

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 Alison 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: STATUS OF MOTION:
 YEA: 9 NAY: 0 ABSTENTION: 0 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:

STATUS OF MOTION:

YEA: 9 NAY: 0 ABSTENTION: 0 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/vision-and-mission/>
- 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
- Spotlighting 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: