



GOVERNING BOARD PACKET

7 FEBRUARY 2019

Meeting Room
JUNIOR BALLROOM, 5th FLOOR

JW Marriott Marquis Miami

255 Biscayne Blvd. Way
Miami, FL 33131

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

07 February 2019

Junior Ballroom, 5th Floor, JW Marriott Marquis Miami

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

Board of Directors Meeting

Saturday, 07 February 2019 - 8:00 am – 1:00 pm

Executive Committee	Cynthia Guthrie Christine Tucker	Natalie Sheedy Fernando Diaz	Brittany Johnson Christine Wasmer	Leigh Mitchell Jonathan Young	Trisha Poole Julia Marks
Board of Directors	Jennifer Wellman Mary Ann Thornam Sandy Banks Kelly Gaddes Monica Meade Helen Reed	Media Ambassadors Michelle Finn Stacy Rauen	CP Ambassadors Matt DeShantz Gretchen Gilbertson Jordan McInturf Michael Smith	BrandED Ambassadors Stephano DeLorenza Teri Urovsky	Chairs Debbie McKelvey Stacy Costa Stacey Olson
House of Delegates	Kelly Almus Dallas Bentley Morgan Brodey Katy Clark Jen Conley Caroline Cundall Anastasia Davis	Melissa Davis Jennifer Delmas Rebekah Ellis Jennifer Farris Alison Gasser Natasha Gomez Edgar Gutierrez	Taylor Hoesley Melissa Knock Tory Knoph Jayme Krstich Chelsea Lawrence Jessica Linden Kary Maybury	Monica Meade Terri Metzger Janine Peluffo Angela Reed Miller Heather Scott Kacey Sharp Shannon Vance	Jennifer Wellman Heather Wilmer Tara Witt Leslie Wynne Sophia Yen
8:00 am	Call to Order			Cynthia Guthrie	
8:02 am	Establishment of Quorum - Presentation of Minutes and Motion to Accept			Natalie Sheedy	
8:05 pm	President's Welcome - Introduce new BrandED Ambassadors & Media Ambassador - Introduction of Guests			Cynthia Guthrie	
8:10 pm	Financial Report - NEWH Financial Policies - Presentation of 2019 Budget and Motion to Accept			Fernando Diaz	
8:15 am	Board Orientation - Who is NEWH, Inc. - What is the Purpose of NEWH, Inc? - 501(c)(3) Status - Board Structure - Who's on the NEWH, Inc. Board - How do You Advance - Policies/Code of Conduct/Code of Ethics			Julia Marks	
9:15 am	BREAKOUT SESSIONS Breakout are to be led by each VP of each discipline. 2019 goals are to be set, committees developed and tasks assigned. After goals have been established, group should brainstorm best practices/new ideas, what works/what doesn't. - Finance/Fundraising - Scholarship/Scholarship - Education/Continuing Education, Mentoring, Green Voice Education - Development/Conferences, and Social Media - Membership & Programming Conversation/Chapter Membership & Programming - Ambassadors			Fernando Diaz Brittany Johnson Christine Wasmer Leigh Mitchell SandyBanks Michael Smith	
10:30 am	B R E A K				
11:00 am	Report on Breakout Session - FINANCE/Fundraising - SCHOLARSHIP/Scholarship - EDUCATION/Continuing Education, Mentorship, Green Voice Education - DEVELOPMENT/Membership, NEWH Conferences, Digital Marketing - AMBASSADORS				
12:00 pm	Canada/United Kingdom Update			Christine Tucker Jonathan Young	
12:15 pm	Old Business			Cynthia Guthrie	
12:30 pm	New Business			Cynthia Guthrie	
12:45 pm	Motion to Adjourn				

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 Rauem	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 Valentia Castellon
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 Nancy Brandon Brockmiller	Amanda Tomlinson Monica Meade 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	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 your 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:

- 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:

STATUS OF MOTION:

YEA: 11

NAY: 0

ABSTENTION: 0

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.

The Goal Statement *(Start with a VERB!)*

Identify NEWH's most successful programs and validate longevity and assure points of review to maintain relevance in the market.

The Measure *(How will you know when you have achieved the Goal?)*

I will have confirmation from each VP of their program(s) success and supportive NEWH Inc staff. Each VP will provide input on a measurable process that can be put in place for scheduled reviews in the future.

When to Start?

Start at Strategic Planning – End December 2019.

When to End?

What are the Major Milestones? *(Make it a Project!)*

1. April 2019: Develop list of programs for analysis through EC consensus
2. August 2019: Gain insight from each VP through phone conferences related to measurable programs and future program review schedule.
3. November 2019: Present draft document of collective program information to EC.

GOAL 2 - 2019

The Goal Statement *(Start with a VERB!)*

Explore the potential of a NEWH Advisory Board comprised of leading hospitality executives and what the positive impact would be to the organization.

The Measure *(How will you know when you have achieved the Goal?)*

When I have presented a scope document to EC identifying key goals to assemble an Advisory Board.

When to Start?

April 2019.

When to End?

What are the Major Milestones? *(Make it a Project!)*

Research other nonprofit and for profit executive level advisory board structures and functions.

PRESIDENT ELECT

CHRISTINE TUCKER

Job Purpose

- Be an active advocate of NEWH through all possible industry networking opportunities such as tradeshow etc.
- Know the duties of the President and be prepared to assume the Presidential duties if necessary

GOAL 1 - 2019

The Goal Statement *(Start with a VERB!)*

Learn and understand the duties of the President position. Work closely with NEWH Inc Office, Cindy Guthrie and Executive Committee to have a full grasp of policies and procedures in this position.

The Measure *(How will you know when you have achieved the Goal?)*

Achieving this goal will be reflected information learned in this year prior to assuming the Presidential Position. In taking on the role having the knowledge and information to facilitate the duties of President.

When to Start?

The goal has started on January 1, 2019 and January 1, 2020 forward continuing to grow once I take on the President position.

When to End?

What are the Major Milestones? *(Make it a Project!)*

Review and learn the requirements using the official NEWH Job Description as a base line of the duties and activities that are the responsibility of the President. A quarterly review with NEWH Inc

and Cindy to assist in learning curve of job requirements of this role.

GOAL 2 - 2019

The Goal Statement *(Start with a VERB!)*

Expand on NEWH International Growth and Exposure in other Countries

The Measure *(How will you know when you have achieved the Goal?)*

The measure will be reflected in membership growth outside of USA

When to Start?

This goal started in 2006 in my first Board Position within NEWH Toronto Chapter. There is no end to this initiative.

When to End?

What are the Major Milestones? *(Make it a Project!)*

Continue to spread the NEWH Mission Statement in Canada, work with UK and expand in Europe with initiatives such as HOST Milano and other opportunities to partner with other Associations or professionals who show interest in NEWH.

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

GOAL 1 - 2019

The Goal Statement *(Start with a VERB!)*

August-October- Beta Test website with select group, begin marketing efforts around launching the site.

- November-December-finalize any changes to the site after Beta testing and LAUNCH!

The Measure (How will you know when you have achieved the Goal?)
ready to launch by the end of 2019

When to Start?
Started in March 2018

When to End?
December 2019

- What are the Major Milestones?** (Make it a Project!)
- NEWH Leadership Conference- meet with a small group to work out what the flow and drop down menus need to include.
 - Milliken- Present what has been completed to date to the board
 - April 2019- finalize content with Inc and Web Designers
 -

GOAL 2 - 2019

The Goal Statement (Start with a VERB!)
Participate in Secretary Discipline calls

The Measure (How will you know when you have achieved the Goal?)
When I attend the calls

When to Start?
Now

When to End?
End of year

What are the Major Milestones? (Make it a Project!)

RECEIPT OF MINUTES, ANNUAL BUDGET AND CHAPTER BUSINESS PLAN - 2018

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	Yes	No Mtg.	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
Atlanta	Yes		Yes	Yes	Yes	Yes	Yes						Yes	
AC/Philadelphia		Yes	Yes	Yes				No Mtg.					Yes	
Chicago	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes				Yes	
Dallas	Yes	Yes	Yes	Yes	No Mtg.	Yes	No Mtg.	Yes	Yes	Yes			Yes	
Houston	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
Las Vegas	Yes	Yes	Yes	Yes	Yes	Yes	No Mtg.	Yes	Yes				Yes	
Los Angeles	No Mtg.	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes			Yes	
New York	Yes	Yes	Yes						Yes	Yes			Yes	
North Central	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
Northwest	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No Mtg.	Yes	Yes	Yes	Yes	Yes	
Rocky Mountain	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No Mtg.	Yes	
S. Florida	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes			Yes	
San Francisco Bay	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes				Yes	Yes	
Sunshine	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
Toronto	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No Mtg.	Yes	Yes	No Mtg.		Yes	
UK	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No Mtg.	Yes	Yes			Yes	
Washington, DC	Yes	Yes	Yes	Yes	Yes	Yes							Yes	
Regional Grp. (once a qtr.)														
Cincinnati	No Mtg.	Yes	No Mtg.	No Mtg.	Yes	Yes	No Mtg.	Yes	Yes					
Memphis/Mid-South	No Mtg.	No Mtg.	No Mtg.	Yes	Yes	Yes	No Mtg.	Yes	Yes	Yes	Yes	No Mtg.		
New England	Yes	No Mtg.	No Mtg.	No Mtg.	No Mtg.	No Mtg.	Yes	No Mtg.	No Mtg.	Yes	No Mtg.	No Mtg.		
North Carolina														
Orange County	No Mtg.	No Mtg.	No Mtg.	Yes	No Mtg.	Yes	No Mtg.	No Mtg.	No Mtg.					
Pittsburgh	No Mtg.	Yes	No Mtg.	Yes	Yes	Yes	Yes	Yes						
South Carolina														
Vancouver	Yes	Yes	Yes	Yes	No Mtg.	No Mtg.	Yes	No Mtg.	Yes	No Mtg.	Yes	No Mtg.		

NEWH Chapter Board Training Schedule

	2018	2019	2020	2021	2022
ARIZONA	WEBINAR	BD TRN 12/14/2018	ST PLAN	WEBINAR	OPEN
ATLANTA	BD TRN 1/27/2018	ST PLAN	WEBINAR	OPEN	BD TRAIN
ATLANTIC CITY	BD TRN 2/3/2018	WEBINAR	ST PLAN	OPEN	BD TRAIN
CHICAGO	WEBINAR	BD TRN 12/8/2018	ST PLAN	WEBINAR	OPEN
CINCINNATI	WEBINAR	OPEN	BD TRAIN	ST PLAN	WEBINAR
DALLAS	WEBINAR	BD TRN 2/22/2019	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	ST PLAN 3/20/2019	BD TRAIN	WEBINAR	OPEN
NORTH CENTRAL	WEBINAR	BD TRN 10/19/2018	ST PLAN	WEBINAR	OPEN
NORTHWEST	BD TRN 1/13/2018	OPEN	WEBINAR	ST PLAN	BD TRAIN
ORANGE COUNTY	ST PLAN	WEBINAR	BD TRAIN	ST PLAN	WEBINAR
PITTSBURGH	WEBINAR	BD TRAIN	ST PLAN	WEBINAR	OPEN
ROCKY MOUNTAIN	OPEN	ST PLAN 3/1/2019	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 7/31/2018	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 3/16/2019	WEBINAR	OPEN	BD TRAIN

Board Training	Strategic Planning	Webinar	Open
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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

GOAL 1 - 2019

The Goal Statement (Start with a VERB!)

Review Budget vs Actual with the NEWH, Inc. off after the end of every calendar quarter

The Measure (How will you know when you have achieved the Goal?)

Once we review Budget vs Actual mid April 2029

When to Start?

Mid-April 2019

When to End?

December 2019

What are the Major Milestones? (Make it a Project!)

- Continuous Infitum!

GOAL 2 - 2019

The Goal Statement (Start with a VERB!)

Determine feasibility of developing an international fundraiser with a celebrity chef

The Measure (How will you know when you have achieved the Goal?)

Once the chapters are on board and scope document has been created

When to Start?

February 2019 HD Board of Directors Meeting, write official goals – select city/venue

When to End?

What are the Major Milestones? (Make it a Project!)

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)
- Chapters to submit signature bankcards after the first board meeting of the year...Chapters will not be able to write checks until new signature cards are submitted.
- 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 who hold their own checkbooks – be sure to obtain W-9's from all new vendors before writing them a check. IRS requires this for tax purposes.*
- All interest earned on any interest bearing accounts will be transferred into the chapter's Scholarship Account at the end of each year
- Susan at NEWH Inc holds a credit card that Chapters can be used for paying expenses. Please utilize this card rather than using personal accounts and then needing to wait for a reimbursement check. Call or email Susan Huntington with questions.

BANK BALANCES

account balances as of 12/31/2018

General	\$ 325,622.71
Scholarship	141,208.64
Cliff Tuttle Scholarship	11,945.43
Ken Schindler Scholarship	5,291.30

Money Market (cash reserve fund)	396,259.58
Long Term Reserve Account (money market acct receives higher interest than CD)	305,290.56
Cash Reserve Account (money market acct receives higher interest than CD)	70,741.54
CD	100,000.00
NEWH, Inc. acct in Canada (8/31/17)	CAD 14,223.32
NEWH Canada, Inc.	CAD 128,534.49
NEWH Canada, Inc. Scholarship	CAD 7,361.86
NEWH, Inc. acct. in London	US 20,623.26

Chapter	Updated Signature Cards 2019	2018 Fundraising Remittance	2018 reconciled Fundraising % Proceeds	Regional Tradeshow Monies transferred to Scholarship Act in 2018	Fundraising/Donation Monies transferred to Scholarship Act in 2018	Checking Bal	Date	Scholarship Bal	Date	Mutual Fund	CD
Arizona		x	70%		6,728.86	13,203.37	12/31/18	14,252.92	12/31/18		
Atlanta	Yes	x	30%		6,424.13	114,450.06	12/31/18	85,567.51	12/31/18		
Chicago	Yes	x	45%	31,479.06	24,919.24	92,743.75	12/31/18	148,023.53	12/31/18		
Dallas	Yes		46%	20,690.52	40,000.00	125,149.54	12/31/18	101,095.77	12/31/18		
Houston	Yes			16,888.83		41,067.19	12/31/18	65,583.66	12/31/18		
Las Vegas			26%		42,537.90	78,241.64	12/31/18	149,641.71	12/31/18		
Los Angeles Founding		x	44%		38,697.11	58,748.81	12/31/18	140,577.74	12/31/18		
New York		x	48%		84,915.38	150,492.11	12/31/18	169,679.03	12/31/18		
North Central	Yes		75%	12,571.08		30,616.37	12/31/18	53,245.68	12/31/18		
Northwest		x	46%	30,997.69	24,857.68	92,677.68	12/31/18	98,498.74	12/31/18		
Rocky Mountain			32%		3,495.98	68,796.07	12/31/18	27,704.87	12/31/18		
San Francisco Bay Area	Yes	x	27%		74,921.56	197,524.07	12/31/18	131,736.77	12/31/18		
South Florida		x	38%		17,864.86	72,109.50	12/31/18	35,165.40	12/31/18		
Sunshine			47%	28,218.95	11,421.63	126,975.47	12/31/18	84,792.06	12/31/18		
Toronto	N/A				-	24,455.34	1/24/19	1,200.86	1/24/19	25,504.41	1/24/2019
United Kingdom	N/A					8,171.37	1/4/19	794.84	1/4/19		
Washington DC Metro	Yes	x	60%	47,266.62	134,384.61	156,607.52	12/31/18	177,342.81	12/31/18		
Regional Groups											
Atlantic City					9,078.38	26,638.66	12/31/18	10,436.92	12/31/18		
Cincinnati						6,794.17	12/31/18	3,000.04	12/31/18		
Hawaii						11,923.24	12/31/18	26,971.80	12/31/18		
Memphis/Mid-South						1,000.00	12/31/18	1,987.00	12/31/18		
New England		x	22%			11,837.62	12/31/18	16,472.21	12/31/18		
North Carolina						8,579.75	12/31/18	10,318.12	12/31/18		
Orange County						1,446.27	12/31/18	60,143.38	12/31/18		
Pittsburgh						7,531.61	12/31/18	14,363.19	12/31/18		
San Diego						-		19,346.21	12/31/18		
Virginia						-		12,106.86	12/31/18		

PROPOSED 2019 BUDGET

	INCOME	EXPENSE
President	-	23,150.00
President Elect	-	5,500.00
Past President	-	9,500.00
Founders Circle	-	10,150.00
Executive Adviser	-	2,800.00
Secretary	-	2,890.00
Board Training	-	34,950.00
Vice President Finance	-	4,250.00
Fundraising	109,000.00	6,817.00
Travel / Delegate	-	12,000.00
Vice President/Scholarship	-	5,200.00
Scholarship	-	53,525.00
BrandED	28,500.00	28,500.00
Clifford Tuttle Scholarship	5,000.00	5,965.00
Green Voice Scholarship	10,000.00	18,990.00

ICON Scholarship	16,500.00	15,738.00
ISHP Scholarship	-	1,365.00
Ken Schindler Memorial	5,000.00	5,830.00
NEWH Leadership Scholarship	-	-
Vendor Scholarship	33,000.00	35,650.00
Women Leaders in Hospitality Scholarship	10,000.00	11,760.00
Vice President/Education	-	3,100.00
Continuing Education	5,000.00	6,400.00
BrandED	112,500.00	111,950.00
ED Online	-	400.00
Green Voice Education	-	10,350.00
Mentorship	-	750.00
Women In Business	-	-
VP/Development	-	3250.00
Membership	380,000.00	203,100.00
NEWH Awards	5,400.00	18,925.00
NEWH Conferences	88,905.00	30,475.22
Social Media	-	2,425.00
Administration	150.00	860,975.00
Corporate Partner Development	678,000.00	53,000.00
Marketing	64,000.00	91,550.00
Tradeshows/USA	1,500.00	69,625.00
Tradeshows/Regional	955,757.00	695,221.00
NEWH Governing Board Mtg.	-	14,610.00
Website	28,000.00	63,100.00
Publications	-	6,125.25
Reserve Acct.	-	50,000.00
Bank/Credit Card	-	9,200.00
	2,536,212.00	2,549,061.47

2019 CORPORATE PARTNERS	level	partner since
Durkan Hospitality	Benefactor	1995
Fabricut Contract/S. Harris	Benefactor	2004
RH Contract	Benefactor	2012
Signature	Benefactor	2005
ULSTER	Benefactor	2003
Bernhardt Hospitality	Patron	2012
Boutique Design Group	Patron	2012
Delta Faucet Company	Patron	2014
Electric Mirror	Patron	2008
Hospitality Design Group	Patron	2001
Installation Services Group	Patron	2010
Milliken Floors	Patron	1996
Moen, Incorporated	Patron	2012
P/Kaufmann Contract	Patron	2011
Valley Forge Fabrics	Patron	2019
American Atelier, Inc.	Supporting	2011
Arteriors Contract	Supporting	2013
Artline Group	Supporting	2018
Ashley Lighting, Inc.	Supporting	2012
Brintons	Supporting	2010/2016
Crypton + Nanotex	Supporting	2014
Down Etc.	Supporting	2019

Fabric Innovations	Supporting	2011
Kimball Hospitality	Supporting	1994/2016
Lily Jack	Supporting	2011
Mandy Li Collection	Supporting	2011
Masland Hospitality	Supporting	2001
Porcelanosa USA	Supporting	2017
Richloom Contract	Supporting	2013
The Robert Allen Duralee Group	Supporting	2017
Sem Fim	Supporting	2013
Serta International	Supporting	2005
Séura Incorporated	Supporting	2012
Shaw Hospitality Group	Supporting	1999/2015
Shelby Williams	Supporting	1994/2011
Summer Classics	Supporting	2011
Tarkett	Supporting	2008
Tropitone Furniture Company	Supporting	2012
Vaughn Benz	Supporting	2011
WALTERS	Supporting	2012

FUNDRAISING

KELLY GADDES

Job Purpose

- To mentor and support NEWH Chapter efforts in fundraising
- 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

GOAL 1 - 2019

The Goal Statement (Start with a VERB!)

Determine feasibility of developing an international fundraiser with a celebrity chef

The Measure (How will you know when you have achieved the Goal?)

Once the chapters are on board and scope document has been created

When to Start?

February 2019 HD Board of Directors Meeting, write official goals – select city/venue

When to End?

What are the Major Milestones? (Make it a Project!)

GOAL 2 - 2019

The Goal Statement (Start with a VERB!)

Just starting as Director of Fundraising and getting my feet wet, finding out what initiatives we are working on. Will have a more detailed set of goals next meeting.

The Measure (How will you know when you have achieved the Goal?)

When to Start?

When to End?

What are the Major Milestones? (Make it a Project!)

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.

GOAL 1 - 2019

The Goal Statement (Start with a VERB!)

Increase awareness of NEWH to educators/colleges in all hospitality majors, leading to higher involvement of educators across the organization and resulting in increasing the caliber of our scholarship program

The Measure (How will you know when you have achieved the Goal?)

When to Start?

Started Summer 2018 – Continuous efforts each year with proper hand off to new VP

When to End?

What are the Major Milestones? (Make it a Project!)

Attend ICHRIE each year with transitions planned for each new VP of Scholarship. This will greatly increase our visibility in the hospitality management schools. -Follow up each year- Connect the professors met at the events with Inc. office and get them connected directly to their chapter scholarship director within two months of the conference. -Engage educators with scholarship announcements (filming student reactions, they get to be part of the mission and the joy of the scholarship process)

GOAL 2 - 2019

The Goal Statement (Start with a VERB!)

Implement new financial portion of the scholarship application to ease confusion of both students and application reviewers.

The Measure (*How will you know when you have achieved the Goal?*)
Improved accounting on applications, and less questions to the Inc. office. (Less confusion for students and application reviewers)

When to Start?

Winter 2018

When to End?

Fully Implemented 2019

What are the Major Milestones? (*Make it a Project!*)

Previous steps: -Info gather, what is wrong with the current form? - Develop draft of new format -Review Draft at 2018 BDNY IBoD with Scholarship group Next Steps -Pick up changes from IBoD meeting (1/31/19) -Alter the online form to fit a paper form (2/23/19 – 3/10/19)

Legal and Accountant need to review the new form (2/1/19 – 2/22/19)
-Get the digital template updates to the web folks (through Inc. office) (2/1/19) -Be ready to implement the paper version at the same time the online version goes live (3/15/19) Fall Scholarships -BDNY IBoD 2019 check in with chapters on changes, to survey positive or negative reactions. (11/9/19)

COMMENTS

Many thanks and much gratitude to all of the chapter scholarship directors and presidents who helped pull together the congratulatory messages for Leadership. Absolutely amazing! And another big thank you to those that have helped review Inc. Scholarship applications.

SCHOLARSHIP

JENNIFER WELLMAN

Job Purpose

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

2019 Goals

- Assist and work closely with new VP of Education, Brittany Johnson, and the NEWH Inc. office
- Reach out to all scholarship directors to find out where they may need direction
- Help scholarship directors build NEWH brand to students and promote chapter scholarship
- Continue to streamline online applications and scholarship process
- Continue to enlist volunteers to assist in judging Inc. scholarship applications by serving on the scholarship review committee
- Help as needed with next the scholarship NEWH Scholarship Stories video production

Steps to Achieve Goals

- Quarterly Scholarship discipline calls with chapters/regions
- Keep open lines of communication between VP/Scholarship, NEWH, Inc., chapters and committee members Committee calls, chapter outreach, overall team development
- Build relationship with each chapter scholarship director—make myself available for more in-depth conversations regarding chapter successes

Long Term Goals for This Position

- Establish lines of communication with all chapter/regional Board of Directors Mtg. – May 1, 2019scholarship Directors, Student Representatives, Scholarship Chairs and provide support as required
- Work with chapters/regions to promote NEWH, Inc. scholarship opportunities
- Work with chapters/regions to establish new vendor sponsored scholarship opportunities
- Create a regularly scheduled routine of following up with past scholarship winners to track updates in their career path since receiving a NEWH scholarship
- Implement some of the “grass roots” ideas that were shared during the January 2018 IBOD scholarship breakout – going to the students in their environment, announcing scholarship at their school/studio during class (recording announcement) —*I’d like to get more information about some of the past discussions to make sure I am up to speed*

Other Report Items

- Set up a time to talk to Becca about some of the past goals and meeting discussions to make sure we are continuing where we left off.
- Chapters please remember to send in pictures and videos of your recent scholarship recipients/awards event.

SCHOLARSHIPS AWARDED BY CHAPTER

Chapter	2018	total # of awards	Total Given
Arizona	6,500.00	122	125,800.00
Atlanta	27,600.00	163	335,365.00
Atlantic City/Philadelphia	10,000.00	13	44,500.00
Chicago	45,500.00	130	380,073.73
Cincinnati Region	2,500.00	2	5,000.00
Dallas	32,000.00	185	436,200.00
Hawaii Region	8,000.00	4	8,000.00
Houston	17,500.00	133	206,125.00
Las Vegas	30,000.00	162	422,604.92
Los Angeles Founding Chapter	36,000.00	360	827,598.00
Memphis/Mid-South	2,500.00	1	2,500.00
New England Region	5,000.00	36	43,950.00
New York	48,000.00	240	646,500.00
North Carolina Region	2,500.00	4	10,000.00
North Central	10,000.00	45	72,000.00
Northwest	35,000.00	56	172,963.64
Orange County Region (Southern Counties)	8,500.00	68	88,950.00
Pittsburgh Region	3,000.00	4	11,000.00

Rocky Mountain	23,000.00	51	122,200.00
San Diego Region	0	3	3,000.00
San Francisco Bay Area	30,000.00	26	140,000.00
South Florida	15,000.00	103	156,000.00
Sunshine	18,000.00	79	233,500.00
Toronto	1,000.00	64	CAD 120,013.00
United Kingdom	7,000.00	26	GBP 49,036.88
Vancouver	2,500.00	6	CAD 13,500.00
Virginia	0	8	16,500.00
Washington DC Metropolitan	100,000.00	141	514,300.00
Clifford Tuttle Scholarship	5,000.00	5	25,000.00
Future Hospitality Leaders Scholarship	0	3	15,000.00
Green Voice Design Competition	15,000.00	2	15,000.00
NEWH Branded/IHG	7,500.00	1	7,500.00
NEWH Branded/Marriott International	7,500.00	1	7,500.00
NEWH ICON of Industry	7,500.00	24	112,500.00
NEWH Ken Schindler Memorial Scholarship	5,000.00	3	15,000.00
NEWH Leadership Scholarship	10,000.00	2	15,000.00
NEWH Women Leaders in Hospitality Scholarship Award	10,000.00	8	40,000.00
NEWH Sustainable Design Competition/School	0	9	40,000.00
NEWH Sustainable Design Competition/Student	15,000.00	19	90,000.00
NEWH Vendor - American Holtzcraft	0	1	3,000.00
NEWH Vendor - Fabric Innovations Legacy	10,000.00	6	60,000.00
NEWH Vendor - Harvey Nudelman Memorial Scholarship	5,000.00	12	44,500.00
NEWH Vendor - P/Kaufmann	10,000.00	1	10,000.00
NEWH Vendor - Séura	3,000.00	3	9,000.00
NEWH Vendor - Symmons	4,000.00	5	20,000.00
TOTALS	\$ 732,247.72	2339	USD \$ 5,708,314.61

VP/EDUCATION

CHRISTINE WASMER

Job Purpose

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

GOAL 1 - 2019

The Goal Statement *(Start with a VERB!)*

Create education resource database library drawing expertise from hospitality community

The Measure *(How will you know when you have achieved the Goal?)*

Have program ready for implementation by BDNY 2020.

When to Start?

Goal begins in January 2019

When to End?

When implemented and then supplemental goals will follow establishing implementation goals, measurement system to gauge value and areas for improvement

What are the Major Milestones? *(Make it a Project!)*

Continuous content collection. Category Survey to membership. Chapters to beta test format. Develop marketing/branding. Evaluate beta test feedback and implement changes. Survey beta testers with final platform before roll out.

GOAL 2 - 2019

The Goal Statement *(Start with a VERB!)*

Establish NEWH Internship Program. NEWH through our scholarship initiatives discerns and identifies exceptional talent leading to a stronger future in hospitality.

The Measure *(How will you know when you have achieved the Goal?)*

Process to be vetted and improved, ready for next step of implementation after May 2019 IBOD presentation

When to Start?

January 2019

When to End?

What are the Major Milestones? *(Make it a Project!)*

Program. Develop the process. Driver to be NEWH Inc. staff with assistance VP Education. Stakeholders: Hospitality employers, brands design/management, A & D community, culinary and purchasing.

COMMENTS

Ongoing challenges with Green Voice – scout out additional sponsorships and subject matter experts to contribute content for live sessions.

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.

GOAL 1 - 2019

The Goal Statement *(Start with a VERB!)*

Establish an Internship Program

The Measure *(How will you know when you have achieved the Goal?)*

Upon approval of Executive Board

When to Start?

Phase I – January 2019 – May 2019

When to End?

What are the Major Milestones? *(Make it a Project!)*

Develop program that ties to industry partners and hotel management.

GOAL 2 - 2019

The Goal Statement *(Start with a VERB!)*

Develop a session for Green Voice and taking it one step further

The Measure *(How will you know when you have achieved the Goal?)*

Presentation and presenter at a trade show

When to Start?

Begin February and end by mid-November latest

When to End?

What are the Major Milestones? *(Make it a Project!)*

Ecological, social and human impacts on the built environment (compare globally)

Branded CHAIR

DEBBIE MCKELVEY

Job Purpose

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

2019 GOALS

- Small/abbreviated events will be held at Leadership conference
- Have almost 9 events between Marriott and IHG's partnership
- Continue to develop and work creating marketing material to generate awareness among chapters and brands.
- Create agreement to use between NEWH & Brands for events

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 Diane to have visibility on the website (marketing material and photos from events).

LONG TERM GOALS FOR THIS POSITION

- Continue to grow the program and establish guide lines to future events.
- Establish program so NEWH Inc. office can run the events

YEAR TO DATE REVIEW

- Chapters that have reached out for an event in 2019: NC (Charlotte), SF, WA, LA

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

MENTORSHIP CHAIR

STACY COSTA

Job Purpose

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

GOAL 1 - 2019

The Goal Statement *(Start with a VERB!)*

Getting the Mentorship Program off the ground in at least 2-3 chapter in 2019

The Measure *(How will you know when you have achieved the Goal?)*

When dates have been set for the events.

When to Start?

Continue throughout year

When to End?

What are the Major Milestones? *(Make it a Project!)*

Atlanta chapter to pilot the Mentorship event in March

GOAL 2 - 2019

The Goal Statement *(Start with a VERB!)*

Pairing those who inquire on the website with mentors.

The Measure *(How will you know when you have achieved the Goal?)*

Once I have them connected to someone within their chapter board

When to Start?

Continue throughout year

When to End?

What are the Major Milestones? *(Make it a Project!)*

Program. Develop the process. Driver to be NEWH Inc. staff with assistance VP Education. Stakeholders: Hospitality employers, brands design/management, A & D community, culinary and purchasing.

COMMENTS

I need more support from Inc. and Chapter Programming Directors in order to raise awareness and launch program

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.

GOAL 1 - 2019

The Goal Statement *(Start with a VERB!)*

Provide input as needed for a successful 2019 Leadership conference

The Measure *(How will you know when you have achieved the Goal?)*

We will review the results after the conference and what can be improved

When to Start?

Conference is February – initial review will be within 4 weeks via conference call, followed up by a meeting in Las Vegas

When to End?

When implemented and then supplemental goals will follow establishing implementation goals, measurement system to gauge value and areas for improvement

What are the Major Milestones? *(Make it a Project!)*

Weekly goals and updates

The Goal Statement *(Start with a VERB!)*

Develop and implement a lodging program between NEWH and Hotel owners/brands to provide discounted room rates to the membership.

The Measure *(How will you know when you have achieved the Goal?)*

Review the status at the end of 2019 for number of hotels and locations. Are the hotels being used? are there enough?

When to Start?

Already started and will continue to monitor and review processes yearly

When to End?

What are the Major Milestones? *(Make it a Project!)*

Website information live by 2/2019. Announce at LC. Develop processes: growth, marketing, evaluation, etc.

COMMENTS

Work with Membership Director and Marketing/Social media as needed

GOAL 2 - 2019

MEMBERSHIP

SANDY BANKS

Job Purpose

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

GOAL 1 - 2019

The Goal Statement *(Start with a VERB!)*

Communicate a challenge goal to chapters and regions to choose (at least one) event they are planning for the year that designers would be the most interested in attending (hotel tour, TopID panel, etc) to reach out (calling) all local design firms personally inviting them to their event.

The Measure *(How will you know when you have achieved the Goal?)*

Increased designer attendance at chapter/regional events (and future events!).

When to Start?

Communicate the goal to chapters and regions by April 1 (introduce during the first membership quarterly call, and personally email all membership directors the challenge goal).

When to End?

What are the Major Milestones? *(Make it a Project!)*

Chapters accepting the challenge and personally reaching out to design firms for the event, and incorporating this strategy at more than one event for future years.

Develop guidelines for chapters to implement a membership table at each event (based on the successful Northwest template). The membership table would give event attendees the opportunity to ask questions about different membership types available, find out volunteer opportunities available, and give guests the chance to engage in conversation as soon as they arrive at an event making them feel welcome. The individuals working the membership table would also greet and welcome new members and introduce them to others guests at the event.

The Measure *(How will you know when you have achieved the Goal?)*

Sharing the guidelines with all membership directors, making the document available in the board resources section of the website.

When to Start?

Introducing the idea to membership directors during the 1st quarterly call of the year (February) and finished guidelines to be shared with membership directors during the 2nd membership quarterly call (in May).

When to End?

What are the Major Milestones? *(Make it a Project!)*

Chapter and regions starting to incorporate a membership table at events by mid-year.

GOAL 2 - 2019

The Goal Statement *(Start with a VERB!)*

MEMBERSHIP REPORT BY CHAPTER

chapter	November 1, 2018	11/1/2018 w/ Students	2019 to date	2019 to date w/ Students	% of Change since November 2018 meeting w/o students	2019 non renewals		2019 new members/ past returning		voting members	non-voting	students
						Students are not reflected						
Arizona	95	134	104	136	9%	2	1.9%	7	7.4%	85	19	32
Atlanta	383	616	440	624	15%	3	0.8%	20	5.2%	281	159	184
Chicago	302	397	342	403	13%	5	1.7%	22	7.3%	241	101	61
Dallas	403	538	446	525	11%	2	0.5%	12	3.0%	331	115	79
Houston	143	212	147	222	3%	0	0.0%	12	8.4%	86	61	75
Las Vegas	193	261	189	259	-2%	1	0.5%	10	5.2%	140	49	70
Los Angeles Founding	226	272	234	281	4%	0	0.0%	11	4.9%	191	43	47
New York	417	514	423	523	1%	2	0.5%	34	8.2%	327	96	100

North Central	175	344	175	376	0%	2	1.1%	7	4.0%	114	61	201
Northwest	235	286	233	287	-1%	5	2.1%	19	8.1%	181	52	54
Rocky Mountain	163	215	160	220	-2%	2	1.2%	8	4.9%	132	28	60
San Francisco Bay	232	298	244	318	5%	1	0.4%	7	3.0%	182	62	74
South Florida	273	335	282	344	3%	2	0.7%	20	7.3%	235	47	62
Sunshine	209	235	232	261	11%	1	0.5%	24	11.5%	195	37	29
Toronto	117	145	128	158	9%	1	0.9%	13	11.1%	101	27	30
United Kingdom	103	118	105	120	2%	2	1.9%	9	8.7%	88	17	15
Washington DC Metro	297	377	319	401	7%	2	0.7%	23	7.7%	243	76	82
Atlantic Canada Region	1	1	1	1	0%	0	0.0%	0	0.0%	1	0	0
Atlantic City/Philadelphia	72	90	73	82	1%	2	2.8%	1	1.4%	52	21	9
Cincinnati Region	58	131	77	127	33%	1	2.0%	6	10.3%	63	14	50
Hawaii Region	5	7	4	6	-20%	0	0.0%	0	0.0%	4	0	2
Memphis/Mid-South Region	75	128	65	130	-13%	0	0.0%	4	5.3%	55	10	65
New England Region	119	145	126	146	6%	1	0.8%	4	3.4%	102	24	20
North Carolina Region	79	121	79	123	0%	1	1.3%	5	6.3%	63	16	44
Orange County Region	89	119	98	132	10%	0	0.0%	8	9.0%	73	25	34
Pittsburgh Region	46	57	45	55	-2%	0	0.0%	3	6.5%	36	9	10
Regional Members	43	44	39	40	-9%	4	9.3%	4	9.3%	36	3	1
San Diego Region	8	8	5	5	-38%	0	0.0%	0	0.0%	5	0	0
South Carolina Region	20	27	23	30	15%	0	0.0%	5	25.0%	20	3	7
Vancouver Region	106	170	111	175	5%	2	1.9%	4	3.8%	71	40	64
edited 26-January-2019	4687	6345	4949	6510	6%	44	0.9%	302	6.1%	3734	1215	1561

REGIONAL MEMBERSHIP

Regional Areas	2019	2018	2017	2016
Alabama	2	1	1	1
Arkansas	2	1	1	1
Asia/Pacific	2	2	3	4
Australia	1		1	2
Caribbean Region			1	1
Idaho	1			
India	0	1	1	1
Indiana	6	5	8	10

Regional Areas	2019	2018	2017	2016
Kansas	2	3	4	3
Michigan	3	5	10	9
Missouri/St. Louis	4	4	4	5
Ohio	1	2	2	3
Oklahoma	6	3	5	3
Sweden	1			
Utah	1	3	3	3
Virginia	3	3	2	3

NEWH CONFERENCES

MONICA MEADE

Job Purpose

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

GOAL 1 - 2019

The Goal Statement (Start with a VERB!)

To have a successful 2019 Leadership Conference and gain lessons learned looking towards 2021 Conference

The Measure (How will you know when you have achieved the Goal?)

at the completion of the conference in Feb 2019

When to Start?

Gather information from participants and real time perspective of conference from flow of conference. End of goal will be Feb 2019

When to End?

What are the Major Milestones? (Make it a Project!)

Set up a survey monkey for participants after the conference in order to gather information to be used towards the planning of the next conference

GOAL 2 - 2019

The Goal Statement (Start with a VERB!)

Develop and produce a startup leadership conference in the EU (London, Madrid or Paris)

The Measure (How will you know when you have achieved the Goal?)

Goal will be achieved upon successful completion with participation of international EU participants on a one-day conference reflecting panels and discussion along with a mini trade show

When to Start?

Begin planning Spring 2019 – Conference to be held Spring 2020

When to End?

What are the Major Milestones? (Make it a Project!)

1 – gather and create list of attendees 2- align with EU chapters 3 – decide on city and location 4 – create conference agenda including panels, topics and perspective speakers. 6 – confirm dates, location, panelist, budget, sponsorship, etc for one-day conference. 7- create marketing for conference, and sell sponsorship. 8- produce conference

SOCIAL MEDIA

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.

GOAL 1 - 2019

The Goal Statement *(Start with a VERB!)*

Increase awareness of NEWH, Inc. events, mission and scholarships through social media platforms

The Measure *(How will you know when you have achieved the Goal?)*

This is an ongoing goal, it is measured by social media engagement with followers and users

When to Start?

This is ongoing

When to End?

What are the Major Milestones? *(Make it a Project!)*

When we hit 4,000 followers on Social media platforms

GOAL 2 - 2019

The Goal Statement *(Start with a VERB!)*

Story telling through social media

The Measure *(How will you know when you have achieved the Goal?)*

This is an ongoing goal

When to Start?

2019- NEWH will start to share scholarship stories as they come in to increase awareness about our Scholarships in Hospitality

When to End?

What are the Major Milestones? *(Make it a Project!)*

Interaction with Colleges and students increasing the awareness of our scholarships

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.

GOAL 1 - 2019

The Goal Statement *(Start with a VERB!)*

Expand NEWH exposure and growth of membership in Canada

The Measure *(How will you know when you have achieved the Goal?)*

When to Start?

This is an initiative that has been an ongoing effort that will continue and results reflected in growth in membership in Canada

When to End?

What are the Major Milestones? *(Make it a Project!)*

Focus on Montreal to secure and engage local interested individuals to join NEWH and assist in building these areas.

GOAL 2 - 2019

The Goal Statement *(Start with a VERB!)*

Work with Toronto Chapter and Vancouver Regional Group to ensure continued success and growth within these Chapters/Regions.

The Measure *(How will you know when you have achieved the Goal?)*

The goal will be achieved when each of these Chapter/Regional

Areas have strong committed board members with succession plans in place. Engage and groom ideal candidates in Canada for NEWH International involvement to continue in succession of my current position on the International Board

When to Start?

This initiative is in place and continue to work with both Toronto and Vancouver on a constant basis

When to End?

What are the Major Milestones? *(Make it a Project!)*

Milestones are shown in having the excellent board members in Vancouver and Toronto. Both Boards are working on NEWH Events for 2019 and membership growth. Results will be evident in the years Programming/Fundraising/Scholarship Events and membership participation and satisfaction with what each Chapter/Region has provided.

COMMENTS

Constantly on look out to welcome and engage continued growth in our Membership at also new Board Members.

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

GOAL 1 - 2019

The Goal Statement *(Start with a VERB!)*

Engage hospitality brands in BrandED program to increase financial support and engagement within NEWH.

The Measure *(How will you know when you have achieved the Goal?)*

December 2019 have at least two fully funded scholarships from two brands/December 2019 deliver two new BrandED sessions to two-chapters above and beyond what we have delivered to date.

When to Start?

Start in February 2019

When to End?

End in December 2019

What are the Major Milestones? *(Make it a Project!)*

January 2019: Collect new contacts for BrandED programs at ALIS 2019
 February 2019: Meet with Debbie McKelvey and BrandED Ambassadors to create a draft schedule for 2019 sessions with IHG and Marriott at IBOD meeting
 March 2019-November 2019: Market to new BrandEd partners and follow up as required to engage them in the program. Maintain regular contact with Ambassadors and Debbie to confirm program success at the Chapters and provide support as required.

GOAL 2 - 2019

The Goal Statement *(Start with a VERB!)*

Confirm value and effectiveness of Scholarship Video program.
 Establish a budget and outline of the future program and who will

manage the project.

The Measure *(How will you know when you have achieved the Goal?)*

When I have presented a scope document proposing the future of scholarship video program.

When to Start?

Start March 2019

When to End?

End November 2019

What are the Major Milestones? *(Make it a Project!)*

April 2019: Gather all budget information from NEWH Inc related to past video productions
 November 2019: Provide draft scope document to EC for review and comment.

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

As I enter my final year on the NEWH Inc Board of Directors, I reflect back on the wonderful experiences I have had both personally and professionally. It's been an absolute honor to serve with you all. This year

my goal is stay engaged and support the NEWH IBOD in all of its endeavors.

NEWH MEDIA AMBASSADORS

MICHELLE FINN/STACY RAUEN

Job Purpose

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

NEWH CORPORATE 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

NEWH BrandED AMBASSADORS

STEPHANO DELORENZA/ TERI UROVSKY

Job Purpose

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

NEWH STAFF

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

2019 BOARDS

Mandatory Discipline Calls – Be sure your entire voting chapter board members participated in a mandatory call for their position. If they have not, please ask them to follow up with the NEWH Inc. office for one-on-one training.

Board Changes - If your board has any changes or new has newly appointed directors or chairs, please be sure to alert the NEWH office as soon as possible so the office can update the database and the new individuals are pulled for conference call invites, important board information, and show upon the website in your board roster.

Quarterly Calls – the quarterly conference call schedule was sent to all board members mid-January; the schedule can also be found in the board resources section of the website. The first calls will take place in February. 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!

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). The job descriptions are very helpful for those serving on the board, as well as if you are recruiting for an empty board position.

Chapter Business Plan – The business plan is a basic roadmap for your chapter as you plan for this year. Use this in your strategic planning meetings. The business plan is due to the NEWH Inc. office by the end of February.

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!

Chapter Budget – All budget templates have been emailed out. Start putting 2019 budget together so they can be reviewed and approved during your next board meeting. Chapters should not be spending any money until there is an approved budget in place. If there is not an approved budget in place, all expenses must be voted upon until the budget is approved. Remember, it is not up to just a few board members to create your budget, each director should be turning in their budget according to their discipline to the chapter treasurer who then includes in master budget. If there are any questions regarding budget dollars, please reach out to Susan Huntington in the INC office.

MEMBERSHIP

Dues Renewals - Many members have a due date in January. At the end of January, you may have seen a significant drop in your member numbers if members have not renewed. Be sure to look over your chapter dues report (which is emailed to all board members). Divvy up names on the report and contact directly those members who have recently lapsed or those whose dues are coming up. Remind them to renew online, and also invite them to your upcoming events. People are much more likely to

renew after personal contact than from a reminder email from NEWH, Inc.

You also may notice on the January and February Dues Report a decrease in your student members and an increase in your associate members. Student members who graduated in 2018 will receive a courtesy associate membership in 2019. Now's the time to contact these members to be sure we have their correct contact information!

New Members – many chapters have membership drives at the beginning of the year. If your chapter is having a drive and offering any type of discount for new members (and only new members, discounts are not applied to past/renewing members) – PLEASE be sure to let the NEWH, Inc. office know of any discounts being offered. If you are collecting applications at your event, be sure these applications are approved in a timely fashion by board and send to NEWH, Inc. to process. People are most enthused and excited right when they join, they do not want to wait more than 30 days before hearing anything from your chapter. Be sure to send them a welcome email upon approval and let them know of upcoming events. This is also a great time to ask them to volunteer in your chapter and to be part of a committee!

Discount/Free memberships – If your chapter offers a free or discounted membership, please remember that you are responsible for the \$75 Inc. portion of the dues. Please be sure to provide all applications to the Inc. office in a timely manner.

Attracting New Members / Retaining Members – Are you planning 2019 events that are inviting and intriguing to members and potential members to attend? Remember - everything revolves around programming. If your programs are content rich, people will want to attend. Not sure what members are looking for? Conduct a member interest survey and ask your members what they would come to and what would make them join (contact Diane at the NEWH, Inc. office to set this up).

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). Introduce new members at your next event. Make new members feel welcome!

EVENTS

Event Calendar– As soon as you have solid 2019 calendar dates for your events, please be sure contact Diane at the NEWH Office to add to your website calendar. Many individuals from others areas plan their travel around other chapter events that they could attend. These website calendar dates are also the dates pulled to include in the NEWH magazine so please be sure your calendar is correct.

Programming/Fundraising Events – to avoid board burnout, focus on a few high quality events instead of many events. Fill in the other months with simple sundowners or no host/no sponsorship networking events at local establishment that perhaps were newly renovated - see if they will offer tours. Please remember that NEWH is not in the business of throwing parties. If you are planning a 'gala' or 'black-tie' event with a high ticket price, your event will be slated as a fundraiser and will be expected to bring in 25-40% net proceeds from the event. If you are planning a program with a moderate ticket price (\$30-\$40) be sure your event has a programming aspect to it (tour, panel discussion, speaker, etc.).

Email Broadcasts - 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.

Corporate Partner banner: The 2019 Corporate Partner banner will be shipped to each Chapter President/Regional Steering Committee chair within the next few weeks. The CP banner needs to be at all events.

Raffle: Prior to fundraising or raffle activity, check your local and state laws and regulations-keep your chapter in compliance. Please contact Nicole Crawford at Nicole.Crawford@NEWH.org

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 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 Tradeshow – the schedule is as follows: Miami Product Showcase – February 7, 2019; Denver, CO – June 27, 2019; Chicago, IL – August, 2019 (date TBD); Minneapolis, MN – September 12, 2019; Seattle, WA – September 24, 2019; San Francisco, CA – October 16, 2019.

SCHOLARSHIP

Scholarship applications: Students may apply online or submit a PDF application by mail or email for NEWH Chapter scholarships. Chapters select when to distribute, collect and award annual scholarships. Connect with students and colleges to determine promotion and deadline dates. Update your college list annually to ensure scholarship announcements are communicated appropriately. Ask vendors who travel to make school visits, meet with student groups or drop off flyers.

Recruit committee members: Form a scholarship committee to assist with updating college contacts, school visits and reviewing applications.

Students are our future: Students and full-time educational professionals can join NEWH for FREE! Students may apply for NEWH Chapter scholarships and NEWH, Inc. scholarships. Find student representatives to serve as liaisons to colleges in your territory to promote scholarship, membership, chapter events and mentoring to student groups and educators. Engage past recipients to serve on the board or a committee.

Awarding scholarships: Awarded scholarship funds must be made payable to the students' college and mailed directly to the college (never to the student). Ensure applicants have applicable debt through their college for tuition or program approved books/supplies; if this is not clear verify details with the student prior to awarding. Fundraising dollars raised this year will be applied to the following year's scholarships. Awarded scholarships should not exceed 50% of the scholarship account. Submit your Scholarship Check and Report Form to NEWH, Inc. office within 30-days of selecting your winners.

Engage students: Invite students to speak, present, or have a special part in all of your events. At your event check in table have a small sign listing your latest scholarship recipients, ask students to help with check-in.

NEWH Scholarship Video: 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 \$6 million in scholarships to date, helping students like these.

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

Capture more stories: Video your scholarship winners at the event, through an on-site interview, or video their parents/guests/educators at your event. Ask the students professor to announce the scholarship in front of class and record the footage. Contributions will help build future scholarship videos. Submit your videos, images to nicole.crawford@newh.org

WEBSITE/SOCIAL MEDIA:

Please review your chapter pages on the website. Your chapter board is responsible for making sure your chapter pages are up to date. If you'd like different banner photos, send them in! Remember: Your chapter-landing page is the first place someone visits to find out about your chapter so sell your chapter here! Why should someone join your chapter? What do you have to offer? What exciting events are you planning? Want to share how successful an event was or market an upcoming event? Send us your requests and make it exciting! Visit your pages often to make sure they are up-to-date – the more current your pages are, the more visitors you will have on your site. Forward any chapter page updates/requests to Diane Federwitz.

Facebook: Each chapter has their own Facebook page. Please be proactive and keep your FB current with chapter happenings. If you need to add an editor to your page, any current editor can do that – on the Settings/Page Roles section of your chapter Facebook page. The password it asks for is your own personal Facebook password (there is no special password for your NEWH chapter pages).

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.

FINANCE

Banking

- Signature Cards are in progress – thank you to the Chapters who have completed theirs already. We appreciate the effort that goes into these.
- PWB Bank statements (for the previous month) are delivered electronically and are emailed to the Chapter's Board.
- Membership Dues will be reimbursed each quarter by EFT.
- Chapter Events are reimbursed to Chapters by EFT typically within 30 days of the closing of the event. The events Results of Activity Reports must be completed and sent to Susan 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.

GoPayment App

- Chapters can accept credit cards for many transactions including sponsorships, silent auction, raffle, door ticket sales - Guarantees that funds are received immediately.
- Do not use Go Payment for processing membership dues – new or renewal. Membership dues need to be sent to Inc.
- The swiper/reader is not necessary to process cards. The “scan card” feature can be used within the app in lieu of the reader. For more information, contact Susan.

QuickBooks Online

Easy and effective way to track your Chapter’s finances up-to-date.

- Quicks Online Training has begun for new Treasurers and Presidents. If you need training and have not scheduled, please contact Susan

Checks

- All checks written by the Chapter must be recorded in QuickBooks Online immediately (fill in both memo and description fields) to help maintain accurate account balances.

Deposits

- Please do not send cash for deposit to NEWH, Inc. Two people should count the cash and either write out a personal check or get a cashier’s check.
- Checks to be deposited (please mail in a timely manner to avoid stale dated checks), make copies of all checks for your records.

Chapter Financial Reports / Profit and Loss

- Accounting is Cash Basis (Jan - Dec). Revenue and Expenses are recorded at the time cash is received and expenses are paid out.
- Financial reports are emailed to the Chapter Board after the monthly statement has been reconciled.

Chapter Budgets

- 2019 budget development should be process. Please remember this is a board responsibility, not just your Treasurer.
- 2019 Scholarship Grants should be based on the Chapter’s 2018 Fundraising proceeds.
- Budgets should be reviewed regularly to ensure financial success. These figures should sync with all event budgets.
- Chapter’s finances are the responsibility of the entire Chapter board. Ask questions if something does not appear as you’d expect.

Chapter Credit Card

- NEWH, Inc. holds a Chapter credit card which should be utilized by all Chapters to make down payments, pay invoices, etc. in lieu of using personal accounts and waiting for reimbursement checks. (Request should be made **5 days** prior to the date due). The card number cannot be shared so please contact Susan.

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 / Leadership Conference– Jena Seibel or Brenda Brown
- Green Voice – Nicole Crawford
- Website/Newsletters – Diane Federwitz
- Other questions – just call, we would be glad to help!

CHAPTER REPORTS

ARIZONA

Shannon Vance, delegate
NO REPORT SUBMITTED.

chartered May 5, 1995

ATLANTA

Dallas Bentley & Jennifer Wellman, delegates

chartered May 5, 1995

MEMBERSHIP

Added 21 new members and 2 Chapter Business Memberships in 2018. The membership appreciation is included in the programming.

PROGRAMMING

- February – Restaurant Series with speaker @ 5 Church (restaurant) Designers from Design 1 were on hand to discuss the reasons behind their design scheme and one of the partners from the firm gave a talk on a few key points. The event was free to members and it was a cash bar.
- March – Hotel Tour and Meet and Greet at the Omni @ The Battery (in conjunction with trade show) – Event was sponsored \$2500 and Inc paid the restaurant, Achie's via credit card.
- April – Restaurant Series @ Golden Eagle (restaurant / bar) Designer Elizabeth Ingram spoke about her design and the event was free to members. Cash bar.
- May – Member Appreciation Event @ New Realm Brewery (possible member drive) Headshots. Free to Members. Penny and Christine can elaborate on expenses for this event.
- June – CEU–canceled
- August – Avalon AC Hotel Tour – Kelly Bowen managed expenses – I don't think we had Sponsors. Free to Members. Cash bar.
- September – BrandED /Hotel Tour—Embassy suites Midtown
- October – Golf Fundraiser November –
- December – GALA Fundraiser

SCHOLARSHIP

Scholarship committee visited 7 schools to promote scholarship applications. We awarded eight students a total of \$27,600. We had 40 applicants from 15 different schools. (Up from 26 in 2017 and 33 in 2016). Several of the chapter scholarship applicants also applied to national competitions as well. Our portfolio review was moved to March 2019 due to a scheduling conflict

FUNDRAISING

Our fundraiser which incorporates a winter holiday gala, scholarship and TOP ID awards ceremony sold out with 280 people attending. It earned more than a 40% in profit and totaled more than \$60,000 in revenues. These improvements were due to better and earlier fundraising efforts as well as having an established event year after year to market

OTHER CHAPTER HIGHLIGHTS

We continue to be healthy financially Admin – \$116,117.43
 Scholarship – \$85,567.51

CHAPTER/REGION GOAL

To grow the fundraiser Awards Ceremony that includes top ID. This year we had 5 applications and sold out our tables.

OUR CHAPTER/REGION WOULD LIKE HELP WITH

Board meeting attendance.

ATLANTIC CITY/ PHILADELPHIA REGION

Bruce Heins, steering committee chair
NO REPORT SUBMITTED

September 9, 2008

CHICAGO

Jen Conley & Jessica Linden, delegates

chartered August 12, 1991

MEMBERSHIP

We've had 32 new members join our chapter in the past quarter including both students and general members. 9 student members, 10 general members, 1 corporate partner courtesy member, 3-chapter level business members, 3-chapter business courtesy members and 6 business plus courtesy members.

PROGRAMMING

Programming held its last event in September, so over the last couple of months we have been focusing on building our committee and planning for a successful and educational 2019. One new item for us in 2019 will be to host the event that honors the Top ID winners at a Programming event, rather than Fundraising. We are excited to incorporate this into our event!

SCHOLARSHIP

In October we held our second annual Masquerade Ball where we introduced our Scholarship Recipients to our chapter. Two of our scholarship winners will be attending the NEWH Leadership Conference! As a chapter we awarded \$55,500 in scholarships this year to 11 students. Recipients included designers, hospitality management and culinary students.

FUNDRAISING

Fundraising – At the end of October, the Chicago chapter held their second ever Masquerade Ball fundraising event. It was very successful financially and well attended. At the event, we recognized the scholarship winners as well as the TOP ID winners. The fundraising team is in the process of planning the three large fundraising events for 2019 including KingPin Bowling, Summer Social and Masquerade Ball. Each event brings together hundreds of people in the hospitality industry and it is a great opportunity for networking. We are very excited for 2019 and the events to come!

OTHER CHAPTER HIGHLIGHTS

Our Fundraising events this year continued to grow in profit, which allowed us to give away the highest amount in scholarship yet for Chicago – \$55,500!

CHAPTER/REGION GOAL

Discover new ways to recognize our scholarship and Top ID winners. In the past, we have done both at our Fall fundraiser, but we feel we can find a better time to be sure they are given the recognition they deserve!

CINCINNATI REGION

Kelly Gaddes, steering committee chair

DALLAS

Elissa Murry & Heather Scott, delegates

chartered August 12, 1991

MEMBERSHIP

Event will be in March to celebrate the growth of our chapter and of course try to bring in more active members!

PROGRAMMING

Events will be held in February, April, September and December. Each event will be unique such as a tour or educational guest speaker, with or annual holiday tour at the end of the year.

SCHOLARSHIP

Our event is scheduled for May. Exact venue details to follow, sponsorship levels have been set and will be on our chapter's sushi menu to be issued any day now. The team is working hard to make this an unforgettable moment for all.

FUNDRAISING

We will be having a masquerade ball in October. The fundraising details have not yet been finalized, though sponsorship levels and venue have been.

OTHER CHAPTER HIGHLIGHTS

I'd have to say our board. When working on the slate for 2019 we had some hard discussions and ended up with a wait list.

CHAPTER/REGION GOAL

We would like to correct those mistakes and set standards to be more respectful when asking for their donations. We will be requesting face to face meetings to request participation instead of a blanket email, for our dedicated top sponsors. This has been done sporadically but should be a common practice. Additionally, we are working towards getting the A&D community to sponsor events, not just reps and manufacturers. Our E3 events seem to be a good fit to help us achieve that goal.

OUR CHAPTER/REGION WOULD LIKE HELP WITH

We do have some great suggestions concerning the Top ID competition!

Staff note: Please be sure to pass on those suggestions to the NEWH office!

HOUSTON

Melissa Davis & Kacey Sharp, delegates

chartered February 17, 1992

MEMBERSHIP

Total of 211 members right now.

50- Associate	3- Corporate Partners
17- Chapter Business Courtesy	15- Educational Professionals
6- Chapter Business	40- General
8- Chapter Level Business	72- Students

We had our 2nd annual trivia night this year, following last year's successful event, and brought in several new members and student members, as well as a new Chapter Level Business membership. We're considering running with this membership drive event again in 2019 or potentially mixing it up at a new venue to accommodate more attendees.

PROGRAMMING

Our board will be holding their annual planning meeting on January 12th to line out the programming calendar for 2019, but we expect to host several exciting hotel and restaurant tours as well as our annual CEU, membership drive, and student day events.

SCHOLARSHIP / FUNDRAISING

We received upwards of 30 scholarship applications this year and were proud to award \$17,500 in funds to 5 local students, including one who joined the chapter at our 2018 Student Day event. Our combined scholarship awards gala and fundraiser event was a huge success this year, awarding \$17,500 in scholarships to 5 local students, including and bringing in more than \$20,000 in sponsorships, ticket sales, and raffle/auction proceeds. The event was hosted at Willie G's restaurant at the prestigious Post Oak Hotel development, and we were honored to have one of the lead

concierges appear as our keynote speaker for the event. We learned lots of valuable lessons during the programming phase of this event and we're excited to build on this success for our 2019 gala.

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.
- Work with National to bring the BrandED event to Houston.
- 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: If you are interested in a BrandED event, please contact Debbie McKelvey at DebbieMcKelvey@bernhardt.com. Please have your new board members contact the NEWH office if they missed the mandatory calls and need a walkthrough of their position. We are here to help! We can also do a 2-hour webinar with the board which goes over NEWH mission, board positions, the basics of NEWH- similar to what the first part of in house board training covers. Reach out to jena.seibel@newh.org to schedule.

LAS VEGAS

Edgar Gutierrez & Heather Wilmer, delegates

chartered March 26, 1991

MEMBERSHIP

1. As of December 2018, we have 253 members, 11 Chapter Level Business Members and 69 student members.
2. 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 2019 year. We have several talented board members for the 2019 season.

PROGRAMMING

1. 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.
2. We have begun requesting sponsorships for all events including Thirsty Thursdays, which have been successful thus far including our Board Installation event. 3. Finding hot new venues to showcase and tour is helping increase attendance.

SCHOLARSHIP

1. Our next Scholarship event is scheduled for February 2019. This will include an interactive pizza party to spread awareness for our NEWH Las Vegas scholarships.
2. Applications and requirements will be available at this event to be held at the local university UNLV, and Community College as well.
3. We received many applications in these fields: – Culinary – Hospitality/Hotel Administration/Management – Interior Architecture Design/Architecture
4. As of December 2018 there is \$149,593 remaining in our scholarship account.
5. Goal for 2019: 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.
6. We will honor 2019 scholarship recipients at our Glamping Event and at an Awards cocktail reception Las Vegas Chapter-

FUNDRAISING

1. We are busy planning and getting our venue secured for our 2019 event Glamping in Zion National Park area resort. We estimate over 300 in attendance this year.
2. We will continue making HOSPYS a primary fundraiser for 2020. Our second fundraiser will be our Glamping event slated for summer 2019.
3. We have been requesting sponsorships for every program event so the event costs are covered. In 2018 we were very successful with this approach and we anticipate 2019 to be successful at reaching sponsors as well.

Other Chapter Highlights

We are working hard on Glamping and have our first Patron sponsor before we even have promoted the event! We are excited to see the tremendous attention this event is unraveling.

Chapter/Region Goal

Continue to reach out to more students and create awareness for the scholarship opportunities we provide. Including culinary students.

LOS ANGELES

Alison Gasser, Natasha Gomez & Melissa Knock, delegates

founded October 1984

NO REPORT SUBMITTED

MEMPHIS/MID-SOUTH REGION

Jana Johnson, steering committee chair

MEMBERSHIP

Memphis/Mid-South regional group membership: We currently have 123 members with the following breakdown: 31 General 7 Associate 9 Business 8 Corporate Partner 4 Education Professional 64 Student It has been approximately 1 year since our kickoff party where a 50% discount was given so the membership committee is working hard to follow up with all members with overdue renewal fees. We are looking at ways to “add value” to membership in order to promote membership renewals. We are considering door fees at tours and other events for non-members.

PROGRAMMING

This year started with an incredibly successful Hotel Tour with approx. 80 in attendance. We also held 2 Sundowners (June & November) that attracted smaller groups but were still successful networking opportunities. In October, we hosted the BrandED Tru by Hilton. Door fees went into our scholarship fund for 2019. In December, we hosted a Holiday Party to award our first Chapter Scholarship as well as award our TopID winners. Our next event is a hotel tour planned for the first quarter of 2019.

SCHOLARSHIP

Memphis/Mid-South was able to award our first scholarship to a University of Memphis/Kemmons Wilson Hospitality School student, Elizabeth Ealy, in December 2018. We are looking forward to presenting another scholarship in 2019.

FUNDRAISING

Memphis/Mid-South is not yet required to do any fundraising until we become a full chapter, but we have already been thinking of ideas for a fund-raising event once we are required to do so.

OTHER CHAPTER HIGHLIGHTS

Memphis/Mid-South region has had a great year full of support from many local reps and vendors. We have had full support from our local University (University of Memphis) and we are really looking forward to continuing this relationship with them moving forward. We have truly had some overwhelming turnouts to our events in 2018 and expect to have even more enthusiasm in 2019. Our year started out with a bang and we fully plan to continue our momentum this coming year.

CHAPTER/REGION GOAL

Our group would like to get more people on board and involved with our local steering committee and also become even more organized for 2019 as we now have further experience in planning events, holding meetings, and all other activities.

OUR CHAPTER/REGION WOULD LIKE HELP WITH

Our region would like help with Increasing membership. Ideas on how to promote the benefits of membership. Advice regarding membership drives vs member appreciation parties. Increasing attendance. We want to provide quality events: tours, panel discussions, etc. We feel that CEUs are not as important to our membership base, but is there a way to survey the membership to find out for sure? Is it possible to survey the membership to see if events during lunch hour vs after hours is more appealing?

Staff note: Yes! Contact Diane at the NEWH office – we have a survey template you can start with, revise/tweak as you wish, and we'll send it out to your members and give you a link to see the results. Easy peasy 😊

NEW ENGLAND REGION

Tyler Toothaker, steering committee chair

(originally chartered November 4, 1992)

MEMBERSHIP

Our New England NEWH Chapter currently has 146 in our membership. Suggestions for increasing and also retaining membership in 2019: 1. Allow memberships to be purchased in 3 year blocks if the member wishes to. I have posed the question to several who renew, and ALL were in favor of this. 2. Have staff of NEWH from the adjacent regions at each trade fair BD West, HD,

and BDNY. 3. Provide regional communication to AIA members for possibly joining NEWH. 4. Develop a budget for regional advertising through colleges and universities about the values of joining NEWH as a student.

Staff note: Although NEWH does not offer a multi-year membership block, we would instead encourage your members to sign up for auto-renew for their membership dues in order to retain

them as members from year to year. Visiting schools is an excellent way to attract student membership! Enlist past alumni of these schools that are members to make a visit and hand out info. NEWH, Inc. has a booth at BD West, HD, and BDNY with IBOD meetings at HD and BDNY. There are volunteer times for the booths.

PROGRAMMING

As the 2019 starts, we would like to do more fun, and pop up shop like, happy hours to get more of our new England chapter states to join. Our goal would be to stick to our normal happy hour schedule, bowling event, 2 hotel tours (with plans of getting into the newest and greatest hotels in Boston (Four Seasons/ One Dalton and the Encore casino). We would also like to incorporate an event into Portland, Maine, Hartford, CT, and Providence, RI to get some of those chapter members to show up! We are still strategizing some silent auctions/ raffles, to get money for our scholarship students.

SCHOLARSHIP

The New England chapter awarded two \$2,500 scholarships in 2018 to Valerie St. Louis, studying Culinary Arts at Southern Maine Community College and Emily Shaw, studying Interior Design at Endicott College. Since we are such a young and small chapter it has been a challenge to find students that are eligible and who are willing to take the time to fill out the necessary forms to be considered for the scholarship. Nonetheless we are excited to offer these scholarships and meet new students in our community every year. Our chapter is hoping to award more money this coming year,

and attract more student interest to our scholarship and chapter events.

FUNDRAISING

Our 5th annual Sun Set Cruise in Boston Harbor, taking place on the Seaport Elite is scheduled to be our 2019 fundraiser. Annually this is our most desired event for members and sponsors and this year we are looking to take it up a notch. Offering more member benefits and increasing the sponsor spotlight, all the while growing our fundraising dollars. More details to come following our February Board Meeting.

OTHER CHAPTER HIGHLIGHTS

We have a great influx of fresh blood on the New England Team – all members fully engaged and taking ownership for responsibilities. No longer having board members "along for the ride". 2019 & 2020 are going to be the best years for NEWH New England since 2013 when I became a member.

CHAPTER/REGION GOAL

A goal for our chapter this year is to have increased profits for all our events, breakeven is no longer acceptable. as well as growing our Membership to 175.

OUR CHAPTER/REGION WOULD LIKE HELP WITH

Scheduling a Brand Ed event for 2018-2019, as well as a board training meeting with Trudy Craven.

NEW YORK

Morgan Brodey & Tory Knoph delegates

chartered July 23, 1991

MEMBERSHIP

This year we will be continuing our focus on increasing membership numbers, while following up more with renewals. Last year we made an extra effort to welcome new members at our events by having greeters and nametags, the new member nametags contained happy faces for easy identification, we will continue this practice this year. Another exciting goal for this year is to increase the number of new member events and formats. The formats will include Happy Hour, Luncheon and Information sessions. This year we also enlarged the committee to further increase participation, bring value, and share information. Lastly, we will be emphasizing membership benefits more clearly so everyone can understand the features and benefits being an NEWH member.

PROGRAMMING

Our Toasty Tuesdays are continuing to have a great turn out, for example the December was held at the Moxy Downtown, recently completed by Stonehill Taylor. The turnout was one of our biggest ones yet, with a focus on making cards for City Meals. Toasty Tuesdays are held on the third Tuesday of every month and regularly have anywhere between 75-130 people attend, refer to NEWH's website for dates and locations. Also last year we had a Scholarship Recognition Event during one of our Toasty Tuesdays; where we highlighted the student winners of 2018. It was held at the Assemblage in FIDI, the space was recently completed by Meyer Davis. The board's biggest problem is being able to secure space for the amount of people we have. If anyone in the NEWH community is working on or has recently worked on a project in NYC, we would love to show off your work if you can put us in touch with the owner, GM, F&B, etc.! We'd also love to have more non-hotel spaces within the hospitality community!

SCHOLARSHIP

This year we were able to award 13 well deserved students with scholarships totaling over \$50,000. On top of that we are proudly supporting two of our scholarship winners to attend this year's

Leadership Conference. Our goal for the upcoming year is to visit more schools and educate students about NEWH to get more applicants for our scholarships. We aim to give out larger scholarships in an effort to create even more of an impact to support our students. We really would like to look into expanding our scholarship outreach for 2019 and encouraging a larger scope of students (design, hospitality, hotel and culinary-based) to apply for the coming year.

FUNDRAISING

2018's Owners' Roundtable was a huge success! With 24 owners and 255 participants, we raised over \$45,000 in scholarship funds. Product Runway our second fundraising event held around BDNY, was also a huge success raising over \$60,000 in scholarships and 350 people in attendance. Make sure to mark your calendars for Owner's Roundtable on June 5th 2019 and Product Runway on November 10th 2019. Refer to the NEWH website in the coming weeks for sponsorship opportunities.

OTHER CHAPTER HIGHLIGHT

As a board we are trying each year to get closer and work together to understand each other's roles. This year we are mimicking the NEWH Corporate Board Retreat to do our own internal retreat. This was a huge help last year and intend to do it yearly; especially since not everyone can attend or is new to the board. Also as a board we've put a strong effort into developing on our committees and showing how new and existing members can help out the board.

STATE AT LEAST ONE GOAL FOR YOUR CHAPTER THIS YEAR

I think this year and every year our goal is to raise more money for scholarships and educate our students on the industry. Another goal for 2019 is to hold more student related activities for both them and the NEWH community.

OUR CHAPTER/REGION WOULD LIKE HELP WITH

NYC based projects that are opening in 2019/2020 and where we can hold Toasty Tuesdays and other events..

NORTH CAROLINA REGION

Bess Rosefield Ehmcke, steering committee chair

NO REPORT SUBMITTED

NORTH CENTRAL

Taylor Hoesley & Jayme Krstich, delegates

chartered December 11, 2000

PRESIDENT – Valentina Castellon

Your Role

- Individuals I report to: Jayme Krstich (Past President), Westin Hammerstrom (Executive Advisor) and NEWH Inc. Directors and staff
- Individuals that report to me: Taylor Hoesley (VP Admin), Korrin Howard (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

- We have a full board this year and many new faces! There are many people who have joined the board who have never participated, and we are thrilled to see new faces. We had a great SWOT session with our board and INC in December.
- We have a full calendar this year and a Trade show. We have a committee that is already up and running for the tradeshow after party and are well underway to planning the festivities. Our first event is soon approaching, and it is fully funded. Off to a great start with a great board!
- This year we are trying to shake things up and provide a real value to our members by trying new events including some exciting tours, and some more themed events for our Fundraiser.
- Our funds are very healthy and we are seeing continued interest in the North Central Chapter!

VICE PRESIDENT ADMIN – Taylor Hoesley

Your Role

- Individuals I report to: Valentina Castellon (President), Jayme Krstich (Past President) and NEWH Inc. Directors and staff
- Individuals that report to me: Alex (Secretary), Shelly (Treasurer) and Brandie Adams (Scholarship)

Position Goals

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

Other Report Items

- 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. Our student awareness of the program has increased. We have 3 new student liaisons on the board and have had enormous success in involving not only new board members but also involving a variety of backgrounds, from instructors to new firms. I plan on attending the IBOD meeting in Miami in February. I am excited for the year to get going, we have many new board members. It will be great to get their outside input.
- This upcoming year we are adjusting our scholarship fund, which our entire board feels passionate about. We have been making active steps to cover the increased budget.

FUNDRAISING – Monica Coleman

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. Contact

local events spaces and select an event space for fundraiser.

Other Report Items

- Looking into Fundraiser to be held at Top Golf and raise attendance to possibly be 100 people.
- Working with the Marketing Director to update the call for sponsors and get the buzz going for upcoming events. Assisting Programming director with events as need. Assisting the Programming and Marketing Directors to keep track of sponsorship per event and getting the buzz out.
- Starting planning for fundraiser in August 2019.

SCHOLARSHIP – Amy Behrendsen

Your Role

- Reporting to VP-Admin (Taylor H.)

Goals

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

Budget

- \$10,000.00 Scholarship (one \$4,500, one \$3,500, and one \$2000)
- \$900 Student Portfolio (\$400, \$300, and \$200)

Other Report Items

SCHOLARSHIP – Portfolio Event

- We will hold our 2019 Student Portfolio Review event on March 12th to be held at Atmosphere Commercial Interiors. We had 9 students submitting entries for our Student Portfolio Competition in 2018 and hope to double that for this year. Looking for business professionals from a variety of tech schools/colleges/universities like last year's event. Planning to focus the event on project feedback, along with portfolio reviews.
- For the portfolio competition, each of the students will submit their portfolio to three professionals, giving them the opportunity to show their work. Ideally, the event expenses will be covered by sponsorships.

SCHOLARSHIP – Student Design Charrette

- The Speed Mentoring event was held on September 27th, 2018 at Fluid Interiors. The board decided to replace it in 2019 with a more interactive event for the students (charrette style) to be held on November 15th. The event will continue to focus on exposing students to industry professionals on a more individual level, but also tie in design practices in real time. We will research some successful charrette programs from around the country before implementing. A charrette is an essential exercise because it gives students the opportunity to work with other students and professionals they likely haven't met before and apply what they've learned in school to produce a practical design solution.
- This will also be an important reminder for the students to enrol in the Student Scholarship application process.

SCHOLARSHIP – Scholarship Awards

- We awarded three scholarships this year at the In The Spirit Awards held at Top Golf on December 5, 2018. First place was Gwen Northey from the University of Wisconsin-Stout in the amount of \$3500, Second place was Kendra Bastian from Iowa State University (\$2500), and Third place went to Rachel Springman from the University of Minnesota (\$2000). Again, hoping to increase the number of candidate's in 2019 and present them again at In the Spirit Awards Event on December 10th, 2019.

SECRETARY – Alex Wilson

Your Role

- Individuals I report to: Valentina Castellon (President), Jayme Krstich (Past President), Taylor Hoesley VP of Development and NEWH Inc. Directors and staff

As the NEWH North Central secretary (Alex Wilson) for the 2019 term, I intend to record, document, and organize the chapter activities 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.

VICE PRESIDENT DEVELOPMENT – Korrin Howard

Individuals I report to:

- NEWH North Central President Valentina Castellon, Past President Jayme Krstich
- NEWH Inc. Directors and staff

Individuals that report to me:

- Tiffany Theis (Membership) Kailin Hurinenko (Marketing) Monica Coleman (Fundraising) Lisa Cochran (Programming)

Position Goals

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

Other Report Items

- Continue to work with marketing director to call on sponsors early for this year's events.
- We are excited about our programming and fundraising events this year. Work with both directors to help new ideas for events be successful in 2019.
- Outreach to students to get involved within our region. Support them with membership process and how to attend events. Show students how NEWH can be a resource for them as they become professionals.

MEMBERSHIP – Tiffany Theis

Individuals I report to:

- NEWH North Central VP of Development, Korrin Howard and President Valentina Castellon
- NEWH Inc. Directors and staff

Your Role

- Maintain memberships, increase visibility to potential membership, and promote NEWH, Inc.

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 4th in Minneapolis.

Current Membership Totals:

- Associate: 53, Business Plus Member: 1, Chapter Business Courtesy Member: 16, Chapter Level Business: 10, Chapter Level Business: -Top Tier: 1, Corporate Partner Courtesy Member: 5, Education Professional: 18, General: 55, Honorary: 2, Retired: 1, Student: 171.

- Grand Total Year End of 2018: 339 (up by 34 from 2017 to 2018)

MARKETING – Kailin Hurinenko

Individuals I report to:

- NEWH North Central VP of Development, Korrin Howard

Position Goals

- Provide support for all events throughout the year to get sponsorships. Plan the annual fundraiser.
- Email blasts and invites to our members and non-members for upcoming events that are cohesive and professional looking
- Send out reminder email blasts to help turnout at events
- Continue to work with fundraising, programming and memberships to keep our members up to date and involved.

FUNDRAISING – Monica Coleman

Individuals I report to:

- NEWH North Central VP of Development, Korrin Howard

Position Goals

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

PROGRAMMING – Lisa Cochran

Individuals I report to:

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

Position Goals

- Develop each month's event at least two months in advance in order to coordinate marketing and general event key points. 2019 Kick Off event to be held 1/31; one of two Top ID Tours of the year.
- Work to include Top ID firms within programs – from hosting of event, organizing panels, tour of local projects, etc.
- Develop each event's tasks, time lines and potential sponsors for the year
- Enlist programming committee members as needed for each event
- Develop a Programming package throughout 2019 to help transition change in directors for 2020 and into the future.
- Find and review documents in the Drop Box/Google for ease of access by all board members. Update and develop any missing.
- Assist all board members in event planning as needed; to be a resource for all events.
- Assist with the coordination and development of event marketing as needed to ensure timely delivery of sponsorship attainment and event marketing.

NORTHWEST

Katy Clark & Karen Rains, delegates

chartered March 23, 1995

MEMBERSHIP

We will continue to welcome new members with personal email and engaging our board members by providing them with a short overview of all new member types. In addition, we are sharing the

past dues list with the entire board expanding the reach of our membership team to include the entire board. We will also continue to include Membership Tables at each event.

PROGRAMMING

Very excited to get programming started off with a bang! We are planning to have our first Hotel Tour in Seattle in April 18th and have secured Embassy Suites Pioneer Square for the event. We plan to continue to add Membership as a component to these event and excited to grow our membership through our planned events. Looking forward to learning a ton at the conference and bring some new ideas to the chapter. DEVELOPMENT: Savor, our most anticipated event, will be held at a new venue that will be determined by mid-January. We will then begin seeking sponsorships and auction items for this event as well. As Programming Director 2018 I was inspired by Fundraising's Google Doc that kept Savor organized. I created a similar document for programming events that organizes the committee and delineates jobs and processes pretty clearly. Not only will this help Denise (2019 Programming) and committees but also help me ensure programming events are on track by having access to this document in our Google drive. This will also make it easier to look back at the event and see all of the details pretty easily.

SCHOLARSHIP

Erica and I are very excited to be our chapters Co-Directors for Scholarship in 2019! We are looking forward to building our committee and are looking to include judges from all regions of our chapter. To promote the scholarship, we will be planning 2 student events, one in Eastern Washington and one in Western Washington, graciously hosted by RFM. Last year, our former Scholarship Co-Director, Sandra Brumbaugh recruited 3 Student Ambassadors along with the former scholarship winners (Student Liaisons). We are hoping that they will be willing to help promote the scholarship at their schools.

FUNDRAISING

We are kicking off 2019 ahead of the game, learning from past years and figuring out where we can improve. One our main goals was to have our annual sponsors nailed down by the end of January. We did have our forms ready to go by end of year and are working

diligently to hold onto our loyal annual sponsors and garner new sponsors as well, including more business chapter sponsors. We have also offered more cost effective options in hopes to bring in more money that can be put toward programming in order to lessen the burden of seeking sponsorships for events. Ideally we start even earlier seeking sponsors for 2020 (October/November) when marketing budgets are being worked out. We will also have a more general event sponsorship opportunity form distributed by the end of January for those vendors who would like to participate in specific events. They will be able to sign on a sponsor asap.

OTHER CHAPTER HIGHLIGHTS

MARKETING: Fourth quarter for the marketing team has been successful. Not as many graphics requests as last quarter which has been a nice break. There has been some buzz about having Instagram/Facebook take-overs in the future and we are making an effort to add events to our Instagram story. Most recently we saved the PDX fall tour to our stories and it is a nice resource for event reflection and it has received more reviews than our typical post received likes. The Instagram following is continuing to grow, we are now at 440 followers and continue to be active seeking more! Public Relations has done a great job in getting announcements and new projects into the magazine. We are looking forward to another great year and making some tweaks to have a more effective and productive marketing team. **DEVELOPMENT:** I'm looking forward to working with community service this year to see how we can come up with new, fresh ways to make an impact as a board

CHAPTER/REGION GOAL

We are hoping that the addition of a lower Annual Sponsorship level will ensure that we secure more Annual Sponsorship funds which will make fundraising for each event less stressful and allow us to focus more on content and execution.

OUR CHAPTER/REGION WOULD LIKE HELP WITH

Nothing at this time!

ORANGE COUNTY REGION

Jessica Wasmer Northover, steering committee chair

September 9, 2008

SCHOLARSHIP - Sonya Miles

The scholarship awards event was held on Monday December 5th, 2018. Three \$2500 scholarships were awarded to deserving students. We will not be sending students to the Leadership conference this year but will plan to do so for the next one. Next month we begin planning for the 2019 awards with an eye towards beginning the process earlier so that we can include videos for showing at the awards dinner as well as have more time for the overall process.

I propose the following calendar/schedule for 2019

- February – confirm school list
- May – send out applications
- July 1 – applications due back
- Sept – announce winners
- October – produce videos
- December – awards event

PROGRAMING - Jennifer Dorr

January 9, 2019

Fall Event- October 29- Skyloft, Laguna Beach, CA

Sundowner Mixer- Networking Event, Attendees- 40 people
Mix of Independent Designers, Firms, Manufacturer's and Sales Representative's

Top ID- November 26- The Lido- Marriott Autograph Property, Newport Beach, CA

Celebrate our 3 Top ID Professionals- Allgood Allen Design, Hibner Design Group, Max Michelle Interiors

Panel Discussion

Hotel Tour- The Hotel Builder/Design Team used 4 Local Designers to design the Cottage Guest Suites. Also, the property was challenged with focusing on a "Local Vibe" for the community, Attendees- 45 people Ticket: \$20.00 Member/ \$30.00 Non-Member

Very Well Received Event

NEWH Student Scholarship Event- December 10- Marriott Irvine, Irvine, CA-

Hive & Honey Rooftop Bar- Holiday Cheer Event for our Celebration

Scholarship Winners- Jamie Iverson- Hospitality Management; Vanessa Solares, Haley Boukather- Interior Design
Guest Speakers- Robert Olson- RD Olson; Tom Ventura- Gensler
Hotel Tour- Hotel has been open for a year and RD Olson was the developer. Robert Olson was able to provide insight into the design, selection, plan of a project. Again, the property had a "Orange County" table to farm aspect. Tom Ventura gave us insight into working within a large firm. How them approach a project, working with key relationships and staying ahead of the next big idea in design. Working within a budget.
OC Star Awards- BDWest- Title Sponsor, Stone Source and Shademaker, Attendees- 45 people Ticket \$30.00 Members/\$40.00 Non-Member

MEMBERSHIP - Linda Hinjosa

Nothing to report

PITTSBURGH REGION

William Michael, steering committee chair

MEMBERSHIP

Heather Giordano joined NEWH and was voted in as our Membership Director mid-year 2018 to fill a long standing void. Our membership effort has been focused on reaching out to non-member designers, hosting tours and/or events at their recent projects with hopes of converting them into members. We have experienced new vendor members as a result. Currently membership is at an all-time high. We plan to continue efforts to inform designers of the benefits NEWH has to offer as well as making connections with the local Greater Pittsburgh Hotel Association and Pennsylvania Restaurant and Lodging Association to capture interest from the hotel management and culinary professionals with hopes of growing membership.

PROGRAMMING

2018 was a busy year of exciting networking and tour events that included: Wigle Whiskey, Federal Galley, Social House, Towle Place, Hotel Indigo & Holiday Mixer at Olive or Twist. We hosted our 2nd Scholarship & Award Gala on January 25, 2019. Our programming efforts will continue to focus on tour events of new hospitality and restaurant venues for 2019. A concentrated effort will be made to create a Programming Committee to work under the direction of Joy Van de Velde, Programming Director.

SCHOLARSHIP

Julie Zanella, our 2017 Scholarship Recipient, was voted in as our Scholarship Director mid-year 2018. Julie quickly rose to the challenge and along with Dina Caruso to quickly organize and manage our Fall 2018 Scholarship opportunity. We had nine submittals, a record high; and we were honored to award \$3000 Regional scholarships to two students (a design student and a culinary student) at our Gala on January 25, 2019.

FUNDRAISING

We are currently working to develop an annual sponsorship program to reduce the effort of trying to find sponsors for each single event.

OTHER CHAPTER HIGHLIGHTS

While the City of Pittsburgh continues to boom with major new developments announced, we hope to position ourselves for our second regional trade show in 2020.

CHAPTER/REGION GOAL

Our primary goal is to entice more member involvement by building task oriented sub-committees to assist our board members.

OUR CHAPTER/REGION WOULD LIKE HELP WITH

Any suggestions for launching an annual sponsorship program for the first time.

ROCKY MOUNTAIN

Kelly Almus & Chelsea Lawrence, delegates

chartered December 2, 1991

MEMBERSHIP

We will implement a "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 will implement new processes around member retention and outreach to recently lapsed or past members to understand why they may have left, and hopefully have them rejoin our Chapter; as well as take these learning into consideration for further strategic planning. We hope to expand design, architecture, and purchasing/procurement firm participation and membership through sponsorship opportunities as well as membership benefits directly benefiting these types of professionals. We will continue to coordinate with other professional organizations (IIDA, ASID, WID, etc.) to join with them in community events, to increase NEWH awareness and membership as well as avoid overlapping and/or duplicate programming for the industry as a whole.

PROGRAMMING

We are excited to have two strong and eager Co-Chairs in the Programming function on our Board this year to further momentum around our Chapter's presence and reputation. We plan to approach programming with the intent to 'create a buzz' throughout the year by refining and reinventing existing program concepts where we see room for growth, as well as planning to tackle at least one larger programming efforts in conjunction with our regional tradeshow and to best support our growing Chapter. We plan to form smaller but more strategic planning Committees dedicated to Programming all events. We will task a Programming Co-Chair to specifically lead on coordinating with our Marketing Team to keep the website updated with events and dates much earlier in order to promote and allow for longer lead-time planning in hopes of driving higher attendance.

SCHOLARSHIP

Our board plans to award up to \$20,000 in scholarships this year. We do not have a prescriptive quantity of scholarships we plan to give away, but rather will interview and award the top most deserving candidates we identify through a detailed application review process.

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 have continued to refine the package based on the feedback we've received, and plan to release an "Early-bird Special" in Dec '18/Jan '19 that offers discounted pricing through February 2019. We have refined efforts around dedicated sponsorship outreach with increase and more intimate touch points for our Annual Sponsors throughout the year. We hope to drive increased interest in the Sponsorship Menu by continuing to highlight and celebrate these sponsors in big ways!

OTHER CHAPTER HIGHLIGHTS

We are working to strengthen our chapter's Marketing Team with more dedicated strategic planning to create a vision for the content and execution over the entire year. We have continuing Student Representative on the Board for 2019 who is an incredible advocate and strong voice in driving student interest and involvement. We are encouraged by some recent and encouraging feedback from other chapters' members attending our 2018 end of year event and hope to further broaden our network of ideas and resources by getting/staying more connected with other Chapters. We had a lot of new interest in board positions this year and are thrilled and highly optimistic with both our continuing and new incoming board members for 2019!

CHAPTER/REGION GOAL

We have a clear goal to implement new processes around member retention and outreach to recently lapsed or past members to

understand why they may have left in order to better understand the current membership status, and strategically drive growth and retention throughout the year.

OUR CHAPTER/REGION WOULD LIKE HELP WITH

We are excited to have a regional Tradeshow this year but have some concern with our ability to fill a dedicated Chair position for leading on this role. This year, we are going to try the approach

several other chapters take by utilizing NEWH INC to serve the administrative function of Treasurer for our chapter. We have taken a number of steps to understand how/what this will look like for our daily operations but are anxious about how things will play out and will be sure to speak up early if we do not feel like this is working well for our board.

SAN FRANCISCO BAY AREA

Terri Metzger & Janine Peluffo, delegates

chartered June 1, 2010

MEMBERSHIP

Membership: Christine Grant Associate: 35 Business Plus Courtesy Member: 3 Chapter Business Courtesy Member: 37 Chapter Business member: 10 Chapter Level Business: 16 Chapter Level Business – Top Tier: 1 Corporate Partner Courtesy Member: 11 Education Professional: 8 General: 95 Green Voice Courtesy Member: 1 Honorary: 10 Student: 72 Grand total: 299

PROGRAMMING

Programming: Angela Brabec (Rates) –2018; New programming director for 2019: Jennifer Lee (previously in charge of scholarship) September: No event because have Wine by Design Fundraiser October: Student Mentoring Event at Gensler SF. Great turn out of around 80-85 students & members November: No Event this month December: Holiday Networking Happiest Hour & Gift Card Collection for Paradise Fire Victims at Gallaher & Miele showrooms. We had ornament decorating at Gallaher and cookie decorating at Miele. Nice turn out of around 70-75 people Upcoming Events: January—Spin & Yoga at Wheel House for our Healthy Start Event February—Hotel Tour March—Awards Gala

SCHOLARSHIP

Scholarship: Jennifer Lee—2018; New Scholarship Director for 2019: Alfredo Leon Orea (previously Student Rep.) October 29, 2018-Student Mentoring Event at Gensler SF: Great turn out if students and members. Received 24 scholarship applications. We awarded \$30,000 amongst 5 winners in amounts varying from \$2,500-\$10,000.

FUNDRAISING

Fundraising: Jeremy Bitter—2018; New Fundraising Director for 2019:

Lee Ward Henderson October: Our second fundraiser for 2018 was the infamous–Wine by Design—This year we had a sit-down family style Mat Hatter themed brunch at Comstock Winery along with wine tastings, photo booth, step repeat, jumbo bubble making, and raffle. The second half of our day included free time touring downtown Healdsburg and later ending the day at Hotel Healdsburg more networking along with dessert, coffee, more wine tastings and announcing our raffle winners and hat contest winners. We encouraged people to make (and wear) hats for the Mad Hatter Hat Competition. We had around 40 people make the effort and some firms even came with themed team hats. It was fun! Overall, we had around 163 attendees. Raised \$59,000 this year with \$31,000 going to scholarships! Upcoming Fundraising: TOP I.D./Scholarship Awards Gala March 2019

OTHER CHAPTER HIGHLIGHTS

We got several new board and committee members joining us for 2019 and are excited to see who this year pans out with the new ideas that they will bring to our chapter.

CHAPTER/REGION GOAL

Increase membership and student involvement with engaging programs and more creative outreach.

OUR CHAPTER/REGION 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 to try to include with our tradeshow this year.

SOUTH CAROLINA REGION

Teri Schell, Steering Committee Chair Elect

MEMBERSHIP

Penny McPeak

PROGRAMMING

Hart Owen

SCHOLARSHIP

Brooke Pearsall

FUNDRAISING

open

CHAPTER/REGION GOAL

Our region will award our first scholarship this year.

OUR CHAPTER/REGION WOULD LIKE HELP WITH

Strategic planning and fundraising

SOUTH FLORIDA

Anastasia Davis & Jennifer Delmas, delegates

chartered October 2, 2003

MEMBERSHIP

- 1) Current enrolment is at 325.
 - a. 21 Chapter Level Business Members or Top Tier Members
- 2) Still incorporating membership sign-up during our events (join now and save)
- 3) More focus is being placed this year and providing added value to members at events typically by discounted entry

PROGRAMMING

- 1) MINGLES: Continue to be a success. 4th Thursday of every month, still rotating within the Tri-County area.
 - a. Given the success of sporting events last year, we will continue to do so this year with a Miami Heat Mingle in

- January and another Marlins Game mingle in July.
- 2) LEADERSHIP CONFERENCE: we are excited to be hosting the Closing Night Event at the Leadership Conference and hope it will showcase the beautiful and vibrant views that Miami has to offer its guests.
- 3) Top ID Brunch: Last year was our first ever Top ID Brunch event in which we had a panel of TOP ID winners as well as founding board members. This year we plan to do the same event with a Top ID Panel as well as a “Where are they now” Panel of past Scholarship winners. Location TBD but will also be a Members Only event.

SCHOLARSHIP

- 1) In 2018 we awarded \$15,000 in scholarships which is the

highest total amount we have given. Our goal for 2019 will likely be between \$20,000 - \$25,000 given the health of our administrative and scholarship account. We will approve that when finalizing the budget.

FUNDRAISING

- 1) Our goal for 2019 remains to focus on the Bowling and Golden Palm Awards as our main fundraisers. These take place in May and October respectively.

ISSUES THAT YOUR CHAPTER WOULD LIKE HELP WITH

- 1) We continue to look for ways to increase designer and architect participation and paid memberships.

- 2) We are interested in hosting one of the newly launched BrandED events and would like information on how to do so.
Staff note: If you are interested in a BrandED event, please contact Debbie McKelvey at DebbieMcKelvey@bernhardt.com. Regarding increased A&D participation it will come down to the quality of your programs. It's not the quantity but the quality of the events. Combining a tour and an excellent panel with even maybe a CEU just prior (since you already have the panel room space held). Perhaps the tour is only open to members.

SUNSHINE

Kary Maybury & Angela Reed Miller, delegates

chartered September 1, 1996

MEMBERSHIP

Members to Date: 237 total, Membership Drive will be held March 6th at the Aloft Downtown Orlando

PROGRAMMING

All first quarter Sundowners will be held at the Aloft Downtown Orlando. Last year, the Sunshine Chapter hosted a Sustainable and Local Cooking Class at East End Market in Winter Park. Twenty-three Sunshine Chapter members and guests attended the event on Thursday, June 21st, 2018. The class was led by East End Market's Chef in residence, Jessica Tantalo, with assistance from a local fish monger and a local urban farmer. We were educated on how to locally and sustainably source fresh ingredients, and shown cooking demonstrations using these. Then the group shared a wonderful sustainable meal together and mingled.

SCHOLARSHIP

The Sunshine Chapter was pleased to announce the four 2018 Scholarship recipients: Stephania Rivas, \$6,500, Kearston Williams, \$6,500, Marissa Hibel, \$2,500, Tara Culin, \$2,500

FUNDRAISING

The Sunshine Chapter hosted Havana Nights at the Lakeside Reception Hall on October 19, 2018, which has been our most profitable Fundraiser to date. The attendees were greeted by a stuffed talking parrot upon entry and then entertained by live performances, cigar rollers, and game tables. The decor used live plants as part of a sustainable initiative as well.

CHAPTER/REGION GOAL

Reaching out and engaging student members

TORONTO

Tara Witt, delegate

chartered November 18, 2004

PROGRAMMING

2019 will be packed full of programming for Toronto. On January 23, we are having a very exclusive Top ID Awards Gala at the newly renovated St. Regis hotel. It will consist of room tours as well as the awards presentation. In March, we are planning a Showroom tour. In May, we are working on an Amazing Race Event with a hospitality focus. In November, we will have a scholarship awards night with a runway show competition. For opportunities in sponsorship, please

contact Maggie Roncato at MRoncato@carverassoc.com.

SCHOLARSHIP

We are looking forward to being able to start the process for our 2019 scholarship applications.

FUNDRAISING

In September we will be bringing back our annual Golf Tournament as it has always been a successful fundraiser for us.

UNITED KINGDOM

Caroline Cundall & Rebekah Ellis, delegates

chartered June 12, 2002

MEMBERSHIP

The UK continues to build on our membership and as of January 2019 we are at 116 members. Having broken the important 100 barrier at the end of last year we have set ourselves the goal of reaching 150 members in 2019. We have a very diverse membership made up of suppliers, designers, hoteliers, purchasing agents, and students, and this is reflected in our events which are drawing more people from the industry.

Whilst we continue to draw new members our biggest challenge is holding onto the members we already have and as a chapter we are keen to make that membership renewal process as smooth and easy as possible.

Kevin Swart has taken over responsibility as Membership Director from Karolyn Kirsch who has been on maternity leave.

PROGRAMMING

We have already set our programming schedule for 2019 and we have events planned every month capitalising on the success of those in the last couple of years. Alison Kells takes over as Director of Programming from Hannah Rogers who has moved across to become Fundraising Director.

The programme planned is as follows, and shows the diverse nature

of the events planned.

- January – Rosewood Hotel Tour – January 30th
- February – Top ID Event – February 28th
- March – Lino Printing Event – Date TBC
- April – The Dixon Hotel Tour – April 25th
- May – London Social – Date TBC
- June - Annual Fundraiser & Scholarship presentation, plus Roundtable Event – June 13th
- July - Wellness (yoga, probably UBM office in Blackfriars) – Date TBC
- September – Design Junction Breakfast – September 20th
- October - SpaED event, panel discussions – Date TBC
- November – Sleep Expo & Membership Drive – November 19th & 20th
- December – London Social – Date TBC

We are looking to recruit sponsors for as many



events as possible this year so we can increase the money raised within the chapter for scholarships.

We have already sold out the Rosewood Hotel Tour and anticipate 150 people will attend our Top ID Event in February where we will recognize Goddard Littlefair, RPW Design, and HBA as the winners in the UK. They will each present the projects which won them the recognition.

As part of our strategy of raising the profile of the NEWH brand within the UK and Europe we exhibited at the Sleep Exhibition in London at the end of November, and below is a picture of the booth where we showcased the work that the students submitted as part of our Scholarship awards.

SCHOLARSHIP

Libby Bull (GA Design), our Scholarship Director, continues to drive the scholarships with a real passion and in addition to building the relationships with a greater number of design colleges she also looks to keep the relationships with past students who have been awarded scholarships. Libby is able supported in this area by Sarah Williams (Goddard Littlefair) and it is great that this is being spearheaded by two designers working for key hospitality design firms in London. Libby will be providing a new brief to a number of colleges so we can start the process of selecting the students deserving of a Scholarship award in 2019.

In addition, Libby will be pulling together a panel of industry experts to judge the students work which will take place in May with the awards given out at our Annual Fundraiser in June. We are looking at opening these up to more design colleges this year.

FUNDRAISING

Our Annual Fundraiser for 2019 will take place on June 13th 2019 at The Soho Hotel in central London. This is a Firmdale Hotel and the type that the design community want to see and experience. We will be holding our 2nd roundtable event following the success of our inaugural event last year, and this will take place in the late afternoon, prior to the Fundraising Event. We already have two sponsors in place for the Fundraiser, and have sent out e mails encouraging others to sponsor this successful event. year. We will be looking for a similar diverse array of hosts for the Roundtable Event that last year included Daniel Englender from Benjamin West, Elizabeth Lane from RPW, Caroline Cundall from IHG, Libby Bull from

GA Design, Maria Ashton from Hyatt Hotels, Laurie Woilung from Marriott Hotels, and David McCarthy from AD Associates.

OTHER CHAPTER HIGHLIGHTS

We are really pleased to share that we have two of our successful students, Leonardo Patane and Vincent Panratna, participating in the NEWH Leadership Conference in Miami in February, and hope they will get the opportunity to meet and mingle with industry figures so they can share their experiences and also gain insight into the industry.

The UK chapter has built a strong foundation and has a robust, diverse Board with a sustainable succession plan which will hopefully lead to continued success and growth in the future. All the key positions are filled for 2019 and we have a number of additional chair positions looking to support the chapter. Can Faik has joined the Board and as Editor of SPACE magazine is ensuring that NEWH UK continue to have prominence in the publication which enables us to gain the profile in the market.

In addition, we are looking at exploring the opportunities for an NEWH chapter in Europe and have now had two events in Paris, the first last November and more recently at the Maison et Objet exhibition in January. We need to understand how we can attract interest in the organisation as whilst France has the second largest design community in Europe after the UK the culture is different and evening networking is not high on the agenda.

ISSUES THAT YOUR CHAPTER WOULD LIKE HELP WITH

Raising our membership continues to be our number one focus as a chapter 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: Regarding simplifying the application process, a person who is joining as a UK member will see a link to a PDF that is a shorter form than the UK online application. The information in the short form is the bare minimum of the information we need for processing an application. Since individuals do move around in the industry, we do ask for personal information so we have an alternate way of staying connected if their business information was not updated/forwarded to us.

VANCOUVER REGIONAL

Alex Jones, steering committee chair

MEMBERSHIP - Maureen Kehoe

PROGRAMMING - Lance Tonnesen

SCHOLARSHIP - Santi Arcila

OTHER CHAPTER HIGHLIGHTS

Another successful Annual with our TOP ID winner and NEWH

Scholarship Award. Raised \$4600.00

CHAPTER/REGION GOAL

Increase membership

OUR CHAPTER/REGION WOULD LIKE HELP WITH

Membership and showing value

WASHINGTON DC METROPOLITAN

Jennifer Farris & Monica Meade, delegates

MEMBERSHIP

Our 2019 NEWH DC Metro Chapter will continue to build our membership to meet our goal of 400-chapter members.

Our first event of 2019 will be a Masquerade Ball to unveil 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.

After a successful membership drive at the Marriott headquarters earlier this year we are following up with a second membership

chartered November 6, 1992

drive at Hilton headquarters. We are excited to see the continued growth of the involvement of the local hospitality giants in our area. Membership is also continuing its focus on 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. A committee was established which will focus on campus outreach and plan panel discussions at the local schools to reach out with professionals from design and hotel management.

We are excited to see our chapter continue to grow through its new and existing members!

SCHOLARSHIP

The NEWH Washington DC Chapter raises money throughout the year for student scholarships and provides FUNdraising events targeting industry insiders and NEWH members. Our goal for 2019 is continuing to provide \$100,000 in scholarships.

PROGRAMMING

The 2019 committee has planned an exciting variety of events for the upcoming year. We will start the year off with a Masquerade Ball (our membership drive), hotel tours, a culinary event and looking to include unique experiences for our members tapping into the various segments of our industry.

MARKETING

We are excited to continue our social media growth in 2019 with our Marketing Director.

We currently have 441 followers on Instagram, 454 followers on Facebook and engagement is up on both. We will continue to highlight Instagram takeovers with designers and local industry reps to help drive content and engage users to interact with us digitally

COMMUNITY OUTREACH

St. Ann's Multipurpose room renovation under way – in the process of finalizing donations to project for FF&E and construction. We are currently working on coordination for a community service work day where volunteers can come together to help execute on the designs that have been developed using the materials that have been donated!

FUNDRAISING

The NEWH GOLF TOURNAMENT, our chapters' signature fundraising event will take place on October 7, 2019.

We will also host a State of the Industry panel discussion, most likely tied into a hotel tour in the Spring featuring local developers, owners and Brands to talk about the hotel industry and what is on the horizon.

ISSUES THAT YOUR CHAPTER WOULD LIKE HELP WITH

1. Top ID Voting Criteria – can we find a way to make it more design driven
2. Collaborations with outside groups – how have other chapters made this work

How can we better coordinate the BrandEd programs with the local chapters and how can we handle sponsor rotation better, what is the process to request one in your area? Can a competitive brand come to this? How are the funds managed for these events? We were informed that funds would be shared with the Chapter towards scholarship – can we get transparency on these budgets?

Staff note: Please contact the NEWH with your TopID criteria ideas to be passed on to the TopID committee. Please contact Debbie McKelvey at DebbieMcKelvey@bernhardt.com to discuss your BrandED questions/suggestions. Regarding collaborations, many board members will be active in one or more board or association and acts as liaison between the two. Think it would be good idea for a discussion on one of the discipline calls coming up.

ADDENDA

MOTION TO APPROVE MINUTES

Date: February 7, 2019

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 APPROVE 2019 BUDGET

Date: February 7, 2019

Motion Number: 2

I, Fernando Diaz, move to approve the 2019 Budget as submitted.

Motion seconded by: _____

VOTE COUNT: _____ STATUS OF MOTION: _____
 YEA: _____ NAY: _____ ABSTENTION: _____ Carried: Defeated:

MOTION TO ADJOURN

Date: February 7, 2019

Motion Number: 3

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

Motion seconded by: _____

VOTE COUNT: _____ STATUS OF MOTION: _____
 YEA: _____ NAY: _____ ABSTENTION: _____ Carried: Defeated:

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.



Program Script for Fundraisers & Programs Speakers & TopID

Welcome to (insert title of your event)

We have a few NEWH business announcements:

- **Thank Event Sponsors**
We'd like to thank (company name) for generously sponsoring tonight's program, say a little about what (company) does, introduce the attendees from the sponsoring company and ask them to stand)
- **Thank Chapter Sponsors**
We'd like to thank (company name) for their sponsorship of our chapter, say a little about what the (company) does, introduce the attendees from the sponsoring company and ask them to stand)
- **Thank NEWH Corporate Partners**
(draw attention to the Corporate Partner banner, these partners give anywhere from \$18,000-\$35,500 per year - ask if there are any attendees from those companies – ask them to stand and thank them!)
- *Without the generous support of our Event Sponsors, Chapter Sponsors and Corporate Partners NEWH could not accomplish what we do today! And we would like to thank you for supporting (include your chapter name here) throughout the years – because of you, our chapter has been able to give (insert \$ amount in total given by your chapter here) in scholarships and the entire NEWH organization has awarded (insert \$ amount in total here) in scholarships! (Call NEWH Inc for up to date amounts.)*
- *We would like to share a video so you may become more familiar with NEWH about who we are and what we do:*
Video (optional)- Show NEWH video – 1 or 6 minute version if venue permits. Always show with sound. If sound is not possible do not show the video and do not show video on continuous loop. We suggest it be shown at one major event during the year.
As you can see, NEWH touched the lives of these students and so many more over the years. (can be stated if video shown)
- **What is NEWH**
*NEWH is the premier networking resource for the hospitality industry, providing scholarships, education, leadership development, recognition of excellence, and business development opportunities. It's about Scholarship, Education, and Business Networking. **Customize for your chapter** (Our charter is to raise scholarship funds for individuals pursuing a career in the hospitality industry – whether it is in design, culinary or management. We provide educational programs, community service events and host fundraising events for our scholarship fund. Last year we awarded over \$xxx in scholarships to xx individuals thanks to you and our generous supporters.*
- **Ask all Chapter BOD members in attendance to join you. Introduce each name & position**
Our chapter board of directors, many volunteers and students worked tirelessly on their own time to present this event and throughout the year to plan events for our members and guests. Without their help, we could truly could not be a successful chapter. Let's give them a round of applause. Thank you all for making this a great event.
- **Specifically ask these Directors to speak**
 - **Membership** – Announce new members:
 - *(insert names of new members) ask to stand if present*
 - **offer applications to non-members**
 - **Fundraising** – *PROMOTE your fundraising event if applicable and provide handouts with sponsorship info*
 - **Community Service** – *announce any upcoming community service events*
 - **Programming** – *Announce next program and hand out flyers*
 - **Any other directors that have announcements**



- Ask all NEWH Inc. staff in attendance to join you. Introduce each name & position
Each of the NEWH, Inc corporate office staff members help each chapter in so many ways. They are very dedicated and want to help each chapter succeed. Let's give them a round of applause.
- Ask all NEWH Inc International IBOD and Executive board members in attendance to join you. Introduce each name & position. Call upon
Please join me in welcoming our International IBOD and Executive board members. They are responsible for running the business of NEWH. They too are volunteers dedicated to furthering the mission of NEWH and just like our Chapter board and volunteers, they work tirelessly to promote educational and scholarship, to develop initiatives, connect with industry professionals and associations and international chapter development, just to name a few of a long list of their responsibilities. Let's give them a round of applause.
- Introduce and ask an International IBOD or Executive board member to announce any major international events or major initiatives.

- **Add this for events with speakers**
 - Describe your event
 - Introduce featured speakers
 - Featured Speakers include: Provide information from bio obtained from each speaker

Begin Program

At the end of the program, thank each speaker and the guests for attending and supporting NEWH

Remind everyone the dates and titles of upcoming events.

- **Add this for TopID award event**

We are here to announce the NEWH TopID winners. This award is a prestigious honor determined by NEWH chapter and regional boards to recognize and promote the best in our industry. A firm's quality design work in the hospitality industry, along with membership and support the firm has provided the NEWH chapter/region, is considered in the selection process. This exclusive recognition is NEWH's way of supporting and promoting our Designer membership. Not only are firms acknowledged by their local community as a leader in hospitality design, they are also celebrated internationally across the vast network of professionals in the industry!

We would like to thank Hubbardton Forge for making this beautiful hand forged award to be presented to each recipient. Please welcome Heidi Limone, National Commercial Sales Manager for Hubbardton Forge. She is here to present the awards.

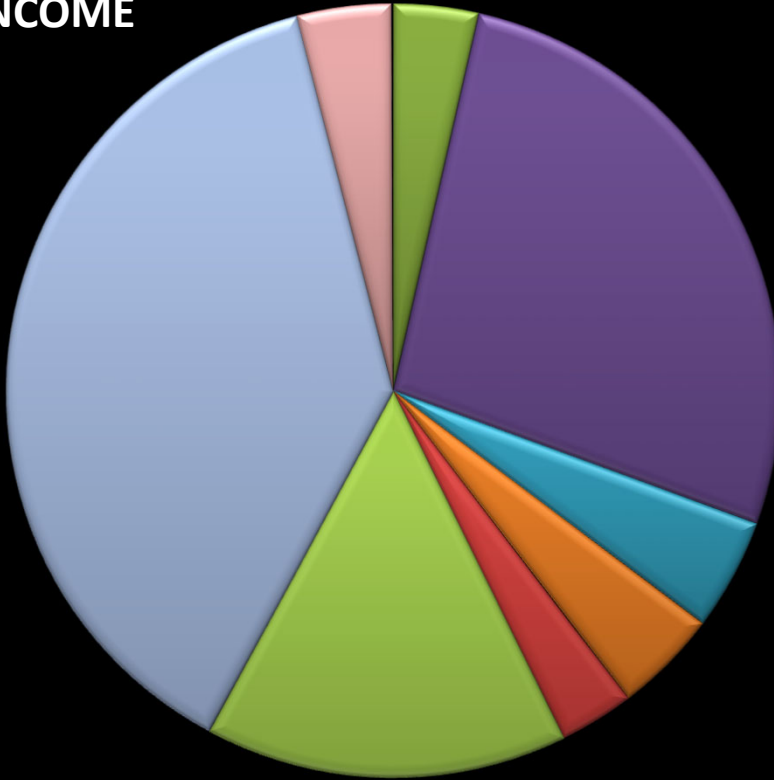
- *Featured Top ID winner to include:*
- *Introduce the firm and person accepting the award*
- *Provide information from bio obtained from each winner*

At the end of the program, thank each Top ID and the guests for attending and supporting NEWH

Remind everyone the dates and titles of upcoming events.

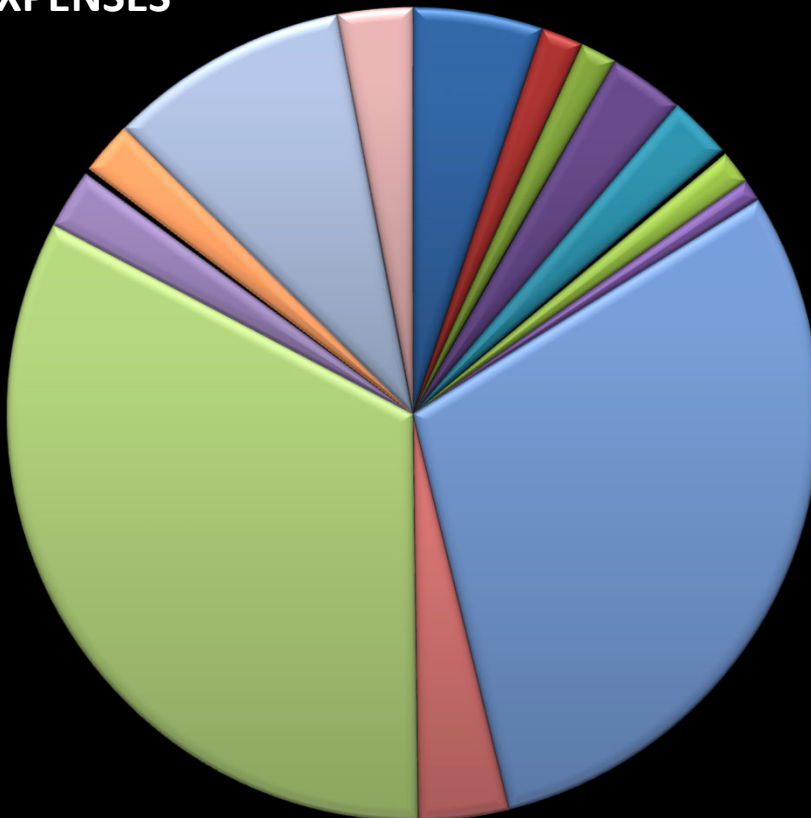
WHERE DOES IT COME FROM
AND WHERE DOES IT GO

INCOME



- Administration
- Board Training
- Conference Events
- Corporate Partner
- Education
- Fundraising
- Leadership Council
- Marketing
- Membership
- Mentorship
- Misc
- Phone/Email
- Regional Tradeshows
- Scholarship
- Sustainability
- Tradeshows
- Travel

EXPENSES



- Administration
- Board Training
- Conference Events
- Corporate Partner
- Education
- Fundraising
- Leadership Council
- Legal/Accounting/Insurance
- Marketing
- Membership
- Mentorship
- Misc
- Payroll/Benefits/Taxes
- Phone/Email
- Regional Tradeshows
- Reserve Account
- Sustainability
- Tradeshows
- Travel
- Website

NEWH, INC. SCHOLARSHIPS

• **Hospitality Management Scholarships**

- NEWH Leadership Scholarship (Biennial)
 1. \$10,000 award
 2. Further criteria TBD
 3. Sponsor: NEWH Inc. (open to other sponsors)
 4. Award venue: 2019 NEWH Leadership Conference-Miami
 5. WINNER: **Maggie Cai**
- NEWH BrandED Scholarship in the name of Marriott
 1. \$7,500 award
 2. Further criteria TBD
 3. Sponsor: Marriott/NEWH Inc.
 4. Award venue: 2019 NEWH Leadership Conference-Miami
 5. WINNER: **Ajayi Oliver**
- NEWH BrandED Scholarship in the name of IHG
 1. \$7,500 award
 2. Further criteria TBD
 3. Sponsor: IHG/NEWH Inc.
 4. Award venue: 2019 NEWH Leadership Conference-Miami
 5. WINNER: **Taya Miller**
- NEWH Women Leaders Scholarship
 1. \$5,000 award
 2. Female hospitality management students (only)
 3. Sponsor: Boutique Design
 4. Award venue: BD west Boutique Design Power Players: Women Leaders in Hospitality Breakfast and Panel Discussion
 5. WINNER: **Eng Ea**
- NEWH Women Leaders Scholarship
 1. \$5,000 award
 2. Female Hospitality Management students (only)
 3. Sponsor: Boutique Design
 4. Award venue: BDNY Boutique Design Power Players: Women Leaders in Hospitality Breakfast and Panel Discussion
 5. WINNER: **TBD**

• **Interior Design Scholarships**

- NEWH Interior Design Scholarship
 1. \$10,000 award
 2. Interior Design students
 3. Sponsor: P/Kaufmann Contract
 4. Award venue: Gold Key Gala
 5. WINNER: **TBD**
- NEWH ICON of INDUSTRY Scholarship
 1. \$7,500 award
 2. Major changes annually based on ICON
 3. Sponsor: NEWH Inc.
 4. Award venue: Gold Key Gala
 5. WINNER: **TBD**
- NEWH Harvey Nudelman Scholarship
 1. \$5,000 award
 2. Interior Design students

3. Sponsor: Fabricut Contract & FR-One
4. Award venue: NEWH Annual Expo Breakfast; HD Expo
5. WINNER: **Emily Osborne**

- NEWH Ken Schindler Memorial Scholarship
 1. \$5,000 award
 2. Interior Design students
 3. Award venue: HD Platinum Circle
 4. Sponsor: Memorial donations/Schindler Family
 5. WINNER: **TBD**
- NEWH Clifford R. Tuttle Scholarship
 1. \$5,000 award
 2. Interior Design students
 3. Sponsor: Donations/NEWH
 4. Award venue: HD Platinum Circle
 5. WINNER: **TBD**
- NEWH Interior Design Scholarship
 1. \$3,000 award given in the name of the Séura Studio Series professional design competition winner
 2. Interior Design students
 3. Sponsor: Séura
 4. Award Venue: BDNY Boutique Design Power Players: Women Leaders in Hospitality breakfast and panel discussion
 5. WINNER: **TBD**

• **Interior Design/Architecture Design Competition Scholarships**

- NEWH Product Design Competition
 1. \$4,000 award
 2. Interior Design/Architecture students
 3. Lavatory faucet design competition
 4. Sponsor: Symmons
 5. Award venue: NEWH Annual Expo Breakfast; HD Expo
 6. WINNER: **Jaclyn Hoffmann**
- NEWH Green Voice Design Competition (HD Expo)
 1. \$7,500 undergrad and \$7,500 graduate award
 2. Interior Design/Architecture students
 3. Design competition criteria changes annually
 4. Educators may use competition as a class project; students may work in a team
 5. Sponsors: Valley Forge Fabrics, Florida Seating, Tarkett
 6. Award Venue: HD Expo (Wellness Hub)
 7. WINNER: **TBD**

▪ **Universal Scholarship**

- NEWH Fabric Innovations Legacy Scholarship
 1. \$10,000 award
 2. Interior Design or Hospitality Management students
 3. Attending college in New York or Florida (only)
 4. Sponsor: Fabric Innovations/Deborah Herman
 5. Award venue: HD Platinum Circle

WINNER: **TBD**

NEWH AWARDS REVIEW

THE PINNACLE AWARD

The NEWH Pinnacle Award (formerly known as Recognition of Excellence Award) will be given to an NEWH member who has contributed extraordinary time and effort to NEWH, has a minimum of fifteen (15) years' experience in the Hospitality Industry, has held a local Chapter and/or International Board position for at least one term, and has mentored four people in the industry, at least two of whom are women. The nominee must also have unquestioned professional ethics.

Award Presentation:

The award presentation will take place at the NEWH Leadership Conference on February 8, 2019 at JW Marriott Marquis, Miami, Florida. Awardees must be able to attend presentation.

Nomination Information:

Deadline: November 1, 2018

Nomination form and description can be found at www.newh.org – About Us – Awards

NEWH COLLEGE OF FELLOWS

Purpose

Fellowship is bestowed on NEWH members who have made notable contributions to the Hospitality Industry, not only through their work, but through their demonstrated commitment to NEWH.

The application process is held every other year and is conducted by the Chair of the College of Fellows together with a jury of selected members of the College. Fellows will be inducted at the Leadership Conference.

Criteria / Eligibility

- A current member in good standing of NEWH and has been a member for 10 consecutive years or more.
- 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, along with 5 letters of references from NEWH members in good standing endorsing the nomination, and 2 other references from Hospitality Industry professionals.
- Nominee must have excellent leadership skills.
- Nominee must have contributed to mentoring at least 2 individuals in the Hospitality Industry.

Nomination Process

A Fellowship nomination can be made by a Chapter Board, an NEWH member, or can be a self-nomination.

2018 Timeline

- July 1 – Nominations open
- October 31 – Deadline for candidates to submit nomination packet
- November/December – Jury meets
- January 15 – Fellow recipients informed
- February 2019 – Fellow recipients recognized at the NEWH 2019 Leadership Conference

Nomination Information:

Deadline: October 31, 2018

Nomination form and description can be found at www.newh.org – About Us – Awards

TOPID AWARD

What is TOP ID?

RECOGNIZING DESIGN EXCELLENCE – The TopID award is a prestigious honor determined by NEWH chapter and regional boards to recognize and promote the best in our industry. A firm's quality design work in the hospitality industry, along with membership and support the firm has provided the NEWH chapter/region, is considered in the selection process. This exclusive recognition is NEWH's way of supporting and promoting our Designer membership. Not only are firms acknowledged by their local community as a leader in hospitality design, they are also celebrated internationally across the vast network of professionals in the industry!

How would your firm benefit from being name a TopID?

TopID firms will be asked to sign a consent form that allows NEWH to post their photography on the NEWH website for promotional purposes. They may also be contacted by media related to speaking opportunities, editorial comment and or participation in events as a highly-respected design professional. They will be published in the ICON of Industry booklet that is distributed at the Gold Key Awards Ceremony in November during the BDNV Show held in New York City. By accepting the honor of NEWH TopID, NEWH will present the list on the NEWH website and at all international events they participate in with

the intent of presenting the TopID firms as the “elite” and most exceptional design firms in the regions they are within. NEWH encourages members and industry professionals to utilize this list when in need of a design leader for their projects or expert advice within their companies or events.

Minimum Criteria - required

- Current Membership (one person within the firm must be a current voting member in good standing with NEWH)
- Minimum of 3 hospitality projects completed within the 18-month period prior to nomination (January 1, 2017 to June 30, 2018) with 150-word written narrative describing each project
- Projects submitted with the nomination must be professionally photographed (minimum 300 dpi resolution jpeg or tif file format) – images will be acquired from the winning firms after TopIDs have been announced
- Firm must have an accessible website

TopID Deadlines for 2019 TopID:

April 15	TopID info sent to chapters/regions. Chapter/Regions are to get the word out to qualifying firms in their area - nominations due July 1
July 1	TopID Nomination forms from Candidate Firms due to chapters/regions
July 1 – Sept 1	Chapters and Regions review nominees
September 1	TopID winners due to NEWH, Inc. office! Chapters/Regions to submit three final TopID winners (with nomination forms and judging forms) to Diane Federwitz
September 15	NEWH Office to notify the chapters/regions their TopID nominees have been approved
October 30	Chapter President/Regional Chairs notify the TopID winners. All notifications are to be made no earlier than October 30 (TopID winners are revealed at BDNY)

Nomination Information:

Deadline: July 1

A link to the nomination form can be found at www.newh.org – About Us – Awards

NEWH JOYCE JOHNSON AWARD

Description of Award/Qualifications:

The NEWH Joyce Johnson Award of Excellence will be given to an NEWH member who has contributed extraordinary time and effort to your local NEWH chapter, has been a chapter member for at least 7 years, has held a local chapter board position for at least one term, and has mentored chapter members and helped strengthen the chapter to achieve its goals. The nominee must also have unquestioned professional ethics.

Award Presentation:

The award presentation should take place at a major chapter event and the awardee must be able to attend the event.

Nomination Information:

The nomination form must be completed by the Chapter President and must be submitted 6-8 weeks prior to award presentation event. Nomination form can be found on website - and description can be found on the website - Login to website and click on Board Resources – Awards area.

Setting Your Goals – Template

The Goal Statement (Start with a VERB!)

The Measure (How will you know when you have achieved the Goal?)

When to Start?

When to End?

What are the Major Milestones? (Make it a Project!)

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

<p><u>General Resources</u></p> <ul style="list-style-type: none"> 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 	<p><u>Board Meeting Resources</u></p> <ul style="list-style-type: none"> 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
<p><u>Board Training</u></p> <ul style="list-style-type: none"> Board Orientation/Training for Full Board Chapter Board Member Job Descriptions Quickbooks Seminar Smart Goals Training PowerPoints for each Board Position 	<p><u>Financial Support</u></p> <ul style="list-style-type: none"> Budget Calculator Check Request Contracts Event Invoice Tax Exempt Explanation Travel Reimbursement
<p><u>Marketing</u></p> <ul style="list-style-type: none"> 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 	<p><u>Membership</u></p> <ul style="list-style-type: none"> Member Interest Survey Membership Director Information Membership Drive New Member Welcome Renewal Reminder

Nominations

Nomination Timeline
Job Descriptions
Chapter Board Organization Chart

Programming/Fundraising

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

Regional Groups

Establishment of a Regional Group
Regional Group Application
Regional Group Manual

Scholarship & Education

Scholarship Process
Guidelines for Scholarships
Educator & 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

TopID

TopID Criteria
Nomination Form
TopID Nomination Award Guide

NEWH, Inc. Policies & Procedures

Chapter Board Manual
Liquor Policy
Event Refund/Cancellation Policy
NEWH, Inc. By-laws

NEWH, Inc. Regional Tradeshows

Tradeshow Policies
Timeline

NEWH, Inc. Board

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

NEWH By-laws
Travel Reimbursement

Board Reports / Minutes / Etc.

International Board of Directors Meeting Packets

Member Logos



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 31st – 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 31st

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:

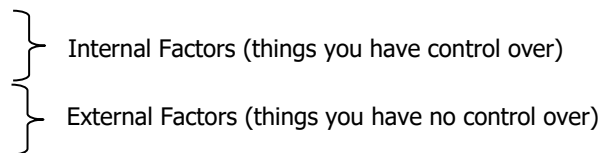
Conduct a SWOT analysis with your board – this is helpful to refer to throughout the year, as well as when conducting strategic planning in future years to gauge how your chapter addressed weaknesses, opportunities, etc.

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.

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

SWOT Analysis

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

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 - 2019

2019			
7-9 Feb	The NAFEM Show	Orange County Convention Center, Orlando, FL	https://www.thenafemshow.org/
12-Feb	Design Trend Talks	Dallas, TX	https://www.hdmediakit.com/wp-content/uploads/designretail-2019-DesignSpeaks.pdf
13-Feb	HD CitySCENE - Atlanta	Atlanta, GA	https://www.hospitalitydesign.com/awards-events/CitySCENE/
14-Feb	<i>Valentine's Day</i>		
18-Feb	<i>President's Day</i>		
19-21 Feb	BD Winter Forum	The Lodge at Vail, Vail, CO	
19-21 Feb	Kitchen & Bath Show	Las Vegas, NV	https://www.kbis.com/
20-23 Mar	HOTEC Middle East	tba	https://www.hotecme.com
26-Feb	HD CitySCENE - Miami	Miami, FL	https://www.hospitalitydesign.com/awards-events/CitySCENE/
27-28 Feb	Hotel Association of Canada National Conference	Delta Hotels by Marriott Toronto Airport & Conference Center	https://www.bigpictureconferences.ca/event/hotel-association-of-canada-conference/
27 Feb-1 Mar	HD Summit	Diplomat Beach Resort, Hollywood, FL	https://www.hdsummit.com/
28 Feb-2 Mar	DOMOTEX USA	Georgia World Congress Center, Atlanta, GA	https://domotexusa.com/
3-5 Mar	BITAC Luxury	Monarch Beach Resort, Dana Point, CA	
4-6 Mar	Hotel Investment Forum	InterContinental, Berlin, Germany	http://www.berlinconference.com/
4-9 Mar	Design Week London	Design Centre Chelsea Harbour, London	
5-7 Mar	Australasian Hotel Industry Conference and Exhibition	Sydney Olympic Park	http://www.ahice.com.au/
6-8 Mar	HI DESIGN MEA	Shangri-La Hotek, Colombo, Sri Lanka	http://www.hidesign-mea.com/
12-13 Mar	HICAP - UPDATE	Grand Hyatt Singapore	http://hicapconference.com/
13-14 Mar	AOCAP	Grand Hyatt Singapore	http://hicapconference.com/
13-14 Mar	Bdwest	Los Angeles, CA	https://www.boutiquedesignwest.com/
15-Mar	AHEAD Asia	Andaz Singapore	http://www.aheadawards.com/asia/
17-Mar	<i>St. Patrick's Day</i>		
17-20 Mar	The Internatioal Food & Drink Event	ExCel, Londdon, United Kingdom	http://ife.co.uk/
20-22 Mar	Hunter Conference	Atlanta Marriott Marquis, Atlanta, GA	http://www.hunterconference.com/
20-23 Mar	HOTEC Asia	tba	https://www.hotecasia.com
20-21 Mar	WestWeek	Pacific Design Center, Los Angeles, CA	http://www.pacificdesigncenter.com/event/
21-Mar	<i>Purim</i>		
26-28 Mar	DOMOTEX asia/CHINAFLOOR	Shanghai New International Expo Center	http://www.domotexasiachinafloor.com/
TBD	Dwell on Design	Los Angeles, CA	https://www.dwellondesign.com
1-4 Apr	Indian Gaming Tradeshow & Convention	San Diego, CA	https://www.indiangamingtradeshow.com/
2-Apr	HD CitySCENE - Los Angeles	Los Angeles, CA	https://www.hospitalitydesign.com/awards-events/CitySCENE/
6-10 Apr	High Point Market	High Point, NC	http://www.highpointmarket.org/
7-9 Apr	HealthTAC-Senior/Assisted Living East	Baha Mar Resort, Nassau, Bahamas	http://www.bitac.net/Event/Health/2017
7-10 Apr	Milliken Experience	Spartanburg	
7-10 Apr	HotelPoint Conference	Hyatt Regency Hill Country Resort & Spa, San Antonio, TX	https://www.cpmg-llc.com/hotelpoint/
7-11 Apr	ARDA Annual Conference	Orlando Hilton, Orlando, FL	http://www.arda.org
8-14 Apr	Milan Furniture Fair	Milan, Italy	https://www.salonemilano.it/en/
9-12 Apr	COVERINGS	Orange County Convention Center, Orlando, FL	http://www.coverings.com
10-11 Apr	HITEC Europe	Convention Centre of Palma, Palma, Mallorca, Spain	https://www.hftp.org/hitec/europe/
14-16 Apr	Hospitality Match	The Biltmore Hotel, Coral Gables, FL	
16-18 Apr	ULI National Spring Meeting	Nashville, TN	https://spring.uli.org/
20-27 Apr	<i>Passover</i>		
21-Apr	<i>Easter</i>		
24-27 Apr	AAHOA Annual Trade Show and Conference	San Diego Convention Center, San Diego, CA	http://aahoa2018.streampoint.com/
24-27 Apr	DOMOTEX Turkey		http://www.domotexturkey.com/en
25-Apr	Design Trend Talks	San Francisco, CA	https://www.hdmediakit.com/wp-content/uploads/designretail-2019-DesignSpeaks.pdf
28-30 Apr	BITAC Ops, Sales/Technology	Miami, FL	
30 Apr-2 May	Choice Annual Conference	Las Vegas, NV	

TBD	Track Days	Colorado Springs, CO	
1-May	HD CitySCENE - Washington DC	Washington DC	https://www.hospitalitydesign.com/awards-events/CitySCENE/
6-8 May	Meet the Money	Hyatt Regency LAX, Los Angeles, CA	https://meetthemoney.hotellawyer.com/
12-May	Mother's Day		
13-May	NEWH Founders Circle	Mandalay Bay Convention Center, Las Vegas, NV	
13-14 May	Canadian Hotel Investment Conference	Toronto, Ontario, Canada	https://www.bigpictureconferences.ca/event/canadian-hotel-investment-conference-chic/
14-May	NEWH, Inc. Board of Directors Meeting	Mandalay Bay Convention Center, Las Vegas, NV	12:30 pm – 5:00 pm
14-17 May	IHG Americas Investors & Leadership	Las Vegas, NV	
15-17 May	HD Expo & Conference	Mandalay Bay Convention Center, Las Vegas, NV	https://www.hdexpo.com/
18-21 May	National Restaurant Associations Show	McCormick Place, Chicago, IL	https://show.restaurant.org/
19-22 May	International Contemporary Furniture Fair	Jacobs Javits Center, New York, NY	http://www.icff.com/
19-23 May	LIGHTFAIR International	Pennsylvania Convention Center, Philadelphia, PA	https://www.lightfair.com
20-21 May	Hotel Latin American Investment (HOLA)	Miami Beach, FL	http://holaconference.com/
22-May	HD Siteseeing	New York, NY	https://www.hdmediakit.com/wp-content/uploads/HD-SightSeeing-Promo2019-2.pdf
22-24 May	Caribbeab Hotel Investment Conference	Loews Miami Beach	
27-May	Memorial Day		
29-May	HD CitySCENE - Chicago	Chicago, IL	https://www.hospitalitydesign.com/awards-events/CitySCENE/
2-4 Jun	Int'l Hospitality Industry Investment Conference	New York Marriott Marquis, New York, NY	http://www.scps.nyu.edu/academics/departments/tisch/conferences-events/ihii-conference.html
2-4 Jun	HOTEC Operations	Eau Palm Beach Resort, Palm Beach, FL	https://www.hotecoperations.com
3-4 Jun	Hotel Summit 2019!	Radisson Blu, London Stansted	https://hoteldesigins.net/hotel-summit/
5-Jun	HD Awards	Cipriani, 25 Broadway, New York	https://www.hospitalitydesign.com/hdawards
5-Jun	Boutique Hotel Investment Conference 2018		https://www.blaneynewyork.com/
5-7 Jun	HI Design Europe	Forte Village, Sardinia	http://www.hidesigneurope.com/
11-13 Jun	EXPHORE	San Jose, Costa Rica	https://www.exphore.com
10-12 Jun	NeoCon	Merchandise Mart, Chicago, IL	http://www.neocon.com/
12-13 Jun	HD Next Gen Conference	The Line Austin, TX	https://www.hdnextgenforum.com/
16-Jun	Father's Day		
17-29 Jun	HITEC Minneapolis	Minneapolis Convention Center, Minneapolis, MN	
21-23 Jun	AIA National Convention	New York	
23-25 Jun	Senior Lifestyle Design Match	Lowes Minneapolis Hotel	http://seniorlifestyledesignmatch.com/
23-25 Jun	HOTEC Design 2019	Phoenician Hotel & Resort, Scottsdale, AZ	https://www.hotecdesign.com/
25-27 Jun	Global Shop	McCormick Place, Chicago, IL	
27-Jun	NEWH Regional Tradeshow-Denver	Hyatt Regency Denver at the Colorado Convention Center	http://newh.org/events-list/newh-regional-tradeshows/
4-Jul	Independence Day		
10-11 Jul	Hawaii Lodging, Hospitality and Foodservice Expo	Neal S. Blaisdell Center, Honolulu, HI	
24-26 Jul	BD Summer Forum	Fairmont Sonoma Inn, Sonoma, CA	
28 Jul - 1 Aug	2019 Summer Las Vegas Market	World Market Center, Las Vegas, NV	https://www.lasvegasmarket.com
Aug	NEWH Regional Tradeshow-Chicago		http://newh.org/events-list/newh-regional-tradeshows/
19-21 Aug	HealthTAC-Senior/Assisted Living West		
25-27 Aug	Western Foodservice & Hospitality Expo		
2-Sep	Labor Day		
11-Sep	HD CitySCENE - Toronto	Toronto, Ontario, Canada	https://www.hospitalitydesign.com/awards-events/CitySCENE/
12-Sep	NEWH Regional Tradeshow-Minneapolis	Marriott Minneapolis City Center	http://newh.org/events-list/newh-regional-tradeshows/
23-26 Sept	Lodging Conference	Phoenix, Arizona	

24-Sep	NEWH Regional Tradeshow-Seattle	Hyatt Regency Seattle	http://newh.org/events-list/newh-regional-tradeshows/
24-27 Sept	Wyndham Hotel Group Conference	Las Vegas, NV	
26 Sept	PDC Fall Market 2019	Pacific Design Center Los Angeles	http://www.pacificdesigncenter.com/events/
<i>30 Sep-1 Oct</i>	<i>Rosh Hashanah</i>		
TBD	Hostelco	Gran Via Exhibition Centre, Barcelona, Spain	http://www.hostelco.com/en/home
2-Oct	HD CitySCENE	New York, NY	https://www.hospitalitydesign.com/awards-events/CitySCENE/
3-6 Oct	Best Western Conference	National Harbor, Maryland	
<i>9-Oct</i>	<i>Yom Kippur</i>		
16-Oct	NEWH Regional Tradeshow-San Francisco		http://newh.org/events-list/newh-regional-tradeshows/
16-Oct	HD CitySCENE	San Francisco, CA	https://www.hospitalitydesign.com/awards-events/CitySCENE/
15-17 Oct	Global Gaming Expo (G2E)	Sands Expo Center, Las Vegas, NV	http://www.gaminglabs.com/events/global-gaming-expo-g2e-2018
18-22 Oct	Host Milano	Milano, Italy	
TBD	NEWH/New York Fundraiser		
9-Nov	NEWH, Inc. Board of Directors Meeting	Javitz Convention Center, New York, NY	
11-10 Sep	NEWH EC Strategic Wrap-up	Javitz Convention Center, New York, NY	
10-11 Nov	BDNY		www.bdny.com
11-Nov	Gold Key Awards	New York, NY	www.bdny.com/Content/Gold-Key-Awards-Gala/10_58/
12-Nov	Platinum Circle Awards	New York, NY	www.hospitalitydesign.com/awards-events.shtml
<i>28-Nov</i>	<i>Thanksgiving</i>		
9-11 Dec	RLHC Showcase & Expo	Mirage, Las Vegas, NV	
11-Dec	HD CitySCENE - Dallas	Dallas, TX	https://www.hospitalitydesign.com/awards-events/CitySCENE/
<i>23-30 Dec</i>	<i>Chanukah</i>		
<i>25-Dec</i>	<i>Christmas</i>		
TDB	NEWH Regional Tradeshow-Pittsburgh		

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

NEWH BOARD OF DIRECTORS MOTION FORM

Date: November 10, 2018

Motion Number:

I, _____

Motion seconded by: _____

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

Notes on discussion: