

NEWH, INC. GOVERNING BOARD MEETING MINUTES

10 November 2018

Jacob Javitz Center-BDNY, Room 1E 02/03 | New York, NY

Executive Committee	Cynthia Guthrie Fernando Diaz	Brittany Johnson Christine Wasmer	Leigh Mitchell Christine Tucker	Jonathan Young Trisha Poole Julia Marks
Board of Directors	Rebecca Kundysek Mary Ann Thornam Cindy Andrews Stacy Costa	Ron McDaniel Michelle Finn Alissa Ponchione Stacy Shoemaker Rauen	Matt DeShantz Gretchen Gilbertson Jordan McInturf Michael Smith	Teri Urovsky Chair: Debbie McKelvey
House of Delegates	James Lyons Anne Hiter Elissa Murry Heather Scott	Jonathan Kaler Dawn Larsen-Garner Natasha Gomez Melissa Knock	Katy Clark Karen Rains Christian Triana Shana McCullough-Downing	Leslie Anderson Jennifer Farris
Chapter Presidents	Heather Wilmer Morgan Brodey	Sophia Nguyen Johanna Malen	Jennifer Delmas Tara Witt	Jonathan Young
Steering Chairs	Kelly Gaddes	Tyler Toothaker	Bess Rosefield Ehmcke	Alexandra Jones
Guests	Trudy Craven Katie Kervin Jenelle Francois Todd Fuller	Brian Hew Annette Lucille Pam Niemann Teri Schell	Erin Weiner James Adamson Rebecca Bertrand Jennifer Mehra Sophia Yen	NEWH, Inc. Staff: Shelia Lohmiller Jena Seibel Susan Huntington Nicole Crawford Brenda Brown
Not in attendance	Natalie Sheedy Helen Reed Stacey Olson Stephano DeLorenza Michelle Purcell Tara Herbert Jessica Linden Melissa Davis Leena Nacy Brandon Brockmiller	Amanda Tomlinson Valentia Castellon Taylor Hoesley Nicole Brindle Kyla Chambers Janine Peluffo Rachael Wilson Anastasia Davis Manuela Kennedy Caroline Cundall	Shannon Vance Jennifer Wellman Bruce Heins Jen Conley Jodie Johnson Kacey Sharp Alison Gasser Jayme Krstich Chelsea Lawrence Angela Reed Miller	Monica Meade Shaleah Soliven Jenna Tanner Jana Johnson Jessica Wasmer Northover William Michael Anna Sveinbjornsdottir

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

The meeting was called to order by President, Cynthia Guthrie at 1:02 pm EST. Shelia Lohmiller, took roll and a quorum was established. The minutes were presented and a motion was made to approve the 5.1.2018 minutes as presented and was accepted.

MOTION TO APPROVE MINUTES

Date: November 10, 2018

Motion Number: 1

I, Fernando Diaz, move to approve the 5.1.2018 minutes as presented.

Motion seconded by: Brittany Johnson

VOTE COUNT:

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

PRESIDENT – CYNTHIA GUTHRIE

Discussion-Cynthia Guthrie:

- Introduction and welcome to Teri Urovsky, NEWH BrandED Ambassador
- BDNY announcements: attend NEWH Green Voice Conversations, New York Chapter Product Runway event

VP/FINANCE – FERNANDO DIAZ

Discussion-Fernando Diaz:

- Organization is in good financial health
- Chapters please stay in compliance with submitting Report of Results of Activity forms on a timely manner to NEWH, Inc. office
- Thank-you to Susan Huntington, great job keeping NEWH financially organized

PAST PRESIDENT – TRISHA POOLE

BrandED Program Discussion-Trisha Poole, Debbie McKelvey:

- Organization is in good financial health
- Teri Urovsky will be assisting with BrandED program development
- BrandED sessions are planned for the 2019 NEWH Leadership Conference; two mini BrandED sessions (introducing 2 new brands)
- Awarding 2 scholarships honoring our brands involvement; NEWH BrandED Scholarship in the name of IHG and Marriott
- Currently pursuing additional brands to participate in the BrandED program
- This year has been great; grassroots program
- Held three BrandED events in 2018
- BrandED has the potential to possibly hold up to 1 session per month next year
- Goal is to hit every chapter
- Interested chapters can send specify 3 months they'd be interested in holding a BrandED chapter event; contact Debbie McKelvey with interest: debbiemckelvey@bernhardt.com
- Call for sponsorship has been sent out (exclusive invites for vendors who are sponsoring)
- \$2,500 sponsorship (total of 5)
- Sponsors are paying to cover the cost of the event; we are also trying to grow funds to provide scholarships and additional internship opportunities
- BrandED allows you to educate members within your local chapter about the brand
- Ticket price goes into chapter scholarship fund to be given in the brands name
- Sessions are targeted for designers, architects, procurement
- Its key is to involve membership and future partnerships we're not trying to exclude manufacturers explain sponsorships to your manufacturers
- If you need assistance explaining who BrandED is open to reach out to Debbie or Trisha: debbiemckelvey@bernhardt.com trisha@designpoole.net
- Great for designer/brand interaction

Comments:

- The BrandED event held last summer with Delta brand is still being talked about today; great to see the energy building.
- Working with Tribute lifestyle brand and Sheraton at Leadership Conference. Fast moving project stay tuned for future details

NEWH Scholarship Stories Discussion-Trisha Poole:

- Film crew is in New York (Interconnected)
- Filming scholarship winners and interviews with Michelle Finn, Stacy Shoemaker Rauen and Shelia Lohmiller at Gold Key Gala
- Final production will launch at 2019 Leadership Conference (premiering 2 scholarship stories)

Trudy Craven Discussion-Trisha Poole:

- Introduction and welcome: Trudy Craven, Facilitator
- This year Trudy has visited 5 chapters and worked on a special session with the Executive Committee
- Northwest chapter was the first group to partake in a session with Trudy (strategic thinking workshop)
- Each chapter that has utilized Trudy truly has been better placed in their chapter development and operations

Trudy Craven comments:

- NEWH is a special organization; thank-you for letting me be here
- Contact Inc. office or view board report for chapter strategic planning schedule/questions

NEWH Awards Meeting Discussion-Trisha Poole:

- NEWH Awards retreat held in July with Executive Committee, Mary Scoviak (Boutique Design), Corporate Partner Gretchen Gilbertson (Séura)
- Reviewed NEWH awards to determine where everything is at, what needs to be changed, next steps

Leigh Mitchell comments:

- Goal was to analyze all NEWH awards
- Part of the NEWH mission is recognition of awards
- Top award is the ICON given to a manufacturer involved in the industry for 30-years
- Award of Excellence (Pinnacle Award); very prestigious
- The goal is for everyone to have a good understanding of each award and ensure recipients receive the attention they deserve when receiving their award
- Chapter level: Joyce Johnson Award, chapter can award on a yearly basis, some chapters award every year others seldom award at all
- See board packet for a list of all awards or go online: <https://newh.org/about-us/awards/>
- Discuss with your board award details
- Recognize the awards that are out there and make use of them
- Being a non-profit we can give people psychic income by giving accolades and letting them people know how greatly appreciated they truly are
- Held a discussion on service awards; how do we recognize them, etc.
- NEWH Fellows is new level of membership and recognition
- At the last board meeting we agreed to begin a new membership (Fellows)
- The first induction of Fellows will be take place in February 2019 in Miami during the NEWH Leadership Conference
- Fellows requirements are similar to Pinnacle Award
- Please let us know if you have someone in mind to nominate: leighmitchell@mza-usa.com info@newh.org

Questions:

- Is there a limit how many names can be submitted each year for Fellows nomination?
- Total number of inductees will be no more than 20 for the first year, upcoming years no more than 10
- You can be self-nominated
- Who votes on the Fellows nominations?

- With the first-time induction the Fellows committee will vote: Cindy Guthrie, Leigh Mitchell, Helen Reed, Trisha Poole and Fernando Diaz; after that the Fellows will select their own committee to vote
- There is a point system criteria when selecting individuals

NEWH TopID Discussion-Trisha Poole:

- Great membership 280 business members, 320 with corporate partners
- Excellent TopID recognition and events
- Nomination process now streamlined with online nomination forms
- Feedback is being received and it's valued so please keep it coming especially if there are problems at the chapter level
- Thank-you to chapters for supporting the NEWH TopID initiative; your support and involvement is key to future success
- Thank-you to Swarovski Crystal and Hubbardton Forge for the beautiful awards
- NEWH website is up to date with criteria and forms: <https://newh.org/resources/top-interior-designers/>

Comments:

- Who do we send comments to?
- Contact Diane Federwitz, NEWH, Inc. office: diane.federwitz@newh.org
- Diane will share feedback with the awards committee
- Look for replies in the IBOD board report from NEWH staff on questions/areas of help requested by chapters; take these details back to your board and share

NEWH AMBASSADOR – MICHELLE FINN, STACY SHOEMALER RAUEN

Discussion-Michelle Finn, Stacy Shoemaker Rauen:

- Emerald Exposition acquired the entire company to include: BDNY, BDWest, Boutique Design magazine and related events
- Boutique/HD will operate as separate entities
- Stacy Shoemaker Rauen, VP HD; Michelle Finn will oversee Boutique Design brand
- Our task is to further develop business and advance the industry
- BD does a lot of great things; it's only going to be better together
- Will be working on differentiating brands
- Everything operates individually nothing is going to change fast
- HD and BD will continue to support NEWH

VP/DEVELOPMENT – LEIGH MITCHELL

Lodging Program Discussion-Leigh Mitchell:

- Developing and implementing a lodging program between hotel brands so that NEWH members can receive hotel discounts
- The idea is to have a hotel network and obtain discounts
- This is a new project; one concern is if NEWH members will still receive their hotel points with the discount
- Hoping for chapter level involvement
- Would like to grow the program as big as possible

NEWH Leadership Conference Discussion-Leigh Mitchell, Ron McDaniel, Jena Seibel

- Join us for the NEWH Leadership Conference, February 7-9, 2019, in Miami, Florida
- Great line-up, check back as details are updated often: <https://newh.org/2019-leadership-conference/>
- Looking for chapter interest to host in 2021 Leadership Conference
- If interested in hosting please respond by December 31st; let us know what's great about your area, why it would work, etc. send submission to Inc. office: jena.seibel@newh.org
- Example: South Florida chapter created a PowerPoint presentation with visuals of places to go, hotels/venues available, how hospitality influences the local and outside areas
- 2-full days of great events going on at Leadership Conference
- Scholars luncheon (lunch is part of the conference)
- Use/wear NEWH ribbon: Ask Me LC 2019; spark a conversation with someone at BDNY about the conference
- Make sure your Leadership Conference banner is displayed at events, promote the conference through events; the conference benefits everyone
- View and support available sponsorships: <https://newh.org/2019-leadership-conference/sponsorship/>
- South Florida chapter is working on a great closing party
- See handout: Leadership sponsorship grid, Presidents/VP's have been given details
- Chapters sending students let Nicole Crawford at NEWH, Inc. know who you are sending; price increases start December 3rd chapters pay the increase; reminders will go out to chapters: nicole.crawford@newh.org
- Added age demographics this year to the registration form to gather a better idea of who is attending our sessions
- Register now before the price increase: <https://newh.org/2019-leadership-conference/2019-leadership-conference-attendee-information/>
- Anything you or your chapter can do to market the conference within your region is of great support (Sunshine is taking a group of people by bus)
- Add both names for hotel reservations and two beds so that a double room can be authorized; then call and add names so the room is booked correctly
- Expenses are based on double occupancy
- It's important to stay at the host hotel; easier access for networking
- We needed to add a substantial block of rooms so please support our efforts through the host hotel
- Leadership committee has done a wonderful job, working hard on planning details
- Miami is a gateway to Central and South America; doing some things different, added senior living initiatives, culinary component restaurant design, multi-residential developers
- Opportunity to connect with other market segments and contacts

- Owners Roundtable; great event to experience
- Demographics will help us determine future projects and keep us firm as an organization

BREAK OUT: Group Discussions Overview/Questions

Break-Out Sessions:

Select the discipline you need knowledge from for your chapter board or the discipline you wish to share new ideas with
Breakouts are meant to be a creative brainstorming session that help build future programs

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

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

Use handout template to record attendance and report notes from your discussion

1. Finance/Fundraising
2. Scholarship
3. Education/Continuing Education, Programming, Green Voice Education
4. Development/Service Awards, Membership, Conferences, and Digital Marketing

Email your breakout notes to: nicole.crawford@newh.org

BREAK OUT: Group Reports

Finance/Fundraising:

- Idea to create biannual event opposite years of Leadership Conference; international board fundraiser not just a chapter fundraiser
- Expand to culinary or technology to drive new membership and sponsorship
- Link in brands or larger brand names to build credibility
- Start a committee that can participate in conference calls to build a proposal for further development and implementation
- Food market night, chef station
- International event vs. small chapter event
- National group would do all of the planning and bring the event to the chapters
- Establish budget, needed resources, measure success
- Bring to Miami IBOD and host first event by spring 2020
- Dinner by design, chef tables dinner, auction off private chef
- Think, how do we bring in students, pair student with a celebrity chef
- First committee phone call will take place December 6th express your interest to Fernando Diaz: fernandodiaz@msn.com

Scholarship:

- Worked on reviewing financial questions on scholarship application
- Chapter scholarship applications are online; Inc. are paper based (PDF)
- Update Inc. scholarship application for online use by Spring 2019
- Financial page of scholarship application (expenses/income) has been confusing language for students
- Revamp financial portion of application and include updated language for international students (finance/application details will not be shared with outside sources)
- When completing the scholarship application general math has been an issue applicants list loans under income and debt
- Throughout 2019 conversations held with colleges/educators to engage more interaction and awareness of NEWH and scholarships
- Brittany Johnson, VP Scholarship attended an International Conference with hospitality management educators in July (ICHRIE International Conference) working on leads to make more connections, creating networks between scholarship/college organizations
- Atlanta had 50 applications this year, get your educators involved; provide value to educators and students
- Need congratulatory videos of chapter scholarship recipients who will be in attendance at Leadership Conference; videos will be displayed at the end of the Scholars Luncheon; submit prior to January 10th to Inc. office: nicole.crawford@newh.org
- All submitted short videos should be filmed in horizontal format (short congrats video from educator, family, NEWH chapter board, etc.)
- Ask educators to announce your local scholarship winner in front of class; film announcement keep the videos coming to Inc. office for future Inc. Scholarship Stories

Education/Continuing Education/Programming/Green Voice Education:

- Working on building mentorship opportunities for all disciplines
- Mentorship is a great add on to events
- Hold a follow-up 6-months after mentorship events
- Questions reach out to Stacy Costa: scosta@koroseal.com
- Local chapter would pair up person for the mentorship opportunity then check in to make sure everyone is doing what they need to make it successful
- NEWH education committee is building an online education library with quality education options
- Committee will be sending out a survey to help determine library categories
- Committee will select 4 chapters to perform a beta test of new initiative
- NEWH Leadership Conference will increase the use and variety of options available through the online library

Comments:

- E3 is a Dallas Chapter marked program
- Chapters would like consistent marketing materials for the mentoring program

Development, Membership, NEWH Conferences, Digital Marketing:

- Discussed reasons for interior designers to attend Leadership Conference
- Key to drive as many designers as possible to the conference
- Utilize Instagram
- Provide designers with a list of speakers/session content/attendees
- President's Dinner: sponsorship opportunities are still available; opportunity for designers to meet with host of tables brand people, etc.

(table host rotates great for designer interaction)

- Talk to Principals at design firms
- Marriott is sending a lot of people to the conference; can we pull in more interior designers to attend
- Target specific information to design community listing benefits of attending
- Share information from previous conference testimonials
- Highlight educational sessions
- Email blast of known events
- Potential for giving discounts, if up to 5 or more people attend from a firm
- Bio on speakers on Instagram; progression of messages between now and event date
- Utilize HD and BD magazines to help with promotion of events
- Discussed NEWH service award ideas
- Share information about all awards; communicate level and importance of available awards
- Recognize people at 5 and 10 year levels at a chapter event or at Leadership Conference
- At the chapter level, a President can award the Joyce Johnson Award
- Awards information has been updated and is located on the NEWH website: <https://newh.org/about-us/awards/>

INTERNATIONAL RELATIONS | CANADA – CHRISTINE TUCKER

Discussion-Christine Tucker:

- Things are going well in Canada
- Vancouver is holding their awards event next Thursday and they obtained excellent sponsorship
- Great representation today at the IBOD meeting from Toronto and Vancouver
- New blood on the board, looking forward to great new things for next year

INTERNATIONAL RELATIONS | UK – JONATHAN YOUNG

Discussion-Jonathan Young:

- Over 100 members
- Board diversity is growing
- With involvement of designers and hoteliers it's drawing more people to events
- Marketing Director has been key in designing new events: Roundtable event, Graffiti event (see images on website)
- BrandED concept with a panel of cruise industry experts; generated new interest within local community (Carnival UK); feedback was fantastic
- Thank-you to everyone for supporting the UK chapter; we've made some major strides

OLD BUSINESS | CYNTHIA GUTHRIE

Old Business-Cynthia Guthrie/Shelia Lohmiller:

- Recognize your volunteers, give them a heartfelt thank-you at your events
- Use the Corporate Partner banner, thank them and your sponsors at events
- It's great to have a good time but the reason we're here is because of the people who support us, your board members, Corporate Partners, sponsors, etc.
- Recognize all of the people who make us successful
- Notice, stop and recognize your volunteers as much as possible
- Bring your event sponsors to the front, Corporate Partners might not be in attendance but you might have a rep there, bring them up and acknowledge them
- Program script is on the NEWH website for chapter use (program script for scholarship awards, TopID, etc.)
- Slow down important announcements
- Business plan template in board report (pages 51-56) business plans due January 2019
- A business plan helps the chapter to organize and plan for the year and while operating as a business
- Submit completed business plans to Inc. office: kathy.coughlin@newh.org for budget questions contact: susan.huntington@newh.org

Northwest Chapter comments:

- Northwest shared ideas how to increase membership and attendance
- Hotel Tours are popular, so to drive attendance and involvement committee members provide a personal outreach to design firms; encourage non-member attendance
- Membership table at every event (no discount) but it's a table for solely talking about membership; the personal touch adds human element and is a good conversation starter
- Trudy Craven helped us to identify areas where we were lacking during a strategic planning session
- Determined to do away with the membership drive; factors were we never got anything out of it and it took a lot of time for committee and chair to arrange
- Chapter changed focus to have a membership table at every event
- Membership and Programming Directors work together throughout the year
- Share your success stories and attend the offered quarterly discipline calls; we're all in this together and can learn from each other
- It's imperative to go after business memberships
- Prove value to Principals educate them on why they need to support and encourage employees to participate in events and be involved with their local NEWH chapter
- We've seen a bigger push in ownership and committee involvement

Comments:

- Washington DC chapter took their membership drive directly to the firms, showed Inc. scholarship video, signed up forty new members

that day, educated them about NEWH

NEWH, Inc. staff report:

Susan Huntington:

- Signature cards is a two-step process, respond to Susan on a timely manner as multiple people need to sign on the same piece of paper, Fernando Diaz then signs the final signature card; process takes a while so be prompt and prepared
- Chapter cannot write checks until signature card process is complete
- Bluetooth swippers are available about \$20 each; they do need to be charged
- If you choose to use GoPayment on a cell phone you don't need a swipper you can scan the card
- Questions contact Susan Huntington: susan.huntington@newh.org
- If you don't have a Secretary, you don't have a bank account
- Switching payment method to Stripe-stay tuned for more details
- PayPal is currently used as the platform whatever comes through online goes through PayPal, switching to Stripe we can accept ACH payments and will save costs when it comes to assessed fees

Brenda Brown:

- Regional Tradeshows and Leadership Conference: carefully read through all information that is sent out it's hard tracking people for additional follow-up/missing items

Nicole Crawford:

- Very involved year with additional reach out to students and new educators; building new relationships
- Partnering with ICHRIE international non-profit that supports Hospitality Management students; spreading awareness of NEWH scholarships, events and membership
- Chapters have done a great job in creating different opportunities to connect with educators and students
- NEWH scholarship criteria recently updated, financial portion of application will be updated in 2019
- Join quarterly scholarship discipline calls to share your success stories or areas you could use some assistance in
- New scholarship rack card available for chapter use; order through Inc. office: nicole.crawford@newh.org
- New scholarship marketing material is great for student events, school visits, etc.
- If your chapter is covering the cost to send scholarship recipients to Leadership Conference reach out to: nicole.crawford@newh.org within the next 3-weeks if you are requesting Inc. office to book student flights/hotel

Jena Seibel:

- Over 6,000 members
- Membership Directors when new applications are approved let Inc. office know immediately so membership packets can be released
- If anyone changes jobs, gets married, etc. let the Inc. office know so the database can be updated for you to receive NEWH emails contact kathy.coughlin@newh.org
- Board meeting minutes are a part of compliance and legally required; NEWH if a business
- Submit approved board minutes monthly to: kathy.coughlin@newh.org if you didn't have a meeting for the current month just let Kathy know
- NEWH is a business with legal requirements and must be able to answer on behalf of our chapters and address concerns; minutes are an important part of compliance
- View annual report receipt of minutes in board report page 11
- Email broadcast event requests in advance 1-2 weeks to diane.federwitz@newh.org
- Diane needs time to review image, branding, and advance notice allows time for online registration set-up etc.
- Remember to have your entire board approve the proofed email blast to avoid needed changes
- Share with your board the industry calendar on pages 58-60 of the board packet; use this calendar when considering dates for your chapter events
- Be aware of other chapter large fundraiser or industry events so event dates don't overlap; check calendar on NEWH website <https://newh.org/events-list/>
- Don't overlap events and miss out on an opportunity for a national sales rep who might have sponsored the event but now can't attend because it interferes with another industry or chapter event
- Make a personal outreach to past members let them know to renew their dues; split list of contacts between board members
- NEWH board resources on the website is available 24-hours a day; you must be a current NEWH member and logged in to use (if you're not sure how to use it contact Inc. office and we will walk you through the process 1.800.593.6394)
- Mandatory webinars are required annually for all positions whether you are new or returning to the position
- There is a PowerPoint that accompanies the webinar, when participating be attentive to the information provided in the PowerPoint it's solely focused on the duties of your position
- Most webinars take about 30-minutes and provide you with successful tips how to fulfill your position requirements
- Inc. staff adds notes in the board report, answering your chapter questions/concerns check it out and share with your board
- Ballot deadline is tomorrow, please submit completed ballots (sent out 16 and about 13-14 responded)
- Delegates change on even years while board of directors change on odd years (Executive Committee)
- Only elected people will receive a ballot

NEW BUSINESS | CYNTHIA GUTHRIE

New Business-Cynthia Guthrie:

- Delegates will change at your chapter starting next year (Past President/VP Admin)
- Calendar conflicts: when planning a major fundraiser be mindful of other local or industry events don't compete against other chapters
- Major events vendors might have to make a decision to attend an alternate chapter because they couldn't be at both
- Always be mindful of scheduled events
- Presentation of NEWH awards; outgoing board members

MOTION TO ADJOURN

Date: November 10, 2018

Motion Number: 2

I, Fernando Diaz, move to adjourn the NEWH, Inc. Board of Directors meeting at 4:07pm EST.

Motion seconded by: Julia Marks

VOTE COUNT:

YEA: 11

NAY: 0

ABSTENTION: 0

STATUS OF MOTION:

Carried:

Defeated: