

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



GOVERNING BOARD PACKET

5 MAY 2025

MANDALAY BAY CONVENTION CENTER

LAS VEGAS, NV

ROOM: ISLANDER H

TIME: 12:00 PM - 4:30 PM PDT

(1:00 PM MDT | 2:00 PM CDT | 3:00 PM EDT | 8:00 BST | 9:00 CEST)

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Members

EXECUTIVE COMMITTEE	Sandy Banks Deidre Schwartz Jennnifer Wellman	Kevin Swartz Brittany Spinner Dallas Bentley Lanee 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 Bishoff Mary Ann Thornam Wanda Luna	Kim Faith Shana McCullough-Downing Stephanie Deshaies	Leonardo Luciano Melissa Petersen	CORPORATE PARTNER AMBASSADORS	Nancy Micsko Emily Mueller Kelly Ponder Adam Tooter
CHAIRS	Stacy Garcia Rachel Berkin David Shove-Brown Michael Quaglia Stacy Elliston	Mike Webb Allie Oroski Katie Zuidema Natalie Sheedy Helen Reed	Hope Quintanar-Case Todd Fuller Joclyn Nevels Casie Idle	BRAND AMBASSADORS	Luisa Gonzalez Karyn Faryna Justine Cali Henri Munyengango My Nguyen Alvaro Montoya Leslie Shammas
				MEDIA AMBASSADORS	Stacy Rauen Keisha Byrd Simmy
HOUSE OF DELEGATES	Macelle Albelda Rita Bancroft Jeannette Chacon Kyla Chambers Enrico Cleva Charlene Collins Danielle Nowak Diane Smith Adelita Rosenberg	Aurora Salinas Micaela Wender Eric Fernandez Jessica Galdamez Denise Ganson Kris Hanson Kelly Ann Hennessy Amelia Hoover Jamie Hysell	Sadie Makarechi Coulter Michael Sautner Lynette Stende Haley Taylor Sonia Miles Katie Smith Laura Herzog Celine Marcotte Megan May	Allie Oroski Gwendoline Theodet Stephanie Thompson Martha Vlahakis Sarah Whitman Carole Roach Kelly McCallister Demi Melissinou Tiffany Miller-Baker Melissa Petersen	Erica Puccio Kathryn Quinn Scott McSherry Mizuki Davis Jennifer Hardy Mark Logston Tammy Diniz Liz Wilhite

Agenda

CALL TO ORDER	Sandy Banks	5 Minutes
ESTABLISHMENT OF QUORUM/ ACCEPT MINUTES	Jennifer Wellman	2 Minutes
PRESIDENTS WELCOME	Sandy Banks	5 Minutes
FINANCIAL REPORT	Susan Huntington	2 Minutes
SCHOLARSHIP	Brittany Spinner	2 Minutes
EID	Valerie Coleman	2 Minutes
EDUCATION	Dallas Bentley	2 Minutes
MEMBERSHIP	Lanee Burns	2 Minutes
REGIONAL TRADESHOWS	Jena Seibel	2 Minutes
EVENTS – BRANDED	Deidre Schwartz	2 Minutes
COMMUNICATION/SOCIAL MEDIA	Helen Reed	2 Minutes
LEADERSHIP CONFERENCE PARIS 2025	Gwendoline Theodet/Jonathan Young	2 Minutes
LEADERSHIP CONFERENCE DC 2026	Shana McCullough-Downing	2 Minutes
BOARD TRAINING/STATEGIC PLANNING/NEXT STEPS	Jena Seibel/Trudy Craven	2 Minutes
INTERNATIONAL REPORT – UK/MILANO/PARIS	Jonathan Young	3 Minutes
INTERNATIONAL REPORT – CANADA & GENERATIONAL REPORT	Tara Witt	5 Minutes
BREAK		15 Minutes
BREAKOUT GROUPS		45 Minutes
Education Book Club	Mary Ann Thornam	
Mentoring at Chapter Level	Dallas Bentley	
M-Wrap for Chapter Board Meetings	Tara Witt	
Connecting with Educators in your Region	Brittany Spinner/Valerie Coleman	
NEW BUSINESS (items not on this or previous agendas)		
OLD BUSINESS (unfinished items from past meetings)		
MOTION TO ADJOURN		

Meeting Minutes from January 16th, 2025

Please refer to Appendix A, page 81

Board Reports

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.

MAY 2025

WHERE ARE YOU WITH YOUR GOALS SET IN JANUARY?

Martha's Mentors - Our committee received 23 very qualified mentor applications. So much so that we were able to match all but one with a mentee. Between Dallas and Stacy, the training went well and our pairs are well into their process. "Champions have been chosen to follow up with the pairs to ascertain how it is going. We will have a committee meeting on April 25th to hear the response. All in all a very strong start to our second year.

HAS ANYTHING BECOME AN OBSTACLE?

Only my very unforeseen health setback that prevented me from being as hands on as I would have hoped. Other than that, all went smoothly. We did have one pair fall off due to a pregnancy with one of our mentees. We had to drop the pair for this year with he hopes that they reapply next year.

GENERAL COMMENTS YOU'D LIKE TO SHARE:

I am back and engaged! Looking forward to a successful and active year.

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.

Minutes, Annual Budget and Chapter Business Plans 2024

MAY 2025

WHERE ARE YOU WITH YOUR GOALS SET IN JANUARY?

I have not kept up with the minutes as I had hoped to do.

I have started working with the education break out group for HD expo meeting. I had hoped to get involved in a committee task.

HAS ANYTHING BECOME AN OBSTACLE?

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.

MAY 2025

WHERE ARE YOU WITH YOUR GOALS SET IN JANUARY?

Goal #1: Most Chapter's have submitted their budgets; we are still waiting on two.

Reminders have been sent to those Chapters, and a reminder that budgets are due to INC mid- February.

Goal #2: People are doing great at booking travel early. This helps keep costs to a minimum, thank you so much for that! As mentioned, we will be sticking to our pre-determined caps, so be mindful of that.

HAS ANYTHING BECOME AN OBSTACLE?

Costs have gone up on everything, so we are watching expenses closely to maintain goal aspiration.

DESCRIBE THE ACTION PLAN/S DEVELOPED DURING THE BOARD MEETING BREAKOUT.

HAVE YOU REACHED OUT TO YOUR COMMITTEE MEMBERS AND ASSIGNED THEM A TASK?

GENERAL COMMENTS YOU'D LIKE TO SHARE:

2025 still has its challenges but I want to thank everyone for having a focused approach to managing and strengthening their finances. Watch that expenses are monitored, and we will be ok but ask everyone to be mindful and diligent please.

We are always hugely grateful to those who support us so faithfully. We know that budgets and sponsorships can be a real challenge, so do understand that securing these can be difficult!

Thanks once again to Jena for negotiating and yet again managing these sponsorships!

Bank Balances

Chapter	Updated Signature Cards 2025	Regional Tradeshaw Monies transferred to clubs in 2025	Fundraising/ Donation/Inte rest Monies transferred to Scholarship Acct in 2025	Checking Bal	Date	Scholarship Bal	Date	Mutual Fund
Arizona	Yes			50,303.31	3/31/25	40,575.39	3/31/25	
Atlanta	Yes			185,116.78	3/31/25	146,165.05	3/31/25	
Chicago	Yes			276,042.07	3/31/25	85,011.56	3/31/25	
Dallas	Yes			146,326.63	3/31/25	278,319.14	3/31/25	
Las Vegas	Yes			78,381.12	3/31/25	58,254.19	3/31/25	
Los Angeles Founding	Yes			178,174.72	3/31/25	102,306.19	3/31/25	
Milano				8,172.04	4/10/25	26,612.98	4/9/25	
New York	Yes			209,053.13	3/31/25	109,227.58	3/31/25	
North Central	Yes			105,409.74	3/31/25	40,125.56	3/31/25	
Northwest	Yes			282,675.70	3/31/25	130,691.23	3/31/25	
Paris						6,975.57	4/1/25	
Rocky Mountain	Yes			116,409.52	3/31/25	82,049.04	3/31/25	
San Francisco Bay Area	Yes			41,641.07	3/31/25	200,855.85	3/31/25	
South Florida	Yes			39,432.25	3/31/25	68,948.76	3/31/25	75,000.00
Sunshine	Yes			95,475.07	3/31/25	82,527.49	3/31/25	157,482.18
Toronto				75,798.43	4/22/25	37,860.28	4/22/25	
United Kingdom				32,954.90	4/22/25	23,097.90	4/22/25	
Washington DC Metro	Yes			122,325.90	3/31/25	255,011.59	3/31/25	
				2,044,314.63		1,774,406.43		
<u>Regional Groups</u>								
Atlantic City				4,091.77	3/31/25	20,783.54	3/31/25	
Cincinnati				18,279.15	3/31/25	8,436.37	3/31/25	
Hawaii				12,093.52	3/31/25	27,870.34	3/31/25	
Houston				12,107.16	3/31/25	59,311.83	3/31/25	
Memphis Mid South				41,206.61	3/31/25	36,095.44	3/31/25	
New England				13,153.09	3/31/25	15,689.87	3/31/25	
North Carolina				8,533.67	3/31/25	14,328.31	3/31/25	
Orange County				9,158.64	3/31/25	53,217.93	3/31/25	
Pittsburgh				8,316.34	3/31/25	5,928.24	3/31/25	
South Carolina				2,861.85	3/31/25	2,450.18	3/31/25	
San Diego						19,810.78	3/31/25	
Vancouver				264.05	4/22/25	29,058.29	4/22/25	
Virginia						12,403.98	3/31/25	
NEWH, Inc.- Checking				386,192.72	3/31/25			
NEWH, Inc. - ACH Account				33,238.16	3/31/25			
NEWH, Inc.- Scholarship				181,943.06	3/31/25			
NEWH, Inc.- Cliff Tuttle Scholarship				9,110.17	3/31/25			
NEWH, Inc.- Money Market				407,618.29	3/31/25			
NEWH, Inc.- Money Market Long-Term Reserve				479,038.10	3/31/25			
NEWH, Inc.- Checking Reserve				86,116.58	3/31/25			
NEWH, Inc.- CD				100,000.00	3/31/25			
NEWH, Inc. Acct. in Canada (Checking)				32,483.45	3/31/25			
NEWH, Inc. Acct. in Canada (Savings)				20,644.33	3/31/25			
NEWH, Canada, Inc.				72,500.27	4/22/25			
NEWH, Canada Visa Security				10,474.39	4/22/25			
NEWH, United Kingdom No. 2				31,135.95	4/22/25			

2025 Budget

2025 ACTUAL			
		INCOME	EXPENSE
President		-	1,200.00
President Elect		-	-
Past President		-	-
Executive Adviser		-	-
VP/Int'l Relations		-	411.59
Secretary		-	-
	Board Training	-	5,573.07
Vice President Finance		-	-
	Fundraising	9,639.12	-
	Travel / Delegate	-	202.88
Vice President/Scholarship		-	-
	Scholarship	2,610.00	-
	BrandED	-	-
	Clifford Tuttle Scholarship	6,000.00	-
	Elite Expositions	-	-
	Green Voice Scholarship	-	15,000.00
	HDAC Scholarship	-	5,489.52
	ICON Scholarship	-	30.00
	SOHE Scholarship	10,000.00	1,016.88
	Vendor Scholarship	7,500.00	16,788.66
	Women Leaders in Hospitality Scholarship	-	-
Vice President/Education		-	326.85
	Education	-	-
	ED Online	-	-
	Green Voice Education	-	277.95
	Martha's mentors	-	1083.3
Vice President/MEMBERSHIP		-	-
	Membership	196,556.81	82,244.94
	Student relations	-	-
	TopID	-	-
Vice President/EVENTS		-	-
	BRAND PROGRAMS	36,750.00	-
	NEWH Conferences	52,655.44	31,734.06
	BrandED Events	9,458.44	21,440.63
Vice Pres/Communications		-	-
	Social Media	-	-
	designLINQ	-	-
Vice President/EID		-	-
	Diversity	-	473.97
Administration		75.00	481,353.94
	Chapter Reimbursables	936,214.20	562,751.07
	Corporate Partner Development	300,375.00	9,900.98
	Founders Circle	-	-
	Programming/Virtual	-	-
	Marketing	117,317.00	160,430.70
	NEWH Awards	-	7,790.54
	Tradeshows/USA	-	478.41
	Tradeshows/Regional	414,348.50	133,787.96
	NEWH Governing Board Mtg.	-	3,089.48
	Printed Collateral	-	4,803.52
	Website	4,900.00	14,259.24
	Bank/Credit Card	9,828.85	14,315.32
		2,114,228.36	1,576,255.46

2025 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	PATRON	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	SUPPORTING	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
W A L T E R S	SUPPORTING	2012

Director/Fundraising, Kim Faith

JOB PURPOSE

Provide oversight and support for fundraising activities of NEWH, Inc. Chapters and regional groups
Ensure NEWH, Inc. standards and practices for fundraising are understood and followed by chapter boards, regional group steering committees, and fundraising directors

MAY 2025

GOAL STATUS

I have had one meeting with chapter fundraising chairs. There are two more planned.

SUPPORT NEEDED

No, I have everything I need.

FEEDBACK TO NEWH INC.

No. Are you referring to being on my committee?

ADDITIONAL COMMENTS

Had a great fundraising chapters meeting. There were four very accomplished chapter chairs. Our discussion consisted of sharing fundraising ideas and successes. We also discussed attracting owner/managers as members and what they might gain from membership. Everyone took something useful with them from the meeting.

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.

MAY 2025

WHERE ARE YOU WITH YOUR GOALS SET IN JANUARY?

GOAL 1: Scholarship, education and student relations to form a committee to combine forces for the Scholarship Alumni Circle + BDNY/HD mentorship walk/portfolio review.

- We have kicked off the conversations and ready to work towards successful events at the regional tradeshow and BDNY.

GOAL 2: Review the differences between International Scholarships and our National Scholarships to help find ways that each can learn from each other.

- We have scheduled to start this the second quarter this year.

HAS ANYTHING BECOME AN OBSTACLE?

GOAL 1: Commitment from students is always difficult but we are looking for additional ways to get them to see the value in these walks and coming to our events.

DESCRIBE THE ACTION PLAN/S DEVELOPED DURING THE BOARD MEETING BREAKOUT.

There were no action items from the most current scholarship session.

HAVE YOU REACHED OUT TO YOUR COMMITTEE MEMBERS AND ASSIGNED THEM A TASK?

Our scholarship team has been in communications with our scholarship directors in several ways and we look forward to including them in outreach for the regional tradeshow and BDNY student walk events.

GENERAL COMMENTS YOU'D LIKE TO SHARE:

There is an increase in interest on getting more outreach into high schools to tell them about hospitality related positions.

Director/Scholarship, Barbara Bischoff

MAY 2025

WHERE ARE YOU WITH YOUR GOALS SET IN JANUARY?

Scholarship: 2025 Goals

1. Continuing last year's initiative to set up one-on-one meet/greet calls with directors to discuss a range of topics to improve scholarships.
1. Sub Goal: Kick-off internal discussions about how to identify and engage high schools that have hospitality programs as part of their curriculum.
2. Review the differences between International Scholarships and our National Scholarships to help find ways that each can learn from each other.
3. Sub Goal: Help the Milan Chapter to start the scholarship process.
4. Evaluate use of AI in student applications and potentially explore refining the application scoring system to assess AI-assisted applications while ensuring originality and creativity. This could be something to develop over time

HAS ANYTHING BECOME AN OBSTACLE?

Lessons Learned:

- During the first trimester, the Scholarship Team organized three training sessions per month (early February, March, and April). These sessions were designed to train scholarship directors from both national and international chapters about the scholarship process. As a result, the 1-on-1 sessions have been postponed until after the first trimester to avoid overwhelming directors with too many meetings.

One key finding was that some international chapters, specifically those in the UK and Paris, have scholarship processes that differ significantly from the US model. This discrepancy can cause confusion during training sessions. On the other hand, the training sessions for the Canada and Milano chapters have been found to be beneficial.

In terms of AI evaluation, we have created a draft outlining AI application guideline. These guidelines are intended to inform NEWH chapters about the use of AI in scholarship applications and raise awareness only for this year. The Scholarship Application Evaluation Criteria will continue to evolve over time.

DESCRIBE THE ACTION PLAN/S DEVELOPED DURING THE BOARD MEETING BREAKOUT.

We did not have any action items from the previous breakout session at last ibod.

HAVE YOU REACHED OUT TO YOUR COMMITTEE MEMBERS AND ASSIGNED THEM A TASK?

We did not have any action items from the previous breakout session at last ibod.

GENERAL COMMENTS YOU'D LIKE TO SHARE:

Added in Lessons learn above.

2025 SCHOLARSHIP AWARDED BY CHAPTER

Chapter	2025	#	Total Given
Arizona		142	183,050.00
Atlanta		198	590,865.00

Atlantic City/Philadelphia		21	91,000.00
Chicago		196	659,073.73
Cincinnati Region		11	33,000.00
Dallas	51,500.00	260	686,200.00
Hawaii Region		4	8,000.00
Houston Region		162	288,125.00
Las Vegas		215	652,604.92
Los Angeles Founding Chapter		399	1,018,598.00
Mid-South Region		7	22,500.00
Milano		5	Euro 2,500.00
New England Region		48	76,750.00
New York		284	928,000.00
North Carolina Region		9	29,500.00
North Central		63	149,000.00
Northwest		79	344,963.64
Orange County Region (Southern Counties)		80	129,650.00
Paris		3	EURO 5,265.24
Pittsburgh Region		10	26,200.00
Rocky Mountain		69	199,200.00
San Diego Region		3	3,000.00
San Francisco Bay Area		61	360,000.00
South Carolina		5	12,500.00
South Florida		130	325,450.00
Sunshine		118	428,500.00
Toronto		73	CAD 142,013.00
United Kingdom		43	GBP 74,750.00
Vancouver		15	CAD 44,000.00
Virginia Region		8	16,500.00
Washington DC Metropolitan		201	933,300.00
Ageless Living Collaborative		3	20,000.00
Clifford Tuttle Scholarship		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	24	123,750.00
HDAC Diversity Scholarship	10,000.00	9	45,000.00
NEWH BrandED/Accor		1	7,500.00
NEWH BrandED/Hilton		2	15,000.00
NEWH BrandED/Holland America		1	7,500.00
NEWH BrandED/Hyatt		3	18,091.49
NEWH BrandED/IHG		2	15,000.00
NEWH BrandED/Marriott International		4	30,000.00
NEWH ICON of Industry		29	150,000.00
NEWH Ken Schindler Memorial Scholarship		4	20,000.00
NEWH Leadership Scholarship		6	45,000.00

NEWH Women Leaders in Hospitality Scholarship Award		15		75,000.00
SOHE Scholarship/DELTA FAUCET COMPANY	5,000.00	1		5,000.00
SOHE Scholarship/MGROUP	10,000.00	1		10,000.00
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 – BERMANFALK	7,500	1		7,500.00
NEWH Vendor - Fabric Innovations Legacy		12		120,000.00
NEWH Vendor – Fabricut FR-One	7,500.00	19		88,500.00
NEWH Vendor – P/Kaufmann		7		70,000.00
NEWH Vendor – Séura		4		12,000.00
NEWH Vendor – Symmons		6		24,000.00
NEWH Vendor – Tarkett		2		20,000.00
NEWH Vendor – Woodcraft Design Competition	-	3		15,000.00
NEWH Vendor – Yellow Goat	-	1		5,000.00
TOTALS	\$ 111,500.00	3129	\$	9,607,826.78

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.

MAY 2025

WHERE ARE YOU WITH YOUR GOALS SET IN JANUARY?

The Director and chair level positions are filled and the committees seated and monthly or bi-monthly meetings are rolling along. Jocelyn stepped in as the EDonline chair and Mary Ann is getting comfortable in the Director position.

The Visual Glossary, though long delayed, is posted at newh.org/visual-glossary, and we are putting the final content up now. We are excited to do a soft launch and then incorporate this into Dallas's Education road show in DC, Los Angeles, Denver and Paris this year to draw attention.

The Education Committee is piloting a virtual book club program. We are compiling a shortlist of books related to design, hospitality, and/or leadership. We will read the book together and create the structure of the book club that can work in several time zones. We plan to launch, we hope, in the 1st quarter of 2026.

Martha's Mentors is progressing well with 22 matches. We will be conducting April feedback sessions with Mentors and Mentees. Each committee member is assigned to 3 mentors and 3 mentees.

Student relations is piloting Mentor Walks with students at the upcoming Regional Trade Shows - Miami and DC.

Green Voice struggled a bit to get speakers

HAS ANYTHING BECOME AN OBSTACLE?

No major obstacles. The quality of the committees helps tremendously. Time is always short. We are always having difficult fielding sessions at HDExpo.

DESCRIBE THE ACTION PLAN/S DEVELOPED DURING THE BOARD MEETING BREAKOUT.

There wasn't much of an action plan that emerged. It was mainly a "sharing info" and getting feedback. Jennifer Barross expressed interest in helping the committee going forward. I have reached out to her to seek her help with the Visual Glossary and Book Club.

HAVE YOU REACHED OUT TO YOUR COMMITTEE MEMBERS AND ASSIGNED THEM A TASK?

Yes. Jennifer Barross. I have asked for feedback on some of our ideas, but no tasks yet!

GENERAL COMMENTS YOU'D LIKE TO SHARE:

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.

MAY 2025

WHERE ARE YOU WITH YOUR GOALS SET IN JANUARY?

Goal #1

The first draft of the visual glossary has been submitted to Shelia Lohmiller by Jocelyn Nevels.

Goal #2

The submittals forwarded by AEC have been reviewed and added to EDOonline by Erika. Currently 4 additional submittals require review.

The online course offerings are being reviewed for update. Completion by 4/10.

Adding the connection to regional educational pursuits should be added to the committee goals.

HAS ANYTHING BECOME AN OBSTACLE?

1.The first obstacle I have encountered is MAT technology skills!.

2. Communication. The committee members feel much more comfortable speaking to Dallas than me.

Consequently he has been put in a position of doing more than overseeing.I hope to engage with committee members in Las Vegas and establish better lines of communication to solve this problem.

WITH THE IDEA THAT THOSE WHO ATTENDED YOUR BREAKOUT ARE INTERESTED IN VOLUNTEERING... HAVE YOU REACHED OUT TO THEM AND ASSIGNED THEM A TASK?

I have not personally reached out to anyone from the breakout meetings. I see possibilities to connect at the June Meeting. New committee members are critical to my success as the Director of Education.

GENERAL COMMENTS YOU'D LIKE TO SHARE:

My feet are only damp. I have been doing a lot of observing and what i am seeing is a need to connect the dots from the chapter level to the Education Committee to IBOD and finally hospitality industry, I want this education committee to make an impact in what we offer our membership. NEWH Is now a global entity, just as AIA, more than ASID and other professional organizations to many to mention. We need to present learning opportunities that support that global presence in the education we provide, even if only one speaker per trade show on addressing current trends. There are leaders in a number of areas of expertise most interested in being invited/associated with NEWH. we need to take advantage of these opportunities.

Communicating and convincing that to the committee will be a huge challenge and I am most interested in feedback.

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.

MAY 2025

WHERE ARE YOU WITH YOUR GOALS SET IN JANUARY?

We're thrilled to share that the Martha's Mentors program is off to the races in its second year! Our 2025 mentor and mentee pairs began meeting in March, and feedback from our check-ins has been overwhelmingly positive. The program has more than doubled in size — growing from 10 pairs in its inaugural year in 2024 to an expanded 21 pairs for 2025!

We're proud to share that two of our mentors from the first-year cohort were so inspired by their experience that they volunteered to return for a second year and have been paired with new mentees.

Our 2024 participants received a special thank-you gift — a custom suede bag and enamel lapel pin featuring the Martha's Mentors bird-in-flight logo — symbolizing growth, connection, and new beginnings. Certificates will also be sent to celebrate their completion of the program.

Additionally, we're excited to report that there is already a strong waiting list of both mentors and mentees eager to participate in future cohorts — a testament to the value and impact of the program.

As a reminder, the program has been refined with the following criteria:

- Mentors must have a minimum of 10 years of hospitality industry experience.
- Mentees are professionals with fewer than 5 years in the hospitality industry or in a new role within the industry.
- Please note: This program is not open to students.

COMMENTS

We encourage all board members to continue spreading the word and referring qualified friends, colleagues, and peers who would be a great fit for this growing and impactful program.

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.

MAY 2025

WHERE ARE YOU WITH YOUR GOALS SET IN JANUARY?

We have created the Membership Competition and it has started and it is going great so far. We 17 chapters that are participating in competition. 5 Regional Groups that are participating. So a total of 22 chapters/regional groups that are participating in competition.

We have also indicated that we would review that website to update the membership content on the website. At next meeting in June and we will ask for volunteers to work with the Membership Director to update the content on the website.

TopID is going well. We have included designLINQ into the judging of TopID. Stacy is doing a great job with managing this. We have also found someone to shadow Stacy this year to be the TopID chair next year. That person is Katie Smith who is in the Los Angeles Founding Chapter

HAS ANYTHING BECOME AN OBSTACLE?

Our only obstacle is really just time.

DESCRIBE THE ACTION PLAN/S DEVELOPED DURING THE BOARD MEETING BREAKOUT.

The action plan from January is to continue to remind our Membership Directors and members what the benefits are in NEWH

HAVE YOU REACHED OUT TO YOUR COMMITTEE MEMBERS AND ASSIGNED THEM A TASK?

Membership meets every other month with all membership directors. So we will not be adding others to our meetings every other month

Director/Membership, Wanda Luna

JOB PURPOSE

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

MAY 2025

WHERE ARE YOU WITH YOUR GOALS SET IN JANUARY?

We are on track, we planned to have a membership competition with all chapters and 17 Chapters and 5 regional groups are participating and are excited! We can see the growth.

HAS ANYTHING BECOME AN OBSTACLE?

We are trying to motivate each chapter to post on social media about the competition and NEWH benefits and it's been a challenge. I am working on it right now. I will contact the chapters via email and check on updates along with providing ideas.

WITH THE IDEA THAT THOSE WHO ATTENDED YOUR BREAKOUT ARE INTERESTED IN VOLUNTEERING... HAVE YOU REACHED OUT TO THEM AND ASSIGNED THEM A TASK?

No, our breakout was regarding what are the NEWH Benefits. Below is the summary:

1. We asked what was the Benefit of NEWH
 - a. Networking
 - b. Since of Belonging
 - c. Community
 - d. Travel
2. Spoke about other benefits for members
 - a. Magazine - Members can place things in the magazine like job promotions, babies, etc
 - b. Career Network
 - c. designLINQ for designers
 - d. Educational videos and videos of our dialogues and panels
 - e. Joyce Johnson Award
 - f. Mentorship (Martha Mentors)
 - g. TopID
 - h. Giving Scholarships
3. We showed them the website and the things under membership
 - a. our brochures that can be sent out digitally

4. Opened up for discussions of what chapters are doing well

a. We talked about the Trend Tour with Stacy Garcia

b. Breaking up the past member list and having people on the board contact them

We also suggested to use the NEWH resources website for ALL the information needed or to contact us for any questions.

GENERAL COMMENTS YOU'D LIKE TO SHARE:

We are delighted the chapters are willing to participate and are being proactive. Now, we need to motivate them to post on social media!!

Membership Report by Chapter

CHAPTER	As of 11/1/2024		2025 YTD		Change from 11/1/2024 (% , no S)	2025 YTD		2025 YTD		Voting	Non-Voting	Students
	Voting and Non-Voting Members	With Students	Voting and Non-Voting	With Students		Non-Renewals		New Members + Past Returning				
Arizona/New Mexico	122	191	147	225	20%	20	30%	13	11%	114	33	78
Atlanta	325	559	324	493	0%	35	11%	30	9%	240	84	169
Chicago	279	375	307	368	10%	22	8%	17	6%	243	64	61
Dallas	358	502	388	534	8%	33	9%	52	15%	308	80	146
Las Vegas	248	320	255	392	3%	33	13%	32	13%	199	56	137
Los Angeles Founding	241	291	260	310	8%	25	10%	45	19%	225	35	50
Milano	118	139	90	113	-24%	16	14%	13	11%	68	22	23
New York	364	440	368	464	1%	42	12%	52	14%	297	71	96
North Central	167	380	181	369	8%	9	5%	18	11%	109	72	188
Northwest	153	219	168	215	10%	17	11%	17	11%	130	38	47
Paris	63	65	83	89	32%	8	13%	40	64%	79	4	6
Rocky Mountain	186	272	211	277	13%	11	6%	17	9%	169	42	66
San Francisco Bay	187	244	202	251	8%	16	9%	24	13%	156	46	49
South Florida	242	313	257	302	6%	30	12%	27	11%	200	57	45
Sunshine	280	383	278	357	-1%	18	6%	23	8%	212	66	79
Toronto	189	374	182	321	-4%	17	9%	17	9%	91	91	139
United Kingdom	169	199	183	203	8%	25	15%	37	22%	138	45	20
Vancouver	119	209	139	227	17%	5	4%	16	13%	96	43	88
Washington DC Metro	270	359	291	374	8%	27	10%	27	10%	226	65	83
Atlantic City/Philadelphia	101	204	125	234	24%	5	5%	12	12%	89	36	109
Cincinnati Region	56	80	62	92	11%	1	2%	6	11%	54	8	30
Detroit Region	16	41	59	87	269%	0	0%	40	250%	51	8	28
Houston Region	105	194	114	183	9%	13	12%	9	9%	76	38	69
Mid-South Region	129	201	137	212	6%	23	18%	17	13%	99	38	75
New England Region	112	135	110	130	-2%	16	14%	6	5%	84	26	20
North Carolina Region	86	155	98	155	14%	9	11%	11	13%	64	34	57
Orange County Region	109	141	114	137	5%	16	14.7%	17	16%	88	26	23
Pittsburgh Region	38	86	44	109	16%	2	5.3%	3	7.9%	28	16	65
Regional Members	56	64	64	67	14%	12	21.4%	9	16.1%	42	22	3
South Carolina Region	26	36	28	69	8%	2	7.7%	4	15.4%	23	5	41
Updated 16-April-2025	4914	7171	5269	7359	7.20%	508	10.3%	651	12.4%	3998	1271	2090

Membership Competition Update

CHAPTER	New 2024 Voting Members 1/1/2024 to 10/24/2024	Chapter Goal % of New Voting Members Growth 10/24/2024 – 10/31/2025	Target of New Voting Members Growth 10/24/2024 – 10/31/2025	New Voting Members 10/24/24 to date	Competition Standing as of 4/16/2025
Arizona (Phoenix)	22	30%	29	24	3
Atlanta	62	20%	75	27	16
Chicago	71	15%	82	17	22
Dallas	73	10%	81	46	7
Las Vegas	60	10%	66	29	14
Los Angeles Founding Chapter	55	20%	66	39	5
Milano (Italy)	44	10%	49	10	23
New York	112	10%	124	48	17
North Central (Minneapolis)	21	5%	23	18	4
Northwest (WA, OR, ID, MT, AK)	35	0%	35	16	
Paris	32	55%	50	36	2
Rocky Mountain (Denver)	50	10%	55	15	21
San Francisco Bay Area	45	7%	49	24	9
South Florida (Miami)	58	0%	58	25	
Sunshine (Central FL)	65	10%	72	20	20
Toronto	23	30%	30	14	8
United Kingdom (London)	55	20%	66	28	11
Washington DC	49	8%	53	24	13
Vancouver (British Columbia)	40	20%	48	13	19
REGIONAL GROUPS					
Atlantic City-Philadelphia Region	22	25%	28	11	12
Cincinnati Region	11	0%	11	5	
Detroit Region	16	332%	70	37	1
Houston Region	21	8%	23	9	17
Mid-South (TN, MS, AR) Region	31	15%	36	16	10
New England Region (Boston)	32	0%	32	6	
North Carolina Region	23	0%	23	11	
Orange County Region (California)	29	20%	35	14	15
Pittsburgh Region	8	0%	8	3	
South Carolina Region	6	5%	7	4	6

NOTE: Competition standing is determined by what chapter/region has the highest increase in percentage of new members. (The standing is not determined by who has the most members because it doesn't make for a fair playing field for chapters/regions of different sizes.)

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.

MAY 2025

COMMENTS

The Nomination period for TopID 2026 is open and in full swing. Individual chapter committees are now in their reach out phase to their eligible firms.

Nominations close on June 13th!

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.

MAY 2025

WHERE ARE YOU WITH YOUR GOALS SET IN JANUARY?

Goal 1

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.

One of two keynote speakers under contract: Victoria Labalme for first day keynote VIP reception and President's Dinner confirmed and under contract, Breakout sessions identified and under development, Power Talks planning underway

Goal 2

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.

6 annual sponsors under contract

Virgin Hotels added as a Program Partner Brand

Sonesta Hotels added as a Program Partner Brand

Successful event 2/20 at voco Chicago Downtown

4/24 event at Virgin Hotel New Orleans

4 additional hotels identified and being firmed up with schedule

Team working on Leadership Conference BrandEDs (2) – March 2026

HAS ANYTHING BECOME AN OBSTACLE?

None that are insurmountable at the moment

DESCRIBE THE ACTION PLAN/S DEVELOPED DURING THE BOARD MEETING BREAKOUT.

The breakout session at BDNY was incredibly helpful in drafting out ideas for breakout sessions to target. At present, we have more than enough ideas to fill the 18 breakout sessions slots.

HAVE YOU REACHED OUT TO YOUR COMMITTEE MEMBERS AND ASSIGNED THEM A TASK?

Yes, we continue to reach out to the stakeholders identified as well as subject matter experts who can help contribute to developing the sessions and/or be part of the panel discussion

GENERAL COMMENTS YOU'D LIKE TO SHARE:

A huge thank you to all the chapters who have hosted a BrandED in their chapters. We appreciate your enthusiasm and hard work to make sure these valuable events are well attended by your local community. We received great feedback from many chapters who would like to have a future BrandED event and are working with our Brand Partners to bring these forward over the next 12-18 months.

Director/NEWH Conferences, Shana McCullough-Downing

JOB PURPOSE

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

MAY 2025

WHERE ARE YOU WITH YOUR GOALS SET IN JANUARY?

Goal 1: Secure Keynote Speakers and go to contract with VIP Party Space.

We have 80% completed this goal. We have secured our 1st day Keynote and the VIP Party Space. We are still working to narrow down options and secure our 2nd day Industry Keynote speakers.

HAS ANYTHING BECOME AN OBSTACLE?

Finding industry Keynotes that have done keynote speaking engagements before and would be engaging and relatable within our theme and free of charge is mildly challenging but not a true obstacle. We are working on vetting different people to make sure we find the proper person to fill the role.

WITH THE IDEA THAT THOSE WHO ATTENDED YOUR BREAKOUT ARE INTERESTED IN VOLUNTEERING... HAVE YOU REACHED OUT TO THEM AND ASSIGNED THEM A TASK?

We have been working with many of the volunteers on ideas for panels and will dig deeper into that in the upcoming months as we finalize which panels are going to be produced and which ones hit the cutting room floor.

GENERAL COMMENTS YOU'D LIKE TO SHARE:

We are meeting weekly and often 2-3 times a week still to make sure we are on tracking and moving forward with all of the events, panels, and people that it takes to make the Leadership Conference the best it can be. Stay tuned for more information as we can share it!

Director/Brand Programs, Stephanie Deshaies

JOB PURPOSE

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

MAY 2025

WHERE ARE YOU WITH YOUR GOALS SET IN JANUARY?

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.

6 BrandED Events are identified with only one remaining to be confirmed with a date.

2.) Confirm 6 sponsors by the end of January 2025

Ensure any non-renewals for BrandED Partner Sponsor are back filled.

6 sponsors were confirmed in January

Goal 1 Measure:

1.) When yearly schedule is issued to sponsors by the end of Q1

The schedule should be confirmed by mid-month in April. The team decided it was important to be under contract with the properties before publishing a schedule to the sponsors and the public.

2.) When we have 6 sponsors under contract by January 30th 2025 - Complete

Goal 1 Major Milestones:

1.) BrandED Event Schedule:

- Hold meeting with Brand Ambassadors Early January 2025 - Brand Ambassador Meeting held on Jan. 23rd
- Reach out to Chapter Presidents to confirm interest and potential locations for BrandED events. Survey of Chapter Presidents was completed in early February
- Reach out to Brand Ambassadors to liaise the Brand with the location. - Complete
- Brand Chairs assigned - Complete
- Sponsors are updated in real time. - In process
- Final schedule issued March 30th 2025 - In process
- Begin 2026 Scheduling by September 30th 2025 - In process (ahead of schedule)

2.) BrandED Sponsor Partners

- Meet sponsors and potential sponsors on December 18th 2025 - Complete
- Confirm sponsor renewals on BrandED call on December 20th 2025 - Complete
- Identify how many spots need to be backfilled on call on December 20th 2025 - Complete
- Have Kate Nesbett reach out to CP waitlist to gauge interest in becoming a BrandED Sponsor - Complete
- Determine strategy for new vendors to reach out to and assign to BrandED team member - Complete
- Confirm agreement with any new sponsors - Complete
- Contracts signed by January 30th 2025 - Complete

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: Sonesta and Virgin Hotels have been added as NEW BrandED Partners

Goal 2 Measure: We will have grown our Brand Partners to a minimum of 7 Brands. - Complete 8 Brand Partners

Goal 2 Timing: Start Immediately (underway). End by June 30th 2025.

Goal 2 Major Milestones: BrandED Partners Complete

- Target our desired Brands
- Identify best contact
- Verbally communicate benefits to Brand contact
- Identify members 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 - This milestone was eliminated by team

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 (we learned that there is no BrandED Agreement, email commitment was used to confirm.
- Follow up potential candidates to gain commitment.
- Pursue signed Agreement by June 30th 2025 - both Sonesta and Virgin Hotels are committed
- Schedule First BrandED

HAS ANYTHING BECOME AN OBSTACLE?

Obstacles:

The Hospitality Industry is very busy. Our Brand Partners are stretched thin. 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 and Chapters.

WITH THE IDEA THAT THOSE WHO ATTENDED YOUR BREAKOUT ARE INTERESTED IN VOLUNTEERING... HAVE YOU REACHED OUT TO THEM AND ASSIGNED THEM A TASK?

I have not.

GENERAL COMMENTS YOU'D LIKE TO SHARE:

If any Chapters are interested in NEWH Inc bringing BrandED to their Chapter in 2026, 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.

MAY 2025

WHERE ARE YOU WITH YOUR GOALS SET IN JANUARY?

The EID committee's goals for this year have included:

- 1) Ensuring the EID directors are comfortable knowing this committee platform is their safe space to seek assistance, vet ideas, and become more educated around the topics of EID.
- 2) Focusing on delivering relevant and educational content through the EID dialogue sessions at the large trades shows.
- 3) Developing and finalizing the criteria for the Best in Accessible Design (B.A.D.) Award.

HAS ANYTHING BECOME AN OBSTACLE?

The obstacle of time prevented us from securing a speaker in time for the HD Expo Vegas dialogue session, so the committee is focused on creating a good discussion for the BDNV 2025 show.

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.

MAY 2025

WHERE ARE YOU WITH YOUR GOALS SET IN JANUARY?

Still working on the B.A.D. Award framework to submit to Executive board for review. We should be able to submit by May.

HAS ANYTHING BECOME AN OBSTACLE?

We were unable to secure a topic for the HD Las Vegas EID Panel and will not have a panel discussion until BDNV. No other obstacle's at this point.

WITH THE IDEA THAT THOSE WHO ATTENDED YOUR BREAKOUT ARE INTERESTED IN VOLUNTEERING... HAVE YOU REACHED OUT TO THEM AND ASSIGNED THEM A TASK?

We have a B.A.D Award subcommittee and a subcommittee to ensure we have out NEWH EID Material submitted in time.

GENERAL COMMENTS YOU'D LIKE TO SHARE:

Everyone is wondering how EID will change for the NEWH with the new administrations platform to kill all EID initiatives.

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.

MAY 2025

WHERE ARE YOU WITH YOUR GOALS SET IN JANUARY?

On track!

HAS ANYTHING BECOME AN OBSTACLE?

Not a thing

DESCRIBE THE ACTION PLAN/S DEVELOPED DURING THE BOARD MEETING BREAKOUT.

There was no communications breakout

HAVE YOU REACHED OUT TO YOUR COMMITTEE MEMBERS AND ASSIGNED THEM A TASK?

This does not apply to communications since we didn't have a breakout

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.

MAY 2025

WHERE ARE YOU WITH YOUR GOALS SET IN JANUARY?

My main goal was to meet with each marketing director to discuss how their marketing teams work, how tasks are delegated and how it's working out for them. So far, I've met with two chapters to discuss how things are going. After reviewing with Helen, VP of Communications, it seemed prudent to reduce the outreach from every chapter to ten chapters. My secondary goal was to fill the open chair position for international relations. We did have one person offer to be in this position but the preference is for someone in an international chapter to fill this position.

HAS ANYTHING BECOME AN OBSTACLE?

The initial goal to reach out to all chapters proved to be time challenging but revising the goal to ten chapters seems much more manageable. I've also worked with Helen to identify which chapters would be best to reach out to. For the secondary goal, I need to do more outreach to international chapters to find a chair for the open position.

WITH THE IDEA THAT THOSE WHO ATTENDED YOUR BREAKOUT ARE INTERESTED IN VOLUNTEERING... HAVE YOU REACHED OUT TO THEM AND ASSIGNED THEM A TASK?

Yes, the chair roles that are currently filled are very active and take great initiative to coordinate monthly meetings with Membership, EID, Scholarships, etc. The chairs come prepared to our internal check ins with updates on what the chapters are doing and goals for marketing to help support them. Helen has done an excellent job in coordinating our internal meetings as well as monthly communications chapter calls.

GENERAL COMMENTS YOU'D LIKE TO SHARE:

As part of the San Francisco chapter, I've always been impressed with their dedication. Now that I serve on this IBOD, I'm equally as impressed with the dedication and thoughtfulness each person brings to this board.

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 / May Board meetings

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.

MAY 2025

GOAL STATUS

Since January, I have successfully completed my Goal 1, which focused on helping the Executive Committee become more comfortable and consistent in their use of Google Drive. Through one-on-one sessions and follow-up at EC meetings, we've made strong progress in making Drive our shared workspace for collaborative, secure documentation.

Goal 2, I've begun work on a longer-term initiative to establish NEWH as a thought leader in the industry. I will be formally releasing the summary of the Intergenerational Sustainability Framework, a project developed over the past few years. The goal is to make this template a recurring, biennial study that provides value to members while creating revenue opportunities and reinforcing our relevance in the global design and hospitality community.

OBSTACLES

The primary challenge lies in navigating new territory for NEWH. Releasing a member-focused research product—and making it both useful and monetizable—will require a fresh perspective and alignment on platforms, systems, and marketing strategies to support it. Ensuring content can be easily accessed, shared, and promoted will be key.

ADDITIONAL UPDATES

I will continue to support the rollout of the M-Wrap framework, which was used at Strategic Planning in Milliken. Feedback from chapters who have implemented it has been overwhelmingly positive, with many noting its role in keeping meetings on track and outcomes action oriented.

GENERAL COMMENTS

In this period of economic uncertainty, the value of NEWH membership has never been more important. Now is the time to lean into our networks, amplify our unique perspectives, and reinforce the strength of our community. I look forward to contributing to efforts that ensure NEWH continues to be a trusted, relevant resource for our members across the globe.

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.

MAY 2025

Following the successful launch and implementation of the European BrandED programme we are now planning the events for 2025, and looking to capitalize on them across Europe. With the Leadership Conference in Paris in June we have made the decision to push back the programme of events until the second half of the year with the first event taking place with Hilton Hotels at the Hilton La Defense in Paris in September. This will help with Six Senses Hotels, who have pushed back the opening of their first London property which is home to the original Whiteleys department store, until October 2025. In addition, we have Belmond Hotels looking at hosting at one of their Italian resort hotels.

We are pleased to report that Dedar Fabrics have signed up as a BrandED sponsor for 2025 and whilst we continue to look for new companies to support the initiative we are also hoping that our Founding Partners will return.

On the back of the success of BrandED Europe and the growing request for European companies to get more involved in NEWH and support our events we have also created a European Partner programme giving businesses the opportunity to support BrandED. This also provides these companies additional benefits such as memberships, articles in European publications, and advertising in the NEWH magazine.

Of course, the highlight of 2025 will be the inaugural European Leadership Conference which is sold out already and will take place on June 23, 2025 in Paris. We have an impressive list of speakers and round table hosts and some very interesting topics for panel discussion such as Transatlantic teams and Luxury Travel. We still do have some sponsorship opportunities available and considerable interest which is great. This will be co-ordinated with a BD Match and Cityscene event held by Hospitality Design that will take place at the Renaissance Hotel 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.

As for the European chapters, Kevin Swart has taken over as UK Chapter President and has a terrific team in place with lots of new enthusiastic Board members. The UK Chapter events programme continues to build on the success of their Signature events, namely Top ID which took place this week, the Postcard event planned for June, the ED event planned for October, and the Annual Fundraiser and Scholarship Awards and Round Table event. This year they plan to separate the two events as the Round Table, which always supported the Fundraiser is big enough to stand alone. The Board also are planning hotel tours, creative events, and socials and are creating a packed schedule.

The same is happening with the Paris chapter as the new strong Board are arranging monthly events, in addition to all the work they are doing to support the European Leadership Conference planned for June. The Milano chapter also held its successful Top ID event in the first quarter of the year and this is quickly becoming a date in the industry calendar. All of the chapters in Europe are growing their membership, which highlights the events and profile being achieved.

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.

MAY 2025

WHERE ARE YOU WITH YOUR GOALS SET IN JANUARY?

We have had two meetings to determine the time schedule for PowerTalks Live to be held at the NEWH Leadership Conference 2026. We are committing to begin announcing to vendors in June 2025.

HAS ANYTHING BECOME AN OBSTACLE?

No obstacle thus far.

DESCRIBE THE ACTION PLAN/S DEVELOPED DURING THE BOARD MEETING BREAKOUT.

Not Applicable

HAVE YOU REACHED OUT TO YOUR COMMITTEE MEMBERS AND ASSIGNED THEM A TASK?

Not Applicable

Chapter Reports

Arizona/New Mexico

Adelita Rosenberg & Sarah Whitman, Delegates

CHARTERED MAY 5TH, 1995

MAY 2025

MEMBERSHIP:

We submitted a goal of 15% to Inc. 4 achieved new members to date with our discounted membership with our Stacy Garcia TT event

- we are planning a NM event, tentative for July 23rd to increase New Mexico membership
- sending out personal emails expired members to renew

- follow up emails sent to attendees from all recent events that are not current members asking them to join
- seeking a volunteer to assist in outreach

PROGRAMMING:

- Event Highlights
 - The Stacy Garcia Trend Tour on 2/20/25 was a sold-out event!
- Upcoming Events
 - April 4th - Chapter participation/representation at the Student Event at Helios
 - April 22nd - 2025 TopID celebration at The Henry test kitchen
 - June 5th - Supper Club at Elephante - details TBD
 - July 23rd - New Mexico membership mixer in Albuquerque - details TBD
 - CEU w/ focus on sustainability (Manninton sponsored + Green Voice) - details TBD
 - September TBD – Hotel Tour - details TBD
 - October 23 – Art Auction and Membership Appreciation
 - November 1 – Green Voice Event
 - December 4 – Honors Event

SCHOLARSHIP:

This year we plan on giving out again \$20,000, (4) \$5000.00 scholarships. we are actively working on getting more student membership with awareness campaigns on design student events.

FUNDRAISING:

Our NEWHonors Fundraising Event will be held on Thursday, December 4, 2025. We are actively pursuing an amazing location to beat our latest Wine & Dine event - and are still accepting committee members and judges to volunteer to help coordinate this event!

Our amazing annual sponsors this year are Silhouette Outdoor Furniture, Hill Associates, Momentum Textiles & Wallcoverings, BDL, and Kellex! We have an annual sponsorship total of \$7,000 for 2025.

Our Fundraising goal is to be well over a 40% earnings for our Honors event

OTHER CHAPTER HIGHLIGHTS:

CHAPTER/REGION GOAL:

We want increase membership from last year. Working on membership drives through our events and student awareness

REPORT BACK TO CHAPTER/REGION:

yes, report on other chapter activities.

the board loves to hear of new events and how we can strive to do better.

Atlanta

Megan May & Kelly McCallister, Delegates

CHARTERED OCTOBER 16TH, 1990

MAY 2025

MEMBERSHIP:

We had a Petal Party for our membership drive in February. It was a huge success.

PROGRAMMING:

We have a Toasty Tuesday the last every month. In January, it was held at the Atlanta Contemporary, where one of our owns husbands artwork was displayed. In February we held it at the Bold Monk and had over 40 people attend. In March it was held at a restaurant designed by one of our 2025 TopID winner, C&S Seafood and Oster bar where over 20 people attended. Tuesday of

SCHOLARSHIP:

Hasn't started yet, but the scholarship team is working on scheduling school visits in the summer as well as a round table with professors.

FUNDRAISING:

We had an amazing fundraising event. Good Connections was held in March and was a huge success. We had over 100 people there, designers, vendors, IHG and students. There was a panel and guest speakers.

OTHER CHAPTER HIGHLIGHTS:

2025 has started off as a great start for the Atlanta Chapter. We have already had awesome events and have many more scheduled throughout the year.

CHAPTER/REGION GOAL:

Our goal this year was to have annual chapter sponsors. We put the word out and it was a success. We have all of the sponsors posted at each event and depending on their level of sponsorship they are announced on our social pages, have products highlighted and given a shout out/Thank you! We hope to continue this in years to come.

Atlantic City/Philadelphia Region

Mikuki Davis, Steering Committee Chair

SEPTEMBER 9TH, 2008

MAY 2025

MEMBERSHIP:

AC/Philly is excited to participate in the 2025 Membership competition facilitated by INC! Looking at the March roster that was just circulated, we are happy to see that we have had a steady increase in overall Membership numbers (including students) so far this year. We have broken the 200 threshold and are committed to keeping the growth going!

PROGRAMMING:

We just recently hosted our first event of the year which was a presentation and tour of the newly renovated Westin Hotel in Center City Philadelphia. It was yet another sell-out event and was very well attended. Presentations were given by key stakeholders of the renovation including the primary custom caseworker, upholstery and textile vendor, and custom carpet vendor. We were then able to take guided tours of the guest rooms to show our guests first hand the installation details of what they just saw in the presentations.

SCHOLARSHIP:

This year we are thrilled to be able to award up to \$10,000 in scholarship to our local students. Last year we had a great amount of scholarship applications and we are aiming to match or beat it this year! Our Fundraising Gala on April 10th will be our major fundraiser for the year and will hopefully replenish our scholarship funds so that we can continue to award truly impactful scholarship amounts in the coming years as well.

FUNDRAISING:

We are extremely excited for our Fundraising Gala on April 10th in Philadelphia. This will be by far our largest event of the year with 300 esteemed guests and a fundraising goal of about \$40,000. This is the second time we are hosting this event after our first go at it in 2023. The 2023 Gala was extremely successful and our local industry has been buzzing about it since then, so we are very happy to bring the event back and give our community another Gala! The creative direction is based around the history of our venue which is the Please Touch Museum at Memorial Hall. It is one of the only remaining buildings that hosted the first World's Fair to ever be held in the United States in 1876. At the Exposition it was the Art wing and held all of the sculpture and fine art displays. Because of the history & art threads we are calling our event Starry Night at the Museum!

OTHER CHAPTER HIGHLIGHTS:

One highlight is that between the 2024 and 2025 board terms, only 1 board member had to step away due to other parts of her life ramping up and no longer having the time to commit to NEWH. Other than that, all 25 of my board members were so fulfilled and happy with their experience on the board that they immediately willing and excited to continue on the board. This truly warmed my heart and is a testament to how amazing my board members are!!

CHAPTER/REGION GOAL:

Our biggest goal is a successful Gala!! We have all hands on deck to make this happen and are on track for an incredible event.

REPORT BACK TO CHAPTER/REGION:

Yes, no feedback.

OUR CHAPTER/REGION WOULD LIKE HELP WITH:

How to increase membership? We are excited to participate in the competition but would love ideas on how to market the value of our membership to the industry! Thank you :-)

Staff note: In the Board Resources area of the website, under Membership, you will find a section called 'NEWH Membership benefits' with a link to [Ways to Show Member Value](#) as well as [Membership Benefits](#) – these will give you ideas of what to share with potential members as well as how to add value to your current members.

Chicago

Kelly Ann Hennessy & Amelia Hoover, Delegates

CHARTERED AUGUST 12TH, 1991

MAY 2025

MEMBERSHIP:

We are currently in the planning stages of our annual Membership Appreciation event, which will feature a flower bouquet-making activity as a gesture of thanks to our valued members. In parallel with this initiative, we aim to expand our membership base by focusing on attracting new business members, particularly within the design and procurement sectors.

PROGRAMMING:

The Programming and Membership team partnered for the first event of the year, a membership appreciation event, providing a great opportunity for networking in the industry and learning about floral design. In the summer of 2025, NEWH will be hosting a panel focusing on universal design.

SCHOLARSHIP:

Coming off a successful FY24 with 17 applicants from 9 different schools, and a total of \$48,000 in awarded scholarships, we're poised to make an even greater impact in FY25. We've started the year with a focus on outreach to schools via email marketing and in person visits, culminating in a mentorship meetup event this July where students can mix/mingle/and get advice from local professionals in Hospitality. We aim to award \$50,000 in scholarships to students this year, celebrating them at a hotel tour in the fall.

FUNDRAISING:

2025 Began our first year of implementing annual sponsorships from design firms and vendors in our area. We have successfully raised nearly \$110,000 as a chapter to help fund scholarships, networking, and programming events. Our annual Summer Social is taking place in June, with an anticipated attendance of over 200! Utilizing ticket sales and sponsorships, we anticipate raising a record high in 2025 for the Chicago Chapter.

OTHER CHAPTER HIGHLIGHTS:

We are off to a great start in 2025! As stated in our fundraising update we have secured around \$110,000 in sponsorships and our board is growing which has given us the resources to reach more of our community. We have spent more time reaching out to local schools to get the involvement of students and have added a community service chair this year. Exciting times ahead!

CHAPTER/REGION GOAL:

Our goal is to make sure we have committees for each event/program/ action we take so that it is not on the shoulders of one person. We have been strategic on setting this up each meeting and it has helped immensely.

REPORT BACK TO CHAPTER/REGION:

Yes! After every IBOD meeting we review as a chapter. Everyone always has great feedback and loves to hear whats going on. So much so that a decent amount of members join these meetings even though they're not required.

Cincinnati Region

Jennifer Hartig, Steering Chair

No report submitted for January / May Board meetings

Dallas

Micaela Sheffield & Liz Wilhite, Delegates

CHARTERED AUGUST 12TH, 1991

MAY 2025

MEMBERSHIP:

Sold out Membership Event at Top Golf on March 27th, ~36 teams
(March) Dallas Membership: 507

PROGRAMMING:

Saturday April 26th - Family Picnic at The Rustic
May 15th - Spring Social
September 11th -Hotel Tour/CEU
December 5th - Holiday Tour

SCHOLARSHIP:

45+ applicants
Interviewed 15 applicants on March 28th
We plan on awarding 11 recipients with ~\$52,000.00
Scholarships to be awarded at the joint scholarship dinner and fundraising gala on October 24th

FUNDRAISING:

Joint scholarship dinner and fundraising gala on October 24th
Venue is still TBH - director was looking into the Virgin Hotel but we had redlines on the contract, as well as negotiations.

OTHER CHAPTER HIGHLIGHTS:

CHAPTER/REGION GOAL:

1. Increase student engagement
 - Develop a social media campaign to highlight past scholarship winners
 - Poll chapter members/Board members for university affiliations. Reach out to schools/target professors to engage students.

REPORT BACK TO CHAPTER/REGION:

Yes - usually positive, but nothing comes to mind.

Detroit Region

Danielle Nowak, Steering Chair

MAY 2025

MEMBERSHIP:

We currently have 70 members and hope to increase this number as the year continues. We are focused on various membership drives that align with the chapter's quarterly events.

PROGRAMMING:

We had a great kickoff event in March which attracted about 60 ppl. Everyone is very excited about our group and we as a committee are looking forward to executing the next event. We have planned a women lead business panel for Q2 a hotel tour for Q3 and our TopID award event for Q4. Planning for 2026 has also begun. We currently intend to start the year off with an event in partnership with the Michigan IIDA chapter.

SCHOLARSHIP:

We are currently still looking for a scholarship director.

FUNDRAISING:

Our region is not currently participating in fundraising.

OTHER CHAPTER HIGHLIGHTS:

Our community is growing, and we've received a lot of support. Main highlights for this year include the chapter going from 0 to 70 in a matter of months. Our board of volunteers consists of 18 dedicated members. We had a wonderful kickoff event that attracted 60 attendees and an amazing visit from board members from our Chicago sister city. All this happening in the first quarter of the year has inspired and excited us for Q2.

CHAPTER/REGION GOAL:

Our mantra for the year is "Forward Progress" As a new chapter we have a lot to learn and processes to build. We don't intend to be perfect, and we will make mistakes as we are learning but we will progress our chapter. Our membership has already increased, we had a successful first event, annual sponsor support and positive feedback from our community. We look forward to more progress as the year continues and hope to launch a successful scholarship initiative in 2026

REPORT BACK TO CHAPTER/REGION:

Yes, last year was my first participation in this. I shared the meeting minutes with our regional group but didn't talk about the meeting in detail. This time I hope to collect some key items to share with our group and I am open to suggestions for how best to report back to the chapter.

OUR CHAPTER/REGION WOULD LIKE HELP WITH:

Has any chapter completed end of year board strategic planning events? We are looking to complete an end of year strategic planning in person meeting in order to develop our goals and activities for 2026. Would really appreciate some ideas on how to execute something like this successfully.

Staff note: There are several ways to approach this. The Detroit Region is currently scheduled to hold a Strategic Planning Workshop in 2026, facilitated by Trudy Craven. However, the Region could consider moving this session to the end of 2025 to better align with planning needs. This is a dynamic, four-hour interactive workshop conducted over Zoom. While Trudy provides the structure and guidance, the real progress comes from active participation. Strategic planning requires stepping back from daily operations to reflect on where the organization currently stands, where it wants to go, and how to get there. The workshop follows a structured approach to encourage strategic thinking. It begins by grounding participants in the mission statement, then progresses through a comprehensive analysis of strengths, gaps, opportunities, threats

(SGOT), stakeholders, customers, competitors, products and services, and the external environment in which the organization operates. From there, the focus shifts to prioritizing initiatives and setting clear, actionable goals. Many Chapters and Regions choose to host their own strategic planning sessions toward the end of the year. The Detroit Region could take a similar path by reviewing the training PowerPoint, which outlines the Steering Committee's roles and responsibilities, and engaging in a focused SGOT analysis to establish strategic goals for 2026.

Houston Region

Diane Smith, Steering Chair

CHARTERED FEBRUARY 17TH, 1992

MAY 2025

No report submitted.

Las Vegas

Kris Hanson & Laura Herzog, Delegates

CHARTERED MARCH 26TH, 1991

MAY 2025

MEMBERSHIP

As of last month, our membership has grown from 315 people in January to 385 people.

PROGRAMMING

See "OTHER CHAPTER HIGHLIGHTS" for recent programming success stories! We have events planned and booked for May, June, September, November and December.

SCHOLARSHIP

In addition to planning deadlines for the campaign, submission and review of scholarship applications; the student relations and scholarship committee also participated in a Student Career Day event at UNLV on March 28. The event included a panel discussion, information tables for different design organizations, and a speed dating roundtable organized by NEWH LV that included hotel ownership, a manufacturer and a design principal to talk to the students about career paths and options. The event yielded outstanding student outreach and value to the student attendees.

FUNDRAISING

Fundraising continues to focus on the Hospys this year as well as the HD Networking Event being held at the Barbershop at Cosmopolitan before the pool party. Because of the efforts and results of the fundraising committee, our chapter moved \$60k to the scholarship account, in addition to the proceeds from the February property tour.

OTHER CHAPTER HIGHLIGHTS

In February, we held a property tour of the Venetian guestroom remodel, as well as our board installation. 189 people attended, including 17 students as a part of a coursework study. The event raised \$107,000, of which \$83,445 went directly to scholarship as this was not a planned fundraiser.

In March, we held a membership drive event at a new venue called Chicken and Pickle. The event paired a new off strip opening with pickleball and was a big hit. About 70 people attended and many new members joined at the event. Attendance at all events continues to sell out and drives member benefit.

WHAT IS ONE GOAL YOUR CHAPTER SET FOR THE YEAR? HOW DO YOU PLAN TO ACHIEVE THAT GOAL?

Our primary goal as a group is to award \$60,000 in scholarships this year, breaking our chapter record of the most scholarships awarded in a year. We have met that goal already and continue to focus on effective fundraising and

donations. The focus on scholarship by the board has netted significant positive feedback from the local hospitality community. We are leveraging those relationships with property tours of new remodel projects that are a draw to the community and also a badge of pride and contribution for the ownership of that property. The ownership groups are actively participating in the marketing of the event and collection of donations, creating a really positive competitive spirit and peer influence in giving back to the next generation of students.

Our secondary goal is to continue to grow membership. We started the year at 315 members the goal of reaching at least 350 members by year's end. As of last month, we were at 385 members. March is our campaign month for membership and has netted several more new members as well.

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

Yes, both Laura and Kris attended the online IBOD meeting. Kris reported the highlights of the meeting back to the board at the last meeting. The majority of the feedback / discussion was around deadline dates.

OUR CHAPTER WOULD LIKE TO HELP WITH:

Our chapter focus this year is our Hospy awards on 10.25.25. We will help support the NEWH organization as a whole by continuing to meet and exceed scholarship awards, continuing to grow our student and professional membership, and continuing to operate positively financially.

Los Angeles

Macelle Albelda, Jeanette Chacon & Katie Smith, Delegates

FOUNDED OCTOBER 1984

MAY 2025

MEMBERSHIP:

One of our goals this year for membership is to increase membership of interior designers and architects to balance our membership. As a sponsorship perk, we have included sponsors to gift 3 design firms with a membership. As a board, we entered the membership competition with a goal of growing membership by 20% and are on our way to reaching that goal. During our annual strategic planning meeting, we decided that one board priority is to attract more designers and hospitality professionals from other sectors to our chapter. We are working to define WIIFM when planning events to attract other sectors of the industry and encourage them to join NEWH.

PROGRAMMING:

The LA Chapter has had 2 successful events so far - the Wellness Hike and the Stacy Garcia Color Trends Tour. It was a slow start to the year due to the wildfires back in January, but we're running on all cylinders now with lots of exciting events in the pipeline including 2 hotel tours, more wellness events, a gala, and TopID and Scholarship Brunch. We learned that designers loved how our TopID + Scholarship brunch was at a new up and coming restaurant last year, so we will be doing that again this year.

SCHOLARSHIP:

We estimate awarding approximately \$45,000 in scholarships this year. Thanks to the extension of the application deadline, we now have up to 16 applicants, which allows us to distribute the awards more broadly and give more students access to financial support.

Our chapter is also preparing for the annual Scholarship Brunch, scheduled for June 22, where we will celebrate the achievements of our recipients and provide a great opportunity for industry professionals to connect with emerging talent.

LOOKING AHEAD:

As we plan for next year, we see an opportunity to improve applicant outreach by establishing direct connections

with students. Currently, we rely on communicating through schools, but despite consistent follow-ups, it can be challenging to receive timely responses or engage directly with potential applicants. Building a more student-centric approach—whether through targeted outreach, partnerships with student organizations, or creating direct lines of communication—would help us expand our reach and encourage more applications, especially from underrepresented communities.

PROS:

Increased number of applicants this year, allowing us to support a more diverse group of students.
Positive feedback from past recipients, underscoring the meaningful impact of our scholarships.

CHALLENGES:

Difficulty in establishing immediate interaction with students through school contacts.
Need for stronger connections with student organizations or platforms to ensure information reaches more potential applicants.
Our Q&A sessions provided to students during 4 weeks have been very limited on participants so we couldn't engage with students or potential applicants as desired.

SUGGESTIONS/NEEDS FOR SUPPORT:

1. Direct Student Outreach: Explore creating a dedicated contact list of students interested in design and hospitality-related fields to send scholarship announcements directly.
 2. Social Media Campaigns: Develop a targeted social media strategy to promote scholarship opportunities, including Instagram, LinkedIn, and TikTok, which are more likely to engage students.
Staff note: Due to the user data and privacy handling concerns of TikTok, NEWH's official policy states chapters/regions to not have any TikTok accounts affiliated with our organization. In terms of engaging with students/schools some chapters/regions have found success with tagging school accounts in their areas. Some universities even have dedicated social media accounts for their design or management schools/programs. Reach out to the contacts on your school list and work with the professors and contacts to better reach their students.
 3. Collaboration with Professors and Advisors: Build relationships with faculty and academic advisors who can personally recommend the scholarship to eligible students.
 4. Partnerships with Student Organizations: Partner with design, architecture, and hospitality student organizations at local colleges to spread the word.
 5. Career Fairs and Campus Visits: Consider participating in career fairs or student networking events where we can directly engage with potential applicants.
- Overall, we're excited about the progress we've made and are eager to explore these opportunities to strengthen our impact in the coming year.

FUNDRAISING:

Following the release of our sponsorship package, we were successful in securing \$36k in Annual Sponsorships for the year. We have worked on creating sponsoring opportunities for our events for the remainder of the year including our annual TopID and Scholarship Brunch as well as our annual fundraising event. To get sponsors excited for our annual event, we have worked closely with the marketing board members to find the best way to market this event and create graphics fitting of our theme. Fundraising has also worked closely with the Programming team to confirm we can fund our events and get them sponsored so that we are strategically allocating our chapter funds.

OTHER CHAPTER HIGHLIGHTS:

Strategic Planning Meeting on 2/8/2025

CHAPTER/REGION GOAL:

1. Bringing back the annual gala as the main fundraising event.
- Engaging social media avenues to advertise the event early on in the year, with "Save the Dates", getting the word out for sponsorships.

2. Increasing membership by 20%

- Utilizing as many events as membership drives
- Participating in the membership competition initiated by Inc.

3. More structured and engaged with all areas of the board.

- Ample communication
- More meetings to talk through event preparations and provide needed assistance.
- Comprehensive calendar/schedules created by marketing to stay on track for upcoming events.

4. Blending a variety of “required” events (CEUs and fundraisers) with more LA specific events. Our members have unanimously said that Happy Hours during the week are out and Wellness activities over the weekend are in!!

- We have listened to the new voices on the board, adjusted after our Strategic meeting with Trudy, and have taken in suggestions from our members.

REPORT BACK TO CHAPTER/REGION:

Yes, we will share what is discussed at the June board meeting as well as share out the complied IBOD report.

OUR CHAPTER/REGION WOULD LIKE HELP WITH:

What is the best strategy for marketing our events? Does sending out a Save the Date out 6-months out then the invite 2-months out? Is there a rule of thumb? Last year, we would market the next month’s activities the day after an event to keep the calendar moving but not sure that was all that beneficial, however it kept us organized.

Staff note: If you have an annual calendar – even if tentative – send it out at the beginning of the year, with an updated calendar sent out mid-year with remaining dates. Once you have a date secured, let Diane know to add it to the website calendar and you can post on social media. Timing of marketing an event really depends on the type of event it is – if it’s just a networking type event, a month in advance is probably fine with a reminder the week prior. If it’s a tour – a few months out is good with a reminder a few weeks prior. For your major fundraisers, the earlier you can send a save the date the better since it’s the event you want the most people to attend. Keep in mind, you receive 2 courtesy broadcasts per event, and plan accordingly.

Mid-South Region

Michael Sautner, Steering Committee Chair

No report submitted for January / May Board meetings

Milano

Erico Cleva, Chapter President

MAY 2025

No report submitted.

New England Region

Alli Oroski, Steering Committee Chair

ORIGINALLY CHARTERED NOVEMBER 4TH, 1992

MAY 2025

MEMBERSHIP

We have been working on engaging with our community to showcase the many benefits of membership (beyond attending events) and are beginning a marketing campaign to reflect this initiative. We are also working on building

the member survey to strengthen our offerings within our region. We believe the more high-profile events we host this year will grow our footprint in New England, which will hopefully turn into more memberships (our gala, cruise, the Regional Tradeshow, and potential BrandED event at the Raffles Hotel, etc.).

PROGRAMMING

The New England Region just hosted our first signature event of the year, the NEWH New England Celebrates Hospitality Gala—it was a huge success, and we are already discussing next year's event. We have also been promoting our upcoming Regional Trade Show and next big signature event, the "Twilight Cruise" in the fall.

We are working on several panels, tours, and an end-of-the-year silent auction, which we hope will be a great fundraiser to close out the year.

SCHOLARSHIP

We celebrated our 2024 Regional Scholarship winner, Alyson Casey from UMass Amherst, at our Awards Gala Event. Unfortunately, she was unable to attend, as she is in Italy for a study abroad opportunity, but we look forward to doing more marketing and strengthening our connection with her moving forward.

We are also working on creating connections and contacts with representatives from local colleges that have majors related to the hospitality industry and look forward to offering additional benefits for student involvement beyond our scholarship (as outlined in our last IBOD Report).

FUNDRAISING

We are working to foster relationships with our current annual partners and potential sponsors, as well as reaching out to new vendors and sponsors. Although we did not have as many annual partners as in years past, we feel that we have strong benefits and collaborations in the making to strengthen and incentivize these opportunities.

Additionally, we are putting together an end-of-year happy hour with a silent auction, which we hope will be a great fundraiser for our scholarship fund.

OTHER CHAPTER HIGHLIGHTS

We have a lot of buzz about our first-ever upcoming NEWH Regional Tradeshow—people are very excited to see one happening in our area, so we are already spreading the word and will continue to publicize it along with an FAQ for vendors and attendees to review.

We are also working to bring a BrandED event to Boston at the Raffles Hotel, the first to be hosted in this city. Big things are happening!

CHAPTER/REGION GOAL

One goal we are actively pursuing is organizing and strengthening our board, which we hope will reduce fatigue in certain roles while increasing outreach opportunities in other areas. As a result, we aim to improve communication with members about hospitality in New England, increase collaborations with partners and sponsors, create more educational experiences, and strengthen student relations.

REPORT BACK TO CHAPTER/REGION

We discuss the content of IBOD meetings at our next board meeting, reviewing the highlights and happenings and how they relate to our region.

OUR CHAPTER/REGION WOULD LIKE HELP WITH

We would love to have more regular conversations (informal—perhaps creating a Slack or Teams group for quick and casual conversation?) 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)
- Annual sponsorships and benefits offered
- Marketing efforts, expanding outreach, varying communications beyond email/social media

Staff note: As we review our website and other opportunities this request is noted.

New York

Tiffany Miller-Baker & Erica Puccio, Delegates

CHARTERED JULY 23RD, 1991

MAY 2025

MEMBERSHIP:

Our first membership drive of the year will be held in May. It will be organized in collaboration with our programming committee at the Kimpton Hotel Theta's rooftop venue. Membership packages will be available during registration, and attendees will be informed about the benefits of joining our organization.

PROGRAMMING:

We have hosted two successful programming events so far this year, in February and March. February's Toasty Tuesday at the Virgin Hotel's Riff Raff Club had over 120 attendees and included hotel room tours. March's Toasty Tuesday was at the Fly Fish Venue, another sold out event. Upcoming Toasty Tuesdays will be held in April at the Central Hotel, with a tour, and in May at the Kimpton Hotel Theta's rooftop venue.

SCHOLARSHIP:

STUDENT RELATIONS 2025 GOALS:

1. Internships/Jobs: Discussions with students and recent graduates during this year revealed that finding internships and jobs has been challenging for them. In 2025, I'd like to develop database of interior design, hospitality firms and hotel brands that have employment portals on their website and/or internship programs to share with student members to help them in their search.
2. High School Student Initiative: Scheduling follow up meetings with Long Island City HS to continue discussions about their culinary and hospitality programs and how best to prepare their students for next steps in their academic career.
3. Focus on outreach/events for hospitality management, culinary/F+B students: This section of our membership has not been the primary audience for past events that were geared more towards ID students.

STUDENT RELATIONS Q1 2025 SUMMARY

- Student Relations/Scholarship Event at Monroe University
- Regarding added Goal 3 listed above, Student Relations and Scholarship Director, Josh Kennett, traveled to Monroe University's New Rochelle, NY campus to present to their Hospitality/Culinary/Baking Club. Josh and I discussed the NY Chapter and Inc. level scholarships available to students including eligibility and application requirements. Brought up website on screen and reviewed benefits of membership- including education, access to events, networking and job boards. Urged students and faculty to sign up for free membership. Turnout was very good – 30+ students, several faculty chefs, career advisors and the Dean attended. Past scholarship winners attended and spoke about NEWH. Standing room only. Newly printed brochures were distributed. We will track student membership next month to see if there is an increase from Monroe. Students have already begun to reach out after the event, including one interested in volunteering to assist with NY Chapter events.

High School Student Initiative:

- LIC High School- Student Relations had a call with Chris D'Orazi, Culinary Arts teacher on 2/28/25. Below is a summary of the call and follow up.
- LIC HS wanted feedback on their Culinary Arts curriculum from professional chefs to see if it prepared students for entry into a professional career. Student Relations connected with three chefs from NEWH's City Tech event in Oct. 2024. Each chef provided valuable insights, personal experiences and suggestions for the curriculum. Two of the chefs also expressed interest in hiring students for internships.
- Discussed with LIC HS opportunities for students/faculty to engage in NEWH events:
Site Visits: Senior Class hotel tour during a Toasty Tuesday, perhaps in May. (NO access to bar for students. Just a tour with faculty supervision.
- Job Shadowing: Select a student to shadow hospitality professional. Will go through approval process.
- Internships: Student will be paid through the Department of Education so no cost to employer
- Side note: Chris D'Orazi noted students enrolled in this program have a 91% graduation rate, which is 11% higher than students not enrolled in the program.)
- Next Steps: March 26: Student Relations is visiting LIC HS culinary kitchen and adjacent facility room. Will explore how to turn facility room into a multi-purpose training room. The goal is to get furniture donations from vendors so the room can be set up to function as a mock Café/Restaurant, Concierge/Front Desk and hotel room for students to walk-through real-life hospitality/restaurant/client/guest interactions.

FUNDRAISING:

We are pleased to announce our signature spring/summer Fundraising event, the Owner's Round Table, scheduled for June 3, 2025, at the St. Regis in New York City. We anticipate the participation of at least 18 owners who will share their valuable insights into the industry. We are honored to have Stacy Shoemaker Raun as the event's moderator, continuing her role from previous years. Additionally, we will feature a pre-event product parade for sponsored vendors and a post-event networking opportunity for attendees. Sponsorship packages, as well as individual tickets, will be available for this event.

Furthermore, we have secured the venue for our fall/winter Fundraising Event, Product Runway, which will take place on the evening of November 9th during BDNY at the venue Nebula.

OTHER CHAPTER HIGHLIGHTS:

VOLUNTER FAIR:

On January 31st, we hosted 50 attendees at a virtual event to share insights about the organization, chapter, and volunteer opportunities. The Committee Development chair is managing a growing list of potential volunteers and coordinating with the committee director to meet their needs.

BOARD TRAINING:

On March 1st, our board participated and completed our valuable board training session with Erika Swanson and Jena Sibel. We appreciate their insights and look forward to applying what we learned to achieve our chapter goals.

CEU/EDUCATION:

We received a significant number of responses for our call for presenters for CEUs. Over 15 members and one sponsor expressed interest in presenting. Initially, we planned to offer 4 CEUs, but due to the high level of interest, we have increased it to 6 CEUs for the year. The list is provided below. The March 31st event is currently being advertised on our NEWH website.

- March 31st, 3 pm - Schluter Systems
- May 19th, 3 pm - Garrett Leather
- July 21, 3 pm - Art of Floors

- Sept. 22nd, 3 pm - Maya Romanoff
- Nov. 3rd, 3 pm - Schmidlin
- Dec. 8th, 3 pm – Stone Source

TOP ID:

We have made efforts to start campaigning for our chapter Top ID nominations.

CHAPTER LEVEL SPONSORSHIPS 2025:

We closed sign-ups on January 31, 2025, and hosted a virtual call to welcome our 2025 Chapter Sponsors. We now have 20 sponsors contributing \$23,500. We've printed an event banner and listed new sponsors on our website. Marketing is preparing a Q1 social media post to thank them.

CHAPTER/REGION GOAL:

Our mission is to grow our membership, increase member involvement, and enhance our community presence, providing members with a true Home in Hospitality within the NEWH NY Chapter. We aim to achieve this through teamwork, dedication, respect, encouragement, meticulous event planning, and a passion for elevating experiences.

REPORT BACK TO CHAPTER/REGION:

Yes, we report back to our local chapter at the next Board Meeting. This keeps the board and members informed and connected to our mission.

North Carolina Region

Scott McSherry, Steering Committee Chair

No report submitted for January / May Board meetings

North Central

Lynette Stende & Stephanie Thompson, Delegates

CHARTERED DECEMBER 11TH, 2000

MAY 2025

MEMBERSHIP:

Just had a very successful membership drive event had many crafts for members and future members to partake in like flower arrangements, button making, art dipping transfers, The venue had vinyl records that people could choose and have played throughout the evening. 40+ attendees came to the event!

Goal to increase membership by 5%.

PROGRAMMING:

Full schedule of events planned for this year.

First time ever having a Green Voice Event in April.

First time ever having an EID focused Event, which we are very excited for as well.

SCHOLARSHIP:

Scholarship application review committee:

Genevieve Richard, Kim Faith, Hannah Gamradt, Eva Casper and Lynette Stende.

Total amount to be awarded is \$20,000, split three ways:

\$5,000, \$5,000 and \$10,000

Event dates to promote scholarship applications:

Will coordinate with UMN and Dunwoody for school visits in Fall 2025

Set dates for marketing posts: Instagram, LinkedIn

Scholarship release date:

Fall 2025, 9/1/25 goes live

Scholarship deadline date:

Deadline: 10/20/25

Scholarship judging deadline date (submit mandatory materials to NEWH, Inc within 30-days of scholarship deadline):

10/27/2025

Notify winners/non-winners:

11/4/2025

Awards event date:

In The Spirit: 12/4/2025

Working on updating the school list

FUNDRAISING:

Started out strong with \$19K in annual sponsors. We have a summer fair tradeshow in August and Masquerade ball / Top ID award event in October to celebrate our 25year (silver) anniversary for the North Central Chapter

OTHER CHAPTER HIGHLIGHTS:

We Are very excited to up our game this year and have an EID Focused event and a Green Voice Focused event for the first time ever with our chapter. Also, this year is our Chapter 25 yr Anniversary with NEWH, and we are planning our fundraiser masquerade ball to highlight and celebrate that milestone! Not only are we having an event focused on EID this year but in working with our EID Chair we are striving to highlight EID in our marketing/ social media efforts as well.

CHAPTER/REGION GOAL:

Main goal to increase membership by 5%.

Also increased attendance for individual position meeting discussions with INC. – EID- Tonya attends these monthly sessions and so does Erin – Marketing. Talking about filling board positions this year and trying to best support these positions we have not had in past years.

REPORT BACK TO CHAPTER/REGION:

We had a great recap discussion at the February board meeting regarding planning events for year based on other chapter feedback and new ideas.

OUR CHAPTER/REGION WOULD LIKE HELP WITH:

- Hannah is discussing with Erika how to best support role for new positions we have not filled in previous years. (meeting in April)
- Membership engagement – how to best navigate increasing professional membership – we have been at a stand still for the past few quarters.

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... and eventually to join!

Northwest

Jamie Hysell, Delegate

CHARTERED MARCH 23RD, 1995

MEMBERSHIP

This year we set a goal of increasing our membership by ten percent. To achieve this, we are looking to include a membership-boosting focus at some already scheduled events. Depending on the event, options could include:

Reduced ticket pricing when paired with a membership

Perks for members bringing a non-member

A reduced cost for new memberships signed up for at the event

PROGRAMMING

The calendar for the year was established in advance to respond to requests from the community for dates to be set well ahead of time. This gives NEWH Northwest a competitive advantage in securing attendee commitment.

In response to membership feedback, we have incorporated more virtual events to reach our full geographic region, and we've planned events in both the Seattle and Portland markets. The programming team is also incorporating education, sustainability, DEI, and student-focused content.

A new feature for 2025 is a participation raffle. Attendees who support our events will have the chance to win a 2026 Northwest Chapter membership. Programming goals include raising the bar on all events.

Key Events:

TopID 2025 kicked off our year with a celebratory breakfast on March 13, 2025, at Columbia Tower Club. With 90 attendees, this event featured a panel of honorees sharing career insights, industry trends, and advice for emerging professionals.

Behind the Scenes Virtual Series (Date: 04.23.25): ALIS+ recap hosted by four community leaders.

Virtual Property Tour and In-Person Viewing Party + Membership Drive (Date: 05.22.25): Based in Seattle with a virtual option for broader reach.

Social Mingles: Monthly themed events alternating between Seattle and Portland, focused on networking and light education. Topics include DEI, sustainability, and hospitality trivia.

Signature Portland Property Tour (Date: 06.26.25): Major in-person program with ticketing launching soon.

Programming remains focused on delivering educational and elevated event experiences, directly supporting our 10% membership growth goal.

SCHOLARSHIP

Our scholarship application opens April 14, with up to \$50,000 available in awards. In addition to our annual Savor event to honour winners, we will host a virtual Q&A to walk students through the application process, highlight available resources, and offer direct contact for ongoing support.

Scholarship is also spotlighted through two Scholarship Walks—one in Seattle and one in Portland—featuring city-based trivia and storytelling about NEWH's mission.

FUNDRAISING

This year marked the beta launch of our Annual Sponsorship program, which included benefits tied to the Savor event. It was a major success, raising \$52,600 through tiered sponsorships (platinum, gold, silver, and bronze).

Sponsors received a kickoff meeting, previewed the calendar, and had their logos and participation included in all major event planning. This helped streamline the process and deliver strong ROI for sponsors.

Savor Gala 2025 is already in motion:

- Venue secured
- Sponsorship package approved
- Budget set
- Committee formation underway
- Theme to be announced soon

The fundraising goal is to award \$50,000 in scholarships and raise an additional \$50,000 in donations through the gala.

Our new approach—raising funds through annual sponsorships upfront—eases the burden of soliciting during the year and has received excellent feedback from sponsors, some of whom are already looking to increase their contributions in 2026.

OTHER CHAPTER HIGHLIGHTS

Our incredible 2025 Board of Directors has built thoughtful systems and processes that are already improving the experience for both volunteers and attendees.

Advance planning, calendar visibility, and intentional cross-functional alignment between programming, membership, and fundraising are helping to build a cohesive and more impactful chapter presence in our region.

Positive community feedback confirms we are moving in the right direction.

CHAPTER/REGION GOAL

One of our goals is to increase student participation at events and highlight involvement across the chapter. We've implemented:

Name tags with ribbons to designate membership and sponsorship status

Board member pairing with students to help them feel welcomed and engaged

We aim to enhance perceived value at events and create an inclusive, memorable experience for all attendees.

REPORT BACK TO CHAPTER/REGION

Yes. While no specific feedback was received from the last IBOD meeting, our members remain interested in learning more about what's happening at the international level and value ongoing communication.

Orange County Region

Sonya Miles, Steering Committee Chair

SEPTEMBER 9, 2008

No report submitted for January / May Board meetings

Paris

Gwendoline Theodet, Chapter President

MEMBERSHIP

Paris is in a very good dynamic thanks to a rich program of events over the past two years, with at least one event per month.

Our members have started bringing new potential members and spreading the word.

PROGRAMMING

Very strong and regular program of events, gradually increasing the number of participants. Our events are now highly anticipated, and members even ask us when the next networking cocktail will be.

Each visit gets fully booked very quickly, and we always receive very positive feedback that motivates us to continue offering quality networking opportunities to our members.

We are considering making non-members pay for attendance now that we have a strong base of members.

SCHOLARSHIP

We are organizing presentations at design and hospitality schools and are warmly welcomed. Our aim is to build strong relationships with respected schools in Paris.

FUNDRAISING

Our next step will be to organize a fundraising event.

OTHER CHAPTER HIGHLIGHTS

The Paris Leadership Conference is very much awaited.

CHAPTER/REGION GOAL

Welcome our Leadership Conference participants beautifully and offer a memorable first EU/UK Leadership Conference.

OUR CHAPTER/REGION WOULD LIKE HELP WITH:

- TopID

Staff note: Please be sure to attend the TopID status calls that are happening where we meet to answer any questions you have – if you are unable to attend, be sure to read the minutes that Stacy Elliston sends to all TopID committee members. If you have any specific questions, please reach out to Stacy, or Diane, who would be happy to help!

- Succession plan

Staff note: Ideally, your Chapter Board will include a mix of Directors, Chairs, and active Committees. Start by identifying individuals who consistently show up and support your events—these are often the most passionate and engaged members. Match their interests and strengths with roles that align with their abilities and the Chapter's needs. Don't hesitate to ask new members if they're interested in getting involved, many are eager to contribute and bring fresh energy to the board. Just be sure to provide clear expectations and direction for each role to set everyone up for success. A strong leadership pipeline often follows a natural progression: committee members transition to Chairs, Chairs move into Director roles, and Directors may advance to the Executive Team. This kind of intentional development supports long-term sustainability and effective succession planning.

Pittsburgh Region

Mark Logston, Steering Committee Chair

No report submitted for January / May Board meetings

Rocky Mountain

Kyle Chambers & Aurora Salinas, Delegates

CHARTERED DECEMBER 2ND, 1991

MAY 2025

MEMBERSHIP:

We have already started the year off in line with our goal for this year! We have increased membership in students, chapters, and professional members every month!!

New members: March

Students:

- Taylor Kelsch RMCAD
- Ruth McDowell Front Range Community College
- Marsha Shonka RMCAD
- Catie Yocom Utah State University

Chapter Level:

Caroline Jones KTI

General Membership Application:

Caroline G Mickal - Signature Flooring

PROGRAMMING:

We have a full calendar this year with so much passion and dedication coming from our board and community. Along with monthly virtual CEUs, this year we will also have the following in-person events.

Feb- 5th - Scholarship Kickoff - Scholarship (Lauren)

This was a great event that hosted about 30 ppl, including 20 students!

March- 13th - Student Professional Development - Student- 5:30-8 pm - at workplace resource.

See chapter highlights

May- May 15th - live CEU panel/ workshop

- Restaurant Tour/Panel - Programming -Looking at Gaylord as a possible option. Need to set date.

June- Top ID & Scholarship Gala - Fundraiser - June 26th as of now

Committee and planning underway as we prepare for our largest event of the year!

Aug- Mixer on Rooftop of Jaquard with Tucci?

Sept- DEI/WellAP/Oura Readings - Programming

Oct- Member Drive - Brown Palace Haunted Tour - Membership

Nov- Hotel Tour - Possibly Crawford Hotel or Stonebridge mixed-use project in DTC

SCHOLARSHIP:

Scholarship is now open! After an awesome turnout to our Scholarship kick-off event in February, where about 20 students and 10 professionals attended.

Lauren, our scholarship director, is sending out emails to members and professors, adding additional designer groups to increase the scholarship pool. She is also planning to go to our local schools, with Natalie, our board secretary, to further present the scholarship opportunity and continue our outreach!

FUNDRAISING:

Our annual sponsorship menu was fully sold out this year, so we had to start turning people down, which has never happened!! That's a huge increase in interest and investment from our community since just last year. We believe this is from the momentum from last year's great events and community involvement. As of right now, we are still in search of a new fundraising director for our board. Thankfully, Nicole Brindle has stepped up in a big way as our current treasurer and helped a lot with fundraising for our annual sponsors. In the meantime, we, as the executive committee, are directing our board to ensure that one person on each committee is in charge of fundraising for each event.

OTHER CHAPTER HIGHLIGHTS:

We had a fantastic evening hosting over 40 students at our NEWH + IIDA Student Event.

We had 18 professionals providing professional development to our interior design students through an interactive Interior Design Internship Panel, Portfolio Reviews, Resume Reviews, Professional Styling, Online Brand Development, and Scholarship Opportunities, helping to deliver such an impactful night to our students!

CHAPTER/REGION GOAL:

Recently, we have seen great success in student membership. One goal that we have set for this year is to increase non-free memberships and overall membership by 10%. We plan on achieving that through our invaluable events to both professionals and students alike. We are currently 22% on our way to meeting our goal!

REPORT BACK TO CHAPTER/REGION:

I have not had the opportunity to attend any IBOD meeting yet this year. I have already RSVP'd for the May 5th meeting, and I'm excited to include my takeaways and notes from that meeting at our monthly chapter meeting on May 13th and report back to Inc in my next report.

OUR CHAPTER/REGION WOULD LIKE HELP WITH:

We have a great group of volunteers on the board and surrounding our group at this time. Even in areas where we may not have filled positions, we are rallying together as a team and holding up any slack that might have existed. The constant support we always receive from Inc is all we can ever ask for. We appreciate you dedicated people who work so hard for all the chapters to succeed!

San Francisco Bay Area

Melissa Petersen & Hayley Taylor, Delegates

CHARTERED JUNE 1ST, 2010

MAY 2025

MEMBERSHIP:

Our 2025 Membership Director is Jolene Enns, serving her 2nd year in this position. Our chapter is participating in the chapter wide membership competition with a goal of 7%.

Our current membership breakdown as follows:

Associate – 35

Business Plus Courtesy Member – 1

Chapter Business Courtesy Member – 18

Chapter Business Member – 18

Chapter Level Business – 10

Corporate Partner Courtesy Member – 7

Corporate Partner Member – 1

Educational Professional – 13

General – 85

NEWH Fellow – 1

Student – 41

Total Members – 230

PROGRAMMING:

Heidi Peterson, is continuing as Programming Director for 2025, and Sara Kenworthy is Programming Chair.

We have an established program for local sponsorship that helps the Programming team know exactly how much budget they'll have for the year. This year, the Program Partnerships raised about \$35,000 and partners include:

- Gold: Momentum Textiles & Wallcovering
- Silver: Astro Lighting, Bridge Collective, BSF, Couristan, Eunoia Modern, Fairmont Designs, Fireclay Tile, Isenberg Faucets, Kevin Barry Art Advisory, Leigh Mitchell, Malen Concepts, Masaya Co, Phillip Jeffries, P/K Contract, Royal Thai, Shaw Contract, Tuuci, Waterworks, Wolf Gordon
- Firm Sponsors: EDG, FDG, HBA, Wilson Ishihara

We had a very successful first event where we partnered with NEWH, Inc. and Stacy Garcia for the Trend Tour. This also served as a Membership Drive for our chapter.

The Stacy Garcia Trend Tour was held on February 27th at The Mellow Mercado in the SF Financial District, and was well attended. Among the 105 attendees was a nice group of students, who helped with our check-in and setting up the display tables and chairs. Our President, Haley Taylor, provided a nice introduction before Stacy's presentation and acknowledged all of the sponsors who helped make this event possible.

In addition to this year's program sponsors, we had participation from city sponsors, which included Brinton's, Tarkett, Kimball and Townsend Leather. Catering was provided by Work of Art Catering and the bar was tended by On the Rocks, and included a signature cocktail.

Stacy's dynamic presentation was well-received by the audience and she was genuinely pleased with the turnout and the event. (Total expenses: \$8,165.74 / Net proceeds: \$4,500.74)

For the remainder of the year, we are looking forward to the following Programming events:

- (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
- TBD | Student Event

Planning is underway for the Top ID & Scholarship Awards Reception on April 15th. The event will be held at Stem Kitchen & Garden. This unique venue features a farm to table dining concept, harvesting produce from their own garden, and has a beautiful outdoor space with sweeping city views. We will award our 2025 TopID firms as well as acknowledge our 2024 student scholarship winners.

We are still nailing down our topic and venue for State of Hospitality on June 24th, and hope to feature another panel discussion with industry experts. This is typically one of our highest-attendance events.

We are very excited about our Sustainability Design Expo on August 26th, which will include a showcase of products from vendors that have a strong environmental sustainability story. We're looking to include a panel discussion or speaker component as well. We have a venue in mind, and are working with them on exact logistics/contract. It is a beautiful gallery space in the SF financial district, and should draw participation from the hospitality and commercial design community.

SCHOLARSHIP:

Our 2025 Scholarship Director is Paige Viren, and Kalie Sigman is Scholarship Chair. Scholarship applications are now open and close on June 1st.

For 2024, we had 8 applicants, and awarded 5 scholarships, for a total of \$35,000 awarded! These students will be acknowledged/celebrated at our Awards Reception on April 15th.

We are looking to award another \$35,000 in scholarships this year.

Kalie is also working closely with our Student Relations Director, Jane McGoldrick, as a tandem effort with the Scholarship Team. Student Relations is working on increasing our student outreach and fostering relationships with local schools to help them help us increase student participation, event attendance, etc.

- Board members (Jane and Melissa) attended CCA's Career palooza and portfolio review Friday 1/31 to help spread the word about NEWH
- Continued coordination with colleges to attend career fairs, portfolio reviews on campus, to increase NEWH membership sign ups
- Email blast scheduled for April in an effort to increase faculty membership
- Coordination underway for an NEWH-sponsored portfolio review for students in May or later this year; details still TBD
- As an effort to increase student attendance at events, we are making an effort to make all student tickets free for the year. We also set aside (10) dedicated student tickets for the Stacy Garcia Trend Tour and worked with schools to encourage their students to attend. Will continue this as we are able for future events.

FUNDRAISING:

Our Fundraising Director is Nicole Bertrand, and our Fundraising Chair is Keita Magome. We also have Paige Deloso who is a sort of "marketing liaison" to specifically work on Wine by Design marketing - graphics, templates, etc.

Wine by Design is our bi-annual Fundraiser and will be held this year on September 27th. Planning is well underway, with two wineries/venues confirmed and contracts signed. Further logistics, activations, menu, and a more detailed budget are still being worked on, and monthly planning calls are scheduled for the WBD committee.

A few years ago, as a board, we agreed that Wine By Design is an expensive and logistically challenging event to plan annually so we are looking to alternate years with a more Gala type of event on non-Wine By Design years. As a board, we need to work on outreach so that sponsors and attendees understand that WBD is no longer annual.

OTHER CHAPTER HIGHLIGHTS:

In 2024 we kicked off an effort to host a "Past President's Circle" to start including feedback from our past presidents (current and past Presidents/VPs met to discuss NEWH, best practices, ask for advice, etc.). Both 2024 meetings were well attended and productive; we plan to continue this for 2025, and have a meeting scheduled for July 30th.

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 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.

We are making an effort to increase student attendance by offering free student tickets (previously, they were discounted, but still had a price associated), and working with local schools to increase awareness of NEWH for students. We hope this will also encourage scholarship applications, membership, etc.

We are still working on efforts to encourage attendance in other demographics (i.e. owners/operators, management groups, culinary arts). We have had conversations about encouraging board members to “sponsor” (or invite) others that they work with, but haven’t set a concrete plan/expectation in place yet.

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.

A few comments that have come up in recent months:

- Moving the TopID committee back under Past President (rather than VPD). VPD already oversees some of the "heavier lift" positions on the board, and Past President tends to have a bit more time to spare.
- The board echoes our chapter's request for an NEWH tradeshow in San Francisco. We hear about all the other planned tradeshow on the IBOD calls, but we haven't had one locally since 2019.

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 an 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: Request has been noted and review process is in play.

South Carolina Region

Carole Roach, Steering Chair

MAY 2025

No report submitted.

South Florida

Eric Fernandez & Jessica Galdamez, Delegates

CHARTERED OCTOBER 2ND, 2003

MAY 2025

MEMBERSHIP:

We had 3 new members in January, 9 in February plus 2 students, and 3 this month. total of 17 new members this year.

We will have a strong membership drive for our annual bowling event in June.

We have also been working on sending letters to various people whose membership has lapsed and encouraging them to renew their membership.

We spoke to Nancy Patrick at INC discussed auto-renewals and how just automatically renewing membership would save us so much work from chasing down the members whose membership have lapsed. She told me that they send 3 reminder emails and then mail a card to the address on file reminding them to renew. And after this fourth reminder is sent then we get the list of people who have not renewed. We will need to contact these people!!!

PROGRAMMING:

On January 23, 2025, the NEWH Programming Team hosted a successful event at the Boatyard Restaurant in Fort Lauderdale. The event showcased Bigtime Design and was proudly sponsored by Soccego, Table by Design, Akula,

and American Leather. With 65+ attendees, the event was well attended and provided a fantastic opportunity for networking and industry engagement.

February 20, 2025 – A Mingle & Vendor Showcase was held at The Pub in Naples, Florida. Sponsored by LJR Hospitality, Tilebar, Mecho, Garrett Leather, Jeffrey Michaels, Worldwide Draperies, KM and Assoc, Trade Wind, and Studio Bermon, the event provided members the opportunity to network and gain insights into new products. Attendance was 40+ members.

March 18, 2025 – The Members Mingle: Saucy Salsa event took place at Ball & Chain in Miami, Florida. Sponsored by Lighting Concepts, Worldwide Draperies, TileBar, Astek, Point, Palecek, Fil Doux, and Chapter Furniture, the event gave members a chance to network, dance, and enjoy the rhythm of salsa. With an impressive 150 members in attendance, this was a lively and engaging gathering.

Upcoming Events:

- April 5, 2025 – Member Appreciation: Hats Off Brunch. We are actively looking for sponsors for this special event.
- May 22, 2025 – Mingle at TIMBR Restaurant in Fort Lauderdale, FL, sponsored by A Squared.
- September 25, 2025 – Mingle at Consentino Showroom in Miami, FL, sponsored by Curated.

SCHOLARSHIP:

In the next couple Months, we will reach out to many Interior Design students and teachers in the hunt of getting as many applications as possible. We will meticulously review each application and by the end of the year we will reward many scholarships totaling more than \$50,000. This is truly an honor to be part of this process, and I can't wait to bless a few lives.

FUNDRAISING:

This past year, our organization has significantly increased its community engagement efforts, fostering stronger relationships and deeper connections with our members. Through various events, mingles, and fundraising events, we have not only strengthened our presence in the community but also exceeded our expectations in generating scholarship funds. This year we will continue to work on this goal!

Community Involvement

Our community involvement efforts have been extensive and impactful. We have actively participated in and hosted several events, including:

- Mingles
- Membership Drive
- Fundraising Events.

Scholarship Fund Growth

One of our most significant achievements this past year was surpassing our initial goal for scholarship funds. Our initial target was to raise \$20,000, but through our community's generosity and our strategic fundraising efforts, we successfully doubled our expectations, securing \$42,000 in scholarship funding. Our goal for this year is \$50,000 in scholarship funds and we will achieve that with more industry engagement and support. We will work on those fostered relationships and partnerships for the success of our program!

OTHER CHAPTER HIGHLIGHTS:

We recently hosted the NEWH Regional show.

The show was a great success and the preshow event or MINGLE was nothing short of amazing as well.

With Corporate vendors and NEWH INC brass in Miami for the festivities - we are very Proud of how this chapter was represented.

CHAPTER/REGION GOAL:

Message from our President

As we dive into 2025, I couldn't be more excited about the journey ahead! As this year's President, my goal is to support, guide, and collaborate with an incredible team of board members.

One of our biggest focuses this year is building financial sustainability. As a board, we've decided to open a \$75,000 savings account—an investment in the future that will allow us to provide even more scholarships in the years to come.

Beyond finances, we're all about fostering community and creativity. We're continuing to support our amazing EID Director by helping local board members showcase how their cultural backgrounds influence design—because that diversity is what makes South Florida truly special!

We're also teaming up with fantastic organizations like IIDA and Save Our Shores to expand our community service efforts. It's not just about giving back to the hospitality industry—it's about protecting our environment and making a difference where it matters.

I feel incredibly lucky to follow in the footsteps of the phenomenal past Presidents who built such a strong foundation for our chapter. With their leadership as inspiration and this powerhouse board by my side, I know 2025 is going to be an unforgettable year!

Let's make it happen together!

Sunshine

Charlene Collins & Denise Ganson, Delegates

CHARTERED SEPTEMBER 1ST, 1996

MAY 2025

MEMBERSHIP:

Currently 341 members

Membership drive – Bowling Event in June, location and time TBD

PROGRAMMING:

April 9th Kabooki-Downtown Orlando

May 17th Winter Garden Art Assoc. & SOBO Gallery Event

June - TBD on location

August - Women's Equality Bingo Event - Location TBD

SCHOLARSHIP:

Scholarship Application opened on Friday March 28, and will close May 25, 2025

Up to \$50,000 in scholarships.

FUNDRAISING:

Fall fundraiser scheduled for October 10th at House of Blues – Friday Night Fever.

OTHER CHAPTER HIGHLIGHTS:

A few board members attended ID student event at Seminole State College on January 29th, and + Architecture Career Fair at Florida State University on February 21st.

At our February Sunset Social, we had 2 speakers visit with us to share about the Historic Oviedo Colored School's Museum project and we hope to visit as a chapter when the project is complete.

We rolled out our Sunshine Chapter sponsorships and have received 3 Sunrise level participants so far.

CHAPTER/REGION GOAL:

Our goal this year is to have a successful fundraiser in the fall. We have a great Committee, and they are currently working on auction items and Sponsorship opportunities were released Mid- March, We have about 2 sponsorship already.

REPORT BACK TO CHAPTER/REGION:

Our goal is to share the updates back to our local board from the IBOD meetings. It will typically provide guidance for some of our goals and struggles as a chapter, in addition to the direction NEWH is taking as a whole. Our directors have also been reporting back after they attend any of their monthly calls, pertaining to their roles. This has been extremely helpful in discussing how other chapters have been successful and ideas we might implement.

OUR CHAPTER/REGION WOULD LIKE HELP WITH:

How we can grow our committees, creating opportunities for transitioning members into directors for our board.

Staff note: When forming committees, start by identifying members who consistently show up and actively support your events. These engaged individuals are often your best candidates for leadership roles. Reach out to them personally and ask if they'd be interested in getting more involved. If board members know someone with a particular skill set or leadership potential who would be a great fit, take the time to acknowledge their strengths and let them know how much their contribution could benefit the Chapter. Ideally, committee members can grow into leadership roles—transitioning from committee member to Chair, and eventually to a Director position. This approach not only builds strong leadership from within but also lays the foundation for effective succession planning.

Toronto

Celine Marcotte & Demi Melissinou, Delegates

CHARTERED NOVEMBER 18TH, 2004

MAY 2025

MEMBERSHIP:

For March 2025 our Membership grand total was 308 :

- Associate Members – 76
- Brand Ambassador – 1
- Chapter Business Courtesy Members – 25
- Chapter Business Members – 1
- Chapter Level Business – 13
- Corporate Partner Courtesy Members – 1
- Corporate Partner Members – 2
- Educational Professionals – 11
- General – 48
- Legacy members – 1
- NEWH Fellow members – 1
- Students – 128

PROGRAMMING:

April 3rd we have planned a CEU event. SHAW Contract will be giving a CEU accredited course at the VIFLOOR showroom on "Design Thinking To Drive Innovation In Architecture And Design".

In May we are planning a MADE IN CANADA event at The Sutton Place where Canadian vendors will be given a slot of time to speak about their products on stage and guest afterwards can mingle.

Our 2025 TopID awards and Scholarship awards will take place this year again at the Hyatt place in October.

SCHOLARSHIP:

Scholarship applications opened on March 7th and will run until the end of April. This year, after our successful fundraising event of 2024, we are open to giving up to three scholarships two - \$3,000 NEWH Toronto Chapter scholarships and a \$5,000 NEWH Deborah Herman Legacy scholarship, sponsored by Fabric Innovations.

FUNDRAISING:

Due to the amazing success of our last TopID awards and Showcase event at the Hyatt Place Toronto we are planning a new similar event for October 2025 hoping it will end up being once again a fantastic fundraiser.

OTHER CHAPTER HIGHLIGHTS:

Our Chapter President Terry Nielsen resigned due to health issues and our VP Celine Marcotte stepped into her shoes this February. We are all very excited and looking forward to her taking the reins.

The year started with our chapter's presence at Sheridan's College showcase event in January. NEWH, amongst other organizations, had a table at the SSS event (Sheridan Suppliers Showcase). Our Student chair, Jaden Bouchier spoke on stage about what NEWH did for her and how a student can join.

On February 27th we had, for a second year in a row, a great Drag Queen Bingo night. Messy Margaret once again delivered and helped host a successful event where a lot of chapter members from the past happened to show up and mingle amongst current members.

CHAPTER/REGION GOAL:

Our goal for 2025 is to have an exciting calendar of events and to draw more new members in. Our new Membership Director is planning to turn some of our 2025 events into membership drives.

REPORT BACK TO CHAPTER/REGION:

There is always a report back after every IBOD meeting, highlighting not only what took place in the meeting but also many interesting things we read in other chapter's board reports. Sharing events other chapters have had helps us in our programming brainstorming .

OUR CHAPTER/REGION WOULD LIKE HELP WITH:

We need to bring more people to help on the Toronto board of directors as key positions suddenly became vacant.

Staff note: Asking someone directly who you see often at your events is probably the best way. Have a specific list of what you are looking for help with and try to match their passion with the position. It's harder to say no when asked directly.

United Kingdom

Rita Bancroft & Kathryn Quinn, Delegates

MAY 2025

MEMBERSHIP:

Driven by the membership drive challenge, the UK chapter are on target to achieve the 20% increase goal planned towards the end of last year, and the team are enjoying the challenge.

Our aim is to get suppliers to purchase memberships for designers to increase their presence on the roster. We hope to see our student membership increase again in the upcoming months as the scholarship team make contact with universities for the submission process.

PROGRAMMING:

The UK chapter kicked off the event calendar in 2025 with a social event at Mama Shelter, Shoreditch in February, where members enjoyed a karaoke room and a fun-filled evening of networking, sponsored by Ege.

This year's TopID event will take place on Wednesday 2nd April at host and sponsor Vitra London showroom, with the tickets selling out 10 days ahead of the event.

The Fundraiser/Scholarship awards event is confirmed for 16th October and this year the chapter have decided to separate this from the Roundtable event, which is planned for September.

Back by popular demand, the postcard Auction will take place in July and the team are also working to organise a number of hotel tours (including one outside of London) and a creative event to fill the event calendar.

SCHOLARSHIP:

Plans for the student portfolio review are under way for June, and mentors have been approached – a balanced mix of hotel brand, operators and designers.

The student judging day will return to the Gessi showroom, with judges across design, brand, publications and manufacture.

We look forward to seeing how the success of previous years manifests this year in the number of students and universities who are keen to submit for the scholarship and are excited to expand upon this throughout the year.

FUNDRAISING:

Sponsors have already been secured for main events throughout the year, and the team are liaising with additional interested parties to get all contracts in place ahead of time.

OTHER CHAPTER HIGHLIGHTS:

1. New team members have been embracing their roles and stepping up to the challenge
2. Our social media continues to gain traction and we are continually increasing our following on a regular basis
3. Companies are now approaching us to request to sponsor events on an annual basis

CHAPTER/REGION GOAL:

We aim to drive membership, particularly in the designer/operator sectors, but also expand our reach of business memberships beyond London. We have already been hugely successful in this thus far, and we aim to continue this by increasing our presence and interaction through socials to support our engaging and relevant events calendar.

REPORT BACK TO CHAPTER/REGION:

Kevin, Rita and Kate attended the IBOD meeting earlier this year and reported back to the chapter regarding their various breakout sessions. The chapter were interested to hear how the other chapters do their TopID awards, but it was agreed that we would keep our format as it allows the recipients to present their concepts

OUR CHAPTER/REGION WOULD LIKE HELP WITH:

We will lose 2 board members this year due to maternity and sickness, so we may need additional assistance for events. It has been really useful having the RSVP list managed through Inc – thank you for your continued support!

Staff note: Sorry to hear that you'll be losing two board members! If you're looking to fill those roles, consider reaching out to members who consistently attend and support your events—these individuals are often your most passionate and engaged. It's also a great idea to connect with newer members; many are eager to contribute and bring fresh energy to the board. Additionally, consider recruiting students to volunteer at your events. It's a great opportunity for them to network, gain real-world experience, and strengthen their professional skills—while also helping build your future leadership pipeline. We are always here to help/assist with the RVSP list as needed. Please don't hesitate to reach out.

Vancouver

Tammy Diniz, Chapter President

MAY 2025

MEMBERSHIP

Membership numbers continue to rise.

Busy planning our spring event and our golf tournament

PROGRAMMING

Planning to launch our beyond hospitality award for senior living and multifamily projects at the spring event.

Hosted a very successful ageless living collaborative event in April

So far events have been Successful

Largest ever student Round table event and a sold out trivia night.

OTHER CHAPTER HIGHLIGHTS

March 1 became a chapter.

Washington DC Metropolitan

Sadie Makarechi Coulter & Martha Vlahakis, Delegates

No report submitted for January / May Board meetings

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

DELEGATE REPORTS

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

BOARD CHANGES & MANDATORY DISCIPLINE TRAINING

Have you recently added a new board member or had someone step down? Please notify the NEWH office of any board changes so we can update our database. This ensures new board members receive important communications and are accurately listed on your chapter's board roster on the website. If any new people are appointed to board positions throughout the year and need training, please reach out to the NEWH office. The mandatory discipline trainings are updated regularly and available as easy-to-read documents in the *Board Resources* section of the website. These resources include job descriptions and detailed task lists with timelines — a great reference to help new board members understand their roles and responsibilities. If you would like to quickly see what a role entails, job descriptions and task lists/timelines have now been added to Board Resources

BOARD TRAINING/ STRATEGIC PLANNING

Please see the schedule for 2025 in house board training as well as strategic planning sessions with Trudy Craven. If your group is due for Board Training and/or Strategic Planning for 2025/2026, reach out to Erika Swansen at erika.swansen@newh.org to get on the calendar. We're offering both in-person and virtual training sessions, with availability throughout the summer and fall. While we prefer to meet with chapters and regions in person whenever possible, we understand that virtual training may be the better option in certain cases.

	2025	2026	2027	2028
ARIZONA	Virtual BDT/STP (request)	Strategic Plan (required)	Board Train (Required)	OPEN
ATLANTA	OPEN	Strategic Plan (required)	Virtual BDT/STP (request)	Board Train (Required)
ATLANTIC CITY	Strategic Plan (required)	Virtual BDT/STP (request)	OPEN	Board Train (Required)
CHICAGO	Board Train Jan 18, 2025	OPEN	Strategic Plan (required)	Virtual BDT/STP (request)
CINCINNATI	Virtual BDT/STP (request)	OPEN	Strategic Plan (required)	Board Train (Required)
DALLAS	Strategic Plan Feb 1, 2025	Virtual BDT/STP (request)	Board Train (Required)	OPEN
DETROIT	Virtual BDT/STP (request)	Strategic Plan (required)	Board Train (Required)	OPEN
HOUSTON	2 Hour Refresh Jan 9, 2024	Strategic Plan (required)	Board Train (Required)	Virtual BDT/STP (request)
LAS VEGAS	Board Train Jan 11, 2025	Virtual BDT/STP (request)	Strategic Plan	OPEN
LOS ANGELES	Strategic Plan Feb 8, 2025	Virtual BDT/STP (request)	OPEN	Board Train (Required)
MILANO	Virtual BDT/STP (request)	OPEN	Board Train/Strategic Plan (Required)	OPEN
MID-SOUTH	Virtual BDT/STP (request)	OPEN	Strategic Plan (required)	Board Train (Required)
NEW YORK	Board Train March 1, 2025	OPEN	Strategic Plan (required)	Virtual BDT/STP (request)
NEW ENGLAND	Board Train (Required)	Virtual BDT/STP (request)	OPEN	Strategic Plan (required)
NORTH/SOUTH CAROLINA	Board Train (Required)	Virtual BDT/STP (request)	Strategic Plan (required)	OPEN
NORTH CENTRAL	Virtual BDT/STP (request)	OPEN	Board Train (Required)	Strategic Plan (required)
NORTHWEST	Board Train Feb 1, 2025	OPEN	Strategic Plan (required)	Virtual BDT/STP (request)
ORANGE COUNTY	OPEN	Board Train (Required)	Strategic Plan (required)	Virtual BDT/STP (request)
PARIS	Virtual BDT/STP (request)	OPEN	Board Train/Strategic Plan (Required)	OPEN
PITTSBURGH	Virtual BDT/STP (request)	Board Train (Required)	OPEN	Strategic Plan (required)
ROCKY MOUNTAIN	OPEN	Board Train (Required)	Strategic Plan (required)	Virtual BDT/STP (request)
SAN FRANCISCO	OPEN	Virtual BDT/STP (request)	Board Train (Required)	Strategic Plan (required)
SOUTH FLORIDA	Strategic Plan (required)	Board Train (Required)	OPEN	Virtual BDT/STP (request)
SUNSHINE	OPEN	Strategic Plan (required)	Virtual BDT/STP (request)	Board Train (Required)
TORONTO	2 Hour Refresh Mar 25, 2025	Strategic Plan (required)	OPEN	Virtual BDT/STP (request)
UNITED KINGDOM	Virtual BDT/STP (request)	OPEN	Board Train/Strategic Plan (Required)	OPEN
VANCOUVER	Strategic Plan Jan 19, 2025	Virtual BDT/STP (request)	OPEN	Board Train (Required)
WASHINGTON DC	OPEN	Board Train (Required)	Virtual BDT/STP (request)	Strategic Plan (required)

SUCCESSION PLANNING

While official nominations don't begin until August, now is the perfect time to start identifying potential future board members! Keep an eye out for members who are actively engaged with your chapter — those who attend events, volunteer, or serve on committees. Start planting the seed early by letting them know you think they'd be a great fit for the board. This gives them time to consider the opportunity and begin participating more intentionally. Invite them to attend a board or committee meeting to get a feel for how things work. As current board members, lead by example — your enthusiasm and commitment can inspire others to step up! Also, even though it's only May, it's never too early to begin planning for a smooth leadership transition. Start thinking about how responsibilities will be handed off, and set a date for training incoming board members to set them up for success.

Membership

DUES RENEWALS

Be sure to look over your chapter dues report (which is emailed to all board members). Divvy up names on the report and directly contact those members who have recently lapsed or those whose dues are coming up. Remind them to renew online and invite them to your upcoming events. People are much more likely to renew after personal contact than from a reminder email from NEWH, Inc. Be sure to reach out to your Student members who are graduating in 2025 – they will receive a courtesy associate membership upon graduation. Now's the time to contact these Student members to be sure we have their correct contact information once they graduate.

MEMBER APPROVALS

New members are anxious to know that they are approved and look forward to being involved so please continue to approve them within 30 days and let Kathy/Nancy know of the approval, and please welcome them within a few days of approval. This is also a great time to ask them to volunteer in your chapter and to be part of a committee! To ensure timely approvals, anything over 30 days will be reviewed and approved by Shelia in the NEWH office.

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

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

Events

EVENT CALENDAR

If any of your 2025 event dates change, please be sure to contact Diane at the NEWH Office to update your website calendar. These website calendar dates are also the dates pulled to include in the NEWH magazine so please be sure your online calendar is correct.

SHOW MEMBER VALUE AT YOUR EVENTS

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

EMAIL BROADCASTS

Event broadcasts are done on a first come first serve basis, so if a chapter requests their broadcast in a timely manner, it will be done before any last-minute requests. Watch for vacation notices coming up that may affect broadcast schedules.

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

2025 REGIONAL TRADESHOWS

Rest of 2025...

- Chicago, IL – August 20, 2025
- New England– September 17, 2025

- Dallas – October 23, 2025 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 Regional Tradeshows are being worked on and will be announced once confirmed on the NEWH website. Jena Seibel will be reaching out if your chapter is on the list. If you are interested in hosting and have not been contacted, please reach out to jena.seibel@newh.org

LEADERSHIP CONFERENCE

2025 Leadership Conference Paris, France Monday June 23. Registration is full with a wait list 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 RECIPIENTS BECOMING MEMBERS:

When submitting scholarship recipients from your chapter, please include a headshot for our database — this is required before scholarship checks will be issued. All submitted scholarship applications will also be processed as student membership applications. If a student sends their scholarship application directly to the chapter, please forward it to Erika at newh.scholarship@newh.org so it can be processed as a membership application as well.

ENGAGE EDUCATORS AND STUDENTS AND BUILD CONNECTIONS

Chapters are encouraged to have more than one (1) Student/Educational Professional Representative on their board. Consider recruiting from colleges within your territory to help promote NEWH scholarship and membership – and keep you updated about what’s happening in local programs. Now is also a great time to begin engaging with high school students/educators to introduce them to the hospitality industry and the opportunities available through NEWH scholarships. Invite students/educators to assist in planning a virtual student event/discussion. This can be a great opportunity for Scholarship Directors and Student Relations Directors to work together and expand outreach to both students and educational professionals. Erika in the NEWH, Inc. Office has sent your chapter/region’s school lists to be reviewed and updated ahead of launching your 2025 scholarships – be sure to look and make any necessary updates.

SCHOLARSHIP VIDEOS

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

KEEP GROWING THE STORY!

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

Website/Social Media

EVENT PHOTOS/FLICKR

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

EVENT MUSIC / ASCAP

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

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

CHAPTER PAGES ON THE WEBSITE

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

FACEBOOK

Each chapter/region has its own Facebook page. Please be proactive and keep your FB current with chapter happenings. If you need to add an editor to your page, please reach out to Hillary Eggebrecht to update the editing permissions on the back end.

INSTAGRAM

Please see the board resources/marketing section for up-dated Instagram guidelines. We encourage chapters to repost/share any NEWH, Inc. events on their social media accounts to raise aware-ness and if you would like Inc to repost your content, please tag us @newhinc.

LINKEDIN

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

Finance

BANKING

- Signature cards are All Completed! - Thank you
- PWB Bank statements (for the previous month) are delivered electronically 2-3 business days following the close of the month which are then emailed to the Chapter Boards.

PAYMENT OPTIONS

- ACH: if your Payer is interested in saving the Chapter merchant fees, contact Susan susan.huntington@newh.org
- GoPayment: is a great App to accept payments (credit card/ACH) at any time.
- Payment Link: easy way to securely accept any amount from anyone at any time using credit cards. You can forward the link with a sponsorship commitment for faster payment. No credit card form needed, and they can also pay by ACH using this link! Please reach out to Julie Hartmann or Susan Huntington for the link.

- Zelle: With Zelle – your people can send and accept money straight from their banking app to NEWH’s bank account. Best part - NO FEES (credit cards not accepted)

TEXT-TO-GIVE APP

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

QUICKBOOKS ONLINE

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

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

CHECKS/DEPOSITS

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

CHAPTER FINANCIAL REPORTS / PROFIT AND LOSS

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

CHAPTER BUDGETS

- 2025 budgets are All – Thank YOU!
- A Chapter should not grant more than 50% of their scholarship account balance. A Chapter is NOT required to grant 50%. Reminder - you are fundraising this year to give scholarships the following year.
- Should your budget need amending – the Chapter will need to vote on any changes and let the Inc. office know.

CHAPTER CREDIT CARD

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

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

DATE: MAY 5, 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: MAY 5, 2025

MOTION NUMBER: 2

I, _____, MOVE TO APPROVEAS PRESENTED.

MOTION SECONDED

BY: _____

VOTE COUNT:

STATUS OF MOTION:

YEA: 0

NAY: 0

ABSTENTION: 0

CARRIED: ☐

DEFEATED: ☐

MOTION TO ADJOURN

DATE: MAY 5, 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 sub-sequently 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 for Exceptional Boards

(Full content available in the **Board Resources** section on newh.org/resources/board-resources — login required)

Exceptional boards are not just responsible—they are strategic, intentional, and catalytic to an organization's success. The **Twelve Principles of Governance** offer a roadmap for how NEWH boards can elevate their role from oversight to *impact*, becoming powerful assets in advancing the mission of the organization.

Below is a brief overview of each principle:

1. **Constructive Partnership**

Exceptional boards work in *true partnership* with their chapter leadership and INC, built on trust, honest communication, and mutual respect. They understand their effectiveness is linked to the strength of their internal relationships.

2. **Mission Driven**

They align all decisions with NEWH's mission and values—not just as words on paper, but as guiding principles embedded in every agenda and initiative.

3. **Strategic Thinking**

Time is spent on *what matters most*. Meetings, board roles, and priorities are driven by long-term strategy, not just operational tasks.

4. **Culture of Inquiry**

Healthy debate is encouraged. Exceptional boards ask thoughtful questions, challenge assumptions, and value diverse perspectives in pursuit of sound, informed decisions.

5. **Independent-Mindedness**

Board members bring integrity to the table—putting the organization's best interest above personal loyalties or external influence.

6. Ethos of Transparency

Openness, both internally and externally, is critical. Materials are shared equitably among board members, and stakeholders are provided access to key outcomes and financials.

7. Compliance with Integrity

Strong ethical values are paired with robust oversight. Whether through audits or accountability tools, exceptional boards stay actively involved in ensuring the chapter operates responsibly.

8. Sustaining Resources

They understand that bold ideas must be backed by resources. These boards link strategic goals with realistic budgets, while leveraging networks to build support.

9. Results-Oriented

Impact is measured—not just through event attendance or scholarship dollars awarded, but through how well the chapter is fulfilling NEWH’s mission. They embrace benchmarking and performance evaluation.

10. Intentional Board Practices

Exceptional boards are structured on *purpose*. Roles, committees, and succession planning are thoughtfully designed to support good governance and long-term sustainability.

11. Continuous Learning

The board reflects regularly on its own performance. Learning is built into meeting agendas, retreat agendas, and board development.

12. Revitalization

Intentional recruitment, planned turnover, and an inclusive approach keep the board energized and diverse—bringing in new voices and avoiding groupthink.

These principles serve as a compass for all NEWH boards, whether you’re a new chapter or a well-established one. They encourage a thoughtful, mission-aligned, and strategic approach to leadership.

To read the full Twelve Principles in detail, visit: <https://newh.org/boardresources/>

Need help accessing the page? Contact Diane at the NEWH office for support.

Using M-WRAP for Better Meetings

M-WRAP is a simple, structured framework used in NEWH board meetings to encourage clarity, engagement, and collaboration. Each board member uses the format to give concise updates that promote teamwork and accountability.

What is M-WRAP?

Each letter in M-WRAP stands for a prompt during board member updates:

M – MISSION

Begin the meeting with a reflection on NEWH’s mission—why we’re here, and the impact of our work. Rotating speakers helps connect everyone to the bigger picture.

W – WINS

Share what has gone well since the last meeting. Wins can be personal, professional, or chapter-related. This boosts morale and builds momentum.

R – ROADBLOCKS

Identify challenges or barriers. Naming these early helps prevent frustration and encourages problem-solving as a group.

A – ASKS

Request help! Be specific. Whether it’s event support, marketing, or outreach, this is your time to share what you need from others.

P – PLAN

Outline your next step before the next meeting. Keep it action-based and measurable—what are you committing to doing?

Why Use M-WRAP?

- Keeps meetings efficient and focused
- Encourages accountability without micromanagement
- Helps avoid board burnout by encouraging mutual support
- Improves collaboration and problem-solving
- Use the M-WRAP format in your updates, and help others stick to it. You’ll notice clearer communication, better time management, and a more positive board culture.

Extra Tools Available

- Sample agendas and minutes with M-WRAP built in
- Conflict resolution and board dynamics tips
- RACI charts and role clarification tools
- Find it all in the Board Resources section at:
www.newh.org/resources/board-resources

NEWH Awards Summary

NEWH offers a variety of awards recognizing excellence, leadership, mentorship, and design achievement across the hospitality industry. Below is a summary of the key awards, including links to additional information and nomination forms. Most awards are biennial and tied to NEWH's Leadership Conference or major chapter events.

Full award descriptions and nomination forms can be found on the NEWH website: www.newh.org/about-us/awards

For board-only awards, log in to access: Board Resources – Awards

The Pinnacle Award

Formerly known as the *Recognition of Excellence Award*, this is NEWH's highest individual honour.

PURPOSE:

Recognizes an NEWH member who has made extraordinary contributions to the organization and the hospitality industry.

ELIGIBILITY CRITERIA:

- Minimum 15 years' industry experience
- Held a local or international NEWH board position
- Mentored at least 4 individuals (minimum 2 women)
- Demonstrates unquestionable professional ethics

PRESENTATION:

Awarded at the biennial NEWH Leadership Conference. Recipient must be present to accept.

NOMINATION DETAILS:

- Opens: Summer
- Deadline: Fall (prior to the conference)
- Info & forms: Pinnacle Award Info

NEWH College of Fellows

PURPOSE:

- Honours NEWH members for significant industry contributions and sustained commitment to NEWH.
- Eligibility Criteria:
- Member for 10+ consecutive years
- Upholds highest professional and ethical standards
- Strong leadership history
- Mentored at least 2 individuals in the hospitality industry
- Five letters of support from NEWH members + two from industry peers

NOMINATION PROCESS:

- Open to chapter board nominations, peer nominations, or self-nominations
- Induction occurs at the NEWH Leadership Conference (biennial)

TIMELINE:

- June 1 – Nominations open
- October 15 – Submission deadline
- Jan 15 – Inductees notified
- February – Inductees recognized at Leadership Conference

TopID (Top Interior Design Firm)

PURPOSE:

Recognizes leading hospitality design firms that demonstrate excellence in design and actively support NEWH's mission of scholarship and education.

Benefits to Firms:

- Recognition on NEWH's international platform and website
- Use of TopID title in PR and marketing
- Media and event exposure
- Eligibility Requirements:
 - Must have a current NEWH member on staff
 - Submit ONE custom hospitality project completed in the past 24 months
 - Project must include 3–6 high-resolution photos (300 dpi, no renderings)
 - Firm must maintain a professional website

Hospitality Definition:

Projects must serve the general public (e.g., hotels, restaurants, bars, spas); multi-family, student housing, or medical facilities do not qualify.

Joyce Johnson Award of Excellence

PURPOSE:

Honours an NEWH chapter member who has shown long-term dedication, mentorship, and leadership at the chapter level.

Eligibility Criteria:

- Minimum 7 years of NEWH chapter membership
- Served at least one term on a chapter board
- Mentored local members and contributed to chapter growth
- Exemplary ethics and commitment to the NEWH mission

PRESENTATION:

- Awarded at a major chapter event. Recipient must attend the event.
- Nomination Process:
 - Must be submitted by the Chapter President
 - Submit 6–8 weeks before the intended award presentation
 - Form available via: Board Resources – Awards (*login required*)

A Template for Setting Goals

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!)

- 1.
- 2.
- 3.

Visit the Board Resources

Visit <https://www.newh.org/boardresources> (Login Required)

The **Board Resources** section on the NEWH website is your one-stop hub for chapter success. Whether you're a seasoned board member or stepping into a new role, this area contains all the tools and templates you need to stay informed, organized, and effective in your position.

Access Instructions

Visit WWW.NEWH.ORG

Scroll to the **footer** of the page and click **Board Resources** under the “Resources” column

You must be **logged in** to access this section. If you need login assistance, contact Diane at the NEWH office.



NEWH, Inc.
P.O. Box 322
Shawano, WI 54166
800.593.NEWH (6394) phone
800.693.NEWH (6394) fax



ABOUT US	SCHOLARSHIP	RESOURCES	SUSTAINABILITY
<ul style="list-style-type: none"> Mission Message from our President NEWH Inc. Board of Directors NEWH Partners Awards NEWH History Our Staff Chapters Events Contact Us The Legal Stuff 	<ul style="list-style-type: none"> Available Scholarships About Scholarships FAQ about Scholarships Chapter Scholarships ICON of Industry Scholarship Find A Great School Green Voice Design Competition Ageless Living Collaborative Scholarship The Clifford R. Tuttle Scholarship Celebrate Our 40th with \$40 	<ul style="list-style-type: none"> Career Network Member Directory Emerging Talent designLINQ Martha's Mentors Resource Directory NEWH Magazine BEYOND... a special edition magazine by NEWH Top Interior Designers (TopID) EDOnline Industry Links Industry White Papers Member Logos Board Resources 	<ul style="list-style-type: none"> Green Voice Design Competition Green Voice Events Sustainable Presentations Tales from the Envirohood Sustainable Glossary Sustainable Links

What You'll Find in the Board Resources Section

The content is organized by role and topic, making it easy to locate the materials most relevant to your position. Here's an overview of what's available:

JOB DESCRIPTIONS AND EXPECTATIONS

Each board and committee role has a downloadable job description outlining:

- Key responsibilities
- Suggested timelines and tasks
- Skills or qualifications
- Collaboration points with other roles

This helps ensure that board members understand their duties and can hold themselves accountable throughout their term.

MEETING TOOLS AND TEMPLATES

To help run effective board meetings, you'll find:

- Standard agenda templates (including the M-WRAP format)
- Sample meeting minutes
- Tips on parliamentary procedure and meeting pacing

- Best practices for virtual and hybrid meetings
- These tools are especially helpful for secretaries and presidents looking to streamline meetings and keep engagement high.

FINANCIAL TEMPLATES

Treasurers and fundraising chairs can access:

- Budget templates
- Event profit & loss worksheets
- Reimbursement forms
- Sponsorship tracking tools

These resources promote transparency and help board members report financials consistently at chapter meetings.

AWARD GUIDELINES AND NOMINATION FORMS

From the **Joyce Johnson Award** to **TopID** and the **Pinnacle Award**, you can find:

- Award descriptions and eligibility
- Sample nomination forms
- Submission timelines and tips

These ensure your chapter can recognize and nominate deserving members and partners.

RECRUITMENT AND ONBOARDING

Chapters can access:

- Sample call scripts for recruiting new board members
- Onboarding checklists for new directors and chairs
- Volunteer sign-up forms

This is a great area to explore if you're planning for succession or onboarding new committee members.

PROGRAMMING AND EVENT PLANNING

Programming directors will find:

- Event planning checklists
- Budget and sponsorship guides
- Sample marketing plans and timelines
- Guidance on incorporating sustainability, DEI, and educational elements into events

You can also find information about how to apply for NEWH BrandED or participate in national initiatives.

MARKETING AND COMMUNICATIONS

Marketing chairs can download:

- Social media guidelines and sample posts
- Brand usage guidelines and logos
- Newsletter templates
- Instructions for submitting content to NEWH, Inc.

This section helps maintain visual consistency across chapters and gives teams access to high-quality branded assets.

MEMBERSHIP RESOURCES

Membership directors have access to:

- Recruitment flyers and onboarding tools
- Tips for retaining members and tracking engagement
- Scripts for member outreach
- Tools for working with students and emerging professionals. This helps create a more engaged, growing membership base.

DEI, EDUCATION, AND STUDENT OUTREACH

Resources include:

- Best practices for incorporating DEI initiatives into events and leadership
- Guidelines for student engagement and outreach
- Scholarship application timelines and judging rubrics

GOVERNANCE AND CONFLICT RESOLUTION

Includes resources on:

- NEWH bylaws and chapter policies
- RACI charts for role clarity
- M-WRAP meeting frameworks for productive updates
- Case studies on managing personality conflicts, board burnout, and overstepping
- This section helps leaders maintain a healthy, collaborative board culture.

CHAPTER PLANNING TOOLS

- Additional resources support overall chapter operations:
- Annual planning calendars
- Board retreat agendas
- Sample chapter goals
- Reporting templates for NEWH, Inc.

WHEN TO USE THIS SECTION

- At the **start of a new term** or when onboarding new members
- When **planning events**, awards, or campaigns
- If you're **rebuilding your board structure** or adjusting roles
- When addressing **conflicts or governance concerns**
- Anytime you need to **standardize practices** across roles or chapters

FINAL TIP

Encourage all board members to bookmark the **Board Resources** page and reference it regularly. Having everyone on the same page creates consistency, reduces guesswork, and helps each member succeed in their role.

Access here: <https://www.newh.org/boardresources>

NEWH Chapter Business Plan

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.

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	}	Internal Factors (things you have control over)
W	–	Weaknesses		
O	–	Opportunities	}	External Factors (things you have no control over)
T	–	Threats		

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.**

NEWH, Inc. Instagram Guidelines Summary

Goal:

Use Instagram to grow awareness of NEWH's mission and showcase events at both the international and chapter level.

KEY OBJECTIVES

- Post consistently (ideally once per day)
- Keep messaging clear, professional, and on-brand
- Promote upcoming events and recap past ones
- Engage followers and drive traffic to the NEWH website

RECOMMENDED CONTENT

- Member spotlights and chapter event photos
- Quotes aligned with NEWH's mission
- Sponsor thank-yous (with logos)
- TopID and scholarship recipient highlights

SUSTAINABLE TIPS

- Event notices and wrap-ups
- Monthly member promotions
- Light storytelling and contests

AVOID THE FOLLOWING

- Posting more than 3 times/day
- Party images or unprofessional content
- Excessive hashtags (keep under 15)
- Profanity, political content, or ad-style posts
- Ignoring follower engagement
- Auto-posting from other platforms
- Posting images without credit or captions

CHAPTER ACCOUNT GUIDELINES

- Only two approved board members should manage the account
- Use one shared password, provided to NEWH, Inc.
- Change the password if a social media admin steps down

HASHTAG EXAMPLES

#hospitalityindustry #raisingmoneyforscholarships #newhinc #hospitalitydesign #hospitalityscholarships

2025 Calendar

MAY 2025

1-May	Labor Day (France, Italy)	
5-May	NEWH, Inc, Board of Directors Meeting	
5-May	Bank Holiday (United Kingdom)	
5-May	Liberation Day (Italy)	
6-8 May	HD Expo + Conference	Mandalay Bay
6-May	NEWH/HD Women in Design Breakfast	
6-May	HD Awards	
6-9 May	HDE Hotel Design EMEA	Costa Brava
7-11 May	Frieze New York	The Shed, New York
7-11 May	DesignMarch	Reykjavik, Iceland
8-May	Hospitality Design Conference	Meliá Milan, Via Masaccio, 19, Milan
8-May	Victory in Europe Day (France)	
	Mothers Day (Canada, France, Italy, United States)	
11-May		
1-13 May	Future Hospitality Summit	Mandarin Oriental Al Faisaliah, Riyadh
13-15 May	Sleep Sessions #7	Ibiza Congress Centre, Melia Ibiza Hotel
14-May	IMN's Extended Stay Hotels Forum	Atlanta
15-18 May	Berlin Design Week	
15-21 May	NYCxDESIGN	New York City
15-25 May	Melbourne Design Week	
17-20 May	National Restaurant Association Show	McCormick Place, Chicago, IL
18-20 May	ICCF	Javitz Convention Center
19-May	Victoria Day (Canada)	
20-22 May	Clerkenwell Design Week	
20-22 May	Saudi Entertainment & Amusement	Riyadh Front Exhibition & Convention Center
24-25 May	RHS Chelsea Flower Show	London
26-May	Bank Holiday (United Kingdom)	
26-May	Memorial Day (United States)	
27-29 May	INDEX/The Hotel Show Dubai	Dubai World Trade Center
27-29 May	HIX KSA Saudi Arabia	
29-May	Ascension Day (France)	
30-May	Mothers Day (United Kingdom)	

JUNE 2025

1-3 Jun	NYU Hospitality Investment Conference	New York Marriott Marquis
2-Jun	Republic Day (Italy)	
3-4 Jun	Cruise Ship Interiors Expo America	Miami Beach Convention Center
3 Jun - 3 Jul	WOW!house	
4-6 Jun	Waqfal Arafah - Haji	
4-7 Jun	Design Shanghai	Shanghai World Expo Exhibition & Conv Ctr
4-7 Jun	A'24 - AIA Conference on Architecture	Washington, D.C
5-Jun	Hospitality Design CitySCENE	Chicago
6-Jun	NEWH Executive Committee Zoom Call	
6-7 Jun	Eid al-Adha	
9-Jun	Whit Monday (France)	
9-11 Jun	NeoCon	Trafalgar Warehouse, Sheffield
11-Jun	DesignNorthFestival	Johannesburg, South Africa
11-12 Jun	The Hotel Show Africa	Miraggio Thermal Spa Resort, Halkidiki, Greece
11-14 Jun	HI Design Europe	Indiana Convention Center
16-19 Jun	HITEC Indianapolis	PGA National Resort, Palm Beach Gardens, FL
17-20 Jun	Hotec Design	

18-19 Jun Hawai'i Hotel & Restaurant Show
18-20 Jun **3daysofdesign**
18-20 Jun Material Matters
19-Jun Juneteenth (United States)
19-22 Jun Art Basel
19-22 Jun BOND The Forum for America's Leading Hotel Designers
23-Jun NEWH Leadership Event - Paris
23-Jun Interior Design & Architecture Summit
23-25 Jun Hostys Connect
25-27 Jun BD Match + HD CitySCENE
26-27 Jun Hijra - Islamic New Year

Hawai'i Convention Center
Copenhagen, Denmark
Copenhagen, Denmark

Basel, Switzerland

London
Nice, France
London

JULY 2025

1-Jul Canada Day
2-12 Jul NEW DESIGNERS
4-Jul Independence Day (United States)
5-6 Jul Day of Ashura
6-7 Jul Manchester Furniture Show
9 Jul DesignFestivalNorth
11-Jul NEWH Executive Committee Zoom Call
14-Jul Bastille Day (France)
21-23 Jul BD Summer Forum
27-31 Jul Las Vegas Summer Market

Business Design Center, Islington

Birmingham, UK
Content at Cain's Brewery Village

The Lodge at Sonoma, Napa, CA

AUGUST 2025

1-Aug NEWH Executive Committee Zoom Call
3-5 Aug Western Foodservice & Hospitality
4-Aug BC Day (Canada)
15-Aug Feast of Assumption (France & Italy)
25-Aug Summer Bank Holiday (United Kingdom)
27-Aug HD SiteSeeing

Anaheim Convention Center

New York City

SEPTEMBER 2025

1-Sep Labor Day (Canada & United States)
2-3 Sep The Lobby
3-Sep NEWH Regional Tradeshow / Chicago
4-5 Sep Milad un Nabi
4-8 Sep Maison & Objet
5-14 Sep Paris Design Week
5-Sep NEWH Executive Committee Zoom Call
9-11 Sep BD Fall Forum
11-Sep September 11th (United States)
11-13 Sep FIND Design Fair Asia
14-16 Sep London Design Festival
15-19 Sep Focus DCCH
16-18 Sep Design London
17-18 Sep Independent Hotel show, Miami
International Hospitality Investment Forum
17-19 Sep - Asia
17-20 Sep Material Matters
18-21 Sep Arc Interiors
22-24 Sep Rosh Hashanah
22-26 Sep Cersaie Ceramic& Surfaces

Copenhagen
Marriott Marquis Chicago

Paris, France
Paris, France

Newport Harbor Island Resort, Rhode Island

Marina Bay Sands, Singapore
London
Chelsea Design Center
Shoreditch
Miami Beach Convention Center

Regency Hong Kong
London<https://materialmatters.design/The-Fair>

Bologna, Italy

23-26 Sep
25-26 Sep
25-28 Sep
30-Sep

Marmo+Mac Stone & Design
ITHIC - Italian Hospitality Investment
Conference
IDS Vancouver
Hospitality Design CitySCENE
Senior Lifestyle Design Match

Verona, Italy
Hotel Villa Pamphili - Rome
Vancouver Convention Centre West
New York

OCTOBER 2025

1-2 Oct
4-Oct
6-7 Oct
6-9 Oct
6-9 Oct
12-15 Oct
14-19 Oct
15-19 Oct
10-Oct
13-Oct
17-21 Oct
20-Oct
20-21 Oct
23-Oct
26-Oct
26-28 Oct
27-29 Oct

Yom Kippur
NEWH Executive Committee Zoom Call
Independent Hotel Show
Lodging Conference
G2E
Decorex
PAD London
Frieze Art Fair
Indigenous Peoples Day (United States)
Thanksgiving (Canada)
Host Milano
Diwali
hdnextgen forum
NEWH Regional Tradeshow / Dallas
end of Daylight Savings Time in UK and EU
The Hospitality Show
Future Hospitality Summit

Olympia London
Venetian Expo
Olympia London
Berkley Square
Regents Park, London

fieramilano (Rho)

Hotel Van Zandt, Austin
Hyatt Regency Dallas

Denver
Madinat Jumeirah, Dubai

NOVEMBER 2025

1-Nov
2-Nov
7-Nov
7-Nov
8-Nov
9-Nov
9-10 Nov
10-Nov
11-Nov
27-28 Nov
27-Nov

All Saints Day (France & Italy)
end of Daylight Savings Time in US and Canada
NEWH, Inc. Executive Committee Wrap-up
HD Platinum Circle Awards
NEWH, Inc. Board of Directors Meeting
NEWH, Inc. Executive Committee Wrap-up
BD|ny
Gold Key Awards Gala
Veterans' Day / Armistice Day
HIX
Thanksgiving (United States)

New York

New York
Cipriani, 42 Street, New York

Business Design Centre

Appendix A

NEWH, INC. GOVERNING BOARD MEETING MINUTES
Saturday, January 16, 2025
Virtual Zoom Meeting

Executive Committee	Sandy Banks Brittany Spinner Dallas Bentley	Jennifer Wellman Deidre Schwartz Lanée Burns	Helen Reed Tara Witt Jonathan Young	Cindy Guthrie Valerie Coleman Kevin Swart	EC Guests Gwendoline Theodet Enrico Cleva	Strategic Advisors Trudy Craven
Board of Directors	Barbara Bischoff Stephanie Deshaies	Shana McCullough- Downing Kim Faith	Leonardo Luciano Wanda Luna Melissa Peterson Mary Ann Thornam	Media Ambassadors Stacy Rauen- Shoemaker Keisha Byrd Simmy	Brand Ambassadors Luisa Gonzalez Karyn Faryna Henri Munyengango Alvaro Montoya My Nguyen	CP Ambassadors Nancy Micsko Emily Mueller Kelly Ponder Adam Tooter
Chairs	Rachel Berkin David Shove- Brown	Stacy Elliston Stacy Garcia	Natalie Sheedy Mike Webb	Katie Zuidema Hope Quintanar- Case	Todd Fuller	
House of Delegates	Macelle Albelda Rita Bancroft Jeannette Chacon Kyla Chambers Enrico Cleva Charlene Collins Celine Marcotte	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
Chapter Presidents	Kathryn Quinn Gwendoline Theodet Jamie Hysell Kyla Chambers Melissa Petersen Eric Fernandez	Adelita Rosenberg Megan May Amelia Hoover Liz Wilhite Denise Ganson Terry Nielsen Kathryn Quinn Sadie Coulter	Kris Hanson Katie Sander Smith Erica Puccio Stephanie Thompson Jamie Hysell	Steering Chairs	Mizuki Davis Kyler Burroughs Diane Smith Michael Sautner Jennifer Hartig Dianelle Nowak Carole Roach	Alli Oroski Scott McSherry Sonya Miles Will Michael Tammy Diniz
NEWH Inc. Staff	Shelia Lohmiller Jena Seibel	Susan Huntington Hillary Eggebrecht	Kate Nesbitt Erika Swansen	Christine Tucker		
Guests						
Not in Attendance						

The meeting was called to order by President, Sandy Banks at Roll call taken 9:35 am CST Roll call done by Zoom attendance, Quorum was established via Zoom.

MOTION TO APPROVE MINUTES

Date: 01-16-25

Motion Number: 1

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

Motion seconded by: Brittany Spinner	
STATUS OF MOTION:	
Carried: <input type="checkbox"/> <input checked="" type="checkbox"/> X <input type="checkbox"/> Defeated: <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	

PRESIDENT'S WELCOME – SANDY BANKS

Discussion-Sandy Banks: President's Welcome

- Next two IBOD meetings in person HD May 5, in Las Vegas and BD Nov 8 in New York.

FINANCIAL REPORT- KEVIN SWARTZ

Discussion-

- This years budget has been completed, it is in the red.
- Keep expenses to a minimum this year..
- Book travel early to keep expenses down.
- Susan has been working on each discipline budget with VP and Directors input.
- Regional Tradeshow confirmed 4 for 2025.
- Submit expenses within 60 days or considered a donation to NEWH.
- Chapters should be working on signature cards signed – checks cannot be written until this is done.
- All Chapters should be finalizing sponsorship menus.
- Chapter budgets and business plans should be submitted by February 15 th.
- We have had another exciting year, and look forward to another fantastic year.
- Thank you to all of our volunteers.

MOTION TO APPROVE MINUTES

Date: 01-16-25

Motion Number: 2

I, Sandy Banks,, move to approve the budget as presented.

Motion seconded by: Jennifer Wellman Brittany Spinner	
STATUS OF MOTION:	
Carried: <input type="checkbox"/> <input checked="" type="checkbox"/> X <input type="checkbox"/> Defeated: <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	

Introduction of our Board Members

Discussion-Sandy Bank

- Welcome our new CEO- Chris Tucker
- President Elect- Deidre Schwartz
- Secretary- Jennifer Wellman
- VP Finance- Kevin Swartz
- VP Scholarship- Brittany Spinner
- VP Education- Dallas Bently
- VP Membership- Lane Burns

- VP Communications- Helen Reed
- VP EID- Valorie Coleman
- VP Events- Deidre Schwartz
- VP International Relations UK- Jonathan Young
- VP International Relations Canada- Tara Witt
- Executive Advisor- Cindy Guthrie
- Ad hoc Advisor France- Gwendoline Theodet
- Ad hoc Advisor Italy- Enrico Cleva
- COO- Jena Seibel
- CFO- Susan Huntington
- Director of Scholarship- Barbara Bischoff
- Director of Education- Mary Ann Thornam
- Director of Membership- Wanda Luna
- Director of Brand Programs- Stephanie Deshaies
- Director of NEWH Conferences- Shana McCullough- Downing
- Director of Fundraising- Kim Faith
- Director of EID- Leonardo Luciano
- Director of Communications- Melissa Peterson
- Corporate Partner Ambassador- Nancy Micsko
- Corporate Partner Ambassador- Adam Tooter
- Corporate Partner Ambassador- Kelly Ponder
- Corporate Partner Ambassador- Emily Mueller
- Media Partner- Keisha Byrd
- Media Partner- Stacy Shoemaker Rauen
- Brand Ambassador- Karyn Faryna
- Brand Ambassador- Luisa Gonzalez
- Brand Ambassador- Alvaro Montoya
- Brand Ambassador- Henri Munyengango
- Brand Ambassador- My Nguyen
- Brand Ambassador- Ngahuia Damerell
- Brand Ambassador- Emma King

Discussion- Chris Tucker

- NEWH is an international non-profit community
- Scholarship comes first when mentioning or writing about NEWH
- We are not a for-profit organization in Paris or Canada
- The 501C3 does not apply outside of the US, but it applies to NEWH as a whole
- Act in a professional manner when discussing NEWH
- Our board meetings are networking and team building
- Be active in your role on the board
- The calendar is in the board packet and on the NEWH website
- Monday May 5th, the day before HD starts, 2nd board meeting
- Saturday November 8th, the day before BDNY, 3rd board meeting
- Expenses, 60 days to submit them or they become a donation to NEWH
- Board reports are very important to represent the board you are in- it is key that you share your concerns and successes
- Board reports are due 30 days in advance of each meeting
- If you are traveling to HD or BDNY keep travel expenses low
- Every board gets their membership roster- these are private
- NEWH cannot raise money for other charities or functions
- Think of committees as the succession plan for your chapters

- Be accountable for things you commit to
- The NEWH Inc staff are there for your support if you need it
- The board packet has come out- it is important to read it through
- The office has gone through and noted answers to questions in red in the board packet
- We thank all of our volunteers

Regional Trade Shows

Discussion- Jena Seibel:

- 4 regional trade shows planned for this year
- We are working on another trade show- most likely Boston
- Corporate partner banners and Top ID banners should be going out next week

Communications and Social Media

Discussion- Helen Reed:

- We have a new director of communications- Melissa Peterson
- We have three new chairs and hopefully a fourth that will join us soon
- We are looking for an international relations chair
- NEWH's communication strategy has increased in following by 10% with Inc and the chapters
- We have a monthly call with marketing directors- everyone on your board is invited to join- first Tuesday of every month
- We relaunched perspectives this year- our first perspective was the second Monday of the month
- Paris leadership conference will be announced soon
- Membership features- we want to show our membership- you should have received a link
- We will be launching more videos this year
- We have continued to do testimonials at the tradeshow

Discussion- Melissa Peterson:

- IBOD goals for this year- looking for international relations chair, meet with each chapter's marketing directors individually, we are going to be focusing on getting chapters involved with leadership conference content, focus on membership drive and support them to help our membership continue to grow

Leadership Conference

Discussion- Shana McCullough-Downing:

- We are working on the DC leadership conference for 2026
- We are working to secure our VIP party
- We are working to find our perfect keynote speakers
- We are doing our weekly meetings to start putting together our panels
- We completed our budget for 2025
- Our paradox team is up and running
- Our sponsorships are still available- we have sold out of some of our listings already
- We should have more updates on May 5th
- We are ahead of schedule with our planning, but still have a lot to do

Board Training/ Strategic Planning/ Next Steps

Discussion- Erica Swansen:

- Strategic planning and board training schedule is in your packet
- I will be following up with chapters that need to schedule

Membership

Discussion- Lanée Burns:

- We have 7398 members as of today
- We reported a membership competition at the last meeting
- Membership competition for 2025
- First meeting is January 24th at 9 am PST

Discussion- Wanda Luna:

- I will send a Zoom meeting link- we will be meeting every two months
- I will also send a welcome email today

Discussion- Stacey Elliston:

- Our Inc. level group has gotten together to lay out a plan for Top ID
- I have sent out a welcome email to all of the chapters to get their committee names and contact emails- please get those to me as soon as possible
- Kick off call for Top ID- February 6th
- Shout out to Las Vegas- they have gotten their committee back to me in record time
- We are looking to fill this role for next year

MOTION TO APPROVE MEMBERSHIP COMPETITION

Date: 01/16/25

Motion Number: 3

I, Lanee Burns, move to approve the membership competition as presented.

Motion seconded by:	Cindy Guthrie
STATUS OF MOTION:	
Carried: <input type="checkbox"/> X <input type="checkbox"/> Defeated: <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	

Scholarship

Discussion- Brittany Spinner:

- We got a new director scholarship this year- Barbara Bischoff- with international experience
- Our goal is to deep dive into international scholarship
- We had a lot of success with our trainings last year, so we will continue those this year

Education

Discussion- Dallas Bentley:

- Welcome Mary Ann as our new director of education
- We are working on getting our visual glossary off the ground

Paris Leadership Conference

Discussion- Chris Tucker:

- We will be in Paris- June 23rd
- Registration has opened up online
- If anyone has company sponsorship- let us know- information is on the website

EID

Discussion- Valorie Coleman:

- Leonardo is our director for EID
- We are trying to make sure there is equal access to resources and scholarships within NEWH
- We are trying to promote a diverse community within NEWH
- We have FAQs, tools on our website, EID dialogue sessions at trade shows, articles in the NEWH magazine, etc
- We meet every other month, our kick off meeting is next Tuesday

Discussion- Leonardo Luciano:

- Our goal this year is to bring more awareness and education when it comes to EID
- We want to arm our chapter directors with tool to inform their members to make NEWH more inclusive
- BAD- Best Accessibility Design Award- goal is to make this award happen in 2026
- Panels in BDNY and HD- these have been going well and we want to continue them
- I will be sending out another email for the next meeting for the BAD award

BrandED

Discussion- Deidre Schwartz:

- First event for BrandED is on the calendar- coming up in February in Chicago
- We have several meetings coming up with ambassadors to plant the seed of filling our calendar for the rest of the year
- We had a fantastic 2024 of events- a lot of them got pushed to the 3rd and 4th quarter- we are working to spread out events this year

International Report

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

- BrandED- continuing with our Europe program
- We have 3 brands that we want to roll out this year- Hilton Hotels, Six Senses Hotels, Belmont Hotels
- I am looking for a BrandED chair for Europe

Discussion- Tara Witt (Canada):

- Everything is going great in Canada
- We are looking at raising our membership dues for Canada this year- we haven't raised our dues in over 20 years
- Toronto is looking to get their event calendar and sponsorship menu out soon
- Vancouver plan to move from a regional group to a chapter

Report on Breakout Sessions

Break-Out Session Overview:

Reports:

Education- Dallas Bentley:

- Educational initiatives from an international perspective
- EDOnline and visual glossary discussion
- Green Voice explanation
- Committees associated with EDOnline

- Introduced Martha's Mentors- how the mentees can participate on a local chapter level
- Recruiting for Martha's Mentors
- Student relations- BDNY mentor walks and portfolio reviews to get students more involved
- Extending reach beyond BDNY to get students to come to local regional trade shows

Leadership Development- Stephanie Deshaies:

- Reasons to join a board discussion: making an impact, developing skills, growing network, gaining new perspectives, personal and professional enrichment
- Shared stories on how being involved in NEWH impacted them in leadership development
- Networking instrumental in hospitality business
- Importance of involvement in community
- The importance of giving back and growth
- If you have the calling for leadership, keep pushing yourself
- Leadership styles review- the best leadership is situation and adaptive to the scenario

Membership- Lane Burns:

- Discussion of the benefits of NEWH: networking, sense of belonging, community, travel, access to the NEWH magazine, career network, Design Link, educational videos, Joyce Johnson Award, mentorship, Martha's Mentor Program
- Remind chapters to highlight a member using the Joyce Johnson Award
- Showed website and tools under membership plus website navigation
- Event tours and increasing membership
- Breaking up the past member list and having board members contact them

Awards- Jonathan Young:

- Top ID Award discussion and dates: kick off for next year first week of March
- Deadline June 13th
- Chapters to make decisions by end of July
- Winners October 15-November 19
- Toronto chapter invites all the people who applied for Top ID and presented the winner that night
- UK chapter takes the winners and asks them to present on the Top ID evening before they are given the award
- Top ID events can be a great membership drive
- Criteria for Top ID is changing a little this year- part of this process is the opportunity to look at the projects the individual design firms are doing- extra points given for posting on Design Link
- Promotion of Design Link with Top ID
- New award SOHE presented at ALIS DESIGN+ in LA- Structures of Hospitality Excellence- recognizing construction
- Diane Federwitz: Chapter Recognition Award: an award put together last year after hearing from chapters that wanted to recognize design firms that might not fit into the Top ID award- located in board resources- up to the chapter if they want to have the award and what they want to name the award. Contact Inc if a chapter wants to have the award. Up to the chapter to take nominations, judge the applications, and order the award.

Scholarship: Brittany Spinner:

- We put out a video to help scholarship applicants with the financial form
- We need chapters to help to reach out to trade schools and broaden our network
- Feedback on challenges and successes
- Please be on the lookout for the scholarship training: one per month for the next couple of months
- Promote international scholarships

New and Old Business

Discussion- Katie Smith:

- California fires update
- We were able to compile a list of local charities and design firms that lost everything- the link will be sent out
- Go Fund Me links with explanations on where funds will be distributed

MOTION TO ADJOURN

Date: 01/16/25

Motion Number: 4

I, Cindy Guthrie, move to adjourn the NEWH, Inc. Board of Directors Meeting at 11:57 am CST.

Motion seconded by: Helen Reed

STATUS OF MOTION:

Carried: ☐ X ☐ Defeated: ☐ ☐ ☐