



**GOVERNING BOARD  
PACKET**

**11 NOVEMBER 2023**

**THE JACOB JAVITZ CONVENTION CENTER  
ROOM 1E10**

**OR  
ZOOM EVENT  
YOUR FAVORITE ROOM**

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, NOVEMBER 11, 2023, 12:30 PM – 5:00 PM EST

VIA ZOOM 11:30AM – 4:00PM CST, 10:30AM – 3:00PM MST, 9:30AM – 2:00PM PST, 5:30PM – 09:00PM GMT, 6:30PM – 10:00AM CET

|                     |  |   |   |  |  |   |
|---------------------|--|---|---|--|--|---|
| Executive Committee | Christine Tucker<br>Sandy Banks<br>Fernando Diaz                                   | Jennifer Wellman<br>Deidre Schwartz<br>Monica Meade                                   | Lanée Burns<br>Helen Reed<br>Jonathan Young   | Tara Witt<br>Cynthia Guthrie<br>Trisha Poole                                     | Gwendoline<br>Theodet<br>Enrico Cleva<br>Shelia Lohmiller                                | Jena Seibel<br>Susan Huntington<br>Trudy Craven   |
| Board of Directors  | Brittany spinner<br>Dallas Bentley   | Teri Urovsky<br>Natasha Ashar   | Brittany Johnson<br>Todd fuller   | Shana McCullough-<br>Downing   | CP Ambassadors<br>Angie Law<br>Emily Mueller   | Kelly Ponder<br>Adam Tooter   |
| Chairs              | Allie Bruski<br>Rachel Berkin<br>Leslie Anderson                                   | Stephanie<br>Deshaies<br>Helen Reed<br>Jillian Van Dresser                            | Natalie Sheedy<br>Stacy Elliston<br>Stacy Garcia  | Brand ambassadors<br>Barry Sullivan<br>Tara Chung                                | Kavitha Iyer<br>My Nguyen<br>Alvaro Montoya  | Media ambassadors<br>Stacy rauen<br>Keisha Byrd Simmy   |
| House of Delegates  | Elizabeth banks<br>Libby Bull<br>Kyla Chambers<br>Sarah Churchill<br>Sadie Coulter | Mark Cunningham<br>Kortney Edge<br>Eric Fernandez<br>Christina Fluegel<br>Kris Hanson | Courtney Herzog<br>Amelia Hoover<br>Jamie Hysell<br>Jonathan Kaler<br>Julie Kaufman Unger | Manuela Kennedy<br>Kelly Knowles<br>Megan May<br>Terryll Nielsen<br>Tom O'Connor | Melissa Peterson<br>Erica Puccio<br>Gabe Rodriguez<br>Adelita Rosenberg<br>Chris Schafer | Magan Scuteri<br>Penny Shelton<br>Athena Slejko<br>Stephanie Thompson<br>Liz Wilhite<br>Rasha Zal kit |

- CALL TO ORDER (5 MINUTES)
- HD EXPO WELCOME
- ESTABLISHMENT OF QUORUM (2 MIN)
- PRESIDENT'S WELCOME (5 MINUTES)
- FINANCIAL REPORT (2 MIN)
- SCHOLARSHIP (2 MIN)
- EID CHAPTER (2 MIN)
- EDUCATION (2 MIN)
  - EDONLINE (2 MIN)
  - GREENVOICE (2 MIN)
  - BRAND PROGRAMS (2 MIN)
- REGIONAL TRADESHOWS (2 MIN)
- COMMUNICATIONS/SOCIAL MEDIA (2 MIN)
- INTERNATIONAL REPORT
  - CANADA (1 MIN)
  - UNITED KINGDOM (1 MIN)
  - PARIS (1 MIN)
  - MILANO (1 MIN)
- MEMBERSHIP (2 MIN)
- LEADERSHIP CONFERENCE (2 MIN)
  
- TOP ID (2 MIN)
- BOARD TRAINING/STRATEGIC PLANNING/NEXT STEPS (2 MIN)
- BREAK (15 MIN)
- BREAKOUT GROUPS – 1 HOUR
  - SCHOLARSHIP
  - EDUCATION/MENTORING/GREEN VOICE /EDONLINE
  
  - MEMBERSHIP/EID
  - FINANCE/FUNDRAISING
  - EVENTS/CONFERENCES/TOPID/BRANDED
  
  - COMMUNICATIONS/ SOCIAL MEDIA
  - SUCCESSION PLANNING

- CHRISTINE TUCKER
- STACY SHOEMAKER RAUEN/KEVIN GAFFNEY
- FERNANDO DIAZ
- CHRISTINE TUCKER
- SANDY BANKS
- JEN WELLMAN / BRITTANY SPINNER
- LANEE BURNS / VALERIE COLEMAN
- DEIDRE SCHWARTZ / DALLAS BENTLEY
- ALLIE BRUSKI
- RACHEL BERKIN
- TERI UROVSKY
- JENA SEIBEL
- HELEN REED / TODD FULLER
  
- TARA WITT
- JONATHAN YOUNG
- GWENDOLINE THEODET
- ENRICO CLEVA
- NATASHA ASHAR
- MONICA MEADE/SHANA MCCULLOUGH-  
DOWNING
- STACY ELLISTON
- JENA SEIBEL / TRUDY CRAVEN
  
- JEN WELLMAN / BRITTANY SPINNER
- DEIDRE SCHWARTZ / STACY GARCIA/DALLAS  
BENTLEY
- VALERIE COLEMAN / NATASHA ASHAR
- SANDY BANKS / BRITTANY JOHNSON
- MONICA MEADE / SHANA MCCULLOUGH-  
DOWNING/ STACY ELLISTON / TERI UROVSKY
- TODD FULLER / HILLARY EGGBRECHT
- CHRIS TUCKER / LANEE BURNS / JENA SEIBEL

BREAKOUT GROUP RECAP – 30 MINUES

- SCHOLARSHIP
- EDUCATION/MENTORING/GREEN VOICE /EDONLINE

- MEMBERSHIP/EID
- FINANCE/FUNDRAISING
- EVENTS/CONFERENCES/TOPID/BRANDED

- COMMUNICATIONS/ SOCIAL MEDIA
- SUCCESSION PLANNING

NEW BUSINESS

- MARTHA'S MENTORS

OLD BUSINESS

MOTION TO ADJOURN

JEN WELLMAN / BRITTANY SPINNER

DEIDRE SCHWARTZ / STACY GARCIA/DALLAS  
BENTY

VALERIE COLEMAN / NATASHA ASHAR

SANDY BANKS / BRITTANY JOHNSON

MONICA MEADE / SHANA MCCULLOUGH-  
DOWNING/ STACY ELLISTON / TERI UROVSKY

TODD FULLER / HILLARY EGGBRECHT

CHRIS TUCKER / LANEY BURNS / JENA SEIBEL

CHRISTINE TUCKER

STACY GARCIA

NEWH, INC. GOVERNING BOARD MEETING MINUTES  
 MONDAY, MAY 01, 2023  
 VIRTUAL ZOOM AND IN-PERSON MEETING

|                                    |  |   |  |   |   |  |
|------------------------------------|--|---|--|---|---|--|
| Executive Committee                | Christine tucker<br>Fernando Diaz<br>Sandy banks       | Jennifer Wellman<br>Diedre Schwartz<br>Monica Meade       | Lanée burns.<br>Helen reed - z<br>Tara Witt              | Jonathan young<br>Cynthia Guthrie<br>Trisha Poole     | EC guests   | Strategic advisors                       |
| Board of Directors                 | Brittany spinner<br>Dallas Bentley                     | Brittany Johnson<br>Shana McCullough-<br>Downing          | Valerie<br>Coleman<br>Todd fuller                        | Teri Urovsky -<br>z                                   | Cp ambassadors<br>Emily Mueller                       | Kelly Ponder<br>Adam Tooter              |
| Chairs                             | Rachel Berkin - z<br>Crystal McCain                    | Natalie Sheedy - z<br>Jillian van dresser - z             |  |   |   |  |
| House of Delegates                 | Adelita<br>Rosenberg<br>Amanda Hoover<br>Athena Slejko | Courtney edge -<br>z<br>Erica Puccio<br>Christina Fluegel | Stephanie Thompson<br>Jamie Hysell<br>Kelly Knowles      | Kayla chambers<br>Sarah Churchill<br>Melissa Petersen | Gabe Rodriguez -z<br>Magan Scuteri<br>Chris Shafer- z | Terryl Nielsen<br>Julie Kaufman<br>Unger |
| Chapter presidents/steering chairs |  | Francesca Sosa-<br>Alkhoury – z                           | Crystal McCain - z<br>will Michael – z                   | Rebecca Bertrand<br>Wanda luna                        | Kim faith<br>Denise Ganson -<br>z                     |  |
| NEWH, Inc. Staff                   | Shelia lohmillier                                      | Jena Seibel   | Hillary Eggebrecht                                       | Kate Nesbit   |   |  |
| Guests                             | Nicole brindle<br>Jessica Casiano – z                  | Jolie cavetti<br>Michele Crociani –<br>z                  | Amy Montgomery – z<br>Beth Raymer                        | Courtney webster<br>Teri Schell – z                   | Maryann Strandberg                                    |  |
| Not in attendance                  | Helen reed<br>Enrico clever<br>Gwendoline<br>Theodet   | Trudy craven<br>Natasha Ashar<br>Teri Urovsky             | Allie Bruski<br>Leslie Anderson<br>Stephanie<br>Deshaies | Rittner Hufford<br>Megan may<br>Penny Shelton         | Courtney Herzog<br>Jonathan Kaler<br>Elizabeth banks  | Mark Cunningham                          |

THE MEETING WAS CALLED TO ORDER BY PRESIDENT, CHRISTINE TUCKER AT 12:01 PDT. ROLL CALL TAKEN VIA ZOOM REGISTRATION REPORT AND A QUORUM WAS ESTABLISHED.

PRESIDENT’S WELCOME – CHRISTINE TUCKER

DISCUSSION-CHRISTINE TUCKER: PRESIDENT’S WELCOME

- Regional tradeshow have been a great success and continue to be a leading investment in our shows
- LA and Chicago had excellent attendance
- BrandED is doing well
- If a chapter hosts a brand ed, scholarships will be awarded- this is a high-level membership event
- EC and chapter training
- Reminder of FAQs in the Resource Directory on the website in the board packet-summaries on awards, industry calendar, elections and nomination details, overview of where to find NEWH support guidelines, Instagram information.
- NEWH Joyce Johnson award- chapter award- president of chapter selects someone that is contributing extraordinary time and effort to the chapter.
- GreenVoice live session and EID live session in NEWH booth-videographer will be recording for social media

MOTION TO APPROVE MINUTES

DATE: 05-01-23

MOTION NUMBER: 1

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

|                 |             |
|-----------------|-------------|
| MOTION SECONDED | Lanée Burns |
| BY:             |             |

|                   |  |
|-------------------|--|
| STATUS OF MOTION: |  |
| CARRIED:          | <input checked="" type="checkbox"/> X <input type="checkbox"/> |
| DEFEATED:         | <input type="checkbox"/> <input type="checkbox"/>              |

FINANCIAL REPORT- SANDY BANKS

DISCUSSION- SANDY BANKS:

- NEWH is strong- got through covid thanks to our corporate sponsors
- We will be having breakouts later in this meeting- everyone is encouraged to pick a breakout that interests you.
- We got to the 8-million-dollar mark in scholarships.
- We now have many disciplines that work to give newh quality content- many exciting new initiatives.

- Everyone is encouraged to attend the leadership conference in February.

#### SCHOLARSHIP – JENNIFER WELLMAN / BRITTANY SPINNER

##### DISCUSSION-JENNIFER WELLMAN:

- We are sending out a letter to each chapter about starting a scholarship committee
- The chapter scholarship director is expected to be a part of the scholarship committee
- We are hoping that the scholarship committee can remain in touch with scholarship winners

#### EID- LANÉE BURNS/ VALERIE COLEMAN

##### DISCUSSION-LANÉE BURNS:

- Eid live session will be on Wednesday in the NEWH booth
- There are only 16 chapters with EID directors- chapters are encouraged to reach out about EID directors if they do not have one
- EID committees are meeting once a month to discuss initiatives

#### EDUCATION- DEIDRE SCHWARTZ/ DALLAS BENTLEY

##### DISCUSSION – DEIDRE SCHWARTZ:

- If anyone is interested in getting involved with ed online, GreenVoice, or BrandED please let us know
- We also were able to get one additional sponsor for BrandED this year- we currently have 6 BrandED sponsors
- BrandED was kicked off in Toronto- the event was great and well attended
- The next event is planned for late June in Atlanta-IHG will be highlighting their luxury brand strategies- save the date should be coming out shortly
- The remainder of the year plans include Houghton and Denver at the end of August
- Holland America providing an on-ship experience in Seattle in late September
- Marriott presentation in September
- The dual BrandED presentation by IHG in Chicago in October
- The first international BrandED is in the works for June in Paris- Hyatt brand
- GreenVoice session on Wednesday about circularity using San Francisco airport as a case study

##### DISCUSSION- DALLAS BENTLEY

- Finite number of lessons to help new interior designers
- EDOonline- hoping to create a new software learning management system- smaller courses
- Feedback in breakout session
- Trying to draw some attention to GreenVoice by hiring a videographer
- GreenVoice also has their scholarship release coming up in the next couple of months

#### REGIONAL TRADE SHOWS– JENA SEIBEL

##### DISCUSSION-JENA SEIBEL:

- For next year emails are being sent out to chapters that are up for a tradeshow
- LA was very successful- highest registration of any event we've had

#### COMMUNICATIONS AND SOCIAL MEDIA- HELEN REED

##### DISCUSSION- HELEN REED:

- This year a new initiative was launched- newh now- highlighting members, scholarship winners, leaders in the industry, and people that are involved on the international board of directors
- 3 videos have been launched and more are coming up- these have been really successful for newh inc.- these are great models to be using with your chapters
- 75% followers are viewing the reels- excellent news
- Events can be advertised using reels
- Scholarship winners will be featured in reels
- Photos are being used to feature scholarship winners and members
- Everyone is encouraged to let chapters know about social media and the monthly call on social media
- Leadership conference videos are due June 1st.
- We have a call to follow up with the chapters next Tuesday at noon ET
- We have been featuring newh top id for all chapters
- Celebrate scholarship winners on social media

- Chapters are encouraged to plan out their calendars
- Texting brought up during breakout session
- We have almost 17,000 people following us from around the world

DISCUSSION- HILLARY EGGBRECHT

- Research done on cost and time of text messages to remind of events, etc.
- 4 of the biggest chapters are being used to start testing the idea of texting

DISCUSSION- TODD FULLER

- Thank New York chapter for inspiration on researching texting for the benefit of NEWH
- Inspiration for monthly meetings from EID committee
- New York chapter suggested templates to make things easier and save time- templates are on Canva
- Newh chapters qualify for a free Canva pro account
- Goal of reaching 10,000 followers on social media accounts- everyone is encouraged to follow NEWH Inc. pages

INTERNATIONAL REPORT- TARA WITT

DISCUSSION- TARA WITT (CANADA):

- Toronto is focusing on new initiatives to get people back to networking and revamping membership engagement
- Generational shift- getting new people attending events and involved with the board

DISCUSSION- JONATHAN YOUNG (EUROPE):

- The UK chapter is flourishing- building succession plan for the UK
- New board members and president
- 4 signature events throughout the year in the UK, main fundraiser, round table events, TopID event, event to showcase and bid on artwork, educational event- topic that is relevant to the industry
- 2022 was a very profitable year for the UK chapter- able to raise a lot of scholarship money
- Building membership in the Paris chapter as well
- Looking at bringing branded concept to Europe
- Idea of having 5 founding sponsor partners- currently have 4

MEMBERSHIP- NATASHA GOMEZ

DISCUSSION-NATASHA GOMEZ:

- The goals for the next couple of months are to get a membership committee in place, focus on the research and development side- generational gap, attracting new members
- 10.8% mark for new and returning members- goal to get to the 12% mark for renewals of membership

LEADERSHIP CONFERENCE- MONICA MEADE/ SHANNA

DISCUSSION- MONICA MEADE:

- Encourage young designers to attend and gain benefits of the leadership conference
- Audio cut out at the end of Monica's discussion

DISCUSSION- SHANNA:

- It has been great getting to know directors and VPs- join us in Nashville

TOP ID- STACEY ELLISON/ TRISHA POOLE

DISCUSSION- TRISHA POOLE:

- Looking over branded and TopID
- TopID has been great for the chapter- new talent will be helping us
- Strategic planning was done in South Carolina recently- one thing that came up is we really need our chapters to celebrate TopID at a great event

DISCUSSION- STACEY ELLISON:

- Nominations for TopID are currently open- please encourage your chapters to participate
- Criteria was modified for a more simplistic and holistic review from the design and involvement perspective
- The baseline for modifying that criteria is being put in place to implement our bigger and more focused award for the top TopID award
- The deadline is June 15th- the schedule has been put in place to back out the additional reviews this year as a part of the new criteria and judging system- this deadline is firm this year
- Reminders of the deadline will be sent out

BOARD TRAINING/ STRATEGIC PLANNING/ NEXT STEPS- JENA SEIBEL AND TRUDY CRAVEN

**DISCUSSION- JENA SEIBEL**

- Erika Swansen handles the board trainings and will send emails out with those reminders- board trainings can be done over the summer
- In-house or virtual meetings are both options- in-house is preferred

**DISCUSSION- TRUDY CRAVEN**

- We have done a lot of strategic planning sessions over the last 4-5 months- Chicago and New York are scheduled to come up soon- there are a handful of chapters that should have their sessions before the end of 2023
- Strategic planning sessions are very flexible and are about 4 hours long

**REPORT ON BREAKOUT SESSIONS**

**BREAK-OUT SESSION OVERVIEW:**

**REPORTS:**

**SCHOLARSHIP:**

- There is difficulty in filling out the financial forms in the scholarships for scholarship applicants- create cheat sheet or video to make it easier to find the information that they need
- Transcripts are taking a long time to get- add something on the scholarship that says it may take 3-4 weeks for the transcript to get there
- Making sure each chapter is doing individual student events
- How to keep students engaged throughout the years- invite them to events, give them tasks, email them, bringing them to leadership events
- Scholarship committee discussion- bridging the generational gap
- Potential alumni circle
- Create checklist for following up with scholarship winners and applicants

**EDUCATION, CONTINUING EDUCATION, GREEN VOICE EDUCATION, EDONLINE -DALLAS BENTLEY:**

- Hospitality 101 series in development
- How do we create an educational program that is distinctive, hospitality specific, attractive to the younger generation- personally focused education with stories, etc.
- Tell heartwarming story- similar to ted talks- as an educational tool

**EID- LANÉE BURNS:**

- Retain members and new members
- Buddy system- at events someone will team up with a new person to help introduce them
- Collateral
- Qr code to a survey after events for quick feedback on events
- Pricing events that are attractive to younger members
- Better communication- reminder of guidelines EID has produced on the website as well has best practices guidelines

**CONFERENCES- SHANNA:**

- Top ID is open right now- there is no extension to the deadline this year- June 15th is the firm deadline
- Encourage the firms to submit
- Changes in submission requirements- let everyone know about the new criteria
- Each chapter should get a group of people to communicate with firms
- Free advertisement and promotion for being Top ID
- Encourage Top ID recipients to participate in live testimonials
- Top tier Top ID discussion
- Encourage chapters to talk to other chapters about how they promote Top ID
- Each chapter should review and have branded if needed
- 2 branded events at Nashville at the leadership conference
- Excursions- more hotel tours, choose your own adventure- touristy and educational excursions
- Bundles- remind companies that there are discounts for purchasing multiple tickets
- Each chapter has been assigned a song for Nashville to create a video
- Budget reminders

**FINANCE- SANDY BANKS:**

- 4 calls are set up for the year to discuss fundraising- 1 has been completed and it had a lot of good content- the next call is on June 26th.
- Annual sponsorships- menus on board resources
- Annual and single event sponsorships- can roll in parking, transportation, and student table
- Look at profitability to plan events accordingly
- In July and November cannot get attendance

- Combine main events with Top ID and scholarship winners to give meaning to the event and bring in more attendance
- Discounted ticket for volunteering- leftover tickets to committee or board
- In the scholarship account- it can pay for student or scholarship recipient travel
- Make sure events stay with the NEWH mission
- Timing on annual sponsorship related to chapter planning- waiting to plan calendar for next year puts fundraising in a rough spot for getting annual sponsorship menus out

COMMUNICATIONS: TODD FULLER:

- Getting updates out using texting- there would be a double opt in
- Ideas for getting people to opt into text messages- maybe a raffle
- Each chapter would be responsible for the texting charges- these would need to be included in the budget
- NEWH Inc. Would be sending the text messages out
- Using RSS feeds to link all events to calendars
- Canvas templates that NEWH Inc. provides- possible canvas tutorial
- Social media guidelines need to be reviewed and updated
- Tik Tok- security risks- NEWH strongly advises not to use Tik Tok and instead use Instagram reels
- Instagram is NEWH's most effective social media platform
- LinkedIn is underutilized
- Survey at leadership conference on how the younger generation would like to be informed and how often
- Fellows nomination- highlight in social media- highest honor for a member to have
- Passwords- each chapter needs to give Inc. All of their passwords

NEW BUSINESS/OLD BUSINESS

NEW BUSINESS

- If you are going to use Tik Tok do not include NEWH on it at all

OLD BUSINESS

- designLINQ is ready to go and it has been introduced to some firms to upload projects to
- There will be a computer at the NEWH booth showing how to log on and add a project to designLINQ
- Top ID recipients will be emailed to upload their projects to designLINQ
- Vendor subscription will be implemented once designLINQ becomes more populated
- designLINQ is a new website through NEWH that does many things including a portal for design firms to upload their projects, which creates a search engine. Once designers upload their projects, they can link products within their photos. Can be used to showcase portfolios other than the NEWH magazine.

MOTION TO ADJOURN

DATE: 05/01/23

MOTION NUMBER: 2

I, Fernando Diaz, move to adjourn the NEWH, inc. Board of directors meeting at 3:30 pt.

|                     |                          |   |                          |           |                          |                          |                          |                          |                          |                          |
|---------------------|--------------------------|---|--------------------------|-----------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| MOTION SECONDED BY: | Trisha Poole             |   |                          |           |                          |                          |                          |                          |                          |                          |
| STATUS OF MOTION:   |                          |   |                          |           |                          |                          |                          |                          |                          |                          |
| CARRIED:            | <input type="checkbox"/> | X | <input type="checkbox"/> | DEFEATED: | <input type="checkbox"/> |

## 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 2023

### GOAL STATUS

At the end of this year, I will have completed my two terms as president of NEWH, Inc., and NEWH Canada Inc. I have been honored to partner and work closely with the very dedicated members of the NEWH international board of directors. My focused efforts throughout my term in office have been to support NEWH initiatives and ensure open communication with our board of directors and membership. The executive committee members have all completed the extended term of 4 years in their roles on the EC as each graciously accepting a second term in 2022 to mitigate covid isolation and ensure positive growth on programs and communication with NEWH members around the world.

This leadership team has brought some great deliverables to NEWH in the last 4 years and would like to share some accolades on accomplishments by NEWH members. Together we have reached the milestone of \$8.4 million plus in scholarships awarded, thank you to each of you for your involvement in our programs and fundraising to be able to make a difference in the future leaders in the hospitality industry. The Equity Inclusion Diversity team was developed by adding a vice president and director to the international board and directors for chapter boards to expand on initiatives that were already part of our DNA in bringing more exposure and focused attention to ensure EID is woven into all activities of all NEWH chapter activities. Branded team continues to host extremely well received branded educational events bringing value to our brand partners and our A&D communities in north America and in 2023 we successfully launched the program in our European chapters. The education team continues with green voice sharing educational value at HD, BD, and leadership conference sessions. TopID program continues to be strong bringing the spotlight on design firms and chapter benefits that NEWH can bring to their projects. The leadership conference team is putting finishing touches on the planning for an impactful NEWH leadership conference to be hosted by the mid-south regional group in Nashville on February 15,16,17, 2024. This year leadership conference discovery tour 2024 in Nashville will kick off with the newest NEWH development power talks on February 15, taking it to a new level transforming product showcase into this fast-paced meeting event with high-level hospitality professionals from architecture, design, procurement, hotel brands, project management, development and ownership connecting to vendors. Our communication team has expanded our social media presence and exposure continues to grow keeping up with the changes in communication methods for our membership and events. Our

NEWH Inc. Office has expanded to 11 dedicated staff to ensure support and training of all initiatives from our Chapters.

All these NEWH activities would not be possible without the continued support of our corporate partners who we are grateful that they have continued to partner and appreciate the benefits of NEWH through some financially challenging times.

### GOAL OBSTACLE

When we look back at the last 4 years, well those years were not status quo for anyone and certainly offered what one could call a few obstacles along the way! Our NEWH leadership and our members rose to the occasion when life challenged us to adapt and roll into "the new norm" as with each day changed our perspective and approach.

The delegate balance of time and commitment are some of the greatest challenges each of us face. We do appreciate the time and effort dedicated to being a part of NEWH.

### BREAKOUT FORMAT

The breakouts allow our membership to be heard, bringing news from our chapters and regional groups. These sessions welcome our membership to engage in an open dialogue on potential new initiatives, concerns, and best practices shared between chapters.

### BREAKOUT ACTIONS

Takeaway from the breakout sessions helps us ensure we are on the right path. In review of input at the breakout session each discipline the vice president, director and NEWH office review the breakout input for growth opportunities or possibly concerns and action required. These sessions allow us to welcome individuals to become more involved in committees to assist in the growth of NEWH.

### GENERAL COMMENTS

We welcome in Sandy Banks as our incoming president as she has been a part of NEWH since the launch of the organization in 1984! The backbone of NEWH is the dedicated NEWH, Inc. Staff that continue to support all NEWH initiatives and our members.

The NEWH team of individuals that have supported my time in this role have made it all worthwhile and I am proud to be part of such an amazing group of accomplished individuals and industry leaders within NEWH. Together we all will be celebrating 40 years of NEWH as we reach 2024!

Hope to see you in Nashville at our leadership conference to be a part of the educational programs, industry insights, connections to the industry leaders sharing market trends on the world we thrive in. The NEWH Leadership Conference is the best representation of

NEWH networking.

Thank you for being part of NEWH and I look forward embracing the NEWH spirit with you and continued growth for NEWH.

MAY 2023

**GOAL STATUS**

The goal is to ensure continued support of initiatives with VP's and directors on the IBOD with strong communication continues with the positive engagement from the NEWH leadership. Being involved in committees and review of reports submitted assists in communication. We appreciate reports by each VP, director, committee and delegates to keep us all involved and ensure we are all moving forward together to benefit our membership and remain focused on our mission. With this engagement it presented an opportunity to fill some gaps by implementing protocol guidelines to bring clear expectations of processes and deliverables. These protocol guidelines are found on the web site in the board resources section.

Working closely with the wonderful staff at our head office allows me to continue to expand my knowledge and involvement with NEWH inc.'s office for the succession plan in place. Our NEWH, Inc. team is essential to the continued success of NEWH as it amazes me that the 10 very dedicated employees at our offices provide our membership and support and implementation of our many programs and activities for our 5,800 + members in our 28 chapters and regional groups in 5 different countries. Please remember to thank them when you have

an opportunity as they are working hard to keep the wheels on the NEWH bus rolling very smoothly for all of us!

**GOAL OBSTACLE**

I believe for all of us the biggest obstacle is time, which is not unique to any one of us that are volunteering to make a difference to the community we thrive in. Thank you for making NEWH part of your life.

**GENERAL COMMENTS**

NEWH continues to be a driving force in the industry with positive programs and membership. Being able to get back to the new normal world with live interaction has been very positive for all of us. I look forward to connecting live at the next NEWH event.

JANUARY 2023

**GOAL 1 STATEMENT**

Work closely with the VPs and directors on IBOD as well as NEWH, inc., staff to ensure the initiatives are being supported. Remain open to build on new opportunities and ensure our focus remains consistent with our NEWH mission.

**GOAL 1 MEASURE**

The ability to measure this goal will be achieved through strong and communication between the team. Set goals and timelines within each initiative for review and feedback.

**GOAL 1 TIMING**

The goal of communication and support is something that has been in place, and I will continue to monitor and participate in committee calls as well as dialogue with those leading each initiative. Support and communication do not have an end date unless we are choosing to stop an initiative or program.

**GOAL 1 MAJOR MILESTONES**

Ensure each initiative has a strategic plan and focus. If it does not have a clear path or plan-engage to set up a strategic plan with the parties involved. Set timelines to check in and ensure the course remains strong.

**GOAL 2 STATEMENT**

Work closely with the NEWH, inc., office team to build and expand my involvement with our corporate office. As we move forward with our

NEWH corporate team succession plan, I will continue to grow my knowledge and skills to ensure NEWH success as well as my own in future role with NEWH.

**GOAL 2 MEASURE**

This is a continuous growth course that requires constant learning and development through active engagement of duties and functions.

**GOAL 2 TIMING**

The involvement and growth of my knowledge has been an integral part of my current term as president of NEWH, inc. Currently in my 4th year as president I have had the benefit of these years being involved and privy to many of the internal functions by working closely with Shelia and the NEWH, inc. Team.

Continue to take further educational courses offered by ASAE to expand my knowledge and skills of non-profit associations.

**GOAL 2 MAJOR MILESTONES**

**COMMENTS**

We are looking forward to a strong year ahead and continued recovery of our industry and membership moving beyond the challenges the world has faced together. NEWH continues to remain consistent with our mission. We would like to thank every one of our members who are what makes the difference in why NEWH is the international community connecting the hospitality industry!

**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. To support the organization's mission and needs.

NOVEMBER 2023

**GOAL STATUS**

**GOAL OBSTACLE**

**BREAKOUT FORMAT**

**BREAKOUT ACTIONS**  
**GENERAL COMMENTS**

It has been my extreme pleasure and honor to have served on the NEWH executive committee for the last 10 years – I’m going to take a well-deserved vacation.

**MAY 2023**

**GOAL 1 STATEMENT**

Continuing to assist Helen Reed & Jillian Van Dresser (co-chairs) in

establishing the calendar for this years' Fellows nominations, selection and presentation at the leadership conference.

**JANUARY 2023**

**GOAL 1 STATEMENT**

Continue to improve college of fellows – asked Jillian Van Dresser (accepted) to co-chair with Helen Reed the nominating committee.

GOAL 1 MEASURE:

GOAL 1 TIMING:

GOAL 1 MAJOR MILESTONES:

**GOAL 2 STATEMENT:**

GOAL 2 MEASURE:

GOAL 2 TIMING:

GOAL 2 MAJOR MILESTONES:

**COMMENTS**

Reminder – all chapters are required to take & maintain minutes of all chapter board meetings; your minutes are legal documents. 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 sample template can be found at the end of the board report packet.

Susan Huntington handles all compliances 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 – 2023**

| CHAPTERS (min. 9-10 per year)             | JAN    | FEB    | MAR    | APRIL  | MAY    | JUNE   | JULY   | AUG    | SEPT   | OCT | NOV | DEC | BUDGET | BUSINESS PLAN |
|---|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-----|-----|--------|---------------|
| ARIZONA                                   | YES    |        |     |     |     | YES    | YES           |
| ATLANTA                                   | YES    | YES    | YES    | YES    |        |        |        |        |        |     |     |     | YES    |               |
| CHICAGO                                   | YES    | YES    | YES    |        |        |        | YES    | YES    | YES    |     |     |     | YES    | YES           |
| DALLAS                                    | NO MTG | YES    | YES    | YES    | NO MTG | YES    | NO MTG | YES    |        |     |     |     | YES    |               |
| LAS VEGAS                                 | ...    | YES    | YES    | YES    | YES    | YES    |        |        |        |     |     |     | YES    |               |
| LOS ANGELES                               | ...    | YES    | YES    | YES    | YES    |        |        |        |        |     |     |     | YES    | YES           |
| MILANO                                    |        |        |        |        |        |        |        |        |        |     |     |     |        |               |
| NEW YORK                                  | YES    | NO MTG | YES    | YES |     |     | YES    |               |
| NORTH CENTRAL                             | YES    |        |     |     |     | YES    |               |
| NORTHWEST                                 | NO MTG | YES    | YES    | YES    | YES    | YES    | YES    |        |        |     |     |     | YES    |               |
| PARIS                                     |        |        |        |        |        |        |        |        |        |     |     |     |        |               |
| ROCKY MOUNTAIN                            | YES    | YES    | YES    | YES    | YES    | YES    |        |        |        |     |     |     | YES    | YES           |
| SAN FRANCISCO BAY                         | YES    | NO MTG |     |     |     | YES    |               |
| SOUTH FLORIDA                             | YES    |        |     |     |     | YES    |               |
| SUNSHINE                                  | YES    | YES    | YES    | YES    | YES    | NO MTG | YES    | YES    |        |     |     |     | YES    |               |
| TORONTO                                   | YES    |        |     |     |     | YES    | YES           |
| UK  | YES    | YES    | YES    | YES    | YES    |        |        |        |        |     |     |     |        |               |
| WASHINGTON, DC                            | YES    | YES    | YES    | YES    | YES    |        | YES    | NO MTG |        |     |     |     | YES    |               |
| <b>REGIONAL GROUPS (MIN ONCE/QUARTER)</b> |        |        |        |        |        |        |        |        |        |     |     |     |        |               |
| AC/PHILADELPHIA                           | NO MTG | YES    | NO MTG | NO MTG | NO MTG | YES    |        |        |        |     |     |     |        |               |
| CINCINNATI                                | NO MTG | YES    | NO MTG | YES    | NO MTG | YES    |        |        |        |     |     |     |        |               |
| HOUSTON                                   | YES    | NO MTG | NO MTG | NO MTG | NO MTG | YES    |        |        |        |     |     |     |        |               |

|                |        |        |        |        |        |     |        |        |     |  |  |  |  |
|----------------|--------|--------|--------|--------|--------|-----|--------|--------|-----|--|--|--|--|
| MID-SOUTH      | NO MTG | NO MTG | YES    | NO MTG | YES    |     |        | YES    | YES |  |  |  |  |
| NEW ENGLAND    | YES    | YES    | YES    | YES    | YES    | YES | YES    |        |     |  |  |  |  |
| NORTH CAROLINA | NO MTG | YES    | YES    | YES    | YES    | YES | YES    | YES    | YES |  |  |  |  |
| ORANGE COUNTY  | YES    | YES    | YES    | YES    | NO MTG | YES | YES    |        |     |  |  |  |  |
| PITTSBURGH     | YES    | YES    | NO MTG | YES    | YES    | YES | NO MTG | NO MTG | YES |  |  |  |  |
| SOUTH CAROLINA |        |        |        |        |        |     |        |        |     |  |  |  |  |
| VANCOUVER      | YES    | YES    | YES    | YES    | YES    | YES | NO MTG | YES    | 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 - JAN 1, 2022 | BOARD TRAIN FEB 2/8, 2023      | VIRTUAL BDT/STP (REQUEST) | OPEN                      |
| ATLANTA              | OPEN                         | VIRTUAL BDT/STP (REQUEST)      | BOARD TRAIN (REQUIRED)    | STRATEGIC PLAN (REQUIRED) |
| ATLANTIC CITY        | VIRTUAL BDT/STP (REQUEST)    | OPEN                           | BOARD TRAIN (REQUIRED)    | STRATEGIC PLAN (REQUIRED) |
| CHICAGO              | OPEN                         | STRATEGIC PLAN MAY 13, 2023    | VIRTUAL BDT/STP (REQUEST) | BOARD TRAIN (REQUIRED)    |
| CINCINNATI           | VIRTUAL BDT/STP (REQUEST)    | STRATEGIC PLAN FEB 22, 2023    | BOARD TRAIN (REQUIRED)    | OPEN                      |
| DALLAS               | VIRTUAL BDT/STP (REQUEST)    | BOARD TRAIN JAN 21, 2023       | OPEN                      | STRATEGIC PLAN (REQUIRED) |
| HOUSTON              | STRATEGIC PLAN (REQUIRED)    | BOARD TRAIN JUNE 3, 2023       | OPEN                      | VIRTUAL BDT/STP (REQUEST) |
| LAS VEGAS            | OPEN                         | STRATEGIC PLAN - FEB 25, 2023  | VIRTUAL BDT/STP (REQUEST) | BOARD TRAIN (REQUIRED)    |
| LOS ANGELES          | VIRTUAL BDT/STP (REQUEST)    | STRATEGIC PLAN (REQUIRED)      | BOARD TRAIN (REQUIRED)    | OPEN                      |
| MILAN                | VIRTUAL BDT/STP (REQUEST)    | BT/STRATEGIC PLAN OCT 16, 2023 | OPEN                      | STRATEGIC PLAN (REQUIRED) |
| MID-SOUTH            | OPEN                         | STRATEGIC PLAN FEB 11, 2023    | BOARD TRAIN (REQUIRED)    | VIRTUAL BDT/STP (REQUEST) |
| NEW YORK             | OPEN                         | STRATEGIC PLAN JUNE 2, 2023    | VIRTUAL BDT/STP (REQUEST) | BOARD TRAIN (REQUIRED)    |
| NEW ENGLAND          | STRATEGIC PLAN (REQUIRED)    | VIRTUAL BDT/STP (REQUEST)      | BOARD TRAIN (REQUIRED)    | OPEN                      |
| NORTH/SOUTH CAROLINA | VIRTUAL BDT/STP (REQUEST)    | OPEN                           | BOARD TRAIN (REQUIRED)    | STRATEGIC PLAN (REQUIRED) |
| NORTH CENTRAL        | OPEN                         | BOARD TRAIN FEB 4, 2023        | STRATEGIC PLAN (REQUIRED) | VIRTUAL BDT/STP (REQUEST) |
| NORTHWEST            | OPEN                         | STRATEGIC PLAN - JAN 22, 2023  | VIRTUAL BDT/STP (REQUEST) | BOARD TRAIN (REQUIRED)    |
| ORANGE COUNTY        | VIRTUAL BDT/STP (REQUEST)    | STRATEGIC PLAN - JAN 21, 2023  | BOARD TRAIN (REQUIRED)    | OPEN                      |
| PARIS                | VIRTUAL BDT/STP (REQUEST)    | BT/STRATEGIC PLAN OCT 11, 2023 | OPEN                      | STRATEGIC PLAN (REQUIRED) |
| PITTSBURGH           | OPEN                         | BOARD TRAIN MARCH 10, 2023     | STRATEGIC PLAN (REQUIRED) | VIRTUAL BDT/STP (REQUEST) |
| ROCKY MOUNTAIN       | BOARD TRAIN APR 2, 2022      | STRATEGIC PLAN - DEC 3, 2022   | VIRTUAL BDT/STP (REQUEST) | BOARD TRAIN (REQUIRED)    |
| SAN FRANCISCO        | VIRTUAL BDT/STP (REQUEST)    | BOARD TRAIN SEPT 10, 2023      | STRATEGIC PLAN            | OPEN                      |
| SOUTH FLORIDA        | VIRTUAL BDT/STP (REQUEST)    | OPEN                           | BOARD TRAIN (REQUIRED)    | STRATEGIC PLAN (REQUIRED) |

|                             |                             |   |   |                           |
|-----------------------------|-----------------------------|---|---|---------------------------|
| SUNSHINE                    | STRATEGIC PLAN APR 22, 2022 | OPEN  | BOARD TRAIN (REQUIRED)  | STRATEGIC PLAN (REQUIRED) |
| TORONTO                     | OPEN                        | STRATEGIC PLAN FEB 4, 2023                                | VIRTUAL BDT/STP (REQUEST)   | BOARD TRAIN (REQUIRED)    |
| UNITED KINGDOM              | STRATEGIC PLAN OCT 7, 2023  | BT/STRATEGIC PLAN OCT 7, 2023                             | OPEN  | VIRTUAL BDT/STP (REQUEST) |
| VANCOUVER                   | VIRTUAL BDT/STP (REQUEST)   | BOARD TRAIN DEC 3, 2023                                   | OPEN  | STRATEGIC PLAN (REQUIRED) |
| WASHINGTON DC               | OPEN                        | BOARD TRAIN MARCH 11, 2023                                | STRATEGIC PLAN (REQUIRED)   | VIRTUAL BDT/STP (REQUEST) |
| ONLINE BOARD TRAINING START | STRATEGIC PLANNING          | WEBINAR BOARD TRAINING OR STRATEGIC PLANNING – ON REQUEST | OPEN – 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. To support the organization's mission and needs.

NOVEMBER 2023

GOAL STATUS

Yes, lc was reconciled.

Chapters are getting better at presenting their sponsorship menus

goal 3 was to oversee and monitor lc budget. This is somewhat of a moving target as planning is still in the active phase and we need more sponsorships to cover our expenses. EC is working on that.

GOAL OBSTACLE

Slow response to funding from sponsorships.

BREAKOUT FORMAT

Yes, the opportunity to brainstorm is valuable to glean ideas from the participants.

BREAKOUT ACTIONS

Gains are made in participation from attendees. Positive experiences are shared among the participants.

GENERAL COMMENTS

MAY 2023

GOAL 1 STATEMENT

GOAL STATUS - COMPLETE

GOAL 1 – RECONCILED LEADERSHIP CONFERENCE.

GOAL 2 – CHAPTERS TO SUBMIT SPONSORSHIP MENUS. MOST DID.

GOAL 3 – SET BUDGET FOR TRAVEL EXPENSES FOR THE IBOD – DONE

GOAL OBSTACLE

NO

ACTION PLAN

Our next fundraising call will be October 2nd. We are hoping for increased participation and exciting ideas.

We have had an amazing response to our regional trade shows. Very good attendance and positive remarks from suppliers as well as the audience.

We have 3 more planned already for 2024. They are:

ORLANDO, FL -04/09/2024

DENVER, CO- 06/11/2024

LOS ANGELES, CA – 09/25/ 2024

We look forward to their success as well.

It is time for all chapters to start pulling together their annual sponsorship menus. We would like to see those as soon as possible and no later than January. November and December would be ideal.

While you are at it, start thinking about your 2024 budget.

Watch for signature card emails to start coming from Denise.

Breakout discussion was overseen by Trisha Poole regarding top id.

No fundraising was discussed. Trisha has now asked for her own breakout. I agree and will now discuss fundraising approaches.

COMMITTEE TASKS

NO, REFER TO LAST QUESTION.

GENERAL COMMENTS

The first quarter call for fundraising was held on Friday, March 31. Fifteen people registered for the call and only 6 showed up. Despite that, the call was energetic and positive. I am going to email all of those that registered to boost attendance for the next call on June 26. I would also like to discuss fundraising during our breakout at the May 1 IBOD.

JANUARY 2023

GOAL 1 STATEMENT

Finalize the development of a budgeting process for the board of directors. We will come up with a reimbursable figure for airfare, hotel and other related expenditures for each director, based on average costs posted on travel websites and past expenditures.

GOAL 1 MEASURE

When we have figures that have been reviewed by Inc and agreed upon for publication.

GOAL 1 TIMING

We will start now after all budget calls are complete and review through the year to be completed by December 2023, sooner if possible.

GOAL 1 MAJOR MILESTONES

GOAL 2 STATEMENT

Follow up on remaining chapter sponsorship menus. We have received

quite a few but there are some stragglers.

GOAL 2 MEASURE

When we have received menus from all chapters.

GOAL 2 TIMING

To be completed within the first quarter of 2023 if not sooner

GOAL 2 MAJOR MILESTONES

COMMENTS

A reminder to all chapters that beginning in 2023, NEWH Inc will start taking 20% of all fundraising proceeds which was suspended in 2019 due to covid. The chapter will continue to put a minimum of 65% of remaining proceeds in a scholarship account and the rest will go to admin.

As we begin planning the leadership conference, Susan, Jena, and I will keep an oversight on income and expenditures to ensure we stay in budget.

| BANK BALANCES                        |                |
|--------------------------------------|----------------|
| ACCOUNT BALANCES AS OF 09/30/2023    |                |
| GENERAL                              | \$ 287,214.61  |
| SCHOLARSHIP                          | 193,854.08     |
| CLIFF TUTTLE SCHOLARSHIP             | 7,998.32       |
| MONEY MARKET (CASH RESERVE FUND)     | 400,549.70     |
| LONG TERM RESERVE ACCOUNT            | 548,366.22     |
| CHECKING RESERVE ACCOUNT             | 58,051.86      |
| CD                                   | 100,000.00     |
| NEWH, INC. ACCT IN CANADA (10/30/20) | CAD 12,028.52  |
| NEWH CANADA, INC.                    | CAD 181,428.60 |
| NEWH CANADA, INC. SCHOLARSHIP        | CAD 12,599.09  |
| NEWH, INC. ACCT. IN LONDON           | GBP 27,802.10  |

| CHAPTER                | UPDATED SIGNATURE CARDS 2023 | REGIONAL TRADESHOW MONIES TRANSFERRED TO SCHOLARSHIP ACCT IN 2022 | FUNDRAISING/DONATION/INTEREST MONIES TRANSFERRED TO SCHOLARSHIP ACCT IN 2022 | CHECKING BAL | DATE     | SCHOLARSHIP BAL | DATE     | MUTUAL FUND |
|------------------------|------------------------------|---|--|--------------|----------|-----------------|----------|-------------|
| ARIZONA                | YES                          |   | 885.00   | 37,002.24    | 9/30/23  | 43,491.43       | 9/30/23  |             |
| ATLANTA                | YES                          |   |  | 156,243.96   | 9/30/23  | 135,774.91      | 9/30/23  |             |
| CHICAGO                | YES                          |   | 8,984.32   | 136,335.54   | 9/30/23  | 85,100.34       | 9/30/23  |             |
| DALLAS                 | YES                          |   |  | 139,862.81   | 9/30/23  | 160,868.34      | 9/30/23  |             |
| LAS VEGAS              | YES                          |   |  | 48,227.06    | 9/30/23  | 37,360.27       | 9/30/23  |             |
| LOS ANGELES            |                              |   |  |              |          |                 |          |             |
| FOUNDING MILANO        | YES                          | 38,674.60   |  | 96,893.36    | 9/30/23  | 74,879.73       | 9/30/23  |             |
|                        |                              |   |  | 18,782.32    | 9/30/23  |                 |          |             |
| NEW YORK               | YES                          |   | 250.00   | 214,975.59   | 9/30/23  | 129,020.02      | 9/30/23  |             |
| NORTH CENTRAL          | YES                          |   |  | 67,128.31    | 9/30/23  | 42,124.69       | 9/30/23  |             |
| NORTHWEST              | YES                          |   |  | 179,984.81   | 9/30/23  | 104,149.92      | 9/30/23  |             |
| PARIS                  |                              |   |  |              |          |                 |          |             |
| ROCKY MOUNTAIN         | YES                          |   |  | 89,393.24    | 9/30/23  | 38,412.76       | 9/30/23  |             |
| SAN FRANCISCO BAY AREA | YES                          |   |  | 60,412.06    | 9/30/23  | 189,835.12      | 9/30/23  |             |
| SOUTH FLORIDA          | YES                          |   |  | 92,494.85    | 9/30/23  | 78,545.79       | 9/30/23  |             |
| SUNSHINE               | YES                          |   |  | 150,005.72   | 9/30/23  | 126,317.29      | 9/30/23  |             |
| TORONTO                |                              |   |  | 57,561.56    | 3/31/23  | 27,053.15       | 3/31/23  | 7,808.88    |
| UNITED KINGDOM         |                              |   |  | 16,221.25    | 10/24/23 | 12,509.74       | 10/24/23 |             |

WASHINGTON DC

METRO YES 1,184.92 217,071.16 9/30/23 137,828.04 9/30/23

REGIONAL GROUPS

ATLANTIC CITY 37,444.49 9/30/23 27,371.80 9/30/23

CINCINNATI 21,512.22 9/30/23 10,128.09 9/30/23

HAWAII 11,928.70 9/30/23 27,387.04 9/30/23

HOUSTON 9,469.24 9/30/23 75,631.84 9/30/23

MEMPHIS MID SOUTH 3,213.41 9/30/23 13,490.59 9/30/23

NEW ENGLAND 19,713.54 9/30/23 14,578.57 9/30/23

NORTH CAROLINA 10,314.52 9/30/23 7,132.81 9/30/23

ORANGE COUNTY 1,906.37 9/30/23 63,163.01 9/30/23

PITTSBURGH 9,829.15 9/30/23 6,696.10 9/30/23

SOUTH CAROLINA 2,861.69 9/30/23 4,319.33 9/30/23

SAN DIEGO 19,467.23 9/30/23

VANCOUVER 27,473.63 11/1/23

VIRGINIA 12,188.88 9/30/23

**2023/EXPENSE STATEMENT**

|  |  | INCOME     | EXPENSE    |
|--|--|------------|------------|
| PRESIDENT                                |  | -          | 29,671.29  |
| PRESIDENT ELECT                          |  | -          | 2,863.29   |
| PAST PRESIDENT                           |  | -          | 1,084.30   |
| EXECUTIVE ADVISER                        |  | -          | 3,649.73   |
| SECRETARY                                |  | -          | 4,043.04   |
| BOARD TRAINING                           |  | -          | 30,294.27  |
| VICE PRESIDENT FINANCE                   |  | -          | 1,550.15   |
| FUNDRAISING                              |  | 3,455.51   | 1,561.20   |
| TRAVEL / DELEGATE                        |  | -          | 5,055.63   |
| VICE PRESIDENT/SCHOLARSHIP               |  | -          | -          |
| SCHOLARSHIP                              |  | 28,166.92  | 270.00     |
| AGELESS LIVING COLLABORATIVE             |  | -          | 5,000.00   |
| BRANDED                                  |  | -          | 24,567.86  |
| CLIFFORD TUTTLE SCHOLARSHIP              |  | -          | 5,376.40   |
| ELITE EXPOSITIONS                        |  | 5,000.00   | 5,247.14   |
| GREEN VOICE SCHOLARSHIP                  |  | -          | 15,550.58  |
| HDAC SCHOLARSHIP                         |  | 10,000.00  | 10,169.51  |
| ICON SCHOLARSHIP                         |  | 3,100.00   | 9,182.39   |
| NEWH LEADERSHIP SCHOLARSHIP              |  | -          | -          |
| VENDOR SCHOLARSHIP                       |  | 28,500.00  | 37,917.48  |
| WOMEN LEADERS IN HOSPITALITY SCHOLARSHIP |  | 5,000.00   | 5,145.00   |
| VICE PRESIDENT/EDUCATION                 |  | -          | 1,268.17   |
| EDUCATION                                |  | -          | 3,500.00   |
| ED ONLINE                                |  | -          | 10,846.20  |
| GREEN VOICE EDUCATION                    |  | 20,000.00  | 90.00      |
| BRANDED EVENTS                           |  | 121,241.95 | 34,500.14  |
| POWERTALKS                               |  | -          | -          |
| VP/DEVELOPMENT                           |  | -          | 1,217.65   |
| MEMBERSHIP                               |  | 344,953.53 | 150,962.00 |
| NEWH CONFERENCES                         |  | 386,380.00 | 24,730.18  |
| VP/COMMUNICATIONS                        |  | -          | -          |
| SOCIAL MEDIA                             |  | -          | 1,284.92   |
| VP/EID                                   |  | -          | 1,812.29   |

|                               |           |              |              |
|-------------------------------|-----------|--------------|--------------|
|                               | DIVERSITY | -            | 3,245.98     |
| ADMINISTRATION                |           | 5,009.91     | 987,534.62   |
| CORPORATE PARTNER DEVELOPMENT |           | 704,895.00   | 20,174.18    |
| FOUNDERS CIRCLE               |           | -            | 2,207.20     |
| PROGRAMMING/VIRTUAL           |           | -            | -            |
| MARKETING                     |           | 263,851.00   | 239,230.31   |
| NEWH AWARDS                   |           | -            | 7440.76      |
| TRADESHOWS/USA                |           | -            | 23,479.17    |
| TRADESHOWS/REGIONAL           |           | 1,262,328.98 | 829,840.84   |
| NEWH GOVERNING BOARD MTG.     |           | -            | 16,338.14    |
| PRINTED COLLATERAL            |           | -            | 789.34       |
| WEBSITE                       |           | 18,375.00    | 137,340.84   |
| BANK/CREDIT CARD              |           | -            | 22,198.20    |
|                               |           | 3,210,257.80 | 2,718,230.39 |

| 2023 CORPORATE PARTNERS                        | LEVEL      | PARTNER SINCE |
|--|------------|---------------|
| DURKAN/MOHAWK GROUP HOSPITALITY                | BENEFACTOR | 1995          |
| FABRICUT CONTRACT/S. HARRIS                    | BENEFACTOR | 2004          |
| MILLIKEN FLOOR COVERING                        | BENEFACTOR | 1996          |
| SIGNATURE                                      | BENEFACTOR | 2005          |
| ULSTER   | BENEFACTOR | 2003          |
| ARTERIOS CONTRACT                              | PATRON     | 2013          |
| BERNHARDT HOSPITALITY                          | PATRON     | 2012          |
| BRINTONS                                       | PATRON     | 2010/2016     |
| EMERALD / HOSPITALITY DESIGN – BOUTIQUE DESIGN | PATRON     | 2001          |
| ENCORE HOSPITALITY CARPET                      | PATRON     | 2019          |
| INSTALLATION SERVICES GROUP                    | PATRON     | 2010          |
| KB CONTRACT                                    | PATRON     | 2022          |
| P/KAUFMANN CONTRACT                            | PATRON     | 2011          |
| PTY CUSTOM LIGHTING                            | PATRON     | 2022          |
| VALLEY FORGE FABRICS                           | PATRON     | 2019          |
| AMERICAN ATELIER, INC.                         | SUPPORTING | 2011          |
| AMERICAN LEATHER                               | SUPPORTING | 2008/2023     |
| ARTLINE GROUP                                  | SUPPORTING | 2018          |
| ASHLEY LIGHTING, INC.                          | SUPPORTING | 2012          |
| CHAPMAN HOSPITALITY LIGHTING                   | SUPPORTING | 2021          |
| CROSSLEY AXMINSTER                             | SUPPORTING | 2022          |
| CRYPTON + NANOTEX                              | SUPPORTING | 2014          |
| DELTA FAUCET COMPANY                           | SUPPORTING | 2014          |
| DOWN ETC.                                      | SUPPORTING | 2019          |
| ELECTRIC MIRROR                                | SUPPORTING | 2008/2023     |
| FAIRMONT DESIGNS                               | SUPPORTING | 2020/2023     |
| KIMBALL HOSPITALITY                            | SUPPORTING | 1994/2016     |
| LILY JACK                                      | SUPPORTING | 2011          |
| MANDY LI COLLECTION                            | SUPPORTING | 2011          |
| PORCELANOSA USA                                | SUPPORTING | 2017          |
| RICHLOOM CONTRACT                              | SUPPORTING | 2013          |
| SERTA SIMMONS HOSPITALITY                      | SUPPORTING | 2005          |
| SHAW HOSPITALITY GROUP                         | SUPPORTING | 1999/2015     |

|                                |            |           |
|--------------------------------|------------|-----------|
| SHELBY WILLIAMS                | SUPPORTING | 1994/2011 |
| SUMMER CLASSICS/GABBY CONTRACT | SUPPORTING | 2011      |
| SURYA CONTRACT                 | SUPPORTING | 2022      |
| TARKETT                        | SUPPORTING | 2008      |
| TLS FURNITURE                  | SUPPORTING | 2021      |
| TROPITONE FURNITURE COMPANY    | SUPPORTING | 2012      |
| WALTERS                        | SUPPORTING | 2012      |

## DIRECTOR/FUNDRAISING

BRITTANY JOHNSON

### 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 2023

### GOAL STATUS

As fundraising director, I really wanted to make sure that we offered solid background information on the role expectations, that there was a forum for idea sharing and that everyone was aware of the multitude of resources available. We have hosted three fundraising calls this year and we were able to provide all the above attributes to fundraising directors, VPs of development and presidents of the chapters. So many great ideas were shared, and folks were able to learn a lot about

NEWH resources. It's been a great year to learn and network for our fundraising team.

### BREAKOUT FORMAT

IBOD breakouts are a fantastic source of energy and ideas, not only for the chapter attendees but for the exec committee and the Inc. Staff. The collaboration, learning and idea formation continues to help push NEWH further and continue to grow. These are incredibly meaningful and a very inclusive way to engage attendees from all over the world.

MAY 2023

### GOAL 1 STATEMENT

Engage with all chapters, providing consistency and support through the calendar year.

### GOAL 1 MEASURE

All quarterly calls have been set with the first one occurring on March 31. The agendas have been set and we are excited to connect with all the chapters.

### GOAL 1 TIMING

- March 31 – annual sponsorship results, event fundraising efforts, fundraiser event types
- June 26 – results of activity forms, budgeting/planning, online tools overview
- October 2 – 2024 sponsorship menus, end of year wrap up, 2024 planning.

All calls take place over zoom at 10am central time

<https://NEWH.zoom.us/meeting/register/tzyld-2rjkhthdbboa-zlt6ltaxs2vyoxvc> (registration link)

### GOAL 1 MAJOR MILESTONES

- January – connect with Inc and finance leaders to set calls – complete.
- Q1-Q4 CALLS
- -Set dates – complete
- -set agendas – complete
- -lead meetings
- Mid-year reach out to each chapter touch base.

### COMMENTS

Excited to connect with chapters in March to see how the year is starting and to hear all the big plans for 2023!

JANUARY 2023

### GOAL 1 STATEMENT

Engage with all chapters, providing consistency and support through the calendar year.

### GOAL 1 MEASURE

- Set and execute 4 quarterly calls along with other finance positions.
- Provide best practices and knowledge sharing for the chapters.
- Get to know the chapter fundraising chairs through quarterly meetings and additional communications AS NEEDED.

### GOAL 1 TIMING

Start in January, continue through calendar year.

### GOAL 1 MAJOR MILESTONES

- January- connect with inc. And other finance leaders to set chapter calls.
- Q1-q4 – participate in agenda setting and leading calls.
- Mid-year reach out individually to the chapters for additional support.

## 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 2023

**GOAL STATUS**

We have accomplished our most important goal which was to create a committee. This is something we have struggled with in the past, but we now have a strong committee of very interested and dedicated members.

**GOAL OBSTACLE**

Now that the committee is formed and meeting regularly, we will be able to accomplish more of our goals moving forward. Brittany spearheaded the committee and created several action items.

**BREAKOUT FORMAT**

Yes and no- we certainly get to hear the pain points of those

that join our group, but since scholarship directors don't always attend, I don't feel like it is a good cross section of interest for us.

**BREAKOUT ACTIONS**

They haven't in the past, but now that we have a committee, we can parlay the topics of discussion into agenda items for future meetings and get the committee to buy in.

**GENERAL COMMENTS**

Brittany has done a great job with the committee and getting it up and running. Everything has been very well thought out and executed with detail.

MAY 2023

**GOAL STATUS**

Off track- trying to get back to the basics and start again.

**GOAL OBSTACLE**

Lack of concentration from VP, and not having a clear objective from the VP. Director hasn't gotten good feedback from leadership to understand the goals. Leadership hasn't been available for direction.

**ACTION PLAN**

The scholarship committee was going to be created, scholarship

alumni circle was going to be created, continuing the scholarship grading calls.

**COMMITTEE TASKS**

No

**GENERAL COMMENTS**

I 100% understand my shortcomings on my goals, and I am committed to making changes this year.

JANUARY 2023

**GOAL 1 STATEMENT**

Form a scholarship committee.

**GOAL 1 MEASURE**

When we can have a group of people dedicated to a monthly or quarterly meeting to help us achieve our objectives

**GOAL 1 TIMING**

Started 2022 without success--starting new strategy for 2023.

**GOAL 1 MAJOR MILESTONES**

Received chapter board list from Shelia to reach out to exec advisors/past presidents to keep them involved in NEWH.

**GOAL 2 STATEMENT**

Form a group of past scholarship recipients that can help us attract and influence future recipients. Hold group receptions at trade shows and invite students along with past recipients for networking purposes. Work with marketing to help with a name for the group as well as trade show coordinators to make sure we are positioning the group in the best way.

**Goal 2 measure**

We will have achieved a beginning (starter size) group when we are successful in holding networking events and promoting our past recipient group.

**GOAL 2 TIMING**

Immediately so we can be ready for HD in May.

**GOAL 2 MAJOR MILESTONES**

A successful kickoff event at HD and a better attended event at BD|NY. We will continue to use marketing techniques to grow the group, and ultimately promote scholarship on a larger level.

**COMMENTS**

We have had a hard time getting people to commit to the committee. We ask every group when we hold an application training. Hopefully by targeting chapter people who are timing out and still want to be involved we will have some success.

**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 2023

**GOAL STATUS**

We have finished up our 2023 goal to develop the "scholarship action committee". The scholarship action committee met three times within 2023 with a final meeting on October 13th. the goal of the committee was to develop a course of action that can be implemented and shared with all chapters with a common goal. Check-in sessions will be conducted throughout the next two years to measure these goals.

Over the course of four months, the committee met with various scholarship directors and interested board members from the nationwide chapters. This was an open discussion to ask hard questions and develop a critical view of some of the issues facing our scholarship and outreach today. Numerous stories and thoughts were shared that built upon great ideas, successful practices, and forward-looking approaches. Below is a culmination of the ideas and state of the scholarships for the

NEWH organization.

## WHAT SHOULD THE GOALS BE OF SCHOLARSHIP AND OUTREACH?

First, the committee asked the questions of what our goals should be for scholarship. After discussion and thought, the following goals were created:

### GOALS FOR SCHOLARSHIP OUTREACH

- Educate more students on the numerous careers available in hospitality.
- Focus on ways that we can retain students.
- Provide meaningful contributions of scholarship dollars to students (less # of scholarships awarded but more dollar amounts)
- Revisit the rules for applying to review any potential barriers to access.

In the subsequent two meetings, information gathering provided insights into the ways that chapters are being successful in outreach, but also many of the challenges that they were facing. All chapters feel that they are still doing well at reaching students, are passionate about it, and the chapters are constantly finding new ways and ideas to engage with students. The goals of scholarship have not changed, but the way we outreach and retain students has.

### GOAL OBSTACLE

Below is an analysis of the comments and stories that we heard from chapters regarding some of the challenges:

#### STRENGTHS

- Chapters are realizing that giving away one or two scholarships in larger amounts means a student is more likely to stay involved in NEWH. This also has a greater impact on their future.
- Students that don't win a local scholarship are urged to apply for the Inc level scholarships and give them another chance to stay involved.
- Students who receive a higher dollar amount of scholarship and/ or are paired with a mentorship opportunity or placed on an NEWH board tend to stay engaged with the local chapter for longer.
- We offer great value for our memberships, especially for students.
- We offer real world leadership opportunities on our local chapter boards versus a student chapter.
- Scholarship applications do not have a lot of requirements to submit and make it more accessible.

#### GAPS

- Outreach takes a lot of time and dedication for board members to get into the schools which means we miss some face-to-face opportunities if there is a lack of committee members or support. (especially with chapters representing multiple states)
- Some chapters have strong institutional knowledge for their scholarship programs, while other smaller chapters do not have that.
- We need more engagement with the hospitality management and culinary students. (what's in it for

them?).

- Chapters that are smaller and cannot give out larger scholarships may need to supplement an experience or mentorship to help the student stay engaged with the chapter.
- We tend to lose students between graduation and their first 1-2 years of obtaining a job within the industry (high workload, stress, lack of funds for membership, etc.).
- The online format of the scholarship application versus the pdf is hard to decipher for chapters. An easier format may make it easier for scholarship directors to review applications.

#### OPPORTUNITIES

- Students need role models for their careers in the hospitality industry. (this can also be students who are role models)
- Identify specific professors to target for event outreach and scholarship application openings. We found a dedicated professor's word of mouth about our organization is much better at engagement than just email blasts. (invite professors to learn more, teacher roundtable event, etc.)
- Tap into career technical schools and high schools.
- Create alumni of scholarship winners to help them see they have a special role in NEWH.
- Bring more awareness to the opportunities that our students and scholarship winners are receiving. (interviews, testimonials, etc.).

#### THREATS

- There may be "barriers to entry" within our scholarships that we are not aware of.
- Example: second year and above students may be too close to graduating to receive a scholarship.
- Example: student chose not to submit because she didn't get 3 letters.
- Example: students are not confident that they even qualify.
- Lots of changeover of teachers and staff in the last few years makes it difficult to keep the contacts with the school.
- Schools are focusing a lot on commercial and residential instead of hospitality.
- Students are sometimes intimidated by the portfolio review events.
- Chapters tend to move the scholarship opening/closing dates each year which makes it hard for teachers to anticipate or remember it. (would be better if it is consistent)

Based upon the analysis listed above, four goals have been developed that will be incorporated into the JANUARY 2024 TIMELINE TO BEGIN. THE GOALS WILL BE SUBMITTED AT THE NEXT IBOD MEETING.

#### BREAKOUT FORMAT

Absolutely. The breakouts at the IBOD meeting are a great way for chapters to share information with each other but also for us to gather more knowledge about what is happening at the local level. I feel that this is the best opportunity for chapters to

bring forth success stories or ideas that they have that will help

NEWH grow.

MAY 2023

**GOAL STATUS**

For the NEWH "scholarship alumni circle", we have set up several committee meetings to discuss our goals, expectations, and action plans to start to put it into action. We will be starting small with the goal to increase the scope once the initiative becomes more known. We are working on a logo and will be selecting a logo soon with the intent on starting our marketing campaign regarding it.

For the NEWH scholarship committee, we have set up our first key dates with outlines of the agenda items for each of the meetings. This will begin the goal to take a deeper dive into how we can be more successful at reaching students and increase our visibility at colleges and high schools.

**GOAL OBSTACLE**

We are having to overcome some hesitation on the "what's in it for

me". We really feel that the NEWH "scholarship alumni circle" will bring a lot of value to the designers, past scholarship winners, and those who consider themselves a mentor within our industry but need to work through it.

**COMMITTEE TASKS**

An email blast will be going out soon inviting members, including those who were in the past breakout room to join a more in-depth conversation about the scholarship. We hope to take those with experience in scholarship and hear their insights and proactive solutions to how we can have a greater impact reaching out to students and retaining them.

**GENERAL COMMENTS**

Overall, we are excited and passionate about the goals and initiatives that we set forth this year and are working hard to achieve them.

JANUARY 2023

**GOAL 1 STATEMENT**

Create a monthly committee to review the state of student outreach and out scholarship applications. The goal of the committee will be to take a hard look at how we are reaching students and examine if we need to pivot to create more meaningful connections with students. The committee will be a group of board members and members who are passionate about scholarships.

**GOAL 1 MEASURE**

Through our monthly meetings and brainstorming sessions, we will identify any key gaps in our outreach. Once these gaps have been identified, we will put into action a plan and share with the chapters.

**GOAL 1 TIMING**

- January 2023- June 2023 – committee meetings to identify gaps.
- June 2023 – dec. 2023 – identification of gaps and implementation of action items.

**GOAL 1 MAJOR MILESTONES**

The committee aims to review the following:

- Past outreach methods – how are they working now post-pandemic?
- Communication with students – are we speaking their language?
- Scholarship applications – what has changed post-pandemic?

- Student engagement – what value are we offering students at the chapter level?

**GOAL 2 STATEMENT**

Continue with the scholarship training each year for the chapters to help build skills and institutional knowledge regarding the application process that can be passed down year after year.

**GOAL 2 MEASURE**

Every chapter will receive training by the end of the year.

**GOAL 2 TIMING**

Feb. 2023-dec.2023

**GOAL 2 MAJOR MILESTONES**

We will refresh the application training PowerPoint and include new and relevant information as well as new scholarship application examples.

**COMMENTS**

Overall, we have heard from chapters that the amount of scholarship applications are less in the past couple of years. We have also heard that students are not engaging with many of our chapters as easily as they did before. This is a good opportunity to take a look at how our student outreach was in pre-pandemic and how our chapters can pivot to what the students want and need post-pandemic to help re-engage our student community.

**2023 SCHOLARSHIPS AWARDED BY CHAPTER**

| CHAPTER                      | 2023      | TOTAL # OF AWARDS | TOTAL GIVEN |
|------------------------------|-----------|-------------------|-------------|
| ARIZONA                      | 2,000.00  | 134               | 148,050.00  |
| ATLANTA                      | -         | 184               | 473,865.00  |
| ATLANTIC CITY/PHILADELPHIA   | 20,000.00 | 19                | 77,000.00   |
| CHICAGO                      | 44,500.00 | 181               | 611,073.73  |
| CINCINNATI REGION            | -         | 8                 | 20,500.00   |
| DALLAS                       | 50,000.00 | 234               | 585,200.00  |
| HAWAII REGION                | -         | 4                 | 8,000.00    |
| HOUSTON REGION               | -         | 153               | 265,625.00  |
| LAS VEGAS                    | 30,000.00 | 207               | 602,604.92  |
| LOS ANGELES FOUNDING CHAPTER | 17,500.00 | 392               | 981,098.00  |
| MID-SOUTH                    | -         | 5                 | 12,500.00   |

|   |               |     |                |
|---|---------------|-----|----------------|
| MILANO  | EURO 2,500.00 | 5   | EURO 2,500.00  |
| NEW ENGLAND REGION                                  | -             | 46  | 68,750.00      |
| NEW YORK  | -             | 271 | 812,500.00     |
| NORTH CAROLINA REGION                               | 4,500.00      | 8   | 22,500.00      |
| NORTH CENTRAL                                       | -             | 57  | 114,000.00     |
| NORTHWEST   | 25,000.00     | 74  | 304,963.64     |
| ORANGE COUNTY REGION (SOUTHERN COUNTIES)            | -             | 75  | 111,650.00     |
| PARIS   | EURO 1,500.00 | 1   | EURO 1,500.00  |
| PITTSBURGH REGION                                   | -             | 8   | 21,000.00      |
| ROCKY MOUNTAIN                                      | 12,000.00     | 66  | 179,200.00     |
| SAN DIEGO REGION                                    | -             | 3   | 3,000.00       |
| SAN FRANCISCO BAY AREA                              | 30,000.00     | 56  | 325,000.00     |
| SOUTH CAROLINA                                      | -             | 4   | 10,000.00      |
| SOUTH FLORIDA                                       | 35,000.00     | 126 | 285,450.00     |
| SUNSHINE  | 45,000.00     | 109 | 383,500.00     |
| TORONTO   | CAD 2,500.00  | 72  | CAD 138,013.00 |
| UNITED KINGDOM                                      | EURO 6,000.00 | 42  | GBP 60,750.00  |
| VANCOUVER   | CAD 6,000.00  | 12  | CAD 27,500.00  |
| VIRGINIA REGION                                     | -             | 8   | 16,500.00      |
| WASHINGTON DC METROPOLITAN                          | 70,000.00     | 189 | 858,300.00     |
| AGELESS LIVING COLLABORATIVE                        | -             | 3   | 20,000.00      |
| CLIFFORD TUTTLE SCHOLARSHIP                         | 5,000.00      | 10  | 50,000.00      |
| ELITE EXPOSITIONS/CRUISE SHIP INTERIORS             | 5,000.00      | 5   | 25,000.00      |
| FUTURE HOSPITALITY LEADERS' SCHOLARSHIP             | -             | 3   | 15,000.00      |
| GREEN VOICE DESIGN COMPETITION                      | 15,000.00     | 16  | 90,000.00      |
| HDAC DIVERSITY SCHOLARSHIP                          | 5,000.00      | 5   | 25,000.00      |
| NEWH BRANDED/ACCOR                                  | -             | 1   | 7,500.00       |
| NEWH BRANDED/HILTON                                 | 7,500.00      | 2   | 15,000.00      |
| NEWH BRANDED/HOLLAND AMERICA                        | -             | 1   | 7,500.00       |
| NEWH BRANDED/HYATT                                  | 7,500.00      | 2   | 15,000.00      |
| NEWH BRANDED/IHG                                    | -             | 1   | 7,500.00       |
| NEWH BRANDED/MARRIOTT INTERNATIONAL                 | -             | 2   | 15,000.00      |
| NEWH ICON OF INDUSTRY                               | 7,500.00      | 28  | 142,500.00     |
| NEWH KEN SCHINDLER MEMORIAL SCHOLARSHIP             | -             | 4   | 20,000.00      |
| NEWH LEADERSHIP SCHOLARSHIP                         | -             | 4   | 30,000.00      |
| NEWH WOMEN LEADERS IN HOSPITALITY SCHOLARSHIP AWARD | 5,000.00      | 14  | 70,000.00      |
| 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     | 11  | 110,000.00     |
| NEWH VENDOR – FABRICUT FR-ONE                       | 7,500.00      | 16  | 68,500.00      |
| NEWH VENDOR – P/KAUFMANN                            | 10,000.00     | 6   | 60,000.00      |
| NEWH VENDOR – SÉURA                                 | -             | 4   | 12,000.00      |
| NEWH VENDOR – SYMMONS                               | -             | 6   | 24,000.00      |
| NEWH VENDOR - TARKETT                               | 10,000.00     | 1   | 10,000.00      |
| NEWH VENDOR – WOODCRAFT DESIGN COMPETITION          | -             | 3   | 15,000.00      |
| NEWH VENDOR – YELLOW GOAT                           | -             | 1   | 5,000.00       |

|        |               |      |                     |
|--------|---------------|------|---------------------|
| TOTALS | \$ 498,196.97 | 2929 | USD \$ 8,450,229.10 |
|--------|---------------|------|---------------------|

## VP/EDUCATION

DIEDRE SCHWARTZ

### 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.

NOVEMBER 2023

### GOAL STATUS

Ensure all committees (GreenVoice, EDOnline, and BrandED) have the necessary resources (human and organizational) to execute successful programs through 2023.

Together with the director of education and director of branded, we have made good progress in keeping and attracting people to our committees and teams. Green voice continues to grow its presence at the chapter level and relevant activities are taking place.

- Filled open chair position on branded team by Jan 5 – done.
- Filled 20% of green voice chair positions at the chapter level – ongoing.
- Have each membership stakeholder group represented on the EDOnline committee – done.

Fill all sponsorship slots for GreenVoice and BrandED with a healthy waitlist for the years ahead.

- Confirm sponsor renewals for each – completed.
- Work with Inc for leads on potential new sponsors – completed.
- Obtain commitments with agreements for 2023 – completed.
- Built a waitlist via networking – ongoing.

### GOAL OBSTACLE

Nothing unusual but the anticipated time and human resources that it takes to make our programs successful for both our sponsors and members. We have openings in 2024 for members to join our teams and invite anyone interested to reach out to me [NEWH.deidre@gmail.com](mailto:NEWH.deidre@gmail.com). The includes areas with green voice, EDOnline, and branded. Join us!

### BREAKOUT FORMAT

Yes. They are very meaningful to us and have produced some good ideas that we've taken on as a result.

### BREAKOUT ACTIONS

The initiatives from breakout sessions further our goals in bringing forward educational programs that help our members. The breakouts give us a broader sense of the needs of our members and with the help of our vendors, we can bring forth education in areas of need.

### GENERAL COMMENTS

We have openings in 2024 for members to join our teams and invite anyone interested to reach out to me [NEWH.DEIDRE@GMAIL.COM](mailto:NEWH.DEIDRE@GMAIL.COM). The includes areas with Green Voice, EDOnline, and BrandED. Join us!

MAY 2023

### GOAL STATUS

#### GOAL 1

Ensure all committees (GreenVoice, EDOnline, and BrandED) have the necessary resources (human and organizational) to execute successful programs through 2023.

1. Filled open chair position on branded team with Crystal McCain (mid-south chapter) of HBG design joining in April.
2. Chapter-level green voice chairs continue to grow. March monthly meeting had 15 people on the call plus our GreenVoice chair, Rachel Berman.
3. EDOnline committee has successfully engaged with various member stakeholder groups including design, sales, education, and manufacturing to ensure our program development meets the needs of our members.

#### GOAL 2

Fill all sponsorship slots for GreenVoice and BrandED with a healthy waitlist for the years ahead.

1. 100% filled with an increase of 1 sponsor on the branded program

(6). GreenVoice program at 5 sponsors

2. Begin work on waitlist with assistance from NEWH staff.

### GOAL OBSTACLE

1. Not an obstacle, but a significant challenge to consider the platform to use to distribute our EDOnline hospitality 101 program. We are examining learning management systems that can be used for these non-CEU types of education directed toward the entry-level hospitality design professionals.
2. Relative to BrandED, the challenge has been to get events on the calendar where the timing works for the brand and the chapter with enough advance notice to properly plan and execute.

### ACTION PLAN

We came up with several product categories and have assigned these categories to relevant team members to help develop a glossary of terms that pertain to their specific area of expertise. We see this as something that will continue to grow and evolve.

### COMMITTEE TASKS

1. Valerie Coleman from Marriott has been very helpful to our committee in showing us examples of good drawing sets that we can use as a

template to help designers when they are submitting to a brand.

- Michelle Purcell is on our team and has also been helpful in gathering examples that can be used for designers that are new to hospitality.

GENERAL COMMENTS

If you are interested in joining the education team in either

GreenVoice, EDOnline, or branded, please reach out to us. You can reach out to me at [NEWH.deidre@gmail.com](mailto:NEWH.deidre@gmail.com). We welcome your help and enthusiasm to improve and grow these important programs.

If you have any questions, please contact [info@NEWH.org](mailto:info@NEWH.org)

JANUARY 2023

GOAL 1 STATEMENT

Ensure all committees (GreenVoice, EDOnline, and BrandED) have the necessary resources (human and organizational) to execute successful programs through 2023.

GOAL 1 MEASURE

When each branch of the education team has achieved their goals

GOAL 1 TIMING

Jan 1 to dec 31, 2023

GOAL 1 MAJOR MILESTONES

- Filled open chair position on branded team by Jan 5
- Filled 20% of green voice chair positions at the chapter level.
- Have each membership stakeholder group represented on the EDOnline committee.

GOAL 2 STATEMENT

Fill all sponsorship slots for GreenVoice and BrandED with a healthy waitlist for the years ahead.

GOAL 2 MEASURE

- When we have 6 sponsors for branded

- When we have 5 sponsors for GreenVoice

- When each segment has a waitlist of 3 minimum sponsors

GOAL 2 TIMING

Dec 7th, 2022, to dec 31, 2023

GOAL 2 MAJOR MILESTONES

- Confirm sponsor renewals for each.
- Work with Inc. for leads on potential new sponsors.
- Obtain commitments with agreements for 2023.
- Built a waitlist via networking.

COMMENTS

Looking forward to a fantastic year ahead

GOAL STATUS

Our goals in 2022 were essentially to build out our team, its structure, and fill open areas of expertise needed to bring greater value to EDOnline and green voice. Our key voice competition is a great and growing opportunity, and we can all help spread the word about this at the chapter, national, and international level.

**DIRECTOR/EDUCATION**

DALLAS BENTLEY

JOB PURPOSE

- Manage development and implementation of education programs that align with NEWH, Inc. Mission, including continuing education, EDOnline, and GreenVoice programs.

NOVEMBER 2023

GOAL STATUS

We have made progress on two of our three goals. We have assembled a strong committee of diverse individuals who are committed. We have continued to add and refine content to the EDOnline site. We are making progress on one piece of new content (visual glossary) but not on the hospitality 101 courses (understanding brands and designing your first hospitality project) due to the workload of the committee members and the scope of the project.

GOAL OBSTACLE

Developing new educational content is not a skill set committee members have a ton of and the available time to do it is hard to find. We are scaling back our efforts and focusing on the glossary and general EDOnline updates.

BREAKOUT FORMAT

Yes. More ideas from audience. Also, it gives us a chance to present our challenges in a coherent way, which refamiliarizes us and forces us think about our current situation.

MAY 2023

GOAL STATUS

GOAL 1

Develop and release hospitality 101 education series aimed at new interior designers planning their first hospitality project via EDOnline. We are making progress on this series with the help of a diverse education committee.

GOAL 2

Develop marketing campaign for education.

GOAL OBSTACLE

Attendance of committee members at meetings.

My failure to finalize the marketing campaign. I need to set a deadline

and rough out a rough draft for Deidre and myself to review.

COMMITTEE TASKS

We have done a good job recruiting new committee members for both the education committee and the green committee. The education committee has done a good job of divvying up tasks and the participation of the green voice has been strong in planning the GV sessions. More to come on both committees.

GENERAL COMMENTS

I think the education team is strong and we are making some strides. We plan to produce videos at HD expo which will help market our offerings

JANUARY 2023

GOAL 1 STATEMENT

Execute a new "summer release" educational program centering

around hospitality 101 – things new designers need to know.

GOAL 1 MEASURE

When we have created a new educational program and delivered by the end of summer 2023.

**GOAL 1 TIMING**

Start: 11/2022

end: 8/30/2023

**GOAL 1 MAJOR MILESTONES**

- Solicit feedback from 3 designers on what new designers need to know to determine list of topics.
- Conduct audit of designers and vendors for existing educational contact relative to topics.
- Evaluate and create limited new educational content (e.g., video, written guide, recorded discussion).
- Publish a glossary of terms related to hospitality design.
- Publish hospitality 101 summer of 2023 (could be virtual).

**DIRECTOR/BRAND PROGRAMS**

**TERI UROVSKY**

**JOB PURPOSE**

- Develop and implement a program to introduce and educate membership about hospitality brands.

**NOVEMBER 2023**

**GOAL STATUS**

Yes

1. Host 5-6 live branded sessions – three sessions are complete (Hyatt, Hilton, IHG), Holland America/Seabourn scheduled for September 29 in Seattle, Marriott Edition scheduled for October 24 in Ia and the sixth event is tentatively mid to end of November in Minneapolis with IHG.
2. Document process – a streamlined process highlighting tasks by discipline and schedule has been completed and on google drive for the team to use.
3. Enhance program marketing – marketing representative attends monthly meeting. A process to bring marketing into the events in a timely manner has been established and the process guide is being updated to incorporate the new information. Marketing will be posting the events on social media ahead of time and has shared some prototypes for the look and feel of the postings.

**GOAL 2 STATEMENT**

Maintain and promote EOnline web program to membership and chapters boards, corporate partners, and top id design firm winners.

**GOAL 2 MEASURE**

Establish a certain number of touch points – e.g., eblasts, social posts, as well as touch point reach outs to board directors, corporate partners, and top id firms.

**GOAL 2 TIMING**

1/2023 until 12/31/2023

**GOAL 2 MAJOR MILESTONES**

- Eblast schedule and social media posting schedule with content copy – 2/1/2023.
- Corporate partner contacts – 5/2023.
- Top id and chapter conversations by 8/2023.

**GOAL OBSTACLE**

The effort to launch the program internationally was very successful with a program in Paris in June.

Additional events are running into some sponsorship funding obstacles similar to what the us experienced early on. They will be overcome in time.

**BREAKOUT FORMAT**

Yes, the sharing of ideas, particularly from those not involved directly in the program is extremely valuable to inspire new ideas and continue to move the program forward.

**GENERAL COMMENTS**

The branded program has gained a lot of momentum this year with great energy from the committee and fantastic events held throughout the country. Couldn't do it without the passion and dedication of Stephanie Deshaies, Leslie Andersen and Crystal McCain, our branded chairs!

**MAY 2023**

**GOAL 1 STATEMENT**

FACILITATE 5-6 BRANDED EVENTS IN 2023.

**GOAL 1 MEASURE**

Success will be when the fifth event is complete.

**GOAL 1 TIMING**

The first event took place March 22 in Toronto, and the 5th live event is currently planned for late October in Seattle with the Holland America organization.

**GOAL 1 MAJOR MILESTONES**

- March 22 – Toronto, Hyatt – complete
- June – Atlanta, IHG
- August – Denver, Hilton
- September – tbd, Marriott
- October – Chicago, IHG
- October – Seattle, Holland America

**GOAL 2 STATEMENT**

Document the branded process with the intent of highlighting roles and responsibilities of team members as well as enhancing chapter engagement to increase attendance and diversify audience.

**GOAL 2 MEASURE**

Completion will occur when the process is rolled out to the committee for implementation after testing the process.

**GOAL 2 TIMING**

The goal commenced in January with a completion date estimated in mid-June.

**GOAL 2 MAJOR MILESTONES**

- January – Start
- February 15 – Draft complete
- March – Test process on Toronto event and make necessary modifications.
- May – Documentation complete and presented to senior NEWH leadership.
- June – Roll out to committee for implementation.

COMMENTS

The Hyatt BrandED event, held on March 22 in Toronto, was a tremendous success, with registration meeting max capacity within days and a waiting list started. The chapter did an amazing job marketing the

event as well as Hyatt who engaged with their ownership and development teams to participate and attend. The Andorre house was a beautiful venue, and the staff was exemplary. It was one of the best branded events to date with many takeaways for enhancing the program moving forward.

JANUARY 2023

NO REPORT SUBMITTED FOR JANUARY BOARD MEETING.

**CHAIR/ED ONLINE**

ALLIE BURSKI

JOB PURPOSE

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

JANUARY 2023

GOAL 1 STATEMENT

Create a glossary of industry terms to be used as a resource for early-career hospitality designers (out of school or moving from contract).

GOAL 1 MEASURE

The goal will be achieved when peer reviewed and loaded onto EDOonline.

GOAL 1 TIMING

Starting immediately by crowd sourcing content from our network.

GOAL 1 MAJOR MILESTONES

Establish first draft of list by March 2023.

GOAL 2 STATEMENT

Collect examples of good & "bad" hospitality material specifications in key product categories to be used to help train early career hospitality designers.

GOAL 2 MEASURE

This will be an ongoing project to keep content relevant and up to date, however, we are targeting specs from 3-4 product types as a first goal. Examples include:

- A. Lighting (portable and fixed)
- B. Fabrics, drapery
- C. Artwork
- D. Seating

E. Case goods

F. Flooring

GOAL 2 TIMING

Starting to crowd source our network immediately.

GOAL 2 MAJOR MILESTONES

Upload the first 1 specification by February and additional specs ongoing through the first half of 2023.

COMMENTS

These goals support the primary 2023 objective in the EDOonline team, developed after widespread industry feedback suggested that there are many interior designers working who do not fully understand the nuances associated with hotel specific design. Designers we spoke to from brands and firms have suggested that education material focused on these hospitality specific concepts would be highly valuable to them, so this is where we focus for 2023.

Objective: develop educational materials aimed at reducing the learning curve for early-career hospitality designers (out of school or moving from contract). We are reaching out to a variety of industry contacts to gather examples of materials that will highlight the specific needs of hospitality interiors.

Content type will likely include glossary of terms, large repertoire of example specifications/drawings, etc., and 101 training presentations that will be offered in digital formats, as well as in person events.

**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 2023

GOAL STATUS

Yes, at this time we have we are successfully doing EID panels at the tradeshow and continue to talk about EID to our chapters.

GOAL OBSTACLE

Just getting panelist and moderators for the events and in a timely manner for the shows

BREAKOUT FORMAT

No, I think that we should restructure our breakout sessions. Maybe we can try that Trudy does a leadership lesson and we break out and talk about how we can apply that leadership lesson to our disciplines. I think the breakout sessions and the structure of IBOD needs to be revamped so our leaders are not only learning about NEWH and what is going on as a whole but they should be able to have a takeaway from these meetings to take back to their chapters. We need to continue to motivate, learn and inspire during the IBOD meetings.

**BREAKOUT ACTIONS**

I am not sure if the actions of the breakout move NEWH initiatives. I think that it is sometimes great conversations for people as they share what is going on with their

chapters/regional groups. As stated before, I think that the breakouts should be a little more structured. If we do this, I believe that we will be about to have and understand the purpose and the goals of the breakouts.

MAY 2023

**GOAL STATUS**

We have a few goals that we set in our January strategic planning committee.

1. Continue to get more chapters to have an EID director, we have 16 chapters/regional groups out of the 29 chapters/regional groups that have EID directors.
2. Continue to do EID dialogues at HD expo and BD|NY
3. Working on an idea to create a new award.

**GOAL OBSTACLE**

It has not really become an obstacle.

1. We are working on our "elevator speech" to get more chapters involved with EID.
2. Continue to come up and get ideas for our panels.
3. We are revisiting some of our ideas that we had to present for

the next step.

**ACTION PLAN**

We would like to get some ideas from the breakout sessions about titles that members would like for us to have during the panels that we host at HD expo and BD|NY.

We would like to talk more about the idea of the award to get feedback so we can bring it to the subcommittee so we can continue to develop it.

Ask the members that join the breakout to confirm if they have EID directors.

**COMMITTEE TASKS**

Normally, those that attend the breakout are not on the EID committee. But we always like to get the feedback from the members to take back to our EID committee

JANUARY 2023

**GOAL 1 STATEMENT**

To continue to encourage chapters/regional groups to elect/appoint and EID director. To continue to educate EID directors and executive board members on EID.

**GOAL 1 MEASURE**

We will measure this when chapters/regional groups have an EID director on their board. Also, we will measure the chapters regarding education as it becomes very naturally for them with EID and it is woven into chapter boards, events and scholarships.

**GOAL 1 TIMING**

JANUARY 2023 TO DECEMBER 2023

**GOAL 1 MAJOR MILESTONES**

The milestone will be to have all chapters with an EID director by the end of the year. We will reach out to chapters that do not have an EID director and talk to them about EID and see if they are interested in

having an EID director. For some reason if they are not able to get an EID director, to inform them of the website and the documents that the EID committee has created and partnered with other disciplines, such as membership guidelines, chapter events, etc.

**GOAL 2 STATEMENT**

Continue to have successful in-person EID dialogues at tradeshow and to encourage chapters to have an EID dialogue event in their region.

**GOAL 2 MEASURE**

When our EID dialogues become just part of the shows like green voice and other disciplines

**GOAL 2 TIMING**

HD Expo 2023 and BD|NY 2023 and regional tradeshow. We will measure these with chapters by the EID directors reporting out at our monthly meetings.

**DIRECTOR/EQUITY, INCLUSION, AND DIVERSITY**

VALERIE COLEMAN/DIRECTOR

**JOB PURPOSE**

- Direct NEWH, Inc. Equity, inclusion and diversity initiatives and assist NEWH, Inc. Chapters/regional groups as needed.

NOVEMBER 2023

**GOAL STATUS**

WE ARE ON TRACK WITH THE GOALS SET FOR THIS YEAR. SINCE THE MAY 2023 IBOD MEETING, OUR COMMITTEE HAS:

1. Held another successful EID dialogue session, titled "industry leaders and their EID initiatives" at the HD Expo Vegas show. The panel discussion was well attended, and we received a lot of favorable feedback on the topic, the panelists, and the desire to hear more. One of our committee EID directors (Traci Reed) wrote a report on this session which was published in the last edition of the NEWH magazine. And the discussion was recorded, and that link shared with the EID directors/committee.
2. The Chicago chapter (Leo Luciano) was instrumental in coordinating and facilitating that chapter's EID panel

discussion at the Chicago trade show. Leo also wrote an article to recap this event which was also published in the last NEWH magazine.

3. The Atlanta chapter (Rosalie Capiral Little, Deaderia Morris Bowman) held a unique scholarship roundtable event with college/university professors and discussed scholarship & networking, content for college students pursuing hospitality design careers, and barriers to access to these careers. Valerie Coleman was the keynote speaker.
4. The Washington dc chapter (Jessica Casiano) held an event at its regional trade show in sept. 2023 with a focus on EID. The topic was "EID – ESG – SBTI : what does it all mean?" – a deep dive into these acronyms and how our industry is embracing change.

5. The UK chapter (Alicia Sheber) held its panel discussion event on September 28, 2023, titled "accessed – designing for accessibility." the Dallas chapter (Traci Reed) held its regional trade show on October 19, 2023 and had a panel discussion with the following topic: "E.I.D: acronyms, definitions, and insights – an all-encompassing discussion."
6. The Miami/South Florida chapter (Elena Oglesby) is working to create a series of IG posts/shares for Hispanic heritage month (starting 9/15) including stories featuring famous architecture/designers in Miami and South Florida, along with Hispanic heritage facts connected to south Florida. She is also working with the board to create a feature spotlight for the students of NEWH + highlighting aspects of EID through questions on diversity, inclusive design etc.
7. Our EID subcommittee (Linda Hinojosa, Beth Bierly-Goodworth, Megan Brennan) created an elevator pitch to aid our EID directors and membership in explaining what EID is, what we do, and how to quickly explain it. It's being evaluated now and will be submitted to the exec committee for consideration before we roll it out.
8. Our EID directors have connected us to some great speakers for our upcoming EID dialogue session for BD|NY, on 11/12/2023. The topic is "the significance of navigating design to be more inclusive." From this panel we will hear first-hand about the experience of persons with disabilities and ADA-compliant measures and solutions.
9. We've revisited the EID job descriptions and committee requirements in an effort to streamline.
10. The EID director and VP have provided valuable input to the leaders coordinating the leadership conference 2024 regarding EID related topics and potential program/session

ideas.

#### GOAL OBSTACLE

The one area of challenge this year has been the proposed rising star award. Our sub-committee working on this effort (Lisette Wispe, Rosalie Capiral Little, Jessica Casiano, Mina Noimuang) are reworking some of the content and requirements in an effort to create a more robust program for executive committee consideration. I think enthusiasm waned a bit after initial conversations on this topic conveyed that there wasn't enough information to proceed with recommending this new award category at the national/international level. So, the focus is now looking at how to implement something at the chapter level and looking at financial award structures.

The other area is succession planning; identifying people interested, qualified, and willing to take on leadership roles to continue the important work of EID for NEWH. This will be key as the VP of EID leadership role changes and ensuring synergy to do the work in 2024.

#### BREAKOUT FORMAT

Yes – for conversation. Sometime topics are a bit broad, and it gets difficult with so many opinions to narrow down the focus. But the education focused group at last IBOD mtg had good conversation and walked away with concrete action items to help move them forward towards their goals.

#### GENERAL COMMENTS

It's been a good year and looking back from when the EID committee was first established in 2020, a wealth of work has been done. So, we must take a moment to recognize those accomplishments & the efforts of all as we move forward.

#### MAY 2023

##### GOAL STATUS

The EID committee is off to a good start this year. We had our strategic planning session on January 28, 2023, where 3 top areas of interest were identified by the committee as the areas where we could set our goals for this year:

1. EID committee processes & organization & collaboration/ sharing of EID info/programs
2. EID panels / big draw speakers at events
3. Rising star award

Sub-committees have been formed around two of these topics and are beginning their conversations.

We've shared EID resources and information on the NEWH site, with our committee to share with their chapter boards of directors – <https://NEWH.org/equity-inclusion-diversity/> & <https://www.diversityresources.com/diversity-calendar-2023/>.

We've will have completed three (3) monthly committee meetings by the time the IBOD meeting and HD expo show take place. We will

explore the frequency of the committee meetings moving forward.

We are preparing for the " EID dialogue" panel at the NEWH booth at the HD Expo Vegas show on May 3rd, 2023, where the topic will be."

We've confirmed our panelists for the EID dialogues session at the NEWH booth at HD expo Vegas show. The topic is "industry leaders and their EID initiatives", lane and I will moderate the panel, and we have secured the following panelists:

- Ms. Dionne Jefferson – Marriott International (major hotel brand company)
- Mr. Christian Schnyder – Belec Design (hospitality interior design firm)
- Mr. Michael reed – Ryan Companies (design-build firm)

We're working through the questions and content and setting up a mtg with the panelists to introduce them to each other, welcome them, and confirm logistics and discussion content so they feel prepared in advance.

#### GOAL OBSTACLE

Still challenging getting EID content for the NEWH magazine submissions.

#### JANUARY 2023

##### GOAL 1 STATEMENT

No major updates since the Nov 2022 report to the IBOD.

The EID dialogue session at BD|NY show was a success. The topic was "the significance of designing beyond ADA stereotypes." had a booth full of attendees, 3 panelists (Jennifer Pandola (general manager, residence inn Boston Cambridge, MA), Aaron Anderson, contributor –

the 26 co (hotel development), Sandy Benitez, principal design Atelier (interior design firm)), and Lane Burns and myself moderated the panel. Received feedback that people would like to see this segment continued at future conference/trade show events.

Held final EID committee meeting for year-end 2022 on 12/15/22 – recapped year events, thanked members for serving, shared names of

the incoming EID directors for 2023.

**GOAL 1 MEASURE**

No comment. Will evaluate for strategic planning mtg for EID committee on 1/28/2023.

**GOAL 1 TIMING**

No comment. Will evaluate all goals for strategic planning mtg for the EID committee on 1/28/2023.

**GOAL 1 MAJOR MILESTONES**

See Nov. 2022 EID committee directors report for details.

**COMMENTS**

Several EID directors from 2022 will remain; several new EID directors joining us in 2023. Looking forward to welcoming all and planning for our strategic planning session on 1/28/2023.

**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 2023**

**GOAL STATUS**

Yes – we have put together the agenda and schedule for the lc. Panels and speaker have been confirmed and keynote speakers

have been contracted.

Social media campaign kicked off and is doing well.

**MAY 2023**

**GOAL STATUS**

We have secured the hotel and location of the LC for 2024.

**ACTION PLAN**

We are working on developing the list of keynote speakers, sessions

ideas, possible speakers.

**COMMITTEE TASKS**

Our committee is set and moving forward.

**JANUARY 2023**

**GOAL 1 STATEMENT**

Collaborate with NEWH Inc office and trade show vendor to confirm location and hotel for 2024 LC conference.

**GOAL 1 MEASURE**

This will be confirmed once we have secured the venue and date.

**GOAL 1 TIMING**

Goal started – have confirmation by end of Jan 2023

**GOAL 1 MAJOR MILESTONES**

**GOAL 2 STATEMENT**

Create the session and panel content for the 2024 LC conference.

**GOAL 2 MEASURE**

This goal will be completed once we have identified panels and

speakers for the LC.

**GOAL 2 TIMING**

Goal has started and confirmed panel agenda and speakers confirmed by end of sept 2023.

**GOAL 2 MAJOR MILESTONES**

Agenda – create the subject matter for the panels and sessions for the LC.

- Reach out to the EC VPs to get input on panel ideas and speaker recommendations for their specific areas.
- Create the list of panel ideas, narrow down and create the titles and descriptions.
- Create list of potential speakers for conference and related panels

**DIRECTOR/MEMBERSHIP**

**NATASHA ASHAR**

**JOB PURPOSE**

- Assist chapter/regional group directors/membership maintain memberships, increase visibility to potential members, and promote NEWH, Inc.

**NOVEMBER 2023**

**GOAL STATUS**

This year was focused on research and there is more market research to be completed as we continue this year and into the next year. Our goals were to create a committee which hasn’t been completed and have ongoing conversations with membership directors for renewals. One of the other goals was more research with new blood to get an accurate understanding of what appeals to our new members for better

involvement. This is a work in progress.

**GOAL OBSTACLE**

An obstacle has been receiving the new membership marketing material.

**BREAKOUT FORMAT**

Yes, the breakouts are helpful during the time there. However, there are better action steps we can take following.

**MAY 2023**

**GOAL 1 STATUS**

Where are you with your goals set in January?

We got off to a late start with transitioning into the membership role. The aim is to have a membership committee in place no later than

mid-year.

Has anything become an obstacle?

An obstacle noticed is that we do not yet have the new membership marketing collateral. This will be helpful to see and distribute to members as a jumping off point for any future updates/modifications and if we are progressing in the direction of our target audience memberships.

With the idea that those attended your breakout are interested in volunteering... have you reached out to them and assigned a task?

I did not attend the first meeting for this year due to a scheduling

conflict. If there was a breakout, I'd love to see the list of attendees and reach out to them / delegate tasks.

**GOAL 2 STATUS**

The same notes as above apply to both goals.

**GENERAL COMMENTS**

In addition to the membership goals listed above, I'd like to further research a coaching program.

I am excited for the upcoming year and to connect with more members.

**JANUARY 2023**

**GOAL 1 STATEMENT**

Retention of membership.

**GOAL 1 MEASURE**

Establish a membership committee to meet quarterly (or once a month) for the membership directors for increased engagement. Call membership directors individually as needed to keep in connection and understand their complaints. This will help in better understanding improvements that need to be made for the year.

**GOAL 1 TIMING**

Create a membership committee by mid-year. Have calls on quarterly or monthly cadence based on feedback from committee and membership poll/research.

**GOAL 1 MAJOR MILESTONES**

Current report of overall membership base for data point to compare for future (increased membership).

Follow up with membership directors and help strategize

retention and/or past due memberships.

Take attendance in meetings for data point for effectiveness.

**GOAL 2 STATEMENT**

Identify and research generational disconnect for membership. Understand disconnect for membership.

**GOAL 2 MEASURE**

Research demographics for a target audience and create a strategy that can connect across generations.

**GOAL 2 TIMING**

In conjunction with goal 1 – tie this in with the quarterly or monthly meetings to be established by mid-year.

**GOAL 2 MAJOR MILESTONES**

Create a focus group to identify and understand what the leading indicators may be to bring fresh and new perspectives into the hospitality industry for membership growth and retention.

**MEMBERSHIP REPORT BY CHAPTER**

| CHAPTER              | NOVEMBER 1, 2022 | 11/1/2022             | 2023 TO DATE |                          | % OF CHANGE SINCE NOVEMBER 2022 MEETING W/O STUDENTS | 2023 NON-RENEWALS                 |                                  | 2023 NEW MEMBERS/ PAST RETURNING |       | VOTING MEMBERS | NON-VOTING | STUDENTS |
|----------------------|------------------|-----------------------|--------------|--------------------------|--|-----------------------------------|----------------------------------|----------------------------------|-------|----------------|------------|----------|
|                      | NOVEMBER 1, 2022 | 11/1/2022 W/ STUDENTS | 2023 TO DATE | 2023 TO DATE W/ STUDENTS |  | 2023 NON-RENEWALS                 | 2023 NEW MEMBERS/ PAST RETURNING |                                  |       |                |            |          |
|                      |                  |                       |              |                          |  | <b>STUDENTS ARE NOT REFLECTED</b> |                                  |                                  |       |                |            |          |
| ARIZONA              | 135              | 169                   | 134          | 186                      | -1%  | 44                                | 32.8%                            | 38                               | 28.1% | 113            | 21         | 52       |
| ATLANTA              | 334              | 492                   | 279          | 456                      | -16%   | 107                               | 32.0%                            | 58                               | 17.4% | 211            | 68         | 177      |
| CHICAGO              | 252              | 328                   | 274          | 354                      | 9%   | 41                                | 16.3%                            | 52                               | 20.6% | 223            | 51         | 80       |
| DALLAS               | 333              | 447                   | 380          | 508                      | 14%  | 74                                | 22.2%                            | 92                               | 27.6% | 313            | 67         | 128      |
| LAS VEGAS            | 188              | 250                   | 194          | 271                      | 3%   | 40                                | 21.3%                            | 36                               | 19.1% | 159            | 35         | 77       |
| LOS ANGELES FOUNDING | 208              | 257                   | 225          | 265                      | 8%   | 65                                | 31.3%                            | 59                               | 28.4% | 187            | 38         | 40       |
| MILANO               | 89               | 89                    | 90           | 113                      | 1%   | 14                                | 15.7%                            | 40                               | 44.9% | 80             | 10         | 23       |
| NEW YORK             | 346              | 435                   | 311          | 383                      | -10%   | 100                               | 28.9%                            | 57                               | 16.5% | 244            | 67         | 72       |
| NORTH CENTRAL        | 172              | 296                   | 142          | 358                      | -17%   | 34                                | 19.8%                            | 17                               | 9.9%  | 95             | 47         | 216      |
| NORTHWEST            | 161              | 214                   | 151          | 199                      | -6%  | 52                                | 32.3%                            | 32                               | 19.9% | 118            | 33         | 48       |
| PARIS                | 17               | 20                    | 28           | 31                       | 65%  | 3                                 | 17.6%                            | 13                               | 76.5% | 28             | 0          | 3        |
| ROCKY MOUNTAIN       | 161              | 210                   | 161          | 238                      | 0%   | 37                                | 23.0%                            | 34                               | 21.1% | 130            | 31         | 77       |
| SAN FRANCISCO BAY    | 188              | 241                   | 170          | 223                      | -10%   | 58                                | 30.9%                            | 38                               | 20.2% | 128            | 42         | 53       |
| SOUTH FLORIDA        | 204              | 268                   | 213          | 293                      | 4%   | 58                                | 28.4%                            | 49                               | 24.0% | 176            | 37         | 80       |

|                        |     |     |     |     |      |      |       |     |       |     |    |     |
|------------------------|-----|-----|-----|-----|------|------|-------|-----|-------|-----|----|-----|
| SUNSHINE               | 198 | 277 | 219 | 324 | 11%  | 51   | 25.8% | 61  | 30.8% | 179 | 40 | 105 |
| TORONTO                | 129 | 273 | 152 | 334 | 18%  | 25   | 19.4% | 33  | 25.6% | 103 | 49 | 182 |
| UNITED KINGDOM         | 132 | 148 | 146 | 160 | 11%  | 36   | 27.3% | 33  | 25.0% | 125 | 21 | 14  |
| WASHINGTON DC METRO    | 285 | 351 | 294 | 357 | 3%   | 60   | 21.1% | 44  | 15.4% | 230 | 64 | 63  |
| ATLANTIC               |     |     |     |     |      |      |       |     |       |     |    |     |
| CITY/PHILADELPHIA      | 103 | 154 | 85  | 152 | -17% | 25   | 24.3% | 21  | 20.4% | 69  | 16 | 67  |
| CINCINNATI REGION      | 66  | 80  | 62  | 76  | -6%  | 12   | 18.2% | 21  | 31.8% | 55  | 7  | 14  |
| HOUSTON REGION         | 101 | 184 | 94  | 186 | -7%  | 33   | 32.7% | 15  | 14.9% | 62  | 32 | 92  |
| MID-SOUTH REGION       | 126 | 215 | 105 | 186 | -17% | 31   | 24.6% | 14  | 11.1% | 76  | 29 | 81  |
| NEW ENGLAND REGION     | 116 | 134 | 105 | 128 | -9%  | 27   | 23.3% | 21  | 18.1% | 87  | 18 | 23  |
| NORTH CAROLINA REGION  | 68  | 110 | 60  | 105 | -12% | 18   | 26.5% | 16  | 23.5% | 47  | 13 | 45  |
| ORANGE COUNTY REGION   | 85  | 120 | 99  | 133 | 16%  | 19   | 22.4% | 26  | 30.6% | 80  | 19 | 34  |
| PITTSBURGH REGION      | 43  | 56  | 40  | 59  | -7%  | 6    | 14.0% | 9   | 20.9% | 29  | 11 | 19  |
| REGIONAL MEMBERS       | 51  | 56  | 46  | 50  | -10% | 7    | 13.7% | 3   | 5.9%  | 35  | 11 | 4   |
| SOUTH CAROLINA REGION  | 31  | 37  | 24  | 33  | -23% | 18   | 58.1% | 6   | 19.4% | 19  | 5  | 9   |
| VANCOUVER REGION       | 76  | 151 | 94  | 154 | 24%  | 11   | 14.5% | 9   | 11.8% | 69  | 25 | 60  |
|                        | 439 | 606 | 437 | 631 | -    |      |       |     |       | 347 | 90 | 193 |
| EDITED 27-OCTOBER-2023 | 8   | 2   | 7   | 5   | 0.5% | 1106 | 25.1% | 947 | 21.6% | 0   | 7  | 8   |

| REGIONAL AREAS  | 2023 | 2022 | 2021 | REGIONAL AREAS     | 2023 | 2022 | 2021 |
|-----------------|------|------|------|--------------------|------|------|------|
| ARKANSAS        | 2    | 2    | 2    | KANSAS             | 0    | 0    | 1    |
| ASIA/PACIFIC    | 10   | 13   | 9    | MICHIGAN           | 2    | 2    | 2    |
| ATLANTIC CANADA | 1    | 1    |      | MISSOURI/ST. LOUIS | 10   | 14   | 16   |
| GERMANY         | 1    | 1    |      | OKLAHOMA           | 3    | 4    | 5    |
| HAWAI'I         | 7    | 5    |      | SAN DIEGO          | 0    | 1    |      |
| IDAHO           | 1    | 1    |      | SERBIA             | 2    |      |      |
| INDIA           | 0    | 1    | 1    | SPAIN              | 0    | 0    | 2    |
| INDIANA         | 9    | 11   | 8    | VIRGINIA           | 2    | 2    |      |
| ISRAEL          | 0    | 1    |      |                    |      |      |      |

## DIRECTOR/NEWH CONFERENCES

SHANA MCCULLOUGH-DOWNING

JOB PURPOSE

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

NOVEMBER 2023

GOAL STATUS

Not yet, but the year isn't over yet! We will have all panelists confirmed and secured by the end of the year as well as all the speakers. All off-site events have locations and have been secured and details are coming together nicely. Working on a few special surprises that should also be finalized by the end of year.

GOAL OBSTACLE

Knock on wood, no major obstacles yet.

BREAKOUT FORMAT

Yes. I always love the breakouts at IBOD. It is great to hear how other chapters do things and get fresh ideas and inspiration.

GENERAL COMMENTS

Join us at the Leadership Conference in 2024!

MAY 2023

GOAL 1 STATEMENT

Finalize sponsorship levels and create detailed descriptions.

GOAL 1 MEASURE

We will have a completed sponsorship "menu" with each tier/description that can be sent out to everyone to secure their sponsorship preferences.

GOAL 1 TIMING

We have started this, but we need to get this one completed in the next 2-3 weeks. This will be completed prior to our IBOD meeting in Las Vegas. Need to be able to "pitch" sponsorships at HD expo if they haven't already sold out by then.

GOAL 1 MAJOR MILESTONES

1. Completing the sponsorship "menu"
2. Send it to corporate partners.
3. Sell out all levels of sponsorship.

GOAL 2 STATEMENT

Continue to compile and create the panels as well as the keynote speakers with the EC team's guidance and the LC committee.

GOAL 2 MEASURE

We will successfully create topics per EC directive and have the speakers identified. We will have fully achieved the goal when we have all the speakers with accepted responses.

GOAL 2 TIMING

We have been working on these for the past many weeks to make sure we are creating innovative and exciting panels that the top levels of our industry would be excited to listen to and participate in. We hope to have these completed by the end of May with everything confirmed.

GOAL 2 MAJOR MILESTONES

1. Complete all the panels we needed per breakout session.
2. Have speakers identified for each session.
3. Lock in all the keynote speakers and where they fall on the agenda.
4. Decide where each of the panels/sessions fall on the agenda timeline.

JANUARY 2023

GOAL 1 STATEMENT

Develop a team with key core individuals.

GOAL 1 MEASURE

We will have a few key members that have committed to joining the team.

GOAL 1 TIMING

I will start the goal in mid-January after my first conference call, so I understand the role and what needs to be accomplished.

GOAL 1 MAJOR MILESTONES

Develop a team and assign tasks within each committee member.

GOAL 2 STATEMENT

Create a task/to do list.

GOAL 2 MEASURE

I will have a set of goals to achieve within a specific timeline.

GOAL 2 TIMING

Mid-January and this will be a rolling goal with ending each task within its time frame. Re-evaluating monthly.

GOAL 2 MAJOR MILESTONES

COMMENTS

I am very excited to join the Inc board and looking forward to the adventure ahead!

**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.

NOVEMBER 2023

GOAL STATUS

Yes, we have accomplished our goals for 2023. We have continued to promote NEWH through our communication channels. We have increased our audience to almost 18,000 through social media.

GOAL OBSTACLE

Receiving content continues to be an obstacle. Time is also an obstacle.

BREAKOUT FORMAT

Yes, the breakouts help us learn more about what the chapters need from a communication standpoint and how we can support them.

GENERAL COMMENTS

Our monthly calls with the chapters have been a benefit. We have had calls with 4 people and some with 25 people. The majority of the calls are informative and worth the time.

MAY 2023

GOAL 1 STATEMENT

Increase our followers and fundraising based on NEWH messaging not only in the hospitality industry but also in other industries.

GOAL 1 MEASURE

Monitoring all communications channels

GOAL 1 TIMING

Ongoing

GOAL 1 MAJOR MILESTONES

When we are getting feedback for post on all our platforms

GOAL 2 STATEMENT

Increase following to 10,000.

GOAL 2 MEASURE

When we hit 10,000

GOAL 2 TIMING

Ongoing

JANUARY 2023

GOAL 1 STATEMENT

To communicate through various platforms the mission of NEWH, inc. Along with our programs, scholarships, fundraising goals, education, international events, and the diversity of our organization.

GOAL 1 MEASURE

Ongoing

GOAL 1 TIMING

Ongoing

GOAL 1 MAJOR MILESTONES

Increase our followers and fundraising based on our continual message

not only within the hospitality industry but outside the industry.

GOAL 2 STATEMENT

Increase our following to 10,000 by continuing to provide valuable content for our followers, members, and people around the globe.

GOAL 2 MEASURE

We will have 10,000 followers.

GOAL 2 TIMING

Goal starts 1.1.23 and ends 1.1.24.

GOAL 2 MAJOR MILESTONES

When we hit 8,000, we will know we are well on our way.

## DIRECTOR/SOCIAL MEDIA

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TODD FULLER/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 2023

### GOAL STATUS

We had regular meetings to make sure the chapters were up to date on various topics regarding NEWH and social media.

### GOAL OBSTACLE

Like everything, there are so many ideas we can discuss, but time gets in the way of being able to do all that we want.

### BREAKOUT FORMAT

Yes! We have some of our best ideas come out of the breakouts. It didn't work out, but the whole idea of communicating texts was started at a social media breakout.

### BREAKOUT ACTIONS

The text idea moved forward with research about who would/could send out batch texts to subscribers and what the cost would be.

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MAY 2023

### GOAL STATUS

#### GOAL 1

Initiate monthly calls to chapter level VP of development, directors of marketing, and internet communications chair.

Progress: we have scheduled the monthly zoom calls for the year and have had three calls already! It is a great way to distribute information and be there for questions and suggestions.

#### GOAL 2

Increase following on Instagram and LinkedIn to 10,000. The next milestone is April 30th with a goal of 6,000 followers.

Progress: on Jan 31st we had 4,000 followers and we are up to 4,145. While we have increased, we need to do more to attract members and people in the industry to follow.

### GOAL OBSTACLE

Time. It is very busy in our industry, and it is hard to make time to do all the things we want to do.

### COMMITTEE TASKS

We have reached out to those who attended our breakout and actually completed templates for the chapters to use on social media (formatted for specifically for Instagram).

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JANUARY 2023

### GOAL 1 STATEMENT

Initiate monthly calls open to chapter level VP of development, directors of marketing, and internet communications chair. Following the lead of the EID committee, I would like to implement this for social media as well. We need to collaborate on content and current trends.

### GOAL 1 MEASURE

When all the social media zoom calls are set up.

### GOAL 1 TIMING

This goal will begin in Jan 2023 and will continue indefinitely.

### GOAL 1 MAJOR MILESTONES

- Jan 2023, establish dates each month for the calls to occur.
- Jan 2023, set up the zoom meetings.
- Jan 2023, invite all VP of dev, Dir of marketing, and social media chairs.

### GOAL 2 STATEMENT

Increase Instagram and LinkedIn following to 10,000 followers. We have had good gains over the last year, but with a distribution list of over 20,000, we have a lot of potential.

### GOAL 2 MEASURE

When we have 10,000 followers on Instagram and LinkedIn

### GOAL 2 TIMING

We started this goal last year (maybe earlier). Ideally, it would end this year.

### GOAL 2 MAJOR MILESTONES

- Jan 31, 2023, Instagram following at 4,000.
- April 30th, 2023, Instagram at 6,000 followers
- Aug 30th, 2023, Instagram, and LinkedIn at 8,000 followers
- Dec 31st, 2023, Instagram, and LinkedIn at 10,000 followers
- Everyone in this meeting should follow NEWH, Inc. On LinkedIn and Instagram. Please follow and remind your chapter members to follow as well.

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## 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 2023

### GOAL STATUS

I am working through them and on pace! My 2023 goals are all centered around the 2024 Ic, so most of the work is starting now. As we work on securing participants for the presentation,

it becomes more and more evident how important this framework will be. There are not a lot of young professionals who are in positions to be seen as a draw to the session, which is why we need to address those intergenerational relationships

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in the industry.

**GOAL OBSTACLE**

Not yet. I hope that the survey response is not going to be an obstacle, but if it is, I have a plan of personalized reach out to help encourage people to submit their responses.

**BREAKOUT FORMAT**

Depending on the topic, absolutely. It is always a challenge to make sure that certain participants don't monopolize the conversation or get too hung up on their specific chapter experience. It's great when there is a moderator who can guide

the conversation from being chapter anecdotes to generalized takeaways that everyone at the IBOD can apply to their experiences.

**BREAKOUT ACTIONS**

I think they currently spur some great conversations, but I am not sure if any of the initiatives live on after the IBOD meetings. Maybe the moderators should be working to assess if any of the summary points are good candidates for smart goals that could then be assigned to different members of the EC?

**GOAL 1**

Plan and execute an interactive event at the leadership conference in 2024 focusing on the role and future of millennial and gen-z members of the hospitality industry.

GOAL START: APRIL 2023

GOAL END: FEBRUARY 2023

**MILESTONE 1**

Participate in the membership/EID breakout session at HD 2023 and assess the opportunities for generational focused content, as well as look for appropriate committee members that would bring value to the initiative. Summarize the findings by May 14th, 2023.

**MILESTONE 2**

Define the parameters of the interactive event to encourage the most participation and publishable results. Also identify any/all external requirements needed to put on the event by August 1st, 2023.

**MILESTONE 3**

Invite a curated audience to participate and/or observe the event and deploy a marketing initiative around it. Have the marketing plan complete and rolling out by September 1st, 2023.

**MILESTONE 4**

Host the event, ensuring that a large amount of content is recorded or transcribed for further use (see goal 2). This is when I know I have completed my goal.

**GOAL 2**

Develop and publish a framework for the generational sustainability of NEWH and its chapters.

GOAL START: FEBRUARY 2024

GOAL END: DECEMBER 2024

**MILESTONE 1**

Review and summarize all the content from the event at the leadership conference, and connect the results and findings to various structural aspects of NEWH Inc. To be completed by May 1st, 2024.

**MILESTONE 2**

Conduct a series of research and surveys throughout different levels of the organization to support any theories or changes brought about by the leadership conference event findings and turn this into a comprehensive and supported white paper that would outline a sustainable framework. Research to be conducted with all levels and market verticals within the hospitality industry. To be completed by August 1st, 2024.

**MILESTONE 3**

Investigate the costs and value of having the whitepaper published in NEWH's name or publish for free. To be completed by the end of 2024. Bring forward any suggested changes at an executive level to ensure NEWH is suited to evolve in a sustainable matter with the changes and trends brought on by new generations now and in the future. This is when I know I have completed my goal.

**NO REPORT SUBMITTED FOR JANUARY AND MAY BOARD MEETINGS**

**VP/INTERNATIONAL RELATIONS – UNITED KINGDOM/EUROPEAN UNION**

JONATHAN YOUNG

**JOB PURPOSE**

- Develop and facilitate a program that expands the NEWH, Inc. Mission of education through charitable endeavors worldwide. The program 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 2023**

As we enter the busy quarter of the year for events across Europe and the USA, I am pleased to report that the 3 chapters in Europe in the UK, Milan, and Paris all continue to be strong. The UK chapter has managed to maintain membership at around 150, whilst Milan continues to add members replacing those that have left during the year. With design week in Paris and Maison + Objet, plus host Milano in Milan, and the HIX exhibition and cruise ship interiors shows in London there is lots of activity in all markets where NEWH will have a presence at all of them.

The EU/UK branded program kicked off in Paris in June with Hyatt hotels where key members of Hyatt Europe and Hyatt north America took us through the sub-brands with a terrific tour of the recently opened Hotel Du Louvre, a Hyatt unbound collection hotel. The plan was to follow this up in the autumn with similar events with IHG at the intercontinental hotel in Rome, and with Accor hotels at the Raffles Hotel, London. However, both hotels opened later than planned (raffles only officially opened this week) and so we have pushed back these branded events into early 2024 and are looking for another

brand to showcase later in the year. It would also provide an opportunity to bring on additional founding partners to the program as well.

The UK chapter has now conducted 3 of its usual 4 signature events for the year with the postcard auction, and the educational event, this time an EID panel discussing accessibility for all areas in hospitality. These have both taken place over the last couple of months and been a great success. The final major event of the year is the annual roundtable & fundraising event that takes place on October 3rd at the Mondrian hotel Shoreditch in London. There will be three students receiving scholarship awards because of the judging day earlier in the summer.

As part of the aims of the UK chapter to connect design students with interior designers and architects they conducted

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#### MAY 2023

A busy start to the new year and after the first quarter activity levels remain buoyant in the hospitality sector across Europe despite the war in the Ukraine and the increase in costs, particularly energy. Part of this continues to be pent up demand following the pandemic and now the hotel development and refurbishment in France is being driven by the Paris Olympics which will happen next summer.

As such it is a great opportunity for the NEWH chapters across Europe to launch branded Europe. Emma King from IHG, and Ngahua Damerell from Accor hotels are now brand ambassadors for NEWH and the objective is to hold three events at hotels from Accor (hopefully the Raffles hotel in London which is due to open in May 2023 for the King's coronation), IHG (hopefully the Intercontinental hotel, Rome which opens in summer 2023), and a third, which is likely to be a new Hilton Hotel in Paris later this year. We will be inviting interior designers, architects, and hotel owners and investors to these events which should gain NEWH greater exposure across Europe. We have 4 founding partners/sponsors confirmed to support these events representing fabric, stone, beds, and outdoor furniture and would welcome other non-competing suppliers.

Membership in the UK is increasing slightly as a number of new faces have joined the board. It is great to see such enthusiasm from people excited to become more involved with NEWH. It also continues the succession plans for the UK board as Kathryn Quinn from Goddard Littlefair is now president, with

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#### JANUARY 2023

With the backdrop of the continued war in Europe and huge increases in energy prices it is reassuring to see that the market activities continue to be busy, particularly across the commercial and hospitality sectors. Some of this can be contributed to pent up demand post pandemic, and it is good to see many new hotel developments planned across Europe, particularly in the 5-star luxury sector. However, there is a level of uncertainty and so it will be interesting to see how the year develops.

For NEWH the positive news is that the Paris chapter will be hosting a breakfast at Maison + Objet this month, the exhibition back at its regular time of year for the first time since 2020. In addition, they will be hosting a cocktail evening in conjunction with Timorous Beasties to coincide with both Maison + Objet and Deco Off, and then NEWH have been invited to a design event at the British Embassy in Paris. This all follows on from the first live "la pause" talk that took place at EquipHotel in Paris in November. The positive news is that these functions will help raise the profile of

their first student portfolio review where leading designers and hoteliers provided one on one feedback to students based on their portfolios and questions. The intention is to make this an annual event moving forward.

European publications such as Space and Hospitality Interiors magazine continue to provide great monthly PR for NEWH across Europe as both magazines this year have also focused features on the boards in Paris and Milan and the events they have held. This helps us meet the key objective of the development of the new chapters in Europe and providing additional support, help, and mentoring to both the Paris and Milan boards.

We continue to encourage all NEWH members of the European chapters to attend events across the chapters, and consider new chapter opportunities if the support is in place

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Kevin Swart from Northern Lights in place as vice president. Annette Culhane has also moved seamlessly into the role of scholarship director that Libby Bull took to a new level for the UK.

The UK chapter has planned their calendar for the year which will include their 4 signature events; top id, fundraiser & roundtable, postcard auction, and the ed event (separate from the branded event but focused on education). This is supplemented by hotel tours, socials, the annual golf tournament, and creative events.

It is also encouraging to see that the Paris chapter is building on a more robust board and has had a number of events already this year including a breakfast at Maison + Objet, an evening function at Deco Off with Timorous Beasties and hotel tours. We have also been talking with the British Embassy in Paris about supporting design events at the embassy later in the year following their inaugural event in January.

The Milano chapter has already hosted their very successful top id event this year, and next month will be at the Salone de Mobile exhibition in Milan.

NEWH continues to be supported by our collaborations with industry organizations in Europe. This includes our association with Host Milano, and Salone de Mobile in Milan, EquipHotel, and Maison + Objet in Paris, and HIX, and cruise ship interiors expo in London. In addition, NEWH continues to be promoted in both Space and Hospitality Interiors magazines.

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NEWH in France.

Other industry exhibitions like Heimtextil in Frankfurt, Germany, and Domotex in Hannover, Germany will be taking place again in January for the first time in 3 years and Salone de Mobile in Milan will return in April so plenty of opportunity for the industry to start networking once again!

Membership in the UK continues to hold relatively steady with new members replacing those whose subscriptions have lapsed, and Milan is still in a strong position after fantastic growth from its inception. The Paris chapter seems to have a more robust board and it is hoped with the planned events early in 2023 it will set the platform for further growth.

After a very successful year for NEWH in the UK in 2022, which included celebrating the 20th anniversary, Kathryn Quinn will be taking over from Libby Bull as president. Coupled with that there are a number of new board members joining the team, which will ensure that a fresh outlook develops as we try and create a sustainable succession plan. There are

numerous events planned for 2022 starting with a hotel tour at the other house and continuing the postcard auction which debuted last year and will become one of the four signature events for the year. These events are tagged as those with the opportunity to raise the most scholarship money.

As part of the goal of raising the profile of NEWH in Europe we will be launching the BrandED program across the continent. Emma King from IHG, and Ngahua Damerell from Accor hotels are now brand ambassadors for NEWH and the objective is to hold three events at hotels

from IHG (hopefully the Intercontinental Hotel, Rome which opens in spring 2023), Accor (hopefully the Raffles Hotel in London which is due to open in summer 2023), and a third, yet to be determined.

NEWH continues to be supported by our collaborations with industry organizations in Europe. This includes our association with Host Milano, and Salone de Mobile in Milan, EquipHotel, and Maison + Objet in Paris, and HIX, and Cruise Ship interiors Expo in London. In addition, NEWH continues to be promoted in both Space and Hospitality Interiors Magazines.

**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 2023

**GOAL STATUS**

As a goal to oversee the NEWH leadership conference 2024 and POWERtalk, I am on goal for the most part. There are still some items in the planning/wrap-up stage for LC's "pre-game" event being hosted in the ballroom after conference and prior to chapter closing party but all is moving to conclusion.

Have some additional steps to finalize POWERtalk but on schedule.

**GOAL OBSTACLE**

No obstacles

**BREAKOUT FORMAT**

I have always believed hearing opinions and ideas from our IBOD is beneficial to the success of our organization. There have been ideas used for either new initiatives or to improve existing. Of course, we cannot always implement every idea due to various reasons but always need to hear the many voices of our board members as they want to contribute.

**BREAKOUT ACTIONS**

Should an idea become an action, a plan to move it forward for vetting and further review by the EC and staff is necessary. If

consensus is realized that a new idea has merit in keeping with our mission, then steps are taken to begin a full scope and implementation.

**GENERAL COMMENTS**

I'd like to thank all our EC and their directors along with Chris for their assistance and input for the breakout sessions for the leadership conference, the limitless work of Helen and Hillary for the social media marketing, the internal staff for countless reviews of marketing materials, letters, email announcements, etc. Diane is an amazing wordsmith! Special thanks and immense appreciation to Jena and Shelia for putting up with my late and many calls & all the help!

Lastly, I am so grateful to be working with Monica and Shana as you both are working overtime! The extreme amount of volunteer hours it takes to pull this conference together and you always rally when called upon. I am so proud of you both and can't wait for our conference attendees to experience what you have put together for them. Thank you for being so passionate about this conference. NEWH will knock it out of the park because of each and every one of you. Can't wait until then.....

MAY 2023

**GOAL STATUS**

My goal of training incoming director of conference is going well. I have been monitoring progress and involvement and confident all aspects of the leadership conference items are being addressed. Run of Show will be another milestone for director of conference to learn and execute along with day of duties.

**GOAL OBSTACLE**

No obstacles.

**GENERAL COMMENTS**

Thank you to Monica Meade and Shana McCullough has been extremely busy planning the 2024 leadership conference. Also thank you to each of the VP's who have shared ideas for their breakout sessions.

JANUARY 2023

**GOAL 1 STATEMENT**

I will await goals of president to be assigned.

**GOAL 1 MEASURE**

TBD

**GOAL 1 TIMING**

TBD

**GOAL 1 MAJOR MILESTONES**

TBD

**GOAL 2 STATEMENT**

Training incoming director of conferences

**GOAL 2 MEASURE**

Monitoring progress & involvement along with day of conference performance

**GOAL 2 TIMING**

Jan 2023 – Mar/April 2024

**GOAL 2 MAJOR MILESTONES**

- Manual completion
- Run of show completion

**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 2023

**GOAL STATUS**

We have done what we set out to do with both programs I have been involved with this year.

**Branded**

Expand the program internationally and transition all activities to director and committee members. Teri is leading the program, and they are on track to continue the momentum for many years to come on this great program.

**Top ID**

Refine the program to be more inclusive and more design focused and transition the planning to Top ID chair, Stacy Elliston. We have made refinements for the 2024 program, and it has gone well. The future planning of an upgraded international award continues to be discussed and a schedule is outlined to potentially implement the new award by 2026. Stacy is taking the lead on the planning and scheduling of the next steps for this program.

MAY 2023

JANUARY 2023

**GOAL STATUS**

Branded is on track for their goals. See Teri Urovsky's report.

Top ID had a goal to introduce an international award that would be selected from all the chapters. The criteria for judging the design firms will expand into design criteria to help balance the philanthropic and design efforts. NEWH is looking forward to enhancing the Top ID program to promote the organization's global interior design membership. The launch of this award has been pushed out (see additional notes regarding obstacles).

**GOAL OBSTACLE**

Timing is an obstacle for the planning of the Top ID international award due to the addition of a judges panel and new judging criteria that will need to be developed for the call of all nominations. The target for launch of this award has been pushed out to 2025 or 2026 depending on where it will be awarded.

THE TOPID PROGRAM HAS LAUNCHED NEW CRITERIA THIS YEAR. THE FOLLOWING ARE A LIST OF THE CHANGES:

- One project submitted with up to 6 images (must be 300 dpi)
- No repeated projects from previous submissions
- Multi-family and senior living projects are not eligible for the Top ID award.

Note: for purposes of the Top ID award, NEWH defines hospitality as a property in which its facilities can be enjoyed by the general public. Properties such as multi-family, senior living, or a medical-related

facility where the facility is strictly limited for members/patients only, would not fit NEWHs definition of hospitality for this award.

The committee is still working on the development of the international award for the Top ID program that would be awarded to one firm overall the total chapter submissions. Some of the things that have been determined and can be shared related to the progress are:

- A group of professional judges (owners, developers and brands) will be assembled to judge all the chapter submissions to not only determine the top Top ID award, but also the three Top ID winners for each chapter.
- The criteria for these judges is being developed that will judge the quality of the design for each submission.
- The criteria for NEWH membership and participation will still be required and will be completed by the chapters.
- The name of the top Top ID award is still not determined but there will be a specific name and award developed for this international award.

The primary goal of this award is to showcase the firm that is genuinely committed to giving back to the industry, highly engaged and supportive of NEWH while delivering exceptional design to their hospitality clientele.

The committee looks forward to sharing more details at the BD|NY international board of directors meeting later this year.

## NEWH STAFF

Jena Seibel/Susan Huntington/Diane Federwitz/Julie Hartmann/Kathy Coughlin/Kate Nesbitt/Hillary Eggebrecht/Erika Swansen/Denise Huntington/Sarah Von Deck

### 2024 BOARDS

**MANDATORY DISCIPLINE TRAINING** – remind all voting board directors to participate in the mandatory discipline training for their respective positions. These trainings will be emailed in December and January. Board members must complete the discipline training serve on the chapter board of directors. (note: though many current board members are remaining in their board position for 2024, participation is still required in the mandatory discipline trainings). Please look for emails for more information.

**ENSURE A SMOOTH TRANSITION INTO 2024** – if you have new board members coming into a 2024 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 members in their position to ensure an easy transition to your new board.

**SUCCESSION PLANNING** – the chapter board/regional group nomination/voting process is complete!! 2024 board announcements will be sent out mid-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** – please see schedule for 2024 in-house board training as well as strategic planning sessions with Trudy Craven. Both will be offered in person or virtual. Contact [erika.swansen@newh.org](mailto:erika.swansen@newh.org) to schedule.

**CHAPTER BUSINESS PLAN – CHAPTERS** – be sure to complete your annual business plan and send it 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 2024 budget together now so it can be approved 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.

**CHANGING JOBS OR MOVING?** If any board members move or change jobs, it is very important to notify us right away. Please also be sure we have your personal e-mail on file so that we have a second point of contact. Remember to provide the following to [newh.membership@newh.org](mailto:newh.membership@newh.org):

- New personal mailing address if moving
- New business name and address

- New business phone, email and title

### MEMBERSHIP

**DUES RENEWALS** – many members have an early January due date. Get a membership renewal committee in place to call those on the dues report who have an upcoming dues date or those who have recently lapsed who have not yet renewed. Encourage them to renew online (renew your dues link is on the top menu of the NEWH website) and personally invite them to your next chapter event. Your goal – to retain the members you have! If you are a board member, be sure your membership is current!

**MEMBERSHIP DRIVES** – each chapter should plan to have one membership drive annually. If you are offering a discount membership as an 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 members 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 2024 event calendar, make your events 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. If you see something you believe would be great to try in your chapter, reach out to the NEWH office and we can put you in touch with a chapter representative to find out how that event was planned and its outcome. Learn from each other and save time by not re-inventing the wheel.

**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. Ask them if they would be willing to serve on a committee. If they feel connected, they'll be loyal to NEWH!

**HIGHLIGHT MEMBERS ON SOCIAL MEDIA** - 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 event. Make new members feel welcome!

## EVENTS

**EVENT CALENDAR** – as you set your 2024 calendar, forward your dates to Diane in the NEWH office to put on your chapter website calendar. Many individuals look at the online master calendar when deciding on business travel dates and plan accordingly so they can attend another chapter's event – have that information available to them.

**PLANNING YOUR 2024 EVENTS** – to avoid board burnout, focus on a few high-quality events instead of many events. Fill in 'off' months with simple sundowners or no host/no sponsorship networking events at local establishments that perhaps were newly renovated - see if they will offer tours.

**HOLIDAY EVENTS** – as your chapter/region is planning holiday events, please remember that NEWH is not in the business of throwing parties. If you are planning a 'gala' or 'black-tie' event with a high-ticket price, your event will be slated as a fundraiser and will be expected to bring in 40% net proceeds from the event. If you are planning a program with a moderate ticket price (\$30-\$40) be sure your event has a programming aspect to it (tour, panel discussion, speaker, etc.). Networking holiday events are fine but should be planned as such - no-host bar and/or low (\$10-20) ticket price and no/low sponsorships to cover appetizers.

**CORPORATE PARTNER BANNER** – a 2024 corporate partner banner will be sent to the chapter president/regional steering committee chair in early 2024 and is required to be displayed at all events. Remember to thank our partners as well as individual event sponsors. Slides are available of the partner logos to incorporate into event sponsor PowerPoints running at events and available in the board resources section of the website.

**SPONSORSHIPS** – companies are **now** doing their budgets for 2024; therefore, it's a great idea to get notification of your 2024 events out to potential sponsors now so they can request sponsor dollars for your events. Even if you don't have dates confirmed but know what kind of events you may be hosting, put a brief event/calendar together or at least information on your large fundraiser to get in their budget.

**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.

**2024 REGIONAL TRADESHOWS** – we are still working on the 2024

calendar but have confirmed the following: Los Angeles, Orlando, Atlanta, Denver and working on one more.

**2024 LEADERSHIP CONFERENCE** – the NEWH Leadership Conference is February 15-17 in Nashville. It is open to anyone in the industry- member or nonmember. Prices go up early December so register today. If you are attending the NEWH IBOD meeting at BD|NY, walk up to any NEWH staff member, say I read the board report, and receive a tasty Nashville themed treat.

## SCHOLARSHIP

**SCHOLARSHIP AWARDS:** while planning your 2024 scholarship budgets, keep in mind your 2023 fundraisers. If in 2023 you had a successful fundraiser, go back to the typically suggested 50% of your scholarship fund. If in 2023, 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. Erika 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 Erika Swansen.

**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

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.

Event photos/Flickr: check out your event recaps section on your website page – do you have any events or photos that are not yet posted? Please upload it to flickrtoron 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!

#### SOCIAL MEDIA UPDATE:

NEWH, Inc. looking for help: NEWH, Inc. would like to feature all our members in our campaigns. Please send Hillary an email to feature either yourself as a member or ask your chapter members if they would like to be featured.

FACEBOOK: each chapter has their own Facebook page that is linked to the NEWH twitter account. When you post on fb, it is automatically tweeted. Please be proactive and keep your fb current with chapter happenings.

INSTAGRAM: if your chapter has an Instagram account, let Hillary know your account name/password. We can add the Instagram link to the bottom of your email broadcasts. Please see the board resources/marketing section for updated Instagram guidelines.

LINKEDIN: chapters can establish their own LinkedIn account. Please send admin access to NEWH, Inc. Office to have on file in an event the chapter admin is unavailable/unreachable.

TWITTER: NEWH INC. Has one main twitter account. The twitter account is linked to all our chapter Facebook pages, so as event notices are broadcasted out, they are automatically posted on chapters' Facebook pages which are then linked to the one NEWH, Inc. Twitter account and tweeted. All Facebook posts are automatically tweeted to the NEWH, Inc. Twitter account so please put your chapter name in any Facebook posts you make (i.e., 'NEWH/New York thanks its event sponsors!') so those following the NEWH twitter account know which chapter the tweet is for (i.e., do not just post 'come to our event').

## FINANCE

### BANKING

- It's time to start thinking about signature cards for 2024. Denise will be reaching out to all signers (VP/Admin, Secretary, Treasurer). 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

- Go payment app is available to take payments during events – tickets at the door, silent auction, etc.
- For more information, contact Susan at [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 to allow donors to give towards your scholarship funds from virtually anywhere!
- 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 at [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.
- 2023 cost was \$75 / year, we do not have the estimated cost for 2024.
- 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 review and if necessary, 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. PO Box 322, Shawano, WI 54166

### CHAPTER FINANCIAL REPORTS / PROFIT AND LOSS

- Accounting is cash basis (Jan - Dec). Meaning income 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. 2024 budgets are due mid-February, be on the watch for an email with a budget template.
- Regular monitoring of the budget will keep you financially stable. These figures should sync with all event budgets. Financials are the responsibility of the entire board – not just the treasurer, if something seems off, please question it.
- Scholarships granted in 2024 should come from your fundraising efforts in 2023. It is understood that your chapter may be re-building scholarship funds after the past couple of years. Keep this in mind when reviewing 2024 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. (requests 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, Kathy Coughlin or Sarah Von Deck

- Scholarship/education/EDOnline – Erika Swanson or Hillary Eggebrecht
- Board training – Erika Swanson
- Compliance/raffles/auctions in your state: Susan Huntington and Denise Huntington
- Programming/fundraising – Diane Federwitz; event RSVPs – Denise Huntington and Julie Hartmann
- Regional tradeshow/corporate partners/leadership conference – Jena Seibel or Kate Nesbitt
- Green voice – Hillary Eggebrecht
- Branded – Kate Nesbitt
- 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

**CHAPTER REPORTS**

**ARIZONA**

ADELITA ROSENBERG, DELEGATE

CHARTERED MAY 5, 1995

**MEMBERSHIP**

- Current AZ roster at 173, which was pretty consistent for all of summer
- Increase in student membership from student-based events and qr code for membership.

**PROGRAMMING**

Very active year so far programs and fundraisers to date:

- MARCH 2ND – SUPPER CLUB AT CALA, SCOTTSDALE
- MARCH 25TH – SCHOLARSHIP WALK
- APRIL 12TH – WINE & DINE AT ATMOSPHERE COMMERCIAL INTERIORS
- JUNE 27 – HOTEL TOUR – WESTIN TEMPE
- JULY 27 – HOTEL TOUR – CLYDE HOTEL, ALBUQUERQUE
- AUGUST 17 – RESTAURANT TOUR – THE MEXICANO
- OCTOBER 14 – GREEN/COMMUNITY SERVICE EVENT
- NOVEMBER – MULTI-FAMILY TOUR
- DECEMBER 6 – HONOR AWARDS

**SCHOLARSHIP**

We are very excited to be able to award 3-\$5000 scholarships in a total of \$15,000. We will be meeting November 2nd to finalize the 3 selections for the scholarship submittals.

Scholarship open submittal dates-9/27/23-10/27/23

**FUNDRAISING**

- Wine and Dine achieved net proceeds of 45% which added \$1928.45 to our scholarship fund.
- \$20,840 for Honors has been brought into date for sponsorships and tickets sales.
- There have not been any commitments yet for our 2024 annual fundraising sponsorships drive, which was just launched last month.

**OTHER CHAPTER HIGHLIGHTS**

**STUDENT RELATIONS**

Met with ASU, NAU, and Scottsdale Community, presented our chapter and scholarship opportunities and gave them the QR code to join our chapter. I sent an email to AZ culinary requesting to meet their student representative and for us to present our local scholarship. We now have a student representative on our board! We will participate in ASU's student light competition in November. We will join/participate in NAU's student career day in Phoenix in February

**MARKETING SOCIAL MEDIA HIGHLIGHTS**

**NEWH AZ MARKETING UPDATE**

**INSTAGRAM**

- In the last 90 days (Jul. 7th – Oct. 4th) we have gained 44 followers, reached 1,152 accounts, engaged 131 accounts, and our total followers stands at 1,102.
- In that same timeframe, we have done 8 posts, 39 stories and 3 reels.
- Overall, this year, we have done 29 posts, 121 stories and 6

reels.

**LINKEDIN**

- To date we are at 223 followers with a 5.3% engagement rate in the last 30 days
- Overall, this year, we have done 36 posts

**FACEBOOK**

- To date we are at 496 followers
- Overall, this year, we have done 29 posts

**CHAPTER/REGION GOAL**

Increase membership on all levels, having increased our programs and reach out to students.

**REPORT BACK TO CHAPTER/REGION**

Yes, they were very excited that NEWH had such a large amount given in scholarships to date, and intrigued by what other chapters are doing for programs and increasing membership, especially to the design firms.

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

How to get more involvement with different design firm, vs. Having "vendor heavy" events. How to get better at our retention of business members.

**STAFF NOTE:** Typically programming and marketing drive your attendance base. Programming - who are you hoping to attract more of at your events? A&D? Do they want to see what other firms are doing or do they show up more for hotel tours when they can see what design another firm did and hear a panel on why it was done that way or why certain projects were chosen? Find out their why and work backwards on putting together an event. Then when creating the marketing piece, have someone else - a coworker or even someone outside of the industry look at it. Does it tell you what will happen at that event, what to expect? Also, some boards have established board/firm buddies in which a board member will call/email a contact at a firm(s) upcoming event and remind them of the event- hope to see you there, etc.

Regarding retention of business members: be sure your business members are aware of the business membership benefits. Are they taking advantage of the benefits which include: a premium listing they receive in the resource directory (which includes logo, promotional piece, up to four product/installation images, and a link to their website); knowledge that the memberships belong to their business so if someone leaves the company, they can replace the membership with another employee; business member employees, who are not members under the business membership, may attend your chapter's programming events, excluding fundraising events, at member pricing. You can also include more perks that are more chapter specific if you'd like, including social posts highlighting your chapter business members, announcing/thanking them at your events, etc.

**ATLANTA**

MEGAN MAY & PENNY SHELTON, DELEGATES

NO REPORT SUBMITTED FOR NOVEMBER BOARD MEETING

## ATLANTIC CITY/ PHILADELPHIA REGION

ERICA HARMELIN, STEERING COMMITTEE CHAIR

SEPTEMBER 9, 2008

### MEMBERSHIP

145 members; some relapsed members we believe will be renewing. We are looking for a membership leader for our 2024/25 committee.

### PROGRAMMING

We have hosted a top id event at the pullman restaurant in January where the top id winner spoke and was the designer of the restaurant, a tour of the Wanamaker building maker space in March and a Shofuso group tour at a Japanese tea house in April where we launched the selling of our NEWH hats for additional fundraising dollars. We did not have enough volunteers to put together an annual fundraising gala this fall, so we decided to pull our time and resources to celebrate our committee (many of whom have been with us since 2020) and our membership with a unique holiday event this December. We will host a South Philadelphia Italian supper club with a theme of Ma Familia and the golden era of Italian America. We will have a seated dinner, singer, and drink tickets. We will honor our 2 scholarship winners as well. Programming is almost through gaining sponsors and we are looking to host 110 guests with varying ticket prices between \$100-130. We hope to sell more hats and try to raise between \$1000 – 2000 in profit after expenses along with closing out our term.

### SCHOLARSHIP

We awarded 2 scholarships in the amount of \$10,000: Grace Schuler and Aurora Tellecamp. We had 21 applicants this year, a record, and it was the first time (and a committee goal) to raise the dollar amount from the \$2,500 we originally were able to offer in years

past.

### FUNDRAISING

We are hoping our fundraiser gala will be a bi-annual event and that the next committee coming in will be able to host this is 2024. We are trying to sell more of our NEWH hats and pull in some profit with our holiday event.

### OTHER CHAPTER HIGHLIGHTS

#### CHAPTER/REGION GOAL

The main goal we have been focusing on is finding a new 2024/25 steering committee. Since many of us have been with the group since 2020, many people are not continuing to stay on after this term. We potentially have a scholarship leader and co-steering chair, but none of the other rolls are filled. NEWH Inc. has sent out an email and I have received 2 emails with interest. We have many "interested" people, but many we speak to our worried about how much time will be spent and are wary to volunteer. We will continue to keep asking around and reaching out to our network.

#### REPORT BACK TO CHAPTER/REGION

Yes.

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

As noted above, how to keep our regional group alive and get more people involved.

**STAFF NOTE: everything revolves around programming – offering high-quality programming events will fuel membership and sponsorships and bring people out. Make them not want to miss your events!**

## CHICAGO

AMELIA HOOVER & ATHENA HERZOG, DELEGATES

CHARTERED AUGUST 12, 1991

### MEMBERSHIP

- Membership is up from where we were last year at this time. We're not at our high but we are experiencing slow growth. We hoped to have more of a spring and summer surge, but that did not pan out even though our events were well attended.
- Our next event will be bowling in November. This is typically a well-attended event, and we hope to have a few new members after that.
- We reached out to our new members, to encourage them to participate in postings on our social media. But the response has been slow.
- We have a couple ideas for member appreciation events and hope to get them on the books by the end of the year.

### PROGRAMMING

After aiming for a fall, 2023 tour, we are most likely pushing to March 2024. It has been a challenge to get a commitment from a location. We have a verbal commitment from St. Regis Spa and Simeone Deary/KTGY to offer a tour of the new renovated space. We will look to cross-market this event with the scholarship committee in order to include more students at the

tour.

### SCHOLARSHIP

We had another successful scholarship season for the Chicago chapter. This year, we were able to award almost \$43,000 to 10 winners from various schools. We saw an increase in the number of applicants from the previous year and will continue to strive for more applicants each year. Beginning in November, we will begin to highlight each of our winners on social media.

### FUNDRAISING

Our second fundraising event of the year took place at tabu on July 20th, boasting a sold-out crowd of 150+ attendees. We achieved a remarkable net profit margin of 47%. The venue provided an ideal atmosphere, blending networking opportunities with enjoyable moments. Our next fundraising event is scheduled for November 2 with an expected 200+ attendees.

### OTHER CHAPTER HIGHLIGHTS

Our annual summer social event was a big success, selling out well in advance of the event. Our total revenue was 46.93%, leaving us with a \$20,000 profit.

#### CHAPTER/REGION GOAL

Our goal this year is to do a better job at announcing our Top ID winners, so we have decided to host a panel in December. This is our first time doing it at this time of year since we typically announce the winners at our king pin event in November.

**REPORT BACK TO CHAPTER/REGION**

Yes, at the first chapter meeting after the IBOD meeting, I do a recap of the overall meeting and the breakout sessions. I have found that our board greatly enjoys hearing what was discussed, especially if it involves ideas on ways that we can improve our chapter.

**NO REPORT SUBMITTED FOR JANUARY BOARD MEETING**

**CINCINNATI REGION**

KYLER BURROUGHS, STEERING CHAIR

**NO REPORT SUBMITTED FOR JANUARY & NOVEMBER BOARD**

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

We would love help with ideas on how to fill all of our chair positions on the board.

**STAFF NOTE:** ask people who are always coming to your events if they would like to serve on a committee. If board members know of someone with talent that would be a good fit on the board, let the person know how great they are and how the chapter could use their help. The chapter could send out a talent survey to its members to see where people have interest/strengths and ask them to start out on a committee. Ask Inc. How to send out the survey!

**DALLAS**

COURTNEY HERZOG & LIZ WILHITE, DELEGATES

CHARTERED AUGUST 12, 1991

**MEMBERSHIP**

Membership welcomes new members who were voted on by the board.

**PROGRAMMING**

Programming had a great fall event on 9/26 at the newly renovated JW Marriott in Dallas. Their fall social was a hit with great attendance and an onsite hotel tour by the designers/purchasing agents for the hotel. We have the date set for our Christmas hotel tour and those invites should go out soon.

**SCHOLARSHIP**

Scholarship did an incredible job coordinating with students for the NEWH fundraiser/gala this year. They collected headshots, Q&A and other info from the students to show at the event and on our social media platforms. They also facilitated getting the students to the event and presented them with certificates of achievement for being awarded scholarships. It was great for students and chapter members to network with one another!

**FUNDRAISING**

Fundraising blew it out of the water this month! They had a great fundraising event and raised over \$68k for our scholarship account. They were organized and diligent and the event was a complete success! We are all looking forward to seeing the final numbers once everything is wrapped up.

**OTHER CHAPTER HIGHLIGHTS**

E3 has a great event coming up in November for students to get resume/portfolio feedback from industry professionals, as well as free headshots for attending the event. The trade show was also a great success thanks to Alex Knodel and everyone that volunteered. It was well attended, and we have received positive feedback from attendees.

**NO REPORT SUBMITTED FOR JANUARY & MAY BOARD MEETINGS**

**CHAPTER/REGION GOAL**

One big goal was to raise around the same amount of money with our fundraiser and we achieved that goal! Another goal was to make the events more inclusive for those who live in different areas of the DFW Metroplex. We are catering to that need by having our Christmas event in Frisco (north of Dallas) to allow those that live in that area an easier commute to the event.

**REPORT BACK TO CHAPTER/REGION**

Yes, we do and we have received great feedback on some of the insights that IBOD has shared.

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

We are honestly in a really good spot right now! The main thing I see, with how busy we all are with our paid jobs, is that maybe some more reminders about things like this board report or other deliverables would be helpful.

**STAFF NOTE:** we appreciate our volunteers and do know everyone is extremely busy! We have a document we send out at the beginning of each year to all board members that is called 'important calendar dates/deadlines for chapter boards/region' – this document includes all the deadline dates for the full year, including board report deadlines, Top ID deadlines, NEWH magazine deadlines, reimbursement deadlines, and more. Please be sure to mark all these dates on your calendar and we'd suggest that the secretary also reminds board members at each board meeting what deadline dates are coming up. (You can also find the document posted under general resources in the board resources area – called chapter calendar.) We send many reminder emails about important dates throughout the year to board members, but some of those emails may be overlooked, so a reminder at each board meeting of what's coming up would be helpful.

**HOUSTON REGION**

FRANCESCA SOSA, STEERING CHAIR

CHARTERED FEBRUARY 17, 1992

**MEMBERSHIP**

The Houston region finally has a new membership chair, and

we are seeing increasing interest in becoming a member. 2023 has definitely been a year of rebuilding for us.

**PROGRAMMING**

The region had a very successful drag queen bingo despite the weather. So much so that after last year and this year's success and public request the region has decided to make it one of our signature annual events.

**SCHOLARSHIP**

Scholarships are now closed for the chapter and judging is ongoing.

**CHAPTER/REGION GOAL**

**NO REPORT SUBMITTED FOR MAY MEETING**

**LAS VEGAS**

KRIS HANSON & JONATHAN KALER, DELEGATES

CHARTERED MARCH 26, 1991

**MEMBERSHIP**

We continue to have a great year for membership, we currently have 262 members as of the end of September. An approximate 10% increase over the end of last year.

We had a spring membership drive at a new and trendy restaurant called La Strega. It was very well attended. We had the owner and chef address the guests and it made it very personal and exciting. She is also a woman, part of the LGBTIQQ+ community and of Latin decent so we were very excited to honor her as part of our EID initiative.

**PROGRAMMING**

We would like to thank Laura Herzog for her outstanding contributions as our program director. We have diversified our monthly events by adding in more CEU's and educational offerings. Our November CEU event will be held at the Las Vegas atomic museum. We also had a (more than) sold out HD event at Kassi Beach in the newly remodeled Virgin Hotel.

Additionally, we had a very unique Saturday brunch event in June at a brand-new restaurant named Basilico; it was our scholarship winner event along with our Top ID event. The Top ID winners were featured in a panel discussion that was very engaging.

For the remainder of the year, we have some exciting events planned that we hope will continue to build momentum for the chapter.

- October Thirsty Thursday
- November CEU @ Atomic Museum sponsored by Lixel
- December holiday event @ the New Pine Bistro

**SCHOLARSHIP**

In June we awarded a combined \$30,000 to 7 well-deserving students, 4 are interior design students, 2 hotel management, 1 hospitality human resources.

**FUNDRAISING**

This year we are happy to announce that our signature HOSPYs event was held in September at the fabulous wynn Las Vegas. The theme was "Paint the Town Red". We had 400 attendees

**NO REPORT SUBMITTED FOR JANUARY & MAY BOARD MEETINGS**

This was a year of rebuilding. Getting our members more involved, getting the word out there, getting more sponsors, and improving the quality of our events. Making the change to a steering committee helped Houston achieve this because we could focus on less amount but more substantial events. We have some good new blood on the committee and that has definitely helped.

registered with 5 "celebrity" judges deciding on the lucky and talented winners. This was the best attended HOSPY event ever. Two of the most mentioned items from this year's event were the unbelievable entertainment, the ease of our check-in process and the warm and welcoming attitude of our volunteers.

**OTHER CHAPTER HIGHLIGHTS**

The board had a blast creating our two-part video with some grassroots country vibe in the back of a pickup in the red sandstone Rocks of Las Vegas and concluding with the fabulous fountains of the Bellagio.

**CHAPTER/REGION GOAL**

Increased our membership past 250. This was achieved through fabulous programming events and amazing teamwork between Laura (programming), Dawn (membership) and the board of directors. Our increased social media presence has also assisted with several sold-out events and continues to be a contributing factor with increased membership, retention and event attendance.

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

Continued use of upgraded technology for our large fundraising events. It is essential in creating a positive guest experience. These are events with 300 to 500 attendees. Registration is one of our biggest challenges and must run smoothly in order to insure timely transitions throughout the evening events.

**STAFF NOTE:** Event registrations are handled through the NEWH website to ensure the proper handling of confidential information. If you are looking for help with seating or online auction applications to help streamline your event, please reach out to NEWH to for approval of the platform that you're interested in. We have looked into other event management apps and have found that they require confidential/financial information that NEWH is not able to provide. Some chapters do use outside apps, such as galabid and bid beacon for their auctions.

**LOS ANGELES**

ELIZABETH BANKS, KORTNEY EDGE & TOM O'CONNOR, DELEGATES

FOUNDED OCTOBER 1984

**NO REPORT SUBMITTED FOR JANUARY, MAY, & NOVEMBER BOARD MEETINGS**

**MID-SOUTH REGION**

CRYSTAL MCCAIN, STEERING COMMITTEE CHAIR

CHARTERED JULY 23, 1991

**MEMBERSHIP**

Membership in Nashville is still growing, and our region's membership has been stable. We're excited to see a few more Arkansas members join our group and hope to grow a presence in the state. We plan on increasing membership with more effort surrounding our events, like bringing a buddy with raffle entries for each buddy, etc. – having success with it at our last event.

**PROGRAMMING**

We had a break this summer and are coming back in full swing with our scholarship, 3 tours and 2 holiday parties for Memphis and Nashville. Mid-South Regional Group is also very excited to have the Leadership Conference and have completed the planning for the closing party. We're excited to see everyone in Nashville!

**SCHOLARSHIP**

Mid-South Regional Group just opened up their scholarship

**NO REPORT SUBMITTED FOR JANUARY & MAY BOARD MEETINGS**

**MILANO**

ENRICO CLEVA, CHAPTER PRESIDENT

**MEMBERSHIP**

We are navigating on a number of about 100 members almost stable this year. We have around 20 students, which we are trying to involve more in the chapter and 5 full time educators. The goal is to get hotel chains more present and active in the association.

**PROGRAMMING**

We are working on 2023 Christmas' party and on the program for 2024, starting with the Top ID gala dinner in Jan/Feb and continuing with two/three projects presentations in spring/summer/fall which will include our summer cocktail in July.

**SCHOLARSHIP**

We are working on tightening relations with University Federico II in Naples on tourism studies and IULM University on hospitality management.

**NEW ENGLAND REGION**

GARY CARDONO, STEERING COMMITTEE CHAIR

(ORIGINALLY CHARTERED NOVEMBER 4, 1992)

**NO REPORT SUBMITTED FOR JANUARY, MAY, & NOVEMBER BOARD MEETINGS**

**NEW YORK**

MARK CUNNINGHAM & ERICA PUCCIO, DELEGATES

CHARTERED JULY 23, 1991

**MEMBERSHIP**

We hosted our 2nd membership drive for the year in October – membership drive: GreenVoice & EID panel discussion

We used this opportunity to also include GreenVoice and EID around the event by creating a panel discussion touching on these topics. The panel included several high-profile designers, hotel owners, and professors with all diverse backgrounds. It was well attended as we had close to 100 attendees. With the support of our chapter level sponsors, we were able to host the event and raise additional funds through registration sales. We also were able to bring on new memberships chapter and volunteers to committees.

**PROGRAMMING**

and plan on awarding \$2500 to the student awarded. We hope to get this past year's and this year's awardees to the Leadership Conference in February if they can make it.

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

Social media. We've been struggling to create content that is easy to engage members in a fun way. We used to do member highlights, but it's more work than our volunteers have the capacity to handle.

**STAFF NOTE: Starting small is a great way to gain momentum and attention. Simply take photos at your events of people there and share them. Ask event goers what they love about NEWH, your region and even that specific event and use what they say as a post. NEWH, Inc. notices the most engagement and attention when people see someone they know on social media. If you would like more specific ideas and to have a discussion, please reach out to Hillary Eggebrecht and we can discuss a few options.**

**FUNDRAISING**

Most of our last events had a small profit to add to our scholarship fund, we are checking the final numbers on the last event for Host Milano 2023.

**OTHER CHAPTER HIGHLIGHTS**

All our last events since may have been greatly successful with broad participation from the members. In July for the first time, we had to close registrations as we were way over the expectations and may have problems with the catering.

**CHAPTER/REGION GOAL**

We are working on making our activity consistent through the years, trying to program the whole year events activity, with the goal of acquiring annual sponsors to the chapter willing to invest in the association as main sponsors rather than investing separately to different events.

sponsors, and volunteers for their support this year and years to come.

**SCHOLARSHIP**

We have started the scholarship award process and look forward as a committee to review and award the next scholarship winners. As a committee we look to award students on a needs basis and award up to \$50,000 in scholarships this year.

We will again be announcing them at our year-end holiday gala in December. We will also be inviting the winners to the leadership conference in 2024 as we have done in the past.

Scholarship and student relations continue to support past scholarship winners by connecting them to potential employers and other industry mentors who supply career guidance, portfolio review and networking opportunities. In an effort to raise NEWH's profile amongst students, we are connecting with key professors and administrative faculty in schools to assist with outreach within their academic environments.

**FUNDRAISING**

We hosted our annual owner's round table in June with over 20+ owners and 200+ attendees at the dream hotel. We successfully meet our goals for scholarship as well.

We are currently preparing for our second fundraising this year, product runway on Sunday night of BD|NY. We have 8+ design teams, 16 sponsors, and we will be including a silent auction at the Sony Hall venue that evening. We have also offered several other sponsorship opportunities as well as ticket sale options to help raise the funds for scholarships. This event has allowed us to reach out to members to help volunteer and have an opportunity to participate in the chapter.

**OTHER CHAPTER HIGHLIGHTS**

This past June we hosted a chapter volunteer fair that helped bring in a handful of new members to help build committees and members.

**CHAPTER/REGION GOAL**

More digital communication and outreach with our members including students, designers, and vendors by elevating their awareness to our chapter efforts and keeping them engaged with our efforts. We hope to create an obtainable marketing strategy that support this goal.

**REPORT BACK TO CHAPTER/REGION**

Yes, always, it's important that the board receives the information to be better connected to Inc. as well as insight for committee planning. This is always well and helpful by the board.

**NORTH CAROLINA REGION**

DEE TESTA, STEERING COMMITTEE CHAIR

**MEMBERSHIP**

Scott McSherry was our membership director for 2023 and will be moving up to steering chair for 2024. He made excellent use of his job as a sales representative in the region and recruited new members along with a new board member for 2024.

**PROGRAMMING**

The region is still getting its feet wet with events in the 3 primary areas of the state: Raleigh, Charlotte and the Triad. To date, there was a coffee meetup in Raleigh, a hotel/restaurant tour in Charlotte. On the calendar for the remainder of the year is a hotel tour in Raleigh and a membership event in the Triad.

**SCHOLARSHIP**

This year's scholarship winner was Elizabeth Brown from High Point University. The amount is \$4500.

**FUNDRAISING**

No fundraiser was held in 2023 with the next one in January/February 2024. A fundraiser will be held in early 2024 to help fund that year's award with another, larger event in the fall to fund 2025.

**OTHER CHAPTER HIGHLIGHTS**

Going into 2024, for the first time in 3 years, we have a full slate of directors and additional committee chairs to help with planning and executing events.

**CHAPTER/REGION GOAL**

Our main goal for 2023 was to generate interest in NEWH membership and have successful events to get the chapter

**NO REPORT SUBMITTED FOR MAY BOARD MEETING**

back on track. That goal was achieved as evidenced by turnout at events in interest in the events scheduled.

**REPORT BACK TO CHAPTER/REGION**

Yes. All comments have been positive about ongoing programs.

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

We are looking forward to sending people to the gathering in Nashville to help our new/younger board members to know more about NEWH and what resources are available to them.

**STAFF NOTE: To increase committee participation, assign committee members with specific tasks. For example, the marketing director should have a marketing committee. One committee member could specialize in social media, another in promotion, and another ensure that brand guidelines are followed. Be sure to hold everyone accountable. To gain more committee members, have board members recruit people they know would be good at the position and talk to members who you always see at events to get them more involved.**

**Marketing/communications touches every discipline so it's great to be able to break it up and make it more manageable for your marketing director. Some chapters/regions have had success breaking up their marketing in different ways and dispersing the work. For instance, the scholarship committee can have someone to create any scholarship specific content to be shared. They already know the information and can help in the content creation process.**

**NORTH CENTRAL**

CHRISTINA FLUEGEL & STEPHANIE THOMPSON, DELEGATES

CHARTERED DECEMBER 11, 2000

## MEMBERSHIP

- Membership is growing,
- Had a membership drive in July. Membership drive was successful (virtual reality, event), good feedback from attendees. 27 attendees.
- Gave away 2 memberships for NEWH membership Hannah Peterson, Katie Vogel!
- Adding QR code that takes you to membership information is helpful.

## PROGRAMMING

- We found a new programming director for 2024! We had her start attending board meetings to begin familiarizing themselves with the process and NEWH events. Want to prepare the new board as best as possible with the new members for 2024.
- Working on finalizing the event location for the in the spirit student event this December.
- The second quarter of events this year had a smaller turnout than the second quarter of last year. Hoping upcoming events will help turn that around.
- Student attendance has been low since our student event in February – the VP of development did an awesome job helping organize students to the local tradeshow and we're excited to have a Q&A discussion with students at that time.
- An upcoming tradeshow, masquerade, and potential BrandED event will keep our chapter very busy! Excited to see the industry turnout with the upcoming events.

## SCHOLARSHIP

North Central Chapter will award up to \$15,000 in scholarships this year.

Applications will open at the start of fall semester in September and be announced at our in the spirit holiday event.

## NO REPORT SUBMITTED FOR JANUARY BOARD MEETING

## NORTHWEST

JAMIE HYSELL & KELLY KNOWLES, DELEGATES

CHARTERED MARCH 23, 1995

## MEMBERSHIP

In an effort to engage other regions included in our chapter we held a membership 'meet & greet' at the Moxy Portland. It was a mini hotel tour and discussion. We kept it casual and focused on gathering Portland industry members to help spur interest in NEWH.

## PROGRAMMING

This year we held our send Top ID honors breakfast, a very successful event to honor this year's Top ID recipients. We held a micro hotel tour in June of two hotels in South Lake Union, Citizen M and Moxy Downtown.

## SCHOLARSHIP

We had 14 applicants this year, up from 9 last year in 2022.

- \$10,000 WINNERS:
  - Toluwani Ayeni - University of Idaho/ major in interior arch. & design (graduates in 2025)
  - Jarin Khan – University of Washington/ major in architecture (graduates in 2024)

Our goal is to get the word out and build excitement in the student community to have more applicants than in previous years.

A great student panel was held at our regional tradeshow "how to be successful in the industry". The panel was made up of different members and current and past board members – we even had a past scholarship winner moderate the panel discussion.

## FUNDRAISING

Fundraising- we're excited to be planning our Masquerade again this year in conjunction with our Top ID announcements. The annual sponsorship drive produced two annual sponsors for our chapter, which is helping to support our calendar of events. We are excited to bring someone into fundraising for succession planning after this year.

## OTHER CHAPTER HIGHLIGHTS

We just held our Regional Tradeshow which was a success. We have had a lot of student members become more interested in our chapter as of recently. We are looking forward to hosting our Masquerade Ball which was a huge success last year and make this year even better!

## CHAPTER/REGION GOAL

Getting more committee members for events and marketing. While we have some committee members for events it would be great to have more help in marketing.

## REPORT BACK TO CHAPTER/REGION

The feedback has been positive – the board is starting to see some of the things discussed from the last meeting come into effect!

## OUR CHAPTER/REGION WOULD LIKE HELP WITH

Marketing and committee member participation ideas or drives.

- \$2,000 winner:

Paige Snel – Washington State University/ major in hospitality business (graduates in 2024)

- \$1,500 winners:

Sibleigh Julander – Washington State University/ major in interior design (graduates in 2025)

Evan Elizabeth – University of Oregon/ major in interior architecture (graduates in 2025)

## FUNDRAISING

Last year we kicked off the 2023 year early with annual sponsors already lined up ahead of the year. We've been able to focus more on events throughout the year. This year we are having our annual fundraising event, savor, return in full force post-pandemic from a casual happy hour event to a dress to impress event. We're excited for our event in a couple of weeks, October 26th. We'll be kicking off annual sponsors availability for 2024 shortly after the event.

## OTHER CHAPTER HIGHLIGHTS

This year we continued our successful scholarship walk and hosted not one but two of them. We added one to Portland

this year. We also hosted a panel discussion in September on ai technology in the A&D industry.

## ORANGE COUNTY REGION

SONYA MILES, STEERING COMMITTEE CHAIR

SEPTEMBER 9, 2008

### MEMBERSHIP

During the latter part of 2023, our organization boasted 132 members. This diverse membership base comprised 32 students, 54 general members, 6 corporate partners, and 18 associates. As part of our strategic objectives, we have committed to enhancing our student membership through a series of engaging events and have been diligently reaching out to those individuals who are yet to renew their membership.

### PROGRAMMING

#### OUR 2023 EVENTS AT-A-GLANCE:

- JAN: RESTAURANT TOUR AND GUEST SPEAKER
- MARCH: NIBBLES & NETWORKING
- JUNE: TOP ID HONORING HENDY AND DOG/BEACH WALK
- JULY: SUMMER SOCIAL
- AUG: SIP & STROLL AND DRAG QUEEN BINGO
- SEPT: VENDOR SHOWCASE
- OCT: MUSEUM TOUR AND ART PANEL
- NOV: SCHOLARSHIP AWARDS EVENT
- PLUS, FOUR CEUS THROUGHOUT THE YEAR.

### SCHOLARSHIP

**NO REPORT SUBMITTED FOR MAY BOARD MEETING**

This year, we are proud to offer scholarships with a total value of up to \$10,000. The application window is open from September 5th to October 15th, and the recipients of these scholarships will be officially announced on November 28 during our scholarship event.

To expand the reach of our scholarship program and increase awareness, we have organized student tours to prominent design firms. On September 26th, we visited Gensler, and on October 10th, we explored little in Newport Beach. These tours will provide valuable insights and promote our scholarship opportunities to the next generation of designers.

In addition to the tours, we are taking proactive steps to engage with design schools by appointing student ambassadors. These ambassadors will play a pivotal role in boosting membership and spreading the word about our upcoming events and opportunities. Our commitment to nurturing talent and fostering a vibrant design community is stronger than ever.

### OTHER CHAPTER HIGHLIGHTS

Chapter highlights: planning for scholarship fundraising in 2024 is underway and will continue through spring/summer, with an event expected by year's end.

## PARIS

GWENDOLINE THEODET, CHAPTER PRESIDENT

### MEMBERSHIP

We are very satisfied with the strong and qualitative basis of members we attracted and thanks to our dynamic year in terms of programming, we start getting the fruits of our efforts and got new members recently with an increasing interest from potential new members to join us.

Our target is to continue with our strategy to attract operators, designers and even developers to have an attractive basis of members, hence facilitate the further deployment towards vendors.

### PROGRAMMING

We had a very active year with many visits, networking events and a fantastic BrandED event organized this year. All this had fantastic returns within the community, and we start getting the return of this long-term strategy with key players taking their membership as they enjoy the nice networking atmosphere and the quality of the events organized.

Our target is to continue with this frequency of 1 event per month (except for holiday months when everyone is away).

We also want to organize another BrandED in 2024 and are currently in conversation with brands.

Another target set for 2024 is to start organizing bigger events, maybe in collaboration with a brand in their showroom, and have a small conference or panel discussion to attract more attendees.

### SCHOLARSHIP

Continue our collaboration with Les Compagnons Du Devoir to give our second scholarship on EquipHotel. In parallel, we want to initiate conversation with other potential schools to identify other potential recipients.

Our target is to increase the involvement of students and have more of them (+ professors) among our members.

### FUNDRAISING

We feel that we have not yet reached the size to organize a proper fundraising event. We will continue our collaboration with EquipHotel who is giving us a sponsor for a scholarship granted to Les Compagnons Du Devoir and are investigating other sources of sponsorship.

### OTHER CHAPTER HIGHLIGHTS

Our board is now strong, dedicated and motivated but we still need to recruit ideally 2 new board members to facilitate our development. We are currently in conversation with interested people.

Branded was a key event for us this year giving a fantastic visibility on our organization and the value of the educational content and high-profile networking environment we can provide. We received many excellent returns and got new members further to this event. We want to plan the next one for 2024 and are discussing with potential brands for that.

We also are in connection with a strong federation of French

vendors "l'Ameublement Français" and are discussion synergies and potential collaboration on some events.

**CHAPTER/REGION GOAL**

Continue growing without any compromise on the profile of

the members who are joining us and continue targeting key people in the French design community landscape thanks to qualitative and regular events and a nice and welcoming environment.

**PITTSBURGH REGION**

WILLIAM MICHAEL, STEERING COMMITTEE CHAIR

**MEMBERSHIP**

- The membership board position is currently open, and we are seeking a replacement.
- Membership continues to be in the 50-60 member range with about 1/3 being students.
- Our recent October hotel tour resulted in a few new memberships.

**PROGRAMMING – HANNAH WILKERSON**

- October's hotel tour was a successful event and featured a guest speaker from the Pennsylvania restaurant & lodging association.
- We are planning a multifamily tour for November which will feature a panel discussion around the design/construction/marketing of the new property in Pittsburgh.
- Annual scholarship & Top ID award gala is in the planning stages for January 19, 2024, at Hotel Monaco in Pittsburgh.

**SCHOLARSHIP – HANNAH MARION**

- Our annual scholarship campaign is currently open and the submission deadline is November 6th.
- Our current student liaison, Taylor Henderson, is working with Hannah Marion on this campaign as she will be taking the scholarship director position starting January 2024.
- We continue outreach and building relationships with schools in our jurisdiction.

**FUNDRAISING**

- We are interested in developing a fundraiser in 2024 to help to build scholarship funds.
- We are inspired by the NEWH apparel (hats) that Philly/AC offered this year.

**OTHER CHAPTER HIGHLIGHTS**

- We continue to rebuild post-pandemic and have several events in the books.
- We continue to outreach prla (Pennsylvania restaurant &

lodging association) and GPHA (greater Pittsburgh Hotel Association) for synergy and to help build our Hospitality Management and Culinary Arts membership.

- We continue to seek committee members and board members as succession planning for the future of NEWH in Pittsburgh.

**CHAPTER/REGION GOAL**

Find a steering chair elect so I can work my way off the board... I wish I knew the magic behind this! Lol seriously, finding dedicated people to continue the hard work we have put in over the last 8 years to see NEWH Pittsburgh region into the future.

**REPORT BACK TO CHAPTER/REGION**

I most certainly do. I believe the members of my board appreciate the time I take to participate in the meetings and prepare highlight notes to recap. I do my best to share information with membership based on my personal NEWH experiences and new programs that NEWH offers that would be of interest.

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

Fundraising for 2024 to help build scholarship fund and support future board participation in leadership conferences.

**STAFF NOTE:** Looking at what other regions/chapters are doing is a good start. Perhaps there is a new idea that hasn't been tried in your area yet. Focus on high quality events – this doesn't mean expensive events, but rather what the attendee will get out of it. For example, a hotel tour with a panel discussion prior that focuses on the hotel development, with networking afterwards. That would be a great high-quality event. As far as fundraisers - even bowling events can work great if you haven't tried that yet. Lane sponsorships with individual non-bowler tickets only, coupled with a wine/whiskey donated bottles pull, could raise a generous amount.

**ROCKY MOUNTAIN**

SARAH CHURCHILL & KYLA CHAMBERS, DELEGATES

CHARTERED DECEMBER 2, 1991

**MEMBERSHIP**

1. CEU'S

A. We have had success in the past couple of years with a strong + simple formula for CEUs. This year, we have

innovated the program into a full year of educational programming. Crystal Nodsle has coined the series 'zoom at noon'. Below is the list of CEUs completed or upcoming for 2023:

| MONTH    | DAY | TIME  | VIRTUAL | CEU | CREDIT? | CATEGORY  | TITLE  |
|----------|-----|-------|---------|-----|---------|-----------|--|
| FEBRUARY | 15  | 12:00 | YES     | YES | YES     | CREATIVE  | COLOR+DESIGN VISION 2023: EMERGENT BY MOHAWK |
| MARCH    | 8   | 12:00 | YES     | YES | YES     | WELLNESS  | DESIGN IS AN INSIDE JOB: CREATE A HAPPY YOU  |
| APRIL    | 12  | 12:00 | YES     | YES | YES     | CREATIVE  | BE ORIGINAL BY YELLOW GOAT DESIGN            |
| MAY      | 10  | 12:00 | YES     | NO  | NO      | CREATIVE  | BEHIND THE LENS   HD HAPPENINGS              |
| JUNE     | 14  | 12:00 | YES     | YES | YES     | TECHNICAL | THIN PORCELAIN TILE BY PORCELANOSA           |
| JULY     | 12  | 12:00 | NO      | NO  | NO      | BUSINESS  | GUEST SPEAKER: STACEY GARCIA                 |

|           |    |       |     |     |              |   |
|-----------|----|-------|-----|-----|--------------|---|
| AUGUST    | 3  | 4:30  | NO  | NO  | PROFESSIONAL | NEWH INC'S BRANDED  |
| SEPTEMBER | 13 | 12:00 | YES | NO  | CAREER       | HOW TO ADVOCATE FOR CAREER: MARILYN MCSWEENEY                 |
| OCTOBER   |    |       |     |     | NONE         | (FOCUS ON MEMBERSHIP EVENT ON OCT 19)                         |
| NOVEMBER  |    |       |     |     | NONE         | (FOCUS ON BDNV)   |
| DECEMBER  | 13 | 12:00 | YES | YES | CREATIVE     | CEU: CURATING TRENDS; A GUIDE AND A FORECAST BY BENTLEY MILLS |

2. MEMBER OUTREACH

- A. We are planning our 2023 membership event for October 19, 2023. Link to event
- B. Our strategic alliance board member attended the IIDA Rocky Mountain RockCon tradeshow to network with sections of the industry we do not typically reach.
- C. Board members attended a du (Denver University) event on 10/1/23 - we connected with 16 students who want to learn more about joining NEWH for either scholarship and or networking

PROGRAMMING

\*CEU SCHEDULE IN CEU SECTION

- 1. June 8th – Top ID & Scholarship Gala - fundraiser
  - A. 3rd annual event
- 2. July 12, 2023 - Stacy Garcia event
  - A. Awesome feedback from board and guests. Stacy Garcia was impressed with the turnout and event, we connected with new potential members or allies. Everyone got to meet Stacy in person. Space was fabulous and Mary Wright (with Mary Wright studios) is open to hosting other events. Stacy posted on her socials celebrating the success.
- 3. August 2023 - BrandED event
- 4. October 2023 - 2024 board training + knowledge sharing
- 5. Upcoming: October 2023 - membership event - October 19, 2023

SCHOLARSHIP

- 1. WINNERS FOR 2023:
  - KATHRYN KEATTS  
UNIVERSITY OF NEBRASKA LINCOLN  
FINANCE & HOSPITALITY, RESTAURANT, AND TOURISM MANAGEMENT  
\$6,000
  - JESSICA CERISE  
ROCKY MOUNTAIN COLLEGE OF ART AND DESIGN  
INTERIOR DESIGN  
\$3,000
  - GENEVA SEBASTIAN  
PIKES PEAK STATE COLLEGE  
INTERIOR DESIGN  
\$3,000

FUNDRAISING

- 1. We have raised \$18,400 in annual sponsorship thus far for 2023. Our Top ID awards gala reached the fundraising goal of more than 40% profit.
- 2. 2024: the fundraising director, marketing director, incoming VPs, and scholarship all coordinated to get the 2024 annual sponsorship dialed in and ready for distribution by early October. The sponsorship menu is now live and we have (3) silver sponsorships already sold!

WHAT IS ONE GOAL YOUR CHAPTER/REGION SET FOR THE YEAR?

GOAL: STUDENT ENGAGEMENT

- Track number of students we have engaged with
  - How many have turned into members?
  - How many come to events?
- Create a student task force
- Increase outreach to schools
- Analyze the data that we have
- Have a scholarship event as a ramp up to the application deadline.
- Try reaching out to high schools.

AS A DELEGATE, DO YOU REPORT BACK TO YOUR LOCAL CHAPTER/REGIONAL BOARD ON THE IBOD MEETING?

- Update given at RMC chapter: we had great comments on our newsletter at the IBOD meeting! High five to Elaine!
- State of NEWH organization is strong financially - 'we'll be here for your lifetimes'.
- Officially surpassed more than \$8mil scholarship dollars awarded
- Newh hosted green voices + EID sessions during HD Expo
- 2024 Nashville, TN - Feb 15-17
- (previously Memphis)
- each chapter making video for social media - due June 1, 2023, to Inc.
- Inc. planning on offering ticket bundles
- Conference is open to anyone! Board members, members (general + student), non-members
- The conference is more than just a tradeshow - the speakers are outstanding for career growth. Email Brittany if you're interested. Need to book by November.
- Top ID - 2024 - nominations now open with a hard deadline date of June 15, 2023
- \*\*It was emphasized many times that there would be no extensions\*\*

ISSUES THAT YOUR CHAPTER WOULD LIKE HELP WITH:

Please see feedback from the August 2023 BrandED event. If we had known that the planning and execution of the event would have gone the way it did - specifically the way local reps were asked to sponsor and promised tickets but then turned-out tickets to the event for designers were free anyway - the RMC chapter would not have focused on that programming event.

**BRANDED RECAP:**

- Preliminary feedback: sponsorship was challenging due to being short on time and unclear benefits for sponsoring. Brittany: please try to do an extra special shoutout to the local sponsor: Rocky Mountain Design Alliance.
- In the future, let's ask more questions as a board to understand the event, especially in regard to sponsorship.
- If Inc. shared the RSVP list, it would be helpful for us to reach out to potential attendees.
- Feedback on attendance: could have more marketing.

**STAFF NOTE:** it is unfortunate that we often have branded events confirmed with little notice, as we know the challenges with

conflicting schedules, booking travel, etc. And our hope going forward is to better communicate with the brands ahead of time to get dates and venues secured. Regarding ticket cost for attendees, in 2022 we did charge member/nonmember/student pricing to A+D attending the event and attendance was continuously low, so in 2023 we decided we would not charge, and attendance was significantly better. We do still remind branded program partners and local sponsors to market the event and invite A+D as they likely have great connections in the area, possibly to firms the chapter may not, so we do believe sponsors inviting attendees is still an important part of the branded program. NEWH, Inc. Does now share the csv download of attendees that have registered so at any time the board and branded committee can check out who is registering. Also, there is a local sponsor contract that a company must sign and return before their sponsorship is accepted, which states all their benefits. Typically, when a company is interested in becoming a local sponsor, someone would direct them to Kate and she then shares that info with the company; however, if that contract were something the chapter would like to see when the branded event is confirmed, she would be happy to share that.

**SAN FRANCISCO BAY AREA**

MELISSA PETERSON & RASHANA ZAKLIT, DELEGATE

CHARTERED JUNE 1, 2010

**MEMBERSHIP**

MEMBERSHIP DIRECTOR: TIM HAGGERTY

Roster info (updated for October 2023):

|                                 |                                 |
|---------------------------------|---------------------------------|
| Associate: 33                   | Corporate Partner courtesies: 5 |
| Brand partner: 1                | Corporate Partner: –            |
| Brand Partner member: 1         | Educational Professional: 12    |
| Business Plus courtesies: 1     | General: 72                     |
| Chapter Business courtesies: 18 | GreenVoice: –                   |
| Chapter Business: 15            | Honorary: –                     |
| Chapter Level Business: 9       | Retired: –                      |
| Chapter Level Business-Top Tier | Student: 53                     |

GRAND TOTAL: 220

**PROGRAMMING**

PROGRAMMING DIRECTOR: NAOMI VOLLMERS

PROGRAMMING CHAIR: CHAD MOORE

- Membership Bowling Drive – Feb (60+ attendees)
- Student scholarship winners & TopID event – April (80+ attendees)
- Annual State of Hospitality in June – (100+ attendees)
- Hotel Tour One Hotel – August (80 attendees)
- Holiday Party – December event (tbd showroom)

We are happy to report that all of our in-person events this year have been very well attended (see above) with great feedback. We found that locking in the event dates and posting those on NEWH's website early helped as several out-of-town reps have told us they plan their bay area trips around these events. Our programming, fundraising, and marketing teams have all done an amazing job putting together quality events and posting frequently on social media.

**SCHOLARSHIP**

SCHOLARSHIP DIRECTOR: THAO TU

SCHOLARSHIP CHAIR: PAIGE VIREN

Although we had 7 scholarship applicants, we were able to award scholarships to 6 students. A total of \$35,000 was awarded this year. We were mindful of being in deficit the past couple of years due to the pandemic, so the total amount awarded was lower than prior years. Hopefully next year we can increase the award amount to \$40-\$45k and seek out more applicants.

**FUNDRAISING**

FUNDRAISING DIRECTOR: MARIA TORRES

FUNDRAISING CHAIR: KELLY GADDES

Wine by design is back and will be held oct. 28th. There will be 3 buses picking up at various locations in the bay area (SF, Oakland/Berkeley & Marin). Two wineries have been selected and venues/theme were announced via social media. We were able to cover the cost of the event in sponsorships alone. Ticket sales and raffle sales will get us over 40% threshold. All sponsorships were sold out so we created a new "performance" category at \$2,500 and sold 1 additional sponsorship. We have 1 remaining.

**OTHER CHAPTER HIGHLIGHTS**

Marketing efforts and social media continue to be strong. We currently have 3 people managing this front, which has been successful. Next year, we plan to have 3 people as this seems manageable for all.

**CHAPTER/REGION GOAL**

Our goal was to try to hold as many in-person events as budget and health (no covid spikes) constraints can allow. We anticipate having every event in person after reviewing feedback from a poll that was sent out to our members.

We were also concerned about being a deficit the prior 2 years, due to covid so we started sponsorships very early, which has

been successful. We will begin outreach for 2024 program partners and fundraising sponsors in Nov. 2023 (after BD|NY).

**REPORT BACK TO CHAPTER/REGION**

Yes, our delegates report back to our chapter at the next board meeting following the IBOD conference. We'll discuss any high-level updates or new info that came from the meeting. Overall, feedback has been well received. Our board welcomes any opportunity to learn from other chapters, such as announcing top id winners at the event (instead of announcing prior).

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

Costs to hold in person events continue to be about 30% more expensive than pre-pandemic. We're working to find new members as several designers and reps have left the industry or retired. There is also a "new generation" of designers that started in the industry during covid and are not aware of the benefits of being a member and attending our networking events, so we are reaching out to them as well.

**SOUTH CAROLINA REGION**

ANNA SVEINBJORNSDOTTIR, STEERING CHAIR

NO REPORT SUBMITTED FOR JANUARY, MAY & NOVEMBER BOARD MEETINGS

**SOUTH FLORIDA**

ERIC FERNANDEZ & GABE RODRIGUEZ, DELEGATES

CHARTERED OCTOBER 2, 2003

NO REPORT SUBMITTED FOR JANUARY & NOVEMBER BOARD MEETINGS

**SUNSHINE**

MAGAN SCUTERI & CHRIS SCHAFFER, DELEGATES

CHARTERED SEPTEMBER 1, 1996

**MEMBERSHIP**

Our chapter currently has 298 members. The annual membership drive is being planned and will take place in the spring of 2024. We as a board are having a buddy system with new members and also approaching past due members. We plan to have more member only event for 2024.

**PROGRAMMING**

Our monthly programming event is the Sunset Social and is held the 2nd Wednesday of the month. We tend to get 40-55 people every month in attendance. We are always looking for a new hotel to showcase and provide a tour. We had a tour this past august that was attended very well and also provided us with some new members.

**SCHOLARSHIP**

Our chapter received scholarship applications from students attending 5 different schools.

We are awarding nine scholarships at \$5000 each for the 2023 year. We will have scholarship recipients at the soul shine fundraiser in November 2023.

**FUNDRAISING**

Our fundraising event for 2023 is on November 3 and it's called the Soul Shine. We will be presenting the top id and scholarship awards at this event. In attendance there will be our TopID firms, purchasing group, hotel brands, hoteliers and suppliers.

**OTHER CHAPTER HIGHLIGHTS**

Due to low scholarship applicants, we will re-introduce an in-person student event in 2024 to help with outreach. We'd love to hear how other chapters are reaching out to their students.

**STAFF NOTE:** Reach out to your students by having a student day – offer mock interviews, group discussions with industry leaders, portfolio reviews – include food and drinks, goodie bags, giveaways, etc. To get them there! When students are invited to an event, have them bring another student with them. You can also offer to go into a class to talk about your work, then talk about the benefits of NEWH and the scholarship. The Atlanta chapter has found success with having a round table event for educators. Their team reached out to professors to verify contact information, then created and sent an invite to those contacts. They developed a call sheet and questions for the round table. Please contact Erika if you would like more information on this event.

Our chapter community service event will be toy drive in December and will be in conjunction with our monthly sunset social. This event we partner with Nathaniel's hope, a charity that is dedicated to celebrating kids with special needs.

**CHAPTER/REGION GOAL**

One goal for 2023 is to bring additional value to our membership. The plan has been to provide member-only events and discount to our paid events.

**REPORT BACK TO CHAPTER/REGION**

Yes- we always provide a report back to local board from the IBOD meetings. It provides a since of direction NEWH is taking and overall, how the key events are changing and provide points of further discussion.

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

Understanding the music liability for our event!

**STAFF NOTE:** The release is designed to 'cover-our-butts', for lack of better terms. This was created with the guidance of our lawyer when the lack of music licensing came to light. We should attempt to have the waiver signed. We should also make it clear to the person we are hiring that the waiver is simply them acknowledging the fact that we only have a bmi and ascap license. There is one other major licensing company out there, but bmi and ascap should cover most of the music played.

**TORONTO**

MANUELA KENNEDY & TERRYL NIELSEN, DELEGATES

CHARTERED NOVEMBER 18, 2004

**MEMBERSHIP**

Our current roster is 325 members. Of those members,

approximately 150 are students and the remainder are participating industry professionals.

Our membership is slowly growing as we try to engage more design firms and vendors to join us for our NEWH events.

#### PROGRAMMING

Our chapter hosted the TopID awards on June 8 at the recently renovated w hotel in downtown Toronto. The event was well attended we were successful in securing four sponsors, along with hotel tours provided by the hotel managers. Ryan Wilner moderated a panel discussion by the TopID winners, followed by an open question period. Great engagement!

A casual summer networking sundowner was hosted by our chapter on July 26. Attending members were appreciative of the evening.

A fall sundowner was hosted on September 14 at the one hotel, a recently renovated Toronto Hotel. A successful turnout by both professional and student members.

We have a scholarship fundraising evening on the horizon (October) followed by our final roof raiser of the year: holiday happenings (membership and toy drive) in November. Yes, we start early up here! (before you have celebrated your thanksgiving)

#### SCHOLARSHIP

Eight applications were submitted for our scholarship award this year. Our chapter scholarship was awarded to Vyas Goal, an interior design/es student at the university of Manitoba.

#### FUNDRAISING

The Toronto chapter will be hosting a silent auction, networking evening on October 19, 2023. The proceeds from the items sold will go directly to our chapter scholarship fund.

Almost \$10,000.00 has been raised for scholarship awards to date, this year. Hosting a Toronto IBOD event greatly contributed to the scholarship fund account as well.

Out TopID awards earned the chapter a significant amount of funds in June 2023.

#### OTHER CHAPTER HIGHLIGHTS

Our chapter continues to host registered portfolio reviews for our student members. Our interior design members have graciously donated their expertise and time to provide feedback to participating students. It is popular amongst our student members.

The Toronto branded event was sold out! Our professional members were eager to learn, participate, and network with the hosting panel. Sponsorship was slow to materialize but came through prior to the event. Branded was a major success for the chapter.

Our sundowner events prove to be popular amongst our members. A casual evening for adequate networking is always a draw for Canucks.

#### CHAPTER/REGION GOAL

2024 will be a birthday year for the Toronto chapter! Planning is in the works to celebrate year #25 and all of the volunteers who have contributed to its success.

#### REPORT BACK TO CHAPTER/REGION

The Toronto IBOD event was sold out. Our professional members were extremely happy with the event. We could have sold more tickets but the event was 'capped'. The IBOD event also generated \$8000.00 in funds for our scholarship account. The event was a big success!

Other attending members reported back to our board members at our follow-up meeting in July. Personally, I was not able to attend the event as a manufacturing vendor. The feedback provided was very positive, as the registrants could have easily exceeded our capacity limit.

Thank you for selecting Toronto to host an IBOD event!

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

We are here to support other chapters in any way possible. Although we are a small northern group, we are a friendly lot who can offer a diverse set of skills which might be helpful or useful. We've been known to be rather nice too. :).

### UNITED KINGDOM

LIBBY BULL AND KEVIN SWART, DELEGATES

CHARTERED JUNE 12, 2002

#### MEMBERSHIP

- Our membership has been a slow build this year, however, there has been and continues to be increase, with numerous companies including chapter business membership into 2024 budgets, which is positive.
- We continue to nurture all interest and existing relationships post events and more focus has been actioned to build (and retain) our student members. At many of our recent events we have seen more of a presence of students which is really encouraging!
- We continue to circulate the pricing structure document our membership team put together, which has definitely helped to give members a better understanding of the comparisons for each member level and the benefits associated with these.

#### PROGRAMMING

- This year was back to a full year of planned events planned by Chrissie Granger and her team!

- Our year started with TopID, which was a great success and beautifully featured in hospitality interiors magazine.
- Our art auction has been upgraded to one of our signature events due to its popularity, and this resulted in our biggest profit.
- We had our first hotel tour of the year at the Hoxton Shepherds Bush, with a further one planned for November of the new 1hotel Mayfair and the new peninsula has just been confirmed for January 2024.
- We had a networking/drinks evening at the libertine hotel which was well attended.
- Our annual golf day featured again July and coordinated by our very own Jonathan Young!
- A new addition was the all-accessed discussion with Luke Spink – a past board member who himself is in a wheelchair and deals with the challenges of accessibility. This event was moderated by Alicia Sheber, NEWH UK's director of EID and covered aspects of access and design in hospitality.

- Most recently has been our annual roundtable and scholarship event – the roundtable featured 6 leaders from various sectors in hospitality to cover topics of conversation which included sustainability and AI. This was followed by the annual scholarship awards and fundraiser mentioned in the scholarship below.
- Our creative workshop will be among one of the last events for the year and will be a lampshade making event!

#### SCHOLARSHIP

- This year's judging included 3 designers, 2 suppliers/ manufacturers and an editor and was coordinated yet again hugely well. The submissions were of an incredibly high caliber and all the judges were massively impressed at the level of design and understanding/interpretation of the brief given!
- The scholarship awards evening was a fantastic event where our three deserving winners were hugely eloquent in presenting a little about their winning submissions and questions presented to them led by Annette Culhane our scholarship director.
- Annette along with Barbara Biscoff (along with those who have gone before – Libby etc.) have been successful in adding numerous new universities and colleges to the list who submit to the scholarship program.
- They have done another sterling job in 2023 to strengthen our student relationships and our social media presence and to connect further into these universities, building relationships with all connections established.
- Our feedback from students has been really encouraging to hear what a difference and support our scholarship awards have made to facilitate and enable these students with their education.
- What 'we' all about really!!!

#### FUNDRAISING

- Fundraising has been a struggle in a year of global challenges! Our new fundraising director, Ashley Sinclair, has led our conversations with industry partners and our sponsorship flyer posted on social media has facilitated and resulted in more interest.
- We continue our industry partnerships with a number of companies who, whilst their input is not directly financial, help to raise our profile within the hospitality industry, and

**NO REPORT SUBMITTED FOR MAY BOARD MEETING**

### VANCOUVER REGIONAL

REBECCA BERTRAND, STEERING CHAIR

#### MEMBERSHIP

Membership continues to move along at a steady pace. Our recent membership event for our summer sundowner in August was a success with some renewed interest in membership as well as the golf tournament leading to some interest as well. As we continue to price our events differently between member and non-member pricing this is also helping out membership push.

Currently at 68 student members (down from our spring report, but some became associates), 33 general members (down 5 from Oct.)

globally.

- Indicative financial support for 2024 looks more positive and will hopefully come to fruition.
- Since the roundtable and fundraiser, we have had NUMEROUS companies that have re-started / started fresh dialogue regarding sponsorship OPPORTUNITIES, which is a real positive!

#### OTHER CHAPTER HIGHLIGHTS

- This year our success story was the incredible caliber of design, presented by students, at our student judging day. It made us realize yet again the incredible opportunity our chapter has to nurture this next generation of designer and give them the best opportunity we can through NEWH!
- Our roundtable and fundraiser event was an amazing success with great feedback!

#### CHAPTER/REGION GOAL

- One goal this year was to get more universities involved and to raise the awareness of NEWH amongst the education sector; not just for the scholarship submissions, but for ongoing relationships to strengthen our student awareness and participation in what we have to offer.

Our first ever student portfolio event was also held, attracting ten students – second and final year, to showcase their portfolios to leading interior design professionals and receive diverse perspectives and valuable insights on their work presented. This was done in collaboration with Accor who also kindly provided the venue for this event at one of their hotels.

In the same vein the scholarship – student judging day had ten students from across six universities go through to final judging.

#### REPORT BACK TO CHAPTER/REGION

This will be my first time as a delegate, and I will definitely be giving my feedback to the board.

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

From a marketing perspective, our team have been discussing sharing graphic templates with other chapters. This would save time with the creation of these.

It has been a huge help to have Inc. get involved in contacting event attendees to provide us with missing information – guest information, incorrect payments etc., and we would massively appreciate this continue.

#### PROGRAMMING

Very successful year for us and we continue to improve our systems for our board.

- These were noted in my last report, but quick recap.... Feb – trivia, March – student roundtable, May EID event-drag event/ Bermanfalk scholarship winner
- August 23 – summer sundowner and membership drive-sold out- great venue and feedback.
- Sept. 14th – 2nd annual golf tournament – raised over \$11k again cad

- Nov. 16th will be our annual/ hotel tour – where we give out TopID & student scholarship and also our biggest event of the year.
- Dec. 3rd – 2024 board training and strategic planning with Erika which we are looking forward to.

The team is working and moving successfully through the events and planning as much as possible. We anticipate being able to provide 2 x \$5k scholarships next year up from this year, which was one at \$6k.

Also working towards figuring out Nashville funds.

#### SCHOLARSHIP

We have 2 scholarships:

Our regional scholarship we doubled from last year from \$3k to \$6k – we will be handing this out to a deserving student at our Nov. Event

We have another regional scholarship: Bermanfalk \$2k millwork scholarship- deadline in Jan.

#### FUNDRAISING

After our \$11k golf fundraiser this Aug. We have a very healthy amount in the bank for scholarship of I believe close to \$40k cad

#### OTHER CHAPTER HIGHLIGHTS

Our LinkedIn continues to gain some traction and our Instagram has grown quite a bit in followers. We have created a buzz in our community of being the premiere networking group, so we have a lot of buzz going for our events lately.

#### NO REPORT SUBMITTED FOR JANUARY BOARD MEETING

### WASHINGTON DC METROPOLITAN

JULIE KAUFMANN & SADUE MAKARECHI COULTER, DELEGATES

#### MEMBERSHIP

We have been increasing our membership this year and had a successful membership drive in early 2023, and another Marriott membership drive in the spring of 2023. Looking forward to a great year and more members for 2024. We are also working hard to maintain our current membership.

#### PROGRAMMING

We've had a huge year – with many programs. Our last event is coming up on Nov 2, our SAE, and TopID awards gala. We are hoping to have 130 attendees. This should be a great way to end the 2023 year.

#### SCHOLARSHIP

We will give away another \$70,000 dollars in scholarship money this year.

#### FUNDRAISING

This has been a huge year – with the trade show in DC and the golf tournament fundraiser. We raised over \$70,000 on the golf tournament and a lot on our trade show – both were incredibly well attended and successful. We are fortunate to have a large hospitality community here in the DC Metro area with a lot of support from vendors and designers alike.

#### CHAPTER/REGION GOAL

We have 2 main goals – one is to keep a relationship with our student scholarship recipients and draw them into a full membership with NEWH when they graduate, and the other is

Excited about the 2024 board.

#### CHAPTER/REGION GOAL

Vancouver chapter's top goals for 2023 (that we set at our January board strategic planning session):

1. Maintain scholarship balance + \$1000 – how? We are doing this through our fundraising events- we have achieved this for 2023!
2. Optimize & capitalize brand awareness (be consistent, keep it simple, use templates)- how? We do this through communication and holding each other accountable.
3. Attract & retain (expand brand recognition, be mindful of equity/inclusivity/diversity, increase student engagement)- how? We try to involve our students in our communication, and we talk about EID for each event.

NEWH Vancouver Chapter guiding statement for 2023: to attract and retain a diversified membership to increase scholarship to be the premier hospitality networking organization within our region.

#### REPORT BACK TO CHAPTER/REGION

Yes, always and the team is great with feedback, and we always learn something i.e., social media tips, templates, what other groups are doing.

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

I think we're all set at the moment to be honest. Excited about our Dec. 3 board training for 2024 board.

CHARTERED NOVEMBER 6, 1992

to diversify our membership, to extend to different sectors in the hospitality community.

#### REPORT BACK TO CHAPTER/REGION

Our chapter is very involved, and they look forward to hearing about the board meeting and the new initiatives. I hope to bring back exciting news – and want the new board members to look forward to serving on the board and to be proud of what our chapter and NEWH as a whole does.

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

I think we all need help with retaining members and coming up with new ideas. I encourage the board members to come to the Inc. IBOD meeting so they can meet with other chapters and brainstorm about how to bring new ideas to the chapter.

**STAFF NOTE: Programming drives membership! Be sure you NO REPORT SUBMITTED FOR JANUARY BOARD MEETING**

are planning events rich in content that are inviting and intriguing to members and potential members to attend. Take advantage of using the dues report sent to all board members each month - many members may not recall receiving reminders from Inc., however receiving a personal call/email from a local board member can be much more beneficial in retaining your members.

ADDENDA

MOTION TO APPROVE MINUTES

DATE: NOVEMBER 11, 2023

MOTION NUMBER: 1

I, FERNANDO DIAZ, MOVE TO APPROVE THE MINUTES AS PRESENTED / AS CORRECTED.

MOTION SECONDED

BY: \_\_\_\_\_

VOTE COUNT:

YEA: 0

NAY: 0

ABSTENTION: 0

STATUS OF MOTION:

CARRIED:

DEFEATED:

MOTION TO ADJOURN

DATE: NOVEMBER 11, 2023

MOTION NUMBER: 2

I, \_\_\_\_\_, MOVE TO ADJOURN THE NEWH, INC. BOARD OF DIRECTORS MEETING AT \_\_\_\_\_ PM ET.

MOTION SECONDED

BY: \_\_\_\_\_

VOTE COUNT:

YEA: 0

NAY: 0

ABSTENTION: 0

STATUS OF MOTION:

CARRIED:

DEFEATED:

## NEWH CODE OF ETHICS

Members of the network of executive women in hospitality, inc. Shall conduct themselves honorably so as to maintain the integrity of the organization. To that end, each member shall adhere to the following code of ethics:

1. Each member shall hold membership in the Network of Executive Women in Hospitality, Inc. As a privilege and a responsibility and shall abide by the by-laws.
2. Each member is obligated through personal and professional conduct to uphold and maintain beyond reproach the dignity of the Network of Executive Women in Hospitality, Inc.
3. Each member shall recognize and respect the professional standards of the Network of Executive Women in Hospitality, Inc. members and shall encourage the highest level of cooperation of the members.
4. No member shall use the position as officer, director, or member of the Network of Executive Women in Hospitality, Inc. To gain purely personal advantages in advertising, merchandising, or promotion. Members are encouraged to use the initials NEWH after their names on business 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 permit its use by a nonmember for any purpose. NEWH mailing lists shall be available to other organizations within the hospitality or related industries, only as approved by the NEWH, Inc. board of directors and are not to be used for commercial purposes. List members may request in writing that their names be deleted from any mailing list provided to another organization.
7. Members who misrepresent their professional qualifications at any time will be subject to disciplinary action by the chapter board of directors.
8. Any conduct which is detrimental to the best interests of the Network of Executive Women in Hospitality, Inc. May result in disciplinary action by the NEWH, inc. Board of directors.

### LEADERSHIP

A member who is elected or appointed to one of these positions acquires a second set of rights and responsibilities, in addition to those which are theirs as a general member.

### RIGHTS

It is the right of NEWH, Inc. Leaders to:

- Receive adequate and competent direction and support from other leaders of the organization;
- Have the support and cooperation of the membership of the organization;
- Depend on the membership to accord them the courtesies of meeting protocol and group etiquette; and
- Expect support of the industry when organization sponsored events serve industry interests.

### RESPONSIBILITIES

As an NEWH, Inc. Leader it is their responsibility to:

- Know the duties of the position to which they were elected or appointed;
- Review the tenets and objectives of the organization;
- Review the NEWH, Inc. By-laws and board handbook for policies of the organization and the position to which they were elected or appointed;
- Act with the care that a reasonably prudent person in a similar position would use to perform their duties under similar circumstances, and must perform their duties in good faith and in a manner they reasonably believe to be in the best interest of NEWH, Inc.;
- Use disciplined judgment in making fiscal decisions;
- Refrain from engaging in personal activities which would injure or take advantage of NEWH, Inc.;
- Not use their position of trust and confidence to further their private interests;
- Study and practice good leadership skills and techniques;
- Serve all members, not just a selected few; and
- Bring genuine interest, enthusiasm and sufficient time to their duties to discharge their responsibly.

### THEY WILL NOT

- Realize secret profits or unfair gain through personal transactions with or on behalf of the NEWH, Inc.;
- Compete with NEWH, Inc. To its detriment;
- Usurp an opportunity of NEWH, Inc.;
- Realize personal gain from use of material, non-public information; and

- Will avoid even the appearance of a conflict of interest.

#### NEWH BOARD CODE OF ETHICS

As a member of the board of directors of NEWH, Inc. Or any of its chapters, i will:

- Represent the interest of all the people served by this nonprofit and not favor special interest inside or outside the organization
- Not use the nonprofit or my service on the board for my own personal advantage or for the advantage of my friends, relatives, or supporters
- Keep confidential information confidential
- Respect and support majority decisions by the board
- Approach all board issues with an open mind, prepared to make the best decisions for everyone involved
- Prior to election or appointment, disclose any personal, professional, or legal matters that might reasonably cause embarrassment if subsequently associated with my NEWH leadership position, including without limitation any conviction of a felony or crime of moral turpitude, termination of employment for cause, and involuntary dismissal from a position of leadership in another nonprofit organization.
- Do nothing to violate the trust of those who elected or appointed me to the board or those served
- Focus my efforts on the mission of this nonprofit and not on my personal goals
- Never exercise authority as a board member except when acting in a meeting with the full board or as i am delegated by the board
- Consider myself a "trustee" of this nonprofit corporation and do my best to ensure that it is well maintained, financially secure, growing and always opening in the best interest of those we serve
- I have read, understand and agree to abide by this code of ethics

#### SUCCESSION PLANNING: NEWH, INC. BOARD OF DIRECTORS ELIGIBILITY POLICY

NEWH, Inc. And its chapters are governed by the NEWH, Inc. Executive committee, board of directors, and house of delegates. The governing body is made up of representatives of all NEWH, Inc. Chapters worldwide. Each member of the NEWH, Inc. Governing body shall:

- Know the duties of the position to which they were elected or appointed;
- Review the code of belief and objectives of the organization;
- Review the by-laws and the procedure manual for policies of the organization and the position to which they were elected;
- Act with the care that a reasonably prudent person in a similar position would use to perform their duties under similar circumstances, and must perform their duties in good faith and in a manner they reasonably believe to be in the best interest of the NEWH, inc.
- Refrain from engaging in personal activities which would injure or take advantage of the NEWH, Inc.
- Not use their position of trust and confidence to further their private interests;
- Realize secret profits or unfair gain through personal transactions with or on behalf of the NEWH, Inc.;
- Compete with the NEWH, Inc. To its detriment;
- Usurp an opportunity of the NEWH, Inc.;
- Realize personal gain from use of material, non-public information;
- Will avoid even the appearance of a conflict of interest;
- Study and practice good leadership skills and techniques;
- Serve all members, not just a selected few;
- Bring genuine interest, enthusiasm and sufficient time to their duties to discharge their responsibly; and
- Understand the actions of the executive committee and board of directors and report back to the chapter board of directors.

#### HOUSE OF DELEGATES

The chapter representatives will sit in the house of delegates, a non-voting section of the newh, inc. Board of directors. In addition to the above, the delegate shall:

- Identify needs of chapters and flush out before bringing to the NEWH, Inc. board of directors;
- Participate in special focus groups; and
- Understand the actions of the executive committee and board of directors and report back to the chapter board of directors

The delegate is elected for a two (2) year term and may hold the position of delegate for five (5) concurrent terms before leaving the NEWH, Inc. Board of directors. Each chapter elects one or more delegates based on the number of members in good standing at the time of election. A member of the house of delegates may run for a position on the NEWH, Inc. Board of directors after serving two (2) years in the house of delegates.

#### BOARD OF DIRECTORS

The board of directors conducts the business of NEWH, Inc. At board meetings held three times per year. Each director has responsibility for a specific area of the business of NEWH, Inc. And shall form a committee to help conduct that business. In

addition to the above, the director shall:

- Conduct the business of the organization;
- Establish a committee to help conduct NEWH, Inc. Business and to create a larger knowledge base within the organization;
- Facilitate a minimum of two (2) conference calls per year with chapter board members; and
- Understand the actions of the executive committee and board of directors and report back to the chapter board of directors.

The NEWH, Inc. Board of directors is elected bi-annually from the seated board members and the members of the house of delegates. To be eligible to hold a position on the board of directors, the person must have sat in the house of delegates for two terms and not have been off the governing body for more than four (4) consecutive years. A member can only serve three (3) consecutive terms on the board of directors.

#### Executive committee

The executive committee of NEWH, Inc. Conducts the business of NEWH, Inc. Between the regularly scheduled board meetings. Officers of NEWH, Inc. Are responsible for the directors listed under them on the NEWH, Inc. Organizational chart. In addition to the above, the director shall:

- Conduct the business of the organization;
- Participate in semi-monthly executive committee meetings held via teleconference calls; and
- Provide leadership to those directors in their immediate reporting relationship.

NEWH, Inc. Officers are elected bi-annually from the current executive committee and seated board of directors. To be eligible to hold a position on the executive committee, the person must be currently seated on the board of directors to running. A member holding an elected position executive committee can only serve three (3) consecutive terms.

## TWELVE PRINCIPLES OF GOVERNANCE THAT POWER EXCEPTIONAL BOARDS

Exceptional boards add significant value to their organizations, making a discernible difference in their advance on mission. Good governance requires the board to balance its role as an oversight body with its role as a force supporting the organization. The difference between responsible and exceptional boards lies in thoughtfulness and intentionality, action and engagement, knowledge, and communication. The following twelve principles offer chief executives a description of an empowered board that is a strategic asset to be leveraged. They provide board members with a vision of what is possible and a way to add lasting value to the organization they lead.

### CONSTRUCTIVE PARTNERSHIP

Exceptional boards govern in constructive partnership with the chief executive, recognizing that the effectiveness of the board and chief executive are interdependent. They build this partnership through trust, candor, respect, and honest communication.

### MISSION DRIVEN

Exceptional boards shape and uphold the mission, articulate a compelling vision, and ensure the congruence between decisions and core values. They treat questions of mission, vision, and core values not as exercises to be done once, but as statements of crucial importance to be drilled down and folded into deliberations.

### STRATEGIC THINKING

Exceptional boards allocate time to what matters most and continuously engage in strategic thinking to hone the organization's direction. They not only align agendas and goals with strategic priorities, but also use them for assessing the chief executive, driving meeting agendas, and shaping board recruitment.

### CULTURE OF INQUIRY

Exceptional boards institutionalize a culture of inquiry, mutual respect, and constructive debate that leads to sound and shared decision making. They seek more information, question assumptions, and challenge conclusions so that they may advocate for solutions based on analysis.

### INDEPENDENT-MINDEDNESS

Exceptional boards are independent-minded. They apply rigorous conflict-of-interest procedures, and their board members put the interests of the organization above all else when making decisions. They do not allow their votes to be unduly influenced by loyalty to the chief executive or by seniority, position, or reputation of fellow board members, staff, or donors.

### ETHOS OF TRANSPARENCY

Exceptional boards promote an ethos of transparency by ensuring that donors, stakeholders, and interested members of the public have access to appropriate and accurate information regarding finances, operations, and results. They also extend transparency internally, ensuring that every board member has equal access to relevant materials when making decisions.

### COMPLIANCE WITH INTEGRITY

Exceptional boards promote strong ethical values and disciplined compliance by establishing appropriate mechanisms for active oversight. They use these mechanisms, such as independent audits, to ensure accountability and sufficient controls; to deepen their understanding of the organization; and to reduce the risk of waste, fraud, and abuse.

### SUSTAINING RESOURCES

Exceptional boards link bold visions and ambitious plans to financial support, expertise, and networks of influence. Linking budgeting to strategic planning, they approve activities that can be realistically financed with existing or attainable resources, while ensuring that the organization has the infrastructure and internal capacity it needs.

### RESULTS-ORIENTED

Exceptional boards are results oriented. They measure the organization's progress towards mission and evaluate the performance of major programs and services. They gauge efficiency, effectiveness, and impact, while simultaneously assessing the quality-of-service delivery, integrating benchmarks against peers, and calculating return on investment.

### INTENTIONAL BOARD PRACTICES

Exceptional boards purposefully structure themselves to fulfill essential governance duties and to support organizational priorities. Making governance intentional, not incidental, exceptional boards invest in structures and practices that can be thoughtfully adapted to changing circumstances.

### CONTINUOUS LEARNING

Exceptional boards embrace the qualities of a continuous learning organization, evaluating their own performance and assessing the value they add to the organization. They embed learning opportunities into routine governance work and in activities outside of the boardroom.

### REVITALIZATION

Exceptional boards energize themselves through planned turnover, thoughtful recruitment, and inclusiveness. They see the

correlation between mission, strategy, and board composition, and they understand the importance of fresh perspectives and the risks of closed groups. They revitalize themselves through diversity of experience and through continuous recruitment.

## 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 2024 NEWH leadership conference. Awardees must be able to attend presentation.

#### NOMINATION INFORMATION:

DEADLINE: NOVEMBER 1, 2023

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 a minimum of three (3) letters of references from NEWH members in good standing endorsing the nomination, and two (2) other references from hospitality industry professionals.
- Nominee must have excellent leadership skills.
- Nominee must have contributed to mentoring at least two (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 2023 – Nominations open
- October 31 – Deadline for candidates to submit nomination packet
- November/December – Jury meets
- January 15, 2024 – Fellow recipients informed
- Fellow recipients recognized at the NEWH leadership conference in spring of 2024

#### NOMINATION INFORMATION:

deadline: October 31, 2023

Nominations will open July 1, 2023. 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 firms for support and leadership in the hospitality industry – the TopID award is a prestigious honor determined by NEWH chapter and regional boards to recognize design excellence and promote design firms engaged in supporting NEWH and its mission of scholarship and education. A firm's custom 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 for their design, engagement, and generous support of their local hospitality industry, 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. 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)
- Update: minimum of 3 custom hospitality projects\* completed by local firm within the 30-month period prior to nomination (January 1, 20-- to June 30, 20--) with 150-word written narrative describing the projects' unique design elements/attributes that make the project distinct in the industry today (\*custom projects are non-program work where designs are not pre-determined by a brand)
- New criteria: to qualify as a TopID nominee, the firm must provide one photograph per project with nomination submission (total of 3 photos/1 per project submission) that best depicts the narrative provided as noted above. Projects submitted with the nomination must be professionally photographed (minimum 300 dpi resolution jpeg or tif file format) (\*chapter/regional boards will be required to acquire the images from the nominated firms for use during judging process – the 3 images will be required to be sent in with your chapter/regional group's final 3 TopID recipients to NEWH, inc.)
- Firm must have an accessible website

### **NEWH JOYCE JOHNSON AWARD OF EXCELLENCE**

#### DESCRIPTION OF AWARD/QUALIFICATIONS:

The NEWH Joyce Johnson award of excellence, a presidential award, will be given to an NEWH member, at the chapter level, 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!)

TWC CONSULTING

## 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><b>General Resources</b></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><b>Board Meeting Resources</b></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><b>Board Training</b></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><b>Financial Support</b></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><b>Marketing</b></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><b>Membership</b></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 31st – and as additional chairs are appointed, or any board changes occur throughout the year

- Chapter event calendar

Calendar will be posted on the NEWH website – specific calendar dates will be added to the event calendar. Calendar should be submitted by January 31st

- Chapter budget

Submit an approved budget to NEWH Inc. By the end of February – please contact the NEWH office for any resources you may need (past budgets, budget template, etc.)

The following pages can be used as a template to submit the required items.

OTHER HELPFUL ITEMS TO INCLUDE IN YOUR CHAPTER BUSINESS PLAN

WRITTEN GOALS:

Ask each director/chair to write 2-3 goals they'd like to complete for the year. These goals will be the starting point for board discussion and planning throughout the year.

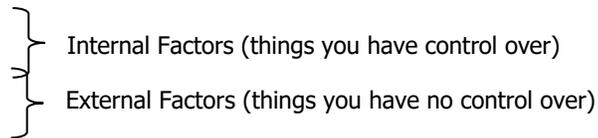
Here are a few examples:

- Your membership director has a goal to get more students members involved in your events. This goal should be shared with the chapter programming director and the scholarship director to ensure that one of your chapter programs planned includes student involvement (i.e. Portfolio review, mentoring event, etc.)
- Your scholarship director has a goal to increase the amount of student scholarship applications received. This goal should be shared with your board and a plan should be put into place for chapter members to visit local schools, or contact schools in your surrounding area, to speak to students about NEWH's scholarship opportunities.
- Your VP/development has a goal to increase the number of committee members in your chapter. This goal could be shared with your membership director and other board members to formulate a plan to reach out to current members, and new members, to find out members' interest to be involved and asking them to volunteer.

SWOT ANALYSIS:

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

- S – STRENGTHS
- W – WEAKNESSES
- O – OPPORTUNITIES
- T – THREATS



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.**

|   |          |
|---|----------|
| JANUARY<br>EXAMPLE:<br>2ND – BOARD MEETING<br>11TH – SUNDOWNER/HAPPY HOUR | FEBRUARY |
| MARCH   | APRIL    |
| MAY   | JUNE     |
| JULY  | AUGUST   |
| SEPTEMBER   | OCTOBER  |
| NOVEMBER  | DECEMBER |

SWOT ANALYSIS

|                         |                      |
|-------------------------|----------------------|
| STRENGTHS<br>•<br>•     | WEAKNESSES<br>•<br>• |
| OPPORTUNITIES<br>•<br>• | THREATS<br>•<br>•    |

## NEWH, INC. INSTAGRAM GUIDELINES

### GOAL:

GROW AWARENESS TO NEWH THROUGH INSTAGRAM BY DISPLAYING IMAGES THAT SHOWCASE OUR MISSION AND EVENTS THAT ARE HAPPENING ON AN INTERNATIONAL AND CHAPTER LEVEL.

### OBJECTIVES:

1. Post an image daily
2. Be consistent with message
3. Market scheduled events
4. Keep post professional
5. Engage your followers
6. Drive traffic to website

### IDEAS OF WHAT TO POST:

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

### WHAT **NOT** TO DO/POST ON CHAPTER OR NEWH INC INSTAGRAM PAGES:

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

### CHAPTER GUIDELINES:

1. Only 2 people on the board are to have the rights to Instagram. The board should approve who these 2 people are since they will have social media privileges and passwords.
2. Only one password is to be used for chapter boards, the password is to be provided to NEWH, Inc. As well.
3. The password for the chapter is to be changed if and when a person with Instagram privileges no longer participates in posting.

### HASHTAGS:

#hospitality industry

#raisingmoneyforscholarships

#newhinc

#donate

#nonprofits

#hospitalitydesign

#leadership

#education

#hospitalityscholarships

tags:

@newhinc

@chapter (i.e. @newhdallas, @newhatlanta, etc.)

### NON-PROFITS TO FOLLOW ON INSTAGRAM FOR INSPIRATION

<http://www.nonprofitmarketingguide.com/blog/2015/04/16/50-nonprofit-instagram-accounts-you-should-follow-right-now/>

PLEASE FOLLOW NEWH, INC. ON INSTAGRAM @NEWHINC

**2023 CALENDAR**

**NOVEMBER 2023**

|        |  |           |  |
|--------|--|-----------|--|
| 1-NOV  | HOTEL DESIGNS BRIT AWARDS              | 11-NOV    | NEWH, INC. BOARD OF DIRECTORS MEETING  |
| 1-NOV  | ALL SAINT'S DAY (FRANCE & ITALY)       | 12-NOV    | NEWH, INC. EXECUTIVE COMMITTEE WRAP-UP |
| 3-NOV  | NEWH EXECUTIVE COMMITTEE ZOOM CALL     | 12-NOV    | DIWALI                                 |
| 5-NOV  | END-DAYLIGHT SAVINGS IN US & CANADA    | 12-13 NOV | BD NY / HX THE HOTEL EXPERIENCE        |
| 10-NOV | PLATINUM CIRCLE AWARDS                 | 13-NOV    | GOLD KEY AWARDS                        |
| 11-NOV | VETERANS' DAY / ARMISTICE DAY          | 17-NOV    | LEADERSHIP LESSONS/NEWH EC             |
| 11-NOV | NEWH, INC. EXECUTIVE COMMITTEE WRAP-UP | 17-18 NOV | HIX (HOTEL INTERIORS EXPERIENCE)       |
|        |  | 23-NOV    | THANKSGIVING (UNITED STATES)           |

**DECEMBER 2023**

|          |  |        |                                    |
|----------|--|--------|------------------------------------|
| DEC TBD  | CRUISE SHIP INTERIORS EXPO                 | 15-DEC | LEADERSHIP LESSONS/NEWH EC         |
| 1-DEC    | NEWH EXECUTIVE COMMITTEE ZOOM CALL         | 25-DEC | CHRISTMAS DAY                      |
| 8-DEC    | FEAST OF THE IMMACULATE CONCEPTION (ITALY) | 26-DEC | BOXING DAY (UNITED KINGDOM)        |
| 7-15 DEC | CHANUKAH                                   | 27-DEC | CHRISTMAS HOLIDAY (UNITED KINGDOM) |
| 12-DEC   | HOSPITALITY DESIGN CITYSCENE               | 31-DEC | NEW YEAR'S EVE                     |

**JANUARY 2024**

|           |  |              |   |
|-----------|--|--------------|---|
| 1-JAN     | NEW YEARS DAY                                | 18-22 JAN    | MAISON & OBJET                              |
| 5-JAN     | NEWH EXECUTIVE COMMITTEE ZOOM CALL           | 19-JAN       | LEADERSHIP LESSONS/NEWH EC                  |
| 6-JAN     | EPIPHANY (ITALY)                             | 19-28 JAN    | DESIGNTO                                    |
| 9-12 JAN  | HEIMTEXTIL                                   | 21-24 JAN    | JANUARY FURNITURE SHOW                      |
| 15-JAN    | MARTIN LUTHER KING DAY (UNITED STATES)       | 21-22 JAN    | ALIS LAW                                    |
| 11-14 JAN | DOMOTEX HANOVER                              | 22-JAN       | HOSPITALITY DESIGN CITYSCENE                |
| 17-21 JAN | PARIS DECO OFF                               | 22-24 JAN    | ALIS  |
| 18-JAN    | NEWH, INC. BOARD OF DIRECTORS MTG. ZOOM CALL | 24-25 JAN    | ALIS DESIGN+                                |
| 18-JAN    | MEET UP PARIS                                | 24-JAN       | LEADERSHIP LESSONS WITH TRUDY/NEWH CHAPTERS |
| 18-21 JAN | IDS TORONTO                                  | 24-26 JAN    | THE INTERNATIONAL SURFACE EVENT             |
|           |  | 28 JAN-1 FEB | LAS VEGAS WINTER MARKET                     |

**FEBRUARY 2024**

|           |                                    |              |   |
|-----------|------------------------------------|--------------|---|
| 2-FEB     | NEWH EXECUTIVE COMMITTEE ZOOM CALL | 19-FEB       | PRESIDENT'S DAY (UNITED STATES)             |
| 5-8 FEB   | RIVA DEL GARDA FIERECONGRESSI      | 19-FEB       | FAMILY DAY (CANADA)                         |
| 6-8 FEB   | SURFACE DESIGN SHOW                | 23-FEB       | LEADERSHIP LESSONS/NEWH EC                  |
| 6-12 FEB  | STOCKHOLM DESIGN WEEK              | 25-FEB       | LAILAT AL BARA'AH                           |
| 7-FEB     | LAILAT AL MIRAJ                    | 19-21 FEB    | HFTP MID-SOUTH ATLANTIC REGIONAL CONFERENCE |
| 7-9 FEB   | BD WINTER FORUM                    | 20-FEB       | HFTP DIGITAL HORIZONS 360 SYMPOSIUM         |
| 14-FEB    | VALENTINE'S DAY                    | 27-29 FEB    | KITCHEN & BATH SHOW NKBA KBIS               |
| 15-17-FEB | NEWH LEADERSHIP CONFERENCE         | 28 FEB-1 MAR | HI DESIGN MEA                               |

**MARCH 2024**

|        |                                       |           |                |
|--------|---------------------------------------|-----------|----------------|
| 1-MAR  | NEWH EXECUTIVE COMMITTEE ZOOM CALL    | 20-MAR    | HINDI NEW YEAR |
| 10-MAR | DAYLIGHT SAVINGS TIME UNITED STATES & | 20-21 MAR | ARCHITECT@WORK |

|              |                                    |           |   |
|--------------|------------------------------------|-----------|---|
| CANADA       |                                    |           |   |
| 10-MAR       | MOTHERS DAY (UNITED KINGDOM)       | 21-22 MAR | HAWAI'I HOTEL & RESTAURANT SHOW           |
| 10 MAR-8 APR | RAMADAN                            | 24-MAR    | PURIM                                     |
| 11-13 MAR    | HD SUMMIT                          | 24-27 MAR | RESTAURANTPOINT WEST                      |
| 12-13 MAR    | INDEPENDENT HOTEL SHOW             | 25-27 MAR | HRC/PUB23                                 |
| 17-MAR       | LEADERSHIP LESSONS/NEWH EC         | 28-30 MAR | ART BASEL                                 |
| 17-MAR       | ST. PATRICKS DAY                   | 29-MAR    | GOOD FRIDAY                               |
| 17-19 MAR    | HEALTHTAC EAST LIVE CONNECT        | 29-31 MAR | EASTER WEEKEND (UNITED KINGDOM)           |
| 19-21 MAR    | HUNTER HOTEL INVESTMENT CONFERENCE | 31-MAR    | EASTER                                    |
|              |                                    | 31-MAR    | DAYLIGHT SAVINGS TIME EU & UNITED KINGDOM |

**APRIL 2024**

|           |  |                |  |
|-----------|--|----------------|--|
|           | HOTEL DESIGNS MEET UP - LONDON             | 18-20 APR      | 97TH ANNUAL HOTEL EZRA CORNELL                               |
| 1-APR     | EASTER MONDAY (CANADA, FRANCE, ITALY, UK)  | 19-APR         | LEADERSHIP LESSONS/NEWH EC                                   |
| 2-5 APR   | AAHOACON24                                 | 22-30 APR      | PASSOVER   |
| 3-7 APR   | PAD PARIS                                  | 22-23 APR      | CHRIS  |
| 5-APR     | NEWH EXECUTIVE COMMITTEE ZOOM CALL         | 22-25 APR      | COVERINGS  |
| 6-APR     | LAYLAT AL QADR                             | 23-25 APR      | HOLA   |
| 9-APR     | NEWH REGIONAL TRADESHOW / ORLANDO          | 24-APR         | LEADERSHIP LESSONS WITH TRUDY/NEWH CHAPTERS                  |
| 10-APR    | EID-AL-FITR (END OF RAMADAN)               | 24-28 APR      | DESIGNMARCH  |
| 4-APR     | HOSPITALITY DESIGN CITYSCENE               | 24 APR-6 MAY   | BOSTON DESIGN WEEK   |
| 9-11 APR  | ULI SPRING                                 | 25-APR         | LIBERATION DAY (ITALY)                                       |
| 11-12 APR | INTERNATIONAL WINDOW COVERING EXPO         | 29-APR         | NEWH, INC, BOARD OF DIRECTORS MEETING                        |
| 13-16 APR | ENVIRONMENTS FOR AGING                     | 29 APR - 1 MAY | FUTURE HOSPITALITY SUMMIT/GLOBAL RESTAURANT INVESTMENT FORUM |
| 14-17 APR | ARDA SPRING CONFERENCE 2024                | 30-APR         | NEWH/HD WOMEN IN DESIGN BREAKFAST                            |
| 14-17 APR | HOTELPOINT                                 | 30-APR         | HD AWARDS 20TH ANNIVERSARY                                   |
| 15-17 APR | INTERNATIONAL HOSPITALITY INVESTMENT FORUM | 17 APR-5 MAY   | BERLIN DESIGN WEEK   |
| 16-21 APR | SALONE DEL MOBILE                          | 30 APR-2 MAY   | HD EXPO + CONFERENCE   |

**MAY 2024**

|           |  |           |                                      |
|-----------|--|-----------|--------------------------------------|
|           | GUEST / LAB                                | 18-21 MAY | NATIONAL RESTAURANT ASSOCIATION SHOW |
| 1-MAY     | LABOR DAY (FRANCE, ITALY)                  | 19-21 MAY | ICCF                                 |
| 6-MAY     | BANK HOLIDAY (UNITED KINGDOM)              | 20-MAY    | VICTORIA DAY (CANADA)                |
| 7-9 MAY   | SAUDI ENTERTAINMENT & AMUSEMENT            | 20-MAY    | WHIT MONDAY (FRANCE)                 |
| 8-MAY     | VICTORY IN EUROPE DAY (FRANCE)             | 21-23 MAY | DESIGN LONDON                        |
| 9-MAY     | ASCENSION DAY (FRANCE)                     | 21-23 MAY | CLERKENWELL DESIGN WEEK              |
| 9-12 MAY  | BOND LEADING 5-STAR HOTEL DESIGNERS        | 21-25 MAY | RHS CHELSEA FLOWER SHOW              |
| 10-MAY    | NEWH EXECUTIVE COMMITTEE ZOOM CALL         | 24-MAY    | LEADERSHIP LESSONS/NEWH EC           |
| 12-MAY    | MOTHERS DAY (UNITED STATES, CANADA, ITALY) | 26-MAY    | MOTHERS DAY (FRANCE)                 |
| 16-MAY    | HOSPITALITY DESIGN CITYSCENE               | 27-MAY    | MEMORIAL DAY (UNITED STATES)         |
| 16-23 MAY | NYCXDESIGN                                 | 27-MAY    | BANK HOLIDAY (UNITED KINGDOM)        |

**JUNE 2024**

|           |                                       |           |  |
|-----------|---------------------------------------|-----------|--|
| 2-JUN     | REPUBLIC DAY (ITALY)                  | 13-16 JUN | ART BASEL  |
| 2-4 JUN   | BD MATCH                              | 15-16 JUN | WAQF AL ARAFA - HAJI                                       |
| 2-4 JUN   | NYU HOSPITALITY INVESTMENT CONFERENCE | 16-JUN    | EID AL-ADHA  |
| 4-6 JUN   | THE HOTEL SHOW DUBAI                  | 16-19 JUN | HITEC INDIANAPOLIS   |
| 4-6 JUN   | RETAILX                               | 17-20 JUN | HOTEC DESIGN   |
| 5-7 JUN   | HI DESIGN EUROPE                      | 19-JUN    | JUNETEENTH (UNITED STATES)                                 |
| 5-8 JUN   | A'24 - AIA CONFERENCE ON ARCHITECTURE | 19-21 JUN | SUSTAINABLE DESIGN CHINA SUMMIT                            |
| 6-7 JUN   | CRUISE SHIP INTERIORS EXPO AMERICA    | 19-22 JUN | DESIGN SHANGHAI  |
| 7-JUN     | NEWH EXECUTIVE COMMITTEE ZOOM CALL    | 20-JUN    | HOSPITALITY DESIGN CITYSCENE                               |
| 11-JUN    | NEWH REGIONAL TRADESHOW / DENVER      | 21-JUN    | LEADERSHIP LESSONS/NEWH EC                                 |
| 10-12 JUN | NEOCON                                | 24-JUN    | INTERIOR DESIGN & ARCHITECTURE SUMMIT                      |
| 11-13 JUN | THE HOTEL SHOW AFRICA                 | 24-27 JUN | HITEC CHARLOTTE  |
| 12-14 JUN | 3DAYSOFDESIGN                         | 26-29 JUN | NEW DESIGNERS - WEEK ONE                                   |
|           |                                       | 30-23 JUN | BOND THE FORUM FOR LATIN AMERICA'S LEADING HOTEL DESIGNERS |

**JULY 2024**

|          |                                    |              |   |
|----------|------------------------------------|--------------|---|
| 1-JUL    | CANADA DAY                         | 14-JUL       | BASTILLE DAY (FRANCE)                       |
| 3-6 JUL  | NEW DESIGNERS - WEEK TWO           | 16-18 JUL    | BD SUMMER FORUM                             |
| 4-JUL    | INDEPENDENCE DAY (UNITED STATES)   | 17-JUL       | DAY OF ASHURA                               |
| 8-JUL    | HIJRA - ISLAMIC NEW YEAR           | 17-JUL       | LEADERSHIP LESSONS WITH TRUDY/NEWH CHAPTERS |
| 9-10 JUL | MANCHESTER FURNITURE SHOW          | 19-JUL       | LEADERSHIP LESSONS/NEWH EC                  |
| 12-JUL   | NEWH EXECUTIVE COMMITTEE ZOOM CALL | JUL 28-AUG 1 | LAS VEGAS SUMMER MARKET                     |

**AUGUST 2024**

|        |                                      |           |                                      |
|--------|--------------------------------------|-----------|--------------------------------------|
| 2-AUG  | NEWH EXECUTIVE COMMITTEE ZOOM CALL   | 16-AUG    | LEADERSHIP LESSONS/NEWH EC           |
| 5-AUG  | BC DAY (CANADA)                      | 22-AUG    | HD SITESEEING                        |
| 15-AUG | FEAST OF ASSUMPTION (FRANCE & ITALY) | 25-27 AUG | WESTERN FOODSERVICE & HOSPITALITY    |
| 15-AUG | NEWH REGIONAL TRADESHOW / ATLANTA    | 26-AUG    | SUMMER BANK HOLIDAY (UNITED KINGDOM) |

**SEPTEMBER 2024**

|           |   |                |                                       |
|-----------|---|----------------|---------------------------------------|
| 2-SEP     | LABOR DAY (CANADA & UNITED STATES)        | 18-SEP         | HOSPITALITY DESIGN CITYSCENE          |
| 5-9 SEP   | MAISON & OBJET                            | 18-19 SEP      | HOTEL SUMMIT                          |
| 5-9 SEP   | PARIS DESIGN WEEK                         | 19-22 SEP      | LONDON DESIGN FAIR                    |
| 6-SEP     | NEWH EXECUTIVE COMMITTEE ZOOM CALL        | 19-22 SEP      | ARC INTERIORS                         |
| 9-11 SEP  | BD FALL FORUM                             | 20-SEP         | LEADERSHIP LESSONS/NEWH EC            |
| 9-11 SEP  | INT'L HOSPITALITY INVESTMENT FORUM - ASIA | 23-27 SEP      | CERSAIE CERAMIC& SURFACES             |
| 11-SEP    | SEPTEMBER 11TH (UNITED STATES)            | 24-27 SEP      | MARMO+MAC STONE & DESIGN              |
| 14-22 SEP | LONDON DESIGN FESTIVAL                    | 25-SEP         | NEWH REGIONAL TRADESHOW / LOS ANGELES |
| 15-16 SEP | MILAD UN NABI                             | 26-29 SEP      | IDS VANCOUVER                         |
| 17-19 SEP | THE HOTEL SHOW - SAUDI ARABIA             | 30 SEP - 2 OCT | FUTURE HOSPITALITY SUMMIT             |

**OCTOBER 2024**

|         |                                    |           |   |
|---------|------------------------------------|-----------|---|
| 1-OCT   | HOSPITALITY DESIGN CITYSCENE       | 11-12 OCT | YOM KIPPUR                                  |
| 2-4 OCT | ROSH HASHANAH                      | 14-OCT    | THANKSGIVING (CANADA)                       |
| 4-OCT   | NEWH EXECUTIVE COMMITTEE ZOOM CALL | 16-OCT    | LEADERSHIP LESSONS WITH TRUDY/NEWH CHAPTERS |

|          |  |           |   |
|----------|--|-----------|---|
| 6-9 OCT  | DECOREX                                | 18-OCT    | LEADERSHIP LESSONS/NEWH EC                |
| 7-10 OCT | LODGING CONFERENCE                     | 27-OCT    | END OF DAYLIGHT SAVINGS TIME IN UK AND EU |
| 7-10 OCT | G2E                                    | 28-30 OCT | HD NEXTGEN FORUM                          |
| 10-OCT   | INDIGENOUS PEOPLES DAY (UNITED STATES) | 28-30 OCT | THE HOSPITALITY SHOW                      |
|          |  | 28-31 OCT | ULI FALL                                  |

**NOVEMBER 2024**

|       |  |           |  |
|-------|--|-----------|--|
| 1-NOV | NEWH EXECUTIVE COMMITTEE ZOOM CALL         | 9-NOV     | NEWH, INC. BOARD OF DIRECTORS MEETING  |
| 1-NOV | ALL SAINTS DAY (FRANCE & ITALY)            | 10-NOV    | NEWH, INC. EXECUTIVE COMMITTEE WRAP-UP |
| 1-NOV | DIWALI                                     | 10-11 NOV | BD NY                                  |
| 3-NOV | END DAYLIGHT SAVINGS TIME IN US AND CANADA | 11-NOV    | VETERANS' DAY / ARMISTICE DAY          |
| 8-NOV | NEWH, INC. EXECUTIVE COMMITTEE WRAP-UP     | 11-NOV    | GOLD KEY AWARDS GALA                   |
| 8-NOV | HD PLATINUM CIRCLE AWARDS                  | 28-NOV    | THANKSGIVING (UNITED STATES)           |

**DECEMBER 2024**

|        |                                    |
|--------|------------------------------------|
| 4-DEC  | HOSPITALITY DESIGN CITYSCENE       |
| 6-DEC  | NEWH EXECUTIVE COMMITTEE ZOOM CALL |
| 20-DEC | LEADERSHIP LESSONS/NEWH EC         |

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: JANUARY 19, 2023

MOTION NUMBER:

I, \_\_\_\_\_  
\_\_\_\_\_  
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MOTION SECONDED BY: \_\_\_\_\_

MOTION IS STATED AND THROWN OPEN BY THE CHAIR FOR DISCUSSION.

NOTES ON DISCUSSION: