



GOVERNING BOARD PACKET

12 May 2015

Meeting Room
ISLANDER B ROOM

Mandalay Bay Convention Center
3950 S. Las Vegas Blvd
Las Vegas, NV 89119

setting high standards of
scholarships, educational efforts and information exchange
achievement for those in the
linking professionals from diverse areas of professional focus
hospitality industry
development and funding, operations to design,
architecture and purchasing, manufacturing to
sales, marketing and communications

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NEWH, INC. GOVERNING BOARD MEETING AGENDA
 12 May 2015
 Mandalay Bay Convention Center
ISLANDER B ROOM
 3950 S. Las Vegas Blvd
 Las Vegas, NV 89119

Please arrive having read the BOD Meeting Packet, they will not be read during the meeting

Board of Directors Meeting

Tuesday, 12 May 2015

9:00am – 1:00 pm

Executive Committee	Trisha Poole Fernando Diaz	Andrea Thomas Cynthia Guthrie	Christine Tucker Julian Brinton	Julia Marks Helen Reed	
Board of Directors	Susan Burnside Mary Ann Thornam Cindy Andrews	Jason Stock Sandy Banks	Ron McDaniel Leigh Mitchell	Adrienne Pumphery Michelle Finn	Deborah Herman Stacy Rauen
House of Delegates	Ellen Armer Cheri Bargaen Dalila Barragan Kelly Bowen Brandon Brockmiller Allison Calagna Debra Calkins	Stacy Costa Rachel Daus Barron Davis Stephanie Deshaies Joelle DiBlasi Rebekah Ellis Karen Gutowski	Westin Hammerstrom Bruce Heins Rebecca Kundysek Chelsea Lawrence Rachel Martin Ron McDaniel Terri Metzger	Kristofer Moore Pam Niemann Kristen O'Bara Melinda Peck Teddi Powers Lauren Ritter Kacey Sharp	William Stuart Shannon Vance Leslie Gieger Wynne Jonathan Young Julie Zweifel
9:00 am	Call to Order			Trisha Poole	
9:05 am	Establishment of Quorum - Presentation of Minutes and Motion to Accept			Julia Marks	
9:10 am	President's Welcome - Introduction of Guests - Strategic Planning Report			Trisha Poole	
9:20 am	Changes to the NEWH, Inc. Board of Directors - Call for Motion(s)			Trisha Poole/Julia Marks	
9:35 am	Financial Report - Call for motion			Fernando Diaz	
9:40 am	Chapter Successes			Julia Marks	
10:00 am	Mentorship			Sandy Banks	
10:05 am	Scholarship/Continuing Education			Andrea Thomas/ Susan Burnside	
10:15 am	Membership/Expansion			Cynthia Guthrie/Cindy Andrews/Jason Stock	
10:25 am	Fundraising - Call for Motion			Fernando Diaz/Cynthia Guthrie	
10:30 am	B R E A K				
10:45 am	NEWH Leadership Conference 2017			Leigh Mitchell	
10:50 am	Ambassadors Report			Michelle Finn, Deborah Herman, Stacy Rauen	
11:00 am	Canada/UK Update			Chris Tucker/Jonathan Young	
11:10 am	Break Out Sessions - Developing New Markets for NEWH Scholarships and What That Means to the Organization - What Should Scholarship Recipients do for NEWH? - Defining the Role of the Chapter Marketing Director			Trisha Poole /Fernando Diaz/Michelle Finn Andrea Thomas/Nicole Crawford/Stacy Rauen Brittany Johnson/Cynthia Guthrie	
12:00 pm	Summary/Discussion of Breakouts				
12:20 pm	New Business - NEWH Organizational Chart - Call for Motion			Trisha Poole	
12:30 pm	Motion to Adjourn				
12:30- 1:30 pm	Buddy Lunch				

Executive Committee Meeting

Monday, 12 May 2015, 1:30pm – 3:30 pm

NEWH, INC. GOVERNING BOARD MEETING MINUTES

22 January 2015

The Fairmont Dallas Hotel | Regency Ballroom | Dallas, TX

Executive Committee	Trisha Poole Fernando Diaz	Andrea Thomas Cynthia Guthrie	Tara Mastrelli Christine Tucker	Julia Marks Shelia Lohmiller
Board of Directors	Susan Burnside Ron McDaniel	Leigh Mitchell Brittany Johnson	Sandy Banks Michelle Finn	Deborah Herman
House of Delegates	Cheri Bargaen (NW) Dalila Barragan (DC) Kelly Bowen (ATL) Debra Calkins (San Fran) Stacy Costa (Atl)	Rachel Daus (Vegas) Joelle DiBlasi (SF) Rebekah Ellis (UK) Leslie Geiger Wynne (Dallas) Karen Gutowski (LA)	Westin Hammerstrom (MN) Rebecca Kundysek (MN) Rachel Martin (Chicago) Ron McDaniel (Dallas) Terri Metzger (San Fran) Kristopher Moore (Chicago)	Pam Niemann (Sunshine) Melinda Peck (DC) Teddi Powers (Sunshine) Lauren Ritter (NY) Kacey Sharp (Houston) Julie Zweifel (Vegas)
Chapter Presidents	Jennifer Loux (Atl) Karen Pelzer (AC/Philly)	Hope Quintanar-Case (Vegas) Brittany Johnson (N. Central)	Vanessa Vaughan (NW) Marie Poisson (RM) Jill Schmitz (San Fran)	Lora Spran (Sunshine) Tara Witt (Toronto) Valerie Coleman (DC)
Steering Committee	Beth Doehner (New England)	Karen Appert (North Carolina)	Jessica Wasmer (OC)	Kimberly Sontowski (Vancouver)
Guests	Wanda Luna (Vegas) Alexa Schroeder (Vegas) Ying Jie Li (Vegas) Ymani Tannis (Atl)	Valerie Haase (Atl) Erica Shamrock (NY) Schaeffer Hill (Dallas) Louise Ross (Dallas)	Sophia Nguyen (NW) Gina Joyce (Dallas) Melissa Pyell (OC) Derek Sousa (Vancouver)	NEWH, Inc. Staff: Jena Seibel Diane Federwitz Julie Hartmann Nicole Crawford Mary Phalen
Not in Attendance	Philip Byrne Andrea Sims Dina Belon Julian Brinton Helen Reed	Mary Ann Thornam Cindy Andrews Jason Stock Adrienne Pumphrey William Stuart	Stacy Shoemaker Rauen Ellen Armer (RM) Brandon Brockmiller (LA) Allison Calagna (Houston) Barron Davis (LA)	Stephanie Deshaies (NW) Bruce Heins (AC/Philly) Chelsea Lawrence (RM) Kristen O'Bara (AC/Philly) Shannon Vance (AZ) Jonathan Young (UK)

**Officers and Directors have a vote House of Delegates do not.*

The meeting was called to order by President Trisha Poole at 9:08 am. Executive Director, Shelia Lohmiller, took roll and a quorum was established. The minutes were presented and a motion was made to accept the minutes as presented.

MOTION TO APPROVE MINUTES

Date: January 22, 2015

Motion Number: 1

I, Trisha Poole, move to approve the minutes as presented.

Motion seconded by: Fernando Diaz

VOTE COUNT:

YEA: 11

NAY: 0

ABSTENTION: 0

STATUS OF MOTION:

Carried:

Defeated:

Name of person who abstained:

PRESIDENT – TRISHA POOLE

<p>Discussion:</p> <ul style="list-style-type: none"> Welcome to Dallas Thrilled to see so many people Thank-you to Leigh Mitchell who put her heart and soul into this Leadership Conference Thank-you to the NEWH/Dallas Chapter, we know everyone is going to enjoy this conference and it's going to be bigger and better Everyone please be a NEWH Ambassadors, thank our Corporate Partners, welcome and explain your NEWH story and value of NEWH

VP/FINANCE – FERNANDO DIAZ

Discussion:

- NEWH, Inc. and Chapters are financially healthy
- Chapters are completing their required training and financial forms
- Report of Results of Activity forms: Send to NEWH, Inc. office as soon as possible (don't wait the full 45-days), do this on a ongoing basis
- The sooner NEWH, Inc. receives your forms the sooner chapter information can be updated; it just makes for a smooth process
- It truly is an honor to serve in a NEWH board of Directors position, something to keep in mind
- NEWH/Dallas Chapter has done a wonderful job in supporting the NEWH Leaderships Conference, holding an event like this costs a lot of money to put on
- Thinking ahead about future Leadership Conferences, if one person from each chapter could work on obtaining (1) sponsor (\$1,000, \$5,000- any amount) for the Leadership Conference it would be very beneficial
- Assistance from Chapters would free up some of the many duties the Leadership Conference Planning Committee has on their plate
- It is everyone's responsibility to help to the best of their abilities when we have an event like Leadership Conference
- Financial budget in board packet, pretty balanced budget, hope everyone has reviewed the information

Comments:

- Thank-you to Deborah Herman for her \$50,000 sponsorship and Michelle Finn for obtaining \$30,000 in sponsorships

Date: January 22, 2015

Motion Number: 2

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

Motion seconded by: Julia Marks

VOTE COUNT:

YEA: 10

NAY: 0

ABSTENTION: 1

STATUS OF MOTION:

Carried:

Defeated:

Name of person who abstained: Tara Mastrelli

MENTORSHIP – SANDY BANKS

- We are in the same spot that we were in at the November board meeting
- Everyone has been very busy with work this last year with the recession ending
- Pilot chapters are still on board
- Tomorrow at lunch more details will be shared about mentorship program
- Printed applications (for both mentors & mentees) will be available at registration desk
- Express your interest in assisting with the Mentorship project to Sandy Banks

VP/EDUCATION – ANDREA THOMAS, SCHOLARHIP CHAIR | SUSAN BURNSIDE

Discussion Andrea Thomas:

- 3 new NEWH, Inc. Scholarships sponsored by: Hotel Interactive, STMedia Group (2)
- HI Connect: March 2015 award; open to Hospitality Management students only
- STMedia Group: April 2015 award at BDWest & November 2015 award at BD|NY; open to Hospitality Management students only
- Instead of multiple applications, etc. HI Connect, STMedia Group and Fabric Innovations (4) scholarships are on one (1) application (student applies one (1) time and qualifies them for all four (4) scholarship opportunities)
- Student must be present to receive the scholarship award; award dates are listed on application student can select to apply for all four (4) scholarships or select scholarships individually based on students availability to attend award presentation
- Excited to be a part of the Scholarship Luncheon, we'll have wonderful attendance, a lot of fun and this is what it's all about
- Over \$353,000 in scholarships awarded in 2014 with a grand total of over 3.6 million awarded to date
- 13 NEWH, Inc. scholarships with over \$56,000 in awarded funds
- The opportunities offered to students is amazing and will only get better

VP/EDUCATION – ANDREA THOMAS, SCHOLARHIP CHAIR | SUSAN BURNSIDE (Continued)

Discussion Susan Burnside:

- BD|NY/STMedia Group is donating \$7,500 to NEWH/Cliff Tuttle Scholarship Fund, we appreciate their generous involvement

Comments:

- Chapters do a wonderful job of raising funds for scholarship; scholarship is the core of our mission
- Great to see our International level of scholarship offerings expand
- Continue to get the message out at events, etc. that scholarship is our mission
- It's great to promote scholarship by having it highlighted in the middle of the Conference this year, thank-you to everyone's hard work in putting the luncheon together

VP/MEMBERSHIP – CYNTHIA GUTHRIE, MEMBERSHIP | CINDY ANDREWS, EXPANSION | JASON STOCK

Discussion Cindy Guthrie:

- Working with Cindy and Jason this year
- Going to work with Cindy in developing a uniform process for chapters of recruiting members, becoming a member, etc.
- Membership dues increased by 12% in 2014; Chicago Chapter increased by 29%
- Some chapters have well over 100 student members

- Checking in with chapters on what works for them in developing best practices for membership
- Go back to your chapter and collaborate with membership/programming/fundraising directors because the way we attract membership relates to the quality of programming, events and membership drives
- Please attend quarterly discipline calls, it's a great opportunity for chapters to flush out problems and gain insight to new ideas
- Working with Cindy to develop chapter templates (bowling event having each sponsored lane receive a membership included with sponsorship, etc.); create membership opportunities that could bring in potential board members or additional memberships
- Keep in mind who sponsored memberships are going to
- Working with Jason on expansion
- Thank-you to the Dallas Chapter for what is going to be an amazing event

Comments:

- With sponsor opportunity Dallas grants 40 new members (not renewals) each year

FUNDRAISING– RON MCDANIEL

Discussion:

- Thank-you to the Chapters/Committee Chairs that are here
- By February, the goal is to have a spreadsheet for each Chapter
- Cannot stress enough the importance of attending quarterly discipline calls if you cannot attend ask someone to attend for you, great information is shared on these calls to empower you and your board
- Mandatory discipline call schedule will go out soon, calls start in February mark it on your calendars and please attend

VP/MARKETING – TARA MASTRELLI

Discussion:

- No current changes since November 2014 meeting; still working on refining overall message for NEWH
- Brittany will now be assisting with Marketing
- Developed 2015 budget
- Looking at digital tool options and website re-vamping
- Please let us know your concerns and needs
- Trying to put together a video to be used for various events
- Today there is a videographer live on the show floor
- Video conversations/interviews will be taking place
- Recording sessions so individuals can tap into at a later date
- Need students for testimonials

Date: January 22, 2015

Motion Number: 3

I, Julia Marks, move to appoint William Stuart to the position of Marketing and Communications.

Motion seconded by: Fernando Diaz

VOTE COUNT:

YEA: 11 NAY: 0 ABSTENTION: 0 STATUS OF MOTION: Carried: Defeated:

Name of person who abstained:

REGIONAL TRADESHOW DISCUSSION

Discussion Shelia Lohmiller:

- 2015 Tradeshow calendar is full; find details on www.newh.org (click on events)
- Chapters interested in 2016 tradeshow email Jena for list placement jena.seibel@newh.org

NEWH LEADERSHIP CONFERENCE – LEIGH MITCHELL | NEWH CONFERENCES

Discussion:

- Thank-you to our chapters we have over 500 people attending Leadership Conference 2015 in Dallas, this would not be possible without Chapter involvement
- The Dallas Chapter, Kate and Ron have done an amazing job coordinating event details, they have been wonderful to work
- It makes for a big impact when we have such a involved chapter to work with, thank-you
- Brittany Johnson has worked hard on the Scholars Luncheon, please attend.
- Thank-you to Stacy Costa as well who put together the scholarship video that will be presented tomorrow
- Thank-you to Stacy Shoemaker Rauen who put together the Owners Roundtable
- Tara talked about the live streaming. Everyone received an email, for those who cannot attend there is a \$25 fee to obtain access to view the conference. Option to review sessions online will be available
- 2017 Leadership Conference will be in Denver (Rocky Mountain Chapter)
- Holding Leadership Conference at the end of January runs us into competition with other events; committee will be looking at the dates to see what needs to be refined
- Our attendance is great but it could've been so much more pending on the timeframe

- Never too early to start thinking about key note speakers, pass along suggestions to Leigh
- Comments:
- Thank-you everyone, the attendance is huge this is going to be a great Conference.
 - Thank-you to Michelle Finn for pulling together our panel (attend Michelle's session on Saturday)

NEWH AMBASSADORS – MICHELLE FINN | DEBORAH HERMAN | STACY SHOEMAKER RAUEN

Discussion Michelle Finn:

- We've been busy supporting NEWH industry events
- Raise awareness of NEWH at several industry conferences in 2014
- Helped develop NEWH Fashion Challenge, brought in \$15,000 in donation to San Diego/Orange County Regional Groups
- Created Women Leaders in Hospitality Scholarship(s) awards to be given at BDWest and BD|NY annually
- Promote NEWH to the owner segment of our industry

Discussion Deborah Herman:

- Awarding scholarships at Gold Key, Platinum Circle, etc. represents NEWH in a high profile market
- As NEWH Ambassadors, we are your secret committee members, we encourage your phone calls and reaching out to us
- We can be reached out to at all times as a senior leadership behind the scenes to define and grow NEWH on a higher nationally and at the International level
- We can help you raise the image, prestige or understanding of NEWH to those in your area, at your event(s), please let us know
- Congratulations to all, 2014 was a great year in showcasing NEWH on a higher national level
- Everyone's support is key, thank-you to everyone for your assistance

INTERNATIONAL RELATIONS | CANADA – CHRIS TUCKER

Discussion Chris Tucker:

- Deborah Herman attended our event in Toronto in 2014, her attendance helps to define who we are on a different level
- We have several representatives from Vancouver and Toronto here today, we are proud to have them here to take in NEWH on a more professional and personal level
- Thank-you Dallas Chapter for making this a conference you don't want to miss
- Toronto Chapter doing great
- Vancouver is doing well with 163 members with 114 of those being student members
- Student heavy, always asking how do we get more designers
- Vancouver awarded their first scholarship last month which was very nice
- Toronto awarded \$20,000 in scholarships in 2014
- Trying to expand Canada and it's a challenge
- We're very happy to be here, thank-you

INTERNATIONAL RELATIONS | UK – JULIAN BRINTON

Discussion-Rebekah Ellis:

- Taking in as much as I can from all of the chapters
- Good year in 2014, had a Gala, great team on our board
- Hoping that 2015 will be just as good
- We're hoping for new members
- We need your help, we have a bit of a difference between the states and UK, we need to represent the UK as best as we can

BREAK OUT: Group Discussions

Trisha Poole: Break-Out Sessions (3 Groups):

Breakouts help NEWH, Inc., gives you details to take back to your chapter, synergize thoughts together.

Email your notes to Shelia shelia.lohmiller@newh.org

1. Empower your Board | Diane Federwitz/Fernando Diaz
2. Maintaining a Unified Vision While Marketing Your Chapter | Tara Mastrelli/Brittany Johnson
3. Get More Scholarship Recipients and Stay in Touch | Andrea Thomas/Susan Burnside

GROUP ONE-Empower your Board

- Discussed importance of following organizations board structure
- Questions can go to Directors/VP if unable to answer them ask your President
- Have a successor being someone that can follow you in your position and be prepared for when it's their turn to take over
- Stressed importance of attending discipline calls to stay connected with your position and responsibilities
- Discipline calls provide direct examples of what is or is not working, great feedback and ideas are shared but attendance is key
- Board training is key to highlight expectations of each position, make sure each Director fully understands their role and expectations
- Before asking someone to step into their position, provide them with time constraints, a job description, give them all the tools they need to understand before asking them to serve, it's not just about filling the opening with a body for the board
- Train your board members so they can serve and be successful in their position comfortably
- You want a working board, not a sitting board, you don't want members that just want something on their resume

- Use board resources, forms, templates, etc. on NEWH website it is a valuable tool; make sure everyone understands how to access and use the available resources
- Make sure questions are answered, past-presidents can assist with this
- Get students involved on committees so they can eventually step up into a Director position, it will help keep your board young and fresh
- Set your calendar at the beginning of the year, it communicates the chapters expectations of everyone and sends a clear message
- If you miss more than 3 consecutive board meetings you can no longer serve on the board
- Use email votes when applicable, must have 100% participation and agreed approval
- If you're thinking about being President it's at least a 5-year commitment, take that into consideration
- It's important to keep your Past President's involved even when they are completely off the board, they know the history of the board
- Thank people for being involved make them feel like they are doing their part

Questions/Comments:

- Loved hearing about using Past Presidents and reaching out to them for mentorship, etc. is there a way we deliver that message to each of the chapters through discipline calls? The idea is so important they're not there to say you can't do it that way you must do it the old way, they should be present to stay engaged and for others to tap into their experience

GROUP TWO-Maintaining A Unified Vision While Marketing Your Chapter

- Talked about unifying a vision at Inc. level and Chapter level
- Focus on ownership
- If marketing is targeting owners it leads to more designers, vendors and increased sponsors
- Reciprocal way about marketing and what it drives us towards
- There is a need to simplify and target NEWH's message
- Discussed Tara's work on EC level of simplifying our message
- Survey that was sent out to participants, over 90% said that NEWH had opened doors for them
- The take away of the survey became access and what NEWH gives you access to various benefits
- For owners it's access to talent, designers, vendors, students (new talent)
- Students gain access to funds, additional education and career opportunities
- Chapters discussed what they are working on and the tools they need to move forward
- Northwest is talking to the Principals of the design firms to obtain their excerpts of why they sponsor designers to be a part of NEWH
- Talked a lot about how you talk about NEWH, many board members have very personal stories but what if you're new without that personal connection we discussed how we can promote that discussion
- Network of Executive Women in Hospitality provided access to women who didn't have access; we need to define how we talk about our past and present our future
- At the NEWH, Inc. level, an elevator speech is needed for those who are new to NEWH
- Talked about use of our language, networking can be a turn-off word to younger generation, socialize is more fitting
- Look at how we can target our marketing materials simply without them sounding too unobtainable or overly professional
- Provide templates for chapters that have a strong and flexible visual such as invite templates, videos, etc. so we stand strong across all levels being recognized as NEWH

Questions/Comments:

- We need to set SMART goals off of breakout groups and put them into action. Marketing is key to move a lot of the breakout discussions along.
- Marketing is a very involved process there is a timeline that has been put together it is a long process when incorporating everything into consideration from Inc. level to chapter events, etc.
- With the help of the Marketing Committee there will be a dual track, Tara is more behind the scenes in putting pieces together, we want new branding to be rolled out at the same time for everyone, 2015 is the heavy work year with a plan for final placement in 2016
- We all want to see results we appreciate everyone's input we just want all items put into place professionally and released at the same time to fit everyone's needs. We're all embracing the word access; it will take time and with each meeting will move even faster. Strategic planning will assist in flushing out items to help build solid work
- We appreciate everyone's patience in the process
- Exciting that we're taking slower steps in the development of our overall marketing, we're going to have some great new material and that time to develop it is a greatly needed

GROUP THREE –Get More Scholarship Recipients and Stay in Touch

- Quality of submitted applicants and quality is a problem across the board for chapters
- We need to continue promoting scholarship across our social media accessible sites not only on a chapter level but through Inc. as well
- Some chapters work with student groups to promote NEWH and scholarship
- Discussed what kind of professors are key in pulling students towards NEWH not only to apply for scholarships but to be involved throughout the year
- Awareness is key any way you can promote it
- Reaching out to past recipients, inviting them to events or a board meeting, showcase them at events, use their testimonials at all events to promote events raise funds for scholarship
- Some chapters use student headshots and testimonials promoting what scholarship is and what it meant to the student winners
- Use career days at local colleges to help promote awareness of NEWH scholarship opportunities
- We need to push the fact that events are held to obtain funds for student scholarships
- Some chapters use scholarship recipient video clips during their event, they've had a lot of success with this
- NEWH student/educator PowerPoint presentation is available for use for school visits
- Students need to know they can apply for scholarships on all levels not just chapter but Inc. scholarships as well

Questions/Comments:

- Stay in touch and track your students
- The Luncheon today will provide some great examples of student success stories

Overall Questions/Comments:

- Each school has individual groups (especially design groups) chapters can connect with them

There are two different fraternity groups for interior design, some are opening up to a broader design base, national fraternity base of students to connect with

New Business | Trisha Poole

New Business-Trisha Poole:

- Attend the welcome party tonight, thank-you to Fabric Innovations for sponsoring
- Take your photo with the B I G
- Thank-you for coming, thank-you Dallas, everyone have a BIG time

Adjournment:

MOTION TO ADJOURN

Date: January 22, 2015

Motion Number: 4

I, Cindy Andrews, move that the meeting be adjourned at 1:00 pm.

Motion seconded by: Fernando Diaz

VOTE COUNT:

YEA: 11 NAY: ABSTENTION:

STATUS OF MOTION:

Carried: Defeated:

PRESIDENT

TRISHA POOLE

Job Purpose:

- To advise, govern, oversee policy and direction, and assist with the leadership and general promotion of NEWH, Inc. to support the organization's mission and needs.
- The Presidency is the highest honor the membership can bestow. In electing a fellow member as President, they are charged with the full responsibility of leadership of the organization.

2015 GOALS

FURTHER THE MISSION OF NEWH

KEY GOALS FOR 2015:

- Increase NEWH, Inc. and NEWH Chapter participation of high level executives and professionals in the hospitality industry that are within positions to award contracts to design, architectural and purchasing professionals.

PROGRESS: NEWH has elevated the Leadership Conference within the hospitality industry to be one of the few conferences that offers networking opportunities with these high level, key professionals. We will continue to focus on this conference as one of our most valuable offerings to the industry. NEWH is now engaged with ALIS, NYU and Lodging as a sponsor and attendee within their events that are primarily the Ownership demographic we seek. We are building a relationship with these new partners that will help us achieve our above stated goal.

- Improve membership and participation of students and young hospitality professionals from all demographic segments. Seek ways to keep them interested and involved with NEWH that will help make the organization more relevant today and exciting for the future.

PROGRESS: An NEWH Brand Audit was initiated internally and data was collected that will help us pursue improvements in our international marketing and PR. As we remain committed to this goal we realize it is labor intensive and requires professional expertise so we will seek outside marketing/PR assistance to achieve our goals.

- Build a higher awareness of NEWH and the mission of scholarships.

PROGRESS: NEWH is working with VP Scholarship, Andrea Thomas to improve current scholarship programs and develop

new scholarships that will build awareness for the organization while providing the necessary funds for students within related college programs. NEWH has identified new scholarship award venues with media partners that will help bring a higher awareness to our Scholarship program and the success of NEWH's fundraising efforts. New scholarships have been identified and the opportunities along with the names have been simplified to make our message clear for increase in quantity of higher quality submissions. We will continue to pursue new scholarship partners that are suitable for the advancement of our mission.

The 2015 Leadership Conference successfully hosted the NEWH Scholarship Luncheon at the center of the conference in Dallas. The cost of the luncheon was included in the conference ticket, therefore allowing ALL attendees to witness the astonishing stories from our past recipients and learn the impact of NEWH's chapter scholarship programs. It was a great success and will be improved/enhanced for the 2017 conference.

We continue to consider hospitality brands an opportunity for a positive and powerful scholarship opportunity for NEWH. The research and development of this additional scholarship partnership is included with the above stated goal.

STEPS TO ACHIEVE GOALS

- Support and make all NEWH initiatives a priority that directly relate to the advancement of the Key Goals for 2015.
- Listen and identify new ideas and interesting concepts that are offered by NEWH supporters related to the modification or addition to the "Key Goals".
- Offer support and leadership to all EC and IBOD Members as they work towards their goals.

PRESIDENT ELECT

Job Purpose:

- Be an active advocate of NEWH through all possible industry-networking opportunities such as trade shows etc.
- Know the duties of the President and be prepared to assume the Presidential duties if necessary.

SECRETARY

Job Purpose

- Record and preserve the business records of the organization
- Ensure all chapters remain in compliance with all public laws governing their activities.

NO GOALS SUBMITTED

NEWH BOARD TRAINING SCHEDULE

Shaded = training occurred or is scheduled	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
ARIZONA		In person 4/11/2008			In person 12/1/2010	Webinar	In person 12/6/2013	Webinar	Webinar	In person	Webinar
ATLANTA			In person 3/14/2009	Webinar	Webinar	In person 3/10/2012	Webinar	Webinar 1/7/2014	In person 10/18/2014	Webinar	Webinar
ATLANTIC CITY		In person 3/1/2008		Webinar 12/6/2010		In person 2/25/2012	Webinar	Webinar	In person 2/14/2015	Webinar	Webinar

CHICAGO	In person 2/2007	In person 1/2008		In person	In person 10/23/2010	Webinar	In person 10/27/2012	Webinar	Webinar	In person	Webinar
DALLAS		In person 1/26/2008		In person	In person 10/8/2010	Webinar	In person 3/15/2013	Webinar	Webinar	In person	Webinar
HOUSTON				In person	In person 10/7/2010	Webinar	Webinar	In person 2/8/2014	Webinar	In person	Webinar
LAS VEGAS		In person 8/16/2008		Webinar 8/3/2010		In person 1/28/2012	Webinar	Webinar	In person 1/10/2015	Webinar	Webinar
LOS ANGELES	In person 2007			In person 1/30/2010	Webinar	Webinar	In person 2/9/2013	Webinar	Webinar	In person	Webinar
NEW ENGLAND							Webinar 2/13/2013		Webinar 1/12/2015		
NEW YORK	In person 2007			Webinar 2/27/2010		In person 2/11/2012	Webinar	Webinar	In person 2/28/2015	Webinar	
NORTH CAROLINA REGION				Webinar 6/30/2010	TBD based on need	Webinar 4/26/2012	TBD based on need	Webinar 1/9/2014	TBD based on need	TBD based on need	
NORTH CENTRAL	In person 5/5/2007			Webinar 3/22/2010	In person 3/5/2011	Webinar	Webinar	In person 1/11/2014	Webinar	webinar	
NORTHWEST			Webinar 11/14/2009	Webinar		In Person 12/2/2011	Webinar 11/28/2012	Webinar 11/6/2013	In person 12/13/2014	Webinar	
ORANGE COUNTY REGION				In person 9/28/2010	TBD based on need	TBD based on need	TBD based on need	Webinar 1/13/2014	TBD based on need	TBD based on need	
ROCKY MOUNTAIN				In person 2/5/2010	Webinar	Webinar	Webinar 2/12/2013	In-person 2/27/2014	Webinar	In person	
SAN FRANCISCO				Chartered 2010	In person 2/26/2011	Webinar	Webinar 2/5/2013	In person 11/16/2013	Webinar	Webinar	
SOUTH FLORIDA	In person 11/3/2007				In person	In person 1/21/2012	Webinar	Webinar	In person TBD	Webinar	
SUNSHINE	In person 2007		In person 1/31/2009		In person 2/5/2011	Webinar	Webinar 11/15/2012	In person 10/18/2013	Webinar	Webinar	
TORONTO		In person 12/6/2008		Webinar 1/24/2011		In person 10/15/2011	Webinar 11/20/2012	Webinar 11/19/2013	In person 12/6/2014	Webinar	
UNITED KINGDOM					Webinar	Webinar	Webinar	In person 10/1/2014	Webinar	Webinar	
VANCOUVER REGION (as needed)				Webinar 2/10/2010	TBD based on need	Webinar 3/6/2012	TBD based on need	TBD based on need	TBD based on need	TBD based on need	
WASH DC	In person 2007		Webinar 10/22/2009	Webinar	In person	In person 2/16/2012	Webinar	Webinar	In person 3/12/2015	webinar	

RECEIPT OF MINUTES, ANNUAL BUDGET AND CHAPTER BUSINESS PLAN

Chapters	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Budget	Business Plan
Arizona													Yes	
Atlanta	Yes	Yes	Yes	Yes									Yes	Yes
Atlantic City/Philadelphia	Yes	Yes	Yes										Yes	Yes
Chicago	Yes												Yes	
Dallas	Yes	Yes	Yes										Yes	
Houston	Yes	Yes	Yes	Yes										
Las Vegas	No Mtg	Yes	Yes											
Los Angeles		Yes												
New York	Yes		Yes										Yes	
North Central	Yes	Yes	Yes										Yes	Yes
Northwest	Yes	Yes	Yes										Yes	
Rocky Mountain	Yes	Yes	Yes										Yes	Yes
S. Florida	Yes	Yes	Yes										Yes	
San Francisco Bay	Yes	Yes	Yes										Yes	Yes
Sunshine	Yes	Yes	Yes	Yes									Yes	Yes
Toronto	Yes	Yes	Yes										Yes	
UK	Yes	Yes	Yes											
Washington, DC	No	Yes	Yes										Yes	Yes
Regional Groups														
New England	Yes													
North Carolina														
Orange County	Yes													
San Diego														
Vancouver		Yes												

VP/FINANCE

FERNANDO DIAZ

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
- Regularly review income and expenditures with Executive Committee to ensure knowledge of financial affairs and status of the organization is clear
- Develop new ideas for Fundraising

2015 GOALS

- Have all chapters submit budgets by the beginning of the year; help chapters to achieve this request if necessary
- Have all chapters submit business plan by the beginning of the year; help chapters to achieve this request if necessary
- Have all chapters submit results of activity reports (very important)
- Participate in all discipline calls
- Maintain or cause to maintain Strategic Plan
- Develop NEWH Signature Fundraiser

STEPS TO ACHIEVE GOALS

- Work with NEWH, Inc. office to follow up on chapters not forwarding information ;
- Work with Diane and Jena to make sure chapters know (via board training) that information is submitted to NEWH, Inc. promptly; and
- Follow up with chapters to submit signature bankcards after the

first board meeting of the year.

- Develop and Produce new Signature Fundraiser – “Art Melange” working title

LONG TERM GOALS FOR THIS POSITION

- Ensure all chapters KNOW what is expected in way of reporting.
- Produce Signature NEWH Fundraiser in 2016

OTHER REPORT ITEMS

- Within the next year or so NEWH, Inc will increase it’s percentage of what the chapters need to pay
- Chapters DO NOT have to give 50% in Scholarship Awards out, but we do encourage NOT to give out more than 50%
- Signature Cards, Budgets & Business Plans are still lagging from some Chapters
- THANK YOU – RESULTS OF ACTIVITY REPORTS ARE BEEN SENT INTO INC OFFICE WITHIN 45 DAYS AFETR THE EVENT EVENT

BANK BALANCES	
account balances as of 4/30/2015	
General	\$ 864,572.86
Scholarship	133,516.22
Cliff Tuttle Scholarship	32,261.57
Money Market (cash reserve fund)	193,516.16
Long Term Reserve Account (money market acct receives higher interest than CD)	200,000.00
Cash Reserve Account (money market acct receives higher interest than CD)	75,000.00
CD	100,000.00
NEWH, Inc. acct in Canada (7/31/13)	CAD 7,589.47
NEWH Canada, Inc.	CAD 36,355.18
NEWH, Inc. acct. in London	£ 3,289.65

Chapter	Annual Budget Rec'd	Statement from Bank	Labeling cks and deposits	Updated Signature Cards	Current on tax matters for 2013	2014 Fundraising Remittance	2014 to date Fundraising %***	2014 Monies transferred to Scholarship Acct	2015 Fundraising Remittance	2015 to date Fundraising %***	2015 Monies transferred to Scholarship Acct	Checking Bal	Date	Scholarship Bal	Date	CD	Date
Arizona	X	X	X	X	X	Yes	53%	12,075.26	Nd info	0%	-	5,044.19	4/30/15	7,452.06	4/30/15		
Atlanta	X	X	X	X	X	Yes	46%	15,698.84	N/A	0%	31,074.55	44,139.74	4/30/15	27,712.36	4/30/15		
Atlantic City	X	X	X	X	X	Inv'd	34%	4,420.00	N/A	0%	-	17,983.09	4/30/15	13,475.48	4/30/15		
Chicago	X	X	X	X	X	Yes	47%	27,903.33	Inv'd	54%	22,903.33	105,217.70	4/30/15	67,197.15	4/30/15		
Dallas	X	X	X	X	X	Yes	43%	-	N/A	0%	10,787.50	61,851.31	4/30/15	55,010.66	4/30/15		
Houston		X	X	X	X	Yes	79%	9,004.65	Inv'd	100%	-	54,837.21	4/30/15	24,808.02	4/30/15		
Las Vegas		X	X	X	X	Yes	15%	68,617.13	N/A	0%	12,920.29	119,054.89	4/30/15	85,210.99	4/30/15		
Los Angeles	X	X	X	X	X	Inv'd	48%	35,329.44	N/A	0%	-	129,989.49	4/30/15	121,999.99	4/30/15		
New York	X	X	X	X	X	Yes	22%	30,100.00	N/A	0%	-	75,208.60	4/30/15	74,219.54	4/30/15		
North Central	X	X	X	X	X	Yes	44%	13,295.76	N/A	0%	1,105.94	23,375.41	4/30/15	26,450.65	4/30/15		
Northwest	X	X	X	X	X	Yes	52%	24,075.58	N/A	0%	8,481.55	39,774.84	4/30/15	47,726.29	4/30/15		
Rocky Mountain	X	X	X	X	X	Yes	26%	7,031.43	N/A	0%	19,869.98	38,987.05	4/30/15	27,543.93	4/30/15		
San Francisco	X	X	X	X	X	Inv'd	51%	45,724.26	N/A	0%	-	66,195.90	4/30/15	72,844.37	4/30/15		

South Florida	X	X	X	X	X	Inv'd	22%	6,180.57	N/A	0%	-	20,390.45	4/30/15	30,455.71	4/30/15		
Sunshine	X	X	X	X	X	Yes	58%	4,181.64	N/A	0%	-	59,678.69	4/30/15	24,402.25	4/30/15		
Toronto	X	X										27,644.85	3/31/15	37,855.13	3/31/15		
United Kingdom												4,165.32	3/31/15	5,024.93	3/31/15		
Washington DC	X	X	X	X	X	Yes	51%	52,283.18	N/A	0%	-	215,903.97	4/30/15	43,392.16	4/30/15	40,093.59	4/30/15
Regional Groups																	
New England												9,123.62	4/30/15	16,336.11	4/30/15		
North Carolina												4,062.53	4/30/15	8,586.03	4/30/15		
Orange County												1,605.51	4/30/15	22,201.10	4/30/15		
San Diego												399.91	4/30/15	18,853.89	4/30/15		
Vancouver																	
Virginia														12,026.74	4/30/15		

2015 BUDGET WORKSHEET

		INCOME	EXPENSE
President		-	5,959.76
President Elect		-	-
Past President		-	-
	Founders Circle	-	5,570.00
	Mentorship	-	866.26
Executive Adviser		-	356.23
Secretary		-	528.41
	Board Training	-	8,026.57
Vice President Finance		-	1,865.62
	Travel / Delegate	-	5,752.09
Vice President/Education		-	2,257.02
	Scholarship	4,980.00	-
	Continuing Education	4,400.00	73.82
	Sustainable Scholarship	7,000.00	10,345.84
	ICON Scholarship	500.00	5,432.46
	Clifford Tuttle Scholarship	-	-
	Vendor Scholarship	17,500.00	17,108.21
VP/Membership		-	1,205.71
	Membership	122,039.00	64,546.57
	Expansion	-	-
VP/Development		-	60.91
	Corporate Partner Development	311,455.00	12,117.58
	Fundraising	35,421.62	395.00
	Leadership Council	-	-
VP/Marketing		-	1,035.22
	Marketing	-	394.25
	Marketing Communications	30,629.44	160.42
	Marketing Collateral	-	522.58
	NEWH Awards	-	1,379.63
VP/Events		-	718.88
	Tradeshows/USA	-	9,412.79
	Tradeshows/other	-	-
	Tradeshows/Regional	650,972.00	363,263.38
	NEWH Conferences	119,123.02	287,453.24
VP/Sustainability		-	75.39
	Sustainable Conference	-	-
	Sustainable Hospitality	27,702.00	270.00

Administration		2,782.63	272,252.39
	NEWH Governing Board Mtg.	-	4,086.70
	Website	11,850.00	12,832.80
	Publications	-	2,402.57
	Reserve Acct.	-	20,833.00
	Bank/Credit Card	-	9,218.55

VP/EDUCATION

ANDREA THOMAS

Job Purpose

- Oversee all actions of the stated NEWH, Inc. mission of Education and Scholarship

2015 GOALS

- Scholarship
 - Work with the Director of Scholarship in the execution of all current scholarship initiatives including vendor scholarships, ICONS and the Sustainability design Competition.
 - Interface with Chapter Directors via discipline calls.
- Education
 - Assist Director of Continuing Education and CEU Committee Chair to fulfill requirements for the IACET application to be approved as a provider organization for continuing education.
- Marketing
 - Establish a consistent format for forms and collateral for all scholarships in keeping with the overall marketing vision for the organization.

STEPS TAKEN TO ACHIEVE GOALS

Vendor Scholarships

FR-One Harvey Nudelman Memorial Scholarship

This \$4,000 scholarship will be awarded to Olivia Marcellay, an MFA Interior Design student at Savannah College of Art and Design, at HD Expo in Las Vegas on May 13, 2015.

NEWH Fabric Innovations Legacy Scholarship: Hospitality Mgt Deborah Herman has generously made a three year commitment to fund this \$10,000 scholarship. 2015 is the third year for the scholarship and is open to Hospitality Management students. It will be given at the Platinum Circle Awards on November 10, 2015, in conjunction with the IHM&RS show and BDNY in New York. Application deadline is September 15, 2015.

Symmons Smart Design Scholarship

Symmons Industries is sponsoring the second award of \$4,000 to Jessica Shepard at HD Expo on May 13th. She is receiving her BFA degree in Interior Design from Harrington College of Design in Chicago. The 2015 award includes a Guest Room Lavatory Faucet design competition. The standard NEWH criteria has to be met first and the projects from that group of students were judged to select the winner. Jessica will be presented the award at the Young Entrepreneurs Breakfast and her design will be showcased at the Symmons Booth. If the company decides to produce the design, the student designer will be credited in their literature. The Jessica and her design will be used in the NEWH Magazine and website.

NEWH Hospitality Scholarship: Hospitality Mgt

This \$5,000 scholarship, sponsored by HI Connect, was given for the first time on March 26, 2015 at the HI Connect Gala in Nashville, TN. The recipient was Richard Wenbang Zhu, a graduate student majoring in Hospitality Management at George Washington University.

NEWH Women Leaders Scholarship: Hospitality Mgt

This \$5,000 scholarship, sponsored by Hospitality Media Group, was also given for the first time at BD West in San Diego on April 8, 2015 to Lillian Briese, a Hospitality and Tourism Management major attending San Diego State University. Application for this award is open to female Hospitality Management majors, only.

NEWH Women Leaders Scholarship: Hospitality Mgt Another \$5,000 scholarship, sponsored by Hospitality Media Group, will be given at BDNY on November 8, 2015. Application for this award is open to female Hospitality Management majors, only.

Application deadline is September 15, 2015.

ICON of Industry

The 2014 ICON is Bob Thomas, founder of Signature Carpets. A \$5,000 Scholarship in his honor was given on November 10, 2014, at the Gold Key Awards in New York. The winning student was Tara Headley, a graduate student in Interior Design at the Savannah College of Art and Design.

The \$3,500 Honorable Mention Scholarship will be awarded to Katherine Timmerman, a Master's Degree candidate in Interior Design attending Florida State University, having also received her Bachelor's at Florida State. She will be presented the award at HD Expo on May 13, 2015.

The Clifford R. Tuttle Scholarship Award

The second \$5,000 Scholarship, honoring Cliff Tuttle, will be given at the Platinum Circle Awards in November 2015, in conjunction with the IHM&RS show and BDNY in New York. It is open to Interior Design students. Application deadline is September 15, 2015.

Sustainable Design Competition – 2014-2015

We are grateful to JLF Ionemeadow and Cryton Fabrics for their continuing sponsorship of these two \$5,000 awards. We had three distinguished judges pick the winners:

- Lisa Zangerle, IIDA, LEED AP, Principal, Director of Interior Design + Hospitality at Sera
- Michele Machado, Hostelling International USA; Hostel Manager and Sustainable Travel International; Assessor
- Tom Burdeshaw, President of CFRST New-Build Projects for Marriott International's Global Design Americas

This year's competition is "The Sustainable Guest Experience - Hostel." The undergraduate student winner is Erica Brooks, a student at Virginia Tech and the graduate winner is Swathi DeFaria, attending the New England School of Art and Design, Suffolk University. They will be recognized at the Social Hub at HD Expo on May 13, 2015 at 12:00 PM.

Continuing Education

Chris Wasmer and MaryAnn Thornam, along with NEWH staff, continue to work on completing the IACET application in order to become providers of our own CEU programs, the goal

being able to offer state of the art, high quality educational programs to the hospitality industry. We have registered with IDCEC as a conference provider, as well as with AIA, to have access to their CEUs in the meantime. If you are interested in working on this initiative please contact Chris Wasmer – wasmer@roadrunner.com.

Website updates/corrections as necessary: Working with the Scholarship Director, VP of Marketing and the Inc. office to update the Board Manual and Scholarship Forms, which is an on-going process. Please submit any changes/updates you feel should be made to the VP Education or the NEWH Inc. office.

Marketing: Coordinate with the VP of Marketing on all media

SCHOLARSHIP

SUSAN BURNSIDE

Job Purpose

- Direct the NEWH, Inc. Scholarship Program and see that NEWH, Inc. chapters follow the Scholarship mission of the organization

2015 GOALS

- Continue to work closely with VP of Education Andrea Thomas and the NEWH Inc office
- Establish lines of communication with all Chapter and Regional Scholarship Directors and provide support as required
- Promote all current scholarship opportunities available at the "national" level
- Solicit new vendors for additional Scholarship opportunities at both the Chapter level and "national" level
- Continue to maintain open communication with our current Scholarship sponsors and work on innovative ways to promote the opportunities to the students
- Work with Tara and Nicole to update the Scholarship Power Point presentation

STEPS TO ACHIEVE GOALS

- Encourage participation in the quarterly conference calls with the Scholarship Directors
- Work closely with our Marketing Director on new and innovative campaigns promoting all the Scholarship opportunities available
- Continue to keep our Social Media outlets up to date with due dates and announcements featuring our winners
- Work with NEWH Inc to source new vendors for additional scholarship opportunities

LONG TERM GOALS FOR THIS POSITION

- Follow up with past winners for updates on their career paths since winning an NEWH scholarship
- Establish new vendor-sponsored scholarships at both the Chapter level and the "national" level that encompass all facets of the Hospitality Industry

OTHER REPORT ITEMS

- NEWH HOSPITALITY SCHOLARSHIP sponsored by Hotel Interactive
 - a. 9 applications received for 2015
 - b. \$5,000 award
 - c. Open to Hotel Management students only
 - d. Student honoured at HI Connect Design Gala in Nashville, TN
 2015 winner – RICHARD WENBANG ZHU :: George Washington University
- NEWH WOMEN LEADERS SCHOLARSHIP sponsored by Hospitality Media Group
 - a. 7 applications received for 2015
 - b. \$5,000 award
 - c. Open to FEMALE Hotel Management students only

and collateral pertaining to scholarships.

LONG TERM GOALS FOR THIS POSITION

- Provide and plan for smooth interface/interaction between activities of Scholarship and Education at all levels within NEWH Inc. and Chapters.
- Ongoing - Define job responsibilities and timeline of all ongoing initiatives overseen by V.P. Education for use by future occupants of this position.
- Communication outreach to schools/programs supported by Chapter and Inc. scholarships via use of social media, i.e., Facebook and or NEWH Inc./ website.

- d. Student honoured at BD West Power Players ::Women in Hospitality Breakfast in San Diego
2015 winner – LILY BRIESE :: San Diego State University
- NEWH ICON of INDUSTRY SCHOLARSHIP
 - a. \$5,000.00 main award / \$3,500.00 honourable mention award
 - b. Open to all students in similar field to the ICON (2014 :: Bob Thomas)
 - c. Applications are due back September 15
 - d. Winning student is honoured at Gold Key Awards in NYC during BDNY
 - e. Runner-up student is honoured in Las Vegas during HD Expo
2014 runner-up – Katherine Timmerman :: Florida State
- NEWH SYMMONS SMART SCHOLARSHIP
 - a. 18 applications received for 2015
 - b. \$4,000 award
 - c. Open to Interior Design and Architecture students
 - d. Faucet design component has been added for 2015, with the winner design being featured in the Symmons booth at HD Expo
 - e. Student is honoured at The New Entrepreneurs breakfast in Las Vegas during HD Expo
2015 winner – JESSICA SHEPARD :: Harrington College of Design
- NEWH HARVEY NUDLEMAN MEMORIAL SCHOLARSHIP sponsored by FR-One/Fabricut Contract
 - a. 38 applications received for 2015
 - b. \$4,000 award
 - c. Open to Interior Design students only
 - d. Student honoured at The New Entrepreneurs breakfast in Las Vegas during HD Expo
2015 winner – OLIVIA MARCELLAY :: Savanna College of Art & Design
- NEWH SUSTAINABLE DESIGN COMPETITION SCHOLARSHIP
 - a. 26 under-grad applications | 4 graduate applications for 2015
 - b. \$5,000 Undergraduate winner / \$5,000.00 Graduate winner
 - c. Open to all Interior Design or Architecture students
 - d. Students are honoured at a Green Voice Session in Las Vegas during HD Expo
2015 undergraduate winner – ERICA BROOKS :: Virginia Tech
2015 graduate winner – SWATHI DEFARIA :: New England School of Art and Design Suffolk University

- NEWH FABRIC INNOVATIONS LEGACY SCHOLARSHIP
 - a. \$10,000.00 award
 - b. Open to students in Hospitality Management only
 - c. Applications are due back September 15
 - d. Student is honoured at Platinum Circle Awards in NYC during BDNY
- NEWH CLIFFORD R TUTTLE SCHOLARSHIP
 - a. \$5,000.00 award
 - b. open to interior design students only
 - c. Applications are due back September 15
 - d. Student is honoured at Platinum Circle Awards in NYC during BDNY
- NEWH WOMEN LEADERS SCHOLARSHIP *sponsored by Hospitality Media Group*
 - a. \$5,000 award
 - b. Open to FEMALE Hotel Management students only
 - c. Applications are due back September 15
 - d. Student honoured at *BDNY Power Players ::Women in Hospitality Breakfast* in New York
- NEWH SAMUELSON FURNITURE SCHOLARSHIP
 - a. \$3,000 award
 - b. Open to Interior Design students only
 - c. Award date and venue to be determined

SCHOLARSHIP AWARD REPORT

Chapter	2015	total # of awards	Total Given
Arizona	0	109	104,200.00
Atlanta	24,985.00	138	255,765.00
Atlantic City/Greater Philadelphia	0	8	19,500.00
Chicago	0	94	213,000.00
Dallas	0	149	290,200.00
Houston	12,000.00	110	119,625.00
Las Vegas	0	133	308,054.92
Los Angeles Founding Chapter	37,500.00	317	666,600.00
New England Region	0	29	26,450.00
New York	0	202	491,500.00
North Carolina Region	0	1	2,500.00
North Central	5,000.00	34	42,500.00
Northwest	15,000.00	35	63,500.00
Orange County Region (Southern Counties)	0	55	60,950.00
Rocky Mountain	8,000.00	38	74,700.00
San Diego Region	0	3	3,000.00
San Francisco Bay Area	0	7	30,000.00
South Florida	5,000.00	80	116,000.00
Sunshine	0	59	157,500.00
Toronto	0	47	CAD 85,013.00
United Kingdom	0	14	GBP 32,786.88
Vancouver	0	2	4,000.00
Virginia	0	8	16,500.00
Washington DC Metropolitan	0	99	248,300.00
Clifford Tuttle Scholarship	0	1	5,000.00
Future Hospitality Leaders Scholarship	5,000.00	1	5,000.00
NEWH ICON of Industry	0	20	82,500.00
NEWH Women Leaders in Hospitality Scholarship Award	5,000.00	1	5,000.00
NEWH Sustainable Design Competition/School	0	9	45,000.00
NEWH Sustainable Design Competition/Student	10,000.00	11	55,000.00
NEWH Vendor - American Holtzcraft	0	1	3000.00
NEWH Vendor - Fabric Innovations Legacy	0	2	20,000.00
NEWH Vendor – Harvey Nudelman Memorial Scholarship	5,000.00	9	29,500.00
NEWH Vendor – Symmons	4,000.00	2	8,000.00
TOTALS	136,485.00	1828	3,691,880.38

CONTINUING EDUCATION

MARY ANN THORNAM

Job Purpose

- Develop and implement a program of continuing education that meets the standards of IDCEC, NCIDQ and AIA, and promotes the credibility and Mission of NEWH, Inc.

2015/2016 GOALS

- Research joint educational opportunities offered in the collaboration of such professional organizations as AIA, ASID, IIDA in order to become familiar with the primary issues facing the industry today from a sustainable and global standpoint

STEPS TO ACHIEVE GOALS

- Research
- Read
- Interview
- Attend seminars such as ICFF, ASID Educational Series, and North America's Platform for Global Design
- IACET

LONG TERM GOALS FOR THIS POSITION

- I would propose that in order to keep the position of director

of Continuing Education current and viable that responsibility be put on the director to keep abreast and report on the key issues facing the industry in the 21st Century. Based upon networking, NEWH is positioned to gain knowledge in the steps other professional organizations are facing the future by interacting with those organizations. CIDA, also is proposing long term changes in education which could affect all aspects of the industry from a global and sustainable standpoint – something we need to be aware of as we welcome a new generation into the hospitality arena.

OTHER REPORT ITEMS

- NeoCon advising on speakers and seminars completed for the June 2015 show

VP/MEMBERSHIP

CYNTHIA GUTHRIE

Job Purpose

- Responsible for the well-being and growth of the NEWH, Inc. membership and expansion

2015 GOALS

- Work with and on behalf of NEWH, Inc. to increase membership on a National and International level.
- Align goals with NEWH, Inc. Directors of Expansion & Membership for increasing membership & expansion.
- Work with chapters and regional groups looking at past and current ideas for ways to recruiting members and retaining members.
- Promote and increase Business Memberships
- Focus, identify & develop target areas/groups for growth & expansion.
- Verify/monitor compliance for group/chapter during expansion

STEPS TO ACHIEVE GOALS

- Review membership data/history & surveys to understand and mitigate decline of membership
- Work with, assign tasks to, review goals of and monitor NEWH, Inc. Directors of Expansion & Membership to align overall goals for increasing membership & expansion.
- Discipline conference call attendance with pertinent agenda items – ideas & practices review.
- Review current Business Membership level and work special promotion for this level and/or make changes. Develop new Business levels for NEWH Inc and chapters.
- Expansion – establish/review data (web, surveys & non-member mail list & communicate with NEWH, Inc. to develop markets for expansion.
- Communicate with Fundraising, Programming, Hospitality Directors/Chairs at NEWH Inc. and Chapter levels to communicate important of inclusion of guests (non-members) at events and develop practices & strategies to convert to members.
- Review current procedures welcoming new members and membership renewals at NEWH, Inc. and chapter levels – potentially develop new procedures/systems.

LONG TERM GOALS FOR THIS POSITION

- Develop Standards and Best Practices for this position
- Develop Membership News for monthly email to member and non-member addresses.
- Increase Membership count to 2012 levels or better.

OTHER REPORT ITEMS

- Idle for now but still plan to move forward with this initiative in

the future....During our strategic planning meeting at Milliken we further discussed potential formation of an "Industry Leaders Council" (ILC). A scope document has been started and there is still much work to be done to formulate an outline & criteria for the selection process of "Leaders", qualification needed, commitments by Leader needed, and benefits given to "Leaders" as well as an announcement once the details are finalized. We welcome additional ideas and comments from the IBOD and would like to move forward on this quickly so we can have in place for the Leadership Conference as first gathering of the "Council".

- Objective: Attract, engage, elevate and diversify demographics of participants/friends of NEWH with high level industry professionals. By Product - generate further industry recognition and raise profile of NEWH which in turn would create more networking, increase membership and leadership development.
- A Council member would be VP or higher level positions or at a level potential to award projects. There is potential for three (3) subsets – Educators, Designers and Hoteliers for consideration.
- They could be designers, hotel brand, hotel managements/owners/developers & educators.
- It would be an invitation only position determined by the EC vote.
- We could reach out to each chapter to gather list for potentials similar to how TOP ID was gathered for names.
- They would have to commit to contribute to NEWH/Chapter of at least one event and meet for one (1) advisory/focus group for NEWH Inc. – Event examples: be a speaker, on panel, Owner's Roundtable, attend, or some other TBD participation.
- Benefits to "Leader" could be complimentary admission to a Chapter Program, listing on the NEWH website, potentially local Chapter marketing – still in process of discussion.
- Potentially this could foster the development of new levels of membership.
- Budgets to get ILC members for advisory/focus participation/meeting to be vetted as well.
- Agenda for meeting to be determined.
- Hawaii –Very exciting to see the local hospitality community be-

ing supported by NEWH with the official email announcing a Regional Trade show to be held Feb 19, 2015. This event was very well received by vendors, owners and the design community in Hawaii. It will be interesting to see Hawaii growing into a chapter someday and thriving with members.

- We had our first Membership discipline call however not all membership directors were in attendance. Please be sure to

bring this up in your next board meeting and inform your membership directors that it is very important to attend these calls. It is an excellent way to discuss ideas for membership drives and connection to programming. Cindy Andrews our Director of Membership on NEWH Inc. will explore ways to publish these ideas to each chapter...more to come on this.

MEMBERSHIP

CINDY ANDREWS

Job Purpose

- Develop a program to maintain memberships, increase visibility to potential members and promote NEWH, Inc.

2015 GOALS

- To make the Membership process more uniform in all chapters
- Establish a relationship with local schools/universities to in-

volve more students

NO CURRENT UPDATE SUBMITTED

MEMBERSHIP REPORT BY CHAPTER

chapter	2014 Year End		2015 to date		% of Change since January Meeting does not include students	2014 non renewals		2015 new members/ past re-turning		voting members	non voting	students
	2014 Year End w/ Students	2015 to date	2015 to date w/ Students									
	Students are not reflected											
Arizona	60	78	71	82	18%	7	11.7%	14	19.7%	55	16	11
Atlanta	289	414	290	433	0%	39	13.5%	19	6.6%	216	74	143
Atlantic City/Philadelphia	60	80	66	77	10%	8	13.3%	8	12.1%	51	15	11
Chicago	227	355	236	363	4%	18	7.9%	30	12.7%	180	56	127
Dallas	352	543	353	515	0%	59	16.8%	64	18.1%	280	73	162
Houston	151	249	146	212	-3%	15	9.9%	15	10.3%	97	49	66
Las Vegas	129	174	139	191	8%	15	11.6%	17	12.2%	106	33	52
Los Angeles Founding	242	307	227	322	-6%	42	17.4%	37	16.3%	190	37	95
New York	393	496	360	460	-8%	37	9.4%	43	11.9%	280	80	100
North Central	151	306	147	261	-3%	13	8.6%	10	6.8%	78	69	114
Northwest	142	185	185	223	30%	18	12.7%	35	18.9%	148	37	38
Rocky Mountain	107	140	94	124	-12%	13	12.1%	8	8.5%	80	14	30
San Francisco Bay	153	216	190	219	24%	19	12.4%	20	10.5%	162	28	29
South Florida	118	152	101	138	-14%	18	15.3%	16	15.8%	90	11	37
Sunshine	201	262	200	230	0%	27	13.4%	38	19.0%	161	39	30
Toronto	134	187	120	164	-10%	14	10.4%	8	6.7%	92	28	44
United Kingdom	69	69	60	61	-13%	12	17.4%	3	5.0%	59	1	1
Washington DC Metro	208	300	157	319	-25%	29	13.9%	25	15.9%	140	17	162
New England Region	90	130	104	135	16%	6	6.7%	10	9.6%	84	20	31
Atlantic Canada Region	4	4	2	2	0%	1	25.0%	0	0.0%	2	0	0
North Carolina Region	63	149	85	139	35%	12	19.0%	6	7.1%	49	36	54
Orange County Region	41	80	83	117	102%	3	7.3%	7	8.4%	48	35	34
Regional Members	65	101	89	94	37%	24	36.9%	9	10.1%	81	8	5
San Diego Region	28	66	0	0		0		0		0	0	0
Vancouver Region	44	159	50	183	14%	1	2.3%	4	8.0%	42	8	133
Virginia Region	22	61	0	0		0	0.0%	0		0	0	0
	3543	5263	3555	5064	0%	450	12.7%	446	12.5%	2771	784	1509

edited 03-May-2015

EXPANSION

JASON STOCK

Job Purpose

- Responsible for identifying, developing and supervising new chapters from initial organization through Charter process
- To support the NEWH Regional Areas and Members-at-Large

2015 GOALS

- Develop a best practices document and/or road map for growth based on previous chapters' development.
- Fortify membership base (retention) and look at what drives value for regional members.

STEPS TO ACHIEVE GOALS

- Speak with founders or early pioneers of already established chapters and discuss their successes/best practices regarding succession planning and membership issues document, distribute and discuss

- Work with the individual steering committee members of the regional groups to develop the plan and include local nuances and begin implementation.
- Document the strategy, closely watch progress and identify commonalities to be applied globally.

LONG TERM GOALS FOR THIS POSITION

- Develop a document that regional steering committee members can refer to, that adds value to their endeavors and promotes success.

REGIONAL MEMBERSHIP

Regional Area	2015	2014	2013	2015 Projections
Alabama Region	2	2	1	
Arkansas Region	1	1	1	
Asia/Pacific	0	0	1	
Canada Regional	0	2	0	
Hawaii Region	15	13	0	
India	0			
Indiana Region	2	6	1	
Kansas	3			

Regional Area	2015	2014	2013	2015 Projections
Louisiana	0			
Memphis/Mid-South	17	21	11	
Michigan Region	12	11	1	
Missouri	3	4	3	
Ohio Region	4	7	10	
Oklahoma Region	5	7	6	
South Carolina Region	2	3	3	
Virginia Region	5	57		

VP/DEVELOPMENT

Job Purpose

- Develop and facilitate methods of generating revenue for NEWH, Inc.

2015 CORPORATE PARTNERS	level	partner since
Durkan Hospitality	Benefactor	1995
Fabricut Contract/S. Harris	Benefactor	2004
RH Contract	Benefactor	2012
Signature	Benefactor	2005
ULSTER	Benefactor	2003
American Leather	Patron	2008
Crypton Fabrics	Patron	2014
Delta Faucet Company	Patron	2014
Hospitality Design Group	Patron	2001
Hospitality Media Group, LLC	Patron	2012
Hotel Interactive	Patron	2012
Installation Services Group	Patron	2010
Milliken Carpet/Hospitality	Patron	1996
Moen, Incorporated	Patron	2012
Summer Classics Contract	Patron	2011
American Atelier, Inc.	Supporting	2011
Arteriors Contract	Supporting	2013
Ashley Lighting, Inc.	Supporting	2012

Bernhardt Hospitality	Supporting	2012
Conneaut/Cortina Leathers	Supporting	2012
Electric Mirror	Supporting	2008
Enduratex	Supporting	2015
Fabric Innovations	Supporting	2011
Karndean DesignFlooring	Supporting	2011
Lexmark Carpet Mills	Supporting	2008
Lily Jack	Supporting	2011
Mandy Li Collection	Supporting	2011
Masland Hospitality	Supporting	2001
OW Hospitality	Supporting	2014
P/Kaufmann Contract	Supporting	2011
Richloom Contract	Supporting	2013
Sem Fim	Supporting	2013
Serta International	Supporting	2005
Séura Incorporated	Supporting	2012
Shafer Commercial Seating	Supporting	2012
Shaw Hospitality Group	Supporting	1999/2015
Shelby Williams	Supporting	1994/2011
Tropitone Furniture Company	Supporting	2012
Vaughn Benz	Supporting	2011
WALTERS	Supporting	2012

NEWH has put a cap on the number of Corporate Partners under each level of commitment (Benefactor – 5; Patron – 10; Supporting – 25). All are now filled. We are keeping a waiting list if a company is interested. They will be contacted if one of our current partners does not renew. All inquiries should be directed to Jena Seibel or Shelia Lohmiller.

FUNDRAISING

RON M^C DANIEL

Job Purpose

- To coordinate, support and monitor all fundraising activities within the organization, and to develop and implement NEWH's fundraising strategies for unrestricted income so as to help generate the security and funds required to achieve NEWH's growth plans.

MEMBERSHIP

- The Membership Director/Chair revamped the previous Rodeo Bowl Membership event to a Rodeo Drive membership event. The drive was held at Top Golf and saw an increase in the variety of sponsors, attendees, guests..... The event was a huge success with an additional 22 new members from that night.
- The Membership Director/Chair is now focusing efforts on membership renewal for those that have expired in the early months of 2015.
- The Membership Director/Chair continually provide board buddies to new members to help familiarize them with what the Dallas chapter has to offer and provide guidance and answer questions.

PROGRAMMING

- The Programming Director/Chair has changed our Mambo Monday event to Toasting Tuesday to increase attendance and create a new vibe.
- During the last Toast, we recognized and toasted professional and personal achievements of our members. The plan is to do this at all upcoming Toasting Tuesdays.
- The upcoming tour will be at a new and hot restaurant in downtown Dallas...Savor. The restaurant is part of the new Klyde Warren Park development which has become an inspiration for

design, culinary and local fair.

SCHOLARSHIP

- Scholarship Director/Chair have vetted 29 applications for the 2015 year. This year, there was a drastic increase in applications from culinary students within our territory. The committee also recognized an increase in the number of incomplete applications.
- The Dallas board approved \$30,000 to be allocated for scholarship distribution.
- Scholarship recipients will be recognized at the "NEW" Life of Design Scholarship Dinner/Gala to be held on October 16, 2015.

FUNDRAISING

- The decision was made in the fall of 2014 to combine the Scholarship Dinner and the Life of Design Scholarship Fundraising Event into one major kick-ass event!
- With the combination of events, the new event now has 4 enthusiastic Board Members dedicating all of their free time and efforts to the success of the event. The "Collective" consists of Jodie Johnson (Fundraising Director), Vanessa Strunk (Fundraising Chair), Roger Mathis (Scholarship Director) and Elissa Murry (Scholarship Chair).
- The sponsorship levels have been readjusted to accommodate the combining of our two most popular events of the year. Both

the Scholarship Dinner and Life of Design have always been the most attended and anticipated events.

- Call for Sponsors is set to go out the beginning of May followed by Save the Date and then the final Invitation.

NEXT & NOW

- The 3rd annual Next & Now event focusing on mock interviews and portfolio review for interior design/architecture students and mock interviews and menu reviews for culinary students was once again a big success.
- We saw an increase in culinary students' interests and participation, as well as an increased number of interior de-

sign/architecture students.

OTHER QUESTIONS/CONCERNS

- Scholarship Related – Was discovered that a Student Membership Application is not part of the Application Packet. Is there a specific reason why? This was always one of our tools to increase student membership and involvement with our Dallas chapter.
- The 5% service fee charged for credit cards. It was explained somewhat during the Treasurer/Secretary call and still does not make sense to the Executive Board. Is there anything in print that helps to break down the fee

VP/MARKETING

Job Purpose

- Developing an action plan to provide events that will benefit the membership of NEWH, Inc. and enhance NEWH's market presence

NO GOALS SUBMITTED

MARKETING COMMUNICATIONS

Job Purpose

- Provide marketing communications through Public Relations and online media for NEWH, Inc. and support initiatives and chapter events and programs with international and regional marketing opportunities.

MARKETING COLLATERAL

BRITTANY JOHNSON

Job Purpose

- To maintain a creative calendar for marketing collateral and to work closely with NEWH, Inc. Board of Directors and its chapters to ensure consistency of branding, creativity and accuracy of marketing materials.

2014 GOALS

- Review of current NEWH Inc. Marketing Materials
- Snapshot review of the chapter materials
- Begin a template process for chapters to use

STEPS TO ACHIEVE GOALS

- Collect all NEWH Inc. marketing documents and review with Tara
- Work with Diane on getting a cross section of marketing materials from the chapters for review with Tara
- Based on analysis determine what chapters are in need of for continued growth and success of their chapters while maintaining a consistent identity across NEWH.
- Either 2015 or 2016 begin to work with graphics professional/Polly etc. to create the templates.

LONG TERM GOALS FOR THIS POSITION

- Strengthen the visual presence of NEWH with consistency and

ease of use

- Provide easy to use tools and templates for the chapters.
- Would like to see a rise in the use of newsletters by each chapter as this can be a very effect and succinct tool to keep members informed.
- Provide more support from Inc. in html formats and web based tools.

MAY IBOD - REPORT ITEMS

- Had a successful first quarter call. Continued to remind people about the proper messaging for NEWH.
- Marketing encourages chapter board leaders to start uploading their best marketing items to the Dropbox account provided.
- Second and Third quarters will be dedicated to collecting and reviewing what happens on the chapter level.

VP/EVENTS

Job Purpose

- Develop and maintain a plan to provide events that benefit the NEWH membership and enhance the NEWH brand.

2015 GOALS

- Ensure 2015 RTS are well executed and financially successful
- Plan with Inc RTS calendar for 2015/2016
- Ensure a succession plan in place
- Organize provisional calendar for 2017

STEPS TO ACHIEVE GOALS

- Review position description process
- Work closely with Inc and Chapters
- Work closely with RTS Director and Conference Director

LONG TERM GOALS FOR THIS POSITION

- Introduce Chapters/Regional groups to the RTS experience
- Develop overseas relationships and events where possible
- Review registration and entry process into RTS

OTHER REPORT ITEMS

- 2015 Leadership Conference thanks to Leigh and the team begins Jan 22nd
- Trade shows for 2014 were successfully held in LA, DC, Atlanta, Denver and Houston. Many thanks to all those who participated to make these events a significant contributor of scholarship funds.

- Provisional calendar for 2016 is currently Atlanta, Houston, Washington DC Metro, Dallas and potentially New England. 2017 tentative plan will be Hawaii, Orlando, Chicago, San

Francisco, Seattle, and Minneapolis.

- Any interest from any Chapters or Regional groups for 2017 considering hosting a RTS should contact Jena Seibel

NEWH CONFERENCES

LEIGH MITCHELL

Job Purpose

- Develop the bi-annual NEWH International Conference – Making better Leaders in the Hospitality Industry

2015 GOALS

- Select 2017 Leadership Conference location and begin re-search on hotel: Denver selected by EC, waiting to hear from INC on status of dates and hotels

STEPS TO ACHIEVE GOALS

- Create recap of 2015 conference

LONG TERM GOALS FOR THIS POSITION

REPORT UPDATE APRIL 11, 2015

- Successful execution of 2015 Leadership Conference with record attendance.

VP/SUSTAINABLE HOSPITALITY

Job Purpose

- Developing an action plan to provide events that will benefit the membership of NEWH, Inc. and enhance NEWH's market presence

NO GOALS SUBMITTED

SUSTAINABLE HOSPITALITY

Job Purpose

- Develop and facilitate programs that bring NEWH, Inc. to the forefront of Sustainability in the Hospitality Industry. The programs should increase the visibility/credibility of NEWH, Inc.

NO GOALS SUBMITTED

VP/INTERNATIONAL RELATIONS - CANADA

CHRISTINE TUCKER

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.

2015 GOALS

- Expand the NEWH mission Canada-wide, increase the visibility/credibility of NEWH.
- Explore and encourage new Regional Groups in other areas of Canada.
- Pursue interest in Calgary & Edmonton see if have further interest to support Regional Group.
- Work with NEWH International to maintain structure and best practices for International Chapters working with NEWH Inc. for continued relations that benefit all parties.
- Build on the Networking opportunities through out Canada and USA.
- Strengthen membership and relationships with US and UK counterparts.
- Continue to work with NEWH in Vancouver, B.C. has been a very strong and positive Regional Group with positive experienced board in place for 2015.
- Continued growth with other associations in Canada to expand our membership base.

STEPS TO ACHIEVE GOALS

- Working with committee members in Vancouver Regional Group and Committees.

- Working with members in Halifax to build a committee with new members in Atlantic Canada to develop the Regional Group and Committees.
- Currently work with all members in Vancouver & Toronto Chapters to assist in facilitating functions and growth for NEWH Canada Inc.
- Work with interested individuals in Winnipeg, Calgary and Edmonton to see if have enough interested and committed to start Regional Groups.
- Mentor members to move into the International forum and understand Canada and USA format and structures.
- Work with Canadian and US legal to ensure compliance to all Federal concerns of both countries.

LONG TERM GOALS FOR THIS POSITION

- Work with Chapter's in Canada to make sure they understand NEWH and the complete offering and keep them involved on an International level
- Keep communication with International office and other Chapters
- Grow membership in Canada
- Continue to encourage and educate succession plan for future members in Canada.

VP/INTERNATIONAL RELATIONS – UNITED KINGDOM

JULIAN BRINTON

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.

NO GOALS SUBMITTED

PAST PRESIDENT

JULIA MARKS

Job Purpose

- To provide counsel to the NEWH, Inc. Governing Board

NO GOALS SUBMITTED

NEWH MENTORSHIP

SANDY BANKS

Job Purpose

- Develop a program of informal mentorship for members of the Hospitality Industry

2015 GOALS UPDATED

Have accomplished a kickoff event in the Washington DC chapter and will now help San Francisco in planning theirs. Chicago will not be happening this year and will be replaced by another chapter. Make progress in establishing the program throughout this year.

LONG TERM GOALS FOR THIS POSITION

Establish mentorship opportunities in all chapters

OTHER REPORT ITEMS

We have designed and printed applications and brochures for the program that will be used in all chapter events as well as the standardized format for the E Blasts and Facebook announcements. We have discussed adding a few questions to the application that would help us pair the mentors and mentees such as – If you could be mentored by anybody (Famous , currently in the industry, etc.), who would it be? How many hours are you willing to offer put in? Any further suggestions are welcome.

Next step is to have our lawyer draw up a legal disclaimer that will be signed by all participants in the program.

As this program will take on the complexion of each chapter, we have discussed ideas to consider in designing the format to suit each one. Having luncheons rather than evening events and provide a round table setting where mentees will come with questions for the mentors and the event will be designed to work much like our Round table discussions held at the shows. Set up events where the chapter will have the opportunity to mentor children in conjunction with a non-profit organization benefiting at risk or an under privileged population in your community.

I would like to consider adding the Denver chapter to our initial program launch. Since the leadership Conference is going to be there in 2016, I think it would be appropriate to have a functioning mentorship program in that community by then.

EXECUTIVE ADVISER

HELEN REED

Job Purpose

- To provide counsel to the NEWH, Inc. Governing Board
- Assist the NEWH, Inc. Governing Board in preparing its annual total strategy plan both for the short and long term
- Monitor the health of NEWH, Inc. and adherence to its mission

NO GOALS SUBMITTED

NEWH AMBASSADORS

MICHELLE FINN

DEBORAH HERMAN

STACY RAUEN

Job Purpose

- Act as Good Will Ambassador by bringing awareness of NEWH, Inc. throughout the industry

NO GOALS SUBMITTED

NEWH OFFICE

2015 BOARDS

Board Position Changes throughout the year – If your board has any changes to its board members, please be sure to alert the NEWH office if a board member steps down, or if your board appoints a new board member. It is imperative we know so their member record is updated and they are pulled for conference

call invites, important board information, and show upon the website in your board roster.

Quarterly Calls – The first round of quarterly calls per discipline has taken place. **PLEASE encourage all board members to participate in these calls.** There is a wealth of information shared during these calls and so much is learned when you talk to other

chapter board members who share your same position. If you are not attending these calls, you are missing out!

Succession planning – Even though actual nominations do not start until August, now is the time to be on the lookout for upcoming board members. Look for those members who actively participate in your chapter – attend events, serve on a committee, etc. Put a bug in their ear early letting them know you think they'd be a perfect addition to your board. Give them time to think about it, invite them to your board meetings or committee meetings to start getting them involved. As board members, show enthusiasm by serving on the board! No one wants to join a board if they hear board members complaining.

Delegate Reports – Do you see a delegate report from your chapter in this packet? If not, be sure your delegates are completing the reports and turning them in by the deadline!

In house Board Training - Is your chapter due for in-house training with your 2016 board? (see the list of board training in this report to see if your chapter is due for in house board training in 2016). Training can take place as early as late September/October! Plan and schedule now before dates fill up! With many industry events coming up there are limited times available for these so get in your request for dates to jena.seibel@newh.org as soon as possible. They are a 7 hour time period and can be held on a weekend or during the week.

MEMBERSHIP

Dues Renewals - Be in contact with those members whose dues are upcoming – some members don't even realize their dues have lapsed (even though they do receive several email reminders from the NEWH, Inc. office). Let them know the exciting things your chapter is planning in the next several months and that you'd love to see them continue their membership.

Most important: Stay in contact 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!

New Members – Announce new members who have joined since your last event. Even if the new member is not there, say their name. Many of our members are high profile and announcing those new members at your events positively markets your chapter and shows to those members and potential members that your chapter is growing. One idea - make new members event name tags a bit different – add a star or something to it so other people know they are new joins. This will be an ice-breaker and topic of conversation throughout the event.

What is the key in attracting new members? Your chapter programs have to be content rich – if you are offering good programs, you'll attract those potential members (especially designers) who are going to want to attend that event and can then see the benefit of joining NEWH.

Buddy System – The buddy system is very valid and important! It's very helpful in keeping communication open with new members (and current members). The system helps new members feel welcomed into your chapter and also gives them a contact if they have any questions. Let the new members know that their membership can work for them if they get involved. Essentially the buddy system works like this: the membership director includes the board buddy assignment (which is a board member) in new member email and copies that board member on the welcome letter so the new member has two people they can reach out to on the board. Typically, the buddy lasts for the first year of membership or until the new members are engaged in the chapter.

EVENTS

Event Calendar Changes – if any of your event dates change, please be sure contact Diane at the NEWH Office to update your website calendar.

Email Broadcasts - Please be sure to allow two (2) to three (3) days MINIMUM to process your email blast requests. Event broadcasts are done on a first come first serve basis, so if a chapter requests their broadcast in a timely manner, it will be done before any last minute requests. With summer upon us, please watch for any important broadcast scheduling emails regarding staff summer vacations so you can plan your email schedules accordingly.

Programming Cost: Cost of programs should be kept as low as possible. Goal is to cover cost of event but when planning events keep venue and food cost in mind. It is important for members as well as non-members to be able to afford to attend these events.

Corporate Partner banner: The banner sent to the President should be at all events. Remember to thank partners as well as individual event sponsors. Slides are available of the partner logos to incorporate into event sponsor power points running at events. Request through Diane.

Certificate of Insurance: Certificate of Insurance is available for liability coverage and must be requested 10 days in advance pre-event from NEWH, Inc. Please contact Julie Buntrock at Julie.Buntrock@NEWH.org

Limited capacity at your event? Open ticket sales to members only first, showing the value of their membership.

Raffle: Prior to fundraising or raffle activity, check your local and state laws and regulations. Please contact Nicole Crawford at Nicole.Crawford@NEWH.org

NEWH Regional Tradeshow: 2016 schedule is being planned. Notify jena.seibel@newh.org if interested in hosting a show in 2016

Sponsorships - For fundraising events especially it is great to allow NEWH Corporate Partners first chance at sponsorship. Please email the sponsorship list and info to jena.seibel@newh.org and Jena will email it to the contact list of partners. Ideally this is sent out a few days prior to it going to general vendors.

Do you know someone not receiving emails? Let Diane know – she can track the individual email address to be sure it has not bounce or been unsubscribed.

SCHOLARSHIP

- **Scholarship applications:** Ask your students/professors best place to advertise your scholarship. Determine where students go to find info on scholarships. Collaborate with student IIDA or other student groups/chapters to post scholarship flyers/applications. Hold a student day at the college. Connect with and invite to educators to your events.
- **Engaging students:** Invite students to volunteer at check in desk at events and attend the event after volunteer time for no cost, involve them in your fundraisers, or ask them to serve on a committee. Make sure scholarship recipients become student members, stay in touch with scholarship recipients. Have a mentor shadow with students at events; introduce them to your membership. Students and full-time educational professionals can join NEWH for free. Chapter scholarship applicants and awardees can also apply for any of the NEWH, Inc. scholarship such as, FR-1, Fabric Innovations, ICON, Symmons, Clifford Tuttle, Sustainable Design Competition, etc.

- **Awarding scholarships:** Among the other scholarship criteria requirements, the student must have eligible current debt through their school at time of the scholarship award for tuition, books or supplies. Scholarship check must be made payable to the college (Scholarship Director must call the college to obtain correct mailing information, etc.) and mail to the college; unused funds are returned to NEWH. Checks cannot be made payable to a student. Fundraising dollars raised this year will be applied to the following year's scholarships. Awarded scholarships should not exceed 50% of the scholarship account.

WEBSITE/SOCIAL MEDIA

Look at your Chapter Page on the NEWH website – this is the first thing potential members see when clicking on your chapter – does it pull you in? Are you getting their attention? Does it need updated pictures or text? Are you sharing chapter successes/event recaps or upcoming events? Are you highlighting new members, or an active volunteer member? Are you thanking your event sponsors? Let us know what you would like and we can help you update!

Event Calendar Changes – if any of your event dates change, please be sure contact Diane at the NEWH Office to update your website calendar.

Social Media Update –

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

Instagram: NEWH Inc. will be creating one Instagram NEWH account that chapters can use. We have discussed this with marketing and it is felt that NEWH should have ONE story. If you currently have an Instagram account, please contact the NEWH office to discuss.

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

Twitter: NEWH Inc. has one main Twitter account. The Twitter account is linked to all our chapter Facebook pages, so as event notices are broadcasted out from here, they are automatically posted on chapters' Facebook pages which are all linked to the one NEWH, Inc. Twitter account – so all Facebook posts are automatically tweeted to the NEWH Inc. Twitter account, which is why it is stressed to put your chapter name in any Facebook posts you make (i.e. 'NEWH/San Francisco thanks it's event sponsors' or whatever the post may be, so those following the NEWH Twitter account know details of the tweet (so it's not just 'come to our event', etc.)

FINANCE

- **California United Bank**
 - Membership Dues reimbursements are transferred to Chapters quarterly.
 - Event reimbursements are transfer within 30 days of the Event.
 - NEWH, Inc. Chapter credit card can be utilized by all Chapters for down payments, invoice processing etc. (Request should be made **5 days** prior to the date due).
- **GoPayment Readers**
 - Makes "door sales" run much smoother.
 - Chapters can run credit cards for sponsorships as needed.
 - a. Very important to fill in **BOTH memo fields** – alleviates unidentified funds and will help your participant

identify what the charge was for.

- **QuickBooks Online**
 - Easy way to stay on top of your Chapter Finances.
 - Hand written checks and deposits should be entered into QuickBooks right away as this is a live stream of information.
- Deposits –*
 - a. Sending the deposit to NEWH, Inc., NO CASH should be sent. We suggest having 2 people count the money and either write out a personal check or get a cashier's check.
 - b. Mailing a deposit directly to the bank, make copies of checks you are depositing for your backup.
- Chapters needing more information on the service, please contact NEWH, Inc – we are always here to help.
- **NEWH, Inc. Acting as Chapter Treasurer**
 - All Chapter Events must have an online RSVP.
 - All check remittance must come to the NEWH, Inc. office for deposit.
 - All onsite transactions must be processed with the GoPayment reader at the event.
- **Chapter Statement & Financial Reports**
 - Bank statements are scanned and emailed to whole Chapter Board monthly (NEWH, Inc. receives them mid-month).
 - Financial reports are emailed to whole Chapter Board after the monthly statement has been reconciled.
 - Accounting is Cash Basis (fiscal year).
 - Inquiries regarding the statements or report – please contact the NEWH, Inc. office.
- **Chapter Budgets**
 - Regularly compare your budgetary figures to your actual financial activities.
 - Monitoring the budget will keep you financially stable.
 - Have budget handy at monthly board meetings.
- **Miscellaneous**
 - Chapters may not have a credit or debit card.
 - Membership Dues are ONLY to be collected by NEWH, Inc.
 - Credit Card Processing via NEWH, Inc. Office - if you are not swiping a card but sending credit card slips to the NEWH office for processing, THESE MUST BE SENT TO THE NEWH OFFICE **WITHIN SEVEN (7) DAYS** OF THE EVENT.
 - **Results of Activity Reports (Programming and Fundraising Events):** Must be returned to Julie Buntrock or Julie Hartmann within 45 days of the event date.

FEEL FREE TO CONTACT THE NEWH OFFICE IF YOU HAVE ANY QUESTIONS.

Questions can be directed to:

- Corporate Partnerships – Shelia Lohmiller or Jena Seibel
- Event RSVPs – Julie Hartmann
- Insurance – Julie Buntrock
- Membership – Diane Federwitz or Kathy Coughlin
- President/VPs/Delegates – Shelia Lohmiller, Jena Seibel or Diane Federwitz
- Programming/Fundraising – Diane Federwitz;
- Regional Tradeshows – Jena Seibel or Mary Phalen
- Scholarship/Education – Nicole Crawford
- Secretary – Kathy Coughlin
- Sustainability – Nicole Crawford
- Treasurer/Finance – Julie Buntrock or Julie Hartmann
- Website/Newsletters – Diane Federwitz
- **Other questions – just call, we would be glad to help!**

CHAPTER REPORTS

ARIZONA

chartered May 5, 1995

Shannon Vance, delegate

NO REPORT SUBMITTED

ATLANTA

chartered October 16, 1990

Kelly Bowen & Stacy Costa, delegates

MEMBERSHIP

- Membership is growing

PROGRAMMING

- Westin Downtown Atlanta
 - Toured newly renovated Westin
 - Scholarship Awards Ceremony coming up on April 16th
 - Bowling Fundraiser planning will commence on the 8th

SCHOLARSHIP

- Scholarship Awards Ceremony will be on the 16th
- 25,000 will be disbursed to 9 students

FUNDRAISING

- 2014 Bowling Fundraiser
 - Raised over \$5,000.00 for scholarship

- Over 200 in attendance
- 2015 Planning will commence on April 8th
- 2014 Golf Fundraiser
 - Raised over \$14,000.00 for scholarship
 - Raffle was very successful

OTHER CHAPTER HIGHLIGHTS

- Student Portfolio Review - To assist students in bridging the gap between graduation and employment

ISSUES CHAPTER WOULD LIKE HELP WITH

- Growing membership from design and architecture firms, developers and owners
- Having more written guidance as far as programming/fundraising requirements (financial guidance? budgeting for events? the julies are wondering about the specifics for the question)

ATLANTIC CITY

chartered September 9, 2008

Bruce Heins & Kristin O'Bara, delegates

MEMBERSHIP

- active members for our Chapter. We continue to look to different avenues to obtain our new members. The board has been reaching out to students and schools to obtain student members. This is in addition to promoting within the design and hospitality professionals the benefits of being a NEWH Chapter member.

PROGRAMMING

- Events for 2015 have been planned out by Christina Mecca our Programming Chair for the year with careful consideration for other events going on within the design community and the area in general (visit from the Pope this fall in Philadelphia and NeoCon East moving to Philadelphia. The location of this year's events have been planned to cover a wider range of our chapter's geographical area to serve the members better.
- This is our low-key year and our annual scholarship fundraiser will be a smaller event this year in Philadelphia.
- Our programming for the year includes tours of completed member projects, student internship day and local showroom tours.
- The annual scholarship awards event will again be in November and the focus of the event will be the students being honored.
- 2015 Board members completed their NEWH Inc. Board training on Valentine's Day this year at Drexel University.

SCHOLARSHIP

- In 2014 we awarded \$6,000.00 in scholarship awards to three (3) students at the Scholarship Event in Philadelphia. We had 12 applicants for the 2014-year awards, 5 more than for the 2013 scholarships.
- The goal for 2015 is to give out the same if not more monies to students and continue to build the amount of scholarship funds awarded each year over the previous year. Our goal is

grow the amount of our scholarships each year similar to our sister chapters, New York and DC have.

- We will continue to work on acknowledging our sponsors and scholarship winners throughout the year at events and in social media.

FUNDRAISING

- All events held this year have been profitable; Event sponsorships and door ticket sales have sufficiently offset our event costs. Using the credit card readers at the doors of events has greatly helped to process last minute RSVPs effectively and efficiently.

NEWS

- We were able to obtain three design firms to represent NEWH Atlantic City/Greater Philadelphia- Design East, Hotel Depot and Rocco Marianni.
- Discussion of a future chapter name change to "NEWH Greater Philadelphia Chapter" to better represent the chapter and distance the chapter from the recent negative views of the Atlantic City area decline. A Change to "Greater Philadelphia" will still represent the whole area of our chapter while giving a better perceived appearance in the design community. We looked at other local organizations' names and noticed a regional name was more prominent in our geographical area.

ISSUES YOUR CHAPTER WOULD LIKE HELP WITH

- Board Positions-We need suggestions on how to successfully fill board positions in a timely matter. We try to set up a succession plan for the board and have the best of intentions of following through with it, but what do you do when board members drop out and we scramble to fill the position while covering the position responsibilities? TOP ID- We need advice on how to get design firms interested in participating in Top ID. We struggle every year to get design firms that are interested and will supply the info in a timely manner. This year we sent out flyers and directly

contacted design firms and still had a difficult time filling slots for this honor.

- Student Membership- How can we bring in student members and keep their interest in being student members? We seem to be able to bring in student members to the chapter and keep their interest when scholarship applications are being accepted and then we seem to lose that interest and momentum. What to do?
- Membership Drives- What type of events have been successful and what time of year works the best for this activity?
- **Staff comments:** *NEWH, Inc. will be doing a Top ID international promotion so that all design firms understand what it is and why they want to be Top ID.*

Board Positions - Keep your eyes open at event for people willing to serve on a committee and then possible move in to a director position or try a mentoring system. You may

want to reach out the people personally – hard to say no to your face ☺

Membership Drives – we encourage you to participate in the quarterly membership and event calls to hear what other chapter are all doing.

Student Membership- reward those that are students by asking them to volunteer at an event and then they can attend the event for free. Make an effort to introduce them to some great contacts at that event.

In 2015, Chapter voted to change Chapter name to: AC/Philadelphia and keep registration under New Jersey due to annual costs, registration requirements and fundraising requirements of registering in Pennsylvania

CHICAGO

chartered August 12, 1991

Rachel Martin & Kristofer Moore, delegates

MEMBERSHIP

We had 10 new General Members & 32 new Student Members. We are in the midst of planning a Membership drive in conjunction with Summer Social.

PROGRAMMING

At the end of January, Sustainability and Programming held their joint event with USGBC IL at the Rivers Casino. Presenters from Hill Energy Solutions performed a post occupancy measurement and verification for the Casino a year after occupancy. They spoke about their objectives and findings from this process. The event was informative and had very good attendance. We had a diverse crowd of general contractors, architects, engineers as well as some designers and procurement professionals.

We have also been working on a hotel tour of the new Loews Hotel in Chicago that just opened recently. This tour will take place at the end of May, which will include the design firm who designed the hotel, Simeone Deary Design Group. Simeone Deary will speak about the concept of the hotel design and then we will break up into two groups to tour the spa, rooftop, typical guestroom and presidential suite.

We have also started planning for the Summer Social that will

take place at the end of July. Our committee has been busy looking for sponsors and planning the details of the event.

SCHOLARSHIP

Scholarship kicked off the New Year with applications released the first week of March as well as a live link on the NEWH website. Thus far we have ten applications and expect many more by the deadline on April 29, 2015.

We expect to review complete applications mid-June and announce winners shortly thereafter. Students will be honored at our Summer Social in July.

FUNDRAISING

The Chicago Chapter held its annual Kingpin Bowling Event in March bringing in over 240 attendees. A big thank you to the generous sponsors: Kellex Seating, Miceli Drapery Company, Shaw Hospitality Group, Wendover Art Group, Hubbardton Forge, Aqua Hospitality Carpets, Moen, Kalisher and DL Couch! Record attendance brought in over \$15,000 that will go directly towards scholarships. Keep an eye out for TWO more fundraising events yet to come this year!

DALLAS

chartered August 12, 1991

Ron McDaniel & Leslie Wynne, delegates

MEMBERSHIP

- The Membership Director/Chair revamped the previous Rodeo Bowl Membership event to a Rodeo Drive membership event. The drive was held at Top Golf and saw an increase in the variety of sponsors, attendees, guests..... The event was a huge success with an additional 22 new members from that night.
- The Membership Director/Chair is now focusing efforts on membership renewal for those that have expired in the early months of 2015.
- The Membership Director/Chair continually providing board buddies to new members to help familiarize them with what the chapter has to offer and provide guidance and answer questions.

PROGRAMMING

- The Programming Director/Chair has changed our Mambo

Monday event to Toasting Tuesday to increase attendance and create a new vibe.

- During the last Toast, we recognized and toasted professional and personal achievements of our members. The plan is to do this at all upcoming Toasting Tuesdays.
- The upcoming tour will be at a new and hot restaurant in downtown Dallas.....Savor. The restaurant is part of the new Klyde Warren Park development which has become an inspiration for design, culinary and local fair.

SCHOLARSHIP

- Scholarship Director/Chair have vetted 28 applications for the 2015 year. This year, there was a drastic increase in applications from culinary students within our territory. The committee also recognized an increase in the number of incomplete applications.
- The Dallas board approved \$30,000 to be allocated for schol-

arship distribution.

- Scholarship recipients will be recognized at the "NEW" Life of Design Scholarship Dinner/Gala to be held on October 16, 2015.

FUNDRAISING

- The decision was made in the fall of 2014, to combine the Scholarship Dinner and Life of Design Fundraising Event into one major kick-ass event!
- With the combination of events, the new event now has 4 enthusiastic Board Members dedicating all of their free time and efforts to the success of the event. The "Collective" consists of Jodie Johnson (Fundraising Director), Vanessa Strunk (Fundraising Chair), Roger Mathis (Scholarship Director) and Elissa Murry (Scholarship Chair).
- The sponsorship levels have been readjusted to accommodate the combining of our two most popular events of the

year. Both the Scholarship Dinner and Life of Design have always been the most attended and anticipated events.

- As of April 2015, graphics are being finalized with Call For Sponsors to be sent out first. Followed by the Save the Date, and then Invitation.
- Not to fear, the design competition is still part of this amazing event.

NEXT & NOW

- The 3rd annual Next & Now event focusing on mock interviews and portfolio review for interior design/architecture students and mock interviews and menu reviews for culinary students was once again a big success.
- We saw an increase in culinary students' interests and participation, as well as an increased number of interior design/architecture students.

HOUSTON

chartered February 17, 1992

Allison Calagna & Kacey Sharp, delegates

NO REPORT SUBMITTED

LAS VEGAS

chartered March 26, 1991

Rachel Daus & Julie Zweifel, delegates

MEMBERSHIP

- Our goal for 2014 was to increase membership by 50 new members and 5 new Chapter Level Business members. We were successful in achieving this last year and have set this same ambitious goal for 2015!
- As of March 2015 we have 174 members, 8 Chapter Level Business Members
- Our first Membership Drive of 2015 was held in March called "East meets West". This was a great, successful event. All board members during event and especially at check in made a concerted effort to get the people to sign up for a new NEWH membership on the spot (and suggested online sign up as needed). This event gave us the proper momentum to keep members excited about NEWH and the direction our industry is going. We anticipate more successful membership drives in the future!

PROGRAMMING

- Board members are assisting in "marketing"/spreading the word about events on a consistent basis to increase interest/attendance!
- We have begun requesting sponsorships for all events including Thirsty Thursdays, which have been successful thus far.
- Finding hot new venues to host at is helping increase attendance.
- During our events we are experimenting with adding 1 new activity in effort to draw event participation. ie: Providing raffle, DJ, auction etc. and marketing this in advance. This is proving to be useful as long as the time of specific activity is not too long, as it may lose interest when people are looking to network or participate in tour etc.

SCHOLARSHIP

- We would like to award \$30,000-\$40,000 in scholarships for 2015.

- 2014 Scholarship lessons and goals to improve for 2015: Submit scholarship applications and flyer information sooner to send off to schools in the fall/winter as opposed to 2 months prior to the deadline. Learned that we needed more time after the deadline to review all the scholarship applications before the award event. - Goal for 2015: Post scholarship information in all the school advising centers and main offices for more exposure & make it to more classrooms for quick presentations.
- 2015 Scholarship Update: Presentations to UNLV & AI students have been made, we were able to reach out to more students this time around and inform them not only about the scholarship but about joining the chapter. A large group of students mentioned they don't have the required 3.0 gpa but more of a 2.8. Applications have been coming in, pending scanning all applications and adding into chapter drop box for committee review prior to recipient selections. Application Deadline April 22nd. Committee review scheduled for May 7th.

FUNDRAISING

- We will continue making HOSPYPs our premier fundraiser, \$70,000 net proceeds were raised during 2014 Hospy's.
- We are planning to have sponsorships for every program event we have so the event costs are covered.

OTHER CHAPTER HIGHLIGHTS

- Green Fest is scheduled April 25 from 10am-5pm. Will have NEWH literature at booth, scholarship info, as well as repurposed coasters and planters made from hospitality products.
- Connected with The Blue Star Mothers of America to potentially provide a furniture donation to Veterans Village

ISSUES YOUR CHAPTER WOULD LIKE HELP

- Continued branding from National to end-users, so there is awareness of who/what NEWH is.

LOS ANGELES FOUNDING CHAPTER

founded October 1984

Brandon Brockmiller, Barron Davis & Karen Gutowski delegates

MEMBERSHIP

- Our chapter has a steady membership of 320. We are working

with our recently lapsed members to bring them back into the fold with exciting programs and CEUs. We are finding that the wonderful Junior Designers that were involved last year (gratis from the Focus Group) and attending many of our events are finding the \$140 yearly dues very difficult to pay on top of their IIDA or ASID dues. We are hoping to get their dues sponsored by manufacturers. We are hoping to increase our membership by 10%

PROGRAMMING

- We launched 2015 with a Wine tasting event at Ugo in Culver City, Followed by a Social Mix at Arteriors in WeHO. April will continue with the Grafton on Sunset hotel tour complete with the designers' insight. June will continue with a CEU and feature cuisine provided by the Art Institute of LA's culinary students!
- July will be another visually mesmerising CEU on "The Science of Color and Light" by Benjamin and Moore. August will continue with an "Art of Expression" and will include a stab at the canvas! Our bowling Membership Event at Lucky Strike in Downtown LA's City Center will in September. October will be a comprehensive discussion on 2015 meta- trends that will shape the future in design and architecture. November will be our community service project followed by our 2015 Scholarship Fundraising Event on December 5th.

SCHOLARSHIP

- After receiving over 25+ very qualified applicants, our chapter awarded \$37,500.00 in scholarships. Our Scholarship winners came from all aspects of the Hospitality field. We are reaching out to all of our schools now to increase awareness of NEWH's scholarship programs.

FUNDRAISING

- Our 2015:"Flirty Thirties" anniversary gala was most successful. It event was sold out and we increased our live auction proceeds by 100%. We learned that you need committed people to work on this event and that it takes an entire board to make it all happen. Our Gala is a business and needs to be treated as such. We continue to face the challenge of finding a

venue that is up to the "old standards" with the budgets that we have.

- We are working on the gala now. Our 2015 Gala will be on December 5, 2015 at a location to be announced. We will be bringing the Silent Auction back into our auction. It will be a great event! More details later...
- We are investigation doing a Summer Soiree as a small fundraising event for the chapter. More on that later...

OTHER CHAPTER HIGHLIGHTS

- We have added some wonderful new people to our 2015 board. Lots of great ideas and they are all make it happen people. We are looking into new ideas that will be great going into the future.

ISSUES YOUR CHAPTER WOULD LIKE HELP

- Membership Junior Designers. We need the energy of the younger designers who are the lifeblood going into the future. We are looking to make it easier for our members to join and grow us into the youthful and vital chapter that we need to be!
- Respecting the past – Accepting the Now and Becoming the Future.
- We need younger members
- Getting Reliable board members

Staff comments: *One suggestion for your programs or fundraisers is to include a free membership with your sponsor levels for the event (include your chapter member cost in the sponsor amount), where the sponsor would be able to give away a free membership to whoever they wish. This is a great way for awarding a membership to junior designers. Each sponsor can use their judgment on who to award, but we hope they would look to the ones that are active with NEWH and could potentially be future committee or board members. There are also pre-paid membership cards that vendors/ reps can purchase to award a membership. Contact the NEWH Inc. office for more information.*

NEW ENGLAND REGIONAL

(chartered November 4, 1992)

Beth Doehner, Steering Committee Chair

MEMBERSHIP

- Membership is going well. We have had many new student members join, and other industry professionals are emailing weekly with inquiries to get involved.

PROGRAMMING

- We had our first event of 2015 on March 31. It was a Scholarship Kick-Off / Speed-Networking event, held at the Ann Sacks showroom in the Boston Design Center. We had about 60 attendees. It was a successful event. We have three additional events on the calendar:
 - June 10 – Hotel Tour (Verb Hotel) and Bowling
 - September 9 – Boston Harbor Cruise
 - December 8 – Holiday Networking Event

SCHOLARSHIP

- Our Scholarship Committee Chair resigned last week. He has had limited involvement since the beginning of the year, so we have all been chipping in to carry his weight and will continue to do so. In the meantime, we have been developing our relationships at area schools. I have spoken to groups of Interior Design students on two local campuses and have solicited the help of student leaders at two additional schools. We will continue to foster these relationships over the course of the next few months and I expect we will be in well positioned to attract applicants in the fall.

NEW YORK

chartered July 23, 1991

Lauren Ritter & William Stuart, delegates

MEMBERSHIP

- We had our second annual membership drive at the beginning of this year and awarded an iPad and iPad mini to help encourage renewals and new sign-ups. We have also raised the cost of

our Toasty Tuesday's (up to \$15 from \$10) to help make a more compelling case for professionals to pay an annual membership. Thanks in part to these initiatives, our paying members are up from last year, but overall membership is down slightly to 407

from 423 at this time last year. We are having a scholarship event tomorrow eve, which will help us replace the student members that we have lost.

PROGRAMMING

- We have had several great Toasty Tuesday's already this year, and we are having a "green"-themed Toasty Tuesday at the Martha Washington Hotel on 4/21 in honor of Earth Day. In June, we will be having an event with Tony Chi at the Poltrona Frau showroom in SoHo.

SCHOLARSHIP

- We have increased our scholarship awards to \$35,000 this year from \$30,000 last year. We have an event tomorrow to launch an internship program and have 65 people registered and should be able to generate more qualified applications, which has sometimes been a challenge.

FUNDRAISING

- We have already gotten four sponsors for the Owner's

Roundtable in June and locked down several "Owners". In addition, this year we have Product Runway, which is a big fundraiser for our chapter. We already have five firms signed up and plan to have a kick-off event around end of May.

OTHER HIGHLIGHTS

- We have continued to have a great succession plan with our Executive team and added a few other great committee members on all sides of the vendor/designer/purchaser dynamic to ensure future success in this regard. Some new board members are Robert Pullen from Fil Doux, Nicole Haber from Denihan, Rob Veluz from BG Studio, and Jill Hubbard from MDC. We had very fun and educational board training at the end of February.

ISSUES YOUR CHAPTER WOULD LIKE HELP WITH

- Per our board training, we need some non-Alpha-personalities for our board :)

NORTH CAROLINA REGIONAL

Karen Appert, Steering Committee Chair

MEMBERSHIP

- We have 136 members as of April 2015. 53 students, 6 Chapter Level Businesses.
- We still have mostly manufacturers and sales reps. as members, and need to build membership to include designers, purchasing cos. and hoteliers.
- Goal: add 5 hospitality interior designers to our membership in 2015
- We have only one designer member, so currently that is our only possible candidate for our region's NEWH Top ID submission.

PROGRAMMING

- March was our first event of the year. It was a designer-led hotel tour at The Dunhill Hotel in Charlotte. 30 people attended, many were designers.
- May: Planning a hard hat tour in Durham at The Durham Hotel, currently under construction.
- Sept. 21 – 22: the first annual NC Restaurant & Lodging Association Expo. NEWH NC members will be participating as exhibitors & attendees.
- Planning another Lunch & Learn / Hospitality Designer Day at High Point Market.
- To keep our visibility up in the metro areas, we are planning to rotate hotel tours in Charlotte, Raleigh and Greensboro.

SCHOLARSHIP

- Plan to award our next scholarship in the Fall of 2015.

- We'll contact schools with hospitality and/or design programs that didn't send student applications last year, to expand student involvement.
- We are considering asking our manufacturer members if they would contribute to a vendor scholarship for our group, so we could award more than one scholarship to students.

FUNDRAISING

- The sponsorships for Hospitality Designer Days at High Point Market have been our biggest fundraisers. We have covered our expenses and generated a slight surplus each time.
- Once we establish regularly attended events, we would like to create sponsorship levels for the year to help fund our events.
- We would eventually like to provide events that are more than networking (e.g. educational, lunch included CEU, etc.) and charge non-members to attend these events.

OTHER CHAPTER HIGHLIGHTS

- No other highlights

ISSUES YOUR CHAPTER WOULD LIKE HELP WITH

- Suggestions for adding hospitality designers, purchasers and hoteliers to our membership.
- Suggestions for getting more volunteers help from our membership.

NORTH CENTRAL

Chartered December 11, 2000

Westin Hammerstrom & Rebecca Kundysek, delegates

MEMBERSHIP

- Our efforts to follow up with some of the past EP members after a drop in membership were successful! We increased our EP number by 10.
- We have more design firms signing up for Chapter Business Partnerships and we hope to continue that trend in 2015 as we finalize the benefits at a chapter level for that.
- Goals & Upcoming Events - We will be having our annual Membership Drive again this year at Memory Lanes in Minneapolis on May 21st. Nearly all of the sponsorships have been selected by local reps. All sponsorship opportunities include

tickets to the event. Sponsoring reps will be encouraged to bring designers. This year we anticipate approximately 40 attendees. North Central will be raffling off a courtesy membership. New this year: a PHOTOBOOTH!

Current Membership Totals:

Associate: 65, Chapter Business Courtesy Member: 8, Chapter Business Member: 7, Chapter Level Business: 4, Corporate Partner Courtesy Member: 6, Corporate Partner Member: 1, Education Professional: 14, General: 38, Honorary: 2, Student: 113, Grand Total: 258

PROGRAMMING

- Winter 2015
 - January – Gilda’s Club Happy Hour, Panel Discussion and Tour went well
 - BGD Tour and Happy Hour had 20+ Industry Professionals attend. Thank you to Host BGD for educating us on the design and manufacturing process of custom casegoods and millwork.
- Spring 2015
 - April will be a hard hat tour at a multi-use housing project
 - April will also feature a wrap up event for North Centrals ongoing community service efforts to support St. David’s Center with design and specification process for the renovation and addition to their facility.
 - June will be a Happy Hour at a local Micro Brewery and celebrating warm weather (hopefully)

FUNDRAISING

- We already have our 2015 space booked and are planning to have the biggest event yet!
- We have updated our sponsorship brackets and have raised the amount for our fundraising event this summer. We have also added other sponsorship opportunities for our December event, which will be new for us this year. In the works, is planning an even to get the culinary industry/community involved in NEWH in our chapter.

SCHOLARSHIP

- We had 35 participants for our Student Portfolio event held February 19th with four students submitting entries for our Student Portfolio Competition this year. We had a nice mix of business professionals (14) and students (21) attending from 6 different schools: Alexandria Technical College, Dunwoody, Century, University of Northern Iowa, University of Wisconsin-Stout, and University of Minnesota. Congratulations to Deidre Weber from the University of Minnesota with her winning portfolio!
- Our Speed Mentoring event will be held September 17, 2015 hosted by Fluid Interiors. This event focuses on exposing students to industry professionals on a more individual level. We have had great participation with this event in the past and hope to encourage these participants to also participate in our upcoming Scholarship event.
- We have our Scholarship deadline set for Oct 22nd, 2015 and will promote this scholarship at our monthly events, and promote through the students and teaching professionals. We hope to have more submittals and increase value of scholarships.
- We hope to keep engaging students in NEWH and continue to get teaching professionals involved as well. We always have a goal to increase the participation in our scholarship as well as increase the monetary value of each scholarship.

TREASURER

- We are in the black for both our Admin and Scholarship Ac-

counts with healthy amounts to move forward with creating Chapter Budget for 2015

- We have our 2015 Budget completed and are looking forward to our events we have planned this year.
- We have had full sponsorship of all events thus far this year and are hoping to continue this trend.

SUSTAINABILITY

- Our new Sustainability Director, Sarah Williams, has made it her goal to find ways to help our Chapter be more eco-friendly and sustainable than we were last year. She plans to team up with events (at least one this year) to ensure we are using recycled/recyclable materials and promoting the reuse of products (plates, serving dishes, cups, etc.).
- Also plans to promote these practices on a large scale to the industry of design, maintaining hospitality facilities.
- We plan to have Sustainability CEU as part of the regional Tradeshow this fall – Understanding the Material World. Goal is to maximize attendance at show and CEU and promote NEWH membership.

PUBLICATIONS

- We have a new publications chair for this year, McKenzie Schaefer. Her goals are to have a clean, eye-catching and easy to follow newsletters that will appeal to those member who only glance over them, as well as member who have the time to read all of the text. To achieve this McKenzie has set up a template that will be reused for each quarter. A changing banner color will reflect the season, which the newsletter is published.
- The first e-newsletter for 2015 went out on March 31st which focused on the 2014 Scholarship Winners
- The newsletters will be sent out quarterly and will contain standard sections: Upcoming Events, What’s New in Town, Chapter Highlights
- The next three newsletters will highlight each of the Top ID firms for our Chapter.

OTHER CHAPTER HIGHLIGHTS

- Tradeshow 2015- We are starting to plan for fall of 2015 and are excited to host again!
- VP – Becca Kundysek has set up a “Thank You” program for sponsors. Our board members have signed Thank you cards, which include a hand written note to each individual/company who has sponsored our Chapter’s events.
- VP – Becca Kundysek as one of her year’s goals plans to reach out to all past North Central scholarship winners to re-connect them with NEWH. Our chapter plans to gain information such as: our they still a member, where are they today, how did the NEWH scholarship affect their lives/careers. We would like to highlight stories in future newsletters and also invite 1 or 2 to speak at future Fundraising Events to re-inforce the purpose of the Fundraising Event – SCHOLARSHIP!

NORTHWEST

chartered March 23, 1995

Cheri Bargaen & Stephanie Deshaies, delegates

VP OF ADMINISTRATION

Stephanie Deshaies

I have now been involved with this Chapter for five years. In these years, we have streamlined our event planning process to be more efficient and meet our bottom line goals for each event. We have introduced monthly discipline conference calls to keep committed on track without burning out our volunteers. We are now building a network of educators and students to increase our visibility in the schools and improve our outreach for scholarship applicants. Final-

ly, we are working toward a Board member nominations plan that includes a more strategic approach to recruitment and a two year board member transition plan with a mentoring year. It is a very exciting time to be a part of the Northwest Chapter. I am thrilled to have an opportunity to lead this Chapter to the next level.

VP OF DEVELOPMENT

Cheri Bargaen

As a first year VP on the board - this has been an exciting year to transition into this position. The hard work in organizing different

positions on the board for the past few years has been paid off with the many talented people we are blessed to have on our team! We have been holding regular quarterly executive team meetings that help guide the leadership of our team. We have also pushed hard to commit to monthly calls with the different groups of disciplines on our board. These meetings have in turn created mega efficiency to our month board meetings and encompasses all members of our team. Bringing our team together in a cohesive way has in turn created more excitement about our events and they are growing in diversity, education as much as they are growing in number. We look forward to this years many exciting events from our Savor Uncorked fundraiser to our Biennial Tradeshow and all the possibilities that are held with it!

PROGRAMMING DIRECTOR

Audrey de Filipis

2015 had a great start with our German themed bocce ball membership drive event. We once again sold out this event (a reoccurring trend for our chapter events) with nearly 80 attending. We continue to gain more engagement in our local community from vendors, designers, and owners alike. We have many events ahead this year including hotel tours in both Seattle and Portland, a discussion panel on the subject of Air BnB and its influence on the hospitality industry, and of course the Trade show and after party.

Our most popular and anticipated event, Savor Uncorked in July will be far larger this year than in the past. We have created unique ways to fundraise and to involve students and educators. We have created so much interest in the event that we are over halfway through securing our sponsorship goal, prior to even releasing the final event details. We will be hosting it in a very signature building in the Seattle skyline, the location to be made public with our "save the date" blast coming soon.

Our chapter will be adding one event this year, a celebration of our 20 years, with a summer members only rooftop event overlooking the beloved Seahawks stadium. Last year's end of the year Elevate Awards was such a great success that we hope to once again host it in the beautiful and historic Smith Tower Chinese Room

FUNDRAISING DIRECTOR

Sophia Nguyen

I took a different approach this year to fundraising. From past years I've identified the key sponsors and big supporters of our chapter and have approached them ahead of time to discuss what they would like to see at our events and how their company would like to be represented. Our biggest fundraiser of the year is our annual Savor Uncorked event. This new approach has been very successful as we have already half of our sponsorships secured for the event. Together with the sponsors I have customized sponsorship packages that is both beneficial to the sponsors as well as bringing in more funds than ever for our scholarship proceeds. We are breaking out of the traditional sponsorships and have included furniture lounges, digital photo frames, fashion shows and other "out of the box" ideas that bring our events to the next level. The idea is to keep an open communication and collaborate with everyone in our community to create something that is fruitful for all.

MEMBERSHIP DIRECTOR

Karen Rains

The Northwest chapter continues to grow slowly but steadily! Our annual membership drive in January was quite successful in adding professionals to our membership roster. We're also seeing an increase in student and professor memberships and reaching out to our local colleges to become more involved at the ground level.

TREASURER

Nathan Flemming

Our financial position has never been stronger in the Northwest Chapter. This has afforded us new opportunities for recruitment of new members as well as professional development of our current Board members. Additionally, we have substantially increased our scholarship distributions. As we continue to grow this chapter we

are enhancing all aspects of our chapter including membership marketing, community service, fundraising, and outreach from a solid financial foundation.

SCHOLARSHIP CHAIR

Grace O'Brien

I am very excited for our board this year! As scholarship director it has been my pleasure to help drive our education team in increasing the contact to all the schools covered under the Puget Sound. The education team meets every month to track our progress as we contact professors in preparation to set up a special exchange of ideas event just for them. We are looking forward to making key connections with a professor and student at each school; this will grow our presence on the campuses and increase all our scholarship initiative. We are receiving positive feedback from the schools and look forward to all the results this positive activity will bring.

EDUCATION CHAIR

Paige Nelson

We had such a successful turnout for student scholarship applicants in 2014, and our main goal for 2015 has been to significantly grow our reputation within Washington and Oregon state schools - we have been making an effort to brainstorm new ideas for connecting not only with students, but with professors as well. We are in the midst of finding a trailblazer student in each school to advocate for NEWH to grow our membership and scholarship applicants.

COMMUNITY SERVICE CHAIR

Jill Reid

As the Community Service Chair, my goal this year is to find organizations that would benefit from our expertise while providing a time to network with one another while we serve our community. I am focusing on three organizations, Mary's Place, Food Lifeline and Seattle Tilth. Mary's Place offers programs and services in an accepting environment where homeless women and their children can build community and find resources to restore their lives. Food Lifeline stops people from going hungry by applying ingenuity and creativity to this largely logistical problem. In a world of plenty, there is no excuse for there to be hungry families. The fact that 40% of good food routinely goes to waste instead of getting to people in need means that hunger is really a logistics problem. Seattle Tilth's mission is to inspire and educate people to safeguard our natural resources while building an equitable and sustainable local food system. In addition to these three organizations, we are also committed to donating left over food from our events to Union Gospel Mission. This will help feed the homeless population in our community. I am excited to see the difference NEWH Northwest can make this year!

STRATEGIC ALLIANCE CHAIR

Amy Chandler (Seattle) & Ginny Combs (Portland)

Strategic Alliance Portland and Seattle have been working together to plan upcoming events, as well as events later this year. We have discovered that by joining forces (or cities so to speak) we can be more efficient and cover more ground.

Currently, Ginny is taking charge of organizing the AirBnB Panel Discussion to take place in the Vintage Hotel in Portland. Amy is helping where needed and is taking notes as how to better future events. This event has allowed us to hone in on our individual strengths and how to use them to benefit the Strategic Alliance effort and the NEWH Pac Northwest board. Some brainstorming sessions have led to ideas of how to better organize our supporters and industry contacts so they can be better served and we can be more effective in fundraising and collaborating. We plan to continue this effort throughout the year and hope to strengthen our industry alliances.

PUBLIC RELATIONS CHAIR

Renee Herron

I've been working with my press contacts to generate press and grow attendance through advertising at our Hotel Vintage AirBnB event and it's been quite successful thus far. As for local partner-

ships, we have not been active in utilizing sharing our news within IIDA's news blasts, so I will work to improve these efforts throughout the remainder of the year.

WEB COMMUNICATIONS CHAIR

Kelly Strand

Last year, 2014, was my first year serving in this position and I found myself cleaning up our website and expanding our social presence. For each event, we wanted to add a social networking element. For instance, at our annual Savor Uncorked event we added an Instagram contest. We created a hashtag specific to that event as well as kept our own hashtag (#NEWHNW) for people to use and encouraged people to take photos throughout the evening. To encourage people to do this we added prizes and selected people a few weeks after the event.

In 2015, we are continuing this philosophy as well as utilizing the NEWH email system, advertising our events, and especially advertising that this is our chapter's 20th anniversary. So far this year, we have created gmail addresses for each position so board members do not have to use their personal or work emails to log in to our Google Drive account. This is slowly taking off, but in the long run this will help new board members transition into their positions and vice versa. Additionally, this creates a unified look when adding email addresses to event marketing material. We are currently working on adding a Member Spotlight program to feature on our Facebook page as well as a 'Where are you now?' feature in honor of past scholarship recipients in our past 20 years.

GRAPHICS CHAIR

Katy Clark

We are beginning to transition to doing mainly digital graphics for all events. We are streamlining the graphics process and have created a new "order" form for event coordinators to concisely explain and organize specific graphic needs, including sponsors, logos, print vs digital needs, etc. It is a digital Google Docs Spreadsheet that all board members have access to.

Graphics continues to be a busy board position, but with steady organization and streamlining, it seems to be worth it for our chapter's Northwest, tech-savvy identity and membership.

SUSTAINABLE CHAIR

Sean Egelston

The Northwest chapter is in the process of buying a television and digital picture frames to showcase our sponsors and announcements at the events, this will eliminate some of our printing requirements and also save our chapter some money in the long run. We are starting to bring reusable glasses and plates to our board meetings and also working on utilizing a projector system vs printing out meeting agendas for the whole board. Every little bit helps.

STUDENT LIAISON

Jenae Benitz

Keep NEWH board members informed about happenings at your school by making announcements at the monthly board meetings. Organize and disperse any form of promotion such as posters and social media. Encourage other students to join NEWH by talking to them individually, promoting events on social media and talking to classes once a month about upcoming events. Work closely with NEWH professional board members to help organize, meet and assist with student events.

ROCKY MOUNTAIN

chartered December 3, 1991

Ellen Armer & Chelsea Lawrence, delegates

MEMBERSHIP

- We will continue to work on growing our membership at all of our chapter and networking events throughout the upcoming year.
- We will continue our "secret buddy program" to help welcome new members into our chapter.
- We will continue our membership appreciation and membership drive event – Rockies game Sundowner. This has proven to not only show our appreciation to our sponsors and members, but also recruits new members. We have acquired new members specifically because of this event.

PROGRAMMING

- We plan to continue our strong programming for the entirety of 2015, including but not limited to the following events:
 - See calendar on NEWH website

SCHOLARSHIP

- With our scholarship chair having continued with our 2015 board, we have had a very successful event so far. Here is our scholarship schedule with updates:
 - February 16th: Scholarship applications due
 - February 17th: Scholarship applications were made available to the board for review, through a secure dropbox folder
 - March 3rd: Board members voted to select finalists
 - March 4th: At our March board meeting the finalists were announced
 - April 3rd : Scholarship interviews were conducted with the final applicants and scholarship committee
 - April 3rd: Scholarship winners were announced to the board.
 - o First Place: \$5000 Michael Bent
 - o Second Place: \$3000 Emily Rene Hosman
 - o Third Place: \$1500 Samantha Wilson

- Spring Event: Luncheon/dinner Scholarship Event. It will be by invite only with a small group of past scholarship winners, board members, and this year's winners. Location and date tbd. We wanted to create a more intimate event for the winners (and due to their ages, one that does not involve alcohol), followed by Haute Seat in the fall.
- Fall: Haute Seat, our inaugural event will include a time for the winners to share where they are now and to be congratulated by our chapter as a whole.

- Scholarship Events: With a very successful scholarship event concept of Haute Seat, we plan to make this an annual event for the Rocky Mountain Chapter. However, this year we have decided to move this event to the fall. This is due to a conflicting industry event that we feel may affect the integrity and success of the event. This year we will announce the winners via our newsletter, and will honour the winners at a luncheon invite only event in the spring. Then in the fall, Haute Seat will be an opportunity for the scholarship winners to return, and share with us where they are now and how the scholarship has benefited them.

FUNDRAISING

- We plan to continue with our fundraising efforts throughout 2015, please see the programming outline attached. We have already received a \$1000 contribution. Our two fundraising chairs will continue using fundraising menus for each event.
- Our first fundraising event is slated for July 14th – Bi-Annual Golf Fundraiser. It will be held at Highlands Ranch Golf Club, which has proven to be a successful location for us. Our golf committee is in the process of finalizing the save the date and sponsorship menu. We hope to have both of these out by April 17th.
- Our fundraising director and chair are putting together a 2015

sponsorship menu for 2016, this will be released towards the end of 2015. We hope this will give sponsors time to plan with both their remaining funds from 2015, and starting budget for 2016.

OTHER CHAPTER HIGHLIGHTS

- We hope to be able to strengthen our chapter’s internet presence. As well as continue our quarterly newsletters that highlight our chapter’s events and members.
- We are excited for our 2015 board; we have some new faces,

which are sure to bring fresh ideas and perspective. The collaboration between old and new members will be beneficial to all.

- Update: Our 2015 board is collaborating beautifully. Everyone has been helping when needed with all events thus far.

ISSUES YOUR CHAPTER WOULD LIKE HELP WITH

- We continue to welcome support and guidance for the 2017 Leadership Conference. We are excited to host but want to be sure to stay on track with this event.

ORANGE COUNTY REGIONAL

(chartered 1988)

Jessica Wasmer, Steering Committee Chair

PROGRAMMING

- Our first event at The Winery in February was very successful. We had over 60 attendees. We also had to push our March event back to end of April due to it being too close to our Fashion Runway event at BD West. The Fashion Runway event was very successful. It was sold out and we had very good feedback from all who attended and those that participated. The one thing we continue to struggle with is sponsorship of our events.

- Nothing to report at this time.

FUNDRAISING

- We just had our big fundraiser for our Regional Group at BD West the Fashion Runway. This has been a very successful event for us the last few years. This year we raised \$14,100 donations from auctioning off the garments. We are still awaiting the final tally for other contributions. We are also receiving 2 BD West scholarships for \$2500 each one for San Diego and one for OC.

SCHOLARSHIP

SAN FRANCISCO BAY AREA

chartered June 1, 2010

Debra Calkins & Terri Metzger, delegates

MEMBERSHIP

- Our Chapter has done a great job retaining members and attracting new members. Grand Total membership is 201 with 149 voting members.

- We will be holding our sixth annual Wine by Design event in October. The committee is still in development but knowing Johanna’s organizational skills we are in good hands.

PROGRAMMING

- January: Educational Program held at the new Knoll Showroom in San Francisco. There were 65+ attendees.
- February: Soul Cycle Marin was a smash hit. We had about 60+ attendees for this event.
- March: We are holding our Membership Drive for our March event.

OTHER CHAPTER HIGHLIGHTS

- Our chapter helped sponsor several of our board members in attending the Leadership Conference.



ISSUES YOUR CHAPTER WOULD LIKE HELP WITH

- Keeping our momentum going!!!

SCHOLARSHIP

- We have increased our scholarships funds to where we are contemplating increasing our scholarship offering for 2015. Parisa Sayani, Director of Scholarships, has begun the task of contacting all of our area schools. Currently we plan our scholarship for fall 2015.

FUNDRAISING

SOUTH FLORIDA

chartered October 2, 2003

Joelle DiBlasi, delegate

MEMBERSHIP

- We are currently at 135 members and quickly growing.
- We have implemented a separate e-mail list to keep the prospective members in the know of our upcoming Events and Mingles. We have found this to be very helpful to those that are on the fence about joining.
- In the first few months of the year, we have averaged 3-4 members join per month, with lots of enthusiasm and spirit!

It is proven to be a success!

- We are hosting Design-A-Chair in June. This design competition will be hosted at RFC: one of the largest privately owned contemporary art collections in North America. We are having a furniture designer speak about the challenges and enrichments of designing in our industry, along with a tour of the facilities. This is going to be our first year hosting this Event and we’re very excited about it!

PROGRAMMING

- We started the year with a full calendar of Monthly Mingles. We have found anatomizing our Chapter gave us a better chance of filling up our Events; thus, we have been alternating the Mingles between Miami, Fort Lauderdale and Palm Beach.

SCHOLARSHIP

- We are working in conjunction with some colleges to present to their students and educate them about the scholarship opportunities. We plan to visit more educational centers to do the same.

- We currently have two Board Members, who are past scholarship winners and have made a commitment to share their awesome experience thru volunteering.

FUNDRAISING

- This summer we have our yearly anticipated Bowling Fundraiser. This year as the last two, we plan on bringing lots of fun, bowling and opportunities to meet and make new friends. We will have approximately 15 lanes as well as lots of awards and sponsorship opportunities.
- End of year proves to be very busy for us with the Sophie Awards. Last year's Event was a success and we expect nothing less this year. We are extremely excited to continue honouring the professionals in our industry as well as have our

scholarship winners attend and participate with their future employers.

OTHER CHAPTER HIGHLIGHTS

- Since starting the Monthly Mingles early this year, each of the vendors on the board has sponsored a gift card to raffle on that day. It is a great way to entice people to attend and join our board.

ISSUES THAT YOUR CHAPTER WOULD LIKE HELP WITH

- This chapter has struggled and continues to struggle with designers and architects attendance. Therefore, we decided to break up the Mingles/Events. We are already seeing an improvement in the attendance and hope to continue that way.

SUNSHINE

chartered September 1996

Pam Niemann & Teddi Powers, delegates

The Sunshine Chapter has started 2015 with great events!

January our entire board attended the Leadership Conference in Dallas.

February we had our annual Membership Drive. We signed up 16 new members and received quite a few renewals. We currently have 224 members on our roster fro April 2015.

March we hosted the NEWH Regional Tradeshow. It was a huge success. Our members and exhibitors were very pleased with the turn out. We had 267 attendees and 148 Exhibitors. Our panel discussion consisted of four panelists, Brian Quinn of Red Lion Hotels, David McDaniels of Intergra Land Development, Rich Maladecki of the Central Florida Hotel Lodging Association, Shane Feemster of Shekina and Paul Bienkowski was our

Moderator. We had over 45 in attendance. The future developments in the Orlando area, technology, sports arenas, tourism and the effect they all have on the Hospitality Industry was the basis for the discussion.

Upcoming Events:

April - we have a sustainability event - Annual Corporate 5k.

May - we will be hosting our Scholarship Luncheon to hand out our scholarship awards for 2015.

August - looking forward to a Casino Night Fundraiser - sponsorships are already 99% sold out!!

With our first quarter, already a huge success we are looking forward to a great rest of 2015.

TORONTO

chartered November 18, 2004

Tara Witt, president

PROGRAMMING

We took a different approach to programming in March and had an executive coach host a seminar to talk about 'delayed gratification' and how we can be more efficient in life and work. It was hard to explain to our membership at first, but it turned out to be a great success! We had about 50 people attend, and we managed to hone in on a pocket of our membership who were ready to get engaged with each other. I think we all agree that intrapersonal engagement is an important goal going forward.

We have a pretty full calendar moving forward for the rest of the year. We are trying to get everyone excited for some of the other new things we are introducing, like our October wine tour event.

SCHOLARSHIP

- We have sent out the packets to the school list and we are constantly looking for more ways to interact with the students

to teach them more about the organization and the scholarships we offer. I think we are going to make an effort to be more selective with the scholarships we award this year, and hope to target students that seem to want to get more involved with NEWH after the receive their scholarships.

FUNDRAISING

- Planning our golf tournament is well under way and we are selling our foursomes at the early bird rate. We have also started requesting silent auction donations.

ISSUES YOUR CHAPTER WOULD LIKE HELP WITH

- Unfortunately, our board is shrinking and we are looking for new volunteers. We have found that apathy is a large roadblock for our growth within the board, and I believe it affects our membership growth as well. We are all working on being more engaged with our membership and with each other on the board.

UNITED KINGDOM

chartered June 12, 2002

Rebekah Ellis & Jonathan Young, delegate

NO REPORT SUBMITTED

VANCOUVER REGIONAL

Kimberly Sontowski, steering committee chair

MEMBERSHIP

- As of April 1, 2015 Vancouver Regional Group presently has **178** total members; **1** Associate Member, **14** Chapter Busi-

ness Courtesy Members, **1** Chapter Business Member, **7** Chapter Level Business Members, **1** Corporate Partner Courtesy Member, **3** Educational Professional, **22** General and **129** Stu-

dents.

PROGRAMMING

- Our next Sundowner event is scheduled for April 23rd, 2015 @ Mosquito “Gastown’s new dessert & bubbly lounge”. We are scheduled to have approximately 50 attendees. The balance of calendar events are as follows;
 - Vancouver Region NEWH Sundowner, April 23, 2015 – Mosquito “Gastown”
 - Vancouver Region NEWH Sundowner, June 4, 2015 – Skwachays Lodge
 - Vancouver Region NEWH Sundowner, August 20, 2015 – Venue TBD
 - Vancouver Region NEWH Scholarship Event, November 19, 2015 – Venue TBD

SCHOLARSHIP

- Scholarship packets will be sent out on Tuesday April 14, 2015

to all pertinent schools by our Scholarship Director Jennifer Kurtz. The closing date to receive all applications will be May 15, 2015. Our NEWH scholarship meeting to decide the 2015 scholarship winner will be May 21, 2015. Our goal is to have the scholarship winner decided on May 21, 2015 with funds sent to school by September 1st, 2015 (start of the school year). To follow will be our Scholarship Presentation Event which will be held on November 19th, 2015.

FUNDRAISING

- Funds handled by NEWH Toronto Chapter.

OTHER CHAPTER HIGHLIGHTS

- Our events are well attended with a high abundance of positive feedback from the A&D and Hospitality Community.

ISSUES YOUR CHAPTER WOULD LIKE HELP

- No issues presently

WASHINGTON DC METROPOLITAN

chartered November 6, 1992

Patrice Adore & Melinda Peck, delegates

NO REPORT SUBMITTED

ADDENDA

MOTION TO APPROVE MINUTES

Date: May 12, 2015

Motion Number: 1

I, Julia Marks, move to approve the minutes as presented / as corrected.

Motion seconded by: _____

VOTE COUNT: STATUS OF MOTION:
 YEA: _____ NAY: _____ ABSTENTION: _____ Carried: Defeated:

MOTION TO ACCEPT RESIGNATIONS

Date: May 12, 2015

Motion Number: 2

I, Julia Marks, move to accept the resignations from Philip Byrne, Andrea Sims, Dina Belon, Tara Mastrelli, and Adrienne Pumphrey.

Motion seconded by: _____

VOTE COUNT: STATUS OF MOTION:
 YEA: _____ NAY: _____ ABSTENTION: _____ Carried: Defeated:

MOTION FOR DIRECTORSHIP APPOINTMENT

Date: May 12, 2015

Motion Number: 3

I, Julia Marks, move that the Board of Directors approve the appointment of Britany Johnson to fill the balance of Andrea Sim's position of Secretary.

Motion seconded by: _____

VOTE COUNT: STATUS OF MOTION:
 YEA: _____ NAY: _____ ABSTENTION: _____ Carried: Defeated:

MOTION FOR DIRECTORSHIP APPOINTMENT

Date: May 12, 2015

Motion Number: 4

I, Julia Marks, move that the Board of Directors approve the appointment of Lorraine Francis to fill the balance of Adrienne Pumphrey's position of Director/Sustainable Hospitality.

Motion seconded by: _____

VOTE COUNT: STATUS OF MOTION:
 YEA: _____ NAY: _____ ABSTENTION: _____ Carried: Defeated:

MOTION TO FUND AN OUTSIDE MARKETING PERSON

Date: May 12, 2015

Motion Number: 5

I, Fernando Diaz, request the NEWH, Inc. Board approve funding a marketing contractor with the proceeds of the Leadership Conference.

Motion seconded by: _____

VOTE COUNT: STATUS OF MOTION:
 YEA: _____ NAY: _____ ABSTENTION: _____ Carried: Defeated:

MOTION TO FUND NEW FUNDRAISING INITIATIVE

Date: May 12, 2015

Motion Number: 5

I, Fernando Diaz, request the NEWH, Inc. Board approve funding NEWH Art Melange fundraising initiative up to \$50,000.00.

Motion seconded by: _____

VOTE COUNT: STATUS OF MOTION:
YEA: _____ NAY: _____ ABSTENTION: _____ Carried: Defeated:

MOTION TO CREATE POSITION OF VICE PRESIDENT/EDUCATION

Date: May 12, 2015

Motion Number: 6

I, Andrea Thomas, move that the Board of Directors approve the the creation of the position of Vice President/Education.

Motion seconded by: _____

VOTE COUNT: STATUS OF MOTION:
YEA: _____ NAY: _____ ABSTENTION: _____ Carried: Defeated:

MOTION FOR VICE PRESIDENT APPOINTMENT

Date: May 12, 2015

Motion Number: 7

I, Julia Marks, move that the Board of Directors approve the appointment of Christine Wasmer to fill thenewly created position of Vice President/Education.

Motion seconded by: _____

VOTE COUNT: STATUS OF MOTION:
YEA: _____ NAY: _____ ABSTENTION: _____ Carried: Defeated:

MOTION FOR VICE TERM EXTENSIONS

Date: May 12, 2015

Motion Number: 8

I, Julia Marks, move that the Board of Directors approve the extension of the terms of VP/Scholarship and VP/Membership (Development) for one addition term.

Motion seconded by: _____

VOTE COUNT: STATUS OF MOTION:
YEA: _____ NAY: _____ ABSTENTION: _____ Carried: Defeated:

MOTION TO CREATE POSITION OF DIRECTOR/MARKETING ON THE CHAPTER LEVEL

Date: May 12, 2015

Motion Number: 9

I, Andrea Thomas, move that the Board of Directors approve the the creation of the position of Vice President/Education.

Motion seconded by: _____

VOTE COUNT: STATUS OF MOTION:
YEA: _____ NAY: _____ ABSTENTION: _____ Carried: Defeated:

MOTION TO ADJOURN

Date: May 12, 2015

Motion Number: 10

I, _____, move that the meeting be adjourned.

Motion seconded by: _____

VOTE COUNT: STATUS OF MOTION:

YEA: _____

NAY: _____

ABSTENTION: _____

Carried:

Defeated:

Guidelines for Scholarships

CRITERIA FOR CHAPTER SCHOLARSHIPS: NEWH Chapters award scholarships annually based upon the following criteria:

1. Standard Criteria
 - 1.1. Must be a currently enrolled student attending an accredited college
 - 1.2. Competition of half of the requirements for a degree or certification in the program currently enrolled
 - 1.3. Show financial need and have eligible outstanding debt for tuition, books or supplies at time of scholarship award
 - 1.4. Have a cumulative GPA of 3.0 or higher
 - 1.5. Have a career objective in one of the areas of the Hospitality Industry, such as Hotel/Restaurant Management, Culinary/Foodservice, Architecture, Interior Design
 - 1.6. Provide the following:
 - 1.6.1. Student Essay
 - 1.6.2. Transcript
 - 1.6.3. Letters of recommendation from Dept. Head, Professors, Advisor
 - 1.6.4. Letters of recommendation from industry professionals, employers, etc.
2. Non-Standard Chapter Scholarship
 - 2.1. Additional criteria over and above the requirements in 1) and amount given, to be outlined and voted on by the Chapter or International Board.
 - 2.2. Judging of candidates to be done by a Scholarship Committee made up of NEWH members.
 - 2.3. Scholarship to be advertised and funded separately from the Chapter Scholarships, with a disclaimer that no award will be given if a qualified recipient has not applied.
 - 2.4. In addition to these items listed and scholarship types, need to differentiate a "design competition" or requirement for a "portfolio submittal by design students" as a non-standard scholarship.

Memorial

These scholarships are administered by NEWH Chapter and are presented at a determined chapter event. Must be in the name of a NEWH member. Scholarship Director distributes In Memory Scholarship Agreement to sponsor, once complete a copy must be sent to NEWH, Inc. office. Scholarship Director sends Donor Thank-you Letter

- Must be in the name of a member who has contributed to NEWH.
- May be funded separately, initially, after the death of the member and then funded by chapter fundraising efforts, after the original funding dwindles.
- May be given in the name of the member as one of the Chapter Scholarships. For instance, could be given to the most outstanding student and/or in the largest dollar amount.

Vendor

NEWH Chapter level Vendor Scholarships are graciously funded by the hospitality manufacturing community. These scholarships are administered by NEWH Chapter and are presented at a determined chapter event. Scholarship Director sends vendor the Vendor Scholarship Agreement, once complete a copy must be sent to NEWH, Inc. office. Scholarship Director sends Vendor Thank-you Letter

- Funding to be done by a vendor
- Minimum \$3000 donation with \$500 administration fee
- Scholarship name to be chosen by Vendor
- Vendor or company representative can present the scholarship

- NEWH Chapter Scholarship Committee reviews applicants and selects the final recipient based on NEWH scholarship criteria
- Donor can specify what are of hospitality is accepted for students to apply for the vendor scholarship (interior design, architecture, etc.)
- NEWH Chapter determines the venue for the award presentation of the scholarship

Business

1. Funding to be done by an Interior Design firm, Architectural Firm, Hotel, Restaurant, etc. in their name.
2. The firm can have input into the desired criteria over and above the minimum requirements listed above.

Other

1. Scholarships given in someone's name that is not a Member in Memoriam, Vendor, or Business must not be funded by Chapter fundraisers.

NEWH INC.

SCHOLARSHIP ENDOWMENT GUIDELINES

NEWH Inc. welcomes support from various sectors of the Hospitality Industry in the form of donations to the Scholarship Fund and endowment of individual scholarships. NEWH twenty years of experience in awarding scholarship funds to students majoring in hospitality related industries makes it the best source to distribute corporate and individual donations to scholarship. The administrative activity of holding scholarship competitions; press/photo opportunities with the winning students; awards dinners; travel/lodging for students – is often not considered in funding an award. These costs must be considered in all future donations. Below is a guideline for funding a scholarship award or opportunity:

TRADE-SHOW SCHOLARSHIP

\$5000 award – assume 20% administrative, travel/lodging costs or \$1000 so your donation should be \$6000. If sponsor wishes to award at a special event they must supply all extra costs for student and if necessary representative of NEWH for travel/lodging and any costs associated with attending the special event.

ICONS OF INDUSTRY-NEWH INC SCHOLARSHIP

1. Must be a currently enrolled student attending an accredited college
2. Must have completed half the requirements for an undergraduate degree or be enrolled in a graduate program
3. Must have a minimum of 3.0 GPA
4. Must have participated in an industry internship program or similar position (*one of the differentiating requirements from the standard chapter scholarship criteria*)
5. Must be pursuing a career objective in the Hospitality Industry with an emphasis towards the chosen career (career emphasis criteria changes annually)

Scholarship Awards:

\$5000 Winner awarded in the fall at major tradeshow in New York

Chapters are encouraged to submit students they have vetted for chapter level scholarships for this award. The student would need to submit an ICONS application with the supporting documents required.

SUSTAINABLE DESIGN COMPETITION SCHOLARSHIP AWARD-NEWH INC SCHOLARSHIP

Sponsors each donate the scholarship or school award and an additional amount each for administration of the design competition, travel and lodging costs for recipients and others intrinsic to the competition. Sponsor selects award opportunity with a \$7,000 annual commitment, multi-year commitments preferred,

Scholarship Awards:

\$5000 Primary Scholarship Award to Undergraduate Student

\$5000 Secondary Scholarship Award to Graduate Student or award to Undergraduate Student or School

(If student does not have eligible debt at time of award scholarship funds are awarded to student college Interior Design Department)

Awards based on industry panel judges recommendations

The NEWH Sustainable Design Competition provides students with the opportunity to showcase their design skills while utilizing the very best in sustainable design products and practices. The student award will be dispersed to the student through the respective school. Student monies may be used for tuition, books or supplies needed for his/her education. The award to the school must go to the INTERIORS PROGRAM and not to the general funds of the school. The program may utilize this award to enhance the educational needs of the materials to help the design studio. Winners are honored at a major tradeshow in spring of the following year. In addition to the NEWH Magazine, the event shall be covered by other hospitality and design publications.

CHAPTER LEVEL - TRAVELING SCHOLARSHIP

Sponsors may endow a scholarship in any amount to be given to the chapter of their choice. Scholarship will be given in the course of the standard chapter scholarship competition. Due to this being a part of the standard competition, no travel costs are paid for students and no administrative costs should be incurred. Scholarship can be given in donor's name and endowed for several years or as a one-time opportunity.

NEWH INC NATIONAL SCHOLARSHIP OPPORTUNITIES

1. NEWH SYMMONS SMART DESIGN COMPETITION– sponsored by SYMMONS INDUSTRIES
 - \$4,000 award
 - Open to Interior Design and Architecture students
 - Faucet design component has been added for 2015, with the winner design being featured in the Symmons booth at HD Expo
 - Application Released **Fall 2014**
 - Entry Deadline **January 26, 2015**
 - Judging Deadline **March 31st, 2015**
 - Award **May 2015** at *The New Entrepreneurs Breakfast* in Las Vegas during HD Expo
 - NEWH Magazine feature **Fall 2015** (submission by **July 24**)

2. NEWH HOSPITALITY SCHOLARSHIP – sponsored by HOTEL INTERACTIVE
 - \$5,000 award
 - Open to all Hospitality Management students
 - Application Released **January 2015**
 - Entry Deadline **February 16, 2015**
 - Judging Deadline **February 20, 2015**
 - Award **March 26, 2015** at *HI Connect Gala* in Nashville, TN
 - NEWH Magazine feature **Summer 2015** (submission by **May 15**)

3. NEWH WOMEN LEADERS SCHOLARSHIP – sponsored by HOSPITALITY MEDIA GROUP
 - \$5,000 award
 - Open to FEMALE Hospitality Management students only
 - Application Released **January 2015**
 - Entry Deadline **February 16, 2015**
 - Judging Deadline **February 20, 2015**
 - Award **April 8, 2015** at *Boutique Design Power Players :: Women Leaders in Hospitality* breakfast in San Diego during BD West
 - NEWH Magazine feature **Summer 2015** (submission by **May 15**)

4. NEWH SUSTAINABLE DESIGN COMPETITION SCHOLARSHIP-sponsored by JLF|lone meadow & Crypton
 - \$5,000 Undergraduate winner / \$5,000.00 Graduate winner
 - Open to all Interior Design or Architecture students Junior level and above
 - Application Released **August 1, 2014**
 - Intent Form Deadline **December 12, 2014**
 - Project Submittals Deadline **February 11, 2015**
 - Judging Deadline **March 10, 2015**
 - Award **May 2015** at a *Green Voice Session* in Las Vegas during HD Expo
 - NEWH Magazine feature **Fall 2015** (submission by **July 24**)

5. NEWH FR-ONE HARVEY NUDLEMAN MEMORIAL SCHOLARSHIP-sponsored by Fabricut
 - \$4,000 award
 - Open to Interior Design students only
 - Application Released **December 10, 2014**
 - Entry Deadline **March 10, 2015**
 - Judging Deadline **April 1, 2015**
 - Award **May 13, 2015** at *The New Entrepreneurs Breakfast* in Las Vegas during HD Expo
 - NEWH Magazine feature **Fall 2015** (submission by **July 24**)

6. NEWH ICON of INDUSTRY SCHOLARSHIP (2015 Award)
 - \$3,500.00 honorable mention award
 - Open to all students in similar field to the ICON (2014 :: Bob Thomas)
 - Application Released **May 28, 2014**
 - Entry Deadline **September 15, 2014**
 - Judging Deadline **September 30, 2014**
 - Award **May 13, 2015** at *The New Entrepreneurs Breakfast* in Las Vegas during HD Expo
 - NEWH Magazine feature **Fall 2015** (submission by **July 24**)

7. NEWH - CLIFFORD R. TUTTLE SCHOLARSHIP
 - \$5,000.00 award
 - Open to Interior Design students only
 - Application Released **February 2015**
 - Entry Deadline **September 15, 2015**
 - Judging Deadline **September 30, 2015**
 - Award **November 10, 2015** at *Platinum Circle Awards* in NYC during BDNY
 - NEWH Magazine feature **Spring 2016** (submission date to be determined)

8. NEWH – ICON of INDUSTRY SCHOLARSHIP (2015 Award)
 - \$5,000.00 winner award
 - \$3,500 honorable mention award to be awarded May 2016 at *The New Entrepreneurs Breakfast* in Las Vegas during HD Expo
 - Open to all students in similar field to the ICON
 - Application Released **April 1, 2015**
 - Entry Deadline **September 15, 2015**
 - Judging Deadline **September 30, 2015**
 - Award **November 2015** at *Gold Key Awards* in NYC during BDNY
 - NEWH Magazine feature **Spring 2016** (submission date to be determined)

9. NEWH FABRIC INNOVATIONS LEGACY SCHOLARSHIP-sponsored by Fabric Innovations
 - \$10,000.00 award
 - Open to Hospitality Management students
 - Application Released **January 2015**
 - Entry Deadline **September 15, 2015**
 - Judging Deadline **September 30, 2015**
 - Awarded **November 10, 2015** at *Platinum Circle Awards* in NYC during BDNY

- NEWH Magazine feature **Spring 2016** (submission date to be determined)

NEWH WOMEN LEADERS SCHOLARSHIP – sponsored by HOSPITALITY MEDIA GROUP

- \$5,000 award
- Open to FEMALE Hospitality Management students only
- Application Released **January 2015**
- Entry Deadline **September 15, 2015**
- Judging Deadline **September 30, 2015**
- Award **November 8, 2015** at *Boutique Design Power Players :: Women Leaders in Hospitality* breakfast in New York City during BD NY
- NEWH Magazine feature **Spring 2016** (submission date to be determined)

\$56,500.00 total

Awarded at Chapter:

NEWH – STEVE HIGGINS MENTOR SCHOLARSHIP
Awarded within the Los Angeles Founding Chapter

NEWH – CHRISTINE KENNICOTT LOUW SCHOLARSHIP
Awarded within the Atlanta Chapter \$3,000 annually

NEWH – BOB YOUNG SCHOLARSHIP
Awarded within the Los Angeles Founding Chapter

Pending NEWH, Inc. Scholarships:

NEWH – SAMUELSON FURNITURE SCHOLARSHIP

- \$3,000 award
- Open to Interior Design students only
- Award date and venue to be determined

THE VENUS GROUP-PENDING 3.2015

NEWH MEMBERSHIP GIFT CARDS



Gift Membership Cards
Now Available!

NEWH, Inc. as an organization will not discount membership to one group over another. This concept was created to help chapters *markdown* membership to certain sectors of their market. The gift card will allow chapters to purchase a membership from NEWH, Inc. for \$75.00 (NEWH, Inc.'s portion of membership dues). Chapters in turn can sell the cards for whatever amount they want. The amount they sell it for staying in the chapter administrative account as their portion of the standard dues.

Example of how the card could work: A vendor could purchase 5 gift cards from a chapter for \$100 each. The vendor could then give those cards to people/customers as gifts. If the chapter's standard dues are \$150, the chapter would be losing \$50.00 per membership. The chapter board would be expected to analyze this loss and how it would affect the chapter's finances.

The customer would go to the URL on the card, pull up a membership application, fill it out and insert the promo card number. Each card will have a different promo card, and a list of the numbers will be kept on file as they are sold and linked with a new membership, the code will not be able to be used more than once. This membership gift is for NEW memberships only.



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Corporate Mentoring Tips: 7 Habits of Highly Successful Mentors & Mentorees

Two questions people often ask me: **1)** Can anyone be a [mentor](#)? **2)** Can anyone be mentored?

Let me start with the last question. I believe anyone can be mentored *if* the person is open to the concept and is willing to do the work.

Regarding the first question: if someone *wants* to be a mentor, it's possible. Mentoring skills can be learned, developed, and nurtured.

That said, I'd be remiss if I didn't point out that the most effective mentoring relationships take place when the mentors and [mentorees](#) bring certain skill sets to the table. And that's the subject of this month's newsletter.

Use these **7 Habits of Highly Successful Mentors and Mentorees** to identify the perfect candidates in your organization for your existing mentoring program or to show upper management that you have the right mix of people to launch a program.

1. Active Listeners. Active listening takes energy. People who listen actively don't simply sit back and allow words to hit their eardrums. They sit up straight. They take notes. They ask questions. They repeat or "mirror back" what they've heard to ensure they've understood it properly. Active listeners are the ones who provide non-verbal gestures (e.g. eye contact, nodding, etc.) that indicate they're following (or not following) what you're saying.

Why is this habit important? Mentors and mentorees spend much of their relationship talking and listening to one another. Active listening is critical for both parties.

2. Dedicated to Their Success. I'm not suggesting that people should have a myopic view and are dedicated to *only* their own success. What I'm saying is that people who take pride in their work, who want to grow, and who truly care about their career trajectory are assets because of their high expectations.

Why is this habit important? It stands to reason that people who are dedicated to their own career success will want to make the most out of their involvement in the [corporate mentoring program](#). The most effective mentors and mentorees are people who are dedicated to the idea of making their relationship work.

3. Dedicated to Others' Success. I put the "success" habits back to back so that it's clear they work in tandem. The most successful (and happiest) people in life are not in it just for themselves. They care about the organization and the people within that organization and have a genuine desire to see everyone and everything succeed: the company, the employees, and the mentoring program as a whole.

Why is this habit important? People who realize that "it's not all about me" are much more willing to make a genuine investment in the mentoring relationship.

4. Curious. People who are naturally curious tend to follow the "if there's a will, there's a way" philosophy. If they don't know the answer or if they need help with something, they won't sit back and wait; they'll go looking for the answers.

Why is this habit important? I've found that the "curious types" are the ones who'll take the time to read articles on [mentoring best practices](#), listen to tutorials, and seek out help from [Program Managers](#), all of which help in making a successful mentoring relationship.

5. Engaged with their surroundings. These people view their work as more than just a job. They show interest in the industry, in the world around them, in the work that other departments are doing, and in the charitable events associated with their company.

Why is this habit important? Having a "big picture" view of the world allows people to see how the success of their mentoring relationship affects more than just the two people in the relationship.

6. Willing to step out of their comfort zones. These people are willing to try new things, consider new thoughts, and think outside of the proverbial box for the sake of personal and professional growth.

Why is this habit important? Prospective mentors and mentorees who are willing to try something new and give it a "go" will have the best chance at reaping the most benefits from the mentoring relationship.

7. The 3 R's: Responsible, Respectful, & Ready. People who are responsible, respectful, and ready to get started with new projects help make the day-to-day work experience a better one not only for themselves, but also for everyone around them.

Why is this habit important? [Being a mentor](#) or [mentoree](#) requires diligence -- you need to commit to regular meetings (and actually meet), chart progress, and learn to navigate a new relationship (and all the ups and downs) with aplomb.

Are there any other important "habits" that you've noticed from your involvement in corporate mentoring? [I'd love to hear them.](#)

Want to receive more articles like this one? Sign-up above to begin receiving these valuable tips.

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Relationship Tips for Mentors and Mentees

Mentor

Guide, advisor, partner, diplomat, pupil

- Listen. Your first task is to determine: (a) what are the strengths and weaknesses of this venture, and do you and the venture agree about the strengths and weaknesses? and (b) what primary challenges does your venture want to focus on in their work with you, and do you agree that this should be the focus of your work together?

From this and ongoing consideration of the above, you can (c) decide together what is the best road map for moving forward in building your relationship and growing this venture.

Your venture should be able to articulate at the outset what they expect from this relationship. If not, then you can work with them to establish this.

- Be respectful, but direct & thorough in your feedback. 'Do not' is at least as important as 'do.'
- Push back. Be assertive in your advice if you feel strongly about it.
- Be sensitive to your role: as a senior business leader, your venture looks to you for advice and guidance, as a role model. Your advice may be taken more literally than you intend.
- Be clear about your core competencies, and how much weight the venture should give to advice within and outside these competencies.
- Establish clear expectations and commitments: express your expectations and commitments to your venture, and ask for the same.
- Establish preferred feedback style (written, verbal, direct, highly critical, etc.).
- Establish clear communication channels and timeline for interaction.
- Let your venture know if your schedule changes. They will depend on the time that you commit.
- Give homework. Your mentee will love you for it.

Mentee

Pupil, collaborator, doer, partner, diplomat, teacher

- Listen. Your first task is to determine: (a) how do your needs fit with the core competencies of your mentor, and what specific challenges do you want them to help you address? and (b) do you and your mentor agree about your own strengths and weaknesses, and how you should work together, and if not, why not?

From the above, you should work with your mentor to (c) decide together what is the best road map for moving forward in building a relationship and growing your venture.

You should be able to articulate at the outset what you expect from your mentor. If not, you can work with your mentor to establish this, but do so quickly.

- Be respectful and responsive to feedback, whether or not you implement the advice. Be clear about your use of feedback.
- Push back. Express respectful reservations if you feel advice is inappropriate, or not feasible.
- Take your mentor's advice seriously, even (and especially!) if it is difficult. You must also put this advice in your own context to determine its role for you.
- Be clear about your core competencies, and weigh this in how you utilize the advice that your mentor is giving you.
- Establish clear expectations and commitments: express your expectations and commitments to your mentor, and ask for the same.
- Establish preferred feedback style (written, verbal, direct, highly critical, etc.).
- Establish clear communication channels and timeline for interaction. ASK for what you need.
- Use your mentor's time well. Be prepared, focused and concise in each meeting. Let them know in advance if your schedule changes.
- Do your homework. It's good for you.

RELATIONSHIP TIPS FOR MENTORS AND MENTEES

MARK YOUR CALENDAR

2015	
11-May	NEWH Founders Circle
12-May	NEWH, Inc. Board of Directors Meeting
13-15 May	HD Expo
13-May	Young Entrepreneurs Breakfast / multiple NEWH Scholarships
16-19 May	NRA Show
31 May-2 Jun	NYU Int'l Hospitality Industry Investment Conference
Jun	HD Awards
Jun	NxtGen
8-11 Jun	HOTEC DESIGN
15-17 Jun	NeoCon
21-23 Jun	Boutique Design Hospitality Match
28-30 Jun	BITAC® Symposium
29-30 Jun	British Hospitality & Tourism Summit
19-21 Jul	BITAC® Purchasing & Design East
21-Jul	San Francisco Regional Tradeshow
29-31 Jul	Boutique Design Summer Forum
30-Aug-1-Sep	BITAC® Global
22-Sep	NEWH Regional Tradeshow-Seattle
29-Sep-1-Oct	Boutique Design Fall Forum
29-Sep-1-Oct	Global Gaming Expo (G2E)
6-9 Oct	The Lodging Conference
8-Oct	NEWH Regional Tradeshow-Minneapolis
17-22 Oct	Highpoint Market
25-27 Oct	BITAC® Purchasing & Design West
28-29 Oct	NeoCon East
7-Nov	NEWH, Inc. Board of Directors Meeting
7-8 Nov	NEWH EC Strategic Wrap-up
8-9 Nov	BDNY
8-10 Nov	IHM&R Show
9-Nov	Gold Key Awards
10-Nov	Platinum Circle
14-17 Nov	HOTEC EUROPE
15-17 Nov	BITAC® Owners Event
18-20 Nov	Greenbuild
25-26 Nov	Sleep 2015
2-3 Dec	IIDEX
2016	
Jan	NEWH, Inc. Board of Directors Mtg.
Jan	NEWH Regional Tradeshow-Atlanta
Jan	BLLA Executive Women's Conference
16-19 Jan	Domotex
22-Jan	Surfaces
24-28 Jan	Las Vegas Market
25-27 Jan	ALIS
31-Jan-2 Feb	BITAC® Food & Beverage

Feb	NEWH Regional Tradeshow-Houston
16-18 Feb	Boutique Design Winter Forum
24-26 Feb	HD Summit
Mar	NEWH Regional Tradeshow-Washington DC
6-8 Mar	BITAC® Luxury
17-19 Mar	HI Connect
31 Mar-Apr 1	Bdwest
Apr	Milliken Experience
16-21 Apr	Highpoint Market
2-May	NEWH Founders Circle
3-May	NEWH, Inc. Board of Directors Meeting
4-6 May	HD Expo
15-17 May	BITAC® Tech & Operations
21-24 May	NRA Show
Jun	HD NextGen
Jun	Boutique Design Hospitality Match
Jun	NYU Conference
3-Jun	Boutique Hotel Investment Conference
13-16 Jun	HOTEC DESIGN
13-15 Jun	NeoCon
Jul	Boutique Design Summer Forum
17-19 Jul	BITAC® Purchasing & Design
31 Jul - 4 Aug	Las Vegas Market
Aug	NEWH Regional Tradeshow-Los Angeles
Sep	Boutique Lifestyle Leadership Symposium
Sep	Boutique Design Fall Forum
27-30 Sep	The Lodging Conference
Oct	NEWH Regional Tradeshow-Dallas
Oct	Design Americas
15-20 Oct	Highpoint Market
5-Nov	NEWH, Inc. Board of Directors Meeting
5-6 Nov	NEWH EC Strategic Wrap-up
6-8 Nov	IHMRS
6-7 Nov	BD ny
Nov	Gold Key Awards
Nov	Platinum Circle Awards
2-3 Nov	NeoCon East
Dec	IIDEX
2017	
Jan	ALIS
Jan	NEWH Regional Tradeshow-Hawaii
Jan	Surfaces
Jan	BLLA Executive Women's Conference
22-26 Jan	Las Vegas Market
Feb	NEWH, Inc. Board of Directors Meeting
Feb	NEWH Leadership Conference/Product Showcase Denver
Feb	Boutique Design Winter Forum
Mar	NEWH Regional Tradeshow-Orlando

Mar	HD Summit
Apr	BDwest
Apr	NEWH Regional Tradeshow-Chicago
22-27 Apr	Highpoint Market
May	NEWH, Inc. Board of Directors Meeting
May	HD Expo
Jun	Boutique Design Hospitality Match
Jun	Boutique Hotel Investment Conference
Jun	HD NextGen
Jun	NRA Show
Jun	NYU Investment Conference
12-14 Jun	NeoCon
Jul	NEWH Regional Tradeshow-San Francisco
Jul	Boutique Design Summer Forum
30 Jul - 3 Aug	Las Vegas Market
Aug	
Sep	Boutique Design Fall Forum
Sep	Design Americas
Sep	NEWH Regional Tradeshow-Seattle
Sep	Boutique Lifestyle Leadership Symposium
Oct	NEWH Regional Tradeshow-Minneapolis
14-19 Oct	Highpoint Market
Nov	NEWH, Inc. Board of Directors Meeting
Nov	NEWH EC Strategic Wrap-up
Nov	IHMRS
Nov	BDNY
Nov	Gold Key Awards
Nov	Platinum Circle Awards
Dec	IIDEX

NEWH BOARD OF DIRECTORS MOTION FORM

Date: May 11, 2015

Motion Number:

I, _____

Motion seconded by: _____

Motion is stated and thrown open by the chair for discussion.

Notes on discussion: