



GOVERNING BOARD
PACKET

14 MAY 2019

Meeting Room
ISLANDER B

Mandalay Bay Convention Center

3950 S. Las Vegas Blvd.
Las Vegas, NV 89119

setting high standards of
scholarships, educational efforts and information exchange
achievement for those in the
linking professionals from diverse areas of professional focus
hospitality industry
development and funding, operations to design,
architecture and purchasing, manufacturing to
sales, marketing and communications

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NEWH, INC. GOVERNING BOARD MEETING AGENDA

14 May 2019

ISLANDER B, Mandalay Bay Convention Center

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

Board of Directors Meeting

Tuesday, 14 May 2019 - 12:30 pm – 5:00 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 Lissa Pierce 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
12:30 pm	Call to Order			Cynthia Guthrie	
12:35 pm	Establishment of Quorum - Presentation of Minutes and Motion to Accept			Natalie Sheedy	
12:40 pm	President's Welcome - Introduction of Guests			Cynthia Guthrie	
12:50 pm	Financial Report - NEWH Financial Policies - Presentation of Motion to Adjust Reimbursements			Fernando Diaz	
12:55 pm	BREAK				
1:05 pm	Strategic Issues - Mission Statement - Understanding Who Is Our Customer - Improving Board Functions - Goal Setting			Trudy Craven	
2:35 pm	BREAK				
2:50 pm	BREAKOUT - 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 Sandy Banks Gretchen Gilbertson	
3:50 pm	Report on Breakout Session - FINANCE/Fundraising - SCHOLARSHIP/Scholarship - EDUCATION/Continuing Education, Mentorship, Green Voice Education - DEVELOPMENT/Membership, NEWH Conferences, Digital Marketing - AMBASSADORS				
4:30 pm	Strategic Wrap			Trudy Craven	
4:45 pm	Old Business / New Business - Presentation of Motion to Revise the NEWH, Inc. Board of Directors			Cynthia Guthrie Trisha Poole	
5:00 pm	Motion to Adjourn				

NEWH, INC. GOVERNING BOARD MEETING MINUTES

07 February 2019

Junior Ballroom 5th Floor, JW Marriott Marquis, NEWH Leadership Conference | Miami, FL

Executive Committee	Cynthia Guthrie Christine Tucker	Natalie Sheedy Fernando Diaz	Christine Wasmer Leigh Mitchell	Jonathan Young Trisha Poole	Julia Marks
Board of Directors/ Chairs	Jennifer Wellman Mary Ann Thornam Sandy Banks	Kelly Gaddes Monica Meade Helen Reed	Debbie McKelvey Stacy Costa Matt DeShantz	Jordan McInturf Michael Smith Stephano DeLorenza	Teri Urovsky
House of Delegates	Dallas Bentley Jennifer Wellman Jen Conley Jessica Linden	Melissa Davis Edgar Gutierrez Morgan Brodey Tory Knoph	Taylor Hoesley Jayme Krstich Katy Clark Sophia Yen	Kelly Almus Chelsea Lawrence Terri Metzger Janine Peluffo	Jennifer Delmas Kary Maybury Angela Reed Miller Caroline Cundall Monica Meade
Chapter Presidents	Michelle Purcell Tara Herbert	Valentina Castellon Anne Hiter	Leena Nacy Amanda Tomlinson	Nicole Brindle Manuela Kennedy	Jonathan Young
Steering Chairs	Kelly Gaddes Jana Joplin Johnson	Tyler Toothacker Bess Ehmcke	William Michael Teri Schell	Alexandra Jones	Jessica Wasmer - Northover
Guests	James Adamson Christine Anjard Donna Batilova Jeremy Bitter Sara Brookshire Laura Carter Dina Caruso Carolina Coelho Ashley Cova	Courtney Crosby Tarah Csaazar Mark Cunningham Divya Dias Jennifer Dorr Lynn Fisher Demi Fitzgerald Gigi Fontane Jenelle Francois	Quincy Gill Kristen Hagen Brian Hew Anita Khullar Annette Lucille Jim Lyons Penny McPeak Megan Markham Jennifer Mehra	Demi Melissinou Amalia Morejon Jeanette Naranjo Katarina Nilsson Janine Peluffo John Roberts Gabe Rodriguez Maggie Roncato Kacey Sharp Domonique Carey	Athena Slejko Ron Smith Traci Smith Derek Sousa Candace Tejidor Tyler Toothacker Vanessa Vaughan Rachael Wilson Julie Zanella Francesca Sosa-Alkhoury
Not in attendance	Brittany Johnson Stacey Olson Gretchen Gilbertson Shannon Vance Jenna Tanner Kacey Sharp	Heather Scott Leslie Wynne Rachel Baird Alison Gasser Elissa Murry Jennifer Farris	Melissa Knock Tara Witt Rebekah Ellis Natasha Gomez Melissa Knock Anastasia Davis	Elissa Murry Dawn Larsen-Garner Karen Rains Johanna Malen Shaleah Soliven Bruce Heins	Shana McCullough- Downing Michelle Finn Stacy Shoemaker- Rauen

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

The meeting was called to order by President, Cynthia Guthrie at 8:07am EST. Natalie Sheedy, took roll and a quorum was established. The minutes were presented and a motion was made to approve the 11.10.2018 minutes as presented and was accepted.

MOTION TO APPROVE MINUTES

Date: February 7, 2019

Motion Number: 1

I, Natalie Sheedy, move to approve the minutes as presented.

Motion seconded by: Fernando Diaz

VOTE COUNT:

YEA: 9 NAY: 0 ABSTENTION: 0 STATUS OF MOTION: Carried: Defeated:

PRESIDENT – CYNTHIA GUTHRIE

Discussion-Cynthia Guthrie:

- Introduction and welcome to NEWH Ambassadors and NEWH BrandED Ambassadors
- Thank-you for everyone’s efforts with Product Showcase and Leadership Conference
- Applause for NEWH Leadership Committee, NEWH South Florida Chapter and NEWH, Inc. office staff for all of the planning, additional time and dedication put into the NEWH Leadership Conference and creating such an elevated event we’re all looking forward to
- The NEWH, Inc. office is very passionate about their work; Leadership Conference is an addition to their normal workload
- A lot of late nights, weekends go into planning for the conference-thank-you to everyone, your efforts are greatly appreciated
- While you’re at Leadership Conference enjoy every minute; connect, meet new people in the industry, open your minds and be engaged
- Wonderful attendance today, great to see new faces, a big welcome to our new board members
- Ask questions, take notes and be engaged in today’s meeting
- NEWH is a business, being a non-profit we must always check ourselves to ensure we are keeping our actions in line as a smooth running business

- Julie Marks will walk through board responsibilities to give you more information to enhance success on the chapter level operations
- Twelve principles of governance for an exceptional board is in the IBOD packet; become familiar with it, use it as a guide and to assist in building your board
- We're all here to help each other be successful
- Breakouts will be led by each VP of the given discipline, the committee should work on goals and provide support throughout the year

VP/FINANCE – FERNANDO DIAZ

Discussion-Fernando Diaz:

- Organization is in good financial health
- Compliance is a key factor in keeping the organization healthy and running smooth, as a business should
- All chapters should have budgets submitted to NEWH, Inc. office at the beginning of the year
- The chapter business plan is located in the IBOD packet
- The Executive Committee is considering establishing a rule that membership dues will not be reimbursed until the completed business plan is submitted annually
- Report of Results of Activity forms must be submitted to the NEWH, Inc. office within 45-days after each event; this is a non-profit requirement and NEWH, Inc. requirement
- Make sure signature card forms are completed in a timely manner
- Remember that two signatures are required for all checks over \$250
- Chapters that hold their own checkbook, ensure that you are obtaining W-9's from all vendors

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: Christine Tucker

VOTE COUNT:

YEA: 9

NAY: 0

ABSTENTION: 0

STATUS OF MOTION:

Carried:

Defeated:

EXECUTIVE ADVISOR – JULIA MARKS

Discussion-Julia Marks:

- Excited with the growth of our chapters/boards over the last few years
- We want to give you more information, training and be available to answer questions as you move through your position to ensure a successful future for everyone
- When chapters are secure and successful NEWH as a whole is successful
- Know NEWH's history, how it all started with a meeting in 1984 with 10 people, today we have over 6,500 members: <https://newh.org/about-us/newh-history/>
- It's very exciting to know where we came from and share the story with others
- Know and use the NEWH mission, be prepared to tell others why we're here: <https://newh.org/about-us/mission-and-vision/>
- NEWH is meant to be a vehicle to unite the industry through a variety of ways (scholarship, education, networking, etc.)
- NEWH is the only non-profit organization that solely focuses on the hospitality industry
- We're about relationships; reach out, make a new friend, introduce yourself to someone new today
- If you joined NEWH for your own gain you will not be happy but if you joined NEWH to learn and give back to the industry you will reap 100% (Patty Fredericks)
- You will get what you put into it; the better the relationships the more successful we all are
- John Johnston said "we've really brought this industry together"; the heartwarming compliment signifies that the hard work of our chapters is noticed, especially by our supporters and other industry professionals
- We have record numbers, over 600 people in attendance for this year's NEWH Leadership Conference; the growth is amazing
- Always keep in mind our purpose and board member responsibilities
- The IRS looks at NEWH, Inc. as the parent organization and the chapters as it's children; NEWH, Inc. is legally responsible for all chapters and their activities
- NEWH is an international organization; we want to make sure all chapters are speaking in a unified voice and operating within the parameters of compliance
- If we lose our non-profit status, we would have to pay taxes on our income; many of supporting companies would not be able to support us as they would not be eligible for a tax write off
- NEWH is tax-exempt which is a federal status meaning we do not pay taxes however we are not exempt from state sales tax (in every state) which is a state status
- Check with NEWH, Inc. office for questions on state sales tax exemption
- Use the Inc. office staff, ask questions, stay in compliance
- Board organizational chart (handout) discussed; take back to your chapter and share at your next board meeting
- Delegates should provide a report to their chapter board after each NEWH IBOD meeting; take notes today
- Delegates can run for a Director position on the NEWH, Inc. board for up to five years of being off the board; join a committee now for the

area you might have interest in

- Invite members to attend a IBOD meeting
- Directors are elected every other year (even years); each position is a 2-year term
- Directors may run for a position on the NEWH, Inc. Executive Committee; elections are every other year (odd years) 2-year term (you must be a seated Director at time of nomination to be in the running)
- Directors should form committees to help with goals and ongoing duties throughout the year
- Committees can be made up of NEWH, Inc. Delegates and NEWH members in good standing; in other words, you don't have to be on the NEWH, Inc. Board to be on a committee
- Today's breakouts will give you an opportunity to join a committee in an area you're passionate about
- We are all working together for the same mission; be involved ask questions, know your responsibilities
- The first IBOD meeting of every year will offer some additional education about NEWH, non-profit compliance, role responsibilities; we want everyone to feel welcome and know where they're going
- Annual code of ethics is required from all board members and must be turned into the NEWH, Inc. office in January annually
- You are the face of NEWH; you represent NEWH so the way you present yourself to others is important
- NEWH is built around policies, we are a business but not a lobbying organization
- In many different ways, NEWH has truly brought the hospitality industry together
- Whether it's board training expenses, travel, etc. someone gave that money to NEWH through membership dues, attending an event, sponsorship, etc.
- Everyone is a caretaker of the organization and funds should be used wisely with careful consideration to where they came from while keeping in mind the mission of NEWH
- Ask questions at any time, use the NEWH, Inc. staff they're your best support and they're here to make your task as board member easier

Comments:

- When chapters put their budget's together, the 5% credit card fee isn't always accounted for in the planning, can we charge more for tickets if people pay by credit card?
- Most states have laws governing assessing a fee
- When NEWH signs an agreement with a credit card company part of that agreement is that NEWH will not charge a surcharge fee
- NEWH has a new online payment method (Stripe) one of the payment options is ACH (bank to bank transfer with minimal fee of \$0.25 per transaction)
- We encourage people to use the ACH method to save money; encourage sponsors to use ACH
- Just a reminder that Delegates are being paid to be in attendance today, you must go back to your board with a report/notes from today to share with your board
- Delegates please submit your board report (use the online link); this is your chance to highlight your chapter and provide support to other chapters there's so much we can learn from each other
- Attend and participate in quarterly discipline calls; this is a great growing experience to ask questions and bounce ideas off of each other don't miss the opportunity to participate pencil them into your calendar now

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, Mentoring, Green Voice Education
4. Development/Service Awards, Membership, Conferences, and Digital Marketing
5. President's

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

BREAK OUT: Group Reports

Finance/Fundraising:

- The goal is to develop visibility of a NEWH, Inc. fundraising event
- Culinary event with celebrity chefs and possibly culinary students to be held at the chapter level and possibly attached to a chapter NEWH Regional Tradeshow
- Need a chapter to step-up and host the pilot event in early 2020
- Interested chapters should respond to Kelly Gaddes with their interest stating their commitment to the event and reasons why it should be held at their local chapter (chapters will have 30-days to submit their commitment)
- The selected chapter will be determined by April 1st
- NEWH, Inc. will help with the pilot event and create a template to share with chapters to take back and develop within their local chapter
- Goal is to have a second tier chapter interested in participating with an event of approximately 150-200 attendees
- Tasting for all attendees with a competition aspect and a set group of judges; attendee selections are also part of the vote
- Engage six chefs, one celebrity chef, and local culinary student team(s)
- Reach outside the normal realm of sponsorships and secure a local alcohol sponsor
- Bring in new money by marketing the event to people outside of our industry (public) to increase NEWH's visibility and further our overall marketing potential and awareness
- Chapter will receive standard proceeds as they do with fundraising events
- Would like to have the city selected, basic concept and scope document ready by HD Expo 2019

Comments:

- Atlanta Chapter held a Celebrity Chefs event about 12-year ago where chef's cooked alongside teams, food was sampled and judged; the event was very well received
- NEWH awards scholarships to culinary students, the event is a great tie in to what we're about and provides an additional connection for our culinary educators and students
- Would Inc. consider awarding a scholarship in conjunction with the event
- This is a great way to involve our culinary industry and gain their future membership and/or involvement
- Interested chapters: Washington DC, Toronto, Cincinnati, South Florida, Houston
- Goal is to gain visibility, sponsorship and involvement from the community/non-typical attendees that aren't familiar with NEWH

Scholarship:

- Atlanta holds school visits to encourage more scholarship applications/membership/NEWH awareness
- Team up with local ASIDA or IIDA student groups for a joint event
- Go to the students, have a casual pizza party at the college; Inc. office has a student/educator geared scholarship/membership PowerPoint and NEWH Scholarship Stories Video you can use at school visits/events
- Invite student reps to be on your chapter board, attend board meetings, give them an annually goal
- Have one student representative for each major school in your territory
- Ask educators to provide you with contacts, links, etc. to their local student groups, utilize student groups to disperse scholarship information
- Contact past scholarship winners to become an ambassador and market scholarship to students from their college
- Current scholarship application is being reviewed for updates (financial section)
- There were a lot of strong recommendations to increase the 500-word scholarship essay
- Treasurers make sure scholarship checks are being cashed; many times checks are lost in the mail or college departments
- Update your annual school lists its key to build and maintain your college contacts
- Encourage educators to become a board member
- Ask professors to announce the scholarship in class, film the event and use on social media to promote your local scholarships
- Encourage culinary students to cater a local chapter event
- Log into the NEWH website, under Board of Director Resources/Scholarship there are chapter event template ideas available
- Ask students to submit a video why the chapter should select them to attend the Leadership Conference
- Vendors can sponsor a local chapter scholarship (contact Inc. for a sponsor agreement form)
- When advertising your scholarship list the amounts/number of awards to be given (when possible) this helps the student as incoming awards can affect other funding

Comments:

- Typically, each department/grade level has their own Facebook page; students can post scholarship details (advisors can assist with posts or the page admin)
- Rocky Mountain chapter has Firm Friday's; a targeted connection with TopID firms and other local firms where they promote the different stages of design while promoting NEWH; it's a great especially for students and the additional social media promotion is huge
- Ask your local firms to provide content to post on your local Facebook page; this takes some of the pressure off of the marketing team since the content is being provided

Education/Continuing Education/Programming/Mentorship/Green Voice Education:

- EOnline (education online) is going to be an online resource library with cutting edge information from various areas within the hospitality industry
- The education committee will need assistance with developing categories; reach out to Chris Wasmer with your interest: wasmer@outlook.com
- Plan to survey all chapters to create more descriptive categories
- Review survey results with Executive Committee and finalize categories
- Formalize standards for website categories
- Initial launch will take place at BDNY 2020
- Very valuable tool for hospitality by offering educational resources specific to a variety of hospitality areas

- We will need additional volunteers to serve on the committee to build the process and educational content
- The online library will consist of a variety of items such as videos, white papers, links, articles, etc.
- We want information to be viable and easily accessible
- Categories will be content driven with sub categories under main subjects
- This is a large undertaking and we look forward to using the talent in our industry to share their wealth of knowledge

Comments:

- Who would access EOnline and would they have to be a NEWH member?
- The idea is the library would be a tool and a benefit for NEWH members
- A subscription fee to non-members might be incorporated
- We hope the initiative will also help drive chapter programming, CEU's or other educational related events

Mentorship comments:

- Most chapters already have an event they consider to be a mentoring event or opportunity
- Components from the Inc. mentorship template can be worked into chapter events; keep with consistent branding
- Mentoring is a programming event (not fundraising)

Development, Membership, NEWH Conferences, Digital Marketing:

- Social media is our primary marketing platform
- The messages we share on other sources might need to be a little more tailored for the audience/demographics
- Save stories, follow the people we want to follow us (Hoteliers, TopID's, restaurant groups, etc.)
- Increase the non-member ticket price for regular events and significantly increase the price for fundraisers to give membership more value (keep the cost the same price as a membership)
- Promote membership to designers with TopID involvement
- Ask vendors who are attending local chapter events to bring a designer with them to increase the mix of people
- Create a buddy system for students to feel more comfortable
- Hold a breakout session where senior professionals teach students how to network and interact within the industry; teach students how they can better market themselves for future endeavors
- Highlight students on Instagram, get their personal email, use text messages when possible
- Brands have partnered with NEWH to offer lodging discounts (10-15% off best rate) to NEWH members
<https://newh.org/resources/newh-lodging-program-landing/> (you must be logged into the website to access)
- If you know of an owner/brand that would want to participate contact Leigh Mitchell: leighmitchell@mza-usa.com
- Encourage owners to utilize NEWH TopID winners for future projects
- Instagram take over day (takeover Tuesday); give access to someone else (TopID's, firms, colleges, etc.) to take over and post for the day
- Throwback Thursday posts; Funny Friday
- Spotighting new members
- Create a list for each area (designers, students, etc.) why you should join NEWH; create a catchy marketing tool
- People who have lapsed on their membership dues receive a postcard listing reasons why then should be a part of NEWH
- Define the what's in it for me for each area of hospitality we want to reach out to
- Talked about the importance of keeping membership and programming together; it's essential they communicate and share ideas while working as a team
- A Survey Monkey will go out after Leadership Conference please take some time to provide feedback; the comments are greatly appreciated
- This year NEWH collected additional data from attendees of the Leadership Conference to get a better eye on who our attendees are to build a better conference/content

President's Group:

- Discussed the board itself, we're a volunteer organization and we need to keep in mind that expectations need to be monitored at all times and to give support when needed
- A good board has to have a leader, someone who can acknowledge the efforts of the board members and the work being done
- Match expectations with the skills and enthusiasm of the people on the board; make sure the right person is in the right position
- Keep people engaged, use timely board deadlines, and ask others if they need assistance (develop committee members)
- Set timelines at the beginning of the year
- Have accountability or an accountability partner to ensure tasks are complete on time
- Everyone wants more designers at events; ask vendors to purchase a ticket for a designer to gain more designers at your events
- Incorporate educational and culinary components
- BrandED sessions can be held at the chapter level; reach out to Debbie McKelvey: debbiemckelvey@bernhardt.com
- Some chapters are challenged with getting new board members; reach out to different partners, associates or other associations
- Attend discipline calls for key information to keep the momentum of your discipline growing; we're all here to support each other

NEWH Ambassadors:

- Discussed different ways of leveraging ourselves with partners and students

INTERNATIONAL RELATIONS | CANADA – CHRISTINE TUCKER

Discussion-Christine Tucker:

- Things are going well in Canada
- Two very strong boards; welcome to our 10 Canadians in attendance today one is a scholarship recipient
- Kudos to Manuela Kennedy, new NEWH Toronto Chapter President who has added a good change to the chapter, there's a change in accountability, events, things are looking very positive for 2019
- Held a great event sold out TopID event with more designers and ownership vs. vendors; now vendors are highly interested in being involved
- Ask for higher sponsorships from vendors; if you ask for more and place a value to it and limit the slots available you will get it

- Calendar is set for the year; great to see many changes, success and growth
- If you're having chapter issues engage the right people to bring the chapter back to the right level
- Vancouver is mentoring people through the board; they are one of the strongest regional groups
- The need for Vancouver to become a chapter isn't there, they are a very successful regional group with a great selection of annual events
- Vancouver has an educator on their board and a large number of student members
- Host Milano, October 2019 (Italy) working out the details; a total of 30 participants from the UK, Canada and US will be attending the show
- Congratulations to Christine Tucker; the new NEWH, Inc. President Elect, our first International President

INTERNATIONAL RELATIONS | UK – JONATHAN YOUNG

Discussion-Jonathan Young:

- The UK chapter is growing all the time with a very strong board
- There are 6 people in attendance today from the UK (introductions)
- Very exciting things planned for 2019; taking on more events than we ever have before
- Holding 1 event per month
- The TopID event is becoming a sizeable event (approximately 150 people)
- TopID recipients are allowed to give a presentation about their firm and winning project during the event
- Great for designers, suppliers to see the type of local work is going on in the area
- NEWH is exploring the opportunity of a chapter in mainland Europe (Paris)
- Held an inaugural event last year in Paris; very large design industry
- Networking works a little differently in France; there's things to learn and tweak along the way
- We need input from anyone who has experience or supplier contacts within the French market; we need established partners who are familiar with NEWH to spread the word
- We will have a meeting at HD Expo regarding Paris; please forward on your input
- We look forward to chatting with chapters at Leadership Conference while learning how to keep our events fresh and build new membership

NEW BUSINESS | CYNTHIA GUTHRIE

Cindy Guthrie comments:

- Wide variety of breakouts will be offered during NEWH Leadership Conference
- First time implementing a BrandED session in conjunction with the NEHW Leadership Conference
- Excellent panelists and moderators; we hope you take it all in and enjoy
- Attend the Product Showcase; support the local chapter and get connected
- Thank-you to everyone for their support of NEWH we hope you gathered some wonderful take-a-ways today
- Enjoy every minute of the 2019 NEWH Leadership Conference

MOTION TO ADJOURN

Date: February 7, 2019

Motion Number: 3

I, Fernando Diaz, move to adjourn the NEWH, Inc. Board of Directors Meeting at 12:12pm.

Motion seconded by: Christine Tucker

VOTE COUNT:

YEA: 9 NAY: 0 ABSTENTION: 0

STATUS OF MOTION:

Carried: Defeated:

PRESIDENT

CYNTHIA GUTHRIE

Job Purpose:

- To advise, govern, oversee policy and direction, and assist with the leadership and general promotion of NEWH, Inc. to support the organization's mission and needs.
- The Presidency is the highest honor the membership can bestow. In electing a fellow member as President, they are charged with the full responsibility of leadership of the organization
- Be an advocate of the NEWH through all industry and NEWH networking opportunities.

GOAL 1 - 2019

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 measureable 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.

May 2019 update:

GOAL STATUS

Advisory Board Goal – Working on scope document for presentation to the EC

GOAL OBSTACLE

Advisory Board Goal – No

ACTION PLAN

Advisory Board Goal – Action plans specific to this goal were discussed during Strategic Planning and next step was to develop scope document.

COMMITTEE TASKS

The ideas expressed during our breakout with Chapter Presidents were general concerns and "how to" ideas. The next breakout will be a follow up to the comments shared during previous breakout and to discuss results and any further obstacles.

GENERAL COMMENTS

Items discussed during February President's Group breakout:

- Discussed the board itself, we're a volunteer organization and we need to keep in mind that expectations need to be monitored at all times and to give support when needed
- A good board has to have a leader, someone who can acknowledge the efforts of the board members and the work being done
- Match expectations with the skills and enthusiasm of the people on the board; make sure the right person is in the right position
- Keep people engaged, use timely board deadlines, and ask others if they need assistance (develop committee members)
- Set timelines at the beginning of the year
- Have accountability or an accountability partner to ensure tasks are complete on time
- Everyone wants more designers at events; ask vendors to purchase a ticket for a designer to gain more designers at your events
- Incorporate educational and culinary components
- BrandED sessions can be held at the chapter level; reach out to Debbie McKelvey: debbiemckelvey@bernhardt.com
- Some chapters are challenged with getting new board members; reach out to different partners, associates or other associations
- Attend discipline calls for key information to keep the momentum of your discipline growing; we're all here to support each other

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.

May 2019 update:

GOAL STATUS

The learning curve is very positive and I have been able to maintain continual interaction with three of our key people; President – Cindy as well as Past President – Trisha and Executive Adviser – Shelia. The more frequent communication with these ladies has allowed me to gain more exposure to the functions and expectations of the President. Currently getting further involvement with the NEWH Inc. office as well. Feel very honored to be able to work closely with these very positive people on a

more frequent basis. In a good place with the current progress and will continue to gain knowledge throughout the year.

GOAL OBSTACLE

There are no current concerns or obstacles at this time.

ACTION PLAN

COMMITTEE TASKS

GENERAL COMMENTS

I am exciting for my training working into this new role with the constant support of the Executive Committee and the NEWH Inc., office staff and of course key support from Shelia. We have a mission planned to UK and Paris in June, which I will be able to attend the Board Training for the UK Chapter and looking forward to meeting their Board in person. Also on this trip to Europe we will meet with the NEWH members in Paris and work further discuss our expansion and growth opportunities in Paris. In August I will be visiting the NEWH office in Shawano to watch our Team in live action. I have had the pleasure of constant support from NEWH Team at a Chapter Level or when called upon and looking forward to watching their daily activity and interaction with all Chapters and Regional Groups. I appreciate our home base of the NEWH family and wonderful to be able to connect in person during my training role! In October we will be continuing our partnership with HOST Milano with the Trade Show and our contingency looking for further opportunities for NEWH growth in Italy. Looking forward for any and all opportunities for NEWH growth!

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!*)

Create a website that allows for a multi-level platform including the following:

- Portal for design firms to upload their project portfolio as a tool to both generate a hospitality “mood shot” library AND a way to develop client interest.
- Portal for manufacturers to display product through the uploaded photos.
- Portal for owners to search for potential new designers, architects, contractors, vendors, etc.

THE MEASURE (*How will you know when you have achieved the Goal?*)

DesignLinq 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
- May-July- Review updates with Web Designers
- 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!

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!*)

May 2019 update:

GOAL STATUS

So far, I am on track with my goals but we need to aggressively move forward with the web designers in order to stay on track.

GOAL OBSTACLE

The obstacle is mostly time!

ACTION PLAN

N/A

COMMITTEE TASKS

N/A

GENERAL COMMENTS

The goal is still to launch the website by the end of 2019.

RECEIPT OF MINUTES, ANNUAL BUDGET AND CHAPTER BUSINESS PLAN – 2019

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

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 7/27/2019	WEBINAR	OPEN	BD TRAIN
NEW ENGLAND	ST PLAN	WEBINAR	BD TRAIN	ST PLAN	WEBINAR
NORTH/SOUTH CAROLINA	WEBINAR 1/7/2019	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	WEBINAR	OPEN
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 7/21/2018	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

On the OPEN years, chapter may book Trudy or Jena/Diane 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.

May 2019 update:

GOAL STATUS

GOAL #1: Shelia & I will be reviewing the P&L against the budget by the end of April

GOAL #2: Kelly Geddes, Director of Fundraising has received submissions for the Culinary Fundraiser being discussed. She will be having a conference call with the committee to discuss the winning chapter

GOAL OBSTACLE

None so far

ACTION PLAN

COMMITTEE TASKS

A committee meeting is scheduled for 4/11/19

GENERAL COMMENTS

- Some changes will be coming with QuickBooks Online. Effective April 1st, Intuit is now limiting how many income and expense accounts we are allowed to use. We are working on simplifying and standardizing the account list between the Chapters and ask that Chapters check with Susan or Julie at the INC office before making any changes to the Chart of Accounts to avoid any additional fees from Intuit.
- We are now accepting ACH through the website. Please encourage your sponsors and guests to choose the ACH option to help stretch their dollars further.
- We are still missing a few budgets and signature cards at the INC office, please submit those as soon as possible.

BANK BALANCES

account balances as of 4/30/2019

General	\$ 488,659.02
Scholarship	134,308.37
Cliff Tuttle Scholarship	11,950.61
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)	322,148.01
Cash Reserve Account (money market acct receives higher interest than CD)	113,750.19
CD	100,000.00
NEWH, Inc. acct in Canada (8/31/17)	CAD 26,059.86
NEWH Canada, Inc.	CAD 97,949.28
NEWH Canada, Inc. Scholarship	CAD 7,712.77
NEWH, Inc. acct. in London	GBP 18,310.54

Chapter	Updated Signature Cards 2019	2019 Fundraising Remittance	2019 reconciled Fundraising % Proceeds	Regional Tradeshow Monies transferred to Scholarship Acct in 2019	Fundraising/ Donation Monies transferred to Scholarship Acct in 2019	Checking Bal	Date	Scholarship Bal	Date	Mutual Fund	CD
Arizona			24%		108.41	13,109.92	4/30/19	14,369.94	4/30/19		
Atlanta	Yes				6,274.55	108,080.19	4/30/19	91,895.14	4/30/19		
Chicago	Yes				11,819.39	35,083.63	4/30/19	159,936.53	4/30/19		
Dallas	Yes				10,052.11	147,231.61	4/30/19	109,208.27	4/30/19		
Houston	Yes				17.26	22,448.50	4/30/19	65,640.29	4/30/19		
Las Vegas	Yes				24,621.81	77,800.98	4/30/19	174,258.18	4/30/19		
Los Angeles Founding	Yes				9,795.46	54,395.92	4/30/19	150,460.53	4/30/19		
New York					27,799.55	103,747.71	4/30/19	197,587.10	4/30/19		
North Central	Yes				3,468.26	22,426.15	4/30/19	56,764.02	4/30/19		
Northwest	Yes				40.97	79,346.37	4/30/19	98,598.84	4/30/19		
Rocky Mountain					5,989.31	71,028.57	4/30/19	18,712.17	4/30/19		
San Francisco Bay Area	Yes				27,298.11	71,268.24	4/30/19	224,946.75	4/30/19		
South Florida	Yes	4434.18	59%	46,090.95	11,558.88	95,378.70	4/30/19	46,747.25	4/30/19		
Sunshine	Yes				50.27	116,334.02	4/30/19	84,893.25	4/30/19		
Toronto	N/A					28,995.79	4/30/19	16,498.12	4/30/19	26,720.12	4/30/2019
United Kingdom	N/A					15,251.93	4/30/19	794.84	4/30/19		
Washington DC Metro	Yes				4,116.68	142,343.79	4/30/19	181,568.07	4/30/19		
Regional Groups											
Atlantic City						26,127.00	4/30/19	11,666.44	4/30/19		
Cincinnati						6,795.28	4/30/19	4,488.18	4/30/19		
Hawaii						11,925.20	4/30/19	27,213.10	4/30/19		
Memphis/Mid-South						1,000.00	4/30/19	4,588.11	4/30/19		
New England						10,064.51	4/30/19	11,155.94	4/30/19		
North Carolina						10,411.26	4/30/19	11,369.96	4/30/19		
Orange County						1,151.47	4/30/19	62,882.21	4/30/19		
Pittsburgh						8,847.92	4/30/19	9,230.81	4/30/19		
San Diego								19,354.59	4/30/19		
Virginia								12,114.12	4/30/19		

2019 BUDGET			
		INCOME	EXPENSE
President		-	7,725.20
President Elect		-	5,415.07
Past President		-	1,509.19
	Founders Circle	-	5,000.00
Executive Adviser		-	923.98
Secretary		-	1,273.60
	Board Training	-	8,963.35
Vice President Finance		-	2,179.40
	Fundraising	41,793.64	-
	Travel / Delegate	-	9,426.27
Vice President/Scholarship		-	2,474.71
	Scholarship	26,719.31	62,975.39
	BrandED	-	765.63
	Clifford Tuttle Scholarship	-	-
	Green Voice Scholarship	-	15,061.00
	ICON Scholarship	-	1,350.00
	ISHP Scholarship	-	-

Ken Schindler Memorial	-	-
NEWH Leadership Scholarship	-	262.90
Vendor Scholarship	30,000.00	5,183.00
Women Leaders in Hospitality Scholarship	10,000.00	5,432.59
Vice President/Education	-	1,419.96
Continuing Education	5,400.00	963.86
BrandED	10,650.00	3,850.16
ED Online	-	-
Green Voice Education	14,675.00	714.92
Mentorship	-	-
Women In Business	-	-
VP/Development	-	1372.70
Membership	233,616.15	97,355.69
NEWH Awards	-	7,404.63
NEWH Conferences	260,771.00	352,715.61
Social Media	-	432.47
Administration	200.00	305,643.19
Corporate Partner Development	425,000.00	1,247.63
Marketing	-	35,852.06
Tradeshows/USA	-	14,999.73
Tradeshows/Regional	485,898.04	93,704.68
NEWH Governing Board Mtg.	-	6,884.47
Website	9,200.00	73,628.06
Publications	-	5,397.98
Reserve Acct.	-	16,680.00
Bank/Credit Card	-	15,664.86
	1,553,923.14	1,171,853.94

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
Encore Hospitality Carpet	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
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!)*

May 2019 update:

GOAL STATUS

The committee met to discuss the possibility of executing an NEWH, Inc. Culinary event in conjunction with one of our local

chapters for the purpose of expanding our sponsor list into the F&B arena. It was decided that there is merit in the idea and belief that there will be interest among the chapters.

1. An email blast was sent at the beginning of March asking for submission by March 29, 2019
2. Two entries have been received (Sunshine and South Carolina)
3. Both entries will be vetted and a selection made via committee conference call on 4/11/19

GOAL OBSTACLE

No

COMMITTEE TASKS

Not yet, but there may be opportunities once we have our selection call next week.

GENERAL COMMENTS

Finance Meeting attendees:

Fernando Diaz	Mark Cunningham
Kelly Gaddes	Edgar Gutierrez
Ashley Cova	Taylor Hoesley
Tarah Cszasz	Candace Tejidor
Terri Metzger	Demi Fitzgerald
Tory Knoph	John Roberts
Chelsea Lawrence	Donna Batilova
Athena Slejho	Sara Brookshire

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 organi-

zation 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 BDNV 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.

May 2019 update:

GOAL STATUS

Goals are moving along.

GOAL

Update Application Financial Sheet- Will have updates ready and to Inc. Office by HD Expo

GOAL

Educator Engagement- NEWH will attend ICHRIE again this year to continue building the relationship and to meet more Hospitality Management Educators.

-Still seeking a Design Educators equivalent

GOAL OBSTACLE

We're still looking for additional ways to engage educators. If there are other national or regional educator groups that anyone is aware of please share them with Brittany Johnson, Jennifer Wellman or Nicole Crawford.

ACTION PLAN

The breakout teams have been instrumental to developing the new financial form as well as providing feedback to the Board of Directors and Executive Committee. As Scholarship is core to our mission we take all feedback and ideas very seriously and appreciate the insights to the struggles and successes felt by the chapters.

COMMITTEE TASKS

Jennifer Wellman (Scholarship Director) and I are looking forward to a working session prior to the IBoD this May to discuss how to best serve the chapters and fulfill the goals set forth.

GENERAL COMMENTS

Applications for Inc. Scholarships are strong, receiving some more international applications which is fantastic that we are reaching into Europe.

We will be working towards a Scholarship planning session to help define NEWH Inc. scholarships to add some rigor to the process and discuss if there are additional scholarships we can give and where we can present those.

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 infor-*

ation 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	2019	total # of awards	Total Given
Arizona	-	122	125,800.00
Atlanta	-	163	335,365.00
Atlantic City/Philadelphia	-	13	44,500.00
Chicago	-	131	390,073.73
Cincinnati Region	-	2	5,000.00
Dallas	-	185	436,200.00
Hawaii Region	-	4	8,000.00
Houston	-	133	206,125.00
Las Vegas	-	162	422,604.92
Los Angeles Founding Chapter	-	360	827,598.00
Memphis/Mid-South	-	1	2,500.00
New England Region	10,000.00	39	53,950.00
New York	-	240	646,500.00
North Carolina Region	-	4	10,000.00
North Central	-	45	72,000.00
Northwest	-	56	172,963.64
Orange County Region (Southern Counties)	-	68	88,950.00
Pittsburgh Region	-	4	11,000.00
Rocky Mountain	15,000.00	54	137,200.00
San Diego Region	-	3	3,000.00
San Francisco Bay Area	-	26	140,000.00
South Florida	-	103	156,000.00
Sunshine	-	79	233,500.00
Toronto	-	64	CAD 120,013.00
United Kingdom	-	26	GBP 49,036.88
Vancouver	-	6	CAD 13,500.00
Virginia	-	8	16,500.00
Washington DC Metropolitan	-	141	514,300.00
Clifford Tuttle Scholarship	-	5	25,000.00
Future Hospitality Leaders Scholarship	-	3	15,000.00
Green Voice Design Competition	15,000.00	5	30,000.00
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	-	24	112,500.00
NEWH Ken Schindler Memorial Scholarship	-	3	15,000.00
NEWH Leadership Scholarship	-	2	15,000.00
NEWH Women Leaders in Hospitality Scholarship Award	5,000.00	9	45,000.00
NEWH Sustainable Design Competition/School	-	9	40,000.00
NEWH Sustainable Design Competition/Student	-	17	75,000.00
NEWH Vendor - American Holtzcraft	-	1	3,000.00
NEWH Vendor - Fabric Innovations Legacy	-	6	60,000.00
NEWH Vendor - Harvey Nudelman Memorial Scholarship	5,000.00	13	49,500.00
NEWH Vendor - P/Kaufmann	-	1	10,000.00
NEWH Vendor - Séura	-	3	9,000.00
NEWH Vendor - Symmons	4,000.00	6	24,000.00
TOTALS	\$ 69,000.00	2351	USD \$ 5,765,145.34

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.

May 2019 update:

GOAL STATUS

EDonline: Finalizing questions and structure of subject categories for survey to go out to all chapters and regional groups.

Sent to all who participated in February breakout for comments before sending to INC. office INTERNSHIPS: Worked with Director Mary Ann Thornam in formulating structure. Pursuant to discussion with EC at Strategic Planning, the decision was made to change direction. Internships offered and students seeking same will become a registry within the existing Career Resources on NEWH website.

Next steps are to build this into the resource page and be sure students have ability to upload their resume and portfolio to their membership page.

GreenVOICE: Working on BDNY session/speaker ideas. New sponsors are being added to support this initiative.

GOAL OBSTACLE

Time

ACTION PLAN

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

- February 2019: Create survey: create short program description and determine categories to include in program (up to 30):

Product education	Safety
New technologies	Wellness
Hospitality design education	Hotel Interiors
Sustainable/Wellness	Restaurant Interiors
Health	
- March 2019: Survey chapters
- April 2019: Review: Gather, review, discuss, finalize categories
- May 2019: Outreach build committee @ May IBOD Vegas
- June 2019: Finalize committee members
- June 2019: Assign committee roles; engage final team
- August 2019: Create standard/definitions: General message, process, description of use, submission rules, what's accepted (links/PDF's, webinars, etc.), review process (approval/rejection procedures)
- September 2019: Create campaign name: Hospitality EDSource?
- October 2019: Logo development
- September-November 2019: Website development: Online form (submissions), layout, categories
- November 2019: Chapter beta test: North Central, Northwest, San Francisco
- January 2020: Review beta test results with committee
- January 2020: Modify as needed from beta test review
- January – February 2020: Marketing: Email piece for collection of content
- January – February 2020: Marketing: targeted materials for (educators, membership, tradeshow)
- March 2020: Eblasts/request for submissions
- March 2020: Communicate new initiative to chapters (build committee members through IBOD breakouts-continuous)
- Continuous collection: Content collection timeline/amount/grow list of categories
- March/April 2020: Review progress at Milliken
- April/May 2020: Build committee members around received categories
- May-July 2020: Load approved submissions to website-continuous
- Late July 2020: Survey beta testers with final platform
- August – September 2020: Review/modify beta testers feedback
- September 2020: Determine timeline for review process
- November 2020: Final phase
- November 2020 IBOD/NY: Build additional committee members

COMMITTEE TASKS

Some have responded to assisting with building the EDonline resource. I have emailed the survey to all for comments/suggestions. I also need assistance in building content and speakers for Green Voice sessions.

GENERAL COMMENTS

We are running about 1 month behind on the timeline. Once survey goes out, response will determine next steps.

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)

May 2019 update:

2019 GOALS

- Continue Development of Internship program when approved by EC

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

- Online Continuing Education

STEPS TO ACHIEVE GOALS

- Determine liability, feasibility and target market on Internship program
- Areas of initial concentration for online CEU's
- Determine if required CEU's would be accepted by NEWH membership

LONG TERM GOALS FOR THIS POSITION

- Work to finalize the Internship program
- Implement with sponsors

YEAR TO DATE REVIEW

- Preliminary outline for Internship program submitted to VP of Education for review

OTHER

- I would like to develop a clear focus for Continuing Education. The initial workings concentrated on CEU's at the hospitality shows. Originally directed at attendees requiring these units professionally with the added benefit for NEWH to increase income for scholarship. With the changes in IDCEC benefit changed. Since then the direction has not been clearly slotted.
- Now with the educational resources that are being developed, targeting Green Voice, BrandED and Sustainability, which benefit the membership, sponsors and external participants, CEU units could be designed to add to that educational benefit. Developing a committee could expand on those resources.

May 2019 update:

2019 GOALS

- Continue to develop and work creating marketing material to generate awareness among chapters and brands. Focus on who the target audience this event is for.
- Work to create awareness with vendors on sponsoring events and the value it holds.
- Continue to talk with Brands about events for Chapters.
- Work with Stacy at HD Mag. To help market event to target group once 1st invite is sent.
- Work on getting sponsors early in early in year for all events. Set a tent. #/schedule of events (would like to plan on 6-8 for calendar year) they can plan on being part of. (like how City scene/wine & design sponsors are obtained).
- Have chapters help with marketing event to target audience & having the 2 signs at events (top ID & corporate partner).

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

- 1st event for 2019 is on 4/25/2019 in NYC. Marriott-Tribute

SUSTAINABLE EDUCATION CHAIR

STACEY OLSON

Job Purpose

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

GOAL STATUS

BD West was a success; NEWH magazine article published; Green voice sessions for HD are coordinated. BDNY are in progress.

GOAL OBSTACLE

Funding is always an obstacle as it limits our ability to source talented speakers from outside of the immediate area. Finding volunteers is also an obstacle. We need to cast a wider net to draw in volunteers to support development of green

- 2nd event is in works for 6/20/2019 in N. Central (MN). Hilton-Canopy
- Working with Teri for Sheraton, Delta events.
- Working with Lissa for IHG events.
- Working on events for these chapters: NC/SC, Phoenix, LA, Seattle, Dallas, Colorado.
- To date 5 events completed

voice sessions, speakers & content, and help curate sustainable strategies to be rolled out at local chapter meetings.

COMMITTEE TASKS

I haven't received any volunteer contact information.

GENERAL COMMENTS

We'd like to increase the quality of education sessions, and "green" local chapters.

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

GOAL 2 - 2019

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

May 2019 update:

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.

GOAL 2 - 2019

The Goal Statement (Start with a VERB!)

Develop guidelines for chapters to implement a membership table

GOAL STATUS

The Lodging Program has grown quicker than expected.

GOAL OBSTACLE

Working out the details on how to keep the information organized.

ACTION PLAN

Several attendees from the board breakout contributed to the growth with their contacts.

COMMITTEE TASKS

I have reached out to IBOD attendees to see who might have interest in helping with the lodging program.

GENERAL COMMENTS

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.

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	85	122	-11%	16	18.8%	13	13.7%	77	8	37
Atlanta	383	616	352	589	-8%	41	10.7%	45	11.7%	265	87	237
Chicago	302	397	303	368	0%	26	8.6%	42	13.9%	243	60	65
Dallas	403	538	389	483	-3%	23	5.7%	23	5.7%	317	72	94
Houston	143	212	116	168	-19%	13	9.1%	18	12.6%	82	34	52
Las Vegas	193	261	200	270	4%	13	6.7%	25	13.0%	155	45	70
Los Angeles Founding	226	272	228	261	1%	22	9.7%	31	13.7%	191	37	33
New York	417	514	408	472	-2%	44	10.6%	75	18.0%	328	80	64
North Central	175	344	167	320	-5%	11	6.3%	11	6.3%	103	64	153
Northwest	235	286	226	273	-4%	30	12.8%	34	14.5%	172	54	47
Rocky Mountain	163	215	149	223	-9%	14	8.6%	19	11.7%	125	24	74
San Francisco Bay	232	298	213	267	-8%	26	11.2%	21	9.1%	164	49	54
South Florida	273	335	271	318	-1%	24	8.8%	53	19.4%	234	37	47
Sunshine	209	235	233	254	11%	17	8.1%	46	22.0%	202	31	21
Toronto	117	145	128	151	9%	10	8.5%	30	25.6%	105	23	23

United Kingdom	103	118	116	128	13%	10	9.7%	29	28.2%	100	16	12
Washington DC Metro	297	377	330	388	11%	39	13.1%	68	22.9%	252	78	58
Atlantic Canada Region	1	1	1	1	0%	0	0.0%	0	0.0%	1	0	0
Atlantic City/Philadelphia	72	90	58	69	-19%	11	15.3%	4	5.6%	45	13	11
Cincinnati Region	58	131	74	166	28%	4	2.0%	8	13.8%	63	11	92
Hawaii Region	5	7	5	8	0%	1	20.0%	0	0.0%	3	2	3
Memphis/Mid-South Region	75	128	68	122	-9%	4	5.3%	9	12.0%	58	10	54
New England Region	119	145	117	145	-2%	13	10.9%	15	12.6%	96	21	28
North Carolina Region	79	121	85	123	8%	7	8.9%	14	17.7%	60	25	38
Orange County Region	89	119	89	116	0%	3	3.4%	13	14.6%	74	15	27
Pittsburgh Region	46	57	51	57	11%	5	10.9%	10	21.7%	44	7	6
Regional Members	43	44	38	38	-12%	4	9.3%	3	7.0%	35	3	0
San Diego Region	8	8	4	4	-50%	0	0.0%	0	0.0%	4	0	0
South Carolina Region	20	27	28	36	40%	0	0.0%	9	45.0%	24	4	8
Vancouver Region	106	170	97	160	-8%	10	9.4%	8	7.5%	65	32	63
edited 30-April-2019	4687	6345	4629	6100	-1%	441	9.4%	676	14.6%	3687	942	1471

REGIONAL MEMBERSHIP

Regional Areas	2019	2018	2017	2016
Alabama	1	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	3	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	0			
Utah	3	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!)

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

May 2019 update:

GOAL STATUS

On track – we have started calls for the 2021 LC. Location has been selected. I have a committee established and will meet with them after our mtg. in May in Vegas to begin planning the panel discussions and list of speakers.

GOAL OBSTACLE

COMMITTEE TASKS

GENERAL COMMENTS

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

May 2019 update:

GOAL STATUS

Currently I am working on getting up to speed with goals set in February and establishing a social media/IG schedule for NEWH, Inc. this is based on the breakout session from the Leadership Conference and chapter suggestions.

GOAL OBSTACLE

Finding content for post has been an obstacle which I am currently working on.

COMMITTEE TASKS

I did not receive any contacts for anyone interested in volunteering.

GENERAL COMMENTS

Would like to get more information from INC regarding upcoming programs or events that are going to be launched so that a strategy can be developed.

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.

May 2019 update:

GOAL STATUS

Ongoing goals for Canada are a continuing effort to expand the NEWH exposure and growth of membership in Canada. With successful events in the Toronto Chapter and Vancouver Regions brings interest and new members to our membership base. We are also ensuring a focusing on retention of past due members to ensure the current membership remains a part of NEWH. Currently we do not have any candidates in place to initiate any new Regional Groups in Canada but remain on the lookout for positive fit and growth opportunities. I am attending Tradeshows and other Association Events looking to education and promote NEWH to others in our Industry.

Chapter success and strong boards are very positive in both of our Chapter and Regional Groups. As the 2019 Events Calendar unfolds each Director continues to complete their current roles and will review at the end of the year succession potential within the Chapters / Regional Groups. We were pleased to have 5 from Toronto and 5 Vancouver Board Members attend the Leadership Convention and IBOD. This exposure to IBOD is key for succession in each Chapter in initiating interest of further succession in NEWH Board of Directors roles in the future.

GOAL OBSTACLE

ACTION PLAN

No Breakouts were done in regards to this initiative.

COMMITTEE TASKS

GENERAL COMMENTS

We are once again working with HOST Milano for the 2019 NEWH Contingency for this upcoming trip to Italy in Oct. Looking forward to bringing a new set of our members to experience the HOST Show this year.

NEWH strength is you and your involvement. Thank you for your participation to make it happen!

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

2019 Goals:

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.

May 2019 update:

GOAL STATUS

BrandED: Great progress on BrandED! We added Hilton with sessions on Canopy this year. We also added two new Marriott brands (Tribute Portfolio and Sheraton) joining Delta. Debbie McElvey, Chair of BrandED is doing a fantastic job with the development of this program. As we meet challenges we are working through solutions. I encourage all to read her report and contact her with any interest or questions related to this new program.

Scholarship Video: The video was launched at Leadership Conference and the new shorter version is now available. We plan to make this available to all chapters for use in their future events. The same guidelines apply to the use of the video but we will load this video on YouTube this year to make it available to many students and potential members.

GOAL OBSTACLE

BrandED: There were some obstacles on sponsorship and scheduling but I feel we are solving these as we move forward. Debbie has been a great problem solver!

ACTION PLAN

We did not have a break out on anything related to my goals.

COMMITTEE TASKS

N/A

GENERAL COMMENTS

I wanted to make sure IBOD members know we have made updates to the TopID program due to many comments we received from chapter boards. We thank you for your input and hope the modifications to the point system will address some of your concerns. We encourage you to honor these TopID firms at your fundraisers and high level events to acknowledge their commitment to excellence in the industry and support of NEWH.

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.

May 2019 update:

GOAL STATUS

Goal: To develop and implement annual board training for IBOD Phase one of NEWH Inc Board of Directors training began at the IBOD meeting in February. Our primary goal is to educate our board members on the history of and the current state of NEWH Inc, how the board is structured and how it operates on a day to

day basis as well as at board meetings. We want all board members and delegates to be able to participate and understand why we do what we do.

GOAL OBSTACLE

ACTION PLAN

We will review the meeting and feedback in June and put a best practices document in for future board training by the end of 2019

COMMITTEE TASKS

GENERAL COMMENTS

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

LISSA PIERCE/ 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

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

Board Changes – Have you recently added a new board member? Has someone left your board? Please alert the NEWH office with any board changes so we can update the database and be sure new individuals are pulled for conference call invites, important board information, and show upon the website in your board roster. If any new people appointed to positions throughout the year need training, please call the NEWH office. We will set up a one-on-one training session with the new board member.

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

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

In house Board Training/Strategic Planning - Is your chapter due for in-house training with Jena and Diane, or a strategic planning session with Trudy Craven, with your 2020 board? (see the board training schedule in this report to see if your chapter is due for in house board training/strategic planning in 2020). Training can take place as early as late September/October! Plan and schedule now before dates fill up! With many industry events regional tradeshow coming up, there are limited times available for these so get in your request for dates to jena.seibel@newh.org as soon as possible. Training is scheduled for a 7-hour time period and can be held on a weekend or during the week.

MEMBERSHIP

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

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

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

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

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

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

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 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).

Ways to show member value:

Events

- offer member tickets at a lower cost or free
- offer event tickets to members first for highly coveted programs, or those events with limited capacity
- offer event sponsorships to members first or offer sponsorship discount to members
- offer members the opportunity to be a panelist, provide a tour of a new or renovated space, or host a showroom event or educational event (CEU)
- hold a members-only drawing at your events

Marketing

- post member news on chapter social media sites, NEWH Magazine, chapter website, and chapter publications (new positions, new products – provide link to company website)
- create a member spotlight on your chapter page, highlighting a member each month
- recognize your chapter's Top ID recipients on social media and publications
- identify members at your event with a member ribbon or sticker – make them feel special!

Networking/Leadership Opportunities

- access to NEWH member directory to facilitate introductions and one-on-one networking
- ability to serve on your chapter board in a leadership position

access to top level emerging talent through schools, scholarship recipients, and education professionals

EVENTS

Event Calendar – if any of your event dates change, please be sure contact Diane at the NEWH Office to update your website calendar. Remember to check the calendar on the NEWH website as to not compete with fundraising dates of other chapters, NEWH Regional Tradeshows and other industry events if at all possible. Many, like National Sales Managers, want to sponsor and attend these events to support local chapters and their local reps but find it difficult when dates overlap.

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

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

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

Sponsorships - For fundraising events or limited tickets events especially it is great to allow NEWH Corporate Partners first chance at sponsorship. Please email info to jena.seibel@newh.org 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.

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

Regional Tradeshows- Planning has started for the 2020 NEWH Regional Tradeshows. Currently the shows rotate every other year therefore chapters that hosted a tradeshow in 2018 were contacted regarding interest for 2020. If your chapter has not hosted a tradeshow but is interested, please contact jena.seibel@newh.org

Leadership Conference- Planning is in place for the 2021 NEWH Leadership Conference. The conference will be held in Seattle. Sponsorships, dates and venue will be announced soon.

NEW Corporate Partners - Welcome to Down Etc, Encore Hospitality Carpets, and Valley Forge Fabrics as NEWH Corporate Partners. Remember to recognize all partners at events.

SCHOLARSHIP

Engage educators and students: Hold a student day at local college. Invite students/educators to your events; create special pricing. Encourage students to assist at events or help with social media posts. Update your annual school lists so scholarship packets are received by the appropriate college staff.

Scholarship Videos: Have you seen the new NEWH Scholarship Stories video? There are four (4) available videos for chapter use (extended version/trailer); user guidelines must be followed. Ensure your audience understands what's behind our name, how

funds are raised, how we're supported and what members can access through NEWH. If you need access to the video contact: nicole.crawford@newh.org

Keep growing the story! Video your scholarship winners, at the chapter awards event, through an on-site interview, or video the students' parents/guests/ educators at your event. Get photos of student events, school visits, etc. and submit your videos, images to nicole.crawford@newh.org Collected contributions will help us build our next scholarship video and enable us to promote through social media.

Did you know? Scholarships are open to international students. Students don't have to be a NEWH member to apply however student and full-time educators can join for FREE! Students can be awarded multiple year scholarships and can also be awarded at the chapter and Inc. level. Chapters can have more than one (1) Student Representative. Recruit students from colleges in your territory to serve on your board as a Student Representative to promote NEWH scholarship and membership at their college.

WEBSITE/SOCIAL MEDIA

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

Social Media Update:

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

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

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

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

FINANCE

Banking

- A few Chapters have not completed their signature cards for 2019 – the bank will not accept checks without valid signatures.
- Chapter Events are reimbursed to Chapters by EFT 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 should use GoPayment to accept credit cards on site

for silent auction, raffle, door ticket sales –GoPayment 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 in the app. For more information, contact Susan.

QuickBooks Online

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

- If you have any questions or concerns on how to utilize QB Online, 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.
- Memo / description field must be in the following format: Year / Event Name / Item Description (eg: 2019 / Scholarship Dinner / F&B)

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.
- Mail in checks to be deposited a timely manner to avoid stale dated items, 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 budgets should be reviewed at each monthly board meeting to ensure the Chapter is staying within their goals. This is a board responsibility, not just your Treasurer.
- 2019 Scholarship Grants should be based on the Chapter’s 2018 Fundraising proceeds.

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 in advance.

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 Tradeshow/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!

ARIZONA

Shannon Vance, delegate

chartered May 5, 1995

MEMBERSHIP

We lost our membership director early this year and looking for replacement. As a board we agreed to help with membership duties and look to more events to get members.

PROGRAMMING

Kamberly...For 2019 we are hosting monthly programming events to celebrate local projects such as 2 major new construction hotels, a luxury spa renovation, a private country club renovation, and a lounge at Arizona Cardinals State Farm Stadium. These events complement our two major Fundraising efforts: Wine And Dine Under the Stars and NEWH Honors.

SCHOLARSHIP

Shannon J...has been getting the school information together for when packets need to go out. Also worked with culinary schools and contacts to get student chefs on board to participate for Wine and Dine Under the Stars.

FUNDRAISING

Tammy is new and started the position in late February. First event was April 11th too early to get feedback. But did ask INC

for help with the online credit card payment. Many members and nonmembers have complained of it not working. Also thinks a packet or email should come from INC welcoming her to position and explaining.

OTHER CHAPTER HIGHLIGHTS

marketing and publications: Juan requested for more training from INC

CHAPTER/REGION GOAL

Broaden our attendance of programs...which we are off to a great start!

OUR CHAPTER/REGION WOULD LIKE HELP WITH

- More ideas of how to capture the hospitality audience in Arizona and even templates that can help the marketing team.
- Make the credit card payment online easier.

Staff note: If you have any new people appointed to positions throughout the year who need training, please call the NEWH office. We will set up a one-on-one training session with the new board member.

ATLANTA

Dallas Bentley & Jennifer Wellman, delegates

chartered May 5, 1995

MEMBERSHIP

No report from director—estimate we have had around 8 new members since the beginning of the year.

PROGRAMMING

February Restaurant Series took place at Tin Tin Wine Bar and the Designers, ai3 were in attendance to speak about their process and the story behind the restaurant design. No cost to NEWH – free to members and we made about \$60 in ticket sales.

March Student Mentor Event took place at Mannington Showroom. Designers from various firms around town reviewed Student Portfolios and gave professional advice. Cost to NEWH was approx. \$650 (for food and drink).

Next event scheduled for April is Restaurant Series at Adalina. Seeking Sponsors so that we can have some catered food available. Designer to be in attendance.

SCHOLARSHIP

3/5 NEWH Student Professional Development Workshop Had 8 students & 5 mentors at Mannington Commercial all interior design students. 7 from SCAD and 1 from Georgia state. Thinking about moving student event back to fall with scholarship promoting.

Holiday Gala & Awards Ceremony Working on budget

Working on getting multiple quotes from recorded vendors. Looking into having After Party where Diamond level and higher is rolled into the sponsorship plus selling individual tickets.

Scholarship promoting starts in July. I have had about 10 student inquiries about requirements and deadlines so far.

FUNDRAISING

Country club is booked for the golf fundraiser, and we had a first committee meeting with second one next week. We have four teams and a few hole sponsors and a flyer is going out tonight for call for sponsors cause we're selling a little slow and need more commitment. Theme is chosen and raffle item email will be going out soon

OTHER CHAPTER HIGHLIGHTS

We have had a lot of interest in volunteering from new people. There are a lot of new faces at board meetings.

CHAPTER/REGION GOAL

We would like to grow our student portfolio/ professional advisement event. We have had inconsistent results and would like to be able to give more support to our students. We plan to start marketing this more and would like to appoint a chair to spearhead the effort.

OUR CHAPTER/REGION WOULD LIKE HELP WITH

We seem to be in a transitional year. I a lot of positions have changed. I think the biggest thing we help with is making sure people are getting settled in and having questions answered.
Staff note: If you have any new people appointed to positions throughout the year who need training, please call the NEWH office. We will set up a call with the new board member to be sure any questions are answered.

ATLANTIC CITY/ PHILADELPHIA REGION

Bruce Heins, steering committee chair

September 9, 2008

NO REPORT SUBMITTED

CHICAGO

Jen Conley & Jessica Linden, delegates

chartered August 12, 1991

MEMBERSHIP

We've had 25 new members join so far this year. It has been a

great mix of student, general, and business members. On March 20th, we hosted our New Member Event. We had 37 people in

attendance, consisting of our new members from the last 12 months, board members and sponsors. We like that the event gives our newest members a chance to make some connections in a smaller setting. We intentionally schedule this event prior to our larger fundraising events.

PROGRAMMING

We have several events that are being planning for the upcoming months.

On 6/19 is the event Designing for the Chef. This is our first attempt and bringing together a restaurant and design themed event. We will have a panel discussion consisting of Head-chef at Bellemore (Jimmy Pappadopoulos), Owner of Boka group (Kevin Boehm) and designers from Studio K Creative. The Boka Group is responsible for 19 successful restaurants, each is boutique and conceptually unique. Panel discussion will consist of discussion about how Boka Group started, how they incorporate chef's vision, and designer's concept to completion process.

SCHOLARSHIP

We are planning our 3rd Annual Young Professionals/Student Event that will take place on April 25th, 2019. We have professionals coming from all of our disciplines...design, procurement, vendors, culinary and hotel management.

Our scholarship applications have gone out and are due back to us September 12, 2019. Last year we awarded \$55,500 and this year we are planning on the same or more amount.

FUNDRAISING

KingPin was just successfully held on 4/11 – all sponsorships spoken for within 48 hours. No CP wanted to sponsor, so it's

mostly previous sponsors and new sponsors.

Summer Social is 7/25. We're holding it at a more upscale venue than last year and there is already buzz around the location. It was important we had a rain back up as the space is mostly outdoor and the hotel is letting us use their 2nd floor restaurant in the case of rain. Was very surprised how accommodating they were but something to keep in mind when booking more upscale locations.

Masquerade Ball is 10/24 and the new spin we are putting is having a large live band for 1.5 hours during the event. This will keep the event lively and fun. Still finding our footing on this event as it is only the 3rd year!

OTHER CHAPTER HIGHLIGHTS

August 13 We are having our Trade Show at the Merchandise Mart. We are working on incorporating a presentation of Top ID recipients.

CHAPTER/REGION GOAL

We are working on ideas to better present our Top ID. We've not been satisfied with our previous presentation of the Top ID at our Masquerade Ball- we feel an additional event to showcase their work will be more meaningful.

OUR CHAPTER/REGION WOULD LIKE HELP WITH

We are discussing how/when to incorporate a BrandED event in the Chicago Chapter. (Where it makes sense in our calendar, venue, etc.)

Staff note: Contact Debbie McKelvey with any questions you have on BrandED and possible dates - DebbieMcKelvey@bernhardt.com

CINCINNATI REGION

Kelly Gaddes, steering committee chair

NO REPORT SUBMITTED

DALLAS

Elissa Murry & Heather Scott, delegates

chartered August 12, 1991

MEMBERSHIP

The Dallas Chapter is hitting the ground running this year as we have increased our membership by 7% already this year!

I think we will bring our numbers back up to where they were a couple of years ago.

Staff note: regarding auctions, raffles, etc. –be sure to check with Inc. office well in advance of your event for non-profit rules and requirements within your state.

PROGRAMMING

We continue to have events at new venues every time and our members flock to them. Our sponsors are very generous allowing us to offer tours and talks at some of the hottest new places in town.

OTHER CHAPTER HIGHLIGHTS

We have a lot of new board members this year and so far they are all very enthusiastic and active! We aren't formally participating in Metrocon this year, but we do have 7 hospitality CEU's so our members are looking forward to the show. Our marketing committee is really branching out into social media with several posts scheduled per week. They're also creating some stunning invitations.

SCHOLARSHIP

The committee has already had their first meeting to review applications together, and the interviews start on 4/15! They had 20 applicants this year. The awards will be given during a dinner on May 9th, where we will also have a guest speaker. They plan on awarding \$30,000 worth of scholarships again. As of now, the speaker will be from Southwest Airlines, offering valuable information and data regarding travel.

CHAPTER/REGION GOAL

To increase communication and awareness with the schools.

FUNDRAISING

It looks like we will have an auction this year! The theme of the event is based on a masquerade ball. They already have around 30% of their sponsorship spots filled, and more is pouring in fast!

OUR CHAPTER/REGION WOULD LIKE HELP WITH

Despite my efforts to drive support for the new fundraiser program, everyone is very busy and not willing to offer up more of their time.

HOUSTON

Melissa Davis & Kacey Sharp, delegates

chartered February 17, 1992

MEMBERSHIP

Total of 211 members right now.
28- Associate 1- Corporate Partners

17- Chapter Business	15- Educational
Courtesy	Professionals
5- Chapter Business	36- General
5- Chapter Level Business	46- Students

In an effort to gain new traction at our membership drive we have decided to revisit our bowling days. The sponsors are for the lanes and encourage them to bring nonmembers to join in their lane. The goal is to initiate involvement in the community.

PROGRAMMING

Our board will be held the annual planning meeting on January 12th to line out the programming calendar for 2019.

- April Membership Bowling Event @ bowlmar We have multiple sponsors; looking for the last couple to round it out.
- May Hotel Tour; venue, sponsors and speakers have been confirmed.
- July Restaurant tour; finalizing the location now.
- August Student day at Knoll Studios;
- October Fundraising and scholarship gala – currently looking at venues
- November 19th Community service- Food drive
- December Dual hour CEU Event to help the last additional credits designers need at the end of the year.

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

- Several people from our chapter attended The leadership conference and previous membership drive winner was excited about her visit.
- Working on getting previous scholarship winners to submit a video about their story and how NEWH has helped them and their career.

ISSUES THAT YOUR CHAPTER WOULD LIKE HELP WITH

- Developing strategies to increase our membership and retaining members.
See NEWH Staff Report – 'Attracting new members/retaining members'
- Work with Nationals to bring the BrandED event to Houston.
Staff note: Contact Debbie McKelvey with any questions you have on BrandED and possible dates - DebbieMcKelvey@bernhardt.com

LAS VEGAS

Edgar Gutierrez & Heather Wilmer, delegates

chartered March 26, 1991

MEMBERSHIP

As of April 2019 we have a total of 232 members. 31 Associates, 1 Business Class Courtesy Member, 27 Chapter Business Courtesy Member, 27 Chapter Business Members 11 Chapter Level Business, 1 Top Tier Chapter Level Business, 6 Corporate Partner Courtesy Member, 8 Educational Professional, 72 General, 2 Honorary and 46 Student Members.

Our Chapter Board Members/Directors still remain more diverse than ever. Our board is composed of designers, vendors, ownership and purchasing agents. Our Board is full of energy which makes for our monthly events to be successful. We constantly have members wanting to be more involved and attend our monthly meetings.

In March we held our Membership Drive which brought in new members and several renewals.

PROGRAMMING

We have set our event dates well in advance so our members can plan to attend. With the help of our board members and social media, we spread the word of our social events in order to increase interest and attendance. We strive to hold our monthly events at new venues designed by our local firms in order to obtain high interest and attendance.

At all of our monthly events, we reach out to vendors for sponsorships to cover any costs. Our goal is to receive, at a minimum, enough money in sponsorships to cover the cost of food and venue costs (if any). Any amount above that goes toward our scholarship fund.

SCHOLARSHIP

This year has been by far the most student applications received. Applications were received from students at UNLV, College of Southern Nevada and The Art Institute. The students that

submitted applications were in the fields of culinary, hospitality, hotel administration/management, interior design and architecture.

We received a total of 28 submissions. (25 were complete with official transcripts, 2 did not meet the requirements and 1 did not have their official transcripts)

As of March 2019, we have a total of \$169,232.25 in our scholarship fund. This year we will be awarding \$50,000 with an additional \$5,000 from Tarkett (vendor sponsorship). Our Scholarship Event is Schedule for Thursday, April 26 at Hampton Restaurant inside Tivoli Village.

FUNDRAISING

This year we will be having our 4th Annual Glamping Event on May 31-June 2 in Zion National Park. We anticipate having an attendance of 400+ this year. We have been working hard to spread the word and to receive high attendance and sponsorships. We have 8 of our top local firms participating in this event which is helping raise the momentum tremendously.

In addition to Glamping, this year we will be planning a local Fundraising Thirsty Thursday event on June 27. Location and details TBD.

OTHER CHAPTER HIGHLIGHTS

We are very proud of our chapter. We have such a close community and our membership involvement is amazing.

CHAPTER/REGION GOAL

Our goal this year is to double the attendance for Glamping that we had in 2017.

OUR CHAPTER/REGION WOULD LIKE HELP WITH

Continued branding from National to end-users, so there is awareness of who/what NEWH is and continues to be.

LOS ANGELES

Alison Gasser, Natasha Gomez & Melissa Knock, delegates

founded October 1984

MEMBERSHIP

We're currently at 202 general members, 11 education professionals, and 28 student members, giving us a total of 241. We currently have 8-chapter level businesses in the LA chapter as well and have added 7 new general members.

PROGRAMMING

We've kicked off the year with a couple strong and well-attended events!

- January was a dark month for us for programming as we were introducing new members to the board and new positions to existing board members. We used this month to complete our board member training and re-group as a team to prepare for coming months events.
- Feb – Spec Writing Workshop: 16 attendees (not including board members and workshop leaders) for a spec writing workshop. Members learned first-hand from manufacturers how to create a proper lighting, carpet and millwork specification. Attendees broke out into groups of 4 and spent time with each workshop leader learning about their product and what features are important to include when writing a spec to ensure they are getting achieving their design intent. This event was hosted by Shaw Hospitality in their new showroom located downtown Los Angeles.
- March – Hotel Tour, PaliHotel: 43 attendees for networking social hour, hotel tour of the newly opened (only 6 weeks old!) PaliHotel in Los Angeles' Culver City neighborhood. The tour took members through 3 different room types and finished in the hotel lobby bar/restaurant for a panel discussion featuring the hotel owner, architect and general contractor.
- April – Mixer: After two strong events in Feb and March, we are planning to have a casual mixer at the end of the month for our members to socialize and network. Location is currently TBD.
- May – Possible stadium tour of the newly opened LA Football Club stadium at USC. We have a member that was the lead designer on this project and has offered to guide a tour through the facilities as our May (or future upcoming) event and we are working on details now.
- June – Membership Drive, Bowlero Bowling Event. Our annual membership drive/bowling event is tentatively scheduled for June 20th. This is typically our most successful and best attended event of the year.
- July – Dec programming is TBD. However, our general plan is an end of the summer soiree in August, a CEU/Educational event in September, our Annual Fundraising Gala in October and our Annual Holiday Party in December.

SCHOLARSHIP

As a board we've discussed programming a new way to honor scholarship recipients. Currently we announce them at our Gala, but they sometime get a little lost in the program of events throughout the night. We want to highlight them more and

recognize their achievements, as well as the overall purpose of NEWH. One possible idea we've discussed is a luncheon to honor and award the recipients followed by a panel discussion with our Top ID winners.

Also, we have been donated \$5,000 directly into our scholarship fund by Tarkett, to be awarded to a select ID student.

FUNDRAISING

We have been discussing plans for our Annual Gala, scheduled for October. We would like to make it a formal event – black tie, sit down dinner – possibly hosted at one of the galleries in Los Angeles. Our fundraising chair and board members have a couple venues in mind to contact to lock in a date and will be developing the agenda over the course of our future meetings.

OTHER CHAPTER HIGHLIGHTS

- We have both Fundraising and Marketing Chairs this year and our looking forward to their help with future events and community exposure.
- We have seen an increase in new members interested in joining the board and/or getting involved with future event planning and execution.

AT LEAST ONE GOAL FOR THIS YEAR

1. To get more Designers involved as members in our organization.
2. To get more educators involved in our organization and therefore spread outreach to more students.
3. To expand our events to focus on all areas of hospitality and not just hotels. We are working to highlight more restaurants, stadiums and cruise ships into our programming to highlight those project types within our sector as well.
4. To have a successful, well-attended Gala!

ISSUES THAT YOUR CHAPTER WOULD LIKE HELP WITH

- How to honor the scholarship recipients so they get the recognition they deserve and our community of members understands the value in the organization outside of the networking and social aspects.
- We've been struggling with our Gala for the past few years, finding that sweet spot between formal and fun that satisfies the expectations of the majority of our members so they leave inspired and overall remembering a positive experience and view of NEWH.

Staff note: Take a look on the NEWH website through the individual chapter tabs to see what other chapters are doing for fundraisers. If something is of interest reach out to that chapter contact for more information. Announce your scholarship recipients at your gala and at other events; encourage them to be a part of the event. Promote your students through social media, use your chapter scholarship webpage, bring back and promote past winners. Use the NEWH Scholarship Stories videos (see user guidelines) to enhance attendee knowledge of NEWH.

MEMPHIS/MID - SOUTH REGION

Jana Johnson, steering committee chair

MEMBERSHIP

Although the Memphis/Mid-South region has seen some decrease in overall membership, our general membership category has increased.

We currently have 99 members with the following breakdown:

- 35 General
- 1 Honorary
- 8 Associate
- 8 Business

- 8 Corporate Partner
- 4 Education Professional
- 35 Student

We are continuing to look at ways to "add value" to membership in order to promote membership renewals. The Hotel indigo tour was our first event to implement a door fee. It was a successful event and did not seem to keep people from registering. In fact, we had a few people renew their membership in order to avoid the door fee – huge success!

We are planning to set up a meeting with the local, well-established IIDA organization. We think this will help give us exposure and make connections outside of our current reach.

PROGRAMMING

After getting a very promising and successful first year of events under our belts, 2019 is off to a fantastic start as well! Thanks to two great sponsors and our amazing committee, our first event of this year was a full house. On March 26th, we had 45 attendees at the newly opened Hotel Indigo in downtown Memphis. It was a beautiful cocktail party and tour of the property lead by the Architect Jason Jackson of brg3s.

Our next event is in the early planning and fundraising stages now but it should be a good one too! This one will be a little different – we have been invited to participate in an event involving several other local design organizations (IIDA, ASID, NKBA, etc...). It will be a hotel tour of the newly renovated Hu Hotel and then end on the rooftop for drinks and socializing. We think this will be another great way to promote NEWH and get our name around town to people that have never heard of us before.

We have found that Hotel tours attract the biggest crowds, but we do plan to sprinkle in some non-sponsored happy hours throughout the year as well. We are also hoping to have a CEU sponsored by national corporate sponsor, Crypton, possibly late summer / early fall.

Other possible events for 2019:

- Presentation and Tour on Hilton’s Five Feet to Fitness program
- Supper Club event, similar to Arizona – possible chefs: Eduardo Murillo (Flight), Felicia Suzanne, Nick Acosta (Southern Social)
- Curio Central Station Downtown Memphis Mid-Construction/Hard Hat Tour

SCHOLARSHIP

We awarded our first scholarship this past December to

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. Have not heard any feedback regarding the longer term membership?*
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.

We are striving to continue delivering value at each of our events, whether they are fun events, student events, or learning events membership value and engagement is our focus.

PROGRAMMING

As the second quarter of 2019 is upon us, 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, Student 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 have our Annual Boston Harbor Sunset Cruise and our holiday

Elizabeth Ealy of the Kemmons Wilson School of Hospitality at the University of Memphis. The school is having an Awards Ceremony on April 16th and have invited us to attend. This will be an excellent opportunity for us to further promote NEWH and our scholarship opportunities to the rest of the student body.

FUNDRAISING

Not applicable / Regional Group

OTHER CHAPTER HIGHLIGHTS

Social Media

Our first Design Firm has agreed to adopt Presley the Pineapple for an Instagram Takeover the end of April.

CHAPTER/REGION GOAL

Turnover/Housekeeping

This year each chairperson has been tasked with creating guides, cheat sheets, etc. for their 2020 successor. We have provided USB flash drives to everyone to make the handoff easier. We plan to start a social media campaign to attract volunteers to serve for the upcoming year.

OUR CHAPTER/REGION WOULD LIKE HELP WITH

Ideas on how to further promote the benefits of membership. (beyond non-member door fees)

See NEWH Staff Report – ‘Attracting new members/retaining members’

-We are interested in expanding to Nashville. We have a sales rep that is helping us compile a list of Hospitality contacts in the Nashville area. Any ideas/advice on how to manage events in 2 cities?

Staff note: Yes, have a programming person from that area specifically working on events in that area only. They would phone in for steering committee meetings. When you have your list compiled, please be sure to send to the Inc. office so we can get them on your e-mail list. Northwest chapter holds events in both Seattle and Portland. They would be a good resource for managing events in two cities.

gala is in the works to be held at the brand new Encore Casino in Boston.

SCHOLARSHIP

Last Year the New England chapter awarded two \$2,500 scholarships to Valerie St. Louis, studying Culinary Arts at Southern Maine Community College and Emily Shaw, studying Interior Design at Endicott College. 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. We have a wonderful Student Event coming up on April 24th – where there will be mock interviews, portfolio reviews, and professional headshots taken for resumes, linked in profiles. etc. Our student involvement is seeming to grow through a team effort around this and other events.

FUNDRAISING

Our Annual Boston harbor Sunset Cruise is our 2019 fundraiser – year after year that event continues to be our most popular, with the highest attendance and sponsorships.

OTHER CHAPTER HIGHLIGHTS:

CHAPTER/REGION GOAL

Our chapter would like to get more involvement from: ownership groups, professors and other parts of the hospitality industry – our membership is nearly all Sales Rep or Design.

OUR CHAPTER/REGION WOULD LIKE HELP WITH

See goal section – increasing more diverse membership outside

of just reps. and designers

**Staff note: NEWH does not offer 3-year blocks for membership, however we do have an option available for any member to sign up for an auto renew each year where funds are pulled on their due date. Any member can sign up for this by logging into the website,*

and clicking on Renew. On the checkout/payment form, they would enter the credit card information AND check the auto-renew box (funds will not be pulled until their due date).

NEW YORK

Morgan Brodey & Tory Knoph delegates

chartered July 23, 1991

MEMBERSHIP

In line with our goals, we completed our New Members Meet up on March 13th at a sponsored showroom, which was very successful. The format was an information session with a didactic presentation focusing on what NEWH is as well as the benefits of becoming a member and various other topics. We had approx. 20 in attendance including a mix of designers and vendors. We will be planning another event this quarter and it will likely be a luncheon or happy hour. At all other events, we are continuing to identify new members at our events by handing out special name tags so all feel welcome, along with appointed greeters. This year we would like increase more design firms to become members so we will be renewing our focus here.

PROGRAMMING

Our Toasty Tuesdays are continuing to have a great turn out and engagement from members as well as non-members. They are held on the third Tuesday of every month and regularly have anywhere between 75-130 people attend; dates and locations can be found on the NEWH NY website. Our January event was held at the CitizenM Bowery, and the turnout was one of our biggest ones yet with over 130 RSVPs and 100 attending. This trend of high attendance has continued thus far in February and March as well. Moving forward, we are looking to diversity our Toasty Tuesday locations to include more of the hospitality F&B field. Our first of these locations will be the Starbucks Reserve Roastery, April 16th. To also note, 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, which had recently been completed by Meyer Davis Studio. We are looking forward to potentially doing something similar this coming year. Our key struggle with Toasty Tuesday's remains the same, in that we continue to face difficulty securing a space for the amount of people we typically have in attendance. If anyone in the NEWH community is working on or has recently worked on a project in NYC that has recently opened or is soon to be released, we would love to show off your work. Please put us in touch with the owner, GM, F&B, etc.!

SCHOLARSHIP

We are continuing to visit schools and educate students about NEWH. We are also working with student ambassadors to help keep students in the loop. We are opening our chapter scholarship in August to coordinate with the fall semester schedule.

NORTH CAROLINA REGION

Bess Rosefield Ehmcke, steering committee chair

MEMBERSHIP

Vacant Board & Committee Position.

Several new Student, Chapter Biz. Level, and Individual Members. Need help Welcoming New Members, reaching out to existing members with expiration/renewal reminders.

PROGRAMMING

Vacant Position, filled by Bess (steering Chair)

Three successful events complete in first half of 2019 with a fourth

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. Our goal is to exceed and raise \$5,000 more dollars at both Owner's Roundtable as well as Product Runway this year to contribute to our scholarship funds. Refer to the NEWH website in the coming weeks for sponsorship opportunities.

MARKETING

Currently for Q1 into Q2 Marketing is dedicated to "getting the word out" faster and more efficiently. Working closely with each board head/director to establish campaign ideas, timelines for postings and putting a major focus on social media. We've added a well needed LinkedIn account, alongside our current Facebook and Instagram platforms; doing more regulated posts with differing, yet simple looks, and more photos so we have a diverse feed that clearly conveys our message. Basically, we've "rebranded" our NY Chapter promos, creating new and fresh layouts, including for Toasty Tuesday which hadn't changed for years, and designing several others we didn't have before, to help spotlight our members, students, upcoming events, etc. We are also cleaning up our social media profiles and reaching out to our industry and members to join, all in an effort to gain more followers and visual presence as a hospitality hub. Lastly, we added sponsor links to our webpage and hope to build our calendar even more, so information is available sooner.

OTHER CHAPTER HIGHLIGHTS

Our chapter is working with the NEWH Branded team to host the first event in our city in April. We can't wait to see the outcome and continue to build partnerships with NEWH branded events.

STATE AT LEAST ONE GOAL FOR YOUR CHAPTER THIS YEAR

A goal at this moment for our chapter is to develop our committees more, as our outreach and interests continues to grow.

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.

event planned for June.

Recap: Jan – Hotel Tour and Scholarship Presentation at The Grandover Resort in Greensboro. 50 Attendees. All costs split between Co-Sponsors: CCF & The Grandover Resort. Much discussion about TOP ID, Scholarship Achievements in NEWH, and Encouragement to Join a Committee. (40% attendance = Designers from NC & SC)

3rd Annual March Madness Lunch Bunch in Charlotte. 30 Attendees. Tour of New Restaurant given by New NEWH Member from The RBA Group/Charlotte, NC. More discussion about TOP ID,

Scholarship Achievements in NEWH, highlights from Leadership Conf. (50% attendance = Designers)

3rd Annual Wine & Design in High Point. 36 Attendees. Featured Presenter was 2018 NEWH-SC TopID Winner. Educational Topic geared towards Designers (50% attendance = Designers from NC & SC)

4th Annual Summer Solstice being planned for June 20, 2019 (Solstice Eve) in Charlotte, NC.

SCHOLARSHIP

Sarah (Chair) is updating all College, Univ. Design School Contact Lists for 2019.

Planning to award 2019 Scholarship in Dec of this year or Jan. 2020.

FUNDRAISING

OTHER CHAPTER HIGHLIGHTS

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 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 funds are very healthy, and we are seeing continued interest in the North Central Chapter!
- Events this year have been heavily attended, we have real momentum. Best guest attendance our chapter has seen to date.

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 Amy Behrendsen (Scholarship)

Position Goals

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

Other Report Items

- This year we are very excited to host the first in chapter BrandED with Hilton at the newly opened Hilton Canopy Minneapolis. We are looking forward to the event and the special recognition one our local Top ID firms will receive. We are currently working on setting dates with INC. and Hilton. With this major event taking place in our market, we are working on securing a new date for our TOP ID tour of this property. That date is yet to be determined. We would like the event to take place mid to late summer.
- Our student awareness of the program has increased. We have 3 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 Las Vegas in May and am excited to learn about new opportunities from events from other chapters.
- On September 14th, 2019, we will be having our tradeshow in

CHAPTER/REGION GOAL

Award a TOPID in NC.

Figure out how to acquire and maintain committed volunteers and Board Members & to have actual Board and Committee Meetings.

OUR CHAPTER/REGION WOULD LIKE HELP WITH

We need assistance from NEWH with Membership while the spot is vacant.

Minneapolis. Currently, we are planning the forum and after party. We are hoping to have one of our new TOP ID firms (Shea, Inc.) speak at the event about their projects and their design process. By doing this, we hope they will become more involved in our chapter and possibly join the board in coming years!

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

- Booked fundraising event at Top Golf this year. Event will have around 120 people. 100 people will be able to attend with board members.
- Working on the different tears of sponsorships levels, along with price on tickets. Will have presentations, along with vendor banners of the sponsors and activities at Top Golf to raise money for students.

SCHOLARSHIP – AMY BEHRENSEN

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)

SCHOLARSHIP – Student Design Charrette

- The Student Portfolio event was held on March 14th, 2019 at Atmosphere Commercial Interiors. We had a successful event with 14 participants and several professionals to help with the portfolio reviews and judging. Three prizes were awarded to the top portfolio entrants.
- Focusing on the next student event – a design charrette – 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.
- Continuing to contact educators to promote student enrolment in the Scholarship application process.

SCHOLARSHIP – Scholarship Awards

- We awarded three scholarships this year at the In The Spirit Awards held at Top Golf on December 5th, 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

- Membership event for May is coming together we are working hard on getting sponsorships
- Working toward our BrandEd event coming up
- Student portfolio event in March was very successful. We will reflect on improvements for next year.
- 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.

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 up-

coming membership drive and it went well to create excitement for the event and we got all sponsorships covered before sending out our first e-Blast. 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 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.

Q1 Review

- January Top ID Tour – Number 12 Cider. Design by Cunningham Group. Approx. 45 attendees. \$1092 net proceeds
- April Free Networking Event – Royal Foundry Craft Spirits. Approx. 60 attendees

TREASURER- SHELLY ROSETT

Individuals I report to

- NEWH Inc. Board
- VP of Admin – Taylor Hoesley

Position Goals

- Ensure chapter is following established NEWH, Inc. policies/structure/financial status
- Be aware of chapter financial status throughout the year.
- Help at events, set up and take down. Fill in gaps where help is needed.
- Provide to President and Directors an account of all the transactions and the financial condition of the chapter at each monthly meeting, to include status of sponsorship payments.

Budget and Financial Responsibilities

- Make sure our chapter stays on 2019 budget

NORTHWEST

Katy Clark & Karen Rains, delegates

chartered March 23, 1995

MEMBERSHIP

We continue to steadily grow our Membership base and make dents in collecting lapsed dues. Business memberships are becoming very popular as well. We have found steady success in consciously making a point of every event a have a small focus

on membership- to hopefully capture those attendees that are arriving as guests.

PROGRAMMING

Our first programming event- our Spring Hotel Tour was a HUGE

success as well as a step up for our marketing/programming/fundraising united efforts. The event was our annual Spring Hotel tour (Seattle) located at the newly opened Embassy Suites, Pioneer Square. We featured the local Architect, Arthur Change, local Designer, Anita Degen as well as the hotel's General Manager. Attendance was at an all-time record for us- 120 (up from our previous record of 90). We also pioneered a new way of selling sponsorship (increasing the total goal amount for Annual Sponsorships by offering more varied tiers) and putting together a smaller, more event specific and catered and marketed to the actual vendors featured throughout the hotel. All of these efforts have [literally] paid off with early estimates looking like we actually raised \$5,500 after expenses. Our next Programming event is the Fall Hotel Tour (Portland) and we will be implementing the same strategy as a test to see if this strategy proves fruitful again. The hope is that the 'Sales Sheet' Sponsorships Package allows us to sell sponsorships earlier and smarter, taking off some pressure from the committee to free up their time to plan an even better event.

SCHOLARSHIP

We extended our Scholarship deadline an extra week, and in doing so we are nearly drowning in applications. We are still working through processing, but so far we are surpassing out previous applications by a generous amount, and with new outreach to some previously under-marketed to trades (Mainly Culinary) we are also working to achieve our goal of diversifying our membership base.

FUNDRAISING

ORANGE COUNTY REGION

Jessica Wasmer Northover, steering committee chair

September 9, 2008

PROGRAMING- JENNIFER DORR

2019 event Sponsorship Opportunities- Planned

- 3 Sundowner Mixer- Networking Events- April, June & October
- Top ID Event- August
- Scholarship Event- December

Securing Sponsorship dollars- On Going

We are having trouble securing sponsorship this year any help would be appreciated.

NEWH Leadership Conference-Miami, FL

- Attended from the OC Chapter- Jessica Wasmer, Christine Wasmer, Jennifer Dorr

Hospitality Fashion Challenge Runway Event- NEWH Orange County Regional Group and Los Angeles Founding Chapter Event

ASID EXPO- Orange County, CA Event- May 2, 2019- Renaissance Hotel, Newport Beach

- NEWH hosting a booth at the Expo
 - Keynote Speaker Roger Thomas
- 200 Interior Designers, Industry Professionals and Manufacturing

At the beginning of the year, we completely revamped our Annual Sponsorship strategy. We have included a Silver Level tier in the hopes of capturing more up-front dollars that can be applied to our various events in a potentially more meaningful way to our Sponsors, and in turn allowing us to pare down each event to more specific sponsors and overall lower price points to more manageable amounts, without jeopardizing our total dollars in. We've also combed through and made sure that all levels of sponsorship have clear and fair value to the vendors. Our big fundraiser event, Savor Uncorked, is now currently underway for selling sponsorships. That event will be July 25th at Block 41 in downtown Seattle.

OTHER CHAPTER HIGHLIGHTS

We were just awarded the next Leadership Conference (2021) and are looking forward to helping plan and pull-off a great event.

CHAPTER/REGION GOAL

To streamline processes and create templates that can be better utilized year to year and earlier each year to allow chapter and committee members to focus less on Sponsorships and dollars coming in, and more on content and creating member-value through meaningful events. This goal has many facets and each current chair has a small task that once complete will help us to achieve that grand vision.

OUR CHAPTER/REGION WOULD LIKE HELP WITH

No help needed currently.

Representatives to attend.

MEMBERSHIP- LINDA HINOJOSA

Membership totals by month:

- January
 - Grand total: 124
 - General: 48
- February
 - Grand total: 103
 - General: 50
- April
 - Grand total: 108
 - General: 52

As you can see we dropped by approx. 21 members since January. Our General membership went up slightly.

March – we had 2 new General members join

April – we had 1 student and 1 general member join

SCHOLARSHIP- SONYA MILES

Nothing to report. Next month we will send out notices to the various schools to make sure our mailing list is current.

PITTSBURGH REGION

William Michael, steering committee chair

NO REPORT SUBMITTED

ROCKY MOUNTAIN

Kelly Almus & Chelsea Lawrence, delegates

chartered December 2, 1991

MEMBERSHIP

1. We will continue to work on growing our membership at each of our chapter and networking events throughout the upcoming year by focusing on the purpose and roles of our Membership Chair to make a special effort to both reach out

2. We will continue our “buddy program” that pairs a board member with each chapter member to help new members feel welcomed and immediately integrated into our chapter as well as keep existing members engaged with our chapter.

3. We will reach out to our buddies once a quarter to update them about upcoming events, understand their reasoning for being involved in our chapter and invite them to meet up to discuss these topics more in depth.
4. We hope to expand our membership base by evolving our events to include elements of Hospitality Management and Culinary, adding value to these members. This will help to grow the momentum we have with these areas of the hospitality industry.
5. We hope to expand design and architecture firm participation by changing ticket requirements which will drive the value of becoming a member to attend events versus being a guest.
6. We will continue to collaborate with other professional organizations (IIDA, ASID, WID, CIDC, etc.) to join with them in community events, increasing NEWH awareness and membership.
7. We will continue to present high-quality program content to attract designers, architects, etc.

PROGRAMMING

1. We plan to continue our strong programming for the entirety of 2019, modifying events as needed to increase member value and fundraising.
2. We plan to send out a more intentional and robust Member Survey following our first large event for the year to specifically target gaining information on the value, perks, attendance, and nuances of our current programming model.
3. Based on the work our Board did at the Strategic Planning session, we are considering reducing the number of program events to help strategically tighten our annual budget as used more focused efforts on highest value programs and fundraising"

SCHOLARSHIP

1. Our board will award up to \$20,000 in scholarships this year. Applicants who met all criteria and were deemed to be deserving were interviewed. We are awarding scholarships to up to 4 people this year.
2. Rocky Mountain Chapter 2019 Scholarship Schedule:
 - a. Scholarship Applications Released November, 2018
 - b. February 15th 2018: Deadline for submissions
 - c. April 5th 2019: Scholarship interviews conducted from 9am-3pm
 - d. April 8th 2019: Notify applicants and winning recipients
 - e. April 25th 2019: Scholarship Event - Haute Seat: Art Canvas Design Competition

FUNDRAISING

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

significant contribution both financially, and in terms of keeping our sponsors involved throughout the year. We can't boast enough about our Sponsorship Menu as it has made our overall fundraising efforts much easier. We have continued to refine the package based on the feedback we've received, and have again released an "Early-bird Special" that offers discounted pricing through early 2019.

2. 2018 showed us that we have some improvements to make on our annual fundraising for specific events. We foresee this year's Tradeshow as a large support to our chapter's funds as well as the other fundraising events we have held historically, with a few improvements.
3. We will restructure event pricing for each event to drive more memberships and plan strategically to be profitable at all events.
4. We are implementing raffles through donations from vendors, sponsors and local businesses to increase profit at events and add value for members to attend. We believe in addition to being more strategic about event pricing, this will add additional financial help at each event.

OTHER CHAPTER HIGHLIGHTS

1. We are working to strengthen our chapter's Board Succession Plan
 - a. We will continue with our existing positions, while modifying the structure of the executive committee leadership slightly
2. We will develop an Event Strategy for 2020 breaking down each type event we will hold, time of year, etc.
 - a. Our membership survey will help to dictate which events need to be revised and which to remove.
3. We continue to evolve our social media presence.
 - a. Our marketing team developed a Strategic Social Media plan that includes specific content posted on specific days and highlights each facet of our chapter including local firms' work, members, scholarship recipient and event invites. We are excited to continue the momentum with our amazing 2019 board with many members continuing, and a handful of awesome new members coming on-board. This group brings the energy, drive and effort to push our chapter to the next level!

ISSUES THAT YOUR CHAPTER WOULD LIKE HELP WITH:

1. None at this time. We are feeling very strongly about the ability of the current chapter and the many valuable takeaways from Trudy Craven's Strategic Planning day. We will reach out as necessary.

SAN FRANCISCO BAY AREA

Terri Metzger & Janine Peluffo, delegates

chartered June 1, 2010

MEMBERSHIP

Total Members: 240
 Associate: 33
 Business Plus Courtesy Member: 3
 Chapter Business Member: 10
 Chapter Business Courtesy Member: 25
 Chapter Level Business: 13
 Corporate Partner Courtesy Member: 13
 Educational Professionals: 8
 General: 91
 Honorary: 3
 Students: 41

Had a wonderful turn out for our TOP ID and Scholarship Awards Dinner. This is normally a fundraiser but this year we were able to make it a program. The evening included a sit-down VIP dinner and then later on we had the awards ceremony and dancing with desserts. We were able to celebrate our TOP I.D-HBA, Brayton Hughes and Puccini Group. In addition, 4 of the 5 scholarship winners were able to present themselves to our members during the ceremony.

Upcoming event at Fairmont for our Earth Day/Sustainability will be held April 25 and will allow members to tour the hotel bee farm in the middle of the city. More to come on that!

SCHOLARSHIP

Our Scholarship team is preparing for upcoming school visits

and have been diligently working to update school lists and reach out to administrators.

FUNDRAISING

Currently working on this year's Wine By Design event and have a great committee formed. This is a very special year as it will be our 10th year having this fundraiser. We are also excited to have a trade show coming up in the fall.

More details to follow as this gets underway....

OTHER CHAPTER HIGHLIGHTS

CHAPTER/REGION GOAL

Increase membership by 10%

OUR CHAPTER/REGION WOULD LIKE HELP WITH:

SOUTH CAROLINA REGION

Teri Schell, Steering Committee Chair Elect

MEMBERSHIP

Our region continues slow, steady growth.

PROGRAMMING

Our focus in 2019 is on education thru CEU's, hotel and restaurant tours and panel discussions. So far we have a restaurant tour scheduled in May, CEU in June, a joint event with USGBC featuring a panel discussion and hotel tour of a Green hotel in Charleston in August, pumpkin carving contest in October and 3rd Annual Turkey Bowl in November

SCHOLARSHIP

Our new scholarship chair is actively working to engage the schools in our region, increasing awareness of NEWH and the opportunities that exist to students thru NEWH.

FUNDRAISING

Our region started the year seeking sponsorships to help fund both events and scholarship this year. We're planning a pumpkin carving event in October with digital submissions. There will be a cost (TBD) with all proceeds going toward our scholarships. We look forward to presenting our 1st scholarship this year.

OTHER CHAPTER HIGHLIGHTS

Trudy Craven worked with our region on our strategic thinking and planning. She really helped us define our direction and goals. We are working to make our events valuable to our members as well as encourage non-members attendance.

CHAPTER/REGION GOAL

Increase our designer and student membership by 20%.

OUR CHAPTER/REGION WOULD LIKE HELP WITH

SOUTH FLORIDA

Anastasia Davis & Jennifer Delmas, delegates

chartered October 2, 2003

MEMBERSHIP

- 1) Current enrolment is at 292.
 - a. 13 Chapter Level Business Members or Top Tier Members
 - b. We could use guidance on how best to pursue renewal for these levels as they are down 7 compared to last year.
- 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. We are aiming to continue to provide valuable content here and aim to have more tours and/or showroom venues for these mingles. This is meant to provide networking with value and not just a social event. As an example, we are choosing a TopID firm designed restaurant for May and a showroom product unveiling in April.
- 2) LEADERSHIP CONFERENCE: We feel that our participation in the leadership conference was a great success. Many kudos to the NEWH staff members that worked day and night to help make the entire event spectacular. While our budget was a bit in the red, we do feel that the Closing Night Soiree was a huge success in showing member appreciation and showcasing the Miami city scape.
- 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 also had great success with this brunch. It was a great opportunity to show the scholarship video, have a panel of TOPIID firms, and one with past scholarship winners as well.

SCHOLARSHIP

- 1) In 2018 we awarded \$15,000 in scholarships which is the highest total amount we have given. We have approved to award \$20,000 in 2019 given the health of our administrative and scholarship account.
- 2) We discussed the possibility of awarding a Hospitality Management internship as a new element this year. We need to work out those details.

FUNDRAISING

- 1) Our goal for 2019 remains to focus on the Bowling and Golden Palm Awards as our main fundraisers. These take place in June 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 would specifically like ideas of ways to better incorporate hospitality management and culinary students/professionals.

Staff note: Schedule school visits to educate professors and students about the benefits of NEWH membership, scholarship opportunities and local chapter events. Work with a local college to develop a college based culinary event. See NEWH Staff Report – 'Attracting new members/retaining members'

SUNSHINE

Kary Maybury & Angela Reed Miller, delegates

chartered September 1, 1996

MEMBERSHIP

This year for our annual Membership Drive, our Director decided to theme it. We had a wonderful "Decadence through the Decades" event which turned around some membership renewals as well as some new members and students. People were invited to dress in the style of their favorite/most memorable decade. We had a prize for best costume, very well received!

PROGRAMMING

Nicole is our Programming Director...she moved from Membership last year and is doing a fantastic job at securing venues/tours for our monthly Board Meetings and "Sundowners". The DASH event has been scheduled for November as well and we are currently discussing ideas on venue etc...

SCHOLARSHIP

The application packets have all been sent out to several schools in the Sunshine Chapter Region. Kelly, a scholarship committee member as well as our Sustainability Chair, is a University of Florida graduate and made a visit to the school and connected with her old professors to find the best avenues for getting the word out regarding scholarship. This is something we plan to do at a few different schools in coming years. Our application deadline is mid-May so plan is to meet to review applications early June. Scholarship presentation will be at our Annual Fundraiser in October...we feel the attendance is so high at this event every year and it is the best format to show sponsors that

their donations really make a difference.

FUNDRAISING

Planning for our Annual fundraiser is in full swing. This will take place in October as per usual for the Sunshine Chapter! The theme is "Kentucky Derby" and we are very excited to have a strong committee made up of awesome creative people...one of which is from Kentucky and is bringing great ideas to the table...she is a Kentucky Derby master!

OTHER CHAPTER HIGHLIGHTS

CHAPTER GOAL

One goal for this year is to find ways to attract more student members...we believe this will attract more applicants for Scholarships.

OUR CHAPTER WOULD LIKE HELP WITH

We would like to find additional ways to put the word out about scholarships.

Staff note: Update your annual college school list to ensure scholarship details are going to the right people. Schedule school visits; scholarship/membership PowerPoint and scholarship marketing materials are available contact Inc. office. Facebook "like" your college Facebook pages and student group pages. Partner with your local IIDA or ASID chapter for a joint event. Have a casual student event at the college (pizza party). Award scholarships in the classroom, film and promote via social media. Post your winners via social media, keep the story/connection growing.

TORONTO

Tara Witt, delegate

chartered November 18, 2004

MEMBERSHIP

The Toronto board is starting to see more and more membership applications rolling in. As with all chapters, there is a typical cycle of highs and lows to membership numbers, and Toronto seems to be at the foot of a climb. Some 'young blood' on the board and fresh energy has helped to bring fresh faces out to events, and eventually to sign up.

PROGRAMMING

On April 10th we successfully hosted our first 'Banter, Business, & Bevies' at Regulars in Toronto and had a great turnout. We will be hosting another 'BB & B' in August where we will be awarding the winner of our Amazing Race fundraiser.

SCHOLARSHIP

The Toronto Chapter is looking forward to hosting our scholarship awards in October at PI Fine Art.

FUNDRAISING

Toronto has two fundraisers in the works for 2019:

1. The Amazing Race, Hospitality Edition
Suppliers will pair up with designers for 8 weeks of 'challenges' in sponsoring showrooms. Each week they will receive a new 'clue' to their adventures. Kostuch Media is donating an amazing prize coordinated with TIFF (the Toronto Film Festival) of 2 rooms (one for each of the winning pair) at a luxury boutique hotel and more. Details to come.
2. NEWH Toronto Annual Golf Tournament
We are bringing back our annual golf tournament in September with a silent auction.

OTHER CHAPTER HIGHLIGHTS

CHAPTER/REGION GOAL

1. To grow our membership by 10% by 2020
2. To go into 2020 with a healthy scholarship account balance

OUR CHAPTER/REGION WOULD LIKE HELP WITH

We are constantly looking for new board members with new and unique strengths to help us grow. We would like to do a better job of training people on their positions so that they can be successful within NEWH and grow into their roles with confidence.

Staff Note: It's very important to have a proper transfer of board position from existing to new director. Typically, chapters will do this sometime between October and December making sure the new person knows how to access all past information in addition to login to the board resources page on the NEWH website to access materials to assist them. Chapters have found that having a chair position under a director works wonderfully in setting up succession for their boards. For example, one person would be the Fundraising Director and another would be the Fundraising Chair, meaning they are being mentored to eventually take that Fundraising Director position. If your chapter is not due for an in house board training ask the office for the PowerPoint and agenda typically used for this training and have President, Past President, or Executive Director lead a board training. Also, schedule a webinar with Diane and Jena – typically takes 2 hours via phone and is best that all are in one location to view. If you have any new people appointed to positions throughout the year who need training, please call the NEWH office. We will set up a one-on-one training session with the new board member.

UNITED KINGDOM

Caroline Cundall & Rebekah Ellis, delegates

chartered June 12, 2002

MEMBERSHIP REPORT

The UK continues to build on our membership and as of April

2019 we are at 119 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, and are seeing an increase in the number of Chapter Business Memberships, the latest being Dedar. We do continue to 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 the on-line subscription and renewal process and we do get prospective members sharing their frustration at trying to sign up to NEWH and need to work on a smoother and more efficient process.

PROGRAMMING

We have a busy and very exciting programme of events already set for 2019 capitalising on the success of those in the last couple of years. Alison Kells has taken 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 – Life Drawing Event – March 28th

April – Dixon Hotel Tour – April 25th

May – Student Judging Day – May 16th

June - Annual Fundraiser & Scholarship presentation, plus Roundtable Event – June 13th

July – Yoga Wellness Event – July 16th

August – London Social – Date TBC

September – Design Junction Breakfast – September 20th

September – Lino Printing Event – Date TBC

October - SpaED event, panel discussions at UBM Offices, Blackfriars – Date TBC

November – Sleep Exhibition & Membership Drive – November 19th & 20th

December – London Social – Date TBC

We are looking for sponsors for as many of our events as possible this year, and so far have managed to achieve this goal with the first three events of the year.

We sold out the Rosewood Hotel Tour and our Top ID Event in February where we sold 150 tickets and raised over £3,800 as we recognized Goddard Littlefair, RPW Design, and HBA as the winners in the UK. This Top ID event is starting to become one of our major events and a calendar event for the industry in the UK.

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. As part of this we were particularly excited that two students who were awarded Scholarships last year were able to come to the NEWH Leadership Conference in Miami in February. Libby is 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 has provided a brief to design colleges who we are working with in the UK and the students will be submitting work to be selected at a Student Judging Day on May 16th. There will be a panel of industry experts to judge the students work with the awards given out at our Annual Fundraiser in June.

FUNDRAISING

Our Annual Fundraiser for 2019 will take place on June 13th 2019 at The Soho Hotel in central London. This is a Firdale 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 have Dedar as our sponsor for the roundtable event and already have confirmed hosts as Constantina Tsoutsikou from HBA, Emma King from IHG, Martin Goddard, Goddard Littlefair, and Jeremy Sanders from Oyo Hotels. It would be nice to have another US host like we did with Laurie Woliung from Marriott Hotels last year. We also have three sponsors in place for the Fundraiser, and have sent out e mails encouraging others to sponsor this successful event, and again would welcome any US suppliers who have supported our main Fundraising event in the past.

OTHER CHAPTER HIGHLIGHTS

The UK chapter has built a strong foundation and a very clear succession plan as the Board has become bigger, and more robust whilst still remaining very diverse. Within the Board we now have 5 interior designers, 2 hoteliers, 8 suppliers, and 2 media contributors. All the key positions are filled for 2019 and we have a number of people now waiting in the wings to join the NEWH Board which highlights how the profile of the organisation has been raised. Additionally, Caro Cundall will take over as President in 2020 and given that she is Director of Design for IHG in Europe will be an even greater attraction for members.

We are now looking at exploring the opportunities for an NEWH chapter in Europe and are planning a follow up meeting to discuss whilst in Las Vegas. Our initial event took place as an introductory networking event last September in Paris, and we will be discussing the possibility of a follow up event in June. Understanding how the culture is different in France we have determined a lunch event may be more beneficial to try and attract the design community in Paris. We know that Paris has the second largest design community in Europe after the UK and so it is the logical place to make our entrance into Europe (just as the UK are making their exit ironically!).

ISSUES THAT YOUR CHAPTER WOULD LIKE HELP WITH

We have set our major objective for 2019 to raise the membership within the UK 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 as referenced above, plus attracting US suppliers and design firms to join as they look to opportunities in the UK and Europe.

Staff note: US suppliers and design firms will become more aware of opportunities in the UK and Europe through continued marketing - making sure calendar events are set and save the dates go out in a timely manner from the NEWH, Inc. office. Chapter marketing on Instagram, Facebook and chapter NEWH website page showing what occurred, who was there and what they missed really draws attention and interest.

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.

Alex Jones, steering committee chair

MEMBERSHIP

Membership is going extremely well! Eight students signed up from our round table event. We have successfully added two new members new to the industry whose previous person in that role was not a member. We are in the groove when it comes to signing up people and renewals with great success.

PROGRAMMING

We have two potential venues for our Fall event with fantastic support from the hotels. We may add an additional hotel tour to this year due to their passion to have us hold an event at each space.

Food events have been a little more tricky as the venues are not as organized but we are determined to add a culinary event this year and every year.

SCHOLARSHIP

We added a design scholarship from Berman Falk. They are a fantastic NEWH supporter and we are looking forward to our first year adding a second scholarship to the mix!

Selecting our scholarship winner end of June.

FUNDRAISING

We are planning our big Fall event to raise funds and kept the sundowners' sponsorship fee to avoid "fatigue" with the vendors. It is a concern in our area and hoping to show more value to members without additional costs. We are fortunate our Fall event is heavily funded. We focused on our big Fall event to drive vendors to add this to their budget every year to sponsor us.

OTHER CHAPTER HIGHLIGHTS

The Leadership conference which had 5 people from Vancouver was very motivating and we have great ideas for the rest of the year

CHAPTER/REGION GOAL

Showing a diverse (culinary and design) events and showing as much value to our members.

OUR CHAPTER/REGION WOULD LIKE HELP WITH

Time! how can we get more hours in the day? We love all the support from NEWH INC and are so thrilled. We put our name down for Brand ED and looking forward to hearing what has worked successful for those that have been through the event.

WASHINGTON DC METROPOLITAN

Jennifer Farris & Monica Meade, delegates

chartered November 6, 1992

MEMBERSHIP

We are continuing to develop attraction for new members through exclusive events and other value add experiences in our area. We are currently working to schedule our next membership drive at the Hilton Headquarters in Northern VA to help drive membership and relationships further within their organization.

PROGRAMMING

In March we hosted a successful Toasty Tuesday hotel tour at the new Moxy Downtown in Washington DC. We had over 100 guests attend the evening event. Special guests from the Marriott Moxy design team guided tours of the guestrooms and corridors throughout the night while the NEWH board lead the networking party in a private mezzanine lounge overlooking the lobby bar. The event attracted a record number of students from local schools and offered an opportunity for us to promote the scholarship application process for this year.

SCHOLARSHIP

The board has budgeted \$75,000.00 for scholarships for 2019. We are currently in the process of accepting applications and have received almost double the number as we did last year. It has been exciting to see the hard work of student and school outreach pay off through more engagement this year.

The committee is also working on continuing to develop new initiatives for outreach and currently are working through the network of schools in our region to host NEWH introduction days for each school where board members visit the school and do a short introduction Q&A for students and teachers.

FUNDRAISING

The fundraising committee is hard at work planning for the annual Golf Tournament fundraiser. In addition, the committee is exploring opportunities to host a second event this year that would bring in key note speakers to discuss the State of the Hospitality Industry.

OTHER CHAPTER HIGHLIGHTS

On March 16th our board held a Strategic Planning Meeting lead by Trudy Craven. We learned about the Growth Curve Model and began to understand where our Chapter falls along this curve as well as how to identify goals.

Some of our strengths include our successful fundraising and program events as well as our social media marketing. We identified the need to train our board in the by-laws and clear processes of the organization as well as to mentor upcoming leaders within the chapter.

CHAPTER/REGION GOAL

We have set a goal to create a marketing campaign around the "Path of a Scholarship Winner", showing how local students who have won scholarship awards have found their way into jobs and career paths directly linked to contacts made through NEWH networking.

We are also looking to re-organize our community service committee to better align with the core mission of NEWH and to align with our strategic goals as a chapter.

OUR CHAPTER/REGION WOULD LIKE HELP WITH

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 AMEND REIMBURSEMENT POLICY

Date: February 7, 2019

Motion Number: 2

I, Fernando Diaz, move that NEWH changes it reimbursement policy to state "NEWH will not reimburse NEWH, Inc. Board Members travel expenses if they have not turned in their discipline/chapter/regional group board report".

Motion seconded by: _____

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

MOTION TO ADD POSITION TO NEWH, INC. BOARD OF DIRECTORS

Date: May 14, 2019

Motion Number: 3

I, Trisha Poole, move to add the position of Director/Education to the NEWH, Inc. Board.

Motion seconded by: _____

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

MOTION TO ADD POSITION TO NEWH, INC. BOARD OF DIRECTORS

Date: May 14, 2019

Motion Number: 4

I, Trisha Poole, move to add the position of Director/Brand Relations to the NEWH, Inc. Board.

Motion seconded by: _____

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

MOTION TO ADD POSITION TO NEWH, INC. BOARD OF DIRECTORS

Date: May 14, 2019

Motion Number: 5

I, Trisha Poole, move to appoint Stacey Olson to the position of Director/Education on the NEWH, Inc. Board.

Motion seconded by: _____

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

MOTION TO ADD POSITION TO NEWH, INC. BOARD OF DIRECTORS

Date: May 14, 2019

Motion Number: 6

I, Trisha Poole, move to appoint Debbie McKelvey to the position of Director/Brand Relations on the NEWH, Inc. Board.

Motion seconded by: _____

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

MOTION TO ADD POSITION TO NEWH, INC. BOARD OF DIRECTORS

Date: May 14, 2019

Motion Number: 7

I, Trisha Poole, move to appoint Leslie Anderson to the position of Chair/Branded on the NEWH, Inc. Board.

Motion seconded by: _____

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

MOTION TO ADJOURN

Date: May 14, 2019

Motion Number: 8

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 be currently seated on the Board of Directors 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!

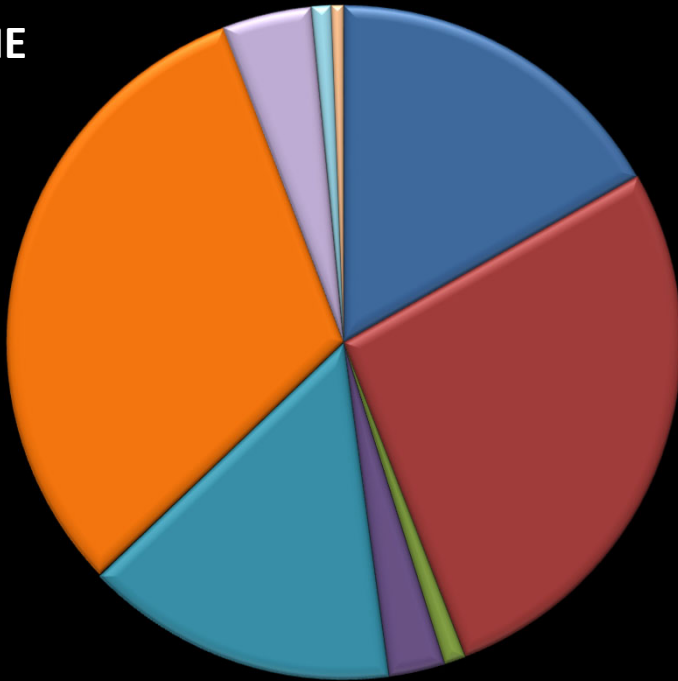
We would like to thank Hubbardton Forge for making this beautiful hand forged award to be presented to each recipient. Please welcome Heidi Limone, National Commercial Sales Manager for Hubbardton Forge. She is here to present the awards.

- *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

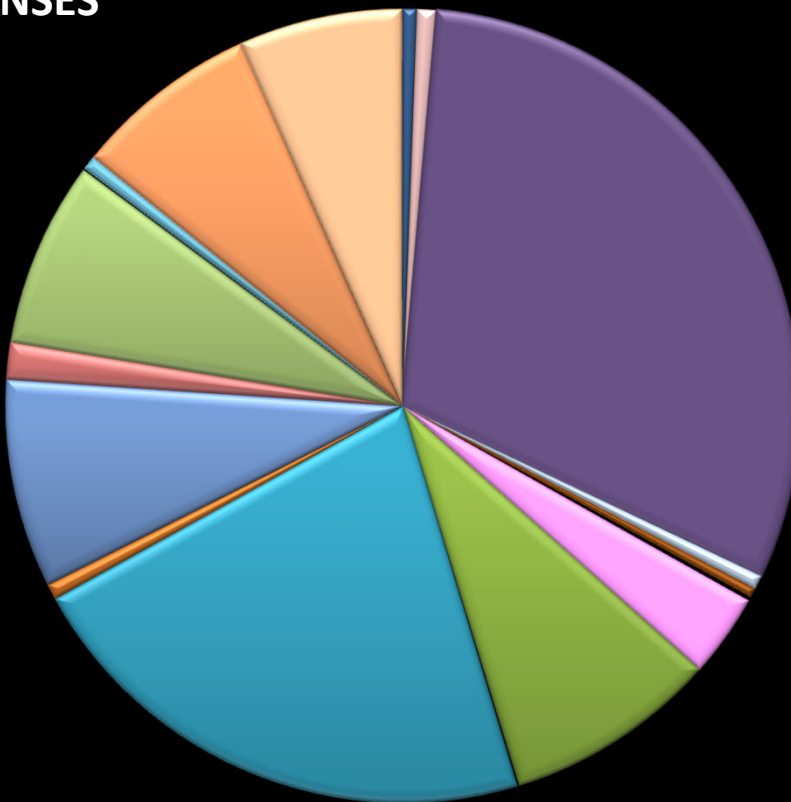
Remind everyone the dates and titles of upcoming events.

INCOME



- Administration
- Conference Events
- Corporate Partner
- Education
- Fundraising
- Marketing
- Membership
- Misc
- Regional Tradeshows
- Scholarship
- Sustainability
- Website

EXPENSES



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

NEWH, INC. SCHOLARSHIPS

• Hospitality Management Scholarships

- NEWH Leadership Scholarship (Biennial)
 1. \$10,000 award
 2. Sponsor: NEWH Inc. (open to other sponsors)
 3. Award venue: 2019 NEWH Leadership Conference-Miami
 4. WINNER: **Maggie Cai**
- NEWH BrandED Scholarship in the name of Marriott
 1. \$7,500 award
 2. Sponsor: Marriott/NEWH Inc.
 3. Award venue: 2019 NEWH Leadership Conference-Miami
 4. WINNER: **Ajayi Oliver**
- NEWH BrandED Scholarship in the name of IHG
 1. \$7,500 award
 2. Sponsor: IHG/NEWH Inc.
 3. Award venue: 2019 NEWH Leadership Conference-Miami
 4. 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: Amtrend, Florida Seating, Stickley Contract, Tarkett
 6. Award Venue: HD Expo (Wellness Hub)
 7. WINNER: **Keyaira Mumford** (undergraduate)
 8. WINNER: **Brennan Broome, Raquel Raney** (graduate team)
- **Universal Scholarship**
 - NEWH Fabric Innovations Legacy Scholarship
 1. \$10,000 award
 2. Interior Design or Hospitality Management students
 3. Attending college in Florida or at Cornell or NYU (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 2020 NEWH Leadership Conference in Seattle, WA. Awardees must be able to attend presentation.

Nomination Information:

Deadline: November 1, 2020

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.

Timeline

- July 1, 2020 – Nominations open
- October 31 – Deadline for candidates to submit nomination packet
- November/December – Jury meets
- January 15 – Fellow recipients informed
- February 2021 – Fellow recipients recognized at the NEWH 2021 Leadership Conference

Nomination Information:

Deadline: October 31, 2020

Nominations will open July 1, 2020. 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 BDNY 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 local 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, 2018 to June 30, 2019) 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:

May 6	TopID info sent to chapters/regions. Chapter/Regions are to get the word out to qualifying firms in their area - nominations due July 1. Call for nominations email sent to A&D members.
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!

<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"> Types of Membership Member Interest Survey Membership Director Information Membership Drive New Member Welcome Renewal Reminder

<p><u>Nominations</u></p> <p>Chapter Nomination Timeline Chapter/Region Job Descriptions Chapter Board Organization Chart NEWH, Inc. Board of Directors</p>	<p><u>Programming/Fundraising</u></p> <p>Programming vs Fundraising Event – What's the difference? Budget Calculator Catering Checklist Certificate of Insurance Form Communicating with your Chapter Membership Corporate Partner Signage Contracts Contribution/Sponsor Acknowledgement (Thank you letter) Event Badge Templates Funds – What's Required and Distribution Event Sponsorship Request Letter Liquor Policy Program Script Results of Activity Reporting – Programming Results of Activity Reporting – Fundraising Setting your Plan for the Year Speed Mentoring Event Sponsorship Agreement Sustainability Programming</p>
<p><u>Regional Groups</u></p> <p>Establishment of a Regional Group Regional Group Application Regional Group Manual</p>	<p><u>Scholarship & Education</u></p> <p>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</p>
<p><u>Awards</u></p> <p>NEWH Pinnacle Award (formerly known as Recognition of Excellence Award) NEWH College of Fellows TopID Awards NEWH Joyce Johnson Award</p>	<p><u>NEWH, Inc. Policies & Procedures</u></p> <p>Liquor Policy Event Refund/Cancellation Policy NEWH, Inc. By-laws</p>
<p><u>NEWH, Inc. Regional Tradeshows</u></p> <p>Tradeshow Policies Timeline</p>	<p><u>NEWH, Inc. Board</u></p> <p>Board Reporting Forms Ambassador Continuing Education Delegate Development Education Events Executive Advisor Expansion Finance Fundraising International Expansion International Relations Marketing Marketing Collateral Marketing Communications Membership – director Membership – vice president NEWH Conferences Past President President President Elect Regional Tradeshows Scholarship Secretary Sustainable Hospitality – director Sustainable Hospitality – vice president</p> <p>NEWH By-laws Travel Reimbursement</p>
<p><u>Board Reports / Minutes / Etc.</u></p> <p>International Board of Directors Meeting Packets</p>	<p><u>Member Logos</u></p>



NEWH Chapter Business Plan

NEWH/(chapter) – (year)

What is a Chapter Business Plan?

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

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

CHECK LIST

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

Board of Directors/Chairs

NEWH has a list of your nominated board – please submit any chairs appointed by the board by January 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

} Internal Factors (things you have control over)

} External Factors (things you have no control over)

Chapter Board

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

Optional Positions

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

Calendar of Events

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

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

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

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

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

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

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 - 2019-20

2019			
14-May	NEWH, Inc. Board of Directors Mtg	Mandalay Bay Convention Center, Las Vegas	
15-17 May	HD Expo & Conference	Mandalay Bay Convention Center, Las Vegas	https://www.hdexpo.com/
18-21 May	National Restaurant Association Show	McCormick Place, Chicago, IL	https://show.restaurant.org/
19-22 May	Int'l Contemporary Furniture Fair	Jacobs Javits Center, New York, NY	http://www.icff.com/
19-23 May	LIGHTFAIR International	Pennsylvania Convention Ctr, Philadelphia, PA	https://www.lightfair.com
20-21 May	Hotel Latin American Investment	Miami Beach, FL	http://holaconference.com/
22-May	HD Sitieseeing	New York, NY	https://www.hdmediakit.com/wp-content/uploads/HD-SightSeeing-Promo2019-2.pdf
22-24 May	Caribbean 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	Stay Boutique Live, Investment Edition		https://www.stayboutiqueconference.com/register-2
5-7 Jun	HI Design Europe	Forte Village, Sardinia	http://www.hidesigneurope.com/
10-20 Jun	Cornell General Managers Program	Cornell University, Ithaca, NY	
11-14 Jun	HOTEC Middle East	Kempinski Hotel Ishtar, Dead Sea Jordan	https://www.hotecme.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	
18-Jun	AHEAD Americas	Faena Forum, Miami, FL	https://www.aheadawards.com/americas/2019
TBD	AAHOA Young Professional Hoteliers Conference		
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	
28Jul-1Aug	2019 Summer Las Vegas Market	World Market Center, Las Vegas, NV	https://www.lasvegasmarket.com
13 Aug	NEWH Regional Tradeshow-Chicago	Merchandise Mart	http://newh.org/events-list/newh-regional-tradeshows/
19-21 Aug	HealthTAC-Senior/Assisted Living West		
25-27 Aug	Western Foodservice & Hospitality Expo		
TBD	Lodging Conference		
TBD	AHLEF Golf Outing		
2-Sep Labor Day			
6-10 Sep	MAISON&OBJET Paris	Paris, France	www.maison-objet.com/en/paris
9-11 Sep	HI Design America	Omni Amelia Island Plantation	http://www.hidesign-americas.com/
12-Sep	NEWH RTS-Minneapolis	Marriott Minneapolis City Center	http://newh.org/events-list/newh-regional-tradeshows/
24-Sep	NEWH Regional Tradeshow-Seattle	Hyatt Regency Seattle	http://newh.org/events-list/newh-regional-tradeshows/
26-29 Sep	Interior Design Show	Vancouver Convention Centre West, Vancouver, BC	https://vancouver.interiordesignshow.com/en/home.html
30Sep-1Oct Rosh Hashanah			
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/
8-11 Oct	HOTEC Europe	Corinthia Hotel, Budapest, Hungary	https://www.hoteceu.com
9-Oct Yom Kippur			
16-Oct	NEWH RTS-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	
15-19 Oct	DOMOTEX Mexico	Mexico City, Mexico	https://hfmexico.mx/Domotex/home/
23-25 Oct	HICAP	Kerry Hotel, Hong Kong	https://www.burba.com/hicap
30Oct-1Nov	HI Design Asia	Shangri La Hotel, Bangkok, Thailand	https://www.hidesign-asia.com/
TBD	NEWH/New York Fundraiser		
9-Nov	NEWH, Inc. Board of Directors Mtg	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
13-Nov	AHEAD MEA	Caesars Palace Bluwaters, Dubai, UAE	https://www.aheadawards.com/mea/2019
18-Nov	AHEAD Europe	Battersea Evolution, London, UK	
20-21 Nov	SLEEP + EAT	Olympia, London	https://www.sleepandatevent.com/
28-Nov	Thanksgiving		
11-Dec	HD CitySCENE - Dallas	Dallas, TX	https://www.hospitalitydesign.com/awards-events/CitySCENE/
23-30 Dec	Chanukah		
25-Dec	Christmas		
2020			
Jan	NEWH, Inc. Board of Directors		
Jan	NEWH Regional Tradeshow-Orlando		
7-10 Jan	Heimtextile	Frankfurt am Main	https://heimtextil.messefrankfurt.com/frankfurt/en.html
10-13 Jan	DOMOTEX 2020		
13-19 Jan	IMM Cologne, the International Furniture Fair	Cologne, Germany	https://www.imm-cologne.com/
16-19 Jan	Interior Design Show	Metro Toronto Convention Centre – So. Bldg.,	https://toronto.interiordesignshow.com/en/home.html
17-21 Jan	MAISON&OBJET Paris	Paris, France	www.maison-objet.com/en/paris
20-Jan	Martin Luther King Day		
	Great Hospitality Show	NEC Birmingham	http://www.hospitalityshow.co.uk/
26-27 Jan	ALIS Law	Residence Inn & Courtyard / LA LIVE	https://www.alisconference.com/alis-law
27-29 Jan	ALIS	JW Marriott & Microsoft Theater	http://www.alisconference.com/
26-30 Jan	2020 Winter Las Vegas Market	World Market Center, Las Vegas, NV	https://www.lasvegasmarket.com
28-30 Jan	SURFACES	Mandalay Bay Convention Center	https://www.intlurfaceevent.com/en/the-event/dates-times.html
	2019 Winter Las Vegas Market	World Market Center, Las Vegas, NV	https://www.lasvegasmarket.com
5-7 Feb	DOMOTEX USA	Atlanta, GA	https://domotexusa.com/
14-Feb	Valentine's Day		
17-Feb	President's Day		
21-23 Feb	Kitchen & Bath Show	Las Vegas, NV	https://www.kbis.com/
24-25 Feb	Hotel Assoc. of Canada Nat'l Conference	Delta Hotels by Marriott Toronto Airport & Conference Center	https://www.bigpictureconferences.ca/event/hotel-association-of-canada-conference/
	Design Week London	Design Centre Chelsea Harbour, London	
2-4 Mar	Hotel Investment Forum	InterContinental, Berlin, Germany	http://www.berlinconference.com/
4-6 Mar	HI DESIGN MEA	Kempinski, Dead Sea, Jordan	http://www.hidesign-mea.com/
10-Mar	Purim		
17-Mar	St. Patrick's Day		
18-20 Mar	Hunter Conference	Atlanta Marriott Marquis, Atlanta, GA	http://www.hunterconference.com/
24-26 Mar	DOMOTEX asia/CHINAFLOOR	Shanghai PR China	https://www.domotexasiachinafloor.com/
Apr	DOMOTEX Turkey	Middle East Fair Center - Gaziantep, Turkey	http://www.domotexturkey.com/en
26-20 Jul	2020 Summer Las Vegas Market		https://www.lasvegasmarket.com
13-16 Apr	AAHOA Trade Show and Conference		http://aahoa2018.streampoint.com/
20-23 Apr	Hostelco 2020		http://www.hostelco.com/

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: