



## Commercialism Policy

The policy of commercialism is established to prevent inadvertent or unscrupulous use of NEWH, INC. for the promotion of selfish ends.

### **Definition**

The use of the name or the influence of NEWH, INC. as an organization, or of any officer of NEWH, INC. in their official capacity, or the use of the name or influence of any specific units thereof for the purpose of advertising or promoting the sale of any manufactured article, or the endorsing of any business or commercial enterprise, or the distribution of information about or propaganda concerning any organization outside NEWH, INC. or any of its constituent units shall be deemed commercialism.

### **Procedure**

Any proposition or plan that can be interpreted as coming within the scope of the above definition must have the approval of the NEWH, Inc. Executive Committee.

No Chapter shall endorse or promote any plan within the limitations of its own specific boundaries, unless a majority of the NEWH, Inc. Executive Committee votes that such action will in no way involve NEWH, INC.

No officer in their official capacity shall have authority to do any of the above things coming within the scope of the above description, unless they first have secured the approval of the NEWH, Inc. Executive Committee.

### **Endorsements**

In presenting any plan or proposition to the NEWH, Inc. Executive Committee for approval, only such endorsements of the plan or proposition may be used as are signed by the member endorsing, or by the President and Secretary of the Chapter endorsing.

No member of NEWH, INC. may use their position or membership in any way in connection with political endorsements or campaigns. Our tax status prohibits any political action.

### **Membership Lists**

NEWH, Inc. will not sell or provide its mailing list, except by vote of the NEWH, Inc. Board of Directors. Upon such a vote, members are to be notified and given the option to have their name removed from list before releasing. Releasing or personally using such a list shall be considered in opposition to the policy of the NEWH, INC. and subject to review for disciplinary action by the NEWH, Inc. Board of Directors.

### **Logo Policy**

The NEWH, INC. logo cannot be reproduced without permission of the NEWH, Inc. Executive Committee. Only the NEWH, Inc. Executive Committee shall have the authority to manufacture or have manufactured any articles bearing the logo. Only the NEWH, Inc. Executive Committee shall make any commercial use of the logo articles it has the authority to manufacture or have manufactured. All sales of such articles manufactured are to be handled by the NEWH, Inc. Executive Committee.

Chapters may petition the NEWH, Inc. Executive Committee for permission to use the Logo in fundraising efforts. If approval is given to the Chapter, 20% of all profits from use of Logo shall be returned to the NEWH, Inc.

Chapters are permitted the use of the logo only for stationery, programs and other articles made of paper, provided such logo materials are to be used solely by the Chapters or members.

Logo cuts used by the Chapters are to remain in the chapter's possession and in no instance are they to be used or permitted to be used for any commercial purpose.

Below is the email that is to be sent to members annually with the links to the chapter membership logos.

*The NEWH member logo that can be used on Members websites, email signatures and business cards. It is our way of saying we are proud you are a member of NEWH and it will let others know you are a member of the premier international networking resource for the hospitality industry. If you need a resized logo, please let us know the size and we will get you another. The GIF and PNG files have a transparent background to put on a colored background, the JPG has a white background.*

*If you are putting it on your website or email signature, please **link it back** to <http://www.newh.org>.*

*If the size is not right or you need help creating an email signature with the logo, please give us a call – we will help.*

*Please review the Logo Policy below. Again thanks, and let us know if there is anything we can do for you!*

### **NEWH, Inc. Member Logo Policy**

#### **For members:**

*The NEWH name, acronym and its logos are registered trademarks with the U.S. Trademark Office, Trademark Office in Canada and The Madrid*



*Protocol in the European Union. Use of the names and/or the logos without written permission from NEWH is prohibited. The logo may not be used on any materials or websites not originating within or generated by NEWH, Inc. Headquarters without the express permission of NEWH; such unauthorized use constitutes trademark infringement.*

*NEWH members sometimes publicize the NEWH logo on their letterhead, Internet pages, business cards or other publications. They may not do this without first submitting a sample of use and obtaining the written approval from NEWH, Inc. NEWH, Inc. may withhold this approval in its sole discretion. NEWH members can request a Member logo on an annual basis which depicts membership of NEWH by year. The NEWH Member Logo may be used on Business Cards, Email Signatures, and personally owned Websites. To request a NEWH Member logo, please email [info@newh.org](mailto:info@newh.org) or call 800-593-NEWH.*

**No** modifications or changes can be made to the NEWH logo provided to you.

**For nonmembers:**

*Non NEWH Members may not use the NEWH, Inc. name, acronym or logo at any time without prior written permission from NEWH, Inc. The NEWH name and its logo are registered trademarks with the U.S. Trademark Office. Use of the names and/or the logos without written permission from NEWH is prohibited. The logo may not be used on any materials or websites not originating within or generated by NEWH, Inc. Headquarters without the express permission of NEWH; such unauthorized use constitutes trademark infringement. If you have any questions, please email [info@newh.org](mailto:info@newh.org) or call 800-593-NEWH.*

**Organization Name -- Use Of**

No Chapter of NEWH, INC. may use the name to support publicly and officially, any action that is in opposition to the policies and tenets of the organization.

No Chapter can be forced to take public and official action opposed by a majority of its members.

Any member has the right to work through other organizations for policies that are in opposition to those adopted by the majority of the Chapter provided they do not use the name of NEWH, INC.

Any member or Chapter has the right to work within the organization to change, by the above methods, any policies adopted by NEWH, INC.