

# NEWH, INC. GOVERNING BOARD MEETING MINUTES

November 5 2020  
Virtual Zoom Meeting

<b>Executive Committee</b>	Sandy Banks Shelia Lohmiller Christine Wasmer	Enrico Cleva Monica Meade Jennifer Wellman	Trudy Craven Trisha Poole Jonathan Young	Fernando Diaz Gwendoline Theodet	Cynthia Guthrie Christine Tucker
<b>Board of Directors</b>	Leslie Anderson Matt DeShantz Kelli Groh Johanna Malen Demi Melissinou Helen Reed Sean Tanner	Dallas Bentley Michelle Finn Tara Hebert Roger Mathis Elissa Murry Gabe Rodriguez Vanessa Vaughan	Laura Carter Jenelle Francois Anne Hiter Debbie McKelvey Leena Nancy Chris Shafer	Sara Churchill Kelly Gaddes Alexandra Jones Jordan McInturf Karen Rains Penny Shelton	Stephanie Deshaies Natasha Gomez Melissa Knock Shana McCullough-Downing Stacy Shoemaker Rauen Brittany Spinner
<b>Chapter/Reg. Presidents</b>	James Adamson Caroline Cundall Janine Peluffo	Nicole Brindle Edgar Gutierrez Michelle Purcell	Kathryn Clark Kelly Irvolino Teri Schell	Carolina Coelho Manuela Kennedy Benjamin Wells	Courtney Crosby Tory Knoph
<b>NEWH Inc. Staff</b>	Brenda Brown Jena Seibel	Hillary Eggebrecht	Diane Federwitz	Julie Hartmann	Susan Huntington
<b>Guests</b>	Twee Anderson Lanee Burns Jennifer Delmas Dawn Garner Jonathan Kaler Annette Lucille Jessica Northover Amy Spencer	Kim Bingham Keisha Byrd Rebekah Ellis Natalie Goodman Debanshee Kalani Daniel Lynn Rachael Olsem Rachel Williams	Kristy Bohne Tara Chung Eric Fernandez Sergio Grazioli Julie Kaufmann Kiko MacHarg Singh Erica Puccio Aura Zapata	Morgan Brodey Michele Crociani Todd Fuller Levar Jackson Anita Khullar Penny McPeak Rebecca Rotar	Sara Brookshire Mark Cunningham Denise Ganson Jane Jones Lisbeth Linert Tiffany Miller-Baker Natalie Sheedy
<b>Not in attendance</b>	Libby Bull Korrin Howard Timi Mustapha Amanda Tomlinson Jennifer Farris Jessica Vos	Valentina Castellon Rittner Hufford Stacey Olson Teri Urovsky Taylor Hoesley Heather Scott	Anastasia Davis Kristin Kubala Barry Sullivan Shannon Vance Kary Maybury Julie Zanella	Alison Gasser Dawn Larsen-Garner Andrea Thomas Melissa Davis Bimal Patel	Gretchen Gilbertson Chelsea Lawrence Mary Ann Thornam Courtney DiBlasi Elfand Jessica Wasmer Northover

The meeting was called to order by President, Christine Tucker at 10:35 am ET. Roll call taken via Zoom registration report and a quorum was established.

## Call to order / Establishment of Quorum / President's Welcome – Christine Tucker

### Discussion-Christine Tucker: Call to Order

- Welcome guests
- 122 have responded for this meeting, highest response to date – best thing we can take away from COVID is Zoom and participation
- Housekeeping: will be taking attendance via zoom registrations; if you signed in with a phone number, please email phone number, name and chapter to info@newh.org; meeting is being recorded; voting on motions will be done using yes or no options, those who get to vote on official motions are EC & IBOD Directors; breakout meetings are auto-assigned, Shelia will put you in a group if you are not yet assigned; assign a scribe and someone to report to back to group

### Discussion-Fernando Diaz: Establishment of Quorum

- Reminder to chapters to report whether or not you had a meeting; if you did not have meeting, please notify Inc. to let them know; send minutes to Inc. if you met
- The minutes were presented and a motion was made to approve the May 4, 2020 minutes as presented and was accepted.

### Discussion-Christine Tucker: President's Welcome

- It has been a good, crazy year; proud of how NEWH has adapted; activity, interaction, international engagement is fantastic, positive attendance at all events, very rewarding; thank you to NEWH staff who have been busier than ever with all the changes; seems we are going to stay virtual for awhile; we are in good place, to date in 2020 we have awarded \$357,000 in scholarships; huge thank you to Corporate Partners, 100% have stayed on board in these challenging times and are there for us, allows us to help members with dues if they are unable to pay

## MOTION TO APPROVE MINUTES

Date: November 5, 2020

Motion Number: 1

I, Fernando Diaz, move to approve the May 4, 2020 minutes as presented / as corrected.

Motion seconded by: Cynthia Guthrie

VOTE COUNT:

YEA: 20 NAY: 0 ABSTENTION: 0 STATUS OF MOTION: Carried:  Defeated:

## Financial Report – Sandy Banks

**Discussion-Sandy Banks:**

- We are in very fine shape at this time; Corporate Partners continue to support us; hope in 2021 we can continue fundraising such as chapter events and tradeshow; have not had to dip in to reserves; NEWH is healthy and moving along

**International Report – Christine Tucker****Canada – Christine Tucker:**

- Doing well, same challenges as rest of world with Covid
- Toronto is strong, holding virtual events, awarding scholarships
- Vancouver was first chapter to have physical event, picnic in park, well attended, all other events were virtual
- As whole, Canada is doing well and pleased to be participating in virtual chapter events around the world

**United Kingdom – Caroline Cundall:**

- Doing virtual events as much as we can
- Started out year with 2 big events; hotel tour and TopID event
- Doing 2 events each month – webinar (lunch time) and one social event (quiz night, magic night)
- Supported outdoor event with about 80 people from industry, 5 different suppliers helped coordinate, most of which are NEWH members
- Planning meeting next week to discuss 2021
- UK lockdown begins today

**Paris – Gwendoline Theodet:**

- 2nd lockdown in effect
- Started Paris chapter this year; very challenging as we just set up board in March; planned many physical events that had to be cancelled
- Positive side is we remain focused and board is still meeting every month
- Started organizing webinar with UK and Milano chapters; fantastic dynamic with Europe; European collaboration makes sense for potential members
- Focus on interns and students looking for internships; in France there are students who have had internship cancelled, cannot complete formation, so looking for ways to help them find internships

**Milano – Enrico Cleva:**

- Rushing to another lockdown in Milano; starts tomorrow
- Chapter is flourishing as we are 50 members, very happy
- Have done one physical event and lots of virtual events with European friends
- Issue of assigning TopID awards, not sure how we will do it, will need to decide as we can't do it in presence
- Organizing event with the real estate ladies association in Milano about hospitality and investment with great guests; will be made public in a couple days, 6PM in afternoon, so it is a time when rest of world could join but will be in Italian, which may be challenge for others who wish to join
- One physical event was held and formula was very successful, many restrictions in place, divided 2 afternoons in slots of one hour, 8 people per slot on Eventbrite, slots completely full, had possibility to speak and get to know each other, very well received by members and potential members, held in central Milano, every hour had to clean/sanitize everything in between, was a success
- Had a desk at a hospitality day in Rimini, a Hospitality Congress in Italy; admitted to Italian Hospitality Investment Summit

**BrandED & Brand Ambassadors – Trisha Poole****Discussion-Trisha Poole:**

- Have been in virtual mode; 4 events, each increases in attendance, marketing is getting stronger, very pleased; will move virtual in to 2021 and see if we can use this long-term
- Thank you to Debbie McKelvey, Stephanie Deshaies and Leslie Anderson; focusing on how we can continue to offer value and keep our sponsors happy; more to come, stay tuned!
- We have 2 new BrandED ambassadors Tara Chung (Marriott) & My Nguyen (Holland America); Tara introduced and shared role with Marriott
- Live events are TBD
- Virtual events are open to everyone, huge benefit as everyone can attend for no charge this year

**Equity / Inclusion / Diversity – Rachel Williams****Discussion-Rachel Williams:**

- Rachel was introduced, EID Coach, help NEWH grow and flourish in marketplace and become more inclusive for all
- Rachel shared presentation; introduced terms as it is important to have similar language to engage in this work, highlighted role of leadership in EID work
- Equity acknowledges barriers for some people in our society and advantages for some
- Inclusion is feeling of being valued within organization
- Diversity - no individual is diverse alone, groups of people are diverse; presence of difference in given setting
- Inclusion is where you see brilliance of diversity come to life; small 2014 study of Nike, 500 different teams, found when team is diverse, receive 13x engagement from team; if no inclusion, you did not see benefits of diversity of team; 82x engagement when people felt valued; leaders have the ability to affect inclusion
- Opportunity to look deeper at diversity; much more than what you see; we are more than color of skin, nature of origin, most companies are more diverse than what they actually think
- Role for IBOD (steps to think about): 1. building trust, 2. actively work against discrimination, 3. Embracing wide ranges of styles and voices; 4. Leverage cultural differences as opportunity for learning for leaders
- Created EID committee; objective is to ensure NEWH is a leader in providing an environment of Equity, Inclusion & Diversity within our efforts to provide scholarships, networking opportunities, education, and recognition of the work & achievements of our members; sneak peek of work being

done by committee, looking at everything around the members, how are we attracting, are we looking at diversity of groups, is onboarding an equitable process; governance makeup reviewed, focused on scholarship to provide opportunities for those who are underserved

- Presentation will be uploaded to <https://newh.org/equity-inclusion-diversity/>

## Report on Breakout Sessions

### **Break-Out Session Overview:**

#### **Reports:**

#### **Equity/Inclusion/Diversity-Vanessa Vaughan:**

In attendance: Twee Anderson, Rebecca Bertrand, Lanee Burns, Laura Carter, Trudy Craven, Todd Fuller, Anne Hiter, Manuela Kennedy, Lisbeth Linert, Johanna Malen, Roger Mathis, Shana McCullough-Downing, Michelle Purcell, Jena Seibel, Christine Tucker, Vanessa Vaughan, Rachel Williams, Zura Zapata

- Discussed disparity between men & women roles in our industry; men are decision makers, women in designer roles
- Starting early with educational track to lead towards leadership positions, is there a way to implement programs for students in high school, community college, etc.
- Financial inequities and cost of participation in events and NEWH may be barrier (those working in culinary, hotel operational work force vs leadership/design); how do we include them
- Scholarship and ways in which we accept applications, do interviews for candidates, questions may not be inclusive, may want to rethink questions to be more considerate of background and challenges of communication
- Retaining students after they are given scholarship, feel they drop off the organization: personal outreach to students, understand why they are not participating?
- Member engagement, board members may not be so in tune to what our members are needing, feeling welcome/included; implement buddy system, new member welcome call/event; connecting Jr. designers to each other in smaller group format

#### **Finance/Fundraising-Teri Schell:**

In attendance: Sandy Banks, Nicole Brindle, Sara Brookshire, Jennifer Delmas, Fernando Diaz, Kelly Gaddes, Susan Huntington, Demi Melissinou, Elissa Murry, Janine Peluffo, Teri Schell, Gwendoline Theodet, Benjamin Wells

- Reviewed 2 large events: Leadership Conference rescheduled to February 2022 in Seattle; first Celebrity Chef Competition in Charleston, NC on February 23, 2023
- Discussion regarding how we've been doing virtual events at no charge, need to start charging non-members for virtual events, price to be determined per event
- NY cookbook presale mid-November, pricing \$30ish; considering different prices for member vs. nonmember, offer membership package with cookbook, digital and hard cover version
- Houston chapter had mask design competition
- Discussed mandates for in-person events, be cognizant what your local government requires, NEWH does not have mandate
- Create idea forum:
  - Virtual wine pull in which people have ability to pull corks on bottles of wine anywhere from \$10-\$100
  - National online auction where we would solicit donations of wine baskets, weekend getaways, partner w/ branded sponsors, restaurant/vendor partners to donate products, artwork from Art Mèlange event can be auctioned; question how will \$ be allocated to specific chapter/region; suggested each chapter/region who donates item would get % after Inc.; preliminary committee is Fernando Diaz, Sandy Banks & Jennifer Delmas; Susan Huntington discussed issue how auction platforms eat in to profit; shipping would be handled by specific donor; possible state regulations to consider
- Rocky Mountain Chef's event, virtual, 30 people, free but may charge next time, gift cards to first 20 people to purchase grocery items; chef sent out grocery list needed to follow along
- TopID and giving away awards at end that support travel industry such as UberEats, hotel stays, flights, etc.; foregoing annual sponsorships; tiered level sponsorships with different perks per level; working hard to control expenses and costs
- Dallas CEU Bootcamp, free to members, \$20-25 charge to non-member; have drop down menu so anyone who registers can donate to scholarship fund
- Yoga event, free to members, \$10 non-member, donation option on menu

#### **Education, Continuing Education, Mentorship, Green Voice Education-Dallas Bentley & Chris Wasmer:**

In attendance: Jams Adamson, Dallas Bentley, Tara Chung, Caroline Cundall, Matt DeShantz, Rebekah Ellis, Julie Hartmann, Tory Knoph, Kiko MacHarg Singh, Jordan McInturf, Rebecca Rotar, Natalie Sheedy, Penny Shelton, Christine Wasmer

- Discussed where we are with EDOonline program; talked about beta site and how we can market EDOonline; discussed putting together press releases, reaching out to individual chapter boards to submit content; CEUs and virtual events are important during Covid; education online hub provides content for chapters to leverage to provide education to members; want zoom recordings to capture content; will reach out to Corporate Partners, members, allied organizations, etc. to get more educational content for our members to use
- We will be putting out call for Green Voice programming for 2021 and beyond; love informal, comfortable, 30 minute sessions; 2 Green Voice virtual conversations to be scheduled each year in 1st and 3rd quarters (opposite the quarters where we have usually have tradeshow conversation; hoping to get new people to come on to committee
- Continuing education initiative, appointing new director today in motions
- Mentorship bubbles up from chapter level and what they are doing to mentor new members, new EID initiative is critical to mentorship; hoping it can be brought back in to education umbrella, nice to be able to share across organization

#### **Scholarship- Debanshee Kalani:**

In attendance: Leslie Anderson, Courtney Crosby, Hillary Eggebrecht, Jenelle Francois, Denise Ganson, Natalie Goodman, Levar Jackson, Debanshee Kalani, Melissa Knock, Penny McPeak, Brittany Spinner, Jennifer Wellman

- How are scholarship awards being conducted this year; how are all chapters dealing with awards night, what has been successful with awards and applications

- Application process and do we need to reevaluate how we go about judging recipients and applications; narrow down scope of judging; do scholarship directors need additional training; successful things chapters covered –student portfolio review event in Atlanta chapter; can we create something to combine scholarship recipient and portfolio review to help with judging process; should scholarship be more need for fund oriented or merit oriented; idea to include gold star award to recognize merit
- Successful applications were more towards highlighting loss of internships and lack of funds for education; is there a way to educate students on how to complete needs for funds section more effectively so it's easier to judge
- Chicago chapter has successful candidate review process, review as group
- Key to get scholarship recipients to act as student liaisons to represent NEWH
- Important to look into different majors while you are reviewing applications; important to look at school curriculum to determine which student may be on higher level
- Going to be approaching chapters for training of scholarship directors

**Development/NEWH Conferences, Membership, Social Media-Alexandra Jones:**

In attendance: Kristy Bohne, Morgan Brodey, Brenda Brown, Katy Clark, Enrico Cleva, Carolina Coelho, Michele Crociani, Diane Federwitz, Eric Fernandez, Michelle Finn, Dawn Garner, Natasha Gomez, Sergio Grazioli, Kelli Groh, Cynthia Guthrie, Tara Hebert, Kelly Irvolino, Alexandra Jones, Jonathan Kaler, Julie Kaufmann, Annette Lucille, Daniel Lynn, Debbie McKelvey, Monica Meade, Leena Nancy, Jessica Northover, Trisha Poole, Erica Puccio, Karen Rains, Helen Reed, Gabe Rodriguez, Chris Shafer, Alicia Sheber, Amy Spencer, Sean Tanner, Jonathan Young

- Leadership Conference moved to 2022; venues are TBD, to be picked up in June; keynote speaker selected and should be announced soon; video campaign featuring travelling suitcase; social media campaign, social media guidelines sent in new year; Rachel will be involved for EID; theme is breaking boundaries; please send ideas for breakout sessions to Monica (monica.meade@marriott.com) and Alex (ajones@heritageoffice.com)
- Development – please fill out membership survey (<https://forms.gle/Lba34yLpnf8M3YHD7>); important to how we create value for members; how to get designers to become members, how to transition students into members as they enter workplace; member only events; make events more meaningful/member driven will create more engagement within chapter; ideas include social media takeover, picnics, trunk shows, hotel tour or factory tour
- Social media – announced we are releasing new social media guidelines, encourage all chapters to pick at least one platform to use, especially important during Covid; Inc. created social media calendar for next 6-18 months, glad to share; try to engage someone on your board to post on social media; IG & FB are shared to bigger audience, very much a business tool

**Open Discussion – Q&A – Christine Tucker**

**TopID:**

- Alexandra Jones – Toronto early adopters of TopID; requirements are such that we are awarding to same 2 groups due to qualifications; how do we diversify, how do we get to smaller firms, more project based; we are not interior designers and don't want to be looked at in political sense of judging peoples project; is there a way to change TopID or make an extension to include those who do not have 30 articles/year and don't have 10 magazines, etc.
- Brittany Spinner - Had TopID firm who won a couple times in a row and did not want to submit as they felt it was no longer a competition
- Morgan Brodey – talked about different categories – small, medium, large firms so when you go by point system it is not skewed towards larger firms
- Trisha Poole – we have adapted each year and changed criteria; adjusted criteria and it did bring in new firms; #1 - focus on how many submissions you are getting and are you getting enough?; one though was to select a Wildcard – chapter selects one firm who may not have all qualifications; balance contribution to industry with excellence in design; hardest part to judge is design excellence; committee being assembled to discuss another set of criteria; considering program to grow to entire industry across globe; send ideas/feedback to [diane.federwitz@newh.org](mailto:diane.federwitz@newh.org); goal is to have all chapters do same thing; want to be fair and want to be credible; definitely are open to try to grow

**Membership:**

- Cindy Guthrie –during breakout, Katie brought up interesting points to share with everybody; buzz words “we are the glue that keeps everybody together”, especially through these difficult times; quality over quantity; give yourself a pass – right now it is about maintaining and fostering the relationships we have with our current members and not as much trying to get new members; be kind to yourself at chapter level because these are unprecedented times
- Vanessa Vaughan – in terms of member engagement; how can we better serve our members; survey open to all members until November 13th, please take survey and share with members in your chapter, share on social media, so far have ~200 responses, looking for ways to share results of survey (<https://forms.gle/Lba34yLpnf8M3YHD7>)

**Old Business / New Business – Christine Tucker**

**Discussion-Christine Tucker:**

- Since this is last IBOD meeting of 2020, some of our delegates will be moving off the board, a special thank you for your contributions and your participation, we hope you will stay involved with your chapter, if interested in Inc. level activities, let us know

**Presentation of Motion to Appoint Board Members**

**MOTION TO APPOINT BOARD MEMBERS**

Date: November 5, 2020

Motion Number: 2

I, Cynthia Guthrie, move to add the position of Vice President/Equity, Inclusion & Diversity (EID) to the NEWH, Inc. Board of Directors/Executive Committee.

Motion seconded by: Christine Wasmer

VOTE COUNT:

STATUS OF MOTION:

YEA: 18 NAY: 0 ABSTENTION: 0 Carried:  Defeated:

Motion Number: 3

I, Cynthia Guthrie, move to add the position of Director/Equity, Inclusion & Diversity (EID) to the NEWH, Inc. Board of Directors.

Motion seconded by: Fernando Diaz

VOTE COUNT: STATUS OF MOTION:  
YEA: 16 NAY: 0 ABSTENTION: 0 Carried:  Defeated:

Motion Number: 4

I, Cynthia Guthrie, move to appoint Lanee Burns to the position of Vice President/Equity, Inclusion & Diversity (EID) to the NEWH, Inc. Board of Directors.

Motion seconded by: Sandy Banks

VOTE COUNT: STATUS OF MOTION:  
YEA: 16 NAY: 0 ABSTENTION: 0 Carried:  Defeated:

Motion Number: 5

I, Christine Tucker, move to add the position of Vice President/Communications to the NEWH, Inc. Board of Directors/Executive Committee.

Motion seconded by: Cynthia Guthrie

VOTE COUNT: STATUS OF MOTION:  
YEA: 16 NAY: 0 ABSTENTION: 0 Carried:  Defeated:

Motion Number: 6

I, Christine Tucker, move to appoint Helen Reed to the position of Vice President / Communications to the NEWH, Inc. Board of Directors/Executive Committee.

Motion seconded by: Cynthia Guthrie

VOTE COUNT: STATUS OF MOTION:  
YEA: 16 NAY: 0 ABSTENTION: 0 Carried:  Defeated:

Motion Number: 7

I, Christine Wasmer, move to appoint Barbara Bradley to the position of Director/Continuing Education to the NEWH, Inc. Board of Directors that was vacated by Mary Ann Thornam.

Motion seconded by: Fernando Diaz

VOTE COUNT: STATUS OF MOTION:  
YEA: 16 NAY: 0 ABSTENTION: 0 Carried:  Defeated:

## Old Business / New Business – Christine Tucker

### Board Training Changes-Jena Seibel:

- All training being revamped starting with mandatory director training we typically have in December/January; recorded via zoom, Hillary will email recording, questions to answer while go through and submit back to NEWH
- Discipline calls may come back if people will participate
- Board training in person every four years – reworking due to limited travel; some live, some recorded
- Trudy Craven Strategic Training – ready to do virtually, content is similar, process is different; think it will go well
- Request for in-house board training PowerPoint by chapters - we are updating PowerPoint and if you are doing strategic planning on your own, you can use presentation

### Open Discussion:

- Katie Clark - Shout-out to Executive Board; back in May there was the George Floyd situation, handled very well, progress being made, inspired to recommit to this organization
- Michelle Finn – hoping everyone can join us for BDNY virtual; BDNY partnering with NEWH on Women Leader’s breakfast, featuring NEWH Beyond & BrandED; please join us November 16th & 17th (<https://bdny.com/conference>); thank you to Matt DeShantz, Fabricut, for sponsoring Women Leader’s virtual breakfast & session
- Chris Tucker - Shoutout to Matt DeShantz for moderating Perspective calls; great content on calls; we have had a lot of key members volunteer time for these calls, we thank everyone

## MOTION TO ADJOURN

Motion Number: 8

I, Christine Tucker, move to adjourn the NEWH, Inc. Board of Directors Meeting at 12:26pm ET.

Motion seconded by: Trisha Poole

VOTE COUNT: STATUS OF MOTION:  
YEA: 16 NAY: 0 ABSTENTION: 0 Carried:  Defeated: