor Hoesley**

##### Your Role

- Individuals I report to: Jayme Krstich (President), the Chapter Board of Directors and NEWH Inc. Directors and staff
- Individuals that report to me: Tiffany Theis (Membership) Kailin Hurinenko (Marketing)

##### Position Goals

- Provide support, guidance and continue communication with the individuals I oversee above.

##### Other Report Items

- We are working diligently with the Marketing Director to get our

call for sponsors out early this year. We hope to solidify sponsors early in the year so it's less of a scramble before each event. We will be making an "early call" for sponsors. This will help secure them before each event. We just did this for our membership drive event and the sponsorship spots sold out in one day before any details were released.

- We currently are working on finalizing details for our membership drive in April. We are working on getting one more \$500-dollar sponsor to help cut costs of new member sign up at our events.

#### **PROGRAMMING – Liz Williams**

##### Individuals I report to:

- NEWH North Central VP of Development, Taylor Hoesley
- NEWH Inc. (General Event Coordination, Results of Activity, Alcohol Waivers, etc)

##### Position Goals

- Begin developing each event at least two months in advance in order to coordinate marketing and general event key points.
- Work to including Top ID firms within programs – from hosting of events, include in panels, tour of local projects, etc.
- Develop a Programming package throughout 2018 to help transition change in directors for 2019 and into the future.
- Review and develop documents found in the Drop Box/Google for ease of access by all board members.
- Assist all board members in event planning as needed; to be a resource for all events.
- To assist with the coordination and development of event marketing as needed to ensure in timely delivery of sponsorship attainment and event marketing.

#### **MEMBERSHIP – Tiffany Theis**

##### Your Role

- Maintain memberships, increase visibility to potential membership, and promote NEWH, Inc.
- Individuals I report to
  - Taylor Hoesley, VP of Development & Jayme Krstich, President
  - NEWH Inc. Directors and staff

##### Goals

- To increase the membership totals over last year.
- Ensure a successful Membership Drive for the Chapter.
- To be a mentor to new members and make sure to keep the existing members we currently have.
- Get more students and student members involved in our chapter and events.

##### Membership Event

- Our membership event will be held on April 17th in Minneapolis. The theme is Pairing + Pups. During our event, we will have food and drink pairings at a local restaurant while enjoying a puppy party from a local animal shelter. Currently we have \$2800 in sponsorships secured along with door prizes.

##### Current Membership Totals:

- Associate: 53, Business Plus Member: 1, Chapter Business Courtesy Member: 18, Chapter Business Member 11, Chapter Level Business: 6, Chapter Level Business: -Top Tier: 1, Corporate Partner Courtesy Member: 8, Corporate Partner Member: 1, Education Professional: 19, General: 42, Honorary: 2, Retired: 1, Student: 144.
- Grand Total: 306 (up by 7 from last report & up 2 from prior year)

#### **FUNDRAISING – Karlee Grangroth**

##### Your Role

- Individuals I report to: Taylor Hoesley (VP Development)
- Individuals that report to me: None

##### Position Goals

- Provide support for all events throughout the year to get sponsorships for the event. Plan the annual fundraiser.



Other Report Items

- Working with the Marketing Director to update the call for sponsors and get the buzz going for upcoming events. Our new Membership Director sent out a pre-call for sponsors for the upcoming membership drive and it went really well to create excitement for the event and we got all sponsorships covered before sending out our first eBlast. We have someone who is interested in the board position for 2019-2020 and she will be shadowing the position to learn what it entails as well as helping with planning the fundraiser to better prepare herself for the role next year.
- We are looking at switching up our fundraiser location this year to Top Golf which will be opening early summer.

**SCHOLARSHIP - Brandie Adams**

Your Role

- Reporting to Valentina Castellon

Goals

- To strengthen professional relationships with future talent through programming and supporting student needs.

Budget

- \$8,000.00 Scholarship (might go to \$10k with board approval)
- \$750 Student Portfolio

Other Report Items

**SCHOLARSHIP – Portfolio Event**

- We had 35 participants for our Student Portfolio event held February 22nd, 2018 held at Atmosphere. We had 9 students submitting entries for our Student Portfolio Competition this year. We had a nice mix of business professionals attending from 4 different schools: Alexandria Technical College, Dunwoody, University of Wisconsin-Stout, and University of Minnesota. We focused the event on project feedback, along with portfolio reviews.
- For the portfolio competition, each of the students submitted their portfolio three professionals, giving them the opportunity to show their work. The event expenses were all covered by sponsorships.

**SCHOLARSHIP – Speed Mentoring Event**

- Our Speed Mentoring event was held on Oct. 20th, 2017 and was by Fluid Interiors. This event focused on exposing students to industry professionals on a more individual level. We had 22 students from 5 schools, and 15 professionals in attendance.

Sessions were timed at 15 min. each.

- We made a point to promote our current open enrolment for the Student Scholarship application process. Our next mentoring event is September 27th, 2018.

**SCHOLARSHIP - Scholarship**

- Our Scholarship Deadline was November 20th, 2017. We awarded our two scholarships this year. Second Place scholarship of \$3500 went to Brandi Ober, a NDSU student majoring in Hospitality Management. Our first place \$4500 scholarship went to Elizabeth Bixeman from Iowa State University, majoring in Interior Design. Awards will be presented on Dec. 5th, 2017, at the In The Spirit Awards. We had 16 students submit, we are seeing the competitiveness in candidate's increase, higher level submissions. Thinking there should be more criteria to help narrow down the recipients.

**TREASURER – Webb Hall**

Your Role

- Maintain all aspects of finances for the Chapter.

Current Budget

- We are in the black for both our Admin and Scholarship Accounts with healthy amounts to move forward when committing funds for scholarship and future events.
- We have increased our scholarship awards to \$10,000 for 2018.
- A budget has been completed for 2018 based on our set event calendar and is waiting to be voted on by the board at the January meeting.

**SECRETARY – Lindsay Tomski**

- As the NEWH North Central secretary (Lindsay Tomski) for the 2018 term, I intend to record, document, and organize the chapter activities in order to provide a historical source of knowledge for board members in the immediate and long term future. I will also actively encourage the NEWH Mission by participating and promoting networking opportunities and organized events that result in more scholarship, education leadership, and business development in the hospitality industry.

**NORTHWEST**

Katy Clark & Karen Rains, delegates

**MEMBERSHIP – Ginny Combs**

We started out the year with a membership total of 242 members total and after 2 membership appreciation events we are down to 235 members as of March 1. I hope that together we can build back our membership by pouring over members with lapse dues and focusing on students.

The Northwest chapter held 2 membership appreciation events in both Seattle and Portland. The goal was to sign up new members but only a few were secured and those new members would have probably joined without the Membership Appreciation event. Next year I would recommend implementing the following and if possible sprinkle a few of these ideas into events already scheduled for this year.

**General Membership & Business level**

Host a "membership table" at each event with at least two people responsible for running the table. A joint effort of membership and hospitality chairs would procure the two people sitting at the "membership table." One door prize at the "membership table" will be the attraction for guests to visit, submit their entry for the door prize and allow our NEWH "membership table" the opportunity to engage with event attendee's and review the various membership levels which I have attached for reference. This opportunity to engage with attendees would be a great time to request feedback on the event, ask

*chartered March 23, 1995*

if they know someone that is not a member that should be Etc...the questions will change but the goal is to strengthen relationship with existing members and hopefully uncover people we should be contacting to expand our membership.

**Student Membership**

To increase student membership, I would recommend that scholarship, education and membership work together to select a date to visit at least one school in Portland area and one school in Seattle area. Strategic alliances will help decide on an appropriate date considering other organizations such as IIDA, ASID and AIA. The visit will allow the NEWH team to distribute membership applications and scholarship information to the schools prior to our scholarship deadline. I am attending IIDA Oregon event for students this year and gathering supplies to distribute to the students attending the event. This will be a great test run to measure how many student members join after being exposed to the benefits of being an NEWH student member.

**SCHOLARSHIP – Sandra Brumbaugh**

Erica Albertson and I are working together on Scholarship. Erica will take the lead and be the voting Director next year. This succession plan is a very positive approach providing continuity and no down time for the year to come.

We started out recruiting a team from Portland and Seattle to

include past scholarship recipients (3), designers, industry leaders and reps. This diversity will make a great team and will be perfect for judging. Erica Albertson <erica@ddseattle.com> Jennifer Fleming <jfleming@rfmarch.com> Jourdan Umali <jumali@rfmarch.com> MY Nguyen <mnguyen@hollandamericagroup.com> Cassandra Bufano <cassandra@ddseattle.com> Becca Dobosh <beccad@seradesign.com> Tracey Simpson <tsimpson@idea-interiors.com> Katie Zuidema <katie\_zuidema@mohawkind.com> Erica Grimm <erica@wci-inc.net>

We wanted to raise the scholarship awards from \$25K to \$35K to increase our commitment to students. This request was approved at our first board meeting.

A "Save the Date" notice was sent out by INC, January 8th allowing students to get a jump on the requirements: mainly getting their transcripts ordered. This seemed to be an issue in the past. This email blast also helped us clean up our contact list.

The complete packets were emailed and hard copies sent out by INC. on January 30th with a deadline for applications due by April 9th.

We have 3 team members reaching out to schools planning Student Mixers (pizza or...). Jennifer Fleming (WSU, U of I), My Nguyen (Art Institute Seattle) and Becca Dobosh (Art Institute Portland, Marylhurst). Jennifer Haycox from Koroseal is also spreading the word to schools in Oregon (OSU, U of O). Our Student Liaison Gabrielle Diebner is actively recruiting at U of I.

We are updating our application folders, keeping the existing template - we will add some of our NW Scholarship recipient photos to make a stronger local connection.

As of today 5 applications have been received.

#### **PROGRAMMING - Kelli Groh**

We started the year strong with a Member appreciation event in both Portland and Seattle. I worked hand in hand with our Membership Director, Ginny Combs. Portland's turnout was great which is what we were hoping for as we continue to try and grow membership in the area. Seattle's event had a professional photographer who took head shots for members only, giving an incentive to become a member.

April 12th will be our first hotel tour of the year, being held at the Edgewater by Noble House. This will entail a panel discussion with one of the designers from IDI, a member of the team at Mallet and the GM of the hotel who will speak to the history and branding. The discussion will be followed up with a tour of the Beatles Suite, Pearl Jam Suite, Presidential Suite and 2 standard rooms.

On June 7th we have a joint venture with IIDA Oregon in Portland. This will be a Summer kick off Happy Hour with an educational component that is yet to be determined.

October 21st will be our Fall tour in Portland and we have several great hotels in the running. Wendy, our PDX Programming director

will be heading up that event.

#### **FUNDRAISING – Randa Morgan**

The PNW Chapter has solidified our Annual Sponsorships for 2018 at a two-tiered sponsorship level. This year we are proud to feature Trikes at the Platinum Level and Garrett Leather, Bernhardt Hospitality, John Ralph Custom Furniture, MSI International and EuroWest at the Gold Level. Many thanks to our gracious and supportive sponsors. Our team made a great effort to issue hand-written thank you notes to each vendor to show our appreciation.

Moving forward, a recommendation to our chapter - as well as other chapters - would be to have these sponsorships solidified by January 1st. That would mean that the sponsorship package is vetted by the board and sent out to potential sponsors by November of the prior year.

Savor Uncorked 2018, our combined annual fundraising and scholarship event is currently in the works. We have a date and venue solidified for Thursday, July 19th at The Foundry. The core team has been assembled and our first kick-off call was successful in reviewing our event budget, getting ourselves organized and reviewing the tools at hand that will help us meet our event goals. Our next steps will be preparing our sponsorship package and solidifying those by May.

#### **MARKETING- Crystal Higgins**

The NEWH Northwest Marketing team is continuing to increase our social media presence outside of Facebook, and looking to add followers on Instagram. We have set a goal to hit 300 Instagram followers this year. We began with 245 in January and are already at 283! We are making a conscious effort to acknowledge our annual sponsors on social media as well as acknowledging event donations and event sponsors. Our goal is to post weekly and we have been successful thus far and also to keep a visual balance in posts for example not posting all the "Thank-yous" at once, but slipping them in throughout other announcements.

We set a goal at the board retreat to have the website updated by the end of the month and we have an updated the upcoming and past events and the collection of photos. Still working on updated the Board of Directors page.

We also are working on a more consistent branding in our graphics. We have developed templates for future events as well as a RFI Graphics Form to streamline the process. Additionally, the marketing team has a shared calendar with target delivery dates to ensure we are able to release invites and save the dates in a timely manner.

#### **HOSPITALITY – Pilar Alfaro**

We have distributed thank you notes and invoices for our annual sponsors. Together the co-hospitality chairs have divided responsibilities to complete hospitality tasks. We will continue to communicate with each other to ensure hospitality standards are met.

### **ORANGE COUNTY REGION**

Jessica Wasmer Northover, steering committee chair  
**NO REPORT SUBMITTED**

*September 9, 2008*

### **PITTSBURGH REGION**

William Michael, steering committee chair  
**NO REPORT SUBMITTED**

### **ROCKY MOUNTAIN**

Nicole Brindle & Kyla Chambers, delegates

*chartered December 2, 1991*

#### **MEMBERSHIP**

- We will continue to work on growing our membership at each of our chapter and networking events throughout the upcoming year by focusing on the purpose and roles of our Membership Chair to make a special effort to both reach out to new members, and retain existing members.
- We will continue our "buddy program" to pair a board member with each new chapter member to help new members feel welcomed and immediately integrated into our chapter.
- We will implement a new nametag system at events for all

attending new members. Each new member will have a special nametag waiting at the door that is color coded so that the entire board can easily identify and welcome each of them.

- We hope to expand our membership base by focusing on Chapter marketing efforts and creating a task force of marketing via print and social media. This will add an exciting and relevant aspect to our Chapter that we foresee engaging our current and new members through the coming year and beyond.
- We hope to expand design and architecture firm participation by including two gift memberships in our annual Platinum sponsorship for 2018 (with the sponsoring vendor choosing the membership recipients).
- We will reach out to other professional organizations (IIDA, ASID, WID, CIDC, etc.) to join with them in community events, to increase NEWH awareness and membership.
- We will continue to present high-quality program content to attract designers, architects, etc.

#### PROGRAMMING

- We plan to continue our strong programming for the entirety of 2018, updating as we can to firm up dates and add events.
- We also plan to utilize feedback from our member survey and aim to plan more tours, panel discussions, etc.
- We will continue to refine our existing events, and add or subtract as needed to elevate our chapter's presence and reputation.

#### SCHOLARSHIP

- Our board will award \$15,000 in scholarships this year. Applicants who met all criteria and were deemed to be deserving were interviewed. We are awarding scholarships to 6 people this year.
- Rocky Mountain Chapter 2018 Scholarship Schedule:
  - Scholarship Applications Released November, 2017
  - February 17th 2018: Deadline for submissions
  - March 30th 2018: Scholarship interviews conducted from 9am-3pm
  - Mid-April 2018: Notify applicants and winning recipients
  - April 25th 2018: Scholarship Event - Haute Seat: Spotlight Design Competition

#### FUNDRAISING

- Our Annual Sponsorship Menu has continued to be a very powerful tool for our chapter. It has proven itself to be a

significant contribution both financially, and in terms of keeping our sponsors involved throughout the year. We can't boast enough about our Sponsorship Menu as it has made our overall fundraising efforts much easier. We have continued to refine the package based on the feedback we've received, and have again released an "Early-bird Special" in November that offers discounted pricing through February 2018.

- 2017 proved to be our most successful fundraising year to date. Our success in previous years have allowed us to increase the value of scholarships that we were able to award. We hope to do the same thing for the 2018 year.

#### OTHER CHAPTER HIGHLIGHTS

- We are working to strengthen our chapter's internet/social media presence.
  - We will continue our quarterly newsletters that highlight our chapter's events and members.
  - Our Chapter Board will continue to develop a variety of social media platforms to reach out to our community. We have created a Social Media Committee who will focus on frequent posts, and create mini-contests at our events that encourage our members to participate.
  - We will offer social media-specific benefits in our Sponsorship Menu.
  - We will create printed media that falls in line with our digitally distributed marketing to hand out as a simple yet strong reminder.
  - We have created a Marketing Chair position, with the aim of seeking more involvement from the culinary, healthcare & property management branches of our local hospitality realm.
  - We have nominated a Student Representative for the 2018 year, and we will use this opportunity to really push student interest and involvement.
- We look forward to an amazing 2018 board with many members continuing, and several wonderful new members coming on-board. This iteration of our board promises to be the most energetic, enthusiastic and creative yet!

#### ISSUES THAT CHAPTER WOULD LIKE HELP

- None at this time. We are feeling very strongly about the ability of the current chapter, and will reach out as necessary.

### SAN FRANCISCO BAY AREA

Janine Peluffo & Rachael Wilson, delegates

*chartered June 1, 2010*

#### MEMBERSHIP

Membership report: April Associate Members: 35 Chapter Business Courtesy Members: 33 Chapter Business Members: 8 Chapter Level Business: 14 Chapter level business top tier- 1 Corporate Partner Courtesy Member: 9 Corporate Partner Member: 2 Educational Professional: 7 General Membership: 108 Honorary Membership: 11 Student Membership: 44 Grand Total: 272

#### PROGRAMMING

Programming: In January we had a well-attended membership drive and happiest hour. It was hosted by the newly opened Hotel Design Lab- A collaborative manufacturer and design showroom. In February we honored both our Top ID's and scholarship recipients at our sold out Gala. In March we enjoyed amazing views from the rooftop of the newly opened Hotel Via, across the street from AT&T Park (home of the giants). We were also able to tour a couple room options. April 17th will be our sustainability event at Airbnb.

#### SCHOLARSHIP

Scholarship: It was an honor to meet and mingle with our scholarship winners at our awards Gala. We are currently planning our outreach and scholarship events and timeline for the next round.

#### FUNDRAISING

Our Scholarship Gala was a sold out success. We are awaiting our final results of activity report. We are currently soliciting locations for Wine By Design so we can put out a save the date.

#### OUR CHAPTER/REGION WOULD LIKE HELP WITH

Recruitment. Within our board we are facing potential moves, and life changes. How to operate with a limited board.

*Staff Notes- Quality vs quantity of events will help with board member time. In addition, high quality events will attract better attendance and at that event have a sign up for exact positions/committees you need assistance with. In addition, keep an eye on those that seem to attend all of your events and directly ask if they could assist.*

### SOUTH FLORIDA

Anastasia Davis & Christian Triana, delegates

*chartered October 2, 2003*

#### MEMBERSHIP

- Our chapter has a current enrolment of 246 total members

which appears to be lower than previous reports due to some student memberships not renewing. We also have a total of 15

Chapter Level Business Members and have had 2 firms apply for the Top Tier Business Level Membership recently.

- We have integrated more options for membership sign-up during our events (join now and save) type options as recommended in past meetings by other chapters. We have noticed that it has helped to increase membership at a steady pace each month. Additionally, we added a Members Only event to honor the Top ID that has required membership to attend. Given its popularity, we have secured additional memberships as a result of this event/drive.

**PROGRAMMING**

- Our year has been fully mapped out with Mingles on the 4th Thursday of every month but with a greater focus on adding programs to the mingles and prioritizing TOP ID firms. In an effort to cover the three counties that encompass our chapter, we have continued alternating the Mingles between Miami, Fort Lauderdale and Palm Beach.
- We had our first full Student Day event at FIU wherein we partnered with the school and other organizations to provide a day full of programming for graduating design students. We were able to display a booth for NEWH as well to help encourage more student membership as well as inform students about upcoming scholarship opportunities.
- We continue to focus on providing more mingles and tours. As mentioned above, our Members Only TopID brunch in April will also have a panel comprised of the past 2 years TopID winners as well as some NEWH South Florida founding board members. Coupled with more tours, we hope members will continue to find value in our programs and networking opportunities.

**SCHOLARSHIP**

- This year, our goal has increased to award \$15,000 with a serious consideration to raise the amount via a mid-year vote/motion as our additional fundraising efforts prove to be successful.

**FUNDRAISING**

- In May we have our first official fundraiser (Bowling) and have already sold several lanes. We are confident this will continue to sell out as it has every year.
- We have rebranded our second annual fundraiser (award show and scholarship dinner) to be the Golden Palm Awards. It remains a Masquerade theme and has already raised more funds

than all prior years to date. This year we have changed the venue given the extraordinary success it had last year and hope to raise the bar with each coming year.

- Our Wine & Design quarterly fundraiser are also a supplemental boost to our fundraising efforts. While we came short of the 40% profit in the first event, we will strive to better budget to meet that in our June and September events.

**OTHER CHAPTER HIGHLIGHTS**

- We are very excited to be the Host Chapter for the 2019 Leadership conference and look forward to being able to contribute to this great event in the months to come. We have already seen interest in our South Florida membership to join a committee. We hope that this involvement can spark interest in future interest in joining our board.

**ISSUES THAT YOUR CHAPTER WOULD LIKE HELP WITH**

- We continue to look for ways to increase designer and architect participation and paid memberships.
- We are interested in hosting one of the newly launched BrandED events and would like information on how to do so.
- We are also interested in participating in one of the Women in Business sessions as well.

*Staff Note: Please contact Debbie McKelvey if you are interested in hosting a BrandED event - debbiemckelvey@bernhardt.com and Jena Seibel in the NEWH office. Please contact [jena.seibel@newh.org](mailto:jena.seibel@newh.org) regarding Women in Business session. Regarding designer and architect participation- high quality events geared at target attendees will increase attendance and participation. What are they looking for? What type of event would they attend? Typically, high quality events- CEU, panel discussion then a hotel tour all combined together will yield a higher attendance vs a single event. In regards to membership what benefits are your current design firms receiving? Are you highlighting their projects on Instagram or facebook? Are you touring their projects? Are they asked to be speakers at your events so they can highlight their companies as well?*

**SUNSHINE**

Leslie Anderson & Shana McCullough-Downing, delegates

*chartered September 1, 1996*

**MEMBERSHIP**

We had our annual Membership Drive on March 7th at the Enzian and it was a huge success despite some chilly Florida weather. We gave away prizes for renewing memberships including but not limited to tickets to the Enzian Theater as well as tickets to our fundraiser, Havana Nights. Check out our cool Marquee!!! We also were collecting outdated Library Materials to redistribute to the local Colleges and Universities.



Membership Drive on March 7th as well. We were fortunate enough to have all of the firms represented to receive their gorgeous awards. We have the IOA Corporate 5K on Thursday April 12th that the Sunshine Chapter has its own team. We are meeting before, after and even during the race at Muddy Waters to gather. Our Trade Show will be on May 15th at the Rosen Centre. We will be having a panel discussion prior to the trade show. The night prior to the Trade Show, May 14th we will have a Pre-Trade Show Networking Event at Blue Martini. Please join us for all of these fun upcoming events.

**SCHOLARSHIP**

The Sunshine Chapter was honored to grant \$18,000 in Scholarships to five (5) students in 2017. The students were presented with large "check" at the Under the Big Top Fundraiser on October 6th. The 2017 Sponsorship recipients are: Jessica Marie Gervikas – \$5,000.00 – Florida State Caroline Fields – \$5,000.00 – Florida State Sarah Wallstedt – \$3,500.00 – Florida State Hannah Christine Hiler – \$2,500.00 – University of Central Florida – Rosen College of Hospitality Management Erson Pierre – \$2,000.00 – Valencia College. We have a team working to bring more awareness at each of our assigned Universities and Colleges. We are looking at having more interactions with the students at their location and bringing more awareness to all we do.

**PROGRAMMING**

The Sunshine Chapter recognized our 2018 Top ID Winners at the

## FUNDRAISING

Our Main Fundraiser for 2018 will be on October 19th at 1010 West in downtown Orlando. Our theme this year is Havana Nights and we can promise another evening full of entertainment, networking, great food and drink and a fabulous presentation of our scholarship winners for the year. We already have some sponsorships sold out, reach out to us soon if you are interested in participating in this fantastically fun event!

## OTHER HIGHLIGHTS

The Sunshine Chapter has been very successful in collecting outdated Library Materials to recycle to our Local Colleges and

Universities. We have been donating all of the design supplies that are collected and the students and professors have been very excited to have new tools to work with.

## WE WOULD LIKE HELP WITH:

Strategies to engage members outside of the Orlando area (Jacksonville, Tampa, etc.) *Staff Note- Hosting a high quality event in this area – CEU, panel, followed by a tour all in one night may assist in attracting a higher attendance. Perhaps it's only once a year that an event is hosted in these areas but it's of high/good quality.*

## TORONTO

Nicole Fizzard, president

chartered November 18, 2004

## MEMBERSHIP

Our Membership remains as follows:

13 Associate Members	1 Business Plus Courtesy
32 General Members	5 Corporate Partner
22 Chapter Business Courtesy	13 Educational
1 Chapter Business Member	24 Student Members
11 Business Chapter Level	

We are aiming to increase our membership to 150 this year.

## PROGRAMMING

We are extremely excited for this year's calendar of events. We have issued "Save the Dates" via social media for the following events: May 8th – Beverages & Bites hosting at Partisans, July 10th- Wine & Cheese at the acclaimed Cheese Boutique, October 17th – foodie Design Crawl and November 20th – RECROOM YYZ tour Toronto's hottest new entertainment destination designed by MackayWong - Strategy and Design architects.

## SCHOLARSHIP

We have \$1000 dedicated to Ryerson university for this year. We continue to work on our fundraising initiatives in an effort to build our scholarship funds this year.

## FUNDRAISING

We are continuing to finalize details of a bowling tournament which proceeds will determine whether we require a second event or not for fundraising. This should be completed in the coming month.

## OTHER CHAPTER HIGHLIGHTS

We welcomed 3 new board members this year and are excited about supporting everyone in their new role and ganging with our membership with very exciting new events!

## OUR CHAPTER/REGION WOULD LIKE HELP WITH

We continue to look for new candidates to fill vacant board positions and encourage chapter members to volunteer with various events. We would also like to see more Design Firms and Vendor applications to the chapter. *Staff Note- Keep asking as you are doing already. Be specific in what you need for a committee member therefore the person knows what's directly involved in helping. Regarding membership applications, it will be showing them WIFM- What's in it for me? Highlighting member design firms on Facebook and Instagram. Offering sponsorships first to vendor members and if sponsorships are an issue remember programming drives all. High quality programming drives attendance which will drive sponsorship.*

## UNITED KINGDOM

Jonathan Young, president

chartered June 12, 2002

## MEMBERSHIP REPORT

The UK continues to recruit new members but unfortunately, we are currently losing those members not renewing their subscriptions. These are due to a number of reasons, including not receiving notification, but as our Membership Director, Karolyn Kirsch is on maternity leave we have asked Kevin Swart to take on the responsibility of membership with the support of the wider Board, who will be focusing on membership renewals. Our goal for 2018 is to break the 100-member barrier, not including corporate sponsor memberships. I am confident we can carry this out as we have some momentum behind the chapter that we need to capitalize upon.

## PROGRAMMING

Our programming schedule for 2018 is very exciting, and I am pleased to report we have a very varied list of events. Hannah Rogers is working hard to provide the members with a number of events, and in April we have three planned in one month which includes a Photography Class on April 5th, our 2nd Annual Golf Tournament on April 20th, and a hotel tour at the new Indigo Hotel in Leicester Square London on April 26th. All these events are expected to sell out showing the enthusiasm the chapter is receiving from suppliers and designers.

This has come off the back of a very successful Top ID Event we had in February where we showcased and recognised the recipients of the award who were RPW, AD Associates, and Woods Bagot.

We will be planning a "Graffiti" event aimed at the design community in May on the back of the successful "Origami" event we had last year, and then our big Annual Fundraising event with a Round-table

discussion is planned for June 14th at the Marriott County Hall Hotel in London. We are working on sponsors and roundtable hosts currently.

Also in the works is a potential joint event with BIID (British Institute of Interior Designers) that will focus on student mentoring. We are aiming at having this in the summer and give students an opportunity to ask questions and network with key figures in the hospitality design market. Finally, we will continue with our London Socials every quarter where we find unique and interesting venues for networking opportunities.

## SCHOLARSHIP

Libby Bull, our Scholarship Director, is really driving the scholarships with a real passion and is looking at expanding the design colleges with work with as a chapter. We will continue our relationship with Ravensbourne College, but hope to work with Nottingham Trent University and Brighton Design College as well in order to support the students working on Interior Design degrees. Each college has set their 2nd year students a design brief and the Top 10 will be judged at the end of May by an industry panel which will include an impressive list of designers, suppliers, and media from our industry, including Caroline Cundall from IHG, Cristina Laurijssen from Rosewood Hotels, Sarah Williams from HBA, Gary Bridge, Design Director from Axminster Carpets, and SPACE magazine's editor Can Falk.

## FUNDRAISING

Our Annual Fundraiser is now confirmed for Thursday June 14th at the Marriott County Hall Hotel in London. This hotel has recently been refurbished and designed by RPW Design, one of our Top ID

winners. This year we will kick off the event with a Roundtable event at around 3.30pm with industry figures hosting a table of suppliers, students, and designers. Hosts already recruited include Daniel Englander from Benjamin West, Elizabeth Lane from RPW, Caroline Cundall from IHG, and David McCarthy from AD Associates. Ideally we would like to get a hotel operator/owner from the US as well. Our Fundraiser will commence at 6.30pm and will include the presentation of the scholarship awards to the deserving students.

**OTHER CHAPTER HIGHLIGHTS**

Our relationship with SPACE magazine continues to grow as they provide us with coverage in all their issues. Their hospitality publication is receiving great reviews and is aimed primarily at the UK and European hotel market, and Kathryn Quinn, our Marketing Director is submitting contact for each edition, the latest of which highlights our recent Top ID Event.

Our Board also continues to evolve with our most recent member Alison Kells from Ulster Carpets.

**VANCOUVER REGIONAL**

Alex Jones, steering committee chair

**MEMBERSHIP**

Membership has been increasing since our very popular Fall event. We signed on two major design firms to Chapter Business.

**PROGRAMMING**

We have planned our events for the rest of the year and are currently in sponsorship mode.

**SCHOLARSHIP**

We are currently waiting for scholarship submissions. We have a lengthy timelines and it has been heavily promoted at the schools. Our scholarship chair is an Instructor so a great influence.

**FUNDRAISING**

We were successful in raising over \$6000.00 at our FALL event and

**ISSUES THAT CHAPTER WOULD LIKE HELP WITH**

Raising our membership is our priority and particularly as it enables us to carry out more events and raise more money for scholarships. We need assistance in making the membership application and renewal system easier and simpler, plus attracting US suppliers and design firms to join as they look to opportunities in the UK and Europe.

*Staff Note: Information collected in the application process allows us to have the information we need to determine membership eligibility. The business information collected is used for the member to be correctly listed in the online Resource Directory and Membership Directory (please check out these two online directories, they are a great resource for our members!) If you know of anyone having difficulties renewing, please ask them to contact newh.membership@newh.org. Typically, the inability to login to the website is due to an outdated email that we have because the office wasn't updated with current information. It's a quick fix on our end so the member can login!*

the addition of new members.

**OTHER CHAPTER HIGHLIGHTS**

We have recruited industry members to our board to assist with sub committees. Included is a social media expert and we are full steam ahead for another successful year.

**OUR CHAPTER/REGION WOULD LIKE HELP WITH**

Finding sponsors! *Staff Note- if you are having a hard time finding sponsors and your events are typically well attended then look at the benefits being offered. What are you not offering that is of interest/benefit to the sponsor? Take a look at other chapter sponsorship menus to get some ideas (available on the website)*

**WASHINGTON DC METROPOLITAN**

Leslie Anderson & Monica Meade, delegates

chartered November 6, 1992

**MEMBERSHIP**

Our 2018 NEWH DC Metro Chapter kicked this year off with a bang! On February 13th we hosted the first membership drive of the year and it did not disappoint. The event titled 'Mugshots & Margaritas' goes in the WIN column! Over 45 people registered (many members) and over 30 attended. The event produced 16 NEW general members and 5 NEW student members!

On March 12th our chapter took its membership recruiting efforts on the road and hosted an NEWH information/membership drive at Marriott International's HQ in Bethesda, MD. A few of our board members: Laurie, Mike and Elle provided goodies with Ailene Werner, member, representing Garrett leather provided gift bags. Several people became members with many interested in joining committees – programming and student outreach were some of the top contenders. Our next NEWH information/membership drive will be planned later this summer and held at Hilton Worldwide, Tysons VA.

Currently, our chapter has 326 members.

**Honorary**

Total for this category: 5

**Student**

Total for this category: 62

Our Chapter continues to see substantial growth with its increased number of new members. Our Membership Committee continues to focus on area design firms in order to increase its membership. Visits will be planned to area A&D firms, with information shared about NEWH, with an emphasis on the many benefits of joining our hospitality industry organization. Membership has decided to shift its focus toward students attending the local Colleges & Universities. Membership will share the new NEWH Scholarship Video (introduced at the 2017 Leadership Conference) along with other information about NEWH. We are excited to see our chapter continue to grow through its new and existing members!

**NEWH REGIONAL TRADE SHOW 2018**

WOW, what an incredibly successful Trade Show! From empowering messages to stunning new products to making connections. We are pleased and so very proud of the tremendous hard work and leadership efforts made by Laurie Woliung, NEWH Trade Show Committee Chair. Our DC Metro Chapter typically generates a great turnout however, this year 400+ attendees joined us as we once again hosted a stellar event on April 12, 2018. This year we included:

**Women in Hospitality: THE TRAILBLAZERS**

Women in critical leadership positions in the Hospitality arena come together to provide insight into their success and the challenges facing women in this industry. A diverse group of women who have and are making significant contributions in the areas of management, branding, design, and strategic direction throughout this transformative industry. Diane Mayer, VP & Global Brand Manager, Marriott International; Jagruti Panwala, Treasurer, AAHOA; Lauren Rottet, Founding Principal, Rottet Studio; Meredith Zimmerman, VP-Design, RLJ Trust; and moderated by Deborah Herman, President/Founder, Fabric Innovations.

In addition, the DC Metro Chapter recognized its 2018 Top ID Firms: Forrest Perkins, Streetsense and M Design Studio. Lastly Laurie Woliung, NEWH Regional Trade Show Chair & Valerie Coleman, Executive Advisor, were both recognized and awarded for each of

**Membership Breakdown:**

<b>Associate</b>	Total for this category: 67
<b>Business Plus Courtesy Member</b>	Total for this category: 1
<b>Chapter Business Courtesy Member</b>	Total for this category: 25
<b>Chapter Business Member</b>	Total for this category: 7
<b>Chapter Level Business</b>	Total for this category: 9
<b>Chapter Level Business - Top Tier</b>	Total for this category: 1
<b>Corporate Partner Courtesy Member</b>	Total for this category: 11
<b>Corporate Partner Member</b>	Total for this category: 1
<b>Education Professional</b>	Total for this category: 12
<b>General</b>	Total for this category: 125

their 10 years of service to our Board of Directors.

We had an impressive record attendance of 300+ at the Pre-Tradeshaw Event held at Pinstripes Bethesda, April 11, 2018. We'd like to thank the vendors, sponsors, and board members for once again making this an excellent experience for all who participated.

**SCHOLARSHIP**

The NEWH Washington DC Chapter raises money throughout the year for student scholarships and provides FUNdraising events targeting industry insiders and NEWH members. This year the Chapter celebrates its 25th Year and with that we are targeting scholarship contributions of \$100,000. Our Chapter scholarship officially opened on Thursday April 5, 2018. Based on the interest expressed this year and the great job our Scholarship Director and her committee did last year we anticipate a record number of applicants to select from. We are planning another Glitz & Glamour Scholarship Awards Event (SAE) to celebrate our award recipients in the fall.

**PROGRAMMING:**

Pre-registration RECORD! With 60 people having pre-registered for our 1st Hotel Tour of the year, we knew it would be a great success!! On March 29th we all got an awesome opportunity to experience the Beautiful and Exceptionally well designed Canopy Hotel by Hilton - Thank you to everyone for making it a fun and educational event.

*Next Programming Events:*

- Educational Event / Around Next Gen (June)
- Summer Hotel Tour: Sagamore Pendry in Baltimore MD (August)
- Scholarship Awards Event (SAE) (September)

Lastly, Verve Collaborative, initiated our chapters first ever "Instagram Takeover" (for reps and design firms). We have formulated a brief list of rules for conduct on our social media page which was approved by the board. Looking forward to all of the fun and inspiring post from all who participate within our hospitality community!

**COMMUNITY SERVICE:**

Our Community Service Chair has identified the following Service Projects/Goals for 2018

1. St. Ann's Multipurpose room renovation
  - Complete design review
  - Finalize donations to project for FF&E and construction
  - Solicit needed materials
  - Present to Sister Mary
2. Katherine Hanley Family Shelter - Diaper and Wipes drive
3. Montgomery County Humane Society Supplies drive

**BrandEd:**

Marriott Internationals Delta Hotel Brand will be the first in a series of Brands highlighted in our region. Debbie McCelvey, Director of BrandEd, along with her committee have secured a date in late June to host the event. Four speakers from the Delta Hotel Brand will participate in a panel discussion. The audience will be geared towards Designers, Project Managers, Architects, Owners'. Stay tuned, more information to follow...

**MARKETING**

With great leadership by our Marketing Director, our marketing efforts for the year are off to a wonderful start. Social media is up and running, with a growing number of followers on LinkedIn, Instagram, Face Book and Twitter. Our updated website is also underway.



**FUNDRAISING:**

The focus will be on the NEWH GOLF TOURNAMENT, our chapters' signature fundraising event. On February, 24th a deposit for the Golf Tournament was made to secure the venue for the event scheduled for Monday October 1, 2018. The Fundraising committee has grown to 10 people total and look forward to an amazing year raising money to meet our chapters' goals.

*"My thought for this year's event, how about celebrating the local creatives who are inspiring our professions but also inspiring to do good for our community. There are incredible women/men who are chefs, owners, creatives that are changing the hospitality, and retail experience in DC. I was thinking this year we celebrate local, we celebrate diversity, and celebrate the creatives that are changing our way of thinking. Socially these are all conversation starters, and really showcase the good we are doing within our own industry as well. Making this event more than just a tournament, but making it a social experience that people will remember."*

- Lauren Mikus, Fundraising Director

**ISSUES THAT YOUR CHAPTER WOULD LIKE HELP WITH:**

- None at this time

*Cheers to our Outstanding Board of Directors and phenomenal team of Committee Volunteers... Way to go DC Metro for sharing the mission of the NEWH organization and growing our awesome chapters' membership!*

**ADDENDA**

**MOTION TO APPROVE MINUTES**

Date: May 1, 2018

Motion Number: 1

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

Motion seconded by: \_\_\_\_\_

VOTE COUNT: STATUS OF MOTION:  
YEA: \_\_\_\_\_ NAY: \_\_\_\_\_ ABSTENTION: \_\_\_\_\_ Carried:  Defeated:

**MOTION TO AMEND BUDGET TO ACCOMMODATE NEWH COLLEGE OF FELLOWS**

Date: May 1, 2018

Motion Number: 2

I, Fernando Diaz, move to add \$18,000.00 to the 2018 NEWH budget to cover the cost of travel for NEWH College of Fellows nominees. NEWH would be covering airfare and two nights lodging to the NEWH 2019 Leadership Conference, where the nominees would be inducted into the College of Fellows. The committee will nominate no more than 20 NEWH members for this honor. NEWH will reimburse based on receipts or can book flights for nominees.

Motion seconded by: \_\_\_\_\_

VOTE COUNT: STATUS OF MOTION:  
YEA: \_\_\_\_\_ NAY: \_\_\_\_\_ ABSTENTION: \_\_\_\_\_ Carried:  Defeated:

**MOTION TO AMEND BY-LAWS**

Date: May 1, 2018

Motion Number: 3

I, Trisha Poole, move to change the By-laws:

**CURRENT** (from By-laws):

5. The Chapter Vice President/Administration and Vice President/Development shall be delegates to the NEWH, Inc. Board of Directors. In addition, each Chapter shall have two delegates. When a chapter's 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 Steering Committee Chair. Such an appointment shall not count as a term as a NEWH, Inc. delegate.

**PROPOSED:**

5. The Chapter Vice President/Administration and Chapter Past President shall serve as the Delegates to the House of Delegates of the NEWH, Inc. Board of Directors. When a chapter's voting membership reaches 400 they will be granted a third delegate. The Executive Advisor 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 Steering Committee Chair. Such an appointment shall not count as a term as a NEWH, Inc. delegate.

**NOMINATION PROCEDURES:**

*The NEWH, Inc. Board of Directors is elected biennially from the seated board members and the members of the House of Delegates.*

*To be eligible for nomination as a Director on the NEWH Board of Directors, a nominee must have served two years as Delegate in the House of Delegates, and if a nominee has served previously as Director, he or she must not have been off the Board of Directors more than five (5) years.*

Motion seconded by: \_\_\_\_\_

VOTE COUNT: STATUS OF MOTION:  
YEA: \_\_\_\_\_ NAY: \_\_\_\_\_ ABSTENTION: \_\_\_\_\_ Carried:  Defeated:

**MOTION TO ADJOURN**

Date: May 1, 2018



Motion Number: 4

I, \_\_\_\_\_, move to adjourn the NEWH, Inc. Board of Directors Meeting.

Motion seconded by: \_\_\_\_\_

VOTE COUNT:

YEA: \_\_\_\_\_

NAY: \_\_\_\_\_

ABSTENTION: \_\_\_\_\_

STATUS OF MOTION:

Carried:

Defeated:

## **NEWH - Fellow Membership**

### **Purpose:**

The purpose of the Fellowship Membership is to establish the highest level of Membership for NEWH. This membership level will be the highest honor for any member involved with the organization and within the Hospitality Industry.

### **Criteria:**

- A current member of NEWH that is currently and has been in good standing for 10 years.
- Nominee must exhibit the highest level of ethical conduct and professionalism in the Hospitality Industry. Examples of these items must be included in the nomination form with 8 references from peers in the hospitality industry and at least 2 other references from outside of the Hospitality industry.
- Nominee must have excellent leadership skills.
- Nominees must have contributed to mentoring at least 2 individuals in the Hospitality Industry.
- Nominee must have an exemplary career in the Hospitality Industry.

### **Nomination Process:**

Fellowship Nominations can be made as follows:

1. The Chapter (or Chapter Board) can nominate a member to be an NEWH Fellow. The nomination form must be signed by 8 NEWH Members that are in good standing with NEWH, including the President or President Elect of the Nominating Chapter and by 2 Individuals outside the Hospitality Industry.
2. A Member of NEWH can nominate another member or nominate themselves. The nomination must be signed by 8 NEWH Members that are in good standing with NEWH and by 2 Individuals outside of the Hospitality Industry.

### **First Fellows-**

- The number of the first Fellows will be up to 20 for the first year. For each year following the number will be up to 12.
- The Deadline for Fellow Nominations will be Sept. 1<sup>st</sup>, 2018. Nominations to be submitted on the NEWH, Inc. website. The first fellows will be announced at BDNY 2018 and inducted into the NEWH Fellowship at the 2019 Leadership Conference.
- Selections would be finalized the first year by committee- Fellowship committee: Fernando Diaz, Helen Reed, Leigh Mitchell plus two other Members of NEWH, Inc.

## **NEWH – Fellow Membership Submission Guidelines**

### **Section 1: Introduction**

#### **Profile:**

Please fill out the Nominee and Nominating Member contact information at the Fellows link at [www.NEWH.org](http://www.NEWH.org)

#### **Nomination Process:**

The Fellowship nomination may be made in one of the following ways:

- By Chapter – If by Chapter the nomination must have the signature of 8 Professional NEWH Members in good standing, including the signature of the nominating Chapter's President or President Elect, as well as, the signatures from 2 individuals outside the Hospitality Industry.
- By an NEWH Member or Fellow. The nomination must have the signature of 8 Professional NEWH Members in good standing, as well as, the signatures from 2 individuals outside the Hospitality Industry.

#### **Statement of Achievement and Educational Background**

The Statement of Achievement is limited to 250 words on one page and needs to include a list of the Nominee's accomplishments which must show achievements on a National or International level in the area of Hospitality. The list should validate the contributions that the Nominee has made to NEWH and the Hospitality Industry.

Include the Nominees complete Educational background information.

### **Section 2: Documentation of Career and Personal Accomplishments:**

Part A: Involvement with NEWH, Inc.

-The Nominee must include in this section 5 ways that they have had a leading role in NEWH at the Chapter Level or the International Level.

Part B: Leadership, Recognition and Knowledge

Nominee to include bulleted list of significant awards, honors, and recognition that the nominee has received throughout their career and include publications, books or research documents written by or about the nominee.

Part C: Service and Volunteerism

Nominee to include a bulleted list of their volunteer contributions and philanthropic participation

### **Section 3: Letters of Reference and Nominating Member Letter**

Reference Signatures: Nominations sponsored by the Chapter are to have 8 Letters of Reference from NEWH Members including one letter or Reference from the Nominating Chapter's President or President Elect and 2 other references from outside NEWH/Hospitality Industry. Self-Nomination or those sponsored by Individual NEWH members should include 8 Letters of Reference from NEWH members endorsing the nomination and 2 other references from outside NEWH/Hospitality Industry.

**Deadline: September 1, 2018**

## NEWH 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.

### Leadership

A member who is elected or appointed to one of these positions acquires a second set of rights and responsibilities, in addition to those which are theirs as a general member.

#### Rights

It is the right of NEWH, Inc. Leaders to:

- Receive adequate and competent direction and support from other leaders of the organization;
- Have the support and cooperation of the membership of the organization;
- Depend on the membership to accord them the courtesies of meeting protocol and group etiquette; and
- Expect support of the industry when organization sponsored events serve industry interests.

#### Responsibilities

As an NEWH, Inc. Leader it is their responsibility to:

- Know the duties of the position to which they were elected or appointed;
- Review the tenets and objectives of the organization;
- Review the NEWH, Inc. By-Laws and Board Handbook for policies of the organization and the position to which they were elected or appointed;
- Act with the care that a reasonably prudent person in a similar position would use to perform their duties under similar circumstances, and must perform their duties in good faith and in a manner they reasonably believe to be in the best interest of NEWH, INC.;
- Use disciplined judgment in making fiscal decisions;
- Refrain from engaging in personal activities which would injure or take advantage of NEWH, INC.;
- Not use their position of trust and confidence to further their private interests;
- Study and practice good leadership skills and techniques;
- Serve all members, not just a selected few; and
- Bring genuine interest, enthusiasm and sufficient time to their duties to discharge their responsibly.

#### They Will Not

- Realize secret profits or unfair gain through personal transactions with or on behalf of the NEWH, INC.;
- Compete with NEWH, INC. to its detriment;
- Usurp an opportunity of NEWH, INC.;
- Realize personal gain from use of material, non-public information; and

- Will avoid even the appearance of a conflict of interest.

### **NEWH Board Code of Ethics**

As a member of the Board of Directors of NEWH, Inc. or any of its chapters, I will:

- Represent the interest of all the people served by this nonprofit and not favor special interest inside or outside the organization
- Not use the nonprofit or my service on the board for my own personal advantage or for the advantage of my friends, relatives or supporters
- Keep confidential information confidential
- Respect and support majority decisions by the board
- Approach all board issues with an open mind, prepared to make the best decisions for everyone involved
- Prior to election or appointment, disclose any personal, professional or legal matters that might reasonably cause embarrassment if subsequently associated with my NEWH leadership position, including without limitation any conviction of a felony or crime of moral turpitude, termination of employment for cause, and involuntary dismissal from a position of leadership in another nonprofit organization.
- Do nothing to violate the trust of those who elected or appointed me to the board or those served
- Focus my efforts on the mission of this nonprofit and not on my personal goals
- Never exercise authority as a board member except when acting in a meeting with the full board or as I am delegated by the board
- Consider myself a “trustee” of this nonprofit corporation and do my best to ensure that it is well maintained, financially secure, growing and always opening in the best interest of those we serve
- I have read, understand and agree to abide by this Code of Ethics

### **SUCCESSION PLANNING: NEWH, Inc. Board of Directors Eligibility Policy**

NEWH, Inc. and its chapters are governed by the NEWH, Inc. Executive Committee, Board of Directors, and House of Delegates. The governing body is made up of representatives of all NEWH, Inc. chapters worldwide. Each member of the NEWH, Inc. Governing body shall:

- Know the duties of the position to which they were elected or appointed;
- Review the code of belief and objectives of the organization;
- Review the By-laws and the Procedure Manual for policies of the organization and the position to which they were elected;
- Act with the care that a reasonably prudent person in a similar position would use to perform their duties under similar circumstances, and must perform their duties in good faith and in a manner they reasonably believe to be in the best interest of the NEWH, Inc.;
- Refrain from engaging in personal activities which would injure or take advantage of the NEWH, Inc.;
- Not use their position of trust and confidence to further their private interests;
- Realize secret profits or unfair gain through personal transactions with or on behalf of the NEWH, Inc.;
- Compete with the NEWH, Inc. to its detriment;
- Usurp an opportunity of the NEWH, Inc.;
- Realize personal gain from use of material, non-public information;
- Will avoid even the appearance of a conflict of interest;
- Study and practice good leadership skills and techniques;
- Serve all members, not just a selected few;
- Bring genuine interest, enthusiasm and sufficient time to their duties to discharge their responsibly; and
- Understand the actions of the Executive Committee and Board of Directors and report back to the Chapter Board of Directors.

### **House of Delegates**

The chapter representatives will sit in the House of Delegates, a non-voting section of the NEWH, Inc. Board of Directors. In addition to the above, the Delegate shall:

- Identify needs of chapters and flush out before bringing to the NEWH, Inc. Board of Directors;
- Participate in special focus groups; and
- Understand the actions of the Executive Committee and Board of Directors and report back to the Chapter Board of Directors

*The delegate is elected for a two (2) year term and may hold the position of delegate for five (5) concurrent terms before leaving the NEWH, Inc. Board of Directors. Each chapter elects one or more delegates based on the number of members in good standing at the time of election. A member of the House of Delegates may run for a position on the NEWH, Inc. Board of Directors after serving two (2) years in the House of Delegates.*

### **Board of Directors**

The Board of Directors conducts the business of NEWH, Inc. at board meetings held three times per year. Each Director has responsibility for a specific area of the business of NEWH, Inc. and shall form a committee to help conduct that business. In addition to the above, the Director shall:

- Conduct the business of the organization;
- Establish a committee to help conduct NEWH, Inc. business and to create a larger knowledge base within the organization;
- Facilitate a minimum of two (2) conference calls per year with chapter board members; and
- Understand the actions of the Executive Committee and Board of Directors and report back to the Chapter Board of Directors.

*The NEWH, Inc. Board of Directors is elected bi-annually from the seated board members and the members of the House of Delegates. To be eligible to hold a position on the Board of Directors, the person must have sat in the House of Delegates for two*

*terms and not have been off the governing body for more than four (4) consecutive years. A member can only serve three (3) consecutive terms on the Board of Directors.*

### **Executive Committee**

The Executive Committee of NEWH, Inc. conducts the business of NEWH, Inc. between the regularly scheduled board meetings. Officers of NEWH, Inc. are responsible for the Directors listed under them on the NEWH, Inc. Organizational Chart. In addition to the above, the Director shall:

- Conduct the business of the organization;
- Participate in semi-monthly Executive Committee meetings held via teleconference calls; and
- Provide leadership to those Directors in their immediate reporting relationship.

*NEWH, Inc. Officers are elected bi-annually from the current Executive Committee and seated Board of Directors. To be eligible to hold a position on the Executive Committee, the person must have sat on the Board of Directors for one term (2 years) prior to running. A member holding an elected position Executive Committee can only serve three (3) consecutive terms.*

## **TWELVE PRINCIPLES OF GOVERNANCE THAT POWER EXCEPTIONAL BOARDS**

Exceptional boards add significant value to their organizations, making a discernible difference in their advance on mission. Good governance requires the board to balance its role as an oversight body with its role as a force supporting the organization. The difference between *responsible* and *exceptional* boards lies in thoughtfulness and intentionality, action and engagement, knowledge and communication. The following twelve principles offer **chief executives** a description of an empowered board that is a strategic asset to be leveraged. They provide **board members** with a vision of what is possible and a way to add lasting value to the organization they lead.

### **CONSTRUCTIVE PARTNERSHIP**

Exceptional boards govern in constructive partnership with the chief executive, recognizing that the effectiveness of the board and chief executive are interdependent. They build this partnership through trust, candor, respect, and honest communication.

### **MISSION DRIVEN**

Exceptional boards shape and uphold the mission, articulate a compelling vision, and ensure the congruence between decisions and core values. They treat questions of mission, vision, and core values not as exercises to be done once, but as statements of crucial importance to be drilled down and folded into deliberations.

### **STRATEGIC THINKING**

Exceptional boards allocate time to what matters most and continuously engage in strategic thinking to hone the organization's direction. They not only align agendas and goals with strategic priorities, but also use them for assessing the chief executive, driving meeting agendas, and shaping board recruitment.

### **CULTURE OF INQUIRY**

Exceptional boards institutionalize a culture of inquiry, mutual respect, and constructive debate that leads to sound and shared decision making. They seek more information, question assumptions, and challenge conclusions so that they may advocate for solutions based on analysis.

### **INDEPENDENT-MINDEDNESS**

Exceptional boards are independent-minded. They apply rigorous conflict-of-interest procedures, and their board members put the interests of the organization above all else when making decisions. They do not allow their votes to be unduly influenced by loyalty to the chief executive or by seniority, position, or reputation of fellow board members, staff, or donors.

### **ETHOS OF TRANSPARENCY**

Exceptional boards promote an ethos of transparency by ensuring that donors, stakeholders, and interested members of the public have access to appropriate and accurate information regarding finances, operations, and results. They also extend transparency internally, ensuring that every board member has equal access to relevant materials when making decisions.

### **COMPLIANCE WITH INTEGRITY**

Exceptional boards promote strong ethical values and disciplined compliance by establishing appropriate mechanisms for active oversight. They use these mechanisms, such as independent audits, to ensure accountability and sufficient controls; to deepen their understanding of the organization; and to reduce the risk of waste, fraud, and abuse.

### **SUSTAINING RESOURCES**

Exceptional boards link bold visions and ambitious plans to financial support, expertise, and networks of influence. Linking budgeting to strategic planning, they approve activities that can be realistically financed with existing or attainable resources, while ensuring that the organization has the infrastructure and internal capacity it needs.

### **RESULTS-ORIENTED**

Exceptional boards are results-oriented. They measure the organization's progress towards mission and evaluate the performance of major programs and services. They gauge efficiency, effectiveness, and impact, while simultaneously assessing the quality of service delivery, integrating benchmarks against peers, and calculating return on investment.

### **INTENTIONAL BOARD PRACTICES**

Exceptional boards purposefully structure themselves to fulfill essential governance duties and to support organizational priorities. Making

governance intentional, not incidental, exceptional boards invest in structures and practices that can be thoughtfully adapted to changing circumstances.

### CONTINUOUS LEARNING

Exceptional boards embrace the qualities of a continuous learning organization, evaluating their own performance and assessing the value they add to the organization. They embed learning opportunities into routine governance work and in activities outside of the boardroom.

### REVITALIZATION

Exceptional boards energize themselves through planned turnover, thoughtful recruitment, and inclusiveness. They see the correlation between mission, strategy, and board composition, and they understand the importance of fresh perspectives and the risks of closed groups. They revitalize themselves through diversity of experience and through continuous recruitment.

### Board Resources - ONLINE

**Does your board have the resources and information available to have a successful year?** Do all board members know exactly what is expected of them in their position? Encourage your board members to utilize the Board Resources section online for templates and helpful resources to help them in their position. If you appoint new directors/chairs throughout the year, share the job description with them that can be found in the Board Resources.

**NOTE:** you must be logged in to the website in order to see the NEWH Board Resources menu item on the bottom of the page – if you have problems logging in, please contact Diane at the NEWH office to reset your login.

On the bottom of the home page in the blue area, you will see NEWH Board Resources under the Resources menu.



You will then see a directory of resources included under each discipline. Look around at the resources available for anything that may pertain to you and make your job easier!

## NEWH Board Resources

### General Resources

The Structure of your Board of Directors  
Chapter Organization Chart  
Chapter Board Member Job Descriptions  
Chapter Business Plan Template  
Commercialism Policy/NEWH Logo Usage  
Joyce L. Johnson Award / Recognition of Excellence  
Corporate Partner Signage  
NEWH By-laws  
Quarterly Conference Calls/Webinar Schedule and Minutes  
Chapter Calendar  
Mandatory Chapter Director Webinar Training

### Board Meeting Resources

Board Meeting Agenda  
Board Meeting Minutes  
Motion Form  
Who Can Vote?  
Reporting to the Board  
Achieving Consensus  
The Art of Delegation  
Communicating with your Chapter Membership  
Conflict of Interest/Code of Ethics  
Dealing with Conflict  
Decision Making  
Motions  
Who Can Vote on your Board  
Parliamentary Procedure  
Project Scope Document  
Quarterly Conference Calls/Webinars

### Board Training

Board Orientation/Training for Full Board  
Chapter Board Member Job Descriptions  
Quickbooks Seminar  
Smart Goals  
Training PowerPoints for each Board Position

### Financial Support

Budget Calculator  
Check Request  
Contracts  
Event Invoice  
Tax Exempt Explanation  
Travel Reimbursement

### Marketing

Chapter Newsletters  
NEWH Corporate Partners  
Commercialism Policy and NEWH Logo Guidelines  
Social Media Guidelines  
Promoting NEWH and your Chapter  
Marketing Materials – Ordering  
Photography Release  
Press Release Template  
Banners

### Membership

Member Interest Survey  
Membership Director Information  
Membership Drive  
New Member Welcome  
Renewal Reminder



<p><u><a href="#">Nominations</a></u></p> <p>Nomination Timeline Job Descriptions Chapter Board Organization Chart</p>	<p><u><a href="#">Programming/Fundraising</a></u></p> <p>Programming vs Fundraising Event – What's the difference? Budget Calculator Catering Checklist Certificate of Insurance Form Communicating with your Chapter Membership Corporate Partner Signage Contracts Contribution/Sponsor Acknowledgement (Thank you letter) Event Badge Templates Funds – What's Required and Distribution Event Sponsorship Request Letter Liquor Policy Program Script Results of Activity Reporting – Programming Results of Activity Reporting – Fundraising Setting your Plan for the Year Speed Mentoring Event Sponsorship Agreement Sustainability Programming</p>
<p><u><a href="#">Regional Groups</a></u></p> <p>Establishment of a Regional Group Regional Group Application Regional Group Manual</p> <p><u><a href="#">TopID</a></u></p> <p>TopID Criteria Nomination Form TopID Nomination Award Guide</p>	<p><u><a href="#">Scholarship &amp; Education</a></u></p> <p>Scholarship Process Guidelines for Scholarships Educator &amp; Student PowerPoint Frequently Asked Questions Accredited College Resources Letter to Non-winning Applicants Letter to Scholarship Winner Scholarship Check Request Form Hold Harmless Policy Chapters Scholarship Application Evaluation Chapter Event Idea Templates Vendor Scholarship Agreements In Memory Scholarship Agreements</p> <p><u><a href="#">NEWH, Inc. Policies &amp; Procedures</a></u></p> <p>Chapter Board Manual Liquor Policy Event Refund/Cancellation Policy NEWH, Inc. By-laws</p>
<p><u><a href="#">NEWH, Inc. Regional Tradeshows</a></u></p> <p>Tradeshows Policies Timeline</p>	<p><u><a href="#">NEWH, Inc. Board</a></u></p> <p>Board Reporting Forms Ambassador Continuing Education Delegate Development Education Events Executive Advisor Expansion Finance Fundraising International Expansion International Relations Marketing Marketing Collateral Marketing Communications Membership – director Membership – vice president NEWH Conferences Past President President President Elect Regional Tradeshows Scholarship Secretary Sustainable Hospitality – director Sustainable Hospitality – vice president</p> <p>NEWH By-laws Travel Reimbursement</p>
<p><u><a href="#">Board Reports / Minutes / Etc.</a></u></p> <p>International Board of Directors Meeting Packets</p>	<p><u><a href="#">Member Logos</a></u></p>



## **NEWH Chapter Business Plan**

NEWH/(chapter) – (year)

## What is a Chapter Business Plan?

A chapter business plan helps to ensure your chapter's success. And, as the blueprint for your chapter, a chapter business plan is a critical element because it showcases your chapter's vision, board structure, calendar, financial projections, and goals.

The chapter business plan outlines the operating framework of your chapter by detailing who you are, what are your plans/goals, and how you will generate proceeds for NEWH's mission of scholarship and education.

### CHECK LIST

*Required* - these items **must** be submitted to the NEWH, Inc. office:

**Board of Directors/Chairs**

*NEWH has a list of your nominated board – please submit any chairs appointed by the board by January 31<sup>st</sup> – and as additional chairs are appointed, or any board changes occur throughout the year*

**Chapter Event Calendar**

*Calendar will be posted on the NEWH website – specific calendar dates will be added to the event calendar. Calendar should be submitted by January 31<sup>st</sup>*

**Chapter Budget**

*Submit an approved budget to NEWH Inc. by the end of February – please contact the NEWH office for any resources you may need (past budgets, budget template, etc.)*

The following pages can be used as a template to submit the required items.

## Other Helpful Items to include in your Chapter Business Plan

### Written Goals:

Ask each director/chair to write 2-3 goals they'd like to complete for the year. These goals will be the starting point for board discussion and planning throughout the year.

Here are a few examples:

- Your membership director has a goal to get more students members involved in your events. This goal should be shared with the chapter programming director and the scholarship director to ensure that one of your chapter programs planned includes student involvement (i.e. portfolio review, mentoring event, etc.)
- Your scholarship director has a goal to increase the amount of student scholarship applications received. This goal should be shared with your board and a plan should be put into place for chapter members to visit local schools, or contact schools in your surrounding area, to speak to students about NEWH's scholarship opportunities.
- Your VP/Development has a goal to increase the number of committee members in your chapter. This goal could be shared with your membership director and other board members to formulate a plan to reach out to current members, and new members, to find out members' interest to be involved and asking them to volunteer.

### SWOT Analysis:

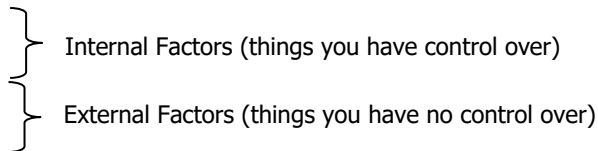
Conduct a SWOT analysis with your board – this is helpful to refer to throughout the year, as well as when conducting strategic planning in future years to gauge how your chapter addressed weaknesses, opportunities, etc.

S – Strengths

W – Weaknesses

O – Opportunities

T – Threats



## Chapter Board

President	enter president
VP-Administration/Delegate	enter vp-admin/delegate
VP-Development/Delegate	enter vp-development/delegate
Secretary	enter secretary
Treasurer	enter treasurer
Past Pres./Parliamentarian	enter past president
Executive Advisor	enter executive advisor
Scholarship	enter director
Membership	enter director
Programming	enter director
Fundraising	enter director
Marketing	enter director

### Optional Positions

By-laws & Ethics	enter chair	Internet Communications	enter chair
CEU	enter chair	Public Relations	enter chair
Committee Development	enter chair	Publications	enter chair
Community Service	enter chair	Regional Tradeshow	enter chair
Database	enter chair	Strategic Alliances	enter chair
Education/Mentoring	enter chair	Strategic Planning	enter chair
Farewell Ambassador	enter chair	Student Representative	enter chair
Historian	enter chair	Sustainable Hospitality	enter chair
Hospitality	enter chair	Ways & Means	enter chair

## Calendar of Events

Chapters are encouraged to form their calendar prior to the year beginning. Submit your Chapter Calendar to the NEWH Office no later than January 31st of each year.

**Programming/Networking Events:** Chapters are not required to hold an event each month. When putting together your calendar for the year, the key is to remember quality vs quantity. Instead of struggling to put on an event every month, plan 3-4 great programming events for the year (tours, speakers, panels, CEUs, etc.) that are of high value to designers, manufacturers, and students – and in between those events, do more low-key happy hour/sundowner type events. A program’s mission is to develop relationships and build membership in a more business type setting.

Think about the event – is it an event you don’t want to miss, or is it more of a casual networking event that may not be as beneficial to you? Focus on what your members are going to be attracted to, especially venues – whether it’s a newly opened or remodeled hotel, new restaurants, etc. Invite those involved in the project to speak.

**Fundraising Event:** Remember, chapters are required to hold at least one fundraising event per year – this is your FUN event. A FUNdraiser’s purpose is to raise money for NEWH’s mission of Scholarship & Education.

**Board Meetings:** Chapters are required to hold at least 10 Board of Directors Meetings per year.

<p><b>January</b> <i>Example:</i> 2<sup>nd</sup> – Board Meeting 11<sup>th</sup> – Sundowner/Happy Hour</p>	<p><b>February</b></p>
<p><b>March</b></p>	<p><b>April</b></p>
<p><b>May</b></p>	<p><b>June</b></p>
<p><b>July</b></p>	<p><b>August</b></p>
<p><b>September</b></p>	<p><b>October</b></p>
<p><b>November</b></p>	<p><b>December</b></p>

## SWOT Analysis

<b>Strengths</b> <ul style="list-style-type: none"><li>•</li><li>•</li></ul>	<b>Weaknesses</b> <ul style="list-style-type: none"><li>•</li><li>•</li></ul>
<b>Opportunities</b> <ul style="list-style-type: none"><li>•</li><li>•</li></ul>	<b>Threats</b> <ul style="list-style-type: none"><li>•</li><li>•</li></ul>

**MEMBERSHIP DIRECTORY – WEBSITE REVISION**



(646) 654-7621

Contact Me

www.hdmag.com

(646) 654-7626

85 Broad Street 11th Floor  
New York, NY 10004  
USA



**MICHAEL ADAMS**

NEW YORK

Hospitality Design/Emerald Expositions  
Editorial Director

**Chapter:** Northwest

**Membership:** Corporate Partner Courtesy Member

**Company Profile:** Hospitality Design has served as the premier design publication in the hospitality industry, including hotels, resorts, restaurants, casinos, cruise ships, spas, timeshares, and senior living facilities for 26 years. By featuring the accomplishments of established and up-and-coming designers, we set out to teach and inspire our readers, both in the design community and owner-operators, by delivering news, commentary, and trends.

**Professional Profile:** Insert information about your professional profile here. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse.

**Background/Experience:** Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

**Personal Profile:** Insert information about your personal profile here. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

**Education:** University of Wisconsin

**Organizations/Associations:** Org Name Here, Second Here, Third Here

**Interests:** Technology, Art, Music

**Projects**



**Videos**





## PAST MEMBER SURVEY



We miss you... why did you leave NEWH?

Dear Diane,

As a past member of NEWH, we'd love to know the reasons. We invite you to take a 3-minute survey... your anonymous answers will give us valuable feedback to improve NEWH members' experience.

[Click here to let us know](#)

On behalf of NEWH, we sincerely thank you for your past membership.

If you have any questions regarding your NEWH membership, please contact our office at 800-593-6394 or email [newh.membership@newh.org](mailto:newh.membership@newh.org)

What is your professional area of expertise?

What were your primary reasons for joining NEWH?

How long have you been an NEWH member? With what chapter or region?

Overall, how satisfied are you with NEWH?

What did you like best about being an NEWH member? What did you like the least?

How many NEWH events have you attended in the last 12 months?

Do you believe you were adequately informed of NEWH events?

Did you feel welcome into NEWH?

Who paid for your NEWH membership dues?

Please indicate three top reason(s) for not renewing your membership:

- I thought I had renewed\*
- Did not know how to renew\*
- My financial situation has changed and membership is no longer affordable
- My company will no longer contribute to my membership
- I am no longer employed in the hospitality industry
- Retired (Please note: retired members are eligible for reduced dues\*)
- I am unfamiliar with what the organization does
- Meeting times/locations are not conducive to my schedule
- I do not have time to be involved in the organization
- I do not think the organization is effective or of value (programs, services, etc. do not meet my needs)

Please rate the following:

- NEWH provided me with opportunities to network with industry professionals.
- My NEWH membership was essential to my career success.
- NEWH scholarships and student programs contribute to the future of the hospitality industry.
- NEWH is the recognized voice of the hospitality industry.

Are you a member of the following professional organizations? (check all that apply)

- ASID
- IIDA
- Other

If so, how would you compare them to NEWH?

What is the one thing NEWH could do to entice you to become a member again?

What could be done to improve the NEWH experience for new members?

Would you like to be contacted by NEWH about your responses?

## NEWH BRANDED PROGRAMS

### WOMEN IN BUSINESS

**NEWH**

Join us for a rousing conversation with women business owners...

#### WHAT EXPERIENCE HAS TAUGHT US.....

- How to Develop Your Own Brand
- The Fine Line between Confidence and Arrogance, Can You Differentiate?
- Fortitude ... What it takes to Stay the Course
- The Art of Negotiation
- The Politics of Doing Business



- |   |  |
|---|--|
| <p><b>Ani Ruiz Chang</b><br/>Principal, Sem Firm</p> <p><b>Gretchen Gilbertson</b><br/>CEO, Séura Incorporated</p> <p><b>Deborah Herman</b><br/>Principal, Fabric Innovations</p> <p><b>Mandy Li</b><br/>President, Mandy Li Collection</p> | <p><b>Elizabeth Moore</b><br/>Vice President, Masland Hospitality</p> <p><b>Randy Rubin</b><br/>Principal, Crypton Fabrics, Inc.</p> <p><b>Lisa Villarreal</b><br/>President &amp; CEO, Lily Jack</p> <p>Local, high profile, women in architecture, design and purchasing will also join the panelists.</p> |
|---|--|

See us at your local NEWH Chapter

### NEWH MENTORING



## INSPIRE AND BE INSPIRED!



SPEND TIME WITH AN INDUSTRY LEADER TO

- Build Leadership skills
- Understand your goals and possibilities
- Learn to work efficiently and productively
- Network to build relationships
- Discover your priorities

This is your opportunity to sit down with a well known, industry professional for an in depth mentoring discussion which will assist you in focusing on personal and professional growth within your hospitality field of interest. The mentoring program will provide you with support for an additional six months.

Seize the opportunity today by going to <http://newh.org/resources/mentorship/>. Fill out the form and let us know of your interest. We will contact you when we have an event set up with your chapter.

Limited space available.

## HERE'S HOW IT WORKS

### NEWH, INC

takes our mission of scholarship, education and leadership seriously. We believe that with the correct tools, mentor opportunities and networking, our students, new graduates and young professionals will have success in their hospitality industry careers. To further support that mission, NEWH is launching a mentorship program. The program is specifically designed to support students, new graduates and young professionals who are entering the hospitality industry. We will be presenting a series of programs for each of the following disciplines: Interior Design, Procurement, Sales, and various aspects of Hospitality Management. Education is the cornerstone of NEWH and we hope you will join us as we enlighten, educate and share growth opportunities for our membership and the industry at large.

INTERESTED IN LEARNING MORE ABOUT THE PROGRAM AND HOW TO GET INVOLVED? SHOOT US AN EMAIL!

SANDY BANKS  
SANDY@SANDYBANKS.COM



**Thurs Aug 4**  
The Alford Inn | Winter Park, FL 32789  
2:00 – 5:30 pm

# BrandED

An Educational + Networking Event Sponsored by NEWH, Inc.

Speakers



**Eric Nicolas**  
Director Innovation & Design



**Shannon K. Davis**  
Director, Plan Review



**Stephano Delorenza**  
Associate Manager,  
Architecture & Design  
Program Lead, Design  
Immersion

## Designers + Architects

Don't miss this extraordinary business opportunity to learn about IHG brands and what they see in the future.

### AGENDA

- 2:00 – 2:30 Registration
- 2:30 – 4:30 IHG Presentation
  - Meet IHG
  - IHG America's family structure
  - Lifecycle of a project
  - Brands and brand design
  - PIP/Plan review process
  - Design immersion
  - Example projects
- 4:30 – 5:00 Q & A
- 5:00 – 5:30 Networking

**RSVP Required: [www.newh.org/sunshine/branded](http://www.newh.org/sunshine/branded)**  
**Limited seating — Register Now!**  
**\$45.00 members and \$75.00 non members**  
**Complimentary parking for attendees.**



\*IHG® Rewards Club not applicable to Kimpton® Hotels & Restaurants; to be included at a future date.

## NEWH, INC. INSTAGRAM GUIDELINES

### Goal:

Grow awareness to NEWH through Instagram by displaying images that showcase our mission and events that are happening on an International and Chapter level.

### Objectives:

1. Post an image daily
2. Be consistent with message
3. Market scheduled events
4. Keep post professional
5. Engage your followers
6. Drive traffic to website

### Ideas of what to post:

1. Post pictures of members
2. Post quotes that relate to our mission statement
3. Tell a short story
4. Hold contest
5. Thank event sponsors (including sponsor logo)
6. Post meeting notices on Instagram
7. Post event wrap-up photos (i.e. 'look what you missed')
8. Promote one member per month
9. Highlighting TopIDs
10. Highlighting scholarship recipients
11. Sustainable tip a week

### What **NOT** to do/post on Chapter or NEWH Inc Instagram pages:

1. Post too many times (more than 3 times a day)
2. Share partying images
3. Overuse hashtags (no more than 15 hashtags)
4. Use an advertising platform (no ads, thanking sponsors is ok)
5. Use profanity
6. Use someone's photo without giving them credit
7. Post without captions
8. Political Statements or Views
9. Ignore followers comments
10. Auto share every Facebook or Twitter post

### Chapter Guidelines:

1. Only 2 people on the board are to have the rights to Instagram. The Board should approve who these 2 people are since they will have Social Media privileges and passwords.
2. Only one password is to be used for Chapter Boards, The password is to be provided to NEWH, Inc. as well.
3. The password for the Chapter is to be changed if and when a person with Instagram privileges no longer participates in posting.

### Hashtags:

#Hospitality Industry  
#Raisingmoneyforscholarships  
#NEWHInc  
#donate  
#nonprofits  
#hospitalitydesign

#leadership  
#education  
#hospitalityscholarships

### Tags:

@NEWHInc  
@chapter (i.e. @NEWHDallas, @NEWHAtlanta, etc.)

Non-Profits to follow on Instagram for inspiration

<http://www.nonprofitmarketingguide.com/blog/2015/04/16/50-nonprofit-instagram-accounts-you-should-follow-right-now/>

Please follow NEWH, Inc. on Instagram @NEWHInc

## NEWH/INDUSTRY CALENDAR

2018			
30-Apr	NEWH Founders Circle	Mandalay Bay Convention Center, Las Vegas, NV	
1-May	NEWH, Inc. Board of Directors Meeting	Mandalay Bay Convention Center, Las Vegas, NV	
2-4 May	HD Expo 2018	Mandalay Bay Convention Center, Las Vegas, NV	<a href="http://www.hdexpo.com">http://www.hdexpo.com</a>
3-4 May	Australasian Hotel Industry Conference and Exhibition	Grand Hyatt Melbourne, Australia	<a href="http://www.ahice.com.au/">http://www.ahice.com.au/</a>
6-8 May	LIGHTFAIR International	McCormick Place, Chicago, IL	
8-18 May	COVERINGS	Georgia World Congress, Atlanta, GA	
19-22 May	National Restaurant Association	McCormick Place, Chicago, IL	<a href="https://show.restaurant.org/Home">https://show.restaurant.org/Home</a>
20-23 May	ICFF	Javitz Convention Center, New York, NY	<a href="http://www.icff.com">www.icff.com</a>
June	NEWH Regional Tradeshow-London		<a href="http://newh.org/events-list/newh-regional-tradeshows/">http://newh.org/events-list/newh-regional-tradeshows/</a>
3-5 Jun	International Hospitality Industry Investment Conference	New York Marriott Marquis, New York, NY	<a href="http://www.scps.nyu.edu/academics/departments/tisch/conferences-events/ihii-conference.html">http://www.scps.nyu.edu/academics/departments/tisch/conferences-events/ihii-conference.html</a>
4-5 Jun	Hotel Summit 2018	Radisson Blu London Stansted	<a href="http://hotel-summit.co.uk/">http://hotel-summit.co.uk/</a>
6-Jun	Boutique Hotel Investment Conference 2018	The Times Centerm, New York, NY	<a href="https://www.bllanewyork.com/">https://www.bllanewyork.com/</a>
6-8 Jun	HI Design Europe	Andel's by Vienna House Hotel, Berlin, Germany	<a href="http://www.hidesigneurope.com/">http://www.hidesigneurope.com/</a>
12-Jun	HD Cityscene - Washington DC		
12-14 Jun	EXPHORE	San Jose, Costa Rica	<a href="https://www.exphore.com">https://www.exphore.com</a>
12-14 jun	NeoCon	Chicago, IL	
13-14 Jun	HD Next Gen - Washington DC		
24-26 Jun	Senior Lifestyle Design Match	Austin, TX	<a href="http://seniorlifestyledesignmatch.com/">http://seniorlifestyledesignmatch.com/</a>
24-26 Jun	HOTEC Design 2018	The Ritz-Carlton, Sarasota, FL	
11-12 Jul	Hawaii Lodging, Hospitality and Foodservice Expo	Neal S. Blaisdell Center, Honolulu, HI	
25-27 Jul	Summer Forum	Napa, CA	
19-21 Aug	Western Foodservice & Hospitality Expo	Los Angeles Convention Center, Los Angeles, CA	<a href="http://www.westernfoodexpo.com/">http://www.westernfoodexpo.com/</a>
September	NEWH Regional Tradeshow-Pittsburgh		<a href="http://newh.org/events-list/newh-regional-tradeshows/">http://newh.org/events-list/newh-regional-tradeshows/</a>
11-Sep	HD Cityscene - Toronto		
24-27 Sep	The Lodging Conference	Phoenix, AZ	
October	NEWH Regional Tradeshow-Dallas		<a href="http://newh.org/events-list/newh-regional-tradeshows/">http://newh.org/events-list/newh-regional-tradeshows/</a>
1-3 Oct	BD Fall Forum		
3-Oct	HD Cityscene - New York		
9-11 Oct	Global Gaming Expo (G2E) 2018	Sands Expo Center, Las Vegas, NV	<a href="http://www.gaminglabs.com/events/global-gaming-expo-g2e-2018">http://www.gaminglabs.com/events/global-gaming-expo-g2e-2018</a>
16-19 Oct	Hostelco 2018	Gran Via Exhibition Centre, Barcelona, Spain	<a href="http://www.hostelco.com/en/home">http://www.hostelco.com/en/home</a>
24-Oct	HD Cityscene - San Francisco		
10-Nov	NEWH, Inc. Board of Directors Meeting	Javitz Convention Center, New York, NY	
10-11 Nov	NEWH EC Strategic Wrap-up	Javitz Convention Center, New York, NY	
11-Nov	NEWH/New York Fundraiser		
11-12 Nov	BDNY		<a href="http://www.bdny.com">www.bdny.com</a>
12-Nov	Gold Key Awards	New York, NY	<a href="http://www.bdny.com/Content/Gold-Key-Awards-Gala/10_58/">www.bdny.com/Content/Gold-Key-Awards-Gala/10_58/</a>
13-Nov	Platinum Circle Awards	New York, NY	<a href="http://www.hospitalitydesign.com/awards-events.shtml">www.hospitalitydesign.com/awards-events.shtml</a>
12-Dec	HD Cityscene - Dallas		

**NEWH BOARD OF DIRECTORS MOTION FORM**

Date: November 11, 2017

Motion Number:

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Motion seconded by: \_\_\_\_\_

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

Notes on discussion: