



## GOVERNING BOARD PACKET

9 FEBRUARY 2017

Meeting Room  
**PENROSE ROOM**

DENVER MARRIOTT CITY CENTER  
1701 California Street  
Denver, CO 80202

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



TABLE OF CONTENTS

NEWH, INC. GOVERNING BOARD MEETING AGENDA .....5

NEWH, INC. GOVERNING BOARD MEETING MINUTES .....6

PRESIDENT..... 14

PRESIDENT ELECT ..... 14

SECRETARY ..... 15

VP/FINANCE ..... 16

    BANK BALANCES ..... 17

    2016 FINANCIAL SPREADSHEET ..... 18

    2017 CORPORATE PARTNERS ..... 18

FUNDRAISING ..... 19

VP/SCHOLARSHIP ..... 20

    SCHOLARSHIP ..... 21

    SCHOLARSHIPS AWARDED BY CHAPTER ..... 21

VP/EDUCATION ..... 22

    CONTINUING EDUCATION ..... 23

    MENTORSHIP ..... 24

    SUSTAINABLE HOSPITALITY ..... 24

VP/DEVELOPMENT ..... 25

    MEMBERSHIP ..... 25

    MEMBERSHIP REPORT BY CHAPTER..... 26

    REGIONAL MEMBERSHIP ..... 26

    NEWH CONFERENCES..... 27

    DIGITAL MARKETING ..... 27

VP/INTERNATIONAL RELATIONS – CANADA..... 27

VP/INTERNATIONAL RELATIONS – UNITED KINGDOM..... 27

PAST PRESIDENT ..... 28

EXECUTIVE ADVISOR ..... 28

NEWH AMBASSADORS..... 28

NEWH STAFF ..... 28

CHAPTER REPORTS..... 31

    ARIZONA ..... 31

    ATLANTA..... 31

    CHICAGO..... 31

    CINCINATTI ..... 32

    DALLAS..... 32

    HOUSTON ..... 33

    LAS VEGAS..... 34

    LOS ANGELES..... 34

    NEW ENGLAND REGION..... 34

NEW YORK .....	34
NORTH CAROLINA REGION .....	35
NORTH CENTRAL .....	35
NORTHWEST .....	36
ORANGE COUNTY REGION.....	37
PHILADELPHIA/ATLANTIC CITY .....	37
PITTSBURGH REGION.....	38
ROCKY MOUNTAIN.....	38
SAN FRANCISCO BAY AREA .....	39
SOUTH FLORIDA .....	39
SUNSHINE .....	40
TORONTO .....	40
UNITED KINGDOM.....	41
VANCOUVER REGIONAL.....	41
WASHINGTON DC METROPOLITAN .....	42
ADDENDA.....	43
MOTION TO APPROVE MINUTES .....	43
MOTION TO APPROVE 2017 BUDGET .....	43
MOTION TO ADJOURN .....	43
NEWH CODE OF ETHICS .....	43
LEADERSHIP .....	44
SUCCESSION PLANNING: NEWH, INC. BOARD OF DIRECTORS ELIGIBILITY POLICY .....	45
TWELVE PRINCIPLES OF GOVERNANCE THAT POWER EXCEPTIONAL BOARDS .....	45
BUDGET AT A GLANCE .....	47
MEMBERSHIP DIRECTORY – WEBSITE REVISION .....	48
PAST MEMBER SURVEY .....	49
REGIONAL TRADESHOW MASTER SPREADSHEET .....	50
NEWH BRANDED PROGRAMS.....	51
NEWH, INC. INSTAGRAM GUIDELINES .....	53
PLEASE FOLLOW NEWH, INC. ON INSTAGRAM @NEWHINC .....	53
NEWH/INDUSTRY CALENDAR .....	54
SPECIAL ELECTION FOR DIRECTOR/NEWH CONFERENCES.....	55
LETTER OF INTENT.....	56
NEWH BOARD OF DIRECTORS MOTION FORM.....	57

**NEWH, INC. GOVERNING BOARD MEETING AGENDA**  
**9 FEBRUARY 2017**

Penrose Room Denver Marriott City Center, 1701 California Street, Denver, CO 80202

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

**Board of Directors Meeting**

Thursday, 9 February 2017

8:00 am – 12:30 pm

Executive Committee	Trisha Poole Cynthia Guthrie	Brittany Johnson Fernando Diaz	Andrea Thomas Christine Wasmer	Leigh Mitchell Christine Tucker	Rebekah Ellis Julia Marks Helen Reed
Board of Directors	Becca Kundyssek Mary Ann Thornam Sandy Banks	Lorraine Francis Lora Sprann Cindy Andrews	Karen Gutkowski William Stuart Michelle Finn	Jordan McInturf Elizabeth Moore	Stacy Rauen Michael Smith
House of Delegates	Tammy Adams Toby Artman Michelle Bass Kimberly Bond Nicole Brindle Brandon Brockmiller Morgan Brodey	Valentina Castellon Kyla Chambers Jen Conley Jennifer Delmas Holly Johnson Jodie Johnson Heather Lloyd	Annette Lucille James Lyons Johanna Malen Shana McCullough-Downing Monica Meade Elissa Murry	Leena Nacy Sophia Nguyen Michelle Purcell Karen Rains Angela Reed Anne Scherer	Jeffrey Sherman Amanda Tomlinson Christian Triana Jennifer Wellman Rachel Wilson Jonathan Young

- 8:00 am Call to Order Trisha Poole
- 8:05 am Establishment of Quorum Brittany Johnson
  - Presentation of Minutes and Motion to Accept
- 8:10 am President's Welcome Trisha Poole
  - Introduction of Guests
  - Introduction of 2017 Directors and President Elect
- 8:25 am Board Orientation Julia Marks
  - NEWH Mission & Vision
  - Know Your Role - What is expected of Board Members
  - NEWH Organization Chart
- 8:40 am Discipline Report / Q&A with Vice Presidents & Directors Fernando Diaz  
Andrea Thomas  
Christine Wasmer  
Leigh Mitchell
  - Finance / fundraising
  - Scholarship / scholarship
  - Education / continuing education, mentorship, & sustainable hospitality
  - Development / membership, conferences, and digital marketing
- 9:20 am Financial Report Fernando Diaz
  - Motion to approve 2017 Budget
- 9:30 am New programs presented by NEWH, Inc. Trisha Poole  
Sandy Banks  
Elizabeth Moore
  - BrandED
  - Mentoring
  - Women in Business
- 9:45 am B R E A K
- 10:05 am *Brain Storming ... Share what is happening in your chapter. What are new initiatives you would like to see? Set goals for each discipline.*  
 SELECT THE DISCIPLINE YOU CHOSE IN JANUARY FACILITATED BY:  
Fernando Diaz  
Andrea Thomas  
Christine Wasmer  
Cindy Guthrie
  - Finance / fundraising
  - Scholarship / scholarship
  - Education / continuing education, mentorship, & sustainable hospitality
  - Development / membership, conferences, and digital marketing
- 11:05 am B R E A K
- 11:15 am Summary/Discussion of Breakouts
- 11:45 am Canada Update Christine Tucker
- 11:55 am United Kingdom Update Rebekah Ellis
- 12:05 am Old Business Trisha Poole
- 12:15 am New Business Trisha Poole
- 12:30 am Motion to Adjourn

## NEWH, INC. GOVERNING BOARD MEETING MINUTES

12 November 2016

Jacob J. Javitz Convention Center Room 1-E-10 | New York, NY

Executive Committee	Trisha Poole Brittany Johnson	Fernando Diaz Andrea Thomas	Christine Wasmer Cynthia Guthrie	Christine Tucker Rebekah Ellis Julia Marks Michael Smith
Board of Directors	Becca Kundysek Mary Ann Thornam Lorraine Francis	Cindy Andrews Leigh Mitchell William Stuart	Michelle Finn Jordan McInturf Elizabeth Moore	
House of Delegates	Holly Johnson (AZ) Kelly Bowen (ATL) Kristen O'Bara (Dallas) Jodi Johnson (Dallas)	Toby Artman (Houston) Rachel Daus (Vegas) Heather Lloyd (Vegas) Jonathan Kaler (LA)	Lucille Annette (N. Central) Cheri Bargaen (Northwest) Sophia Nguyen (Northwest) Johanna Malen (San Fran)	Jennifer Delmas (S. FL) Pam Niemann (Sun) Angela Reed Miller (Sun) Kimberly Bond (Toronto) Jonathan Young (UK)
Chapter Presidents	Stacy Costa (Atlanta) Kristofer Moore (Chicago)	Brandon Brockmiller (LA) William Stuart (NY)	Becca Kundysek (N. Central) Debra Calkins (San Fran)	Tara Witt (Toronto) Rebekah Ellis (UK) Valerie Coleman (DC)
Steering Committee		Derek Sousa (Vancouver)		
Guests	Hope Case Deborah Hernandez Tyler Toothacker Matt DeShantz	Louise Ross Phoebe Stein Wanda Luna Kate Novelen	Lora Spran Phoebe Stein NEWH, Inc. Staff: Shelia Lohmiller	Jena Siebel Julie Buntrock Nicole Crawford
Not in Attendance	Helen Reed Sandy Banks Cindy Andrews Ron McDaniel Deborah Herman Stacy Rauen Tony Lopez Bruce Heins Jen Conley	Katie Popp Kacey Sharp Tammy Adams Lauren Ritter Westin Hammerstrom Ellen Armer Chelsea Lawrence Terri Metzger Kate Kenwell	Melinda Peck Mary Blanchard Karen Pelzer Ron McDaniel Allison Calagna Julie Zweifel Stephanie Deshaies Marie Herr Joelle DiBlasi	Teddi Powers Dina Caruso Kelly Gaddes Beth Doehner Anna Sveinbjornsdottir Jessica Wasmer

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

The meeting was called to order by President Trisha Poole at 12:47pm Secretary, Brittany Johnson, 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: November 12, 2016

Motion Number: 1

I, Brittany Johnson, move to approve the minutes as presented from the May 2016 IBOD meeting.

Motion seconded by:  Fernando Diaz

VOTE COUNT:

YEA:  10    NAY:  0    ABSTENTION:  0    STATUS OF MOTION:    Carried:     Defeated:

### PRESIDENT – TRISHA POOLE

#### Discussion-Trisha Poole:

- Welcome to New York
- Guests are always welcome; thank-you to everyone for being here today
- Ask questions, engage and participate to your fullest abilities today; breakouts provide specific discipline breakdowns and engagement opportunities
- The Lodging Conference/ALIS: Great relationship, invite NEWH representatives to attend, great educational topics discussed, we partner together to share ideas on industry topics
- Leigh Mitchell and Trisha Poole also attended BLLA together; idea is to listen in on key opportunities for future NEWH involvement, structure and opportunities available to provide/give-back to our members
- Networking is the key objective when attending industry conferences, it helps build NEWH
- Programs such as Leadership Conference assist in keeping NEWH relevant and visible within the industry

#### Chris Tucker-HOST Milano:

- HOST Milano is an international opportunity

- Tradeshow October 20-24, 2017, in Milan, Italy
- NEWH to partner with the show to expand our market
- The show is mostly F&B (no furniture)
- HOST Milano will be paying NEWH expenses to partner together and attend
- Key is expand Host Milan market in Canada, UK and North American
- More details will be provided as they become available
- HOST Milano will also be participating at the NEWH Leadership Conference
- This is a key opportunity for additional NEWH exposure

Comments:

- How does the reimbursement process to attend work?
- The US, UK, Canada will have their own list of parameters
- Corporate Partners will be contacted to gain their level of interest
- Provided items: Flights to/from (dates can be extended), hotel (no food is covered but a lot of food is provided throughout the show)
- Seeking: 20 from USA, 10 from Canada, 10 from UK
- Primarily looking for procurement, designers, owners
- HOST Milano has a vetting process; NEWH submits names and final decision is made by HOST Milano
- We prefer NEWH members; bonus if the experience makes someone a member
- This is a massive show that is very specific which is why our list needs to be narrowed down
- Shelia will be meeting with Stacy Rauen on Monday to determine additional names and grow the list
- Submit your suggestions as soon as possible to NEWH, Inc. (must be food and beverage focused)
- We will try to have extra names in case people fall off the list or cannot attend
- This is our first opportunity for exploration and engagement to level NEWH within the F&B community on a wider scale

**Leigh Mitchell-Leadership Conference:**

- San Francisco chapter bringing 15 people-we want everyone there
- Great networking opportunity for your entire board and members
- 2017 NEWH Leadership Conference February 9-11 in Denver, Colorado at the Marriott City Center
- Need help with sponsorships; send your suggestions onto Leigh
- Secured 13 committed owners; still in need of more to drive attendance and make our vendors happy

Comments:

- Inspired chapters drive attendance; we need your support
- Thank-you to Phoebe Stein for all of her marketing/PR work
- The Leadership committee has been ahead on planning which has been a huge help
- We have an endless amount of seating available; promote attendance now with your contacts/members
- There will be a variety of choices to drive additional participation and the overall Leadership "experience"
- Sign up before December 1<sup>st</sup> to avoid the price increase
- Chapters: secure your hotel, registration, airfare as soon as possible
- Sunshine is sending 17 people
- Owners: invite brand developers or executives who represent a hotel portfolio or who are high up in the chain (need high level multiple players)

**Trisha Poole-New NEWH Programs:**

- Idea is to build our brand by making it stronger while building onto the value of membership by encompassing the future of educational offerings NEWH members have access to
- During strategic planning session it was discussed we want to seek out educational value and opportunities whether they are CEU accredited or not as a benefit for our members
- Idea of discounted CEU for members to explain another value of NEWH membership
- BrandED first event held in Orlando, very successful
- Idea of event is to breakdown the confusion in the industry with so many brands, breakdown the difference between brands, etc.
- Great opportunity for NEWH to build a relationship with different brands
- First brand to participate was IHG
- The key for IHG was the designers; if designers know the brand, the concept comes through in their work making it easy for guests to understand and relate to and distinguish the brand components
- IHG was very excited about the partnership and contacts made with designers
- First session was created with a low starting cost by hosting early in the day with tea and light snack to avoid full cost of F&B
- Space/audio/visual was an expense
- IHG did a full presentation of their different brands, the differences between those brands, how they select their designers, projects; excellent feedback and idea sharing took place
- Event was extended to a nice social (evening) gathering which worked out well for everyone
- Need additional brands to build chapters
- Chapters could hold this event with a coinciding chapter event after to build their membership and bring brands to the chapter

Comments:

- Working with IHG to determine different regions or paring it with owners meeting to bring in developers
- Would like to launch in 2017-stay tuned for further details
- Chapters that have an interest in bringing BrandED, Mentoring or Women in Business to your chapter send Inc. your available dates

**Discussion-Women in Business-Elizabeth Moore:**

- Looking for ways to open dialogues when people sometimes feel there is a glass ceiling

- Centering around women's issues but will not be exclusive to men/women
- Topics: Developing our own brand, fine line we walk between confidence and arrogance, fortitude-staying the course, art of negotiation, politics in doing business
- Still trying to bolster women's issues but not be excluded
- Need local business women from your chapter to set up-let Inc know your interest
- Great show of hands for future chapter interest

Questions:

- Could the scope be expanded out to include other areas even diversity?
- Each chapter could tailor the event to the interest within their membership/area we could certainly expand the topic
- Las Vegas: MGM has reached out to the chapter to seek student participation in Women in Business event-would be nice to reach out and partner in a mentoring way with their event
- Start process by reaching out the NEWH, Inc. for details
- Use your ideas and offers to specifically tap into your region for opportunities
- This is a beginning process, provide us with your feedback so we can build and communicate the new initiative appropriately
- We need to consider the financials and make it a great financial incentive for each chapter; we will share those breakdowns with you
- This is a partnership about NEWH, Inc. supporting the chapter by helping you to execute the event well

**VP/FINANCE – FERNANDO DIAZ**

**Discussion-Fernando Diaz:**

- Organization is doing extremely well, congratulations to everyone on keeping us healthy financially
- Some Chapters are not following compliance reporting requirements
- Reminders: Reports of Results of Activity must be sent in asap or within 45-days of event
- NEWH, Inc. will be reaching out to chapters that are behind or struggling with mandatory reporting/event planning and will provide a helping hand in completing needed items for compliance
- NEWH Chapters estate/garage sale May 2017; more details will be shared about this event during today's breakout session
- Estate sale will provide a means for chapters to raise NEWH awareness in their local community while raising funds for scholarship
- Social Media will play a large role in the promotion and development of the one-day nation-wide event

**MENTORING – SANDY BANKS**

**Discussion-Matt DeShantz:**

- Mentoring is Sandy's project, Matt is an additional team member working on the initiative
- Purpose is to develop and implement a mentoring program along with a worldwide mentoring team
- Mentoring committee will work with the chapters to ensure success

2016 Goals:

- Plan and finalize first mentoring dinner with Carl Ross in January in Los Angeles
- Invite students and young professionals who have worked in the hospitality field for less than 3-years
- Small charge for event with about 20 participants
- Contact new chapter Presidents to plan mentoring events for 2017 within their chapter
- Outgoing Presidents will play a vital role in getting the program off the ground for a successful launch

Steps to achieve goals:

- Contact individuals within 3-set disciplines from each chapter to participate in the program
- Looking for designers, manufacturers, suppliers and purchasing representatives to build future events
- Brandon Brockmiller (LA) will assist with planning LA's first mentoring launch along with additional chapter events and the overall mentoring process
- Once an optimal format has been developed, we would like to include factory, purchasing and suppliers
- A gathering will be held 6-months after initial event as a follow-up and assessment to build program development
- We will continue to stay in contact with students and young professionals
- NEWH website will be crucial to keep students and young professionals connected when they are not close to a chapter

Long term goals:

- Networking/mentoring template event that only needs slight adjustments that would work for all chapters to accommodate personality of chapter and its members.
- Goal to streamline invitations and overall method of program for easy use between chapters
- Mentoring should be one of our most important goals for each chapter
- Mentoring goes hand in hand with students by providing additional benefits to our scholarship recipients to keep them involved with their local NEWH chapter
- The program will help integrate students' classmates into NEWH and the industry we serve and work with open arms as they are dependent on guidance from professionals to further their path
- We have an obligation to support the education of the industry and young people who are entering the work force within hospitality
- Rocky Mountain Speed Mentoring event (held for 3-years); great success with excellent student engagement (looking for additional advice)

Questions:

- HMG has interest to sponsor Mentoring events (contact Sandy with your interest)
- South Florida has a Speed Networking event with interest to tie in mentoring event to their local schools/students

- Mentors are determined by looking for people who are industry veterans who can provide a commitment of time ( 6-months)
- Our goal is to have mentors for all areas of hospitality
- We also look at the mentors personality
- Mentors are given a special email so for the first 6-months communication is handled directly through that email and events coincide with the mentoring program
- Submit your suggested mentor names to NEWH, Inc.
- Dallas recently held a similar mentoring event, mentors were determined by the board based off of their participation with NEWH, divided into groups between designers, architects and purchasing, no student involvement only junior designers between 1-3 years' experience, Speed Dating concept with 1 mentor per every 3 mentees, at the end everyone is paired up with one person who they will remain in contact with by arranging a lunch date, phone call, etc. depending on what their availability is, at the end of 6-months they're going to hold an event where everyone gathers together
- Once a good template has been established we would like to include hospitality management students and utilize GM's or Brand executives
- We want chapters to contact NEWH, Inc. with their interest, the chapter would find the venue/location and Inc. would send out invitations and monitor sign-ups (this is considered a Programming event)
- New York Chapter held a similar event, first with a student event, next people were paired together with a general base developed
- Las Vegas: This is a great event for the junior designers in your community even more so for them vs. the students; it's a way to give back to those growing in our industry
- Vendors look forward to these opportunities, the better educated students are the better designer they become, bringing more to the table and making our jobs easier
- There isn't a way to give students too much information but there is a way to overlook their abilities
- This is something a lot of vendors/manufacturers would have interest in and would see as a benefit to their NEWH membership
- Tip: ask your vendors to provide a showroom and assist with costs of event

## BREAK OUT: Group Discussions Overview/Questions

### Trisha Poole: Break-Out Sessions:

Select your discipline

Each group should use their initial scope document with goals/timelines

Take good notes within your group

We want to see movement and progress after utilizing the goals from each group and today please provide your year-end report

1. Finance/fundraising
2. Scholarship/scholarship
3. Education/continuing education, mentorship, sustainable hospitality
4. Development/membership, conferences, digital marketing

## BREAK OUT: Group Discussions Overview/Questions (continued)

### Discussion: Q+A Feedback:

#### Finance/Fundraising/Art M elange:

- How are Art M elange funds being distributed to chapters?
- Still selling art pieces at other venues, checks will be distributed to participating chapters at end of year
- We didn't make what was anticipated but we didn't lose funds
- Overall a good fundraiser and way to promote NEWH to outside parties

#### Sunshine-20<sup>th</sup> Anniversary Gala:

- Held 20<sup>th</sup> anniversary Gala
- Used sponsors for (1) big event vs. multiple small events throughout the year
- All sponsorships sold out within 2-months of the event
- Included scholarship winners, current and past as well as and history of the chapter
- Utilized video presentations for students who could not attend or students who are not comfortable speaking in front of a large crowd
- The event took 14-months of planning but it was the most successful event the chapter has ever held

#### Las Vegas-Events:

- Two annual Fundraisers: Glamping (glamorous camping), HOSPY's (13 years strong)
- HOSPY's: decided to keep it simple and tone down activities that were previously offered
- HOSPY's: sit down dinner with a DJ
- Struggled with sponsors even though there were great ticket sales
- One sponsor provided match funds for a \$5,000 scholarship
- Struggling by holding (2) annual fundraisers
- Owners Roundtable is held in the morning of the HOSPY event; 2-sponsors secured
- Chapter will hold a separate event for scholarship recipient recognition
- Glamping event reaches a different demographic which is helpful

#### Comments-Trisha Poole:

- HOSPY's has been around for a long time try revamping HOSPY concept to keep event fresh and profitable
- Glamping is fun and exciting but numbers have to be there; perhaps brainstorm for further development

**Atlanta-TopID:**

- Added TopID to scholarship awards event by doing so it has helped to elevate the event
- Sold tables as a TopID sponsor, so sponsors get to sit with winning firm
- TopID is a huge way to profit in your chapter and build membership; firms want the recognition

**South Florida-Design Excellence Award:**

- Annual design excellence award event, new date in October to avoid sponsors being tapped out by end of year
- Turned event into a masquerade and tripled attendance (attendees loved the theme)
- Combined event with scholarships and TopID
- Able to grow sponsorships
- Added a design display and received several pieces, sponsors were able to display their work with a fun raffle
- Design students especially enjoyed the event

**San Francisco-Wine by Design:**

- Moved Wine by Design from October to September
- Added a second fundraiser, a Scholarship and TopID Gala in November
- Challenge of raising sponsorship funds since both events are close to each other
- Learning the hard way that perhaps one major fundraiser per year is the way to go

**Comments-Trisha Poole:**

- TopID: 2017 process will be standardized so the concept is not viewed as a popularity contest
- We are very proud of our TopID program
- Developing a standardized template for the selection process so it's not subjective
- Our goal is for TopID to be recognized as a credible offering
- New award will be available; sculpture piece made by Hubbardton Forge
- We appreciate the ways you are promoting and showcasing designers and the TopID program; celebrating designers is key

**Sunshine-TopID:**

- Highlighted TopID's through an event that was a competition (used ignite format)
- Showcased slides with 15 second intervals where designers could speak about what they do and bring to the community while highlighting their projects
- Venue cancelled 3-days prior to our event due to hurricane however the event was still attended
- The designers were very happy with the turnout
- Vendors were extremely pleased and felt they gained a lot of value
- Great way to showcase how the designers product became an important piece of development of a project
- Expanding next year to make it a showcase event
- Afterwards, we teamed up top designers from our community with students for a portfolio review

**Orange County:**

- Hard time getting owners/developers to attend events
- Hospitality talk panel assists with bringing in more hotel owners and developers

**Membership:**

- Overall membership is up-good news

**Comments-Membership/Development/Conferences/Social Media:**

- New York chapter: When selling tickets have a member and non-member price; non-member ticket with membership purchase is another option
- NEWH, Inc. send the person a membership application to complete after so they do not have to fill out at check in

**Discipline Calls:**

- Need full participation on all discipline calls
- The calls are for sharing ideas
- Attendance is key to move your chapter forward
- Learn strategies how to obtain members and hold onto them
- Invite other chapter members to discipline calls-anyone from the board can attend

**Membership Directory:**

- Revamping the membership directory (see example in board report page 49)
- Do we want non-members viewing profiles; provide NEWH, Inc. with your feedback

**Membership Directory:**

- Revamping the membership directory (see example in board report page 49)
- Do we want non-members viewing profiles; provide Inc. with your feedback
- Currently only members can see your information
- Do we want to be more like LinkedIn?

**Scholarship:**

- Meeting quota; chapters are awarding higher amounts of scholarship
- In 2016, awarded over \$400,000 in scholarships
- Submit your images/videos of your chapter scholars event/scholarship winners for the Leadership slideshow (submit to Nicole at Inc.)-video will be used during Scholars' Luncheon
- Professional scholarship video in progress
- Video will be created by Interconnected, who produced Caine's Arcade video
- The scholarship video will tell our scholarship story while utilizing past/current recipients and explain to others what NEWH is all

- about and how important it is to support our industry through scholarship
- Scholars video will launch at 2017 NEWH Leadership Conference
- We anticipate to update the video every 2-years to keep it fresh
- The video will be used as a tool to explain NEWH and our mission of scholarship and education
- Looking for your feedback
- Video will be used at Inc. events, chapter events, industry events, social media, website, etc.

## BREAK OUT: Group Reports/Finance

### Finance-

- Nationwide Estate Sale across the board with all chapters participating (some chapters were not comfortable with the idea)
- It was agreed that spring is the best time of year for everyone
- Save the date: April 22, 2017 Earth Day
- Slogan: Recycle, Reuse, Repurpose, Raise Money
- Event can be as small or large as you want to make it
- Need consistent graphics for chapter use
- Have collection sites at firms, state specifically what is/is not acceptable (no broken items, trash, electronics)
- Funds raised will go towards chapter scholarships
- Tie in students and educators to assist and promote idea of raising funds for scholarship
- Fernando is working on a template that will address a lot of the questions chapters may have-stay tuned for an update
- Items to collect: furniture, accessories, mirrors, lighting, art, samples, clothing (in good condition), etc.
- Storage and actual location could be anywhere
- Julie Buntrock at NEWH, Inc. to provide tax receipts for donations
- Involve your Community Service Chair
- Arrange for Salvation Army or other non-profit to pick-up any unsold items
- Event involves the community while encompassing sustainability and philanthropy
- Advertise to clients, members, manufacturers, neighbors, friends; promote with local newspapers, Craig's List, TV/radio
- Request manufacturers to store items in their warehouse; arrange special pickups from design firms
- IIDA Green Event idea (example)

### Scholarship-

- Questions on how and when to use funds and who they should be awarded to
- Leadership Conference: chapters may use scholarship or admin funds to cover student/recipient airfare/hotel/conference pass-plan now and discuss budget/costs with your board
- Educators are lacking in chapter participation; better partnerships are needed
- Form a committees for additional support
- Large galas are intimidating for students to attend and present their speech
- Hold one informal student event annually
- Utilize mentorship programs
- Tours of factories/firms are very beneficial and interesting to students
- Involve students as much as possible wherever and whenever you can
- Scholars lunch at Leadership Conference will showcase scholarship recipients in the industry who are actively participating within their local NEWH chapter and giving back
- Idea to pair with a college for an annual design competition; chapter would still need to award their general scholarship
- Offer competition to one college and have another college be the host of the competition/event
- Las Vegas held a culinary competition; all other surrounding schools attended and it was a great event
- Event ideas depend on region and the colleges in your area
- Vendor could provide a scholarship to a student/college as a designated contribution; hold a reception after the event to highlight the vendor
- Think about the risks in your area and evaluate after
- Must cover core criteria first before offering a design based competition as a chapter event

### Education-

- Encompassing: Education/Mentorship/Sustainability
- Committee is learning how to interweave areas together throughout our chapters through events and educational opportunities
- Completed trial-run webinar in 2016
- Target to complete (2) webinars in 2017
- Example topics for Junior designers: how to write specs on different products, talk about importance of writing a spec, hold a series of designations/programs
- Advanced sustainability; tie into return on ROI and conscience specific to hospitality
- Please attend Education calls and provide us with your speaker suggestions

### Development-

- Discussed Leadership Conference
- If Leadership costs are not in your 2016 budget request to be invoiced and write the check in 2017 and put costs in your 2017 budget (register now before the price goes up December 1<sup>st</sup>)
- Chapter cloud account to add social media postings to make it easier/more organized
- Rotating calendar on website by subject

- Facebook is the most used social media platform across all demographics
- Increase new memberships: From December 1, 2016 - November 30, 2017 any new NEWH members would receive (1) complimentary BDwest of BDNY ticket sponsored by Boutique Design (\$275-\$300 value)
- Add search features for NEWH member directory
- Make online membership applications mandatory to complete all areas so they are filled in completely
- Block off sections of the directory for member view only
- Scholarship recipients receive 2-free years of associate membership, Inc. recipients receive 3-free years
- Membership on the rise throughout the country
- TopID –big draw
- Scholars video in the works (professional marketing video)
- Please attend membership discipline calls
- NEWH encompasses a large value, we would rather not allow access to the directory to non-members
- Suggestion of adding a checkbox if you want your profile visible to everyone
- With IIDA you must be a member to view any profile
- Feature to view member list with only names being visible
- Membership directory is currently listed under member resources on the NEWH website but you must be a current member and logged in to view

**TopID-**

- Great conversations, good promotion-we are striving to make TopID a coveted benefit and event
- Need set, clear criteria for application and review process along with basic pieces, membership participation, board committee members, number of projects completed in last 18-months, 3 quality photos, testimonials, etc.
- Make an online entry form
- Judging: use media partners to do final judging to take pressure off of chapters and keep it fair for design firms
- Next meeting, hold more conversation, narrow down and launch in May at Las Vegas IBOD meeting
- TopID banners at chapters must be a requirement
- Request media partners involved with judging to showcase TopID winners in their publications
- Owners use our TopID list, we want people to trust our list
- A lot of TopID event ideas were shared; let's take those into consideration and build off of them for successful events
- Nominations: With people nominating themselves we need to keep it from being a popularity contest
- We want people to trust our TopID list and come to NEWH to find their design firm

**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](mailto:shelia.lohmiller@newh.org)

**INTERNATIONAL RELATIONS | CANADA – CHRIS TUCKER**

Discussion-Chris Tucker:

- All is good in Canada
- Toronto Chapter is building excitement of TopID and increasing the overall focus and planning 2017 calendar around TopID winner to make it a main focus
- TopID will be awarded at scholarship event; the winner is a key player who is involved with the chapter and are very deserving of being a repeated winner
- Vancouver is giving an award with their TopID selection
- Each board member contacted schools notifying them of our chapter scholarship in doing so it doubled incoming applications
- HOST Milano is more of an equipment based food show (back end show), looking forward to partnering with them and expanding NEWH
- If you have comments, recommendations, etc. please contact Shelia-stay tuned for more details
- [www.host.fiera-milano.it](http://www.host.fiera-milano.it)

**INTERNATIONAL RELATIONS | UK – REBEKAH ELLIS**

Discussion-Rebekah Ellis:

- See details shared in board report
- Great fundraiser this year; holding one fundraiser per year
- Problem with obtaining sponsors for a second event
- College in the outskirts in London ,focusing on students who are less privileged
- Students complete a hospitality project with set criteria; the college selects 12 students, the chapter then puts together a judging panel of professionals to provide advice and after they attend a tour of a hospitality project
- A lot of suppliers and designers at fundraisers
- Received great comments on event
- Contacted designers after for feedback and received (2) responses: one would like to be on the judging panel, the other would like to be a part of the process
- Trying to give designers value takes a special person to feed off of the idea and then become involved
- Origami evening, lots of fun, many new designers, very creative event
- Next year looking at adding on small tradeshow to the annual fundraiser

**NEWH AMBASSADORS | MICHELLE FINN, DEBORAH HERMAN, JORDAN MCINTURF, ELIZABETH MOORE, STACY SHOEMAKER RAUEN, MICHAEL SMITH**

**Discussion-Jordan McInturf:**

- Regional Tradeshows are valuable, it's a challenge sometimes to drive attendance
- Weather can affect tradeshows
- Dallas and Washington DC were strong shows this year; we appreciate everyone's work
- How do we involve NEWH more in ALIS and the Lodging Conference; it would be good to put on a joint event
- Ask for discount tickets to other conferences for NEWH members
- TopID panel, Women Leaders, share and promote with other conferences to enhance the expansion of NEWH

**NEW BUSINESS | JULIA MARKS**

**New Business-Julia Marks:**

- Thank-you for all of your hard work- we are so proud of everyone
- 4.4 million reached in awarded scholarship funds, only a year ago NEWH was at 4 million and a couple years ago at 3 million
- Washington DC Metropolitan \$51,000; Chicago \$45,000 (2016 awarded scholarship amounts)
- Membership is up 5% overall
- Atlanta increased their membership by 19%, Rocky Mountain 17%
- Regional groups doing very well
- Take today's details back to your chapters and share the success

**CLOSING | TRISHA POOLE**

**Closing-Trisha Poole:**

- Thank-you to our exiting Delegates-they are not going away. they will continue to work within their chapter
- Attend New York Chapter Product Runway and NEWH Green Voice sessions-enjoy the show

**MOTION TO ADJOURN**

Date: November 12, 2016

Motion Number: 2

I, Fernando Diaz, move that the meeting be adjourned at 4:36 pm.

Motion seconded by: Cindy Guthrie

VOTE COUNT:

YEA: 10

NAY: 0

ABSTENTION: 0

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

#### 2017 GOALS

- Further the mission of NEWH.
- Continuation and Refinement of 2016:
  - 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. This goal is supported by the planning and execution of high quality NEWH Leadership Conferences that incorporate relevant subjects, speakers and design firms that represent the current landscape of the industry. We plan to structure this event and provide streamlined processes to improve the overall performance and execution of the planning and delivery of the event.

**2017 Follow up:** Participate in a Leadership Conference Wrap Up session to identify improvements that can be made for next conference and outline schedule, goals, feature speakers and key team members for the 2019 Leadership Conference.

Work with NEWH Inc. and PR consultant to identify key functions and tasks that may be beneficial beyond the Leadership Conference to further the momentum of the conference and strengthen Ownership alliances.

- 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.

**2017 Follow through:** Elevate the quality of the NEWH Magazine to maintain brand awareness and draw new interest. Participate in planning and efforts to make the Top ID nominations more credible and highly respected within the industry.

Develop a schedule and outline for updating and releasing future NEWH videos that communicate our core mission. Source the best locations and ways to make this valuable tool available to our chapters and total audience.

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

**2017 Follow up:** Work with VP of Scholarship and NEWH Inc to define the best way to continue to promote our exceptional talent discovered through our scholarship programs and incorporate them in our annual video program.

- Transition:
  - In this last year of Presidency, I will strive to pass on knowledge and information as it relates to my role as President and any events or efforts I have been involved in. It will be my mission to make my transition to Past President a smooth process and support the Incoming President to the best of my ability.
  - As I work with the President Elect this year it will be my goal to identify an important project or efforts that I can begin to work on as I enter my new role as Past President that will support her goals for 2018-2019.

## 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.

#### 2017 GOALS

- Absorb & immerse in all the knowledge of the President position from Trisha Poole. Learn more about initiatives I can assist with.
- Learn the Inc. admin office policies and procedures.
- Get an understanding of each chapter's history, needs, & challenges.

#### STEPS TO ACHIEVE GOALS

- As applicable, dedicated time with Trisha Poole to review details or the organization.
- As applicable, dedicated time with Shelia Lohmiller and admin staff to learn how I will interface with the Inc. office, understand policies and procedures.

#### LONG TERM GOALS FOR THIS POSITION (AS I MOVE INTO PRESIDENT POSITION)

- Evaluate - Where we are? Where we want and/or need to be? How do we get there?
  - Financials
  - 5 year Business plan
  - International Chapter Expansion

- Brand Identity / Industry Awareness

- o Hotel Management/Owners/Brands
- o Associations
- o Media
- o Universities/Educators

- Is there opportunity to align with large recognized industry associations thru advocacy?
  - What associations & what advocacies are best for NEWH to align with?
- What are the pros & cons of an NEWH Advisory Board?
  - Scope document in works - to establish criteria & selection of Advisory Board members

#### OTHER REPORT ITEMS

- In development – advisory council however we have not officially named it. We talked about testing this with a select few by invitation only. Trudy Craven provided guidance on time span and questions. 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 “advisors,” qualifications, commitment by “advisors,” etc. Current

Objective: To seek advice from high level industry professionals, understand industry perception of our

organization and gather/exchange ideas for NEWH to develop this organization for the future.

## SECRETARY

### BRITTANY JOHNSON

#### Job Purpose

- Record and preserve the business records of the organization
- Ensure all chapters remain in compliance with all public laws governing their activities.
- Provide mentorship and guidance to the chapter secretaries as needed

#### OTHER REPORT ITEMS

- See below for a few of the top pieces of advice for the role of Secretary:
  1. Let's start the year off right, make it as goal to get your meeting minutes approved at the very latest the next board meeting. Minutes should take no longer than 1 month to send into the Inc. office.
  2. If possible, have a localized place to store board minutes for future reference.
  3. If your board does not have a meeting for a month please let the Inc. office know so that no one is trying to

track down non-existent meeting minutes.

4. Know the rules for a quorum, be certain that you've noted whether or not a quorum exists for any motions that occur during your meetings.

#### 2017 GOALS

- See below for goals for the role of Secretary:
  1. For the International Board Meeting in May – the secretary will produce a short presentation to inform the Delegates about the strategic planning and overall direction for NEWH Inc.

### RECEIPT OF MINUTES, ANNUAL BUDGET AND CHAPTER BUSINESS PLAN

Chapters (min. 6 per year)	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Budget	Business Plan
Arizona	Yes			Yes										
Atlanta	Yes		Yes											
AC/Philadelphia	Yes	No Mtg.	Yes				Yes	Yes						
Chicago	Yes	No Mtg.	Yes	Yes	Yes									
Dallas	Yes	Yes	Yes	Yes	No Mtg.	Yes	No Mtg.	Yes	Yes	Yes	Yes	No Mtg.	Yes	
Houston	No Mtg.	Yes	Yes	Yes	No Mtg.	Yes	Yes		Yes			Yes	Yes	
Las Vegas	Yes	Yes	Yes	Yes	Yes	No Mtg.	No Mtg.	Yes	Yes				Yes	
Los Angeles	Yes	Yes	Yes	No Mtg.	Yes	No Mtg.	Yes	Yes					Yes	
New York	No Mtg.	Yes	Yes	Yes	Yes	Yes	Yes	No Mtg.					Yes	
North Central	Yes	Yes	Yes											
Northwest	Yes	No Mtg.	Yes	Yes	Yes	Yes	Yes							
Rocky Mountain	Yes	No Mtg.	Yes	Yes										
S. Florida	Yes	Yes	Yes	No Mtg.	Yes	No Mtg.	Yes	Yes	Yes	Yes	Yes	No Mtg.	Yes	
San Francisco Bay	Yes	No Mtg.			Yes	Yes								
Sunshine	Yes	Yes												
Toronto	Yes	No Mtg.	Yes	No Mtg.	Yes	Yes	No Mtg.	Yes	Yes				Yes	
UK		Yes				Yes	Yes	Yes	Yes	Yes			Yes	
Washington, DC	Yes		Yes											
Regional Groups (Req. once a quarter)														
New England	Yes	No Mtg.	No Mtg.	Yes	No Mtg.	No Mtg.	No Mtg.	Yes	No Mtg.	Yes	No Mtg.	No Mtg.		
North Carolina	Yes	No Mtg.	No Mtg.	Yes	Yes	No Mtg.	No Mtg.	Yes	No Mtg.	No Mtg.				
Orange County	Yes	No Mtg.	No Mtg.	No Mtg.	No Mtg.	Yes	No Mtg.	No Mtg.	No Mtg.	Yes		No Mtg.		
Pittsburgh	No Mtg.	No Mtg.	Yes	No Mtg.	No Mtg.	Yes	Yes	Yes	Yes	Yes	Yes	No Mtg.		
Vancouver	Yes	Yes	No Mtg.	Yes	No Mtg.	Yes	Yes	Yes	Yes	Yes	No Mtg.	No Mtg.		

Shaded = training occurred or is scheduled (*based on year of board – i.e. if training occurred in Oct 2013, it was with incoming 2014 brd so listed under 2014 year)	2011	2012	2013	2014	2015	2016	2017	2018
ARIZONA	In person 12/1/2010	Webinar	In person 12/6/2012	Webinar	Webinar	In person 2/20/2016	Webinar	Webinar

Shaded = training occurred or is scheduled (*based on year of board – i.e. if training occurred in Oct 2013, it was with incoming 2014 brd so listed under 2014 year)	2011	2012	2013	2014	2015	2016	2017	2018
ATLANTA	Webinar	In person 3/10/2012	Webinar	Webinar 1/7/2014	In person 10/18/2014	Webinar	Webinar	In-person
ATLANTIC CITY	In person	In person 2/25/2012	Webinar	Webinar	In person 2/14/2015	Webinar	Webinar	In-person
CHICAGO	In person 10/23/2010	Webinar	In person 10/27/2012	Webinar	Webinar	In person 11/14/2015	Webinar	Webinar
DALLAS	In person 10/8/2010	Webinar	In person 3/15/2013	Webinar	Webinar	In person 11/20/2015	Webinar	Webinar
HOUSTON	In person 10/7/2010	Webinar	Webinar	In Person 2/8/2014	Webinar	Webinar	In-person 3/26/2017	Webinar
LAS VEGAS	In person	In person 1/28/2012	Webinar	Webinar	In person 1/10/2015	Webinar	In-person 2/18/2017	Webinar
LOS ANGELES	Webinar	Webinar	In person 2/9/2013	Webinar	Webinar	In person 1/9/2016	Webinar	Webinar
NEW YORK	In person	In person 2/11/2012	Webinar	Webinar	In person 2/28/2015	Webinar	Webinar	In-person
NEW ENGLAND REGION			Webinar 2/13/2013	TBD based on need	Webinar 1/12/2015	TBD based on need	TBD based on need	TBD based on need
NORTH CAROLINA REGION	TBD based on need	Webinar 4/26/2012	TBD based on need	Webinar 1/9/2014	TBD based on need	TBD based on need	TBD based on need	TBD based on need
NORTH CENTRAL	In person 3/5/2011	Webinar	Webinar	In person 1/11/2014	Webinar	Webinar	In-person 12/3/2016	Webinar
NORTHWEST	In person	In Person 12/2/2011	Webinar 11/28/2012	Webinar 11/6/2013	In person 12/13/2014	Webinar 2/29/2016	Webinar	In-person
ORANGE COUNTY REGION (as needed)	TBD based on need	TBD based on need	TBD based on need	Webinar 1/13/2014	TBD based on need	TBD based on need	TBD based on need	TBD based on need
PITTSBURGH REGION					Webinar 11/18/2015	TBD based on need	TBD based on need	TBD based on need
ROCKY MOUNTAIN	Webinar	Webinar	Webinar 2/12/2013	In person 2/27/2014	Webinar	In person 1/11/2016	Webinar	Webinar
SAN FRANCISCO	In person 2/26/2011	Webinar	Webinar 2/5/2013	In Person 11/16/2013	Webinar	Webinar	In-person 10/16/2016	Webinar
SOUTH FLORIDA	In person	In person 1/21/2012	Webinar	Webinar	In person (not scheduled)	In person 1/29/2016	Webinar	Webinar
SUNSHINE	In person 2/5/2011	Webinar	Webinar 11/15/2012	In person 10/18/2013	Webinar	Webinar	In-person 3/5/2017	Webinar
TORONTO		In person 10/15/2011	Webinar 11/20/2012	Webinar 11/19/2013	In person scheduled 12/6/2014	Webinar 12/8/2015	Webinar	In-person
UNITED KINGDOM	Webinar	Webinar	Webinar	In person 10/1/2014	Webinar	Webinar	Webinar	Webinar
VANCOUVER REGION (as needed)	TBD based on need	Webinar 3/6/2012	TBD based on need	TBD based on need	TBD based on need	TBD based on need	TBD based on need	TBD based on need
WASH DC	In person	In person 2/16/2012	Webinar	Webinar	In person 3-12-2015	Webinar	Webinar	In-person

## 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
- Monitor NEWH Fundraising for both NEWH, Inc. and its Chapters and develop new ideas for Fundraising

#### 2017 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 (**MUST IMPORTANT**)
- Participate in all discipline calls (**VERY, VERY IMPORTANT**)
- Maintain or cause to maintain Strategic Plan
- Schedule Nationwide “Estate Sale” for Spring 2017 – **Scheduled**

for April 22, 2017

**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 to be submitted to NEWH, Inc. promptly; and
- Follow up with chapters to submit signature bankcards after the **first** board meeting of the year.

**LONG TERM GOALS FOR THIS POSITION**

- Ensure all chapters KNOW what is expected in way of reporting.
- Produce Signature NEWH Fundraiser in 2017 and beyond.

**OTHER REPORT ITEMS**

- QuickBooks online is doing great as well as the mobile payments for door sales, etc.

- Last year Chapters transferred a total of \$345,196 from fundraising events into scholarship accounts
- We are a very financially strong organization. Good problem to have.
- **Time to gear up for 2017 budget development. NEWH, Inc. has been and will be reaching out to chapters with assistance.**
- Within the next year or so NEWH, Inc. will increase its 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%
- Please remember that check over \$250.00 requires two (2) signatures
- **RESULTS OF ACTIVITY REPORTS MUST BE SENT INTO INC OFFICE WITHIN 45 DAYS AFETR THE EVENT**

<b>BANK BALANCES</b>	
account balances as of 12/31/2016	
General	\$ 780,427.72
Scholarship	175,785.72.68
Cliff Tuttle Scholarship	22,364.86
Ken Schindler Scholarship	10,375.00
Money Market (cash reserve fund)	402,426.76
Long Term Reserve Account (money market acct receives higher interest than CD)	300,000.00
Cash Reserve Account (money market acct receives higher interest than CD)	200,000.00
CD	200,000.00
NEWH, Inc. acct in Canada (7/31/13)	US 15,000.00
NEWH Canada, Inc.	CAD 72,198.52
NEWH, Inc. acct. in London	US 25,000.00

Chapter	Annual Budget Rec'd Updated Signature Cards	2016 Fundraising Remittance	2016 to date Fundraising %***	2016 Regional Tradeshow Monies transferred to Scholarship Acct	2016 Fundraising Monies transferred to Scholarship Acct	2017 to date Fundraising %***	2017 Regional Tradeshow Monies transferred to Scholarship Acct	2017 Fundraising Monies transferred to Scholarship Acct	Checking Bal	Date	Mutual Fund	Scholarship Bal	Date	Mutual Fund	CD	Date
Arizona	Yes	51%	-	2,850.13	14,691.26	12/31/16			14,691.26	12/31/16		8,739.24	12/31/16			
Atlanta	Yes	38%	28,658.45	15,317.49	112,880.46	12/31/16			112,880.46	12/31/16		44,135.88	12/31/16			
Atlantic City	Inv'd	40%	-	3,046.51	38,395.02	12/31/16			38,395.02	12/31/16		11,304.22	12/31/16			
Chicago	X	Yes	41%	-	51,471.56	12/31/16			120,184.59	12/31/16		82,643.20	12/31/16			
Dallas	Inv'd	51%	-	19,374.92	75,794.20	12/31/16			75,794.20	12/31/16		57,101.54	12/31/16			
Houston	Yes	63%	21,189.12	23,589.47	48,475.74	12/31/16			48,475.74	12/31/16		51,707.43	12/31/16			
Las Vegas	Yes	6%	-	7,095.63	115,090.90	12/31/16			115,090.90	12/31/16		76,714.62	12/31/16			
Los Angeles	Inv'd	9%	-	43,288.87	68,801.18	12/31/16			68,801.18	12/31/16		128,561.31	12/31/16			
New York	Inv'd	38%	-	51,485.10	111,178.95	12/31/16			111,178.95	12/31/16		134,405.13	12/31/16			
North Central	Yes	65%	11,756.88	5,350.24	32,533.15	12/31/16			32,533.15	12/31/16		43,661.05	12/31/16			
Northwest	X	Yes	40%	-	16,221.58	12/31/16			96,325.53	12/31/16		47,396.83	12/31/16			
Rocky Mountain	Yes	22%	-	4,518.38	35,950.03	12/31/16			35,950.03	12/31/16		32,151.31	12/31/16			
San Francisco Bay	Yes	41%	-	-	106,346.91	12/31/16			106,346.91	12/31/16		121,954.08	12/31/16			
South Florida	Yes	22%	16,933.09	6,006.15	33,152.21	12/31/16			33,152.21	12/31/16		48,491.47	12/31/16			
Sunshine	Inv'd	41%	-	1,750.00	75,309.61	12/31/16			75,309.61	12/31/16		60,232.30	12/31/16			
Toronto	Yes	37%	-	12,989.42	22,872.87	12/31/16	25,260.97	9/30/16	1,199.81	12/31/16	13,135.70	1,199.81	12/31/16			
United Kingdom				1,838.64	5,888.60	12/31/16			5,888.60	12/31/16		4,324.70	12/31/16			
Washington DC	Inv'd	35%	-	29,123.28	215,383.79	12/31/16			215,383.79	12/31/16		16,700.96	12/31/16		40,093.59	9/30/15
<b>Regional Groups</b>																
Hawaii					-							21,842.05	12/31/16			
New England					9,950.38	12/31/16			9,950.38	12/31/16		16,343.41	12/31/16			
North Carolina					6,071.24	12/31/16			6,071.24	12/31/16		11,476.37	12/31/16			
Orange County					1,644.63	12/31/16			1,644.63	12/31/16		46,354.84	12/31/16			
Pittsburgh					500.09	12/31/16			500.09	12/31/16		23,207.35	12/31/16			
San Diego												19,295.60	12/31/16			
Vancouver																
Virginia												12,063.03	12/31/16			

## 2016 FINANCIAL SPREADSHEET

		INCOME	EXPENSE
<b>President</b>		-	12,200.00
<b>President Elect</b>		-	4,500.00
<b>Past President</b>		-	3,000.00
	Founders Circle	-	11,750.00
<b>Executive Adviser</b>		-	1,200.00
<b>Secretary</b>		-	2,030.00
	Board Training	-	8,550.00
<b>Vice President Finance</b>		-	3,600.00
	Fundraising	101,000.00	3,275.00
	Travel / Delegate	-	16,000.00
<b>Vice President/Scholarship</b>		-	3,400.00
	Scholarship	2,500.00	8,790.00
	Clifford Tuttle Scholarship	5,000.00	7,095.00
	Ken Schindler Memorial	5,000.00	7,095.00
	Leadership Scholarship	5,000.00	6,290.00
	ICON Scholarship	10,000.00	16,200.00
	Sustainable Scholarship	14,000.00	13,400.00
	Vendor Scholarship	22,500.00	34,000.00
	Women Leaders in Hospitality Scholarship	10,000.00	13,400.00
<b>Vice President/Education</b>		-	2,750.00
	Continuing Education	9,500.00	3,275.00
	BrandED	36,000.00	36,000.00
	ED Online	-	9,000.00
	Mentorship	-	6,550.00
	Sustainable Hospitality	46,000.00	20,300.00
	Women In Business	40,000.00	37,500.00
<b>VP/Development</b>		-	2,500.00
	Leadership Council	-	-
	Membership	275,000.00	130,830.00
	NEWH Conferences	35,010.00	264,300.00
	Digital Marketing	-	7,750.00
<b>Administration</b>		-	742,840.46
	Corporate Partner Development	752,500.00	60,650.00
	Marketing	45,000.00	42,550.00
	NEWH Awards	-	8,200.00
	Tradeshows/USA	-	45,650.00
	Tradeshows/other	-	-
	Tradeshows/Regional	1,060,580.00	750,610.00
	NEWH Governing Board Mtg.	-	10,900.00
	Website	28,000.00	51,600.00
	Publications	-	4,300.00
	Reserve Acct.	-	50,000.00
	Bank/Credit Card	-	9,200.00
		2,502,590.00	2,473,030.46

### 2017 CORPORATE PARTNERS

	level	partner since
<b>Durkan Hospitality</b>	Benefactor	1995
<b>Fabricut Contract/S. Harris</b>	Benefactor	2004

<b>RH Contract</b>	Benefactor	2012
<b>Signature</b>	Benefactor	2005
<b>ULSTER</b>	Benefactor	2003
<b>American Leather</b>	Patron	2008
<b>Bernhardt Hospitality</b>	Patron	2012
<b>Crypton Fabrics</b>	Patron	2014
<b>Delta Faucet Company</b>	Patron	2014
<b>Hospitality Design Group</b>	Patron	2001
<b>Hospitality Media Group, LLC</b>	Patron	2012
<b>Installation Services Group</b>	Patron	2010
<b>Milliken Carpet/Hospitality</b>	Patron	1996
<b>Moen, Incorporated</b>	Patron	2012
<b>P/Kaufmann</b>	Patron	2011
<b>American Atelier, Inc.</b>	Supporting	2011
<b>Arteriors Contract</b>	Supporting	2013
<b>Ashley Lighting, Inc.</b>	Supporting	2012
<b>Brintons</b>	Supporting	
<b>Electric Mirror</b>	Supporting	2008
<b>Enduratex</b>	Supporting	2015
<b>Fabric Innovations</b>	Supporting	2011
<b>Karndean DesignFlooring</b>	Supporting	2011
<b>Kimball Hospitality</b>	Supporting	1994/2016
<b>Lexmark + Hospitality</b>	Supporting	2008
<b>Lily Jack</b>	Supporting	2011
<b>Mandy Li Collection</b>	Supporting	2011
<b>Masland Hospitality</b>	Supporting	2001
<b>MityLite</b>	Supporting	2017
<b>Richloom Contract</b>	Supporting	2013
<b>Sem Fim</b>	Supporting	2013
<b>Serta International</b>	Supporting	2005
<b>Séura Incorporated</b>	Supporting	2012
<b>Shafer Commercial Seating</b>	Supporting	2012
<b>Shaw Hospitality Group</b>	Supporting	1999/2015
<b>Shelby Williams</b>	Supporting	1994/2011
<b>Summer Classics</b>	Supporting	2011
<b>Tropitone Furniture Company</b>	Supporting	2012
<b>Vaughn Benz</b>	Supporting	2011
<b>WALTERS</b>	Supporting	2012

## FUNDRAISING

### KAREN GUTOWSKI

#### 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

#### TYPES OF FUNDRAISING EVENTS

- Bowling
- Golf
- Silent Auctions
- Live Auctions
- Estate Sales
- Manufacturers/Rep/Designer Combination Events
- ...more to come

#### TIMEFRAME OF EVENTS

- Fundraising Events are conducted all year round

- Some chapter Events overlap with other chapters
- Need to develop national fundraising calendar and publish to all chapters

#### SPONSORS

- Corporate sponsors – work with Jena at Inc office to better coordinate
- Local sponsors – chapter sponsors/events sponsors
- In-Kind sponsors
- Encourage chapters to thank sponsors at all events
- Assist chapters in securing sponsorships for their events

#### RESOURCES

- Develop more resources to assist chapters in their fundraising efforts

- Develop comprehensive document on all aspects of how to hold a fundraiser
- Encourage chapter wide involvement in all fundraising efforts
- Designers – an invaluable resource to secure sponsorships
- Reps – great tools for distributing chapter information to design firms, purchasing companies, etc.
- Students – great resources to secure volunteers and inform students of NEWH Scholarship opportunities
- NEWH, INC Chapter Board Resource Directory
- Managing and Monitoring Fundraising Discipline Calls

#### REGIONAL TRADE SHOWS

- RTS can be considered chapter's fundraising event
- Should have complete board and chapter involvement

## VP/SCHOLARSHIP

### ANDREA THOMAS

#### Job Purpose

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

#### 2017 GOALS

- **Scholarship**
  - Work with the Director of Scholarship in the execution of all current scholarship initiatives including Interior Design and Hospitality Management scholarships, ICON, Product Design Competition, and the Sustainability Design Competition.
  - Interface with Chapter Directors via discipline calls.
  - Creation of a new format for the Sustainability Design Competition.
- **Marketing**
  - Establish a consistent format for forms and collateral for all scholarships in keeping with the overall marketing vision for the organization.
  - Assist in planning the Scholar Luncheon for the 2017 Leadership Conference.
  - We are pleased to have a number of our recent NEWH Inc. scholarship recipients attending the conference and to be able to recognize them at the luncheon.

#### STEPS TAKEN TO ACHIEVE GOALS

#### HOSPITALITY MANAGEMENT SCHOLARSHIPS

##### *NEWH Women Leaders Scholarship sponsored by Hospitality Media Group*

This \$5,000 scholarship is open to female Hospitality Management majors and will be awarded to Breanna Hendrickson, a student in the Hospitality Business Management program at Washington State University. She will be recognized at the Boutique Design Power Players: Women Leaders in Hospitality breakfast and panel discussion on November 14, 2016, in New York.

##### *NEWH Leadership in Hospitality Management Scholarship*

This new \$5,000 scholarship will be awarded at the NEWH Leadership Conference's Scholar Luncheon in Denver, February 9-11, 2017. The chosen recipient is Ana Cantillano, a Hotel Administration graduate student attending the University of Nevada Las Vegas.

##### *NEWH Women Leaders Scholarship sponsored by Hospitality Media Group*

This is a \$5,000 award available to female students only, and will be given in conjunction with BD West in Los Angeles, April 6-7, 2017 at the Boutique Design Power Players: Women Leaders in Hospitality breakfast and panel discussion. The student selected is Scarlett Schmitt, a Hospitality Management major at Kendall College in Chicago.

#### INTERIOR DESIGN SCHOLARSHIPS

##### *NEWH Clifford R. Tuttle Scholarship*

The third \$5,000 scholarship, honoring Cliff Tuttle, was given at the Platinum Circle Awards in November in New York.

The recipient was Jennifer Lindner, a graduate student in Interior Architecture and Design attending Florida State University.

##### *NEWH Hospitality Management/Interior Design Scholarship sponsored by Fabric Innovations*

This is the 4th year of a four year commitment that Deborah Herman has generously made to fund this \$10,000 scholarship. It was given at the Platinum Circle Awards in November, in conjunction with the HX: The Hotel Experience show and BDNY in New York. The recipient is Rachael Woloszyn, a graduate student majoring in Interior Architecture at Cal Poly, Pomona.

##### *Harvey Nudelman Scholarship sponsored by Fabricut Contract/S. Harris & FR One*

This \$5,000 will be awarded during the HD Expo in Las Vegas May 3-5, 2017. The deadline for applications was October 3, 2016.

##### *ICON of Industry*

The ICON for 2016 is Jane Skeeter, owner of UltraGlas. A \$7,500 scholarship in her honor was given in November at the Gold Key Awards. The winning student was Tyson Baker, an undergraduate Interior Design student at Maryville University in Saint Louis.

##### *NEWH Ken Schindler Memorial Scholarship*

Due to the recent passing of Ken Schindler, we awarded a \$5,000 scholarship to Aparna Avasarala, an Interior Design major at the New York School of Interior Design in his memory. It was given at the Platinum Circle Awards on November in New York. There were a total of \$15,375.00 donations to date.

##### *Sustainable Design Competition Scholarships sponsored by JLF Ionemeadow and Applied Textiles*

We are grateful to JLF Ionemeadow for their continuing sponsorship and Applied Textiles for their second year of funding two \$5,000 awards, one for an undergraduate student, and one for a graduate student. This 11th year's competition is a Sustainable Guest Experience: Co-living Concept. The students will be honored during the HD Expo, May 3-5, 2017. The project submittals are due on January 30, 2017.

##### *NEWH Product Design Competition sponsored by Symmons Industries*

Their fourth award of \$4,000 will be given at the New Entrepreneurs Breakfast in Las Vegas at HD Expo, May 3-5, 2017. The award includes a Guest Room Lavatory Faucet design competition. The standard NEWH criterion has to be met first

and the projects from that group of students will judged to select the winner. The winning 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 application deadline is January 9, 2017.

**WEBSITE UPDATES/CORRECTIONS**

Working with the Scholarship Director 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 of Scholarship or the NEWH Inc. office.

**LONG TERM GOALS FOR THIS POSITION**

**SCHOLARSHIP**

**BECCA KUNDYSEK**

**Job Purpose**

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

**2016 GOALS**

- Assist and work closely with VP of Education, Andrea Thomas, and the NEWH Inc. office
- Work with Nicole and Andrea to develop and test online registration process
- Develop committee and finalize planning for 2017 Scholarship Luncheon at Leadership Conference with Nicole, Andrea and Leigh

**STEPS TO ACHIEVE GOALS**

- Quarterly conference calls with Scholarship Directors
- Keep open lines of communication between Andrea, NEWH, Inc., committee members and myself
- Regular committee meetings/calls

**LONG TERM GOALS FOR THIS POSITION**

- Start to develop Scholarship Review committee for 2017
- Establish lines of communication with all Chapter and

- Provide and plan for smooth interface/interaction between activities of Scholarship all levels within NEWH Inc. and Chapters.
- Assist in accomplishing online applications for Chapter and eventually Inc. Scholarships.
- Ongoing - Define job responsibilities and timeline of all ongoing initiatives overseen by V.P. of Scholarship 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.

Regional Scholarship Directors and provide support as required

- Work with Chapters and Regional Groups to promote all NEWH Scholarship opportunities
- Work with Chapters and Regional Groups to establish new Vendor Scholarship opportunities
- Follow up with past winners for updates on their career paths since winning an NEWH Scholarship

**OTHER REPORT ITEMS**

- If anyone is interested in being on the Scholarship Luncheon Planning Committee or the 2017 Scholarship Review Committee, please contact Nicole Crawford and me.
- All Chapters need to send in photos, videos, bios of their recipients and student events to be compiled into a slideshow for the Scholarship Luncheon. Please reach out to Nicole Crawford and me with questions.

<b>SCHOLARSHIPS AWARDED BY CHAPTER</b>			
<b>Chapter</b>	<b>2016</b>	<b>total # of awards</b>	<b>Total Given</b>
Arizona	5,000.00	116	112,800.00
Atlanta	25,000.00	146	289,765.00
Chicago	45,000.00	110	289,574.00
Dallas	42,000.00	171	366,200.00
Hawaii	2,500.00	1	2,500.00
Houston	25,000.00	121	166,125.00
Las Vegas	21,550.00	148	367,104.92
Los Angeles Founding Chapter	41,000.00	345	750,598.00
New England Region	5,000.00	32	33,950.00
New York	20,000.00	212	546,500.00
North Carolina Region	2,500.00	3	7,500.00
North Central	6,000.00	48	54,000.00
Northwest	25,000.00	48	112,964.00
Orange County Region (Southern Counties)	8,500.00	61	76,950.00
Philadelphia/Atlantic City	10,000.00	13	39,500.00
Rocky Mountain	9,500.00	41	84,200.00
San Diego Region	0	3	3,000.00
San Francisco Bay Area	30,000.00	15	80,000.00
South Florida	10,000.00	89	131,000.00
Sunshine	23,000.00	70	197,500.00
Toronto	13,500.00	60	CAD 113,013.00
United Kingdom	8,831.00	22	GBP 32,750.00

Vancouver	2,500.00	4	8,500.00
Virginia	0	8	16,500.00
Washington DC Metropolitan	51,000.00	117	336,300.00
Clifford Tuttle Scholarship	5,000.00	3	15,000.00
Future Hospitality Leaders Scholarship	5,000.00	2	10,000.00
NEWH ICON of Industry	7,500.00	22	97,500.00
NEWH Ken Schindler Memorial Scholarship	5,000.00	1	5,000.00
NEWH Women Leaders in Hospitality Scholarship Award	10,000.00	6	30,000.00
NEWH Sustainable Design Competition/School	0	9	40,000.00
NEWH Sustainable Design Competition/Student	10,000.00	14	65,000.00
NEWH Vendor - American Holtzcraft	0	1	3,000.00
NEWH Vendor - Fabric Innovations Legacy	10,000.00	4	40,000.00
NEWH Vendor - Harvey Nudelman Memorial Scholarship	5,000.00	10	34,500.00
NEWH Vendor - Séura	3,000.00	1	3,000.00
NEWH Vendor - Symmons	4,000.00	3	12,000.00
<b>TOTALS</b>	<b>\$ 474,381.00</b>	<b>2073</b>	<b>USD \$ 4,575,161.17</b>

## VP/EDUCATION

### CHRISTINE WASMER

#### Job Purpose

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

#### 2017 GOALS

- Research and identify continuing education opportunities that are relevant to our membership and NEWH mission.
- Focus for Education Committee: The three disciplines under the Education banner will work toward establishing a symbiotic relationship that will produce significant results in providing a new direction toward providing education, professional development, and mentorship to NEWH members, Hospitality, and Education communities.
- Work with Director of Sustainable Hospitality and Director of Continuing Education in developing educational goals, program, and developing content for educational programs and CEU's.
- Work with Mentorship Director in developing programs for use by chapters for building a strong mentoring culture/foundation which will benefit new emerging talent in the industry and future boards/committees for chapters and regional groups.

#### STEPS TO ACHIEVE GOALS

- Education Committee to include Directors: Continuing Education, Sustainability and Mentorship and members from the House of Delegates and Board who express an interest in participation plus NEWH Inc. staff. Other participants to include chapter/regional group level members on an invitational basis.
- Committee mission:  
*The mission of the NEWH Education Committee is the advancement of education, uniquely focused on hospitality, encompassing environmental, cultural, social and global issues, to its membership while providing the opportunity for continuing education units.*
- Core Values:
  - Build a foundation of education which includes workshops, seminars and webinars which address the health safety and welfare in the hospitality industry, cognizant of changing needs.
  - Involve and engage membership in taking advantage of this opportunity to gain valuable knowledge in keeping

abreast of the constantly changing global marketplace as it relates to hospitality

- Collaboration with industry professionals to offer the most up-to-date information to the membership
- Provide the opportunity to earn Continuing Education Units in a variety of mediums, making education accessible to all members.

- Program: **NEWH EOnline**

Concept: Rotating webinar covering all three silos education, sustainability, mentorship. Include social networking platforms to garner interest from young professionals and students including a blog for those who cannot attend the live webinar – commenting and asking questions after viewing recorded event. Recorded webinar presentations also to be offered as a self-directed CEU option for members and others in the community. Other programs could include live interviews and presentations, Q & A topics to include professional development, career navigation, portfolio reviews. Professionals from all facets of the hospitality industry – design, architectural, development, owners, purchasing will be valuable ‘subject matter experts’ in sharing their professional expertise and personal career path. This could include a biographical approach to an individual – possibly tie to ICON

Participants: Education Committee, Sustainable Committee & Chapter Chairs. Purpose is to evaluate internally through presentation to NEWH board level members. Evaluation method - completion of ‘survey monkey’ questionnaire. Webinar Goals for 2017: Present two web based live webinars.

Subject for first webinar: **Specification Writing – The Design Contract.**

Target audience: students and young professionals. Subject Matter Experts (SME's) – Design/Architecture Senior Level Professional, Purchasing Professional, Project Management Professional, Owner/owner's representative. Panel to discuss importance of specification writing in the

overall process of a successful project. Moderator to be advised.

This webinar to be followed up with a succession of webinar programs that will provide an in depth look at various products/services involved in hospitality projects, i.e., Lighting, Case goods, Fabric, Drapery, Wallcovering, Furniture etc....

SME's for these various programs will be from the manufacturing, purchasing and design communities.

Subject for second webinar: Under discussion in committee

- Program: **BrandEd**  
Goal: Assist/contribute to success of the BrandEd initiative - BrandED was created specifically for NEWH members to assist them in understanding the strategic thinking behind the development of well-known hotel brands—from brand standards and brand identity and personality to culture. The goal of these sessions is to eliminate brand confusion as well as to give members an opportunity to personally visit with key members from these hotel giants. The BrandED learning initiative will travel to different chapters to ensure that members across the country will have the opportunity to learn firsthand about leading global brands as well as an opportunity to meet key decision-makers within these companies.
- Program: **Women in Business**  
Goal: Assist/contribute to success of the Women in Business initiative - Women in Business was developed to share with our female members what experience has taught our successful female panelists: how to develop your own brand, the fine line between confidence and arrogance, fortitude...what it takes to stay the course, how to differentiate, the art of negotiation, the politics of doing business. Seven of our Corporate Partners, women business owners, have volunteered to participate in this program. Chapters are asked to provide two local women business owners to round off the panel. Our first WiB event will be held in conjunction with the Orlando Regional Tradeshow.

- Program: **Mentoring – Inspire and be Inspired**  
Goal: Assist as needed Director of Mentorship in establishing this new initiative.  
Concept: NEWH takes our mission of scholarship, education, and leadership seriously. We believe that with the correct tools, mentor opportunities and networking, our students, new graduates and young professionals will have success in their hospitality industry careers. We will be presenting a series of programs for each of the following disciplines: Interior Design, Procurement, Sales, and various aspects of Hospitality Management. This is opportunity to sit down with a well-known industry professional for an in depth mentoring discussion which will assist you in focusing on personal and professional growth within your hospitality field of interest. The mentoring program will provide you with support for an additional six months. Be looking around your chapter for those who you think would be a great mentor.

#### ADDITIONAL GOALS

- 2017 addition of committee members from Education discipline to assist Director of Continuing Education.
- Give assistance as necessary in reviving the Sustainable Directory for purposes of offering another source of education and identifying subject matter experts which will aid in building strong educational foundation for NEWH CEU's and other programs.

#### LONG TERM GOALS FOR THIS POSITION

- Compile and sustain a hospitality centered comprehensive recorded catalog of CEU's, interviews, panel discussions, biographical presentations.
- Formulate minimum of two and not more than three live web based programs each year.
- Ensure that NEWH offers education formatted to the best technologies available (webinar, live on-line presentations as well as classroom style formats) – constant evaluation of methods and best practices.

## 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.

#### 2017 GOALS

- Research and identify continuing education opportunities that are relevant to our membership and NEWH mission.
- Develop content for educational programs and CEU's.

#### STEPS TO ACHIEVE GOALS

- Committee mission:  
*The mission of the NEWH Continuing Education Committee follows the mission of the Education committee which is the advancement of education, uniquely focused on hospitality, encompassing environmental, cultural, social and global issues, to its membership while providing the opportunity for continuing education units.*
- Work with the Vice President of Education in the formation of Continuing Education Committee to include members from the House of Delegates and Board who express an interest in participation plus NEWH Inc. staff.

#### 2017 GOALS

- Addition of committee members from Education discipline to assist Director of Continuing Education.
- Research and identify continuing education opportunities

that are relevant to the membership and NEWH mission.

- Research Accrediting Bodies which will work directly with NEWH to expand on the CEU opportunities

#### STEPS TO ACHIEVE GOALS

- Committee mission:  
*The mission of the NEWH Education Committee is the advancement of education, uniquely focused on hospitality, encompassing environmental, cultural, social, and global issues, to its membership while providing the opportunity for continuing education units.*
- Core Values:
  - Build a foundation of continuing education which clearly defines the need for continuing education in an industry constantly changing in the health safety and welfare in the hospitality industry,
  - Involve and engage membership in taking advantage of this opportunity to gain valuable knowledge in keeping abreast of the constantly changing global marketplace as it relates to hospitality
  - Explore opportunities for collaboration with industry

professionals to offer the most up-to-date information to the membership

- Formulate a plan of industry outreach to find out what the membership wants in Continuing Education and what sector is the most likely to respond

**LONG TERM GOALS FOR THIS POSITION**

**MENTORSHIP**

**SANDY BANKS**

**Job Purpose**

- Develop and implement a program to support the new, emerging talent in the hospitality industry.

**2017 GOALS**

- Sent an email to all new incoming chapter presidents with the Mentorship brochure attached, informing them of the platform and how it will work. I have asked that they consider a date and possible mentors for the event. Matt and I will work to set up as many lunches/dinners as possible this coming year.

**STEPS TO ACHIEVE GOALS**

- Matt DeShantz has agreed to join me in planning and executing the events and working with the chapters to secure viable mentors from at least three hospitality disciplines in each chapter to participate in our Mentoring events. We will be looking for Design, Manufacturing/supplier, and purchasing.
- Once we have an initial Mentoring event and find an optimal program format, we will try to standardize the content.
- We plan to have a gathering of the initial participants of each event 6 months after the first dinner to do follow up and assessment of what is working, needs to be added or fine-tuned.
- Will continue to stay in touch with students or young professionals who have contacted me through the NEWH

- Compile and sustain a hospitality centered comprehensive recorded catalog of CEU's, interviews, panel discussions, biographical presentations in conjunction with the VP of Education
- Formulate minimum of two and not more than three live web based programs each year, Based on results of outreach.

website to keep them involved and supported even when they are not close to a chapter.

**LONG TERM GOALS FOR THIS POSITION**

- I would like to find a format for Mentoring events that would work for all chapters with only slight variations to the program to accommodate the personality of the chapter and their members. We can then standardize the invitations and program to make it easier to plan the events and get a protocol in place for follow up and support.
- Work with the rest of the Education team to integrate our efforts, be it webinars or additional teaching aids.

**LONG TERM GOALS FOR THIS POSITION**

- Each chapter should now have a mentoring event as part of their annual program schedule. This initiative goes hand in hand with our financial support of students and it is a follow up to getting not only our scholarship recipients but their classmates integrated into our industry with welcoming and open arms. They are dependent on guidance from industry veterans to find their way and hopefully circumvent frustration and make educated choices. We have an additional obligation to support young people who have entered the work force in hospitality from other avenues.

**SUSTAINABLE HOSPITALITY**

**LORRAINE FRANCES**

**Job Purpose**

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

**2017 GOALS**

- Continue to develop/educate relevant information around sustainability to the design community and the hospitality industry as a whole.
- Relook at our committees past and what the future can be to metric ourselves, our organization and be transparent to our community.

**Achieving this through clear defined subcommittee bi-monthly calls with action items and addition of new committee members.**

- Integrate with more design schools nationally and internationally to keep us fresh, forward thinking and passionate around sustainability.
- **Achieving this through NEWH Sustainable Design Competition scholarship, committee suggestions and student/educator evaluation and input.**

**STEPS TO ACHIEVE GOALS**

**1. EDUCATE**

- 2017 GREEN VOICE CONVERSATIONS – EVENTS: BDWEST /HDEXPO/BDNY
  - i. ALL SPEAKERS AND SESSIONS topic to be firmed up by 2/30/17
  - ii. Greenbuild 2017 (possible venue)
- 2017 NEWH MAGAZINE – FINALIZE SUSTAINABLE

**RELEVANT TOPICS**

- i. Spring: Delos
- ii. Summer: Pending
- iii. Fall: Pending
- iv. Winter: Pending
- SUSTAINABLE RESOURCE DIRECTORY-
  - a. Committee is accessing relevance and next actions
- Support all NEWH Inc. and chapter level educational events with a sustainable lens.
- Provide feedback/support to NEWH Education Committee
- Work on better visibility/celebration/promotion of the NEWH Sustainable Design Competition

**2. SUPPORT**

- A. Continue with (4) annual NEWH Green Voice sponsorships and NEWH Silent Auction
- B. Market NEWH Green Voice Conversations effectively to industry, chapters and members

**REVIEW OF GOALS**

- 1. Currently organizing 2017 NEWH Green Voice Conversations at (3) industry events
- 2. 2017 –New committee members to engage fresh energy, new opportunities and synergy:

**THOUGHTS ON 2017**

- Overall we have a very passionate group of volunteers to support our goals as one voice and see opportunities to influence, change, and support our vision for this year and beyond. We have added some new members to support our efforts for 2017. Our biggest achievements for the year are the following:
- Green Voice: Developed a more stream line procedure to bring better speakers to these events
- Support: NEWH ED Online: Support sustainable efforts of the committee
- Fundraising: (1) Silent Auction in conjunction with HD Expo in May 2017
- Sustainable Design Competition: Secure/renew existing (2) sponsors for 2017-2018 competition. Explore ways to engage more students/college participation.

## VP/DEVELOPMENT

### LEIGH MITCHELL

#### Job Purpose

- Develop and facilitate methods of generating membership and revenue for NEWH, Inc.
- Responsible for the well-being and growth of NEWH, Inc. membership.

#### 2017 GOALS

- Work with and on behalf of NEWH, Inc. to increase membership on a National and International level.
- Align goals with NEWH, Inc. Director of 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
- Work with and on behalf of NEWH, Inc. to increase awareness of NEWH Conference on a National and International level.
- Align goals with NEWH, Inc. Director of NEWH Conference for increasing awareness of Conference.
- Align goals with NEWH, Inc. Director of Digital for increasing awareness of NEWH & all news, events, etc. with chapters, regional groups, and Inc.
- Work with chapters and regional groups to understand the importance of attendance to NEWH Conference – conveying value for self-growth, networking, industry relevant updates

#### 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. Director of 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.
- Review goals and status of NEWH Conference for 2017 with Director.
- Review milestones and conference content – are we on schedule?

#### LONG TERM GOALS FOR THIS POSITION

- Develop Standards and Best Practices for Membership & Digital Directors.
- Develop Membership News for monthly email to member and non-member addresses.
- Increase Membership count to previous highest levels or better.

#### OTHER REPORT ITEMS

- We look forward to the Membership discipline calls this year. 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.
- Art Melange – More info to come after we get through Leadership Conference
- Leigh Mitchell will provide the latest details of progress for NEWH Conference.
- Cindy Andrews will report on Membership & Expansion respectively. Specifically Cindy Andrews will share details of our previous breakout session from November IBOD Meeting regarding a national level template to grow membership, increase Chapter Level Business Members and membership initiatives at trade fairs/shows.

## MEMBERSHIP

### CINDY ANDREWS

#### Job Purpose

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

I am looking forward to working with all of our chapter's membership directors this year to share current best practices and guide them to new ideas on maintaining and increasing membership for 2017.

We are excited about a potential new program with STMedia, who will offer the following to our NEW members:

Boutique Design is pleased to offer NEWH new\* members (December 2016- November 2017) a complimentary conference (including CEU session) and exhibition pass (valued at approximate \$300) to its trade fairs; BDwest, April 5-6, in Los Angeles or BDNY, November 2017 or both. Please visit the BD trade fair sites and use promo code XXXXX to receive your complimentary pass. NEWH

supports all industry events and is pleased to make this special offering to help our new members connect with the hospitality industry, in partnership with the Hospitality Media Group

We had a very large increase in 2016. We would like to continue this success for 2017 through the chapters.

I will also continue to communicate monthly with all of the chapter membership directors on what they have planned this year for their membership drives or monthly membership incentives.

Two chapters are well on their way. Sunshine chapter will have a membership drive on February 1st with local business developers providing upcoming projects that will attract Architects, Designers, and Product Suppliers. Dallas will have their drive in March with a Golf Outing at Top Golf that will potentially bring in 25 new members. This has been successful for them for the last 2 years.

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### MEMBERSHIP REPORT BY CHAPTER

chapter	November 12, 2016	November 12, 2016	2017 to date	2017 to date w/ Students	% of Change since November Meeting does not include students	2017 non renewals		2017 new members/ past returning		voting members	non voting	students
							Students are not reflected					
Arizona	74	98	<b>81</b>	<b>121</b>	<b>9%</b>	2	2.7%	12	14.8%	72	9	40
Atlanta	341	559	<b>359</b>	<b>603</b>	<b>5%</b>	6	1.8%	39	10.9%	282	77	244
AC/Philadelphia	49	78	<b>57</b>	<b>88</b>	<b>16%</b>	1	2.0%	8	14.0%	51	6	31
Chicago	262	396	<b>269</b>	<b>413</b>	<b>3%</b>	1	0.4%	16	5.9%	208	61	144
Dallas	359	538	<b>377</b>	<b>559</b>	<b>5%</b>	6	1.7%	23	6.1%	292	85	182
Houston	125	230	<b>133</b>	<b>244</b>	<b>6%</b>	2	1.6%	9	6.8%	93	40	111
Las Vegas	166	238	<b>177</b>	<b>250</b>	<b>7%</b>	4	2.4%	16	9.0%	144	33	73
Los Angeles Founding	254	347	<b>263</b>	<b>358</b>	<b>4%</b>	2	0.8%	17	6.5%	194	69	95
New York	381	504	<b>407</b>	<b>536</b>	<b>7%</b>	4	1.0%	38	9.3%	324	83	129
North Central	169	291	<b>177</b>	<b>315</b>	<b>5%</b>	2	1.2%	13	7.3%	107	70	138
Northwest	201	248	<b>207</b>	<b>257</b>	<b>3%</b>	5	2.5%	12	5.8%	177	30	50
Rocky Mountain	110	135	<b>151</b>	<b>182</b>	<b>37%</b>	0	0.0%	39	25.8%	126	25	31
San Francisco Bay	196	260	<b>203</b>	<b>271</b>	<b>4%</b>	9	4.6%	11	5.4%	177	26	68
South Florida	144	189	<b>180</b>	<b>233</b>	<b>25%</b>	2	1.4%	37	20.6%	149	31	53
Sunshine	193	230	<b>203</b>	<b>242</b>	<b>5%</b>	5	2.6%	18	8.9%	173	30	39
Toronto	133	166	<b>134</b>	<b>168</b>	<b>1%</b>	3	2.3%	8	6.0%	97	37	34
United Kingdom	77	83	<b>79</b>	<b>86</b>	<b>3%</b>	1	1.3%	4	5.1%	71	8	7
Washington DC Metro	227	364	<b>245</b>	<b>388</b>	<b>8%</b>	2	0.9%	21	8.6%	185	60	143
Atlantic Canada Region	3	3	<b>3</b>	<b>3</b>	<b>0%</b>	0	0.0%	0	0.0%	3	0	0
Cincinnati Region	33	65	<b>33</b>	<b>66</b>	<b>0%</b>	0	0.0%	6	18.2%	32	1	33
Hawaii Region	12	16	<b>11</b>	<b>15</b>	<b>-8%</b>	0	0.0%	0	0.0%	8	3	4
New England Region	108	131	<b>118</b>	<b>141</b>	<b>9%</b>	2	1.9%	16	13.6%	91	27	23
North Carolina Region	72	113	<b>75</b>	<b>118</b>	<b>4%</b>	3	4.2%	5	6.7%	42	33	43
Orange County Region	90	128	<b>94</b>	<b>134</b>	<b>4%</b>	1	1.1%	3	3.2%	73	21	40
Pittsburgh Region	37	52	<b>38</b>	<b>53</b>	<b>3%</b>	0	0.0%	1	2.6%	34	4	15
Regional Members	60	67	<b>60</b>	<b>67</b>	<b>0%</b>	2	3.3%	20	33.3%	55	5	7
San Diego Region	11	11	<b>11</b>	<b>11</b>	<b>0%</b>	1	9.1%	0	0.0%	9	2	0
South Carolina Region	19	19	<b>19</b>	<b>19</b>	<b>0%</b>	0	0.0%	1	5.3%	17	2	0
Vancouver Region	64	144	<b>65</b>	<b>149</b>	<b>2%</b>	0	0.0%	3	4.6%	44	21	84
	3970	5703	<b>4229</b>	<b>6090</b>	<b>7%</b>	66	1.7%	396	9.4%	3330	899	1861

### REGIONAL MEMBERSHIP

Regional Area	2017	2016	2015	2014
Alabama		1	1	2
Arkansas		1	1	1
Asia/Pacific		4		
Australia		2		
Canada Regional		0	0	2
Caribbean Region		1	0	0
India		1	1	
Indiana		10	3	6
Kansas		3	3	

Regional Area	2017	2016	2015	2014
Louisiana		1		
Memphis/Mid-South		18	20	21
Michigan		9	11	11
Missouri/St. Louis		5	3	4
Ohio		3		
Oklahoma		3	5	7
Spain		1		
Utah		3	0	0
Virginia		3		

## NEWH CONFERENCES

### LEIGH MITCHELL

#### Job Purpose

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

#### 2016 PROGRESS TO DATE

- Select 2017 Leadership Conference location and begin research on hotel: Denver selected by EC.
- DONE – Marriott City Center contract signed for February 9-11, 2017
- PR person hired – Phoebe Stein – announcements have been placed in magazines, pins are being distributed. She has also helped with Saturday keynote and an Architecture speaker.
- DONE: pow wow with Trisha, Julia, Phoebe at NEWH headquarters to outline goals for conference
- DONE – Logo and theme selected – Climb on!
- SAVE The Date notification being sent before BDNY
- DONE – sponsorship levels reviewed and ready for BDNY distribution
- Keynotes selected and contracts being finalized
- Becca has provided outline of Scholarship Luncheon

- Marketing efforts have begun
- Evening venues under contract
- Photographer secured
- Saturday adventures finalized

#### TO BE DONE

- Owners Roundtable list – need help contacting owners and getting commitments
- 2017 Top ID for panel and president dinner invites.
- Still finalizing Saturday lunch
- Trisha working on Brand Panel, Lifestyle panel
- Sponsorships still needed
- Finalize hotel's menu/ AV line up
- Everyone needs to attend!!!

#### LONG TERM GOALS FOR THIS POSITION

- Successful execution of 2017 Leadership Conference.

## DIGITAL MARKETING

### WILLIAM STUART

#### 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.

NO GOALS SUBMITTED

## VP/INTERNATIONAL RELATIONS – CANADA

### CHRISTINE TUCKER

#### Job Purpose

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

#### 2017 GOALS

- Expand the NEWH mission Canada-wide, increase the visibility/credibility of NEWH.
- Explore and encourage new Regional Groups in other areas of Canada. Continue to pursue interest in and keep a look out for leadership in other areas of Canada for 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 throughout 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 2017. Promote growth in membership to work towards a Chapter Designation.
- Continued growth with other associations in Canada to expand our membership base.
- Partner with Host Milan to expand our visibility and we look forward to participating in the Host
- Milan Show Oct 2017, bringing 10 Canadian NEWH members and or guests to the show.

#### STEPS TO ACHIEVE GOALS

- Working with committee members in Vancouver Regional

Group and Committees – Pleased with growth and dedication from current Regional Members.

- Currently partnered with HOST Milan on an International level with Milan, USA and Canada. Have submitted candidates for Canadian guests to the show as part of NEWH Contingency Oct 2017.
- Currently work with all members in Vancouver & Toronto Chapters to assist in facilitating functions and growth for NEWH Canada Inc.
- Continue to work with interested individuals in Halifax, Winnipeg, Calgary, and Edmonton to see if have enough interested and committed to start Regional Groups. Currently not enough to support Regional Groups in these areas.
- 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

### REBEKAH ELLIS

### Job Purpose

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

NO GOALS SUBMITTED

## PAST PRESIDENT

### JULIA MARKS

#### Job Purpose

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

#### 2017 GOALS

- Support our President, Trisha Poole and preside as the nominations chair for the International Board of Directors.
- Support the NEWH Inc. Board of Directors and NEWH committees on all initiatives.
- Be an active advocate of NEWH through all possible industry networking opportunities such as trade shows etc.

#### STEPS TO ACHIEVE GOALS

- Offer support and guidance to all NEWH Inc Board and Chapter Board Directors
- Act in an advisory capacity on all Committees
- Act in an advisory capacity to the President or as the By-Laws provide
- Assist other International Board Members

## EXECUTIVE ADVISOR

### HELEN REED

#### Job Purpose

- To provide counsel to 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 the mission

#### 2017 GOALS

- To assist and provide counsel to the Past President, President and Governing Board as needed and as it may be related to the organizations mission.
- To assist in the preparation of the annual strategy plan for the organization.
- Provide assistant with the President with any items that may be required.
- Increase awareness of NEWH, Inc. on Instagram and establish standards for NEWH and chapters on the platform

- Stay informed and continue my engagement with the activities, goals of the Board and the chapters.
- Attend regularly held conference calls with the EC as well as attend strategic planning session with the EC in the spring.
- Attend Board of Directors meetings as scheduled throughout the year.
- Work with President, Past President and other members or the EC on behalf of the organization with succession planning and overall planning for the organization and its growth in the hospitality industry.

#### STEPS TO ACHIEVE THESE GOALS

## NEWH AMBASSADORS

### MICHELLE FINN/DEBORAH HERMAN/JORDAN MCINTURF/ELIZABETH MOORE/STACY RAUEN/MICHAEL SMITH

#### Job Purpose

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

NO GOALS SUBMITTED

## NEWH STAFF

Jena Seibel/Julie Buntrock/Diane Federwitz/Nicole Crawford/Julie Hartmann/Kathy Coughlin/Mary Phalen

#### 2017 BOARDS

##### Filling OPEN Board Positions –

- Be sure to vote them in at your board meeting and record in minutes
- Email [julie.hartmann@NEWH.org](mailto:julie.hartmann@NEWH.org) at the INC office to update their member record.

##### Does your board have the resources and information

**available to have a successful year?** Do all board members know exactly what is expected of them in their position? Encourage your board members to utilize the Board Resources section online for templates and helpful resources to help them in their position. If you appoint new directors/chairs throughout the year, share the job description with them that can be found in the Board Resources (note: you must be logged in to the website in order to see the NEWH Board Resources menu item on the bottom of the page – if you have problems logging in,

please contact Diane at the NEWH office to reset your login). The job descriptions are very helpful for those serving on the board, as well as if you are recruiting for an empty board position.

**Quarterly Calls** – the call schedule was recently emailed to all board members. **Please encourage all board members to participate.** 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!

**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!

**Chapter Business Plan** – Ask each of your 2017 directors to put together goals for the year to include in your chapter's 2017 business plan. Reminder: Business plans and budgets are due the

end of February. Email to [julie.buntrock@newh.org](mailto:julie.buntrock@newh.org)

## MEMBERSHIP

**Dues Renewals** – You may see many past members on your upcoming dues report because many members have an early 2017 January dues date. Be sure to put a membership renewal committee in place to call those on the dues report who have recently lapsed/not yet renewed. Encourage them to renew online (Renew your Dues link is on the top menu of the NEWH website) and personally invite them to your next chapter event. Your goal – to RETAIN the members you have! If you are a board member, be sure your membership is current!

**Membership Drives** – if your chapter is planning a membership drive and offering a discount membership as incentive to join, please remember that it only applies to new members, it does not apply to renewals or past members. We will verify eligibility in NEWH office. Please be sure to have your new member fill out an application including payment information and send to Kathy within a couple days of the event. When setting a discount, keep in mind that with discounted memberships, as with all memberships, NEWH, Inc. portion is \$75 for general members. No discounts are offered to Associate or Chapter Level Business memberships. We will verify eligibility in NEWH office. Please e-mail [Kathy.coughlin@newh.org](mailto:Kathy.coughlin@newh.org) if planning a discount so we can help you plan.

**Attracting New Members / Retaining Members** – Are you planning 2017 events that are inviting and intriguing to members and potential members to attend? Remember - everything revolves around programming. If your programs are content rich, people will want to attend. Not sure what members are looking for? Conduct a member interest survey and ask your members what they would come to and what would make them join (contact Diane at the NEWH, Inc. office to set this up).

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

**Member Approvals** – Please be sure to approve new applicants in a timely manner and let Kathy know within 30 days and welcome them within a couple days of approval. People are anxious to know that they are approved and look forward to being involved!

## EVENTS

**Event Calendar** – as you solidify dates in your 2017 calendar, forward those dates to Diane in the NEWH Office to put on your chapter calendar on the website. Many individuals look at the online master calendar when deciding on business travel dates and plan accordingly so they can attend another chapter's event, have that information available to them.

**Programming/Fundraising Events** – to avoid board burnout, focus on a few high quality events instead of many events. Fill in the other months with simple sundowners or no host/no sponsorship networking events at local establishment that perhaps were newly renovated - see if they will offer tours. Please remember that NEWH is not in the business of throwing parties. If you are planning a 'gala' or 'black-tie' event with a high ticket price, your event will be slated as a fundraiser and will be expected to bring in 25-40% net proceeds from the event. If you are planning a program with a moderate ticket price (\$30-\$40) be sure your event has a programming aspect to it (tour, panel discussion, speaker, etc.).

**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.

**Online Attendees List** – Want to know who is signed up online? Email [julie.hartmann@NEWH.org](mailto:julie.hartmann@NEWH.org) (only those NEWH members working on the event will receive the list).

**Corporate Partner banner** – The president should have received the 2017 corporate partner banner and this should be displayed at all events. Remember to thank partners as well as individual event sponsors. Slides are available of the partner logos to incorporate into event sponsor power points running at events. Request through Diane.

**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.

**2017 Regional Tradeshow**s are scheduled and include Denver Product Showcase, Orlando, Hawaii, London, San Francisco, Chicago, Minneapolis, and Seattle. If you are interested in hosting a show in 2018 please email [jena.seibel@newh.org](mailto:jena.seibel@newh.org).

## SCHOLARSHIP

**Scholarship applications:** Student may now apply online for NEWH chapter scholarships. Determine with students and colleges the best time to: release, submit and award scholarships. Update your college list annually to ensure scholarship announcements are communicated appropriately. Ask vendors, who travel to make school visits, meet with student groups or educators and educate them on NEWH.

**Students are our future:** Students and full-time educational professionals can join NEWH for FREE! Students may apply for NEWH Chapter scholarships and NEWH, Inc. scholarships. Find student representatives to serve as liaisons to colleges in your territory to promote scholarship, membership, chapter events and mentoring to student groups and educators. Engage past recipients to serve on the board or a committee.

**Awarding scholarships:** Awarded scholarship funds must be made payable to the students' college and mailed directly to the college (never to the student). Educate your scholarship committee on NEWH scholarship criteria when selecting your winners. Ensure that applicants have applicable debt through their college for tuition or program approved books/supplies; if this is not clear verify details with the student or college prior to awarding. Fundraising dollars raised this year will be applied to the following year's scholarships. Awarded scholarships should not exceed 50% of the scholarship account. Submit your Scholarship Check and Report Form to NEWH, Inc. office within 30-days of selecting your winners.

**Is the NEWH Mission in What you Do?** – At every event, announce the importance of NEWH's mission of scholarship and education, why you volunteer, why you raise money, it's about scholarship and education. Invite students to speak, present, or have a special part in all of your events. At your event check in table have a small sign listing your latest scholarship recipients.

## 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! Contact [diane.federwitz@newh.org](mailto:diane.federwitz@newh.org)

#### 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.

**LinkedIn and Instagram:** Chapters can establish their own LinkedIn and/or Instagram accounts. 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, they are automatically posted on chapters' Facebook pages which are then linked to the one NEWH, Inc. Twitter account and tweeted. All Facebook posts are automatically tweeted to the NEWH Inc. Twitter account so please put your chapter name in any Facebook posts you make (i.e. 'NEWH/San Francisco thanks its event sponsors') so those following the NEWH Twitter account know which chapter the tweet is for (i.e. do not just post 'come to our event').

### FINANCE

#### California United Bank

- EFT transfers are done to reimburse for membership dues quarterly.
- EFT event reimbursements 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 onsite transactions run much smoother. **Guarantees receipt of funds.**
- Items lists can be created to save on typing in the memo description. Contact Julie Buntrock for assistance in development.
- Chapters can run credit cards for sponsorships.
  - 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.
- 2017 training is underway including Chapter President.
  - Deposits –*
    - 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.
    - Remote Business Deposit electronically deposits checks for same day credits.

- Mailing a deposit directly to the bank, make copies of checks you are depositing for your backup.

#### 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. 2017 budget development should be in early stages as Inc has sent all the templates to the chapters.
- Monitoring the budget will keep you financially stable. These figures should sync with all event budgets.
- Have budget handy at monthly board meetings.

#### Miscellaneous

- Chapters may not have a credit or debit card.
- Only members in **good status** are eligible for any type of reimbursement.
- Membership Dues are ONLY 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 post event date.

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

Questions can be directed to:

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

## CHAPTER REPORTS

### ARIZONA

Holly Johnson & Michelle Purcell, Delegates

*chartered May 5, 1995*

#### MEMBERSHIP (Rachel Volk)

1. The Arizona Chapter offered a discount to first time members who joined before the end of 2016. Membership increased by 12 and pushed our total membership over 100.
2. The Fabulous Five Membership Drive is scheduled for February 22, 2017 and will be held in five distinct areas to target students and professionals – Scottsdale, Tempe, Phoenix, Tucson, and Flagstaff.

#### PROGRAMMING (Katie Byrnes)

1. The Arizona Chapter is working hard to incorporating Student Mentoring and Sustainability into more of its events than in 2016.
2. The Arizona Chapter's 2017 Calendar:
  - January – Student Mentoring Event and Board Dinner
  - February – Membership Event (Fabulous Five Membership Drive)
  - March – Fundraising (Wine & Dine Under the Stars)
  - April – Programming (Odyssey or Hotel Tour)
  - May – Sundowner (HD Sundowner w/ Las Vegas Chapter)
  - June – Sundowner

July – Community Service (UMOM)

August – Programming (Sustainability CEU with Signature Carpet)

September – Sundowner

October – Programming (Haunted Hotel Tour)

November – Community Service (Christmas for the Troops)

December – Fundraising (NEWHonors)

#### SCHOLARSHIP (Joni Nellis Beals)

1. The Arizona Chapter plans on awarding a Culinary Scholarship worth \$1,500.00 at our Wine & Dine Under the Stars event in March 2017.
2. The Arizona Chapter plans on awarding two scholarships each worth \$2,500.00 at our Honors Event in December 2017.

#### FUNDRAISING (Laura Carlson)

1. The Arizona Chapter's first Fundraising event of the year, Wine & Dine Under the Stars, is scheduled for March 22, 2017. This event was our most successful fundraiser of 2016.
2. The Arizona Chapter is excited to incorporate a new fundraiser in 2017, NEWH Honors, to honor the best of Hospitality.

### ATLANTA

Jennifer Wellman, delegate

*chartered May 5, 1995*

#### MEMBERSHIP

1. We have a new 2017 Director, Christine Lasko. She shadowed Mary Kay in 2016 to prep for her position. She is very organized and reliable and we think she is going to be a great asset to our board.
2. We ended 2016 with a total 564 members
3. As mentioned on our previous IBOD report, we provided headshots to all members at our last Hotel Tour. They turned out beautifully and the members were very appreciative
4. Our 2017 board training will be held on January 21<sup>st</sup>, we plan to complete business plans and goals and will have more to report after that takes place

#### PROGRAMMING

1. We have a new 2017 Director, Bridget Vogelhuber. She shadowed Nicole in 2016 to prep for her position. She is very responsible and well connected to the A&D community. We think she is going to be a great asset to our board
2. We plan to have a sundowner in February – details tba
3. Our 2017 board training will be held on January 21<sup>st</sup>, we plan to complete business plans and goals and event calendar, we will have more to report after that takes place
4. We had our annual Community Service sandwich making for the homeless event on November 3<sup>rd</sup>. We had great member, designer, and vendor, involvement. It was a great success!

#### SCHOLARSHIP

1. We have a new 2017 Director, Dallas Bentley. Dallas

shadowed Jennifer in 2016 to prep for his position. Dallas has shown great enthusiasm and has a special interest in working with students. He has already been a great asset to our organization and think he will be very successful heading this role.

2. We held our Scholarship award ceremony in conjunction with our Holiday Gala on December 1<sup>st</sup>. This was our first year combining Holiday & Scholarship, this was also our first year categorizing this as a Fundraiser.
3. We provided a total of \$25,000 in scholarships to a total of 8 students. 7 of the recipients attended the awards ceremony. The event included a networking hour, awards ceremony, introduction of recipients and top ID, a sit down dinner, & a dance party.
4. This was our largest number of scholarship event attendance yet.
5. We plan to host the combined event this year, 2017, as well

#### FUNDRAISING

1. Our previous fundraising event, Scholarship Awards Gala & Holiday Party, raised an estimated \$11,000. We surpassed the minimum 25% requirement. We are waiting for the final recap from Jennifer Wellman.

#### ISSUES THAT CHAPTER WOULD LIKE HELP WITH

1. Currently we do not have a VP Development Director. We plan to address this issue at our Board Training and IBOD meeting on Jan 21<sup>st</sup>.

### CHICAGO

Jen Conley & Anne Scherer, Delegates

*chartered August 12, 1991*

#### MEMBERSHIP

In Q4 we had 16 new general members.

#### PROGRAMMING

The 8<sup>th</sup> Annual Holiday Toy Drive & Comedy Show was held on Tuesday, December 6<sup>th</sup>. It brought in 39 attendees and over 55 toys. We also held a hotel tour at the newly opened LondonHouse on Thursday, November 17<sup>th</sup>. The event sold out at 110 attendees and was presented by Simeone Deary, the

design group on the project. The event was very well received from all our guests.

#### SCHOLARSHIP

Our scholarship team presented our scholarship winners their certificates at our Bootleggers event this fall, October 13<sup>th</sup>. We gave away \$40,000 to seven different students.

#### FUNDRAISING

Our final fundraiser of the year was our Bootleggers event held

on October 13<sup>th</sup>. The event had 231 attendees raising over \$10,000 for scholarship funding. Planning has already begun for next year's events. We will hold at minimum two fundraising

events in 2017 and potentially changing up our annual fall event to something new.

## CINCINNATI

Kelly Gaddes, Steering Committee Chair

### MEMBERSHIP

- We have 67 members consisting of professionals, educators, students and corporate partners. Our steering committee is established.

### PROGRAMMING

- Beginning with our very first meeting last November, we've held three networking events and one fundraising event. Our first networking event was held at CR architecture + design, the second was at Miller Art Gallery and the third was at FRCH. Our fundraising event was held at the Hotel Covington just before Christmas.

### SCHOLARSHIP

- We have not established a scholarship yet

### FUNDRAISING

- Our first fundraising event was held on December 13<sup>th</sup> at the Hotel Covington. A panel discussion by the owner, developer and purchasing team was held regarding the implementation of the brand and local design influences. Our first fundraiser raised just over \$3,000.00. There were over 50 in attendance.

### OTHER CHAPTER HIGHLIGHTS

- We have our social media going with Facebook. Instagram and Snap Chat coming soon!

### ISSUES THAT CHAPTER WOULD LIKE HELP WITH

- We're just getting started so we're happy to receive any help we can get!!

## DALLAS

Jodi Johnson & Elissa Murry, delegates

The NEWH Dallas chapter has kicked off the year with scheduling all of our monthly events and it is going to be a great one! Our Scholarship Dinner and Life of Design fundraiser are going to be separate this year to change things up in Dallas. We are on the track to have our budget approved this month and we are looking forward to a great 2017.

### MEMBERSHIP

- The Membership Director and Chair has been focusing not only on increasing our general membership, but has already increased our Business Chapter level. The goal is to begin approaching design firms and showrooms to take advantage of this level. The committee has put together a list of advantages to share when speaking with potential Business Chapter level member on benefits. This has also been shared with all board members so we can assist if needed.
- Revamping the Board Buddy system as our membership has grown. The Membership director and chair are responsible for a personal email welcoming any new members with a friendly greeting and an attachment of our events calendar. New members are announced at board meetings and all board members are asked to reach out at events to greet our new members!
- We still maintain a very strong presence at the universities in our territory and continually are pleased to see an increase in our student level memberships. We have a plan in place to visit universities once again and promote the value of our membership as well as promote our scholarship opportunities. We have a great system in place where students can attend a few of our events for free in exchange for them volunteering (check-in, clean-up, etc.). This is a great way for the students to meet many new faces!
- The third annual Membership Golf Drive will be held again this March. There is already a ton of buzz about the event and team "themes" are already being brainstormed throughout the industry. This is a very well attended event and we look forward to increasing our membership even more!



**PROGRAMMING**

*chartered August 12, 1991*

- The Director and Chair have put forth a very complete and aggressive programming schedule for 2017 that has been very successful. With the separation of our Scholarship Dinner and Life of Design event, Programming was able to drop one of their events and really focus on making the other 5 events something special. They have come up with several new "surprise elements" that are sure to entice attendance.
- Our programming events will still try to include some sort of "giving back" opportunity. Whether it be a school supplies drive, can food drive, or Toys for Tots are our holiday party.
- Our programming events continue to have a nice balance of designers/purchasing agents and reps/manufacturers, yet we are still working on getting more ownership groups along with principals to our events- we plan to work closely with our membership team on this effort.
- There is a goal this year to have one event combined with our local IIDA chapter. In addition to an event, we are working closely with the Metrocon committee to have a larger presence at the tradeshow. Possibly a kickoff event hosted by NEWH??



### SCHOLARSHIP

- Applications will be sent out to all of the Universities in our territory within the next month and we are anticipating them to all be submitted by early March in time for Spring Break.
- Once again, the goal is to receive quality applications of candidates instead of focusing on quantity since we are always pulling teeth to get more applicants to sign up.
- The Director and Chair have established dates for deadlines of applications (March 10<sup>th</sup>), first reading of the essays (week of March 27<sup>th</sup>), and personal interviews of potential candidates (week of April 10<sup>th</sup>). All of these steps will be complete by the end of April in order for recipients to receive their scholarships and to be acknowledged at the dinner on May 18th. This scholarship committee is currently being formed as we want to take advantage of the younger new board members to be involved.
- The amount of scholarship funds will be recommended by the

Director and Chair and voted on during our April meeting. The Dallas chapter continues to have a very healthy scholarship budget and will likely offer a total of \$32,000 this year.

- The Scholarship Dinner recognition will be held on Thursday May 18<sup>th</sup> at a venue to accommodate approximately 200 NEWH members and non-members. The Director and Chair want to keep this event as small and intimate as possible to make the best impact for the scholarship recipients.



### FUNDRAISING

- Revamping the event and going back to having a separate fundraising event. This means no sit down dinner or awards-meaning more time to raise money! Deciding to separate the event is due to feedback we have received. Guests were asking for more time network with their peers and bid on auction items. When the dinner was part of the night, it cut that time down significantly.
- The Director and Chair are already off to a great start this early in the year! Venue has been booked and date is set for Friday October 13<sup>th</sup>, 2017. Possible masquerade theme.
- Due to the success of the silent auction last year, we will be repeating it. The committee will focus on more larger ticket items and be more exclusive of what we take in for auction items. We made apx \$13,000 in the auction alone. Goal is to surpass that this year!

- The buzz has already started about the cocktail style event and we already have a number of sponsors ready to toss their hat in the ring for our top level sponsorships!



### MENTORING (E3)

- The E3 Mentoring program which the Dallas chapter started last summer will be coming to an end the night of January 24<sup>th</sup>. There will be a creative charette for all of the mentees and mentors to enjoy one last night all together before the new year of mentoring begins.
- Once again, a group of Mentors who show promise as leaders in the hospitality community selected by Board Members will have the opportunity to mentor to 2-3 junior level mentees. The Mentors and Mentees make up a range of owners, designers, purchasing agents, and architects.
- This year E3 will host a student component as well to create an opportunity for hospitality leaders to mentor approximate 2-3 students from our universities who show interest in our growing industry.

### LAST BUT NOT LEAST

The NEWH Dallas Chapter will be celebrating another great year in 2017! With the guidance from INC and the amazing commitment of Board Members at the local level, the Dallas chapter has evolved into what it is today. Our chapter has had great leaders over the past years and we are happy to have young fresh blood on the board this year to help push us to be even greater in the future. Our Dallas hospitality community is fortunate to be comprised of past, present, and future members of NEWH who continue to participate in all aspects.

## HOUSTON

Toby Artman & Leena Nacy, Delegates

*chartered February 17, 1992*

### MEMBERSHIP

Total of 232 members right now.

- 35- Associate
- 8- Chapter Business Courtesy
- 5- Chapter Business
- 4- Chapter Level Business
- 4- Corporate Partners
- 14- Educational Professionals
- 55- General
- 1- Honorary
- 106- Students

We try to keep our events at new and up to date places for our members to keep their interest in coming to our monthly events. Our membership drive is always a free event where we raffle off a free membership for any new member wanting to sign up for the organization.

### PROGRAMMING

- January- Transition Dinner
- February- Intimate scholarship gala
- March- Social Event
- April- Hotel tour
- May- CEU Event
- June- Membership Drive

- July- Restaurant Tour
- August- Student Day
- September- (OPEN)
- October – Social Event
- November- Scholarship/ Fundraising Event
- December- Food Drive Social

### SCHOLARSHIP

This year to get on track with our calendar year we plan on having a small more intimate scholarship dinner for the 2016 recipients in February. Later on in the year we plan on combining the scholarship and fundraiser to make one big event to raise money as well as award the new 2017 scholarship winners. For the 2016 winners we will be giving out \$25,000.00, increasing the amount from last year by giving out large sums to enhance the appeal of applying.

### FUNDRAISING

This year we will be combining our Fundraiser and Scholarship events with hopes to bring in more money for the chapter and for the students. Doing this will hopefully put less stress on our sponsors, as well as create one big event for our members to look forward too.

### OTHER CHAPTER HIGHLIGHTS

1. Planning on hosting another student day event this year to

promote our scholarship event as well as introduce and incorporating the NEWH initiative a mentoring program to pair up students with professionals. Our student day event has been very successful in promoting our scholarships and our chapter, as well as helping increase our student membership and participation.

- Our first food drive event last year was so successful, we have hopes to double our donations this year and have even more participants.

**ISSUES THAT CHAPTER WOULD LIKE HELP WITH**

- Working with nationals and other chapter's successes to ensure our 2018 tradeshow will be successful.
- Developing strategies to increase our membership and retaining members.
- We moved our Membership drive into the middle of the year to help plan a bigger and better event, and bring in more applicants for the 2017 year. This will give us more time to plan a more successful event.

**LAS VEGAS**

Heather Lloyd, delegate

*chartered March 26, 1991*

**MEMBERSHIP**

- As of January 2017 we have 203 members, out of the 203, 12 are Chapter level Business.
- We are excited to report that our Chapter board members/directors are more diverse than ever and include designers, purchasing agents, ownership, students and vendors. This is a wonderful growth and energy for the board and involvement in our chapter.

**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 showcase and tour is helping increase attendance.
- We have dates pre-planned for the year to assist in providing

ample notice to attendees and increase turn-out.

**SCHOLARSHIP**

- 7 scholarships were awarded for 2016.
- We received 15 applications
- (3) Culinary
- (5) Hospitality/Hotel Administration/Management
- (7) Interior Architecture Design/Architecture
- As of Sept. 2016 have \$71,660 remaining in our scholarship account.
- Goal for 2017: Post scholarship information in all the school advising centers and main offices for more exposure & make it to more class rooms at UNLV and Art Institute for quick presentations.
- Looking to host an event at the schools to inform the students about NEWH and who we are.
- Hospo's 2016 raised total of \$45,002 which included \$32,800 donated as restricted scholarship and \$2,974 for Owners round table event.

**LOS ANGELES**

Tammy Adams, Brandon Brockmiller & Michelle Bass, Delegates

*founded October 1984*

**MEMBERSHIP**

Our chapter has a steady membership of 333 – we brought in 50 new members in 2016 with 3 new CLB memberships. We are working with our recently lapsed members to bring them back into the fold. Again, we are finding that the \$140 cost for a yearly membership are very difficult to pay. We are hoping to get more manufacturers and/or representative firms to sponsor the designers.

**PROGRAMMING**

We ended our 2016 year with an Ugly Sweater Holiday Party. We are launching the new year with a professional head shot event at Philip Jeffries wall covering and Holly Hunt Fabrics showroom at the Pacific Design Center in West Hollywood; that evening we'll also be awarding our 2016 ID design firms: Gensler, SANDdesign, and Rodrigo Vargas Design. We'll be having our annual traditional events that everyone enjoys and we always have a great turnout; those events are The Paint Party, Bowling Membership drive, and have now added our Ugly Sweater Holiday Party.

**SCHOLARSHIP**

After receiving 22 very qualified applicants, our chapter award a total of \$40,000 in scholarships to 7 lucky recipients. Our Scholarship winners came from all aspects of the Hospitality field. One recipient is from USC – the USC School is now looking to get involved with our programming.

**FUNDRAISING**

- We had a very successful 2016 Gala which was held in October rather than December. Our theme was the "Bestie Awards" and honoured our recipients with a glass blown award. We gave away four Bestie awards, they were: Vogue Award: Kay Lang from Kay Lang + Associates; Philanthropy Award: Cassandra Sampson from Lily Jack; Space Envy Award: Gensler; and the Santa Clause Award; Mitch Zerg, MZA.
- We will be participating in the BD West Fashion Show in April in downtown L.A.
- The location is still being determined for our 2017 Scholarship Awards Gala.

**OTHER CHAPTER HIGHLIGHTS**

We have added some dynamic new people to our 2017 board and have continued to add them as we have open positions. Lots of great ideas and they are all making it happen.

**ISSUES THAT CHAPTER WOULD LIKE HELP**

- Membership Junior Designers. We need the energy of the younger designers who are the life blood 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.

**NEW ENGLAND REGION**

Tyler Toothaker, Steering Committee Chair

*(originally chartered November 4, 1992)*

**NO REPORT SUBMITTED**

**NEW YORK**

Morgan Brody & Amanda Tomlinson, delegates

#### MEMBERSHIP

- NEWH NYC is proud to have 500 members. We hope to get increasing each year!

#### PROGRAMMING

- NEWH NYC has planned their calendar for the year. Dates are subject to change, but at the moment, the schedule is as planned:
  1. Monthly Toasty Tuesdays
  2. 1-2 Student Mentoring/Scholarship Events
  3. Monthly Board Meetings

#### SCHOLARSHIP

- NEWH NYC will be releasing the scholarship applications in March. A specific date has not yet been set.
- NEWH NYC is sending one student to NEWH Leadership Conference in Denver
- NEWH NYC will be holding 1-2 Student Mentoring/Scholarship Events in NYC to encourage students to apply and network.

#### FUNDRAISING

- NEWH NYC has planned the dates for our two major

fundraising events for the year

1. Owner's Roundtable Fundraiser – June 7<sup>th</sup> (Day of HD Awards)
2. Product Runway Fundraiser – Nov 12<sup>th</sup> (Night of BDNY)

#### OTHER CHAPTER HIGHLIGHTS

- NEWH NYC is proud to have such a diverse Board consisting of designers, vendors and purchasing agents
- Our VP of Development, Amanda Tomlinson of Meyer Davis is a previous scholarship recipient!

#### ISSUES THAT CHAPTER WOULD LIKE HELP WITH

- NEWH NYC would to get to achieve better relationships with the schools in our Chapter so we can get as many applications as we can to be able to give out the maximum allotted scholarship amount.
- **School visits are key to engage future students and educators. Student members can become a Student Representative and help promote scholarship and membership for the chapter. Hold a student day or an educator event explaining NEWH scholarship criteria and process (template events are available on the NEWH website under Board Resources).**

## NORTH CAROLINA REGION

NO REPORT SUBMITTED

## NORTH CENTRAL

Valentina Castellon & Annette Lucille, delegates

chartered December 11, 2000

#### PRESIDENT – Westin Hammerstrom

YOUR ROLE:

- Individuals I report to:
  - Rebecca Kundysek, Past President and
  - NEWH Inc. Directors and staff
- Individuals who report to me:
  - Valentina Castellon, VP of Development, and Annette Lucille VP of Admin

POSITION GOALS:

#### **Provide my fellow Board Members with clear direction and support in their 2017 roles**

Steps: Stay in constant communication and follow up with fellow board members on progress and deliverables for upcoming events, and offer help whenever possible.

#### **Lead our monthly board meetings**

Steps: Encourage teamwork and involvement of all board members. Keep the personal out, and ensure all business is conducted according to NEWH bylaws.

#### **Complete presidential duties**

Steps: review and sign contracts, review financials on regular basis with treasurer to ensure our chapter is staying profitable, and be sure board votes on major expenditures.

#### **Ensure IBOD attendance and plan for future leaders**

Steps: communicate with my VPs to make sure they attend the meetings and report back to our board after.

#### MEMBERSHIP – Sarah Williams

2016 was a good year for Membership for the North Central Chapter. We have been able to maintain a large amount of our members and have gotten several new associate and general members throughout the year. Included in those new members we have students who are choosing to join our organization and have become involved in different events. Our Membership Drive in May had lower turnout than previous years, but we were able to add 4 new members during that event which we are very excited about. I will take the experiences from this year to improve turnout for next year's drive and to further increase the

total number of memberships.

CURRENT MEMBERSHIP TOTALS:

Associate: 65, Chapter Business Courtesy Member: 8, Chapter Business Member: 5, Chapter Level Business: 6, Corporate Partner Courtesy Member: 8, Corporate Partner Member: 1, Education Professional: 16, General: 51, Honorary: 1, Student: 122  
Grand Total: 283 (+10 from last report)

**SCHOLARSHIP** - Brandie Adams (new director for 2017)

SCHOLARSHIP:

We have 2 awards this year \$3500 and trip to attend 2017 leadership conference in Denver (includes airfare, hotel and conference attendance and a \$2500 award)

GENERAL COMMENTS

We have worked hard to do a better job connecting with our students via social media, school representatives, etc. We are still having a hard time connecting with students from farther out locations like SDSU, NDSU and Iowa State. I would encourage a connection with a professional and student representative at each of those colleges if possible. Still not seeing representation from other close proximity schools (Dunwoody and St. Catherine's) have met with professors from both schools.

**MARKETING DIRECTOR** – Bridget Mугan

YOUR ROLE:

- Individuals I report to:
  - Valentina Castellon, VP of Development, Annette Lucille VP of Admin & Westin Hammerstrom, President
  - NEWH Inc. Directors and staff
- Individuals who report to me:
  - Web Communications & Publications

POSITION GOALS:

#### **Cohesive chapter brand on all platforms**

Steps: generate a 2017 marketing template for all outlets: General Chapter, Social Media & Event Marketing

#### **Strategic & timely delivery of information**

Steps: generate a 2017 calendar of marketing deadlines and

email blasts

**Increased presence and promotion on social media**

Steps: Seek a Web Communications Chair to assist Marketing

**Scholarship winner and Sponsor promotion**

Steps: Generate event posters and email blasts at the beginning of 2017

**New & Fresh branding ideas to target new members**

Steps: Look into new social media marketing ideas, coasters & napkins for events

**Risk – What are the consequence of not meeting goals**

- Failure to communicate upcoming events
- Lack of presence/awareness for the chapter

Budget and Financial Responsibilities

**TREASURER**

1. We are in the black for both our Admin and Scholarship Accounts with healthy amounts to move forward with creating Chapter Budget for 2016. We are hoping to increase our scholarship awards this year by another \$1,000 or more.
2. We have our 2017 Budget completed and are looking forward to our events we have planned in the coming year, including an upcoming Hotel tour of Radisson RED in Mpls and our regional tradeshow in September 2017.
3. We have had full sponsorship of all events thus far this year and are hoping to continue this trend again in 2017 with continued growth and support for our local NEWH chapter.

**SECRETARY**

As the new NEWH North Central secretary (Lindsay Tomski) for the 2016-2017 term, I intend to record, document, and organize the chapter activities in order to provide a historical source of knowledge for board members in the immediate and long term future. I will also actively encourage the NEWH Mission by participating and promoting networking opportunities and organized events that result in more scholarship, education leadership, and business development in the hospitality industry.

In addition to performing my major responsibilities as secretary that include but are not limited to attending all board meetings, taking notes, recording motions, performing roll call, and submitting meeting minutes, I will also ensure I have extensive knowledge about the by-laws and regulations for NEWH meetings so that I may act as a knowledge resource for my board member peers. This will ensure we are acting in compliance with the

nationally established NEWH rules and regulations.

If desired by the rest of the board members and chapter leaders, I will also generate and share additional data compilation graphics and documentation resources that visually compile, organize, and clearly present both historical goals achieved and future goals generated as a progress report. Data organization compiled in this fashion could also help to represent and North Central achievements and goals to industry contacts and perspective North Central participants.

**VICE PRESIDENT/DEVELOPMENT**

JOB PURPOSE:

Develop and facilitate methods of generating revenue + a oversee policy of a program that expands the NEWH, Inc. mission of education through charitable endeavors worldwide. The program should increase the visibility/credibility of NEWH, Inc.

2017 GOALS :

1. Create NEWH Inc. Blog with a focus on International Hospitality.
2. Develop relationships between each respective Chapter + Education Establishments.

**STEPS TO ACHIEVE GOALS**

1. Create an outline platform: i.e. Greeting Gestures, Cultural Nuances, Dining Experience, and Hotel Brands within the Featured Country, etc.
2. Plan a schedule to rotate the responsibility amongst the 25 Chapters within NEWH, so that each features two countries per year.
3. Explore Deployment/Timeline upon approval.

**LONG TERM GOALS FOR THIS POSITION**

1. Establish NEWH Inc. Blog + enhance the educational aspect to participate on an International Platform.
2. Develop stronger relationships with the respective schools in community with our chapters, especially International Students.

**OTHER REPORT ITEMS**

1. Explore Sponsorship Opportunities for NEWH Central i.e. location, monetary funds, donations, etc.

**CHAPTER QUESTIONS**

1. None at this time.

**NORTHWEST**

Sophia Nguyen & Karen Rains, Delegates

**PROGRAMMING DIRECTOR – Karol Hauch**

2017 is off to a great start with our board members planning a trip to the Leadership Conference in Denver, which will also serve as our annual board retreat. Our Seattle and Portland Membership Drives are coming up in February which are being put on by our Membership directors. We are looking forward to putting energy and fresh ideas into the Savor event in July, which will include our student scholarship awards as well as an auction to raise funds for scholarship funds. Savor 2016 went incredibly well and we plan on working with the same plan. Don't fix it if it isn't broken!

As Programming Director, I still need to meet with last year's director and learn how to successfully implement my role. I am also in the process of reaching out to other members and industry professionals to create a Programming Committee for the year.

**FUNDRAISING DIRECTOR – Randa Morgan**

By the second week in January, the Pacific Northwest chapter has identified its six annual sponsorships. We are excited to continue a two-tiered sponsorship program, offering a Platinum

*chartered March 23, 1995*

Level sponsorship at \$5,000.00 and a Gold Level sponsorship at \$3,000.00. This allows us to offer two distinct benefits and fee packages. The chapter has decided to max out annual sponsorships after the first six applicants so that each sponsor is ensure maximum exposure and realize the benefits. NEWH links professionals from every facet of the Hospitality Industry – bringing together the industry's best – and the Northwest chapter is proud to offer a tiered level approach for representation options.

Savor Uncorked, always a much-anticipated event for our PNW chapter, was a huge success due in part to the dedication and hard work from our board members and a NEW perfectly suited venue. We will maintain our venue in part of acoustics, convince of parking, and overall comfort for our members in a larger space at The Foundry in July.

As Fundraising Director, I am honored to be working with our dedicated local board and am excited to continue serving you and our amazing community of design students and industry professionals in 2017.

**SCHOLARSHIP DIRECTOR** – Denise Corso

Our goal for 2017 is to give away \$25,000 in scholarships. One \$10,000 scholarship will be awarded, and 3 to 4 others in varying amounts. The minimum award amount is \$2,500.

We are aiming to have the scholarship open February 6th, 2017, with the deadline for submissions being April 21st, 2017. A committee is being formed to inform students of the scholarship opportunity. Jennifer Fleming is the Scholarship co-chair and Katie Zuidema is assisting in spreading the word. We are visiting local schools in person, and reaching out via e-mail and phone to the professors and financial aid departments at outlying schools.

Two student liaisons have been enlisted – Erica Albertson and Gabrielle Diebner. They are from the University of Idaho and 2016 Scholarship recipients. They will be accompanying us at the Leadership Conference in February. We are actively recruiting additional student liaisons in Seattle and Portland.

The scholarship committee is working with the fundraising committee on the scholarship awards ceremony held in conjunction with the Savor Uncorked fundraiser slotted for July

13th, 2017.

**MEMBERSHIP DIRECTOR** – Sandra Brumbaugh

My plan for the first month is to gather information from past Membership Directors and INC. - best practices, 2017 goal for new members, review/revise target list from last year, what worked what didn't.

**THOUGHTS FOR 2017:**

- I will be looking for someone to join my team that will be interested in taking my place in 2018.
- Hold an appreciation/recruitment event for "Business Memberships" late in the year (timing based on fiscal year membership) to thank existing Business members and recruit new. Maybe a nice quiet location with a speaker and food.
- Have a Membership table at each event.
- Connect with each new member that joins online with a phone call and Swag Bag.
- Create a report based on exit polls from INC. "Why members leave."

I look forward to the Leadership Conference for more ideas.

**ORANGE COUNTY REGION**

**Jessica Wasmer Northover, Steering Committee Chair**

Open positions which need to be filled include:

- Secretary
- Chair elect

Board members to look for suitable candidates and bring them before the board for discussion. We are reaching out to Linda Hinojosa with Tarkett Flooring to see if she would be interested in the Chair-Elect position and Ben Marcus from Gensler to see if he would be interested in Secretary.

Programming- We are currently accepting applications for participants and finalizing judges for the Fashion Runway at BD West.

**PROGRAMMING 2016 RECAP:**

Sundowners:

- Sundowner 1, March 2016 – Mixer included (2) gift give aways, food & beverage
- Sundowner 2, June 2016 – Design Panel of "Top ID" Awardees included a design panel for Q&A for our "Top ID" winners, food & beverage, and music/DJ
- Sundowner 3, September – Wine Tasting & Mixer included wine tasting lesson of 4 wines with cheese pairing options

Scholarship Event:

- Awarded (2) Scholarship winners
- Awarded (1) OC Star winner
- Awarded (3) Top ID winners
- Awarded (2) gift give aways
- Hosted Toys for Tots drive with the help of (2) Marine Corp

members

- Food & Beverage
- Music/DJ

**PROGRAMMING FOR 2017 AGENDA**

Event Pre-Agenda:

- Sundowner 1, March 2017 – Speaker form Branded Speaker Series
- BD West Runway Event, April 2017
- Sundowner 2, June 2017 – Design Panel of "Top ID" Winners
- Sundowner 3, August 2017 – Summer Social Mixer
- Sundowner 4, October 2017 - Speaker form Branded Speaker Series or Design Panel of Different Design Branches in Hospitality
- Scholarship Event, December 2017 - Awards

**MEMBERSHIP**

Our Membership has been up and we are working hard to retain all current members as well as gain new members. We plan on having more programming at our events this year to add value to our membership.

**SCHOLARSHIP**

Our event was held last month and was a huge success. We awarded 2 students \$2500. Write ups and photos for the NEWH magazine and leadership conference will be forthcoming. We are working on sending at least one student to Leadership in February.

**PHILADELPHIA/ATLANTIC CITY**

**James Lyons, delegate**

*September 9, 2008*

**MEMBERSHIP**

- Membership has remained steady throughout the course of the past year. Our focus has been on retention as well as attracting new members
- We are also paying attention to the lapsed memberships in the chapter. We are contacting as many as we can and trying to encourage renewed participation
- As the former membership chair I had encouraged a policy of personally appealing to various design groups and colleagues throughout the course of the year to participate. This met with various degrees of success and over the past couple of months and we have been seeing an increase membership
- Previously we had discussed a "Buddy" system for new

members. This is still in the works

**PROGRAMMING**

- Sarah Waple did a great job throughout 2016 . Sarah has decided to take a break" as she needs to devote more time to such things as work and family. We are in the hunt for a new person. We will continue the "Thirsty Thursday Gatherings on a limited basis. Board meetings will be held on the last Monday of the month
- Regular scheduling of events has seemed to help the attendance factor (thirsty Thursday's) Pursuit of installation sites and historical sites should help to increase activity
- Annual Scholarship fund raiser was moved to December and was very successful. The "Strut Your Stuff" evening was a great

deal of fun, well attended and at the end of the evening raised a significant amount of monies for the chapter. Anne White of Daroff Design chaired the event and did a fine job. Also that evening we awarded two scholarships which were presented by Megan Fitzpatrick to two very happy students and their families

#### **SCHOLARSHIP**

Megan Fitzpatrick will once again be heading the scholarship committee for 2017. Our goal is to be able to award two larger scholarships as opposed to distributing lesser amounts of monies to additional qualifying students. The qualifying process will include attempting to find out if the students intend to stay "local"

In 2016 we distributed \$10,000 in scholarship monies. We would like to increase that amount to at least \$15,000. With that we hope to attract more and better applicants.

#### **FUNDRAISING**

Kristin O'Bara handled fundraising for 2015 and 2016. We are seeking a qualified replacement who will have the same energy and determination as Kristin who will be continuing on in what

we hope will be a different capacity. Again the "Strut Your Stuff" event was very successful and we hope to be able to do the same in 2018 with a similar event. As a group we will be pursuing sponsorships.

#### **SECRETARY**

Shannon Pringle has agreed to continue on as Secretary. Shannon did a fine job in 2016 and will no doubt continue that tradition in 2017

#### **TREASURER**

Courtney Klinger will again be handling the treasurer's responsibilities for 2017 after doing a great job in 2016

#### **SOCIAL MEDIA /MARKETING**

Christina Mecca has done a wonderful job in this position and will continue in 2017. She has been pursuing the development of the quarterly newspaper and we expect to get that going soon

Atlantic City / Philadelphia Chapter is looking forward to 2017 being a great year and we expect to continue to grow into the future

## **PITTSBURGH REGION**

Dina Caruso, Steering Committee Chair

**NO REPORT SUBMITTED**

## **ROCKY MOUNTAIN**

Nicole Brindle & Kyla Chambers, delegates

*chartered December 2, 1991*

#### **MEMBERSHIP**

1. Membership has been identified by the entire board as one of our 3 main goals for 2017!
2. We are re-constructing our Annual Membership Event and would like to emphasize the idea of a "drive" initiative to grow our local membership.
3. The Appreciation Event will also focus more on cementing value for current members and attracting new members.
4. We have identified both Hospitality Resort Management and Culinary areas of the industry that are currently under represented in our chapter. We plan to explore events, educational, mentoring, and other opportunities that will organically grow from our design-heavy membership.
5. We will continue our "buddy program" to pair a board member with each new chapter member to help new members feel welcomed and immediately integrated into our chapter.
6. We have integrated a gift membership into our overall Sponsorship Menu levels (with the sponsoring vendor selecting both their guests and the gift membership recipient).
7. We hope to expand our membership base by focusing on Chapter marketing efforts and creating a task force of marketing via print and social media. This will add an exciting and relevant aspect to our Chapter that we foresee engaging our current and new members through the coming year and beyond.
8. We will reach out to other professional organizations (IIDA, ASID, etc.) to join with them in community events, to increase NEWH awareness and membership.
9. We will work to present high-quality program content to attract designers, architects, etc.

#### **PROGRAMMING**

1. Internal Review Form – build on the success. Be able to hand heads of committees feedback from previous years, task items as a starting point, and any relevant contacts
2. Haute Seat – Meet+Greet Kickoff Meeting – another opportunity to networking and adding value

3. We plan to continue our strong programming for the entirety of 2017, updating as we can to firm up dates and add events.
4. We also plan to utilize feedback from our member survey and aim to plan more tours, panel discussions, etc.
5. We are also working with a local student group to participate in a round table panel discussion event at Colorado State University in the Spring.

#### **SCHOLARSHIP**

1. Our board recently voted to increase our total annual award amount to \$15,000, to be divided as the Scholarship Committee feels appropriate, based on the number and quality of applicants we receive and interview. We may or may not award all of it, and the exact number of scholarships will only be determined by the committee after all interviews are completed.
2. Rocky Mountain Chapter 2017 Scholarship Schedule:
  - a. Scholarship Applications Released November, 2016
  - b. February 17<sup>th</sup>: Deadline for submissions
  - c. Early April: Scholarship interviews conducted from 12-5pm
  - d. Mid-April: Notify applicants and winning recipients
  - e. Late April: Scholarship Event - Haute Seat Design Competition

#### **FUNDRAISING**

1. Our first Annual Sponsorship Menu was well-received in 2016! It made our overall fundraising efforts much easier and we are eager to grow this new asset.
2. The 2017 Annual Sponsorship Menu was sent out at the end of 2016 to capitalize on end-of-year funds. We extended our Early Bird pricing by 1 week, to end January 13<sup>th</sup>. Pricing will then increase to the full value of each sponsorship level package.
3. 2016 proved to be our most successful fundraising year to date, allowing us to increase the value of scholarships that we are able to award.

#### **BRANDING + MARKETING**

1. Get on a consistent, steady social media schedule – get more interaction from Denver community
2. Branding – highlight our scholarship and mentorship mission

- this is what sets our organization apart!
- 3. Educational events – excited to revamp educational events – pair with Incs career development initiative

**OTHER CHAPTER HIGHLIGHTS**

**SAN FRANCISCO BAY AREA**

Johanna Malen & Rachel Wilson, Delegates

*chartered June 1, 2010*

**MEMBERSHIP**

Our new membership director is Katie Kinsey with Dunkirk. She is being mentored by Ginger Raphael, who has held the position in the past. Our current membership 260 members, with key figures as follows:

- Associate Members- 15
- Chapter Business Courtesy Members - 20
- Chapter Business Members - 13
- Company Members - 10
- General Members - 105
- Student Members - 65

**PROGRAMMING**

Angela Rates, our new Programming Director, is well into the planning of our 2017 calendar of events. One of the new initiatives our chapter has tackled this year is an Annual Sponsorship Program. The PDF (draft) is attached showing the levels of sponsorship and the tentative programming schedule for the year. We hope this program helps eliminate some of the pressure the chapter has experienced in the past in solidifying monthly sponsors.

**SCHOLARSHIP**

Kathryn Hill will continue in the role as Scholarship Director.

1. We are working to strengthen our chapter’s internet/social media presence.
  - a. We will continue our quarterly newsletters that highlight our chapter’s events and members.

Alfredo Leon Orea, our Student Rep, will help with our outreach to schools and students this year. He has tremendous insight as a two-time scholarship recipient.

**FUNDRAISING**

On 11/30/16, we held our 2nd Fundraiser of the year - our Scholarship & Top ID Gala. It was held in San Francisco at the exclusive and historic Olympic Club. In addition to acknowledging our 2016 Scholarship recipients, we also honored our 3 Top ID firms, and added a fun Silent Auction/Wreath Design Competition. The event was very well attended, and profitable!

**OTHER CHAPTER HIGHLIGHTS**

We have a significant number of board member attending the Leadership Conference in Denver next month. We have good mix of seasoned as well as new board members. Our goal is to leverage the expertise of our experienced board as well as infuse the ideas and energy of our newer board members.

**ISSUES THAT YOUR CHAPTER WOULD LIKE HELP WITH**

Being open and available to mentoring our new directorships: Programming / Membership / Secretary. Also, making the most of our Regional Trade Show this summer.

**SOUTH FLORIDA**

Jennifer Delmas & Christian Triana, delegates

*chartered October 2, 2003*

**MEMBERSHIP**

- Our chapter has a current enrolment of 192 total members and continues to grow. This number is up 4 members from our last report. We also have 5 Chapter Level Business Members and are close to recruiting an additional 2 based on renewed efforts to point out the benefits of Chapter Business Level Membership.
- We have yet to select the date for a formal membership drive but are incorporating a new feature to all programs this year. In an effort to display membership added benefits, programs this year will continue to be free to members with non-members paying a fee to attend. Additionally, however we will allow non-members to select a “Become a member now” option when RSVPing to encourage more membership. Having only tried this on one event so far has already yielded an additional 3 memberships and 1 additional Chapter Business Level Membership.

**PROGRAMMING**

- Our year has been fully mapped out with Mingles on the 3<sup>rd</sup> Thursday of every month but with a greater focus on adding programs to the mingles and prioritizing TOP ID firms. In an effort to cover the three counties that encompass our chapter, we have continued alternating the Mingles between Miami, Fort Lauderdale and Palm Beach. This year we will extend that just a bit farther and hope to reach some of our members in Fort Myers/Naples by having a program at a destination designed by one of our TOP ID firms there.
- With a nearly fully committed board and committee members, we have mapped out a year that includes more programming during mingles (targeted to local design firms and Top ID).
- We will have a Student focused event in February to help show design students the benefits of membership. This will

be modelled like speed-dating wherein the student will get 10 minutes on a rotation with local designers and principals.

- At the end of the year, we shall be attempting a new program to see if it can become a part of our annual rotation. We shall be organizing a Scavenger Hunt program designed to take place on or near Art Basel where the components will take attendees on a trip through design venues in the area.

**SCHOLARSHIP**

- We are able to recruit a Student Representative for the first time in several years. She was also our selected candidate for attendance at the Leadership Conference as she has already shown an active interest in our chapter and its events.
- Last year we were able to award a total of \$10,000 in scholarships due to successful fundraising throughout the year. This year, our goal remains to award that amount with a serious consideration to raise the amount for 2018 if our additional fundraising efforts prove to be successful.

**FUNDRAISING**

- In May we will continue to host our annual Bowling Fundraiser. This event typically sells out so it will remain a fundraising staple for our chapter.
- The SOFHIE Award event will be the second major fundraiser of the year and will maintain its new date and theme of a Masquerade Ball in late October. Given the success of our event last year and the sponsor interest shown since then, we are confident that we can raise more funds and continue to grow membership levels as a result. The SOFHIE awards will remain an event where we also recognize our TOP ID Firms.
- This year we are added smaller quarterly fundraisers to help diversify our program offering and supplement monies earned. These will be organized by member vendors in an effort to keep administrative costs to a minimum. They will

typically be Wine and Design type of events that will be spread throughout the different counties in our chapter.

**OTHER CHAPTER HIGHLIGHTS**

- We have successfully recruited additional members to fill vacant seats in the Board, more than doubling our number of board members and committee chairs for the 2017 year.
- This year, our board will be sending our President, VP of Admin, VP of Development and Student Representative to the

Leadership conference in Denver. It is also our hope that our Chapter remain in contention for the 2019 venue.

**ISSUES THAT CHAPTER WOULD LIKE HELP WITH**

- We continue to look for ways to increase designer and architect participation and paid memberships.
- We are interested in hosting one of the newly launched BrandED events and would like information on how to do so.
- We are also interested in participating in one of the Women in Business sessions as well.

**SUNSHINE**

Shana McCullough-Downing & Angela Reed, delegates

*chartered September 1, 1996*

**MEMBERSHIP**

Currently the membership is at 230 members as of the beginning of December 2016. The chapter anticipates hosting a Membership drive on February 1<sup>st</sup> in conjunction with our Sundowner, which proves to be one of our most attended Sundowners annually.

**PROGRAMMING**

In closing 2016, the Sunshine Chapter held their annual Toys for Tots drive at Del Frisco's in Orlando, FL. Currently, 2017 looks forward to two (2) CEU events on January 13<sup>th</sup> and 17<sup>th</sup>. In addition to monthly Sundowners (Orlando) and quarterly Thirsty Thursday (Tampa) events, the Sunshine Chapter anticipates Sustainability Tours and is arranging a panel discussion for members prior to the Regional NEWH Tradeshow.

**SCHOLARSHIP**

The 2016 Scholarship Director made great strides in strengthening the relationships between the Sunshine and local schools, while uniting the chapter with out of state schools within the territory. Four (4) scholarship recipients were awarded \$5000 each and Three (3) scholarship recipients were awarded \$1000 each at the 20<sup>th</sup> Anniversary Sunshine Chapter Gala.

**FUNDRAISING**

On October 22, 2016, the Sunshine Chapter hosted their 20<sup>th</sup> Anniversary Gala with a Roaring 1920s theme, held at the Grand Cypress Resort in Orlando, FL. The event opened with an exclusive "Speakeasy" private party where attendees were directed to a back entrance and needed a secret password to enter. Costumed "police officers" came to break the speakeasy up and move the guests into the main gala event. There was an extensive silent auction, dancing, and a very special dinner party.

The dinner honoured the "Core Four" founding members, highlighted past presidents, featured a video of previous scholarship recipients, and awarded \$23,000 in scholarships to students. The Gala event was very well attended and exceeded member expectations.

**OTHER CHAPTER HIGHLIGHTS**

The Sunshine Chapter is arranging another Top ID presentation in September. The event will also feature a student portfolio review with the presenters/industry leaders within the community. We call the event "Connect / Engage / Reveal" with the mission to connect members and students through networking, engage members in helping to select the top companies, and allow designers to reveal their talents through a fast-paced presentation, while showcasing manufacturers in their work. It brings a holistic view of our industry to designers, students, and manufacturers.

**ISSUES THAT CHAPTER WOULD LIKE HELP WITH**

1. As technology evolves, we are finding that emails get lost or buried in our day to day work functions. To assist in event and chapter management the Sunshine Chapter has been exploring use of applications such as BaseCamp to accompany our Google Drive file management. We are hoping that we can gain better organization and board communication.
2. In years past we have struggled with social media and marketing. It is anticipated that with having a designated Marketing Director within the chapter, we will be able to utilize social media to connect with a wider potential and existing member base.

**TORONTO**

Kimberly Bond, delegate

*chartered November 18, 2004*

**MEMBERSHIP**

We are happy to announce Scott Tye is our new Membership Director for 2017 and first time board member. Throughout 2016, we have seen Scott's dedication to the Hospitality Industry. Our Chapter is excited to have him on board!

As of December 2016 Toronto currently holds 170 members.

- Associate: 21
- Chapter Business Courtesy Member: 29
- Chapter Business Member: 7
- Chapter Level Business: 15
- Corporate Partner Courtesy Member: 4
- Corporate Partner Member: 1
- Education Professional: 13
- General: 47
- Students: 33
- GRAND TOTAL: 170**

**PROGRAMMING**

As 2016 came to an end we celebrated our past Programming Director Meredith Whipp. Meredith has devoted herself to NEWH

as a board member for the past 10 years. We cannot thank her enough for her dedication and outstanding hard work. She will be immensely missed by all.

We are happy to announce our new Programming Director and first time board member Demi Melissinou. Demi comes to the Hospitality Industry with an extensive design background. She is an entrepreneur of her own design company. We have no doubt Demi will excel in her role as Programming Director and add her sparkle of design to every event.

Our event calendar for 2017 has not yet been completed. Our first scheduled board meeting will be held on January 9, 2017, where we will be executing our calendar of events/sundowners for the year. As discussed at the end of 2016, our board members voted to decrease the number of events/sundowners held for 2017 down to 5. The reduction of events will allow our chapter to focus on creating more value and education to each event. In addition, we are expecting the decrease will increase the number of attendees to each event.

Our goal outlook for 2017 is to bring our members and

students more value, education, dedication and recognition.

#### **SCHOLARSHIP**

Angela Abolhassani has moved up from Committee Member to Scholarship Director. Angela, a past scholarship Toronto recipient is extremely dedicated to giving back to our industry. As a former student, she will be able to bring creativity, guidance and fresh ideas to our Student community.

Our annual Golf Tournament which is responsible for raising our scholarship funds was a complete success. We are on track to award multiple scholarships for 2017.

#### **FUNDRAISING**

Tyler Burke will continue his role in Fundraising. His goal to start execution on fundraising has already begun!

Our 12<sup>th</sup> Annual NEWH Toronto Golf Tournament & Gala Dinner held at Lionhead Golf Course is set yet again in August 2017. Event date and details TBA. This event hosts the industry leaders, purchasers, designers, hoteliers attending, offering excellent networking opportunities. The golf portion is the feature of the day and we cap the day off with the Silent Auction and Gala dinner. We are very proud of our supporters and

sponsors as this has allowed NEWH Toronto to award over \$130,000.00 in Scholarships to our future leaders in our industry.

#### **MARKETING/SOCIAL MEDIA**

Lisa Cote-McKain will continue her role as Marketing & Social Media Director.

Social Media Platforms such as Facebook & Instagram. Lisa has encouraged our board and committee members to share events on social media outlets as much as possible and submit any stories that can be posted. Photos are required from previous events to be uploaded on the website and shared on all social media platforms to excite members and increase viewership. Our chapter goal is to engage viewers on a weekly basis with current news.

#### **ISSUES THAT CHAPTER WOULD LIKE HELP WITH**

With regards to Social Media; our board and committee members have been asked on a monthly basis to submit industry news in order for us to keep our members engaged on Social Media. We are lacking in the submissions from our board and committee members.

## **UNITED KINGDOM**

Jonathan Young, delegate

#### **MEMBERSHIP**

UK Chapter membership is still holding steady at around 80 members. Moving into 2017, Kathryn Quinn is taking over Marketing and Libby Bull has joined the board, working in Scholarship.

Wimberley Interiors, the Walker Greenbank Group and JD Interiors Solutions have expressed an interest, but have not yet joined.

#### **PROGRAMMING**

The hotel tour was set for Marriott County Hall, which was sold out with a wait list. However, due to a WW2 bomb being found in the Thames, the property had to be evacuated. The hotel is keen to have the event rescheduled; we are hoping to select a date in February. The Origami event hosted in the Fall was a success and we are planning to do something similar later in the year. The Para-Olympian event is set for March; we are looking at having an all-female panel and a Q&A session. We have decided to not host breakfast at Decorex and we are currently looking at other options for Sleep. With all the industry events being held during the week of Sleep, breakfast becomes a struggle for people and the attendance is low.

#### **SCHOLARSHIP**

We will award three scholarships again this year. If we can award an additional one, we will. We are focusing on developing a

*chartered June 12, 2002*

relationship with Woods Bagot and their intern program as well. We are considering two of the scholarships for Ravensbourne and one for Woods Bagot. Libby Bull from GA Design will be developing the judging process with the aim of getting the other designers more involved, to include site visits with the students, etc.

#### **FUNDRAISING**

Our main Fundraising Event is the Annual Scholarship Award. Discussion of potential venues and planning for 2017 are underway. Discussions continue regarding the NEWH London Tradeshow on the same day and venue as our Fundraiser! We are working out the best timings to maximize turnout and are hoping to finalize the location soon.

#### **OTHER CHAPTER HIGHLIGHTS**

RPW designed the Marriott County Hall where the January hotel tour was being held. They were going to be involved and assist with the tours. Ariane is looking at speaking at other events we are hosting as well.

#### **ISSUES THAT CHAPTER WOULD LIKE HELP WITH**

Membership and sponsorship specifically, and trying to leverage US design firms who have a presence in the UK and suppliers looking to breakthrough into Europe. The NEWH London Tradeshow and Fundraiser 2017!

## **VANCOUVER REGIONAL**

Derek Sousa, steering committee chair

#### **MEMBERSHIP**

As of December 7, 2016 Vancouver Regional Group has **145** total members; **15** Associate Members, **12** Chapter Business Courtesy Members, **2** Chapter Business Members, **6** Chapter Level Business Members, **2** Corporate Partner Courtesy Members, **8** Education Professional, **20** General and **80** Student.

#### **PROGRAMMING**

2016 saw 4 programming events with one being a student portfolio review that was incredibly well received along with our 6<sup>th</sup> "The Annual" year-end event that took place on November 16 at the Sheraton Wall Centre. It was very well attended with over 100 attendees including a great 50/50 designer/supplier split.

We had room tours provided by our title sponsor Berman Falk as the rooms were recently renovated and designed by CHIL. This event also saw Hager Design International, CHIL and SSDG win

our 3 TOP ID awards that were designed by Nathan Allan Glass Studio. The main highlight of this event was awarding Leanna Cheung our \$2,500 NEWH Vancouver Region scholarship. Vivian Haber of MR Evans, our Gold Sponsor for this event shared the following incredible feedback:

*Good afternoon Chris and Sheila,*

*We had the honor of sponsoring and attending the recent NEWH event at the Sheraton Wall Center, wearing multiple hats (agents for BermanFalk), as well as long time representative for M R Evans Trading. We have been members since the inception of the Vancouver chapter, and I have personally attending most events.*

*Thursdays was by far the best event held – it was professional, inspirational, extremely well organized, planned and MC'd. The balance between designers and reps /*

*manufacturers was nearly balanced (a first for us). The venue was perfect; subtly festive, food delicious and ample. So in all humbleness, **my greatest gratitude to Alex Jones and Derek Sousa** (and the team behind them) who worked tirelessly to make this event happen. My gut tells me that they personally did the bulk of the work. Well done!!!!!!*

*This format is what should be aimed for at least once a year – bringing together future and current designers in one event.*

*My only comment / constructive criticism – I'm not sure all local designers were aware of the "design competition/ awards"; many of the designers' just get too much email, and maybe multiple notifications need to go out. As a local member (supplier) I was not aware of it either; if I were, I could talk it up to my clients on behalf of newh.*

*That's it – it was a FABULOUS event – Thank you team NEWH, Vivian*

We are soon to host our Trivia Night sundowner on February 7<sup>th</sup> and this will be the first time we do this so we are incredibly excited to host an evening that will be a fun and exciting was to network. We also have some ideas for our paid programming event venues so it is a matter of a few more NEWH meetings for those to have coordination begin.

#### **SCHOLARSHIP**

1. As aforementioned, Leanna Cheung received her full scholarship of \$2,500 at the year-end event on November, 16th. The monies have been transferred to her school of Kwantlen Polytechnic University already.
2. Santi Arcila, Scholarship, will initiate the application process

again in a month and his new position as instructor at British Columbia Institute of Technology will be incredibly valuable to mentor and provide insight of upcoming NEWH opportunities to the student board.

3. We have a strong student membership and their involvement is tremendous so we will focus efforts to find more value for them such as planning to host our student portfolio event again but in the fall of 2017.

#### **OTHER CHAPTER HIGHLIGHTS**

1. Our succession plan is already in place with so much interest from our community with volunteer involvement so we are looking to have a few of these members shadow us in meetings and activities so they learn the ropes and can easily move into a board position when the next transition occurs. Those that transition out we'd like to see active in NEWH activities. It seems for our region board members seemed to be fatigued from their responsibilities and have little future involvement other than attending events once they've transitioned out of a board.
2. Derek Sousa, Chair for the NEWH Vancouver region, is excited about being profiled for the upcoming NEWH Magazine and Santi Arcila, Scholarship, will have an incredible opportunity to be filmed as part of a NEWH video to showcase previous ICON Scholarship winners.

#### **ISSUES THAT CHAPTER WOULD LIKE HELP**

Growing General Memberships although we see an increase in interest where 3 memberships were generated from our past event.

## **WASHINGTON DC METROPOLITAN**

Monica Meade & Jeffrey Sherman, delegates

*chartered November 6, 1992*

**NO REPORT SUBMITTED**

**ADDENDA**

**MOTION TO APPROVE MINUTES**

Date: November 12, 2016

Motion Number: 1

I, \_\_\_\_\_, move to approve the minutes as presented / as corrected.

Motion seconded by: \_\_\_\_\_

VOTE COUNT: STATUS OF MOTION:  
 YEA: \_\_\_\_\_ NAY: \_\_\_\_\_ ABSTENTION: \_\_\_\_\_ Carried:  Defeated:

**MOTION TO APPROVE 2017 BUDGET**

Date: November 12, 2016

Motion Number: 1

I, \_\_\_\_\_, move to approve the minutes as presented / as corrected.

Motion seconded by: \_\_\_\_\_

VOTE COUNT: STATUS OF MOTION:  
 YEA: \_\_\_\_\_ NAY: \_\_\_\_\_ ABSTENTION: \_\_\_\_\_ Carried:  Defeated:

**MOTION TO ADJOURN**

Date: November 12, 2016

Motion Number: 2

I, \_\_\_\_\_, move to adjourn the NEWH, Inc. Board of Directors Meeting.

Motion seconded by: \_\_\_\_\_

VOTE COUNT: STATUS OF MOTION:  
 YEA: \_\_\_\_\_ NAY: \_\_\_\_\_ ABSTENTION: \_\_\_\_\_ Carried:  Defeated:

**NEWH CODE OF ETHICS**

Members of the NETWORK OF EXECUTIVE WOMEN IN HOSPITALITY, INC. shall conduct themselves honorably so as to maintain the integrity of the organization. To that end, each member shall adhere to the following code of ethics:

1. Each member shall hold membership in the NETWORK OF EXECUTIVE WOMEN IN HOSPITALITY, INC. as a privilege and a responsibility and shall abide by the By-Laws.
2. Each member is obligated through personal and professional conduct to uphold and maintain beyond reproach the dignity of the NETWORK OF EXECUTIVE WOMEN IN HOSPITALITY, INC.
3. Each member shall recognize and respect the professional standards of the NETWORK OF EXECUTIVE WOMEN IN HOSPITALITY, INC. members and shall encourage the highest level of cooperation of the members.
4. No member shall use the position as Officer, Director or member of the NETWORK OF EXECUTIVE WOMEN IN HOSPITALITY, Inc. to gain purely personal advantages in advertising, merchandising, or promotion. Members are encouraged to use the initials NEWH after their names on business stationary and business announcements.
5. The name NETWORK OF EXECUTIVE WOMEN IN HOSPITALITY, INC. may be used officially only by the NETWORK OF EXECUTIVE WOMEN IN HOSPITALITY, INC. and its authorized chapters. An individual may, with the written approval of the NEWH, Inc. Board of Directors of the NETWORK OF EXECUTIVE WOMEN IN HOSPITALITY, INC., use the name of the organization in connection with the sponsorship or co-sponsorship of an industry activity.

6. A member may not use the membership directory as a mailing list for commercial purposes nor permits its use by a nonmember for any purpose. NEWH mailing lists shall be available to other organizations within the Hospitality or related industries, only as approved by the NEWH, Inc. Board of Directors and are not to be used for commercial purposes. List members may request in writing that their names be deleted from any mailing list provided to another organization.
7. Members who misrepresent their professional qualifications at any time will be subject to disciplinary action by the Chapter Board of Directors.
8. Any conduct which is detrimental to the best interests of the NETWORK OF EXECUTIVE WOMEN IN HOSPITALITY, INC. may result in disciplinary action by the NEWH, Inc. Board of Directors.

## **Leadership**

A member who is elected or appointed to one of these positions acquires a second set of rights and responsibilities, in addition to those which are theirs as a general member.

### **Rights**

It is the right of NEWH, Inc. Leaders to:

- Receive adequate and competent direction and support from other leaders of the organization;
- Have the support and cooperation of the membership of the organization;
- Depend on the membership to accord them the courtesies of meeting protocol and group etiquette; and
- Expect support of the industry when organization sponsored events serve industry interests.

### **Responsibilities**

As an NEWH, Inc. Leader it is their responsibility to:

- Know the duties of the position to which they were elected or appointed;
- Review the tenets and objectives of the organization;
- Review the NEWH, Inc. By-Laws and Board Handbook for policies of the organization and the position to which they were elected or appointed;
- Act with the care that a reasonably prudent person in a similar position would use to perform their duties under similar circumstances, and must perform their duties in good faith and in a manner they reasonably believe to be in the best interest of NEWH, INC.;
- Use disciplined judgment in making fiscal decisions;
- Refrain from engaging in personal activities which would injure or take advantage of NEWH, INC.;
- Not use their position of trust and confidence to further their private interests;
- Study and practice good leadership skills and techniques;
- Serve all members, not just a selected few; and
- Bring genuine interest, enthusiasm and sufficient time to their duties to discharge their responsibly.

### **They Will Not**

- Realize secret profits or unfair gain through personal transactions with or on behalf of the NEWH, INC.;
- Compete with NEWH, INC. to its detriment;
- Usurp an opportunity of NEWH, INC.;
- Realize personal gain from use of material, non-public information; and
- Will avoid even the appearance of a conflict of interest.

### **NEWH Board Code of Ethics**

As a member of the Board of Directors of NEWH, Inc. or any of its chapters, I will:

- Represent the interest of all the people served by this nonprofit and not favor special interest inside or outside the organization
- Not use the nonprofit or my service on the board for my own personal advantage or for the advantage of my friends, relatives or supporters
- Keep confidential information confidential
- Respect and support majority decisions by the board
- Approach all board issues with an open mind, prepared to make the best decisions for everyone involved
- Prior to election or appointment, disclose any personal, professional or legal matters that might reasonably cause embarrassment if subsequently associated with my NEWH leadership position, including without limitation any conviction of a felony or crime of moral turpitude, termination of employment for cause, and involuntary dismissal from a position of leadership in another nonprofit organization.
- Do nothing to violate the trust of those who elected or appointed me to the board or those served
- Focus my efforts on the mission of this nonprofit and not on my personal goals
- Never exercise authority as a board member except when acting in a meeting with the full board or as I am delegated by the board
- Consider myself a "trustee" of this nonprofit corporation and do my best to ensure that it is well maintained, financially secure, growing and always opening in the best interest of those we serve
- I have read, understand and agree to abide by this Code of Ethics

## **SUCCESSION PLANNING: NEWH, Inc. Board of Directors Eligibility Policy**

NEWH, Inc. and its chapters are governed by the NEWH, Inc. Executive Committee, Board of Directors, and House of Delegates. The governing body is made up of representatives of all NEWH, Inc. chapters worldwide. Each member of the NEWH, Inc. Governing body shall:

- Know the duties of the position to which they were elected or appointed;
- Review the code of belief and objectives of the organization;
- Review the By-laws and the Procedure Manual for policies of the organization and the position to which they were elected;
- Act with the care that a reasonably prudent person in a similar position would use to perform their duties under similar circumstances, and must perform their duties in good faith and in a manner they reasonably believe to be in the best interest of the NEWH, Inc.;
- Refrain from engaging in personal activities which would injure or take advantage of the NEWH, Inc.;
- Not use their position of trust and confidence to further their private interests;
- Realize secret profits or unfair gain through personal transactions with or on behalf of the NEWH, Inc.;
- Compete with the NEWH, Inc. to its detriment;
- Usurp an opportunity of the NEWH, Inc.;
- Realize personal gain from use of material, non-public information;
- Will avoid even the appearance of a conflict of interest;
- Study and practice good leadership skills and techniques;
- Serve all members, not just a selected few;
- Bring genuine interest, enthusiasm and sufficient time to their duties to discharge their responsibly; and
- Understand the actions of the Executive Committee and Board of Directors and report back to the Chapter Board of Directors.

### **House of Delegates**

The chapter representatives will sit in the House of Delegates, a non-voting section of the NEWH, Inc. Board of Directors. In addition to the above, the Delegate shall:

- Identify needs of chapters and flush out before bringing to the NEWH, Inc. Board of Directors;
- Participate in special focus groups; and
- Understand the actions of the Executive Committee and Board of Directors and report back to the Chapter Board of Directors

*The delegate is elected for a two (2) year term and may hold the position of delegate for five (5) concurrent terms before leaving the NEWH, Inc. Board of Directors. Each chapter elects one or more delegates based on the number of members in good standing at the time of election. A member of the House of Delegates may run for a position on the NEWH, Inc. Board of Directors after serving two (2) years in the House of Delegates.*

### **Board of Directors**

The Board of Directors conducts the business of NEWH, Inc. at board meetings held three times per year. Each Director has responsibility for a specific area of the business of NEWH, Inc. and shall form a committee to help conduct that business. In addition to the above, the Director shall:

- Conduct the business of the organization;
- Establish a committee to help conduct NEWH, Inc. business and to create a larger knowledge base within the organization;
- Facilitate a minimum of two (2) conference calls per year with chapter board members; and
- Understand the actions of the Executive Committee and Board of Directors and report back to the Chapter Board of Directors.

*The NEWH, Inc. Board of Directors is elected bi-annually from the seated board members and the members of the House of Delegates. To be eligible to hold a position on the Board of Directors, the person must have sat in the House of Delegates for two terms and not have been off the governing body for more than four (4) consecutive years. A member can only serve three (3) consecutive terms on the Board of Directors.*

### **Executive Committee**

The Executive Committee of NEWH, Inc. conducts the business of NEWH, Inc. between the regularly scheduled board meetings. Officers of NEWH, Inc. are responsible for the Directors listed under them on the NEWH, Inc. Organizational Chart. In addition to the above, the Director shall:

- Conduct the business of the organization;
- Participate in semi-monthly Executive Committee meetings held via teleconference calls; and
- Provide leadership to those Directors in their immediate reporting relationship.

*NEWH, Inc. Officers are elected bi-annually from the current Executive Committee and seated Board of Directors. To be eligible to hold a position on the Executive Committee, the person must have sat on the Board of Directors for one term (2 years) prior to running. A member holding an elected position Executive Committee can only serve three (3) consecutive terms.*

## **TWELVE PRINCIPLES OF GOVERNANCE THAT POWER EXCEPTIONAL BOARDS**

Exceptional boards add significant value to their organizations, making a discernible difference in their advance on mission. Good governance requires the board to balance its role as an oversight body with its role as a force supporting the organization. The difference between *responsible* and *exceptional* boards lies in thoughtfulness and intentionality, action and engagement, knowledge and

communication. The following twelve principles offer **chief executives** a description of an empowered board that is a strategic asset to be leveraged. They provide **board members** with a vision of what is possible and a way to add lasting value to the organization they lead.

### **CONSTRUCTIVE PARTNERSHIP**

Exceptional boards govern in constructive partnership with the chief executive, recognizing that the effectiveness of the board and chief executive are interdependent. They build this partnership through trust, candor, respect, and honest communication.

### **MISSION DRIVEN**

Exceptional boards shape and uphold the mission, articulate a compelling vision, and ensure the congruence between decisions and core values. They treat questions of mission, vision, and core values not as exercises to be done once, but as statements of crucial importance to be drilled down and folded into deliberations.

### **STRATEGIC THINKING**

Exceptional boards allocate time to what matters most and continuously engage in strategic thinking to hone the organization's direction. They not only align agendas and goals with strategic priorities, but also use them for assessing the chief executive, driving meeting agendas, and shaping board recruitment.

### **CULTURE OF INQUIRY**

Exceptional boards institutionalize a culture of inquiry, mutual respect, and constructive debate that leads to sound and shared decision making. They seek more information, question assumptions, and challenge conclusions so that they may advocate for solutions based on analysis.

### **INDEPENDENT-MINDEDNESS**

Exceptional boards are independent-minded. They apply rigorous conflict-of-interest procedures, and their board members put the interests of the organization above all else when making decisions. They do not allow their votes to be unduly influenced by loyalty to the chief executive or by seniority, position, or reputation of fellow board members, staff, or donors.

### **ETHOS OF TRANSPARENCY**

Exceptional boards promote an ethos of transparency by ensuring that donors, stakeholders, and interested members of the public have access to appropriate and accurate information regarding finances, operations, and results. They also extend transparency internally, ensuring that every board member has equal access to relevant materials when making decisions.

### **COMPLIANCE WITH INTEGRITY**

Exceptional boards promote strong ethical values and disciplined compliance by establishing appropriate mechanisms for active oversight. They use these mechanisms, such as independent audits, to ensure accountability and sufficient controls; to deepen their understanding of the organization; and to reduce the risk of waste, fraud, and abuse.

### **SUSTAINING RESOURCES**

Exceptional boards link bold visions and ambitious plans to financial support, expertise, and networks of influence. Linking budgeting to strategic planning, they approve activities that can be realistically financed with existing or attainable resources, while ensuring that the organization has the infrastructure and internal capacity it needs.

### **RESULTS-ORIENTED**

Exceptional boards are results-oriented. They measure the organization's progress towards mission and evaluate the performance of major programs and services. They gauge efficiency, effectiveness, and impact, while simultaneously assessing the quality of service delivery, integrating benchmarks against peers, and calculating return on investment.

### **INTENTIONAL BOARD PRACTICES**

Exceptional boards purposefully structure themselves to fulfill essential governance duties and to support organizational priorities. Making governance intentional, not incidental, exceptional boards invest in structures and practices that can be thoughtfully adapted to changing circumstances.

### **CONTINUOUS LEARNING**

Exceptional boards embrace the qualities of a continuous learning organization, evaluating their own performance and assessing the value they add to the organization. They embed learning opportunities into routine governance work and in activities outside of the boardroom.

### **REVITALIZATION**

Exceptional boards energize themselves through planned turnover, thoughtful recruitment, and inclusiveness. They see the correlation between mission, strategy, and board composition, and they understand the importance of fresh perspectives and the risks of closed groups. They revitalize themselves through diversity of experience and through continuous recruitment.

**BUDGET AT A GLANCE**

**MEMBERSHIP DIRECTORY – WEBSITE REVISION**



(646) 654-7621

Contact Me

www.hdmag.com

(646) 654-7626

85 Broad Street 11th Floor  
New York, NY 10004  
USA



**MICHAEL ADAMS**

NEW YORK

Hospitality Design/Emerald Expositions  
Editorial Director

**Chapter:** Northwest

**Membership:** Corporate Partner Courtesy Member

**Company Profile:** Hospitality Design has served as the premier design publication in the hospitality industry, including hotels, resorts, restaurants, casinos, cruise ships, spas, timeshares, and senior living facilities for 26 years. By featuring the accomplishments of established and up-and-coming designers, we set out to teach and inspire our readers, both in the design community and owner-operators, by delivering news, commentary, and trends.

**Professional Profile:** Insert information about your professional profile here. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse.

**Background/Experience:** Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

**Personal Profile:** Insert information about your personal profile here. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

**Education:** University of Wisconsin

**Organizations/Associations:** Org Name Here, Second Here, Third Here

**Interests:** Technology, Art, Music

**Projects**



**Videos**



## PAST MEMBER SURVEY



We miss you... why did you leave NEWH?

Dear Diane,

As a past member of NEWH, we'd love to know the reasons. We invite you to take a 3-minute survey... your anonymous answers will give us valuable feedback to improve NEWH members' experience.

[Click here to let us know](#)

On behalf of NEWH, we sincerely thank you for your past membership.

If you have any questions regarding your NEWH membership, please contact our office at 800-593-6394 or email [newh.membership@newh.org](mailto:newh.membership@newh.org)

What is your professional area of expertise?

What were your primary reasons for joining NEWH?

How long have you been an NEWH member? With what chapter or region?

Overall, how satisfied are you with NEWH?

What did you like best about being an NEWH member? What did you like the least?

How many NEWH events have you attended in the last 12 months?

Do you believe you were adequately informed of NEWH events?

Did you feel welcome into NEWH?

Who paid for your NEWH membership dues?

Please indicate three top reason(s) for not renewing your membership:

- I thought I had renewed\*
- Did not know how to renew\*
- My financial situation has changed and membership is no longer affordable
- My company will no longer contribute to my membership
- I am no longer employed in the hospitality industry
- Retired (Please note: retired members are eligible for reduced dues\*)
- I am unfamiliar with what the organization does
- Meeting times/locations are not conducive to my schedule
- I do not have time to be involved in the organization
- I do not think the organization is effective or of value (programs, services, etc. do not meet my needs)

Please rate the following:

- NEWH provided me with opportunities to network with industry professionals.
- My NEWH membership was essential to my career success.
- NEWH scholarships and student programs contribute to the future of the hospitality industry.
- NEWH is the recognized voice of the hospitality industry.

Are you a member of the following professional organizations? (check all that apply)

- ASID
- IIDA
- Other

If so, how would you compare them to NEWH?

What is the one thing NEWH could do to entice you to become a member again?

What could be done to improve the NEWH experience for new members?

Would you like to be contacted by NEWH about your responses?

## REGIONAL TRADESHOW MASTER SPREADSHEET

## NEWH BRANDED PROGRAMS

### WOMEN IN BUSINESS



Join us for a rousing conversation with women business owners...

**WHAT EXPERIENCE HAS TAUGHT US.....**

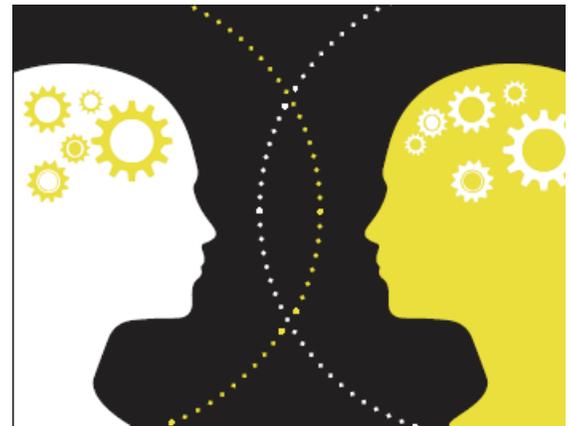
- How to Develop Your Own Brand
- The Fine Line between Confidence and Arrogance, Can You Differentiate?
- Fortitude ... What it takes to Stay the Course
- The Art of Negotiation
- The Politics of Doing Business




<p><b>Ani Ruiz Chang</b> Principal, Sem Fim</p> <p><b>Gretchen Gilbertson</b> CEO, Séura Incorporated</p> <p><b>Deborah Herman</b> Principal, Fabric Innovations</p> <p><b>Mandy Li</b> President, Mandy Li Collection</p>	<p><b>Elizabeth Moore</b> Vice President, Masland Hospitality</p> <p><b>Randy Rubin</b> Principal, Crypton Fabrics, Inc.</p> <p><b>Lisa Villarreal</b> President &amp; CEO, Lilyjack</p> <p>Local, high profile, women in architecture, design and purchasing will also join the panelists.</p>
--	---

See us at your local NEWH Chapter

### NEWH MENTORING



## INSPIRE AND BE INSPIRED!



SPEND TIME WITH AN INDUSTRY LEADER TO

- Build Leadership skills
- Understand your goals and possibilities
- Learn to work efficiently and productively
- Network to build relationships
- Discover your priorities

This is your opportunity to sit down with a well known, industry professional for an in depth mentoring discussion which will assist you in focusing on personal and professional growth within your hospitality field of interest. The mentoring program will provide you with support for an additional six months.

Seize the opportunity today by going to <http://newh.org/resources/mentorship/>. Fill out the form and let us know of your interest. We will contact you when we have an event set up with your chapter. Limited space available.

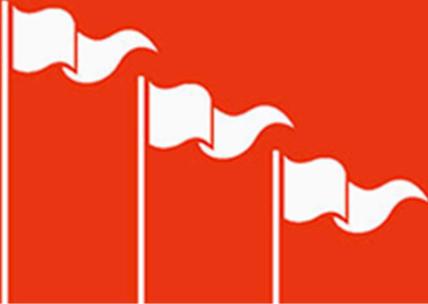
## HERE'S HOW IT WORKS

### NEWH, INC

takes our mission of scholarship, education and leadership seriously. We believe that with the correct tools, mentor opportunities and networking, our students, new graduates and young professionals will have success in their hospitality industry careers. To further support that mission, NEWH is launching a mentorship program. The program is specifically designed to support students, new graduates and young professionals who are entering the hospitality industry. We will be presenting a series of programs for each of the following disciplines: Interior Design, Procurement, Sales, and various aspects of Hospitality Management. Education is the cornerstone of NEWH and we hope you will join us as we enlighten, educate and share growth opportunities for our membership and the industry at large.

INTERESTED IN LEARNING MORE ABOUT THE PROGRAM AND HOW TO GET INVOLVED? SHOOT US AN EMAIL!

SANDY BANKS  
SANDY@SANDYBANKS.COM



# Thurs Aug 4

The Alford Inn | Winter Park, FL 32789  
2:00 – 5:30 pm

# Branded

An Educational + Networking Event Sponsored by NEWH, Inc.

## Speakers



**Eric Nicolas**  
Director Innovation & Design



**Shannon K. Davis**  
Director, Plan Review



**Stephano Delorenza**  
Associate Manager,  
Architecture & Design  
Program Lead, Design  
Immersion

## Designers + Architects

Don't miss this extraordinary business opportunity to learn about IHG brands and what they see in the future.

### AGENDA

- 2:00 – 2:30 Registration
- 2:30 – 4:30 IHG Presentation
  - Meet IHG
  - IHG America's family structure
  - Lifecycle of a project
  - Brands and brand design
  - PIP/Plan review process
  - Design immersion
  - Example projects
- 4:30 – 5:00 Q & A
- 5:00 – 5:30 Networking

**RSVP Required: [www.newh.org/sunshine/branded](http://www.newh.org/sunshine/branded)**  
**Limited seating — Register Now!**  
 \$45.00 members and \$75.00 non members  
 Complimentary parking for attendees.



\*IHG® Rewards Club not applicable to Kimpton® Hotels & Restaurants; to be included at a future date.

## NEWH, INC. INSTAGRAM GUIDELINES

### Goal:

Grow awareness to NEWH through Instagram by displaying images that showcase our mission and events that are happening on an International and Chapter level.

### Objectives:

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

### Ideas of what to post:

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

### What **NOT** to do/post on Chapter or NEWH Inc Instagram pages:

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

### Chapter Guidelines:

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

### Hashtags:

#Hospitality Industry  
#Raisingmoneyforscholarships  
#NEWHInc  
#donate  
#nonprofits  
#hospitalitydesign

#leadership  
#education  
#hospitalityscholarships

### Tags:

@NEWHInc  
@chapter (i.e. @NEWHDallas, @NEWHAtlanta, etc.)

Non-Profits to follow on Instagram for inspiration

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

Please follow NEWH, Inc. on Instagram @NEWHInc

## NEWH/INDUSTRY CALENDAR

2017			
15-17 Feb	HD Summit	La Cantera Resort, San Antonio, TX USA	www.hdsummit.com
21-23 Feb	Boutique Design Winter Forum	The Lodge at Vail, Vail, CO	
7-Mar	<b>NEWH Regional Tradeshow-Orlando</b>		<a href="http://newh.org/events-list/newh-regional-tradeshows/">http://newh.org/events-list/newh-regional-tradeshows/</a>
7-Mar	HD CitySCENE Atlanta		
7-10 Mar	Maison & Objet Asia	Marina Bay Sands, Singapore	www.maison-objet.com/en/asia
15-16 Mar	New York Build 2017	Javitz Convention Center, New York, NY	
22-Mar	HD CitySCENE Los Angeles		
22-24 Mar	Hunter Hotel Investment Conference	Atlanta Marriott Marquis, Atlanta, GA	www.hunterconference.com/
26-30 Mar	ARDA World Annual Convention & Expo	Hyatt Regency, New Orleans	<a href="http://www.arda.org">http://www.arda.org</a>
22-24 Mar	<b>Milliken Experience</b>		
6-7 Apr	BDwest	Los Angeles Convention Center, Los, Angeles	www.boutiquedesignwest.com/
11-14 Apr	AAHOA	Henry B. Gonzalez Convention Ctr., San Antonio	<a href="http://aahoa2017.streampoint.com/">http://aahoa2017.streampoint.com/</a>
19-Apr	HD CitySCENE Chicago		
22-27 Apr	Highpoint Market	Highpoint, NC	www.highpointmarket.org
1-May	<b>NEWH Founders Circle</b>	Mandalay Bay Convention Center, Las Vegas	
2-May	<b>NEWH, Inc. Board of Directors Meeting</b>	Mandalay Bay Convention Center, Las Vegas	
3-5 May	HD Expo	Mandalay Bay Convention Center, Las Vegas	
15-17 May	Boutique Design Hospitality Match	The Francis Marion Hotel, Charleston, SC	
18-May	<b>NEWH Regional Tradeshow-Hawaii</b>	Hyatt Regency Waikiki Beach Resort & Spa	<a href="http://newh.org/events/newh-regional-tradeshow-honolulu-hi-2017/">http://newh.org/events/newh-regional-tradeshow-honolulu-hi-2017/</a>
20-23 May	NRA Show	McCormick Place, Chicago, IL	
23-May	HD Siteseeing	New York, NY	
4-6 Jun	NYU Investment Conference		
7-Jun	HD Awards	New York, NY	
7-Jun	Boutique Hotel Investment Conference	The Times Center, New York, NY	
13-Jun	HD CityScene Washington DC		
12-14 Jun	NeoCon	Merchandise Mart, Chicago, IL	
14-15 Jun	NextGen	Washington DC	<a href="http://www.hdnextgenforum.com">http://www.hdnextgenforum.com</a>
25-27 Jun	HOTEC Design	Palm Beach, FL	<a href="http://www.hotecglobal.com/design">http://www.hotecglobal.com/design</a>
25-28 Jun	Hospitality Match	Charleston, SC	
26-29 Jun	HITEC		
22-Jun	<b>NEWH Regional Tradeshow-United Kingdom</b>	date tentative	<a href="http://newh.org/events-list/newh-regional-tradeshows/">http://newh.org/events-list/newh-regional-tradeshows/</a>
24-Jul	Boutique Design Summer Forum		
30 Jul - 3 Aug	Las Vegas Market		
24-Aug	<b>NEWH Regional Tradeshow-San Francisco</b>		<a href="http://newh.org/events-list/newh-regional-tradeshows/">http://newh.org/events-list/newh-regional-tradeshows/</a>
Sep	Boutique Design Fall Forum		
Sep	Boutique Lifestyle Leadership Symposium		
12-Sep	HD CitySCENE New York		
14-Sep	<b>NEWH Regional Tradeshow-Minneapolis</b>		<a href="http://newh.org/events-list/newh-regional-tradeshows/">http://newh.org/events-list/newh-regional-tradeshows/</a>
Oct	<b>NEWH Regional Tradeshow-Chicago</b>		<a href="http://newh.org/events-list/newh-regional-tradeshows/">http://newh.org/events-list/newh-regional-tradeshows/</a>
Oct	<b>NEWH Regional Tradeshow-Seattle</b>		<a href="http://newh.org/events-list/newh-regional-tradeshows/">http://newh.org/events-list/newh-regional-tradeshows/</a>
3-Oct	HD CitySCENE Miami		
9-12 Oct	The Lodging Conference	Arizona Biltmore, Phoenix, AZ	www.lodgingconference.com/
14-19 Oct	Highpoint Market	Highpoint, NC	www.highpointmarket.org
25-Oct	HD CitySCENE San Francisco		
11-Nov	<b>NEWH, Inc. Board of Directors Meeting</b>	Javitz Convention Center, New York, NY	
11-12 Nov	<b>NEWH EC Strategic Wrap-up</b>	Javitz Convention Center, New York, NY	
12-14 Nov	HX: The Hotel Experience	Javitz Convention Center, New York, NY	www.thehotalexperience.us
12-13 Nov	BDNY	Javitz Convention Center, New York, NY	www.bdny.com
13-Nov	Gold Key Awards	New York, NY	www.bdny.com/Content/Gold-Key-Awards-Gala/10_58/
14-Nov	Platinum Circle Awards	New York, NY	www.hospitalitydesign.com/awards-events.shtml
Dec	IIDEX		
6-Dec	HD CitySCENE Dallas		

**SPECIAL ELECTION FOR DIRECTOR/NEWH CONFERENCES**

Please mark your ballot and turn it in at the Board of Directors Meeting on Thursday, February 9, 2017. If you will not be attending the meeting, please fax your ballot to 800-693-6394 on or before Monday, February 6, 2017.

Director/NEWH Conferences	<input type="checkbox"/>	Ron McDaniel
	<input type="checkbox"/>	

Please mark your ballot and turn it in at the Board of Directors Meeting on Thursday, February 9, 2017. If you will not be attending the meeting, please fax your ballot to 800-693-6394 on or before Monday, February 6, 2017.

## LETTER OF INTENT

To: NEWH Nomination Committee  
c/o NEWH Inc Office

From: Ron McDaniel

Position: Director of Conferences

I hereby indicate my interest in the above position on the NEWH, Inc. Executive Committee. Below is the approach that I would take in fulfilling the position.

### Statement:

Thanks to the on-going efforts of Leigh Mitchell, the NEWH Leadership Conference continues to be one of the premier events spotlighting NEWH and bringing the entire hospitality community together to celebrate and share information and ideas. The standard has certainly been set.

With such a spotlight put on the host city during the leadership conferences, I feel chapters that would like to host the event should go through a bidding process and submit applications to the Director of Conferences who will present to NEWH EC for consideration. This approach should help to rally not only the board, but also the entire chapter to combine efforts to be awarded the conference. As the Leadership Conference continues to grow and maintain relevance within our hospitality industry, I would hope that all participants, at all levels, continue to commit to the success of such an inspirational event.

Hosting the Leadership Conference does bring with it a responsibility the chapter should understand up front. The conference is a combination of the Product Showcase (tradeshow), President's Dinner, Owners' Roundtables, breakout sessions, keynote speakers, and events and tours highlighting the host city. Navigating the overall preparation and planning for the conference can be quite daunting. Having been one of the point of contacts for Leigh during the Dallas Leadership Conference preparation, I can honestly say, it was one of the most rewarding experiences for me personally. Watching our Dallas board of directors and chapter unite all resources ensuring the success of the conference.

Being a product of my parents and a very philanthropic family, I find myself continuing to want to use the skills I have honed over the years while sitting on various non-profit boards towards NEWH. I have successfully chaired events for as little as 150 attendees to co-chairing events with up to 4,000 attendees. Streamlining processes and becoming more efficient and effective have been strengths used to help ensure the highest possible net proceeds are achieved. Since 2011, I have had the pleasure of holding various positions within NEWH and have enjoyed not only working with NEWH Inc office, NEWH sponsors, and the Dallas board, but also working with our chapter members and manufacturers guaranteeing our continued success.

Respectfully submitted

Ron McDaniel

**NEWH BOARD OF DIRECTORS MOTION FORM**

Date: November 12, 2016

Motion Number:

I, \_\_\_\_\_

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Motion seconded by: \_\_\_\_\_

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

Notes on discussion: