



## GOVERNING BOARD PACKET

13 Nov 2021

Meeting Room  
**River Pavilion**

**Jacob Javitz Convention Center**  
429 11th Avenue, New York, NY 10001

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

**Saturday, 13 November 2021 - River Pavilion/Jacob Javitz Convention Center**

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

1:00 – 4:30 pm Eastern Time

<b>Executive Committee</b>	Christine Tucker Fernando Diaz Sandy Banks	Jennifer Wellman Deidre Schwartz Monica Meade	Lanée Burns Helen Reed Cynthia Guthrie	Trisha Poole Jonathan Young Tara Witt	<b>EC Guests</b> Gwendoline Theodet Enrico Cleva	<b>Strategic Advisors</b> Trudy Craven
<b>Board of Directors</b>	Brittany Spinner Dallas Bentley	Vanessa Vaughan Kelly Gaddes	Alex Jones Deaderia Morris	Tory Knoph	<b>CP Ambassadors</b> Matt DeShantz Gretchen Gilbertson	Jordan McInturf Jason Reynolds
<b>Chairs</b>	Leslie Anderson Rachel Berman Barbara Bradley Stephanie Deshaies	Debbie McKelvey Meg Prendergast Natalie Sheedy	Teri Schell Penny Shelton Miriam Tamayo	<b>Brand Ambassadors</b> Barry Sullivan Tara Chung	Kavitha Iyer My Nguyen	<b>Media Ambassadors</b> Michelle Finn Stacy Rauhen
<b>House of Delegates</b>	Leslie Anderson Nicole Brindle Libby Bull Courtney Callahan Valentina Castellon Carolina Coelho	Mark Cunningham Kortney Edge Denise Ganson Alison Gasser Tara Hebert	Jonathan Kaler Julie Kaufmann Tory Knoph Kristin Kubala Dawn Larsen-Garner	Natasha Lila Ashar Kary Maybury Demi Melissinou Leena Nancy Janine Peluffo	Michelle Purcell Karen Rains Rebecca Rotar Deidre Schwartz Heather Scott	Penny Shelton Athena Slejko Jessica Vos Tara Witt Jonathan Young

1:00 pm	Call to Order (3 minutes)	Christine Tucker
1:03 pm	Establishment of Quorum (3 min) - Presentation of Minutes and Motion to Accept (2 min)	Fernando Diaz
1:08 pm	President's Welcome (5 minutes) - Call for Motions (3 min)	Christine Tucker Cynthia Guthrie
1:16 pm	Financial Report (2 min)	Sandy Banks
1:18 pm	Membership (3 min) EID Chapter Guidelines (3 min)	Vanessa Vaughan Lanee Burns
1:24 pm	Scholarship (3 min) - Chapter Status (2 min)	Jennifer Wellman/Brittany Spinner Hillary Eggebrecht
1:29 pm	Education (3 min)	Deidre Schwartz/Dallas Bentley
1:32 pm	Regional Tradeshow (3 min)	Jena Seibel
1:35 pm	International Report (Paris & Milan) - Canada (3 min) - United Kingdom (3 min) - Paris (3 min) - Milano (3 min)	Chris Tucker Alicia Sheber Gwendoline Theodet Enrico Cleva
1:47 pm	Leadership Conference (3 min)	Monica Meade
1:50 pm	Board Training/Strategic Planning/Next Steps (3 min)	Jena Seibel/Trudy Craven
1:53 pm	BREAK (15 min)	
2:08 pm	BREAKOUT GROUPS - SCHOLARSHIP - EDUCATION/Continuing Education, Green Voice Education, EDOnline - 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
3:20 pm	Report on Breakout Session - SCHOLARSHIP (10 min) - EDUCATION, Continuing Education, Green Voice Education, EDOnline (10 min) - MEMBERSHIP/EID (10 min) - FINANCE/Fundraising (10 min) - CONFERENCES/Events (10 min) - COMMUNICATIONS, Social Media (10 min)	
4:20 pm	Old Business / New Business	Christine Tucker
4:30 pm	Motion to Adjourn	

## NEWH, INC. GOVERNING BOARD MEETING MINUTES

June 3, 2021 - Virtual Zoom Meeting

<b>Executive Committee</b>	Christine Tucker Fernando Diaz Sandy Banks	Jennifer Wellman Monica Meade Lanée Burns	Helen Reed Tara Witt Jonathan Young	Cynthia Guthrie Trisha Poole	<b>EC Guests</b> Enrico Cleva Deidre Schwartz	<b>Strategic Advisors</b> Trudy Craven
<b>Board of Directors</b>	Brittany Spinner Dallas Bentley	Vanessa Vaughan Kelly Gaddes	Alex Jones Deaderia Morris	Tory Knoph	<b>CP Ambassadors</b> Matt DeShantz Jordan McInturf	<b>Media Ambassadors</b> Michelle Finn
<b>Chairs</b>	Leslie Anderson	Stephanie Deshaies	Penny Shelton	Barbara Bradley	Debbie McKelvey	
<b>House of Delegates</b>	Leslie Anderson Nicole Brindle Libby Bull Mark Cunningham	Kortney Edge Denise Ganson Natasha Gomez Edgar Gutierrez	Tara Hebert Julie Kaufmann Tory Knoph Kristin Kubala	Annette Lucille Kary Maybury Demi Melissinou Leena Nancy	Janine Peluffo Karen Rains Heather Scott Penny Shelton	Athena Slejko Jessica Vos Tara Witt Jonathan Young
<b>NEWH Inc. Guests</b>	Shelia Lohmiller Phoebe Beachner Rebecca Bertrand Kristy Bohne Jaymie Borchardt Morgan Brodey Elizabeth Bull Claire Callis Laura Carter	Susan Huntington Sergio Cassarini Paula Cavallin Courtney Crosby Caroline Cundall Jennifer Delmas Kim Faith Kevin Fitzgerald Christina Fluegel	Hillary Eggebrecht Todd Fuller Dawn Garner Sergio Grazioli Erica Harmelin Jennifer Hayden Linda Hinojosa Casie Idle Kelly Irvolino	Diane Federwitz Levar Jackson Josh Kennett Kelly Knowles Tara Leddington William Loloey Hannah Markham Crystal McCain Raquel Miller	Julie Hartmann Zachery Mundt Marla Myatt Keaton Payne Lauren Pelusio Erica Puccio Michael Sautner Chris Schafer Kristina Scott	Brenda Peterson Alicia Sheber Criscione Silva Ashley Skrabut Joemy Vega Benjamin Wells Jon Wilkins Nicolette Wilkins
<b>Not in Attendance</b>	Rachel Berman Courtney Callahan Valentina Castellon	Carolina Coelho Alison Gasser Gretchen Gilbertson	Jonathan Kaler My Nguyen Michelle Purcell	Jason Reynolds Rebecca Rotar Natalie Sheedy	Barry Sullivan Mariam Tamayo Gwendoline Theodet	Tara Chung Korrin Howard Stacy Rauen Teri Schell

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.

### MOTION TO APPROVE MINUTES

Date: June 3, 2021

Motion Number: 1

I, Fernando Diaz, move to approve the February 4, 2021 minutes as presented.

Motion seconded by: Trisha Poole

VOTE COUNT:

YEA: 13

NAY: 0

ABSTENTION: 0

STATUS OF MOTION:

Carried:

Defeated:

### President's Welcome – Christine Tucker

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

- 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 "raise hand" option, those who get to vote on official motions are EC members and Directors on IBOD.
- Thank you to everyone for joining our fourth IBOD Zoom meeting
- Covid is still topic of day, hoping we are coming out of it on the other side, and we start to see some in person activities
- NEWH, Inc. office has done an amazing job in our online presence; excellent participation and content; as people are heading back to work, we appreciate input on how to keep things going
- Can find links for missed events on the NEWH website (<https://newh.org/chapter-regional-events/>)
- Chapter events are recorded but soon after deleted due to space, you need to reach out to Susan Huntington at time of event or shortly after if you want the recording saved to Vimeo
- Just came off Strategic Planning; thanks to Zoom we included Directors, VPs and Chairs; these sessions help our growth and understanding of how we are moving forward; help of Trudy Craven has been immense
- Welcome Deidre Schwartz to her role of VP/Education; jumped into role ahead of schedule; if you had a chance to read the Board Report, she did a nice synopsis on what Education's focus is; she is from AZ chapter
- Welcome Rachel Berman as Green Voice Chair; NY chapter
- Welcome Teri Schell, SC chapter; Lodging Chair; we have not done a good job marketing the program; it is a viable program and a benefit to our membership; Lodging falls under Membership under Monica/Vanessa; Brenda is support from NEWH, Inc. office
- Welcome Miriam Tamayo, Chicago chapter, Co-Chair of Design Link; under development; hoping to launch this year
- Welcome Jason Reynolds, newest Corporate Partner Ambassador; from Moen/House of Roh; Chicago chapter; part of EID Committee
- Tara Chung is one of our new Brand Ambassadors; with Marriott; DC chapter; instrumental in helping w/ BrandED program
- Kavitha Iyer is our newest Brand Ambassador from IHG, DC chapter
- Hoping we see everyone at BDNV, our first in-person event and IBOD meeting

### 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: Fernando Diaz

VOTE COUNT:

YEA: 10

NAY: 0

ABSTENTION: 0

STATUS OF MOTION:

Carried:

Defeated:

**Membership/Payment Information/Triannual Year Survey/EID Chapter Guidelines – Vanessa Vaughan/Diane Federwitz/Lanee Burns**

**Discussion-Vanessa Vaughan:**

- Membership strategic planning was awesome; developed goals to retain and grow membership; we've lost some members
- Members were given continuation during Covid
- Important to reengage our members
- Working w/ committee to outline benefits that come along with our membership; looking at free event format, thinking about where to differentiate value between member/nonmember
- Student/scholarship recipient engagement – need ideas on how to keep them engaged; how do we improve retention of recipients/students
- At chapter level, we encourage surveys to find out what programming is important; we have access to Survey Monkey account that Inc. office can help coordinate

**Discussion-Chris Tucker:**

- During Strategic Planning it was evident every discipline is interested in a survey; to ensure we are not sending out too many surveys, we will send 3 surveys per year (January 15, May 15, September 15); if you want to ask total membership a survey question, submit to Shelia by first of these months (January 1, May 1, September 1); surveys will be in sections (i.e. Membership, Programming); if someone doesn't want to complete entire survey, they can complete certain sections; these are Inc. level surveys; 1st survey will be in September 2021
- Each chapter can initiate their own survey to their own chapter; Trudy is key to assist with what the right questions are; reach out to Diane or Trudy on how to ask the right questions and get back information you can use

**Discussion-Diane Federwitz:**

- For chapter surveys, you can look at surveys other chapters have sent out and tweak so you don't have to reinvent the wheel; request through Diane; she will put it together and send to members and share link with you with results; reach out to Diane if interested
- For dues as of March 2020, we offered 6-month extension; after the extension, if they did not renew, the list was given to Shelia who personally reached out to offer an additional 3-6 months if needed; Brenda from the Inc. office has been calling members to try to touch base and get in contact with them
- As of March 2021, all members had been offered an extension; Inc. will be sending dues reports to chapters; will continue from month to month; includes synopsis of how we have handled dues in the last year; will include script so board members can reach out to past members; reach out to Diane w/ questions

**Discussion-Lanee Burns:**

- EID Committee has created guidelines for the chapters; thanks to Levar for helping lead the committee
- If you go to our website, go to Education, then to EID page; if you scroll down, you will see chapter guidelines (<https://newh.org/equity-inclusion-diversity/>)
- Under the guidelines are things we always want our chapters to think about when planning events
- Definition of EID; EID video is available; event ideas are listed
- Think about and continue to broaden our chapters in relation to EID
- Be sure to inform chapters as there are some chapters who do not have an EID director
- Contact Lanee and/or Deaderia w/ questions; can use email link on bottom of web page

**Financial Report / New Payment Options**

**Discussion-Sandy Banks**

- We are doing fine; our sponsors have been very supportive
- Our in-person fundraising events are not where we used to be; will gradually come back
- Financially healthy and hope to remain so

**Discussion – Susan Huntington**

- We are healthy but when you are looking at our healthy bank accounts, a lot of that money came in before Covid and is being held on the account and a good percentage is going to be paid out as expenses for upcoming tradeshow & LC; it is not just slush fund money
- We have a few new payment options
- We can now we can also accept funds via Zelle which is a payment app
- We can do direct deposit into our bank accounts (ACH)
- We also have a generic payment link that runs through our website; people can enter any dollar amount and add memo for what they are paying for; reach out to Inc. for link if you want to use it for chapter events
- No fee for Zelle or ACH but there is a fee for generic payment link if using credit card

**Discussion – Christine Tucker**

- Shout out to our Corporate Partners; they have stood by us, and we still have waiting list; the value NEWH brings to them is so good that during these times, they have remained with us, and it truly is a partnership; they pay the overhead to run this business and keep it going; they are a huge asset to NEWH

**Scholarship – Jennifer Wellman / Brittany Spinner / Hillary Eggebrecht**

**Discussion-Jennifer Wellman:**

- We have set up a training and have been going through chapters based on when your scholarship opens and closes; got through spring training; met with Sunshine, Orange County, San Francisco, Chicago, DC, and Los Angeles
- If you already had your scholarship open and close, we will circle back around to you
- Will open trainings again in September; will cover confusion w/ judging form; smaller meetings sessions in open forum so you can ask questions and clarify issues
- Will discuss scholarship goals, tracking of recipients during breakout.
- When a student turns in application, they will automatically apply for membership
- When student applies for Inc. scholarship, they automatically go into the pool for all scholarships
- We are coming to close for Inc. scholarships (June 11), pass information along so students can get their apps in

**Discussion-Hillary Eggebrecht:**

- As a reminder, last year we advised chapters to give no more than 25% of scholarship funds, same goes for this year
- Any fundraising \$ in 2021 goes towards 2022 scholarships; keep in mind when you are building budget
- Four chapters have awarded 2021 scholarship
- After your deadline, you have 30-60 days to select recipient

**Education Overview – Deidre Schwartz / Dallas Bentley**

**Discussion-Deidre Schwartz:**

- January to now and it's as if we were in planning and breaking ground phase up to 2nd quarter as of now we are well into construction
- EDOOnline is moving along, will be testing the site in the next phase with about 20 pieces of content to ensure functionality is spot on
- Next phase involves reviewing existing content and soliciting more from our members and sponsors
- We are developing criteria for the content and will be discussing during breakout today
- Hope to recruit members to education committee to help us with this evaluation process and ensure established content meets criteria, is high quality and relevant to members
- Next step includes marketing of EDOOnline to our chapters and members; truly a member benefit we need to market effectively and frequently
- Continuing education content will be enveloped into EDOOnline; grow as robust database of valuable training and professional content for our members
- Ultimately will implement feedback mechanism by which to assess quality and relevance of all content
- Green Voice – we are very busy with revisions to the design competition; planning for BDNV GV session; big goal is to build team and we are well on our way; we have Friends of Green Voice started; have contributed Healthy Hospitality resource guide; looking for more members to join us

**Discussion-Dallas Bentley:**

- Received working prototypes of EDOOnline sites; we may share during breakout, looks good

**Regional Tradeshows / Trunk Shows – Brenda Peterson / Chris Tucker**

**Discussion-Brenda Peterson:**

- We will be hosting two shows in person this year – Bethesda on August 31 and Houston on October 5
- We have been working with venues on layout; there will be a foot of space in between each booth; exhibitors will not be allowed to remove side panels from booth; will not allow non-exhibiting vendors to purchase badge to walk show floor to reduce numbers
- For 2022 we have Dallas on March 22 (rolled over from 2020), Atlanta on September 29 (rolled over from 2020); Orlando and S. Florida on October 18 and 20; working on Denver for first week of June; will be in Seattle in February for Product Showcase held in conjunction with the Leadership Conference

**Discussion-Chris Tucker:**

- If your chapter wishes to have a Trunk Show, you cannot do one same year as RTS within chapter
- Suggesting 10-50 vendors max
- Must follow local restrictions/regulations
- Attendees will need to sign off stating attending at own risk
- Part of the reason NEWH is getting involved is we don't want to hurt our RTS; same vendors, same audience, want to provide structure; trying to offer NEWH structure and guidelines
- Put it in as fundraiser so chapters can make money; 2021 Covid exception to break even as a chapter; when market comes back to the new norm, there should be a profit
- Recommending in 2022 between \$300-\$500 for space for vendor
- We have huge restrictions on alcohol; someone needs to have license
- Offering best practices; ideally you offer to local member vendors
- Need it to be benefit to members; priority for booth sales should go to members, 2nd to CP, 3rd to non-member vendors
- If you are interested in hosting a RTS, contact Jena via email; Jena has reached out to chapters who are coming up in the rotation; if you haven't heard from Jena, send email (jena.seibel@newh.org)
- Inc. can help with marketing structure and email blasts; they will not be manning event (it is chapter event and chapter managed)
- Trisha Poole - Beyond trunk shows; if you are seeing successful vendor events, be sure to include NEWH in the process of getting back together again
- Shelia Lohmiller – We are implementing guidelines strictly to support NEWH and chapter fundraising; do it as a chapter event instead of vendor event
- Monica Meade – may want to poll design community to ensure it works into their schedule, so you don't end up with "vendor fest"

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

**Canada – Tara Witt:**

- Both chapters are anxiously awaiting reopening; still quite locked down as compared to US; as of this week, BC expects to be back to normal by September; rumor is that Ontario should follow

**United Kingdom – Caroline Cundall:**



- Potentially lockdown is starting to ease w/ restaurants/bars opening; likely September for design offices and main offices in London; most people are still working from home
- Hoping by July we can start with small outdoor events
- Fundraiser planned for September, fingers crossed, will know by end of June
- Really good scholarship drive, more universities/colleges, more students are applying
- Waiting on in-person events; not getting as many participating on online events as we were getting during winter months; putting on hold until autumn

#### **Milano– Enrico Cleva:**

- Growing in members steadily, 72 members; very happy!
- On hold waiting for reopening; by end of month, everything should be completely open
- Organizing webinar on June 9 about hospitality in small Italian towns; will invite everyone to join; will talk about secondary hospitality in small towns outside of everything; panelists will be in same place for first time in more than a year
- June 24th will be first live event, first meeting of all the chapter; announcing in just a few days, just for members
- Good programs for furniture show on September 5-10, Salon del Mobile; one of biggest furniture shows in the world; has been cancelled for last two editions, normally in April; will do many initiatives with NEWH; will hopefully host international NEWH members
- October hospitality show Host Milano; starting communications; hoping world will be open for that
- Starting scholarships, agreements with three universities, hoping can start first scholarship this year, still organizing
- On hold waiting for real events to happen
- Chris: Host guest invitation, will be email blast sent out this week; candidates for Host (October 22-26) are designers, purchasing and owners; great opportunity to attend, link will be sent; if you meet criteria for attending, contact Chris

#### **Paris – Chris Tucker:**

- Currently 26 members; working on getting new members, lockdown challenge
- All of Europe is doing strategic planning training w/ Trudy this month; planned effort having Paris/Milano/UK together

#### **Leadership Conference – Monica Meade**

##### **Discussion-Monica Meade:**

- We will be announcing keynote speaker, Chase Jarvis, based in Seattle, renowned photographer, CEO of CreativeLive, an online class platform with experts in their field like master class; Creative Calling is the book he has done, great book; also has great blogs and podcasts
- Social media campaign – Hillary has received a couple videos from chapters; Miami (South Florida) video was shared as example of what we are looking for; focus of videos is having fun, getting everyone excited about getting together
- We are looking for our host city for 2024, chapters from Central US can submit proposal by October 1 (Chicago, Cincinnati, Houston, Memphis, North Central); will get an email out to everyone; next host city will be announced at BDNV; we did East in 2019 with Miami
- Hoping everyone got “Seattle or Bust” sign, contact Hillary if you have not received
- Chapters and sponsors will submit videos; will all be put together as one video to show at LC; contest for video that wins will get a prize
- Reminder do not add audio to video, will be added by Inc.; videos are due tomorrow (June 4); extension is July 10 for those on lockdown; directions were included in email; please get them in as soon as possible
- Need to do big push for sponsorships

#### **Board Training/Strategic Planning – Jena Seibel / Trudy Craven**

##### **Discussion-Trudy Craven:**

- Board training not discussed due to time constraints
- Strategic planning in April and May; we did workshop with Executive Committee plus all directors and chairs; novel new adventure; seemed to work; we had everyone together for big introductory lesson and then over the next three weeks we had series of breakout meetings by discipline; wrap up session for everyone; will carry that method of operation forward with UK, Milan, Paris
- For Executive Committee in first half of August we will be setting up zoom meetings for progress review on goals
- November typically meet with Executive Committee in New York, may broaden session to include directors
- Working with one of the chapters in proposing new cadence for their strategic planning; zoom works well but needs to be done in pieces, will be what we move forward with
- Per Chris, job descriptions have been updated for VP, Directors and Chairs; now working on job descriptions for chapters

#### **Report on Breakout Sessions**

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

##### **Reports:**

##### **Scholarship-Courtney Crosby:**

*In attendance: Brittany Spinner, Jaymie Borchardt, Hillary Eggebrecht, Hannah Markham, Kristin Kubala, Elizabeth Bull, Courtney Crosby, Kristina Scott, Kortney Edge, Josh Kennett, Jennifer Wellman, Crystal McCain, Kevin Fitzgerald*

- Judging process calls will resume in September; tutorial for scholarship directors; invite one or two chapters at a time; go through how to weight different categories; key things like checking financial need to try to avoid checks being returned from schools due to no financial need
- Goal to track past scholarship winners; how to keep them engaged; getting personal contact information versus school information; asking them to become members after they win; asking them to invite us to their end of year presentation/ceremony to further bond
- New initiative where students interview designers
- Foster relationship by pairing student with board member/mentor; get students to go to events by buddying up with board member
- Student event ideas: portfolio/resume reviews, mock interviews, speed dating where you partner firm with student, membership drive to offer headshots, how to develop social media presence, SF chapter had someone from LinkedIn come and give presentation to student population
- Possible upcoming exclusive event for scholarship winners only; Hillary is working on contact information; not a lot of details available
- Reaching out to students that may not be near a city with events (i.e., Canada); relying on student relations committee to identify and target

these schools

**Education, Continuing Education, Green Voice education, EDOnline -Dallas Bentley:**

*In attendance: Barbara Bradley, Penny Shelton, Deidre Schwartz, Michelle Finn, Laura Carter, Dallas Bentley, Julie Hartmann, Phoebe Beachner, Jordan McInturf, Stephanie Deshaies*

- Started off talking about EDOnline for majority; showed working version of site from developers
- Group discussion asking questions regarding education; “when you think of education and NEWH, what comes to mind?”; it might not be what we think it is
- Phoebe from NY said when she thought of education, she thought of all the virtual events we had over the last year
- As we went through EDOnline, which is an online resource library for educational content such as CEU’s, articles, whitepapers, links, videos; what educational content are people seeking out?
- Michelle Finn hears design firms are always desperate for content that helps them start up and run their businesses, how do they get help with accounting, tax laws; opportunity for an area that is underserved
- Jordan McInturf had some feedback on the site; do we really know on NEWH side what pages are being clicked on by users; what are the page views, which pages are being viewed and how can we leverage that; we have analytics for EDOnline so as we launch, we can help determine which information is relevant
- We need to market EDOnline; expect to go live very soon
- If anyone has interest in EDOnline, please reach out to Dallas or Penny Shelton

**Membership/EID- Deaderia Morris-Bowman:**

*In attendance: Vanessa Vaughan, Lanee Burns, Diane Federwitz, Kelly Knowles, Deaderia Morris-Bowman, Marla Myatt, Chris Tucker, Michael Sautner, Linda Hinojosa, Kim Faith, Trudy Craven, Raquel Miller, Sergio Grazioli, Karen Rains, Kristy Bohne*

- Goal is to have EID and membership to be combined; strengthen membership through diversity
- Make sure new student members are recognized at events, color code badges
- DIY events seem to be popular, opportunity to create something and take home with them, great networking
- Ultimately feeling wanted/valued is so important; people support more when they are part creating the event or part of the organization
- Goal is to make people feel more welcome via some type of buddy system

**Finance/Fundraising- Kelly Gaddes:**

*In attendance: Demi Melissinou, Fernando Díaz, Susan Huntington, Tara Hebert, Jessica Vos, Edgar Gutierrez, Sandy Banks, Claire Callis, Kelly Gaddes, Kary Maybury, Mark Cunningham, William Loloey*

- Fundraising events that have been working via zoom for many chapters that are not allowed to have in person; hotel tours, culinary events; charcuterie board event in LA
- Product Runway is going to happen in NY
- On US side of border, events are starting to take place in person, many outdoor events, some indoor
- Moving forward with fundraising on committees; sending email to each chapter fundraising to start quarterly calls via zoom; ideas on how we might reorganize to make them more valuable

**Conferences/Events- Morgan Brodey:**

*In attendance: Kelly Irvolino, Janine Peluffo, Benjamin Wells, Cynthia Guthrie, Erica Puccio, Alexandra Jones, Christina Fluegel, Kelly Irvolino, Denise Ganson, Cynthia Guthrie, Julie Kaufmann, Jennifer Hayden, Natasha Gomez, Enrico Cleva, Dawn Garner, Brenda Peterson, Morgan Brodey, Debbie McKelvey, Christina Fluegel, Trisha Poole-*

- Kudos to Monica/Alex; any suggestions/thoughts on Leadership Conference please reach out to them
- LC breaking boundaries large topic of discussion
- Panels already on docket, looking for more ideas; current panels are modular construction, trends disrupting our industry (i.e., Airbnb), how staff in hospitality setting are adjusting, training staff on covid or human trafficking, hospitality and technology and the impact, BrandED, procurement, writing smart specs, well design, cruising, sustainability, hospitality from an aging lens, state of the industry
- Keynote is Chase Jarvis; looking for a few more speakers
- Discussion regarding defining hospitality; breaking out to senior living, multi-family

**Communications, Social Media- Helen Reed:**

*In attendance: Lauren Pelusio, Paula Cavallin, Helen Reed, Matt DeShantz, Trisha Poole, Criscione Silvia, Caroline Cundall, Nicole Brindle, Tory Knoph, Annette Lucille, Erica Harmelin, Shelia Lohmiller, Heather Scott, Todd Fuller*

- Reiterated Heritage month, working with EID directors, happens in America; what do Canada and UK have?
- June is Pride month; international heritage month; focusing on highlighting travel networks and hospitality networks; if you have anyone to highlight let us know
- Sending heritage calendar and holiday calendar to everyone
- Pairing of chapters has been sent out, contact Hillary or Tory if you have not received; deadline for videos has been extended to July 10
- Templates in Canva, working on things to help social media directors, if you want tutorial email Helen or Hillary
- No music in videos unless music is royalty free, or you are paying for license to play it
- We encourage you to join NEWH events and post in stories
- How you can engage in social media and not have it take over your life, recommended to spend just a few minutes early in day and split work up by involving partners and other chairs

**MOTION TO ADJOURN**

Date: June 3, 2021

Motion Number: 3

I, Fernando Diaz, move to adjourn the NEWH, Inc. Board of Directors Meeting at 1:08 ET.

Motion seconded by: Cynthia Guthrie

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.

### NOVEMBER 2021

#### GOAL STATUS:

This year has flown by and finishing up with positive growth in the marketplace in 2021. We are all looking forward to continued growth and prosperity. The recent Lodging Conference reports are suggesting 2022 and 2023 will bring us back to activity in hospitality as seen in 2019.

NEWH Inc., continues to stay connected with delivering prevalent online content from our members and the industry. The online programs share information on a global platform the subjects and speakers remain relevant and well attended. Check out the NEWH website calendar to register to participate on these calls.

Strategic Planning done in spring 2021 to our Executive Committee and expanded to engage out International Board of Directors and Chairs has provided value in connections and understanding our goals and initiatives throughout the organization. Communication is key to our success and although we have had limited in person inter-action the online communication has expanded to engage our leaders within the Association. The expansion on goals, education and leadership skills helps us in building key members in our succession planning with NEWH volunteers. We invite EC, Directors and Chairs that participated in our March Strategic Planning online sessions to join the Strategic Planning Wrap Up in person in NY hosted Saturday, November 13. in the morning before IBOD meeting.

With the strategic planning sessions, we have evolved into Leadership Lessons monthly with the Executive Committee hosted by Trudy Craven. This has been very valuable to our Executive Committee we are now proud to introduce this to our Chapter Board Leadership Lessons starting in December this

year. Invite coming shortly to each Chapter to engage leadership training with Trudy virtually done in quarterly sessions.

Equity, Inclusion and Diversity is building within each Chapter and Regional Group with the addition of EID Directors within each Chapter. The goal to have all things NEWH be inclusive, so this is not a standalone initiative but integral in all NEWH activities. It starts with you and each of us is empowered to make a difference in the world by embracing inclusivity for all.

#### GOAL OBSTACLE:

No obstacle that a positive mind set cannot overcome!

#### BREAKOUT FORMAT:

The breakouts allow each to share their insight to assist and benefit NEWH with hearing feedback from all that engage. I hope that each of you attending make sure you share your thoughts when the opportunity is given.

#### BREAKOUT ACTIONS:

New initiatives at breakouts bring in new ideas or different approaches which we can all benefit from when positive input and energy is shared.

#### GENERAL COMMENTS:

I am very proud to be a part of NEWH. In these challenging times our members still find the time to commit and donate themselves to the benefit of our mission. Through this our Chapters and Regional Groups continued to offer scholarships to students pursuing careers in hospitality in 2021. It is with great pride and contribution from each of you we are able to have awarded over \$7 million to date in scholarships.

Look forward to connecting in NY and Seattle to connect live!

### JUNE 2021

#### 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, EDOonline, 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 out 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.

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/offering 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

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 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

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!

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.

### NOVEMBER 2021

#### GOAL STATUS:

All goals accomplished – College of Fellows nominations coming in

#### GOAL OBSTACLE:

#### BREAKOUT FORMAT:

Yes, I do find breakout groups to be meaningful. New ideas

come up, some good, some not so good. We get to collaborate with other members from throughout the country

#### GENERAL COMMENTS:

As Secretary, I do not have directors or chairs under me. I am asking all other EC members if you need help, I am here to help

### JUNE 2021

#### GOAL STATUS

None

#### GOAL 2 STATEMENT

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

#### GENERAL COMMENTS

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

#### GOAL OBSTACLE

### JANUARY 2021

#### GOAL 1 STATEMENT:

Goal has been met

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

#### 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

#### 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](mailto: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 (n.n. 9-10 per year)	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Budget	BusinessPlan
Arizona	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes					>	
Atlanta	NoMtg	Yes	Yes	Yes	Yes	Yes	NoMtg	Yes					>	
Chicago	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes					>	>
Dallas	NoMtg.	Yes	Yes	Yes	Yes	Yes	NoMtg.						x	x
Houston	NoMtg.	Yes	Yes										x	
LasVegas	Yes	Yes	Yes	Yes	Yes	Yes	Yes		Yes				x	x
LosAngeles	Yes	Yes	Yes		Yes	Yes							>	>
Milano	NoMtg	NoMtg	Yes	NoMtg	Yes	Yes	NoMtg	NoMtg	Yes					
New York	Yes	NoMtg	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes			>	>
North Central	Yes	Yes	Yes	Yes	Yes	Yes			Yes				x	
Northwest	Yes	Yes	Yes	Yes									x	x
Paris	Yes	Yes	NoMtg.	Yes	NoMtg.	NoMtg.	Yes	Yes	Yes	Yes				
RokyMountain	Yes	Yes	Yes	Yes	Yes	Yes	NoMtg	Yes	Yes				>	>
San Francisco Bay	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes				>	
South Florida	Yes	Yes	Yes	Yes	Yes	Yes	Yes						>	
Sunshine	NoMtg.	Yes	Yes	Yes	Yes	Yes	NoMtg.	Yes	Yes				x	x

Toronto	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	NoMtg.										
UK	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes								
Washington,DC	Yes	Yes	Yes																>
Regional Groups (Minutes/quarter)																			
AC/Philadelphia	NoMtg	Yes	NoMtg	NoMtg	NoMtg	Yes	NoMtg	Yes											
Cincinnati	NoMtg.	NoMtg.	Yes	NoMtg.	NoMtg.	Yes	NoMtg.	Yes	NoMtg.	Yes									
Mid-South	NoMtg.	Yes	Yes	Yes	Yes	NoMtg.	Yes	Yes	Yes	Yes	Yes								
New England	Yes	Yes	NoMtg.	Yes	NoMtg.	Yes	Yes	Yes	Yes	Yes									
North Carolina	-	-	-	NoMtg	Yes	Yes	Yes	-	-	Yes	-	-							
Orange County	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	NoMtg	Yes								
Pittsburgh	Yes	Yes	Yes			Yes	NoMtg	Yes	Yes										
South Carolina	Yes	NoMtg.	Yes	Yes	Yes	NoMtg.	Yes												
Vancouver	Yes																		

## NEWH Chapter Board Training Schedule

The board training schedule is open for modification, contact us if you would like your schedule reworked

	2022	2023	2024	2025
ARIZONA	Strategic Plan 1/21/22	Board Train (Required)	VirtualBDT/STP (request)	O PEN
ATLANTA	O PEN	VirtualBDT/STP (request)	Board Train (Required)	Strategic Plan (required)
ATLANTIC CITY	Board Train (Required)	O PEN	Strategic Plan (required)	VirtualBDT/STP (request)
CHICAGO	O PEN	Strategic Plan (required)	VirtualBDT/STP (request)	Board Train (Required)
CINCINNATI	Strategic Plan (required)	VirtualBDT/STP (request)	Board Train (Required)	O PEN
DALLAS	VirtualBDT/STP (request)	Board Train (Required)	O PEN	Strategic Plan (required)
HOUSTON	Board Train (Required)	O PEN	Strategic Plan (required)	VirtualBDT/STP (request)
LAS VEGAS	O PEN	Strategic Plan (required)	VirtualBDT/STP (request)	Board Train (Required)
LOS ANGELES	Strategic Plan (required)	VirtualBDT/STP (request)	Board Train (Required)	O PEN
MILAN	VirtualBDT/STP (request)	Board Train (Required)	O PEN	Strategic Plan (required)
MID-SOUTH	Board Train (Required)	O PEN	Strategic Plan (required)	VirtualBDT/STP (request)
NEW YORK	O PEN	Strategic Plan (required)	VirtualBDT/STP (request)	Board Train (Required)
NEW ENGLAND	Strategic Plan (required)	VirtualBDT/STP (request)	Board Train (Required)	O PEN
NORTH/SOUTH CAROLINA	VirtualBDT/STP (request)	Board Train (Required)	O PEN	Strategic Plan (required)
NORTH CENTRAL	Board Train (Required)	O PEN	Strategic Plan (required)	VirtualBDT/STP (request)
NORTHEAST	O PEN	Strategic Plan (required)	VirtualBDT/STP (request)	Board Train (Required)
ORANGE COUNTY	Strategic Plan (required)	VirtualBDT/STP (request)	Board Train (Required)	O PEN
PARIS	VirtualBDT/STP (request)	Board Train (Required)	O PEN	Strategic Plan (required)
PITTSBURGH	Board Train (Required)	O PEN	Strategic Plan (required)	VirtualBDT/STP (request)
ROCKY MOUNTAIN	O PEN	Strategic Plan (required)	VirtualBDT/STP (request)	Board Train (Required)
SAN FRANCISCO	Strategic Plan (required)	VirtualBDT/STP (request)	Board Train (Required)	O PEN
SOUTH FLORIDA	VirtualBDT/STP (request)	Board Train (Required)	O PEN	Strategic Plan (required)
SUNSHINE	Board Train (Required)	O PEN	Strategic Plan (required)	VirtualBDT/STP (request)
TORONTO	O PEN	Strategic Plan (required)	VirtualBDT/STP (request)	Board Train (Required)
UNITED KINGDOM	Strategic Plan (required)	VirtualBDT/STP (request)	Board Train (Required)	O PEN
VANCOUVER	VirtualBDT/STP (request)	Board Train (Required)	O PEN	Strategic Plan (required)
WASHINGTON DC	Board Train (Required)	O PEN	Strategic Plan (required)	VirtualBDT/STP (request)
Online Board Training starting 2022	Strategic Planning	Webinar Board Training or Strategic Planning – On Request	O PEN – Chapter may have a break year or request something special	

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.

**All budgets have been submitted for 2021 – GREAT JOB!!**

**GOAL 1**

Continues the same for this period. Monitoring expenses and income to stay within proposed budget.

**GOAL 2**

In progress. We have sold some sponsorships for Ic but still have several more available.

**GOAL3**

As we move forward through the epidemic, we will support chapters in their programing and fundraising in any way we can. Kelly has held her promised chapter calls with the directors to gain insight and ideas for moving forward in a cautious but profitable way. Some chapters have already held in person events with success. Bethesda and Houston went live with their regional trade shows and were successful in attracting good quality attendees.

**GOAL OBSTACLE**

Covid continues to present issues. Sponsorship dollars are low for potential sponsors as operating budgets have been slashed. Uncertainty of attendance is likely the main culprit in causing businesses to be reluctant to sponsor.

**GENERAL COMMENTS;**

Financially we continue to be strong overall. We graciously thank our corporate sponsors who have and continue to stand with NEWH during these crazy times.

CHAPTERS, WORKING WITH BOTH INCOMING/OUTGOING BOARDS, SHOULD START THINKING ABOUT THE 2022 BUDGETS, AND SHOULD BE GETTING OUT THEIR SPONSORSHIP MENUS FOR 2022. THIS WILL GIVE POTENTIAL SPONSORS TIME TO INCLUDE NEWH IN THEIR BUDGETS FOR NEXT YEAR

**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

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 to Inc. as soon as possible. All budgets have been submitted for 2021. Great job!!

**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 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.

<b>BANK BALANCES</b>		
account balances as of 09/30/2021		
General		\$ 377,251.56
Scholarship		190,136.93
Cliff Tuttle Scholarship		7,962.10
Money Market ( <i>cash reserve fund</i> )		397,178.82
Long Term Reserve Account		443,562.24
Checking Reserve Account		190,966.24
CD		100,000.00
NEWH, Inc. acct in Canada (10/30/20)		CAD 15,479.04
NEWH Canada, Inc.		CAD 110,802.02
NEWH Canada, Inc. Scholarship		CAD 8,664.93
NEWH, Inc. acct. in London		GBP 21,997.25

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				538.88	20,697.68	9/30/21	14,334.27	9/30/21		
Atlanta	YES	37%			60,934.65	74,780.68	9/30/21	97,139.66	9/30/21		
Chicago	YES	45%			690.25	138,438.13	9/30/21	113,284.09	9/30/21		
Dallas	NO				29.44	119,088.11	9/30/21	63,481.87	9/30/21		
Houston	YES				12.21	22,601.00	9/30/21	51,066.98	9/30/21		
Las Vegas	NO				20.67	36,714.68	9/30/21	79,817.19	9/30/21		
Los Angeles	YES				20.62	48,305.24	9/30/21	72,149.21	9/30/21		
New York	YES				60.33	167,740.31	9/30/21	176,434.04	9/30/21		
North Central	YES				15.01	48,277.11	9/30/21	53,821.65	9/30/21		
Northwest	YES				437.63	121,944.61	9/30/21	112,518.59	9/30/21		
Rocky Mountain	NO				17.61	98,426.43	9/30/21	18,337.45	9/30/21		
San Francisco	YES				416.70	66,423.33	9/30/21	235,473.69	9/30/21		
South Florida	YES	63%			1,166.05	68,167.67	9/30/21	76,641.30	9/30/21		
Sunshine	YES				2,583.28	107,784.06	9/30/21	114,699.25	9/30/21		
Toronto	N/A					28,899.15	10/27/21	15,244.44	10/27/21	30,018.86	10/27/2021
United Kingdom	N/A					21,997.25	10/27/21	1,738.29	10/27/21		
Washington DC	NO				20,669.81	240,677.26	9/30/21	50,859.56	9/30/21		
<u>Regional Groups</u>											
Atlantic City					849.76	28,334.63	9/30/21	10,619.57	9/30/21		
Cincinnati					587.21	26,310.95	9/30/21	7,631.20	9/30/21		
Hawaii					1.81	11,926.32	9/30/21	27,265.84	9/30/21		
Mid South					1,861.23	1,000.00	9/30/21	9,533.65	9/30/21		
New England					1,323.53	7,038.43	9/30/21	9,664.47	9/30/21		
North Carolina					1,797.54	10,412.44	9/30/21	10,685.79	9/30/21		
Orange County					1,054.33	1,230.34	9/30/21	65,945.37	9/30/21		
Pittsburgh					525.47	8,472.02	9/30/21	7,661.13	9/30/21		
South Carolina					225.16	2,861.12	9/30/21	5,415.81	9/30/21		
San Diego					1.29			19,381.09	9/30/21		
								34,833.36	10/27/21		
Virginia					1.84			12,134.94	9/30/21		

The numbers below have not been updated as our server has been hijacked. Once the office is back up and fully functional this will be updated and the Board Packet will be posted to the website. You may use the same link to get the updated Board Packet.

### 2021 ACTUAL INCOME/EXPENSE STATEMENT

	INCOME	EXPENSE
<b>President</b>	-	408.62
<b>President Elect</b>	-	-
<b>Past President</b>	-	-
<b>Executive Adviser</b>	-	-
<b>Secretary</b>	-	-
Board Training	-	700.00
<b>Vice President Finance</b>	-	-
Fundraising	-	-
Travel / Delegate	-	-
<b>Vice President/Scholarship</b>	-	-



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	-	-
<b>Vice President/Education</b>	-	700.00
Education	-	127.50
ED Online	-	-
Continuing Education	-	-
Green Voice Education	22,500.00	-
BrandED	2,110.00	562.50
POWERTalks	-	-
<b>VP/Development</b>	-	-
Membership	141,816.19	52,357.76
NEWH Conferences	46,012.50	5,830.44
<b>VP/Communications</b>	-	-
Social Media	-	-
<b>VP/EID</b>	-	1,013.98
Professional Services	-	10,800.00
<b>Administration</b>	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
<b>Durkan Hospitality</b>	Benefactor	1995
<b>Fabricut Contract/S. Harris</b>	Benefactor	2004
<b>RH Contract</b>	Benefactor	2012
<b>Signature</b>	Benefactor	2005
<b>ULSTER</b>	Benefactor	2003
<b>Bernhardt Hospitality</b>	Patron	2012
<b>Boutique Design Group</b>	Patron	2012
<b>Delta Faucet Company</b>	Patron	2014
<b>Hospitality Design Group</b>	Patron	2001
<b>Installation Services Group</b>	Patron	2010
<b>Milliken Floors</b>	Patron	1996
<b>Moen   House of Rohl</b>	Patron	2012
<b>P/Kaufmann Contract</b>	Patron	2011
<b>Valley Forge Fabrics</b>	Patron	2019
<b>American Atelier, Inc.</b>	Supporting	2011

<b>Arteriors Contract</b>	Supporting	2013
<b>Artline Group</b>	Supporting	2018
<b>Ashley Lighting, Inc.</b>	Supporting	2012
<b>Atlas Masland Contract</b>	Supporting	2001
<b>Brintons</b>	Supporting	2010/2016
<b>Chapman Hospitality Lighting</b>	Supporting	2021
<b>Crypton + Nanotex</b>	Supporting	2014
<b>Down Etc.</b>	Supporting	2019
<b>Encore Hospitality Carpet</b>	Supporting	2019
<b>Fabric Innovations</b>	Supporting	2011
<b>Fil Doux Textiles</b>	Supporting	2021
<b>Kimball Hospitality</b>	Supporting	1994/2016
<b>Lily Jack</b>	Supporting	2011
<b>Mandy Li Collection</b>	Supporting	2011
<b>Porcelanosa USA</b>	Supporting	2017
<b>Richloom Contract</b>	Supporting	2013
<b>Serta Simmons Hospitality</b>	Supporting	2005
<b>Séura Incorporated</b>	Supporting	2012
<b>Shaw Hospitality Group</b>	Supporting	1999/2015
<b>Shelby Williams</b>	Supporting	1994/2011
<b>Summer Classics Contract</b>	Supporting	2011
<b>Tarkett</b>	Supporting	2008
<b>TLS Furniture</b>	Supporting	2021
<b>Tropitone Furniture Company</b>	Supporting	2012
<b>WALTERS</b>	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.

NOVEMBER 2021

**GOAL STATUS:**

As of 9/27, I'm well on my way. We've had one quarterly Zoom meeting with great participation and I'm in the process of scheduling our second. I've started to receive a few emails from chapter fundraising/programming directors with questions or requests for help and I've been able to connect a couple of chapters together so they can pass along lessons learned as well.

**GOAL OBSTACLE:**

No

**BREAKOUT FORMAT:**

Not entirely. The conversations seem disorganized because several people come to the group with very specific questions about their specific event and these conversations derail the "bigger picture" conversations. Perhaps if an agenda for the topics to be discussed was published before the meeting, that might help everyone stay on track.

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 GOAL**

Develop and implement a communication plan to engage with the Chapter Fundraising Directors on a regular basis in order to

help increase chapter revenues.

**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

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.

NOVEMBER 2021

**GOAL STATUS:**

I haven't finished them yet but have been working on them.

**GOAL 1:**

scholarship judging best practices. We have reached out to the chapters that had applications close in the spring and are now setting up meetings with those that have applications closing in the fall.

**GOAL 2:**

become more familiar with the EU/UK chapters. I have reached out to them but haven't gotten very far into how I can further my involvement with them, and how we can further promote NEWH there. I think this goal is going to take the forefront in 2022.

**GOAL 3:**

create a more exclusive "scholarship alumni" group that will help promote NEWH. We have been tossing around ideas on how to do this but haven't quite come with a plan. I would like to dig into this a little more before leadership so we could possibly launch it then. (Just a thought!)

**GOAL OBSTACLE:**

Time is always an obstacle, but we have been successful in execution once a plan is mapped out.

The best practice's goal took a lot of time due to having an hour long learning session and small class size. We have decided to expand the number of participants per class and are trying to shorten the material.

**BREAKOUT FORMAT:**

I think they give us an open dialogue in what the chapters' needs are at that time.

**BREAKOUT ACTIONS:**

They give us an in-depth look into what people are struggling with so we can look at how to manage those struggles. I don't think the board members look at reaching out for help so this is a small group that can discuss openly and get advice from Hillary, me, Brittany, and other scholarship directors.

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 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

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.

**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 OBSTACLE**

Time

**ACTION PLAN**

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.

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

**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**

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

#### **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?

### **DIRECTOR/SCHOLARSHIP**

BRITTANY SPINNER

#### **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.

NOVEMBER 2021

#### **GOAL STATUS:**

Our goals are in progress of being accomplished. We will be working on the second phase in which we will be training the chapters who are opening their scholarships in the fall. They'll learn about the new scholarship review system and be able to apply it when they review their scholarship applications in the winter. Our first round in the spring was successful and we reached many chapters. At the end of this phase, we will be able to verify if our new system has been successful in producing less returned checks from the scholarship winners schools.

#### **GOAL OBSTACLE:**

Our goals are in progress of being accomplished. We will be working on the second phase in which we will be training the chapters who are opening their scholarships in the fall. They'll learn about the new scholarship review system and be able to apply it when they review their scholarship applications in the

- 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.

winter. Our first round in the spring was successful and we reached many chapters. At the end of this phase, we will be able to verify if our new system has been successful in producing less returned checks from the scholarship winners schools.

#### **BREAKOUT FORMAT:**

Yes, the breakout meetings have given us important insights into the successes and the challenges that chapters are facing regarding the scholarships. Most importantly, the feedback regarding how different chapters have been able to keep their scholarship winners engaged after they are awarded has been very helpful.

#### **GENERAL COMMENTS:**

We have been proud and excited to create a more streamlined process for the scholarship application review. We hope that this will create less confusion and a more consistent scoring and review process for all chapters. Our group has worked so well as a team, and I am proud and thankful to have had Jennifer, Hillary

and Jena on our team for this term.

JUNE 2021

**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	35,500.00	163	526,573.73
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	7,500.00	6	17,500.00
North Central	-	51	92,000.00
Northwest	30,000.00	66	254,963.64
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	20,000.00	116	230,450.00
Sunshine	25,000.00	93	303,500.00
Toronto	-	69	CAD 132,513.00
United Kingdom	6,000.00	34	GBP 62,536.88
Vancouver	3,000.00	9	CAD 22,500.00
Virginia	-	8	16,500.00
Washington DC Metropolitan	50,000.00	170	718,300.00
Clifford Tuttle Scholarship	5,000.00	8	40,000.00
Elite Expositions/Cruise Ship Interiors	5,000.00	3	15,000.00
Future Hospitality Leaders Scholarship	-	3	15,000.00
Green Voice Design Competition	15,000.00	10	60,000.00
HDAC Diversity Scholarship	5,000.00	1	5,000.00
NEWH BrandED/Accor	7,500.00	1	7,500.00
NEWH BrandED/Hilton	7,500.00	2	15,000.00
NEWH BrandED/Hyatt	7,500.00	1	7,500.00
NEWH BrandED/IHG	-	1	7,500.00
NEWH BrandED/Marriott International	-	1	7,500.00
NEWH ICON of Industry	7,500.00	26	127,500.00
NEWH Ken Schindler Memorial Scholarship	-	4	20,000.00
NEWH Leadership Scholarship	15,000.00	4	30,000.00
NEWH Women Leaders in Hospitality Scholarship Award	5,000.00	12	60,000.00
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	10,000.00	9	90,000.00
NEWH Vendor - Fabricut FR-One	5,000.00	14	56,000.00
NEWH Vendor - P/Kaufmann	10,000.00	4	40,000.00
NEWH Vendor - Séura	-	4	12,000.00
NEWH Vendor - Symmons	-	6	24,000.00
NEWH Vendor - Woodcraft Design Competition	15,000.00	3	15,000.00
<b>TOTALS</b>	<b>\$ 360,137.42</b>	<b>2673</b>	<b>USD \$ 7,296,435.23</b>

## V P / E D U C A T I O N

D J E D R E S C H W A R T Z

### 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

### GOAL STATUS:

We are closing in on achieving our goals as evidenced by:

1. Successful launch of EDOnline landing page of new website with 69 pieces of content that has been reviewed and approved to be included in "Our Content".
2. Additional development for EDOnline includes up to 80 free CEU courses through a partnership, giving our members easy access to their platform with LEED/WELL and Sustainable Design courses in addition to other relevant topics.
3. GV Chair and committee on deck to advise on speakers and topics for future events and virtual sessions. GV first in-person sessions to be conducted at BDNY on November 14th.

### GOAL OBSTACLE:

Yes. Besides time always being an obstacle, our members face similar situations that we see hotels having with labor shortages. Firms of all types (design, purchasing, manufacturing, etc....) are having to do more (or the same) with less. Just about everything takes more time than it did and we're scrambling to find technology that can help us.

### BREAKOUT FORMAT:

Yes.

1. Provides wider perspective from others outside our team
2. Narrows our focus on what is most important
3. Focuses on what we really think we can accomplish

### BREAKOUT ACTIONS:

The breakouts have the potential of providing us with additional minds that can act as a resource when we need it. In our case, it might be for marketing our members for content or finding SMEs for Green Voice. These are ongoing needs that we will always have to tap into to keep our material relevant to our membership.

### GENERAL COMMENTS:

I came on board in June, but it feels like it's been much longer! In this particular case, that's a good thing. I have been very welcomed on the EC and particularly welcomed to the education team. Dallas, Barbara, and Penny are strong contributors to our mission, and it's been a great pleasure to work with them and get to know their talents. Dallas has been especially helpful to me as I embark upon the chapter president role in 2022.

I am still acclimating to understand the innerworkings and look forward to a more productive year ahead in 2022. The leadership conference in February will be amazing and I'm looking forward to it.

### 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
- EDOnline

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.

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! EDOnline 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!

### 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.
- 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

## DIRECTOR/EDUCATION

DALLAS BENTLEY

### Job Purpose

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

NOVEMBER 2021

### GOAL STATUS:

The Education director's primary responsibilities are to provide oversight, guidance, and support for the following chairs: EDOOnline, Continuing Education, and Green Voice in pursuit of their goals. Additionally, the director helps develop, review, and implement marketing plans with regards to Education activities. The director also meets monthly with the chairs as well as reports to the VP Education on progress and obstacles.

The Green Voice Chair's goals include 1) Getting Rachel up to speed on Green Voice events and competition, and 2) Develop a Green Voice Improvement plan. We have made progress on Goal 1 through Zoom meetings and collaboration with INC and Barbara Bradley with the competition. The improvement plan has not been addressed yet. Rachel is just coming off maternity leave and we hope to pursue this goal next.

The Continuing Education goals include 1) Improve relationships with schools through an Educator Survey, and 2) Refine process for evaluating CEUs. Barbara has been in communication with educators with respect to the GV design competition, but we have not achieved a survey to date. With goal 2), she is making some progress. Barbara and I have spoken often about how to better integrate her position into the activities of EDOOnline. EDOOnline cannot offer CEU credit. And many of the CEUs were simply listings and not 'on-demand' content. Barbara spearheaded a partnership with AED Daily to bring 70+ CEUs, which she is evaluating at present, to the EDOOnline site — effectively doubling our content offerings while allowing NEWH members to choose from curated CEUs that they could take on AEC's site and receive credit. An excellent partnership that will benefit members.

## GOAL 2 TIMING

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

## 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.

EDOOnline's goals include 1) website launch with content gathering plan, 2) Identify gaps with competitor educational offerings, 3) create and launch adoption plan. Penny has launched the site. With the Education committee's help, we have added 50+ pieces of content to the site from the initial batch of 11. We have audited the NEWH website and Vimeo page for 60+ pieces of eligible content. This audited content is yet to be submitted to the EDOOnline site, yet. 2) Penny and team has referred to AIA and ASID learning website resources to help formulate the basic content categories and # of pieces of content for the EDOOnline site. As we are still populating the site with our first large tranche of content, we will be able to evaluate our offerings (and the gaps) relative to other sites. Next up: Get AEC's CEUs and the audit content (about 125 pieces of content) submitted to the site, bringing the total content to about 175-200 pieces. Then, do some auditing of the EDOOnline site itself. The 3) adoption plan goal has been begun by creating a graphic to market the site to users, but that is all that has been done to date. Marketing the site is a big part of Penny's activities planned going forward.

Additionally, EDOOnline Education Connection hosted a Virtual Hotel Tour of The Glenn Hotel on 9/28 hosted by Sims Patrick Studio (a Top ID winner), ADM Purchasing, NEWH Atlanta Chapter, and DAC Art consulting. 50+ people attended the virtual tour of the amazing space Sims redesigned.

## GOAL OBSTACLE:

Only the reality of our ambitions in light of the time we have available to accomplish things. Our team has been excellent. We have helped pick up the slack with time is tight for each person, and folks have quietly made major strides independently behind



the scenes on certain initiatives.

**BREAKOUT FORMAT:**

They feel a bit "state of the union" at times. Perhaps we should focus on:

1. discussing some of the gaps/challenges faced in the breakout's discipline and have the group suggest ideas

2. reevaluate goals and activities to see if they are truly benefiting the mission of NEWH as intended.

**GENERAL COMMENTS:**

I truly enjoy and respect all the folks on our team. It's a pleasure to help them add value to NEWH.

JUNE 2021

**GOAL STATUS:**

EDOnline'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 EDonline 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

other NEWH.org projects, so EDonline 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.

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.

NOVEMBER 2021

**GOAL 1:**

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. OUTCOME: Built a collaborative relationship with AEC Daily, the largest provider of high-quality, online education to the A&ID/CEM industry. Opportunity to link EDonline to their CEU library of IDCEC registered courses. Curated content will add 60+ free CEUs, 24/7 online accessibility to EDonline library. AEC Daily provides direct reporting to IDCEC for all registered learners. CEU links to be published by mid-Nov.

**GOAL 2:**

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

**OUTCOME:**

Efforts are ongoing to secure additional hospitality IDCEC-certified courses. Educator feedback offered CEU topic ideas: sustainable design & operations, culture and diversity challenges, hotel management perspectives, ID processes, and business management.

**GOAL 3:**

Rewrite 2021-22 Green Voice Design Competition to post in July

**OUTCOME:**

Obtained valuable input from ID professors using GVDC in past class projects. Collaborative team revised design scope, criteria, and reviewed language. Adaptive Reuse Hotel Project. Students to narrate an innovative, sustainable solution and guest experience.

**GOAL OBSTACLE:**

Fast track GVDC opportunity required re-prioritizing goals. More time than expected to build CEU database to import AEC Daily courses. Once completed, submitting content should be seamless. ED team offering great support and assistance.

**BREAKOUT FORMAT:**

Absolutely. Great suggestions given for CEU content. Identified value of student synergy and engagement. Call for virtual CEU vs in-person.

**GENERAL COMMENTS:**

Next goal: Issue member survey to get feedback on published CEU content. Reach out to corporate partners for live CEUs. Issue call for committee members.

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 EDonline 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 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

## CHAIR/ED ONLINE

PENNY SHELTON

### Job Purpose

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

### NOVEMBER 2021

#### GOAL STATUS:

Yes, we have accomplished our goal for 2021 and that is getting the site up and running on NEWH.org! We have content, and we are now able to grow and add content. We have added content that existed and now we need to begin to gather from the membership.

#### GOAL OBSTACLE:

has been delayed. We have worked with communications, and they have created a beautiful ad we just need to get that out to

### 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

We really are just now reaching the phase of needing volunteers.

### JANUARY 2021

#### NO GOALS SUBMITTED

## CHAIR/GREEN VOICE

RACHEL BERMANN

### Job Purpose

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

### NOVEMBER 2021

#### GOAL STATUS:

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.

our membership. Once membership sees they can submit content I'm sure the site will begin to grow.

#### BREAKOUT FORMAT:

Yes, they have been very helpful. I know we have had many delays with our EDOnline site, but we are now at a place where other volunteers / committee members can help and begin to solicit content.

#### GENERAL COMMENTS:

Thank you to the team and especially Tim and Jason for all their patience and expertise! We could not have done it without them!

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!

As my first year in the position of Green Voice Chair – I have begun

to familiarize myself more with NEWH as an organization and the Green Voice structure. I am excited to put on two sessions at BDNY: The first will cover healthy materials and resources, such as NEWH Healthy Hospitality Directory. The second will review Circular Design principles.

I have been on maternity leave for most of my Green Voice – but I have started to put together educational content for BDNY.

**GENERAL COMMENTS:**

I look forward to working with the individual chapters more in-depth in 2022 and empowering the local GV chairs.

**GOAL OBSTACLE:**

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.

NOVEMBER 2021

**GOAL STATUS:**

I am still working on the 2021 goals. I have begun to set additional goals. So, one of the goals that I would like to do is give EID presentations during the EC Meeting at least 3 times a year. To continue to educate and provide information to our top leaders

**GOAL OBSTACLE:**

No just time management sometimes. Need to work on my time management with NEWH better.

**BREAKOUT FORMAT:**

I think that the IBOD breakouts are okay. I like them when the leader has a good direction and a good plan of what it is they are trying to accomplish during the breakout. Also, if it is two sections of NEWH leading a breakout, I would recommend that they speak prior to the breakout to come up with a plan so everyone is understanding the purpose of the breakout.

**BREAKOUT ACTIONS:**

EID has taken some of the actions and begun to develop guidelines. So we are working on those on the committee

JUNE 2021

**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

**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

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**

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

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DEAD ERIA M O R R I S - B O W M A N / D i r e c t o r

### Job Purpose

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

### NOVEMBER 2021

#### GOAL STATUS:

As part of the NEWH, Inc./EID Committee, my 2021 goals include proactively weaving the principles and practices of equity, inclusion, and diversity throughout the organization. One of my goals as Director was to reach out to all Chapter Presidents/Steering Chairs who had not filled the position of Chapter/Regional EID Director and ask if we could assist in any way in their candidate selection, or perhaps attend any meetings to share the work the EID Committee has generated.

Tasks completed:

- Distributed the Chapter EID Director job description- newly developed by Trudy Craven to all Chapter Presidents/Steering Chairs
- Letters went to all Chapter Presidents/Steering Chairs sharing the EID website.
- Offered the core EID Committee members as stand-ins for board meetings if requested. This could be managed and marketed better going forward.
- For new EID Directors joining the committee, Lanee Burns, VP and I have been scheduling a welcoming ZOOM call with the new EID Directors before they join the monthly EID Committee Meeting.
- We have 29 Chapter/Regional EID Director Positions: 15 have

active EID Directors

- 14 positions remain to be filled – waiting 2022 election results
- I gave an overview of the goals and work of the EID Committee in a PowerPoint to the Chapter Presidents
- Distributed EID Chapter Guidelines – Posted on website

#### GOAL OBSTACLE:

Communication and great team support are a great way to overcome obstacles.

#### BREAKOUT FORMAT:

I love the breakouts. It is an excellent way to have a more intimate setting that provides an environment to hear ideas from more teammates.

#### BREAKOUT ACTIONS:

With smaller groups we can tackle more items on the agenda in a timely fashion.

#### GENERAL COMMENTS:

NEWH is truly a premier organization that has created a unique platform for the hospitality industry. NEWH LISTENS and RESPONDS to the needs of the members and extends help through education, networking, and scholarships.

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### 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.

#### GOAL OBSTACLE

I think not establishing mini milestones to manage the

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.

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### 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 Lanee Burns, VP.

#### 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 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.

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 1 MAJOR MILESTONES

Our major milestones include programs that attract and educate our members. Each milestone will be an effort to be inclusive and attract new members and showcase new perspectives.

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**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 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 2 TIMING**

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

**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.

**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.

NOVEMBER 2021

**GOAL 1 STATEMENT:**

Develop social media campaign to create excitement for the upcoming LC in Feb 2022. The videos will be posted on our social media outlets bi-weekly alternating between chapters and sponsors. In between these posts we will be posting videos of our key note speakers and panelists.

**GOAL 1 MEASURE:**

I will know this goal was successful in the following matrices:

1. increase our social media footprint highlighting the LC
2. sponsorships sold out
3. registration goal for the conference are met.

**GOAL 1 TIMING:**

Submissions due May 1 and Launch campaign June 15.

**GOAL 1 MAJOR MILESTONES:**

The invite for the social media campaign will be introduced at the Feb 4 IBOD and Feb 11 Founder's Circle. We will be sending an email to vendors and chapters outlining the specifics and deadline for submissions.

Social media campaign will end with Seattle chapter welcoming LC attendees to Seattle for the conference.

**GOAL 2 STATEMENT:**

Collaborate with Membership Dir to provide chapters with support in growing and retaining membership in NEWH.

**GOAL 2 MEASURE:**

We will know we have achieved our goal as we see growth and retention in our membership numbers.

**GOAL 2 TIMING:**

Feb 2021 – Feb 2022

JUNE 2021

**GOAL STATUS**

I have set up bi-weekly meetings with Dir of LC and Membership. I am in the process of reviewing the goals we set for each Dir and creating plans for implementation for the year.

**GOAL OBSTACLE**

No

**ACTION PLAN**

- LC – on going based on to do list from manual.

- Membership – committee is reviewing existing membership levels and marketing of these. They will be reporting out on how best to market.

**COMMITTEE TASKS**

a few people from the last IBOD break out have been included in the membership committee .

JANUARY 2021

**NO GOALS SUBMITTED**

**DIRECTOR/MEMBERSHIP**

VANESSA VAUGHAN

**Job Purpose**

- Assist Chapter/Regional Group Directors/Membership maintain memberships, increase visibility to potential members, and promote NEWH, Inc.

NOVEMBER 2021

**GOAL STATUS:**

I am making progress but do not yet have any goals I can

completely check off.

- Communicating Membership Value
  - Developed a framework for materials that will target each specific group we serve, explaining what's in it for them, the value proposition of NEWH
- Collaborating with Teri Schell on revitalizing the Lodging Program
  - Renewed focus on developing a simple "sales pitch" to hotel companies, to be added to the program.
  - Once we have a more robust list of hotels in the program, I look forward to promoting this as a valuable benefit to our members.
- Business Memberships
  - Business memberships are a specific area I'm focusing on growing, as there is a huge potential for us to increase this type of membership and get business-level commitments to the organization rather than just individuals (who we still love!)
  - Monica and I are working together to clarify / better communicate the different business membership levels available and provide tools to local chapter Membership Directors and Chairs promote this type of membership.
- Student Engagement
  - I have had some great discussions with a few potential committee members but have not made as much progress on this as I would like. Need to renew my focus on this and

perhaps simplify this goal or push it to next year after other goals have been accomplished.

- Engaging with parallel Lodging organizations / investigating Reciprocal Membership" between non-competing but related organizations i.e., NAHOB, AHLA
  - I have had some great conversations with folks around this and received an enthusiastic response to the idea but have not made any outreach yet. I think this goal will need to be pushed as well, so that I can first make meaningful progress on others.

#### GOAL OBSTACLE:

Finding committee members has been challenging, as it seems people are very busy or have recently changed jobs, etc..

#### BREAKOUT FORMAT:

Yes, the breakouts are very meaningful because they create space for dialogue between different chapters, where we can share ideas, challenges, and learn from each other's experiences. I always come away from the breakouts with renewed energy and commitment, as they help to enforce the big picture of how our organization knits together the hospitality community.

#### GENERAL COMMENTS:

So proud of everything NEWH has accomplished this year. It's great to see chapters planning in-person events again and continuing to innovate and find creative ways to stay connected.

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JUNE 2021

#### GOAL STATUS

1. Understand what our members need – The November Member Survey was helpful. I would like to develop more ways to solicit direct feedback from Members on a regular basis. I also need to do more to make the survey data we did receive more actionable, and share key takeaways with members of the INC board and chapters. Additionally, I think we need to do more to understand Member engagement in 2020-2021. There are many members who haven't participated in any virtual programming. How can we address their needs?
2. Retain Members – We are looking at the data for 2020-2021 in our strategic planning session next week. We have lost members. One idea that came up was to begin collecting a secondary / permanent email address from all members, so that if/when Members leave their current job, we can stay in touch with them and even support their career search or transition.
3. Plan for the future – we are looking at reworking some of our messaging to appeal to younger / broader groups of members. I would like to work with Marketing and Social Media teams to help develop a more compelling message that will communicate the value of membership and help us grow. I also think there are opportunities to leverage all of the great virtual content our chapters have been developing.

#### GOAL OBSTACLE

My biggest obstacle is not understanding what is expected of my role as Membership Director. I feel that sometimes I am following a certain suggestion or initiative that comes up in a smaller group discussion, and then later find out that's not really a priority. It can be confusing. I am happy to set my own goals but also could use more direction on what the INC board is looking for me to spend my time on and accomplish.

It was challenging to work on the survey, I didn't have clear guidance on the expectation it would be done through Survey Monkey. It was discussed in a smaller group initially, and then reviewed and approved. Then it was provided to Shelia for approval. I was given the green light to move forward with a survey built in Google Forms, and then when the results came back, I was told that it should have been done in Survey Monkey, and that the format wasn't good for sharing / evaluating the data. As a result, the feedback from our members didn't end up being shared / incorporated into our practices.

I will plan to do another survey through Survey Monkey in Q3 2021 with the hopes that using that tool will help to make the responses more meaningful.

#### COMMITTEE TASKS

I have a couple of committee members who I have met with but need to focus more on moving forward with these specific goals:

1. Membership Levels & Benefits evaluation – making sure we are offering memberships that appeal to all of the market segments we serve.
2. Revamping the Welcome Packet
3. Developing / revamping marketing materials / messaging about the value of membership. Work with Marketing.

#### GENERAL COMMENTS

I'm really proud of what NEWH has accomplished during the pandemic. I am looking forward to working to regain / grow our membership now that we are looking at a more social remainder of 2021. I am excited about the strategic planning process we are in now, and believe that will help clarify my goals and action items for my position.

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JANUARY 2021

#### NO GOALS SUBMITTED

These numbers have not been updated

### MEMBERSHIP REPORT BY CHAPTER

chapter	November 1, 2020	11/1/2020 w/Students	2021 to date	2021 to date w/Students	% of change since November 2020 meeting w/o students	2021 renewals	Students not affected		2021 new membes/past returning	voting membes	nonvoting	students
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
Chorona 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

These numbers have not been updated

### 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					

### CHAIR/NEWH LODGING PROGRAM

**Job Purpose**

- Manage the NEWH, Inc. Lodging Program, a member benefit providing discounted rates at hotel properties participating in the program.

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NOVEMBER 2021

**GOAL STATUS:**

Goals included seating a committee of volunteers. It has been a challenge to get volunteers. I have not revised existing marketing material.

**GOAL OBSTACLE:**

Lack of response to calls and emails from both potential committee volunteers and current lodging partners have been an obstacle.

**BREAKOUT FORMAT:**

Yes, I've always come away with great ideas.

**GENERAL COMMENTS:**

Following our most recent Membership call goals for the Lodging program are being revised. I believe they will provide a more realistic path forward, especially in light of the current COVID climate.

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**DIRECTOR/NEWH CONFERENCES**

ALEXANDRA JONES

**Job Purpose**

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

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NOVEMBER 2021

**GOAL STATUS:**

We are near completion to have registration go live.

**GOAL OBSTACLE:**

Covid presented challenges in many forms, contacting venues and excursions, predicting speaker's schedules, content relevance and budget.

**BREAKOUT FORMAT:**

Yes, I've always come away with great ideas.

**GENERAL COMMENTS:**

We anticipate this year to be one of the best. Looking forward to seeing everyone in Seattle. Sponsorship opportunities are still available.

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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.

**GOAL OBSTACLE**

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.

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JANUARY 2021

**NO GOALS SUBMITTED**

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**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.

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NOVEMBER 2021

**GOAL STATUS:**

We have been working hard on the communications plans and are accomplishing our goals with expanding communications and growing our following.

**GOAL OBSTACLE:**

Time is an obstacle; we have learned that to get event information out we need all information submitted to us at least 3 week prior to the events. We have been working through this and have set up

guidelines for getting information that will be an asset moving forward.

**BREAKOUT FORMAT:**

Yes

**BREAKOUT ACTIONS:**

They open the lines of communication with the chapters with what they need. The breakouts are also great ways to get new ideas moving forward.



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.

### 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.

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.

### 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.

## DIRECTOR/SOCIAL MEDIA

TORRY 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.

NOVEMBER 2021

### NO GOALS SUBMITTED

JUNE 2021

### NO GOALS SUBMITTED

JANUARY 2021

### NO GOALS SUBMITTED

## 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.

NOVEMBER 2021

### GOAL STATUS:

No, my goal is now extended into 2022 due to local COVID restrictions on events and travel.

**GOAL OBSTACLE:**

Yes, see above.

**BREAKOUT FORMAT:**

Yes, I appreciate getting input from other chapters and individuals on what challenges and successes they are experiencing. Also, it's a good time to get to know other NEWH members around the world.

**BREAKOUT ACTIONS:**

They can spur great conversation and ideas. I think action on these items has been limited due to the situation recently, but hopefully more task-oriented committees will be created for these initiatives after the next in-person meeting.

**GENERAL COMMENTS:**

Looking forward to getting out and in person in 2022!

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 /EUROPEAN UNION**

**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.

NOVEMBER 2021

In Europe we are starting to see the light at the end of the tunnel and are hoping that as life returns to some type of normality and business comes back that we can continue the great work that has taken place raising the profile and growing the chapters, particularly in Paris and Milan. The UK chapter has managed to maintain membership at around 150, whilst Milan continues to grow at a rapid rate. Paris is also now able to build upon the initial launch from 2020 as they start to host events.

During the lockdown we started the "La Pause" European webinars which were a great success. They gave us the opportunity to bring together all the chapters in Europe and raise the profile of the organisation across the continent, and it created a lot of interest by keeping the topics fresh and topical. After 9 webinars we decided to take a break during the summer as people were starting to become a little Zoom weary and are pleased to report that they will be recommencing on October 21st with a webinar hosted by Stacy Shoemaker-Rauen focused on hospitality businesses on both sides of the Atlantic. These will continue moving forward and we will probably look to make them quarterly in the future.

At the end of summer and with the easing of restrictions within the UK the chapter kicked off live events holding the first two outside (the Graffiti Event and the Golf tournament). This was followed up with the first inside event and the major fundraising event which was the Annual Fundraiser and Roundtable, which took place on September 28th with over 100 attendees. This surpassed expectations and was a great example of the hard work the Board carried out calling suppliers and designers to encourage them to attend. The next event is the Top ID Award event which will take place on October 20th, once again to be sponsored by Roca. Finding sponsors for these events is difficult since they are all watching budgets closely but hopefully this will become easier as

business starts increasing for everyone. This will be particularly important as next year is the 20th anniversary of NEWH in the UK, and the Board are really keen to use this as a catalyst to grow the chapter further.

With the same easing of restrictions in Milan and Paris they have also hosted live events, In Milan the chapter created a presence at Salone de Mobile, and this week are at the Italian Hospitality Investment Conference in Rimini where they are hoping to connect with new prospective members. In Paris the chapter have created a fantastic creative initiative called "Netwalking" where the participants walk the city appreciating the architecture and touring new hotel openings. As yet we haven't been able to cross-pollinate the success of the chapters individually and support the other chapters but are hopeful this will start to happen early next year as vaccination rates get higher.

NEWH in Europe continue to look at ways to collaborate with industry organisations that will help raise the profile within Europe. The UK chapter has partnered with HIX, the new hospitality show in London that has replaced the previous Sleep exhibition, and will also have an opportunity to promote the NEWH organisation at the Cruise Ship Interiors Show in London on December 1st and 2nd.

The key objectives remain the development of the new chapters in Europe providing additional support, help, and mentoring to both the Paris and Milan boards. As mentioned above we will be encouraging all NEWH members of the European chapters to attend events across the chapters. 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. Finally, we have had interest from designers and suppliers in Germany who are keen to establish a chapter in the country.

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## JUNE 2021

### **NO GOALS SUBMITTED**

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## 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

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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.

NOVEMBER 2021

**GOAL STATUS:**

Currently working on & guide the LC committee to wrap up the speakers and then on to the LC logistics/operations to do list.

The LC Manual is coming along. Working with Jena to review progress and provide all document examples. This has been paused as the emphasis now it to work on the current 2022 LC.

**GOAL OBSTACLE:**

There are no current obstacles to achieve the goal of LC manual or Leadership Conference.

**GENERAL COMMENTS:**

The LC committee has been putting in a lot of hours and calls are

now scheduled every week for committee reviews and follow ups. 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.

Many thanks to Jena, Monica, Alex, Helen, Stephanie, Julia, and others are the local Seattle Chapter level. This will be a great conference and we hope you will be joining us. Be sure to visit the NEWH site for an update on our keynote speakers and sessions. Thank you to all our chapters for your videos “Seattle or Bust”. Your efforts are greatly appreciated and have enabled Helen and Hillary to do a great LC marketing campaign on social media.

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 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

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.
- 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.

NOVEMBER 2021

### GOAL STATUS:

We are still working on the goal to provide a "pilot" event for the POWERtalk event before the year is over to assess if this will be a viable event to move forward with in the future. It will be complete by end of October so we will be able to report on the success at the November IBOD.

### GOAL OBSTACLE:

Nothing more than normal for a new initiative. Understanding by the audience is slow in the beginning.

### BREAKOUT FORMAT:

N/A

### BREAKOUT ACTIONS:

N/A

### GENERAL COMMENTS:

Very excited about the success and progress of the Brand Programs team. They are doing amazing with the development of new sessions for next year and our newly appointed Director of Brand Programs, Teri Urovsky is being welcomed by all committee members and doing a great job in immersing herself into the programs. As a past Brand Ambassador, she is feeling very comfortable with the role.

There is great synergy ahead for the POWERtalk, Brand Programs and Lodging Program!

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 Nguyen 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.

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### JANUARY 2021

#### **NO GOALS SUBMITTED**

#### **DIRECTOR/BRAND PROGRAMS**

TERI UROVSKY

#### **Job Purpose**

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

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### NOVEMBER 2021

#### **GOAL STATUS**

The goals established at the strategic planning meeting earlier this year are highlighted by clarification of Brand Programs, creation of a Brand/Owner council and increased engagement with the Development community. These goals were paused during extensive work to document the BrandED process for Virtual and Live sessions. This effort completed in September and guides the program today.

As a result of the BrandED documentation process, it was determined that a meeting with the Brand Ambassadors would be beneficial to initiate a more formal means of communication, inform them of the committee activities and receive feedback to enhance the committee programs. This meeting successfully took place September 23 with great discussion on the Brand Ambassador role and dialogue regarding the launch of the PowerTalk program in October.

It was determined that a Brand Ambassador meeting will take place twice a year moving forward.

The PowerTalk program debuted in October as a two-part event taking place on October 12 and 25. The objective of PowerTalk is to provide networking opportunities among designers, manufacturers, and brand organizations. The designers and

manufacturers pay to participate. All indications are that it was a great success with the next event planned for April 2022. Cost of participation is being evaluated and will likely increase from the launch event.

The marketing effort for 2022 BrandED is underway with the goal of hosting six Live and four Virtual events next year.

#### **GOAL OBSTACLE**

COVID restrictions continue to impact the Live BrandED events.

#### **BREAKOUT FORMAT**

Yes, having the opportunity to bring these unique and diverse groups together is a great opportunity for learning as well as brainstorming on focused topics.

#### **GENERAL COMMENTS**

The committee is excited about the momentum that BrandED continues to enjoy and looks forward to taking that energy to evolve current programs and to identify new opportunities (such as PowerTalks) that will expand the breadth and impact of these events throughout the hospitality industry promoting education, networking, and scholarship.



## CHAIR/BRANDED

DEBBIE MCKELVEY

### Job Purpose

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

NOVEMBER 2021

### BRANDED LIVE EVENTS

Since March 2020 we have put on hold all in-person BrandEd events. We have pivoted to all Virtual and have done (2) Hybrid events with live panel/speakers and audience all virtual.

We are hoping to start planning and moving back to live events in

2022. Planning on 1 per quarter and could vary based on state restrictions on Covid19.

There will be (2) BrandED live events at the February 2022 Leadership Conference.

JUNE 2021

### NO GOALS SUBMITTED

JANUARY 2021

### NO GOALS SUBMITTED

## CHAIR/BRANDED

LESLIE ANDERSON

### Job Purpose

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

NOVEMBER 2021

### MARRIOTT INTERNATIONAL

- **AC Hotel** – Marriott presented our very first hybrid BrandED presentation. We broadcasted from the new AC Hotel in Washington D.C. The conversation focused on how “AC overthinks your stay, so you don’t have to.” This was such an interesting conversation as the Brand team also included the interior design firm as well as the developer. Lessons learned: 1) BrandED team is not equipped to be videographers!

### INTERNATIONAL HOTEL GROUP

- **Hotel Indigo** – Kavitha Iyer, Head of Design, IHG | Brand Ambassador and her team shared an engaging conversation and great overview of the Hotel Indigo Brand. This was our second hybrid BrandED. We also broadcasted from two Hotel Indigo locations, Alexandria, VA, and Columbus GA. We had a few lessons learned: 1) we will no longer allow videos to be played as

part of the BrandED presentation. 2) Brand presentations must be submitted to Inc. 2-3 days prior to the BrandED Event.

### HILTON WORLDWIDE

- **Curio + Tapestry Brands** – “Collections by Hilton, Your Brand our Engine” Ashley Michaels, Design Manager, Global Design Services and Brooke Thomas, Senior Manager, Curio and Tapestry Collections by Hilton as set to bring an incredibly engaging conversation to the audience on October 27th!

### 2022 BRANDED @ LEADERSHIP CONFERENCE

- February 2022
- Tribute – Chris Wheeler + Alison Sobeck will highlight this Lifestyle Brand – more to come!

JUNE 2021

### NO GOALS SUBMITTED

JANUARY 2021

### NO GOALS SUBMITTED

## CHAIR/BRANDED

STEPHANIEDESHAI

### Job Purpose

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

NOVEMBER 2021

### GOAL STATUS:

In Progress.

The Goal established at the Strategic planning session was to create a Brand Advisory Board. This will likely be accomplished in 2022. Possibly at leadership conference.

One thing we have accomplished in 2021 is to have monthly virtual

BrandED programs that are free and open to all. The opportunity to take BrandED into the virtual space has not only enabled our program to continue, but it has provided greater visibility and an opportunity to expand the program to new Hotel Brand Partners. Including but not limited to Noble House Hotels, This Assembly/Practice Hospitality and Ethan Stowell Restaurants.

This month we will also host the first Brand Programs POWERTalks.

**GOAL OBSTACLE:**

As the hospitality industry has enjoyed a fantastic resurgence in 2021 it has also made it harder to confirm Brand Executives for these events. With perseverance we have been able to confirm the majority of Brands we have sought out.

**BREAKOUT FORMAT:**

Yes, it is an opportunity to share and exchange in smaller groups. I would love to hear how the Executive Team makes use of the ideas generated in these breakout sessions.

**GENERAL COMMENTS:**

In May we had the opportunity to tell the comeback story of Noble House Hotels; Little Palm Island Resort during a Virtual BrandED.

Four years in the making. It started with Hurricane Irma and completed just prior to COVID and pretty much saved Noble House Hotels. We interviewed Jamie Colee, the President of Noble House Hotels, Penelope Fischer White, Project Director for AvroKO, Kevin Geanides the General Manager of Little Palm Island, and Steve Rossi Owner of Rossi Architecture. A journey that began 4 years ago with massive devastation to Little Palm Island progressed with rebuilding and reimagining and a re-opening in February 2020 only to shut down 2 weeks later due to Covid. To the reopening in June 2020 to be fully booked and charging an historic \$5000/night for the exclusive remote island experience. This BrandED was like watching a documentary. If you have not had the chance to watch, I highly recommend checking out the replay on this one. <https://newh.org/branded-pastevents/>

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JUNE 2021

**NO GOALS SUBMITTED**

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JANUARY 2021

**NO GOALS SUBMITTED**



## NEW H STAFF

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

### 2022 BOARDS

**Mandatory Discipline Calls** – Remind ALL voting board directors to participate in the mandatory discipline training for their respective position. The training will take place in November and December prior to the New Year. Board members must participate to serve on the Chapter Board of Directors. (NOTE: If a board member is remaining in his/her board position for 2022, participation is still required in the mandatory calls.) Please watch for emails for more information.

**Ensure a Smooth Transition into 2022** – if you have new board members coming into a 2022 board position, be sure to include them in your end of year (Nov/Dec) board meetings so your current board members can mentor the new members. The new board members can see how the board meetings operate and will have the opportunity to ask questions of the current board member in their position to ensure an easy transition to your new board.

**Succession Planning** – the Chapter Board nomination/voting process is complete!! 2022 Board Announcements will be sent out early November and we are looking forward to a great year. There are some Chapters that have open spots in key positions so please be on the lookout for upcoming board members! As members reach out to serve, help them select the perfect spot on your boards. We appreciate all that hard work that goes into the whole process from start to finish. **Job Well Done!**

**Board Training/ Strategic Planning** – Board Training/ Strategic Planning – In-house board training as well as strategic planning sessions with Trudy Craven will be scheduled as virtual sessions. Special requests can be made if you feel it beneficial for your chapter to hold your session in-person. We will reach out to chapters due for these trainings once we are ready to roll.

**Chapter Business Plan** – Chapters – Be sure to complete your annual business plan and send to the NEWH office. This is a basic roadmap for your chapter as you plan for next year. Use this in your strategic planning meetings.

**Chapter Budget** – Start putting 2022 budget together now to approve at your first board meeting in January. If there is not an approved budget in place, all expenses must be voted upon until the budget is approved. Remember, it is not up to just a few board members to create your budget, each director should be turning in their budget according to their discipline to the chapter treasurer who then includes in master budget.

**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! Travel expenses for delegates will not be reimbursed if no report is submitted.

### MEMBERSHIP

**Dues Renewals** – 2020 and 2021 has been challenging for many members. All members were offered/given one 6-month extension if they were unable to renew their dues. The NEWH office also personally reached 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 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.

**Membership Drives** – Each chapter should plan to have one

membership drive annually. If you are offering a discount membership as incentive to join, please remember that it only applies to new members, it does not apply to renewals or past members. We will verify eligibility in NEWH office. Please be sure to have your new member fill out an application including payment information and send to Kathy in the NEWH office within a couple days of the event. When setting a discount, keep in mind that with discounted memberships, as with all memberships, the NEWH, Inc. portion is \$75.

**Attracting New Members / Retaining Members** – As you start planning your 2022 event calendar, make your events (whether virtual or in-person) inviting and intriguing to members and potential members to attend. Everything revolves around programming. If your programs are content rich, people will want to attend. Not sure what members are looking for or looking for new ideas? Conduct a member interest survey and ask your members! (Contact Diane at the NEWH, Inc. office to set this up). Check out what other chapters/regions are planning or have had by checking out their events on the website, or by reading chapter reports in this board packet.

**Member Approvals** – New members are anxious to know that they are approved and look forward to being involved so please continue to approve them within 30 days and let Kathy know of the approval, and please welcome them within a few days of approval. To ensure timely approvals, anything over 30 days will be reviewed and approved by Shelia in the NEWH office.

**Business Membership categories:** Be familiar with all the business membership categories available. You can find a description and applications at this link: <http://newh.org/business-membership/>

**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! We need to remain in touch with members especially during this time – if you know of any members who have been laid off/furloughed, please let us know so we can get updated contact information for them to stay connected.

**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 event. Make new members feel welcome!

### EVENTS

**Event Calendar** – please be sure your event dates are listed on the website - if any of your event dates change, please be sure contact Diane at the NEWH Office to update your website calendar. The online calendar is what is included in the NEWH Magazine.

**In-Person Events** – We are all happy to start having in-person events again! Following advice from our attorney, an in-person clause is 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 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.

**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!

**Corporate Partner banner** – A 2022 corporate partner banner will be sent to the chapter president/regional steering committee chair in January and is required to be displayed at all events. Having a virtual event? There is a corporate partner logo collage available in the Board Resources/Programming area on the website you can display during your virtual event. Remember to thank partners as well as individual event sponsors.

**Sponsorships** - Even during this uncertain time, companies are reaching out asking about 2022 sponsorship opportunities as they are working on their budgets. Now is the time to get notification of your 2022 events both virtual and in person to potential sponsors so they can request sponsor dollars in their budgets. Even if you don’t have dates confirmed but know what kind of events you may be hosting, put a brief event/ calendar/sponsorship marketing image together and we can send it out to your chapter list.

**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 bounced or been unsubscribed.

**2021/2022 Regional Tradeshows** – Bethesda and Houston Tradeshows were successfully held in August and October this year.

- Seattle, WA February 17th, 2022 - part of Leadership Conference
- Dallas, TX March 22, 2022
- Denver, CO June 2, 2022
- Atlanta, GA September 29, 2022
- Orlando, FL October 18, 2022
- South FL October 20, 2022

### **2022 Leadership Conference February 17-19, 2022**

Registration and planning are in full swing. Guidelines, information, and suggestions were sent to some of the Executive Committee of your board/steering committee. If it has not been discussed yet, discuss with your board/chapter the 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). Prices go up December 6th; therefore, make sure to be registered by that date to avoid paying more. Agenda, speakers, hotel block, and Covid-19 King County info can be found at <https://newh.org/2022-leadership-conference/>. Let Jena know if you have any questions.

## **SCHOLARSHIP**

**Students to Leadership Conference:** NEWH Leadership Conference Registration is officially open and NEWH, Inc has approved to use scholarship funds to cover up to 2 student member/scholarship recipients to cover attendance to the NEWH Leadership Conference including: Conference pass \$50 – deeply discounted, 3-night lodging (Feb 17, 18 & 19- double occupancy) at The Westin Seattle and Economy flight (chapter to determine costs). Any student you send should be mentored at the conference by another board member. The conference should be a learning experience for the students you send for their perspective career. Please reach out to Hillary if you have any questions.

**Scholarship awards:** While planning your 2022 scholarship budgets, keep in mind your 2021 fundraisers. If in 2021, you had a successful fundraiser, go back to the typically suggested 50% of your scholarship fund. If in 2021, you did not have a successful fundraiser, stick with the 25% suggestion.

**Scholarship recipient review:** After your chapter has voted on your anticipated scholarship recipients, please send their applications into the Inc office for a brief review to check for eligibility. Keep in mind, if you have any questions about an applicant - do not hesitate to email or call the Inc office and ask.

**Scholarship recipients becoming members:** It is now a standard that all scholarship recipients automatically become student members of your chapter. Headshots will be required from all recipients before their scholarship checks are sent out.

**Engage educators and students:** 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. Hillary in the NEWH office will be sending your school lists to start updating soon.

**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. Collected contributions will help us build our next scholarship video and enable us to promote through social media.

## **WEBSITE/SOCIAL MEDIA**

**Stay connected** - Chapters/Regions digital platforms (such as Instagram and Facebook) are playing a major role this year 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 year’s 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!

#### **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.

### **FINANCE**

#### **Banking**

- It's time to start thinking about signature cards for 2022. Susan will be reaching out to all signers (VP/Admin, Secretary, Treasurer and Past President). Please watch for correspondence.
- 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.

#### **GoPayment App**

- GoPayment App is available to take payments during events – tickets at the door, silent auction, etc.
- For more information, contact Susan.  
[Susan.huntington@newh.org](mailto:Susan.huntington@newh.org)

#### **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 especially now that we are virtual.
- For more information and to get a donation text code, contact Susan at [susan.huntington@newh.org](mailto:susan.huntington@newh.org)

#### **Zelle**

- Low fee and fast way to accept payments
- For more information, contact Susan.  
[Susan.huntington@newh.org](mailto: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.
- 2022 cost is \$75 / annually (subject to change)
- 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. Either a personal check or a cashier's check or Zelle transfer for cash amount can be sent

to the Inc. office.

- 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**

- It's time to start thinking about budgets. 2022 budgets will be due mid-February, be on the watch for an email with a template.
- Regular monitoring of the budget will keep you financially stable. These figures should sync with all event budgets. Finances are the responsibility of the entire board – not just the treasurer.
- Scholarship amounts granted in 2022 should come from your fundraising efforts in 2021. It is understood that the last couple of years have not been typical years for fundraising. Keep this in mind when reviewing 2022 scholarship funds. Any questions, contact Susan or Hillary.
- 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.

#### **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
  - Marketing/Social Media – Hillary Eggebrecht
  - Website/Newsletters – Diane Federwitz
  - Ethics – Shelia Lohmiller
- Other questions – just call, we would be glad to help! 800-593-6394

**ARIZONA**

Michelle Purcell, delegate

chartered May 5, 1995

**MEMBERSHIP**

In 2021, Arizona Chapter didn't have an official membership drive; however, Membership Director, Dan Lynn, and Programming Director, Keaton Payne, attended a collaborative in-person event with ASID and encouraged people to join NEWH. We've had a 5% increase in membership this year – When considering the COVID factor, industry layoffs and limited social and other events the modest increase is welcome! We've also added members to our Membership Sub-Committee.

**PROGRAMMING**

We have a Blood Drive scheduled for Oct 20th. Keaton has also coordinated CEU with C2C Designs and that is scheduled for Oct. 28th. We are also beginning to coordinate events for Q1 2022 to keep up the momentum we'll most likely build at our December Fundraiser, NEWHonors. We are hoping to also have a Supper Club for members soon to showcase the local culinary talent of Arizona's thriving hospitality industry.

**SCHOLARSHIP**

Arizona Chapter has updated the data base making sure we have the most up-to date contact information for the schools and department chairs. Both Inc and AZ Scholarship Director, Beth Katz, have sent an email noting that the scholarships are open and accepting applications. We've also sent an email to the schools asking if they would like a presentation to their students regarding NEWH and scholarship. NEWH/AZ has scheduled time with Grand Canyon University (9/27/21) and ASU (10/6/21) to present the scholarship power point. We have sent the power point/pdf to NAU for their own internal distribution. To date, we have only received 1 legitimate application from an ASU student and our application deadline is Oct 29th.

Beth Katz and the new AZ EID Director, Sarah Whitman, have been working together learn about each other's positions to become more knowledgeable on the scholarship process. This will help to collaborate future scholarship guidelines from the NEWH EID Committee.

**FUNDRAISING**

Arizona Chapter did not have a scholarship director in 2021; however, we kicked off 2021 with a Scholarship Fundraiser walk in March where we collected just over \$500 to add to our scholarship fund. This was such a successful event that we plan to repeat it in 2022 and attract more members to join us. NEWH Honors Committee started in May of 2021 for the big event on December 9th, 2021. This year we added a new sponsorship section to help fundraising doing a "product showcase" before the NEWH Honors awards ceremony. We also added designers to our committee which was a great way to get insight from multiple perspectives.

With more than 2 months to go, our fundraising for our Honors

event is more than halfway to goal. This is our biggest event of the year with the greatest opportunity to fundraise AND grow our membership. Currently, while raising sponsorship dollars, the committee is wrapping up entries for the design competition. The Honors committee has done great work planning for this event for the past several months!

**OTHER CHAPTER HIGHLIGHTS**

With a new marketing team in place, we made great progress in developing consistent social media posts and working toward enhanced membership engagement. We are highlighting new members, honoring our TopID firms, sharing important NEWH highlights, and informing members of upcoming events.

**CHAPTER/REGION GOAL**

While 2020 and 2021 were challenging due to Covid concerns and restrictions, we will be planning for 2022 in ways that help us become more adaptable and resilient in the new pandemic environment. While we love to get together face-to-face, we know that having some online events are also important to keep membership engagement top of mind.

**REPORT BACK TO CHAPTER/REGION**

Yes, feedback is well received, and it is appreciated how much NEWH Inc supports all the chapters. Thank you!

**OUR CHAPTER/REGION WOULD LIKE HELP WITH**

We have noticed it has been a struggle to raise the larger sponsor amounts due to restrained budgets from manufactures. We are meeting regularly and incorporating a "dialing for dollars" but any additional ideas from other chapters is much appreciated. It can also help for future fundraising!

We will need help with Board Training and Strategic Planning with our new Board for 2022. While we have a fair amount of new Board members, many have been involved in our chapter for years. We are excited with the new team, the energy and enthusiasm they bring, and the opportunities we have to grow our membership.

**Staff note: Now more than ever it's important that as you are planning events (virtual or in-person) that that are inviting and intriguing to members and potential members to attend. As you stated finding sponsors may be difficult for a bit so having a few good quality events that are rich in content, people will want to attend. Attendance is up – sponsorship and membership will follow. Get your calendar list of events announced/emailed/put on social media early in the year so reps and attendees know to budget for and watch for the event. 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).**

**ATLANTA**

Tara Hebert & Penny Shelton, delegates

chartered May 5, 1995

**MEMBERSHIP**

Our membership is good. We have certainly lost members due to covid and hopefully this will change in 2022.

We are already planning a membership drive for 2022 and frankly if we can just begin to have people attend events in person that will do wonders for membership. Zoom has held us

together, but we need in-person events.

**PROGRAMMING**

Holly Johnson is our programming director and has coordinated all our CEU's and attendance has been excellent.

We are currently discussing continuing the CEU's for 2022. We have not had in-person programming events this year but hope

to in 2022. We have several ideas as well as working with the Cookbook Chair Connie Land to include restaurants as both programming events as well as features for our cookbook.

Our virtual hotel tours have also been a success and well attended. This gave us an opportunity to feature our Top ID winners and show off their great work!

### SCHOLARSHIP

Megan Markham is our scholarship director and is currently working on school visits to select the 2022 scholarship winners. We are working with IHG and hope to create an IHG winner as a continuing event. We would like IHG's involvement with our local chapter and scholarship is one way we can do it!

### FUNDRAISING

Nicole Lijana is our fundraising director. Nicole and her committee planned a very successful Golf Tournament given all the crazy restrictions. Our attendance was outstanding, and everyone had a great time. We are currently looking to move our golf tournament to the spring of 2022 given that we will host a trade show in September of 2022.

Our Gala is currently being planned where we will celebrate 9 Top ID nominees and select the winners during the Gala. We will also award our scholarships. We will probably have 4 NEWH and 1 IHG scholarship this year but this is still being determined.

### OTHER CHAPTER HIGHLIGHTS

We have had tremendous excitement from both our board and general members. Given the circumstances of the year everyone is positive and making plans for 2022.

We also had a Community Service event in September where members walked the Atlanta Belt line and picked up trash. This gave members an opportunity for fun outdoors and helping the local community.

Our EID director, Deaderia Morris-Bowman is currently working on a joint event with IHG and will include the NEWH student members, HBCU students, faculty, and others. The goal will be a panel if IHG professionals sharing their personal journey in the Hospitality industry. The goal is to inspire students to pursue a career in the Hospitality industry.

### CHAPTER/REGION GOAL

We are still standing and strong! One of our goals has been to give each board member the information for their specific role and to grow that area. In the past we have perhaps not had all positions filled and a few folks had to do many tasks, so our positions had

become a little intertwined. We made progress this year and have a professional and excited board to grow their specific tasks and a better organized chapter. We want to continue this and think this will help our chapter grow. As Trudy would say we needed to get out of the status quo, reinvent and move forward. We have reinvented and are on to another growth stage.

### REPORT BACK TO CHAPTER/REGION

Yes! Actually Dallas, Todd and I have participated in the IBOD virtual meetings this year. We have worked together as a team and presented the information from the general meeting as well as the breakout sessions each of us attended.

I think understanding what IBOD is and being able to communicate the information, structure, and the networking back to our chapter has given members an understanding of the "big picture". It certainly has given me a better understanding of the big picture and I think, in our chapter, this has been missing. So again, this will be a goal for next year as well. We want our board to see how everyone works together to grow and change as needed on all levels.

### OUR CHAPTER/REGION WOULD LIKE HELP WITH

I do hear that not all our members receive emails of save the date and the actual events. I have also had that happen to me, so I know it occurs. Not sure why. I do go to the website for events and to register but most of our members do not think to do that as it is not always on their mind. I'm not sure if there is something on our end we need to do or if this is and INC issue?

Other than that, we appreciate you all!! You all have great patience with us and believe me we appreciate it. We are all volunteers, always crazy busy and we are thankful to have the support from INC!

Look forward to seeing you all in NY

**Staff note: If you know of anyone not receiving emails, please let Diane know – she can track the individual email address to be sure it has not bounced or been unsubscribed. More often than not, NEWH emails are being sent successfully from our end, but the individual does not see them because of their spam/junk filter settings. To fix, we ask them to check with their internet service provider and/or IT department to be sure newh.org is set as an approved sender domain, as well as adding postmaster@newh.org as an approved sender and contact - both at the server level and as a contact in their own inbox. Also remember to post your events on your social media accounts with links to your event page.**

## ATLANTIC CITY / PHILADELPHIA REGION

Erica Harmelin, steering committee chair

September 9, 2008

### MEMBERSHIP

We currently have 138 members, increase of 19 members since the beginning of the year with full membership. We had a very positive response to our summer series of events and also used sponsorship vendors for these events to provide prizes in the form of one year memberships.

### PROGRAMMING

We had a very successful Summer Sips series where we chose 4 recently opened Hospitality venues, featured a designer or owner speak and/or tour the venue and had additional sponsors provide funds for food, drinks, and prizes so we could make these events free. We had exceptional turn outs and featured 3 restaurants and 1 hotel/restaurant. The buzz for the group and our events rippled through our local community. Our team went on to plan one Art Gallery Tour Social Gathering in September

and we have our major Fall Event on 10/7 at the newly opened W Hotel Philadelphia. The event sold out in less than a week and will feature the Designer speaking and small group tours in addition to appetizers and drinks. We made this event free to members but charged for guests and there are many non-members attending. We will need to work on getting them to join. Overall, a very successful programming year once we felt safe meeting in outdoor / indoor spaces. We are hesitant for planning out after this due to Covid. We may do smaller or more informal event / social meet ups through the winter but will be planning at our next meeting on 10/5.

### SCHOLARSHIP

We extended our deadline as this year and have only received 1 applicant, much down from last year of 21 applicants. We are pushing this at our event and our student representatives are as well.

We are looking at the 2022 year to have yearly sponsors sign on again, so far, we have two. But we are struggling to differentiate what a yearly sponsor receives and what a one-time event sponsor receives and how to make each desirable an special to the vendor. Our yearly goal for 2022 is \$12,000.

### OTHER CHAPTER HIGHLIGHTS

We submitted our Winter magazine full page spread and most of our Steering Committee gladly stayed on the ballot for elections for the next 2-year term as they felt they did not get to do everything we set out to do in the last two years due to Covid.

### CHAPTER/REGION GOAL

Increase membership which we did do and feel it was through the way we sponsored our events this summer and the buzz it

created. This goal will still remain for 2022.

### REPORT BACK TO CHAPTER/REGION

Yes. A few questions about resources for social media and diversity inclusion.

### OUR CHAPTER/REGION WOULD LIKE HELP WITH

Ideas on what yearly sponsors receive for their support vs. what event sponsors received. Templates for social media.

**Staff Note:** In [Board Resources](#) on the website (you do need to be logged in to view) – under Programming/Fundraising you will see ‘Sponsorship Menu’ and a link to samples that other chapters have done to get ideas of what your chapter/region would like to offer your sponsors. Templates for social media are in the works. Please reach out to Hillary for a specific template you need.

## CHICAGO

Athena Slejko & Jessica Vos, delegates

chartered August 12, 1991

### MEMBERSHIP

Our membership continued to grow during the 2021 summer. We welcomed a combination of working professionals and students from a variety of businesses and majors. It was wonderful finally getting to meet new members who have joined over the last year in person at our Summer Social event, and we are looking forward to interacting with everyone at King Pin in November.

### PROGRAMMING

We started a new initiative which was a card drive for Heartland Alliance and Cardz of Kidz. We had a lot of participation and had a lot of cards to send in. We received amazing feedback and will continue to do fun and creative give back programs.

We are hosting a virtual studio tour on October 14th with Hennepin Made Co-Founders Jackson Schwartz and Joe Limpert. We look forward to sharing the craftsmanship that fuses modern design sensibilities with the old age art of glassblowing.

We are working with Nobu Chicago to plan a hotel tour for Winter 2022.

### SCHOLARSHIP

This year was off to a good start as we reached out to several schools and provided presentations introducing educators and students to NEWH. We saw a small increase in membership from these schools. In April we began the scholarship and did extensive outreach to the schools on the list. We updated the contact list and provided information about the scholarship and our organization. We also offered virtual presentations to every school on the list, but few signed up. As the director of scholarship, I feel this is an area that we can strengthen.

When we closed the scholarship in September, we only received eleven applications, the fewest I can remember in at least the past six years. We typically see at least twenty applications. We’re not sure if enrollment is down, or if we just didn’t reach out to the right people at the right time. Again, this is an area we will focus on in the coming year.

In reviewing the applications, we did find that there were students in great need within the hospitality professions. We were thrilled to see several returning students. We were also happy to report that we had representation from almost every state in our territory. Which leads me to believe we have fairly good outreach. We hope to have the application numbers back up next year.

Because we did not have the Young Professionals event this year, we instead hosted Head Shots for Success, which provided students and professional members free head shots to use for their personal marketing. This might be a good event to offer next year. We hope to have the Young Professionals event back on track as well.

### FUNDRAISING

Summer Social was our first in-person event of 2021 was a sold-out success! We had 150 attendees celebrating NEWH at Offshore Rooftop Bar + Restaurant on Navy Pier. Our next fundraising event will be Kingpin at Diversey River Bowl on November 4th, we estimate 200-250 attendees.

### OTHER CHAPTER HIGHLIGHTS

Our first in person event since 2019 was very successful and we are looking forward to more! Every Board Member has really blown us away this year with their passion and effort into NEWH Chicago. We are very grateful for everyone on the board.

### 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. We put that into action with our card drive. It was a great success so we are brainstorming at our November meeting for more initiatives we can put into place for 2022.

### 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.

## CINCINNATI REGION

Bimal Patel, steering chair

**NO REPORT SUBMITTED – 2/4/2021, 6/3/2021 or 11/13/2021**

## DALLAS

Courtney Callahan & Heather Scott, delegates

chartered August 12, 1991

### MEMBERSHIP

Our membership is currently down, and we are starting to have in

person events to make people have a reason to renew their membership. We are planning to host a membership drive in 2022.

## PROGRAMMING

We had a successful event at Dahlia restaurant enjoying the recent restaurant and bar and heard about the space from the design team at Duncan Miller. We are planning another event at Jaxon Beer Garden, designed by Studio 11 October 20. We are planning a hotel tour in December to conclude the year.

## SCHOLARSHIP

We about to open scholarships for the Dallas chapter for 2022. We are planning to recognize our recipients from earlier this year at our fundraising event in November.

## FUNDRAISING

We have been doing a monthly 30 dollars for our 30th year

campaign. We are also hosting an in person fundraising event in November at Hall Arts Hotel. We will have an art canvas competition at the event with various vendors paired with design firms. We will vote on who wins the competition at the event with \$1 tickets.

## CHAPTER/REGION GOAL

We want to reunite the chapter and bring interaction back to the chapter. We have started in person events again to get the chapter back together.

## REPORT BACK TO CHAPTER/REGION

We are all excited for things to normalize, hopefully within the coming months.

## H O U S T O N

Kristin Kubala & Leena Nancy, delegates

chartered February 17, 1992

## MEMBERSHIP

We currently have a total of 172 members. It's always a goal to increase our membership every year.

## PROGRAMMING

All event dates are TBD at this time.

- October 19th – Tour/Chef Speaking @ Le Jardinier
- October 5th – Houston Regional Tradeshow
- November 16th – Curve Hotel Tour
- December 7th – Hotel Tour and Fundraiser “Santa’s Soiree”
- March 2022 – Houston Ballet Event

## SCHOLARSHIP

We are going to award scholarships. We are planning on reviewing applications after the Tradeshow.

## FUNDRAISING

We are planning a silent auction at our Hotel Tour and Toy Drive

on December 7th called Santa’s Soiree. Since we have the Regional Tradeshow, we are choosing to make our fundraiser more casual.

## 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. We are adding a marketing co-chair to help with our growing marketing needs.

## 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.

## L A S V E G A S

Edgar Gutierrez & Jonathan Kaler, delegates

chartered March 26, 1991

## MEMBERSHIP

Currently 216 members.

## PROGRAMMING

We’ve had some successful events this year. Tour of Circa Hotel, Scholarship award event and upcoming October fun game event to be held at Area 15.

## SCHOLARSHIP

Las Vegas chapter gave 10 scholarships of \$2500.00 each to all our lucky recipients.

## FUNDRAISING

For our large upcoming fundraiser in 2022 is Glamping ‘22 in Zion!

## OTHER CHAPTER HIGHLIGHTS

We’ve had a fun year regardless of world events not letting us meet in person. Our zoom meetings over the past 1.5 years have had great attendance with lots of fun creative things to attend.

## CHAPTER/REGION GOAL

One of our goals was to continue our membership to increase and/or get those who’ve dropped to come back.

## REPORT BACK TO CHAPTER/REGION

Yes, I always have taken notes of discussions at the IBOD meetings to share with our local board. Everyone likes hearing what things are coming up or changing/adding etc.

## L O S A N G E L E S

Kortney Edge, Alison Gasser, & Natasha Gomez, delegates

founded October 1984

**NO REPORT SUBMITTED – 6/3/2021 or 11/13/2021**

## M I D -S O U T H R E G I O N

Courtney Crosby, steering committee chair

chartered July 23, 1991

## MEMBERSHIP

Our student membership increased by 25% after the Student

Roundtable Event we hosted on Zoom.

## PROGRAMMING

We hosted a Student Focused Event in September to engage students in our region and to promote the Fall Scholarship. We recruited industry professionals to participate on a Panel Discussion and Lead Breakout discussions to address the concerns that students are facing as they prepare to enter the job market.

In October, we hosted a Hotel Tour of the Hyatt Centric Hotel in Downtown Memphis.

This December, we plan to host 2 separate Holiday Socials (one in Memphis and one in Nashville). We will present the 2022

TopID Awards at these events.

### SCHOLARSHIP

Applications for the Fall Scholarship have closed. We will present the Winner with their \$2500 award and notify all other applicants by Nov 12th.

The Steering Committee is discussing the possibility of moving the 2022 scholarship from the fall to the spring to better align with the program curriculum at the local universities.

## M I A N O

Enrico Cleva, chapter president

### MEMBERSHIP

We are growing our membership and retaining most of the old members. We had desks at two shows in the past month and we did good contacts resulting in the addition of some members in these days.

### PROGRAMMING

Our program has been very tight in Sept & Oct, with presence at shows and visits of the Board members to many different events. We are planning for the end of November for the TopID ceremony and will talk in the next board on the calendar for 2022.

### SCHOLARSHIP

We decided to give our Scholarship to a post-graduate course focused on Hospitality which has been postponed to November because of the lack of participants. We will decide

### FUNDRAISING

We are working on small sponsorships on the many events we are organizing. We try to have people paying for the drink (which is not usual in Italy, as normally it is free) and get sponsorship for videos on the events, to promote what we are doing into the community.

### OTHER CHAPTER HIGHLIGHTS

There is a good interest in the community for our initiatives, now that we have the possibility to do real events the interest is really rising. The Whole board is working on new contacts and new members and numbers are growing. At the end of the year, we have more difficulties in finding sponsors, but we will work on a full year's calendar for 2022 to anticipate the possibilities to our industry members.

### CHAPTER/REGION GOAL

Increase membership over 100 people, we are trying to do it with our two events.

## N E W E N G L A N D R E G I O N

Kelly Irvolino, steering committee chair

(originally chartered November 4, 1992)

**NO REPORT SUBMITTED – 2/4, 6/3 or 11/13/2021**

## N E W Y O R K

Mark Cunningham & Tory Knoph delegates

chartered July 23, 1991

### MEMBERSHIP

Membership is picking up! We hosted our first in-person membership drive on July 28 with membership give-a-ways and prizes, resulting in an increase of both general and chapter level memberships. Great turnout!

Remainder of year plans:

- Back to in person Toasty Tuesday in October we will have a membership information table at each month's event to welcome new members and promote.
- Working with fundraising on product runway membership upgrades
- Working with Equity and Inclusion to host monthly virtual coffee chats for new members
- Holiday drive idea: "Give the gift of Membership" – In development

### PROGRAMMING

June, July, and August we took a break from virtual events as we left room in the calendar for Membership & Fundraising to develop their events. Instead, we did a social media blast of each month of a Signature Drink, Reading List, and Music Playlist to still connect with the chapter.

September, we supported the Fundraising's event, Owner's Round Table, and host our first in-person event at the Moxy East Village Rooftop as a "Wine Down Wednesday".

October and December we plan on keeping to in-person events, but if costs and limitations to space due to covid causes any

issues we will host a virtual event instead.

November we will not have an event, as per typically protocol from years past because of BDNY events, and not wanting to overload the calendar.

### SCHOLARSHIP

The NY Scholarship Committee is currently in the process of reviewing the scholarship applications received for 2021. This process has a targeted completion date of October 22nd. We will announce winners on October 29th. The targeted amount to be awarded is to be \$40,000. The NY Chapter intends on honoring the scholarship winners at the Product Runway event in November.

Previously detailed 2021 Scholarship Timeline:

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

### FUNDRAISING

Owners' Roundtable returned virtually on Wednesday, September 22nd to a sold-out audience, with an in-person Wine Down Wednesday following at the Moxy East Village Rooftop. Attendees were able to network at virtual roundtables with hospitality industry titans and trailblazers, from Vice Presidents to CEO's and Founders. It was a successful event for both NEWH and HD Magazine!

Product Runway will be Sunday, November 14th at the PHD Rooftop Lounge in the Dream Downtown hotel from 6pm-9pm, following BDNY. This year will take attendees "Behind the



Design”, featuring sketches instead of full outfits, which will be showcased in the terrace windows along with the vendor’s product included in the sketch. Tickets go on sale Monday, October 18th. If interested in sponsorship opportunities, please email: fundraising.newhny@gmail.com

### CHAPTER/REGION GOAL

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.

## NORTH CAROLINA REGION

Benjamin Wells, steering committee chair

**NO REPORT SUBMITTED – 11/13/2021**

## NORTH CENTRAL

Valentina Castellon & Korrin Howard, delegates

chartered December 11, 2000

**NO REPORT SUBMITTED – 11/13/2021**

## NORTH WEST

Kelly Knowles & Karen Rains, delegates

chartered March 23, 1995

### PROGRAMMING

Our Deleted Pages Diversity Book Club continued in its planning and refinement process this year after a successful beta test in 2020. We will be initiating Phase II in 2021, releasing the program to the broader Northwest NEWH community.

We kicked off a brand-new educational lunchtime series this year called “Behind the Scenes”, with local sponsor vendors providing our membership with insights, factory tours, technical refreshers and other unique educational material. This series is open to all members and not solely designer focused. It has been received positively by presenters and membership alike, with the more interactive content the most popular. We will be refining this program next year, consolidating it to a larger event fewer times a year. We are potentially exploring a breakfast event with panels and content that appeals to a broader audience. In addition, we will be continuing our lunchtime series as a benefit to sponsors and membership in a limited capacity.

A challenge we found with educational events this year continued to be how to entice and encourage attendance (prizes and paid events seemed to have some minor positive impact). A portion of this was challenges on best marketing outreach beyond our own social media and INC emails. We will look for ways to tap into presenting vendors networks as well as presentation method for invites. Fewer, larger events will help in focusing and supporting our marketing asks for our very busy marketing team.

We will continue to explore hybrid vs all virtual vs in person events next year in the changing climate and ongoing uncertainty to see what best serves our geographically diverse chapter.

### SCHOLARSHIP

We were able to honor our 3 scholarship winners at Savor this fall, awarding \$30,000 in scholarship.

A challenge of course, has been connecting with students while many are virtual or do not offer in person connections with students.

### FUNDRAISING

Fundraising has been busy planning the Savor event. We have about 90% of the sponsorship packages fulfilled and expect to have a good turnout of around 100+ guests.

We were unable to do many fundraising events this year due to covid, so we are excited to finally meet in person next week at

### REPORT BACK TO CHAPTER/REGION

Yes, we send the report notes to the board and report our takeaways at the following board meeting.

### OUR CHAPTER/REGION WOULD LIKE HELP WITH

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: 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.**

our annual Savor event. We took a spin on our annual event and made it an informal happy hour in a large event space. We are excited to have a more relaxed atmosphere for the event, rather than the normal sit-down meal- this model allows for more social distancing, as we will have cocktail tables set up and an outdoor area for use if desired.

We will be honoring our scholarship winners and thanking our annual sponsors at the event.

With the burn out from many virtual events being offered and the hesitation to be at in person events still it has been difficult to gain interest in events. We want to make sure we offer plenty of opportunity to connect while also keeping our healthy a priority both in regard to COVID as well as not inducing a burn out mentality amongst our graphic team.

### OTHER CHAPTER HIGHLIGHTS

We had (3) main goals this year. We accomplished a main goal of increasing our followers on Instagram to over 1K+. We achieved this and it’s so exciting to see all the progress that has been made on our social media platforms over the years. We also targeted increasing our magazine submissions and were able to submit for most of those as well.

Our third goal was to add member spotlights to our standard marketing materials, however this pivoted to align without fundraising obligations to our sponsors and instead we’ve allowed our annual sponsors certain dates to do an “Instagram take-over” where they are allowed the opportunity to post and share content on our account. Trying our best to balance an active media presence without burning out the team.

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active media presence without burning out the team.

**CHAPTER/REGION GOAL:**

We are discussing our 2022 goals in the next couple of months.

**OUR CHAPTER/REGION WOULD LIKE HELP WITH:**

Our chapter has had quite a bit of back and forth this year about whether firms could submit Senior Living projects for TopID consideration, and in the end, it was determined that all projects had to be strictly hospitality. On the NEWH.org website, under our 'Vision

and Mission' for 'What we do' it mentions we sponsor scholarships and actively promote the education of eligible students wanting to enter hospitality food service, or SENIOR LIVING and related industries. If this is in our mission, then we think we should be able to have firms submit projects related to this sector.

**Chapters may honor design firms that do Senior Living, but NEWH, Inc. will only publish or honor Hospitality Projects. So, yes you may give a Senior Living project a Top ID award, but it will not be considered for the enhanced award that is now being developed.**

**O R A N G E C O U N T Y R E G I O N**

Jennifer Dorr, steering committee chair

September 9, 2008

**NO REPORT SUBMITTED – 2/4/, 6/3, OR 11/13/2021**

**P A R I S**

Gwendoline Theodet, chapter president

**GOAL – PROGRAMMING & FUNDRAISING**

**GOAL OWNER** Programming and Fundraising Directors

**GOAL STATEMENT**

- Create awareness of NEWH to share message and promote NEWH
- Take advantage of busy September in Paris to share message / promote NEWH
- Attracts new members, especially A&D and Operators
- Increase the number of partnerships up with competitors/ stakeholders

(Please note: The UK, Milan, and Paris Chapters all have similar goals. There may be opportunities to work together.)

**THE MEASURE**

- Organize at least 1 event/quarter
- Target # of members in 12 months: double ( →40)
- Within 1 year Set a partnership up with:
  - Maison & Objet
  - Ameublement Français

When to Start? Sept 2021

When to End? Sept 2022

What are the Major Milestones?

- Tbc

**GOAL – MEMBERSHIP**

Goal Owner: VP Development and Membership Director

**THE GOAL STATEMENT**

- Leveraging all Marketing, Communication and Social Media actions to improve NEWH Paris brand awareness.
- Create and implement a plan to highlight NEWH brand and build excitement when in-person meetings begin again.
- Take advantage of our network to promote NEWH
- Focus on education events to bring value to membership.

(Please note: The UK, Milan, and Paris Chapters all have similar goals related to programming / fundraising. There may be opportunities to work together.)

(added note: Dedicated “Membership Event” providing it’s self-financed)

**THE MEASURE**

Each member to invite at least 2-3 people from his network (suppliers, customers, colleagues...) in each event

When to Start? Sept 2021

When to End? Sept 2022

What are the Major Milestones?

- Tbc

**GOAL – SCHOLARSHIP**

**GOAL OWNER SCHOLARSHIP DIRECTOR**

**THE GOAL STATEMENT**

- Establish the processes to select and award money for craftsman scholarships to start with (shall include communicating about it)
- Enlarge to Design and Hospitality Courses in a second step

**THE MEASURE**

- Launch the first Scholarship prog before end of 2021 using 2020/2021 membership fees.
- Prepare 2022 actions towards Design and Hospitality Courses: establish first contact with at least 2 schools for each before mid-2022

When to Start? Sept 2021

When to End? End 2022

What are the Major Milestones?

- Tbc

**GOAL – MARKETING AND SOCIAL MEDIA**

**GOAL OWNER MARKETING DIRECTOR**

**THE GOAL STATEMENT**

- Improve the content of NEWH Paris website: relay all events and initiatives, and liaise with NEWH Inc.
- Maintain all existing content creation initiatives: Instagram and LinkedIn
- Increase the numbers of followers
- Promote events

**THE MEASURE**

- Relay all events and initiative on Insta, LinkedIn, NEWH Website
- Target for followers: Insta = 600 by end of year (current: 365) LinkedIn = 300 by end of year (current: 184). Reminder that this is a collaborative effort - it is much easier to gain momentum with all the board engaged: following, liking, and promoting!

When to Start? Sept 2021

When to End? Never ending!

What are the Major Milestones?

- Highlight of our chapter in the NEWH magazine
- Promotion of our social media by external companies such as eh! & friends/followers

- SWOT-Europe (Nicolas Bancquart)
- Programming and Fundraising (Lina)
- Membership (Gwendoline Theodet)
- Scholarship (Gwendoline Theodet)
- Marketing/Social Media (Ngahua Damerell)

## PITTSBURGH REGION

Julie Zanella, steering committee chair

**NO REPORT SUBMITTED – 2/4, 6/3, OR 11/13/2021**

## ROCKY MOUNTAIN

Nicole Brindle & Rebecca Rotar, delegates

chartered December 2, 1991

### MEMBERSHIP

1. CEU's
  - a. We have continued our digital CEU offerings for 2021. Attendance has gone down but it seems like these are still of value to our designers.
  - b. We have learned the value of the virtual events, and in the right situation, we will continue to host them where appropriate.
  - c. We hosted our first in person event on 07/29, it was our Membership Event, a tour of the Sheraton Denver (designed by one of our Top ID Firms, JNS). We had about 70 attendees and the event was very successful. We ended up receiving 10+ new members from the event, some reps even sponsored memberships! The cost of the event for non-members was the cost of an annual membership (\$150), and for new members, that cost included a membership.
  - d. We hope that the momentum we gained in 2020-2021 will continue to drive membership as we continue to come up with creative new ways to add value to the membership.
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. We have successfully implemented printed name badges for everyone using the membership list and guest list for special events- we have special "new member" labels for members who have joined within the last quarter. This has definitely elevated the feel of our events! It was a lot of work for our hospitality director, but we hope it will continue to add a special touch to our events.
  - 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.
- 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 were having trouble getting students to register for this event. We ended up getting a bunch of last-minute registrations, so we had hoped for more, but got a good turnout.
4. Top ID /Scholarship Award Gala
  - a. Wednesday, September 22, 2021
  - b. This event was very successful and had 75+ people attend. We are currently awaiting the results of the financial report, we believe we raised money on the event and will host again for 2022.
5. Bowling/Holiday Event
  - a. Thursday, October 28, 2021
  - b. Punch Bowl Social - Bowling, Costume Contest, Light Appetizers, Cash Bar
  - c. Members - \$20; Non-members - \$25 free for students
  - d. This was a big event for us in 2019, so hoping we will have a great turnout again.
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 broaden our membership and overall awareness of NEWH
  - b. Furball PaWrade - IN PERSON, this event has been pushed to spring 2022 due to challenges reserving a park (COVID restrictions)! 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!

### 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

### SCHOLARSHIP

1. Our board awarded \$10,000 in scholarships this year.
2. Rocky Mountain Chapter 2021 Scholarship Schedule:
  - a. TBD
3. We adjusted our timeline for 2021 and opened our scholarship earlier, we ended up getting about 1/3 of the applications that we normally do (10 vs. 30). We are not sure if this is due to the

current COVID climate, or if it was timing so we are currently in discussion as to when to open the scholarship.

## 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 decided to roll over our 2020 Annual Sponsors and give them the opportunity to 'upgrade' if they wanted by paying the difference from their current level. Our amazing sponsorship director, Natalie Goodman was able to secure several new sponsors for 2021 to our great surprise, and in total, we had over \$20,000 in funds to go towards our events for the year!
3. For 2022 we anticipate going fully back to in-person events. We will host the Gala next fall which will be in honor of our Top ID winners, and scholarship winners. It will be our primary fundraiser and we will likely host one other fundraiser for the year. The rest of our events will be tours, and other programming type events.

## OTHER CHAPTER HIGHLIGHTS

1. We tried to expand our social media team for 2021 to include students, but unfortunately many of them dropped off. We feel like we have a good, dedicated bunch of people for 2022 and feel like we will be able to implement more of our social media goals with less people.
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. She will continue in this role for 2022 and we have been so thrilled with her, we anticipate that she will move up to higher roles within our chapter.
3. For the second year in a row, we have generated a ton of interest in joining the board. Our successful virtual events in 2020 generated a ton of interest, and we've had two very successful in person events for 2022 so the momentum is great!

4. 2020 was certainly a groundbreaking year for our chapter, it highlighted our creativity and ability to pivot. I think this momentum built up and generated a lot of excitement to get back to in-person events and we have had several committees going this year and they are all performing very well. Our events have been better than ever, and we are very excited about 2022 and beyond! We are very fortunate to have board members who are so committed to the chapter and to the events they are helping to plan.

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

We still would like to have culinary students at MSU 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 in 2022! 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!

## 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.

## ISSUES THAT YOUR CHAPTER WOULD LIKE HELP WITH:

Nothing at this time.

## SAN FRANCISCO BAY AREA

Janine Peluffo, delegate

chartered June 1, 2010

**NO REPORT SUBMITTED – 11/13/2021**

## SOUTH CAROLINA REGION

Penny McPeak, Steering Committee Chair Elect

### MEMBERSHIP

As of now, we are down to 33 members from 42 previously. Several members have retired or left the industry all together. In the total membership, we have added two new members after our virtual hospitality panel event. Two panelists who participated in it joined the region shortly after.

We are in conversation about a membership drive at the end of the year in Columbia or one that goes regionally to other cities perhaps starting in Greenville / Spartanburg.

### PROGRAMMING

Our events for the most part this year have all been virtual. We have had a decent number of attendees, some from out of state as well as from other industries. Our most recent event, Hotelier Panel was a great example of a virtual panel that was well attended and those that couldn't attend want to see the video recording from it.

- Jan. – Top Id and Scholarship Winner Awarded

- Feb. – Financial Future event conversations with a financial planner and accountant
- March – Read Window Covering Drapery CEU
- April – Charleston Forge Factory Tour (Part 1)
- May – Charleston Forge Andrew Pearson Glass Factory Tour (Part 2)
- September – Conversations with SC Hotelier Panel
- October – Wreath Making Event at local florist shop
- October – CEU with Brasstech

### SCHOLARSHIP

Our Scholarship winner from 2021 Tasha Marshall has been involved with our Region and has joined our board as a volunteer. We're gearing up and now have opened for scholarship applications for 2022. The winner will be awarded in the winter of 2022 during our Top ID event.

## FUNDRAISING

CEU events we host in our region with companies we ask for donations to be made to our SC scholarship fund.

## OTHER CHAPTER HIGHLIGHTS

None at this time

## CHAPTER/REGION GOAL

To increase the awareness that we're here in SC as a region to assist students in our industry. Our scholarship winner is volunteering on our board to help get the word out as well as increased connections with our schools offering hospitality programs. We recently just talked about starting to talk with high schools as well.

## REPORT BACK TO CHAPTER/REGION

Teri Schell has reported back.

## OUR CHAPTER/REGION WOULD LIKE HELP WITH

Increasing awareness about events, getting the word out more to members and potential members that have our region on our radar.

Helping schools increase awareness to students to apply to the scholarship we offer.

**Staff note: Please reach out to Hillary to discuss your social media goals and we can discuss more ideas and how to help your chapter better.**

**Making sure your school list is updated is a great first step to make sure the correct people are getting your scholarship information. Hillary will be sending out the school lists to be updated for 2022 soon. Also, with in person school visits questionable from COVID, many chapters and regional groups are utilizing their student members as student liaisons/representatives and/or have a student relations director to work with the scholarship director to reach out to schools and build contacts and relationships.**

## SO U T H F L O R I D A

Carolina Coelho & Annette Lucille Gravelle, delegates

chartered October 2, 2003

**NO REPORT SUBMITTED – 11/13/2021**

## S U N S H I N E

Denise Ganson and Kary Maybury, delegates

chartered September 1, 1996

## MEMBERSHIP

Currently the Sunshine Chapter has 256 total members and 60 of those are students. We noticed an increase in student members during COVID which was a nice surprise. Challenge with membership right now is getting past members to renew their memberships that may have lapsed over the past "quiet" year and a half. Also, keeping up with where people have landed career wise has been a challenge as well.

## PROGRAMMING

It was nice to see that our Programming committee could get back at it this year and help to plan some "Sunset Socials!"

In person events were definitely something that was missed as our Sunshine Chapter loves to mingle and socialize in person. We've had two socials as well as our Membership drive earlier in the year. The Membership Drive was outside and spread out at a beautiful venue. Both of our socials were held at the same location in downtown Orlando...it has been a challenge to find venue's that are willing/able to open to large groups...we believe this is more so due to staffing issues then the issue of crowds.

We are planning two more socials for the balance of 2021, one of those will be our Annual Toy Drive at Christmas time.

## SCHOLARSHIP

This year the Sunshine Chapter was able to award 5 scholarships in the amount of \$5,000.00 each to a group of amazing students.

All students were Interior Design students, three of them from University of Florida and two of them from Florida State. We are very excited that 4 of the 5 will be joining us at our Fundraiser this October.

## FUNDRAISING

The fundraising committee has been hard at work planning this year's Denim and Diamonds Event! This October we will be raising funds for students at a beautiful indoor/outdoor venue in Apopka that is large and spread out. Attendees and sponsors alike have

been planning their County Couture outfits, motivated by suggestions from our creative marketing team who have been posting images for inspiration!

The October event will include a VIP reception, a sit-down dinner, a ceremony awarding the Top ID Winners as well as recognizing our Scholarship winners, 4 of which will be in attendance! A live auction will also take place which will feature cowboy hats that have been decorated by either one of the 5 Nominated Top ID Firms, the fundraising committee or one of three local Procurement Firms. We are very much looking forward to a fun evening!

## OTHER CHAPTER HIGHLIGHTS

Fundraiser for next year is booked and plans are in place!

We have some new folks in our Chapter interested in serving on committees, which is very exciting as we are always looking for new people and new ideas!

## CHAPTER/REGION GOAL

Still a big focus for us is building student interest and diversity.

We have a strong young leader heading our student relations committee who is enthusiastic and excited about building our student membership and getting them more involved!

Brian West heads our diversity team and is also building a committee to help him with this focus.

## REPORT BACK TO CHAPTER/REGION

After an IBOD Meeting the delegate/s that have attended report back to the rest of the board/chapter on what was discussed.

Our Board enjoys this, as we typically get to hear about some unique, new, or interesting things other chapters have done to either ramp up Membership or attract more students or a very cool theme for a fundraiser. Over close to the last couple years now it has also been helpful and interesting to hear how other boards stayed connected or hosted events virtually.

## T O R O N T O

Demi Melissinou & Tara Witt, delegates

chartered November 18, 2004

**MEMBERSHIP**

In August 2021 our Membership grand total was 174

- Associate – 9
- Business Plus Courtesy – 2
- Chapter Business Courtesy – 25
- Chapter Business – 7
- Chapter Level Business – 12
- Corporate Partner Courtesy – 4
- Education Professional – 12
- General – 39
- Honorary – 1
- Green Voice Courtesy – 1
- Legacy member – 1
- Lodging Business – 1
- Student – 59

**PROGRAMMING**

On October 6th our chapter will be offering a virtual CEU to designers and after the 23rd of November we are hosting a series of 8 virtual portfolio review events for third and fourth-year design students.

On November 24th we are hosting a live scholarship awards event.

Our TopID awards event has been penciled in for February 2nd, 2022. We are planning to host a live event.

**SCHOLARSHIP**

October 1st was the deadline for all scholarship applications. The applications will be reviewed, and our scholarship awards event will take place on November 24th at the Designer Stone Panels showroom at the TIDC (Toronto International Design Centre). The event will combine a walk through the other showrooms of the centre as well as the presentation of the scholarship awards.

**FUNDRAISING**

This year’s September Golf tournament was cancelled. For the time being, we haven’t planned an event in the next few months that will exclusively be for fundraising. We are hoping that 2022 will be kinder to us and that our golf tournament will be able to take place next September.

**OTHER CHAPTER HIGHLIGHTS**

On July 8th we hosted a zoom event on “How to be a Zoom master”. Margaret Page, a team dynamics and cultural intelligence coach spoke to us about how to create a professional camera-ready feel from anywhere, position lighting, adjust the camera to create a flattering appearance and in general how to master simple techniques that will make us look

like professionals on camera.

**CHAPTER/REGION GOAL**

Since covid-19 hit, it has been very difficult to maintain the participation interest of our existing members and it has been impossible to lure in new members.

The only way to help our chapter grow and acquire a new stream of members, is to start getting students of our industry engaged in our chapter before they finish their final year in university. These students, once they see the value of our organization, will be regular members of our chapter in the following couple of years.

In November we are hosting a series of portfolio reviews for students. We are starting with Sheridan College. Our goal is to approach Humber College and Ryerson University next.

Our chapter’s future has a lot to gain from involving today’s student members in its activities. Therefore, luring students in our organization will be one of our top priorities for the next couple of years.

**REPORT BACK TO CHAPTER/REGION**

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

Our board members always like hearing the report and it usually triggers them to explore an event some other chapter has organized.

**OUR CHAPTER/REGION WOULD LIKE HELP WITH**

Fundraising will definitely be an issue as no live events have taken place these past 18 months.

**Staff note: Now more than ever it’s important that as you are planning events (virtual or in-person) that that are inviting and intriguing to members and potential members to attend. Finding sponsors may be difficult for a bit so having a few good quality events that are rich in content, people will want to attend. Attendance is up – sponsorship and membership will follow. Get your calendar list of events announced/emailed/put on social media early in the year so reps and attendees know to budget for and watch for the event. 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).**

**UNITED KINGDOM**

Libby Bull & Jonathan Young

Chartered June 12, 2002

**MEMBERSHIP**

- Now that we have live events happening again, we can drive our membership forward. We have stands at the HIX trade show and Cruise Interiors Expo coming up that are a great platform for encouraging people to join.
- We underwent a process of review to update this year’s student application form and are hoping this will help to encourage more students to join. We are also asking for personal email addresses from students so that we can follow up with NEWH membership once the student membership period is over and they have left their studies. Since the Fundraiser we have set up a WhatsApp group for the students so they can share news directly with us and to their own forum groups – this is another way for us to keep in touch with them.
- We continue to have a diverse membership made up of suppliers, designers, hoteliers, purchasing agents, and students along with publishers, editors, and curators.
- Kevin Swart continues to take great care of our Membership protocols and continually encourages the Board to seek out contacts who may wish to join the UK Chapter.

**PROGRAMMING**

- Our live events are happening at last! We started with two small events in August – one was an outdoor Graffiti Painting event and the other was a Pub Social. In September we held a Golf Event and then our first big indoor event; the Round Table & Fundraiser.
- Our main Round Table and Fundraiser event was held at the Bloomsbury Hotel and was attended by almost 100 people. The Round Table event happened in the afternoon, followed by the Scholarship presentation and networking in the evening. This year we held an on-stage student panel organized and hosted by Libby Bull with two nervous students whose presentations were well received. The evening was a great success, and we are thrilled to have had such a big turnout considering that many people are still uncertain about attending large events.
- Our next big event will be TopID 2021 which we are holding in October at Roca Gallery. We also have HIX trade show coming up in November and we have a stand at the Cruise Interiors Expo in December. And 2022 is our chapter’s 20th Anniversary

so we are gearing up with ideas for events to celebrate.

- For the HIX trade show event, the winning students are going to design our NEWH stand for us and two of the students are going to attend. We are also planning a Brunch Event at HIX to help to promote membership and awareness of NEWH.
- 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 her fantastic work as our Marketing Director, along with constant support from Chrissie Granger, Rita Bancroft, Can Faik and Jon Bond who have all added invaluable help with preparing flyers for events and press/media publications in recent months. Our publication articles and flyer requirements have increased considerably this past year with so many on-line events, collaborations, and promotional articles; it is a struggle to get so much done in voluntary time, so the work here is very much appreciated.
- Jonathan Young continues to oversee the task of reaching out to a wider European audience and helps to organize The European Webinars (in collaboration with Paris and Milan chapters). The La Pause Webinars took a pause for summer and are starting up again in late October for the winter months.

## 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 were all actively involved in this task. This has paid off as we had more applications for student scholarships this year despite lockdown issues.
- This year our judging for the Scholarships had to be on Zoom with the students presenting their work to the panel throughout the day and the decision announced at the end to all the contenders. It was a very lengthy Zoom call of almost 8 hours! The result was that three students have been awarded NEWH Scholarships for 2021: Gintare Rapoport, Bianca Tirca and Emily Marzocchi.
- This year the Scholarship application form was revised and improved to request a lot more details from the applicants (making it more in line with the Inc template).
- The Scholarship team developed a dedicated NEWH project brief for the student competition. This meant that judging of the student presentations was 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). This helped enormously with the judging process.
- 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. Annette has set up a student related NEWH LinkedIn page to help to offer advice and connections.
- Diversity Director, Jonathon Wilkins, has been involved with the regular NEWH Inc. Diversity meetings and is keeping the board informed.

## FUNDRAISING

- With our events held on-line for most of this year it proved difficult to do much fundraising. We are now back to charging for live events which will help to build up the funds again. However, getting sponsorship for events has been challenging for the last few months of this year while events are finding their feet again. We had one sponsor understandably pull out of the Fundraiser as they are not based in the UK and were unable to travel to attend the event.
- Having such a good turnout for the Fundraiser will hopefully remind possible sponsors about what we do, and this may encourage sponsorship for our 2022 events.
- With the webinars we have no restrictions to attending the events and they are free (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 webinars.
- Hannah Rogers continues her fantastic work as Director for Fundraising.

## OTHER CHAPTER HIGHLIGHTS

- The best news is that since August we have at last been meeting up for live events – it has been far too long without.
- We are excited about our continuing involvement with the Paris and Milan chapters. We would have loved to have a representative from each of the European chapters attend our Fundraiser but with travel restrictions it wasn't possible this year. However, we hope to cross pollinate more with the Paris and Milan chapters in 2022.

## CHAPTER/REGION GOAL

- We continue to encourage more students to become more involved with NEWH, not just in the Scholarships but at events too; encouraging them to connect with industry figures and share with them any opportunities of jobs and placements we become aware of through our members.
- The board are busy planning ideas to honor and celebrate our 20th Anniversary of the NEWH UK Chapter in 2022. Watch this space!

## REPORT BACK TO CHAPTER/REGION

- Caro Cundall continues her role as President until the end of 2021; sharing all NEWH protocols from Inc. and continuing to lead the regular Chapter meetings on Zoom. 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

- Is there some way the "career" page can be promoted specifically in Europe to encourage European employees to use it?

**Staff Note: The Career Network is emailed to our full database (over 21,000 emails) twice a month and open for anyone to view. We'd suggest you share the Career Network link and opportunity to post positions via your social media accounts as well to help get the word out locally to your chapter.**

- Is there a chance we can now expand the 'universities' page to cover Europe too?

**Staff Note: Yes! Please send the universities you'd like to highlight that offer hospitality related programs to Diane to add to the website..**

**VANCOUVER REGIONAL**

James Adamson, steering committee chair

**NO REPORT SUBMITTED – 2/4/2021, 6/3/2021, or 11/13/2021**

**WASHINGTON DC METROPOLITAN**

Leslie Anderson & Julie Kaufmann Unger, delegates

chartered November 6, 1992

**MEMBERSHIP**

Had a couple of membership drives this year and working on keeping existing members.

**PROGRAMMING**

Just wrapped up our Scholarship event at the Line hotel – We had our very first in person Event in September – It was great to see everyone.

**SCHOLARSHIP**

Gave away \$50,000 in scholarships in 2021, and we plan to give out at least \$50,000 in 2022.

**FUNDRAISING**

Our Chapter had a successful trade show and golf tournament.

**OTHER CHAPTER HIGHLIGHTS**

We have our holiday Top ID event scheduled for Dec.

**CHAPTER/REGION GOAL**

We set a goal to get more young designers involved in our committees and on our board. We spent time talking to young designers and reaching out to them. We were very successful in our recruiting.

**REPORT BACK TO CHAPTER/REGION**

Yes I report back to the board at our board meetings

**OUR CHAPTER/REGION WOULD LIKE HELP WITH**

We have strong direction within our chapter. We like to hear about what other do for programs and fundraising.



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

**MOTION TO APPOINT BOARD MEMBERS**

Date: June 3, 2021

Motion Number: 2

I, Cynthia Guthrie, move to appoint Teri Urovsky to the position Director/Brand Programs on the NEWH, Inc. Board of Directors.

Motion seconded by: \_\_\_\_\_

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

## NEW H 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 stationery 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 : NEW H , 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.

## 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](http://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](http://www.newh.org) – About Us – Awards

### TOPID AWARD

#### What is TOPID?

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, but 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 BDNY 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](http://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><a href="#">General Resources</a></u></p> <ul style="list-style-type: none"> <li>The Structure of your Board of Directors</li> <li>Chapter Organization Chart</li> <li>Chapter Board Member Job Descriptions</li> <li>Chapter Business Plan Template</li> <li>Commercialism Policy/NEWH Logo Usage</li> <li>Joyce L. Johnson Award / Recognition of Excellence</li> <li>Corporate Partner Signage</li> <li>NEWH By-Laws</li> <li>Quarterly Conference Calls/Webinar Schedule and Minutes</li> <li>Chapter Calendar</li> <li>Mandatory Chapter Director Webinar Training</li> </ul>	<p><u><a href="#">Board Meeting Resources</a></u></p> <ul style="list-style-type: none"> <li>Board Meeting Agenda</li> <li>Board Meeting Minutes</li> <li>Motion Form</li> <li>Who Can Vote?</li> <li>Reporting to the Board</li> <li>Achieving Consensus</li> <li>The Art of Delegation</li> <li>Communicating with your Chapter Membership</li> <li>Conflict of Interest/Code of Ethics</li> <li>Dealing with Conflict</li> <li>Decision Making</li> <li>Motions</li> <li>Who Can Vote on your Board</li> <li>Parliamentary Procedure</li> <li>Project Scope Document</li> <li>Quarterly Conference Calls/Webinars</li> </ul>
<p><u><a href="#">Board Training</a></u></p> <ul style="list-style-type: none"> <li>Board Orientation/Training for Full Board</li> <li>Chapter Board Member Job Descriptions</li> <li>Quickbooks Seminar</li> <li>Smart Goals</li> <li>Training PowerPoints for each Board Position</li> </ul>	<p><u><a href="#">Financial Support</a></u></p> <ul style="list-style-type: none"> <li>Budget Calculator</li> <li>Check Request</li> <li>Contracts</li> <li>Event Invoice</li> <li>Tax Exempt Explanation</li> <li>Travel Reimbursement</li> </ul>
<p><u><a href="#">Marketing</a></u></p> <ul style="list-style-type: none"> <li>Chapter Newsletters</li> <li>NEWH Corporate Partners</li> <li>Commercialism Policy and NEWH Logo Guidelines</li> <li>Social Media Guidelines</li> <li>Promoting NEWH and your Chapter</li> <li>Marketing Materials – Ordering</li> <li>Photography Release</li> <li>Press Release Template</li> <li>Banners</li> </ul>	<p><u><a href="#">Membership</a></u></p> <ul style="list-style-type: none"> <li>Types of Membership</li> <li>Member Interest Survey</li> <li>Membership Director Information</li> <li>Membership Drive</li> <li>New Member Welcome</li> <li>Renewal Reminder</li> </ul>

## Nominations

Chapter Nomination Timeline  
Chapter/Region Job Descriptions  
Chapter Board Organization Chart  
NEWH, Inc. Board of Directors

## Programming/Fundraising

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

## Regional Groups

Establishment of a Regional Group  
Regional Group Application  
Regional Group Manual

## Scholarship & Education

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

## Awards

NEWH Pinnacle Award (formerly known as Recognition of Excellence Award)  
NEWH College of Fellows  
TopID Awards  
NEWH Joyce Johnson Award

## NEWH, Inc. Policies & Procedures

Liquor Policy  
Event Refund/Cancellation Policy  
NEWH, Inc. By-laws

## NEWH, Inc. Regional Tradeshows

Tradeshow Policies  
Timeline

## NEWH, Inc. Board

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

NEWH By-laws  
Travel Reimbursement

## Board Reports / Minutes / Etc.

International Board of Directors Meeting Packets

## Member Logos



# **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 31<sup>st</sup> – 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 31<sup>st</sup>*

**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:

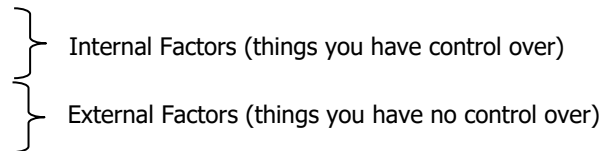
Conduct a SWOT analysis with your board – this is helpful to refer to throughout the year, as well as when conducting strategic planning in future years to gauge how your chapter addressed weaknesses, opportunities, etc.

S – Strengths

W – Weaknesses

O – Opportunities

T – Threats



## 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><b>January</b>  <i>Example:</i>                  2<sup>nd</sup> – Board Meeting                  11th – Sundowner/Happy Hour</p>	<p><b>February</b></p>
<p><b>March</b></p>	<p><b>April</b></p>
<p><b>May</b></p>	<p><b>June</b></p>
<p><b>July</b></p>	<p><b>August</b></p>
<p><b>September</b></p>	<p><b>October</b></p>
<p><b>November</b></p>	<p><b>December</b></p>

## SWOT Analysis

<b>Strengths</b> <ul style="list-style-type: none"><li>•</li><li>•</li></ul>	<b>Weaknesses</b> <ul style="list-style-type: none"><li>•</li><li>•</li></ul>
<b>Opportunities</b> <ul style="list-style-type: none"><li>•</li><li>•</li></ul>	<b>Threats</b> <ul style="list-style-type: none"><li>•</li><li>•</li></ul>



## 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        | 4. Keep post professional   |
| 2. Be consistent with message | 5. Engage your followers    |
| 3. Market scheduled events    | 6. Drive traffic to website |

### Ideas of what to post:

- |   |  |
|---|--|
| 1. Post pictures of members                         | 7. Post event wrap-up photos (i.e. 'look what you missed') |
| 2. Post quotes that relate to our mission statement | 8. Promote one member per month                            |
| 3. Tell a short story                               | 9. Highlighting TopIDs                                     |
| 4. Hold contest                                     | 10. Highlighting scholarship recipients                    |
| 5. Thank event sponsors (including sponsor logo)    | 11. Sustainable tip a week                                 |
| 6. Post meeting notices on Instagram                |  |

### What **NOT** to do/post on Chapter or NEWH Inc Instagram pages:

- |  |   |
|--|---|
| 1. Post too many times (more than 3 times a day)                 | 6. Use someone's photo without giving them credit |
| 2. Share partying images   | 7. Post without captions                          |
| 3. Overuse hashtags (no more than 15 hashtags)                   | 8. Political Statements or Views                  |
| 4. Use an advertising platform (no ads, thanking sponsors is ok) | 9. Ignore followers' comments                     |
| 5. Use profanity   | 10. Auto share every Facebook or Twitter post     |

### Chapter Guidelines:

- 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.
- Only one password is to be used for Chapter Boards, The password is to be provided to NEWH, Inc. as well.
- 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

# 2022 CALENDAR

## JANUARY 2022

1-Jan	<i>New Year's Day</i>	20-23 Jan	IDS Toronto
5-Jan	<b>NEWH Perspective</b>	20-24 Jan	Maison & Objet
7-Jan	<b>NEWH Executive Committee Zoom Call</b>	21-30 Jan	DesignTO
13-Jan	<b>NEWH, Inc. Board of Directors Meeting</b>	23-27 Jan	Las Vegas Winter Market
13-16 Jan	DOMOTEX	24-26 Jan	ALIS
17-Jan	<i>Martin Luther King Day</i>	25-Jan	LA CitySCENE
11-14 Jan	Heimtextile	26-Jan	<b>BrandED</b>
12-Jan	<b>Stay Connected</b>	26-27 Jan	Architect@work - VIRTUAL
19-Jan	<b>NEWH Now</b>	28-31 Jan	EMEA's Leading 5-Star Hotel Designers
21-Jan	<b>Leadership with Trudy Craven</b>	28-31 Jan	ARC   Middle East

## FEBRUARY 2022

1-3 Feb	The Int'l SURFACE Event (live & Virtual)	15-17 Feb	Boutique Design Winter Forum
2-Feb	<b>NEWH Perspective</b>	17-19 Feb	<b>NEWH Leadership Conference</b>
4-Feb	<b>NEWH Executive Committee Zoom Call</b>	21-Feb	<i>President's Day</i>
8-10 Feb	Kitchen & Bath Show - VIRTUAL	23-Jan	<b>LaPause</b>
9-Feb	<b>Leadership Lessons/Chapters</b>	23-25 Feb	HICAP ANZ
11-Feb	<b>Founder's Circle</b>	24-25 Feb	HAC Conference
14-Feb	<i>Valentine's Day</i>		

## MARCH 2022

2-Mar	<b>NEWH Perspective</b>	17-Mar	<i>Purim</i>
2-4 Mar	HI Design MEA	17-Mar	<i>St. Patrick's Day</i>
3-6 Mar	BOND   Healthcare	18-Mar	Miami CitySCENE
3-6 Mar	BOND   Regional Architects Forum	18-Mar	<b>Leadership with Trudy Craven</b>
4-Mar	<b>NEWH Executive Committee Zoom Call</b>	22-Mar	<b>NEWH/Dallas Regional Tradeshow</b>
8-Mar	<i>start of Daylight Savings Time in UK</i>	22-24 Mar	Hunter Hotel Investment Conference
9-Mar	<b>Initiative Calls</b>	23-Mar	<b>BrandED</b>
9-11 Mar	HD Summit	27-Mar	<i>start of Daylight Savings Time in France, Italy</i>
13-Mar	<i>start of Daylight Savings Time in US and Canada</i>	27-30 Mar	<b>Milliken Experience</b>
13-16 Mar	RestaurantPoint west	27-29 Mar	HEALTHAC East Live Connect
16-Mar	<b>NEWH Now</b>	29-Mar	San Francisco CitySCENE
16-17 Mar	Independent Hotel Show	30-31 Mar	Hawai'i Hotel & Restaurant Show

## APRIL 2022

1-Apr	<b>NEWH Executive Committee Zoom Call</b>	15-Apr	<i>Good Friday</i>
2-5 Apr	Environments For Aging	15-23 Apr	<i>Passover</i>
3-6 Apr	HotelPoint	17-Apr	<i>Easter</i>
4-7 Apr	Hostelco 2022	18-Apr	<i>Easter Monday (United Kingdom, France, Italy)</i>
4-8 Apr	Coverings	19-21 Apr	ULI Spring
5-10 Apr	Salone Del Mobile	20-Apr	<b>NEWH Now</b>
6-Apr	<b>NEWH Perspective</b>	21-24 Apr	97th Annual Hotel Ezra Cornell
10-13 Apr	All Aboard Design	25-Apr	<b>NEWH, Inc. Board of Directors Meeting</b>
12-Apr	Atlanta CitySCENE	25-Apr	<i>Liberation Day (Italy)</i>
12-15 Apr	AAHOA 2022 Annual Convention & Tradeshow	26-28 Apr	HD Expo & Conference
13-Apr	<b>Stay Connected</b>	27-Apr	<b>LaPause</b>
15-Apr	<b>Leadership with Trudy Craven</b>		

## MAY 2022

1-May	<i>Labor Day (France, Italy)</i>	18-May	<b>Leadership Lessons/Chapters</b>
1-4 May	ARDA Spring Conference 2022	19-May	Chicago CitySCENE
3-5 May	Int'l Hospitality Investment Forum	19-22 May	BOND Leading 5-Star Hotel Designers
<b>4-May</b>	<b>NEWH Perspective</b>	21-24 May	National Restaurant Association Show
4-8 May	DesignMarch	<b>20-May</b>	<b>Leadership with Trudy Craven</b>
<b>6-May</b>	<b>NEWH Executive Committee Zoom Call</b>	22-24 May	BD Match
<i>8-May</i>	<i>Mothers Day</i>	<i>23-May</i>	<i>Victoria Day</i>
<b>11-May</b>	<b>Initiative Calls</b>	24-26 May	Clerkenwell Design Week
11-12 May	retailX	24-26 May	Middle East Design & Hospitality Week
<b>12-May</b>	<b>Founder's Circle (virtual)</b>	<b>25-May</b>	<b>BrandED</b>
14-16 May	ICCF	<i>30-May</i>	<i>Memorial Day</i>
16-18 May	Saudi Entertainment & Amusement	31 May-2 Jun	HITEC Dubai / The Hotel Show Dubai

### JUNE 2022

<b>1-Jun</b>	<b>NEWH Perspective</b>	13-15 Jun	NeoCon
1-3 Jun	HI Desigh Europe	<b>15-Jun</b>	<b>NEWH Now</b>
<i>2-Jun</i>	<i>Republic Day (Italy)</i>	<b>17-Jun</b>	<b>Leadership with Trudy Craven</b>
<b>2-Jun</b>	<b>NEWH/Denver Regional Tradeshow</b>	<i>19-Jun</i>	<i>Fathers Day</i>
<b>3-Jun</b>	<b>NEWH Executive Committee Zoom Call</b>	<i>19-Jun</i>	<i>Juneteenth</i>
7-Jun	HD Awards	19-21 Jun	The Hotel Show Africa
7-8 Jun	Cruise Ship Interiors - America	20-23 Jun	Hotec Design
<b>8-Jun</b>	<b>Initiative Calls</b>	22-Jun	Washington DC CitySCENE
12-15 Jun	Hotec Operations	<b>22-Jun</b>	<b>LaPause</b>

### JULY 2022

<i>1-Jul</i>	<i>Canada Day</i>	<b>15-Jul</b>	<b>Leadership with Trudy Craven</b>
<b>1-Jul</b>	<b>NEWH Executive Committee Zoom Call</b>	19-Jul	ALIS Summer Update - Dallas - Hotel Development
<b>6-Jul</b>	<b>NEWH Perspective</b>	<b>20-Jul</b>	<b>NEWH Now</b>
<i>9-13 Jul</i>	<i>Eid al-Adha</i>	21-Jul	ALIS Summer Update - Los Angeles - Views from the Boardroom
12-Jul	ALIS Summer Update - New York - Hotel Capital Markets	24-28 Jul	Las Vegas Summer Market
<b>13-Jul</b>	<b>Stay Connected</b>	<b>27-Jul</b>	<b>BrandED</b>
<i>14-Jul</i>	<i>Bastille Day</i>	27-29 Jul	BD Summer Forum
14-Jul	ALIS Summer Update - Nashville - Views from the Boardroom		

### AUGUST 2022

<b>3-Aug</b>	<b>NEWH Perspective</b>	<b>19-Aug</b>	<b>Leadership with Trudy Craven</b>
<b>5-Aug</b>	<b>NEWH Executive Committee Zoom Call</b>	21-23 Aug	HEALTHTAC West Live Connect 2022
<b>10-Aug</b>	<b>Initiative Calls</b>	28-30 2022	Western Foodservice & Hospitality
<b>17-Aug</b>	<b>Leadership Lessons/Chapters</b>	31 Aug-2 Sep	HICAP ANZ

### SEPTEMBER 2022

<b>2-Sep</b>	<b>NEWH Executive Committee Zoom Call</b>	<b>16-Sep</b>	<b>Leadership with Trudy Craven</b>
<i>5-Sep</i>	<i>Labor Day</i>	19-22 Sep	Lodging Conference
6-8 Sep	The Hotel Show - Saudi Arabia	<b>21-Sep</b>	<b>NEWH Now</b>
<b>7-Sep</b>	<b>NEWH Perspective</b>	21-24 Sep	Design London
<b>9-Sep</b>	<b>Atlanta Regional Tradeshow</b>	22-25 Sep	IDS Vancouver
<i>11-Sep</i>	<i>September 11th</i>	<i>25-27 Sep</i>	<i>Rosh Hashanah</i>
13-15 Sep	Healthcare Design Forum	<b>28-Sep</b>	<b>BrandED</b>
<b>14-Sep</b>	<b>Initiative Calls</b>	28-30 Sep	HI Design Americas
15-Sep	HD SiteSEEING	<b>29-Sep</b>	<b>NEWH/Atlanta Regional Tradeshow</b>

**OCTOBER 2022**

5-Oct	<b>NEWH PerspectiVe</b>	18-Oct	<b>NEWH/Orlando Regional Tradeshow</b>
5-Oct	NYC City SCENE	19-Oct	<b>NEWH Now</b>
5-Oct	<i>Yom Kippur</i>	20-Oct	<b>NEWH/Miami Regional Tradeshow</b>
6-9 Oct	Decorex	21-Oct	<b>Leadership with Trudy Craven</b>
7-Oct	<b>NEWH Executive Committee Zoom Call</b>	24-Oct	<i>Diwali</i>
10-Oct	<i>Thanksgiving (Canada)</i>	24-27 Oct	ULI Spring
10-Oct	<i>Indigenous Peoples Day</i>	26-Oct	<b>LaPause</b>
12-Oct	<b>Stay Connected</b>	26-27 Oct	NextGen
13-Oct	DesignWell	30-Oct	<i>end of Daylight Savings Time in France, Italy</i>
15-24 Oct	<i>Navaratri</i>	31-Oct	<i>end of Daylight Savings Time in UK</i>

**NOVEMBER 2022**

2-Nov	<b>NEWH PerspectiVe</b>	12-Nov	<b>NEWH, Inc. Executive Committee Wrap-up</b>
2-5 Nov	HI Design Asia	13-Nov	<b>NEWH, Inc. Executive Committee Wrap-up</b>
4-Nov	<b>NEWH Executive Committee Zoom Call</b>	13-14 Nov	BD ny / HX the Hotel Experience
6-Nov	<i>Daylight Savings Time ends in US and Canada</i>	14-Nov	Gold Key Awards
6-10 Nov	EquipHotel Paris	16-Nov	<b>Leadership with Trudy Craven</b>
9-Nov	<b>Initiative Calls</b>	17-20 Nov	BOND America's Leading Architects Forum
11-Nov	Platinum Circle Awards	24-Nov	<i>Thanksgiving (US)</i>
11-Nov	<i>Veterans' Day / Armistice Day</i>	30-Nov	<b>BrandED</b>
12-Nov	<b>NEWH, Inc. Board of Directors Meeting</b>	30 Nov-1 Dec	<b>Cruise Ship Interiors Europe</b>

**DECEMBER 2022**

1-Dec	<b>Leadership Lessons/Chapters</b>	18-26 Dec	<i>Hanukkah</i>
2-Dec	<b>NEWH Executive Committee Zoom Call</b>	21-Dec	<b>NEWH Now</b>
6Dec-1Jan	<i>Kwanzaa</i>	25-Dec	<i>Christmas Day (US, France_</i>
7-Dec	<b>NEWH PerspectiVe</b>	26-Dec	<i>Christmas Day (Canada)</i>
7-Dec	Dallas CitySCENE	26-Dec	<i>Boxing Day (United Kingdom)</i>
14-Dec	<b>Initiative Calls</b>	27-Dec	<i>Christmas Day (United Kingdom)</i>
16-Dec	<b>Leadership with Trudy Craven</b>	31-Dec	<i>New Year's Eve</i>

*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*

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**NEWH BOARD OF DIRECTORS MOTION FORM**

Date: May 4, 2020

Motion Number:

I, \_\_\_\_\_  
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Motion seconded by: \_\_\_\_\_

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

Notes on discussion: