

# 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 Nacy	Valentina Castellon Taylor Hoesley	Karen Rains Janine Peluffo	Shana McCullough-Downing Leslie Anderson Jennifer Farris
Chapter Presidents	Jennifer Wellman	Kacey Sharp		
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 Rauven 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:

YEA: 8

NAY: 0

ABSTENTION: 0

STATUS OF MOTION:

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:

YEA: 8

NAY: 0

ABSTENTION: 0

STATUS OF MOTION:

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 form 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: