

NEWH, INC. GOVERNING BOARD MEETING MINUTES

24 January 2020

Harbor Ballroom, Doubletree by Hilton Orlando at SeaWorld | Orlando, FL

Executive Committee	Christine Tucker Fernando Diaz	Sandy Banks Monica Meade	Christine Wasmer	Tara Witt	Trisha Poole
Board of Directors/	Jennifer Wellman Alex Jones	Mary Ann Thornam	Kelly Gaddes	Debbie McKelvey	Vanessa Vaughan
Chairs	Leslie Anderson	Dallas Bentley			
House of Delegates	Leslie Anderson Anastasia Davis Shana Downing	Anne Hiter Demi Melissinou Gabe Rodriguez	Laura Carter Korrin Howard Chris Shafer	Rittner Hufford Timi Mustapha Penny Shelton	Sarah Churchill Karen Rains Tara Witt
CP Ambassadors	Jordan McInturf				
Media Ambassadors	Michelle Finn				
Strategic Advisors	Trudy Craven	Andrea Thomas			
NEWH Inc. staff	Shelia Lohmiller	Jena Seibel	Brenda Brown		
Not in attendance	Cynthia Guthrie Stacy Costa Matt DeShantz Natasha Gomez Melissa Knock Johanna Malen Stacey Olson Helen Reed Sean Tanner Jessica Waasmer Northover	Nicole Brindle Courtney Crosby Jennifer Farris Kelli Groh Tory Knoph Roger Mathis Bimal Patel Teri Schell Amanda Tomlinson Benjamin Wells	Libby Bull Caroline Cundall Jenelle Francois Edgar Gutierrez Kristin Kubala Kary Maybury Janine Peluffo Heather Scott Kelly Irvolino Jonathan Young	Valentina Castellon Melissa Davis Alison Gasser Tara Hebert Chelsea Lawrence Elissa Murry Michelle Purcell Natalie Sheedy Teri Urovsky Julie Zanella	Kathryn Clark Stephanie Deshaies Gretchen Gilbertson Taylor Hoesley Jessica Linden Leena Nancy Stacy Shoemaker Rauen Barry Sullivan Shannon Vance

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

The meeting was called to order by President, Christine Tucker at 9:04 am EST. Fernando Diaz, took roll and a quorum was established. The minutes were presented and a motion was made to approve the November 9th, 2019 minutes as presented and was accepted.

MOTION TO APPROVE MINUTES

Date: January 20, 2020

Motion Number: 1

I, Christine Tucker, move to approve the November 9th, 2019 minutes as presented.

Motion seconded by: Monica Meade

VOTE COUNT:

YEA: 10

NAY: 0

ABSTENTION: 0

STATUS OF MOTION:

Carried:

Defeated:

PRESIDENT – CHRISTINE TUCKER

Discussion-Christine Tucker:

- Welcome guests
- Introduced self, from Toronto, Canada, 1st International President
- Has been with NEWH for 15 years
- We are growing leaps and bounds with North America, UK, Paris, Milan and Canada
- Your time is greatly appreciated

VP/FINANCE – SANDY BANKS

Discussion-Sandy Banks:

- Holding many budget calls in last couple of weeks
- NEWH is very solid and successful
- There are signature cards for some chapters that need to be submitted to Inc.
- Many chapters still need to put together some sort of sponsorship venue and get them out to the chapter membership so we can start making money to support the group

Discussion-Shelia Lohmiller:

- Chapter boards should start putting together sponsorship menu package; recommended to start September/October for following year
- DC Metro shared some ideas on sponsorship menu <https://newh.org/news/2020-sponsor-newh-washington-dc-metro-maven/>
- Seattle does same thing as DC Metro and in addition for some major events & hotel tours, they put out secondary sponsorship package
- Reminder Board resources are available on the website, log in to get access <https://newh.org/boardresources/>

MOTION TO ACCEPT 2020 BUDGET

Date: January 24, 2020

Motion Number: 2

I, Sandy Banks, move to accept the 2020 budget as presented in the board packet dated January 24, 2020

Motion seconded by: Christine Wasmer

VOTE COUNT:

STATUS OF MOTION:

YEA: 10 NAY: 0 ABSTENTION: 0 Carried: Defeated:

BOARD ORIENTATION – TRICIA POOLE

Discussion-Tricia Poole:

- Explained why we are here, how NEWH Inc. functions
- NEWH is a business, we are here to strengthen the hospitality industry
- We are working towards raising funds for students and scholarships that strengthen this industry; also doing networking and education to further enhance that
- Everyone needs to know the mission statement; it relates to board strategy and everything you do; be sure to understand it so when someone asks you about NEWH, you can mention some of the key points - <https://newh.org/about-us/vision-and-mission/>
- NEWH is a nonprofit 501c3, we do not lobby; very important that we follow the rules; contact Inc. office employees with any question or concerns
- After IBOD meetings, go back to chapters and report what is going on, vision of organization and where we are going
- Organizational structure included in board packet was reviewed and discussed
- Code of ethics is sent out by Inc. and is completed online; very important we ethically operate; if we witness anything that unethical, we need to report it or talk to them about it
- As a board member, you are all legally liable for what happens in your chapter, especially financially; if you see something going on and you don't want to deal with it at the chapter level, call Chris, Tricia or Shelia
- Scholarship dollars to date is almost \$7million; our organization is very healthy and is due to everyone working together
- New issue reported in that one of our chapters had a member do graphics for invitations; person doing graphics asked chapter to stop using the graphics, per our attorney, it is intellectual property
- When you have someone doing graphical work including professional photography, have them sign a release so we own it
- 501c3 – means we have an agreement with the federal government that we are tax exempt as long as we obey laws, we will remain tax exempt; we brought in almost \$3million last year and we did not pay tax on that; if we lose status, we would have to pay taxes so it is very important to follow laws; only applies to chapters in US as we are charitable organization; Canada is separate corporation registered in Canada, UK is separate corporation registered in UK, both are non-profit but not a charitable organization

INTERNATIONAL REPORT – CHRISTINE TUCKER

Paris – Fernando Diaz:

- A luncheon and hotel tour was held in Paris last week at Sofitel Le Scribe Paris Opera; attended by 26 people
- Very excited to have a chapter in Paris; Gwendoline Theodet and Michele Crociani moving full force ahead
- Had a meeting with MAISON&OBJET (professional trade fair dedicated to lifestyle, decoration and design); held in January/September at Paris Nord Villepinte.; 100,000+ people attend; 8 buildings full of resources for interior designers, architects, purchasers; this year they just started a section created for hospitality industry; created small booklet that lists vendors that participated in hospitality part; this show gets bigger and better every year; they want to be very much involved with NEWH and we will be talking about how they can help us
- The great thing about this is NEWH is getting a world presence, the Paris chapter is building and are getting sponsorships right off the start, they have 5 sponsors: Kneeder Fauchere, BOND Events, Ulster, M&O, and Loloey Carpets; they are supporting themselves in their growth and are off to a great start; right now we have 14 members in Paris and are growing rapidly
- We are sensitive to cultural differences in networking and so far the activities are during work hours; important to note Paris does not need scholarship money because their schools paid for by their government; they would like to create something for craftsman

Milan – Fernando Diaz:

- 2 years of experience going to Host Milano show; we were sponsored to send delegates through NEWH to attend
- We have six members in Italy
- Participating in Milan Furniture Fair (largest furniture show in world) in April; vendors are hosting events with NEWH banner
- Michele Crociani is helping us to meet key people in the industry in Italy
- Right now, these 2 new chapters are our focus and we want to get them off the ground before expanding further.

UK – Caroline Cundall:

- Have done very well in membership in last couple of years (got to 150), aiming for 200 members.
- Having Standard Hotel tour event, sold out in 2 days for event.
- Key thing for this year is sustainability; planning Sunset Yoga and EcoED (trying to get 4-5 speakers for event; venue holds 150) in October.

Toronto – Tara Witt:

- Going great, chapter is strong, great leadership and fresh faces
- Top ID event coming up along with BrandED.

Vancouver – Tara Witt:

- So much engagement as regional group
- Scholarship event was fabulous
- Looking to grow membership

STRATEGIC ISSUES – TRUDY CRAVEN**Discussion-Trudy Craven:**

- Going to chapters, working on strategic planning; evaluations at end of workshop are very positive
- Concerned if we are really making an impact; what's working, what's not working; if you get asked to help, please give open and honest feedback.
- Consultant to NEWH, used to be with Milliken; focus is strategy, business development starts with strategy
- Under Trudy – new roles, advisors we are bringing in; Andrea Thomas - scholarship; Julia Marks - leadership conference, events, executive advisor.

Discussion-Tricia Poole:

- Milliken planning session – executive committee meets on regular conference calls and has intermittent meetings to discuss what we are hearing from chapters
- Held in March/April, Milliken provides guest house
- Trudy leads sessions which always lead back to who are we, where are we going, how are we going to get there; ask are we clear on who we are in industry today, is map right or do we need to change the course?

Break**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 May 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/Scholarship, Continuing Education, Mentorship, Green Voice Education
3. Development/NEWH Conferences, Membership, Social Media

Reports:**Finance/Fundraising:**

- Kelly recapped the current status of the event planning for Celebrity Chef event
- Need to establish a deadline for receiving funds in order to move forward with the event (\$100,000 by May 31, 2020)
- Fernando is starting his role to reach out to Food Network and chef contacts that he has; will send his letter requesting honorary membership within 2 weeks
- Concern: how to possibly bring in Food Network and not have the event turn into a Food Network money pit?
- Concern: don't lose focus of the purpose, which is to bring in funds from culinary vendors and tourism
- Sponsorship menu and the save the date needs to be distributed by the end of January

- Narrative needs more punch and excitement to be effective
- Fernando and Sandy will give ideas to help strengthen the marketing material to Kelly, who will work with Teri and Katie to get it to the next level (by end of next week)
- Contract for venue needs to get in NEWH Inc. hands for review and finalization ASAP

Education/Scholarship, Continuing Education, Mentorship, Green Voice Education:

Continuing Education:

- Developing packet for chapters on how to do CEU events
- Goal is to develop CEU's more quickly
- Testing with Rocky Mountain
- Trying to do CEU's online
- We want to overlap Green Voice, CEU's and EDOnline into each other
- Have two volunteers – Denver & London
- First CEU is Trends in Leather and second is Axminster Carpet; will be live CEU's

EDOnline:

- We are starting to call out for educational content
- Email blast to Corporate Partners for first right of refusal
- Should use a deadline
- Some Corporate Partners do more with CEU's/Education, need to be more targeted and ask on a personal level
- Are we sending it to the right people? Go to sales manager
- Need to create a sense of urgency and motivation for these sales managers at Corporate Partners

Scholarship:

- Leadership Conference – collecting scholarship stories, send to Nicole and Natalie (must be in landscape mode)
- These stories will be a source for the professional video that is done every two years
- The scholarship application is being modified to ask more questions that may help
- London chapter has a judging competition with five judges
- Working on curriculum piece so the students have hospitality project
- Award students in June

Development/NEWH Conferences, Membership, Social Media:

Leadership Conference:

- February 11-13, 2021 in Seattle
- Attendance by members encouraged
- Really communicates the value of membership
- Social media campaign (Space Needle)
- Overall push for sponsorships
- Working to confirm keynote speakers
- Sending board members and scholarship winners

Membership:

- New/refreshed marketing
- Pass around list of lapsed memberships at Board meetings
- Challenge in keeping students as members; transition students to full members
- Membership table at every program, including Regional Tradeshows
- Panel discussions at schools, sharing career tracks, how they got where they are; communicate value
- Committee of past involved board members are coming together to focus on student outreach
- Create membership level for Design Firms
- Membership incentives for Design Firms
- Award an honorary membership to a firm, chapter can sponsor or a company can sponsor
- Option on every invitation to buy a membership and attend for free
- Promote designers work on NEWH website

TOP ID:

- Seattle holiday party – Board members and TOP ID present their projects and logo
- Suggestion to add TOP ID to the NEWH website – images/more in the forefront
- Issue of magazine featuring TOP ID
- Website needs to prominently feature design firms work
- Monthly highlight
- Build relationship with vendors and access to the best products
- Portfolio tools for students/firms
- National TOP ID at Leadership Conference

TOP ID and Brand ED – Tricia Poole:

TOP ID:

- Have been changes: used to be the board voted top ID maybe not fair, has been complaints too many of the same; has been changed so more can participate; meant to make firms become members, especially large firms; that is working
- Discussion of a wildcard entry; how many publications, how many members belong from firm, etc.; adds some levels of criteria for

deeper judging

- Still needs to be hospitality; this is a level of excellence
- Could be good to add to your gala...or scholarship event so people get it on stage etc.; makes more sense to perhaps not have INC announce like they do at BDNV; or time your gala prior to the announcement in November; so the award is a surprise
- Show a snippet of nominee projects prior to the announcements on screen
- Need to strategize to have our vendors sponsor those nominees to get them to come to event
- Build up suspense by posting on social media all the nominees
- Can sell levels for sponsorship tables and also add a TOP ID table for a vendor to buy and make sure a nominee from each firm is in attendance (or a representative) so they can collect their award; TOP ID banners are important to show at all events if possible
- There is discussion to see what might work for each chapter due to when their events are held
- INC might then compile all the nominees together and choose another top 3 to announce at say HD or some other INC event; makes it even more important and exciting; gives a possible international exposure even
- Some chapters may only have a couple awards to give out due to less hospitality firms available
- Large chapters should not have only 1 award; there should be lots of involvement
- There is marketing collateral available to help facilitate the excitement for firms to compete
- Owners were asking if this award is credible; TOP ID needs to stay legitimate for transparency; owners pull from these firms to do their projects
- Overall: Keep the 3 awards the way it is...but make it secret; need to work on timeline for awards creation process; October / November is still good for this process; INC not to announce at BDNV; keep interest and more firms to apply
- Types of firms: Timeshares, Restaurants, Hotels; INC to create a guideline for these categories
- If gala doesn't work could be fun to show up at winning firms with an announcement and balloons/champagne to celebrate; telling firms to not do their own exposure but just making it fun for them to know they won
- New criteria should have helped with smaller firms to apply
- These need to be changed by April 2021 in order to see if this will work; try this idea and see how it goes after a season
- Need to reduce people on board knowing; only 1 person may need to know the winners so it stays a secret
- Maybe make a TOP ID committee team of 3 to do the scoring once the applications are in and keep it secret; or possibly swap your admissions with another chapter for voting
- If firms are neck and neck. think of criteria yourself to make the point difference for winner

NEWH BrandED:

- New program trademarked and NEWH owns it
- Created to bring education to the industry and help branded Hotels
- Sponsorships are kept small; sold out super fast for BrandEd events
- Programming/President at BrandED event
- Debbie is in charge of them; chapters need to reach out to discuss how to do a BrandED event
- Brands are saying where they want to be in certain regions

OPEN DISCUSSION | CHRISTINE TUCKER

Membership dues:

- When we first started out membership dues were January to January; now we are on subscription billing (rolling 12-months)
- If you have anyone who hasn't renewed membership, have someone review and make phone calls to see if we can get them to renew
- Assign people in chapter a list of names; this is not one person's responsibility
- We need to know why people are leaving
- We need to target past members and get them to renew as well as finding new members
- Promote auto-renew
- Add option to purchase membership to all program registrations

NEWH Database:

- If you know of someone changing jobs, please let the Inc. office know so we can update the database

OLD BUSINESS / NEW BUSINESS | CHRISTINE TUCKER

Strategic Advisors:

- Three people in advisor roles (Trudy, Andrea, Julia)
- Advisors to VP's and Directors

Honorary Membership:

- Honorary membership is an option (if board votes on and approves) for past presidents
- Each chapter has the option to offer honorary/courtesy membership, chapter pays Inc. office for membership; one year membership
- Inc. will send list of past President's and it is up to chapter to make contact and engage them
- Past President's Brain trust example – past president's are invited to chapter executive committee meetings

MOTION TO APPOINT BOARD MEMBERS

Date: January 24, 2020

Motion Number: 3

I, Trisha Poole, move to appoint Vanessa Vaughan to the position of Director/Membership on the NEWH, Inc. Board.

Motion seconded by: Christine Wasmer

VOTE COUNT:

YEA: 10

NAY: 0

ABSTENTION: 0

STATUS OF MOTION:

Carried:

Defeated:

MOTION TO APPOINT BOARD MEMBERS

Date: January 24, 2020

Motion Number: 4

I, Trisha Poole, move to appoint Alex Jones to the position of Director of NEWH Conferences on the NEWH, Inc. Board.

Motion seconded by: Fernando Diaz

VOTE COUNT:

YEA: 10

NAY: 0

ABSTENTION: 0

STATUS OF MOTION:

Carried:

Defeated:

MOTION TO ADJOURN

Date: January 24, 2020

Motion Number: 5

I, Christine Tucker, move to adjourn the NEWH, Inc. Board of Directors Meeting at 1:19pm EST.

Motion seconded by: Monica Meade

VOTE COUNT:

YEA: 10

NAY: 0

ABSTENTION: 0

STATUS OF MOTION:

Carried:

Defeated: