



GOVERNING BOARD PACKET

03 JUN 2021

Meeting Room
Whichever Room You Choose

Your House

Your Address
Your City

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

Your Comfy Spot

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

Thursday, 03 June 2021

7:30am – 10:00am Pacific Standard Time, 10:30am – 1:00pm Eastern Standard Time, 3:30pm – 6:00pm GMT,
4:30pm – 7:00pm Central European Time

Executive Committee	Christine Tucker Fernando Diaz Sandy Banks	Jennifer Wellman Monica Meade Lanée Burns	Helen Reed Tara Witt Jonathan Young	Cynthia Guthrie Trisha Poole	EC Guests Gwendoline Theodet Enrico Cleva Deidre Schwartz	Strategic Advisors Trudy Craven
Board of Directors	Brittany Spinner Dallas Bentley	Vanessa Vaughan Kelly Gaddes	Alex Jones Deaderia Morris	Tory Knoph	CP Ambassadors Matt DeShantz Gretchen Gilbertson	Jordan McInturf Jason Reynolds
Chairs	Leslie Anderson Rachel Berman Barbara Bradley	Stephanie Deshaies Debbie McKelvey Natalie Sheedy	Teri Schell Penny Shelton Miriam Tamayo	Brand Ambassadors Barry Sullivan	Tara Chung My Nguyen	Media Ambassadors Michelle Finn Stacy Rauen
House of Delegates	Leslie Anderson Nicole Brindle Libby Bull Courtney Callahan Valentina Castellon Carolina Coelho	Mark Cunningham Kortney Edge Denise Ganson Alison Gasser Natasha Gomez Edgar Gutierrez	Tara Hebert Korrin Howard Jonathan Kaler Julie Kaufmann Tory Knoph Kristin Kubala	Annette Lucille Kary Maybury Demi Melissinou Leena Nacy Janine Peluffo Michelle Purcell	Karen Rains Rebecca Rotar Heather Scott Penny Shelton Athena Slejko Jessica Vos	Tara Witt Jonathan Young
_.:30 am	Call to Order				Christine Tucker	
_.:32 am	Establishment of Quorum (1 min) - Presentation of Minutes and Motion to Accept (2 min)				Fernando Diaz	
_.:35 am	President's Welcome/Welcome to new Board Members (7 min) - Call for Motions (3 min)				Christine Tucker Cynthia Guthrie	
_.:45 am	Financial Report (2min) New payment options (2 min)				Sandy Banks Susan Huntington	
_.:49 am	Leadership Conference (3 min) - Call for 2024 locations				Monica Meade	
_.:52am	Membership (1 min) Payment information/prospects/Triannual year survey (2 min) EID Chapter Guidelines (2 min)				Vanessa Vaughan Diane Federwitz Lanee Burns	
_.:57 am	Scholarship (1 min) - Chapter Status (2 min)				Jennifer Wellman/Brittany Spinner Hillary Eggebrecht	
_.:00 am	Education Overview (4 min)				Deidre Schwartz/Dallas Bentley	
_.:04 am	Regional Tradeshow (2 min) Trunk Shows (2 min)				Brenda Peterson Chris Tucker	
_.:08 am	International Report (Paris & Milan) - Canada (2 min) - United Kingdom (2 min) - Paris (2 min) - Milano (2 min)				Tara Witt Caroline Cundall Gwendoline Theodet Enrico Cleva	
_.:16 am	Board Training/Strategic Planning/Next Steps (2 min)				Trudy Craven	
_.:18 am	BREAK (12 min)					
_.:30 am	BREAKOUT - SCHOLARSHIP - EDUCATION, Continuing Education, Green Voice Education, EOnline - MEMBERSHIP/EID - FINANCE/Fundraising - CONFERENCES/Events - COMMUNICATIONS, Social Media				Jennifer Wellman/Brittany Spinner Deidre Schwartz/Dallas Bentley Vanessa Vaughan/Lanee Burns Sandy Banks/Kelly Gaddes Monica Meade/Alex Jones Helen Reed/Tory Knoph	
_.:20 am	Report on Breakout Session - SCHOLARSHIP - EDUCATION, Continuing Education, Green Voice Education, EOnline - MEMBERSHIP/EID - FINANCE/Fundraising - CONFERENCES/Events - COMMUNICATIONS, Social Media					
_.: 50 am	Old Business / New Business				Christine Tucker	

NEWH, INC. GOVERNING BOARD MEETING MINUTES

February 4, 2021
Virtual Zoom Meeting

Executive Committee	Christine Tucker Sandy Banks	Jennifer Wellman Christine Wasmer	Monica Meade Lanee Burns	Helen Reed Tara Witt	Jonathan Young Cynthia Guthrie
Board of Directors	Dallas Bentley Brittany Spinner	Kelly Gaddes Vanessa Vaughan	Alexandra Jones Tory Knoph	Deaderia Morris-Bowman	
Chairs	Leslie Anderson Teri Schell	Debbie McKelvey Miriam Tamayo	Stephanie Deshaies Barbara Bradley	Penny Shelton	Natalie Sheedy
House of Delegates	Demi Melissinou Kristin Kubala Carolina Coelho Courtney Callahan	Libby Bull Michelle Purcell Heather Scott Denise Ganson	Natasha Gomez Leena Nacy Caroline Cundall Kortney Edge	Tara Hebert Karen Rains Annette Lucille	Korrin Howard Janine Peluffo Julie Kaufmann
NEWH Ambassadors	Matt DeShantz	Jordan McInturf	Tara Chung	Michelle Finn	Barry Sullivan
Chapter Presidents/ Regional Steering Chairs	James Adamson Sarah Churchill Jennifer Farris Penny McPeak	Kiko Singh Jenelle Francois Edgar Gutierrez	Courtney Crosby Rittner Hufford Kelly Irvolino	Benjamin Wells Laura Carter Enrico Cleva	Courtney DiBlasi Elfand Chris Schafer Kary Maybury
NEWH Inc. Staff	Shelia Lohmiller Jena Seibel	Susan Huntington Diane Federwitz	Julie Hartmann Brenda Peterson	Hillary Eggebrecht Trudy Craven	
Guests	Rita Bancroft Rebecca Bertrand Kim Bingham Sheri Black Mary Boadway Kristy Bohne Morgan Brodey Sara Brookshire Keisha Byrd Paula Cavallin	Marisa Corso Mark Cunningham Ngahuia Damerell Shawn Dave Jennifer Delmas Jolene Enns Eric Fernandez William Ferry Lynn Fisher Todd Fuller	Linda Hinojosa Sabina Holguin Katie Hudson Robyn Isom Debanshee Kalani Levar Jackson Beth Katz Kim Kedem Josh Kennett William Loloey	Patricia Lopez Dan Lynn Rega Maiwandi Raquel Miller Marla Myatt Sara Nelson Terryl Nielsen Cara Palumbo Erica Puccio Kathryn Quinn	Deidre Schwartz Kristina Scott Criscione Silvia Athena Slejko Diane Smith Matthew Spenny Martha Vlahakis
Not in Attendance	Nicole Brindle Fernando Diaz Taylor Hoesley Johanna Malen Stacey Olson Sean Tanner	Valentina Castellon Gretchen Gilbertson Dawn Larsen-Garner Roger Mathis Gwendoline Theodet Julie Zanella Stacy Shoemaker Rauen	Kathryn Clark Bimal Patel Melissa Knock Manuela Kennedy Trisha Poole Amanda Tomlinson Shana McCullough-Downing	Anastasia Davis Kelli Groh Jessica Vos Elissa Murry Alison Gasser Shannon Vance	Melissa Davis Anne Hiter Chelsea Lawrence Timi Mustapha Gabe Rodriguez

The meeting was called to order by President, Christine Tucker at 10:33 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

- 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 VP and Directors on IBOD

Discussion-Christine Tucker: Establishment of Quorum

- The minutes were presented and a motion was made to approve the November 5, 2020 minutes as presented and was accepted.

Discussion-Christine Tucker: President's Welcome/Welcome to new Board Members

- NEWH has done very well financially, in good position; \$1M less in income in 2020 due to no regional tradeshow, will remain very frugal so we remain healthy; we will continue to offer membership support
- Thank you to our Corporate Partners; welcome 2 new CPs –Fil Doux Textiles and Chapman Hospitality Lighting
- Awarded more than 1/2 million this year in scholarships; just below \$7 mil US in scholarships
- Asking for EC and BOD to try to commit to attending 2 Zoom calls per month; different events include Perspective, Chapter Chats, BrandED Virtual, NEWH Cares, EDOonline, and UK/EU La Pause (<https://newh.org/chapter-regional-events/>)
- Asking for an effort to submit board reports, many missing

MOTION TO APPROVE MINUTES

Date: February 4, 2021

Motion Number: 1

I, Fernando Diaz, move to approve the November 5, 2020 minutes as presented / as corrected.

Motion seconded by: Sandy Banks

VOTE COUNT:

YEA: 21 NAY: 0 ABSTENTION: 0 STATUS OF MOTION: Carried: Defeated:

Financial Report/Presentation of Budget and Motion to Accept – Sandy Banks / Susan Huntington

Discussion-Sandy Banks

- We want to reiterate we are very strong but not without being very diligent in watching every penny going in and out; we have some losses because of Covid-19 and not being able to do regional tradeshows and fundraising in person; we will be scrutinizing travel and any expenditures that are not approved; other than that we are healthy at this point in time

Discussion – Susan Huntington

- We are doing ok financially; to help balance expenses this year, we are going to pay student travel out of scholarship account; very stringent on travel expenses this year, please be mindful when booking airfare and hotels; we encourage chapters to keep scholarships at ¼ of funds so we have reserves; we appreciate everyone’s help in keeping budget balanced

MOTION TO ACCEPT 2021 BUDGET

Date: February 4, 2021

Motion Number: 2

I, Sandy Banks, move to approve the 2021 budget as submitted.

Motion seconded by: Cynthia Guthrie

VOTE COUNT:

STATUS OF MOTION:

YEA: 21 NAY: 0 ABSTENTION: 0 Carried: Defeated:

International Report – Tara Witt / Caroline Cundall / Gwendoline Theodet / Enrico Cleva

Canada – Tara Witt:

- Both chapters doing their best to do online programming; Ontario doing online events, listed on chapter event page; Toronto awarded 2020 TopID and scholarship winners, well received with virtual backgrounds, presentation

United Kingdom – Caroline Cundall:

- Have been doing online events all year; small but good followings; larger followings for webinars – joined with Paris and Milan; online presence is important part of what we are doing with invitations, online feedback
- This year we have 5 important events planned; TopID would normally be February but moved to June; last year not able to do scholarships due to lockdown at schools and furloughs, 2 scholarships with online judging this year; started out year with 2 big events - hotel tour and TopID event

Paris – Ngahuia Damerell:

- Not much to report, still a little group of 16/17
- Best thing is webinars united with UK and Milan, has helped us grow on Instagram & Facebook; stimulating conversations, well received, thinking of doing French webinars this year

Milano– Enrico Cleva:

- Nothing special besides we are in first year of existence; have done good job, over 60 members
- Haven’t done any live events yet, looking forward to doing something in person
- Working with European chapters on webinars and programs, very hard to plan during pandemic; for now we will continue to be online for a few months
- Made video to give TopID awards, very successful for our designers and members
- Working on targeting 70 members before summer; Chapter is flourishing, very happy

Leadership Conference – Monica Meade

Discussion-Monica Meade:

- LC is set for February 17-19, 2022
- Contract for keynote speaker, hoping to be able to announce in the next month
- Look forward to seeing everyone in person in Seattle
- Put together social media campaign, will go out to everyone to create excitement along with instructions
- Asking everyone to do video, similar to TikTok; start video campaign with Miami, will then collect videos from all chapters going up east coast to Europe, ending in Seattle; idea is you will want to share something about your city, landmark (i.e. double decker bus, Eiffel Tower); have fun and show excitement about going to LC; no sound on videos, we will add music; 20 second video clip; deadline May 1, will highlight sponsors; at end everyone will get sticker “Seattle or Bust”

Membership – Vanessa Vaughan

Discussion-Vanessa Vaughan:

- Sharing preview of results from membership survey conducted at end of 2020; working with Chris and Shelia to find best way to share results
- Last question on survey – “What our members value most about NEWH” - shows we are still able to provide a sense of community and relationships
- Survey question – “Types of virtual events you would like to attend in 2021” – small group networking, lots of good ideas; reinforces what we are doing in terms of variety
- Survey question – “How do you perceive presence of NEWH on social channels” – would like to look at which chapters are getting good response and take look
- Survey question – “How do you rate the NEWH.org website experience” - good experience with website but room for improvement
- Will share more insight with everyone; at chapter level, you can use survey monkey to send out to chapter members to gain more

insight; reach out to Diane at Inc. for survey monkey

Board Training/Strategic Planning – Jena Seibel / Trudy Craven

Discussion-Jena Seibel:

- For board training, started with mandatory calls typically held live in December and January and have recorded all calls, those are now available, reminder to board to have directors review and complete Q&A and return; due by Sunday, February 7, 2021
- If you are a VP, you may want to look at positions you oversee, first part of training is same for everyone so you can skip
- Board training schedule shared – these will all be virtual in 2021 (p. 14 of board packet); for Trudy's email information, please contact Jena
- 2022 – will likely have an option to continue virtual board training
- If you have a new group and want additional training, reach out to Jena; in future, if you want in person training, it will be available
- Working on updated board training virtual presentation with recorded sessions available (vision and mission of NEWH by Shelia)
- If you see you are required or you are questioning what is required, contact Jena

Discussion-Trudy Craven:

- Had pleasure of being with NY chapter board (on groundhog day), using Zoom is a bit strange but came out on end of it ok; eager to keep plowing the field

Regional Tradeshows / Virtual Showcase – Jena Seibel

Discussion-Jena Seibel:

- Dallas RTS has moved 3x, now scheduled in March 2022; about 80-90% were happy we rescheduled, we have to think about hosting things ethically and the liability to host an event of that size
- Bethesda in June 2021 and Houston in October 2021 at this time; just reached out to hotel in Bethesda to see how things look
- Atlanta will be rescheduled for 2022
- The venues reschedule their biggest events first and we hold on and wait for available dates; Jena will keep in touch with chapters who would normally have a show, please be patient, we are working on the schedules
- Working on a virtual resource – minimize to carpet, lighting, etc.; A&D can go back and look at current and past; low cost for exhibitors to attend; in process of planning

Website Refresh / Zoom Content – Christine Tucker

Discussion-Christine Tucker:

- Shelia shared prototype of what we are working on; highlighting TopID images; we want everyone to know NEWH is all about people, not just a design organization; faces of NEWH (anyone in our membership database with picture will show, reminder to add/review/update photo if needed), upcoming events, menu bar is same but shows differently so it is easier to navigate
- Kudos to Diane for spending hours every day updating our website (90% of updating is done in-house)
- Working on EID page – Deidre and Lanee are collecting content, their contact info will be on the web page or reach out to Inc. office; EID image by Hillary; EID training will be held Wednesdays in March – we will be spreading the word

Report on Breakout Sessions

Break-Out Session Overview:

Reports:

Finance/Fundraising-Kelly Gaddes:

In attendance: Sandy Banks, Mary Boadway, Courtney Callahan, Sarah Churchill, Mark Cunningham, Linnae Eastwood, Jennifer Farris, Kelly Gaddes, Natalie Goodman, Edgar Gutierrez, Korrin Howard, Kelly Knowles, Kristin Kubala, William Loloey, Demi Melissinou, Leena Nancy, Cara Palumbo, Erica Puccio, Gabe Rodriguez, Maggie Roncato, Athena Slejko, Rose Smart, Sean Tanner

- Spent time talking about fundraising ideas and what different chapters were doing
- Virtual vs live events – some are moving towards live events as soon as March/April, varies by location
- Fundraising dollars still difficult, sponsorships are hard due to budget cuts
- Virtual ideas: Cookbooks, online bingo, masks designs, galas (Atlanta), telethons, invite ID winners, silent auctions, drive-in events, escape rooms, talent shows
- Virtual events – celebrity chef and wine tasting – ingredients/wine brought in ahead of time and enjoyed together
- cameo.com – you may be able to get a celebrity to join and charge for event

Education, Continuing Education, EID, Green Voice Education, EOnline-Dallas Bentley:

In attendance: Dallas Bentley, Barbara Bradley, Lanee Burns, Gary Cardono, Laura Carter, Trudy Craven, Annette Culhane, Stephanie Deshaies, Rebekah Ellis, William Ferry, Jenelle Francois, Sabina Holguin, Susan Huntington, Kim Kedem, Lisbeth Linert, Jordan McInturf, Deaderia Morris-Bowman, Natalie Sheedy, Penny Shelton, Kiko Singh, Diane Smith, Barry Sullivan, Chris Tucker, Christine Wasmer, Brian West, Jon Wilkins, Jonathan Young

- Asking what type of virtual events have you done or are you planning for students?
- Heard from Kim, Student Relations in NY – mentoring events, professional workshops, student portfolios online permanently; Diane mentioned emerging talent section on NEWH website - could get more student info on that page
- Lanee in LA mentioned virtual portfolio review very successful; also very successful in Atlanta
- Jonathan from UK chapter mentioned trying to link TopID firms with student scholarship award winners
- NW chapter had experience with mentoring, hard to match people; design village – pro development marketplace, allows students and principals to talk
- Houston chapter does resume workshops with students, planning Q&A workshop with pro in industry and include students; virtual

sessions for students

- Reiterated so much of educational content is recorded on Zoom; if you have compelling Zoom videos, there is an opportunity to use in future, reach out to Inc. office to ensure video is saved
- Continuing education (Barbara Bradley – Continuing Education Director) looking at what different chapters are doing, reviewing CEU’s and content; personal and business development are key
- Green Voice – reshaping committee, looking for director; had virtual event end of January with award winner, fantastic educational conversation; hoping GV can return to live events but want to keep a portion virtual; looking for judges for applications, contact Jennifer Wellman; would love to have more people join committee
- New business – EID – Deidre and Lanee discussed how to bring students in; Atlanta has large black student population, important to look at where diversity is most present, how to reach students at those universities and ensure hospitality is on their radar, can we dig deeper in to HS population; Atlanta chapter is adopting single HS; ensure we are highlighting diversity that exists within NEWH already; if you do not have EID director in chapter, please try to fill position with right person because they will be part of EID committee and will bring ideas and info back to chapter

Scholarship-Morgan Brodey:

In attendance: Kim Bingham, Morgan Brodey, Sara Brookshire, Libby Bull, Kortney Edge, Julie Hartmann, Rittner Hufford, Debanshee Kalani, Beth Katz, Julie Kaufmann, Josh Kennett, Annette Lucille, Megan Markham, Zachery Mundt, Terryl Nielsen, Brooke Pearsall, Rebecca Rotar, Kristina Scott, Jena Seibel, Brittany Spinner, Jeanne Starling, Jennifer Wellman, Ben Wells

- Scholarship process – detail about training on how to review scholarships as well as making changes to form; actual financial need of students is maybe confusing, how to help define who actually needs money; goal is more consistent direction
- Student events – mentoring events and taking advantage of student relations director, get student relations director on chapter, gets word out further; discussed mentoring sessions and keeping students engaged during and after scholarship reviews; explain value to students who think we are only interior design – we are a whole hospitality network

Development, Leadership Conference, Chapter Membership- Vanessa Vaughan:

In attendance: - Leslie Anderson, Angelle Bevier, Kristy Bohne, Keisha Byrd, Enrico G. Cleva, Carolina Coelho, Marisa Corso, Courtney Crosby, Shawn Dave, Jolene Enns, Kim Faith, Diane Federwitz, Eric Fernandez, Michelle Finn, Lynn Fisher, Denise Ganson, Gretchen Gilbertson, Sergio Grazioli, Cindy Guthrie, Tara Hebert, Sloane Houston, Kelly Irvolino, Robyn Isom, Levar Jackson, Alexandra Jones, Tory Knoph, Cyril Laborbe, Jason Levy, Dan Lynn, Rega Maiwandi, Kary Maybury, Penny McPeak, Monica Meade, Marla Myatt, Sara Nelson, Janine Peluffo, Brenda Peterson, Michelle Purcell, Karen Rains, Chris Schafer, Teri Schell, Matthew Spenny, Vanessa Vaughan, Martha Vlahakis, Valli Wiggins

- Discussed membership and how we communicate value of membership, non-members and members have same access to virtual events
- NEWH is committed to assisting those who need help with membership fees
- Membership directors should have recap of all the great and interesting events held; how do we bring all this together and remind everyone how awesome NEWH is as an organization
- Milano/Italy chapter – how they attracted so many new members, initiatives they have taken – celebrate TopID designer with professional video to highlight winners; also have started to work on new program to create curated list of hotels recommended by designers within NEWH, outside main city in Italy, attractive to hotel owners
- Discussed ideas for design firm membership; part of survey, “what benefits are important to design firms”, idea to have national membership level, elevated status, form committee to go over design firm membership committees as well as hotel owners/management so we can grow membership within specific areas; contact Vanessa if interested in joining committee

MOTION TO FILL THE DIRECTOR/SOCIAL MEDIA POSITION ON THE NEWH, INC. BOARD OF DIRECTORS

Date: February 4, 2021

Motion Number: 3

I, Helen Reed, move to move to appoint Tory Knoph to the position of Director/Social Media to the NEWH, Inc. Board of Directors.

Motion seconded by: Cynthia Guthrie

VOTE COUNT:

YEA: 21 NAY: 0 ABSTENTION: 0 STATUS OF MOTION: Carried: Defeated:

Old Business / New Business – Christine Tucker

Discussion-All:

- Vanessa Vaughan - If you plan to send anyone to LC (scholarship recipients) make sure you are thinking of it in 2021 budget (registration and airfare paid in 2021, hotel in 2022)
- Per Jena Seibel, if you don’t get reimbursed until after LC and you don’t have the means to pay for expenses up front, Inc. can help out
- Cynthia Guthrie - Shout out to Dallas chapter on 30-year anniversary
- Linda Hinojosa - really good feedback on different opportunities within hospitality industry, myriad of opportunities available in industry, reaching out to HS students to get hospitality on the radar; student relations, scholarship, membership...synergy on how we all work together is really important to bring future blood in to chapter

MOTION TO ADJOURN

Date: February 4, 2021

Motion Number: 4

I, Cynthia Guthrie, move to adjourn the NEWH, Inc. Board of Directors Meeting at 1:04pm ET.

Motion seconded by: Monica Meade

VOTE COUNT:

YEA: 21 NAY: 0 ABSTENTION: 0 STATUS OF MOTION: Carried: Defeated:

PRESIDENT

CHRISTINE TUCKER

Job Purpose:

- Carry the full responsibility of leadership of NEWH, Inc.
- Act as the leader of NEWH, Inc., reporting to the Executive Committee and IBoD and all members of NEWH, Inc. internationally.
- Supervise the business of the NEWH, Inc., keeping all IBoD members focused on setting and meeting the goals of NEWH, Inc.
- Encourage leadership roles from our membership.
- Encourage and supports teamwork and ensures inclusivity and engagement of all members.
- Lead by example with inclusive and equitable leadership within all aspects of the NEWH, Inc. President's role.
- Advise, oversee policy and direction, and assist with the leadership and general promotion of NEWH, Inc. to support the organization's mission and needs..

JUNE 2021

GOAL STATUS

GOAL 1

Strengthen Communication between leadership and Chapters/Regional Groups.

We continue our efforts to keep communication constant with the Board of Directors as well as Chapter Leaders and membership through Zoom meetings and events. Executive Committee meets twice monthly to review activities within NEWH and the Industry. As well we are engage Trudy Craven our Strategic Planning Consultant with monthly Leadership Training to the Executive Committee. We are in the process of our Annual NEWH Strategic Planning. Typically, this review of Strengths, Gaps, Opportunities and Threat is an in person meetings with EC hosted by Milliken in South Carolina. One of the benefits of Covid now using the Zoom format to benefit our leadership we are able to expand our to include NEWH Inc, level leadership which includes EC and adds the NEWH Inc. Directors as well as Chairs in all disciplines. We are all benefiting with Trudy leading us in these sessions and adding in specific focused breakout sessions to review our goals, build on them and develop new goals for each discipline that fit with the current changes we are all facing. These reviews ensure we remain relevant and stay focused to ensure we are meeting our Mission statement. With being able to add Director and Chairs has opened up more input and education and succession planning for our Board of Directors at NEWH.

We continue with the NEWH Inc, online content, Perspective, Chapter Chats, NEWH Cares, BrandED, EID Dialogue, EDoline, La Pause, Green Voice sessions. All links can be found on NEWH website under events. Currently all are no charge and offer great insight on what is happening and the industry forecasting, please join us if you're not already participating. Staying Connected is happening quarterly with our Chapter Presidents and VP's for interactive discussions on challenges and input what is happening and needed to continue to support our Chapters. Let us know as we are here to ensure the continued success of all of our Chapters and Regional Groups.

GOAL 2

Support development of Equity, Inclusion and Diversity within all aspects of NEWH.

JANUARY 2021

GOAL 1 STATEMENT:

Strengthen communication and dialogue between NEWH leadership and our Chapters/Regional Groups.

GOAL 1 MEASURE

By listening to our membership to ensure there is always a open dialogue and constant interaction with our membership and

NEWH has embraced sessions with Rachel Williams our EID Consultant and her assistance offering educational input for our membership. Rachel presented in November last year, as well with a further in-depth presentation at our IBOD in February to our BoD. In March there were four presentations on EID done based on geographic specific time zones and focused events by Rachel for members only events. These were well attended and offered further insight and assistance in developing our Chapter involvement and ensuring these initiatives are encompassed in all of our events/offerings and not consider separate content. The Chapters are building with EID Directors on their Boards and these individuals become part of the EID Committee developing best practices for our membership. These EID Directors become the line of communications for input and also taking back information and process to be more inclusive with our events.

GOAL OBSTACLE

With the online world we are more interactive with our membership around the world. Time is always a challenge as industry begins to recover time for work is a balancing act by all.

GENERAL COMMENTS

We look forward to the positive attendance and being able to share our IBoD meeting with all members interested in participating on the Zoom call. I encourage you to share with your Board to join us to see the bigger picture of NEWH as a whole and our structure. In person IBoD meetings are great but of course limited participation due to travel restrictions. With Zoom this offers a wonderful way to expose more of the depth of NEWH and help with succession planning and opportunities to grow within NEWH.

We do look forward to in person IBoD with hopes will happen in November in NY. Till then we will continue to welcome all to participate via Zoom.

Thank you your all of your efforts in these unprecedented times as we strive to move forward and remain positive surrounded by our industry peers. Remember to join other Chapters or Regional Groups events while they are online as offering wonderful ideas of what you can take away and host at your Chapter/Regional Group. We appreciate all you contribute for NEWH as with each of your efforts and contributions we remain stronger than ever!

leadership. Using scheduled Zoom calls, Staying Connected with Presidents, Chairs and VP's, NEWH Cares, Perspective monthly calls. Engaging members at IBOD and the breakout sessions for input. Review all delegate reports for information members share on what they report and share as potential; Strengths / Gaps / Opportunities / Threats within our Association and the Hospitality Industry. Membership surveys to obtain feedback from members.

GOAL 1 TIMING

January 1, 2021 to December 31, 2021.

GOAL 1 MAJOR MILESTONES

- Regular weekly communication with NEWH leaders and members on Zoom calls and IBOD meetings.
- Executive Committee Calls twice a month.
- Schedule quarterly Membership survey's asking for pertinent input and communication.

GOAL 2 STATEMENT

Support and assist in development of Equity, Inclusion and Diversity with all facets of NEWH. Continue to strive for higher level of awareness and integration of Equity, Inclusion and Diversity in our programs and initiatives within all NEWH activities.

GOAL 2 MEASURE

This goal will be achieved with successful integration of Equity, Inclusion and Diversity strategies at NEWH, Inc., level and evident in our Chapter level activities and programs that embrace these three major facets. This will not happen in one year but slowly through education this change to become the expectation of all NEWH activities.

GOAL 2 TIMING

Goal started 2nd quarter of 2020 and has no end date.

GOAL 2 MAJOR MILESTONES

In 2020, 2nd Quarter NEWH Leadership developed a key group to initiate the Equity, Inclusion and Diversity as our initial Committee representing a cross section of our membership geographically and demographically.

Leadership researched and engaged Equity, Inclusion and Diversity professional outside council Rachel Williams to assist in building our program to ensure accurate and successful growth.

Jan 2021, NEWH added key leadership roles into our organization

with addition of Executive Committee Vice President, Director of Equity, Inclusion and Diversity on our International Board of Directors and Equity, Inclusion and Diversity Director on Chapter Boards.

EID Committee has ongoing meetings to educate, grow and develop the NEWH Equity, Inclusion and Diversity to offer best practices for our Chapters. The EID Committee continues to build and develop this for our membership with deliverables to come, please stay tuned for more to be shared as we are building the foundation for positive change.

Jan 2021 EID Dialogue with Rachel Williams sharing education for our membership.

March 2021 Equity, Inclusion and Diversity Training to all of our members in 4 Zoom calls – this will be a members' only participation.

GENERAL COMMENTS

We appreciate each and every one of our NEWH members and your efforts to engage and support each other in a unique and challenging year we have all experienced. The future still has challenges but we now more than ever I appreciate the NEWH community I am blessed to be a part of. Our members have stepped up to help and lead the industry offering key information and how to remain positive to move forward. This past year we truly lived up to our motto; It is not what you know, but who you know. We are about people and remain strong and we will continue to inform and provide positive content to our membership. I look forward having you join us on the next NEWH, Inc., Zoom call or one of our exciting Chapter events could be in LA, Atlanta, Vancouver, Chicago, New York, Florida, North Carolina, Milan, Toronto, Paris or London, Seattle, Houston and so many more all available for you to participate from your computer screen at home. Check out the website under the EVENTS section for the calendar as there is so much positive happening in our world when we stick together. Wishing each of you a wonderful 2021 to come!

SECRETARY

FERNANDO DIAZ

Job Purpose

- Record and preserve the business records of NEWH, Inc. and ensure all Chapters/Regional Groups remain in compliance with all public laws governing their activities.
- Advise, oversee policy and direction, and assist with the leadership and general promotion of NEWH, Inc. so as to support the organization's mission and needs.

JUNE 2020

GOAL STATUS

GOAL 2 STATEMENT

Offer support to the South Carolina Regional Group with their Culinary Event

GOAL OBSTACLE

No

JANUARY 2020

GOAL 1 STATEMENT:

Goal has been met

Continue to improve the nomination process for the College of Fellows and its guidelines.

GOAL 1 MEASURE

GOAL 1 TIMING

GOAL 1 MAJOR MILESTONES

ACTION PLAN:

COMMITTEE TASKS:

GENERAL COMMENTS

Offer support to the President whenever and wherever needed
Please use "General Comments" from February's Report.

GOAL 2 STATEMENT

Offer support to the South Carolina Regional Group with their Culinary Event.

GOAL 2 MEASURE

Continue to participate on all their planning calls

GOAL 2 TIMING

Already started – event has been rescheduled for 2023

GOAL 2 MAJOR MILESTONES

GENERAL COMMENTS

All Chapters are required to take and maintain minutes of all chapter board meetings; your minutes are a legal document. All motions should be attached to the minutes. A copy of your minutes must be sent to kathy.coughlin@newh.org.

You are also required to do, and file with the office a Business Plan. A

simple template can be found at the end of the Board Report packet.

Susan Huntington handles all compliance in the NEWH, Inc. Office. Please contact her regarding silent auctions, raffles or other fundraising activities. Some states prohibit these things and others require special permits.

MINUTES, ANNUAL BUDGET AND CHAPTER BUSINESS PLAN – 2021

Chapters (min. 9-10 per year)	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Budget	Business Plan
Arizona	Yes	Yes	Yes										X	
Atlanta	No Mtg.	Yes	Yes	Yes									X	
Chicago	Yes	Yes	Yes	Yes									X	X
Dallas	No Mtg.	Yes	Yes										X	X
Houston													X	
Las Vegas	Yes	Yes	Yes										X	X
Los Angeles	Yes	Yes	Yes										X	X
Milano	No Mtg.	No Mtg.	Yes											
New York	Yes	No Mtg.	Yes	Yes									X	X
North Central	Yes	Yes	Yes	Yes									X	
Northwest	Yes	Yes	Yes	Yes									X	X
Paris	Yes	Yes	No Mtg.	Yes										
Rocky Mountain	Yes	Yes	Yes	Yes									X	X
San Francisco Bay	Yes	Yes	Yes	Yes									X	
South Florida	Yes	Yes	Yes	Yes									X	
Sunshine	No Mtg.	Yes	Yes	Yes	Yes								X	X
Toronto	Yes	Yes	Yes											
UK	Yes	Yes	Yes											
Washington, DC	Yes	Yes	Yes										X	
Regional Groups (Minutes once a quarter)														
AC/Philadelphia	No Mtg.	Yes												
Cincinnati	No Mtg.	No Mtg.	Yes											
Mid-South	No Mtg.	Yes	Yes											
New England	Yes	Yes	No Mtg.	Yes										
North Carolina	-	-	-	-	-	-	-	-	-	-	-	-		
Orange County	Yes	Yes	Yes	Yes	Yes									
Pittsburgh	Yes	Yes	Yes											
South Carolina	Yes	No Mtg.	Yes											
Vancouver	Yes													

NEWH Chapter Board Training Schedule

	2020	2021	2022
ARIZONA	ST Plan	ST Plan (required)	BD Train / ST Plan (upon request)
ATLANTA	WEBINAR	Virtual BD Train / ST Plan (upon request)	BD Train Required
ATLANTIC CITY	BD Train / ST Plan 2/20/2020	Virtual BD Train / ST Plan (upon request)	BD Train / ST Plan (upon request)
CHICAGO	ST Plan	ST Plan (required)	BD Train / ST Plan (upon request)
CINCINNATI	BD Train	Virtual BD Train / ST Plan required	BD Train / ST Plan (upon request)
DALLAS	ST Plan- 11/23/2019	Virtual BD Train / ST Plan (upon request)	BD Train / ST Plan (upon request)
HOUSTON	OPEN	Virtual BD Train (required)	ST Plan (required)
LAS VEGAS	OPEN	Virtual BD Train (required)	ST Plan (required)
LOS ANGELES	BD Train 3/7/2020	ST Plan (required)	BD Train / ST Plan (upon request)
MILAN		Virtual BD Train (required)	ST Plan (required)
MID-SOUTH	BD Train/ ST Plan - 1/11/20	Virtual BD Train / ST Plan (upon request)	BD Train / ST Plan (upon request)
NEW YORK	Webinar	ST Plan (required)	BD Train Required
NEW ENGLAND	BD Train / ST Plan	Virtual BD Train / ST Plan required	BD Train / ST Plan (upon request)
NORTH/SOUTH CAROLINA	BD Train (SC) 2/1/2020	Virtual BD Train / ST Plan (upon request)	BD Train / ST Plan (upon request)
NORTH CENTRAL	ST Plan 1/18/2020	Virtual BD Train / ST Plan (upon request)	BD Train / ST Plan (upon request)
NORTHWEST	Webinar	ST Plan (required)	BD Train Required
ORANGE COUNTY	BD Train / ST Plan	Virtual BD Train / ST Plan required	BD Train / ST Plan (upon request)
PARIS		Virtual BD Train (required)	ST Plan (required)

Webinar	Virtual BD Train (required)	ST Plan (required)
BD Train 1/18/2020	Virtual BD Train / ST Plan (upon request)	BD Train / ST Plan (upon request)
OPEN	Virtual BD Train (required)	ST Plan (required)
Webinar	Virtual BD Train / ST Plan (upon request)	ST Plan (required)
OPEN	Virtual BD Train (required)	ST Plan (required)
Webinar	Virtual BD Train / ST Plan (upon request)	BD Train Required
OPEN	Virtual BD Train (required)	ST Plan (required)
OPEN	Virtual BD Train (required)	ST Plan (required)
Webinar	Virtual BD Train / ST Plan (upon request)	BD Train Required

Online Board Training starting 2021 Strategic Planning Webinar Board Training / Strategic Planning

Those marked "upon request" may incur charges for extra training.

VP/FINANCE

SANDY BANKS

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.
- Ensure NEWH, Inc. standards and practices for fundraising are understood and followed by Director/Fundraising as well as all Chapter Boards/Regional Group Steering Committees and Fundraising Directors.
- Advise, oversee policy and direction, and assist with the leadership and general promotion of NEWH, Inc. so as to support the organization's mission and needs.

JUNE 2021

GOAL STATUS

Goal 1

Still monitoring income and expenses and we are still on track

Goal 2

The Culinary event will now be a chapter event and we have collectively (The IBOD) decided that we are not going to have NEWH Inc events as our financial status remains stable. Therefore, we will not be overseeing fundraising events on a national or international basis. As Director of Fund raising, Kelly will become involved at the chapter level to assist in making those events successfully profitable.

GOAL OBSTACLE

As Covid persists, Trade shows and events in person have been delayed or postponed. WE will be having a few in person chapter Trade shows this year in the hopes that we will be able to draw the attendance.

ACTION PLAN

We decided that it was very important to have our director of fund

JANUARY 2021

GOAL 1 STATEMENT:

Continue to monitor expenditures and any income to make sure they are in line with the proposed budget.

GOAL 2 STATEMENT:

Generally planning any possible Fundraiser when the time and place becomes available and viable. This may include a Fashion Runway, Trade show or any alternate chapter ideas for

raising stay involved at the local chapter level to come up with ideas for fundraising and help implement those ideas. It is important to find out what is working and what is not and why not. I am also going to be personally involved with the Chapter Treasurers to make sure we stay financially solid. I will also be involved with our Membership directors to make sure we are doing everything we can to keep membership stable and growing.

COMMITTEE TASKS

Not at this time.

GENERAL COMMENTS

We are now accepting payments through Zelle, ACH and a newly created generic payment link that can be used for virtually any payment through our website. Contact Susan Huntington for more information. We are still missing a few of the chapter's signature cards for 2021. Please complete and send those to Inc. as soon as possible.

All budgets have been submitted for 2021. Great job!!

fundraising events. Continue to help frame and monitor the budget for the Leadership conference. Promoting ideas and sponsorships where appropriate. Work with the committee and Susan to compile a spreadsheet for income and expenditures for LC so we remain focused and within scope.

Completion - LC Conference in 2022.

BANK BALANCES

account balances as of 04/30/2021

General	\$ 252,929.32
Scholarship	190,009.81
Cliff Tuttle Scholarship	7,962.42
Money Market <i>(cash reserve fund)</i>	397,145.06
Long Term Reserve Account	422,690.25
Checking Reserve Account	181,696.42

CD	100,000.00
NEWH, Inc. acct in Canada (10/30/20)	CAD 15,507.04
NEWH Canada, Inc.	CAD 107,278.83
NEWH Canada, Inc. Scholarship	CAD 8,422.49
NEWH, Inc. acct. in London	GBP 31,544.05

Chapter	Updated Signature Cards 2021	2021 Fundraising Remittance	2021 reconciled Fundraising % Proceeds	Regional Tradeshow Monies transferred to Scholarship Acct in 2021	Fundraising/ Donation/ Interest Monies transferred to Scholarship Acct in 2021	Checking Balance	Date	Scholarship Bal	Date	Mutual Fund	CD
Arizona	YES				513.90	20,346.40	4/30/21	14,333.05	4/30/21		
Atlanta	YES				43,797.85	104,115.55	4/30/21	80,002.68	4/30/21		
Chicago	YES		45%		703.12	111,423.61	4/30/21	112,599.47	4/30/21		
Dallas	NO				23.60	120,476.21	4/30/21	78,476.29	4/30/21		
Houston	YES				7.85	20,513.35	4/30/21	51,062.64	4/30/21		
Las Vegas	NO				12.62	46,020.94	4/30/21	104,809.56	4/30/21		
Los Angeles	YES				14.49	65,293.95	4/30/21	72,143.08	4/30/21		
New York	YES				45.34	151,392.48	4/30/21	176,419.04	4/30/21		
North Central	YES				10.43	45,655.40	4/30/21	53,817.08	4/30/21		
Northwest	YES				428.07	129,997.45	4/30/21	112,509.02	4/30/21		
Rocky Mountain	NO				15.58	103,590.30	4/30/21	28,335.52	4/30/21		
San Francisco Bay	YES				396.68	74,321.84	4/30/21	235,453.67	4/30/21		
South Florida	YES				14.32	64,232.96	4/30/21	75,489.54	4/30/21		
Sunshine	YES				2,573.53	128,804.93	4/30/21	114,689.50	4/30/21		
Toronto	N/A					28,995.79	5/24/21	20,245.10	5/24/21	29,178.92	5/25/2021
United Kingdom	N/A					12,352.53	5/26/21	7,758.29	5/26/21		
Washington DC	NO				8,662.95	201,723.59	4/30/21	100,853.52	4/30/21		
Regional Groups											
Atlantic City					849.76	28,333.45	4/30/21	9,844.70	4/30/21		
Cincinnati					587.21	26,309.85	4/30/21	7,030.89	4/30/21		
Hawaii					1.81	11,925.82	4/30/21	27,263.52	4/30/21		
Mid-South					1,861.23	1,000.00	4/30/21	8,285.28	4/30/21		
New England					1,323.53	7,038.14	4/30/21	8,564.70	4/30/21		
North Carolina					1,797.54	10,412.01	4/30/21	17,486.17	4/30/21		
Orange County					1,054.33	1,230.29	4/30/21	65,714.78	4/30/21		
Pittsburgh					525.47	8,471.67	4/30/21	7,435.49	4/30/21		
South Carolina					225.16	2,861.00	4/30/21	5,115.59	4/30/21		
San Diego					1.29			19,379.44	4/30/21		
Vancouver						29,178.92	5/26/21	8,422.49	5/26/21		
Virginia					0.81			12,133.91	4/30/21		

2021 BUDGET

	INCOME	EXPENSE
President	-	408.62
President Elect	-	-
Past President	-	-
Executive Adviser	-	-
Secretary	-	-
Board Training	-	700.00
Vice President Finance	-	-
Fundraising	-	-
Travel / Delegate	-	-
Vice President/Scholarship	-	-
Scholarship	1,251.43	-
BrandED	-	-
Clifford Tuttle Scholarship	-	-
Elite Expositions	-	-
Ageless Living	-	-
Green Voice Scholarship	-	15,000.00

ICON Scholarship	-	15.00
NEWH Leadership Scholarship	-	-
Vendor Scholarship	10,000.00	10,000.00
Women Leaders in Hospitality Scholarship	-	-
Vice President/Education	-	700.00
Education	-	127.50
ED Online	-	-
Continuing Education	-	-
Green Voice Education	22,500.00	-
BrandED	2,110.00	562.50
POWERtalks	-	-
VP/Development	-	-
Membership	141,816.19	52,357.76
NEWH Conferences	46,012.50	5,830.44
VP/Communications	-	-
Social Media	-	-
VP/EID	-	1,013.98
Professional Services	-	10,800.00
Administration	33.85	364,842.58
Corporate Partner Development	299,451.25	1,938.35
Founders Circle	-	3,148.29
Programming/Virtual	-	657.00
Marketing	84,520.00	59,990.62
NEWH Awards	-	15.00
Tradeshows/USA	-	1,167.08
Tradeshows/Regional	509,630.00	185,712.81
NEWH Governing Board Mtg.	-	12,030.00
Publications	-	3,000.47
Website	-	104,733.44
Reserve Acct.	-	-
Bank/Credit Card	-	2,741.23
	1,117,325.22	837,492.67

2021 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
Hospitality Design Group	Patron	2001
Installation Services Group	Patron	2010
Milliken Floors	Patron	1996
Moen House of Rohl	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
Atlas Masland Contract	Supporting	2001
Brintons	Supporting	2010/2016

Chapman Hospitality Lighting	Supporting	2021
Crypton + Nanotex	Supporting	2014
Down Etc.	Supporting	2019
Encore Hospitality Carpet	Supporting	2019
Fabric Innovations	Supporting	2011
Fil Doux Textiles	Supporting	2021
Kimball Hospitality	Supporting	1994/2016
Lily Jack	Supporting	2011
Mandy Li Collection	Supporting	2011
Porcelanosa USA	Supporting	2017
Richloom Contract	Supporting	2013
Serta Simmons Hospitality	Supporting	2005
Séura Incorporated	Supporting	2012
Shaw Hospitality Group	Supporting	1999/2015
Shelby Williams	Supporting	1994/2011
Summer Classics Contract	Supporting	2011
Tarkett	Supporting	2008
TLS Furniture	Supporting	2021
Tropitone Furniture Company	Supporting	2012
WALTERS	Supporting	2012

DIRECTOR/FUNDRAISING

KELLY GADDES

Job Purpose

- Provide oversight and support for fundraising activities of NEWH, Inc. Chapters/Regional Groups.
- Ensure NEWH, Inc. standards and practices for fundraising are understood and followed by Chapter Boards/Regional Group Steering Committees and Fundraising Directors.

JUNE 2021

GOAL STATUS

Prior goals pertained to the Sinfully Delicious fundraiser with the South Carolina Regional Group. This event is going to become a chapter event rather than an Inc. event; therefore, I will be re-directing my efforts back to being a resource for all chapters.

NEW GOA

Develop and implement a communication plan to engage with the Chapter Fundraising Directors on a regular basis in order to help increase chapter revenues.

JANUARY 2021

NO GOALS SUBMITTED

VP/SCHOLARSHIP

JENNIFER WELLMAN

Job Purpose

- Oversee all aspects of the stated NEWH, Inc. mission of Scholarship; and
- Advise, oversee policy and direction, and assist with the leadership and general promotion of NEWH, Inc. to support the organization's mission and needs.

JUNE 2021

GOAL STATUS

Goals 1 and 2 have been started. Goal one is well underway and has gotten great feedback and seems to be making a difference in the understanding of how to judge scholarship applicants.

GOAL OBSTACLE

Not yet

COMMITTEE TASKS

I will be sending an email regarding the new goals for my role to the chapter fundraising chairs later this week.

GENERAL COMMENTS

Please refer to the goal sheet submitted to Trudy and Chris on May 12, 2021 for more details

Goal 2 has been started, but needs to be updated to reflect a more realistic timeline.

Goal 3 has been revamped to focus more on scholarship recipients and less of a blanket goal of student retention

Time

ACTION PLAN

We discussed that the plan to set up meetings with individual chapters to go through the training process. It was explained that we would be separating chapters in accordance to their scholarship deadlines.

JANUARY 2021

GOAL 1 STATEMENT:

Establish a scholarship relationship with UK, Paris, and Milan chapters. Help them work out a program to support students based on the US scholarship program while also recognizing the cultural differences we may encounter. Reach out to these chapters by the end of 2020 and help to create a meaningful approach for the future of their scholarship programs.

GOAL 1 MEASURE

We will know we are reaching our goal when we have a defined and structured approach that can be used as a framework for their unique scholarship plans.

GOAL 1 TIMING

Start: ASAP

End: 12/31/2020

GOAL 1 MAJOR MILESTONES

- Jennifer reach out to UK, Paris, and Milan Chapter Presidents, Scholarship Directors, other appropriate Chapter Board members to explain intent of this goal by date?
- Jennifer, Shelia, and decision-makers in the Chapters determine who would be the most appropriate Chapter Board members to have in these working meetings. By date?
- Jennifer schedule/hold ZOOM meetings with Shelia and appropriate Chapter Board members to gain their perspective on the NEWH Scholarship programs, especially looking for cultural differences that may impact how scholarship should be focused in their areas. By date?
- Jennifer, Shelia, and Chapter Scholarship Directors/Presidents draft an "Approach to Scholarship" for each Chapter. By date?
- This draft of an "Approach to Scholarship for the Chapter" is approved by whom? by date? and becomes the guiding document used by the Chapter in administering NEWH scholarships within their Chapters.

GOAL 2 STATEMENT:

Design and implement training program for chapter scholarship directors.

- Work to have all judging procedures defined for chapters and develop a schedule of calls with no more than 3 chapters at a time. Brittany will help schedule and lead calls.
- Follow up with chapters for feedback and revise program as needed to improve effectiveness.

GOAL 2 MEASURE

This will likely be an ongoing training program, but we will assess the need for continuing training as we see an improvement in the number of underqualified student recipients.

GOAL 2 TIMING

Start: 1/1/2021

End: TBD

DIRECTOR/SCHOLARSHIP

BRITTANY SPINNER

COMMITTEE TASKS

No- the topics discussed in the breakout sessions didn't need committee help

GENERAL COMMENTS

We need to look at longer term scholarship goals—maybe a multi-year goal, and where we want to be in 5 years?

GOAL 1 MAJOR MILESTONES

- Jennifer and Brittany define judging procedures –
 - draft ready by date?
 - reviewed and approved by whom? by date?
- Brittany develop schedule of calls with Scholarship Directors (no more than 3 chapters at a time) by date?
- Jennifer and Brittany conduct training calls with Scholarship Directors, with aim to have all calls held by date?
- Jennifer and Brittany develop feedback instrument to gather input post-training
 - draft ready by date?
 - reviewed and approved by whom? by date?
- Brittany implement feedback instrument after each training session, gathering input for improvements
- Jennifer and Brittany incorporate improvements to training program based on feedback from participants for next training calls.

GOAL 3 STATEMENT

Start a dialogue with chapters about student recipient membership retention. Ask questions about how we are keeping students involved and how the student liaison is working in each chapter. Assemble information to better understand how we can utilize that position or expound on that position to further the development of our student members and help them transition into chapter professional members.

GOAL 3 MEASURE

We will know we reached this goal when we have enough information from chapters that we can start to develop a plan for higher retention.

GOAL 3 TIMING

Start: End:

GOAL 3 MAJOR MILESTONES

- Determine if this dialogue will begin with a survey or a "focus group" or informal chats with Chapter Presidents / Student Liaison Board members – by date?
- Draft questions about how we are keeping students involved and how the student liaison is working in each chapter
- Draft of questions is approved by whom? by date?
- Ask questions of Chapters (using the methodology determined earlier) by date?
- Compile results, which are reviewed by whom?
- Using the results from the Chapters, WHO? drafts a plan for implementing steps for higher retention by date?
- The plan for implementing steps for higher retention is approved by whom? by date?
- A new goal regarding implementing the plan is developed.

Job Purpose

- Manage NEWH, Inc. Scholarship programs and assist NEWH, Inc. Chapters/Regional Groups as needed to understand and follow the Scholarship mission of NEWH, Inc.

JUNE 2021

GOAL STATUS:

GOAL 1:

We have reached our first benchmark by completing trainings for the first half of the chapters whose scholarships are opening this spring. This was a mandatory training for chapters to discuss the application review process and best practices.

We worked as a team with Jennifer, Hillary and Jena to create the training sessions, slide presentation and we all participated in the meetings together. We received great feedback and success stories from chapters on how they determine their scholarship winners. We also received feedback on what works and doesn't work on the application. This allowed us to give a preview of the changes we have made to the scholarship application for this year and gather feedback.

GOAL 2:

We have completed this goal. The updates to the application and implemented the changes for the Inc. Scholarships that

have just opened.

GOAL OBSTACLE

Luckily, we have no encountered any obstacles as of yet. The chapters are very responsive to our questions and have been open with feedback regarding the past and future applications.

COMMITTEE TASKS

We will be reaching out for judges and volunteers to help us review the upcoming Inc Level scholarship applications. We anticipate a higher amount of applications this year due to hardships caused by the pandemic.

GENERAL COMMENTS

We are looking forward to analyzing the feedback that we receive after the review of the applications from the Inc. Level scholarships. We hope that we will see fewer checks sent back, and a more consistent reviewing of the financial need of the applicant.

JANUARY 2021

GOAL 1 STATEMENT:

Below is for notation as a part of the teamwork between Jennifer Wellman and Brittany Spinner's combined goal for the year:

In tandem with the VP of Scholarship, we will design and implement a training program for chapter scholarship directors and their committees.

- Work to have all judging procedures defined for chapters and develop a schedule of calls with no more than 3 chapters at a time.
- We will be reviewing the chapters that have scholarships that are closing. Once the chapter's scholarship has closed and they have their committee in place, we will reach out.
- Jennifer Wellman will handle the east side of the country for trainings and Brittany Spinner will handle the West side of the country for trainings.
- Afterwards, we will follow up with chapters for feedback and revise program as needed to improve effectiveness.

GOAL 1 MEASURE

We will have reached our goal when:

- All of the chapters that year have received a training from Jennifer or I for that current year.
- We see a reduction in checks being returned to us due to a lack of financial need by the student

GOAL 1 TIMING

Start: February 2021 End: December 2021

This will be repeated yearly

GOAL 1 MAJOR MILESTONES

Each chapter to have received a training after their scholarships have closed by end of 2021.

GOAL 2 STATEMENT

Review the feedback received from our chapter surveys regarding the scholarship application financial form. Find ways to make the financial portion of the application less confusing and remove unclear portions to help reduce struggles that students may have in filling out the form.

GOAL 2 MEASURE

- We hope to see a reduction in questions or returned applications due to a lack of clarity in their finances
- Chapters will find that the applicants financial need is easier to decipher.

GOAL 2 TIMING

Start: February 2021 End: May 2021

GOAL 2 MAJOR MILESTONES

- Dissect feedback from the survey and compile notable requests for improvements.
- Work with Jennifer Wellman and Jena Seibel to update the form application with any adjustments that we see as suitable.
- Send a survey out at the end of the year to the chapters to inquire if the scholarship applications were improved and if they had fewer questions.

2021 SCHOLARSHIPS AWARDED BY CHAPTER

Chapter	2021	total # of awards	Total Given
Arizona	-	127	134,800.00
Atlanta	-	174	398,365.00
Atlantic City/Philadelphia	-	15	52,000.00
Chicago	-	154	491,073.73
Cincinnati Region	-	4	10,500.00
Dallas	15,000.00	208	510,200.00
Hawaii Region	-	4	8,000.00

Houston	-	143	238,125.00
Las Vegas	25,000.00	194	542,604.92
Los Angeles Founding Chapter	19,000.00	383	940,098.00
Mid-South	-	3	7,500.00
New England Region	-	43	63,850.00
New York	-	265	747,500.00
North Carolina Region	-	4	10,000.00
North Central	-	51	92,000.00
Northwest	-	63	224,963.64
Orange County Region (Southern Counties)	-	71	100,650.00
Pittsburgh Region	-	6	16,500.00
Rocky Mountain	10,000.00	61	162,200.00
San Diego Region	-	3	3,000.00
San Francisco Bay Area	-	39	220,000.00
South Carolina	-	2	5,000.00
South Florida	-	112	210,450.00
Sunshine	-	88	278,500.00
Toronto	-	69	CAD 132,513.00
United Kingdom	-	31	GBP 56,536.88
Vancouver	-	8	CAD 19,500.00
Virginia	-	8	16,500.00
Washington DC Metropolitan	-	160	668,300.00
Clifford Tuttle Scholarship	-	7	35,000.00
Elite Expositions/Cruise Ship Interiors	-	2	10,000.00
Future Hospitality Leaders Scholarship	-	3	15,000.00
Green Voice Design Competition	15,000.00	10	60,000.00
NEWH BrandED/Hilton	-	1	7,500.00
NEWH BrandED/IHG	-	1	7,500.00
NEWH BrandED/Marriott International	-	1	7,500.00
NEWH ICON of Industry	-	25	120,000.00
NEWH Ken Schindler Memorial Scholarship	-	4	20,000.00
NEWH Leadership Scholarship	-	2	15,000.00
NEWH Women Leaders in Hospitality Scholarship Award	-	11	55,000.00
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	-	8	80,000.00
NEWH Vendor – Harvey Nudelman Memorial Scholarship	-	13	51,000.00
NEWH Vendor – P/Kaufmann	-	3	30,000.00
NEWH Vendor – Séura	-	4	12,000.00
NEWH Vendor – Symmons	-	6	24,000.00
TOTALS	\$ 84,000.00	2621	USD \$ 7,026,129.40

VP/EDUCATION

Job Purpose

- Oversee all aspects of the stated NEWH, Inc. mission of Education;
- Ensure NEWH, Inc. mission, standards, and practices for education are understood and followed by Director/Education, Chair/ Continuing Education, Chair/Green Voice, Chair/EDOnline, as well as all Chapter Boards/Regional Group Steering Committees; and
- Advise, oversee policy and direction, and assist with the leadership and general promotion of NEWH, Inc. to support the organization's mission and needs

JUNE 2021

GENERAL COMMENTS

EDUCATION

In general, we understand our pivotal role in adding value to NEWH members and corporate sponsors. One overarching objective is to establish a succinct story around how we add value and how our stakeholders can participate in contributing to and consuming these educational opportunities.

We have 3 main areas of focus:

- Green Voice
- Continuing Education
- EDOonline

Green Voice was identified as an opportunity during our first strategic planning session and we have a new chairperson, Rachel has a strong background in this area and has already assembled a diverse team to collaborate with on developing a Green Voice Improvement plan. Most of 2021 will be spent to curate this plan that will include events, the GV competition, on-demand educational sessions, best practices along with expert contributors who help us with credibility and relevance in our industry.

JANUARY 2021

GOAL 1 STATEMENT

Education:

- Continue work on implementing education resource database library (EDonline) drawing expertise from hospitality community, build-out website for beta test by select chapters.
- Working with Dir. Education, provide approximately 2 virtual education events.

GOAL 1 MEASURE

EDonline:

Implementing complete system from content submittal to entry to website. Create measurement system to gauge value and areas for improvement.

- Goal to become established program that will require review and maintenance
- Education Virtual Events – complete two events in 2021.

GOAL 1 TIMING

EDonline – Goal has been in progress and will be ongoing as content is submitted, reviewed, updated and resource is maintained.

Education Virtual Events placeholder dates are March 31st and September 29th

GOAL 1 MAJOR MILESTONES

Continuous content collection.

- Utilize rotating committee of curators as needed.
- Appropriate curator per each subject matter areas as content is received.
- Expansion of sub-categories as content is received
- Evaluation of submitted data/content by Directors Education & Continuing Education or others as appropriate
- Chapters to beta test format.
- Evaluate beta test feedback and implement changes.
- Survey beta testers with final platform before roll out.

(Reference EDOonline Chair timeline)

GOAL 2 STATEMENT

Green Voice:

- Review, strengthen Green voice initiatives, working with Directors Education & Continuing Ed., as well as Green Voice Chair/Committee.

Continuing Education-There is a lot of content with CEUs, but we need to determine what remains relevant to our members. Discovery work is needed with our educational alliances to ascertain what they consider valuable for their (or their students') purposes. Survey! EDOonline may be a platform for Continuing Education but we will need to sift and sort through our existing content to ensure quality.

The new **EDonline** platform remains in development with Penny and Dallas streamlining these efforts. What we will focus Post-launch, we will be campaigns around gathering content and then creating and launching an adoption plan for our members/users. Continue to examine our content against others such as ASID, IIDA, and AIA to help identify gaps and advantages. Marketing this valuable tool will be especially important this year as it goes live and we want the Chapters to also promote this as a valuable component of NEWH membership!

- Presentations at tradeshow,
- Online zoom presentations (2 per year)
- Ongoing review/revisit criteria and structure of the Green Voice Design Competition. (Design Competition goal to include working with VP & Director Scholarship).

Continuing Education:

Working with new Director Continuing Education, identify how best NEWH can serve membership and the hospitality community in identifying, presenting/catalog CEU's.

GOAL 2 MEASURE

GV Chair & committee brainstorming sessions held and completion of programs for 2021

- Release of new GV Design Competition criteria for 2021-2022.
- Review NEWH continuing education (SWOT) and establish new goals

GOAL 2 TIMING

- GV presentations to be completed for possible HD virtual and BD live presentation.
- GV virtual first presentation Jan. 27th and June 30th

GOAL 2 MAJOR MILESTONES

- Establish comprehensive list of subject matter experts to assist in GV presentations
- Identify NEWH members, i.e., TOP ID that can be valuable contributors to GV and sustainable education in EDOonline
- Review current SME list and compile review of past GV presentations
- Identify new technology and trends in sustainable and WELL

Design Competition:

- establish new criteria for two additional types of GV competitions to be alternated year to year. Ultimate goal would be to have four different criteria to be used alternatively. These should be refreshed every three years.

COMMENTS

The GV Design Competition part of this goal should likely be separated out from the GV committee goals. This may need a separate committee for constant rewrite and review of the competition moving forward.

DIRECTOR/EDUCATION

DALLAS BENTLEY

Job Purpose

- Manage development and implementation of education programs that align with NEWH, Inc. mission, including Continuing Education, EOnline, and Green Voice programs.

JUNE 2021

GOAL STATUS:

EOnline's website development has been slow but ramped up in the 2nd quarter. We expect a site launch the summer of 2021 and push for more content and marketing to users in the 2nd half of 2021.

Additionally, we held our an EOnline Education Connection virtual panel called "Where Senior Living and Hospitality Intersect" with the Ageless Living Collaborative. We had 110+ attendees. An impressive turnout.

GOAL OBSTACLE

The web development team had been previously occupied with

JANUARY 2021

NO GOALS SUBMITTED

CHAIR/CONTINUING EDUCATION

BARBARA BRADLEY

Job Purpose

- Manage NEWH, Inc. Continuing Education program to provide continuing education opportunities to the NEWH, Inc membership.

JUNE 2021

NO GOALS SUBMITTED

JANUARY 2021

GOAL 1 STATEMENT

Promote and ensure delivery of CEU programs showcasing NEWH as a provider of current hospitality industry educational content for its members, students, and the hospitality industry.

GOAL 1 MEASURE

- Identify most needed, present-day industry topics through CEU committee investigations.
- Identify and update organizations aligned with providing approved CEUs, including accessibility to EOnline and NEWH event presentations.
- Pursue and engage industry contributors for latest content.
- Collaborate with Marketing to promote NEWH brand of hospitality CEU offerings.
- Incorporate feedback from Quarterly Chapter calls with Scholarship and Programming on success of CEU programs and events.

GOAL 1 TIMING

February 2021: Committee to create survey for Chapters to recommend new CEU programs and categories for relevant industry continuing education. Marketing to review and approve. Outreach to high level industry partners for new content.

March 2021: Chapter surveys gathered. Committee to review, discuss and finalize program list and categories. New topics and programs submitted by industry contributors.

April 2021: Update NEWH online CEU offerings.

Continuous content to be updated throughout the year.

GOAL 1 MAJOR MILESTONES

- Finalize committee
- Committee makes recommendations for new CEU content

other NEWH.org projects, so EOnline waited in line a bit, but we are making good progress now.

Turnover of volunteers slowed us down some, but we are adding Deidre as VP Education and Rachel Berman as Green Voice Chair. They are outstanding and we are making good progress in the last two months.

COMMITTEE TASKS

Not yet as most of our work has been web development and filling volunteer spots, but I think we can leverage our breakout groups for our goals for the rest of 2021.

approved by Marketing with focus on key categories established in 2020.

- Online marketing and social media reflect new hospitality CEU offerings on NEWH website.

GOAL 2 STATEMENT

Ensure CEU programs follow best practices within the hospitality continuing education industry and reflect the educational integrity of NEWH, Inc.

GOAL 2 MEASURE

- Review pre-approved CEU programming list used by Chapters and NEWH event organizers to ensure alignment with best practices.
- Maintain State CEU guidelines, especially within an NEWH Chapter jurisdiction, defining professional licensing requirements for licensure and renewals.
- Ensure all CEU's posted online or offered by Chapters comply with IDCEC requirements of Health, Safety, and Welfare requirements.

GOAL 2 TIMING

Feb-Apr 2021: Ongoing review of current and new CEU programs offered by NEWH and website links.

June 2021: Mid-year assessment

GOAL 2 MAJOR MILESTONES

- Committee and Chapters endorse pre-approved CEU offerings and NEWH event
- Publish Best Practices CEU Guideline with links to State licensing requirements.

CHAIR/ED ONLINE

PENNY SHELTON

Job Purpose

- Develop/manage an online education effort to support the NEWH, Inc. mission of education.

JUNE 2021

GOAL STATUS

We are fairly good. A little behind but still moving in the right direction

GOAL OBSTACLE

A few technical difficulties with programming and page design. Again normal growth issues of the "unknown" until you get into things but we are on the right track.

COMMITTEE TASKS

JANUARY 2021

NO GOALS SUBMITTED

CHAIR/GREEN VOICE

RACHEL BERMAN

Job Purpose

- Develop/manage an online education effort to support the NEWH, Inc. mission of education.

JUNE 2021

NO GOALS SUBMITTED

VP/EQUITY, INCLUSION, and DIVERSITY

LANÉE BURNS

Job Purpose

- Oversee all activities related to Equity, Inclusion and Diversity across NEWH, Inc.;
- Advise, oversee policy and direction, and assist with the leadership and general promotion of NEWH, Inc. to support the organization's mission and needs.

JUNE 2021

GOAL STATUS

GOAL 1

We are encouraging chapters to host an EID event in 2021. Some chapters have started to plan their events. We should have some updates at our May and June EID Committee meeting

We have set a Goal for Deaderia to start reaching out to the chapters that do not have an EID director starting on May 7th. Hopefully we will be able to find out why those chapters do not have an EID director during this time. We are looking to have this information by the end of summer

GOAL 2

We are almost done with the standards and practices for each chapter and our goal is to introduce this at the IBOD meeting if possible

JANUARY 2021

GOAL 1 STATEMENT

Each Chapter host at least one Equity, Inclusion, Diversity event a year to continue to educate the NEWH members and the NEWH community

GOAL 1 MEASURE

This goal will be achieved when chapters plan and post their EID event in their community

GOAL 1 TIMING

We really are just now reaching the phase of needing volunteers. Once we have a working program and template we will then be able to communicate what is needed. It has really been a little early to ask people to begin without a working template. We should have the template by mid-May early June.

GENERAL COMMENTS

We have a wonderful team! It is fun to work with each other and we will get it accomplished!

GOAL OBSTACLE

Just balancing time management and keeping up with all of the projects that EID has. Not really an obstacle, but still working to stay on top of the assignments

ACTION PLAN

- Engage other NEWH EC VP's re: EID
- Engage as appropriate with INC Directors
- Working to collaborate and understand the impact of EID and how to weave EID into their discipline (COLLABORATE)

COMMITTEE TASKS

We have an EID Committee

Start January 2021 to December 2021

GOAL 1 MAJOR MILESTONES

Not every chapter has an EID Director, will have to reach out to those chapters with no director and encourage them to fill that position.

GOAL 2 STATEMENT

Not every chapter has an EID Director, will have to reach out to those chapters with no director and encourage them to fill that position.

GOAL 2 MEASURE

When these standards and practices have been established and sent to all chapters.

GOAL 2 TIMING

6 months

GOAL 2 MAJOR MILESTONES

Working and deciding on the proper standards and practices that

will work with NEWH and the chapters

COMMENTS

I think that EID is off to a great start and as we continue to grow and get more focused, I know that we will be able to see the growth of this, not only on the NEWH Inc level, but throughout all of our International chapters.

DIRECTOR/EQUITY, INCLUSION, and DIVERSITY

DEADERIA MORRIS-BOWMAN/Director

Job Purpose

- Direct NEWH, Inc. Equity, Inclusion and Diversity initiatives and assist NEWH, Inc. Chapters/Regional Groups as needed.

JUNE 2021

GOAL STATUS

- The Education Series, led by Rachel Williams was completed and delivered a solid foundation that our committee can build upon.
- We are reviewing the packages delivered by each Team Leader (1) Education Tool Kit and (2) Networking and Attraction Tactics Checklist. This has been a long process but we feel it is very important to ensure we are creating tools and resources that are user friendly, contains the right information and is created as a living document that we can update as required.
- We have completed a deeper dive strategic plan that includes a review of Chapters that currently do not have EID Directors.

development of our 2 primary goals resulted in a lack of clarity. We are all learning together with an incredible team, and I am confident we will get there in spite of any obstacles.

COMMITTEE TASKS

More involvement and assigning tasks is always a good plan to increase innovation and creativity. We have an incredibly talented team anxious and able to create and present something wonderful. Again, as we learn together we become stronger.

GENERAL COMMENTS

This journey to date has been eye opening and truly enlightening. Our amazing leaders are collaborating to ensure that our organization is a proud leader in accomplishing EID objectives: to educate, provide networking opportunities, and scholarships. I am proud to be a part of the team.

GOAL OBSTACLE

I think not establishing mini milestones to manage the

our members. Each milestone will be an effort to be inclusive and attract new members and showcase new perspectives.

JANUARY 2021

GOAL 1 STATEMENT

Facilitate, assist, guide, and motivate the EID Committee to achieve the goals as outlined in our strategic planning meeting (12.29.20). Goals that are directly tied to our Objective, inspired by NEWH, Inc. and Lane Burns, VP.

GOAL 2 STATEMENT

Educating and keeping our members informed about EID is this committee's responsibility. Each committee member is anxious, capable, and excited to collectively reach our goals.

GOAL 1 MEASURE

We have begun our journey with a Strategic Planning Meeting to establish our 3 immediate goals to pursue and track. Sub-teams have been formed to divide and concur. Each team leader will track, document, and report the progress of each goal. It continues to be a group effort as we share and guide the Chapter Directors with ideas and efforts to educate and inspire.

GOAL 2 MEASURE

We can track our success through our social media efforts, our creation of a resource library, and our program attendees' comments. We can systematically request feedback to assess our performance in getting information to our hospitality community.

GOAL 1 TIMING

The EID Committee started with a very successful EID Dialog by our consultant Rachel Williams. The Dialog was well received and served to ignite our members to learn more about NEWH and our efforts to educate and inspire.

GOAL 2 TIMING

Our Social media efforts as well as providing reading materials have begun and will continue to build throughout the year.

The efforts we have initiated is the beginning of a continuous journey as we strive to weave the threads of Equity, Inclusion, and Diversity into the fabric of NEWH.

GOAL 2 MAJOR MILESTONES

We are working to populate our EID tab on the NEWH Inc. website and will be able to direct our members as well as our future members for additional information and inspiration.

GOAL 1 MAJOR MILESTONES

Our major milestones include programs that attract and educate

COMMENTS

It is an honor to serve on the EID committee.

VP/DEVELOPMENT

MONICA MEADE

Job Purpose

- Develop and facilitate the professional and personal growth of the NEWH, Inc. membership through Leadership Conference and membership initiatives.
- Advise, oversee policy and direction, and assist with the leadership and general promotion of NEWH, Inc. to support the organization's mission and needs.

						Students are not reflected						
Arizona	120	145	125	149	4%	7	5.6%	11	9.2%	90	35	24
Atlanta	342	554	416	584	22%	21	6.1%	42	12.3%	236	180	168
Chicago	297	376	303	376	2%	23	7.7%	43	14.5%	225	78	73
Dallas	366	473	389	467	6%	23	6.3%	34	9.3%	273	116	78
Houston	133	190	154	200	16%	8	6.0%	11	8.3%	94	60	46
Las Vegas	177	237	190	236	7%	7	4.0%	19	10.7%	136	54	46
Los Angeles Founding	228	272	207	247	-9%	25	11.0%	26	11.4%	163	44	40
Milano	45	45	71	71	58%	0	0.0%	20	44.4%	68	3	0
New York	400	487	420	488	5%	32	8.0%	37	9.3%	285	135	68
North Central	179	326	231	341	29%	9	5.0%	5	2.8%	106	125	110
Northwest	232	260	217	261	-6%	15	6.5%	10	4.3%	151	66	44
Paris	18	18	22	25	0%	1	0.0%	6	0.0%	20	2	3
Rocky Mountain	155	210	185	231	19%	10	6.5%	15	9.7%	129	56	46
San Francisco Bay	216	218	204	255	-6%	17	7.9%	7	3.2%	138	66	51
South Florida	266	313	238	274	-11%	25	9.4%	11	4.1%	179	59	36
Sunshine	236	292	224	281	-5%	23	9.7%	14	5.9%	180	44	57
Toronto	134	174	130	186	-3%	12	9.0%	7	5.2%	100	30	56
United Kingdom	123	134	127	133	3%	19	15.4%	15	12.2%	98	29	6
Washington DC Metro	343	388	309	356	-10%	27	7.9%	12	3.5%	218	91	47
Atlantic Canada	1	1	1	1	0%	0	0.0%	0	0.0%	1	0	0
Atlantic City/Philadelphia	74	104	75	108	1%	3	4.1%	7	9.5%	60	15	33
Cincinnati Region	57	133	68	119	19%	5	8.8%	2	3.5%	43	25	51
Hawaii Region	4	4	7	7	75%	0	0.0%	0	0.0%	3	4	0
Mid-South Region	85	120	129	188	52%	4	4.7%	24	28.2%	91	38	59
New England Region	97	126	107	129	10%	8	8.2%	9	9.3%	74	33	22
North Carolina Region	86	109	110	131	28%	4	4.7%	15	17.4%	61	49	21
Orange County Region	90	120	99	124	10%	8	8.9%	5	5.6%	61	38	25
Pittsburgh Region	42	49	43	59	2%	1	2.4%	4	9.5%	34	9	16
Regional Members	36	37	63	65	75%	5	13.9%	8	22.2%	42	21	2
San Diego Region	2	2	1	1	-50%	0	0.0%	0	0.0%	1	0	0
South Carolina Region	35	43	38	42	9%	3	8.6%	3	8.6%	25	13	4
Vancouver Region	88	142	107	145	22%	3	3.4%	5	5.7%	59	48	38
edited 25-May-2021	4707	6102	5010	6280	6%	348	7.4%	427	8.5%	3444	1566	1270

REGIONAL MEMBERSHIP

Regional Areas	2021	2020	2019	2018	Regional Areas	2021	2020	2019	2018
Arkansas	2	2	2	1	Michigan	2	3	4	5
Asia/Pacific	9	4	1	2	Missouri/St. Louis	16	12	8	4
Australia	1	0	0	0	Oklahoma	5	5	6	3
Germany	2	0	0	0	Spain	2	1	0	0
Idaho	1	1	1	0	Turkey	1	0	0	0
India	1	0	0	0	Utah	3	0	0	0
Indiana	8	6	6	5	Virginia		2	3	3
Kansas	1	0	0	0					

DIRECTOR/NEWH CONFERENCES

ALEXANDRA JONES

Job Purpose

- Plan and execute the biennial NEWH, Inc. Leadership Conference.

JUNE 2021

GOAL STATUS

The LC team is meeting bi weekly and reviewing all details. Monica

and I are meeting the opposite weeks to go over the smaller details updating INC on the way. Local Chapter is very responsive and we have secured a sponsor/venue for the Closing party.

The manual for LC conference is coming together and will be a great asset for future conferences.

The uncertainty of travel and sponsorship but we are optimistic everything will come together.

COMMITTEE TASKS

It is too early to put together volunteers until the conference is better outlined.

GOAL OBSTACLE

JANUARY 2021

NO GOALS SUBMITTED

VP/COMMUNICATIONS

HELEN REED

Job Purpose

- Oversee all activities related to communications designed to support the mission of NEWH, Inc.
- Promote NEWH, Inc. initiatives through marketing and communications.
- Advise, oversee policy and direction, and assist with the leadership and general promotion of NEWH, Inc. to support the organization's mission and needs.

JUNE 2021

GOAL STATUS

Goals have been revisited after strategic planning – and we are moving forward with them.

They are as follows:

1. Create and implement a communication program on all platforms highlighting NEWH's mission, strengths, benefits.
2. Increase use of video content to support educating people in the hospitality industry about NEWH, Inc. This will involve the Communication Team creating much of the video as well as gathering video content from chapters.

JANUARY 2021

GOAL 1 STATEMENT

Establish a communication strategy using social media for NEWH, Inc. organizing the announcements of NEWH, Inc events over the year, the plan will include member highlights, scholarship winners, NEWH IBOD, Leadership Conference and other initiatives that the organization has throughout the year increasing awareness of the organization and all that we do as leaders in the hospitality industry. Strategy will include a calendar to be shared internally with the communication director, CEO, COO, President, EC and members of the NEWH staff.

GOAL 1 MEASURE

- Review each month to make sure announcements have been posted, review calendar as often as required with communication director and chair.
- Monthly review of insights to see tracking increase in NEWH following and growth of followers.
- Review of interaction with other groups through social media channels.

DIRECTOR/SOCIAL MEDIA

TORY KNOPH/Director

Job Purpose

- Provide communications through online media for NEWH, Inc. and support initiatives and Chapter/Regional Group events and programs with international and regional opportunities.

JUNE 2021

NO GOALS SUBMITTED

JANUARY 2021

GOAL OBSTACLE

ACTION PLAN

- Setting up templates for Chapter resources- this is in process
- Highlighting EID within NEWH and the Industry-
- Celebrating our diverse members and scholarship winners

COMMITTEE TASKS

We have started to build our committee and will continue to do so over the months ahead.

GOAL 1 TIMING

November 1, 2020- December 31, 2021

GOAL 1 MAJOR MILESTONES

Quarterly review and updates

GOAL 2 STATEMENT

Work with Chapter's social media and marketing to set up best practices, how to schedule post, social media training and scheduling.

GOAL 2 MEASURE

Increase use of chapters using social media for announcing chapter events and highlights.

GOAL 2 TIMING

February 2021

GOAL 2 MAJOR MILESTONES

Review during second quarter.

VP/INTERNATIONAL RELATIONS – CANADA

TARA WITT

Job Purpose

- Develop and facilitate the NEWH, Inc. mission of scholarship, education, and networking throughout Canada, increasing the visibility/credibility of NEWH, Inc.
- Advise, oversee policy and direction, and assist with the leadership and general promotion of NEWH, Inc. to support the organization's mission and needs.

TARA WITT

Job Purpose

- Develop and facilitate the NEWH, Inc. mission of scholarship, education, and networking throughout Canada, increasing the visibility/credibility of NEWH, Inc.
- Advise, oversee policy and direction, and assist with the leadership and general promotion of NEWH, Inc. to support the organization's mission and needs.

JUNE 2021

GOAL STATUS

Unfortunately, not as far as I had hoped to be.

I completed my goals set in 2020 and carried over to 2021. Will continue to strive to keep the international contact that was established active. I think it is appropriate to make a new goal is to continue virtual connections between Canadian members, and pursue further growth of Canadian membership. The measure of that goal would be the increase in increase membership from other Canadian provinces outside of Ontario and British Columbia. The timing of this goal is ongoing, but will be reassessed at the end of the year. Due to COVID, there are serious restrictions in how quickly I may be able to move this goal along and being able to accurately measure it. Major Milestones will be the overall growth in Canadian membership.

GOAL OBSTACLE

Yes. The third wave of COVID in Canada has been a huge drain on companies and people's financial and mental well-being. ZOOM fatigue and lack of participation is at an all-time high. Even when we offer free events with real value, people don't even log in. In 2020, I did succeed in hosting coast-to-coast events – one with the West Coast (PRIDE Trivia with Vancouver

Regional Group) and further east (Biophilia Series with Renwil in Montreal). However, even attendance for those (which were much earlier in the pandemic) became much more difficult as the pandemic continued, and we remained in lockdown. Now, with the industry even more depleted and disengaged than they were then, I am running out of potential partners and participants for further virtual events.

ACTION PLAN

Not applicable.

COMMITTEE TASKS

Not applicable.

GENERAL COMMENTS

The virtual content from newh has been fabulous for the membership and it's great to see the organization supporting the industry! I wish i could attend more, but since they are during business hours it is next to impossible to do so. However, i hear so many great things from the attendees, and they are really bringing true value to the people who are struggling through these very difficult times

JANUARY 2021

GOAL 1 STATEMENT

Represent the international arm of NEWH to the current chapter and region within Canada.

GOAL 1 MEASURE

Regular attendance of events, open relationship and engagement with both established regions.

GOAL 1 TIMING

Starts January 1st, 2020 and progress will be reviewed and updated quarterly with the executive committee.

GOAL 1 MAJOR MILESTONES

In 2021, I am hoping to attend more Vancouver virtual events to help build strong relationships across boards. I also hope that we can host another combined event via NEWH Canada to bring both memberships together.

GOAL 2 STATEMENT

Identify and explore viability of new market opportunities throughout Canada.

GOAL 2 MEASURE

In 2020, I had set a goal to find ways to include Quebec (namely Montreal) in NEWH Toronto and Canada events. Due to language laws in Quebec, NEWH cannot have chapter presence, but due to the high concentration of hospitality professionals, it is in NEWH's best interest to have exposure in the region.

There were some setbacks due to the pandemic, but I hope to revisit this in 2021.

GOAL 2 TIMING

I hope to start planning in February, 2020 and plan to execute by summer of 2021.

GOAL 2 MAJOR MILESTONES

Identify a common element between provinces within the hospitality sector, and identify industry partners that may want to participate. Create a structure of an event, and promote it within the industry.

COMMENTS

VP/INTERNATIONAL RELATIONS – UNITED KINGDOM

JONATHAN YOUNG

Job Purpose

- Develop and facilitate a programme that expands the NEWH, Inc. mission of education through charitable endeavors worldwide. The programme should increase the visibility/credibility of NEWH, Inc.
- Advise, oversee policy and direction, and assist with the leadership and general promotion of NEWH, Inc. to support the organization's mission and needs.

JANUARY 2021

GOAL STATEMENT

Given the continued implications of the Global pandemic, and the fact that much of Europe, including the UK, is only just coming out of lockdown the progress of the European chapters is encouraging. The UK chapter has managed to maintain membership at around 150, whilst Milan continues to grow and gain members. Paris has a strong board, but has not had the opportunity to build upon its initial launch in early 2020.

The "La Pause" European webinars have been a great success, bringing together all the chapters in Europe and raising the profile of the organisation across the continent. I believe the topics have been fresh and topical, and by rotating the moderators give each webinar a different feel. We are all aware of the fact that everyone is ready for actual events and meetings and that we are all becoming Zoom weary, but I believe this has a future to operate virtually. The 8th webinar took place in April, and we have our Spa and Wellness webinar planned for May with a great panel already in place. The plan is to continue these webinars into June but as it is hoped Europe will be looking at events in person by July that we will pause the webinars over the summer and look to make them quarterly in the future.

As we look forward to the summer and easing of restrictions the UK chapter are looking at re-introducing live events outside from July (Graffiti, Golf Event, Social), and inside from September, which will include the Annual Fundraiser and Roundtable (September 28th) and the Top ID Award (date TBC). The team are well organised in looking for sponsors and a new format for the event. In addition, the UK are forming a sub-committee to look at events for 2022 promoting the 20th anniversary of NEWH in the UK.

The same easing of restrictions is taking place in Milan and Paris and they have live events planned as well. This includes supporting Salone de Mobile in Milan in September and it would

be great, if travel allows, for NEWH to attend this event from the UK and Paris as well as the US. This will clearly depend on vaccinations, infection rates, and travel protocol, and will be updated as the next few months' progress.

NEWH in Europe continue to look at ways to collaborate with industry organisations that will help raise the profile within Europe, and as part of that goal is the continued partnership with the BCFA (British Contract Furnishings Association) in the UK. There is a joint social event planned for August at a recently opened Hoxton Hotel in Southwark, London (part of the Ennismore group) that will hopefully take place at the new rooftop bar but will clearly not be confirmed until the end of next month providing the continued progress with the virus takes place.

The key objectives moving forward are the development of the new chapters in Europe providing addition support, help, and mentoring to both the Paris and Milan boards. Once travel restrictions ease we plan on attending events in Europe and inviting all members of the Paris and Milan chapters to attend events in London. It would be great to pair board members from the UK with their equivalents in Milan and Paris so they can share their experiences and knowledge and will hopefully bring the chapters even closer together.

Through the increased exposure of NEWH in Europe we have received interest from parties in Germany, and Amsterdam to set up chapters in those markets as well, and whilst this is very encouraging, it will be important to establish the Paris and Milan chapters first before spreading resources too thinly. However, we can still look for those champions in each market and follow the Paris model to bring together interested parties over lunch and dinner for an NEWH introduction. As the market opens up for face to face meetings this will be developed slowly, whilst prioritising the support for Paris and Milan.

PAST PRESIDENT

CYNTHIA GUTHRIE

Job Purpose

- Know parliamentary procedures and ensure meetings are conducted under these rules.
- Chair the Nominations committee to elect members of NEWH, Inc. Executive Committee and the NEWH, Inc. IBoD.
- Provide counsel to the NEWH, Inc. IBoD/Executive Committee.
- Advise NEWH, Inc. IBoD/Executive Committee on experiences related to past programs and initiatives to validate alignment with mission and feasibility of program success.
- Support NEWH, Inc. programs and initiatives with participation in events at the Chapters/Regional Groups when needed.
- Advise, oversee policy and direction, and assist with the leadership and general promotion of NEWH, Inc. to support the organization's mission and needs.

JUNE 2021

GOAL STATUS

There were no new goals set forth but to remain working on current goal of Leadership Conference Manual.

GOAL OBSTACLE

There are no current obstacles to achieve the goal of completing

the Leadership Conference Manual.

ACTION PLAN

Not applicable to my scope on the LC Manual.

COMMITTEE TASKS

I attended the Development – Leadership Conference/Membership breakout session and have been in communication with all committees via scheduled zoom calls related to LC. I do not directly assign tasks to the committees therefore handled by Monica Meade along with Directors of LC and Membership.

GENERAL COMMENTS

The participation in our breakout was extremely informative and provided insight and ideas for the Leadership Conference. Bringing those ideas into Strategic Planning with Trudy Craven

JANUARY 2021

GOAL 1 STATEMENT

To gather all materials & information to finalize a manual for the Leadership Conference to be used as a tool for all parties responsible for executing the biennial NEWH Leadership Conference.

GOAL 1 MEASURE

When NEWH staff has reviewed and confirmed all pertinent information & materials is complete in the manual.

GOAL 1 TIMING

January 2020 – February 2021

GOAL 1 MAJOR MILESTONES

- Compile all past conference information, forms, marketing templates, etc.

resulted in a very productive meeting particularly the LC team work on who are NEWH customers and with this understanding, provides an ability for us to target our marketing and conference content and messaging to core subsets with like/common interest to provoke their registration to attend. Special thanks to all working on LC at the chapter level, on committees, at Inc. office and IBOD level.... it's a big lift and I greatly appreciate this team working so hard to assure the NEWH Leadership Conference of 2022 will be successful. Also a shout out to Helen, Monica & Alex on the exciting and fun social media campaigns for LC.....can't wait to see them launch

- Review with VP Development
- Present draft for review by NEWH staff – comments and additions (forms, templates, marketing graphics) & staff responsibilities
- Review & re-assemble as applicable to additions, review index, and present to VP Development, President and NEWH Staff for review & approval of use.

GOAL 2 STATEMENT

GOAL 2 MEASURE

GOAL 2 TIMING

GOAL 2 MAJOR MILESTONES

EXECUTIVE ADVISOR

TRISHA POOLE

Job Purpose

- Provide counsel to the NEWH, Inc. IBoD/Executive Committee.
- Advise NEWH, Inc. IBoD/Executive Committee on experiences related to past programs and initiatives to validate alignment with mission and feasibility of program success.
- Support NEWH, Inc. programs and initiatives with participation in events at the Chapters/Regional Groups when needed.
- Advise, oversee policy and direction, and assist with the leadership and general promotion of NEWH, Inc. to support the organization's mission and needs.

JUNE 2021

GOAL STATUS

See general comments

GOAL OBSTACLE

Lack of live events, virtual exhaustion

ACTION PLAN

N/A

COMMITTEE TASKS

N/A

GENERAL COMMENTS

2021 GOALS & UPDATES

1. Brand Program Committee Updates. I am so pleased and honored to work with the committee we have! It is astounding what they have done to keep our brand programming alive! Sincere thanks to all of them!!
Debbie McKelvey was a road warrior with our BrandED live events in 2018 and 2019. We were at an all-time high in 2019 delivering a total of 8 live events at the end of the year and looking at 8+ for 2020. She is going to continue to be strategic in getting these live events back online. We have received high praise from our Brand Partners that Debbie has always handled all aspects of the program with the highest level of service and

providing great value to their sponsorships. Leslie Anderson continues to amaze all of us with her close relationships and connections with all the brands. She was responsible for bringing Kavitha Iyer with IHG back into our brand programming! Her role with her company will allow her the ability to continue to support the programming across the country if needed. She will work on live and virtual programs. Stephanie DeShaies come to us last year as we hit the pandemic and jumped into action to assist moving our events to virtual. She had a great deal of experience with virtual world so the timing was perfect! Like the other chairs within this committee, Stephanie maintains close relationships with hospitality professionals that have been able to provide high level content to share with our membership. She was responsible for introducing NEWH to My Nyguyen with Holland America.

2. Update on Brand Ambassadors. NEWH Inc will cap out brand Ambassadors at six seats. These will come from the large brands that oversee many brands within their portfolio. The professionals that have this position will assure chapter programming with the education of their brands and new development within their organizations. We have had great support from Marriott and Hilton in the past supporting us with high quality content.

- These ambassadors are:
Barry Sullivan, Hilton
Tara Chung, Marriott
- We welcomed My Nguyen with Holland America as an Ambassador and Tara Chung stepping in for Marriott (following Teri Urovsky retirement) last year. They have both been engaged with NEWH Inc and the Brand Programs Committee Chairs.
- Our newest brand Ambassador coming on this year is: Kavitha Iyer, IHG Welcome Kavitha!! We are working to bring in the last two ambassadors with Hyatt and Accor.

3. Brand Programs

- BrandED. We came to a screeching halt with the live programs on March of 2020 like the rest of the world. We are excited to say we are planning our first live events since then coming up this May and June. These will be “hybrid” events that incorporate some virtual and live content. We are planning these with Marriott and IHG. We also have two live BrandED sessions planned at BDNY within the inspired design spaces. We will feature LeMeridien (a Marriott luxury brand) and welcome our newest brand partner Hyatt who will be featuring The Thompson brand. We hope you will congratulate Emily Keip if you see her. She has been our connection and lead on getting Hyatt into the NEWH BrandEd program.
- BrandED Virtual. These have served us well during the pandemic and long period of isolation. We see this as something we can continue to do and it will assist us in keeping a very close connection with the international chapters with their events and key brand executives. It is a great benefit to connect ALL our chapters and regions with the virtual events. We do see an exhaustion with the virtual platforms so we will be selective in how we continue the programming.
- POWERtalk. This is a brand new virtual program that will benefit from NEWH’s high level contacts coming from BrandED. We are working with these industry professionals

to build a rich networking virtual platform that can continue on into the future for years to come. It is our belief this program will support NEWH’s position as a leader in the industry for strategic business connections. We are doing a pilot of this program now and plan to launch the program in late July 2021. Look for marketing later this month and through June and early July on this exciting new program!

4. Future for Brand Programs.

- Sponsorships. We will be offering 2022 Annual Brand Partnerships to our current 2021 sponsors. If they choose not to renew for 2022 we will open it up to other companies that want to be a part of this popular program. There will be sponsorships available to the POWERtalk program so please stay tuned for more details.
- Strategic Planning. We have worked with Trudy Craven on our Strategic Planning and are working on goals for 2021 and 2022 so stay tuned!! Always interesting developments...never a dull moment!

5. TopID.

The committee met to discuss some of the recent comments on the program to discuss ways to improve the program. There is going to be an adjustment to the criteria this year: “The Wildcard”. This was discussed a few years back when the point system was adjusted to allow smaller firms to qualify for the TopID honor. We believe this should give chapters a chance to introduce new and unexpected firms into this awards program. We continue to want to improve maintain value with this award so we remain open to your suggestions. The purpose of this program is to build loyalty with the chapter’s local design firms are respected and active in the hospitality industry. There are discussions about raising the bar to this award to bring high level recognition from all chapter finalists to a small group of firms that will be judged by outside industry professionals.

6. Scholarship Video.

We have postponed the production of this video until 2023 to be introduced at our 2024 Leadership Conference.

JANUARY 2021

NO GOALS SUBMITTED

CHAIR/BRADED

DEBBIE MCKELVEY

Job Purpose

- Develop and implement a program to introduce and educate membership about the Hospitality Brands.

JANUARY 2021

NO GOALS SUBMITTED

CHAIR/BRADED

LESLIE ANDERSON

Job Purpose

- Develop and implement a program to introduce and educate membership about the Hospitality Brands.

JANUARY 2021

NO GOALS SUBMITTED

CHAIR/BRADED

STEPHANIE DESHAIES

Job Purpose

- Develop and implement a program to introduce and educate membership about the Hospitality Brands.

JANUARY 2021

NO GOALS SUBMITTED

NEWH STAFF

Jena Seibel/Susan Huntington/Diane Federwitz/Julie Hartmann/Brenda Peterson/Hillary Eggebrecht/Kathy Coughlin

2021 BOARDS

Delegate Reports – do you see a delegate report from your chapter in this packet? If not, be sure your delegates are completing the online reporting form and submitting the report 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 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.

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.

Board Training/ Strategic Planning – Please see Chapter/Regional Board Training schedule. Please reach out to jena.seibel@newh.org to schedule your training if you are due for virtual BD Train and/or ST Plan for 2021.

MEMBERSHIP

Dues Renewals – 2020-21 continues to be challenging for many members. Members with a due date of March 2020 or later who were not able to renew their dues were given a 6-month extension. The NEWH office is also personally reaching out to those members who do not renew after their extension date to find out if they have extenuating circumstances (were furloughed, or lost their job). We are at the point where everyone who was a member prior to March 2020 has been given at least one extension if needed. Because of that, we are once again sending dues reports to our chapter/regional boards. We request that our board members call those past members who have not yet paid to check in and see how they are doing, if there is anything we can assist with, any updates to their contact information, and a gentle reminder of their past dues. NEWH, Inc. will still be monitoring the environment to determine if we continue to offer dues extensions. We want to be sensitive during this time to our members' needs. If you do know of any members who have extenuating circumstances, please contact the office.

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!

Highlight members on Social Media during this time - in order for members to feel connected and/or include a member spotlight on your chapter web page (just send information you'd like on your website to Diane at the NEWH, Inc. office). Introduce new members at your next virtual or in-person event. Make new members feel welcome!

EVENTS

Quality Events - Are you planning events (virtual or in-person) 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).

Virtual Events – Need ideas? You can find ideas for virtual events that chapter/regions have had – look in the Programming area of the Board Resources on the website. If you have a great idea, share with the NEWH office so we can add that to the list!

Registration for Free virtual events can be done right through Zoom. Registration in Zoom is very convenient – be sure your event is set up as 'registration required.' As soon as someone registers on Zoom they will receive a confirmation email - as well as a reminder for their calendar that will pop up with the login info for the event. You can manage attendees right in Zoom, and won't have to manually email attendees a link to join. You can also customize the email that attendees receive as well as the information you ask for on the registration. Any questions, contact Susan in the office for help!

In-Person Events – Following advice from our attorney, an in-person clause will be added to the event email broadcast and event page for all in-person events, stating "NEWH (chapter) and NEWH, Inc. invite you to attend this event solely at your own risk. Measures will be taken to comply with applicable health and safety directives, but by attending the event you assume any and all risks associated with your attendance, including without limitation exposure to the COVID-19 virus."

Member/Nonmember Ticket Prices for Events – Now that things are starting to open up and more in-person events are being planned, be sure there is a large enough cost difference between your member/nonmember tickets to show membership value. and encourage nonmembers to become members. Be sure you are offering quality programs to maintain members and attract nonmembers – as people become busy again they will choose events that are most worth their time.

Event Calendar – if any of your event dates change, please be sure contact Diane at the NEWH Office to update your website calendar.

Email Broadcasts - 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.

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.

2021/2022 Regional Tradeshow –

- Bethesda, MD August 31, 2021 - confirmed
- Houston, TX October 5, 2021 - confirmed
- Seattle, WA February 17th, 2022 - part of Leadership Conference
- Dallas, TX March 22, 2022 - confirmed
- Denver, CO late May/early June 2022 anticipated
- Atlanta, GA September 29, 2022 - confirmed
- Orlando, FL October 18, 2022 - confirmed
- South FL October 20, 2022 – contract in review

2022 Leadership Conference February 17-19, 2022

Guidelines, information and suggestions were sent to the

Executive Committee of your board/steering committee. Please discuss with your board/chapter interest in attending the conference and look at budgeting, if chapter funds are available, partial cost of board members may be covered by the chapter to attend the conference (See sending students under scholarship section).

SCHOLARSHIP

Scholarship awards: With fundraisers still uncertain, while planning 2021 budgets, remember to keep your total awarded scholarship dollars at 25% of the scholarship fund, reserving remainder for the future. As a reminder, you have a fundraiser to raise funds for the following year. So, any fundraisers had in 2021 should go towards planning for 2022 scholarships.

Scholarship recipients becoming members: When sending in recipients of your chapter scholarships, we now require a headshot for our database before we will send check. Now all submitted scholarship applications will be accepted as a student member application. Any scholarship applications that are sent from the student directly to the chapter should be forwarded to Hillary (newh.scholarship@newh.org) to be processed as a membership application as well.

NEWH Leadership Conference February 17-19, 2022 (Seattle):

Discuss, budget and vote to approve sending students/scholarship recipients (most chapters send 1-2 pending on available funds). Chapters can use admin/scholarship funds to cover conference pass, airfare and double occupancy lodging costs (if the chapter has excess funds). Watch for early bird deadlines for registration and hotel costs.

Engage educators and students and build connections: Chapters can have more than one (1) Student/Educational Professional Representative. Recruit from colleges in your territory to serve on your board to promote NEWH scholarship and membership as well as keep you updated of what's happening within their programs. Now would be a great time to start engaging with high school students/educators to show them all the hospitality industry has to offer and the scholarship opportunities of NEWH. Invite students/educators to assist in planning a virtual student event/discussion. This would be a great opportunity for Scholarship Directors and Student Relations Directors to work together to build those relationships and get more students and educational professionals involved with your chapter. Hillary in the NEWH office has sent the school lists for your chapter to update prior to opening your 2021 scholarships.

Scholarship Videos: 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. Remember to use these as a great intro for your virtual events. If you need access to the video contact Hillary Eggebrecht.

Keep growing the story! Video your scholarship winners, at the chapter awards event (via virtual or in-person), through an on-site interview, or video the students' parents/guests/educators at your event/virtually. Please send these videos to Hillary Eggebrecht, as these contributions will help us build our next scholarship video and enable us to promote through social media, and use at the Leadership Conference.

WEBSITE/SOCIAL MEDIA

Stay connected - Chapters/Regions digital platforms (such as Instagram and Facebook) continue to play a major role while social distancing remains – members/nonmembers may no longer be able to connect from email addresses we have for them

(either due to unemployment or furlough) so please continue/ramp up your social media posts to stay connected!

Event Photos/Flickr: Check out your Event Recaps section on your website page – did you have a virtual/Zoom event recording you can post? Do a brief recap of the event and post the recording link for others to view! Look back at past years' events - do you have any photos that are not yet posted? Please upload to Flickr and let Diane know so she can link to your website Event Recap section. Flickr instructions are on the website, or contact Diane. Members LOVE to see pictures!

As NEWH, Inc. continues to explore our options for music licensing, we ask that before you hold any events or post/share anything that may contain music, you reach out to Hillary Eggebrecht to avoid any major fines to your chapter account.

Now's the time to review your chapter pages on the website.

Your chapter-landing page is the first place someone visits to find out about your chapter so sell your chapter here! If you'd like different banner photos, send them in! Why should someone join your chapter? How are you connecting to your members? What do you have to offer? Want to share how successful an event was or market an upcoming event? Make it exciting! Visit your pages often to make sure they are up-to-date – the more current your pages are; the more visitors you will have on your site. Forward any chapter page updates/requests to Diane Federwitz.

Facebook: Each chapter has their own Facebook page. Please be proactive and keep your FB current with chapter happenings. If you need to add an editor to your page, any current editor can do that – on the Settings/Page Roles section of your chapter Facebook page. The password it asks for is your own personal Facebook password (there is no special password for your NEWH chapter pages).

Instagram: Please see the board resources/marketing section for updated Instagram guidelines. We encourage chapters to repost/share any NEWH, Inc events on their social media accounts to raise awareness and if you would like Inc to repost your content, please tag us.

LinkedIn: Chapters can establish their own LinkedIn page. Once established, please add Hillary Eggebrecht as an admin/editor.

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.

FINANCE

Banking

- Signature cards are mostly in - Thank you! Still have a few in circulation – please get those to INC as soon as possible.
- PWB Bank statements (for the previous month) are delivered electronically 2-3 business days following the close of the month which are then emailed to the Chapter Boards.

Payment Options

- ACH: if your Payer is interested in saving the Chapter merchant fees, contact Susan Susan.huntington@newh.org
- GoPayment: is still a great App to accept payments (credit card/ACH) at any time.
- Payment Link: easy way to securely accept any amount from any one at any time using credit cards. You can forward the link with a sponsorship commitment for faster payment. No credit card form needed.
- Zelle: NEW for 2021! With Zelle – your people can send and accept money straight from their banking app to NEWH's bank account. Best part - NO FEES! (credit cards not accepted)

Text-to-Give App

- Is a great new option to take mobile donations via text, or direct payment link.
- Several Chapters have utilized this as an easy and convenient way allows donors to give towards your scholarship funds.
- For more information and to get a donation text code, contact Susan.huntington@newh.org

QuickBooks Online

Easy and effective way to track your Chapter's finances up-to-date, print reports and verify account balances.

- Chapter Presidents and Treasurers have access to live financials for your Chapter.
- If you have any questions or concerns on how to utilize QB Online, please contact Susan.

Checks/Deposits

- Reimbursement requests must be submitted to the Chapter treasurer 60 days following the occurrence or the expense may be considered a donation.
- Please do not mail cash for deposit to NEWH, Inc. Two people should count the cash for accuracy, then send a personal check, cashier's check, or Zelle (contact Susan Susan.huntington@newh.org for more info)
- Please update your Chapter sponsorship forms to reflect NEWH, Inc.'s mailing address for all checks to be mailed and deposited directly out of the Inc office.

Chapter Financial Reports / Profit and Loss

- Accounting is Cash Basis (Jan - Dec). Meaning revenue and expenses are dated when cash is deposited and expenses are paid out.
- Financial reports are emailed to the Chapter Board after the monthly statement has been reconciled. Please review with your Chapter board.

Chapter Budgets

- 2021 budgets are all in – Thank YOU!
- It is highly suggested to only grant a maximum of ¼ of your

Chapter's scholarship account balance due to a shortfall of fundraising \$\$ in 2020 and 2021. Reminder - you are fundraising this year to give scholarships the following year.

- Should your budget need amending – the Chapter will need to vote on any changes and let the Inc. office know.

Chapter Credit Card

- NEWH, Inc. holds a Chapter credit card and should be utilized by Chapters to make deposits, pay invoices, etc. in lieu of using personal accounts. (Request should be made **5 days** prior to the date due.)
- There is no fee to the Chapter to utilize the credit card. Please contact Susan Susan.huntington@newh.org

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/EDonline – Hillary Eggebrecht
 - Compliance/Raffles/Auctions in your state: Susan Huntington
 - Programming/Fundraising – Diane Federwitz; Event RSVPs – Julie Hartmann
 - Regional Tradeshows/Corporate Partners /Leadership Conference – Jena Seibel or Brenda Peterson
 - Green Voice – Hillary Eggebrecht
 - BrandED – Brenda Peterson
 - Website/Newsletters – Diane Federwitz
 - Marketing/Social Media – Hillary Eggebrecht
- Other questions – just call, we would be glad to help!
800-593-6394

CHAPTER REPORTS

ARIZONA

Michelle Purcell, delegate

chartered May 5, 1995

NO REPORT SUBMITTED

ATLANTA

Tara Hebert & Penny Shelton, delegates

chartered May 5, 1995

MEMBERSHIP

Our Member Director, Amy Parry & Chair Brittany Panachida have created membership initiative to contact 2019 members who have not rejoined in 2020 to let them know we are very active and the events we have planned.

PROGRAMMING

Our programming committee has done an outstanding job this year. Our Programming Director Holly Johnson & Chair, Megan May have 13 CEUs, 3 hotel tours as well as Toasty Tuesday's scheduled through the year. All virtual events and continue to generate excitement. Attendance to all events so far have been very well attended.

SCHOLARSHIP

Megan Markham, Scholarship Director & Debanshee Kalani, Student Relations Director have done an outstanding job with Student Portfolio review as well as reaching out to Atlanta's HBU's to participate in the Scholarship process.

FUNDRAISING

Nicole Lijana our Fundraising Director & Chair Nin Perala are working now to get the fundraising ball rolling. Both Golf and Gala are on the calendar and planning has begun. The Golf committee is working to include more opportunities for area Hospitality groups to join in the networking as well as creating an initiative to be more involved with IHG.

OTHER CHAPTER HIGHLIGHTS

Chapter Growth and spotlighting the benefits of NEWH membership are the goals for each committee. We are all working together as a great team in each of the committees to make it happen!

CHAPTER/REGION GOAL

Again Chapter Growth and communicating the benefits of NEWH membership as well as increasing Top ID participants is a theme in all our endeavors this year. We are making progress with the programming events held so far as well as our Scholarship and Student review participants. Golf and Gala are in now in the planning stage!

REPORT BACK TO CHAPTER/REGION

Yes, and this year our board ROCKS! All Board members are talented professionals who want to grow our chapter. The feedback, ideas and creative new initiatives have all been well received.

OUR CHAPTER/REGION WOULD LIKE HELP WITH

INC has done an amazing job with virtual events of all types that has really helped keep our chapter together! We appreciate it! It has been a real asset to chat with other chapters this past year. Let's keep sharing ideas and make that a normal way of life!

Staff note: Thank you! We appreciate that 😊

ATLANTIC CITY/ PHILADELPHIA REGION

Erica Harmelin, steering committee chair

September 9, 2008

MEMBERSHIP

Our membership Committee members resigned during Covid but we easily filled the position with two fantastic people who have agreed to join on. We did have some new members come in so far this year and are at 107 members. We hope to drive interest and membership with our summer programming series and re-launch to events this Fall. Many students have been joining in our region.

PROGRAMMING

We have stuck with online interviews and series during the past year. Our most recent series this Spring was "Vocal for Local" where we featured local artists, vendors and curators with interviews and social media content. Our team simply did not feel safe with in person events and we live in states with many restrictions. With Covid restrictions loosening up now in May, we have decided to introduce a summer series called "Summer Sips" and feature 3 unique restaurant / hotel locations where our members can meet up and catch up after a year away for a casual Happy Hour each of the summer months. We will require RSVP as there is limited availability. We will use this also as a drive to drum up membership and interest for our Regional Group and future Sponsorship. Our Fall Event which is tentatively planned to be a tour of the Philadelphia W hotel set to open in August and will be a big fundraiser and membership drive. We will follow guidelines for amount of people at that time. We are also planning a holiday event to feature our future scholarship award winner for this year and tour another local unique Boutique Hotel, Guild House set to

open in Fall. Our goal to wrap up 2021 is inspiring our community to come back together in person!

SCHOLARSHIP

We have just released info to apply for 2021 scholarship and already have 1 applicant after the first week. Last year was great for applicants, we had 20 and we hope to have the same interest this year. We will award one, \$2,500 scholarship and feature the winner at our Holiday event. We have formed a large network with all the local colleges and universities.

FUNDRAISING

We are planning for our Fall 2021 to be a big fundraiser event which will be a newly anticipated Hotel Tour and membership drive event.

OTHER CHAPTER HIGHLIGHTS

We recently lost our Steering Chair along with a few other Committee members who resigned during Covid but have managed to recruit new inspiring leaders and forge forward. We are all excited to move on with events, membership, and re-connecting.

CHAPTER/REGION GOAL

Our biggest goal is to re-unite as an organization and drive membership and connection to Hospitality this year. Our group just came back to life prior to Covid and again here we are rebuilding. We would like to use this year as a base to build up and have an exceptional year and team in 2021 to unite our city and support Hospitality designers, reps, tourism, restaurateurs

REPORT BACK TO CHAPTER/REGION

This will be my first IBOD meeting as I have just taken over as Steering Chair amidst a recent resignation in our Group, but yes I definitely will. We have all been talking, meeting and emailing much more since this change and I will want to pass on things to our team and get feedback.

OUR CHAPTER/REGION WOULD LIKE HELP WITH

Social Media Templates or Ideas that are exceptional to re-

format and use or ideas that are working that we can introduce in our region.

Staff note: We are currently working on some templates and calendars for chapters to use. In terms of ideas that work for other chapters, follow chapter Instagram/Facebook pages and update your email preferences to include other chapters and apply what you can to your chapter/region. Please reach out to Hillary for questions on promoting a specific event or template.

CHICAGO

Athena Slejko & Jessica Vos, delegates

chartered August 12, 1991

MEMBERSHIP

The first quarter of 2021 was successful for the Chicago NEWH Chapter, with the addition of over 20 new members and several Corporate and Chapter Level Business memberships. We also held several virtual events to connect with our members, including a fun Earth Day planting event that was sold out and a seminar to help provide members with the opportunities to receive CEU credits. We look forward to more opportunities to engage with our wonderful members over the upcoming months!

PROGRAMMING

We are excited to host the Top ID Virtual Panel discussion in the middle of May and discuss the design projects of our 2021 winners! We are hosting a virtual manufacturer tour with Hennepin Made in the summer and are excited to learn about the manufacturing process of lighting and glass blowing. We are hoping to do an in-person hotel tour later this year and are excited about the local rep lunch presentations we are testing.

SCHOLARSHIP

2021 has been off to a good start as we have met our goal of reaching out directly to schools and students to promote the scholarship and organization. The tools provided from NEWH Inc. have been helpful in our presentation. We hope to do more of these as we get deeper into the year.

We have launched the scholarship applications, which will run May 1st to September 1, 2021. We hope to have as much activity as we did last year. This year in addition to contacting the schools to promote the scholarship, we will also reach out to the applicants from 2020 to encourage those eligible to apply again.

We also plan to prepare a lengthier presentation for Purdue University and Michigan State that will be tailored to educate students in the hospitality fields. The professors asked us to speak to the students about our professional experience in addition to introducing the students to NEWH. We hope to use this as a model for other professionals to engage with students in the classroom.

In lieu of the Young Professionals event, we are hosting an event called Headshots for Success, which will provide free, professional head shots for members and students. The photographer, Emilio Albertini, has offered his services for free this year. He understands the constraints of our budget and looks forward to working with us on other events.

We look forward to continuing these services for our scholarship events in the coming year.

FUNDRAISING

We held a successful virtual fundraising event to celebrate Earth Day and had a great time connecting with our local community. Currently plans are in motion for our first in-person fundraising event of 2021, Summer Social, which will be held at Offshore Rooftop Bar + Restaurant at Navy Pier on July 22nd. Later this year we also are planning to host Kingpin on November 4th.

OTHER CHAPTER HIGHLIGHTS

We are so excited to start having in-person events and looking forward to having some outdoor board meetings.

CHAPTER/REGION GOAL

As a Chapter we talked about volunteering and how we have such a large network of people that we could really make a difference. A few members signed up to look into volunteer opportunities and we will be voting at the next meeting on what we'd like to do. Hopefully we will be able to do a few volunteer events around Chicago this year and make an impact!

REPORT BACK TO CHAPTER/REGION

Yes, I always report back. They find it very interesting and I always urge them to join as many NEWH meetings as they can – especially because it's virtual. All positive feedback and the members are very happy how Nationals has handled the pandemic and kept NEWH afloat and the board/members engaged.

Staff note: Thank you! We appreciate that 😊

CINCINNATI REGION

Bimal Patel, steering chair

NO REPORT SUBMITTED – 2/4/2021 or 6/3/2021

DALLAS

Courtney Callahan & Heather Scott, delegates

chartered August 12, 1991

NO REPORT SUBMITTED

HOUSTON

Kristin Kubala & Leena Nacy, delegates

chartered February 17, 1992

MEMBERSHIP

We currently have a total of 195 members. It's always a goal to

increase our membership every year.

PROGRAMMING

- Virtual restaurant tour of Musaafer
- Hosting a trunk show at St. Arnold's Brewery to highlight new hospitality products.
- Speaking with two firms regarding virtual Hotel tours
- Houston Regional Tradeshow scheduled for 10/5/21
- Reevaluating our fundraiser and Q4 events to accommodate Tradeshow.

SCHOLARSHIP

This has not been discussed. We are going to award scholarships, but the amount will depend on whether we have a fundraiser.

FUNDRAISING

Due to Tradeshow, we are talking about foregoing the fundraiser. However, we are talking about potentially having a silent auction at one of our planned events.

OTHER CHAPTER HIGHLIGHTS

The board is trying to come up with new ways to keep members engaged and networking. We are working on Member Mondays and Firm Fridays.

CHAPTER/REGION GOAL

Our goals are to widen our reach to students and spreading the word about the scholarship opportunities and work on communication within the board.

REPORT BACK TO CHAPTER/REGION

Yes, we do report back and its very positive feedback. It's good to hear new ideas and changes that are being made to better the organization.

LAS VEGAS

Edgar Gutierrez & Jonathan Kaler, delegates

chartered March 26, 1991

NO REPORT SUBMITTED – 2/4/2021 or 6/3/2021

LOS ANGELES

Kortney Edge, Alison Gasser, & Natasha Gomez, delegates

founded October 1984

NO REPORT SUBMITTED

MID-SOUTH REGION

Courtney Crosby, steering committee chair

chartered July 23, 1991

MEMBERSHIP

We are seeing a remarkable increase in Membership for 2021 (from 118 in Jan to 187 in April). This is for 2 reasons: 1. Our expansion into Nashville officially went into effect in the beginning of 2020, but due to the pandemic, the first in-person Nashville event was not held until November 2020 (outdoor Trunk Show). This in-person event was pivotal in local Nashville designers and manufacturer reps seeing the benefit of NEWH membership. 2. Our Membership Committee has implemented a new initiative for 2021. Michael follows up with every non-member that attends each event. So far, this has only been virtual events, but we would like to continue this intuitive when we return to in-person events. We will likely need to appoint a separate committee member for Memphis and Nashville to provide a more personal connection.

PROGRAMMING

We held a few Virtual Events (CEU and Hotel Tours) in the Spring and will host Trunks Shows in both Memphis and Nashville in May. We plan to take a break from events in the Summer and return in Aug/Sept with an event that will promote our Fall Scholarship.

SCHOLARSHIP

Our Trunks Shows in May are planned to raise approx. \$3500 for our MidSouth Scholarship Fund. We will open our Fall 2021 Scholarship this August.

FUNDRAISING

As a regional group, the Trunk Shows in November 2020 and May 2021 have been our first attempt at a fundraising event. They are small scale, but successful (approx. 50% proceeds).

CHAPTER/REGION GOAL

Expand our reach / presence into Nashville and maintain a connection between Memphis and Nashville while doing so. Virtual events have helped keep the 2 cities feel unified. As we move to more in-person events, we will need to continue to plan the MidSouth Event calendar as one, ensuring that events are spread out evenly in both cities. We will need to be considerate of reps that cover both cities and avoid booking events that conflict with other industry events in both cities. (i.e., avoid booking a NEWH Memphis event on the same day as an IIDA Nashville event)

OUR CHAPTER/REGION WOULD LIKE HELP WITH

Would like to connect with a chapter or regional group that has tips on a Student Focused Event (resume review, mentoring, firm crawl, etc.).

Staff note: There are some great notes and best practices in the Scholarship Board Resources for Virtual Student Events, Student Roundtable Events, etc. to get started. Please reach out to Hillary and we can discuss further ideas from what other chapters have done.

MILANO

Enrico Cleva, chapter president

MEMBERSHIP

We have reached 68 members in April and we are working on an Italian lodging program to involve hotels in the association. We would like to work on shared membership at a discount rate with other associations, but we need to wait to see the development of the pandemic. With the scholarships we want to start having some student members in the future.

PROGRAMMING

We are working on La Pause monthly webinars and on an Italian online event on June 9th on hospitality in historic locations. The programming is still on hold as we are waiting to be able to organize events in person, which will be probably possible in late June or July.

SCHOLARSHIP

We signed a partnership with Politecnico di Milano University focused on design courses, and we are working on an agreement with Università Bocconi on economics of hospitality.

FUNDRAISING

Maybe we can start doing something this July. Everything is still on hold for few weeks.

OTHER CHAPTER HIGHLIGHTS

Although we are increasing the members, this period has been in suspension, waiting for the lockdown to finish and to be able to organize in person events. We are implementing a monthly newsletter for our chapter's members.

NEW ENGLAND REGION

Kelly Irvolino, steering committee chair

(originally chartered November 4, 1992)

NO REPORT SUBMITTED – 2/4/2021 or 6/3/2021

NEW YORK

Mark Cunningham & Tory Knoph delegates

chartered July 23, 1991

MEMBERSHIP

Membership has remained steady despite a very challenging year and a half. As New York starts to re-open we're looking to host a safe membership drive outdoors in July. We are pausing the quarterly Coffee membership chats as they did not have a good attendance the last time and thinking people are pretty much sick and tired of zoom. That being said we are planning an in person membership/committee drive in July! This will be a larger event and have sponsors to also do some fundraising. We are working out the details now for this. It is challenging finding a venue at this time. Many will not reserve space outdoors and parks are charging very high amounts for larger gatherings.

Tentative dates are July 28 with a rain date of July 29 5:30-8:30 pm

Plans:

- Get sponsorships to support the event and to help get people in.
- Possible "product" tables for supporting vendors
- Cornhole/ spike ball/ Frisbee
- Free Membership giveaways
- A NEWH "info" table for membership, scholarship and Diversity

As things become more in person we are hoping to incorporate membership tables at most events or at least a membership mention.

PROGRAMMING

We've continued to hold virtual Toasty Tuesdays since February. In June and July, we will be taking a break to allow other committees to hold events and gear up for Fall programming. We do have a concern our email blasts are not reaching inboxes. *(*see staff note)*

May Toasty Tuesday – Game Night

- Tuesday, May 18th @ 6:30pm
- "The Price is Design Savvy"
- Door Prize Sponsors
- Showcase Sponsors

NORTH CAROLINA REGION

Benjamin Wells, steering committee chair

MEMBERSHIP

This is an area where we are starting to do more and more with. It is something that we are all taking a vested interest in.

PROGRAMMING

There are multiple events on the books, tour at the new AC SouthPark in person scheduled for this summer, tour at Applied

CHAPTER/REGION GOAL

We really want to start working as a "normal" chapter with real events in person, as we have been almost only virtual this year and a half.

REPORT BACK TO CHAPTER/REGION

Many of my Board members attend the IBOD, we discuss the meeting in a call after it.

- Invite will go out May 10th CEU

- Continuing to hold 2 virtual CEUs a month and will plan to do so for the rest of 2021.

SCHOLARSHIP

Currently underway of establishing a committee to execute the 2021 timeline and goals.

2021 Scholarship Timeline:

- August 2nd (Monday) – Scholarship Opens to Applicants
- September 24th (Friday) – Scholarship Closes to Applicants
- October 29th (Friday) – Announce Winners
- November – (In-Person Event) – Awards

FUNDRAISING

We will partner with HD Magazine for a virtual version of Owners Roundtable, Event date is now September 22. Event spaces beginning to be considered for Product Runway, still targeting November around BDNY, save the date for November 14th.

CHAPTER/REGION GOALS

Our virtual Strategic planning session highlighted two areas of focus for our chapter this year – Membership and Events (programming and fundraising). In both instances, we're spending more time and attention and building committees to support these initiatives.

REPORT BACK TO CHAPTER/REGION

We're going to be one of the last chapters to back to in-person events, so any feedback on best practices would be helpful.

**Staff note: Please let Diane know if you know of any individuals who are not receiving emails – she can track the individual email address to be sure it has not bounced or been unsubscribed from your list.*

Everyone's comfort level will be different. We recommend following your local county/state/city/country guidelines. Contact the venue and confirm their safety measures and communicate this in our invite or follow up to registered attendees.

Textiles, CEU's from companies in our industry

SCHOLARSHIP

We are going to be giving away \$7500 this year in scholarship money.

FUNDRAISING

We are planning on doing a cookbook that encompasses both North and South Carolina in order to get traction going for South Carolina's Celebrity Chef event.

OTHER CHAPTER HIGHLIGHTS

We have a full board!

CHAPTER/REGION GOAL

We are planning on having some in person events to get more designers involved with NEWH! We are having more design centered events that either have a design purpose or designer that is leading the event.

REPORT BACK TO CHAPTER/REGION

I do. We have used some of the things that were talked about in other regions to implement into our group.

OUR CHAPTER/REGION WOULD LIKE HELP WITH

Social media presence

Staff note: One great way to increase your engagement is to share and promote your members, not just board members, but all members. Please reach out to Hillary to discuss your social media goals and we can discuss more ideas and how to help your chapter better.

NORTH CENTRAL

Valentina Castellon & Korrin Howard, delegates

chartered December 11, 2000

PRESIDENT – Taylor Hoesley

YOUR ROLE

- Individuals I report to: Valentina Castellon (Past President), Jayme Kristich (Executive Advisor) and NEWH Inc. Directors and staff
- Individuals that report to me: Korrin Howard (VP Admin), Christina Fluegel (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 are looking for a Diversity chair as Twee Anderson stepped down.
- We have an upcoming trade show in June that many people are planning to attend. We are excited to get back to in person events!

VICE PRESIDENT – Korrin Howard

INDIVIDUALS I REPORT TO:

NEWH North Central President Taylor Hoesley, Past President Valentina Castellon

- NEWH Inc. Directors and staff

POSITION GOALS

- Provide support, guidance and continue communication with all individuals
- Strategize on COVID alternatives
- Working student membership!

Other Report Items.

- Work with Joanne and Amy to make a stronger student connection
- Summer/fall Truck Show planning
- Summer fair
- Working on larger party masquerade
- Reach out to students to be a student rep, how can we get them involved
- 2021 about in-person events and staying safe!

VICE PRESIDENT DEVELOPMENT – Christina Fluegel

INDIVIDUALS I REPORT TO:

- NEWH North Central President Taylor Hoesley, Past President Valentina Castellon
- NEWH Inc. Directors and staff

INDIVIDUALS THAT REPORT TO ME:

- Kim Faith (Membership) Alex Hach (Marketing) Monica Coleman (Fundraising) Lisa Cochran (Programming)

POSITION GOALS

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

OTHER REPORT ITEMS

- Continuing to work with the Marketing director to post on a regular basis to social media platforms.
- Work with fundraising chair to help get sponsorships for upcoming events that have been scheduled.
- With Covid restrictions lifting we are starting to plan more in person events. Our first in person event has a waiting list which is positive and exciting. We have planned for a few more in person events for the rest of the year and anticipate a good turnout for those as well.

PROGRAMMING – Lisa Cochran

INDIVIDUALS I REPORT TO:

- NEWH North Central VP of Development, Christy Fluegel
- NEWH Inc. (General Event Coordination, Results of Activity, Alcohol Waivers, etc)

POSITION GOALS

- Begin developing each event at least two months in advance in order to coordinate marketing and general event key points.
- Encourage input/discussion from all board members in regards to event types and event locations.
- Assist all board members in event planning as needed; to be a resource for all events.
- Assist Fundraising with obtaining adequate sponsorships for events, assuring sponsorship goals are met.
- Turn in any Results of Activity forms within 60 days.

RISKS

- Confusion on individual's roles and responsibilities for programming events.
- Under development of events and the expectations of attendees.

BUDGET AND FINANCIAL RESPONSIBILITIES

- Follow yearly budget for each event.
- Turn in any expense reports within 60 days.

Q1 2021 REVIEW

- Feb – Virtual Wine Pairing with Professional Sommelier

MEMBERSHIP – Kim Faith

YOUR ROLE

- Maintain memberships, increase visibility to potential membership, and promote NEWH, Inc.
- Individuals I report to
 - Christina Fluegel, VP of Development & Taylor Hoesley, President
 - NEWH Inc. Directors and staff

GOALS

- To Maintain current membership through the current crisis we all face.
- Plan for membership event as soon as it looks like we can gather in person.

- To be a mentor to new members and make sure to keep the existing members we currently have.
- Get more students and student members involved in our chapter and events.

MEMBERSHIP EVENT

- We are considering a membership event this year as things are opening up. Not in planning yet
- Membership has joined with programs and continues to create virtual events for our chapter
- Covid Committee has held virtual events this year and have our first in person meeting May 13th. We are now planning in person events
 - Plantscape DIY event May 13
 - Summer Fair in June
 - October event, any include membership drive
 - In The Spirit December

Current Membership Totals:

- Associate: 118, Business Plus Member: 1, Chapter Business Courtesy Member: 18, Chapter Business Courtesy Member 16, Chapter Business Membe406, Chapter Level Business: 6, Chapter Level Business- Top Tier; 1, Corporate Partner Courtesy Member: 7, Education Professional: 18, General: 47, Honorary: 1, Student: 109.
- Grand Total: 340

FUNDRAISING – Monica Coleman

Your Role

- Individuals I report to: Christy Fluegel (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

- Provide support to the event planning committee.
- Reach out to vendors as needed per upcoming event to see if we need sponsors for the event.
- Tracking sponsorship funds with our treasurer Shelly Rossett.

SCHOLARSHIP – Amy Behrendsen

YOUR ROLE

- Reporting to VP Korrin Howard

GOALS

- To strengthen relationships with future talent (students) through professional development and networking.

STUDENT PORTFOLIO REVIEW AND SPEED MENTORING EVENT

- We held a combination virtual event for the Student Portfolio Review and the Speed Mentoring Event. We typically hold each one separately, but given the current landscape with Covid, decided to offer them simultaneously and have the students indicate upon registration which one they wanted to participate in. We had just about an equal number of students and professionals for a 1:1 ratio, and it worked out quite well. There were about 15 students who participated. We had a few sponsors who donated gift cards and gift baskets, and each student was able to get a prize from the event. The feedback received was good! Looking forward to offering these events again in the future, but maybe held as separate events as we have done in the past.

SCHOLARSHIP AWARDS

- Scholarship submissions will plan on being opened in mid-August and close late September.
- Last year we had the applications open from 8/1 -8/31 and it did not seem to time out well for student participation. Would like to

announce scholarship recipients at our new signature event this year, tentatively to be held in October.

Treasurer- Shelly Rosett

INDIVIDUALS I REPORT TO:

- NEWH Inc. Board
- VP of Admin – Korrin Howard

POSITION GOALS:

- Ensure chapter is following established NEWH, Inc. policies/structure/financial status
- Be aware of chapter financial status throughout the year
- Provide the President and Directors an account of all the transactions and the financial condition of the chapter at each monthly meeting, to include the status of sponsorship payments.
- Assist in clarifying who has paid their sponsorships and who is still outstanding.
- Coordinate contract signing and payments as needed for events.
- Help at events
- Attend Treasurer training as mandated.

ASSIST IN OTHER BOARD INITIATIVES:

- Q1-2021 - Part of event planning subcommittee to keep chapter members engaged, wine tasting virtual event held. Gathered event info and submitted Activity Report for event on committees' behalf.
- Q2-2021 - Planned in-person event for May, assisting in planning of in-person summer fair for June.

BUDGET AND FINANCIAL RESPONSIBILITIES

- Make sure our chapter stays within 2021 budget

SECRETARY – Lynne Mitchell

As the NEWH North Central secretary for the 2021 term, I intend to record, document, and organize the chapter activities in order 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.

CHAPTER QUESTIONS

1. We continue to hold monthly virtual meetings and minutes are submitted as required. No questions at this time.

MARKETING– Alex Hach

INDIVIDUALS I REPORT TO:

- NEWH North Central VP of Development, Christy Fluegel

POSITION GOALS

- Provide support for all events throughout the year to get sponsorships. Plan the annual fundraiser.
- Email blasts and invites to our members and non-members for upcoming events that are cohesive and professional looking.
- Send out reminder email blasts to help turnout at events.
- Continue to work with fundraising, programming and memberships to keep our members up to date and involved.
- Update the North Central Chapter website with current sponsors and events.
- Continue to update the event calendar as future events of 2021 are planned.
- Keep social media up to date; be more involved on Instagram:
 - Post bios on board members
 - Post Top ID photography
 - Post upcoming save the dates and event invites
 - Post recaps on events

NORTHWEST

Kelly Knowles & Karen Rains, delegates

chartered March 23, 1995

MEMBERSHIP

See our membership numbers on page 27 of this report.

PROGRAMMING

Our year kicked off with a virtual hotel tour for 7Cedars lodge. We have found using the Airmeet platform to be a fantastic tool to feature sponsors slide packages as well as use the social lounge feature and add vendor logos to the tables. While we all miss in person events very much we have learned that virtual events have expanded our territory for hotel tours and helped us to use them as a well to highlight projects done around our region as well as provide an opportunity to showcase projects from our TOP ID firms only. Our events have been very heavily in the Seattle market which we have received feedback on in the past as always being difficult to travel do. Virtual events throughout our region have opened up the market in how we include all the states belonging to our chapter.

SCHOLARSHIP

- Scholarship opened on 5/24/21
- Applications are due by 6/25/21 (we'll do a one week extension so applications will really be due on 7/2)
- Awarding up to \$37,000
- Winners will be honored at SAVOR in the Fall
- Top winner(s) will also win a trip to the Leadership conference in Seattle in April 2022

FUNDRAISING

Being a COVID year and we are again in the midst of primarily

virtual events our fundraising team was very successful in their fundraising efforts. We are so proud of their dedication and persistence in such a touch time. We were able to retain about ⅔ of the sponsors we had from last year as well as gain a handful of new sponsors as well.

Our Savor At Home event was a play on our typical in person event that we have hosted every year. This year we will be hosting that virtually as well as it was a very successful virtual event last year. A new event for us this year since Savor is virtual is a Scholarship Walk. We will host our first in person event outside at a local park as a way for vendors to gather and showcase product at the start/finish and raise money through a QR code link for scholarship. It's a relatively easy planning and a great way to stay safe in the fresh summer weather and bonus we will get to see people's faces not on a screen!

CHAPTER/REGION GOAL

We have committed to leading the conversation on diversity and inclusion in the industry and our region. Our education team has done a really fantastic job this year and will be rolling out a book club to help discuss industry related books that will help with discussion topics.

OUR CHAPTER/REGION WOULD LIKE HELP WITH

We noticed that the NEWH website only has our chapter listed with "Washington, Oregon, and Idaho." However, we have always included Alaska as a part of our territory and most recently Montana. Can we update the website to reflect that?

Staff Note: Yes! It's been updated.

ORANGE COUNTY REGION

Jennifer Dorr, steering committee chair

September 9, 2008

NO REPORT SUBMITTED – 2/4/2021 OR 6/3/2021

PARIS

Gwendoline Theodet, chapter president

NO REPORT SUBMITTED – 2/4/2021 OR 6/3/2021

PITTSBURGH REGION

Julie Zanella, steering committee chair

NO REPORT SUBMITTED – 2/4/2021 or 6/3/2021

ROCKY MOUNTAIN

Nicole Brindle & Rebecca Rotar, delegates

chartered December 2, 1991

MEMBERSHIP

1. CEU's
 - a. Our CEU's were very successful for 2020, and we received national attention and attendance for these so we will continue them into 2021 on a monthly basis. We have also filled the CEU chair position.
 - b. To continue to add value for our members, we will be offering most if not all, of our 2021 virtual events at no charge, and charging a small fee for non-members.
 - c. Our hope is that all the momentum that we gained in 2020 from our successful digital events will drive more memberships this year.
2. Member Outreach
 - a. In 2021 we will send out 1-2 membership surveys to see what types of programming they would like to see. We know from our last survey that people are eager to attend

in-person events.

- b. For the second year in a row we have a very strong and dedicated person serving as Membership Director so we hope that he can build off the work accomplished last year, really creating that personal experience, and asking individuals what they would like to see from our chapter, and asking what they need from us.
- c. As in-person events pick back up we would like to continue creating printed name badges for everyone using the guest list- we will have special "new member" labels for members who have joined within the last quarter.
- d. With 4 student liaisons this year we are anticipating an uptick in new student members, and thus more scholarship applicants in the years to come! We are extending our reach beyond the design industry, to gain more students from culinary, event management, and hospitality management. We sent out a survey in February and March to 4 schools to

introduce NEWH and what it has to offer.

PROGRAMMING

1. Virtual Wellness
 - a. January 28, 2021
 - b. We hosted a virtual wellness meditation using singing bowls.
 - c. Shaw Contract/Hospitality is sponsoring.
 - d. Registration is free for members, \$5 for non-members.
2. Regional Mixer and Panel Discussion
 - a. Thursday, April 29, 2021
 - b. Highlighting projects with design firms in UT, MT
 - c. Annual Sponsors
 - d. Registration is free
 - e. RECAP: Last week we hosted a regional mixer inviting designers from UT to highlight one of their projects. We had 3 projects highlighted in total. The event started with a happy hour networking event where we broke everyone out into groups in zoom and gave them icebreaker questions. Each rotation was 5 minutes long. Overall, we think this was a successful event, we had approximately 20 attendees, most of which were designers.
3. Student Mentoring Event
 - a. Saturday, May 15, 2021
 - b. Panelist Discussion of careers opportunities available hospitality and design
 - c. Pair students with mentors for portfolio and resume reviews
 - d. NOTE: We are having trouble getting students to register for this event as of 05/03, we are considering postponing if we don't get enough sign-ups. It's possible that it's the wrong time of year, we have had much success holding similar events in October so we may need to reconsider for future events. To be determined!
4. Virtual Hotel Tour
 - a. We are planning an IN PERSON hotel tour and membership event in late July (The Sheraton Denver), this will be a members only event and tickets will be the cost of a membership for non-members.
 - i. The tour will be pre-recorded on a platform called "Your audio Tour" - patrons will download the app and we will provide them with a map and they will visit each space at their leisure and listen to the corresponding audio track with the design team talking about the overall design of the space.
 - ii. This event will highlight the historic IM Pei building that the hotel occupies, and will also feature a networking portion. We are very much looking forward to this event!
 - b. We are also hoping to have an additional hotel tour of the Pegasus hotel in RiNo later this fall.
5. Top ID Event
 - a. We are planning to host this in person this fall! Our virtual gala last year was very successful and we are hoping to be able to have this in person! If for some reason we can't we are ready to pivot and make this virtual again.
 - b. We are getting a lot of interest in this event, and are currently working with the venue to make sure we have the correct spatial distancing for COVID restrictions.
6. Other Miscellaneous Events:
 - a. Strategic Alliance event - looking at what is happening around the city to see what we can align ourselves with to help

- b. Furball PaWrade - IN PERSON, slated for summer! This will be our chapters take on the furry scurry. We are involving the girl scouts who will be helping us check people in. This is still very much in the works. This is our community service event; funds will be donated to a local shelter. There is talk of doing a doggie costume contest as well!
- c. Bowling/Holiday Event - we are contemplating on hosting this event in early December pending the outcome of vaccines this year. This has been a great fundraiser for us so we would love to get back to hosting this as it is a favorite of the board and the membership base. There is talk of pushing this near Halloween so we can do a costume contest as this was very popular two years ago when we did this event.

SCHOLARSHIP

1. Our board awarded \$10,000 in scholarships this year.
2. Rocky Mountain Chapter 2021 Scholarship Schedule:
 - a. Scholarship Applications Released: October, 01 2020
 - b. January 01, 2021: Deadline for Submissions
 - c. February 13th & 14th: Conduct Interviews via Zoom
 - d. February 22nd: Notify Winners
 - e. October (tentative): Awards Event - in person
3. We adjusted our scholarship timeline this year to get a jump on things, we feel that more students will apply and it will be more convenient for the students and our board.

FUNDRAISING

1. Our Annual Sponsorship Menu has continued to be a very powerful tool for our chapter. It has proven to be a significant contribution both financially, and in terms of keeping our sponsors involved throughout the year. We have continued to refine the package based on the feedback we've received.
2. For 2021, we have decided to roll over our 2020 Annual Sponsors and give them the opportunity to 'upgrade' to the next year by paying the difference from their current level. This gave us the opportunity to get new sponsors! Our amazing sponsorship director, Natalie Goodman was able to secure several new sponsors for 2021, and in total, we have \$15,300 in funds to go towards our events for the year!
3. This year we will continue to host free virtual events for members, and we will start charging for non-members. We do anticipate charging members a smaller fee for some of our larger events, especially if those are in person. We are hoping we can start getting back to normal this year in terms of fundraising.
4. For 2021 we will be soliciting sponsor money for each event in addition to our annual sponsor funds. Our plan is to target new sponsors we don't typically work with.

OTHER CHAPTER HIGHLIGHTS

1. We expanded our social media team for 2021 to include some of our past scholarship recipients and other students who had expressed interest. This did not work out as the students have not been very involved so we have created a social media post to call for more members to add to our social media team.
2. We have been fortunate to have a Student Representative on the Board for 2020 who is an incredible advocate and strong voice in driving student interest and involvement.
3. For the second year in a row, we have generated a ton of interest in joining the board. Our successful virtual events have certainly helped in generating the interest!
4. Moving forward in 2021, the landscape is uncertain but we hope to have a combination of virtual and perhaps smaller in-person events. We are more prepared than ever to be

flexible and shift directions as needed. We feel that 2020 was a test of our strength and perseverance as a board and we feel we have been quite successful.

WHAT IS ONE GOAL YOUR CHAPTER/REGION SET FOR THE YEAR? HOW DO YOU PLAN TO (OR HOW DID YOU) ACHIEVE THAT GOAL?

We would really like to reach out to some of the culinary students at MSU and have them cater one of our events. We think it will be a great way to bring them into the fold, and it would be mutually beneficial since it would give them the opportunity to cater a professional event. We have been discussing this for a few years and would really like to make it happen later this year once restrictions lift! We have a great connection with the head Chef at MSU, Chef Jackson Lamb, he has been incredibly supportive of our chapter and we will work with him to coordinate a time that works for the students. We will need to plan our event around them but we feel it would be worthwhile! We are very much looking forward to having in person events again!

AS A DELEGATE, DO YOU REPORT BACK TO YOUR LOCAL CHAPTER/REGIONAL BOARD ON THE IBOD MEETING? WHAT KIND OF FEEDBACK HAVE YOU RECEIVED?

Yes, typically I take notes and bring any info I feel would be most relevant and helpful to our chapter specifically. After every IBOD meeting we add a section to our agenda for updates, and ask everyone who attended to share their takeaways. I think everyone is always interested to hear what other chapters are doing. Now that we are doing virtual IBOD meetings I think we should extend the invitation to all board members because people are really curious to see how we operate as a whole, and it might elevate their perception of their role. (* see staff note)

ISSUES THAT YOUR CHAPTER WOULD LIKE HELP WITH:

Nothing at this time.

Staff note: The invitation to the IBOD meeting does go out to all chapter board members and board members are welcome and encouraged to attend!

SAN FRANCISCO BAY AREA

Janine Peluffo, delegate

chartered June 1, 2010

MEMBERSHIP

Membership Director: Tolu Perales

Membership drive coming up May 18. We will be hosting our Membership drive during our Windy Chien Studio Tour hoping to attract new members during this fun event. This will be virtual again this year.

Roster Info (as of March 2021)

Associate: 58	Corporate Partner Courtesies: 8
Business Plus: 2	Educational Professional: 12
Chapter Business Courtesies: 2	General: 77
Chapter Business: 14	Honorary: 3
Chapter Level Business: 8	Retired: 1
Chapter Level Business–Top Tier: 1	Student: 49

Grand Total: 255

PROGRAMMING

Programming Director: Kelly Waters

Chair: Jolene Enns

Recent event in April:

- We did a collaboration with IIDA for Earth Day– the virtual event featured conversations about sustainability with Verda Alexander (founder of Studio O+A), Joana Abrams (CEO of MindClick), and Tim Conway (VP of Sustainability for Shaw Industries) — great highlight on Mindclick and how Studio O+A approaches sustainable design. Nice turn-out. This was a free event

Past Event:

- Hotel Tour– recording is available.

Upcoming Virtual events:

- May 18 — Windy Chien Studio Tour & Membership event — free to members/\$20 for non-members
- June 15– State of Hospitality — working on having an all women panel for this event

SCHOLARSHIP

Director of Scholarship: Jeremy Bitter

Student event is scheduled for Sunday, May 23 via Zoom. We are hoping this time will allow for more students to attend.

FUNDRAISING

Fundraising Director: Carmen Seger

Chair: Melissa Petersen

Working on a new fundraiser this year — called "Dining Out" that will be for 1 week and will help support both our local chapter and our local restaurants. The goal is to have participating restaurants in 3 locations around the SF Bay Area — Marin, SF and in Oakland/Berkeley so that we can cater to a wide range of our members.

August 9-13 — Dining Out with NEWH fundraising event — working on getting restaurants committed to this event.

Silent Auction also in the works to help raise Scholarship funds.

We are looking for donations.

OTHER CHAPTER HIGHLIGHTS

Marketing — Our team is rocking it– over 1,258 followers on Instagram!

CHAPTER/REGION GOAL

We are still putting together our chapter business plan and should have this all completed in the next week or so.

REPORT BACK TO CHAPTER/REGION

Yes, our delegates report back to our chapter. We normally discuss topics covered during IBOD at the following board meeting.

Overall, feedback has been well received. Our board welcomes any opportunity to learn from other chapters.

SOUTH CAROLINA REGION

Penny McPeak, Steering Committee Chair Elect

MEMBERSHIP

2 new members:

- Steve Weil of Sothern Lady in Charleston
- Mitry Krishy of Carolina Table

PROGRAMMING

CEU Events: Brooke Pearsall has contacted for setting up a meeting with Phoebe Stein in offering a CEU related to Sr. Living designers and reps.

Charleston Forge Zoom Event: This event will be in combination with NC NEWH. It's a factory tour of forged iron. There will be a \$10 fee for non-members and free for members. Scholarship fund-raising event. With a Part II coming up May 27, free for all.

Drapery 101 CEU: Presented by Culp on March 10th at 12-1pm. Non-members will be charged \$5 and the CEU will be free for members. Shawn will provide graphics for advertising on NEWH's website and social media.

Networking Event: Thursday Topics, March 18; 6-7pm. Open Zoom format for members and non-members. Happy Hour format and the first topic, "What can NEWH do for you?" It is being discussed on whether to continue every other month.

Need help in reaching out to local hoteliers, developers, city, county and state tourism offices

Topic ideas:

- Trends in travel
- What are guests requesting
- How are you changing
- Convention Center / Visitors bureau: how are they promoting SC

Charge for the event?

- Motion: Free for members, \$5 for non-members – Shawn, Amy second

Most hotels are breaking even

Tourism – how are businesses bringing tourism to the city

More business in the city = more tourism

What are hotels being used for? Extended stay / Quarantine / Work space / short vs long term

For discussion:

- *GOOD on this – let's all review and come up with some valued questions for panelists – what's in it for them, etc.? What do designers want to KNOW? – maybe send out a survey?
- Hotel Panel Event(s)

Reach out to the following:

- Burt Poozer / Burt, Jr. – Teri
- Rick Rapoon
- Auro Hotels / OTO Development – George Rutledge
- Myrtle Beach: IQ Design, Brittan Properties
- Porter, Wellins & Pierce
- Vacation Myrtle Beach – Alicia Bame
- HH Champanary & Raj
- Rick Patel / on hospitality board for City of Columbia

Hotel Trundle: Rita Patel

Embassy Suites Greystone Blvd –

Tourism – local trends

Palas Hospitality – Nick Palassis

Hank Holiday Group

Restaurant Panel Event: Event for 2022 to lead up to Celebrity Chef. Information will include: What have restaurants done to change in the new environment? Possible chefs to consider for this panel event: Brandon Veile with Juniper Restaurant.

Outdoor Events: Currently there are no trade shows scheduled. Table top events are good ways for local firms to see new product. Manufacturers will pay for space to help in hosting.

Event Ideas: Considering hotel tour with J Banks in Hilton Head, a fabric factory tour in Raleigh, and NC NEWH is planning a cookbook fundraiser.

SCHOLARSHIP

- SC Region made some money toward scholarship from the Charleston Forge virtual tour
- There is a conversation about vendors donating to scholarship in order to do more virtual tours.

FUNDRAISING

N/A

OTHER CHAPTER HIGHLIGHTS

- Restaurant Panel Event: 2022 to lead up to Celebrity Chef
- What have restaurants done to change in new environment
- Possible chefs to consider for panel: Brandon Veile, Juniper

CHAPTER/REGION GOAL

Have great events that benefit membership and scholarship – growing the region

REPORT BACK TO CHAPTER/REGION

I have not

OUR CHAPTER/REGION WOULD LIKE HELP WITH

- Helping have more attendance at virtual events
- Helping plan celebrity chef – Feb. 23, 2023

Staff note: We encourage your board members to forward the broadcast to their own personal business contact lists – more as a personal invite – i.e. 'This is going to be a great event; I hope you can join us!' – or something like that. People will be more likely to open something from someone they know, then just another email from NEWH. **NOTE before forwarding:** Please be sure to remove the bottom 'update your profile/unsubscribe' link at the bottom of the email before forwarding – if a person you forward to clicks on that link, it will unsubscribe YOUR email address since you were the original recipient. Sharing to social media and promoting attendance, try and reach your non-members in the area with benefits as to why they should go. Always point out the "What's in it for them". Showcase your members and what they love about attending the events and be sure to share pictures from the event after to show them what they missed. In addition, as we know people are becoming busier and with less staff, make sure any virtual events planned are high quality – just as you would consider when having an in-person event. Hotel tours and panels that include something for everyone (i.e. back of house, GM, designer, architect) are more apt to be attended.

SOUTH FLORIDA

Carolina Coelho & Annette Lucille Gravelle, delegates

chartered October 2, 2003

MEMBERSHIP

- Gather content + create "I AM NEWH" video / joint effort with Director EID
- Recruit as many new members of possible with current situation – working through ideas + concepts for membership drive with COVID guidelines; goal is to grow stronger together in this time of transition
- Maintain as many members as possible (not lose any memberships)

- Be a positive first point of contact for new members during welcoming, Director of Membership personally calls + welcomes each new member
- Try and promote and sell renewing members on better Membership levels (Business Memberships)

PROGRAMMING

Launched First Annual Sponsorship Package April 2021: Sold 8-Resort Level, 3-Hotel, 5-B&B, + 6-Inn Level – total (22) sponsors with specific

opportunities for direct involvement in programming 2021.

- Resort- (1) product spotlight social media, (1) monthly website spotlight, (1) Take Over Tuesday, (1) CEU Presentation, (1) Hotel Tour Participant, (1) Panel Discussion Participant, Logo on Footer for all NEWH South Florida Chapter Emails, Logo on NEWH South Florida Chapter Website 2021, Logo on Virtual Step + Repeat Banner During Virtual Presentations (1) Social Media Thank You Post, (1) Product/Project PDF membership e-blast + LinkedIn featured article, Discount 15% on Paid Event Tickets (5 Tickets Max).
- Hotel- (1) product spotlight social media, (1) CEU Presentation, (1) Hotel Tour Participant, Logo on NEWH South Florida Chapter Website 2021, Logo on Virtual Step + Repeat Banner During Virtual Presentations, (1) Social Media Thank You Post, Discount 10% on Paid Event Tickets (5 Tickets Max).
- B&B- (1) product spotlight social media, (1) CEU Presentation, Logo on NEWH South Florida Chapter Website 2021, (1) Social Media Thank You Post
- Inn- (1) product spotlight social media, Logo on NEWH South Florida Chapter Website 2021, (1) Social Media Thank You Post

Goals for the year: To provide programming that engages membership the chapter and profession through education, networking, philanthropy, and recognition for professional achievements.

SCHOLARSHIP

- 2021 plan to award \$20,000... reduction due to COVID + limited fundraising
- Launched Scholarship Program early on April 29 + increased window of opportunity for submissions to encourage a more diverse group of students within our local area; closing August 29
- Updated the school list to include the US Virgin Islands + Territories for Scholarship eligibility

FUNDRAISING

As a fundraiser, my goal is to help the NEWH South Florida Chapter plan their two main annual events, which are the Bowling or Top Golf event and the Golden Palm Awards.

With the help of the committee, my responsibilities are (but not limited to):

- Determine venue, decoration and entertainment.
- Get quotes for venues, food and drinks
- Establish admission fees and sponsorship amounts
- Track expenses and income for the events
- Create and develop relationships with sponsors
- Source for new sponsors
- Update mailing list with new contacts and sponsors
- Coordinate with the Marketing Director any information needed for the events (venue, sponsors, entertainment, date/time, location, etc.)
- Obtain certificate of insurance for events from the NEWH office
- Create an event schedule for the President or host
- Submit an activity report after the event to the NEWH office
- Thank sponsors after events
- Participate in monthly chapter meeting
- Help promote or attend NEWH events

For this year, I would like to achieve if not all, most of the responsibilities above. I am beyond grateful for the opportunity as a fundraiser, therefore I will try my best to help the South Florida NEWH Chapter achieve their best year yet.

OTHER CHAPTER HIGHLIGHTS

Our Chapter is working on expanding into the high school sector to teach young students about the hospitality industry. We have met with the NEWH Orange County regional group to learn their approach. Currently our Director of Student Relationships is gathering ideas + content to curtail this specific to our region. In addition, we have met with the Broward County School system to partner on launching this initiative in August 2021 with specific high schools in Fort Lauderdale that have hospitality programs. Moving forward, Dade County has also shown interest to expand this effort in 2022.

CHAPTER/REGION GOAL

The goal for this year is to bring a broader awareness of member value and recognition with our "I am NEWH" video set to launch this summer. Our hope is to have this as an ongoing rolling advertisement + relationship builder. We also launched our first annual sponsorship to set the stage for programming events structure moving forward, with the hope to create meaningful dialogue and thoughtful online events + hope that towards mid to end of year to be in-person that engages more profoundly designer membership.

REPORT BACK TO CHAPTER/REGION GOAL

Yes. We have received great insight + momentum around the conversation of equity, inclusion, + diversity initiatives; had the great honor of having Rachel Williams join a recent board meeting to discuss our movement forward. We are looking to start posting in multiple languages within social media to provide a more collaborative effort for the demographics within our region.

CHAPTER/REGION WOULD LIKE HELP

- Expanding outreach to high school students
- Creating a movement with the "I am NEWH" video
- Opportunities that arise with INC for collaboration

Staff note: Expanding outreach to high school students – reach out to some local guidance counselors and find out where/when they have career/university fairs. Attend those fairs and talk about the scholarships your chapter gives and how them getting involved early with NEWH could lead to great connections and benefits later on down the road. Find out if they have interior design, architect or management classes and ask those teachers if you can come in to talk about hospitality-related studies. Ask a student or scholarship recipient to come in to the class with you to share their experience. Creating a movement with the "I am NEWH" videos – Firstly, if you include music, it must be royalty free or your chapter would be liable for some major fines. Get your members involved, make sure you're tagging their personal and business pages to increase exposure for them as a member. Don't just feature your board members and sponsors, add in general members to get everyone from your chapter more involved.

Opportunities that arise with INC for collaboration – please clarify by sending your thoughts and more info to jena.seibel@newh.org

SUNSHINE

Denise Ganson and Kary Maybury, delegates

chartered September 1, 1996

NO REPORT SUBMITTED

TORONTO

MEMBERSHIP

For April 2021 our Membership grand total was 178

Associate – 16	Education Professional – 12
Business Plus Courtesy – 2	General – 51
Chapter Business Courtesies – 25	Honorary – 3
Chapter Business Member – 6	Green Voice Courtesies – 1
Chapter Level Business – 13	Legacy member – 1
Corporate Partner Courtesies – 4	Student – 44

PROGRAMMING

We are planning a series of virtual events with students and we are thinking of hosting a trunk show in July.

The virtual events will definitely happen and are being planned as we speak. The trunk show cannot be planned until things are safe again and we get out of the current lockdown.

SCHOLARSHIP

Our scholarship director Terryl Nielson will be connecting with schools in the next months, in order to promote this year's scholarships. In the meantime, she will be asking the past year's winners to start getting a bit more involved with our chapter so we can lure in more students.

FUNDRAISING

It has been decided that the Golf tournament that was planned for September will be cancelled. We haven't planned an event that will be exclusively for fundraising but we are hoping to be able to raise some money with our July trunk show, like we raised with our Top ID awards.

OTHER CHAPTER HIGHLIGHTS

On February 3rd, we put together a Scholarship awards event in combination with the Top ID awards. The event was a success and all participating parties enjoyed themselves.

Julie Nichols, the Co-op Advisor/Job Developer of Sheridan College is our new Students Relations Director. Together we are planning a series of events involving students.

Paula Cavallin, of Garrett Leather, is our new Marketing Director. Together we have come up with a plan to promote our chapter members on social media by posting products of manufacturers and vendors, designers' projects and in a month or so, pictures of members' pets, in order to give the posts a fun twist.

CHAPTER/REGION GOAL

Our goal for the following months is to try and lure in as many students as we can.

Our chapter has been a bit lethargic due to the whole Covid situation. That said, we decided that in order to help the chapter grow, for when we can go back to live events, the best way is to start getting the students of our industry engaged. They are now students but they can become student members of our chapter with a small nudge and after they start working, they can continue being part of our organization I they consider it to be "their family".

These past 15 months have been especially difficult for students to find jobs as interns, or as co-op students, so our chapter is putting together a series of virtual events for the fourth year students of schools in order to help them out with their portfolio reviews and answer any questions they might have regarding our industry. We will start with the fourth year students at Sheridan College and then work our way to other schools and gradually to other year groups as well. We are currently looking for mentors who might help out in this task. Each event will have approximately 7 students and their portfolios will be emailed beforehand to the designers who will volunteer. This way students can be exposed to the "outside world" and to our NEWH chapter and designers can keep a record of any students they felt might be an asset to their firm in the future.

REPORT BACK TO CHAPTER/REGION

After each IBOD meeting I report back to our board regarding all the highlights, all the events that other chapters have organized which sound interesting and all the news from NEWH INC.

UNITED KINGDOM

Libby Bull & Jonathan Young

chartered June 12, 2002

MEMBERSHIP

- We have been pleasantly surprised by membership slowly starting to rise again within the start of 2021.
- We continue to provide an array of online events to honour and keep up connections with our existing members. We actively share these events on social media. We hope that as our events slowly become live (face to face) again, and when the industry is in less flux later in the year, we will look at actively driving more membership again.
- We have undergone a process of review to update this year's student application form. The form now includes the following: A) A direct link to the membership page, B) Student contacts details for both university and personal, so we can follow up with NEWH membership once the student membership period is over.
- We continue to have a diverse membership made up of suppliers, designers, hoteliers, purchasing agents, and students along with publishers, editors, and curators. This is reflected in our webinar events which are attracting more people from different areas of the industry.
- Amber Hunter-Love reliably continues to review and update our membership mailing lists and database.
- Kevin Swart continues to take great care of our Membership

protocols and continually encourages the Board to seek out contacts that may wish to join the UK Chapter.

PROGRAMMING

- We are continuing with our virtual Social events once a month and we intend to run these until live meet ups can happen again. Even though the social events are often small they provide regular contact and remind our members of NEWH. Socials are run by pairs of board members as we have found this has increased connections too.
- We now expect live events to commence from July onwards in the UK. Planning is already started for our future events such as a Golf Event, a Hotel Tour, and a return of a Graffiti Class (back by demand).
- Our main Round Table and Fundraiser event is now rescheduled for 28th September 2021 at the Bloomsbury hotel. The Round Table event is planned for the afternoon, followed by the Scholarship presentation and networking in the evening. This year we are planning to shake up the format of the Fundraiser by including an on-stage student panel presentation (inspired by the NEWH Event in Miami).
- The board is still in discussion regarding when TopID & ED events will take place in 2021.
- Alison Kells continues to deliver great ideas for future events

and oversees organizing the event calendar, along with Kathryn Quinn who as VP, continues to oversee Programming & Marketing.

- Alicia Sheber continues to be great in her role as our Marketing Director, along with the fantastic support of Sophie Green, Can Faik, Jon Bond and Rita Bancroft who have all added invaluable help with preparing fliers for save-the-dates and invitations, along with press/media publications in recent months.
- Jonathan Young continues to oversee the task of reaching out to a wider European audience and organizing The European Webinars (in collaboration with Paris and Milan chapters) which continue to be popular.

SCHOLARSHIP

- At the start of 2021, the board had a big drive on making more Universities aware of NEWH and encouraging them to be involved in this year's Scholarship programme. Annette Culhane, Karolina Januskaite, Libby Bull, Jon Bond, Lynn Fisher and Rebekah Ellis have all being actively involved in this task.
- We are very pleased to share the news that all judges who were secured for the suspended 2020 Scholarships, have happily re-accepted the role for the 2021 Scholarship programme. Judges are: Corinna Galdies (GA Design), Karl Lennon (GROHE Limited), Kathryn Quinn (AD Associates & VP NEWH), Mark Gordon (Expo Platform), and Peter Mance (MAAPS Design & Architecture Ltd). The student presentation day is now due to take place in early July (by Zoom).
- This year the Scholarship application has been revised and improved to request a lot more details from the applicants (making it more in line with the Inc template).
- The Scholarship team are developing a dedicated NEWH project brief for the student competition. This means that judging of the student presentations will be fairer, with all students therefore having the same set brief and time frame, and with focus on hospitality (rather than in the past, whereby students presented any previous academic project, of any discipline).
- Karolina Januskaite continues to be a great point of contact for all students (in her role as Student Relations Director) and continues to keep the student's database up to date.
- Libby Bull is still overseeing all things Scholarship but is guiding Annette Culhane and Karolina Januskaite to take over the reins for 2022.
- Annette Culhane continues to develop the student's social media platforms and will become more involved on education aspects.
- Diversity Director, Jonathon Wilkins, has been involved with the regular NEWH Inc. Diversity meetings and is keeping the board informed.

FUNDRAISING

- With all our events still on-line, it has been difficult to do much fundraising. While our 'Socials' remain free of charge, we have been able to charge a small fee for some of the online classes such as yoga and dance classes.

- With the webinars we continue to have no restrictions to the events (so open to all; not just members). We have managed to get sponsorship for a couple of the webinars and will continue to pursue this for future events.
- Hannah Rogers continues her great work as Director for Fundraising and is now full steam ahead working to securing this year main sponsors for the Round Table & Fundraiser event.

OTHER CHAPTER HIGHLIGHTS

- We are excited about over continuing involvement with the Paris and Milan chapters and early news of the possibility of a German Chapter. It would be great to have a representative from each of the European chapters to possibly attend this year's UK chapter Fundraiser if travel is possible. We also very much hope to attend an NEWH Milan event to support them as we have previously in Paris.

CHAPTER/REGION GOAL

- We continue to encourage more students to become more involved with NEWH, not just in the Scholarships but in the free events; encouraging them to connect with industry figures and share with them any opportunities of jobs and placements we are made aware of through our members.
- The board are very excited to start planning ideas to celebrate our 20th Anniversary of the NEWH UK Chapter in 2022.

REPORT BACK TO CHAPTER/REGION

- Caro Cundall continues her great role as President, sharing all NEWH protocols from Inc. and continuing to lead the regular Chapter meetings. She encourages the Board to have more sub-team meetings to ensure we achieve the most at the monthly meetings.

OUR CHAPTER/REGION WOULD LIKE HELP WITH

- We would like to ask NEWH Inc. if the following currently happens in other Chapters and whether this is something that has been discussed or considered previously:
 - Do NEWH Inc. currently help with any student transport fees? (i.e.: payment towards transport costs to attend NEWH events, presentation & fundraiser events).
 - Does NEWH Inc. accept Hospitality based Recruiters as members?

Staff note: Student Transport fees – Yes, if those expenses have been included in your Admin Budget and Chapter Board approved. Suggestions: offer a flat rate stipend based on location/event, keep the funds realistic and remember we are a nonprofit. Think about getting a sponsor to help fund the student stipend.

Staff note: Yes, we do accept hospitality based recruiters as members. They would be listed in our online Resource Directory under Business Services: Executive Search. We would just want to be clear to those members that any recruitment posts need to be done through NEWH's Career Network (not posted on any other NEWH chapter social media pages).

VANCOUVER REGIONAL

James Adamson, steering committee chair

NO REPORT SUBMITTED – 2/4/2021 or 6/3/2021

WASHINGTON DC METROPOLITAN

Leslie Anderson & Julie Kaufmann Unger, delegates

NO REPORT SUBMITTED – 2/4/2021 or 6/3/2021

chartered November 6, 1992

ADDENDA

MOTION TO APPROVE MINUTES

Date: June 3, 2021

Motion Number: 1

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

Motion seconded by: _____

VOTE COUNT:

YEA: 0

NAY: 0

ABSTENTION: 0

STATUS OF MOTION:

Carried:

Defeated:

MOTION TO APPOINT BOARD MEMBERS

Date: June 3, 2021

Motion Number: 2

I, Cynthia Guthrie, move to appoint Deidre Schwartz to the position Vice President/Education on the NEWH, Inc. Board of Directors/Executive Committee.

Motion seconded by: _____

VOTE COUNT:

YEA: 0

NAY: 0

ABSTENTION: 0

STATUS OF MOTION:

Carried:

Defeated:

MOTION TO ADJOURN

Motion Number: 8

I, _____, move to adjourn the NEWH, Inc. Board of Directors Meeting at _____ pm ET.

Motion seconded by: _____

VOTE COUNT:

YEA: 0

NAY: 0

ABSTENTION: 0

STATUS OF MOTION:

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.

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 BDNV 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 9/10 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

2021 CALENDAR

JUNE

- 2-Jun NEWH PerspectiVe**
- 2-Jun Festival of the Republic*
- 3-Jun NEWH Governing Board Meeting**
- 3-Jun CityScene - Chicago
- 8-9 Jun Cruise Ship Interiors / Hospitality Expo
- 6-10 Jun ARDA Timeshare Together
- 9-Jun Introducing Italy**
- 16-Jun NEWH PerspectiVe**
- 16-18 Jun Hospitality Design NextGen Forum
- 16-18 Jun The International SURFACE Event
- 16-19 Jun AIA Conference on Architecture 2021
- 17-Jun NEWH/European La Pause Webinar**

- 17-Jun NEWH Founders Circle - VIRTUAL**
- 19-Jun Juneteenth*
- 20-Jun Father's Day*
- 21-23 Jun BD Summer Forum
- 22-Jun NEWH CARES – We Will Survive
- 23-Jun NEWH BrandED**
- 24-Jun HICAP ANZ - VIRTUAL
- 24-27 Jun BOND - Latin America's Architect Forum
- 27-29 Jun Healthtac East
- 27-30 Jun HOTEK North America: Design & Operations
- 30-Jun NEWH ED Online**

JULY

- 1-Jul Canada Day*
- 7-Jul NEWH PrespectiVe**
- 7-9 Jul Coverings '21
- 9-Jul NEWH Staying Connected**
- 11-14 Jul Boutique Design Match
- 14-Jul Bastille Day*
- 14-Jul NEWH Chapter Chats**

- 15-Jul NEWH/European La Pause Webinar**
- 20-Jul CityScene - Los Angeles
- 20-Jul NEWH Cares**
- 20-23 Jul Eid al-Adha*
- 21-Jul NEWH PrespectiVe**
- 26-28 Jul ALIS
- 28-Jul NEWH BrandED**

AUGUST

- 1-3 Aug Senior Lifestyle Design Match
- 1-3 Aug BITAC Independent 2021
- 4-Aug NEWH PerspectiVe**
- 11-Aug NEWH EID Dialogue**
- 11-13 Aug HD Summit
- 15-18 Aug AHLA Golf Classic
- 17-Aug NEWH Cares**
- 18-Aug NEWH PerspectiVe**
- 19-Aug NEWH/European La Pause Webinar**
- 22-24 Aug Western Foodservice & Hospitality Expo

- 22-26 Aug 2021 Summer Las Vegas Market
- 23-25 Aug Hotel & Restaurant Show
- 24-25 Aug HD Expo & Conference
- 24-25 Aug RetailX
- 25-Aug BrandED
- 26-28 Aug The NAFEM Show
- 28-31 Aug Environments for Aging
- 29-Aug - 1-Sep HotelPoint 2021
- 31 Aug NEWH Bethesda Regional Tradeshow**

SEPTEMBER

- Sep HD Siteseeing
- 1-Sep NEWH PrespectiVe**
- 5-10 Sep Salone del Mobile.Milano
- 5-10 Sep Milan Design Week
- 6-Sep Labor Day*
- 6-8 Sep Rosh Hashanah*
- 6-8 Sep International Hotel Investment Forum
- 7-9 Sep The Hotel Show Saudi Arabia
- 8-Sep NEWH Chapter Chats**
- 8-10 Sep Restaurant PointWest
- 10-14 Sep MAISON&OBJET Paris
- 13-15 Sep Argentum Senior Living Executive Conf. & Expo

- 13-15 Sep Healthcare Design Forum
- 15-Sep NEWH PrespectiVe**
- 15-16 Sep Yom Kipper*
- 16-Sep NEWH/European La Pause Webinar**
- 21 Sep HD Awards
- 21-Sep NEWH Cares**
- 22-Sep NEWH BrandED**
- 22-23 Sep Hawaii Hotel & Restaurant Show
- 22-24 Sep HI Design Asia
- 22-25 Sep Design London
- 27-30 Sep HITEC Dallas
- 27-30 Sep Lodging Conference
- 29-Sep NEWH ED Online**

OCTOBER

- Oct Hospitality Design ELEVATE
- 4-6 Oct NeoCon

- 14-Oct CityScene - San Francisco
- 17-Oct NEWH/Las Vegas HOSPY**

- 5-Oct NEWH Houston Regional Tradeshow**
- 6-Oct NEWH PrespectiVe**
- 7-Oct CityScene - New York
- 7-10 Oct All Aboard Design
- 7-15 Navaratri*
- 8-Oct NEWH Staying Connected**
- 11-Oct Canadian Thanksgiving*
- 11-14 Oct ULI Fall Meeting
- 12-Oct Powertalks**
- 13-Oct NEWH Chapter Chat**

NOVEMBER

- 3-Nov NEWH PerspectiVe**
- 4-Nov Diwali*
- 4-Nov CityScene - Miami
- 10-Nov NEWH EID Dialogue**
- 11-Nov Armistice Day*
- 12-Nov Platinum Circle
- 13-Nov NEWH Governing Board Meeting**
- 13-Nov NEWH Executive Committee Strategic Planning**
- 14-Nov NEWH Executive Committee Wrap-up**
- 14-15 Nov BD|ny

DECEMBER

- 1-Dec NEWH PerspectiVe
- 8-Dec NEWH Chapter Chat
- 9-Dec CityScene - Dallas
- 15-Dec NEWH PerspectiVe

- 18-Oct Powertalks**
- 19-Oct NEWH Cares**
- 20-Oct NEWH PrespectiVe**
- 21-Oct NEWH/European La Pause Webinar**
- 21-24 Oct westedge DESIGN FAIR
- 22-26 Oct Host Milano
- 23-26 Oct Healthcare Design Expo + Conference
- 25-29 Oct Lightfair 2021
- 26-29 Oct HOTEK Europe
- 27-Oct NEWH BrandED**

- 14-15 Nov HX: The Hotel Experience
- 14-15 Nov International Contemporary Furniture Fair
- 15-Nov Gold Key Awards
- 16-Nov NEWH Cares**
- 17-Nov NEWH PerspectiVe**
- 18-Nov NEWH/European La Pause Webinar**
- 18-Nov HICAP ANZ - VIRTUAL
- 24-Nov NEWH BrandED**
- 25-Nov Thanksgiving*
- 28 Nov-6 Dec Hanukkah*

- 16-Dec NEWH/European La Pause Webinar**
- 25-Dec Christmas*
- 26-Dec - 1-Jan Kwanzaa*
- 28-Dec Boxing Day*

Jun 2016

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: May 4, 2020

Motion Number:

I, _____

Motion seconded by: _____

Motion is stated and thrown open by the chair for discussion.

Notes on discussion: