

NEWH, INC. GOVERNING BOARD MEETING MINUTES

9 November 2019

Room: 1E02/1E03, Jacob K. Javits Convention Center | New York, NY

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/	Sandy Banks Stacy Shoemaker Rauen	Monica Meade Matt DeShantz	Helen Reed Gretchen Gilbertson	Debbie McKelvey Jordan McInturf	Michelle Finn Michael Smith Teri Urovsky
Chairs	Leslie Anderson	Dallas Bentley			
House of Delegates	Dallas Bentley Jen Conley Heather Scott Leslie Wynn	Kacey Sharp Edgar Gutierrez Alison Gasser Natasha Gomez	Melissa Knock Morgan Brodey Tory Knoph Jayme Krstich	Janine Peluffo Jennifer Delmas Kary Maybury Katy Clark	Chelsea Lawrence Terri Metzger Caroline Cundall Rebekah Ellis Jennifer Farris
Chapter Presidents	Dawn Larsen-Garner	Natasha Gomez	Jonathan Young		
Steering Chairs	Kelly Gaddes	Teri Schell	Alexandra Jones		
Guests	Laura Carter Kelli Groh Kris Hanson Kelly Knowles Jennifer Mehra Timi Mustapha Sheryl Pellegrino	Penny Shelton Trudy Craven Joannie Fusella Carolyn Mitchell Kristy Bohne Kelli Groh Linnae Eastwood	Sheryl Pellegrino Kris Hanson Sara Rinicella Giulia Giannoni Julie Kaufmann Sadie Coulter Elle Pechiney	Levar Jackson Anita Khullar Vanessa Vaughan Kris Hanson Rebekah Ellis	NEWH, Inc. staff: Shelia Lohmiller Jena Seibel Susan Huntington Nicole Crawford Brenda Brown
Not in attendance	Jennifer Wellman Mary Ann Thornam Kelly Gaddes Stacy Costa Barry Sullivan Shannon Vance Jessica Wasmer Northover Shana McCullough-Downing	Rachel Baird Taylor Hoesley Sophia Yen Kelly Almus Carolina Coelho Angela Reed Miller Tara Witt Courtney DiBlasi Elfand	Jana Johnson Tyler Toothaker Bess Ehmcke Michelle Purcell Tara Hebert Anne Hiter	Elissa Murry Leena Nacy Amanda Tomlinson Valentia Castellon Karen Rains Nicole Brindle Johana Malen Stacy Davis	Manuela Kennedy Julie Zanella Jessica Linden Melissa Davis

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

The meeting was called to order by President, Cynthia Guthrie at 1:05 pm EST. Natalie Sheedy, took roll and a quorum was established. The minutes were presented and a motion was made to approve the May 14th, 2019 minutes as presented and was accepted.

MOTION TO APPROVE MINUTES

Date: November 9, 2019

Motion Number: 1

I, Fernando Diaz, move to approve the May 14th, 2019 minutes as presented.

Motion seconded by: Chris Tucker

VOTE COUNT:

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

PRESIDENT – CYNTHIA GUTHRIE

Discussion-Cynthia Guthrie:

- Welcome guests-great attendance today
- NEWH and BDNV events noted
- 2020 board results will be announced 2-weeks after IBOD meeting
- General announcements

VP/FINANCE – FERNANDO DIAZ

Discussion-Fernando Diaz:

- NEWH as a whole is financially healthy
- Last year Executive Committee members established goals
- Quarterly budget reviews have been taking place
- NEWH South Carolina Region won the culinary fundraiser event thanks to their fabulous submission
- Event purpose is to raise funds for scholarship
- Name of fundraiser: Sinfully Delicious (October 1st or 8th); sponsorship menu handed out
- Event to be held in Charleston, SC at The William Aiken House <https://www.pphgcharleston.com/venues/william-aiken-house/>
- Once budget is complete an aggressive solicitation for sponsors will begin
- Looking for suggestions on celebrity names/contacts
- Committee is doing a fabulous job of putting everything together
- Open for call for NEWH Fellows nominate <https://newh.org/about-us/awards/college-of-fellows/>
- Must have been a NEWH member for 10-consecutive years (see criteria on website)
- Chapter or another individual can make a nomination
- NEWH Fellow is a very distinguished award
- Awards will take place during the 2021 Leadership Conference in Seattle

Discussion-Susan Huntington:

- NEWH is growing and to maintain our nonprofit status and overall business compliance all chapter checkbooks will be managed through the NEWH, Inc. office
- Accounts payable department will handle check writing, filing 1099's, maintaining items in QuickBooks, etc.
- The new procedure will save Treasurers time
- Each chapter is legally required to have a person hold the Treasurer position
- The chapter Treasurer will continue duties such as: oversight of finances, budget, approvals, check signing and financial reports
- All chapters should mail their checkbooks to the NEWH, Inc. office prior to December 31st, 2019
- Questions: Susan Huntington: susan.huntington@newh.org 1.800.593.6394

Paris International Report-Fernando Diaz:

- Paris chapter is moving along with 3-4 people spearheading the new chapter
- Held a few events so far, the last event was a luncheon with a future event to be held in January

Milan International Report-Trisha Poole:

- Host Milano gave NEWH an opportunity to meet with new contacts and discover a great deal of new interest
- Met with some great supporters who are also looking for the US to come to them
- Talking to architects/manufacturers who are seeking US contacts to give them more of an international perspective; our message would be inspiring to them
- Engage with BrandED and TopID for chapter development
- Lots of fast movement and new contacts
- Please share your connections/sources outside of US so we can foster future networks internationally

VP/IR-UNITED KINGDOM – JONATHAN YOUNG

Discussion-Jonathan Young:

- Intro and welcome Rebekah Ellis
- Membership has grown by 32% with a very diverse crowd; great to see
- TopID is the largest event and opportunity to raise money
- Great support from interior design community which helps support events
- Excited to see expansion in Paris and Milan; encourage them to check out UK events

PRESIDENT ELECT – CHRISTINE TUCKER

Discussion-Christine Tucker:

- Going strong in Toronto and Vancouver
Vancouver report:
- 64 students, 157 members
- Having educators involved at chapter and board level is huge
- Vancouver 9th Annual Fall Event November 14th TopID/scholarship awards/speakers
- There is no rush for Vancouver Region to become a chapter; the group is strong as a regional group
- Sponsorships are great, excellent attendance at events with no reason to change to a chapter

STRATEGIC PLANNING – TRUDY CRAVEN

Discussion-Trudy Craven:

Strategic Planning can be offered to chapters in addition to the Board Training that is done by the NEWH, Inc. office staff. Strategic

Planning is led by Trudy Craven.

- Strategic planning held with several chapters in 2019: Atlanta, Houston, North/South Carolina, Rocky Mountain, Toronto and DC
- Follow-up surveys on the training are taken seriously and comments are encouraged
- Frequent comments on what was learned:
 - Seeing NEWH as a business
 - The chapter is the leadership team for the business
 - Learned how to incorporate the business growth curve (where strategic energy will be focused)
 - You want to be in phase 2 climbing the growth curve
 - Discussed team development (normal cycle)
 - Behaviors (parking self-interest at the door with a focus on business activities)
 - We don't want to say weakness we say gaps
 - Talk about opportunities/threats
 - Focus on goals
- To schedule or for more information contact Jena Seibel: Jena.Seibel@newh.org

VP/DEVELOPMENT – LEIGH MITCHELL

NEWH Lodging Program Discussion-Leigh Mitchell:

NEWH Lodging Program will help members get out and see more places and more hotels, whether for your next project, business trip, or even a weekend getaway (whenever you have time to take a break!). You're guaranteed the best rate available at any of the hotels listed. This courtesy is made possible by hotel owners who value you, and value NEWH. Think of it as a thank you for all that you do for this wonderful industry!

- <https://newh.org/resources/newh-lodging-program-landing/>
- Over 20 hotels on website with 4 locations in Canada
- Help get the word out; it's a great member benefit
- Benefits for interested parties are membership and advertisement in NEWH magazine
- Most companies already have a program in place; a simple contract is sent, signed off on and the listing is added to website
- Questions or to provide management contacts (company/hotel) contact: Leigh Mitchell: leighmitchell@mza-usa.com

Break

Collection of ballots

BREAK OUT: Group Discussions Overview/Reports

Break-Out Session Overview:

Draft goals around your discipline keeping them cascading and aligned within your discipline and/or within your chapter

Join the breakout group that interests you (where your passion lies) or in an area that your chapter needs assistance with

Great ideas come from breakout groups, implementation is all about setting goals

Look at previous board report minutes from last meeting; what steps need to be accomplished to meet future goals

During the November IBOD meeting we'll discuss if the goals have been accomplished

Use handout template to record attendance and report notes from your discussion turn into Inc. staff prior to exiting today or email your breakout notes/attendance sheet to: nicole.crawford@newh.org

1. Finance/Fundraising
2. Education/Continuing Education, Mentoring, Green Voice Education, Scholarship
3. Development/NEWH Conferences, Digital Marketing
4. Membership & Programming
5. NEWH Ambassadors
6. NEWH BrandED

Reports:

Finance-Jennifer Farris:

- South Carolina Celebrity Chef event October 2020 (1st or 8th)
- Strong planning committee with professional planner
- Set focus in early stages to define goals and thoughts
- Engage Bill Murry as an honoree chairperson for event
- Table sponsorships
- Brainstorming for different types of sponsorship (raffle, silent auction)
- Defining different activities to be offered
- Goal is to reach the 5 senses through the event: food competition, visual competition, live music, auction
- Goal to create ongoing event for NEWH to be held opposite years of the NEWH Leadership Conference; rotating event between chapters
- New York Product Runway, DC Golf Tournament, Cincinnati Bowling, South Carolina digital pumpkin carving contest involved everyone (local or not) – everyone could participate

- Share your ideas between each other we're all in this together

Education-NEWH EOnline-Dallas Bentley:

EOnline is an online resource guide for education content (white papers, CEUs, videos, articles, etc.) created by NEWH members for the hospitality industry. NEWH's membership is loaded with product, industry, and design experts who can contribute educational resources for NEWH members to access online in an organized library.

- Update on goals and EOnline progress
- Pilot webpage, submission form, etc. being finalized: <https://newh.org/edonline/>
- Next steps communicate initiative to corporate partners, then members
- Discussed challenges in ensuring content remains current
- Boundaries will be developed on content submissions and reviewed by curators
- Organize information in a searchable format (submitters submit their own keywords for incoming content)
- Seeking subject matter experts to assist on an as needed basis
- Archival method will be in place to keep content fresh
- Live filmed sessions will also be accepted; all submissions are reviewed for approval
- Questions: newhedonline@gmail.com

Development/Membership/Programming-Morgan Brodey:

- Keep building membership; shared success stories
- Recruit people that come to events early, vendors must bring a designer with them, member only events, adding membership options to all event ticket options/prices
- Annual sponsorships vs. individual event sponsors (go to vendors and design firms)
- Encourage firms to bring in new members
- Do annual sponsorships ahead of time
- Utilize TopID firms to encourage membership
- Hold a spa education or wellness/exercise class to draw in a different crowd
- Hand out lapsed membership list at board meeting, ask board members to reach out to past-due individuals
- Offer new member events
- Bring in more educational based events
- Offer a mentorship/buddy program; partner up with someone who has been with the chapter for a while
- Market new members at events encouraging them to attend (give new members glow sticks)
- Talk to local colleges get your local educators involved

Development/NEWH Conferences-Monica Meade:

- Meet me in Seattle sticker for badge available; wear it and spark a conversation
- Focused networking small enough to network and talk one-on-one with quality conversations
- Education panel discussions, breakouts, BrandED (more opportunities to meet people)
- Build into chapter 2020 budgets Leadership costs (bring board members, students/scholarship recipients); Vancouver brought two of their TopID along
- Create social media space needles for all of the chapters with the space needle leaving Miami and headed to Seattle; take space needle to events to promote 2021 conference
- President's Dinner, VIP venue's determined; working on excursions
- Helen is working on hashtag
- Discussed panels, possible hotel tour
- Ways to involve students, tap into app', scavenger hunt to meet certain people, give everyone playing cards and create a poker run, create additional engagement for students with professionals
- <https://newh.org/2021-leadership-conference/>

NEWH Ambassadors-Michelle Finn/Matt DeShantz:

- Creating an advisory council to provide business guidance and program evaluation from outside our industry to understand trends, influencers, where we are going, where we should be going and to help us look into the future
- Segments to consider: fashion designers, multi-family, cruise ships, Airbnb, travel groups, technology educators, owners, developers, brands, culinary trend setters, senior lifestyle and potential members what's in it for them
- The idea is to hear from someone who isn't us, how can we understand our customers better
- Outreach to different members/chapters to determine who they know and determine who we can tap into (airlines, fashion, retail)
- Goal is to let others tell us how they see us, what we're missing, where we could be going
- Learn from outside influences, how can we grow and impact others through our mission
- We don't want to do everything the same way continuously the goal would be to expand our outreach and options

NEWH BrandED-Heather Scott:

- <https://newh.org/branded/>
- NEWH BrandED is very popular, demanding and growing
- Trying to visit all chapters before repeating a session
- Struggles getting brand commitments on a timely manner
- Existing contract, re-write to include a schedule commitment
- Debbie working on an outline for future successors
- A lot of questions about BrandED from students (grow student membership and future members)
- BrandED scholarships for students (hospitality management)

Comments-Trisha Poole:

- NEWH BrandED is the new buzz word
- Trademark is complete
- Brand partners are being developed within their benefit
- Some future growth with BrandED might hold the possibility of internships, school competitions, things that might overlap into brands/scholarships
- See handout NEWH BrandED partner literature

NEW BUSINESS | CYNTHIA GUTHRIE

Student Relations Director (chapter boards):

- Add a director for student relations at chapter board level to connect and build additional support for student liaisons
- The position will help to increase scholarship applications, hold more student based events (resume reviews, speed networking, student centric events)
- Utilize students as docents for chapter events
- Review ASID relevant programs and benefits
- Help chapters maintain and build future memberships
- The position is a way to give back to students
- Job description will be provided by Inc. and sent to chapters
- Students are not renewing their membership or not joining as a student member
- Show students why they should stay involved and give them more opportunities to grow

NEWH Legacy Membership-Shelia Lohmiller/Fernando Diaz:

- After an International President left their position they were labeled an honorary member and received free membership
- NEWH is changing honorary title to legacy
- The NEWH Executive Committee has approved the name change to add importance to the title
- Chapters need to vote on all past-presidents or no past-presidents as legacy membership
- You can't put a dollar amount on the amount of time served, what you get out of NEWH is huge
- Past experiences and knowledge can help transition new board members
- NEWH, Inc. gets 50% or \$75 of dues whichever is greater; the chapter would lose half of those dues (for past-president with legacy membership NEWH, Inc. will waive the \$75 or 50% of membership dues)
- It's not a thank-you, it's about honoring the past president and their time on the board
- Idea to have special ribbons or name badges stating Legacy Member
- The individual only receives the legacy membership through the chapter they served in
- Individual must have fulfilled their entire position and the Executive Advisor position in order to receive legacy membership

Closing:

- NEWH, Inc. board member recognition
- Changing of the guard honoring Cindy Guthrie and welcoming 2020 NEWH, Inc. President Christine Tucker

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

Date: November 9, 2019

Motion Number: 2

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

Motion seconded by: Christine Wasmer

VOTE COUNT:

STATUS OF MOTION:

YEA: 11 NAY: 0 ABSTENTION: 0 Carried: Defeated:

MOTION TO ADJOURN

Date: November 9, 2019

Motion Number: 3

I, Fernando Diaz, move to adjourn the NEWH, Inc. Board of Directors Meeting at 4:25pm EST.

Motion seconded by: Trisha Poole

VOTE COUNT:

STATUS OF MOTION:

YEA: 11 NAY: 0 ABSTENTION: 0 Carried: Defeated: