



**GOVERNING BOARD
PACKET**

16 JANUARY 2025

**ZOOM EVENT
YOUR FAVORITE SPACE**

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

THURSDAY, JANUARY 16, 2025, **10:30 AM – 1:30 PM EST**

JACOB JAVITS CONVENTION CENTER - ROOM 1C03-05

9:30AM–12:30PM CST 8:30AM–11:30AM MST 7:30AM – 10:30AM PST 3:30PM–6:30PM GMT 4:30PM–7:30PM CET

Executive Committee	Sandy Banks Deidre Schwartz Jennifer Wellman Kevin Swartz	Brittany Spinner Dallas Bentley Lanée Burns Valerie Coleman	Helen Reed Jonathan Young Tara Witt Cynthia Guthrie	Gwendoline Theodet Enrico Cleva	Christine Tucker Jena Seibel Susan Huntington	Shelia Lohmiller Trudy Craven
Board of Directors	Barbara Bischoff Mary Ann Thornam	Wanda Luna Kim Faith	Shana McCullough-Downing Stephanie Deshaies	Leonardo Luciano Melissa Petersen	CP Ambassadors Nancy Micsko Emily Mueller	Kelly Ponder Adam Tooter
Chairs	Stacy Garcia Rachel Berkin David Shove-Brown	Stacy Elliston Mike Webb Nicole Brindle	Katie Zuidema Natalie Sheedy Helen Reed	Brand Ambassadors Luisa Gonzalez Karyn Faryna	Henri Munyengango My Nguyen Alvaro Montoya	Media Ambassadors Stacy Rauen Keisha Byrd Simmy
House of Delegates	Macelle Albelda Rita Bancroft Jeannette Chacon Kyla Chambers Enrico Cleva Charlene Collins	Eric Fernandez Jessica Galdamez Denise Ganson Kris Hanson Jennifer Haycox Kelly Ann Hennessy	Laura Herzog Amelia Hoover Jamie Hysell Sadie Makarechi Coulter Celine Marcotte Megan May	Kelly McCallister Demi Melissinou Tiffany Miller-Baker Melissa Petersen Erica Puccio Kathryn Quinn	Adelita Rosenberg Aurora Salinas Micaela Wender Katie Smith Lynette Stende Haley Taylor	Gwendoline Theodet Stephanie Thompson Martha Vlahakis Sarah Whitman Liz Wilhite

CALL TO ORDER (5 MIN)

ESTABLISHMENT OF QUORUM / MOTION TO ACCEPT MINUTES (2 MIN)

PRESIDENT'S WELCOME (5 MIN)

FINANCIAL REPORT (2 MIN)

- MOTION TO ACCEPT 2025 BUDGET

INTRODUCTION OF NEWH BOARD MEMBERS

NEWH, INC. BOARD OF DIRECTORS EXPECTATIONS

- WHO IS NEWH
- WHAT IS A 501(C)(3) AND BEING TAX EXEMPT
- WHEN AND WHERE
- RSVP/BOARD REPORTS
- SETTING UP COMMITTEES AND WORKING AS A TEAM
- FOLLOWING THROUGH ON BOARD MEETING ACTION ITEMS
- ORGANIZATION CHART / CHAIN OF RESPONSIBILITY
- SUCCESSION PLANNING
- WORKING WITH THE NEWH, INC. STAFF

REGIONAL TRADESHOWS (2 MIN)

COMMUNICATIONS/SOCIAL MEDIA (2 MIN)

LEADERSHIP CONFERENCE (2 MIN)

BOARD TRAINING/STRATEGIC PLANNING/NEXT STEPS (2 MIN)

BREAK (15 MIN)

BREAKOUT GROUPS – 45 MINUTES

- EDUCATION
- LEADERSHIP DEVELOPMENT
- MEMBERSHIP
- NEWH AWARDS
- SCHOLARSHIP

BREAKOUT GROUP RECAP – 30 MINUTES

- EDUCATION
- LEADERSHIP DEVELOPMENT
- MEMBERSHIP
- NEWH AWARDS
- SCHOLARSHIP

NEW BUSINESS (items not on this or previous agendas)

OLD BUSINESS (unfinished items from past meetings)

MOTION TO ADJOURN

SANDY BANKS

JENNIFER WELLMAN

SANDY BANKS

KEVIN SWART / SUSAN HUNTINGTON

SANDY BANKS

CHRIS TUCKER

JENA SEIBEL

HELEN REED

SHANA MCCULLOUGH-DOWNING

JENA SEIBEL / TRUDY CRAVEN

DALLAS BENTLEY/VALERIE COLEMAN/MARY ANN THORNAM

TRUDY CRAVEN/DEIDRE SCHWARTZ/JENA SEIBEL

LANEE BURNS/WANDA LUNA

STACY ELLISTON/DIANE FEDERWITZ

BRITTANY SPINNER/BARBARA BISCHOFF

DALLAS BENTLEY

DEIDRE SCHWARTZ

LANEE BURNS

STACY ELLISTON

BRITTANY SPINNER

THE NEXT NEWH BOARD OF DIRECTORS MEETING WILL BE HELD IN LAS VEGAS ON MAY 5, 2025

NEWH, INC. GOVERNING BOARD MEETING MINUTES

Saturday, November 11, 2024

In-Person & Virtual Zoom Meeting

Executive Committee	Sandy Banks	Brittany Spinner	Deidre Schwartz	Jonathan Young	Gwendoline Theodet	Jena Seibel
	Jennifer Wellman	Dallas Bentley	Valerie Coleman	Tara Witt	Christine Tucker	Susan Huntington
	Kevin Swartz	Lanée Burns	Helen Reed	Enrico Cleva	Shelia Lohmiller	Trudy Craven
Board of Directors	Lori Firpo	Brittany Johnson	Shana McCullough-Downing	Teri Urovsky		
Chairs	Jocelyn Nevels	Wanda Luna	Leonardo Luciano			
	Stacy Garcia	Helen Reed	David Shove-Brown	Hope Quintanar-Case		
	Stacy Elliston	Todd Fuller	Stephanie Deshaies			
Ambassadors	Corporate	Media	Brand			
	Emily Mueller	Keisha Byrd	Henry Munyengango			
	Kelly Ponder	Simmy				
House of Delegates	Claire Callis	Sara Brookshire	Kristy Bohne	Hannah Gamradt	Danielle Vassallo	Celine Marcotte
	Ashley Mitchell	Jeannette Chacon	Levar Jackson	Marit Jensen	Genevieve Mansfield	Demi Melissinou
	April Geter	Katie Smith	Kim Faith	Courtney MacLean	Haley Taylor	Michelle Madison
Chapter Presidents	Megan May	Katie Sander Smith	Stephanie Thompson	Eric Fernandez	Kathryn Quinn	
	Kris Hanson	Erica Puccio	Jamie Hysell	Denise Ganson		
Steering Chairs	Mizuki Davis	Danielle Nowak	Alli Oroski	Carole Roach	Tammy Diniz	
Guests	Tabatha Luciano	Kate Mitchell	Michael Quaglia	Penny Shelton	Mary Ann Thornam	
	Taylor Vigilia	Natalie Mediate	Charlene Collins	Brian West	Natasha Asher	
	Matt Deshantz					
Not in Attendance	Cynthia Guthrie	Stacy Rauen	Stella Pena	Amelia Hoover	Kyler Burroughs	Tara Chung
	Rachel Berkin	Angie Law	Sara Nelson	Liz Wilhite	Diane Smith	Alvaro Montoya
	Crystal McCain	Jolie Cawelti Luis	Chris Schafer	Kyla Chambers	Michael Sautner	My Nguyen
	Mike Webb	Araujo	Libby Bull	Melissa Petersen	Scott McSherry	Barry Sullivan
	Natalie Sheedy	Elizabeth Banks	Elle Pechiney	Terryl Nielsen	Sonya Miles	Adam Tooter
		Casie Idle	Adelita Rosenberg	Sadie Coulter	Will Michael	Jillian Van Dresser

The meeting was called to order by President Sandy Banks at 12:45 pm EST. Roll call taken and a quorum was established.

BDNY Welcome

Discussion- Kevin Gafney, Tim, Stacy Shoemaker Rauen & Keisha Byrd

- Welcome to BDNY 2024
- 750 companies registered
- 13,000 people attending BDNY 2024
- Housekeeping reminders

President's Welcome

Discussion- Sandy Banks:

Event line-up for Sunday:

- 12-12:30: NEWH EID session- Weaving Culture into Hospitality Design
- 12:45-1:15: Greenvoice- The Adaptive Revolution
- 1:15-1:25: Greenvoice- Design Competition
- 1:30-1:45: That's Her Story
- 4:00: 40th Anniversary toast for NEWH, Martha's Mentor Success, Scholarship Circle Toast (booth 773)
- New York Chapter- Project Runway at night- goes towards New York chapter's scholarships
 - Washington DC and New York chapters are both close to 1 million dollars

Event line-up for Monday

- 12: Brand-ED (booth 101): W Hotels

We have a new chapter in Detroit

Board Packet

Thank you to everyone who submitted their chapter reports

Page: 35-37- Chapter guidelines

New CEO Introduction

Discussion- Shelia Lohmiller:

- Introduction to our new CEO: Chris Tucker

Financial Report

Discussion- Kevin Swart:

- Our incoming expenses that were posted this year were achieved
- Chapters have been doing an amazing job sticking to their budgets
- All expenses must be submitted within 60 days of the meeting- anything beyond that will be considered a donation to NEWH
- The 40th bash in Las Vegas was a success- over 700 people in attendance
- The 5 regional trade shows were also successful in 2024
- 4 regional trade shows confirmed for 2025
- Over 9 million dollars in scholarships given
- Chapters should put together sponsorship menus
- 2025 signature cards will be coming out early next year
- We will be working on budgets in January

Scholarship

Discussion- Brittany Spinner:

- As part of our work on EID, we met with the EID committee, and revised our application
- We just released a how to video- can be included in student events- walks through what is expected on the financial form
- We are working on getting the how to video out in multiple languages

Discussion- Lori:

- Application is still a live document- if you see problems- let us know
- Goal to reach out to scholarship directors in all different regions
 - Led to other discussions about legacies, college decisions, stewardship
- Helped communications with their initiative to gather videos from past scholarship winners
- Helped student relations spread the word- have seen an increase in the number of applicants
- Scholarship winners all over the globe- think about where we want to expand chapters for NEWH

EID

Discussion- Valorie Colman:

- HD Vegas in May- EID dialogue discussion
- EID dialogue tomorrow at noon: discussing weaving culture into hospitality spaces
- Monthly committee call, not all chapters have EID director, but those that do meet monthly
 - Ensuring programs and fundraisers are inclusive
- Section for EID in NEWH magazine
- BAD award: new award in development

Discussion: Leonardo Lutiano:

- BAD award- Best in Accessibility Design award: join our subcommittee
- Point system specific to hospitality for BAD award
- Developing team of judges
- BAD award is for recognizing designs that go above and beyond ADA
- BAD award for vendors
- Leadership conference 2026- Washington DC for first award
- Next meeting will be in January

Education

Discussion- Dallas Bentley:

- Introduction of subcategories in education
- EDonline is growing- we are working on Hospitality Jargon Explained- a visual glossary
- Greenvoice is part of our online events- adaptive abuse revolution- led by Rachel Berken
- Honoring Greenvoice scholarship winners
- Martha's mentors toast- 4pm tomorrow

Discussion Stacey:

- Martha's mentors was launched about a year ago
- Pairing experienced members of NEWH with new people in the design industry (in the industry 5 years or less)
- 10 highly successful mentor-mentee matches
- Application portal open through November 15th
- Goal of 15 matches this year

Discussion- David:

- Portfolio review
- Mentorship walk- students walk with professionals through the show
- Small panel tomorrow afternoon at Dine and Design

Regional Trade Shows

Discussion-Jena Seibel:

- 4 shows planned for 2025: Miami, Washington DC- new venue, Chicago, Dallas
- Working on a 5th show- possibly Boston

Communications and Social Media

Discussion- Jena Seibel:

- Call the first tuesday of the month, noon Eastern time
 - Communication strategies, how to set calendars, etc.
 - Let Hillary know if you are interested

International Report

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

- Expansion of NEWH across the globe
- Shout-out to UK chapter
- BrandED program- 3 in Europe that have all been successful
- Looking for additional sponsors in Europe for BrandED
- Next year- first European leadership conference taking place in Paris- June 23rd

Discussion: Gwendaline:

- We are actively looking for sponsors for leadership in Paris
- Registration link opened

Discussion- Tara Witt (Canada):

- Everything is going very well in Canada
- Vancouver is doing great- events are well attended
- Just celebrated 20th anniversary for NEWH Canada in Toronto

Membership

Discussion- Lanée Burns:

- 6,062 for membership last year, 7,203 in membership this year, 19% increase
- Launching a membership competition between each chapter
- Sign and key word activity to explain what membership is: rewarding, purposeful, empowering, community, networking, growth, giving back, education, diversity
- We received submissions from 25 chapters for TopID
- We received 144 submissions for TopID in total- the most submissions we have ever received
- Atlanta send in the most submissions for TopID
- Mulan had 9 submissions, 10 for Rocky Mountain
- Looking for someone for membership committee role for 2026- let us know if you know of anyone that would be a good fit
- Inc starts announcing the winners of TopID in January

Discussion- Sandy Banks:

- Paris chapter had a 271% increase in membership
- Steady increase in membership in most of the chapters

Leadership Conference

Discussion- Shana McCullough-Downing:

- It has been 9 months since our leadership conference this year
- March 26th-28th, Washington DC, leadership conference 2026
- Leading today, impacting tomorrow through innovation, collaboration, and change theme for leadership conference 2026
- Scholarship opportunities have been completed and distributed
- Taking more sponsorship opportunities
- Working with communications team on calendar and working on chapter videos
- We have completed our president's dinner, we are finalizing our VIP event and hope to have it done in a couple of weeks
- Keynote speakers and back-ups
- Started working on our panels and topics
- We are still going to work on powertalks starting in 2025

Board Training/ Strategic Planning/ Next Steps

Discussion- Erica

- Page 12- chapters and regions up for training in 2025
- Chapter training is 7 hours- discusses roles on the board and NEWH
- Strategic training is where you are, where you are going, and how you are going to get there

Report on Breakout Sessions

Break-Out Session Overview:

Reports:

Leadership Conference- Deidre Schwartz:

- Paris 2025, Washington DC 2026
- Harmonizing cultures- intersection of art and design
- BrandED residences
- Transatlantic teams- working globally
- Fashion- the influence fashion brands and cosmetics have in design
- Disrupting hospitality
- Food and beverage
- Color- the color board in NYC projects color trends up to 2028
- Getting students more involved in the leadership conference
- How AI is influencing design
- Creating a collaborative environment
- Mental health for remote workers

Showcasing the Value of NEWH Membership- Lane Burns & Wanda Luna:

- Networking opportunities, educational resources, industry insights- benefit to members
- Career network online
- Exclusive events- leadership, trade shows, local events
- Headshots within chapters- every year or every other year
- Community
- What key benefits do members find most valuable?: education, career network, diversity, events, community, business support
- How can we better promote NEWH unique values to new and existing members: expanding access to chapter and national events, improve CEU attendance, finding ways to get people involved to give back to our local community, reminding people we are family and want to get to know everyone

Chapter Leadership- Jena Seibel and Chris Tucker:

- Transition document- share knowledge for new people taking on a position
- Resources available on the website
- Board report
- Ask for committee members
- Sponsorship
- Question the vendors
- Having issues with a board member- Inc office is here to support you
- Invite others to your board meetings
- President call and steering chair
- Discipline calls
- Keep a past due roster to keep members
- Every member gets 3 emails to renew membership dues, plus one email and a postcard when they become a past member

Board Meeting Improv- Tara:

- How to use MRAP framework to have better meetings- info in board packet
- How to deal with strong or toxic personalities and behaviors
- Deal with board burn-out
- How to handle egos, overstepping, and task hoarding
- How and when to change someone's position or have someone exit their position
- Leadership training- how to deal with volunteers and give constructive feedback

Education- Dallas Bently:

- Visual glossary- Hospitality Jargon Explained
- Target students and junior designers
- Want people not looking for NEWH to end up on the website
- Student relations- portfolio reviews at regional trade shows, bridging people from students to junior designers, education on how to network

New Business

Discussion- Christine Tucker:

- Refresh and make everyone aware of SOHE Award- Structures of Hospitality Excellence- move forward with Alis Design +, Delta Faucet, and one additional sponsor
- Scholarships presented: one for majoring in construction management and one for trade schools
- Bringing in construction companies

Discussion- Sandy Banks:

- Thank You: Ashley Mitchell- Chicago, April Geater- Dallas, Kim Faith- North Central, Maret Jensen- North West, Genevieve Mansfield- San Francisco, Terry Urovsky- DC, and Lori Firpo

MOTION TO APPROVE MINUTES

Date: 11/09/24

Motion Number: 1

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

Motion seconded by: Deidre Schwartz

STATUS OF MOTION:

Carried: X Defeated:

MOTION TO ADJOURN

Date: 11/9/24

Motion Number: 2

I, Lanee Burns, move to adjourn the NEWH, Inc. Board of Directors Meeting at 4:15 pm EST.

Motion seconded by:

Brittany Spinner

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.

JANUARY 2025

GOAL 1 STATEMENT

Oversee the Marthas Mentors program bringing together the committee for matching of the second group of applicants, Facilitating the training process and providing support for the program and its participants

GOAL 1 MEASURE

At the end of this term, we will gather testimonials from the matches and discover successes and or gaps.

GOAL 1 TIMING

February – start and end in 10 months.

GOAL 1 MAJOR MILESTONES

Mentee Matches are reporting successes in reaching goals and mentors are reporting positive actions and revelations.

GOAL 2 STATEMENT

Continue to oversee all our programs, initiatives and leadership conferences, providing support where necessary.

GOAL 2 MEASURE

By following the progress of each entity and watching them succeed in their planned efforts.

GOAL 2 TIMING

Beginning Jan 1, ending Dec 31 2025

GOAL 2 MAJOR MILESTONES

- We continue to award scholarships and will reach 10 million or more in awards to our deserving students.
- SOHE Award and related scholarships is welcomed at ALIS Design and becomes another avenue for scholarships.
- EID expands their programming, excellence awards and programing content.
- Membership grows the membership by adding a contest among the chapters and continues to support our chapters in their efforts to maintain membership.
- Marthas mentors again succeeded in matching compatible pairs and gains accolades once again
- LC DC is well on its way to finalizing the planning of the event
- LC Paris is a raving success!
- Education completes its glossary.
- Social Media continues to provide its creative and informative platform and in doing so, elevates NEWH to a higher exposure in our industry.

COMMENTS

I am learning so much in this position and having a blast doing it. Thank you, Shelia and Chris and all of the executive committee for your support.

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.

NOVEMBER 2024

GOAL 1 STATEMENT

Reach out to all chapters to make sure they know I am available if they have any questions about the secretary position.

GOAL 1 MEASURE

After I have been able to meet with or have an email conversation with each secretary at the chapter level.

GOAL 1 TIMING

I will start the goal at the first of the year, and I hope to end the goal by the end of the first quarter.

GOAL 1 MAJOR MILESTONES

Getting a list of current secretaries and presidents to reach out, set times to talk, and introduce myself.

GOAL 2 STATEMENT

Turn the meeting minutes in within a week of the meeting.

GOAL 2 MEASURE

If I am consistent in sending the minutes out without anyone following up!

GOAL 2 TIMING

The goal is started immediately and won't end until December 2025.

GOAL 2 MAJOR MILESTONES

Be consistent and thoughtful about getting minutes out.

COMMENTS

I realize that getting the minutes out on time is part of my job and that I haven't executed it well. If you would like me to set another goal, I could set something else like–get involved in one project outside my discipline. Let me know if you want me to change it.

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	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No Mtg.	Yes	Yes	Yes		Yes	
ATLANTA	Yes	Yes	Yes	Yes	Yes	Yes	No Mtg.	Yes	Yes		No Mtg.		Yes	
CHICAGO	Yes	Yes	Yes	Yes	Yes								Yes	Yes
DALLAS	Yes	Yes	Yes	Yes	No Mtg.		No Mtg.	Yes	Yes		No Mtg.		Yes	
LAS VEGAS	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
LOS ANGELES	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes			Yes	Yes
MILANO	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No Mtg.	Yes	Yes	Yes	Yes		
NEW YORK	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No Mtg.	Yes	Yes			Yes	Yes
NORTH CENTRAL	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes		Yes	
NORTHWEST	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No Mtg.	Yes	Yes	Yes	Informa l Mtg.		
PARIS			Yes		Yes	Yes	Yes		Yes	No Mtg.	Yes			
ROCKY MOUNTAIN	Yes	Yes	Yes	Yes	Yes	Yes	No Mtg.	Yes	Yes	Yes	No Mtg.		Yes	Yes
SAN FRANCISCO BAY	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No Mtg.		Yes	
SOUTH FLORIDA	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No Mtg.			
SUNSHINE	Yes	Yes	Yes	Yes		Yes	No Mtg.	Yes	Yes	Yes	Yes		Yes	
TORONTO	Yes	Yes	Yes	Yes	Yes	Yes	Yes							
UK	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No Mtg.		
WASHINGTON, DC	Yes	Yes	Yes	Yes	No Mtg.	No Mtg.	No Mtg.	Yes	Yes	Yes	Yes			
Regional Groups (min once/quarter)	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Budget	Business Plan
AC/PHILADELPHIA	Yes		Yes	No Mtg.	Yes	No Mtg.	No Mtg.	Yes	No Mtg.	No Mtg.	Yes			
CINCINNATI	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes				
DETROIT														
HOUSTON	Yes	Yes	Yes	Yes	Yes		Yes	Yes	Yes	Yes	No Mtg.	Yes		
MID-SOUTH	Yes	No Mtg.	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes		
NEW ENGLAND	Yes	Yes	Yes	Yes	Yes	No Mtg.	No Mtg.	Yes	Yes	Yes	Yes			
NORTH CAROLINA			Yes		Yes		Yes							
ORANGE COUNTY		Yes	Yes	Yes		Yes		Yes	Yes					Yes
PITTSBURGH		Yes		Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes			
SOUTH CAROLINA														
VANCOUVER	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No Mtg.	Yes	Yes	Yes			

NEWH CHAPTER BOARD TRAINING SCHEDULE

	2024	2025	2026	2027
ARIZONA	OPEN	Virtual BDT/STP (request)	Strategic Plan (required)	Board Train (Required)
ATLANTA	Board Train March 8, 2024	OPEN	Strategic Plan (required)	Virtual BDT/STP (request)
ATLANTIC CITY	Board Train June 22, 2024	Strategic Plan (required)	Virtual BDT/STP (request)	OPEN
CHICAGO	Virtual BDT/STP (request)	Board Train Jan 18, 2025	OPEN	Strategic Plan (required)
CINCINNATI	Board Train Nov 1, 2024	Virtual BDT/STP (request)	OPEN	Strategic Plan (required)
DALLAS	OPEN	Strategic Plan Feb 1, 2025	Virtual BDT/STP (request)	Board Train (Required)
DETROIT	Virtual BDT/ST Nov 15, 2024	Virtual BDT/STP (request)	Strategic Plan (required)	Board Train (Required)
HOUSTON	Virtual BDT/STP (request)	2 Hour Refresh Jan 9, 2024	Strategic Plan (required)	Board Train (Required)
LAS VEGAS	OPEN	Board Train Jan 11, 2025	Virtual BDT/STP (request)	Strategic Plan
LOS ANGELES	Board Train Sept 14, 2024	Strategic Plan Feb 8, 2025	Virtual BDT/STP (request)	OPEN
MILANO	OPEN	Virtual BDT/STP (request)	OPEN	Board Train/Strategic Plan (Req.)
MID-SOUTH	Board Train Sept 20, 2024	Virtual BDT/STP (request)	OPEN	Strategic Plan (required)
NEW YORK	Virtual BDT/STP (request)	Board Train Mar 1, 2024	OPEN	Strategic Plan (required)
NEW ENGLAND	Strategic Plan June 3, 2024	Board Train (Required)	Virtual BDT/STP (request)	OPEN
NORTH/SOUTH CAROLINA	OPEN	Board Train (Required)	Virtual BDT/STP (request)	Strategic Plan (required)

NORTH CENTRAL	Strategic Plan Feb 3, 2024	Virtual BDT/STP (request)	OPEN	Board Train (Required)
NORTHWEST	Virtual BDT/STP (request)	Board Train Feb 1, 2025	OPEN	Strategic Plan (required)
ORANGE COUNTY	Virtual BDT/STP May 10, 2024	OPEN	Board Train (Required)	Strategic Plan (required)
PARIS	OPEN	Virtual BDT/STP (request)	OPEN	Board Train/Strategic Plan (Req.)
PITTSBURGH	Strategic Plan (required)	Virtual BDT/STP (request)	Board Train (Required)	OPEN
ROCKY MOUNTAIN	Virtual BDT/STP (request)	OPEN	Board Train (Required)	Strategic Plan (required)
SAN FRANCISCO	Strategic Plan Nov 3, 2024	OPEN	Virtual BDT/STP (request)	Board Train (Required)
SOUTH FLORIDA	Virtual BDT/STP (request)	Strategic Plan (required)	Board Train (Required)	OPEN
SUNSHINE	Board Train April 15, 2024	OPEN	Strategic Plan (required)	Virtual BDT/STP (request)
TORONTO	Virtual BDT/STP May 23, 2024	Board Train (Required)	Strategic Plan (required)	OPEN
UNITED KINGDOM	OPEN	Virtual BDT/STP (request)	OPEN	Board Train/Strategic Plan (Req.)
VANCOUVER	OPEN	Strategic Plan Jan 19, 2025	Virtual BDT/STP (request)	OPEN
WASHINGTON DC	Strategic Plan (June 1, 2024)	OPEN	Board Train (Required)	Virtual BDT/STP (request)

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

ONLINE BOARD TRAINING START	STRATEGIC PLANNING	WEBINAR BOARD TRAINING OR STRATEGIC PLANNING – ON REQUEST	OPEN – CHAPTER MAY HAVE A BREAK YEAR OR REQUEST SOMETHING SPECIAL
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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.

JANUARY 2025

GOAL 1 STATEMENT

Maintain the strength gained financially in 2024 and continue working on getting all income and expenses posted. Encourage all Chapters to submit budgets and business plans to NEWH INC by Feb 15th

GOAL 1 MEASURE

To review the financials once all income and expenses have been posted and that all budgets are balanced and aligned with our original goals.

GOAL 1 TIMING

The end of 2025 will be the time to review what we have achieved.

GOAL 1 MAJOR MILESTONES

To successfully balance the budgets that have been set whilst still achieving the success of events planned for the year.

GOAL 2 STATEMENT

Get budgets for 2025 set for the three IBOD meetings planned for 2025 – encouraging everyone to book their flights early for the best rates and least expense.

GOAL 2 MEASURE

Success will be determined by achieving as close to or better the capped/budgeted amounts set for 2025. We still need to have

focus that all budgets are received timeously and are balanced and aligned with our original goals.

GOAL 2 TIMING

The end of 2025

GOAL 2 MAJOR MILESTONES

To monitor budgets quarterly to ensure we are achieving our goals

COMMENTS

It is vital that all Chapters should be working on getting signature cards signed at the first in-person meeting of this year. Checks cannot be written until those signature cards are completed, signed and on file with the bank. With this being another year full year IBOD's and planned events, we need to be excited but diligent about budgets and understanding what is needed to achieve these. We may still all have our constant challenges, but we need to celebrate our incredible victories – made possible by our amazing sponsors and suppliers who champion what we are about. We are always hugely grateful for their ongoing support to make what we do possible!

And finally, thanks, as always to our incredible team of volunteers who we rely on daily to help us achieve what makes our NEWH organization what it is and always coming out tops!!!

BANK BALANCES	
ACCOUNT BALANCES AS OF 12/31/24	
GENERAL	\$ 302,651.43
SCHOLARSHIP	181,125.61
CLIFF TUTTLE SCHOLARSHIP	3,100.05
MONEY MARKET (CASH RESERVE FUND)	406,614.85
LONG TERM RESERVE ACCOUNT	115,624.59
CHECKING RESERVE ACCOUNT	19,223.50
CD	100,000.00

ACCOUNT BALANCES AS OF 1/7/2025	NEWH, INC. ACCT IN CANADA (CHECKING)	CAD 27,859.63
	NEWH, INC. ACCT IN CANADA (SAVINGS)	CAD 22,624.61
	NEWH CANADA, INC.	CAD 84,859.01
	NEWH CANADA, INC. SCHOLARSHIP	CAD 10,419.81
	NEWH, INC. ACCT. IN LONDON	GBP 29,563.48

CHAPTER	UPDATED SIGNATURE CARDS 2024	REGIONAL TRADESHOW MONIES TRANSFERRED TO SCHOLARSHIP ACCT IN 2024	FUNDRAISING/ DONATION/INTEREST MONIES TRANSFERRED TO SCHOLARSHIP ACCT IN 2024	CHECKING BAL	DATE	SCHOLARSHIP BAL	DATE	MUTUAL FUND/CD
Arizona	Yes		10,991.32	59,390.97	12/31/24	36,979.63	12/31/24	
Atlanta	Yes	49,487.79	71,543.36	207,875.05	12/31/24	145,435.68	12/31/24	
Chicago	Yes		28,120.63	244,315.29	12/31/24	84,802.28	12/31/24	
Dallas	Yes		55,529.94	158,901.81	12/31/24	277,634.00	12/31/24	
Las Vegas	Yes		52,907.37	145,401.72	12/31/24	41,120.60	12/31/24	
Los Angeles Founding	Yes		58,064.80	179,880.20	12/31/24	102,054.34	12/31/24	
Milano				7,935.60	1/7/25	18,293.99	1/7/25	
New York	Yes		74,328.31	242,148.99	12/31/24	108,958.69	12/31/24	
North Central	Yes		25,552.00	93,924.94	12/31/24	38,316.59	12/31/24	
Northwest	Yes	37,223.05	24,100.44	249,501.19	12/31/24	130,369.51	12/31/24	
Paris						5,989.53		
Rocky Mountain	Yes	30,381.11	4,899.62	116,022.61	12/31/24	81,847.06	12/31/24	
San Francisco Bay Area	Yes		44,637.33	66,701.64	12/31/24	200,361.40	12/31/24	
South Florida	Yes		29,622.59	78,063.68	12/31/24	118,672.34	12/31/24	
Sunshine	Yes	49,925.34	1,209.44	97,490.95	12/31/24	82,324.33	12/31/24	157,482.18
Toronto				76,420.68	1/6/25	37,651.36	1/6/25	
United Kingdom				27,255.28	1/7/25	23,097.90	1/7/25	
Washington DC Metro	Yes		91,567.22	135,522.81	12/31/24	246,350.72	12/31/24	
<u>Regional Groups</u>								
Atlantic City				14,947.05	12/31/24	20,732.37	12/31/24	
Cincinnati				18,932.52	12/31/24	8,415.60	12/31/24	
Hawaii				12,063.75	12/31/24	27,801.73	12/31/24	
Houston				10,446.17	12/31/24	66,663.36	12/31/24	
Memphis Mid South				42,254.39	12/31/24	36,006.58	12/31/24	
New England				13,346.64	12/31/24	19,644.24	12/31/24	
North Carolina				10,595.07	12/31/24	14,293.04	12/31/24	
Orange County				10,266.39	12/31/24	53,086.92	12/31/24	
Pittsburgh				13,843.40	12/31/24	5,913.65	12/31/24	
South Carolina				3,003.57	12/31/24	2,444.15	12/31/24	
San Diego						19,762.01	12/31/24	
Vancouver						30,619.43	1/6/25	
Virginia						12,373.45	12/31/24	

2024 BUDGET

	INCOME	EXPENSE
PRESIDENT	-	4,650.00
PRESIDENT ELECT	-	-
PAST PRESIDENT	-	-
EXECUTIVE ADVISER	-	2,550.00
SECRETARY	-	250.00
BOARD TRAINING	-	23,700.00
VICE PRESIDENT FINANCE	-	11,000.00
FUNDRAISING	75,000.00	-
TRAVEL / DELEGATE	-	1,700.00
VICE PRESIDENT/SCHOLARSHIP	-	-
SCHOLARSHIP	-	4,750.00

BRANDED	-	18,000.00
CLIFFORD TUTTLE SCHOLARSHIP	6,000.00	6,175.00
ELITE EXPOSITIONS	5,000.00	5,280.00
GREEN VOICE SCHOLARSHIP	-	17,775.00
HDAC SCHOLARSHIP	10,000.00	10,150.00
ICON SCHOLARSHIP	5,000.00	15,205.00
SOHE SCHOLARSHIP	20,000.00	20,000.00
VENDOR SCHOLARSHIP	39,500.00	47,900.00
WOMEN LEADERS IN HOSPITALITY SCHOLARSHIP	5,000.00	6,175.00
VICE PRESIDENT/EDUCATION	-	2,136.60
EDUCATION	-	1,700.00
ED ONLINE	-	-
GREEN VOICE EDUCATION	50,000.00	5,700.00
MARTHA'S MENTORS		2,200.00
VICE PRESIDENT/MEMBERSHIP	-	,2450.00
MEMBERSHIP	425,150.00	225,350.00
STUDENT RELATIONS		3,500.00
TOP ID		6,850.00
VICE PRESIDENT/EVENTS	-	3,956.30
BRAND PROGRAMS	27,000.00	1,300.00
NEWH CONFERENCES	384,092.70	268,368.27
BRANDED EVENTS	78,000.00	72,950.00
POWERTALKS	352,000.00	-
VICE PRES/COMMUNICATIONS	-	2,411.00
SOCIAL MEDIA	-	3,000.00
DESIGNLINQ		-
VICE PRESIDENT/EID	-	2,23.97
DIVERSITY	-	5,050.00
ADMINISTRATION	10,000.00	1,508,775.90
CORPORATE PARTNER DEVELOPMENT	800,000.00	55,400.00
FOUNDERS CIRCLE	-	5,000.00
PROGRAMMING/VIRTUAL	-	-
MARKETING	250,000.00	286,900.00
NEWH AWARDS	-	5,400.00
TRADESHOWS/USA	-	35,400.00
TRADESHOWS/REGIONAL	1,129,934.00	883,715.00
NEWH GOVERNING BOARD MTG.	-	18,250.00
PRINTED COLLATERAL	-	1,010.00
WEBSITE	15,000.00	141,800.00
BANK/CREDIT CARD	25,000.00	30,000.00
	3,711,676.70	3,776,057.04

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
KB CONTRACT	PATRON	2022
KIMBALL HOSPITALITY	SUPPORTING	1994/2016

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
INSTALLATION SERVICES GROUP	PATRON	2010
KELLEX	SUPPORTING	2024
MANDY LI COLLECTION	SUPPORTING	2011
PORCELANOSA USA	SUPPORTING	2017
RICHLOOM CONTRACT	SUPPORTING	2013
SERTA SIMMONS HOSPITALITY	SUPPORTING	2005
SHAW CONTRACT HOSPITALITY	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

KIM FAITH

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.

JANUARY 2025

GOAL 1 STATEMENT

I have met with the Vice President to discuss the goals for chapter fundraising this year and discuss ways to assist chapters in reaching their fundraising goals.

- Hold 3 chapter calls with chapter fundraising chairs
- Encourage candid discussion of fundraising challenges
- Exchange success stories and fundraising ideas so that all can benefit

GOAL 1 MEASURE

Goals will be achieved when:

- Chapters calls have been held.
- Report their fundraising results.
- Success will also be measured by the reported success of chapter events

GOAL 1 TIMING

The goal will start in January by setting up chapter calls.

The goal will end when all calls have been completed and chapters report their fundraising results after the chapter fundraising event.

GOAL 1 MAJOR MILESTONES

Milestones will occur during calls when chapters report success and or failure with fundraising. The sharing of ideas and tried and true methods are the work that needs to be done to increase fundraising dollars.

GOAL 2 STATEMENT

Increase chapter fundraising dollars

GOAL 2 MEASURE

Success will be measured by the amount of increase in fundraising dollars reported by chapters.

GOAL 2 TIMING

First chapter call

GOAL 2 MAJOR MILESTONES

Milestones will be marked by engagement and willingness to participate by chapter chairs.

COMMENTS

There is a wealth of knowledge in our organization. We need to continually share that knowledge. We also need to ferret out where the stumbling points are, form a question and ask around until we find the person with the answer, we have it.

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.

JANUARY 2025

GOAL 1 STATEMENT

Scholarship, education and student relations to form a committee to combine forces for the Scholarship Alumni Circle + BDNV/HD mentorship walk/portfolio review.

GOAL 1 MEASURE

We will have successfully set up a program at each tradeshow and received several student and mentor sign-ups.

GOAL 1 TIMING

January 2025 – Dec 2025

GOAL 1 MAJOR MILESTONES

1. Source the scholarship alumni circle pool of talent and give them a reason to keep being involved and give back to NEWH through mentorship.
2. Coordinate with local chapters to source a pool of students
3. Work with NEWH and Emerald to send students and educators a free pass so that they do not end up "turned away at the door".
4. Continue this with each BDNV and HD Vegas and build it up for the next couple of years so that this creates value of NEWH membership for both past scholarship recipients and students.

GOAL 2 STATEMENT

Review the differences between International Scholarships and our National Scholarships to help find ways that each can learn from each other.

GOAL 2 MEASURE

A summary document and "best practices" guide will be created summarizing our findings.

GOAL 2 TIMING

Dec 2025

GOAL 2 MAJOR MILESTONES

1. Together with the scholarship director, we will set up meetings and interviews as well as examine the existing scholarship documents internationally
2. Create a summary of findings
3. Put together an internal document that helps find gaps and strengths that both the international scholarship and national scholarships can learn from.

COMMENTS

2024 year was a great and we learned a lot from other chapters, reworked the scholarship form, and awarded the first SOHE scholarships. We're looking forward to another great 2025 year!

DIRECTOR/SCHOLARSHIP

BARBARA BISCHOFF

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.

JANUARY 2025

GOAL 1 STATEMENT

Continue last year's initiative to set up one-on-one meet/greet calls with directors to discuss a range of topics including incrementally increasing scholarship award amounts when possible, ways to better target student and faculty populations, finding other colleges with hospitality or interior design programs to increase membership and scholarship participation and succession plans for their positions. Encourage the scholarship directors that are in the last year of their tenure to consider applying for Student Relations Directorship, as this is natural segue from scholarship. Encourage the directors to consider the Inc Scholarship Director as a resource and to reach out with any questions.

GOAL 1 MEASURE

Achievement will be demonstrated by having connected to each director.

GOAL 1 TIMING

February 2025- December 2025

GOAL 1 MAJOR MILESTONE

Internal checklist to be created and maintained with confirmed dates for when NEWH Inc Scholarship Director connected with the

chapter or region scholarship.

GOAL 2 STATEMENT

Kick off internal discussions about how to identify and engage high schools that have hospitality programs as part of their curriculum. Encourage scholarship directors in partnership with their student relations directors to reach out to high school educators to introduce them to NEWH and its scholarship, career development and networking opportunities and spread the word to the next generation of those entering hospitality careers. Explore and gauge the HS faculty's receptivity to an introductory event with faculty and or students. Virtual opportunities could be explored for chapters that cover large, multi-state regions that make in-person events challenging.

GOAL 2 MEASURE

Achievement will be demonstrated by:

1. Having successfully identified and connected with high school faculty.
2. Having HS educators sign up for NEWH membership (free for educators) so they can remain connected to the community and share industry information with their students

3. Having hosted or scheduled an introductory meeting or event with the high school.

GOAL 2 TIMING

January -December 2025

GOAL 2 MAJOR MILESTONES

1. Introduce this initiative to scholarship directors during meet/greet calls noted in Goal 1.
2. Identify chapters/regions that may have already begun this outreach and use as possible blueprint for other chapters.
3. Reach out to NY chapter Student Relations Director to discuss their approach to the effort that is underway in their chapter.
4. Chapters to report back and update on their efforts, progress

and provide feedback with issues they may have had.

COMMENTS

Goal #1: It's important to continue to these meet/greet one on one efforts every year. It allows the Inc director to understand each chapter's individual environment. It also provides a resource that the chapter level director can reach out to for advice and guidance. Finally, it galvanizes the connection between INC and local chapters and sense of community.

Goal #2: This will provide opportunities to introduce NEWH to a new community of possible members and future professionals entering hospitality careers. This initiative should be approached with an awareness and sensitivity to the fact that some of our chapters that sprawl across multi-state regions might encounter challenges connected with high schools. Virtual opportunities should be explored.

2024 SCHOLARSHIPS AWARDED BY CHAPTER

CHAPTER	2024	TOTAL # OF AWARDS	TOTAL GIVEN
ARIZONA	20,000.00	142	183,050.00
ATLANTA	60,000.00	198	590,865.00
ATLANTIC CITY/PHILADELPHIA	14,000.00	21	91,000.00
CHICAGO	48,000.00	196	659,073.73
CINCINNATI REGION	7,500.00	11	33,000.00
DALLAS	50,000.00	249	635,200.00
HAWAII REGION	-	4	8,000.00
HOUSTON REGION	7,500.00	163	288,125.00
LAS VEGAS	50,000.00	215	652,604.92
LOS ANGELES FOUNDING CHAPTER	37,500.00	399	1,018,598.00
MID-SOUTH REGION	10,000.00	7	22,500.00
MILANO	-	5	EURO 2,500.00
NEW ENGLAND REGION	-	47	72,750.00
NEW YORK	56,500.00	284	928,000.00
NORTH CAROLINA REGION	2,500.00	9	29,500.00
NORTH CENTRAL	20,000.00	63	149,000.00
NORTHWEST	40,000.00	79	344,963.64
ORANGE COUNTY REGION (SOUTHERN COUNTIES)	8,000.00	80	129,650.00
PARIS	EURO 3,765.24	3	EURO 5,265.24
PITTSBURGH REGION	2,700.00	10	26,200.00
ROCKY MOUNTAIN	20,000.00	69	199,200.00
SAN DIEGO REGION	-	3	3,000.00
SAN FRANCISCO BAY AREA	35,000.00	61	360,000.00
SOUTH CAROLINA	2,500.00	5	12,500.00
SOUTH FLORIDA	40,000.00	130	325,450.00
SUNSHINE	45,000.00	118	428,500.00
TORONTO	CAD 4,000.00	73	CAD 142,013.00
UNITED KINGDOM	GBP 14,000.00	43	GBP 74,750.00
VANCOUVER	CAD 8,000.00	15	CAD 44,000.00
VIRGINIA REGION	-	8	16,500.00
WASHINGTON DC METROPOLITAN	75,000.00	202	933,300.00
AGELESS LIVING COLLABORATIVE	-	3	20,000.00
CLIFFORD TUTTLE SCHOLARSHIP	5,000.00	11	55,000.00
ELITE EXPOSITIONS/CRUISE SHIP INTERIORS	5,000.00	6	30,000.00
FUTURE HOSPITALITY LEADERS' SCHOLARSHIP	-	3	15,000.00
GREEN VOICE DESIGN COMPETITION	15,000.00	19	90,000.00
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	3,091.49	3	18,091.49
NEWH BRANDED/IHG	7,500.00	2	15,000.00
NEWH BRANDED/MARRIOTT INTERNATIONAL	7,500.00	4	30,000.00
NEWH ICON OF INDUSTRY	7,500.00	29	150,000.00
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	5,000.00	15	75,000.00
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	12	120,000.00
NEWH VENDOR – FABRICUT FR-ONE	7,500.00	17	76,000.00
NEWH VENDOR – P/KAUFMANN	10,000.00	7	70,000.00
NEWH VENDOR – SÉURA	-	4	12,000.00
NEWH VENDOR – SYMMONS	-	6	24,000.00
NEWH VENDOR - TARKETT	10,000.00	2	20,000.00
NEWH VENDOR – WOODCRAFT DESIGN COMPETITION	-	3	15,000.00
NEWH VENDOR – YELLOW GOAT	-	1	5,000.00
TOTALS	\$ 806,867.16	3102	USD \$ 9,470,075.48

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.

JANUARY 2025

GOAL 1 STATEMENT

Ensure all committees (GreenVoice, EDOnline, Student Relations, and Martha's Mentors) have the necessary resources (meeting calendar, goals, budget, committee, and marketing support) to execute successful programs through 2024 as well as alignment with overarching IBOD goals.

GOAL 1 MEASURE

Once each committee has goals, committee meeting schedule, budgets allocated and marketing plan with Helen.

GOAL 1 TIMING

January 1, 2025 – Start
December 31, 2025 – End

GOAL 1 MAJOR MILESTONES

- Q1 – Budget, Goal, and Marketing Meetings completed (3 distinct meetings). Committee meeting begun.
- Q2-Q4 – Monitor goal progress, inform directors and chairs of IBOD strategic plans, participate in Student Relations and Martha's Mentors committees monthly. Mary Ann, as Director, will lead the Education committee and participate in the Green Voice committee.

GOAL 2 STATEMENT

Craft and implement an awareness campaign internally about NEWH Education offerings using Chapter Zoom Roadshows, social media releases, and other marketing/communication efforts.

GOAL 2 MEASURE

3 Measures:

1. Roadshow conducted at 8–10 chapter board meetings.
2. Social media campaign completed (dovetail promotions for GV, EDOnline, Student Relations and Martha's Mentors as a part of the larger NEWH Education portfolio (6-12 blasts).
3. Conduct awareness survey of members before and after campaign to measure results.

GOAL 2 TIMING

January 1, 2025 – Start
March 2025 (Leadership Conference) – End

GOAL 2 MAJOR MILESTONES

- 2025 Q1 – Preliminary Awareness Survey. 3 Roadshows. EDOnline Visual Glossary launch.
- 2025 Q2 – HD Expo Green Voice Panel.
- 2025 Q3 – Martha's Mentors Application Campaign.
- 2025 Q4 – Student Relations Portfolio Review and Mentor Walks. BDNY Green Voice Panel. Leadership Conference Education Awareness Survey Planning.
- 2026 Q1 – Leadership Conference: Post-Campaign Survey. Green Voice Panel.

COMMENTS

Really great team of directors, chairs, and committee members!

DIRECTOR/EDUCATION

MARY ANN THORNAM

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.

JANUARY 2025

GOAL 1 STATEMENT

The primary committees which will be addressed by the Director of Education in 2025 will be the following:

EDOOnline

- Develop and finalize the content for the industry specific Glossary.
- Engage member involvement and specification input.
- Determine launch date

GOAL 1 MEASURE

Finalization and Release of the Glossary

GOAL 1 TIMING

- Q1 Finalize scope, use and timing
- Q2, Q3 Finalize Glossary content
- Q4 Launch by end of 2025

GOAL 1 MAJOR MILESTONES

Scope of work

- Establish committee
- Member input and knowledge
- Teamwork critical to content
- Submittal to VP Education

GOAL 2 STATEMENT

Green Voice

- Work with Rachel Berken on committee established goals and

meeting dates

- BDNY and HD speakers
- Expand scope to engage membership – current issues, products etc.

GOAL 2 MEASURE

- Committed speakers for presentations at HD and BDNY
- Determine measure for Member interest and participation
- Monthly or bi-monthly meetings

GOAL 2 TIMING

- Q1 Brainstorm with committee on topics
Establish list of potential speakers, panels or educational events for HD
- Q2. HD Continuing Education
- Q3. Determine programs and speakers for BDNY
- Q4 Final BDNY Programming

GOAL 2 MAJOR MILESTONES

- Q1 Start compiling and connecting possible speakers for HD & BDNY
- Q2 Interview, finalize HD

COMMENTS

After my discussion with VP as Director of Education my two major areas of focus will be EDOOnline to promote and finish the glossary plus look for outstanding speakers to promote Sustainability and design and Green Voice which has an excellent chairman and committee but needs some pizzazz and some excitement. The key is implementation!

EXECUTIVE CHAIR/MARTHA'S MENTORS

STACY GARCIA

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.

JANUARY 2025

GOAL 1 STATEMENT

Expand mentorship pairings to a minimum of 10 and a maximum of 15 pairs, including international participants.

GOAL 1 MEASURE

Achieve at least 10 successful mentor/mentee matches and announce week of February 3, 2025, with a minimum of two pairs involving international participants.

GOAL 1 TIMING

Start: Nov 15, 2024 (when the portal closed)

End: Jan 30, 2025 (program kickoff in March with matched pairs)

GOAL 1 MAJOR MILESTONES

1. Finalize matching and confirm with participants by week of Feb 3, 2025
2. Conduct mentor / mentee training by Feb 28, 2025
3. New program kickoff March 2025 (10-month program through December 2025)

GOAL 2 STATEMENT

Strengthen the program infrastructure to ensure ongoing success and scalability.

GOAL 2 MEASURE

Implement an enhanced matching process, expanded committee support, add new exit resources for program participants by September 2025.

GOAL 2 TIMING

Start: July 15, 2025 (recruit committee members and plan updates)

End: March 1, 2026 (when the new season kicks off)

GOAL 2 MAJOR MILESTONES

1. Recruit additional committee members for application reviews and support roles by September 1, 2025.
2. Develop and finalize a streamlined application matching process by November 2025.
3. Introduce an exit package and conduct exit interviews for 2025 participants by January 15, 2025.
4. Host committee training and orientation by February 1, 2025.

COMMENTS

The Martha's Mentors program was a tremendous success in its inaugural year, matching 10 mentor/mentee pairs (20 participants total). Feedback highlighted the program's impact in fostering professional growth and networking. For 2025, we are thrilled to

expand internationally, allowing NEWH to further its global outreach and influence. We are excited about the opportunity to

continue shaping the next generation of leaders in hospitality.

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.

JANUARY 2025

GOAL 1 STATEMENT

This year, one of our primary goals is to launch our inaugural Membership Competition for 2025, setting the stage for an exciting and engaging initiative.

GOAL 1 MEASURE

To participate in the Membership Competition, chapters and Regional Groups will set a percentage-based membership growth goal, which must be submitted by January 31st. Progress toward these goals will be monitored quarterly, enabling us to track and measure achievements effectively throughout the year

GOAL 1 TIMING

November 2024 to October 2025

GOAL 1 MAJOR MILESTONES

- January 31, 2025: Goal Submission Deadline
* Chapters and Regional Groups submit their percentage-based membership growth goals to officially enter the competition.
- March 2025: Q1 Progress Check-In
First quarterly review to assess progress toward membership goals. Share insights and recognize early leaders or top-performing chapters/groups.
- June 2025: Mid-Year Progress Check-In
Highlight halfway achievements and offer encouragement. Share success stories or best practices from groups making significant progress.
- September 2025: Q3 Progress Check-In
Review to see which groups are on track or need extra support. Introduce a "final push" campaign or incentives to encourage participation.
- October 2025: Final Evaluation and Winner Announcement Preparation
Gather final data and evaluate overall performance. Plan an

announcement at IBOD – BDNY to celebrate the winners and their accomplishments.

- November at IBOD BDNY: Winners Announcement
Announce and celebrate the winning chapters and Regional Groups. Recognize their efforts through awards, recognition at a major event, or other incentives.

GOAL 2 STATEMENT

To drive sustained growth in NEWH's overall membership while actively educating members about the wide-ranging benefits of NEWH, ensuring they understand and leverage the value of their membership.

GOAL 2 MEASURE

We will update the website to enhance visibility of NEWH's membership benefits and ensure easy access to resources. Additionally, we will assess the need to send out additional brochures to chapters based on member engagement and recruitment efforts. Success will be measured by the number of memberships, and feedback from chapters on the effectiveness of the materials provided.

GOAL 2 TIMING

ALL YEAR

GOAL 2 MAJOR MILESTONES

Mid-Year Member Feedback Survey (By June 30, 2025)

- Conduct a survey to gather member feedback on the updated website, the value of NEWH benefits, and additional resources needed.
- Evaluate whether additional brochures are necessary based on the feedback from chapters and engagement metrics. If needed, send out updated brochures to chapters with new recruitment materials.
- Conduct a survey to gather member feedback on the updated website, the value of NEWH benefits, and additional resources needed.

COMMENTS

A 20% growth in membership is a solid target, and with the strategies we are planning, it seems very achievable).

DIRECTOR/MEMBERSHIP

WANDA LUNA

JOB PURPOSE

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

JANUARY 2025

GOAL 1 STATEMENT

Championing the attention of every chapter membership director/chair to be proactive contacting those members whose memberships have expired or near expiring, connect w the members on the reasons why they have not reinstated their membership.

GOAL 1 MEASURE

I will have to focus on 3-4 chapters first, to see how many are really interested in participating (challenge).

GOAL 1 TIMING

January 2025.

GOAL 1 MAJOR MILESTONES

Select 3 chapters.

GOAL 2 STATEMENT

Embrace the commitment each chapter has accepted to meet their goals to reach their yearly membership percentage goal.

GOAL 2 MEASURE

I will know by the number of memberships gained.

GOAL 2 TIMING

December 2025.

GOAL 2 MAJOR MILESTONES

We will award the winning chapter/s who reach their goals.

COMMENTS

This is an ambitious goal, and it requires a lot of time and follow through.

I am committed to making a change and helping our organization grow even more. Also, I want to make it fun, allow current and new members to understand the value of NEWH. Our industry is important to others and personally and we need those students to understand who we are and what we stand for. Our/we members are the blood line of the organization, and we need/have to be intentionally involved.

MEMBERSHIP REPORT BY CHAPTER

chapter	11/1/2024 voting/non-voting	11/1/2024 w/ Students	2025 to date	2025 to date w/ Students	% of Change since November 2024 meeting w/o students	2025 non renewals		2025 new members/ past returning		voting members	non voting	students
						Students are not reflected						
Arizona	122	191	149	202	22%	0	0.0%	13	10.7%	110	39	53
Atlanta	325	559	403	547	24%	4	1.2%	14	4.3%	268	135	144
Chicago	279	375	329	387	18%	1	0.4%	6	2.2%	250	79	58
Dallas	358	502	402	505	12%	2	0.6%	19	5.3%	289	113	103
Las Vegas	248	320	282	335	14%	0	0.0%	8	3.2%	203	79	53
Los Angeles Founding	241	291	271	308	12%	2	0.8%	16	6.6%	219	52	37
Milano	118	139	109	131	-8%	0	0.0%	7	5.9%	81	28	22
New York	364	440	377	490	4%	2	0.5%	19	5.2%	301	76	113
North Central	167	380	172	386	3%	0	0.0%	9	5.4%	104	68	214
Northwest	153	219	154	222	1%	2	1.3%	5	3.3%	125	29	68
Paris	63	65	67	70	6%	0	0.0%	14	22.2%	61	6	3
Rocky Mountain	186	272	196	289	5%	0	0.0%	7	3.8%	166	30	93
San Francisco Bay	187	244	186	247	-1%	0	0.0%	1	0.5%	149	37	61
South Florida	242	313	256	326	6%	0	0.0%	10	4.1%	203	53	70
Sunshine	280	383	275	378	-2%	0	0.0%	8	2.9%	213	62	103
Toronto	189	374	183	383	-3%	3	1.6%	6	3.2%	87	96	200
United Kingdom	169	199	179	213	6%	2	1.2%	21	12.4%	144	35	34
Washington DC Metro	270	359	285	381	6%	4	1.5%	14	5.2%	232	53	96
Atlantic City/Philadelphia	101	204	133	205	32%	0	0.0%	2	2.0%	82	51	72
Cincinnati Region	56	80	60	81	7%	0	0.0%	1	1.8%	51	9	21
Detroit Region	16	41	30	51	88%	0	0.0%	10	62.5%	18	12	21
Houston Region	105	194	134	196	28%	0	0.0%	3	2.9%	71	63	62
Mid-South Region	129	201	166	214	29%	0	0.0%	5	3.9%	104	62	48
New England Region	112	135	118	139	5%	1	0.9%	1	0.9%	92	26	21
North Carolina Region	86	155	92	161	7%	0	0.0%	3	3.5%	63	29	69
Orange County Region	109	141	113	149	4%	0	0.0%	5	4.6%	96	17	36
Pittsburgh Region	38	86	38	103	0%	0	0.0%	1	2.6%	29	9	65
Regional Members	56	64	90	119	61%	13	23.2%	7	12.5%	58	32	29
South Carolina Region	26	36	28	38	8%	0	0.0%	0	0.0%	22	6	10
Vancouver Region	119	209	132	212	11%	0	0.0%	7	5.9%	93	39	80
edited 7-January-2025	4914	7171	5409	7468	10.1%	36	0.7%	242	4.5%	3984	1425	2059

REGIONAL AREAS	2025	2024	2023	2022
ALABAMA	3	2		
ARKANSAS	5	5	2	2
ASIA/PACIFIC	8	7	10	13
ATLANTIC CANADA	1	1	1	1
AUSTRALIA	1	1		
GERMANY	1	1	1	1
HAWAI'I	2	2	7	5
IDAHO		1	1	1
INDIA	1	1		
INDIANA	10	8	9	11
IRELAND	1	1		

REGIONAL AREAS	2025	2024	2023	2022
KANSAS	1	1		
MEXICO	1	1		
MISSOURI/ST. LOUIS		25	10	14
OKLAHOMA	1	2	3	4
SAUDI ARABIA		1		
SERBIA	2	2	2	
THE NETHERLANDS	1	1		
TRINIDAD & TABAGO	1	1		
UNITED ARAB EMERITES	1	1		
VIRGINIA	2	2	2	2

CHAIR/TopID

STACY ELLISTON

JOB PURPOSE

- Oversee the strategic direction and successful execution of the TopID Program by guiding the program's growth and fostering an environment that promotes professional development and networking within NEWH and the hospitality industry.

JANUARY 2025

GOAL 1 STATEMENT

Build on our successes of 2024 to form committees within each chapter as early as possible in the year to consistently promote the TopID program in their location. This should consist of being the liaison between the local chapter or region to our INC level committee as well as the rest of the local board and chapter. Engage with local chapter to encourage participation in the TopID award submission, answering any questions or clarify details as needed. Coordinate the judging process of submittals once submission time has closed. Provide the final selections, judging forms, required photos, etc. to INC/Diane. We will have committee calls throughout the process – from February to August – to continue to connect with the chapters, provide any needed support or clarity as we know each chapter's needs and situations are different.

GOAL 1 MEASURE

Goals will be considered achieved at various intervals throughout the year. The first one being the completion of each of the chapter committees, then participation in the kickoff call, participation in additional committee calls, successful submissions from each region/chapter and timely submission of final documents to INC.

GOAL 1 TIMING

This goal will start the week of 12/30/24 in reaching out to the Presidents of each chapter for the 2025 year to begin the process of finalizing the TopID committee for their chapter. The goal would be to have these committees in place by the first INC Board Meeting on 1/16. The first committee call will occur the first week in February.

GOAL 1 MAJOR MILESTONES

- week of 12/30 – connect with each chapter President or Steering Chair to start process of finalizing committees
- 1/16/25 – goal to have each committee in place
- week of 2/3 – first committee kick off call
- early March – June – encourage participation locally for design firm submissions. INC committee to arrange a committee call during this time and remain available for questions/clarifications that arise.
- June – July – chapter committees to meet and judge submissions received. Provide final documents to INC/Diane

GOAL 2 STATEMENT

Expand judging criteria of the chapter TopID awards to include additional measures related to the actual design of the project

submitted as well as participation in designLINQ. The design portion represents consistent feedback from our wrap up call in August with the chapter committees.

Our INC level committee consisting of myself, Diane, Lanee and Wanda met via ZOOM on December 18th and both topics were touched on with ideas shared between the team. I am in the process of reviewing the suggestions against the current judging form and seeing how best to add this criterion.

GOAL 2 MEASURE

The first measure will be to add the proposed judging criteria to the form for the rest of our INC level team to review and discuss. The second measure will be to report on this briefly at the upcoming Board meeting in January. The third measure will be to present this to our chapter committees on our kickoff call in early February. Based off these discussions, it will formally be added to the judging form that is posted to the website and issued to the chapters and eligible design firm participants.

GOAL 2 TIMING

The initial proposed design criteria and participation in designLINQ will be submitted to the INC level committee the week of January 6th at the latest. I would like to get this feedback and have a good grasp of what these additions look like by our Board meeting on 1/16. It will then be discussed with the chapter committees on our kickoff call in early February.

GOAL 2 MAJOR MILESTONES

- Week of 1/6 – for submittal of suggested criteria to our INC committee
- 1/16 – touch on topic during report to Board
- Early Feb – presentation of modified judging criteria to chapter committees during kick off call
- Early March – issue as part of our Call for Submissions to all eligible chapter design firms

COMMENTS

As this is my last year in this position, we are actively looking for a successor for 2026-2028. Ideally would like to have this in place by March to be able to observe the process during the nomination, submission, judging and follow-up phases. Let us know if you feel you may know the ideal candidate, or if you'd like to throw your hat in the ring 😊.

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.

JANUARY 2025

GOAL 1 STATEMENT

Complete all major programming and events for the 2026 Leadership Conference. This includes all keynote speakers, breakout sessions and panelists, special event venues and contracts, and PowerTalks programming.

GOAL 1 MEASURE

- Two Keynote Speakers confirmed and under contract
- VIP event and President's Dinner venues confirmed and under contract
- Confirmed list of breakout session titles with moderators and panelists

- PowerTalk Live program 75% complete with participating suppliers and delegates. Final details in 2026 will be matching and scheduling.

GOAL 1 TIMING

Jan 1 2025 to Dec 31, 2025

GOAL 1 MAJOR MILESTONES

- Contracts in Place for Keynote Speakers
- Contracts in Place for Venues
- Commitments in Place for Session moderators and panelist with photos and bios

- Sponsorships secured for PowerTalk Live and delegates confirmed

GOAL 2 STATEMENT

Ensure that the BrandED USA program has its 6 annual sponsors for 2025, replacing any sponsors that have chosen to non-renew for 2025. To further round out the Program Partner Brands, (officially) add one (1) additional Brand to the program.

GOAL 2 MEASURE:

- Contracts in place for all sponsors
- Verbal agreement from additional Program Partner Brand

GOAL 2 TIMING

- Jan 1 – Jan 31, 2025, for Sponsors
- Jan – June 30 for one additional Program Partner Brand

GOAL 2 MAJOR MILESTONES

DIRECTOR/NEWH CONFERENCES

SHANA MCCULLOUGH-DOWNING

JOB PURPOSE

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

JANUARY 2025

GOAL 1 STATEMENT

Secure Keynote Speakers and go to contract with VIP Party Space.

GOAL 1 MEASURE

Contracts will be signed and deposits paid to secure both the speakers and the event space.

GOAL 1 TIMING

We have already started with this goal. We are well on our way to securing/contracting the VIP event space and have narrowed down the vast list of candidates for Keynotes. We will end the goal prior to the 3rd Quarter. All will be fully completed by then.

GOAL 1 MAJOR MILESTONES

1. Contract Keynote Friday Morning
2. Contract Keynote Saturday Morning
3. Contract VIP event space
 - a. Work with rentals and caterer to finalize those details.

GOAL 2 STATEMENT

Determine all Panel topics along with their moderators and panelists.

GOAL 2 MEASURE

We will know we have achieved this goal by having our panel spreadsheet completed with the topic and have secured each

DIRECTOR/BRAND PROGRAMS

STEPHANIE DESHAIES

JOB PURPOSE

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

JANUARY 2025

GOAL 1 STATEMENT

Operational Goal:

1. Solidify Schedule for min 5 BrandED Events for 2025 by the end of quarter 1. In response to sponsor feedback event schedules need to be confirmed as early as possible.
2. Confirm 6 sponsors by the end of January 2025. Ensure any non-renewals for BrandED Partner Sponsor are back filled.

GOAL 1 MEASURE

1. When yearly schedule is issued to sponsors by the end of quarter1
2. When we have 6 sponsors under contract by January 30th, 2025

- Verbal commitments by Jan 15, 2025, for Sponsors
- Signed contracts in by Jan 31, 2025
- New Program Partner Brand Ambassador to join the team by July 1, 2025

COMMENTS

Anyone with thought-out ideas about Leadership Conference breakout topics, please contact Deidre Schwartz (newh.deidre@gmail.com) or Shana McCullough Downing (Shana@downingmanagement.com).

Chapter Board members: if you are interested in NEWH Inc bringing a BrandED program event to your chapter, please reach out to Deidre Schwartz (newh.deidre@gmail.com) or Stephanie Deshaies (stephaniedeshaies@architex-ljh.com)

person that will be on each panel.

GOAL 2 TIMING

We have already started this task. We hope to have it completed by Q4 of 2025. That would give us 3 months for them to be working together to perfect their panel.

GOAL 2 MAJOR MILESTONES

1. Create a Topic and elaborate on the description of the panel that will appear on all print material/social media.
2. Secure a moderator and work with them on the individual panelists to be included
3. Secure the panelists
4. Get paperwork/headshots, etc from all individuals
5. Schedule meetings with the moderators to follow up on the panels' progress.

COMMENTS

We are moving and grooving and haven't lost any momentum to date. We have been going full speed at completing all of the tasks and projects ahead of us to make sure we are fully ready with plenty of time to spare prior to lc 2026. We currently meet with the LC committee about every 2 weeks and the local chapter collaborators every 3-4 weeks to make sure we keep on target and ready to produce an amazing conference.

- Final schedule issued March 30th, 2025
- Begin 2026 Scheduling by September 30th, 2025

2. BrandED Sponsor Partners

- Meet sponsors and potential sponsors on December 18th, 2025
- Confirm sponsor renewals on BrandED call on December 20th, 2025
- Identify how many spots need to be backfilled on call on December 20th, 2025
- Have Kate Nesbitt reach out to CP waitlist to gauge interest in becoming a BrandED
- Determine strategy for new vendors to reach out to and assign to

3. BrandED team member

- Confirm agreement with any new sponsors
- Contracts signed by January 30th, 2025

GOAL 2 STATEMENT

Strategic Goal:

- Add a minimum of one new Brand Partner by the end of Quarter 2.
- Grow our Brand Partners to diversify our content and broaden our networking capabilities.
- Increase our Brand Partners from 6 to a minimum of 7 Brands.

GOAL 2 MEASURE

We will have increased our Brand Partners to a minimum of 7 Brands.

GOAL 2 TIMING

Start Immediately (underway). End by June 30th 2025

GOAL 2 MAJOR MILESTONES:

BrandED Partners

- Target our desired Brands
- Identify best contact
- Verbally communicate benefits to Brand contact
- Identify member of the BrandED team to pursue this contact utilizing the latest BrandED Partner marketing collateral.
- Attend ALIS and hold Breakfast, luncheon or Happy Hour with existing and Potential BrandED Partners with Senior NEWH Leadership to discuss the BrandED Program and all of the attributes.
- Review the BrandED Partner Agreement for any improvements that could make it more attractive to the Brands
- Follow up potential candidates gain commitment.
- Pursue signed Agreement by June 30th, 2025
- Schedule First BrandED

COMMENTS

Obstacles:

- The Hospitality is very busy. Our Brand Partners are stretched thin.
- The chapters lack understanding of how light a lift this is for the Chapter.

Opportunities:

- Raising Awareness of how much NEWH Inc assists with the process for both Brands.

If any Chapters are interested in NEWH Inc bringing BrandED to their Chapter, please reach out to Stephanie Deshaies or Kate Nesbitt

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.

NOVEMBER 2024

GOAL 1 STATEMENT

Meet with the Director of EID Committee regularly to align and support his/her vision in 2025, and plan for succession in the EID area. Ensure he/she has a budget planned for any activities, support him/her as they engage the new EID directors on the committee, and be a resource as he/she leads the Best in Accessibility Design Award (B.A.D.) sub-committee.

GOAL 1 MEASURE

To ensure the EID Director understands all board resources available to him/her and is comfortable with the duties. Carry any recommendations to the exec committee on the Director's/EID committee's behalf. Create/identify potential successor(s) with input of the EID Director and have conversations with those persons by Q2 2025.

GOAL 1 TIMING

Monthly check-in meetings.

GOAL 1 MAJOR MILESTONES

And end of Q2 2025, ensuring we've identified a succession plan and viable candidate(s).

GOAL 2 STATEMENT

Finalize subject topics for the HD Vegas and/or BDNV 'EID Dialogue' sessions and involve persons on the EID committee to coordinate these. Solicit for subject(s)/content for NEWH Magazine subscriptions for 2025 (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 March 2025. Planning for the BDNV show to begin after Exec Committee strategic planning meeting, with EID Dialogue details confirmed by Sept. 2025.

Ensure NEWH Magazine article submissions deadlines are followed.

GOAL 2 MAJOR MILESTONES

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

COMMENTS

We had a good and successful 2024, looking to carry that momentum into 2025 with new energy coming onto the EID committee. It's important too to provide input into the upcoming leadership conferences, so we continue practicing inclusivity and diversity, as well as continuing to educate our chapter boards, members and the industry at large.

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.

JANUARY 2025

GOAL 1 STATEMENT

Create the B.A.D. Awards framework to present to the Executive Board

GOAL 1 MEASURE

We have achieved the goal when we are ready to present our initiative to the Executive Board.

GOAL 1 TIMING

We have already started and expect this goal to be complete for the May IBOD meeting in Las Vegas.

GOAL 1 MAJOR MILESTONES

- Creation of framework
- Criteria
- Judges
- Award

GOAL 2 STATEMENT

Have two EID Panels at HD Las Vegas and at BNDY.

GOAL 2 MEASURE

We have achieved the goal if we have two EID panels

GOAL 2 TIMING

We will start brainstorming topics at our committee meeting on January 17th.

GOAL 2 MAJOR MILESTONES

We should have the HD EID Panel topic and speakers confirmed by our March committee meeting.

We should have our BNDY EID Panel topic and speakers by our September committee meeting

COMMENTS

The level of excitement continues to grow in our committee, we want to continue the momentum!

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.

JANUARY 2025

GOAL 1 STATEMENT

Increase awareness of NEWH, Inc. our mission and all of the many offerings of the organization through Communications channels which currently include LinkedIn, Facebook, Vimeo, and Instagram. Expand into other channels with the re-launch of Perspectives, You-Tube Shorts, and possibly other platforms where we will continue to share NEWH news that highlights membership and the other NEWH disciplines.

GOAL 1 MEASURE

We will continue to monitor our goal through the increase in followers and through other means to measure success.

GOAL 1 TIMING

This is an ongoing goal, but we will reset it for January 1st 2025.

GOAL 1 MAJOR MILESTONES

When we have increased our following on all platforms by 10%

GOAL 2 STATEMENT

Increase the size of the communications team starting in 2025 to include chairs who will be able to focus on what is happening in certain disciplines of NEWH and share our initiatives and programs across a larger worldwide audience. Including highlighting the many membership benefits of NEWH by highlighting our international conferences, networking, career growth, education and more.

GOAL 2 MEASURE

Through the increase in membership and the sharing of NEWH's stories through other platforms and organizations not only in the hospitality industry internationally but also other groups.

GOAL 2 TIMING

January 2025

GOAL 2 MAJOR MILESTONES

We will review our growth after the first quarter.

DIRECTOR/COMMUNICATIONS

MELISSA PETERSEN

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.

JANUARY 2025

GOAL 1 STATEMENT

Coordinate with Helen and Hillary to fill the remaining open chair position and form a committee with those that have expressed interest in joining. Work on setting an agenda with each chair to home in on their goals and overall goal of assisting chapters in their communications.

GOAL 1 MEASURE

Touch base with Helen and Hillary to see who is interested in joining and schedule a meeting with those individuals to discuss goals and agenda.

GOAL 1 TIMING

Early January is the goal to get the positions filled and work on a schedule for the quarterly committee calls.

GOAL 1 MAJOR MILESTONES

Outlining an agenda with the chairs and pioneering the committee is the first step.

GOAL 2 STATEMENT

Outreach to individual chapters to see how their marketing team's work. Is it one person or multiple? How is it working for them? What could be modified to make communication to their chapter members more streamlined?

GOAL 2 MEASURE

Contact each chapter's Marketing Director and try to schedule a call with each chapter.

GOAL 2 TIMING

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.

NO REPORT SUBMITTED FOR JANUARY MEETING

Email each chapter's Marketing Director by end of Q1 2025

GOAL 2 MAJOR MILESTONES

After meeting with these Directors, I can create a report to provide insight into how each chapter approaches communication to their members. The intent is to learn more about what is working well and what is not.

COMMENTS

As a new member of this Inc board, it's been great that Helen and Hillary have reached out to me to welcome me onto the board and provide oversight. The internal meetings have been helpful in providing guidance about this position along with identifying goals. I intend to keep an open line of communication with them as well as be open for the communications chairs and chapter directors to reach out to.

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.

JANUARY 2025

GOAL 1 STATEMENT

Continue to maintain and advance the use of Google Drive to keep information organized, accessible, secure, and collaborative.

GOAL 1 MEASURE

When all members of the EC are comfortable with using it regularly.

GOAL 1 TIMING

It has already started, and I hope it will be complete by the end of the 1st quarter 2025.

GOAL 1 MAJOR MILESTONES

Follow up on the offer to provide one-on-one sessions at the next EC meeting

GOAL 2 STATEMENT

Create an automated form for expense submission that can be used by all members and populates information in an organized way for INC to review and approve.

GOAL 2 MEASURE

When the form is functional, and thoroughly tested.

GOAL 2 TIMING

I will start at the beginning of 2025 and look to have the form tested and available for use of the EC members going to Milliken.

GOAL 2 MAJOR MILESTONES

- Draft the fields and the logic
- Consult with INC on the best functionality and inputs
- Design and create the form
- Send for testing

COMMENTS

This task came from a number of conversations around the manual and tedious nature of the travel form submittals and the ability for people to understand what is eligible for expensing. The form will dynamically make those calculations for people so there is no more guesswork.

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.

JANUARY 2025

The European BrandED programme ended a successful 2024 with the Hyatt BrandED held at the Park Hyatt Hotel in Milano. This followed on from the events earlier in the year with Accor Hotels at the Raffles Hotel in London, and at the Intercontinental Hotel in Paris with IHG. These have been well attended and the feedback received has been positive. We have

had a great mix of attendees at these events, which has helped drive membership across the European NEWH chapters.

We now look towards 2025 as we leverage the success of these events to drive greater interest, and the key is to finalise our sponsors for the year. Whilst dates are not set yet we are looking at events with

Hilton Hotels at the Hilton La Defense in Paris, and with Six Senses Hotels, who would use the opportunity to showcase their first London property which is home to the original Whiteleys department store. In addition, we have Belmond Hotels looking at hosting at one of their Italian resort hotels. We have reached out to a couple of companies as well as the Founding Sponsors to support these events, and we hope to fill the position of BrandED Europe Chair in January.

Of course, the highlight of 2025 will be the inaugural European Leadership Conference which has been announced and will take place on June 23, 2025, in Paris. We are building an impressive list of speakers and round table hosts and looking for sponsors to support the event. This will be coordinated with a BD Match and Cityscene

event held by Hospitality Design that will take place in London later the same week. We are also working with media partners such as SPACE and Hospitality Design magazine to help promote the event.

Kevin Swart will take over as UK Chapter President in January replacing Kathryn Quinn, who has done an outstanding job and raised the profile of the chapter and extended the event programme across the market. The good news is that the succession plan within the Chapter remains robust.

It is great to see the progress that the Paris chapter is making, with a strong board, and more events, and Milano continues to break new ground with members, and the design community within the city with the TopID Awards a major focus.

PAST PRESIDENT

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.

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.

GOAL 1 STATEMENT

PowerTalk Live – I will train the PowerTalks Committee Casie Idle for the upcoming event hosted within the 2026 Leadership Conference.

GOAL 1 MEASURE

Our goal will be achieved when Casie Idle has complete knowledge of the processes and protocols.

GOAL 1 TIMING

Start: February 1, 2025
End: March 1, 2026

GOAL 1 MAJOR MILESTONES

- Kick off meeting
- Meeting with NEWH staff to confirm space, layouts, required staging, etc.
- Assemble all marketing materials for revisions
- Internal tracking documents
- Preparation of emails to vendors for sponsorship

- Preparation of emails to vendors for requested potential delegates
- Preparation of emails to delegates
- Once all payments and confirmations complete – matching and time sheets formulated

GOAL 2 STATEMENT:

GOAL 2 MEASURE:

GOAL 2 TIMING:

GOAL 2 MAJOR MILESTONES:

COMMENTS

Congratulations to the Conference committee members for all their hard work on the 2026 Leadership Conference and 2025 Paris Leadership Conference. I will be attending both and very excited to see all the great work done.

I look forward to working with Casie Idle on PowerTalk Live and making this a very successful event for NEWH

NEWH STAFF

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

2025 BOARDS

Mandatory Discipline Training – All voting board directors should have received an email to participate in the mandatory discipline training review for their respective positions. Review needs to be complete by the end of January. (The links can also be found in the Board Resources on the NEWH website under Board Training.) All voting board members must submit the completed questionnaire to the NEWH office (erika.swansen@newh.org) for their participation to be confirmed. Regional steering committee members have also been emailed the training links. Since some specific calls/positions may not pertain to regional groups directly (treasurer, VPs, fundraising, etc.) and regional groups do not follow the exact same structure or policies as chapters, regional steering committee members are not required to return a completed question sheet. (NOTE: Though many current board members are remaining in their board position for 2025, participation is still required in the mandatory reviews.) We are continuing to work on creating discipline training reviews tailored for Canada, United Kingdom, Paris, and Milan.

Ensure a Smooth Transition into 2025 – If your board has any changes or new has newly appointed directors or chairs, please be sure to alert the NEWH office (erika.swansen@newh.org) as soon as possible so the office can update the database and the new individuals are pulled for conference call invites, important board information, and show upon the website in your board roster.

Board Training/ Strategic Planning – please see schedule for 2025 in house board training as well as strategic planning sessions with Trudy Craven. Contact erika.swansen@newh.org to schedule.

Chapter Business Plan – Chapters-The business plan is a basic roadmap for your chapter as you plan for this year. Use this in your strategic planning meetings. The business plan is due to the NEWH Inc. office by the end of February.

Delegate Reports – do you see a delegate report from your chapter in this packet? If not, be sure your delegates are completing the online reporting form and submitting the report them in by the deadline! Remember, travel expenses for delegates to our next in-person board meetings will not be reimbursed if no report is submitted.

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 contact directly those members who have recently lapsed or those whose dues are coming up. Remind them to renew online, and also invite them to your upcoming events. People are much more likely to renew after personal contact than from a reminder email from NEWH, Inc. You also may notice on the January and February Dues Report a decrease in your student members and an increase in your associate members. Student members who graduated in 2024 will receive a courtesy associate membership in 2025. Now's the time to contact these members to be sure we have their correct contact information!

New Members/Membership Drives – many chapters have membership drives at the beginning of the year. If your chapter is having a drive and offering any type of discount for new members (and only new general members, discounts are not applied to past/renewing members) – PLEASE be sure to let the NEWH, Inc. office know of any discounts being offered. When setting a discount, keep in mind that with discounted memberships, as with all memberships, the NEWH, Inc. portion is \$75USD/\$91CAD/£60/€66 or 50% of dues, whichever is higher. If you are collecting applications at your event, be sure these

applications are approved in a timely fashion by your board and sent to NEWH, Inc. to process.

Memberships included with Sponsorships – If you have sponsorship opportunities that include membership(s) please be sure to coordinate with your membership director and the Inc. office when you receive a sponsorship that includes membership(s) so that we can pursue the courtesy member(s) in a timely manner. Please include a deadline for membership(s) to be received. We want to be sure the sponsor is receiving their full benefit, and it also benefits the chapter's member numbers.

Attracting New Members / Retaining Members – Are you planning 2025 events that are inviting and intriguing to members and potential members to attend? Remember - everything revolves around programming. If your programs are content rich, people will want to attend. Not sure what members are looking for? Conduct a member interest survey and ask your members what they would come to and what would make them join (contact Diane at the NEWH, Inc. office to set this up).

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 Nancy/Kathy (newh.membership@newh.org) 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.

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

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 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!

Promotional Items - If you would like to order any type of NEWH promotional item (i.e. hats/t-shirts, etc.) - the design of that **items must be approved by INC before you order**. If you are interested in hats, NEWH, Inc. can order from our supplier here.

EVENTS

Event Calendar – As soon as you have solid 2025 calendar dates for your events, please be sure contact Diane at the NEWH Office to add to your website calendar. Many individuals from other areas may plan to attend your events and plan their calendar around events they can attend. These website calendar dates are also the dates pulled to include in the NEWH magazine so please be sure your calendar is correct. Also, as you are setting event dates, take a look at the calendar on the NEWH website and try to work around major industry event dates or NEWH regional tradeshow dates that may pull people away from your events. And to avoid board burnout, focus on a few high-quality events throughout the year instead of many events. Fill in 'off' months with simple sundowners or no host/no sponsorship networking events at local establishments that perhaps were newly renovated - see if they will offer tours to add interest to potential attendees.

Corporate Partner Banner – A 2025 corporate partner banner and TopID banner will be shipped to every Canadian/US chapter/region in

early February. It is required to be displayed at all events. Remember to thank partners as well as individual event sponsors. Slides are available of the partner logos to incorporate into event sponsor PowerPoints running at events and available in the Board Resources section of the website.

Sponsorships - Companies are reaching out asking about 2025 sponsorship opportunities. If you haven't yet, now is the time to get notification of your 2025 events to potential sponsors so they can request sponsor dollars in their budgets. Even if you don't have dates confirmed but know what kind of events you may be hosting, put a brief event/ calendar/ sponsorship marketing image together and we can send it out to your chapter list.

Email Broadcasts - Please be sure to allow two (2) to three (3) days MINIMUM to process your email blast requests. Event broadcasts are done on a first come first serve basis, so if a chapter requests their broadcast in a timely manner, it will be done before any last-minute requests.

Do you know someone 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.

2025 Regional Tradeshows

- Miami, FL March 19, 2025
- Washington, DC April 23, 2025
- Chicago, IL September 3, 2025
- Dallas, TX October 23, 2025
- Working on one more for 2025- TBA

2025 Leadership Conference Paris, France Monday June 23

Registration is open and planning is in full swing. Agenda, speakers, sponsorships, and hotel block info can be found at <https://newh.org/2025-leadership-conference/>

2026 Leadership Conference Washington, DC March 26-28

Sponsorships are open and planning is in process. Info can be found at <https://newh.org/2026-leadership-conference/>

Reach out to Jena or Kate if you have any questions on either conference Leadership.Conference@newh.org

SCHOLARSHIP

Scholarship awards: While planning your 2025 scholarship budgets, keep in mind your 2024 fundraisers. If in 2024 you had a successful fundraiser, go back to the typically suggested 50% of your scholarship fund. If in 2024, you did not have a successful fundraiser, stick with the 25% suggestion.

Scholarship Committee: The Scholarship Committee (Scholarship Directors, Chairs, and Committees) will kick off 2025 with a mandatory training that reviews the scholarship application process. Dates are February 7th, March 7th, or April 4th. Invites will be sent out shortly. If you have any questions, contact erika.swansen@newh.org

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

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

Engage educators and students: Chapters can have more than one (1) Student/Educational Professional Representative. Recruit from colleges in your territory to serve on your board to promote NEWH scholarship and membership, as well as keep you updated of what's

happening within their programs. Now would be a great time to start engaging with high school students/educators to show them all the hospitality industry has to offer and the scholarship opportunities of NEWH. Erika in the NEWH office will be sending your school lists to start updating soon.

Scholarship Videos: There are four (4) available videos for chapter use (extended version/trailer); user guidelines must be followed. Ensure your audience understands what's behind our name, how funds are raised, how we're supported and what members can access through NEWH. Remember to use these as a great intro for your virtual events. If you need access to the video contact Erika Swansen.

Keep growing the story! Video your scholarship winners, at the Chapter awards event (via virtual or in-person), through an on-site interview, or video the students' parents/guests/ educators at your event/virtually. Collected contributions will help us build our next scholarship video and enable us to promote through social media.

WEBSITE/SOCIAL MEDIA

Stay connected - Chapters/Regions digital platforms (such as Instagram and Facebook) continue to be a major outreach to members/ non-members and opportunity for outreach to new potential additions- please continue/ramp up your social media posts and have fun with social media!

Event Photos/Flickr: Check out your Event Recaps section on your website page. Look back at past year's events and do a brief recap of your events. Do you have any photos that are not yet posted? Please upload to Flickr and let Diane know so she can link to your website Event Recap section. Flickr instructions are on the website or contact Diane. Members LOVE to see pictures!

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

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

Facebook: Each chapter 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.

LinkedIn: Chapters can establish their own LinkedIn account. The Administration of LinkedIn pages works much like Facebook where it's connected with your personal account.

Canva: NEWH, Inc. has advised chapters to set up their own Canva accounts to assist in designing and scheduling their social media posts. If your chapter has not set up this account yet, please reach out to the NEWH office to obtain the paperwork. After having many issues with Regional Groups not being approved by Canva for the non-profit Canva Pro Account, we in the office have purchased and opened a Canva account for the regional groups. Each region will have their own folder to utilize and create graphics. Please ask Hillary Eggebrecht for the login information.

FINANCE

Banking

- Signature card process is underway. Please be on the look out for

emails from Denise to get those completed and back to INC as soon as possible - Thank you! Checks cannot be written without updated signature cards on file with the bank.

- Banc of California Bank (formerly PWB) 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 Apps

- GoPayment: The GoPayment app is available to all Chapters and Regional Groups to allow funds to be taken at the door.
- Zelle: Your people can send money straight from their banking app to NEWH's bank account using Zelle (credit cards not accepted).
- For more information, contact Susan.
Susan.Huntington@newh.org

Text-to-Give App

- A great option to take mobile donations via text, or direct payment link.
- Several Chapters have utilized this as an easy and convenient way allowing donors to give towards your scholarship funds through a link, QR Code, or text.
- For more information and to get a donation text or QR Code, contact Susan.Huntington@newh.org

QuickBooks Online

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

- Chapter Presidents and Treasurers have access to live financials for your Chapter. Invites sent out in January, if you didn't receive one, please reach out to NEWH.Finance@newh.org
- 2025 cost is \$80 / annually.

Checks/Deposits

- Reimbursement requests must be submitted to the Chapter treasurer 60 days following the occurrence or the expense may be considered a donation, this is to keep budgets and financials in check – NO EXCEPTIONS.
- Please do not mail cash for deposit to NEWH, Inc. Two people should count the cash for accuracy. Either a personal check, cashier's check or Zelle transfer for cash amount can be sent to the Inc. office.
- Please review and update your Chapter sponsorship forms to reflect NEWH, Inc.'s mailing address (PO Box 322, Shawano WI 54166) for all checks to be mailed and deposited directly out of the Inc office. We also accept ACH payments.

Chapter Financial Reports / Profit and Loss

- Accounting is Cash Basis (Jan - Dec). Meaning revenue and expenses are dated when cash is deposited, and expenses are paid out.

- Financial reports are emailed to the Chapter Board after the monthly statement has been reconciled. Please review with your Chapter board.

Chapter Budgets

- 2025 budgets should be progressing and are due mid-February. If you have not received a budget template, please reach out to NEWH.Fiance@newh.org.
- Scholarships granted in 2025 should come from your fundraising efforts in 2024. Any questions on amount to be awarded, please reach out Susan or Erika.
- Regular monitoring the budget will keep you financially stable. These figures should sync with all event budgets. Finances are the responsibility of the entire board – not just the treasurer.
- NEWH, Inc. absorbs the ASCAP and BMI costs and will no longer be passing that fee onto the Chapter. It is very important to keep track of events that have music for licensing purposes.
- Should your budget need amending – the Chapter will need to vote on any changes and let the Inc. office know.

Chapter Credit Card

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

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

Questions can be directed to:

- Presidents/VPs/Delegates – Chris Tucker and Diane Federwitz
- Treasurer/Finance/Insurance – Susan Huntington and Julie Hartmann
- Secretary – Sarah Von Deck
- Membership – Diane Federwitz, Kathy Coughlin, Sarah Von Deck, or Nancy Patrick
- Scholarship/Education/EDOnline – Erika Swansen
- 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 and Kate Nesbitt
- BrandED - Kate Nesbitt
- Green Voice – Erika Swansen
- Marketing/Social Media – Hillary Eggebrecht
- Website/Newsletters – Diane Federwitz
- Ethics – Shelia Lohmiller
- OTHER QUESTIONS – JUST CALL, WE WOULD BE GLAD TO HELP!
800-593-6394

CHAPTER REPORTS

ARIZONA

ADELITA ROSENBERG & SARAH WHITMAN, DELEGATES

CHARTERED MAY 5, 1995

MEMBERSHIP

Striving to expand our reach for membership to students and more into New Mexico.

2025 Membership director lives in Santa Fe and is excited about recruiting.

PROGRAMMING

- The GreenVoice Event occurred at the Pierson Community Garden on November 9th, 2024. Seven volunteers from NEWH helped to weed, paint, and water garden beds. This location exceeded expectations, as our group was treated to a free food safety class and honey-tasting experience.
- The Member Appreciation event held on December 4th, 2024, at the iconic Beadle Building in Phoenix, was a live, online auction of original artwork donated by our community members. Twenty-eight original works were sold to raise over \$1500 for the scholarship fund. DAC Art Consulting and Dyer Lesja sponsored the event, which was attended by 35 guests

SCHOLARSHIP

2024 awarded \$20,000 in scholarships this year. Including 2 culinary students. 2025 goals to exceed this amount

FUNDRAISING

2024 Wine & Dine event – Over 175 people from our industry were in attendance to sample six student chefs' tasting dishes, and we were able to award two \$2500 scholarships to the winners selected by our celebrity guest judges: Chef Digby Stridiron, Bahar Anooshahr, and

Chef Jorge Costa. The event was held at the historic Icehouse in downtown Phoenix and was enjoyed by all!

2025 Fundraising – Continue to increase our annual sponsors, along with our Design Awards Fundraiser NEWHonors

OTHER CHAPTER HIGHLIGHTS

2025 more engagement at the student level and increasing our marketing outreach through social media

CHAPTER/REGION GOAL

We met our 2024 goals of awarding \$20k in scholarships to students and increasing membership.

2025 Goals to increase our scholarship distribution to \$25K and increase membership at the student and associate levels.

REPORT BACK TO CHAPTER/REGION

Yes. Interest in what other chapters successes are, with fundraising and membership drives

OUR CHAPTER/REGION WOULD LIKE HELP WITH

Changing our name from Arizona to Arizona/New Mexico.

Staff Note: Name change should be considered carefully as if you add another area to the name the expectation will be there will be many events in that area over the year and if not, there will probably be complaints. Can definitely host events in those areas by adding programming individuals that live/work in those areas to plan 1 or 2 events there for the year. They could join your board meeting calls via zoom if they live too far away to attend in person. After reviewing, please reach out to NEWH, Inc. if still interested in altering name for further discussion/consideration.

ATLANTA

MEGAN MAY & KELLY MCCALLISTER, DELEGATES

CHARTERED OCTOBER 16, 1990

NO REPORT SUBMITTED FOR JANUARY MEETING

ATLANTIC CITY/ PHILADELPHIA REGION

MIKUKI DAVIS, STEERING COMMITTEE CHAIR

SEPTEMBER 9, 2008

NO REPORT SUBMITTED FOR JANUARY MEETING

CHICAGO

KELLY ANN HENNESSY & AMELIA HOOVER, DELEGATES

CHARTERED AUGUST 12, 1991

MEMBERSHIP

The primary focus has been on re-engaging lapsed members. A targeted email flyer has been distributed to encourage renewals, accompanied by follow-up phone calls to gain deeper insights into our members' needs and expectations from NEWH.

PROGRAMMING

We closed out the year with a hotel tour on Dec 9th, hosted by KTGy and Fairmont Chicago. The tour brought over 100 industry professionals together. This was the first hotel tour since 2019 and generated a lot of positive responses. We are looking forward to a great 2025 with programming events led by Tommy Dawson.

SCHOLARSHIP

Closing out the year on socials announcing all of our scholarship winners and providing a highlight for each of them on our Instagram page. This year we had 17 applicants from 9 different schools. We were able to award 15 students varied amounts of scholarship, with a total away for \$48,000 for 2024.

FUNDRAISING

Our fall fundraising event, Kingpin, was a very special event for us this year. Celebrating the 25th anniversary of the event we had 270 guests in attendance and had a blast bowling the night away!

Awards for best team name, best dressed team, and best bowler were awarded to some very talented attendees. Looking into 2025, we are excited to implement our new annual sponsorship format into our fundraising events and bring our community together at two amazing events!

OTHER CHAPTER HIGHLIGHTS

Our chapter has had an influx of interest in involvement this year. We had another year of successful events that were well attended and provided great networking opportunities to the community.

CHAPTER/REGION GOAL

We set a goal to have 2 fundraising events, rather than 3, and try out some new smaller events throughout the year to provide more opportunities to bring people together more frequently. We had a yappy hour at a local spot with our furry friends, we did happy hours, and to end the year we had a holiday crawl. We used our planning meeting in January to set goals of what events we wanted to achieve and checked in on those at each monthly board meeting.

REPORT BACK TO CHAPTER/REGION

I always report back to the board following IBOD meetings. Everyone enjoys hearing what other chapters are doing, and what's going on internationally.

OUR CHAPTER/REGION WOULD LIKE HELP WITH

Nothing comes to mind at this time.

CINCINNATI REGION

JENNIFER HARTIG, STEERING CHAIR

NO REPORT SUBMITTED FOR JANUARY MEETING

DALLAS

MICAELA SHEFFIELD & LIZ WILHITE, DELEGATES

CHARTERED AUGUST 12, 1991

NO REPORT SUBMITTED FOR JANUARY MEETING

DETROIT REGION

DANIELLE NOWAK, STEERING CHAIR

NO REPORT SUBMITTED FOR JANUARY MEETING

HOUSTON REGION

DIANE SMITH, STEERING CHAIR

CHARTERED FEBRUARY 17, 1992

MEMBERSHIP

We don't have a membership chair for 2025 but we have requested our membership list in Excel format so we can work with members as their memberships are expiring, keep them in touch with our upcoming events, and other pertinent things pertaining to the regional group. Having this in an excel format saves us a lot of time since we are splitting this duty.

PROGRAMMING

Arianna Leopard and Valeria Zamora- Co Chairs.

- 7 tours planned and a few other possible events in the que
- Standardized sponsorship levels
- Lowered entry pricing to attract more people

Our intent is to:

- Provide more touring events to increase membership and visibility in the industry
- Work closely with design firms for each project tour and get the list of vendors used on each project
- Petition these vendors to be sponsors for their project tour raising more funds for scholarships
- Lower ticket prices to these events which will get more designers to attend which gives the vendors exposure to more firms
- Eliminate or significantly lower all expenses associated with each event by not offering food or drinks

SCHOLARSHIP

Kristina Scott- Chair

Kristina has already received commitment from many vendors for swag to fill our student bags. We have scheduled our student day and are already working on our flier for the event. We have spoken with additional schools to present to and found a new culinary school to try to work with.

FUNDRAISING

We do not have a chair for fundraising. We have struggled with fundraising for several years, so our scholarship fund is very low.

This year (2024) my current programming chair and I created fundraising and sponsorship packets and delivered them to larger clients to try and get them sponsor for the year. We have not had any success so far.

With our outlined method above in the programming section, we hope to remedy that and put as many funds as possible back into our scholarship fund.

OTHER CHAPTER HIGHLIGHTS

I am excited to say we have our 2025 calendar of events

completed. For our first event on January 23rd, we already have 4 sponsors committed and sold 11 tickets. We are following our new structure for fundraising at each event and having success so far.

We received a commitment from a design firm to donate one scholarship outright for 2025, so we created a link on our Houston Region landing page to donate a scholarship

CHAPTER/REGION GOAL

Our one goal for 2025 is to refill our scholarship fund without spending any NEWH money per below:

- Provide more touring events to increase membership and visibility in the industry
- Work closely with design firms for each project tour and get the list of vendors used on each project
- Petition these vendors to be sponsors for their project tour raising more funds for scholarships
- Lower ticket prices to these events which will get more designers to attend which gives the vendors exposure to more firms
- Eliminate or significantly lower all expenses associated with each event by not offering food or drinks

REPORT BACK TO CHAPTER/REGION

We have an entirely new board except for myself and my scholarship chair so we will have to address who will be the delegate for the IBOD meeting.

OUR CHAPTER/REGION WOULD LIKE HELP WITH

- Ideas on how to get the industry more involved with NEWH

Staff note: Everything revolves around programming. If your programs are content rich, people will want to attend, which also attracts sponsors if they are seeing larger attendance numbers at your events. Send a personal invite or personally call your business colleagues, clients, etc. letting them know of upcoming events and encouraging them to attend the event. Many times, a personal ask from someone they know is all it takes to get them to attend!

- Fundraising ideas are always welcome

Staff note: Suggest reviewing the board report to see other ideas that chapters/regions have as well as review chapters/region individual pages on the website. Also, signing up to receive some other chapter emails will keep them abreast of their events or following social media of these same chapters to get ideas.

- Help on organizing my new board

Staff note: We look forward to our upcoming board training with your region to answer your questions!

LAS VEGAS

KRIS HANSON & LAURA HERZOG, DELEGATES

CHARTERED MARCH 26, 1991

MEMBERSHIP

We exceeded our goal and continue to climb! We look forward to next year's competition and wish everyone the best of luck! We think it would be a good idea for Inc.to award a \$2,000 Scholarship to the winning Chapter.

PROGRAMMING

What a successful end-of-the-year blowout we had! As has become typical for the Las Vegas chapter, we sold out (and then some) for our holiday event at the Mob Museum. Everyone came in costume, and significant strides occurred in networking; we had over a dozen student volunteers!

SCHOLARSHIP

Our 2025 Scholarship Chair has already acclimated to her future role and is making a significant impact. We are scheduled to participate in a Town Hall meeting with the students at the beginning of next semester, and she has arranged a valuable CEU for our local college. Additionally, our 2025 Director of Student Relations is assisting with a student event aimed at connecting students with professionals from various industries to showcase the potential career paths available to them with their degrees.

FUNDRAISING

We've been plotting and planning for our next Fundraising event, Hospy 2.0! There are some exciting changes happening next year, and a theme that one could get carried away with!

OTHER CHAPTER HIGHLIGHTS

We are fortunate to have a full board next year will all director positions filled, and many supporting chairs and committee members!

CHAPTER/REGION GOAL

Our goal was to increase membership and improve our outreach to students, and we achieved both objectives successfully! I believe much of our success can be attributed to the programs we organized and the attention our student outreach committee dedicated to each student. The number of students at our most recent event reflects that dedication.

REPORT BACK TO CHAPTER/REGION

Most of the feedback is that the topics at the IBOD are not reflective of our chapter. We all try to take part in different break-out sessions, but each of us seems to bring back something that doesn't quite fit with our chapter's structure.

OUR CHAPTER/REGION WOULD LIKE HELP WITH

At this time, I think we are getting the help we've requested and have no additional needs. We are scheduled for our board training in January, and we are all very excited, we even have committee members who are joining because they would like the growth and development!

Staff note: Most topics come from questions we receive often from chapters/board members or initiatives we are looking for input. We are open to topics, please submit to jena.seibel@newh.org for consideration.

LOS ANGELES

MACELLE ALBELDA, JEANNETTE CHACON & KATIE SMITH, DELEGATES

FOUNDED OCTOBER 1984

MEMBERSHIP

We held a Membership Mixer in November where we gave away three memberships. As we look into 2025, the board is considering an estimated 20% growth for the membership contest (as of November, we are at 16% growth).

We are also incorporating sponsored membership drawings at our future events. As well as have it as an annual sponsorship "perk" for our vendors to give away a membership in 2025.

PROGRAMMING

The LA Chapter will be continuing the momentum of having an event every month. We have been receiving great feedback from our members that attendees love the hotel tours. So, we have incorporated three on the calendar, two new renovations and one historical tour.

SCHOLARSHIP

We estimate awarding \$45-48k in scholarships. Our chapter will also be hitting another milestone, awarding our 400th student at our TopID and Scholarship event.

FUNDRAISING

After diligently working through our lessons learned and industry feedback, we have revamped our annual sponsorship "perks" to include different offering such as select number of free tickets, more social media blasts, awarding a designer a membership, exclusivity for certain events, etc. These different tiers should help the chapter to give more opportunities to highlight our annual sponsors at each event.

OTHER CHAPTER HIGHLIGHTS

- The LA Board has our Strategic Board training with Trudy scheduled for February 8th! We are very much looking forward to our session with her in the new year.
- Three TopID firm winners were awarded back in December – Atwater Inc. Studio, Cuningham, and Leo A Daly. These firms will be celebrated in April.

CHAPTER/REGION GOAL

We are looking to add a designer membership "giveaway" to our

annual sponsorships and are budgeting for a free membership drawing at our events. Also, we want to research more ways to engage the "wholistic" hospitality member base. At our last event for 2024, we a few engineering professionals attends our holiday mixer. First time seeing this type of professional outside of designers and sale reps. Exciting to see NEWH's influence in the market!

REPORT BACK TO CHAPTER/REGION

The President, Past President, and VP will tag team delivering the feedback during our February board meeting. The general response has been positive, and any questions are relayed back to Inc.

OUR CHAPTER/REGION WOULD LIKE HELP WITH

- It was discussed at the IBOD meeting in November, that CEU could be e-blasted to the entire country for more visibility. Any reasons to prevent this from occurring? Do we just request this when submitting our event?

Staff note: There is a green button on the bottom of all event broadcasts that states 'check out upcoming Chapter/ Regional Events and CEUs' (this green button is a direct link to the New & Events tab -> Chapter and Regional Events page). As event registrations open for events, they are added to this page. Since there are more than 50 email groups people can subscribe to, we are very careful about only sending information that people have signed up to receive. If they start receiving information for email groups they are not part of (in this case, LA News and Events if it's a CEU that LA is hosting), people are more likely to unsubscribe from all NEWH email and we'll lose them entirely. We do, however, post all chapter/regional events not only on your chapter Facebook page, but also on NEWH Inc. Facebook page and LinkedIn – so if people are subscribing to those, they will see all the events posted.

- Do most chapters add their Zoom link to our board meeting on the website? Not sure how private these meetings need to be?

Staff note: We would not suggest posting your board meeting Zoom link on the website (unless the Zoom call is set up as 'registration required' and with Waiting Room enabled, where the host would have

to admit people into the call as he/she sees them login to your board meeting. If your Zoom call is not set up this way, we would suggest instead post a contact person for someone to get a hold of if they are

interested in attending your board meeting. (i.e. interested in attending the board meeting? Please contact (name) at xxx.' Please ask Diane to post this on your board meeting event page.

MID-SOUTH REGION

MICHAEL SAUTNER, STEERING COMMITTEE CHAIR

CHARTERED JULY 23, 1991

NO REPORT SUBMITTED FOR JANUARY MEETING

MILANO

ENRICO CLEVA, CHAPTER PRESIDENT

MEMBERSHIP

Our membership is stable at 20-130 members, close to the target we decided for this year. We want to grow members retention and to add more hotel chains.

PROGRAMMING

We are working on the 2025 program and added a Sponsor/Partners Engagement Chair to be more effective in getting sponsors for our events.

SCHOLARSHIP

Since this summer we are working on procedures and details based on Italian laws that could be a stable process over the years. Our goal is to give our sponsorships in April.

FUNDRAISING

We are working on building a yearly program. Unfortunately, we had some Board members changing this year, including our social media Chair, which is a strategic position to make us visible to the world and

suitable for companies to give sponsorship funds. Our new Sponsors/partners Engagement Chair will work to increase our fundraising activity.

OTHER CHAPTER HIGHLIGHTS

We are having good results with our LinkedIn account which has 1221 followers increasing slowly but steadily, making our Chapter and the association known in the hospitality community.

CHAPTER/REGION GOAL

Give some scholarships, build a good yearly calendar of events.

OUR CHAPTER/REGION WOULD LIKE HELP WITH

The most presence from NEWH Board executives the best we can be international. This is Host's year and building a good mission would give us the international flair that we need.

Staff note: NEWH will always do their best to support building our international chapters. As always, NEWH will support Host to the best of our capabilities.

NEW ENGLAND REGION

ALLI OROSKI, STEERING COMMITTEE CHAIR

(ORIGINALLY CHARTERED NOVEMBER 4, 1992)

MEMBERSHIP

- Planning 1-2 membership drives in 2025, including our kick-off event in early February!
- Working closely with Student Relations, Scholarship, & Marketing committees to generate increased outreach to new members, with a focus on students, educators, and restaurateurs / hoteliers, developers, etc.
- Generating regular & local marketing campaign highlighting member benefits in an effort to drive more interest in becoming members, beyond discounts to events, etc.

PROGRAMMING

- For 2025, we continue the goal of streamlining our calendar of events, with a focus on curating purposeful & intentional programming, hosting fewer events with greater impact on our community.
- We are hoping to host a regional tradeshow in 2025, to grow our presence in New England as an organization.
- In 2025, we are hosting (2) Signature Events, which we've already planned, with additional networking & educational events throughout the year; our goal is to partner with more manufacturers, schools, and groups to help offset costs while maintaining high quality events.
- Build a philanthropic opportunity for members & the board to get involved on the local level.

SCHOLARSHIP

- In 2025, we hope to increase presence of student relations + scholarship on our marketing platforms by highlighting previous winners, student members, and additional (student focused) member benefits, in an effort to have more applicants for our scholarship.
- We will be regularly meeting or connecting with educators and schools in the area to promote NEWH and our available scholarships to students.
- We plan to regularly highlight ALL scholarships available from NEWH (internationally & locally) – we plan to generate a

calendar outlining the various scholarship opportunities with links, for student members to reference and apply!

- We hope to increase our fundraising opportunities locally for our regional scholarships, to help grow our offerings.

FUNDRAISING

- Our fundraising team is growing, to help build stronger relationships with our sponsors & partners – communications, marketing opportunities, and other new benefits to encourage donations.
- We are offering a variety of sponsorship opportunities at various levels / commitments, in order to grow our sponsor base
- We are hoping to create several fundraising opportunities in 2025, with the launch of our Tees & Totes Design Competition & fundraiser, as well as a fundraising event, TBD.

OTHER CHAPTER HIGHLIGHTS

- We are currently developing our New England Regional Award, which we are excited to offer in 2025 to member firms.
- As a leadership team, we are growing! We've had increased interest in our board & committees, which is very exciting, and we are looking forward to bringing our new committee members on-board and working together to meet our 2025 goals.

CHAPTER/REGION GOAL

- Strengthen relationships with sponsors / partners through communication & marketing efforts (expanding the marketing team and dividing / conquering, each committee member with a different focus for marketing that they will oversee – Director of Marketing to oversee all facets).
- Strengthen relationships with students / educators to grow our future membership base, build networking opportunities, and student member perks on the local level (student-focused events and opportunities).

REPORT BACK TO CHAPTER/REGION

- We review the topics from the IBOD meeting and strategize how to

locally implement or strengthen the goals, programs, & topics discussed.

OUR CHAPTER/REGION WOULD LIKE HELP WITH

We would love to have more regular conversations with other regions and chapters about their successes and "lessons learned", especially around the following topics:

- Fundraising opportunities for the chapter / region
- Event finances (budgets, offsetting expenses, enticing sponsors – benefits for sponsoring events?)

- Sponsorships and benefits offered
- Marketing efforts, expanding outreach, varying communications beyond email / social media.

Staff note: Many of your questions would be covered in those disciplines that hold quarterly calls (i.e. fundraising, membership, etc.) Be sure to make note of those calls throughout the year and jump on to hear what other chapters/regions are doing successfully in these areas.

NEW YORK

TFFANY MILLER-BAKER & ERICA PUCCIO, DELEGATES

CHARTERED JULY 23, 1991

MEMBERSHIP

We continued to grow our membership on a monthly basis this past year with the efforts of all of our board and members, and the dedicated direction of our Membership Director, Garden Hahn. We are happy to report that before the year end, we voted in over a dozen of new members that included many students. And with the help of our Farewell Ambassador Chair, Nicole Gemma, we started to focus on a plan to procure membership renewals or close to lapsing as well keeping potential leaving members engaged. We look forward to hosting our next membership drive in Q1 and keeping up the consistent growth in membership. In addition, we continue to use our events as a platform to raise awareness about membership.

PROGRAMMING

On December 3rd we hosted our 3rd Annual Year End Holiday & Awards Event at the Galeria Bar located in the Smyth Hotel in Tribeca with the help of our programming director, Yolanda Silva and committee. We celebrated with over 100 members in attendance as well as our honorees. With the efforts of Tina Beck-King our Hospitality Chair we awarded and heard from our 2025 TopID Winners that included the following firms, AJC Studio, Bill Rooney Studio, and Stone Hill Taylor. We also awarded our 2024 Scholarship winners, our Chapter Sponsors Certificate of Appreciation and the Joyce Johnson Award to Mark Cunningham. It was a great and festive event that continued to bring great awareness to "Who We Are" as a chapter and organization. We were thrilled to have this opportunity to thank everyone for their support in 2024 and celebrate with them as well.

SCHOLARSHIP

With the hard work of Scholarship Director, Josh Kennett and the help of Lori Firpo our Student Relations Director, at the Year End Holiday & Awards Event we were able to award our 2024 Scholarship winners including the following students and schools:

- Alliyah Culley of New York City College of Technology with a major in Hospitality Management
- Asia Chung of Pratt Institute with a major in Interior Design
- D'wan Tucker of Monroe University with a major in Hospitality Mgt
- Eruji Fatima of New York University with a major in Global Mgt
- Kassidy MacDonald of Johnson & Wales University with a major in Tourism & Hospitality Management
- Kayanna Greene of Monroe University with a major in Hospitality Management
- Lisbeth Quiroz of New York City College of Technology with a major in Hospitality Management

We award \$56,500 in scholarships to these deserving students bringing our founding chapter close to \$930,000 in total given scholarship awards.

We are happy to report that from attending our event many students have signed up as members in December, connected with board members, and are looking forward to being more involved with NEWH as well as developing their in-person networking skills to help them along their career paths.

In Students Relations updates led by the great efforts of Lori Firpo, during BDNY we connected with students and scholarship winners. Encouraged

all, especially NY students to sign up for free NEWH membership and stay connected to the chapter's community by attending events. We also encouraged students to connect with me after the trade show for internship and possible job and networking opportunities. And we connected with ID and hospitality firms during the show to discuss opportunities for internships and full-time jobs for student members. On the high School Student Initiative, we continued to work with Long Island City High School, Christopher Dorazi, Culinary Arts teacher, to review their curriculum. Rea

FUNDRAISING

During BDNY on November 10th we hosted our Annual Fall Fundraiser, Product Runway at Nebula NYC. With the incredible work of Shay Lam, our Fundraiser Co-Chair and our Marketing committee led by Catherine Karr, we were able to introduce a technology forward venue that helped highlight our design teams, sponsors, and silent auction in a new way. For the second year we hosted our silent auction on a digital platform, and we introduced a new award. Our runway winners included Eleventh Floor Design, Celano Design, Marriott Design Studio, Michael Thomas & Co, and Stonehill Taylor. With close to 300 people in attendance that included 9 design teams supported by 2 vendors each, previous and new sponsors, new and previous judges from the industry, members and future members as well as previous and new volunteers we are pleased to report that we received positive feedback on our event, a list of participates for next year, and reached our fundraising goals.

OTHER CHAPTER HIGHLIGHTS

In other exciting chapter highlights we like to start with education. Led by Heather Egan our CEU Chair, we hosted our Q4 CEU in December, bringing a total of 6 CEUs in Education to our members in 2024.

In October, the dedication of EID Director, Lissette Wispe elevated our efforts in EID by developing an impactful and new staple event for the NY Chapter called "EID: A Taste of Diversity". Hosted at City Tech College in Brooklyn, it included the education of EID, recognizing the restaurant and hotel management portion of our industry, the involvement of students, and membership committee. The agenda included a food & wine pairing by 3 diverse chefs from NY with the help of the City Tech students from the hospitality program. It was extremely successful, well organized and we forward to hosting the second annual next year and bringing more people together.

The Marketing Committee has introduced a wonderful campaign to bring awareness to our Board and Organization on the NY Chapter IG account. Led by Miles Sotelo our Internet Communications Chair, this campaign includes "Board Member Highlights" and their responses to "Who they Are and Why this Industry & NEWH". The Marketing Committee looks forward to continuing this campaign in 2025.

Inspired and lead by our Publications Chair, Michael Quaglia, the NY Board moved forward with a great initiative to create NEWH NY Branded Baseball Hats and sell them to members to bring awareness to the organization as well as raise funds for Student Scholarships. With much success we have sold over 50 hats at our Q4 events.

Anything using the NEWH logo must be approved by the NEWH, Inc.

Office.

We started to promote our 2025 Chapter Level Sponsorships for the 3rd year in a row with great success. The participation of the sponsors continues to increase each year as well as retention from previous years. As a board we do our best to include as many positive benefits in being a sponsor and provide as much future event information as possible, which seems to help with engagement from our sponsors.

CHAPTER/REGION GOAL

Our overall goal for 2024 was to continue to create a positive and inviting community within our chapter. We set out to grow our committee development, membership, member's involvement, and our presence in the community to truly provide members with a Home in Hospitality with the NEWH NY Chapter. With teamwork, dedication, respect, encouragement, event planning

efforts & details and the passion to elevate people's experiences at these events as well as with our chapter we achieved our goals.

REPORT BACK TO CHAPTER/REGION

Yes, we do report back to our local chapter, and we do this at the next following chapter board meeting. The board as well as members appreciate being informed as it helps them to stay connected to the organization and understand our mission better.

OUR CHAPTER/REGION WOULD LIKE HELP WITH

Digital Check-In System at Events and Digital Payment System for "At Door" Event Ticket Sales.

Staff note: We will reach out to you for further clarification on what you have in mind so we can do some research to see what is available/feasible for all chapters.

NORTH CAROLINA REGION

SCOTT MCSHERRY, STEERING COMMITTEE CHAIR

NO REPORT SUBMITTED FOR JANUARY MEETING

NORTH CENTRAL

LYNETTE STENDE & STEPHANIE THOMPSON, DELEGATES

CHARTERED DECEMBER 11, 2000

MEMBERSHIP

- Working on setting up a committee to help follow up on renewals. Continue to provide new, unique events that drive interest in the organization. The board has been great at spreading the good word about our chapter, especially with students.
- We have been looking ahead at unique options for venue spaces/activities for the membership event in 2025. (i.e. family feud event)

PROGRAMMING

- Great feedback from the Masquerade Event in October.
- The new venue for In the Spirit Event in December, well attended with our scholarship winners all being able to attend.
- Set up our calendar year for 2025 at the November board meeting, with planning dates and scoping out venue locations in advance; with the filling of chair positions, we are looking forward to encompassing into our events this next year!

SCHOLARSHIP

- Increased total scholarship gifts by 25% for 2024.
- Past scholarship winners are becoming involved with our chapter's board.
- One recent scholarship winner will be taking over the scholarship director position in 2025.
- Our goal is to increase engagement with students at board meetings and events. We are also working to increase the number of applications we received for our chapter scholarship.
- Our chapter is budgeting to maintain the increased amount for scholarship of \$20k in 2025 and hopes to increase if possible.

FUNDRAISING

- Masquerade Ball
- 147 guests
- Sponsorship was up to \$17,000
- Profit increased from last year

OTHER CHAPTER HIGHLIGHTS

Increased attendance of NEWH members at our board meetings and recruitment for the establishment of future committees. This also allowed us to fill additional board positions that we haven't

previously had for 2025 year.

CHAPTER/REGION GOAL

The goals for our chapter were outlined in our Strategic Planning meeting; having these goals allowed our chapter to delegate specific goals to board members in order meet the goals of our chapter. We also add this to our agenda every month as a reminder. These goals will also continue into 2025.

Goals From Strategic Planning

- Establish and maintain committee members –
 - Define committees needed
 - Document responsibilities of the committee/committee members
 - Recruit committee members personally
 - Recruit committee members with a "call to arms"
- Improve Member and Student engagement
 - Sponsors supporting with event tickets
 - Pairing student with member (buddy system)
 - Student Relations serve as liaison with students at events to make them comfortable
 - Mentor/Mentee program
 - Resulting in Increasing attendance at events
 - 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
 - Resulting in Learning about new projects to use as potential venue and/or events

REPORT BACK TO CHAPTER/REGION

Yes, great feedback and topics of conversation/discussion in our chapter level board meetings. This past November's meeting had the greatest impact on takeaway discussion.

OUR CHAPTER/REGION WOULD LIKE HELP WITH

- We are having difficulty celebrating good design in our outlined goals. While we have featured some projects in our Newsletter it is difficult to capture that point of view.
- The goal is to begin with the establishment of a marketing committee to spearhead design project highlights.

NORTHWEST

JENNIFER HAYCOX & JAMIE HYSELL, DELEGATES

CHARTERED MARCH 23, 1995

NO REPORT SUBMITTED FOR JANUARY MEETING

ORANGE COUNTY REGION

SONYA MILES, STEERING COMMITTEE CHAIR

SEPTEMBER 9, 2008

NO REPORT SUBMITTED FOR JANUARY MEETING

PARIS

GWENDOLINE THEODET, CHAPTER PRESIDENT

MEMBERSHIP

We are on a strong dynamic getting new memberships regularly. Our aim is to continue this trend to get closer to 100 members by the end of the year

PROGRAMMING

To achieve our membership targets we want to offer a minimum of 1 event per month to our members and ideally 2 per month when applicable.

We already have 5 events planned from Jan. to March 2025.

The highlight of the year will be the EU/UK Leadership Conference that we are honoured to host in Paris in June. Working hard on

getting the right participants.

SCHOLARSHIP

We are starting to establish connections with ID schools and want to develop our relationship with artisans / craftsmanship school

FUNDRAISING

Paris EU/UK Leadership Conference will be a great help in securing funds in the future

CHAPTER/REGION GOAL

Successful Leadership Conference – all board members are involved.

PITTSBURGH REGION

MARK LOGSTON, STEERING COMMITTEE CHAIR

NO REPORT SUBMITTED FOR JANUARY MEETING

ROCKY MOUNTAIN

KYLE CHAMBERS & AURORA SALINAS, DELEGATES

CHARTERED DECEMBER 2, 1991

NO REPORT SUBMITTED FOR JANUARY MEETING

SAN FRANCISCO BAY AREA

MELISSA PETERSEN & HALEY TAYLOR, DELEGATES

CHARTERED JUNE 1, 2010

MEMBERSHIP

Our 2025 Membership Director will continue to be Jolene Enns.

We had success increasing membership in 2024 by doing additional outreach and giving out memberships as prizes.

Our current membership breakdown as follows:

Associate – 24	Corporate Partner Member – 1
Chapter Business Courtesy Member – 21	Educational Professional – 12
Chapter Business Member – 19	General – 88
Chapter Level Business – 11	NEWH Fellow – 1
Corporate Partner Courtesy Member – 6	Student – 60
Total Members – 243	

This is an increase from 224 members as of December 2023!

PROGRAMMING

Heidi Peterson will continue as Programming Director for 2025. She took over the Programming Director role in February of 2024 and we had a great year of Programming events. Our 2024 events included:

- February 27 | Membership Drive / 80s-themed bowling
90 tickets sold / approx. 70 in attendance
- April 9 | TopID/Scholarship Awards Reception
89 tickets sold / approx. 77 in attendance
Held at Dirty Habit at Hotel Zelos in San Francisco
Program: presented 2024 TopID firms with awards; presented 2023 scholarship winners with certificate, flowers, and networking opportunities
- June 11 | State of Hospitality
112 tickets sold / approx. 94 in attendance
Held at Gensler SF offices
Program: presentation on the market from CBRE and discussion panel on the topic of sustainability
- August 27 | Hospitality Tour
105 tickets sold
Held at The Jay Hotel in San Francisco; ID firm Avroko and architect

AXIS were both in attendance

Program: small groups were given tours of the public spaces and guestrooms at The Jay; tours led by property and Sergio at Avroko

- December 10 | End-of-year Social
49 tickets sold
Program: general networking; wrap up for 2024/board transitions; announced TopID winners for 2025 to generate excitement for 2025

We began discussing next year's calendar at our Strategic Planning session in November. Because we are doing the Stacy Garcia trend tour in February and it is a higher-cost event, we likely won't be able to do our Hospitality Tour or Bowling Membership Drive events that we've done in recent years, but this is still somewhat TBD. The Stacy Garcia event will likely be our Membership Drive instead. Tentative dates for our 2025 calendar were agreed upon, but planning is still in the early stages at this point:

- February 27 | Stacy Garcia Trend Tour
- April 15th | TopID/Scholarship Awards Night
- June 24th | State of Hospitality
- August 26th | Sustainability Showcase
- December 9th | End-of-Year Social

SCHOLARSHIP

Our 2024 Scholarship Director was Paige Viren and Carol Welch was Scholarship Chair. We had 8 applicants this year, and awarded 5 scholarships, for a total of \$35,000 awarded!

We also began posting some student scholarship winner testimonials on our social media to help spread the word and to help show members where their donations and efforts are actually going. It is a really nice way to better understand and to have a more personal connection to NEWH's mission. We typically do a combined awards night with our TopID winners in April (which is technically after the scholarships are awarded), so this is also a nice way to give the students recognition ahead of that.

FUNDRAISING

Our new Fundraising Director for 2025 is Nicole Bertrand, and our Fundraising Chair will be Keita Magome. Planning is already underway, and a committee has already started scouting venues for Wine by Design. The date is still TBD for some time in September or October of 2025.

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 non-Wine By Design years.

In 2024, we held our first non-Wine By Design event. Although we did not raise as many funds, the event cost was less and still very successful. The venue was beautiful, and our attendees dressed up and all wore masks, which was the theme.

OTHER CHAPTER HIGHLIGHTS

We had two meetings in 2024 of a "Past President's Circle" to start including feedback from our past presidents. The first meeting was in Feb and the second was in August. Both were 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

Over the past couple of years, we have built a strong set of Programming events, choosing to focus on quality over quantity. We are proud of the fact that we've sold out several events, and we have a solid attendance at each one (50+ is typical, and 80-90

has not been uncommon).

However, one goal we've identified is increasing the diversity of our attendees to better represent all areas of hospitality (i.e. beyond just designers and reps, which is the bulk of our membership/attendance). Many of our recent scholarships have been awarded to groups that we don't see reflected as much attending our events. Our goal is to increase event attendance for groups that are currently underrepresented in our chapter, including students, management groups, owners/operators, and those in the culinary arts.

REPORT BACK TO CHAPTER/REGION

Yes, after each IBOD the delegates share updates with the rest of the board. There is always so much info for the board members to soak in but there were no major questions.

OUR CHAPTER/REGION WOULD LIKE HELP WITH

We have had a lot of feedback from our chapter members about wanting to have a NEWH trade show in San Francisco. We're challenged to respond to our members when we don't quite understand all of the details ourselves. As a board, we would love to better understand the associated costs/logistics and what it will take to get a NEWH trade show back in San Francisco and have an open dialogue with Inc to come up with a creative solution to this issue.

Staff note: The cost in San Francisco for venue/food and beverage/ exhibit services priced us out of having one in the past as the price we'd need to charge was much, much higher than ROI the vendors were receiving from number of attendees. It has been brought up by the chapter board and we will review again to see if anything has changed.

SOUTH CAROLINA REGION

CAROLE ROACH, STEERING CHAIR

MEMBERSHIP

We do not currently have a formal membership board member. I have been reaching out to past members to see if we can regain their membership. They mentioned the issue has been that there has not in the past been the thought that the membership cost would be worth the return. This was due to the Regional Group not being active for over a year or so. With the last event being sold out and then the goal to start to charge for 2025 events, the thought is that will add value to being a member of SC Regional. Also, a focus on certain cities in South Carolina will assist in gathering momentum for event attendance and membership. The state cities are very distant from each other and a focus on key areas are required. The goal for 2025 is to locate a membership board member.

PROGRAMMING

Have been working with Erika Swanson from Ten08 Design in Myrtle Beach for Programming. We have established a hotel tour for early next year and will include Erika in that process with the goal of making her the Programming point person.

SCHOLARSHIP

Maria Rodriguez, Our 2024 scholarship winner has attended all of our events since winning her scholarship. Would like to see if we can have Maria as our Scholarship person for the Chapter in 2025. Was not sure if that is allowed but she truly is devoted to the Chapter and would be a great asset.

FUNDRAISING

Two social media announcements were sent out for fundraising and each time we received sponsors. Would like to have another one sent out to take advantage of obtaining more sponsors. Or advise on how we can promote on social media. We currently do not have a fundraising board member.

OTHER CHAPTER HIGHLIGHTS

Our highlights have been having Maria Rodriguez as our 2024 Scholarship winner from Horry Georgetown Technical College. We also are proud of J. Banks Design being the TopID winner for 2025. We had over 15 attend our Living Windows tour which was sold out. We are excited to have three sponsors entering into 2025. We look forward to including all of the above into our membership and events.

CHAPTER/REGION GOAL

Board Members-Form a board of those we have met over these past few months. Feel that we have a small base to start the process in which we will ask after the holidays to fill those spots. Events-Another goal is to focus on the sponsors and see if they can cultivate an event/interest in their locale of the state. Will also be in contact with them after the holiday.

REPORT BACK TO CHAPTER/REGION

Unfortunately, it is just me at this point.

OUR CHAPTER/REGION WOULD LIKE HELP WITH

The major issue for the SC Regional is that the state is so spread-out city wise. We have been trying to pinpoint those active cities and focus on events for that area.

I met with a sponsor, and they relayed the cities that thought would be most likely to promote and establish a base which this year will be the focus. The goal is to have a point person per city to assist in uniting the state.

Could utilize a plan for strategy on managing a large state. I have been very use to a small metro area which was easy to make connections and engage in the Chapter.

Staff note: The goal of having a point person per city is a great idea but starting slow and identifying where the A&D Community is as the manufacturers will usually travel to an event, but they will want to see their clients or potential clients. Focus your effort/attention on those

SOUTH FLORIDA

ERIC FERNANDEZ & JESSICA GALDAMEZ, DELEGATES

CHARTERED OCTOBER 2, 2003

NO REPORT SUBMITTED FOR JANUARY MEETING

SUNSHINE

CHARLENE COLLINS & DENISE GANSON, DELEGATES

CHARTERED SEPTEMBER 1, 1996

MEMBERSHIP

- Currently 370 members
- We have a happy hour and headshot event scheduled January 15th for members only to drive membership.
- The chapter may do an additional membership drive later in the year if needed.

PROGRAMMING

- Happy Hour & Headshots event scheduled for January 15th.
- May 17th Winter Garden Art Assoc. & SOBO Gallery Event.
- Sunset Social monthly happy hours planned
- Board is reviewing opportunities for Hotel/Factory tours.

SCHOLARSHIP

- Building the scholarship committee
- Confirming school contacts within chapter to send applications

FUNDRAISING

- Building the fundraising committee
- Fall fundraiser scheduled for October 10th
- Pre-planning in process to release a save the date in the Summer issue of NEWH Magazine.

OTHER CHAPTER HIGHLIGHTS

- Board representatives are scheduled to attend an ID student event at Seminole State College on January 29th.
- Board representatives also scheduled to attend ID + Architecture Career Fair at Florida State University on February 21st.

CHAPTER/REGION GOAL

Our goal this year is to have a large successful fundraiser in the fall. We plan on achieving this goal by building a large strong fundraising committee, getting our sponsorship menu out as early as possible, and promoting the event well in advance.

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 better build our committees to transition members into director roles on the board.

Staff note: When establishing your committees, look at members who are continually showing up to support your events. Approach those members and ask if they would be interested in helping. 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. Ideally, you will have a committee member transition to Chair position, then a Director position. This is a great way to set up succession planning.

TORONTO

CELINE MARCOTTE & DEMI MELISSINOU, DELEGATES

CHARTERED NOVEMBER 18, 2004

MEMBERSHIP

As of December 5th, 2024, our Membership grand total was 384 – considerable growth from previous report. Counting the following members:

(83) Associates	(1) Corporate Partner Member
(22) Chapter Business Courtesy Members	(12) Educational Professional
(2) Chapter Business Member	(46) General
(12) Chapter Level Business	(1) Legacy Member
(4) Corporate Partner Courtesy Member	(1) NEWH Fellow
	(199) Students

PROGRAMMING

On Tuesday October 15th we held our Chapter's 20th Anniversary Celebration, TopID Awards Ceremony, and Showcase at the Hyatt Place Toronto / Mississauga Centre. The event was a resounding success. We are especially grateful to our sponsors for their invaluable support in creating an unforgettable evening. Together with the numerous attendees we made this milestone truly special. Furthermore, great comments were received from the 20+ TopID vendors who actively participated showcasing their latest products. The exceptional job done by Tarah Csaszar and everyone who helped far exceeded expectations. Some vendors have commented to having made incredible contacts. Many said it was the best NEWH event they'd been to in a long time. The venue was perfect for the size. Nice space for showcase and dinner. Good proximity to everything – including airport.

Regarding future events, we are already working on a calendar of

events for 2025 so that when early January comes, we have activities and events booked in. Similarly, the sponsorship menu will be going out for those events to nail down early.

We have decided not to host a toy drive this year. We would like to start implementing food drives into monthly programming.

SCHOLARSHIP

A new video is available from NEWH INC on how to submit scholarship applications so hopefully we'll see an increase in the number of good applications this year. Three weeks of virtual portfolio review sessions with Interior Design students concluded in mid-December with great success.

FUNDRAISING

Our 2024 TopID Awards Ceremony & Showcase started under programming, but we switched it over to fundraising because funds were so high. In fact, fifty percent of scholarship funds were saved, thanks to this event, for next year in case fundraising is low in 2025.

OTHER CHAPTER HIGHLIGHTS

We are very proud, happy, and feel privileged to count our very own Chris Tucker as the new CEO of NEWH Inc.

Our 2025 board meetings will take place on the first Monday of each month. Outlook invites will be sent. Regarding the Magazine submission, we chose the Spring issue to highlight Toronto Chapter. The deadline was December 6th. We will feature photos from our memorable October 15th TopID / vendor showcase event.

CHAPTER/REGION GOAL

We are up for board training. Dates are being reviewed and the board will settle on a Saturday to organize training.

Among our 2025 Chapter Planning: we will announce the new board members, we will share schedule of events that are coming up, and we plan on doing a quarterly calendar.

On social media: the plan is to highlight scholarships, thank sponsors, announce sponsorship opportunities.

We also plan to regularly inform the NEWH office of any scheduled events so that they can be included in NEWH Inc. quarterly calendar shared on communication channels.

REPORT BACK TO CHAPTER/REGION

Yes, our board members are always very interested in hearing what other chapters are doing: both very inspiring and motivating.

UNITED KINGDOM

RITA BANCROFT & KATHRYN QUINN, DELEGATES

CHARTERED JUNE 12, 2002

MEMBERSHIP

Following the success of our 2024 Fundraiser and other events throughout the year, we have seen a huge increase in our membership, both with new members and those renewing, thanks to the efforts of Mel, Kevin and the whole team.

The UK chapter now has 22 Chapter business members and 201 total members.

Our student membership has seen a huge increase, thanks to the student specific events we have held this year, and the hard work by our scholarship team, Emily & Kate.

There is interest in European level Corporate membership/ sponsorship and we are looking into how this could best benefit the European chapters.

PROGRAMMING

The event sub teams are working well and 2025 is set to be a success with new board members with event planning experience joining.

We are discussing new events for next year, including elevating the scholarship awards evening to a gala event, and/or introducing a British Collective event, celebrating local manufacturers. Several sponsors are already interested.

We plan to kick off the year with a valentine 'Fall in Love with NEWH' event and Kevin is proposing another event in collaboration with Accor at Raffles at The OWO, with their in-house historian on hand to facilitate an educational walk around.

We are also looking into a possible event outside of London.

The aim is to add headline events to the calendar earlier this year to promote more in advance, helping to engage members and increase ticket sales, while easing the organisational pressure across the board.

SCHOLARSHIP

The reach we have achieved over the last year to new universities and colleges has been incredible, and this is testament to the work our current scholarship team have done, led by the fearless Barbara Bischoff, and continued with vigour by Kate and Emily in Barbara's absence, as well as the years of groundwork from those before.

Our students continue to be involved in the chapter and Sofia Calestru joined Kathryn at CSI expo for a presentation with the team. We plan to keep the students engaged throughout the year, increasing their tasks and encouraging them to attend more meetings and events, as well as helping to recruit the next generation.

With the team now feeling confident after the success of 2024,

they are beginning the new year with their best foot forward – keen to increase the reach even further and build upon the relationships made thus far. The aim is to encourage the tutors and lecturers to come along on this journey with us/the students.

FUNDRAISING

With an earlier promotion date for the main events, we also hope to lock sponsors in earlier in the year.

The contracts we put in place over the last couple of years work well, but we need to be stricter with these and ensure events happen within the allocated time.

OTHER CHAPTER HIGHLIGHTS

1. As our first year offering a Hospitality Management scholarship, we are proud of the success of this and would like to continue to build and strengthen connections with Hotel Management courses, students and industry professionals.
2. Our marketing team have transformed our social media and publications involvement, creating mini campaigns, including regular features in key hospitality magazines, promoting each event, and celebrating members of the board. This in turn has increased our exposure and tapped into a whole new level of the industry.
3. The teamwork has been incredible this year and every person has done their bit to ensure our chapter thrives. So, the people at the heart of the chapter really are a highlight to be mentioned!

CHAPTER/REGION GOAL

We would love to increase our membership further by min 15 % growth in 2025 as well as increasing the Chapter Business Membership.

2024 was a success in membership increase, and we aim to build on this in 2025.

We plan to capitalise on the Paris Leadership Conference and encourage companies here in Europe to get involved, particularly those with international offices – highlighting to them the benefits of a membership across UK, Paris & Milan, and globally.

REPORT BACK TO CHAPTER/REGION

This year, as Kevin has joined the international board, and also holds the current position of NEWH delegate (until Jan 2025), he has been feeding news and updates back to us in the UK chapter. Also, Kate and Kathryn were fortunate to be at BDNY to hear first-hand the recent developments across all the chapters.

OUR CHAPTER/REGION WOULD LIKE HELP WITH

Organising a possible European membership/corporate level.

Staff note: Discussions are ongoing how to build this program in EU/UK.

VANCOUVER REGIONAL

TAMMY DINIZ, STEERING CHAIR

MEMBERSHIP

Membership continues to grow steadily, with increases across student, general, and business memberships. As of the latest count, we are proud to report a significant boost in total memberships. This success reflects the ongoing efforts of our membership team to engage new members and showcase the value of being part of NEWH.

PROGRAMMING

Our Annual Event was a resounding success, both as a fundraiser and a celebration of our region's accomplishments. During the event, we proudly presented the TopID Awards and recognized outstanding contributors to the industry.

We are eagerly preparing for our strategic planning and training session with Trudy, scheduled for January 19. This session will help us solidify our calendar of events for the year and set the tone for 2025.

Additionally, we are excited to announce that this year will mark our participation in the inaugural Regional Design Award for hospitality-adjacent projects. We look forward to recognizing creative excellence in these spaces.

SCHOLARSHIP

Following Berman Falk's transition to offering a national scholarship, we are actively working to secure a new vendor-sponsored scholarship for the region. While this presents a challenge, we are confident in our ability to find a partner who shares our commitment to supporting NEWH scholarships.

FUNDRAISING

Our Annual Event was a significant fundraising achievement, and we are optimistic about continuing this momentum throughout 2025. This year is also a golf tournament year, and planning is already underway for this bi-annual favorite. We are confident it

will be another successful fundraiser for the region.

OTHER CHAPTER HIGHLIGHTS

We are thrilled to see strong engagement from our volunteers, with several stepping up to take on more significant roles within the board and committees. While there are no changes to our board this year, the addition of new, enthusiastic volunteers ensures the continued vibrancy of our region.

We are also looking forward to participating in the first-ever Regional Design Award for hospitality-adjacent projects, the first one happening this year.

CHAPTER/REGION GOAL

Our goal for 2025 is to investigate making the jump from a regional group to a full chapter. We are working with Tara Witt to understand next steps.

WASHINGTON DC METROPOLITAN

SADIE MAKARECHI XOULTER & MARTHA VLAHAKIS, DELEGATES

CHARTERED NOVEMBER 6, 1992

NO REPORT SUBMITTED FOR JANUARY MEETING

ADDENDA

MOTION TO APPROVE MINUTES

DATE: JANUARY 16, 2025

MOTION NUMBER: 1

I, _____, 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 ACCEPT BUDGET

DATE: JANUARY 16, 2025

MOTION NUMBER: 2

I, _____, MOVE TO APPROVE THE BUDGET AS PRESENTED.

MOTION SECONDED BY: _____

VOTE COUNT:

STATUS OF MOTION:

YEA: 0 NAY: 0 ABSTENTION: 0 CARRIED: ☐ DEFEATED: ☐

MOTION TO ADJOURN

DATE: JANUARY 16, 2025

MOTION NUMBER: 3

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 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.

Board Meeting Improv for BETTER Meetings

Learn to utilize the M-WRAP meeting framework to engage your board

Recommended for:

- Chapters that are experiencing disenfranchised members
- Chapters that are having trouble retaining new board members
- Chapters struggling to have board members connecting on a more personal level
- Chapters that are having dull meetings

M-WRAP Framework

A way for NEWH chapters to have effective meetings, engage the board, and avoid burnout

Implementation

To be rolled out to chapter presidents, VPs, and secretaries in advance so there are multiple roles that can help facilitate the new meeting structure. The mission statement reflection is shared once, by anyone on the board, at the beginning of the meeting. The WRAP structure is to be implemented by each board member when they share their update on their position.

M – Mission Statement

At the beginning of each meeting, have at least one person share a sentiment or anecdote that relates to the NEWH mission statement. Ideally, this person has already volunteered to do so by the time the agenda is circulated, so that they can have that spot on the agenda. If someone has not volunteered, the president, VP, or secretary can step up to share. Try and combine this agenda item with your Welcome or Roll Call.

NEWH MISSION

NEWH is the international nonprofit community connecting the hospitality industry, providing scholarships, education, leadership development, and recognition of excellence..

Some examples might be:

"I have been reflecting on the relationships that I have forged since joining NEWH and getting involved in the board, and I have made so many forever friends. I am grateful for that."

"I joined this chapter when I made a career change into the hospitality industry, and it was hard to get a foot in the door with potential clients and prospecting. Since joining the board, I was able to make deeper connections with people compared to a cold call and enjoyed a warm welcome to the industry."

"We awarded a scholarship to a particular student that I got the chance to talk to at our scholarship event. I learned about some of the hardships that they had finishing their education, and how NEWH made that road easier in terms of a financial contribution. It made me feel good about what we are working toward."

"I attended the HOST show in Milan last month thanks to an opportunity that was extended to me by NEWH and got to visit Italy and connect with some incredible European suppliers."

Purpose of the Mission Statement

By connecting your chapter board to the overall mission statement of the organization, you can remind them of the "What's in it for me" element. It is also a great place to mention how moving up through the chapter level to the IBOD meetings can open more doors and opportunities. Start your meeting from a positive place and take the group back to the real reason you are all there.

W – Wins

Start every update with what has gone well since the last meeting.

Some examples might be:

"I managed to secure 3 additional silent auction donations for our fundraiser."

"I had a great conversation with an educator at a local university that wants to get more on board with promoting NEWH to students."

"I had a member share with me that they really enjoyed our last event and want to sign up for a membership as a result."

"We did a great job staying on time last meeting and had great discussions that are reflected in the minutes."

"Bank balances are healthy, and our last event was profitable."

Purpose of Sharing the Wins

Motivation! Everyone should feel good about what they are accomplishing. It is also a great way to ensure people are prepared for the meeting, because no one wants to be in a position where they can't think of a win on the spot. Trying to think of your wins makes you reflect on the positive aspects of your role.

R – Roadblocks

Follow up those wins with where you might be struggling or forced to slow down.

Some examples might be:

"Although we have gotten a lot of silent auction donations, I am concerned we don't have enough high value items."

"We have not received many scholarship applications, and the schools don't seem to be getting very involved to promote the scholarships."

"Our last event was not very well attended."

"Our last meeting went really overtime and we seemed to go in circles on some discussion points."

Purpose of Sharing the Roadblocks

Sometimes you might be frustrated by a situation, but not address what the issue actually was. By being able to define the roadblock, you can distill down on any large-scale issues and identify the items that need to be directly actioned.

A - Assistance / Asks

After you identify a roadblock, ask for specific help!

Some examples that might relate to the roadblocks above are:

"Does anyone have a connection to a purchaser that might be able to help entice suppliers to donate more notable items?"

"Can we work on a social media campaign where we can tag the schools and student unions to help get the word out?"

"I would like a committee to help brainstorm how we can put on more inviting events."

"I'd like to be able to suggest that we 'Parking Lot' items without hurting anyone's feelings if we go over our allotted time on a subject".

Purpose of Asking for Assistance

People aren't mind readers, and they haven't fleshed out the challenges in your position to the same degree that you have. It might not be obvious to others on the board that they have the resources to help you. This is how we can eliminate board burnout, and by making direct requests, it's easier to keep people accountable.

P – Plan!

This is your opportunity to decide how you will respond to the issues at hand by the next meeting. It is important that these are definitive statements that utilize verbs.

Some of the responses to the issues in the last two examples could be:

"I will call you tomorrow for that introduction so we can get the conversation going, and report back at the next meeting."

"If you can work on the graphics, I will collect all the school and student union handles for you and share by next week. After it posts, can you share the analytics with me so I can present them at the next board meeting? I hope to report that this campaign was a win!"

"Thanks to everyone who volunteered to be on the committee! I will send out a meeting invitation for next week."

"I will advise in advance if the agenda items are not allotting the appropriate time for certain topics. That way, if our discussions go over our allotted time, we know we might need to turn this into committee work between the monthly meetings."

Purpose of Planning

The plan makes it measurable. You can reflect back on the minutes and see if you did what you said you were going to do. At the same time, it makes each task specific and manageable. It's a lot harder to be unsuccessful when you have already whittled the task down. In turn, it is a higher likelihood that your plan one month becomes a win the next month!

Tips

You can build this right into your minutes for easy recording and tracking see the following examples:

For Membership Role:

W [Wins]	"We have 6 New members since last month!"
R [Roadblocks]	"We are not getting responses when following up with the past due list."
A [Assistance/Asks]	"I will divide the task between Amy, Amanda, and John to even workload. "
P [Plan]	"I will complete the past due list/follow ups and report back to the board"

You might even have more than one statement per each letter:

For Programming Role:

W [Wins]	"Last month's event proceeds were positive and we met our goal!"
R	"We are not on track to sell enough tickets to break even on this month's event."

[Roadblocks]	
A [Assistance/Asks]	<p>“Michelle said she will help with a social media push.”</p> <p>“Melissa will reach out to her company for additional sponsorship.”</p>
P [Plan]	<p>“I will schedule another invitation push with INC and personally reach out to names of last month’s attendees to invite them and report back at the next meeting.”</p>

If a board member is struggling to adhere to the template, it’s up to the rest of the board to encourage them. I.e., they might have a roadblock, but no idea where to start in asking for assistance. Speak up and offer it! Or perhaps they aren’t sure how to identify a win. Talk them through some of the chapter successes and the role they played in making that happen. The purpose of this is to keep everyone feeling important, empowered, successful, and supported!

This also should help keep meetings efficient and on time. When someone prepares their WRAP statements, it should move faster than general updates where we all dance around a subject. Keep a quick pace and keep people’s interest, rather than letting a meeting drag on.

Using M-WRAP to Help Real Issues

Situation: Strong (or Toxic) Personality Conflicts

Example: You are your chapter president. Cynthia is the programming director on your chapter board. She has been doing her role of planning and executing chapter events, but it has been noted by a couple of other board members (scholarship director and marketing director) that she has been difficult to deal with. In a couple of months, they have their chapter’s TopID event, and although the scholarship director is trying to find ways to include the student community, Cynthia is responding to her with very passive aggressive emails. When the marketing director puts forward ideas for invitations and social media posts, Cynthia is dismissive and complains about the designs.

This behavior is beginning to disenfranchise your scholarship and marketing director, but Cynthia is still effective in her overall role. What are the best steps to handling the behavior?

Solutions:

In advance of the next meeting:

1. Connect with the EC of your chapter. You, the past president, executive advisor, and VPs should be aware of the conflicts. Make sure you are on the same page about the next steps.
2. Clear and Concise communication: Explain to Cynthia that these situations are making other board members feel like their volunteer hours are not valued, and that the main goal of the board is to be supportive of each other and the mission statement of NEWH. Focus on the consequence: this behavior is not making the other board members feel great.
3. It might be a good idea to ask Cynthia to share her **“M” [Mission]** in the next meeting. Hear what being a part of the board means to her. Also suggest that to repair the relationships, she might want to include both scholarship and marketing in her **“W’s” [Win’s]** for that meeting.

In the meeting:

1. Have Cynthia share her **“M” [Mission]** and support any positive dialogue! (Make sure your EC offers the same support).
2. Take note of Cynthia’s **“A’s” [Assistance/Asks]** – who is she asking for support?
3. When the scholarship and marketing share their **“W’s” [Win’s]**, make sure the EC of your board is supportive.

Bottom line:

If Cynthia does not react positively to the teachable moments you have laid out, escalate the issue to INC. Even if someone is effective in their position, a cancerous personality can derail your other positions. As the leader of your board, your main prerogative should be to protect the best interests of your team.

Situation: Board Burnout

Example: You are your chapter president. You have noticed at recent meetings and events that certain board members seem to be in a slump. They do not appear excited or engaged in their positions, and they might have more complaints than usual. Their negativity may be a sign that they are experiencing board burnout, and that can result from not feeling that their input is valued or appreciated.

This behavior is beginning to make other board members negative as well. How do you turn the slump around?

Solutions:

In advance of the next meeting:

1. Connect with the EC of your chapter. Share your findings, and see if the feeling is mutual. Maybe your EC is part of the burnout as well.
2. Identify who on the board is exhibiting signs of burnout.
3. If board burnout is really rampant, consider being the one to share your "M" in the next meeting. This gives you the ability to present a positive narrative around how you have felt the most energized and supported in your time with NEWH. Or, elect someone that you know can be positive.

In the meeting:

1. Be a cheerleader for the **"W's" [Win's]**! Positive reinforcement for any positivity shared. **"W's" [Win's]** are extra effective when they can support another board member in their position
 - a. Example: "I had a great brainstorming session about our next event with _____ and came away from it with new ideas, so that was a win!"
2. Try and turn your **"R's" [Roadblocks]** into **"P's" [Plan]**, and utilize those **"A's" [Assistance/Asks]**
 - a. Example: Your fundraising director shares that their **"R" [Roadblocks]** is a lack of donations for the silent auction. Their attitude is low, and they might be complaining that their reach out is not being supported by the chapter members.
3. Utilize the **"A" [Assistance/Asks]**:
 - a. Example: "That's really frustrating. Maybe we can share the responsibility of reaching out, and ask that the procurement or design members of the board appeal to their customers?"
4. Turn the **"R" [Roadblocks]** into a **"P" [Plan]**:
 - a. Example: "Okay, we have a fresh committee of all these new people. Let's see what we can all drum up for the next meeting and report back!"

Bottom line:

If you feel like the board is still stuck in a rut, turn to addressing it head on, remembering that everyone is a VOLUNTEER and not an employee.

*Examples: "I can't help but notice we are all a little disconnected and negative. Is this something that we can flesh out for 15 minutes in our next meeting? If you are feeling burnt out or overwhelmed, please come prepared to share about that so we can collectively work on a solution, or a **"P" [Plan]** that the board can share!"*

Situation: Egos and Overstepping

Situation:

You are your chapter president. Two members of your board, Justin and Amanda, seem to be creating friction over what someone considers "helping", and another considers "toe-stepping". The Fundraising director, Justin, has been on vacation and handling a large workload, so he hasn't been able to put in as many volunteer hours as he expected. As a result, Justin hasn't gotten around to sending the sponsorship request emails for an upcoming fundraising event. The Programming director, Amanda, sees the Fundraising director's issue and steps in and sends a few emails out to potential sponsors to help with his workload. Amanda was just trying to help but the fundraising director feels undermined and embarrassed.

Solutions:

In advance of the next meeting:

1. Make sure you are aware of any **"A's" [Assistance/Asks]** and the outcome. Assess if there was proper communication beforehand.
2. Connect with the EC of your chapter and make them aware of the issue (assuming it is not within the EC, if it is - skip to the next step).
3. Book a private meeting with the parties involved to discuss. Decide whether it is best to have that conversation 1:1, or as a group. What will reduce the amount of negative feelings most?
4. Reflect on what the **"A's" [Assistance/Asks]** should have been, and how that might be rectified:

Example: "Hey Fundraising, I know you didn't explicitly ask me to send out those requests. I thought I was being helpful but I now realize that put you in a tough spot. Is there something I can do to turn the communication back to you?"

**As the president (or incoming or EA), it's up to you to workshop this with the people involved and try to put yourself in both peoples' shoes. Explain the consequences.*

In the meeting:

1. Try and have both parties reflect on what happened as a **"W's" [Wins]**. Turn it into a positive and move forward. If that's not an option, then focus on the **"A's" [Assistance/Asks]** - moving forward, what can specific people do to assist you in moving forward with your **"P's" [Plans]**
2. Foster clearer communication and expectations

3. EC should be on board with supporting any of this structure with positive reinforcement

Bottom line:

Remember that everyone is a VOLUNTEER. If we are toe stepping, then we aren't doing a great job of supporting the overall mission statement and need to take a step back and understand roles and responsibilities. If there is still a gray area - reach out to INC. You can do an interim board training (a few hours) to catch everyone up on roles and ask questions.

Failing this, look at creating a RACI chart together (attached). If someone is not STILL not doing their role - see solutions to "Strong (or Toxic) Personality Conflicts".

Other Suggestions

Executive Board Bonding

Role of the EC on the board:

We want all VP's to feel prepared and set-up for success, but they may not have been exposed to how the EC works, or the responsibilities prior. The transition from being a director or chair to becoming a VP comes with significant management of board personalities, conflicts, as well as numerous responsibilities - which can be very overwhelming!

Some issues that have been seen on other boards that can fracture an EC:

- Members not trained of the RICA's of their position
- Disengagement or disenfranchisement
- Incoming positions undermining existing roles
- Treating board members like it's a job and the board are their employees
- Strong personalities resulting in excessive drama or conflict

Let's help change that! Let's rethink the roles of the EC as a way to build up our incoming VP's by:

- Helping the VP role by having the president/past president train them and give them exposure to their future roles
- Help the VP's guide their directors and train them to be successful in their roles
- Use clear and concise communication and feedback to help keep the volunteer role clear but supportive.
- Biggest responsibility of the EC is protecting the other volunteers

The Importance of Executive Board Bonding:

Building a partnership and a strong bond between the EC creates a stronger board. This offers mentorship, leadership building, and also the transfer of knowledge. The more visibility all of the VP's have to the inner workings and requirements of the board, the stronger president that they will make.

- **Set up monthly or bi-monthly informal touchpoints** between the EC in a place where everyone feels comfortable and safe to talk and share: (Happy hours at a restaurant, hanging out at someone's house, etc.). The intent is to:
 - Discuss board happenings / status of upcoming events.
 - Talk about conflicts or tensions
 - *Review any conflicts or issues arising on the board and look for ways to help resolve the conflicts.*
 - Prepare for upcoming meetings.
 - Discuss the EC workloads and find ways to support each other.
 - Look for those on the board who are doing well and succeeding and find ways to praise them
 - *Discuss ways to support them to hopefully lead them onto the leadership succession track.*

Note: It should be made very clear that your EC is not a clique, and these touchpoints are NOT gossip sessions. Although a touchpoint is not overly formal, it is still a management meeting to ensure the organization is running optimally. All EC members share in this responsibility!

- **Maintain constant lines of open communication** between the EC (Group texts, group emails, or calling), to help keep everyone in the loop.
- Examine the Reasons each EC member is part of NEWH: Some board members are there to make friends and build relationships, others are there to increase their exposure. Reviewing the "M"[Mission] of each EC member will also help to know what their ultimate goals are.

Solving Conflicts:

Not everyone will always get along. Differing leadership styles, or high stress during planning of events, can create friction. The more friction on a board, the less volunteers you may retain.

- At an EC level, it is important to keep track of any conflicts or noticeable friction between board members from affecting the rest of the board. Look for ways to either reduce the conflict, or help resolve it.
- Talk about the consequences of actions instead of focusing on the actions themselves.

- Sometimes people will develop a closer bond with one EC member than another and be more open or receptive. Other times there may be conflict between EC members and board members. As an EC, keeping track of these interactions will help build stronger connections.
 - For example: *A board member does not like the leadership style of an EC member but is friends with another. The EC decides it would be best to have someone else communicate with the board member. Even though that board member does not fall under the umbrella of the VP-Dev friend, by the VP-Dev stepping in to communicate, and/or delegate, it reduces the friction and increases how comfortable and happy that board members ultimately are. The Board member would not know this tactic is happening and the EC would maintain it as confidential. Over time, the friction is removed.*

Appreciate the time people give to the board:

People look to volunteer as a way to feel good and give back. When a board member or leader starts to feel like employees then this ends up leading to disenfranchisement and ultimately loss of a board member. No one wants to "Volunteer" for free and not feel good about it.

- **Acknowledge that their time is valued.** Acknowledge often to your board how valued the things they do are. Everyone needs these feel-good moments.
 - *At the beginning or end of board meetings offer a bit of time to give shoutouts to other board members. For example: "Hey Cynthia, Congrats on getting one more annual sponsor on board! I really appreciated that!" or "Sandra, thank you for jumping in to help me with that task when I was overwhelmed last week at work!"*
- **Acknowledge that everyone's time of day for volunteering is different.** Everyone's professional job is a bit different, and we know that volunteer work usually comes after their actual job. Expecting answers by the end of day or within hours of receiving it may not be possible. For most, a board member's free hours to volunteer may be after hours work, or on weekends. Allow volunteers to have flexibility with their time, and knowing these hour restrictions between committees and the EC will help reduce this feeling that they have to choose between their job responsibilities and NEWH. ***There can be a balance.***

Constructive Criticism:

Lessons learned are important to the board, but it can be done in a more constructive way.

- **Avoid being overly critical:** We need to remember that the committee volunteered a lot of their time and energy, and we want them to keep continuing to improve and plan more amazing events. Providing only negative feedback without a balance of praise may potentially lead that committee to not want to do as much next time or abandon the event altogether (Even though the event was very successful!). Look for ways to gather any negative feedback in more constructive ways (like surveys, or "postmortem" meetings, etc.) instead of directly in front of the board.

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 takes place at the biennial NEWH Leadership Conference. Awardees must be able to attend presentation.

NOMINATION INFORMATION:

DEADLINE: Nominations open in Summer with a Fall deadline prior to presentation

Nomination form and description can be found at www.newh.org – about us – awards

NEWH COLLEGE OF FELLOWS

PURPOSE

Fellowship is bestowed on NEWH members who have made notable contributions to the hospitality industry, not only through their work, but through their demonstrated commitment to NEWH.

The application process is held every other year and is conducted by the Chair of the College of Fellows together with a jury of selected members of the College. Fellows will be inducted at the Leadership Conference.

CRITERIA / ELIGIBILITY

- A current member in good standing of NEWH and has been a member for 10 consecutive years or more.
- Nominee must exhibit the highest level of ethical conduct and professionalism in the Hospitality Industry. Examples of these items must be included in the nomination form, along with 5 letters of references from NEWH members in good standing endorsing the nomination, and 2 other references from Hospitality Industry professionals.
- Nominee must have excellent leadership skills.
- Nominee must have contributed to mentoring at least 2 individuals in the Hospitality Industry.

NOMINATION PROCESS

A Fellowship nomination can be made by a Chapter Board, an NEWH member, or can be a self-nomination.

TIMELINE (biennial)

- June 1 – Nominations open
- October 15 – Deadline for candidates to submit nomination packet
- November/December – Jury meets
- January 15 – Fellow recipients informed
- February – Fellow recipients recognized at the biennial NEWH Leadership Conference

NOMINATION INFORMATION:

Nomination form and description can be found at 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 NAMED 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 for speaking opportunities, editorial comment and/or participation in events as a highly-respected design firm. 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" who find the perfect balance of delivering exceptional design and generous support of NEWH 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 – (NEWH, Inc. will confirm membership status from the online submissions before forwarding the nomination form to your board)
- ONE (1) custom Hospitality project* completed by local firm within the 24-month period prior to nomination (June 20xx to May

20xx) with 150-word written narrative describing the projects' unique design elements/attributes that make the project distinct in the industry today (*custom Hospitality projects are non-program work where designs are not pre-determined by a brand.) Hospitality projects can include any one of the following types of projects: Guest rooms (no model rooms), hotel or casino public area space, bar, restaurant, spa, meeting space, etc. This applies to new construction and renovations. Please do not include previously submitted TopID projects.

- PHOTO Requirement: To qualify as a TopID nominee, the firm must provide a minimum of 3 (maximum of 6) photographs of the ONE project submitted. Photographs submitted must be a minimum 300 dpi resolution jpeg or tif file format. Renderings will NOT be accepted. (*Chapter/Regional boards will be required to acquire the images from the nominated firms for use during judging process – the images will be required to be sent in with your chapter/regional group's final 3 TopID recipients to NEWH, Inc. with signed photo release.) Nomination submissions that do not include all of the above should be considered an incomplete submission.
- Firm must have an accessible website for qualification purposes
- Firm must have an accessible website

Note: For purposes of the TopID award, NEWH defines Hospitality as a property in which its facilities can be enjoyed by the general public. Properties such as multi-family, student housing, senior living, or a medical-related facility where the facility is utilized mainly by members/patients only (even if a specific project area within these types of facilities is open to the public), would not fit NEWH's definition of Hospitality for this award.

Note: Past TopID honorees can be considered for current years. There is no limit to how many years a firm can hold the title of TopID.

NEWH JOYCE JOHNSON AWARD OF EXCELLENCE

DESCRIPTION OF AWARD/QUALIFICATIONS:

The NEWH Joyce Johnson Award of Excellence will be given to an NEWH member who has contributed extraordinary time and effort to your local NEWH chapter, has been a chapter member for at least 7 years, has held a local chapter board position for at least one term, and has mentored chapter members and helped strengthen the chapter to achieve its goals. The nominee must also have unquestioned professional ethics.

AWARD PRESENTATION:

The award presentation should take place at a major chapter event and the awardee must be able to attend the event.

NOMINATION INFORMATION:

The nomination form must be completed by the Chapter President and must be submitted 6-8 weeks prior to award presentation event. Nomination form can be found on website - and description can be found on the website - Login to website and click on Board Resources – Awards area.

SETTING YOUR GOALS – TEMPLATE

THE GOAL STATEMENT (START WITH A VERB!)

THE MEASURE (HOW WILL YOU KNOW WHEN YOU HAVE ACHIEVED THE GOAL?)

WHEN TO START?

WHEN TO END?

WHAT ARE THE MAJOR MILESTONES? (MAKE IT A PROJECT!)

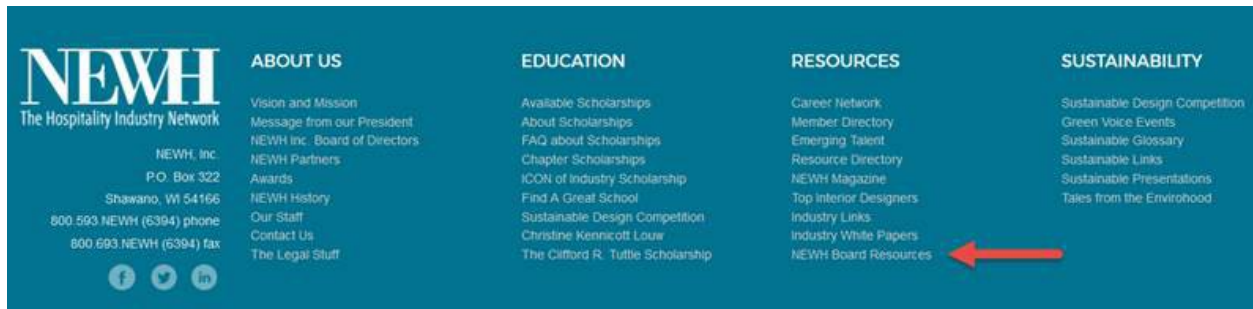
TWC CONSULTING

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!

General Resources

The Structure of your Board of Directors
Chapter Organization Chart
Chapter Board Member Job Descriptions
Chapter Business Plan Template
Commercialism Policy/NEWH Logo Usage
Joyce L. Johnson Award / Recognition of Excellence
Corporate Partner Signage
NEWH By-Laws
Quarterly Conference Calls/Webinar Schedule and Minutes
Chapter Calendar
Mandatory Chapter Director Webinar Training

Board Meeting Resources

Board Meeting Agenda
Board Meeting Minutes
Motion Form
Who Can Vote?
Reporting to the Board
Achieving Consensus
The Art of Delegation
Communicating with your Chapter Membership
Conflict of Interest/Code of Ethics
Dealing with Conflict
Decision Making
Motions
Who Can Vote on your Board
Parliamentary Procedure
Project Scope Document
Quarterly Conference Calls/Webinars

Board Training

Board Orientation/Training for Full Board
Chapter Board Member Job Descriptions
Quickbooks Seminar
Smart Goals
Training PowerPoints for each Board Position

Financial Support

Budget Calculator
Check Request
Contracts
Event Invoice
Tax Exempt Explanation
Travel Reimbursement

Marketing

Chapter Newsletters
NEWH Corporate Partners
Commercialism Policy and NEWH Logo Guidelines
Social Media Guidelines
Promoting NEWH and your Chapter
Marketing Materials – Ordering
Photography Release
Press Release Template
Banners

Membership

Types of Membership
Member Interest Survey
Membership Director Information
Membership Drive
New Member Welcome
Renewal Reminder

Nominations

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

Programming/Fundraising

Programming vs Fundraising Event – What's the difference?
Budget Calculator
Catering Checklist
Certificate of Insurance Form
Communicating with your Chapter Membership
Corporate Partner Signage
Contracts
Contribution/Sponsor Acknowledgement (Thank you letter)
Event Badge Templates
Funds – What's Required and Distribution
Event Sponsorship Request Letter
Liquor Policy
Program Script
Results of Activity Reporting – Programming
Results of Activity Reporting – Fundraising
Setting your Plan for the Year
Speed Mentoring Event
Sponsorship Agreement
Sustainability Programming

Regional Groups

Establishment of a Regional Group
Regional Group Application
Regional Group Manual

Scholarship & Education

Scholarship Process
Guidelines for Scholarships
Educator & Student PowerPoint
Frequently Asked Questions
Accredited College Resources
Letter to Non-winning Applicants
Letter to Scholarship Winner
Scholarship Check Request Form
Hold Harmless Policy Chapters
Scholarship Application Evaluation
Chapter Event Idea Templates
Vendor Scholarship Agreements
In Memory Scholarship Agreements

Awards

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

NEWH, Inc. Policies & Procedures

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

NEWH, Inc. Regional Tradeshows

Tradeshow Policies
Timeline

NEWH, Inc. Board

Board Reporting Forms
Ambassador
Continuing Education
Delegate
Development
Education
Events
Executive Advisor
Expansion
Finance
Fundraising
International Expansion
International Relations
Marketing
Marketing Collateral
Marketing Communications
Membership – director
Membership – vice president
NEWH Conferences
Past President
President
President Elect
Regional Tradeshows
Scholarship
Secretary
Sustainable Hospitality – director
Sustainable Hospitality – vice president

NEWH By-laws
Travel Reimbursement

Board Reports / Minutes / Etc.

International Board of Directors Meeting Packets

Member Logos



NEWH CHAPTER BUSINESS PLAN

NEWH/(CHAPTER) – (YEAR)

WHAT IS A CHAPTER BUSINESS PLAN?

A chapter business plan helps to ensure your chapter's success. And, as the blueprint for your chapter, a chapter business plan is a critical element because it showcases your chapter's vision, board structure, calendar, financial projections, and goals. The chapter business plan outlines the operating framework of your chapter by detailing who you are, what are your plans/goals, and how you will generate proceeds for NEWH's mission of scholarship and education.

Check list

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

- ☐ Board of directors/chairs

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

- ☐ Chapter event calendar

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

- ☐ Chapter budget

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

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

OTHER HELPFUL ITEMS TO INCLUDE IN YOUR CHAPTER BUSINESS PLAN

WRITTEN GOALS:

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

Here are a few examples:

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

SWOT ANALYSIS:

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

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

} Internal Factors (things you have control over)
} External Factors (things you have no control over)

CHAPTER BOARD

PRESIDENT	ENTER PRESIDENT
VP-ADMINISTRATION/DELEGATE	ENTER VP/ADMINISTRATION
VP-DEVELOPMENT/DELEGATE	ENTER VP/DEVELOPMENT
SECRETARY	ENTER SECRETARY
TREASURER	ENTER TREASURER
PAST PRES./PARLIAMENTARIAN	ENTER PAST PRESIDENT
EXECUTIVE ADVISOR	ENTER EXECUTIVE ADVISOR
SCHOLARSHIP	ENTER DIRECTOR
MEMBERSHIP	ENTER DIRECTOR
PROGRAMMING	ENTER DIRECTOR
FUNDRAISING	ENTER DIRECTOR
MARKETING	ENTER DIRECTOR

OPTIONAL POSITIONS

BY-LAWS & ETHICS	ENTER CHAIR	INTERNET COMMUNICATIONS	ENTER CHAIR
CEU	ENTER CHAIR	PUBLIC RELATIONS	ENTER CHAIR
COMMITTEE DEVELOPMENT	ENTER CHAIR	PUBLICATIONS	ENTER CHAIR
COMMUNITY SERVICE	ENTER CHAIR	REGIONAL TRADESHOW	ENTER CHAIR
DATABASE	ENTER CHAIR	STRATEGIC ALLIANCES	ENTER CHAIR
EDUCATION/MENTORING	ENTER CHAIR	STRATEGIC PLANNING	ENTER CHAIR
FAREWELL AMBASSADOR	ENTER CHAIR	STUDENT REPRESENTATIVE	ENTER CHAIR
HISTORIAN	ENTER CHAIR	SUSTAINABLE HOSPITALITY	ENTER CHAIR
HOSPITALITY	ENTER CHAIR	WAYS & MEANS	ENTER CHAIR

CALENDAR OF EVENTS

Chapters are encouraged to form their calendar prior to the year beginning. Submit your chapter calendar to the NEWH office no later than January 31st of each year.

Programming/networking events: chapters are not required to hold an event each month. When putting together your calendar for the year, the key is to remember quality vs quantity. Instead of struggling to put on an event every month, plan 3-4 great programming events for the year (tours, speakers, panels, CEUs, etc.) That are of high value to designers, manufacturers, and students – and in between those events, do more low-key happy hour/sundowner type events. A program’s mission is to develop relationships and build membership in a more business type setting.

Think about the event – is it an event you don’t want to miss, or is it more of a casual networking event that may not be as beneficial to you? Focus on what your members are going to be attracted to, especially venues – whether it’s a newly opened or remodeled hotel, new restaurants, etc. Invite those involved in the project to speak.

Fundraising event: remember, chapters are required to hold at least one fundraising event per year – this is your fun event. A fundraiser’s purpose is to raise money for NEWH’s mission of scholarship & education.

Board meetings: **Chapters are required to hold at least 9/10 board of directors meetings per year.**

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

SWOT ANALYSIS

STRENGTHS • •	WEAKNESSES • •
OPPORTUNITIES • •	THREATS • •

NEWH, INC. INSTAGRAM GUIDELINES

GOAL:

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

OBJECTIVES:

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

IDEAS OF WHAT TO POST:

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

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

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

CHAPTER GUIDELINES:

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

HASHTAGS:

#hospitality industry

#raisingmoneyforscholarships

#newhinc

#donate

#nonprofits

#hospitalitydesign

#leadership

#education

#hospitalityscholarships

tags:

@newhinc

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

NON-PROFITS TO FOLLOW ON INSTAGRAM FOR INSPIRATION

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

PLEASE FOLLOW NEWH, INC. ON INSTAGRAM @NEWHINC

2025 CALENDAR

JANUARY 2025

1-JAN	NEW YEARS DAY	20-JAN	MARTIN LUTHER KING DAY (UNITED STATES)
3-JAN	NEWH EXECUTIVE COMMITTEE ZOOM CALL	23-26 JAN	IDS TORONTO
6-JAN	EPIPHANY (ITALY)	24-26 JAN	THE INTERNATIONAL SURFACE EVENT (LIVE & VIRTUAL)
14-JAN	MAKAR SAKRANT	24 JAN-2 FEB	DESIGNTO
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 CALL	27-28 JAN	ALIS LAW
16-19 JAN	DOMOTEX HANOVER	28-JAN	HOSPITALITY DESIGN CITYSCENE
16-20 JAN	MAISON & OBJET	28-30 JAN	ALIS
19-22 JAN	JANUARY FURNITURE SHOW	30-31 JAN	ALIS DESIGN+

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)
4-6 FEB	SURFACE DESIGN SHOW	17-FEB	FAMILY DAY (CANADA)
3-9 FEB	STOCKHOLM DESIGN WEEK	19-21 FEB	HFTP MID-SOUTH ATLANTIC REGIONAL CONFERENCE
7-10 FEB	ARC MIDDLE EAST	20-23 FEB	FRIEZE LOS ANGELES
12-14 FEB	BD WINTER FORUM	25-27 FEB	KITCHEN & BATH SHOW NKBA KBIS
14-FEB	VALENTINE'S DAY	26-28 FEB	THE NAFEM SHOW
14-FEB	LAILAT AL BARA'AH / MID-SHA'BAN	12-15 FEB	HI DESIGN MEA

MARCH 2025

1 - 30 Mar	Ramadan	19-Mar	NEWH Regional Tradeshow / Miami
7-Mar	NEWH Executive Committee Zoom Call	19-20 Mar	Architect@work
9-Mar	start of DST in United States and Canada	23-26 Mar	ARDA Spring Conference 2025
9-11 Mar	HEALTHTAC East Live Connect	26-Mar	Hospitality Design CitySCENE
9-12 Mar	RestaurantPoint west	27-30 Mar	BOND Five Star EMEA Hotel Designers
10-14 Mar	London Design Week	27-Mar	Laylat al Qadr
11-12 Mar	Independent Hotel Show	28-30 Mar	Art Basel
12-14 Mar	HD Summit	29-Mar	Hindi New Year
14-Mar	Purim	30-Mar	Eid-al-Fitr (end of Ramadan)
17-Mar	St. Patrick's Day	30-Mar	Mother's Day (United Kingdom)
17-19 Mar	HRC/Pub23	30-Mar	start of DST in EU & United Kingdom
18-20 Mar	Hunter Hotel Investment Conference	31 Mar-2 Apr	International Hospitality Investment Forum

APRIL 2025

2-6 Apr	PAD Paris	21-Apr	Easter Monday (Canada, France, Italy, UK)
4-Apr	NEWH Executive Committee Zoom Call	22 Apr-4 May	Boston Design Week
6-9 Apr	HotelPoint	23-Apr	NEWH Regional Tradeshow / Washington DC
8-10 Apr	BD Match	24-Apr	Hospitality Design CitySCENE
8-10 Apr	The Hotel Show - Saudi Arabia	24-Apr	Next Generation Award & Dinner
8-13 Apr	Salone Del Mobile	24-27 Apr	100th Annual Hotel Ezra Cornell
12-20 Apr	Passover	24-27 Apr	BOND Multi
14-16 Apr	International Window Covering Expo	26-29 Apr	Environments For Aging
14-16 Apr	Future Hospitality Summit /Global Restaurant Investment Forum	28-29 Apr	CHRIS
15-18 Apr	AAHOACON25	29 Apr-1 May	HOLA
18-Apr	Good Friday	29 Apr-2 May	Coverings
20-Apr	Easter		

MAY 2025

1-May	Labor Day (France, Italy)	17-20 May	National Restaurant Association Show
5-May	NEWH, Inc, Board of Directors Meeting	18-Apr	Good Friday
5-May	Bank Holiday (United Kingdom)	18-20 May	ICCF
5-May	Liberation Day (Italy)	18-21 Apr	Easter Weekend (United Kingdom)
5-7 May	Frieze New York	19-May	Victoria Day (Canada)
6-8 May	HD Expo + Conference	20-Apr	Easter
6-May	NEWH/HD Women in Design Breakfast	20-22 May	Clerkenwell Design Week
6-May	HD Awards	20-22 May	Saudi Entertainment & Amusement
7-11 May	DesignMarch	24-Apr	Hotel Summit
8-May	Victory in Europe Day (France)	24-25 May	RHS Chelsea Flower Show
11-May	Mothers Day (Canada, France, Italy, United States)	26-May	Bank Holiday (United Kingdom)
1-13 May	Future Hospitality Summit	26-May	Memorial Day (United States)
15-18 May	Berlin Design Week	27-29 May	INDEX/The Hotel Show Dubai

15-21 May	NYCxDESIGN	29-May	Acension Day (France)
15-25 May	Melbourne Design Week	30-May	Mothers Day (United Kingdom)
JUNE 2025			
1-3 Jun	NYU Hospitality Investment Conference	16-19 Jun	HITEC Indianapolis
2-Jun	Republic Day (Italy)	17-20 Jun	Hotec Design
3-4 Jun	Cruise Ship Interiors Expo America	18-19 Jun	Hawai'i Hotel & Restaurant Show
4-6 Jun	Waqf al Arafah – Haji	18-20 Jun	3daysofdesign
4-7 Jun	Design Shanghai	19-Jun	Juneteenth (United States)
4-7 Jun	A'24 - AIA Conference on Architecture	19-22 Jun	Art Basel
5-Jun	Hospitality Design CitySCENE	19-22 Jun	BOND Forum for America's Leading Hotel Designers
6-Jun	NEWH Executive Committee Zoom Call	23-Jun	NEWH Leadership Event – Paris
6-7 Jun	Eid al-Adha	23-Jun	Interior Design & Architecture Summit
9-Jun	Whit Monday (France)	23-25 Jun	Hostys Connect
9-11 Jun	NeoCon	25-27 Jun	BD Match + HD CitySCENE
11-12 Jun	The Hotel Show Africa	26-27 Jun	Hijra - Islamic New Year
11-14 Jun	HI Design Europe		
JULY 2025			
1-Jul	Canada Day	11-Jul	NEWH Executive Committee Zoom Call
2-12 Jul	NEW DESIGNERS	14-Jul	Bastille Day (France)
4-Jul	Independence Day (United States)	21-23 Jul	BD Summer Forum
5-6 Jul	Day of Ashura	27-31 Jul	Las Vegas Summer Market
6-7 Jul	Manchester Furniture Show		
AUGUST 2025			
1-Aug	NEWH Executive Committee Zoom Call	15-Aug	Feast of Assumption (France & Italy)
3-5 Aug	Western Foodservice & Hospitality	25-Aug	Summer Bank Holiday (United Kingdom)
4-Aug	BC Day (Canada)	27-Aug	HD SiteSeeing
SEPTEMBER 2025			
1-Sep	Labor Day (Canada & United States)	16-18 Sep	Design London
3-Sep	NEWH Regional Tradeshow / Chicago	17-19 Sep	International Hospitality Investment Forum - Asia
4-5 Sep	Milad un Nabi	18-21 Sep	Arc Interiors
4-8 Sep	Maison & Objet	22-24 Sep	Rosh Hashanah
5-14 Sep	Paris Design Week	22-26 Sep	Cersaie Ceramic& Surfaces
5-Sep	NEWH Executive Committee Zoom Call	23-26 Sep	Marmo+Mac Stone & Design
9-11 Sep	BD Fall Forum	25-26 Sep	ITHIC - Italian Hospitality Investment Conference
11-Sep	September 11th (United States)	25-28 Sep	IDS Vancouver
11-13 Sep	FIND Design Fair Asia	30-Sep	Hospitality Design CitySCENE
14-16 Sep	London Design Festival		
OCTOBER 2025			
1-2 Oct	Yom Kippur	13-Oct	Thanksgiving (Canada)
4-Oct	NEWH Executive Committee Zoom Call	17-21 Oct	Host Milano
6-7 Oct	Independent Hotel Show	20-Oct	Diwali
6-9 Oct	Lodging Conference	20-21 Oct	hdnextgen forum
6-9 Oct	G2E	23-Oct	NEWH Regional Tradeshow / Dallas
12-15 Oct	Decorex	26-Oct	end of Daylight Savings Time in UK and EU
14-19 Oct	PAD London	26-28 Oct	The Hospitality Show
15-19 Oct	Frieze Art Fair	27-29 Oct	Future Hospitality Summit
10-Oct	Indigenous Peoples Day (United States)		
NOVEMBER 2025			
1-Nov	All Saints Day (France & Italy)	9-10 Nov	BD ny
2-Nov	end of Daylight Savings Time in US and Canada	10-Nov	Gold Key Awards Gala
7-Nov	NEWH, Inc. Executive Committee Wrap-up	11-Nov	Veterans' Day / Armistice Day
7-Nov	HD Platinum Circle Awards	27-28 Nov	HIX
8-Nov	NEWH, Inc. Board of Directors Meeting	27-Nov	Thanksgiving (United States)
9-Nov	NEWH, Inc. Executive Committee Wrap-up		
DECEMBER 2025			
3-4 Dec	Cruise Ship Interiors Expo	10-Dec	Hospitality Design CitySCENE
5-Dec	NEWH Executive Committee Zoom Call		

THOUGHTS FROM A NEW MEMBER

I SEE YOU AT THE MEETINGS,
BUT YOU NEVER SAY HELLO.
YOU'RE BUSY ALL THE TIME YOU'RE THERE
WITH THOSE YOU REALLY KNOW.
I SIT AMONG THE MEMBERS,
YET I'M A LONELY GAL.
THE NEW ONES FEEL AS STRANGE AS I;
THE OLD ONES PASS US BY.
DARN IT, YOU FOLKS URGED US TO JOIN
AND TALKED OF FELLOWSHIP,
YOU COULD JUST CROSS THE ROOM, YOU KNOW,
BUT YOU NEVER MAKE THE TRIP.
CAN'T YOU JUST NOD YOUR HEAD AND SMILE
OR STOP AND SHAKE A HAND,
GET OVER YOUR MOM'S GOOD INTENTIONS.
THEN GO SIT AMONG YOUR FRIENDS?
NOW THAT I'D UNDERSTAND.
I'LL BE AT YOUR NEXT MEETING,
AND HOPE THAT YOU WILL SPEND
THE TIME TO INTRODUCE YOURSELF,
I JOINED TO BE YOUR FRIEND

THANK YOU TO ANGELA REED FOR SENDING US THIS POEM

NEWH BOARD OF DIRECTORS MOTION FORM

DATE: JANUARY 19, 2023

MOTION NUMBER:

I, _____

MOTION SECONDED BY: _____

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

NOTES ON DISCUSSION: