



**GOVERNING BOARD  
PACKET**

**29 APRIL 2024**

**MANDALAY BAY CONVENTION CENTER  
3950 Las Vegas Blvd. S, Las Vegas, NV  
Islander H  
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

MONDAY, APRIL 29, 2024, **12:00–04:00 PM PDT**

**1:00–5:00 PM MDT   2:00–6:00 PM CDT   3:00–7:00 PM EDT   8:00PM–12:00 AM BST   9:00 PM–1:00 AM CEST**

<b>Executive Committee</b>	Sandy Banks Jennifer Wellman Kevin Swartz Brittany Spinner	Dallas Bentley Lanée Burns Deidre Schwartz	Valerie Coleman Helen Reed Jonathan Young	Tara Witt Christine Tucker Cynthia Guthrie	Gwendoline Theodet Enrico Cleva Shelia Lohmiller	Jena Seibel Susan Huntington Trudy Craven
<b>Board of Directors</b>	Lori Firpo Jocelyn Nevels	Wanda Luna Brittany Johnson	Shana McCullough-Downing Teri Urovsky	Leonardo Luciano Todd Fuller	<b>CP Ambassadors</b> Angie Law Emily Mueller	Kelly Ponder Adam Tooter
<b>Chairs</b>	Stacy Garcia Natasha Ashar Rachel Berkin David Shove-Brown	Stacy Elliston Stephanie Deshaies Mike Webb Crystal McCain	Natalie Sheedy Helen Reed Jillian Van Dresser	<b>Brand Ambassadors</b> Tara Chung Alvaro Montoya Henri Munyengango	My Nguyen Barry Sullivan	<b>Media Ambassadors</b> Stacy Rauen Keisha Byrd Simmy
<b>House of Delegates</b>	Luis Araujo Elizabeth Banks Kristy Bohne Sara Brookshire Libby Bull	Claire Callis Jolie Cawelti Jeannette Chacon Enrico Cleva Kim Faith Todd Fuller	Annah Gamradt April Geter Casie Idle Levar Jackson Marit Jensen Angie Law	Wanda Luna Courtney MacLean Micelle Madison Genevieve Mansfield Celine Marcotte Demi Melissinou	Ashley Mitchell Sara Nelson Elle Pechiney Stella Pena Chris Schafer Deidre Schwartz	Katie Smith Brittany Spinner Kevin Swart Haley Taylor Gwendoline Theodet Danielle Vassallo

- |   |   |
|---|---|
| <p>CALL TO ORDER (5 MINUTES)</p> <p>ESTABLISHMENT OF QUORUM / MOTION TO ACCEPT MINUTES (5 MIN)</p> <p>PRESIDENT’S WELCOME (5 MINUTES)</p> <p>FINANCIAL REPORT (5 MIN)</p> <p>INTERNATIONAL REPORT</p> <ul style="list-style-type: none"> <li>- UNITED KINGDOM/PARIS/MILANO (5 MIN)</li> <li>- EU/UK LEADERSHIP 2025 (5 MIN)</li> <li>- CANADA (5 MIN)</li> </ul> <p>SCHOLARSHIP (5 MIN)</p> <p>MEMBERSHIP (5 MIN)</p> <p>EID (5 MIN)</p> <p>EDUCATION (5 MIN)</p> <p>MARTH’S MENTORS STATUS REPORT (10 MIN)</p> <p>REGIONAL TRADESHOWS (5 MIN)</p> <p>COMMUNICATIONS/SOCIAL MEDIA (5 MIN)</p> <p>LEADERSHIP CONFERENCE (5 MIN)</p> <p>BOARD TRAINING/STRATEGIC PLANNING/NEXT STEPS (5 MIN)</p> <p>BREAK (15 MIN)</p> <p>BREAKOUT GROUPS – 45 MINUTES</p> <ul style="list-style-type: none"> <li>- UNITED IN COLLABORATIVE SPIRIT – LEADERSHIP CONFERENCE</li> <li>- RISING STAR – AWARD TO RECOGNIZE DIVERSITY &amp; TALENT</li> <li>- B.A.D. AWARD – BEST IN ACCESSIBILITY DESIGN</li> <li>- BOARD MEETING IMPROV – LEARN TO UTILIZE THE M-WRAP MEETING FRAMEWORK</li> <li>- IF YOU PROGRAM IT, THEY WILL COME – PROGRAMMING TO BUILD MEMBERSHIP</li> </ul> <p>BREAKOUT GROUP RECAP – 25 MINUTES</p> <ul style="list-style-type: none"> <li>- LEADERSHIP CONFERENCE (5 MINUTES)</li> <li>- RISING STAR (5 MINUTES)</li> <li>- B.A.D. AWARD (5 MINUTES)</li> <li>- BOARD MEETING IMPROV (5 MINUTES)</li> <li>- PROGRAMMING TO BUILD MEMBERSHIP (5 MINUTES)</li> </ul> <p>NEW BUSINESS (10 MINUTES)</p> <p>OLD BUSINESS (5 MINUTES)</p> <p>MOTION TO ADJOURN</p> | <p>SANDY BANKS</p> <p>JENNIFER WELLMAN</p> <p>SANDY BANKS</p> <p>KEVIN SWART / SUSAN HUNTINGTON</p><br><p>JONATHAN YOUNG</p> <p>GWENDOLINE THEODET</p> <p>TARA WITT</p> <p>BRITTANY SPINNER</p> <p>LANEE BURNS</p> <p>VALERIE COLEMAN</p> <p>DALLAS BENTLEY</p> <p>SANDY BANKS/STACY GARCIA</p> <p>JENA SEIBEL</p> <p>HELEN REED</p> <p>SHANA MCCULLOUGH-DOWNING</p> <p>JENA SEIBEL / TRUDY CRAVEN</p><br><p>DEIDRE SCHWARTZ</p> <p>LISETTE WISPE/VALERIE COLEMAN</p> <p>LEONARDO LUCIANO/VALERIE COLEMAN</p> <p>TARA WITT/BRITTANY SPINNER</p> <p>DALLAS BENTLEY/LANÉE BURNS</p><br><p>DEIDRE SCHWARTZ</p> <p>LISETTE WISPE</p> <p>LEONARDO LUCIANO</p> <p>TARA WITT</p> <p>DALLAS BENTLEY</p> |
|---|---|

**NEWH, INC. GOVERNING BOARD MEETING MINUTES**

Thursday, January 18, 2024  
Virtual Zoom Meeting

<b>Executive Committee</b>	Sandy Banks Jennifer Wellman Kevin Swart	Brittany Spinner Dallas Bentley Lanée Burns	Deidre Schwartz Valerie Coleman Helen Reed	Jonathan Young Christine Tucker	<b>EC Guests</b> Gwendoline Theodet Enrico Cleva	<b>Strategic Advisors</b> Trudy Craven	
<b>Board of Directors</b>	Lori Firpo Jocelyn Nevels	Wanda Luna Brittany Johnson	Shana McCullough-Downing Leonardo Luciano	Todd Fuller	<b>CP Ambassadors</b> Angie Law	Emily Mueller Kelly Ponder	
<b>Chairs</b>	Stacy Garcia Natasha Ashar	Rachel Berkin David Shove-Brown	Crystal McCain Mike Webb	Stephanie Deshaies Natalie Sheedy	Stacy Elliston	<b>Media Ambassadors</b> Keisha Byrd	
<b>House of Delegates</b>	Jolie Cawelti Deidre Schwartz Todd Fuler Angie Law	Claire Callis Luis Araujo Sara Brookshire Wanda Luna	Katie Smith Enrico Cleva Kristy Bohne Levar Jackson	Kim Faith Hannah Gamradt Marit Jensen Courtney MacLean	Gwendoline Theodet Brittany Spinner Danielle Vassallo Genevieve Mansfield	Haley Taylor Cassie Idle Stella Pena Sarah Nelson	Celine Marcotte Demi Melissinou Kevin Swart
<b>Chapter Presidents</b>	Megan May Kris Hanson Katie Smith	Enrico Cleva Erica Puccio Gwendoline Theodet	Denise Ganson Teryl Nielsen Kathryn Quinn	<b>Steering Chairs</b>	Mizuki Davis Tyler Burroughs Michael Sautner	Sonya Miles Scott McSherry Tammy Diniz	
<b>NEWH Inc. Staff</b>	Shelia Lohmiller Jena Seibel	Susan Huntington Diane Federwitz	Kate Nesbitt Erika Swansen	Denise Huntington Hillary Eggebrecht	Julie Hartmann Kathy Coughlin	Sarah Von Deck	
<b>Guests</b>	Celia Armstrong Nicole Lashae Ben Grace Carranza Dean Dorman Lisa Eddy Michael Evans	Brittany Ewing KC Golightly Garden Hahn Gini Hetherington Eileen Hoskins Samantha LaVerde	Brenda Layne Emily Le Garf Peggy Lee Emma Liberi Mark Logston Kelly McCallister	Shannon McGary Lauren McKinnon Elita Memoli Tiffany Miller-Baker Deaderia Morris -Brown Marla Myatt	Beth O'Connell Raymond On Hope Quintanar-Case Ryan Richards Maggie Roncato Erin Rink Susan Russell	Michael Sautner Tara Schellhorn Jessica Schoenberg Athena Slejko Paige Vifen Jena Wilson Donald Wong	
<b>Not in Attendance</b>	Elizabeth Banks Libby Bull Keisha Byrd Jeannette Chacon Kyla Chambers	Sadie Coulter Tara Chung Eric Fernandez April Geter Cynthia Guthrie	Amelia Hoover Jamie Hysell Michelle Madison Will Michael Ashley Mitchell	Alvaro Montoya My Nguyen Alli Oroski Elle Pechiney Melissa Petersen	Adelita Rosenberg Chris Schafer Stacy Shoemaker Rauen Diane Smith Barry Sullivan	Stephanie Thompson Adam Tooter Teri Urovsky Jillian Van Dresser Liz Wilhite Tara Witt	

The meeting was called to order by President Sandy Banks at 7:31PST. Roll call taken and a quorum was established.

**MOTION TO APPROVE MINUTES**

Date: 01-18-24

Motion Number: 1

I, Jennifer Wellman, move to approve the minutes as presented.

Motion seconded by:  Christine Tucker

STATUS OF MOTION:

Carried:  X  Defeated:

**President's Welcome – Sandy Banks**

**Discussion- Sandy Banks: President's Welcome**

- Introduction of new members of International Board of Directors
- Introduction of new directors
- Thanks to returning VIP and directors.
- 3 IBOD meetings this year- 1st one is virtual, HD Las Vegas is April 29th (also 40th anniversary bash), BDNY in New York is November 9th
- Review of who votes
- Proud to announce \$8,692,649.81 in scholarships given.
- Membership of 6,315
- IBOD reports are requested
- Reminder of NEWH membership benefits- professional leadership, mentorship programs, career network, BrandED events, educational content, GreenVoice, EDonline, NEWH magazine, hospitality community, training and strategic planning, recognition of excellence, DesignLinq
- 40th anniversary party at HD on April 29th

**MOTION TO APPOINT NEW BOARD MEMBERS**

Date: 01-18-24

Motion Number: 2

I, Christine Tucker, move to appoint Kevin Swart to the position of vice president of finance.

Motion seconded by:  Deidre Schwartz

**STATUS OF MOTION:**

Carried: X      Defeated:

**MOTION TO APPOINT NEW BOARD MEMBERS**

Date: 01-18-24

Motion Number: 3

I, Christine Tucker, move to appoint Lori Firpo to the position of director of scholarship.

Motion seconded by: Deidre Schwartz

**STATUS OF MOTION:**

Carried: X      Defeated:

**MOTION TO APPOINT NEW BOARD MEMBERS**

Date: 01-18-24

Motion Number: 4

I, Christine Tucker, move to appoint Jocelyn Nevels to the position of director of education.

Motion seconded by: Dallas Bentley

**STATUS OF MOTION:**

Carried: X      Defeated:

**MOTION TO APPOINT NEW BOARD MEMBERS**

Date: 01-18-24

Motion Number: 5

I, Christine Tucker, move to appoint Wanda Luna to the position of director of membership.

Motion seconded by: Helen Reed

**STATUS OF MOTION:**

Carried: X      Defeated:

**MOTION TO APPOINT NEW BOARD MEMBERS**

Date: 01-18-24

Motion Number: 6

I, Christine Tucker, move to appoint Leonardo Luciano to the position of director of EID.

Motion seconded by: Helen Reed

**STATUS OF MOTION:**

Carried: X      Defeated:

**Financial Report- Susan Huntington**

**Discussion- Susan Huntington:**

- NEWH is financially strong with money in the saving account, but the budget is subpar
- With the leadership conference crossing over 2023-2024 most of our expenses will go out this year, which makes the budget look bad. The budget will balance out between 2023-2024.
- Reminder to be mindful of spending this year- book flights early and if you were going to travel to Vegas or New York for work anyway do not submit expenses to NEWH

**MOTION TO APPROVE 2024 BUDGET**

Date: 01-18-24

Motion Number: 7

I, Christine Tucker, move to approve the 2024 budget as presented in the board report.

Motion seconded by: Deidre Schwartz

**STATUS OF MOTION:**

Carried: X      Defeated:

**Board Responsibilities, Expectation, and Web Review- Christine Tucker, Sandy Banks, Susan Huntington**

**Discussion- Christine Tucker:**

- Refresh of protocols and expectations- act in a professional manner when representing NEWH, ensure you are meeting the code of ethics, board meetings are a huge part of networking and team building and are very important, be active and engaged in your role, allow others to share insight and be respectful of new ideas
- The calendar is in the board packet at the back, Diane Federwitz sent out important dates for board members on the 16th
- It is expected that all board members attend all 3 board meetings
- Board reports should be submitted 30 days prior to board meetings
- Expenses are covered for delegates to attend board meetings
- If board report is not submitted, expenses will not be covered
- Our mission is scholarship, education, and networking

**Discussion- Susan Huntington**

- Board reports need to be turned in before you are reimbursed
- You need to be a current member to be reimbursed
- Need to be mindful of expenses. There are set caps for travel. Airfare and hotel rates are analyzed before the cap is set. Sticking to

the caps strictly for the budget

**Discussion- Diane Federwitz:**

- US chapters- go to chapter page and check it out/ update it
- As soon as you have events set, have them put on the calendar
- People love photos of themselves at events- update events page with photos
- Board of directors listed on web page
- Send in member profile picture
- Board resources have been updated as things change- need to be logged in to view board resources with templates to be used
- Events calendar in board packet- events also listed online- make sure to not plan events on dates with large industry events

**Scholarship – Brittany Spinner**

**Discussion- Brittany Spinner:**

- New director this year- Lori Firpo
- Overall this year scholarship directors will be receiving a request for training for review of applications
- Lot of goals and actions that came out of scholarship committee

**Discussion- Lori Firpo:**

- One of my primary goals during the next to years is to help the chapters who are having issues with awarding scholarships- causing scholarship directors to drop out and other problems
- Personal attention to chapters struggling with scholarships
- Reviving the scholarship application to make it more user friendly and precise
- Reach out to EID to ease access and processing
- Analyze common questions from applicants

**EID- Valerie Coleman**

**Discussion- Valerie Coleman:**

- We have a new director- Leonardo Luciano
- Coordinating all the efforts for EID this year- strategic planning meeting coming up next weekend to get a jumpstart on 2024
- Goals include continuing the dialogue sessions at conferences- working out topics for the shows this year
- Content for NEWH magazines
- Subcommittees started work last year for award categories at the chapter level
- Connect with other disciplines such as scholarship with applications
- Continue educating people on EID and what EID does

**Education- Dallas Bentley**

**Discussion- Dallas Bentley**

- We have a new director- Jocelyn Nevels- she will be overseeing EdOnline and Green Voice- working on getting a virtual glossary with terms and visuals
- We have an open position- EdOnline chair- delegates can participate
- Green Voice continues to be a strong program as far as sustainability- led by Rachel Berkin- putting together sessions at the leadership conference and HD Expo
- Trying to get chair positions filled within the chapters
- Mentorship program- Martha’s Mentors- 10 month program- have received dozens of applications for mentors and mentees

**Design Linq- Natalie Sheedy**

**Discussion- Natalie Sheedy:**

- Design Linq is a new design platform developed by NEWH where designers and architecture firms can share projects in their portfolios
- Can be a resource for clients to search for products
- Free for members- it doesn’t function until firms upload their projects
- Demonstration on how to access and use Design Linq

**Regional Trade Shows– Jena Seibel**

**Discussion-Jena Seibel:**

- Regional trade shows are scheduled for this year- they are listed on the website under the events tab
- Shows coming up are Orlando, Denver, Atlanta, Los Angeles and Seattle
- We will begin on next years schedule of regional trade shows in March

**Communications and Social Media- Helen Reed**

**Discussion- Helen Reed:**

- NEWH Inc. is up to 100,000 followers across all platforms- can get great messages out to the hospitality community
- This year at the leadership conference- we are hosting all of the sessions- make sure chapters are reposting about the sessions

- Will be focusing on the 40th anniversary of NEWH- will be asking for photographs and history from the chapters
- Highlights leading up to the anniversary and after the celebration in Vegas
- Monthly calls on the first Tuesday of each month will all of the chapters- subjects are lined up for the whole year already
- Highlighting members- twice a week a member or scholarship winner is highlighted- email Hillary at the office to have someone highlighted
- Videos of students
- Benefits of membership, EID, and education will be highlighted
- Great results from videos filmed at HD
- Meetings are the first Tuesday of every month at noon CST- email Hillary to get an invite

## International Report

### Discussion- Jonathan Young (UK, Paris, Milano):

- We had our 2nd Europe BrandED event at the Raffles hotel in London, which was successful
- The Raffles hotel is very historical
- People from Accor hotels talked
- Thank you to the Inc staff
- The UK board continues to flourish, build clear succession plan
- Typically the UK has 4 signature events- Top ID, Fundraiser and Round Table event, ED event, Post-code auction
- Milano continues to be a huge success- 2023 goal was to reach 100 members, which was achieved, want to grow by another 20% in 2024
- Milano has a lot of hotel chains which brings in designers
- Milano has a goal to grow their student leadership
- All of Milano's 2023 events were sold out- they have had great participation at their events
- The top fundraising event is typically the Top ID event in Italy- looking for sponsors
- Paris board has been established and is very committed
- Paris's membership is increasing- suppliers are participating
- Paris finished 2023 with a Christmas event at one of the showrooms of the suppliers which has helped with membership
- Paris has an event at the Neutron showroom with innovative ways to get the design community involved with NEWH

### Discussion- Christine Tucker (Canada):

- Toronto has a new president and Vancouver has a new chair
- Both the chapter and regional group are healthy and doing well
- Tara Witt has come up with a new concept for board meetings in Toronto- called mrap

## Membership- Lanée Burns

### Discussion- Lanée Burns:

- Meetings are once a month with membership directors of the chapters
- Brochures will be coming out and going to the chapters by the leadership conference- talk about membership for students and educators, for designers, and for suppliers and sales professionals

### Discussion- Stacy:

- We are confirming the schedule for Top ID- when the nominations will go out, modifications- should get back to everyone on the chapter level within the next few weeks

### Discussion- David Shove-Brown:

- The role of student relations is branching out and providing more opportunities for students to meet with professionals at events
- Discussions of interviewing and getting hired
- Get students into developing mentorships
- Bi-monthly meetings will be held

### Discussion- Wanda Luna:

- One of our goals is to see how we can retain members and give them reasons to be members

## Leadership Conference- Shana McCullough-Downing

### Discussion- Shana McCullough-Downing:

- You don't have to be a member or board member to attend the leadership conference
- The room reservations closes on January 22nd
- There is no IBOD meeting at leadership, also no trade show at leadership- doing powertalks this year (invitation only)
- Closing event before the closing party- tailgate party

## Board Training/ Strategic Planning/ Next Steps- Jena Seibel and Trudy Craven

### Discussion- Jena Seibel

- Page 12 of board report has who is up for what training and when

### Discussion- Trudy Craven:

- There are 5 chapters who need to do strategic planning for 2024- only 1 of the 5 have scheduled something

## Report on Breakout Sessions

### Break-Out Session Overview:

#### Reports:

##### Sandy Banks, Christine Tucker:

- Board resources
- New York would like help and information from the Green Voice chair
- Engage in committee calls
- Communication- ask for board training and strategic planning- important on a chapter level to understand what everyone is doing

##### Education, Mentoring, Green Voice education, EDOnline, Scholarship -Dallas Bentley:

- The New York chapter wants to engage with the Green Voice chair
- Martha's mentors update- excited about the program- anchor point for the post-grad students
- EDOnline visual glossary- trying to cultivate some content
- Goals with scholarship outreach- educating students on the number of careers available in hospitality, retaining students
- Awarding scholarships in a way that is more impactful- fewer with higher dollar amounts might mean more retention
- Language barriers- English might not be some of the applicant's first language
- Scholarship committee will have trainings coming up- Feb 9th, Feb 23rd, and March 1st- please include scholarship committees if you are a scholarship director attending
- Notify NEWH Inc before students after choosing scholarship winners
- 25-50% scholarship fund used depending on fundraiser success in 2023
- All the students who apply for scholarships will automatically be made members of NEWH to boost student memberships
- Engage educators and students in a better way- Atlanta used the round table event- number of applicants went up
- New York has an idea for doing portfolio reviews to engage students, also engaging with financial aid and administrative people at big universities
- Share scholarship winner videos to be featured on a national level

##### Membership, EID, Top ID, Student Relations, Hospitality- Laneé Burns:

- Chapter guidelines detailed review- located on website
- Directors need to collaborate with each other- EID has calls monthly or bimonthly and directors are highly encouraged to join
- Website for membership- need to login to get to the board resources- tab for membership that talks about renewals and letters to send to new members
- Presidents- remind board members to use board resources
- Membership collateral will be going out in the next week or two- Presidents will be receiving these
- Banners need to be displayed at all events- if missing any components reach out to Inc- these help with membership and sponsorship
- Monthly meetings with student relations- this position is new and there is a lot of room to grow
- Top ID is under the membership umbrella- the VP of development would be taking on Top ID
- Membership will be having meetings every other month
- Hospitality- continue welcoming people at your events before you start, also greet new members and visitors at events, possibly do a buddy system with students
- Retaining and gathering new members
- Each chapter should come up with a percentage goal for increasing their membership
- As directors or chairs in chapters or regional groups, create committees to avoid burnout

##### Secretary, Finance, Fundraising, Programing- Brittany Johnson:

- Discussed how the budgets are created each year and how NEWH processes accounting- annual basis
- QuickBooks online- president and treasurer of each chapter have access to Quickbooks- treasurer should review at meetings
- Methods of payment- how checkbook works- Inc holds all checkbooks and require signature cards, Inc also holds the credit card for each chapter
- When working with new vendors- need W9s
- Go payment app to collect credit card payments at events- do not have Venmo at the moment
- Give lively app for donations at events- Inc office can create a QR code- use seen in chapter reports
- Tax exemption status- state by state whether we get tax exemption status
- Secretary role- legally required role- signer on bank account, take meeting minutes and role call- turn in minutes to Inc for compliance purposes
- Fundraising director at the chapter level is responsible for organizing at least 1 fundraising event per year- need to work through a budget and plan them well in advance- minimum 40% proceeds- 40% proceeds is split: 20% to Inc, 80% to chapter- 65% into scholarship account, 35% admin account
- Fundraising event is a larger event with a lot of vendors and sponsors- given 90 days to complete results of activity report- aim to complete in 60 days to go through profit and loss sheets with Inc- always remember credit card fees

##### Events, Conferences, BrandED, Communications, DesignLINQ - Deidre Schwartz:

- Music licensing- chapters have received an email that needs to be completed
- NEWH Inc is required to submit events to music licensing company to be covered
- Music release form is in board resources
- 2026 Leadership conference location will be announced at the 2024 conference
- Regional trade shows- 5 on calendar for 2024
- BrandEd- call for interest was sent out to all the chapters

- Chapters will receive \$1,000 for scholarship account after completing a BrandED event- potential of receiving \$3,000
- Any of the passwords for social media platforms should be sent to the NEWH office in case of emergency
- Marketing directors, VPs, and/or presidents should have the passwords for social media accounts within chapters
- Reshare leadership conference content on social media
- Monthly chapter calls for marketing directors.
- Canva tutorial coming in March
- Design Linq- putting together information on benefits and ease of use

### **New Business**

#### **New Business**

- 2024 college of fellows recipients will be announced at the leadership conference
- College of fellows is highest form of membership within NEWH- bestowed on NEWH members who have been in good standing for more than 10 years and have made notable contributions in the hospitality industry and through their commitment in NEWH
- 5 new inductees into the NEWH college of fellows
- Next opportunity to nominate others for the college of fellows will be in the late spring or early summer of 2025- about 3 months to get in nominations.
- 2 new corporate partners this year

### **MOTION TO ADJOURN**

Date: 01/18/24

Motion Number: 8

I, Lanée Burns, move to adjourn the NEWH, Inc. Board of Directors Meeting at 10:40 PST.

Motion seconded by:

Helen Reed

STATUS OF MOTION:

Carried:           X           Defeated:

**PRESIDENT**

**SANDY BANKS**

**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.

**APRIL 2024**

**GOAL STATUS**

On Target. With a very successful and productive gathering at Milliken the beginning of march, I think our disciplines are functioning well and adopting good practices. Meetings are being held often and with excellent content and participation. We have a good team that has pulled together their committees with directors and chairpersons. I am excited for the year ahead and the continued growth of NEWH and will continue to participate when available to keep up with the growth.

Martha’s Mentors seems to be a successful venture so far. The committee will be interviewing the mentors and mentees in the next few weeks to get their feedback..

I don’t believe so.

**ACTION PLAN**

Our breakout was Chris Tucker as past President, other past presidents from the chapters and myself. It was almost exclusively a training session. Any action plans were those related to presidential duties.

**GENERAL COMMENTS**

We are so exhilarated in regard to our 40th Bash. WE have expanded the space so more tickets can be sold. Sponsorships are covering expenses and ticket sales are a 491 as of yesterday. We will hopefully sell out or make tickets available at the door for \$200 each. Great Job and kudos to those in the LV chapter who have stepped up to help make this the Party of the Year!

**GOAL OBSTACLE**

**JANUARY 2024**

**GOAL 1 STATEMENT**

I am so excited to graduate into this position on the Executive Board of Directors and looking forward to getting started. I will stay current with all the actions and planning of our teams. I will prepare for events and agendas for NEWH such as all EC, IBOD and Founder’s circle meetings with the help of the CEO, past president and our strategic planner. I will actively participate in Strategic Planning at Milliken and make sure our plans are executed and carried out with intention and alignment with our mission statement. I will communicate with the Inc. staff, VP’s and team members, including monthly meetings by zoom or phone when necessary to support goals and their progress and maintain communication with all members of each team.

stay on track or assist in follow through to keep progress moving forward.

**GOAL 1 TIMING**

I begin now and end when each goal is met

**GOAL 1 MAJOR MILESTONES**

**GOAL 2 STATEMENT**

**GOAL 2 MEASURE**

**GOAL 2 TIMING**

**GOAL 2 MAJOR MILESTONES**

**GENERAL COMMENTS**

I plan to attend as many newh events and fundraisers as possible. This will help me see how our chapters are functioning.

**GOAL 1 MEASURE**

We will monitor the Goals set by each discipline and initiative to assure they

**SECRETARY**

**JENNIFER WELLMAN**

**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.

**APRIL 2024**

**GOAL STATUS**

Goals weren’t set in January for secretary. I am setting them now for the rest of the year.

**GENERAL COMMENTS**

The goals I would like to set are as follows:

1. Reach out to the chapter presidents and secretaries to make sure the importance of this role is recognized. Set up meetings for questions. This will be an ongoing goal–timeline will reset every year with new secretaries coming into position.

**GOAL OBSTACLE**

No

Reach out to IBOD VPs on a quarterly basis to see how I can help with new initiatives.

**ACTION PLAN**

There wasn’t one set at the board meeting for secretary.

This will start in Q2 and continue as long as needed. Will update on board reports as to how I am helping VPs be effective.

**COMMITTEE TASKS**

No

**JANUARY 2024**

**GOAL 1 STATEMENT**

**GOAL 1 MEASURE**

**GOAL 2 STATEMENT**

MINUTES, ANNUAL BUDGET AND CHAPTER BUSINESS PLAN – 2024

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

**NEWH CHAPTER BOARD TRAINING SCHEDULE**

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

	2023	2024	2025	2026	2027
ARIZONA	Board Train <b>2/8/2023</b>	Strategic Plan (req)	Virtual BDT/STP	Board Train	OPEN
ATLANTA	Virtual BDT/STP	Board Train <b>3/8/2024</b>	OPEN	Strategic Plan (req)	Virtual BDT/STP
ATLANTIC CITY	OPEN	Board Train <b>6/22/2024</b>	Strategic Plan (req)	Virtual BDT/STP	OPEN
CHICAGO	Strategic Plan <b>5/13/2023</b>	Virtual BDT/STP	Board Train (Req)	OPEN	Strategic Plan (req)
CINCINNATI	Strategic Plan <b>2/22/2023</b>	Board Train (Req)	Virtual BDT/STP	Strategic Plan	OPEN
DALLAS	Board Train <b>1/21/2023</b>	OPEN	Strategic Plan (req)	Board Train	Virtual BDT/STP
HOUSTON	Board Train <b>6/3/2023</b>	Virtual BDT/STP	Strategic Plan (req)	OPEN	Board Train
LAS VEGAS	Strategic Plan – <b>2/25/2023</b>	OPEN	Board Train (Req)	Strategic Plan	Virtual BDT/STP
LOS ANGELES	OPEN	Board Train (Req)	Strategic Plan (req)	Virtual BDT/STP	OPEN
MILAN	BT/Strategic <b>10/16/2023</b>	OPEN	Strategic Plan (req)	Virtual BDT/STP	Board Train
MID-SOUTH	Strategic Plan <b>2/11/2023</b>	Board Train (Req)	Virtual BDT/STP	OPEN	Strategic Plan (req)

NEW YORK	Strategic Plan <b>6/2/2023</b>	Virtual BDT/STP (request)	Board Train (Req)	OPEN	Strategic Plan (req)
NEW ENGLAND	Virtual BDT/STP	Strategic Plan (req)	Board Train (Req)	Virtual BDT/STP	OPEN
NORTH/SOUTH CAROLINA	OPEN	Board Train (Req)	OPEN	Virtual BDT/STP	Strategic Plan (req)
NORTH CENTRAL	Board Train <b>2/4/2023</b>	Strategic Plan <b>2/3/2024</b>	Virtual BDT/STP	Board Train	OPEN
NORTHWEST	Strategic Plan – <b>1/22/2023</b>	Virtual BDT/STP	Board Train (Req)	OPEN	Strategic Plan (req)
ORANGE COUNTY	Strategic Plan – <b>1/21/2023</b>	Virtual BDT/STP	OPEN	Strategic Plan	Board Train (Req)
PARIS	BT/Strategic <b>10/11/2023</b>	OPEN	Strategic Plan (req)	Virtual BDT/STP	Board Train
PITTSBURGH	Board Train <b>2/4/2023</b>	Strategic Plan (req)	Virtual BDT/STP	Board Train	OPEN
ROCKY MOUNTAIN	Strategic Plan - <b>12/3/2022</b>	Virtual BDT/STP	OPEN	Board Train (Req)	Strategic Plan (req)
SAN FRANCISCO	Board Train <b>9/10/2023</b>	Strategic Plan (req)	OPEN	Virtual BDT/STP	Board Train
SOUTH FLORIDA	OPEN	Virtual BDT/STP	Strategic Plan (req)	Board Train (Req)	OPEN
SUNSHINE	OPEN	Board Train <b>4/15/2024</b>	OPEN	Strategic Plan (req)	Virtual BDT/STP
TORONTO	Strategic Plan <b>2/4/2023</b>	Virtual BDT/STP <b>5/23/2024</b>	Board Train (Req)	Strategic Plan	OPEN
UNITED KINGDOM	BT/Strategic <b>10/7/2023</b>	OPEN	Virtual BDT/STP	Strategic Plan (req)	Board Train
VANCOUVER	Board Train <b>Dec 3, 2023</b>	Strategic Plan (req)	OPEN	Virtual BDT/STP	Board Train
WASHINGTON DC	Board Train <b>Feb 4, 2023</b>	Strategic Plan (req)	OPEN	Board Train	Virtual BDT/STP

IN-PERSON BOARD TRAINING

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

### KEVIN SWART

#### 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.

#### APRIL 2024

#### GOAL STATUS

##### Goal # 1

Goal status: Continue working on getting all income and expenses posted.

Powertalks looks like it made money, working on final numbers.

##### Goal # 2

Goal status: Budgets are set for 2024

#### GOAL 1 OBSTACLE

Not all vendors, suppliers have submitted their expenses/invoices

#### JANUARY 2024

#### GOAL 1 STATEMENT

Supporting the leadership team to help achieve their goals financially before, during and after the Conference. With the PowerTalk's event in place of the tradeshow this year, help the team understand how that impacted financials. This Conference is not considered a fundraiser, so breaking even is the ultimate goal.

#### GOAL 1 MEASURE

To break even or showing small net proceeds – we will have achieved our goal.

#### GOAL 1 TIMING

To review the financials once the event has been reconciled, after all income and expenses have been posted.

#### GOAL 1 MAJOR MILESTONES

To successfully balance the budget for the conference and whilst still

#### GENERAL COMMENTS

2024 still has its challenges but I want to thank everyone for having a focused approach to managing and strengthening their finances.

We are so grateful to all our faithful sponsor suppliers and their continued support – I know that sponsorship can be a challenge and thanks to Jena for negotiating and managing these sponsorships!

Being relatively new to my role I am so grateful for all the support and enthusiasm of our hard-working volunteers that steer NEWH and make this organization what it is and what we can all be proud of!

delivering on a successful event

#### GOAL 2 STATEMENT

To work closely with Susan Huntington on annual budgeting.

#### GOAL 2 MEASURE

All budgets are balanced and aligned with our original goals

#### GOAL 2 TIMING

The end of 2024

#### GOAL 2 MAJOR MILESTONES

To monitor budgets quarterly to ensure we achieve our goal

#### GENERAL COMMENTS

With this being a Leadership Conference year, we need to be excited but diligent about budgets, and understanding of the changes that will need to

be considered when setting these. We may have constant challenges, but we also have incredible victories – made possible by our amazing sponsor suppliers who champion what we are about, and who we are hugely grateful to for their ongoing support!

Our thanks goes again to Jena for negotiating sponsorships and finding

replacement sponsors (often at very short notice) to maintain our expected sponsorship funds.

Thanks, as always, to the team of volunteers who we rely on daily to help us achieve what makes NEWH the organization it is, and always coming out tops!!

BANK BALANCES	
ACCOUNT BALANCES AS OF 09/30/2023	
GENERAL	\$ 326,751.66
SCHOLARSHIP	198,775.17
CLIFF TUTTLE SCHOLARSHIP	8,049.14
MONEY MARKET (CASH RESERVE FUND)	403,094.90
LONG TERM RESERVE ACCOUNT	224,773.49
CHECKING RESERVE ACCOUNT	122,825.69
CD	100,000.00
NEWH, INC. ACCT IN CANADA	CAD 22,264.57
NEWH CANADA, INC.	CAD 94,431.68
NEWH CANADA, INC. SCHOLARSHIP	CAD 10,157.56
NEWH, INC. ACCT. IN LONDON	GBP 32,536.73

CHAPTERS	UPDATED SIGNATURE CARDS 2024	REGIONAL TRADESHOW MONIES TRANSFERRED TO SCHOLARSHIP ACCT IN 2024	FUNDRAISING/ DONATION/INTERES T MONIES TRANSFERRED TO SCHOLARSHIP ACCT IN 2024	CHECKING BAL	DATE	SCHOLARSHIP BAL	DATE	MUTUAL FUND
Arizona	Yes			44,306.64	3/31/24	41,090.50	3/31/24	
Atlanta	Yes			174,169.66	3/31/24	86,574.62	3/31/24	
Chicago	Yes			215,693.23	3/31/24	104,953.50	3/31/24	
Dallas	Yes			117,775.58	3/31/24	273,730.78	3/31/24	
Las Vegas	Yes			83,424.37	3/31/24	38,303.58	3/31/24	
Los Angeles Founding	Yes			154,054.82	3/31/24	44,608.53	3/31/24	
Milano								
New York	Yes			207,263.14	3/31/24	91,329.16	3/31/24	
North Central	Yes			95,988.47	3/31/24	32,840.54	3/31/24	
Northwest	Yes			204,909.48	3/31/24	109,306.75	3/31/24	
Paris								
Rocky Mountain	Yes			106,493.50	3/31/24	47,710.84	3/31/24	
San Francisco Bay Area	Yes			55,093.81	3/31/24	220,170.86	3/31/24	
South Florida	Yes			50,197.57	3/31/24	95,259.52	3/31/24	
Sunshine	Yes			156,200.94	3/31/24	153,200.41	3/31/24	
Toronto				59,551.57	3/31/24	21,286.18	3/31/24	
United Kingdom				22,834.82	3/31/24	32,097.90	3/31/24	
Washington DC Metro	Yes			118,240.98	3/31/24	283,559.28	3/31/24	
<u>Regional Groups</u>								
Atlantic City				50,446.60	3/31/24	29,756.43	3/31/24	
Cincinnati				21,701.73	3/31/24	4,504.24	3/31/24	
Hawaii				11,959.32	3/31/24	27,561.06	3/31/24	
Houston				10,801.33	3/31/24	62,184.66	3/31/24	
Memphis Mid South				39,603.44	3/31/24	17,089.79	3/31/24	
New England				8,004.60	3/31/24	12,613.89	3/31/24	
North Carolina				7,983.92	3/31/24	8,502.56	3/31/24	
Orange County				9,730.87	3/31/24	55,898.18	3/31/24	
Pittsburgh				3,573.28	3/31/24	4,931.60	3/31/24	
South Carolina				2,869.04	3/31/24	1,899.26	3/31/24	
San Diego						19,590.93	3/31/24	
Vancouver						30,010.37	3/31/24	
Virginia						12,266.34	3/31/24	

**2024 BUDGET**

	INCOME	EXPENSE
<b>PRESIDENT</b>	-	3,530.47
<b>PRESIDENT ELECT</b>	-	-
<b>PAST PRESIDENT</b>	-	6,008.22
<b>EXECUTIVE ADVISER</b>	-	1,832.28
<b>SECRETARY</b>	-	-
BOARD TRAINING	-	3,085.53
<b>VICE PRESIDENT FINANCE</b>	-	-
FUNDRAISING	24,406.12	
TRAVEL / DELEGATE	-	1,332.56
<b>VICE PRESIDENT/SCHOLARSHIP</b>	-	-
SCHOLARSHIP	5,225.00	-
BRANDED		498.92
CLIFFORD TUTTLE SCHOLARSHIP	6,000	-
ELITE EXPOSITIONS	-	-
GREEN VOICE SCHOLARSHIP		15,000.00
HDAC SCHOLARSHIP		10,000.00
ICON SCHOLARSHIP	-	-
NEWH LEADERSHIP SCHOLARSHIP		1,692.74
VENDOR SCHOLARSHIP	10,178.79	8,019.11
WOMEN LEADERS IN HOSPITALITY SCHOLARSHIP	-	-
<b>VICE PRESIDENT/EDUCATION</b>	-	7,766.24
EDUCATION	-	-
ED ONLINE	-	-
GREEN VOICE EDUCATION	5,000.00	45.00
MARTHA'S MENTORS		950.00
<b>VICE PRESIDENT/MEMBERSHIP</b>	-	-
MEMBERSHIP	187,155.85	71,971.66
STUDENT RELATIONS		-
TOP ID		6,393.43
<b>VICE PRESIDENT/EVENTS</b>	-	419.24
BRAND PROGRAMS	-	-
NEWH CONFERENCES	279,990.00	433,355.27
BRANDED EVENTS	49,260.00	5,371.58
POWERTALKS	22,994.00	249,154.77
<b>VICE PRES/COMMUNICATIONS</b>	-	1,448.40
SOCIAL MEDIA	-	5,016.25
DESIGNLINQ		-
<b>VICE PRESIDENT/EID</b>	-	-
DIVERSITY	-	950.00
<b>ADMINISTRATION</b>	560.00	407,243.08
CORPORATE PARTNER DEVELOPMENT	262,500	5,990.20
NEWH INC EVENT	129,282.54	29,897.33
PROGRAMMING/VIRTUAL	-	-
MARKETING	81,599.13	58,804.80
NEWH AWARDS	-	8,808.58
TRADESHOWS/USA	-	3,205.44
TRADESHOWS/REGIONAL	460,057.00	118,554.76
NEWH GOVERNING BOARD MTG.	-	10,082.15
PRINTED COLLATERAL	-	1,221.00
WEBSITE	5,399.50	8086.14
BANK/CREDIT CARD	5,623.25	16,360.33
	1,535,231.18	1,502,095.48

2024 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
ARTERIORS 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
KELLEX	SUPPORTING	2024
KIMBALL HOSPITALITY	SUPPORTING	1994/2016
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
TARKETT	SUPPORTING	2008
TLS FURNITURE	SUPPORTING	2021
TRINITY LIGHTING	SUPPORTING	2024
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.

#### APRIL 2024

#### GOAL STATUS

Goals set in January are still valid and important. We have not set the dates for the Fundraising calls yet and will need to do so. We will shift the originally planned March call to April as well as set up the

rest of the year's calls for summer and fall.

#### GOAL OBSTACLE

Obstacles have arisen in the form of outside forces taking significant time and precedence.

**COMMITTEE TASKS**

The discussion focused around content for fundraising calls, there was not volunteer opportunities.

**JANUARY 2024**

**GOAL 1 STATEMENT**

- Support chapter fundraising directors, create space for connection, discussion and ideation.
- Host fundraising calls again in 2024 – 3 during the course of the year (March/June/Sept)

**GOAL 1 MEASURE**

The goal of keeping our chapter fundraising directors supported will be achieved once we have had all three calls over the course of the year. Hopefully we will continue to have strong information and idea sharing in the calls and can continue to bring successes and learning moments to the table to continue to improve the fundraising role.

**GOAL 1 TIMING**

This has already been started as we had an idea session at the November IBoD to develop topics for 2024 calls. So the goal began in November and we'll have the final call in September reporting back as needed to NEWH Inc./EC.

**GOAL 1 MAJOR MILESTONES**

- Develop topics for 2024 calls.
- Schedule 2024 calls (March/June/September)
- Plan content of calls

**GENERAL COMMENTS**

So excited to see everyone at the board meeting and looking forward to celebrating this amazing NEWH anniversary with everyone.

- Work with Inc. office to send reminders/encourage participation (Fundraising Directors, VP Development, Presidents)
- Host calls
- Report back as needed

**GOAL 2 STATEMENT**

**GOAL 2 MEASURE**

**GOAL 2 TIMING**

**GOAL 2 MAJOR MILESTONES**

**GENERAL COMMENT**

For all that have attended these calls in 2023, thank you for the lively conversation and for sharing and encouraging others. I'm looking forward to continuing discussions with those moving into their 2nd year of their terms as well as introducing others to fundraising who are just beginning their term. Fundraising Director can seem daunting, but our group has been so helpful to break it down into simple steps and processes, and I always like to say when raising funds – the worst that can happen is someone can say no. Enthusiasm and positivity around our mission can do wonders to shift a maybe into a yes. NEWH continues to be grateful to all of our supporters, to our Corporate Partners and to the Chapter Sponsors, you all make what we do possible. Thank you for showing our hospitality community how much NEWH means to you!

**VP/SCHOLARSHIP**

**BRITTANY SPINNER**

**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.

**APRIL 2024**

**GOAL STATUS**

**GOAL 1 STATEMENT**

Goal 1 – (NEWH, Inc. Level and Chapter Level): Connect more of our scholarship winners with tangible resources and mentorship opportunities upon receiving the scholarship

Update: We've connected past scholarship winners (mentors) with students at the Leadership Conference as a start to showing students the value that NEWH members bring to their networking potential. This was a successful event with approx. 35 people in attendance. Additional connections for mentorship will be explored throughout the coming year.

**GOAL 2 STATEMENT**

Goal 2 – (NEWH, Inc. Level): Revisit the "rules" for applying. Remove barriers to access, especially if we want to increase diversity.

Update: After the Strategic Planning, the scholarship team will be connecting with EID committee to discuss some potential barriers to entry and find ways to improve the application process.

**GOAL OBSTACLE**

**NOVEMBER 2023**

**GOAL 1 STATEMENT**

NEWH Inc. Level and Chapter Level: Connect more of our scholarship winners with tangible resources and mentorship opportunities upon receiving the scholarship.

**GOAL 1 MEASURE**

We will check in with scholarship winners via survey or via conversation between the chapters to see if these resources or opportunities have helped them in their career. If not, we will gather that information to see what we can do.

**GOAL 1 TIMING**

Timeline: Jan. 2024 – Dec. 2025

One of our goals is to create a scholarship application "How to" video for students. The challenge is that we would like to create the video in multiple languages but are looking for a volunteer within the NEWH community that could help translate it for us into several languages (Mandarin, Spanish, French, and Italian).

**ACTION PLAN**

The January scholarship breakout session was more of an information gathering session that did not have an action item tied to it. The committee is proceeding with our action items that were created as an outcome from the prior committee sessions.

**COMMITTEE TASKS**

This is a future item tied to the revamp of our scholarship financial review form, and the application "How to" video.

**GENERAL COMMENTS**

Our scholarship team is really excited to work on our initiatives and connecting with other disciplines to help improve the scholarship application.

**GOAL 1 MAJOR MILESTONES**

Next Steps:

- 1) Look at ways to work in tangent with the Top ID program to provide a set internship or job shadow opportunity with one or more of the chapter's Top ID firms.

Example:

- 1) This can be on the application, or as part of the instructions provided to chapters to ask this question and set it up.
- 2) Add a box on applications for membership to see if they are interested in mentoring opportunities and/or being a mentor.

Challenge:

How do we provide an equal opportunity or internships or job shadowing for Hospitality Management and culinary students?

**GOAL 2 STATEMENT**

NEWH Inc. Level: Revisit the “rules” for applying. Remove barriers to access, especially if we want to increase diversity.

**GOAL 2 MEASURE**

We will team up with the EID team as well as review the results of the communications survey to analyze what we can do better. We will have reached the goal if we come up with solutions to remove any of the barriers to access that we have identified.

**GOAL 2 TIMING**

Timeline: Jan. 2024 – Dec. 2025

**GOAL 2 MAJOR MILESTONES**

- Next Steps:
  - Hosting “application 101” sessions at various schools in addition to our

**DIRECTOR/SCHOLARSHIP**

**LORI FIRPO**

**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.

**APRIL 2024**

**GOAL STATUS**

**GOAL 1 STATEMENT:** Identify and connect with individual scholarship directors of state chapters that are having difficulty awarding scholarships. Strengthen individual chapters by helping them target best schools in their catchment regions and research other colleges that have hospitality programs that they may not be connected to. Increased success on a chapter level will also increase retention of scholarship directors and likelihood of a succession plan.

Our committee conducted (3) scholarship director training sessions in February-March. Now that formal training is complete, I have prioritized a list of chapters/regions that awarded less than \$10,000 in scholarship funds for targeted outreach. There are (8) on this list. I have reached out to (4) to schedule one-on-one calls with me to discuss what challenges they are facing and how I can offer solutions and support. Next level of contact will be to reach out to directors in the rest of the chapters. There are many first-time directors in our ranks. I want them to feel that they can rely on me as a resource if they have questions. The secondary goal here is to make them feel they are not alone but are part of an interconnected, supportive community. Hopefully, a rewarding experience will result in directors continuing board service after their scholarship tenure ends. Student Relations would be a natural segue.

**GOAL 2 STATEMENT:** Re-evaluate/revise scholarship application form. During the review of the Harvey Nudelman scholarship applicants, we started to discuss how the financial reporting section (Income vs Expenses section) could be made clearer for reviewers and

typical scholarship outreach.

- Create an “Application Guide” or YouTube video (Multi-language) to help students navigate the questions on the applications and financial forms.
- Add additional language such as “What does hospitality mean to you?” or “Why is hospitality important to you?”
- Review the financial form once more to find additional ways to help clarify it for students.
- Add a box on the application that asks the students preferred form of communication and provide options such as: Text message, Instagram messenger, Email, etc.

**GENERAL COMMENT**

The committee and the scholarship team will work throughout the next two years to implement these action items. A plan of action includes additional training sessions, catch-up sessions with the chapters, coordinating with other directors and information gathered from the breakout sessions at the IBOD meetings will help guide us and track out progress.

streamline the evaluation process. The aim here is not to re-invent the wheel or create costs, but to improve what we have.

We also discussed how requirements for official transcripts might cause financial challenges for students who are unable to pay for this. Additional goals are to translate the form into other languages, create a multi-language application guide and PowerPoint video or presentation. We will review and consult with EID to point out additional barriers.

**GOAL OBSTACLE**

- Goal #1: Not yet apparent. Time is everyone's challenge, so will make these calls very brief. May have to make multiple attempts to connect.
- Goal #2 – We will need to secure reliable translation services, preferably within the NEWH community.

**ACTION PLAN**

- Goal #1- In-progress. Goal is to reach out to all scholarship directors by end of April 2024.
- Goal #2. Review/revise form and have discussion with EID by June 2024. Finalize form by August 2024.
- Instructional video by end of 2024/early 2025.

**GENERAL COMMENTS**

I am so appreciative of Erika and Brittany's support as I settle into this new role. They are so generous with their time and knowledge sharing. I think our committee has developed important and reachable goals.

**JANUARY 2024**

**GOAL 1 STATEMENT**

Identify and connect with individual scholarship directors of state chapters that are having difficulty awarding scholarships. Strengthen individual chapters by helping them target best schools in their catchment regions and research other colleges that have hospitality programs that they may not be connected to. Increased success on a chapter level will also increase retention of scholarship directors and likelihood of a succession plan.

**GOAL 1 MEASURE**

Success will be evident by an increase in the amount of scholarships and scholarship amounts awarded.

**GOAL 1 TIMING**

January 2024- December 2025

**GOAL 1 MAJOR MILESTONES**

1. Introduce the goal to scholarship directors at the first monthly meeting in January 2024.
2. Identify chapters in critical need and get schedules of when their scholarships open up. (Jan-Feb 2024)
3. Meet virtually with individual scholarship directors to discuss challenges specific to their region and develop strategic plans that could include these activities throughout 2024-2025:
  - a. Identify best contacts within schools. Research other schools that might now have hospitality programs that comply with eligibility requirements to widen outreach.
  - b. Identify key professors who will help raise NEWH's profile with students
  - c. Schedule one-on-one virtual meetings with academic contacts to raise awareness of NEWH mission and discuss how to best reach students. I will be available to join those calls as much as my schedule allows.

**GOAL 2 STATEMENT**

Re-evaluate/revise scholarship application form.

**GOAL 2 MEASURE**

Successful impact will be seen if there are more applications submitted correctly and there are fewer questions from applicants.

**GOAL 2 TIMING**

On going January 2024-December 2025

**GOAL 2 MAJOR MILESTONES**

- Get feedback from chapter directors on what questions repeatedly arise from applicants.

- Review/clarify financial reporting section.
- Application guide for student/faculty/administrator reference to be included with scholarship package

**GENERAL COMMENT**

Additional goal is to continue to stay connected to scholarship winners and build this community. Continue to support them by helping them with career advice, network opportunities, giving career advice, essentially keeping them in the fold. These students will be great goodwill ambassadors for NEWH. They can also be the springboard for student committees/volunteers for outreach and events.

**2024 SCHOLARSHIPS AWARDED BY CHAPTER**

CHAPTER	2023	TOTAL # OF AWARDS	TOTAL GIVEN
ARIZONA	-	137	163,050.00
ATLANTA	-	193	530,865.00
ATLANTIC CITY/PHILADELPHIA	-	19	77,000.00
CHICAGO	-	181	611,073.73
CINCINNATI REGION	-	9	25,500.00
DALLAS	50,000.00	249	635,200.00
HAWAII REGION	-	4	8,000.00
HOUSTON REGION	-	158	276,625.00
LAS VEGAS	-	207	602,604.92
LOS ANGELES FOUNDING CHAPTER	37,500.00	399	1,081,598.00
MID-SOUTH	-	5	12,500.00
MILANO	-	5	EURO 2,500.00
NEW ENGLAND REGION	4,000.00	47	72,750.00
NEW YORK	-	277	871,500.00
NORTH CAROLINA REGION	-	8	27,500.00
NORTH CENTRAL	-	60	129,000.00
NORTHWEST	-	74	304,963.64
ORANGE COUNTY REGION (SOUTHERN COUNTIES)	-	77	121,650.00
PARIS	-	1	EURO 1,500.00
PITTSBURGH REGION	-	9	23,000.00
ROCKY MOUNTAIN	-	66	179,200.00
SAN DIEGO REGION	-	3	3,000.00
SAN FRANCISCO BAY AREA	-	56	325,000.00
SOUTH CAROLINA	-	4	10,000.00
SOUTH FLORIDA	-	126	285,450.00
SUNSHINE	-	109	383,500.00
TORONTO	-	72	CAD 138,013.00
UNITED KINGDOM	-	39	GBP 60,750.00
VANCOUVER	-	14	CAD 38,000.00
VIRGINIA REGION	-	8	16,500.00
WASHINGTON DC METROPOLITAN	-	189	858,300.00
AGELESS LIVING COLLABORATIVE	-	3	20,000.00
CLIFFORD TUTTLE SCHOLARSHIP	-	10	50,000.00
ELITE EXPOSITIONS/CRUISE SHIP INTERIORS	-	5	25,000.00
FUTURE HOSPITALITY LEADERS' SCHOLARSHIP	-	3	15,000.00
GREEN VOICE DESIGN COMPETITION	15,000.00	19	105,000.00
HDAC DIVERSITY SCHOLARSHIP	10,000.00	7	35,000.00
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	-	2	15,000.00
NEWH BRANDED/IHG	-	1	7,500.00
NEWH BRANDED/MARRIOTT INTERNATIONAL	-	3	22,500.00

NEWH ICON OF INDUSTRY	-	28	142,500.00
NEWH KEN SCHINDLER MEMORIAL SCHOLARSHIP	-	4	20,000.00
NEWH LEADERSHIP SCHOLARSHIP	15,000.00	6	45,000.00
NEWH WOMEN LEADERS IN HOSPITALITY SCHOLARSHIP AWARD	-	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	17	76,000.00
NEWH VENDOR – P/KAUFMANN	-	6	60,000.00
NEWH VENDOR – SÉURA	-	4	12,000.00
NEWH VENDOR – SYMMONS	-	6	24,000.00
NEWH VENDOR – TARKETT	-	1	10,000.00
NEWH VENDOR – WOODCRAFT DESIGN COMPETITION	-	3	15,000.00
NEWH VENDOR – YELLOW GOAT	-	1	5,000.00
<b>TOTALS</b>	<b>\$ 156,500.00</b>	<b>2990</b>	<b>USD \$ 8,737,713.54</b>

## VP/EDUCATION

### DALLAS BENTLEY

#### 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.

#### APRIL 2024

#### GOAL STATUS

I'm making good progress on my goals set in January. They include: supporting the programs under the Education Portfolio including Martha's Mentors, Green Voice, and EDOnline as well as designing a marketing campaign for the Education sleeve.

I am part of three committees: Martha's Mentors, Green Voice and Education. I have spoken to a possible new EDOnline Chair who will replace Allie Bruski. She joined us in our last committee meeting to get familiar with the Education committee and is likely to come on board at some point. Jocelyn has gotten more comfortable with the goals and processes that are part of the Director of Education Committee and has made progress on the Visual Glossary website for the Hospitality 101 product with EDOnline. I arranged permissions for videoing of the Green Voice panel at the Leadership Conference and have been trying to assist Rachel find a panel topic for HDExp. Additionally, I supported Martha's Mentors as a lead in the matching sub-committee. For all, I arrange for a social media calendar of promotions with Helen Reed's communications team.

For the Education marketing plan, I conducted two of my "road show". The first was at a scholarship award with IHG at the Shaw

Showroom with the Atlanta Chapter. I spoke and ran a slide deck to the 20-30 people in attendance, promoting EDOnline. Also, I teamed with Natalie Sheedy to give a pitch for DesignLINQ and EDOnline at the March New York committee meeting thanks to the invitation by Kristy Bohne, VP Administration at the NY chapter.

#### GOAL OBSTACLE

Nothing out of the ordinary. We continue to have the support of NEWH Inc and chapters. Sometimes it's hard to find the time in the day for all of the chairs and directors to complete their tasks, so I try to be persistent but supportive.

#### ACTION PLAN

Our last breakout featured both Education and Scholarship. Most of the feedback at this virtual IBOD breakout was geared towards Scholarship. Education mainly presented the progress of the 3 programs. There was some discussion around the New York green voice chair getting connected with Rachel Berkin's Green Voice committee, which happened last month.

#### COMMITTEE TASKS

This was not relevant to the Education portion of the breakout discussion

#### JANUARY 2024

#### GOAL 1 STATEMENT

Ensure all committees (GreenVoice, EDOnline, and Martha's Mentors) have the necessary resources (human and organizational) to execute successful programs through 2024.

#### GOAL 1 MEASURE

When each branch of the Education team has achieved their goals Jan 1 to Dec 31, 2024

#### GOAL 1 TIMING

Jan 1 to Dec 31, 2024

#### GOAL 1 MAJOR MILESTONES

1. Lead the chairs of the Green Voice, Martha Mentors, and Education

Committees so that their activities are aligned with each other as well as the strategic imperatives of the NEWH International Board of Directors.

2. Fill open EDOnline Chair position by January 19th, 2024.
3. Fill GV Chapter chair positions for 2024 in targeted chapters – Atlanta, New York, Las Vegas, New England, & DC – to better connect the thriving Green Voice committee with chapter activities.

#### GOAL 2 STATEMENT

Raise awareness about the Education Discipline portfolio of programs (EDOnline, Green Voice, and Martha's Mentors) to targeted groups including members, chapter boards members, and sponsors to increase participation in these programs, grow sponsorships, and enhance the value and prestige of an NEWH membership.

**GOAL 2 MEASURE**

1. Pitch Education portfolio benefits at (1) Corporate Partner meeting and (1) monthly board meeting for each chapter.
2. Grow # of applicants for Martha’s mentors year over year (mentor and mentee) by 25%.

**GOAL 2 TIMING**

Jan 1 to Dec 31, 2024

**GOAL 2 MAJOR MILESTONES**

1. Develop an Education Pitch with slide deck and messaging for both sponsors and chapter boards to enumerate the benefits of EDOonline, Martha’s Mentors, and Green Voice to encourage participation in the form of content, participation

(event panels, committees, mentors/mentees) or sponsorships.

2. Contribute new slides and messaging to NEWH, Inc. for use in NEWH Chapter Board Training around the education programs.
3. Conduct marketing campaign for EDOonline Visual Glossary targeting designers from different segments: brand designers, TOP ID firm designers, and student designers to raise page unique visitors to 1,000 per month by January 1, 2025.

**GENERAL COMMENT**

Last year was about building a strong team of participants in the Education Discipline. This year we want to maintain Green Voice, better convey our benefits with our membership, and launch the EDOonline Visual Glossary.

**DIRECTOR/EDUCATION**

**JOCELYN NEVELS**

**JOB PURPOSE**

- Manage development and implementation of education programs that align with NEWH, Inc. Mission, including continuing education, EDOonline, and GreenVoice programs.
- Oversee the strategic direction and successful execution of the Martha’s Mentorship Program by guiding the program’s growth, ensuring effective mentor-mentee pairings, and fostering an environment that promotes professional development and networking within NEWH and the hospitality industry.

**APRIL 2024**

**GOAL STATUS**

We are doing well.

EDOonline – has progressed on the visual glossary and should have content on the NEWH website late April, Early May.

Martha’s Mentors – has had their training sessions for the mentors and mentees. They have had four meetings and feedback session.  
Green Voice – planning a panel discussion on product recycling for HD Las Vegas.

**JANUARY 2024**

**GOAL 1 STATEMENT**

Oversee the execution of the Hospitality 101 online glossary content, layout, visuals for the NEWH Website and marketing plan.

**GOAL 1 MEASURE**

The goal will be completed once the glossary is published on the NEWH website and marketing plan launched.

**GOAL 1 TIMING**

- Timing- Item 1 Jan. 2, 2024 – May 31, 2024
- Item 2 Feb. 1, 2024 – Oct. 31, 2024
- Item 3 June 1, 2024 – Dec. 31, 2024

**GOAL 1 MAJOR MILESTONES**

1. Check in with the website designers to see how things are coming along, share updates and if possible, review the beta set up.
2. Determine a release date for the Hospitality 101 glossary website launch date.
3. Brainstorm and develop a marketing plan to make people aware and draw them to the NEWH website online glossary. This will be accomplished with the review and implementation of information gathered from discussions design firms.
4. Brainstorm and develop a plan for what comes next for the online glossary content.

**GOAL 2 STATEMENT**

Support the Martha’s Mentors Program and Green Voice Program complete their goals for 2024

**Martha’s Mentors – Job Purpose**

Oversee the strategic direction and successful execution of the Martha’s Mentorship Program by guiding the program’s growth, ensuring effective mentor-mentee pairings, and fostering an environment that promotes professional development and networking within NEWH and the hospitality industry.

**GOAL 2 MEASURE**

**Martha’s Mentors –**

1. Successfully match at least 10 pairs or 80% of eligible mentees with experienced mentors.
2. Achieve a 95% completion rate for the onboarding process.
3. Implement a regular feedback mechanism to gather insights from mentors and mentees on their experiences with a goal of speaking to 80% of participants.

**GOAL 2 TIMING**

- Martha’s Mentors – Item 1 – Jan. 2, 2024 – Feb.1 2024
- Item 2 – Jan. 2, 2024 – March 30, 2024
- Item 3 – April 1, 2024 – Dec. 31, 2024

**GOAL 2 MAJOR MILESTONES**

**Martha’s Mentors –**

- 3 committee representatives will read, review and match Mentor / Mentee pairs.
- Pairs will be notified and introduced via email prior to the Leadership Conference.
- Finalize the Martha’s Mentor training manual
- Schedule separate training times for Mentors and Mentees
- Provide recommended agendas for first 3 Mentoring Sessions along with guidelines for meeting cadence, goal setting and check-ins.
- Establish key performance indicators (KPIs) to measure the success of mentor-mentee relationships, including career advancements, leadership development, industry knowledge gained, and networking achievements.
- Generate a quarterly report highlighting the achievements and impact of the Martha’s Mentors Program

**GENERAL COMMENT**

The following is a brief outline for the Green Voice program –

- Speaking Sessions at Leadership, HD Expo, and BDNY
- Complete GV Design Competition
- Continue GV Monthly Meetings and GV local events
- Update GV Website

**VP/MEMBERSHIP**

**LANEE BURNS**

**JOB PURPOSE**

- Oversee all aspects of the stated NEWH, Inc. Mission of education.
- Ensure NEWH, Inc. Mission, standards, and practices for membership are understood and followed 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.

**APRIL 2024**

**GOAL STATUS**

The goals we set in January were the following:

1. Set perimeters around the "Premier" Top ID, continue to have conversations with chapters regarding TopID timing and Submission. We decided to place a pause on the "Premier" TopID for now so we can get a better understanding of what we need to do. Stacy met with the VP of Development in March and went over timeline and submission. We decided to change the submission back to 24 months instead of 18 months. Many of the chapters expressed their concern about the 18 months.
2. The new brochures have done out to ALL chapters. So each chapter has received the new brochures and is encouraged to utilize them.

**GOAL OBSTACLE**

We do not have obstacles at this time except need more time (smile)

**ACTION PLAN**

During the January breakout, I went over the website a little bit and Valerie spoke about EID and shared some of the website with the

members in the breakout session. We are looking forward to the Breakout at the IBOD meeting at HDEXpo this year.

**COMMITTEE TASKS**

Many people in my breakout were not on the Membership committee. Membership had a meeting on March 8th. In this meeting we went over the website in details. We asked each chapter to provide us with a percentage that they would like to grow their chapters in 2024. We also decided that we will work to update the NEWH Website for 2024

**GENERAL COMMENTS**

I feel like Stacy has a good hand on TopID and had a successful meeting. She has established a better line of communication with the chapters and her and Diane are working well together. David, held his first meeting and I think that things went well. David will be having a Portfolio Review at HDEXpo and hopefully to have one at BDNY. Also he is coordinating a Professional Student walk the show for 2 days.

**JANUARY 2024**

**GOAL 1 STATEMENT**

We have a few goals for 2024  
 TopID – establishing perimeters around the "Premier" TopID, continue to have conversation with chapters regarding TopID timing and submission for 2024.  
 Membership – Great incentives for member to sign up. Complete the brochures and distribute them to chapters Thinking about retention and retaining members.  
 Student Relations – work with and advise Student Relations Chairs on how to keep the students involved.  
 Come up with creative ways to get and keep student active in NEWH.

**GOAL 1 MEASURE**

TopID – we will achieve the TopID "Premier" goal when we come up with a strong plan and guidelines to submit to EC hopefully in March at the annual retreat.  
 We should have the submissions and timing for 2024 no later than February 2024 and have all chapters/regional groups submit for TopID in a timely manner.  
 Membership – we will know that we reached the incentive by the increase in membership.  
 Brochures – We are looking to have this ready for distribute by February at the latest March.  
 Student Relations – by seeing how many students we can maintain and also to become general members of NEWH.

**GOAL 1 TIMING**

TopID – "Premier" TopID – to be ready by the end of 2024 to roll out in 2025.  
 Membership incentives – January 2024 to December 2024  
 Brochures -January 2024 to March 2024.  
 Student Relations – January 2024 to December 2024 to see if we have increase student membership and transferred students to general members.

**GOAL 1 MAJOR MILESTONES**

TopID – "Premier" TopID – coming up with guidelines and timeline for this award.  
 Membership – coming up with incentives for chapters to assist in retaining and increasing their membership.  
 Brochures – just working with NEWH to get the final copies to have ready to send out no later than March 2024 if not sooner.

**GOAL 2 STATEMENT**

I put all of the goals for Membership in Goal 1. It was easier...

**GOAL 2 MEASURE**

**GOAL 2 TIMING**

**GOAL 2 MAJOR MILESTONES**

**GENERAL COMMENT**

I think that this will be an exciting 2024 and I know that Wanda, Stacy and David will be amazing to work with.

**DIRECTOR/MEMBERSHIP**

**WANDA LUNA**

**JOB PURPOSE**

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

**APRIL 2024**

**NO REPORT SUBMITTED**

**JANUARY 2024**

**GOAL 1 STATEMENT**

Increase membership on the chapter and INC level.

**GOAL 1 MEASURE**

We will compare by comparing percentage increase.

**GOAL 1 TIMING**

January 2024 – December. 2024

**GOAL 1 MAJOR MILESTONES**

Increase Membership by at least 2% from current.

**GOAL 2 STATEMENT**

Develop how we can provide incentives to members to join and be able to RETAIN. Why should someone become a member? Why should we remain a member?

**GOAL 2 MEASURE**

By checking how many new members and if the membership has decreased.

**GOAL 2 TIMING**

January 2024 – December 2024. We will check quarterly

**GOAL 2 MAJOR MILESTONES**

2% memberships increase chapter and INC level while not losing any current

GENERAL COMMENT

\*Also, would like to see more students involved in a chapter level\*

I am very excited to help our organization continue our success and help students.

**MEMBERSHIP REPORT BY CHAPTER**

chapter	11/1/2023 voting/non-voting	11/1/2023 w/Students	2023 to date	2023 to date w/ Students	% of Change since November 2023 meeting w/o students	2023 non renewals		2023 new members/ past returning		voting members	non voting	students
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Students are not reflected

Arizona	135	169	126	174	-7%	12	9.5%	10	7.4%	106	20	48
Atlanta	334	492	322	491	-4%	12	3.6%	27	8.1%	252	70	169
Chicago	252	328	276	359	10%	34	13.5%	49	19.4%	238	38	83
Dallas	333	447	373	494	12%	33	9.9%	30	9.0%	303	70	121
Las Vegas	188	250	240	303	28%	19	10.1%	32	17.0%	184	56	63
Los Angeles Founding	208	257	221	259	6%	36	17.3%	23	11.1%	175	46	38
Milano	89	89	105	126	18%	15	16.9%	18	20.2%	78	27	21
New York	346	435	334	395	-3%	33	9.5%	56	16.2%	270	64	61
North Central	172	296	157	356	-9%	14	8.1%	7	4.1%	90	67	199
Northwest	161	214	134	173	-17%	28	17.4%	12	7.5%	113	21	39
Paris	17	20	51	52	200%	3	17.6%	20	117.6%	46	5	1
Rocky Mountain	161	210	165	239	2%	12	7.5%	20	12.4%	139	26	74
San Francisco Bay	188	241	161	201	-14%	21	11.2%	20	10.6%	128	33	40
South Florida	204	268	225	285	10%	34	16.7%	26	12.7%	179	46	60
Sunshine	198	277	269	355	36%	13	6.6%	31	15.7%	209	60	86
Toronto	129	273	174	307	35%	22	17.1%	8	6.2%	80	94	133
United Kingdom	132	148	155	171	17%	18	13.6%	22	16.7%	130	25	16
Washington DC Metro	285	351	285	340	0%	21	7.4%	28	9.8%	234	51	55
Atlantic City/Philadelphia	103	154	102	180	-1%	0	0.0%	8	7.8%	80	22	78
Cincinnati Region	66	80	59	77	-11%	4	6.1%	2	3.0%	54	5	18
Houston Region	101	184	100	166	-1%	9	8.9%	7	6.9%	65	35	66
Mid-South Region	126	215	125	188	-1%	8	6.3%	19	15.1%	96	29	63
New England Region	116	134	117	136	1%	6	5.2%	18	15.5%	99	18	19
North Carolina Region	68	110	76	119	12%	5	7.4%	11	16.2%	54	22	43
Orange County Region	85	120	105	134	24%	13	15.3%	15	17.6%	90	15	29
Pittsburgh Region	43	56	35	63	-19%	5	11.6%	4	9.3%	28	7	28
Regional Members	51	56	61	67	20%	6	11.8%	13	25.5%	40	21	6
South Carolina Region	31	37	25	30	-19%	2	6.5%	5	16.1%	20	5	5
Vancouver Region	76	151	93	168	22%	8	10.5%	8	10.5%	70	23	75

edited 9-April-2024

4398 6062 4671 6408 6.2% 446 10.1% 549 11.8% 3650 1021 1737

REGIONAL AREAS	2024	2023	2022	2021	REGIONAL AREAS	2024	2023	2022	2021
ARKANSAS	7	2	2	2	KANSAS	1			
ASIA/PACIFIC	7	10	13	9	MEXICO	1			
ATLANTIC CANADA	1	1	1		MICHIGAN	3	2	2	2
AUSTRALIA	1				MISSOURI/ST. LOUIS	22	10	14	16
GERMANY	1	1	1		OKLAHOMA	2	3	4	5
HAWAI'I	3	7	5		SAUDI ARABIA	1			
IDAHO	1	1	1		SERBIA	2	2		
INDIANA	8	9	11	8	UNITED ARAB EMERITES	1			
IRELAND	1				VIRGINIA	2	2	2	

**VP/EVENTS**

**DEIDRE SCHWARTZ**

JOB PURPOSE

- Oversee the planning and execution of NEWH events.
- Ensure all NEWH events and conferences meet the NEWH mission, standards and practices.
- Ensure all stakeholders have appropriate input in programming.

**APRIL 2024**

**GOAL STATUS**

**Leadership Conference:**

- Take in all lessons learned from Leadership Conference 2024 and envelope them into the plan for LC 2026. Notes assembled and organizing into planning efforts
- Secure date, location, venue, theme/tagline  
Late Feb to mid-March is target, prior to Cherry Blossom tourism spike. Venue RFP to release late March. Target May for venue selection
- Design, develop, and launch LC marketing & sponsorship strategy & campaign. Decide on theme for marketing strategy. Conceptualizing sponsorship program
- Assemble committee to include 2 added members (1 from DC chapter + 1 additional)

**BrandED:**

- Ensure we have 6 sponsors for 2024 programming not official yet, but working with a potential 6th on contract details.
- Consolidate learnings from 2022-23 into 2024 programming

conducted sponsorship and ambassador meetings in January for feedback – incorporate learnings into 2024+ program.

- Sustain strong committee for BrandED program success  
Added Mike Webb to sit in for Leslie's position (east) – Welcome, Mike!
- Leslie to remain in coaching position for Mike in 2024 – thank you, Leslie!
- Henri Munyengango joined as BrandED Ambassador for IHG – Welcome Henri!

**GOAL OBSTACLE**

Nothing at the present

**ACTION PLAN**

Enveloped into the "goals" section

**COMMITTEE TASKS**

We plan to network and find our two LC committee members at IBOD 4/29 Breakout. If anyone has interest please reach out to Deidre Schwartz (224) 639-3335 or newh.deidre@gmail.com. Candidates should have strong tactical work ethic, proactive, deadline oriented, innovative thinker, and great hospitality industry connections.

**JANUARY 2024**

**GOAL 1 STATEMENT**

Establish and execute plan for successful BrandED 2024 programming

**GOAL 1 MEASURE**

1. We have 6 confirmed sponsors.
2. We have considered and implemented changes to address 2022 and 2023 learnings.
3. We have a strong committee and expanded BrandED ambassador roster.

**GOAL 1 TIMING**

Started in Q4 2023 and this will conclude at the end of 2024.

**GOAL 1 MAJOR MILESTONES**

1. Secured all sponsorship slots – early Q1 2024
2. Incorporated changes to gain earlier engagement from Chapters.
3. Established full committee – by end of 2023 COMPLETED.
4. Discovery calls with sponsors and ambassadors to get further input on other improvements to consider – early Q1 2024 SCHEDULED.

**GOAL 2 STATEMENT**

Establish and execute plan for successful 2026 Leadership Conference programming.

**GOAL 2 MEASURE**

1. Identify all lessons learned and opportunities from 2024 LC – via EC Retreat, sponsor input, speaker input, attendee survey.

2. Compile all data.
3. Secure date, location, venue, theme/tagline.
4. Design, develop, and launch LC marketing strategy & campaign.
5. Design, develop, and launch LC sponsorship program.
6. Build strong LC Committee include local chapter members.
7. Curate 2026 LC Program requirements with NEWH VP's input.

**GOAL 2 TIMING**

Q4 2023 – 12/31/2024

**GOAL 2 MAJOR MILESTONES**

1. We have a list of Lessons Learned + Opportunities for improvement over 2024 including attendee input.
2. We have a date, a city, a venue, and a theme + tagline.
3. We have a marketing campaign and strategy behind it.
4. We have a sponsorship program ready.
5. We have a fantastic committee committed to making it great.
6. We have input from ALL NEWH VPs on topics, issues, and programs to include.

**GENERAL COMMENTS**

If anyone has any suggestions, thoughts, ideas for these important programs for our membership, please do not hesitate to share those with me or members of the BrandED or Leadership Conference teams. You can reach me at: newh.deidre@gmail.com.

**DIRECTOR/NEWH CONFERENCES**

**SHANA MCCULLOUGH-DOWNING**

**JOB PURPOSE**

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

**APRIL 2024**

**GOAL STATUS:**

1. Execute a successful LC 2024.. Complete
2. Work on securing locations and theme for 2026... in progress.  
Working with Jena/Deidra on Proposals for Hotel Bids. Now that we have the location announced we can work on the theme that will be present throughout LC 2026.

**GOAL OBSTACLE**

To date, nothing has been an obstacle. We are hoping to secure the dates/hotel as soon as possible and move forward but in the meantime are brainstorming the other aspects to get us started and

moving in the right direction.

**COMMITTEE TASKS**

We will be able to consider subcommittee volunteers once we work out a few more details. In the meantime I would happily keep a list of contact information for those interested in volunteering.

**GENERAL COMMENTS**

I can't thank everyone enough that assisted in making 2024 Leadership Conference such a success. We all worked so hard to make it come to fruition and I am quite proud of how it turned out. We have a lot of work ahead of us to make sure that 2026 is even better

JANUARY 2024

GOAL 1 STATEMENT

Complete the Run of Show for LC 2024

GOAL 1 MEASURE

We will have a fully detailed run of show for the entire program.

GOAL 1 TIMING

January 5th and will have it complete no later than January 30th.

GOAL 1 MAJOR MILESTONES

1. Meet with Cindy to review past conferences vs current conference
2. Put all the details into the final spreadsheet
3. Execute
4. Review after the LC to gain viewpoints on successes, challenges/learnings and run a "stop, start and continue" evaluation.

GOAL 2 STATEMENT

Begin planning of the 2026 LC conference.

GOAL 2 MEASURE

1. Locations will be being reviewed (really want to get a jump on this in 2024 so we can lock in as much as possible early)
2. Develop a theme and branding for the LC based off of the location

GOAL 2 TIMING

March 2024 and will continue throughout the rest of the year to completion as this will be a bit more of a "rolling goal" with lots of updates as we develop.

GOAL 2 MAJOR MILESTONES

1. Get Region/Chapter Bids
2. Get Hotel Bids

GENERAL COMMENTS

What a fun and wild ride it's been so far. Can't wait to get 2024 off the ground and then start working on 2026!

**DIRECTOR/BRAND PROGRAMS**

TERI UROVSKY

JOB PURPOSE

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

APRIL 2024

GOAL STATUS

Enhance Chapter Engagement: All chapter presidents were solicited first of the year to determine interest in holding a BrandED in their chapter along with potential ideas of properties/brands to highlight.

Secure six sponsors for BrandED: Four of the 2023 sponsors returned for 2024. ....JVA, Fiberbuilt, Ratana and Mincy Marble. One new sponsor has committed. ....Art of Floors and we currently have a verbal commitment from a sixth manufacturer.

Hold 5-6 Live BrandED events in 2024: The first event will be held in Nashville on April 11 with Hilton showcasing the new Tempo property. We are currently working with Marriott and the Northwest chapter on a September event featuring The Ritz-Carlton Portland. Other events are in the early stages of planning and will be announced throughout the year.

Increase the number of brand partners in the program: Currently in discussion with three leading brands and will make announcements as they are confirmed.

GOAL OBSTACLE

Not at this time.

ACTION PLAN

The feedback generated ideas for greater chapter engagement which was implemented in January and resulted in the opportunity to confirm timing and location of events earlier in the year to better assist our marketing team as well as sponsors with schedule planning.

COMMITTEE TASKS

The Brand Chairs and Brand Ambassadors have all been assigned tasks for the year.

GENERAL COMMENTS

We sadly say goodbye to Leslie Anderson, who served as a Brand Chair since the inception of the program almost 7 years ago! Her term ended in December and we thank her for her tremendous contributions to the growth of the program. She brought us many partners, coordinated numerous events throughout the country and always graced us with her beautiful smile and welcoming approach. She will be missed tremendously but has graciously agreed to transition her successor into the role!

We welcome Mike Webb into the Brand Chair role vacated by Leslie and we are so excited to have him on the team! His reputation for calmness under pressure, keen organization and being very smart precede him and we are grateful that he will bring those skills, and more, to the program. Welcome Mike!

Our Brand Partner, IHG has shared a change in their Brand Ambassador role. Henri Munyengango will be representing IHG going forward taking on the role formerly held by Kavitha Iyer. Many thanks to Kavitha for all of her hard work and support of BrandED over the past three years and welcome Henri!

JANUARY 2024

GOAL 1 STATEMENT

GOAL 1 MEASURE

GOAL 2 STATEMENT

GOAL 2 MEASURE

GENERAL COMMENTS

**VP/EQUITY, INCLUSION, AND DIVERSITY**

VALERIE COLEMAN

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.

APRIL 2024

GOAL STATUS

The EID Director and I are well connected, meeting regularly to discuss our goals, action items and other issues, and I am supporting

him as he leads and guides the EID committee.

Have completed our EID strategic planning meeting, attended the Leadership Conference in Nashville, attended the Exec Committee leadership retreat/strategic planning sessions, and have solidified

the goals in the EID area for 2024.

**GOAL OBSTACLE**

No major obstacles thus far. Communication lines are open, relationships are being further developed with the Exec Committee, NEWH staff and the EID committee members. Just focusing on delegating, engaging the committee members to do the work and being careful to not take on too much — doing what we can with the resources we have available and level setting expectations.

**ACTION PLAN**

We've confirmed 2 breakout session topics around two EID initiatives for the Vegas IBOD meeting on April 29th. Those topics are:

- 1) The Rising Star Award,
- 2) the Best in Accessible Design (B.A.D.) Award.

Looking to get further input from IBOD members as we support our sub-committees doing due diligence and establishing the criteria/framework around these areas.

– We've secured our speakers and topic for the EID dialogue session that will take place at HD Expo Vegas on April 30th.

– The EID Director is getting resources aligned to plan for the EID dialogue session for BDNV in November 2024.

**COMMITTEE TASKS**

We are in process. The EID Director and I have identified persons (re: The Rising Star Award, and the Best in Accessible Design (B.A.D.) Award), and will be having discussions with the broader EID committee on March 19.

**GENERAL COMMENTS**

Having talked with several of the EID Directors this year, and meeting some of them in-person, I can say the energy feels good around the work we are doing. I am continuing to learn that there is still more work to be done in educating our industry and members around the importance of diversity, inclusivity and equity in our workplaces and as we work across teams – all viewpoints matter and should be embraced as we do the work of hospitality.

**JANUARY 2024**

**GOAL 1 STATEMENT**

Meet with the new Director of EID Committee regularly to align and support his vision for the committee in 2024, and then have our EID kickoff meeting as part of our Strategic Planning Meeting; specifically, to introduce/welcome the new EID directors joining the committee, have Leo share his vision w/the committee as Director, and explain my role as VP, revisit the Rising Star Award sub-committee efforts, and discuss any interest in creating a Best in Accessibility Design Award (B.A.D.) sub-committee.

**GOAL 1 MEASURE**

Once we have had the strategic planning meeting and had an opportunity to discuss with the 2024 chapter EID Directors, and have persons assigned with relevant tasks with their anticipated timeline(s).

**GOAL 1 TIMING**

Strategic planning/kickoff meeting is set for January 27, 2024.

**GOAL 1 MAJOR MILESTONES**

Goals documented and agreed upon by the EID committee, Director and VP. Really important for the committee directors to share "HOW" this committee and our efforts this year can best serve them.

**GOAL 2 STATEMENT**

Finalize subject topics for the HD Vegas and BDNV "EID Dialogue" sessions and involve persons on the EID committee to help coordinate these. AND - solicit for subject(s)/content for NEWH Magazine subscriptions for 2024 (1 issue? 2 issues? 4 issues?) and assign person(s) from the EID committee to oversee the coordination.

**GOAL 2 MEASURE**

When we have the topics identified, panelists/speakers confirmed, and have relayed that information to the proper contacts (e.g. Emerald conference planning folk, et al). AND - when we have agreed upon the # of article submissions, communicated the magazine due dates for article submissions, and have assigned persons to oversee the task(s).

**GOAL 2 TIMING**

Planning for HD Vegas show begins asap, with EID Dialogue details confirmed by April 1st 2024. Planning for the BDNV show will begin after strategic planning meeting, with EID Dialogue details confirmed by Sept. 1, 2024.

For NEWH Magazine article submissions on EID topics, we would follow these dates:

- winter ISSUE DATE: JANUARY; Ad Close: 1/10; Materials Due: 1/13
- spring ISSUE DATE: APRIL; Ad Close: 3/27; Materials Due: 3/30
- summer ISSUE DATE: AUGUST; Ad Close: 7/17; Materials Due: 7/20
- fall ISSUE DATE: OCTOBER; Ad Close: 9/28; Materials Due: 10/3.

**GOAL 2 MAJOR MILESTONES**

Identifying persons to head up these efforts so that they are participating, and so that all coordination work does not fall on the EID Director or VP of EID.

**GENERAL COMMENT**

Given the new Director of EID has not yet been appointed to the role, and we've not yet had our strategic planning meeting to discuss 2024 goals with the committee, we don't yet have a Director's report. The information contained in this VP of EID report covers the domain of EID presently. We expect these goals to get refined once we've had strategic planning meeting and have set the cadence for our 2024 committee meetings.

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

**LEONARDO LUCIANO**

**JOB PURPOSE**

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

**APRIL 2024**

**GOAL STATUS**

I have met with the committee 32 times since January. We have been able to:

- -Confirm EID Dialog and speakers for HD.
- -Set Committee members to take charge of Fall and Winter articles for NEWH Magazine submissions.
- -Establish an Event Article Template.
- -Confirm two leaders (Leonardo Luciano) for B.A.D Award
- Break out discussion and (Levar Jackson) Rising Star Break out discussion.

**GOAL OBSTACLE**

Not at this time.

**COMMITTEE TASKS**

I have not reached out to anyone attending the breakout.

How do I know who is attending the breakouts?

**GENERAL COMMENTS**

We have had 2 great committee meetings; the committee is engaged. We have had lively discussion, accomplished some goals. We are all very excited and are looking forward to getting some important things done this year

**JANUARY 2024**

**GOAL 1 STATEMENT**

**GOAL 1 MEASURE**

**GOAL 2 STATEMENT**

**GOAL 2 MEASURE**

## 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.

#### APRIL 2024

##### GOAL STATUS

We are moving forward with a great deal of traction on our goals. We have met with the majority of the VPs regarding their discipline and are working on Communication plans for their events.

##### GOAL OBSTACLE

Since there are several disciplines and a great deal of activity with each one we do have issues with getting content.

##### ACTION PLAN

We did not have any action plans from the breakout.

##### COMMITTEE TASKS

In process of doing this

##### GENERAL COMMENTS

Due to the high activity of each discipline, the communications team will grow by adding 3 communications chairs. The chairs will attend discipline calls that are either monthly or every other month and will work on the content that is discussed in the meetings. This will allow for one person as chair to concentrate on 1-2 disciplines each and we can develop a better strategy for each VP and their directors with events, scholarships, EID, Fundraising etc.

#### JANUARY 2024

##### GOAL 1 STATEMENT

Increase the recognition with corporations and other businesses, within the Hospitality Industry and outside of the Hospitality industry, that will support our mission and our scholarships. This includes increasing our following on all platforms (FB, IG, LinkedIn, YouTube, Vimeo and X". Currently the total followers on these platforms is 117,000+, our goal would be increase the following by another 12,000 this year.

##### GOAL 1 MEASURE

We will monitor the followers each month and follow the increase as we move forward 2024.

##### GOAL 1 TIMING

1.1.24

##### GOAL 1 MAJOR MILESTONES

When we increase by at least 5,000 followers in 6 months

##### GOAL 2 STATEMENT

Increase video content by 20% with at least 80% participation from membership including EC, IBOD, Chapters, Scholarship Winners and students. Include videos from past scholarship winners giving an update of where they are now. Have members provide videos about why they love NEWH and the benefits. Include videos by the EC and Directors discussing what is ahead in the year for NEWH and why people should get involved.

##### GOAL 2 MEASURE

By tracking participation

##### GOAL 2 TIMING

1,1,24

##### GOAL 2 MAJOR MILESTONES

Increase in following by 5000 on communication channels

##### GENERAL COMMENTS

We would like to grow the participation of chapter's directors on our monthly social media calls, the calls are the first Tuesday of every month.

## DIRECTOR/SOCIAL MEDIA

### TODD FULLER

#### 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.

#### APRIL 2024

##### GOAL STATUS

With the introduction of the Interview Reels, we have seen a great increase in followers and also viewers/ reactions to the individual posts. We also continue to have our monthly calls which have been a great resource for the boards regarding best practices, but also to get the chapter board members involved in what the IBOD is working on and communicating it on a chapter level.

##### GOAL OBSTACLE

The time to do everything we want... we are prioritizing these items and handling them as we can.

##### ACTION PLAN

I will continue to meet with the EID Committee and will add attending the Scholarship meetings. We are looking for 2 more committee members.

##### COMMITTEE TASKS

I will be a part of the EID and Scholarship meetings  
The 2 new committee members will attend meetings for

1. Education
2. Membership and Fundraising

#### JANUARY 2024

##### GOAL 1 STATEMENT

Increase to 30,000 followers. NEWH, Incs current following across all platforms is about 18,500, adding 11,500 followers.

##### GOAL 1 MEASURE

I will have reached the goal when our following has increased to 30,000

##### GOAL 1 TIMING

Start the goal Jan 1 and end on Dec 31st.

##### GOAL 1 MAJOR MILESTONES

- End Q1, 21,000 followers
- End Q2, 24,000 followers
- End Q3, 27,000 followers
- End Q4, 30,000 followers

##### GOAL 2 STATEMENT

Continue to have monthly meetings with Chapter representatives: Social Media Chair, Director of Marketing, VP of Development, Chapter President. In 2023 we offered monthly meetings to engage the chapters with tips and tricks with social media platforms and marketing for their chapter. While attendance was not always high at these monthly Zoom calls, the engagement with the chapters increased the activity within chapters and helped us promote initiatives of NEWH, Inc.

**GOAL 2 MEASURE**

Provide a monthly Zoom call each month for 2024

**GOAL 2 TIMING**

Jan 9th is 1st call of the year. Goal will be reached on Dec 3rd, the last scheduled call for 2024.

**GOAL 2 MAJOR MILESTONES**

Dates for each monthly meeting have been set and discussion topics have been tentatively scheduled for the year.

**CHAIR/designLINQ**

**NATALIE SHEEDY**

**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.

**APRIL 2024**

**GOAL STATUS**

Completed the goal of creating a video and introducing it at Leadership Conference.

**GOAL OBSTACLE**

Very difficult to gather momentum on designers uploading their portfolios onto the site.

**COMMITTEE TASKS**

The breakout wasn't focused on DesignLinQ and no volunteers were discussed.

**GENERAL COMMENTS**

I am interested in continuing to work with Dallas on his "road tour" of introducing Design LinQ to chapters while he reviews EdOnline.

**JANUARY 2024**

**GOAL 1 STATEMENT**

Meet with Trudy and other key NEWH team members to discuss how to market designLINQ to the broader NEWH community.

**GOAL 1 MEASURE**

Goal will be achieved when we have a meeting.

**GOAL 1 TIMING**

I am hoping that we can plan a meeting during the 1st quarter of 2024.

**GOAL 1 MAJOR MILESTONES**

1. Request meeting
2. Schedule meeting
3. Have meeting
4. Leave meeting with an action plan

**GOAL 2 STATEMENT**

Ask NEWH if there are any website analytics that we can review to determine who is using the designLINQ website.

**GOAL 2 MEASURE**

When I meet with Shelia and Diane to review this information.

**GOAL 2 TIMING**

I am hoping that this can happen prior to a meeting with Trudy, during the 1st quarter of 2024.

**GOAL 2 MAJOR MILESTONES**

1. Request Information
2. Work with NEWH to figure out information.

**GENERAL COMMENTS**

I also know that we may have additional tweaks to make to the website once more people start to use it. I am available to help with this.

**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.

**APRIL 2024**

**NO REPORT SUBMITTED**

**JANUARY 2024**

**GOAL 1 STATEMENT**

Attempt to reduce board burnout and increase engagement with new meeting structure in at least one chapter board (Toronto).

**GOAL 1 MEASURE**

When board meetings feel energized, and the workload is spread more evenly across multiple positions.

**GOAL 1 TIMING**

I started last week when I presented the new structure to the 2024 board and explained what I am trying to do. I reasonably think that within 5 board meetings (5 months) it can run smoothly and we will start seeing the effects. However I will assess that the goal is complete at the end of the year when we can reflect on the year as a whole and hear how people felt about their new positions.

**GOAL 1 MAJOR MILESTONES**

1. Present M-WRAP frame work (Complete)

2. Coach through how to use the reporting method for the first two meetings (by end of February)
3. Continue to support, but allow board members to start thinking about their individual wins and where to ask for help . Also support other board members to offer their help with someone needs assistance with their roadblocks. (Ongoing through end of the year)

**GOAL 2 STATEMENT**

Evaluate and augment the Generational study as needed to be able to evolve with the industry.

**GOAL 2 MEASURE**

When I have enough feedback and information to create an ongoing structure.

**GOAL 2 TIMING**

I will start in March (after the initial framework is released) and end by June.

**GOAL 2 MAJOR MILESTONES**

1. Moderate the panel at LC and gauge the reaction (February)

2. Release the written framework (March)
3. Spend time analyzing the strengths and the weaknesses of what was done in the initial attempt and compare that with activities in other industries that receive more support and engagement. Draft a plan to improve the current presentation. (May)
4. Start creating goals for that new biannual initiative. (June)

So far, the data confirms that we have a huge problem with engagement of people in both the Millennial and Gen-Z generations. Considering that those two generations make up about 45% of the current US workforce currently, understanding why that is can be very valuable to NEWH, and help us ensure that we can create sustainability in our succession planning and stay relevant. I'm really excited to see how focusing on this can help us become stronger.

GENERAL COMMENTS

**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.

**APRIL 2024**

After the inaugural BrandED Europe event with Hyatt at the Hotel du Louvre, in Paris, a Hyatt Unbound Collection hotel last year, we followed up with an equally successful BrandED with Accor at the Raffles Hotel in London in January. This iconic hotel which was once the Old War Office (OWO) provided the perfect venue for the team at Accor Hotels to talk about the luxury brands of the French global hotel group. We also had the opportunity to tour the hotel and understand some of the history about the various rooms.

The plan is to follow up this event with a BrandED event with IHG at either the Intercontinental Le Grand Hotel or the Kimpton St Honore in Paris in June, and a Hilton BrandED event in Italy in the autumn. The dates and locations of these are currently being finalized and will be communicated as soon as possible as they provide a great opportunity to share the brand story and to view the design of the hotels. We are also working on potential BrandED events for 2025 with Belmond Hotels and Six Senses Hotels who will have new build and renovated properties for us to visit in Europe.

The first quarter of 2024 has been as busy as ever across Europe with the Top ID events being held in Milan and London celebrating the 2024

winners. Both events were sold out and these are proving to be the most popular in the calendars. In addition, the Paris chapter has had monthly events, some centred around hotel tours and the consistent activity is generating interest and an increase in membership in the chapter. Events planned in the next quarter include La Fantaisie, an opportunity to discover the urban eden in the heart of Paris, the Postcard Auction event, one of the UK chapter's signature events, and hotel tours as London and Paris in particular continue to open new hotels.

In London the student judging panel is being finalized ahead of the judging day for the scholarship awards, and the plan is to introduce a new Hospitality Management scholarship this year. We are also hoping that following the judging day we will have our 2<sup>nd</sup> Annual Student Portfolio Review Day as more professors, colleges, and universities are engaging with the chapter.

Finally, the news is out about the first NEWH European Leadership Conference that will take place in Paris in May or June 2025. We have set up an organizing committee with the priority finding a suitable venue and locking in a date. We will then be looking for sponsors to support a very exciting and highly anticipated one day conference.

**JANUARY 2024**

In Europe we start the New Year with a continuation of the BrandED Europe programme at the Raffles Hotel in London where Accor Hotels will discuss the restoration of the iconic Old War Office (OWO) and the luxury brands of the French global hotel group. The team have lined up three great speakers; Rafael Da Silva, Senior Director – Interior Design, Luxury Brands Accor Hotels, Nicholas du Toit, Executive Director Design & Technical Services Accor Hotels, and Maria Ashton, Vice President Development – Luxury Brands Accor Hotels for the event on January 17<sup>th</sup>, 2024.

This follows the successful launch of the BrandED Europe programme that commenced in Paris last 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. There will be two further BrandED Europe events planned for 2024 with IHG and Hilton Hotels with locations still to be determined.

The final few months of 2023 were as busy as ever across Europe with numerous events taking place in the Paris, Milan, and UK chapters. NEWH have built relationships with Host Milano, HIX, and Cruise Ship Interiors exhibitions and so the collaboration and added profile helps with membership, and as such membership numbers are growing across all the chapters but the key will be maintaining this at the beginning of 2024.

To maintain consistency across the European chapters all the Presidents will

remain in their roles for 2024 with Kathryn Quinn in the UK, Gwendoline Theodet in Paris, and Enrico Cleva in Milan. The UK chapter has developed an event list for 2024, centered around the usual 4 Signature events which are the Postcard Auction, Top ID, Roundtable & Fundraising Event, and an Educational Event. There is also a larger emphasis on the Students with a Student Portfolio Review Day following the Student Judging Day and it is being well supported by the interior designers and hotel groups in London.

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 has also encouraged cross pollination so that NEWH members of the European chapters are attending events across the regions in Europe. 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.

**PAST PRESIDENT**

**CHRIS TUCKER**

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.

**APRIL 2024**

**GOAL STATUS**

The new 2024 Executive and Board of Directors are moving along very well with positive momentum in all disciplines. The new initiative of each position completing the Transition Document has been an excellent tool bringing guidance and oversight on the role. This document shares expectations in each position from those who held the position inviting them to mentor those who have moved into these positions.

Communication continues to be the strongest support to maintain growth and positive environment.

**GOAL OBSTACLE**

This year has been positive with no notable obstacles.

**ACTION PLAN**

The breakout sessions at our January meeting focused on discipline training for Board Positions to kick off the year with success. The goal is to bring insight and introduce contact with VP's, Directors and

NEWH Inc., office Team for any questions or guidance throughout the year. Each breakout group was dedicated, and content focused on discipline content and resources available to all.

The Breakout Sessions for HD Board Meetings are focused on topics generated from NEWH Leadership Executive Committee Strategic Planning session in March with breakouts focused on: Leadership Conference 2026 / EID – Rising Star Award / EID – B.A.D. Award on Accessibility Design / Implementing Framework for BETTER meetings with M-WRAP framework engaging your Board at all levels / Programming to build membership and improve Board participation.

**COMMITTEE TASKS**

Each Breakout Group Leader will be engaging from those attending to build committees on focused actions for these initiatives.

**GENERAL COMMENTS**

This year we are celebrating 40 years of history from the dedicated individuals who built NEWH over the years. We look forward to your participation to continue to build and grow the NEWH Legacy of the future.

**JANUARY 2024**

**GOAL 1 STATEMENT**

Work closely alongside our new President to ensure smooth transition into the new role. Ensure the succession plan for the president's office and continue to support all aspects of the Executive Committee.

**GOAL 1 MEASURE**

The goal will be achieved with smooth transition of meetings, functions and communication with the Executive Committee by our new President with continued support from the Past President.

**GOAL 1 TIMING**

This goal will start Jan 1, 2024, and continue through the Presidents term to the end of 2025.

**GOAL 1 MAJOR MILESTONES**

We will establish a weekly communication schedule to ensure open dialogue between us and the office to ensure continued dialogue.

**GOAL 2 STATEMENT**

Work closely to continue to support and engage all NEWH initiatives I have been directly involved with as a committee member from my previous term.

**GOAL 2 MEASURE**

With each of the ongoing initiatives continuing with positive growth and engagement from our members

**GOAL 2 TIMING**

The goal will start January 1, 2023

**GOAL 2 MAJOR MILESTONES**

Establish quarterly review of all initiatives i am involved with to measure the progress of each.

**GENERAL COMMENTS**

I have been honored to serve in the role of President for the last four years with a great team around me to support and work diligently on behalf of NEWH. I look forward to continuing my journey in the success-ion plan to be a part of the dedicated Executive Committee in 2024.

NEWH is an amazing force celebrating our 40th year of success which is because of each of you making NEWH part of your life. With your time and effort you are part of the reason we are changing lives in the future of hospitality.

Thank you for your support and I look forward to working together for many more great years ahead being part of NEWH The International Hospitality Network!

**EXECUTIVE ADVISOR**

**CYNTHIA GUTHRIE**

**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.

**APRIL 2024**

**GOAL STATUS**

My goal continues to be advisor & to assist the NEWH Inc President as deemed necessary and for any special projects assigned.

**GOAL OBSTACLE**

None

**ACTION PLAN**

N/A

**COMMITTEE TASKS**

N/A

**GENERAL COMMENTS**

A huge thank you for all that were able to attend the Leadership Conference & support NEWH. A special thanks to the incredible LC sponsors who generously support our organization & the herculean

efforts from Inc. staff, the local Mid-South Regional Group, Monica Meade and Shana McCullough-Downing. Everyone worked so hard

to deliver a great experience to all attendees. Looking forward to attending the LC in DC!

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JANUARY 2024

GOAL 1 STATEMENT

To assist & advise the NEWH Inc President

GOAL 1 MEASURE

GOAL 2 STATEMENT

Provide assistance with new initiatives and assignments.

GOAL 2 MEASURE

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Measuring this goal dependent on any assignments given.

GENERAL COMMENTS

As we turn the corner into 2024 and we are weeks from the NEWH Leadership Conference, I want to again thank all the amazing contributions from our EC, staff and our LC committees. You are rock stars and without you, this conference will certainly be a heavy lift. See y'all in Nashville!

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## 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

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

**Board Changes & Mandatory Discipline Training**– Have you recently added a new board member? Has someone left your board? Please alert the NEWH office with any board changes so we can update the database and be sure new individuals are pulled for important board information and display on the website in your board roster. If any new people are appointed to positions throughout the year need training, please contact the NEWH office. We have updated the mandatory discipline training to readable documents that are updated throughout the year. These documents are a great resource and provide job descriptions, as well as a task/timeline. The mandatory discipline trainings can be found in the Board Resources section of the website.

**Succession planning** – Even though actual nominations do not start until August, now is the time to be on the lookout for upcoming board members! Look for those members who actively participate in your chapter – who attend events, serve on a committee, etc. Put a bug in their ear early letting them know you think they'd be a perfect addition to your board. Give them time to think about it, invite them to your board meetings or committee meetings to start getting them involved. As board members, show enthusiasm by serving on the board! Also, while it is only May, also start thinking about how you will execute handing-off responsibilities from your outgoing board to your incoming board. Set a date to train new board members and set them up for success!

**Board Training/ Strategic Planning** – Please see Chapter/Regional Board Training schedule. Reach out to [erika.swansen@newh.org](mailto:erika.swansen@newh.org) to schedule your training if you are due for Board Training and/or Strategic Planning for 2024/2025. We are offering both in-person and virtual trainings and have availability this summer and fall. We prefer to meet with the board/region in person, but recognize that in some instances, virtual training is necessary.

### MEMBERSHIP

**Dues Renewals** – Be sure to look over your chapter dues report (which is emailed to all board members). Divvy up names on the report and directly contact those members who have recently lapsed or those whose dues are coming up. Remind them to renew online and invite them to your upcoming events. People are much more likely to renew after personal contact than from a reminder email from NEWH, Inc. Be sure to reach out to your Student members who are graduating in 2024 – they will receive a courtesy associate membership upon graduation. Now's the time to contact these Student members to be sure we have their correct contact information once they graduate!

**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. This is also a great time to ask them to volunteer in your chapter and to be part of a committee! To ensure timely approvals, anything over 30 days will be reviewed and approved by Shelia in the NEWH office.

**Welcome** new members on Facebook or include a new member spotlight on your chapter web page (just send information you'd like on your website to Diane at the NEWH, Inc. office). Introduce new

members at your next virtual event. Make new members feel welcome!

**Stay connected** with all your members – whether it's a personal email or phone call - make them feel wanted and important. If they feel connected, they'll be loyal to NEWH!

### EVENTS

**Event Calendar** – if any of your 2024 event dates change, please be sure to contact Diane at the NEWH Office to update your website calendar. These website calendar dates are also the dates pulled to include in the NEWH magazine so please be sure your online calendar is correct.

**Show Member Value for your Events** - Show member value and allowing members to participate for free and charging a nonmember a fee will show value to your members, and hopefully will encourage nonmembers to join. However, if you have an event with a maximum capacity, you may want to charge a nominal fee for members so there is some commitment to their event registration. Be sure you are offering quality programs to maintain members and attract nonmembers – as people are busy and they will choose events that are most worth their time.

**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. Watch for vacation notices coming up that may affect broadcast schedules.

**Do you know someone who is not receiving emails?** Let Diane know – she can track the individual email address to be sure it has not bounced or been unsubscribed. Typically, any issues of not receiving emails can be easily resolved.

### 2024 Regional Tradeshows

- Denver, CO – June 11, 2024
- Atlanta, GA – August 15, 2024
- Los Angeles – September 25, 2024
- Seattle – October 22, 2024

**2025 Regional Tradeshows** are being worked on and will be announced once confirmed on the NEWH website. Jena Seibel will be reaching out if your chapter is on the list. If you are interested in hosting and have not been contacted, please reach out to [jena.seibel@newh.org](mailto:jena.seibel@newh.org)

**NEWH Leadership Conference 2026** - The Leadership Conference will be held next in early 2026 in Washington DC. More information coming soon regarding location, dates, registration, sponsorship and guidance on chapter sponsored attendees including scholarship recipients/students.

**NEWH Leadership Conference in Paris 2025** - Watch for more information to come regarding the June 2025 NEWH inaugural one-day international Leadership Conference in Paris!

### SCHOLARSHIP

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

**Engage educators and students and build connections:** Chapters can have more than one (1) Student/Educational Professional Representative. Recruit from colleges in your territory to serve on your board to promote NEWH scholarship and membership as well as keep you updated of what's happening within their programs. Now would be a great time to start engaging with high school students/educators to show them all the hospitality industry has to offer and the scholarship opportunities of NEWH. Invite students/educators to assist in planning a virtual student event/discussion. This would be a great opportunity for Scholarship Directors and Student Relations Directors to work together to build those relationships and get more students and educational professionals involved with your chapter. Erika in the NEWH, Inc. Office has sent the school lists for your Chapter to update prior to opening your 2024 scholarships.

**Scholarship Videos:** There are four (4) available videos for chapter use (extended version/trailer); user guidelines must be followed. Ensure your audience understands what's behind our name, how funds are raised, how we're supported and what members can access through NEWH. Remember to use these as a great intro for your virtual events. If you need access to the video contact 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. Please send these videos to Hillary Eggebrecht, as these contributions will help us build our next scholarship video and enable us to promote through social media.

## WEBSITE/SOCIAL MEDIA

**Event Photos/Flickr:** Check out your Event Recaps section on your website page. Is it up to date? Remember – this is where potential members may visit to check out what type of events your chapter is having. Send a brief recap of your events to Diane to add to your website page. Please upload it to Flickr and let Diane know so she can link to your website Event Recap section. Flickr instructions are on the website or contact Diane. Members LOVE to see pictures!

**Event Music / ASCAP:** To avoid a fine to your chapter, NEWH, Inc. is requesting each chapter to send in an estimate of your events and details (venue, date, anticipated attendance) to be sure your chapter events are covered by the NEWH license. This includes all events where music is playing in any capacity (i.e., piped in from venue, hired DJ/band). After your events, we require reconciled numbers. If your chapter is not included, you are liable for a \$10,000 fine from ASCAP.

Reach out to Hillary Eggebrecht with any questions to avoid any major fines to your chapter account.

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

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

**Instagram:** Please see the board resources/marketing section for updated Instagram guidelines. We encourage chapters to repost/share

any NEWH, Inc. events on their social media accounts to raise awareness and if you would like Inc to repost your content, please tag us @newhinc.

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

**Twitter:** NEWH Inc. has one main Twitter account. The Twitter account is linked to all our chapter Facebook pages, so as event notices are broadcasted out, they are automatically posted on chapters' Facebook pages which are then linked to the one NEWH, Inc. Twitter account and tweeted.

## FINANCE

### Banking

- Signature cards are ALMOST all in - Thank you for completing those on time!
- PWB Bank statements (for the previous month) are delivered electronically 2-3 business days following the close of the month which are then emailed to the Chapter Boards.

### Payment Options

- ACH: if your Payer is interested in saving the Chapter merchant fees, contact Susan [susan.huntington@newh.org](mailto:susan.huntington@newh.org)
- GoPayment: is a great App to accept payments (credit card/ACH) at any time.
- Payment Link: easy way to securely accept any amount from anyone at any time using credit cards. You can forward the link with a sponsorship commitment for faster payment. No credit card form needed and they can also pay by ACH using this link! Please reach out to Julie Hartmann or Susan Huntington for the link.
- Zelle: With Zelle – your people can send and accept money straight from their banking app to NEWH's bank account. Best part - NO FEES (credit cards not accepted)

### Text-to-Give App

- Is a great option to take mobile donations via text, direct payment link, or QR Code.
- Several Chapters have utilized this as an easy and convenient way allowing donors to give towards your scholarship funds.
- For more information and to get a donation text code, contact [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.
- If you have any questions or concerns on how to utilize QB Online, please contact Susan Huntington.

### Checks/Deposits

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

### Chapter Financial Reports / Profit and Loss

- Accounting is Cash Basis (Jan - Dec). Meaning revenue and expenses

are dated when cash is deposited, and expenses are paid out.

- Financial reports are emailed to the Chapter Board after the monthly statement has been reconciled. Watch for those to come from Denise Huntington. Please review with your Chapter board.

#### **Chapter Budgets**

- 2024 budgets are ALMOST all in – Thank YOU to those Chapters who submitted on time!
- A Chapter should not grant more than 50% of their scholarship account balance. A Chapter is NOT required to grant 50%. Reminder - you are fundraising this year to give scholarships the following year.
- Should your budget need amending – the Chapter will need to vote on any changes and let the Inc. office know.

#### **Chapter Credit Card**

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

**Feel free to contact the NEWH office if you have any questions.**

Questions can be directed to:

- President/VPs/Delegates – Shelia Lohmiller or Diane Federwitz
- Treasurer/Finance/Insurance – Susan Huntington or Julie Hartmann
- Secretary – Sarah Von Deck
- Membership – Diane Federwitz, Kathy Coughlin, or Sarah Von Deck
- Scholarship/Education/EDOnline – Erika Swansen or Hillary Eggebrecht
- Board Training – Erika Swansen
- Compliance/Raffles/Auctions in your state: Susan Huntington and Denise Huntington
- Programming/Fundraising – Diane Federwitz; Event RSVPs – Denise Huntington and Julie Hartmann
- Regional Tradeshows/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**

JOLIE CAWELTI & DEIDRE SCHWARTZ, DELEGATES

CHARTERED MAY 5, 1995

**MEMBERSHIP**

In Membership, we've been actively engaged in several key initiatives. Firstly, we've been distributing and following up with lapsed members, aiming to reignite their interest and involvement. Additionally, we're excited to share that we're in the initial stages of planning a summer Membership Drive event. This event will be a fantastic opportunity to attract new members and showcase the value of our community. Furthermore, looking ahead to December, we're already brainstorming ideas and making preparations for a special Member Appreciation Event. This event will be our way of expressing gratitude to our loyal members and fostering a sense of belonging and appreciation within our community.

**PROGRAMMING**

- February 6th Supper Club at Latha was well received by attendees, designer Beth Katz and restaurant owner Evelia Davis. The event turned a small profit.
- March 23rd Sponsorship Walk had 34 attendees. \$845 raised for scholarship fund. We agree the format (Tempe Town Lake + Lodge restaurant) is good.
- April 24th Top ID celebration will be a happy hour at Luna in Scottsdale, AZ.
- May 16th is tentatively scheduled for a project tour of Omni Hotel in Tempe, AZ, designed by Monogram at BBGM.
- June 20th is tentatively scheduled for a CEU (virtual + in person) at the Facet Showroom in Scottsdale, AZ. The CEU topic is "History of Brazilian Modernism". Jennifer is leading.
- October (date TBD) Wine and Dine event. Planning commenced this morning with eleven committee members. We will have a firm date to announce at the next board meeting on 4/8. Site visit scheduled for 4/15.
- November 9th Green Voice Event. Location TBD.
- November (date TBD) Top ID "Reveal" event. Sarah W. is leading the effort.
- December (date TBD) Member Appreciation event sponsored by DAC. Art auction of original work done by designers. Committee consists of Jolie, Grace and Jennifer so far.

Not included but under consideration- Stacy Garcia Trend event, Membership Drive, NM event, Holiday Gathering.

We are trying this year to get a larger engagement and have more events such as CEU's and hotel tours. We are also really investing in trying to have more student involvement, we currently have two student liaisons that are very active on the board. We are hoping that switching the events to every other year format creates more excitement. We also are in the middle of figuring out a new format to announce the Top ID winners in an intimate yet enticing way as to make it more aspirational and interesting.

**SCHOLARSHIP**

2024 continues to be a great year for our Scholarship awards. We have continued to grow our funds to higher levels and increase student involvement. We are making traction with students by meeting in person with students at the local colleges. This year's Scholarship fund should be able to give once again at the \$5000 range per award which was 3 last year. Our Scholarship walk, held on March 23rd included 34 participants and raised \$845.00 for

our Scholarship fund. We are looking forward to another great year!

**FUNDRAISING**

Our fundraising committees are incredibly focused on making this year's Wine & Dine event a huge success – we're in talks over a new location, new prizes, double the scholarships, and of course – new culinary students to possibly win those scholarships! We will be creating a Save the Date in the following month to ensure everyone has the opportunity to mark their calendars. We will be advertising in different locations to bring in more ticket sales than in years past and are excited to continue our planning at future meetings of the minds.

**OTHER CHAPTER HIGHLIGHTS**

**MARKETING SOCIAL MEDIA HIGHLIGHTS**

**INSTAGRAM**

- In the last 90 days (December 26th – Mar 24th) we have gained 22 followers, reached 1,038 accounts, engaged 143 accounts, and our total followers stands at 1,152.
  - In that same timeframe, we have done 5 posts, 53 stories, and 0 reels.
- LINKEDIN**
- To date we are at 245 followers with a 6.06% engagement rate in the last 30 days.
  - Overall, this year, we have done 4 posts.

**FACEBOOK**

- To date we are at 520 followers.
- Overall, this year, we have done 4 posts.

**Student Relations:**

We continue to work with NAU, ASU, and the community colleges locally. We have participated in NAU's Student Career Day but with funds and volunteers.

We have participated in back-to-school events welcoming students to get to know NEWH.

In March, we have our scholarship walk, promoting it to the schools as a great way for students to meet professionals in a social atmosphere.

**CHAPTER/REGION GOAL**

More Engagement!

Membership, Programming and Marketing are investing time in: Following up with lapsed members, a strong membership drive along with a member appreciation event, investing in more student involvement and boosting our approach to fundraising events by "mixing it up" with new locations and every other year format to keep things exciting.

CEU's and intimate, designer focused events to engage our designers more.

We are excited to have such a hardworking and creative 2024 board! We are all invested in more engagement this year.

**REPORT BACK TO CHAPTER/REGION**

Yes, I report back at the next Board Meeting following IBOD.

Martha's Mentors program was applauded as additional support for students. Looking forward to hearing about how this pilot program progresses over the next 10 months.

Excited to celebrate 40 years of NEWH at HD in April.

Interesting to hear about what is happening with our international chapters and what they are doing.

**ATLANTA**

TODD FULLER & ANGIE LAW, DELEGATES

CHARTERED OCTOBER 16, 1990

## MEMBERSHIP

Last year we had a decrease in General Memberships and our Director of Membership, Nina Pawelcayk, has been reaching out to the individuals with lapsed memberships. We have also focused on the 2023 TopID Nominees to become Chapter Business Members. There has also been a lot of discussion about creating value to the membership.

## PROGRAMMING

Our Director of Programming, Kelly Burgess, has made a goal to have a programming event each month and has been knocking it out of the park. Making sure we have frequent opportunities for our industry to network.

## SCHOLARSHIP

Our Director of Scholarship, Deaderia Morris-Bowman, has been busy engaging the professors at the colleges and planning this year's round table to show the schools what NEWH scholarships are meaningful for the students and make sure they spread the word to their students to apply. This year we plan to give another \$60,000 in scholarships.

## FUNDRAISING

Our Director of Fundraising, Susan Trau, hit the ground running with this year's Golf Tournament Fundraiser on May 21st. The committee is working hard to make sure everyone is having a great

time and maximizing the profit for scholarships! While doing this, they have already started planning our annual TopID and Scholarship Awards Gala.

## OTHER CHAPTER HIGHLIGHTS

On April 13th, we had a student portfolio review where senior designers in our industry met for 15 minutes with students to mentor them. Last year, we had a designer land a job with one of the designers!

## CHAPTER/REGION GOAL

There is so much happening every month between Programming, Fundraising, Student Engagement, and School Engagement that we have multiple events every month. We are engaging our members to help with tasks on committees like creating graphics for email blasts and social media so a few people aren't doing all the work. Listing the tasks and delegating responsibilities is easier said than done.

## REPORT BACK TO CHAPTER/REGION

Of course! We are all excited about what NEWH has done and the future we are working towards.

## OUR CHAPTER/REGION WOULD LIKE HELP WITH

We just had a great board training so at this point we feel confident with our roles, what we want to accomplish this year, and how to make it happen!

## ATLANTIC CITY/ PHILADELPHIA REGION

MIZUKI DAVIS, STEERING COMMITTEE CHAIR

SEPTEMBER 9, 2008

## MEMBERSHIP

Our Membership teammates, Rene (chair) and Eileen (committee member), are doing a great job working together and settling into their roles. They have gained a full understanding of the process for onboarding new members and are currently considering new and improved methods to increase efficiency. They are also taking on a much more proactive and organized approach regarding membership renewals. Each month they input our region's dues data to a shared excel and clearly track who is reaching out to each lapsed member and when the contact is happening. This all allows us to present ourselves as a much more personable and unified group to our members than we ever have in years past.

## PROGRAMMING

Programming chair Alex is stepping up and settling into her new role as well, along with her team of new committee members Cheryl, Emma, Liv, Amanda and Hayley. They have finalized a tentative schedule for the year and are working through realizing their ideas now. Our first event is set to be in April and will either be a property tour of a recently completed local venue, or a wellness class at a new fitness center. Planning efforts and leads are taking place simultaneously so that we have options, and we are looking to finalize within the next couple of weeks. The team is also consistently working in the background on our major fundraising event in the fall.. more exciting details to come!

## SCHOLARSHIP

Brenda (chair) and Celia (committee member) have hit the ground running with this year's local scholarship effort. They have finalized and circulated the schedule with important dates so that the whole board is aware. They have also come to the decision to award (2) students with \$7,000 each, which we are thrilled about. This is largely due to the extremely successful fundraising gala we held in 2022, which we are hoping to repeat this year so that we can continue to award substantial scholarships in the future. Brenda and Celia will be

closely monitoring our application numbers so that they are aware if we need to up our marketing reach to attract more applicants.

## FUNDRAISING

Fundraising chair Brittany is staying up to date with all of the latest fundraising initiatives. She has reviewed our programming and scholarship goals and is diligently calculating the amount of sponsorship we will need throughout the year to make it all happen. She is maintaining relationships with possible sponsors in our local industry so that our rolodex is dull and reliable, and ready to call on at any moment. She is also our go-to for all logistic payment questions and our bridge to the INC team whenever we need to access our account information.

## OTHER CHAPTER HIGHLIGHTS

We are maintaining a schedule to hold 6 board meetings this year, an increase from our usual 4, to take advantage of the intensity of our efforts this year! Two of us were able to make it to Nashville for the leadership conference, which was so inspiring. We also sold out our NEWH baseball hats that we started selling last year! Shoutout if you bought one in Nash – we have sent all proceeds over to our scholarship fund! :) This March we are continuing our March Mentorship program which has become a tradition. Registration recently closed, and we totaled 62 students / mentors signed up to participate! Our team will complete the pairing process soon and mentorships will then begin!

## CHAPTER/REGION GOAL

One of the goals I set and included in the previous board report was expanding our student reach beyond the one local school that we have always had a great relationship with. In order to achieve this, I brought on student representatives from two other major design schools in our area. They have already proven to be valuable links into their respective campuses in several ways, including enrollment in our March Mentorship, applications to our scholarship, new members for our regional group, and scheduled informatory presentations at the schools!

## REPORT BACK TO CHAPTER/REGION

Yes, I not only report back but I also invite and encourage my regional board to attend IBOD virtually. Feedback is typically positive, if anything some do feel a bit overwhelmed with the

### CHICAGO

CLAIRE CALLIS & ASHLEY MITCHELL, DELEGATES

CHARTERED AUGUST 12, 1991

#### MEMBERSHIP

We've had a great amount of activation in our membership community and growing! With a Membership Headshot Appreciation event the first week of April, we have been able to gain new members and spread the NEWH message targeting schools and design/procurement firms. We look forward to this event as an opportunity to learn from our members and how we can better serve them and grow our community.

#### PROGRAMMING

Kicking the year off supporting the Membership Drive/Headshot event April 2, hoping to boost member enrollment. Moving the Student Portfolio/Grad event to the Fall (Aug or Sept) instead of May. Unfortunately, one of the hotel tours we hoped to host in July is not able to have us so we are focusing on the Fairmont tour for the end of the year. Programming is collaborating with EID to host a Ted Talk event in July focused on ADA accessibility.

#### SCHOLARSHIP

Working with our Student Relations director, we have reached out to local schools – Columbia College and College of DuPage to extend an invitation to our upcoming Headshot event. We hope to generate a few new members.

We're also setting up in person and in class meetings with these schools so that we can promote membership as well as the scholarship. In addition to that, we are working on a Young Professionals event this year.

### CINCINNATI REGION

KYLER BURROUGHS, STEERING CHAIR

#### MEMBERSHIP

Kristin continues as the Membership Chair with the help of Danielle. We are updating the member roster monthly and keeping an updated contact list for our regional group. Attending national membership call to gather ideas to drive more membership. We are contemplating as a group to do a quarterly newsletter to share to our members but are wondering who can manage it. Topics to include would be new membership highlights, updates on projects currently happening locally, upcoming events, and national chapter updates. We are currently trying to figure out how we can increase design firm and student members. Our current difficulties are that there are limited design firms that are exclusively hospitality, so we're brainstorming how we can broaden the umbrella to incorporate other sectors that touch on hospitality but would still be relevant to the design firms to join as members. We are looking at a larger radius outside Cincinnati, potentially Louisville, Indianapolis, and Columbus. We're excited for the student event paired with the Stacy Garcia Trend Tour, targeting 100 person minimum event for students, designers (interior, graphic, industrial, fashion). Also have current conversation with a connection to Miami University interior design department.

#### PROGRAMMING/FUNDRAISING

We onboarded a new chair for Programming and Fundraising, Jennifer Eng. Jen has been a member for several years and stepped up to manage this role with the help of other designers on the board. Currently we are approaching fundraising with yearly commitments from our sponsors so that we can stay ahead of programming instead of being on the hunt for

amount of material out there that there is to learn.

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

Nothing right now! 😊

#### FUNDRAISING

Our first fundraising event of the year will take place at Cerise Rooftop on June 27 with an expected 240 attendees. Our second and final fundraising event will take place at Diversey River bowl on October 24 with an expected 250+ attendees. We are very much looking forward to hosting these exciting events, hitting our new 2024 goals, and expanding our hospitality networks!

#### OTHER CHAPTER HIGHLIGHTS

We had our first happy hour event which was a success. We're looking forward to hosting more throughout the year.

#### CHAPTER/REGION GOAL

One of our goals was to shake up how we're approaching events, looking to lessen the load with 2 fundraisers versus three and bring more programming/smaller events such as happy hours the communities. We stacked our calendar with how we'd like to achieve this, and so far we're full steam ahead with a motivated board!

#### REPORT BACK TO CHAPTER/REGION

Our delegates always report back to the board following an IBOD meeting, typically at our following monthly meeting. Overall, the feedback is well received, and the board especially likes to hear what other chapters are doing.

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

Nothing comes to mind immediately but will bring this question up at our next meeting to gauge some ideas for the future.

sponsors at each event. We are targeting 4 events for 2024 - to have rich content and focused programming.

#### SCHOLARSHIP

Currently onboarded a new Scholarship Chair, Elizabeth Westrich, who has ties to design schools and co-op programs. With the guidance of past Scholarship Chair, Jen Hartig, Liz is focusing on building the student base and ways we can share out the importance of the NEWH organization. Targeting \$5,000 scholarship this year, not sure if it will be 1 or two or if we do a tiered scholarship, (1) \$5,000 and (1) \$2,500. We may look to pulling funds from Admin account to scholarship account but will need to see how much funds are profited from events this year.

#### OTHER CHAPTER HIGHLIGHTS

We had a fun and successful pickleball event with designers and vendors with 1 on 1 instruction. It was a smaller group, but time was well spent and educational. Kyler Burroughs, Kristin Hain, and Danielle Monhollon attended the NEWH Leadership Conference in Nashville and had a great time enjoying the boots and country music. Our Holiday Gala in December was also a great time with the transition of the chairs at a local winery, Skeleton Root. The current roadblock is expanding our reach outside of the immediate Cincinnati area. It's difficult to ask potential members from other cities to drive and attend our events but we're hopeful the Stacy Garcia Trend Tour will be something people will travel for.

#### CHAPTER/REGION GOAL

Main goal is to boost membership and have a successful student focused event this summer. We'll entice with professional headshot opportunity and discuss the importance of getting involved with NEWH.

**REPORT BACK TO CHAPTER/REGION**

No.

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

BrandEd Event Q1 2025 featuring Moxy by Marriott opening in Q4

**DALLAS**

LUIS ARAUJO & APRIL GETER, DELEGATES

CHARTERED AUGUST 12, 1991

NO REPORT SUBMITTED FOR APRIL BOARD MEETING

**HOUSTON REGION**

DIANE SMITH, STEERING CHAIR

CHARTERED FEBRUARY 17, 1992

NO REPORT SUBMITTED FOR JANUARY/APRIL BOARD MEETING

**LAS VEGAS**

SARA BROOKSHIRE & WANDA LUNA, DELEGATES

CHARTERED MARCH 26, 1991

**MEMBERSHIP**

We have new members every month! Which is helping us reach our goal of 300 Members. We had our Membership Event recently where we offered Member Exclusive Head Shots.

**PROGRAMMING**

We hosted our Board Install and TopID at a local Art Gallery which was hosting a Vendor Show. It was sold out and thoroughly enjoyed. It sparked interest in doing more events at vendor show rooms, we wanted to see how other chapters have handled this. Some Board Members are concerned that we will have less attendance (as a majority of our attendees are vendors and would be competitors) and that it might cause issues with vendors feeling that NEWH is showing more support to one vendor/mfgr. over another. Additionally, Las Vegas has a large trade show and many show rooms which are always open to designers, so designers (and vendors) are relying on NEWH's events to allow them entry for tours and events at newly designed and exclusive venues. Have any other chapters made this change and did you see a fall in membership or attendance?

**Staff Note:** Your concerns/thoughts on showroom events is spot on. Many vendors would welcome the opportunity to host in their space but it's very important to set strict guidelines. For example, all must be welcome, no tours/sales in their space – they should be hosting only. We see some chapters do events for the holiday in showrooms or host a panel discussion. The event could be a book drive/toy drive and a mingling event where all are invited, typically a showroom will host some apps and hire catered bartender for wine/beer, soda, etc. It does become sticky though on who is allowed to host. First, look at local members and NEWH Corporate Partners. Perhaps it starts with NEWH Corporate Partners and Chapter Level Business members of your chapter. It cannot look like a popularity contest. We have seen a chapter this year incorporate hosting a showroom event in one of their annual sponsorship menus as well. As stated, the other programming events would be hotel tours, etc. held in those venues.

**SCHOLARSHIP**

Scholarship and Student Relations are working to create a larger NEWH Presence at the schools. Our board recently attended Career Day at UNLV and had over 16 students join! We are looking to do some vendor/professional workshops in the classrooms.

**FUNDRAISING**

We are actively working on a new fundraiser this year to replace Glamping.

**OTHER CHAPTER HIGHLIGHTS**

We have a Celebrity Amongst our Chapter Board! Wanda Luna and

NO REPORT SUBMITTED FOR JANUARY BOARD MEETING

**LOS ANGELES**

ELIZABETH BANKS, JEANNETTE CHACON & KATIE SMITH, DELEGATES

FOUNDED OCTOBER 1984

2024. Owned by Rolling Hills Hospitality.

**Staff Note:** This property would be perfect for a BrandED event! The Inc. office will certainly relay this interest to the committee so we can begin planning a BrandED event with Marriott next year.

her company Universal Furniture Design has been announced as the Nevada winner for the National Small Business Week Award! Quoted from the SBA.gov site, "Our 2024 National Small Business Week award winners exemplify excellence, innovation, and commitment, and the BA is proud to showcase their incredible achievements and impact on their communities and our economy." This is an incredible honor, and it could not have gone to someone more deserving.

The Nashville leadership conference was very inspirational for the attendees from the Las Vegas Chapter. UNLV students Samantha Carter and Breanna Gaiter attended the event and gave a glowing report at our board meeting. The ability to send students to the leadership conference has been amazing and we intend to maintain this for future conferences.

We were thrilled to see our Las Vegas Chapters very own Hope Quintanar-Case receive the honor of becoming one of the most recent Fellows inducted into the NEWH College of Fellows.

**CHAPTER/REGION GOAL**

Our goal this year is to create a student board and to be more active with the students. We intend to create an NEWH presence in the student atmosphere.

- Vendor/Professional Presentations at the school
- Establish a Student Board with a platform for them to post their works etc. on social media.

**REPORT BACK TO CHAPTER/REGION**

Yes, mostly positive.

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

Have other chapters tried bowling fundraisers and have they been successful?

**Staff Note:** Yes! But success is dependent on how much bowling is in your area and if it's affordable to hold as a fundraiser or membership drive. (In some areas like NY, bowling is very expensive.) There are many chapters who have successful annual bowling events, contact Diane at the Inc. office and she can give you samples/templates from other chapters, and/or put you in touch with chapter board members who have had successful events.

Do you have a student board and do you have advice for us on starting ours?

**Staff Note:** Chapters and Regions are not allowed to have student boards in-house at schools. Instead, we utilize Student Representatives on the Board who represent students and universities. The Student Representatives can be instrumental in student outreach at colleges and universities, as well as helping on Chapter/Regional Committees.

## MEMBERSHIP

We want to grow our membership in ways that will help to diversify our membership base. Looking how to target more architects/designers, construction management firms, ownership groups, local purchasing agents, while keeping our current members up still engaged. The Membership Director and the Student Relations Director are working closely on how to tag team student outreach. Especially targeting all of the recent scholarship applicants and currently enrolled/soon to be graduates.

## PROGRAMMING

The LA Chapter is looking to do more events and/or Happy Hours with the Orange County Region. Since we share a lot of the same sales representatives and designers/clients this only seems natural to bridge our regions more.

Also, we are working on a restaurant tour event for either this year or next. Our primary focus has been on local hotel tours and are lacking attention on the other venue types that our hospitality industry caters to.

## SCHOLARSHIP

**The Los Angeles Founding Chapter has now awarded over \$1,000,000.00 in scholarships!**

The LA Chapter had 22 scholarship applicants this year. The co-Scholarship Directors held information sessions every week which allowed students and educators to gain more info on NEWH.

- The Los Angeles Founding Chapter is slated to award \$37,500 in scholarships, resulting in \$1,018,598 to date. Our seven scholarship winners' range in education from Interior Design, Architecture and Real Estate Finance, and Hospitality Management.
- Later this year, the Scholarship Directors are interested in hosting a portfolio review seminar. Hoping this will help to drum up more attention to our NEWH Scholarship program and keep NEWH relevant for the Spring application season.

## FUNDRAISING

The Co-Fundraising Directors were able to secure \$35,000 in annual sponsors this year! More than we have procured in the past few years. They are working on how to fulfill our sponsorship offerings such as event tickets and social media blasts.

Also, working on securing event sponsors for our TopID and Scholarship Brunch.

## OTHER CHAPTER HIGHLIGHTS

Procured more annual sponsors and money this year than in past years. Hoping this will help to drum up more interactions and attention to NEWH than other competing design industries.

- Our newly and fully appointed board has been filled by a vendor(rep)/designer to help bring two different perspectives to the role, and the ability to share in the responsibilities. Over the past few years, the board was primarily held up by 2-3 individuals carrying most of the weight and responsibilities.
- Updated our LA page! It's been neglected over the past three

years and feels good to be all cleaned up!

- We hosted our first "In the Spirit" Happy Hour event in March and it was a great success! Looking forward to holding more of these events sprinkled in on our non-event months. This was feedback from members wanting more gathering events to see new restaurants/bars in the LA area. Hoping to target different areas throughout the year.

## CHAPTER/REGION GOAL

More unofficial Happy Hours or networking events.

- More student-centered events. Interested in hosting a portfolio review seminar and/or "Hospitality talks" for students on how our industry works and who the firms are in the region.
- Looking to do CEUs that are geared toward students or young professionals, i.e. How to write a case good specs, technical help or lessons learned sessions.

## REPORT BACK TO CHAPTER/REGION

Yes, we will be sharing the highlights and actionable items at our board meeting.

More people than just the President attended January's meeting. Both Scholarship Directors joined and were able to speak on their findings/updates as well. Great to have more ears with different perspectives listening in to other breakout sessions.

## OUR CHAPTER/REGION WOULD LIKE HELP WITH

What do other chapters offer for sponsorships "perks"? We have overwhelmed our Marketing Director with too many social media posts and are curious what other chapters provide. Are there examples that we can look at?

**Staff Note: You can find sponsor document samples from other Chapters/Regions to look at in the Board Resources area of the website – under Programming/Fundraising.**

We have a booked calendar of possible events and want to make sure we don't burn out our members. What's the balance or event cadence that has been successful?

**Staff Note: Every chapter /region is different. It's definitely 'quality over quantity' and your event calendar should be heavy on educational events (programs) and tours /panel discussions for example. You can include a student event and then fundraiser (if a chapter). Think of coupling things together - perhaps a tour and just prior a panel discussion on the tour that will take place, instead of hosting separate dates.**

More design firm outreach. We added a design firm sponsorship level this year and only had one firm. How can we drum up more design firm participation?

**Staff Note: Typically, this comes down to the type of programs you are offering (making sure they are attractive to designers/architects and also showing membership benefit). Maybe offer a special benefit for design firm sponsors – an Instagram takeover or a 'Design Firm Spotlight' on your chapter page that will entice them to sign up as a design firm sponsor.**

## MID-SOUTH REGION

MICHAEL SAUTNER, STEERING COMMITTEE CHAIR

CHARTERED JULY 23, 1991

### MEMBERSHIP

Under Renee Shipley's dedicated leadership, our chapter's membership has grown to 177. Renee's proactive approach in connecting with new and past members alike has been instrumental. We focus on strategies to re-engage members who have departed, aiming to remind them of our chapter's value.

### PROGRAMMING

Our programming, under the guidance of Ashley Hixon, Valley Wiggins, and Lisa Perkowski, continues to thrive with a variety of

upcoming events. This April, we are excited to host a BrandED event, a tour of a condo project, a putt check as a fun component, and a scavenger hunt. These events, spread between Nashville and Memphis, signify our efforts to engage and expand our membership throughout our region. Additionally, we're planning a golf event aimed at fundraising, with the Atlanta chapter offering guidance based on their experience, marking our first venture into organizing such an event.

Our innovative t-shirt fundraiser is set to engage students in design while providing financial support, exemplifying our commitment to

fostering community and supporting education.

**FUNDRAISING**

Our future golf event represents a significant fundraising opportunity, with the successful planning and execution being supported by insights from the Atlanta chapter. This event, along with others, like the Stacy Garcia Design Tour, are pivotal in supporting our chapter financially and enabling a broad range of activities.

**OTHER CHAPTER HIGHLIGHTS**

The enthusiasm Holly Gonzalez brings to her new EID role, combined

**NO REPORT SUBMITTED FOR APRIL BOARD MEETING**

**MILANO**

ENRICO CLEVA, CHAPTER PRESIDENT

**MEMBERSHIP**

Membership is now constantly over 100 members with a peak this March 2024 with 118 members. We are focusing on increasing diversity in membership sectors, on adding some new students to ensure a future for the association and nominating a Students Representative Chair on the Board.

**PROGRAMMING**

We are working on two projects presentations this summer in June and July as well as an event to be defined in the fall.

**SCHOLARSHIP**

We are at the drafting and finalization phase for document/procedure for scholarship assignment in relation to the Italian context. We had some issues linked with bureaucracy for our first scholarships and would like to put some processes in place.

**OTHER CHAPTER HIGHLIGHTS**

**MARKETING**

The marketing plan is increasingly oriented to the priority goals of the Chapter in particular to clarify our mission and underline the benefits for members, focusing towards students, hotel chain

with the seasoned leadership of Crystal and Courtney, ensures our chapter's success and smooth operations. Their guidance is instrumental as we look to the future with optimism for our chapter's growth and impact.

**GOALS AND FEEDBACK**

Expanding our membership and enhancing participation remains our core goal. Through engaging programming, effective communication, and by hosting events that reach new areas within our region, we aim to create a welcoming and vibrant community for all members.

ownership, developers, media etc.

Marketing & Communication is successfully delivering activities relating to website updates, social media post promoting events, submission of information for the Magazine. As a result of our focus, we are enthusiastic about the growth of our social channels in terms of followers, new visitors and reactions in the last month (es. LinkedIn visitor highlights > 260% unique visitors >336% – New followers >300%)

**CHAPTER/REGION GOAL**

We are refitting the NEWH Milano Board team as three Chairs and the Fundraising Director did resign as too busy to do their jobs, we are working on the substitutions to regain our work power.

The secretary Lenka Lodo is building a structure for the Chapter's day-to-day activity, to increase productivity and reduce waste time, creating easy procedures and an online Board support on Trello.

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

We would like to have again this year some visits from NEWH IBOD members to strengthen the connection between our Chapter and NEWH in the US.

**NEW ENGLAND REGION**

ALLI OROSKI, STEERING COMMITTEE CHAIR

**MEMBERSHIP**

One of our main areas of focus for 2024 is strengthening our membership numbers and general outreach/recognition in the New England hospitality community. In order to do this, we are promoting the benefits of membership, as well as brainstorming ideas for enhanced member engagement and improving the membership experience. We are working on collecting feedback from current members and are reaching out to encourage renewal and involvement in our region. We also held a membership drive in March, which offered a lot of feedback that we will use moving forward, to add value to our membership and attending events.

**PROGRAMMING**

Another goal for 2024 has been to streamline our calendar, while cultivating quality and enriching events. We are hosting our first-annual gala celebration of New England hospitality (and awarding our 2024 TopID firms & Scholarship winners), along with a fundraising golf tournament, annual sunset cruise, meet-ups, CEUs, and educational / EID-focused programming, such as our Cocktails & Conversations Series. We hope that these events will not only be valuable to attendees and add to our scholarship fund, but we also hope that we will be able to expand our outreach and recognition to new people through offering experiences unique to NEWH New England.

**SCHOLARSHIP**

For Scholarship & Student Relations, we continue to cultivate relationships with the major universities and colleges in the area that have hospitality-focused programs. Outreach includes virtual & in-person events / introducing NEWH to students, chatting with

(ORIGINALLY CHARTERED NOVEMBER 4, 1992)

student groups, and hosting student-focused activities during our Student Appreciation Month. We also hope to strengthen our scholarship program by celebrating the students who receive the annual award at our awards gala, where they will be celebrated on stage in front of over a hundred hospitality professionals.

**FUNDRAISING**

As always, we continue to try to grow both our membership and outreach to the community, which only helps to expand our annual scholarship fundraising. As in previous years, we are hosting (3) Signature Events – The Celebrate Hospitality Gala, Golfing 'FORE' Scholarships Fundraiser, and our Hallows Eve Sunset Cruise. We are aiming to balance increased costs of hosting events in our area with offering unique experiences and worthwhile activities to our guests (to increase and diversify registration). We have had success in obtaining new sponsors and growing our Annual Partners program, as well as individual event sponsorships, and will continue to shape those programs with new and useful benefits to entice more sponsors.

**CHAPTER/REGION GOAL**

One main objective for 2024 is to increase our outreaching and recognition in the area. While other design-specific groups have a large following, NEWH has not been able to gain a lot of traction over the past few years. We are aiming to rectify this by partnering with other, more established groups in the area, as a way to introduce ourselves to a larger pool of people. We are also hoping to add value to attending our events / membership by attracting a more diverse group of people to NEWH. Currently, the majority of our members and event attendees are sales reps and A+D – we are hoping to add value to our networking

events by increasing our numbers of developers, hoteliers, restaurateurs, hospitality management teams, etc. (potential clients or partners of our current members).

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

We are fairly consistent with marketing (emailing and socials), however we don't seem to be gaining any traction in terms of reaching members / new people. We would love to hear about some unique tips or experiences that other chapters / regions have had to engage with a larger / diverse audience, promoting activities and events.

**Staff Note: NEWH, Inc. has seen tremendous engagement growth from NO REPORT SUBMITTED FOR JANUARY BOARD MEETING**

**NEW YORK**

KRISTY BOHNE & LEVAR JACKSON, DELEGATES

CHARTERED JULY 23, 1991

**MEMBERSHIP**

We continue to strive to grow membership. Garden Hahn has initiated previous and lapsed membership outreach with the help of the board with good success.

**PROGRAMMING**

We hosted our first toasty Tuesday in March at the Renaissance Harlem Hotel which was well attended by the design industry. We had 75 guests. The event included a tour of the amenity spaces in the hotel. The next Toasty Tuesday is April 16th and will be held at the Penny Williamsburg Hotel which will also include tours of the rooms. There will also be a Toasty Tuesday on May 22 at the Romer Hotel which will include tours of the amenity spaces and hotel rooms toured by Goodrich and the hotel management.

**SCHOLARSHIP**

We awarded an amazing \$69,000 in scholarships PLUS an additional "Cortina leather" \$3000 award to 6 students! Our goal for 2024 is to increase it to \$75,000.

Scholarship and Student Relations will be hosting a virtual student focused event in March 2024. We 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.

We've seen a steady increase of student members in 2023 which we plan to continue to nurture and grow with outreach and continued support.

Currently developing a plan to connect students to NEWH member industry professionals for portfolio reviews on a virtual, one-on-one basis via on-line scheduling portal. This approach is an outgrowth of feedback received last year from students about how they prefer to engage. This will allow engagement on an as-needed basis and would be more confidential.

**STUDENT RELATIONS**

We've added committee member Vani Jain to our efforts. Vani and Lori have met to discuss our goal of creating a one-on-one resume review opportunity with student members and industry professionals. We presented the concept to Pratt professors and program chairs. The concept was well-received, and they offered to

posting Reels and Videos 1-2 times a week. We also have started tagging some accounts of our target audience (Scholarship posts = tag a couple top schools in your area, TopID = tag the top firms in your area, Event posts = be sure to tag sponsors accounts, or board members to make sure they can share the post). Be sure to tag NEWH, Inc. in your posts and we will continue to share. You could even try following different accounts of up-and-coming firms, companies, locations etc. in your area.

Also, if anyone has any tips on partnering with other professional groups to help diversify their audience, we would love to hear success stories for this as well. Thanks!

spread the word amongst the students. We will continue to reach out to additional schools in the NY area and expand outreach to our chapter's catchment regions beyond the metro area. I also discussed this idea during the recent national student relations call as a way to retain student members, especially in chapters that cover large territory. Has possible traction on NEWH national level.

Continuing to reach out to past scholarship winners to assist with job searches, portfolio reviews, networking and career advancement. Also encouraging recent graduates to sign up for Martha's Mentors. Goal is to cultivate a relationship with students that will continue beyond scholarship award and graduation. We want them to view NEWH as a resource at all stages of their careers. These students in turn have offered to volunteer for NEWH events and initiatives, so cultivating these relationships seems to be having the intended impact.

**FUNDRAISING**

We are gearing up for our first fundraising event of the year on June 4th, 2024, Owner's Roundtable, we have selected a venue and in our outreach to Hoteliers to participate.

**ONE GOAL**

We have made significant progress with forming committees – Our main goal of \$75,000 to give away in scholarships!

**SHARING IBOD DETAILS TO BOARD**

Yes, as always, we will continue to share important information to stay connected to INC as well as insight for committee planning.

**WHAT INC CAN HELP US WITH**

Communication - inventive and engaging ways to connect.

**Staff Note: Many chapters are finding success highlighting their volunteers individually and showing the people of their chapter/region. Many social platforms, chapters and regions only use them to promote their events – and your audience will get burnt out from just seeing promotional materials. Showcase your members, board members, scholarship recipients, candid photos from after different events. NEWH, Inc. has seen tremendous success in Reels and showcasing videos that show the people of your chapter. NEWH, Inc. has been testing with stories and polls within those stories to increase engagement.**

**NORTH CAROLINA REGION**

SCOTT MCSHERRY, STEERING COMMITTEE CHAIR

**MEMBERSHIP**

Membership is up! Susan Russell has done a fantastic job in managing membership.

**PROGRAMMING**

Programing Chair Kristen Ferguson has been a great help in successfully planning and executing our first scholarship fundraiser as I have been steering chair. We had a top golf tournament, 7 teams and a silent auction. We raised over \$800 with the auction

items and roughly \$2160.00 total for the scholarship fund.

We're looking forward to hosting the same event next year with a larger turnout! This year was roughly 60 people.

**SCHOLARSHIP**

Scholarships have been opened. We are hoping to start the review process in late April and award in May.

**FUNDRAISING**

Fundraising event – Top Golf was a success. \$2160 raised for scholarship.

## OTHER CHAPTER HIGHLIGHTS

Top Golf Fundraiser – March 21. Great success. See programing notes.

## CHAPTER/REGION GOAL

**NO REPORT SUBMITTED FOR JANUARY BOARD MEETING**

### NORTH CENTRAL

KIM FAITH & HANNAH GAMRADT, DELEGATES

CHARTERED DECEMBER 11, 2000

#### MEMBERSHIP

Goals:

- attain 1-2 committee members to assist with follow up on dues renewal as well as getting in touch with students that have graduated
- host a successful Membership Drive in May by hosting it in a space that is new to our community and having a fun activity as well as the opportunity to get professional headshots done.
- work with other board chairs to better communicate membership benefits to our members and helping to develop valuable events and learning opportunities in 2024

Progress:

- 32 new student members and 2 new general members
- planning stages of Membership event
- Met with Membership director for NEWH Inc to discuss annual goals and ideas for marketing membership and engaging potential members
- working on a committee to bring a robust CEU week to our members.

#### PROGRAMMING

Position Goals:

- Maintain 2024 calendar on NEWH website as early as possible for each website.
- Assist all board members in event planning as needed; to be a resource for all events.
- Assist with the coordination and development of event marketing as needed to ensure timely delivery of sponsorship attainment and event marketing.
- Continue working on maintaining and creating Programming committees for events through the year.
- Find more events that will draw larger student turn out.
- Work to include Top ID firms/projects within programs.

Report Items:

- 2024 start has been good. Our January Happy Hour had a great turnout and a good kick off to the year.
- The student event didn't have as good of a turnout as the registration lead us to believe, but it was still great one on one mentoring and portfolio review with the students and professionals that did attend.
- We revamped our CEU event to create a week of CEU's in April. Excited to see the turnout with the mix of virtual and in person options for attendees.
- Eva went on maternity leave until May, the board has worked together to create committees and assign tasks for the events while she has been gone.

#### SCHOLARSHIP

We have two big fundraising events this year, Summer Fair in June & Masquerade in October.

- This year's goal is to meet or exceed the dollar amount given to scholarship recipients last year.
- We are working hard to increase student involvement. That will inevitably lead to more scholarship applications received when we open them in the fall!

We are already growing membership and attracting new members through our programing. We hope to grow ownership members and get more involved with local design schools.

#### FUNDRAISING

Current Annual Sponsorship \$9K (4 total)

- Working on updating event sponsorship menu to offer incentives for Manufactures and A&D companies
- Update menu options to be automated for easy selections with clear benefits noted
  - o Masquerade ball: will start working on sponsorship, need to find many to pay for an elevated venue
  - o Summer fair: need to finalize committee and set up kick-off meeting with venue; work with marketing on event blast

#### OTHER CHAPTER HIGHLIGHTS

Revamp to our CEU offering event this year in April, Excited to see the turnout with the mix of virtual and in person options for attendees and working towards promoting attendance.

- January Happy Hour event attendance
- We have had additional NEWH members join our board meetings this year, interested in joining committees.

#### CHAPTER/REGION GOAL

Goals From Strategic Planning

- Establish and maintain committee members
  - o Define committees needed
  - o Document responsibilities of the committee/committee members
  - o Recruit committee members personally
  - o Recruit committee members with a "call to arms"
- Improve Member and Student engagement
  - o Sponsors supporting with event tickets
  - o Pairing student with member (buddy system)
  - o Student Relations serve as liaison with students at events to make them comfortable
- Mentor/Mentee program
  - o Resulting in Increasing attendance at events
  - o Have NEWH rep attend events such as hotel openings – use a "call for entry" to learn about new projects and get an invite to attend to talk about NEWH
- Develop and implement a plan to celebrate great hospitality design
  - o Resulting in Learning about new projects to use as potential venue and/or events

#### REPORT BACK TO CHAPTER/REGION

Yes, we had great feedback after the January IBOD meeting on the DesignLink tool, and EID/Green Voice chair positions.

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

Establishment of committees/members

-Student involvement/attendance at events!

**Staff Note: When establishing committees, look at members who are continually showing up to support your events. Approach them and ask if they would be interested in helping. This is a great opportunity to involve students as well. 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 that the Chapter could use their help. To increase student involvement and attendance at events, you could ask students to volunteer to help with the event. Working the check-in desk is a great**

way to meet people and network. For events, the Chapter can have student pricing that is less than general membership pricing to entice

them to the event.

## NORTHWEST

MARIT JENSEN & COURTNEY MACLEAN, DELEGATES

CHARTERED MARCH 23, 1995

### MEMBERSHIP

We are starting off this year with 173 members which is an increase from 167 last year. Once again, we have an exciting year of programming scheduled which is key to retaining and growing new members. We are putting forth an increased effort to attract student involvement as we felt like it was a place we could improve and gain important new future members as well as share the benefits that NEWH has to offer as well as the importance of the mission to raise funds for scholarships. We are planning on having membership tables at all of the events in hopes of signing up any non-member attendees. Our mission is to continue growing while having fun and collaborating with industry colleagues.

### PROGRAMMING

2024 is shaping up to be an impactful year kicking off with our TopID Breakfast, followed with two hotel tours (Seattle in June, Portland in September). BrandED will be hosting an event in conjunction with our fall hotel tour in Portland. In addition to these signature events, Seattle will host the NEWH Tradeshow in October with a special Stacy Garcia Trends Tour to enrich our design community experience. Outside of our signature events, we have plans to provide educational programs for our members; panel discussions are in the planning stages.

Our focus for programming this year is to provide an engaging experience for our members and non-members to network, gain knowledge, and celebrate design excellence. We are also committed to providing more opportunities to students to participate in our events.

### SCHOLARSHIP

Our scholarship for the NW chapter will open before the end of the month and we are looking to award \$40k this year. We will carry on with our scholarship walks this year like we did in 2023 which were a great success. We are also working to increase our engagement with local schools with programs in design, culinary and hospitality business management. We'll kick off with a spring Scholarship Meet & Greet with schools across our region. This fall we hope to follow with an event that has an emphasis on preparing for your first job/internship, offering portfolio & resume review.

### FUNDRAISING

The NW chapter did a push in February to increase annual sponsorship dollars, and we were able to secure sponsorships totaling \$18,750, including some new sponsors. With 2024 marking the 40th anniversary of NEWH and the Regional Trade Show set to be held in

Seattle in October, we are gearing up to make our signature Savor Uncorked event the best one yet! Goals include forming a committee earlier in the year and increasing student participation on the committee, as well as early outreach for auction items.

### OTHER CHAPTER HIGHLIGHTS

It is still early in the year, so we are currently gearing up for all of our upcoming events, specifically the TopID honors breakfast on April 3rd. We also had a great board turn out in Nashville at Leadership Conference and all came away feeling inspired.

**CHAPTER/REGION GOAL:** In conjunction with NEWH's 40 year anniversary, the NW board is trying to raise \$40k at our signature scholarship event in October. We have already formed an event committee, and we are working to get our sponsorship menu out by May. This will give potential sponsors more time to consider and will increase our outreach as a board.

We tend to rely on the same sponsors year in and year out, so we are challenging ourselves with looking at a broader spectrum of businesses and companies that support the hospitality industry, i.e. construction & consultants, developers and owners, etc. With the hopes that engaging the community at large, we can not only provide a more valuable product and attract more participants, but ultimately grow contributions to place into our Scholarship funds.

### REPORT BACK TO CHAPTER/REGION

Yes, while there was no specific feedback received from the last IBOD meeting – everyone is interested in learning more about Martha's mentor program. We had several board members express interest in participating in this program in the future. As always, our members are interested in hearing what is happening at the international level.

### OUR CHAPTER/REGION WOULD LIKE HELP WITH

We are specifically looking at engaging and retaining student memberships and outreach this year. Are there any specific tips or successful events/outreach that other chapters are doing? Anything creative or out of the box.

**Staff Note:** Having students become Student Representatives on the Board is a great way to engage students and introduce them to the Chapter. Enlist student relations committee members to track when the students graduate and reach out to them to ensure the Chapter has updated contact information to maintain relationships with them as they transition to associate members. This is also a great time to ensure the students understand NEWH Student Member Benefits.

## ORANGE COUNTY REGION

SONYA MILES, STEERING COMMITTEE CHAIR

SEPTEMBER 9, 2008

### MEMBERSHIP

Our chapter now boasts a total membership of 128 individuals. We take pride in our strong board and are excited to bring a host of engaging events in the near future. While a membership mixer is scheduled, we are committed to attracting new members at every event. We are particularly proud of the many new student members who have joined us this year, and we look forward to transforming them into long-term NEWH members. Our strategy for achieving this goal includes an expanded social media presence, targeted outreach, and more interesting events.

### PROGRAMMING

The programming committee has been excited and motivated to keep the Orange County Region engaged.

Calendar our amazing events:

January – Hotel Tour – Hilton Gaslamp, San Diego  
February – Calo Kitchen & designer of the space, Christine van Rooy as guest speaker  
March 28 – CEU – Design with Color and Light  
April 24th – Membership Mixer – Honey & Hive  
April 25th CEU-AI Tools for Interior Designers  
May 6 or 7 Hotel Tour – TBD  
May 23rd CEU-Thinking Beyond the Frame  
June TBD – hotel tour date

### SCHOLARSHIP

Our Scholarship Director, Zach Mundt, and Rega Maiwandi, Student Relations, are making it a priority to engage with educators in

Orange County, San Diego, and Inland Empire. With our outstanding organization's resources, scholarship, and networking opportunities, we're confident educators and students alike will find value in our offer. We expect to offer at least \$10,000 in scholarships for 2024.

### FUNDRAISING

We are collaborating with the Los Angeles Chapter to plan a joint fundraising event for summer 2024. The highly anticipated venue and location will be revealed on social media, so stay tuned for updates! To date, we have successfully secured all of our annual sponsors for 2024.

### OTHER CHAPTER HIGHLIGHTS

Our Social Media and Marketing committee has achieved remarkable results across all social media platforms.

Linda Hinojosa, our EID Director, has been actively promoting NEWH to future generations with great success. She recently participated in EXP Women in STEM Career Day at Los Angeles Harbor College by invitation. Over 400 high school students attended the event, and Linda and her colleague Awilda Lozano spoke passionately about NEWH and the importance of networking. They reached a diverse group of students, stressing the NEWH Scholarship opportunities and

generating huge interest. Many students expressed a keen interest in pursuing a career in architecture or interior design, which was a new and exciting prospect for them.

Linda also participated in 'Lunch with a Professional,' where she had the opportunity to have lunch with eight students and discuss their future aspirations. They had more one-on-one time to talk about her personal and career journey and share valuable insights.

### CHAPTER/REGION GOAL

Increase membership by 20%, focusing in particular on design firms. We have mobilized the steering committee chairs and members to encourage their ID customers to join as an organization. We are also planning a membership drive for the first time this year and will be holding a drawing for a company membership.

### REPORT BACK TO CHAPTER/REGION

One steering committee member reports back to the board at the IBOD meeting. It is always well-received by the team and is highly informative.

### OUR CHAPTER/REGION WOULD LIKE HELP WITH

None.

## PARIS

GWENDOLINE THEODET, CHAPTER PRESIDENT

### MEMBERSHIP

We continue increasing the number of our members whilst retaining most of them thanks to a very dynamic program offering at least 1 event per month.

We are partnering with some Hospitality Alumni to get more members from here.

We are also willing to encourage professors and students join our Chapter.

### PROGRAMMING

Very strong and dynamic program with a fantastic return and participation from our members.

They enjoy the quality of the visits we organise and the friendly yet professional atmosphere of our networking cocktail.

We keep our pace of minimum 1 event per month, including larger event with 40-50 participants.

We will soon collaborate with AAIMHI (Alumni from Hospitality program) for a cycle of conferences.

We are waiting for the return of IHG for the organisation of a BrandEd event either in June or later (if they come back too late to organise in good conditions).

We are also working on our participation to the French fair EquipHotel at the end of the year where will have a booth and

organise conference / panel discussion.

### SCHOLARSHIP

Currently considering a culinary school from a Michelin star chef very involved in Hospitality to grant our scholarship.

Also looking at schools involved in craftsmanship transmission training students on specific savoir faire very well used in interior design projects for hospitality.

### FUNDRAISING

We start getting vendors interested in sponsoring our events. We will continue with our strategy of building a strong brand image for NEWH in France to get more potential sponsors interested in partnering with us.

### OTHER CHAPTER HIGHLIGHTS

We just recruited 2 more board members to help with our development.

One will become our secretary and the second one will develop our relationships with schools and students.

The board is very united and involved with a good team spirit.

### CHAPTER/REGION GOAL

Increase our members -> continue building a strong brand image through a variety of quality events on a very regular basis.

Sharing nice opportunities for our members to meet in a very specific friendly and kind atmosphere.

## PITTSBURGH REGION

WILLIAM MICHAEL, STEERING COMMITTEE CHAIR

### MEMBERSHIP

- Still seeking to fill the Membership Chair role.
- Student membership continues to grow.
- Hoping to grow professional designer memberships through a new regional award campaign.

### PROGRAMMING

- Q2: Social+Panel Discussion Event  
Luke Spink (Panaz) Guest Speaker + other local panelists
- Q3: Culinary Event
- Q4: Property Tour / Holiday Social
- Also working with Stacy Garcia's Team to schedule her Trends Tour for Pittsburgh

### SCHOLARSHIP

- New Scholarship Chair, Michelle Kirkpatrick, has completed onboarding and training.
- Scholarship campaign is being planned for October/November.
- Focus on student outreach to bring more awareness to NEWH scholarship opportunities both local and international.

### FUNDRAISING

- Added an optional scholarship donation to the registration login menu for each event to help grow scholarship fund.
- QR code prominently displayed at events for impromptu scholarship donations.

### OTHER CHAPTER HIGHLIGHTS

- New Steering Chair Elect, Mark Logston, has onboarded and will spend the year in training to take the reins in 2025.

- 2025 will mark NEWH Pittsburgh's 10th Anniversary.

**CHAPTER/REGION GOAL**

Onboard more local professional members hopefully with the allure of TopID & new Regional Award Campaigns as well programming a consistent quarterly event with educational content. We are also not being shy about reaching out to get members involved... even if only small one-time tasks.

**REPORT BACK TO CHAPTER/REGION**

Yes, I do. I typically share my cliff notes with the group, but don't usually receive much feedback. Honestly I think until the board members experience NEWH at an IBOD Meeting or Leadership Conference for themselves they won't truly understand how the organization is so multi-faceted. From personal experience and now seeing three other members attend the Leadership Conference for the first time - that is definitely the "lights-on" moment.

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

**ROCKY MOUNTAIN**

BRITTANY SPINNER & DANIELLE VASSALLO, DELEGATES

CHARTERED DECEMBER 2, 1991

**MEMBERSHIP**

We have received a good amount of new student members due to our student event and keep to hold that same momentum. Our general membership numbers remain steady from last year but our director has created a goal to expand our membership further and grow our base. We are also finalizing plans for a members only event in April to continue to add value to our membership.

**PROGRAMMING**

Our chapter has finalized the calendar of events for the year which includes a good mixture of key events and side events. Key events include a scholarship student event, two members only/member appreciation events, our regional tradeshow, an EDI event, and pillar chapter TopID and scholarship gala event. Our student event was held in February where professionals mixed and networked with students and students could get free professional headshots and learn more about applying to our local scholarship. The next event our committees are working on is our big gala event for June.

**SCHOLARSHIP**

This year, our chapter is pleased to be awarding the largest amount for scholarship in our chapter's history! This year we will be awarding up to \$20k total. Our scholarship application has been open for less than a month with two current applicants and still over a month left for students to apply. The committee is completing school visits and has set up a great team of application reviewers including strong members of our hospitality network.

**FUNDRAISING**

Our regional sponsorship total is at seven for the year with a good mix of high and lower tiers and are currently starting to fundraise for our big gala event.

**OTHER CHAPTER HIGHLIGHTS**

Our marketing team is moving great, keeping up to date with online posts and outreach to our community. Our strategic alliance is also very strong this year so far, doing outreach to other local organizations to not overlap on events and work together to lift up our community as a region.

**CHAPTER/REGION GOAL**

A big goal for our chapter this year is to put more of a focus on EID. With our new EID director and plans already underway for a great EID focused panel discussion event, we are well underway to achieve this goal for the year. We have also looped in EID for even one of our events and hope to remain open to diversity, equity, and inclusion as a whole for our chapter.

**REPORT BACK TO CHAPTER/REGION**

Yes, we provide a recap of the meeting at the following board meeting. We have heard that people enjoy the update and learning what other chapters are doing.

**Staff Note:** Showing potential attendees what they missed out on and highlighting members/projects through social media is a great way to show member value and hopefully entice others to volunteer/attend. Some chapters have had success with A&D Community buy in/understanding what NEWH is about through events such as student roundtables... asking them to be part of portfolio reviews and then talking about the scholarships at that event and what NEWH does. Regarding ROI for sponsors, is it the benefits they are receiving and others they would like instead (besides the attendee list)? Perhaps reviewing other chapter sponsorship menus will help "beef" up the benefits and creativity of what can be offered.

**SAN FRANCISCO BAY AREA**

GENEVIEVE MANSFIELD & HALEY TAYLOR, DELEGATES

CHARTERED JUNE 1, 2010

**MEMBERSHIP**

Our new membership director is Jolene Enns. She just co-chaired our first event with our Programming team for our Membership Drive. See Programming notes below for the update on the events. Our current membership 189 members, with key figures as follows:

Associate Members - 8	Corp. Partner Courtesy - 6
Brand Partner - 1	Corp. Partner Member - 1
Brand Partner Member - 1	Educational Professional - 12
Ch. Bus. Courtesy Members - 13	General Members - 73
Ch. Bus. Members - 11	Student Members - 55
Chapter Level Business - 7	Grand Total: 189

**PROGRAMMING**

Heidi Peterson, is our new Programming Director. We had our VPA step down and so we asked our original Programming Director Naomi Vollmers to move up to the VPA role and she accepted. Our Programming Chair was going to step up to the director role but she had something personal come up so she also had to step down as well. Heidi was going to join the board at a committee level but agreed to take this on when the role opened up. She should be a great addition to the team.

We continued our Partner Package (includes a calendar and fundraising sponsorship) this year, which alleviates the board from

having to chase sponsors all year for each event. This program also facilitates our Marketing team with a longer runway to plan announcements. Most importantly we found our sponsors and membership were able to plan out their travel for the year.

**Membership Drive** Event had about 90 tix sold and 70 in attendance. This event was well organized and easy to plan as our previous Membership Director, now VPD, Haley, had planned the same event in 2022. The board agreed bowling was the best way to go assuming our budget can handle it. We have found that fun engaging/team building experiences are a good fit for engaging new members and kick off the new year. An ice breaker of sorts.

**Awards Event** will be in 2 weeks. Not sure on the number of tix sold yet as we just got the invite out late last week and we just secured our event space Dirty Habit last week as well. 3 weeks is a bit tight to release tix sales but hopefully our event is well attended.

**State of Hospitality Event** - We have secured our speaker but no leads on a venue space yet.

**Hospitality Tour** - Past President, Genevieve, and VPA, Naomi, started the conversation with Avorko at the end of 2023/early 2024 for a hotel tour at the new Jay Hotel. No further update since the hand off to Melissa and Heidi. VPA said she will be following up soon.

**Holiday Party** - Too soon to plan.

- Feb 27th - Membership Bowling Drive - 70+ attendees
- April 9th - Awards Event - Dirty Habit -
- June 11 - Annual State of Hospitality -
- August TBD - Hospitality Tour - Potentially Jay Hotel \*\*We have noted that we can collect more funds for this event if the budget was tight but those vendors need to be on the project as part of the programming.
- December 10 - Holiday Party - Usually at a showroom to save on cost.

**SCHOLARSHIP**

Paige Viren is now our Scholarship Director and Carol Welch is Scholarship Chair. The scholarship flier has been made and the plan is to open April 1st - June 30th but we are waiting for the Scholarship team to confirm dates and open with INC.

**FUNDRAISING**

We have a returning team this year with Maria Torres as director and Kelly Gaddes as the chair. We have agreed that Wine By Design is too large of an event to plan every year so we are looking to alternate years with a more Gala type of event on none Wine By Design years. The Green Room has been selected as the venue and the date is set

**NO REPORT SUBMITTED FOR JANUARY BOARD MEETING**

**SOUTH CAROLINA REGION**

ANNA SVEINBJORNSDOTTIR, STEERING CHAIR

**NO REPORT SUBMITTED FOR JANUARY/APRIL BOARD MEETING**

**SOUTH FLORIDA**

CASIE IDLE & STELLA PENA, DELEGATES

**MEMBERSHIP**

We started the year off aiming to break the 300-member mark as a personal chapter goal. We are currently at the 266 mark and have high hopes of closing out in 2024 at 300.

**PROGRAMMING**

The South Florida Chapter has made a targeted focus on turning the programming for the chapter around so that all members can see the true value to membership on a frequent basis. We have already established a schedule that rotates our Monthly Mingles among the different counties that cover our area – Miami, Broward, Palm Beach and Fort Myers/Naples. Moreover, our focus has been for them to be more than just a gathering and have provided a purpose to each Mingle. By reaching out to vendors that have been a part of the

for 10/18/2024. The theme is Timeless Portraits. The goal is to have the “save the date” out soon and to start selling more sponsorships as we only have 4 Fundraising Sponsors at the moment.

**OTHER CHAPTER HIGHLIGHTS**

We had a good amount of board members attend the Leadership Conference in Nashville last month. We also have a good mix of seasoned and new board members. Our goal is to continue to streamline and standardize a cadence that is manageable for both current and new board members. We also found that standardizing things a bit has helped out membership and sponsorship.

We started a President's Circle to start including feedback from our past presidents. The first meeting was in Feb and well attended with tons of feedback.

We are partnered with IIDA Northern California SF City Centers Student Portfolio Review. Great partnership and very little overhead for our team as this event has been happening for several years with IIDA. The opportunity to partner with IIDA should give our chapter some more visibility to more students.

**CHAPTER/REGION GOAL**

Our goal is to start a newsletter. This is some feedback from our President Circle. More feedback was that we should try to get the board together for in-person meetings more to unite the group a bit and have more team building but that is TBD per leadership.

**REPORT BACK TO YOUR CHAPTER/REGIONAL BOARD**

Yes, we had an extensive list from IBOD that we shared with the team. Sadly, we ran out of time to cover everything and we had to cut our notes short. We received no feedback as we were out of time.

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

Unfortunately, we started our outreach for Sponsorship a bit later than planned this year. We are a little behind on our Fundraising outreach and planning. Hopefully we can make that up in the next few months.

Communicating the ROI to sponsors about the benefits of NEWH has been a challenge with newer sponsors. Sponsors now expect a list of attendees much like Summit and other events/orgs give out.

It has also been a challenge to get leadership at firms to support and/or facilitate time for their junior designers to volunteer their time with NEWH. Some leadership sees the value while others do not.

We have some ideas on how to address these concerns but considering the bandwidth of the board and potential burnout we might need to tackle next year.

CHARTERED OCTOBER 2, 2003

design or installation of the venues that we are visiting, we have been able to secure sponsorships for our events to help show value to our members and then charging a nominal fee to non-members. For some events, this has served to be a membership driver, particularly with our March Member Appreciation Brunch.

The January Mingle included a Tour of the Loews Hotel in Coral Gables with over 60 participants; a design featured by one of our member firms – Arcadis. Our February mingle was also a combined tour and mingle in West Palm Beach, with the design having been completed by one of our TopID firms – EoA. In March, we had a very successful Member Appreciation Brunch with over 100 attendees that also had an amazing Panel on Universal Design that was comprised of our TopID firms. We will also have a tour and mingle at Kaluz, a restaurant that was designed by another TopID firm –

IDD1. We are looking forward to continuing this trend through South Florida with events such as a Beach Clean-Up in April and continued valued added mingles as each month progresses.

### SCHOLARSHIP

We closed out 2023 with a very healthy account so we decided as a board at our annual Strategic Planning Meeting in December of 2023, to increase our scholarship giveaway to \$40K this year. The most in our chapter history. We had a change in the scholarship board position this year and training from one board member to a newly appointed board member occurred. We also have plans to do a "roadshow" at the local colleges after summer ends to introduce NEWH to new students or to activate more scholarship recipients. Our last in-person college tour captivated 20 additional applicants and was super successful. We would like to leverage that buzz again in 2024 in time for our Golden Palms award and student scholarship event.

### FUNDRAISING

We have two major fundraising efforts this 2024: bowling & gala. Bowling is held in May and we have already quoted and approved the venue for this year after looking at 3 different bowling alleys. We chose the location we used last year. Although it is not as "fancy" as the others, the prices were super budget friendly and will allow us to make the most profit margin. The location is centralized to the majority of our members, which was also a major player in the decision.

To continue the theme of PASSPORT and taking our guests to a different country each year, we have decided that this year's gala is SPAIN! Flamenco dancers and bold colors and festive food. We have decided to go back to a hotel for the event after realizing that using an event venue was expensive and the planning process was more intense versus working with the hotel event staff and getting a more "one stop shop" approach. We were happy at the results of last year's event and intentionally chose a special event hall for our

20th anniversary party but this year have decided to go back to our roots of a hotel venue for our gala.

### OTHER CHAPTER HIGHLIGHTS

All board members have added value at their respective positions, and it has been going very smooth overall.

### CHAPTER/REGION GOAL

So far we are at 100% of goals being met!!

- January Mingle/Tour – success.
- February Mingle/Tour – success.
- March Mingle/Tour – success.
- March Hats Off Appreciating Brunch – success.

So far, we have plans going on for:

- April and May Mingles/Tour
- April community service (Beach Cleanup)
- May Fundraiser – Bowling

### REPORT BACK TO CHAPTER/REGION

Yes, I plan to report back to our local chapter board. A delegate report is on the agenda at our next month's board meeting together.

### OUR CHAPTER/REGION WOULD LIKE HELP WITH

So far, the only obstacle we can foresee that we need to figure out is the awards ceremony for TopID. It has come to our attention that it is not to be mixed with other awards we announce at our Gala at the end of year. (Golden Palms)

This is all very new news and is being addressed by our VP at next board meeting.

**Staff Note: Your TopID winners can be announced at your Golden Palms event. What we do not want, is the newer award (that's still in the works - for multi-family/senior living type projects) to be announced at the same time as your TopID awards. That award (if your chapter decides to participate) should be a separate award event.**

## SUNSHINE

SARA NELSON & CHRIS SCHAFFER, DELEGATES

CHARTERED SEPTEMBER 1, 1996

### MEMBERSHIP

We currently have 306 members. We are working hard to maintain the 300+ number as a chapter. Our membership drive is scheduled for May 8th. We will be doing a top golf event, and each golf bay sponsorship will include a NEWH membership for new members only. We will also be raffling a free membership, membership renewals etc. at the event.

### 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. Our next Sunset Social is hosted the night before our regional tradeshow and is usually very well attended. We are working to secure a member only hotel tour of a recently completed local project as our event for September or October. We are also securing bookings for the fall at the local college trade shows in our chapter to connect with the students about membership, scholarship etc.

### SCHOLARSHIP

Two of the nine 2023 scholarship recipients attended the Leadership Conference in Nashville with our chapter. This was greatly successful and very beneficial for the students. As a board we voted to increase our scholarship budget and hope to award \$50,000 this year in scholarships. We are finalizing the release of the 2024 applications in the upcoming weeks. This will allow the application window to increase, hopefully improving our number of recipients.

### FUNDRAISING

Soul Shine our fundraising event was held on November 3rd, 2023. We had over 200 attendees including TopID firms, purchasing groups, hotel brands, hoteliers, suppliers and more. At the event we awarded the scholarship recipients and the Chapter TopID firms. The event was extremely successful and through our sponsors, raffles, a live auction, and silent auction we estimated 52% at approximately \$48,000 profit. Our chapter is currently planning our 2024 fundraiser for November.

### OTHER CHAPTER HIGHLIGHTS

Our chapter had 30+ NEWH members attend the NEWH Leadership Conference in Nashville. It was very valuable, and a great time had by all. Our regional tradeshow will be held April 9th, 2024. Our trade shows have been very successful for the chapter in the past. We will be having a panel discussion about some of the recently large completed projects in the Orlando area.

### CHAPTER/REGION GOAL

Our goal for our chapter for 2024 is to focus on increasing the number of scholarship applicants. We are increasing the dates for the scholarship application window and engaging with more of the contacts at the schools to hopefully improve our quantity of applicants.

### REPORT BACK TO CHAPTER/REGION

Yes- we always provide report back to local board from the IBOD meetings. It typically provides guidance on some of our goals and struggles as a chapter as well as the direction NEWH is taking as a whole. Our directors have also been reporting back after they sit on any of their monthly calls pertaining to their role. This has been

extremely helpful in discussing how other chapters have been successful and ideas we can practice.

### OUR CHAPTER/REGION WOULD LIKE HELP WITH

How we can focus on EID initiatives as a chapter. What other chapters are doing and have been successful with.

**Staff Note:** Please reach out to our NEWH, Inc. VP/EID – Valerie Coleman or our NEWH, Inc. Director/EID Leonardo Luciano – you can email them directly from the NEWH website: <https://newh.org/equity-inclusion-diversity/>

## TORONTO

CELINE MARCOTTE & DEMI MELISSINOU, DELEGATES

CHARTERED NOVEMBER 18, 2004

### MEMBERSHIP

Our chapter is growing. As of March 6th, 2024 our Membership grand total was 276 members:

Associates - 82	Corp. Partner Member - 1
Bus. Plus Courtesy Members - 2	Educ. Professional - 12
Ch. Bus. Courtesy – 23	General - 32
Chapter Business Member - 1	Legacy Member - 1
Chapter Level Business - 11	NEWH Fellow - 1
Corp. Partner Courtesy - 1	Students - 106

simulators, golf simulators, 50/50 draws, scholarship recipient. This will be held on April 24th at the Hagerty Garage and Social Club in Burlington, ON: 'Driving for Dollars' a thrilling fundraising event packed with competitions, hors d'oeuvres and silent auctions.

### CHAPTER/REGION GOAL

Our goal this year is to plan for regular events and to communicate and be visible, making sure we keep our members, student members especially, engaged and interested. We also want to invite new students while making sure those who graduate stay engaged and carry on with their memberships in the future workplace.

### PROGRAMMING

Our first event of 2024 was a Drag Queen Bingo held on February 8th at Firkin on the Bay in Etobicoke, ON. Bingo Night with Messy Margaret was a great success. There will be a Sundowner event on March 27th at the new Paros Restaurant in downtown Toronto. The big event of the year is our 2024 TopID Awards event scheduled for June 6th and this will be hosted at The Sutton Place Hotel in Toronto to honor CHIL Design, MackayWong, and Yellowbird Design Studio, our 2024 TopID award winners. We are also looking at summer/fall outdoor seasonal design events, which correspond to patio season in Toronto. A couple of our members are representing outdoor lines, and these seasonal events could be hosted at their showroom. Finally, a hotel tour for the fall, either in September or October, is also on the program. Details have yet to be confirmed.

### REPORT BACK TO CHAPTER/REGION

We fortunately had several members of the board attend the January meeting. We reported back and were able to review highlights together of key activities and events that were organized in different chapters. The international scope of NEWH makes everyone feel inspired and aspire to greater endeavors.

### SCHOLARSHIP

Past president Demi Melissinou was invited to Sheridan College last fall to address the students. She introduced and promoted NEWH. This was very well received by students. Our scholarship was announced in early February: \$4,000. Students have until April 19th to apply.

### OUR CHAPTER/REGION WOULD LIKE HELP WITH

Roles: who does what and who is responsible for what? After a few months into function, the Toronto Chapter board members will be getting a Board Training Position Refresher session. Looking at different dates, we settled for the end of May. Erika and Jena from NEWH Inc., will handle the training session. We have set up for two and a half hours and will try to complete in 2 hours if all goes well in the training. This will be beneficial to all. The following points will be covered with a strong focus on Board Member Roles for each discipline:

### FUNDRAISING

A Fundraising Director 2024 was voted in to the Board of Directors. Our big fundraising event will be held in April: silent auction, racing

- Why we are here
- Mission of NEWH
- Responsibilities of the Board
- Board Member Roles

**Staff Note:** Jena and Erika are excited to host the Toronto Chapter Board for a refresher!

**NO REPORT SUBMITTED FOR JANUARY BOARD MEETING**

## UNITED KINGDOM

LIBBY BULL AND KEVIN SWART, DELEGATES

CHARTERED JUNE 12, 2002

### MEMBERSHIP

- From the beginning of 2024, Mel Wetheridge our new Membership Chair has approached all "non-renew" and "overdue memberships" from a "may I introduce myself" perspective, and with good success! The responses have been really positive and we are confident that we will see an increase, with a new companies continuing to join on Chapter Business level. Having Mel as part of the focused team we will have even more nurturing of relationships.
- We continue to follow up on any interested individuals and companies pre and post events and continue to work on building (and retaining) our student members.
- The pricing structure document for Membership tiers is still being used with success and continues to provide a quick overview and a better understanding of the comparisons for each member level and the benefits being offered.
- Membership seems to have become more stable, with definite positive growth that we are hoping will continue through the

year. Our recent TopID was a really quick sellout which hopefully is a good indication.

### PROGRAMMING

- We ended 2023 with a lampshade making workshop in December which was well attended and was a drawcard for a few "interested in joining" – so a great space to chat further.
- Budgeting for student travel allowed two students, both sponsorship winners, to attend NEWH 2024 Nashville conference which has given both students incredible insight into the fantastic world of the global aspect of NEWH!
- Our TopID event in March was another incredible success. This was held at Boss Design and was yet again another fast sellout with 123 people supporting this event. People now are realising this a really popular event and a premium networking opportunity and exposure to leaders in the Design community!
- The first European BrandEd event was well supported by all and held at the newly opened OWO Raffles London and orchestrated by Jonathan Young – a sellout event which shows the eagerness

for exclusive and niche events for 2024!

- Hotel Tours, a Golf Day and social events are being synchronised with calendars for the next quarter.

### SCHOLARSHIP

- Sponsorship is looking good with definitely 3 scholarships over two categories – but are hoping to be in a position to award 4 scholarships over two categories which will be a triumph!!
- The Interior Design/Architecture scholarship search is well underway and the university list has been finalized, and all institutions have been informed about the commencement of the application process in April. The Scholarship Forms for student applications will be sent before April 1st with the application timeline for students between April 1st to April 20th with finalists being notified on May 10th. The Scholarship Presentation Day for this category has been scheduled for July 4th – and judges have been agreed.
- The university list for the Hotel Management scholarship has been finalized and contact with universities has been planned during the first two weeks of April with the student application forms being sent out by the end of April. This is a new category for us, and the team have risen to the challenge to get the best response we can for this category which we are very excited to include in our 2024 Scholarship awards event.
- We have one scholarship award earmarked for this new category.

### FUNDRAISING

- We have introduced a new formalized "contract approach" for 2024 where interested companies are being asked to commit with a 25% deposit upfront payment which will hopefully eliminate companies renege on their initial commitments/interest – we have had no negative feedback to this approach.
- Sponsorship has already been secured for our Annual Roundtable event and a further 3 sponsors secured for the annual Fundraiser that forms part of the same evening. An incredible achievement and triumph for this team and so early in the year!
- We have had further commitment for a hotel tour sponsor and separately another financial commitment for a creative event, which is an incredible indication of the strength that our events are gaining!

### OTHER CHAPTER HIGHLIGHTS

Our sponsorship drive in 2023 has had a hugely positive spinoff with numerous companies approaching us to confirm commitment.

Further to secured sponsorships, there is also a waiting list of interested parties for sponsorship of "other events", who we remain in contact with after sending them our 2024 sponsorship menu, and are awaiting decisions /responses.

This for us is a major highlight as we have found this not only a challenge in the past, but also proves that our events in 2023 were endorsed with the value they deserved!

### CHAPTER/REGION GOAL

**NO REPORT SUBMITTED FOR JANUARY BOARD MEETING**

### VANCOUVER REGIONAL

TAMMY DINIZ, STEERING CHAIR

#### MEMBERSHIP

We had a bit of a dip in membership over the last 3 months, but are backup to December numbers.

We have strong support from some of the local educators of the Design Programs which helps with our Student Engagement. We have a healthy number of Student Volunteers and these students act as Student NEWH Ambassadors at their perspective schools.

Associate membership is at

As indicated under Scholarship, our aim for 2024 is to increase the involvement and awareness amongst the education sectors and not just for the scholarship submissions with Hotel Management now being included, but for ongoing relationships and involvement /collaborations!

### REPORT BACK TO CHAPTER/REGION

We have continued to rotate and include as many of our board members to attend global events to continue to build an understanding and insight into other chapters, and the organization as a whole.

The 2024 Nashville conference attended by our two students, along with two board members was not only greatly appreciated by them as individuals, but also injected a fresh sense of passion to grow our collaboration with education sectors and to spread the word of the value of NEWH. Of course, they all returned with experiences and reports back to our Chapter which not only inspires but motivates our vision and purpose.

### OUR CHAPTER/REGION WOULD LIKE HELP WITH

.....a bit of a carry over from last report

- We would like help from Inc to create a ticketing solution for our events – to create an alert/tab which would inform suppliers that they must also buy a designer/specifier/hotelier guest ticket and cannot purchase a single ticket for themselves.

**Staff note: It seems to be working the way we've had it set up for you for past events – where we don't give the supplier the option to buy a single ticket (you have designer member, supplier member + guest).**

- We would also like to introduce an option to 'buy a ticket for a student' or 'sponsor a student to attend this event' (to include travel etc)

**Staff note: We can add this as a choice in the dropdown – just let Diane know.**

- We would like to discuss with Inc the opportunity to widen the parameters of our Scholarship applicants for the UK, to allow the inclusion of 3rd year students who are moving into the industry as graduates (i.e. not continuing in full-time education). In the UK, students can find this time particularly difficult – fees required for studios, travel, low income etc.

**Staff note: Scholarships are for students in need ... not for those who have already graduated. In all other chapters, money is sent directly to the schools, not given to students. Generous sponsors and members who contribute to chapter fundraisers do not want their money to be used to buy cars, pay rent or to take a vacation – which is the reason money is sent to schools, to ensure it's going toward educational expenses. Maybe now is the time to contact schools to see if funds can go directly to them to pay for fees and other educational materials.**

Other than that, we are so grateful for all of your support and guidance throughout the year. Thank you for all you do!

Student membership is at 45 (beginning of March)

General membership at 37

total is 136

Michael Evans is new at the position for 2024 and is very organized and well connected. He is doing a great job.

### PROGRAMMING

We have had two events so far in 2024. Our annual Trivia night was a fun night full of networking and laughs. We had 10 teams

participate, placing a student with each team. This is something new we tried this year to help students network.

The second event was our Student Roundtable. Hosted at Teknion, moderated by Sean Hewlett our new Scholarship chair, we had a diverse panel of professionals. A healthy registration, but in the end only 15 attended, due to inclement weather and a snowstorm warning. Overall, the students who attended were able to have all questions answered and spent some great networking time with the panelists.

For the remainder of the year, we have quite a few events planned.

- April 17, Headshot Networking Social, a membership drive, offering headshots for free to members and new members, charging a non-member price for others to attend.
- June 6, Hotel Tour
- August will be a Summer Sundowner
- possible fundraiser in September
- Diverse Professionals in Hospitality virtual event for students in October
- We are holding the 13th Annual event in November where we award our TopID and Regional Scholarship

### SCHOLARSHIP

We have 2 scholarships for our Region. One Regional Scholarship worth \$2,000 from BermanFalk our Region Scholarship, worth \$6,000. Accepting applications now through July 11, we have already had students ask when they can start applying.

Sean Hewlett is doing a great job with marketing our scholarships to the students.

### FUNDRAISING

The past two years we have had very successful Golf Fundraisers but are worried about sponsorship burnout. We as a board voted to make the golf fundraiser a bi-annual event, and so for this year we are looking to make up some fundraising dollars from other events,

possibly hosting a bowling fundraiser in September.

### OTHER CHAPTER HIGHLIGHTS

We consistently have all our events sell out and are maintaining our reputation as Vancouver's premier networking group for the design community.

We sent 6 from the Vancouver Region to the Leadership Conference this year, 3 board members and 3 students. Everyone had an amazing experience, especially the students where they have indicated it was a life altering experience.

### CHAPTER/REGION GOAL

Vancouver Region's Top Strategic Items for 2024

1. Optimize and capitalize on brand awareness through social media. Utilize shared drive to store and organize legacy information to create consistency and accountability.
2. Equity, Inclusivity and Diversity – Strive to Highlight and promote inclusivity within the board, organization, and community. Create an EID committee chair role within the board by Jan 2025
3. Expand our capabilities for bringing in revenue in alternating years outside of the golf tournament to maintain our scholarship balance.
4. Each event coordinator (attempt) to recruit at least one new sponsor per event.
5. Strive to highlight new and tenured members at events.

### REPORT BACK TO CHAPTER/REGION

Yes I will.

The board finds the IBOD meeting information very informative and there is always lots of learning to be had.

### Our Chapter/Region Would Like Help With

Marketing Membership benefits. We think the new regional award for multifamily and senior living will boost membership greatly.

## WASHINGTON DC METROPOLITAN

MICHELLE MADISON & ELLE PECHINEY, DELEGATES

NO REPORT SUBMITTED FOR APRIL BOARD MEETING

CHARTERED NOVEMBER 6, 1992

MOTION TO APPROVE MINUTES

DATE: APRIL 29, 2024

MOTION NUMBER: 1

I, JENNIFER WELLMAN, MOVE TO APPROVE THE MINUTES AS PRESENTED / AS CORRECTED.

MOTION SECONDED BY: \_\_\_\_\_

VOTE COUNT: STATUS OF MOTION:  
YEA:   0   NAY:   0   ABSTENTION:   0   CARRIED:  DEFEATED:

MOTION TO ADJOURN

DATE: APRIL 29, 2024

MOTION NUMBER: 2

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

MOTION SECONDED BY: \_\_\_\_\_

VOTE COUNT: STATUS OF MOTION:  
YEA:   0   NAY:   0   ABSTENTION:   0   CARRIED:  DEFEATED:

## 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. Up to five (5) members will be selected. 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>

<p><u><a href="#">Nominations</a></u></p> <p>Chapter Nomination Timeline Chapter/Region Job Descriptions Chapter Board Organization Chart NEWH, Inc. Board of Directors</p>	<p><u><a href="#">Programming/Fundraising</a></u></p> <p>Programming vs Fundraising Event – What's the difference? Budget Calculator Catering Checklist Certificate of Insurance Form Communicating with your Chapter Membership Corporate Partner Signage Contracts Contribution/Sponsor Acknowledgement (Thank you letter) Event Badge Templates Funds – What's Required and Distribution Event Sponsorship Request Letter Liquor Policy Program Script Results of Activity Reporting – Programming Results of Activity Reporting – Fundraising Setting your Plan for the Year Speed Mentoring Event Sponsorship Agreement Sustainability Programming</p>
<p><u><a href="#">Regional Groups</a></u></p> <p>Establishment of a Regional Group Regional Group Application Regional Group Manual</p>	<p><u><a href="#">Scholarship &amp; Education</a></u></p> <p>Scholarship Process Guidelines for Scholarships Educator &amp; Student PowerPoint Frequently Asked Questions Accredited College Resources Letter to Non-winning Applicants Letter to Scholarship Winner Scholarship Check Request Form Hold Harmless Policy Chapters Scholarship Application Evaluation Chapter Event Idea Templates Vendor Scholarship Agreements In Memory Scholarship Agreements</p>
<p><u><a href="#">Awards</a></u></p> <p>NEWH Pinnacle Award (formerly known as Recognition of Excellence Award) NEWH College of Fellows TopID Awards NEWH Joyce Johnson Award</p>	<p><u><a href="#">NEWH, Inc. Policies &amp; Procedures</a></u></p> <p>Liquor Policy Event Refund/Cancellation Policy NEWH, Inc. By-laws</p>
<p><u><a href="#">NEWH, Inc. Regional Tradeshows</a></u></p> <p>Tradeshow Policies Timeline</p>	<p><u><a href="#">NEWH, Inc. Board</a></u></p> <p>Board Reporting Forms Ambassador Continuing Education Delegate Development Education Events Executive Advisor Expansion Finance Fundraising International Expansion International Relations Marketing Marketing Collateral Marketing Communications Membership – director Membership – vice president NEWH Conferences Past President President President Elect Regional Tradeshows Scholarship Secretary Sustainable Hospitality – director Sustainable Hospitality – vice president</p> <p>NEWH By-laws Travel Reimbursement</p>
<p><u><a href="#">Board Reports / Minutes / Etc.</a></u></p> <p>International Board of Directors Meeting Packets</p>	<p><u><a href="#">Member Logos</a></u></p>



**NEWH CHAPTER BUSINESS PLAN**

**NEWH/(CHAPTER) – (YEAR)**

## WHAT IS A CHAPTER BUSINESS PLAN?

A chapter business plan helps to ensure your chapter's success. And, as the blueprint for your chapter, a chapter business plan is a critical element because it showcases your chapter's vision, board structure, calendar, financial projections, and goals.

The chapter business plan outlines the operating framework of your chapter by detailing who you are, what are your plans/goals, and how you will generate proceeds for NEWH's mission of scholarship and education.

### Check list

**Required** - These items must be submitted to the NEWH, Inc. Office:

- Board of directors/chairs

NEWH has a list of your nominated board – please submit any chairs appointed by the board by January 31st – and as additional chairs are appointed, or any board changes occur throughout the year

- Chapter event calendar

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

- Chapter budget

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

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

**OTHER HELPFUL ITEMS TO INCLUDE IN YOUR CHAPTER BUSINESS PLAN**

**WRITTEN GOALS:**

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

Here are a few examples:

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

**SWOT ANALYSIS:**

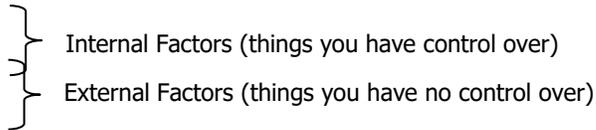
Conduct a swot analysis with your board – this is helpful to refer to throughout the year, as well as when conducting strategic planning in future years to gauge how your chapter addressed weaknesses, opportunities, etc.

S - STRENGTHS

W - WEAKNESSES

O - OPPORTUNITIES

T - THREATS



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.**

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

SWOT ANALYSIS

<b>STRENGTHS</b> • •	<b>WEAKNESSES</b> • •
<b>OPPORTUNITIES</b> • •	<b>THREATS</b> • •

## 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:**

- |   |  |
|---|--|
| <ol style="list-style-type: none"> <li>1. Post an image daily</li> <li>2. Be consistent with message</li> <li>3. Market scheduled events</li> </ol> | <ol style="list-style-type: none"> <li>4. Keep post professional</li> <li>5. Engage your followers</li> <li>6. Drive traffic to website</li> </ol> |
|---|--|

**IDEAS OF WHAT TO POST:**

- |  |  |
|--|--|
| <ol style="list-style-type: none"> <li>1. Post pictures of members</li> <li>2. Post quotes that relate to our mission statement</li> <li>3. Tell a short story</li> <li>4. Hold contest</li> <li>5. Thank event sponsors (including sponsor logo)</li> <li>6. Post meeting notices on Instagram</li> </ol> | <ol style="list-style-type: none"> <li>7. Post event wrap-up photos (i.e. 'look what you missed')</li> <li>8. Promote one member per month</li> <li>9. Highlighting TopIDs</li> <li>10. Highlighting scholarship recipients</li> <li>11. Sustainable tip a week</li> </ol> |
|--|--|

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

- |  |   |
|--|---|
| <ol style="list-style-type: none"> <li>1. Post too many times (more than 3 times a day)</li> <li>2. Share partying images</li> <li>3. Overuse hashtags (no more than 15 hashtags)</li> <li>4. Use an advertising platform (no ads, thanking sponsors is ok)</li> <li>5. Use profanity</li> </ol> | <ol style="list-style-type: none"> <li>6. Use someone's photo without giving them credit</li> <li>7. Post without captions</li> <li>8. Political statements or views</li> <li>9. Ignore followers' comments</li> <li>10. Auto share every Facebook or Twitter post</li> </ol> |
|--|---|

**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

2024 CALENDAR

APRIL 2024

29-APR	NEWH, INC, BOARD OF DIRECTORS MEETING	30-APR	HD AWARDS 20TH ANNIVERSARY
29 APR - 1 MAY	FUTURE HOSPITALITY SUMMIT/GLOBAL RESTAURANT INVESTMENT FORUM	17 APR-5 MAY	BERLIN DESIGN WEEK
30-APR	NEWH/HD WOMEN IN DESIGN BREAKFAST	30 APR-2 MAY	HD EXPO + CONFERENCE

MAY 2024

TBD	GUEST / LAB	18-21 MAY	NATIONAL RESTAURANT ASSOCIATION SHOW
1-5 MAY	FRIEZE NEW YORK	19-21 MAY	ICCF
1-MAY	LABOR DAY (FRANCE, ITALY)	20-MAY	VICTORIA DAY (CANADA)
6-MAY	BANK HOLIDAY (UNITED KINGDOM)	20-MAY	WHIT MONDAY (FRANCE)
7-9 MAY	SAUDI ENTERTAINMENT & AMUSEMENT	21-23 MAY	DESIGN LONDON
8-MAY	VICTORY IN EUROPE DAY (FRANCE)	21-23 MAY	CLERKENWELL DESIGN WEEK
9-MAY	ASCENSION DAY (FRANCE)	21-25 MAY	RHS CHELSEA FLOWER SHOW
9-12 MAY	BOND LEADING 5-STAR HOTEL DESIGNERS	23 MAY-2 JUN	MELBOURNE DESIGN WEEK
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	INDEX/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
11-16 JUN	DESIGN MIAMI / BASEL	26-29 JUN	NEW DESIGNERS - WEEK ONE
12-14 JUN	3DAYSOFDESIGN	27-JUN	CARDIFF OPEN
		30-23 JUN	BOND THE FORUM FOR LATIN AMERICA'S LEADING HOTEL DESIGNERS

JULY 2024

1-JUL	CANADA DAY	12-JUL	NEWH EXECUTIVE COMMITTEE ZOOM CALL
3-6 JUL	NEW DESIGNERS - WEEK TWO	14-JUL	BASTILLE DAY (FRANCE)
4-JUL	INDEPENDENCE DAY (UNITED STATES)	16-18 JUL	BD SUMMER FORUM
8-JUL	HIJRA - ISLAMIC NEW YEAR	17-JUL	DAY OF ASHURA
9-10 JUL	MANCHESTER FURNITURE SHOW	17-JUL	LEADERSHIP LESSONS WITH TRUDY/NEWH CHAPTERS
11-JUL	COMMERCIAL INTERIORS SUMMER BBQ	19-JUL	LEADERSHIP LESSONS/NEWH EC
		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	14-OCT	THANKSGIVING (CANADA)
2-4 OCT	ROSH HASHANAH	15-16 OCT	INDEPENDENT HOTEL SHOW
4-OCT	NEWH EXECUTIVE COMMITTEE ZOOM CALL	16-OCT	LEADERSHIP LESSONS WITH TRUDY/NEWH CHAPTERS
6-9 OCT	DECOREX	17-18 OCT	ITHIC-ITALIAN HOSPITALITY INVESTMENT CONFERENCE
7-10 OCT	LODGING CONFERENCE	18-OCT	LEADERSHIP LESSONS/NEWH EC
7-10 OCT	G2E	21-23 OCT	BWH HOTELS 2024 ANNUAL CONVENTION
8-13 OCT	PAD LONDON, 20 <sup>TH</sup> CENTURY DESIGN	27-OCT	END OF DAYLIGHT SAVINGS TIME IN UK AND EU
9-13 OCT	FRIEZE ART FAIR	28-30 OCT	HD NEXTGEN FORUM
10-OCT	INDIGENOUS PEOPLES DAY (UNITED STATES)	28-30 OCT	THE HOSPITALITY SHOW
11-12 OCT	YOM KIPPUR	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	27-28 NOV	HIX
		28-NOV	THANKSGIVING (UNITED STATES)

DECEMBER 2024

4-DEC	HOSPITALITY DESIGN CITYSCENE	6-DEC	NEWH EXECUTIVE COMMITTEE ZOOM CALL
4-5 DEC	CRUISE SHIP INTERIORS EXPO	20-DEC	LEADERSHIP LESSONS/NEWH EC

JANUARY 2025

1-JAN	NEW YEARS DAY	20 JAN	MARTIN LUTHER KING DAY (UNITED STATES)
3-JAN	NEWH EXECUTIVE COMMITTEE ZOOM CALL	22 JAN	LEADERSHIP LESSONS WITH TRUDY/NEWH CHAPTERS
6-JAN	EPIPHANY (ITALY)	23-26 JAN	IDS TORONTO
14-JAN	MAKAR SAKRANT	24-26 JAN	THE INTERNATIONAL SURFACE EVENT (LIVE & VIRTUAL)
14-17 JAN	HEIMTEXTIL	26-30 JAN	LAS VEGAS WINTER MARKET
15-18 JAN	PARIS DECO OFF	27 JAN	LAILAT AL MIRAJ
16 JAN	NEWH, INC. BOARD OF DIRECTORS MTG. - ZOOM	27-28 JAN	ALIS LAW
16-19 JAN	DOMOTEX HANOVER	28-30 JAN	ALIS
16-20 JAN	MAISON & OBJET	30-31JAN	ALIS DESIGN+
17-JAN	LEADERSHIP LESSONS/NEWH EC		

FEBRUARY 2025

7 FEB	NEWH EXECUTIVE COMMITTEE ZOOM CALL	12-15 FEB	HI DESIGN MEA
3-6 FEB	RIVA DEL GARDA FIERECONGRESSI	17 FEB	PRESIDENT'S DAY (UNITED STATES)
3-9 FEB	STOCKHOLM DESIGN WEEK	17 FEB	FAMILY DAY (CANADA)
4-6 FEB	SURFACE DESIGN SHOW	21 FEB	LEADERSHIP LESSONS/NEWH EC
14 FEB	Valentine's Day	25-27 FEB	KITCHEN & BATH SHOW
14 FEB	LAILAT AL BARA'AH / MID-SHA'BAN	26-28 FEB	THE NAFEM SHOW

**MARCH 2025**

1-30 MAR	RAMADAN	17 MAR	ST. PATRICKS DAY
7 MAR	NEWH EXECUTIVE COMMITTEE ZOOM CALL	17-19 MAR	HRC/PUB 23
9 MAR	START OF DAYLIGHT SAVINGS TIME-US & CANADA	18-20 MAR	HUNTER HOTEL INVESTMENT CONFERENCE
9-11 MAR	HEALTHTAC EAST LIVE CONNECT	21 MAR	LEADERSHIP LESSONS/NEWH EC
9-12 MAR	RESTAURANTPOINT WEST	29 MAR	HINDI NEW YEAR
11-12 MAR	INDEPENDENT HOTEL SHOW	30 MAR	MOTHERS DAY (UNITED KINGDOM)
12-14 MAR	HD SUMMIT	30 MAR	START OF DAYLIGHT SAVINGS TIME-EU & UK
14 MAR	PURIM		

**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: