



## GOVERNING BOARD PACKET

18 JANUARY 2018

Meeting Room

**320-A**

**GEORGE R. BROWN CONVENTION CENTER**

1001 Avenida de Las American  
Houston, TX 77010

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

    TWELVE PRINCIPLES OF GOVERNANCE THAT POWER EXCEPTIONAL BOARDS..... 11

PRESIDENT ..... 12

SECRETARY ..... 12

VP/FINANCE..... 13

    BANK BALANCES ..... 14

    2018 PROPOSED BUDGET ..... 15

    2017 CORPORATE PARTNERS ..... 16

    FUNDRAISING ..... 17

VP/SCHOLARSHIP ..... 17

    SCHOLARSHIP ..... 18

    SCHOLARSHIPS AWARDED BY CHAPTER ..... 18

VP/EDUCATION ..... 19

    CONTINUING EDUCATION ..... 20

    SUSTAINABLE EDUCATION CHAIR..... 21

    PROGRAMMING ..... 21

    BRANDED CHAIR ..... 21

    MENTORSHIP CHAIR ..... 21

VP/DEVELOPMENT ..... 21

    MEMBERSHIP ..... 22

    REGIONAL MEMBERSHIP ..... 23

    NEWH CONFERENCES ..... 24

    DIGITAL MARKETING ..... 24

VP/INTERNATIONAL RELATIONS – CANADA ..... 24

VP/INTERNATIONAL RELATIONS – UNITED KINGDOM ..... 24

PAST PRESIDENT ..... 25

EXECUTIVE ADVISOR ..... 25

NEWH MEDIA AMBASSADORS ..... 25

NEWH AMBASSADORS ..... 25

NEWH STAFF ..... 25

CHAPTER REPORTS ..... 29

    ARIZONA..... 29

    ATLANTA ..... 29

    CHICAGO ..... 29

    CINCINATTI ..... 29

    DALLAS ..... 29

    HOUSTON ..... 30

    LAS VEGAS ..... 30

LOS ANGELES .....	31
MEMPHIS/MID-SOUTH.....	31
NEW ENGLAND REGION .....	32
NEW YORK .....	32
NORTH CAROLINA REGION .....	32
NORTH CENTRAL.....	32
NORTHWEST .....	33
ORANGE COUNTY REGION.....	34
PHILADELPHIA/ATLANTIC CITY .....	34
PITTSBURGH REGION.....	34
ROCKY MOUNTAIN.....	34
SAN FRANCISCO BAY AREA .....	35
SOUTH FLORIDA.....	36
SUNSHINE .....	36
TORONTO.....	37
UNITED KINGDOM.....	37
VANCOUVER REGIONAL .....	38
WASHINGTON DC METROPOLITAN.....	38
ADDENDA .....	39
MOTION TO APPROVE MINUTES.....	39
MOTION TO APPROVE SECRETARIAL APPOINTMENT .....	39
MOTION TO APPROVE 2018 BUDGET .....	39
MOTION TO ADJOURN.....	39
NEWH CODE OF ETHICS .....	40
LEADERSHIP .....	40
SUCCESSION PLANNING: NEWH, INC. BOARD OF DIRECTORS ELIGIBILITY POLICY .....	41
TWELVE PRINCIPLES OF GOVERNANCE THAT POWER EXCEPTIONAL BOARDS .....	42
BOARD RESOURCES - ONLINE.....	44
NEWH CHAPTER BUSINESS PLAN .....	46
MEMBERSHIP DIRECTORY – WEBSITE REVISION .....	52
PAST MEMBER SURVEY .....	53
NEWH BRANDED PROGRAMS .....	54
NEWH, INC. INSTAGRAM GUIDELINES .....	56
NEWH/INDUSTRY CALENDAR .....	57
NEWH BOARD OF DIRECTORS MOTION FORM.....	58

NEWH, INC. GOVERNING BOARD MEETING AGENDA

18 January 2018

320-A – George R. Brown Convention Center, Houston, TX

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

**Board of Directors Meeting**

Thursday, 18 January 2018

8:30 pm – 1:00 pm

Executive Committee	Cynthia Guthrie Natalie Sheedy	Fernando Diaz Brittany Johnson	Christine Wasmer Leigh Mitchell	Christine Tucker Jonathan Young	Trisha Poole Julia Marks
Board of Directors	Becca Kundysek Mary Ann Thornam Cindy Andrews	Stacy Costa Ron McDaniel Helen Reed	Michelle Finn Stacy Rauen Matt DeShantz	Gretchen Gilbertson Jordan McInturf Michael Smith	Chairs Debbie McKelvey
House of Delegates	Tammy Adams Leslie Anderson Nicole Brindle Brandon Brockmiller Valentina Castellon	Kyla Chambers Katy Clark Anastasia Davis Jennifer Farris Tara Herbert	Anne Hiter Taylor Hoesley Jonathan Kaler Dawn Larsen-Garner Jessica Linden	James Lyons Shana McCullough-Downing Elissa Murry Leena Nacy Janine Peluffo	Michelle Purcell Karen Rains Heather Scott Amanda Tomlinson Christian Triana

8:30 am Call to Order  
8:35 am Establishment of Quorum  
- Presentation of Minutes and Motion to Accept

Cynthia Guthrie  
Natalie Sheedy  
(Nicole Crawford)  
Cynthia Guthrie

8:40 am President’s Welcome  
- Introduction of Guests  
- Introduce new Memphis/Mid-South Regional Group  
- Introduction of New VP/Scholarship – Brittany Johnson  
- Motion to appoint Secretary  
- New Year Orientation  
o Code of Ethics and the Responsibility of Leadership  
o Attendance – minimum of two of the three meetings per year  
o Roll of the delegate is to report back to the chapter board so they understand the NEWH, Inc. Board and its mission  
o We are family ... all in this together

9:05 am Define rolls and accountability (see org chart)

Trisha Poole

9:20 am Financial Report  
- Motion to approve 2018 Budget

Fernando Diaz  
(Trisha Poole)

9:40 am BREAKOUT SESSIONS

*Brain Storming ... Share what is happening in your chapter. What are new initiatives you would like to see? Set goals for the year in each discipline.*

**SELECT THE DISCIPLINE OF YOUR GREATEST INTEREST**

- Finance / fundraising
- Scholarship / scholarship
- Education / continuing education, programming
- Development / membership, conferences, and digital marketing

FACILITATED BY:  
Trisha Poole  
Brittany Johnson  
Christine Wasmer  
Leigh Mitchell

11:00 am B R E A K

11:15 am Report on Goals set for the year and items from Chapter Sharing

- FINANCE/Fundraising
- SCHOLARSHIP/Scholarship
- EDUCATION/Continuing Education, Programming, Sustainable Education
- DEVELOPMENT/Membership, NEWH Conferences, Digital Marketing

Trisha Poole  
Brittany Johnson/Becca Kundysek  
Chris Wasmer/Mary Ann Thornam/Stacy Costa  
Leigh Mitchell/Cindy Andrews/ Ron McDaniel/Helen Reed

12:15 pm Canada Update

12:30 pm Old Business

12:40 pm New Business

- Call for Fundraising Director
- Chapter Board Training
- Delegate Change

Christine Tucker  
Cynthia Guthrie  
Cynthia Guthrie  
Trisha Poole  
Shelia Lohmiller

1:30 pm Motion to Adjourn

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

11 November 2017

Jacob Javitz Convention Center, 1-E02/03 | New York City, NY

Executive Committee	Trisha Poole Cynthia Guthrie Brittany Johnson	Fernando Diaz Andrea Thomas Christine Wasmer	Leigh Mitchell Christine Tucker Jonathan Young	Julia Marks Helen Reed
Board of Directors	Becca Kundesyek Mary Ann Thornam Cindy Andrews	Stacy Costa Ron McDaniel Michelle Finn	Jordan McInturf Michael Smith	Chairs: Debbie McKelvey Lora Spran
House of Delegates	Jennifer Wellman Jen Conley Anne Hiter Elissa Murry	Heather Lloyd Morgan Brodey Jayme Krstich Sophia Nguyen	Johanna Malen Jennifer Delmas Christian Triana Shana McCullough-Downing	Angela Reed Nicole Fizzard Leslie Anderson
Chapter Presidents	Katie Popp Rachel Daus	Westin Hammerstrom Terri Metzger	Tara Witt Kate Valder	
Steering Chairs	William Michael	Derek Sousa		
Guests	Dawn Garner Erin Weiner Hannah Rogers	Phoebe Stein Anita Degen Trudy Craven Lora Spran	NEWH, Inc. Staff:	Shelia Lohmiller Jena Seibel Nicole Crawford Susan Huntington Brenda Brown Chelsea Lawrence Candace Tejidor Pam Niemann Kelly Gaddes Shaleah Soliven Jenna Tanner Tyler Toothacker Bess Rosefiled Ehmcke Jessica Wasmer Northover Anna Sveinbjornsdottir
Not in attendance	Karen Gutowski William Stuart Stacy Rauen Elizabeth Moore Sandy Banks Michelle Purcell James Lyons Jodie Johnson Leena Nancy Toby Polatsek	Dawn Larsen-Garner Tammy Adams Brandon Brockmiller Michelle Seminaris Bass Amanda Tomlinson Valentina Castellon Karen Rains Nicole Brindle Kyla Chambers Rachael Wilson	Leslie Anderson Monica Meade Shannon Vance Kelly Bowen Bruce Heins Leslie Wynn Kacey Sharp Alison Gasser Lauren Ritter Cheri Bargaen	

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

The meeting was called to order by President, Trisha Poole at 12:32 pm. Secretary, Brittany Johnson, took roll and a quorum was established. The minutes were presented and a motion was made to approve the 5.2.2017 minutes with once correction and was accepted.

**MOTION TO APPROVE MINUTES**

Date: November 11, 2017

Motion Number: 1

I, Brittany Johnson, move to approve the 5.2.2017 minutes with a correction made by Fernando Diaz under VP/Finance to read as: 2013/2015 Leadership Conference did not make a profit; 2017 made a \$37,000 profit.

Motion seconded by: Cindy Guthrie

VOTE COUNT:

YEA: 13

NAY: 0

ABSTENTION: 0

STATUS OF MOTION:

Carried:

Defeated:

**PRESIDENT – TRISHA POOLE**

**Discussion-Trisha Poole:**

- Event announcements: BDNY, Platinum Circle, NY Chapter, Green Voice
- Announcement of guests-welcome and thank-you for being here
- Overview of today’s agenda and description of break-out sessions

**TopID: -Brittany Johnson:**

- First year utilizing new criteria templates and guidelines; positive comments so far please share your feedback

**Q+A/Comments:**

- It’s a great program to have
- A chapter reported they have a firm that does 54 projects a year, is there a way they can look at categorizing design firms
- We don’t want to rule out smaller firms
- The size of the firm doesn’t matter; it’s about the quality of work they are putting into the industry
- Add to forms: only generated projects generated from local office qualify
- Other firms might have disappointment that they were not awarded
- There’s an opportunity to gather a lot of points for those who are very involved with their chapter
- We don’t want to look like we are favoring people; it makes for a tricky balance
- Dallas had a tie, everything that is on the list for criteria is tangible
- We’re asking design firms to submit images and narrative, etc. it takes some firms a lot of time to put this together
- We want the information up front so we’re ready for publication in the Inc. office and so the quality of work is verified and

considered in the review process

- When a board is half reps and half designers it makes it hard to review
- Go back to the checklist
- Key piece is to build credibility and we want people to understand the process
- This is something that comes with an offer to those who may not get the opportunity for acknowledgement otherwise but because they volunteer and help with NEWH they have a shot at it
- Firms felt as though they were nominating themselves but would rather feel selected
- Continue to market the benefit of TopID to raise the level
- At the awards event be sure to explain to your audience the criteria every year
- VP Development typically handles TopID; might need to create a chair position
- The duties are similar to scholarship where you're reviewing and selecting; it's a lengthy process

## VP/FINANCE – FERNANDO DIAZ

### Discussion-Fernando Diaz:

- Chapters doing well financially and have been meeting required reporting requirements
- Welcome Susan Huntington, NEWH Office/Finance Manager
- Keep up the great work everyone

## VP/SCHOLARSHIP – ANDREA THOMAS

### Discussion-Andrea Thomas:

- Please note scholarship details in board report
- Thank-you to Becca Kundysek for gathering a scholarship committee to assist with judging NEWH, Inc. scholarship applications
- A special thank-you to Dallas Bentley, Sophia Nguyen and Pam Niemann for their efforts in judging fall applications
- NEWH, Inc. scholarships keep growing, if you're interested in serving on the scholarship committee reach out to Andrea/Becca
- 12<sup>th</sup> year for NEWH Sustainable Design Competition new name: NEWH Green Voice Design Competition
- The design competition has been rebranded and wrapped under the Green Voice umbrella
- Thank-you to Helen Reed and Brittany Johnson for revamping competition criteria
- \$7,500 undergrad and grad scholarships (elevated award amounts)
- Green Voice and Design Competition sponsors are all merged under NEWH Green Voice
- JLF lone meadow has sponsored the competition since its start making them our founding sponsor
- Valley Forge Fabrics and Florida Seating are current Green Voice sponsors
- 2017-2018 competition is an Adaptive Reuse Hotel Project to include 3 areas of a hotel
- Students must utilize 3 shipping containers with a focus on sustainable criteria using LEED or WELL standards
- The student selects 4 categories out of the given formats to address their project plan/design
- Past or current scholarship recipients are also allowed to apply
- The next competition will have new areas to develop; criteria changes annually
- Becca will be connecting with scholarship committee to secure individuals to review next round of Inc. scholarships

## VP/EDUCATION – CHRISTINE WASMER

### Discussion-Christine Wasmer:

#### Education/Green Voice:

- Jordan McInturf has been involved with the education committee working on Spec 101 project to target young designers
- NEWH would like to promote education on our website giving individuals access to white papers and a database for spec writing
- Roll out beginning process and opportunities in January 2018; continue to develop and revamp as the committee moves forward
- Developing concepts and formats for future educational opportunities
- Spec writing is a real need for employers and educators
- NEWH education will be offered through credible CEU standard through a variety of learning options
- Subject matter experts will be industry people who are experts in their field; qualified and professional
- Green Voice will be the sustainable brand of NEWH education
- Goal is to bring Green Voice sessions/events to chapters to assist with programming/events

#### Programming/BrandED Discussion-Debbie McKelvey

- First BrandED event held in Dallas, tweaking process as we move forward
- Basis of BrandED program has been developed
- Currently planning events for next year utilizing IHG
- Talking to other brands some don't have their plan written like IHG
- Other brands are thinking about what they can do to come to the chapter
- Trisha attended The Lodging Conference and discussed the BrandED program
- Create a panel with 2-key professionals with template questions to be provided
- If we know the questions our audience wants, we can clearly put together questions/sessions

## DEVELOPMENT – LEIGH MITCHELL

### Discussion-Leigh Mitchell:

- Over 6,200 members, great growth
  - 2 new membership levels: Business Plus and Chapter Level Business
  - 2 new Business Plus members (welcome)
  - Thank-you to Boutique Design; 41 new members in conjunction with the BD promotion, hoping we can tag onto next year
  - Michelle Finn agreed to extend the BD/NEWH membership promotion for 2018
  - There were chapters who didn't have an annual organized chapter membership drive or event please make sure this is a dedicated event once a year to keep NEWH membership growing strong
  - A new membership level: Fellowship membership (highest level)
  - Criteria: current member for 10-years, highest level of conduct in the industry, 8 references from hospitality, two from the outside, excellent leadership skills, mentoring skills; nominate from chapter level or from outside of the chapter
  - Nomination form must be signed from 8 board members
  - First announcement at BDNY 2018 with installment at Leadership 2019
  - Fellowship membership is for someone who has been very active but had graduated past the board to give the person a place and a meaning
  - Prestigious honor to show off during the next Leadership Conference in Miami
  - First year up to 2- per year; each year after 15-20 per year allowed
  - First year, recipients will be selected by the committee
  - Looking for additional participants to serve on the committee please express your interest to Leigh Mitchell
- Cindy Andrews:
- Thank-you chapters for promoting membership-great work
  - Please participate in quarterly discipline calls we encourage your attendance and participation to keep membership moving forward
- Helen Reed:
- NEWH Instagram site has gone from 0 to 738 followers; add/follow/share
  - Thank-you to everyone for your participation
  - Developing rules/system for Instagram posts
  - 4 chapters are not using the account: New England, New York, Orange County, Pittsburgh Region
  - NEWH needs the passwords for your account; some chapters have 2 accounts because they lost their password
  - For questions, Instagram calendar, etc. please reach out to Helen Reed
- Ron McDaniel:
- February 2019 NEWH Leadership Conference in Miami
  - Working on sessions please send your suggestions to Ron McDaniel or Jena Seibel
  - Wear the Leadership Conference ribbon, share the event
  - See FAQ handout to make conversation easier
  - More details will be shared with chapters as they become available
  - See sponsorship grid, doing great at securing donations
  - Theme: Chart your Course
  - It's about having skills in your organization or charting someone who has done something special

## 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. Scholarship/Radical Innovation

2. Education/Scholarship

3. Programming/RTS

**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)

## BREAK OUT: Group Reports

### Scholarship/Radical Innovation:

- Radical Innovation; new competition for students
- Cutting edge hospitality design; need to come up with a title/name
- Release criteria to students in 2018
- Not a scholarship but a competition with a cash prize and internship with a firm
- Students will submit revolutionary concept; provide us a background about themselves
- Narrow down entries, 6 will present at Leadership Conference 2019 to a panel of firms during the conference
- Complete for a final grand prize to be awarded in 2020 at a NEWH Regional Tradeshow
- Submit in 2018; short-list with 6 entries for Leadership Conference 2019 demo; 3-4 partnered with a firm to further their design and concept with final judging in 2020 (booth or display project) at NEWH Regional Tradeshow. Grand prize winner will receive \$10,000, firms select the student.
- Must be a student at time of entry but not required at time of award

### Education/Scholarship:

- Difficulty in obtaining student/professional scholarship stories
- Submissions can be informal, street videos, showcasing students/professionals in natural locations (home, college with educator, etc.)
- Production company will select final pieces to be used in next video to be showcased at Leadership Conference in 2019
- Capture students at scholarship events, hold a special event and invite students and video a casual conversation, obtain videos at your local Regional Tradeshow
- Green Voice design competition description: branding all sustainable education under Green Voice title to build up Inc. level and chapter level programming
- Establish educational library for all of our chapters and members to utilize
- Discussed Spec 101 further ways to incorporate and promote as an educational resource
- Challenges with many products, could do a stand-alone program written as a standard program where every chapter can offer as an educational event

#### **Programming/RTS:**

- How do we get people in the door coming back to more tradeshows (incentives, timing, etc.)?
- Move from a 12pm start to a 2-3pm start time; have the show go later
- Designers cannot always get off of work
- Get people to the after show party so they have time to connect
- We don't want to see people packing up their booth early
- Have some overlap between the show and after party; might increase attendance
- Rep's shuttling designers to and from tradeshow
- Instagram contest to drive social media/marketing (100<sup>th</sup> follower receives an incentive); increase awareness and involvement
- Style spotters; how we involve them
- How do we get more of a one-on-one with local principals of the firm to increase designer and architect attendance
- Reps using social media; recreate and customize messaging to our customers (add name to emails, make it personal)
- Add tradeshow to company master calendar; spread the word
- Alternative venues: University's
- Revisit the tradeshow kit; ensure its up-to-date
- \$500 card (treasure hunt or a passport bingo with product facts); win lunch with an owner

### **INTERNATIONAL RELATIONS | CANADA – CHRIS TUCKER**

#### **Discussion-Chris Tucker:**

- Partnership with HOST Milano in Milan a success (October 2017)
- HOST attendees: Chris Tucker, Trisha Poole, Shelia Lohmiller, Tara Witt
- 11 pavilions, each booth the size of BDNY (F&B)
- 28 people paid to attend with paid airfare and hotel all provided by HOST Milan
- Made some headway connecting NEWH to attendees
- HOST show is held every 2-years
- Vancouver Region is holding a scholarship and TopID event, the entire community comes out for this
- Upcoming events: Ping-Pong night and a trivia night trying to get people to mingle
- Trivia questions at event will be related to the industry and NEWH
- Incoming sponsorships for upcoming events; secured a key note speaker
- Vancouver is demonstrating a good example that less is more when it comes to their events
- They put a lot of work into developing new fresh events that are of good quality that drive attendance and involvement
- Toronto chapter is trying to incorporate new ideas, events and overall drive

### **INTERNATIONAL RELATIONS | UK – JONATHAN YOUNG**

#### **Discussion-Jonathan Young:**

- Hannah Rogers, Director of Programming has created new fresh events: Origami event and working on a future graffiti event
- Trying new things to increase membership
- Almost up to 100 members
- Have a good variety of board members from different positions
- Involvement with SPACE magazine (International Hotel Design)
- 3-page spread in SPACE magazine promoting NEWH; increase exposure in Europe and North American markets; working on a second article

### **NEW BUSINESS | TRISHA POOLE**

#### **New Business-Trisha Poole:**

- Call for stories; need more scholarship stories submissions from current/past recipients
- Talk to your board members
- Looking for quality level recipients (student or professional); hospitality management major preferred
- Need articulate students who can tell a great story with feeling and meaning
- Student/professional sign-off/submission form, reach out to Nicole Crawford at NEWH, Inc. with questions
- Mention at board training, strategic planning, promote within your chapter to secure additional videos

- Use social media to find past recipients
- Next story will launch in conjunction with 2019 Leadership Conference
- We will collect all ballots today or submit your ballot to NEWH, Inc. office
- Presentation of awards; thank-you to those finishing their delegate positions
- Pittsburgh has been in existence for 2 ½ years, first leadership change happened mid-year 2017, difficulty with competing organizations and trying to get our footing, good core group that we're trying to grow through membership
- Pittsburgh RTS will be held sometime in 2018
- Memphis mid-south just kicking off, Ron Smith and his wife from Ashley Lighting already have Hilton people involved and they have 20+ members
- Cincinnati is a Regional Group they're just kicking off, they have a lot of energy
- Regional groups do not have to be a chapter you can take your time and build as you grow; great way to get started
- All regional groups seem to be doing well
- North Carolina held events called Hospitality Market at High Point; it was great to have an event in conjunction with another event that was right in our backyard; just completed turkey bowl event, about 25 people at most events
- Intro: Trudy Craven, Milliken, NEWH Facilitator since 2004
- Once a year the EC goes to Milliken and stays at their guest house and treats the EC likes queens and kings and for 2 ½ days
- The EC works with Trudy to stay aligned to our mission and examine our goals
- Trudy will now be going to our chapters, offering 6 strategic planning sessions with chapters, Diane/Jena/Nicole will do chapter board training with 6 chapters per year.
- Trudy is going to facilitate with the chapters during their strategic planning session while gathering information for the EC to expand how we work together
- Push mentoring event for one annual event at each chapter; reach out to Stacy Costa with your questions [scosta@koroseal.com](mailto:scosta@koroseal.com)
- Good-bye Trisha Poole, we will greatly miss you as President, thank-you for giving 150% and for working so hard
- Welcome Cindy Guthrie as President, we have a great future ahead of us

**MOTION TO ADJOURN**

Date: November 11, 2017

Motion Number: 2

I, Stacy Costa, move that the meeting be adjourned at 4:21 pm

Motion seconded by: Ron McDaniel

VOTE COUNT:

YEA: 13

NAY: 0

ABSTENTION:

STATUS OF MOTION:

Carried:

Defeated:

## **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.

## PRESIDENT

### CYNTHIA GUTHRIE

#### 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
- Be an advocate of the NEWH through all industry and NEWH networking opportunities.

#### 2018 GOALS

- Become more familiar with the details of each initiative in process, evaluate, assist where applicable.
- Get an understanding of each chapters' history, needs & challenges.
- Work with Past President to develop program(s) to further align NEWH with ALIS and Lodging Conference.
- Continue planning and assistance with NEWH Leadership Conference
- Marketing initiative – All that we do!

#### LONG TERM GOALS FOR THIS 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? This would not include lobbying legislation.
  - What associations & what advocacies are best for NEWH to align with?
- What are the pros & cons of an NEWH Advisory Board?
  - Establish criteria & selection of Advisory Board members

## SECRETARY

### NATALIE SHEEDY

#### 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

### 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	Yes	Yes	No Mtg.	Yes	No Mtg.	Yes	Yes	Yes	No Mtg.	No Mtg.	Yes	
AC/Philadelphia	Yes	No Mtg.	Yes				Yes		Yes					
Chicago	Yes		Yes											
Dallas	Yes	Yes	Yes	Yes	No Mtg.	Yes	No Mtg.	Yes	Yes	Yes			Yes	
Houston	No Mtg.	Yes	No Mtg.	Yes	Yes									
Las Vegas	Yes	No Mtg.	Yes	Yes	Yes	Yes	Yes	No Mtg.	Yes				Yes	
Los Angeles	No Mtg.	Yes	No Mtg.	No Mtg.	Yes	Yes								
New York	Yes	Yes	Yes	Yes		Yes			Yes					
North Central	Yes	Yes	Yes	Yes	Yes								Yes	
Northwest	Yes	Yes	Yes	Yes	Yes	Yes		No Mtg.					Yes	
Rocky Mountain	Yes			Yes										
S. Florida	Yes	No Mtg.				Yes								
San Francisco Bay	Yes	No Mtg.	Yes		Yes									
Sunshine	Yes			Yes										
Toronto	No Mtg.	Yes	No Mtg.	No Mtg.	Yes	No Mtg.	No Mtg.	Yes					Yes	
UK	Yes	No Mtg.	Yes	No Mtg.	No Mtg.	Yes	Yes		Yes	Yes			Yes	
Washington, DC	Yes	Yes	Yes	Yes	Yes	Yes	No Mtg.	Yes	Yes				Yes	
Regional Groups (Minutes once a quarter)														
Cincinnati	No Mtg.	No Mtg.	No Mtg.	No Mtg.	Yes	Yes	Yes	No Mtg.	No Mtg.	Yes				
New England	No Mtg.	Yes	No Mtg.	No Mtg.	No Mtg.	Yes	No Mtg.							
North Carolina														
Orange County	No Mtg.	Yes												
Pittsburgh	Yes		Yes											
Vancouver	Yes	Yes	No Mtg.	Yes	Yes	No Mtg.	Yes	Yes	Yes	Yes	Yes	Yes		

## NEWH Chapter Board Training Schedule

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)	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
ARIZONA	In person 4/11/08			In person 12/1/10	Webinar	In person 12/6/12	Webinar	Webinar	In person 2/20/16	Webinar	Webinar
ATLANTA		In person 3/14/09	Webinar	Webinar	In person 3/10/12	Webinar	Webinar 1/7/14	In person 10/18/14	Webinar	Webinar	Scheduled 1/27/2018
ATLANTIC CITY	In person 3/1/08		Webinar 12/6/10	In person	In person 2/25/12	Webinar	Webinar	In person 2/14/15	Webinar	Webinar	Scheduled 2/3/2018
CHICAGO	In person 1/08		In person	In person 10/23/10	Webinar	In person 10/27/12	Webinar	Webinar	In person 11/14/15	Webinar	Webinar
CINCINNATI REGION										TBD based on need	TBD based on need
DALLAS	In person 1/26/08		In person	In person 10/8/10	Webinar	In person 3/15/13	Webinar	Webinar	In person 11/20/15	Webinar	Webinar
HOUSTON			In person	In person 10/7/10	Webinar	Webinar	In Person 2/8/14	Webinar	Webinar	In-person 3/26/17	Webinar
LAS VEGAS	In person 8/16/08		Webinar 8/3/10	In person	In person 1/28/12	Webinar	Webinar	In person 1/10/15	Webinar	In-person 2/18/17	Webinar
LOS ANGELES			In person 1/30/10	Webinar	Webinar	In person 2/9/13	Webinar	Webinar	In person 1/9/16	Webinar	Webinar
MEMPHIS REGION											Scheduled 1/24/2018
NEW YORK			Webinar 2/27/10	In person	In person 2/11/12	Webinar	Webinar	In person 2/28/15	Webinar	Webinar	Scheduled 3/3/2018
NEW ENGLAND REGION						Webinar 2/13/13	TBD based on need	Webinar 1/12/15	TBD based on need	TBD based on need	TBD based on need
NORTH CAROLINA REGION			Webinar 6/30/10	TBD based on need	Webinar 4/26/12	TBD based on need	Webinar 1/9/14	TBD based on need	TBD based on need	TBD based on need	TBD based on need
NORTH CENTRAL			Webinar 3/22/10	In person 3/5/11	Webinar	Webinar	In person 1/11/14	Webinar	Webinar	In-person 12/3/16	Webinar
NORTHWEST		Webinar 11/14/09	Webinar	In person	In Person 12/2/11	Webinar 11/28/12	Webinar 11/6/13	In person 12/13/14	Webinar 2/29/16	Webinar	In-person 1/13/2018 <b>TRUDY</b>
ORANGE COUNTY REGION			In person 9/28/10	TBD based on need	TBD based on need	TBD based on need	Webinar 1/13/14	TBD based on need	TBD based on need	TBD based on need	TBD based on need
PITTSBURGH REGION								Webinar 11/18/15	TBD based on need	TBD based on need	TBD based on need
ROCKY MOUNTAIN			In person 2/5/10	Webinar	Webinar	Webinar 2/12/13	In person 2/27/14	Webinar	In person 1/11/16	Webinar	Webinar
SAN FRANCISCO			Chartered 2010	In person 2/26/11	Webinar	Webinar 2/5/13	In Person 11/16/13	Webinar	Webinar	In-person 10/16/16	Webinar
SOUTH FLORIDA				In person	In person 1/21/12	Webinar	Webinar	In person (not scheduled)	In person 1/29/16	Webinar	Webinar
SUNSHINE		In person 1/31/09		In person 2/5/11	Webinar	Webinar 11/15/2012	In person 10/18/13	Webinar	Webinar	In-person 3/5/17	Webinar
TORONTO	In person 12/6/08		Webinar 1/24/11		In person 10/15/11	Webinar 11/20/12	Webinar 11/19/13	In person 12/6/14	Webinar 12/8/15	Webinar	In-person 12/9/17
UNITED KINGDOM				Webinar	Webinar	Webinar	In person 10/1/14	Webinar	Webinar	In person 6/12/17	Webinar
VANCOUVER REGION			Webinar 2/10/10	TBD based on need	Webinar 3/6/12	TBD based on need	TBD based on need	TBD based on need	Webinar 2/11/15	TBD based on need	TBD based on need
WASH DC		Webinar 10/22/09	Webinar	In person	In person 2/16/12	Webinar	Webinar	In person 3-12-15	Webinar	Webinar	In-person 12/2/17

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

### ONGOING 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
- All chapters MUST submit Results of Activity Reports to the Inc. Ofc within 45 days after the date of the event (**MOST IMPORTANT**)
- Participate in all discipline calls (**VERY, VERY IMPORTANT**)
- Maintain or cause to maintain Strategic Plan

### 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 2020 and beyond – **we are looking at producing a NEWH Inc. fundraising event in 2020**

### OTHER REPORT ITEMS

- QuickBooks online is doing great as well as the mobile payments for door sales, etc. As a reminder for those of you using QuickBooks online please keep all transactions current. This is an important part of financial tracking and reporting

- We are a very financially strong organization. Good problem to have.
- **It's BUDGET time again, your Chapter should be thinking about what to include on your budgets. Susan will be available to walk through your budgets with you, let her know and she will schedule a call**
- 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 Chapters should never give away more than 50% of their scholarship account
- Please remember that checks over \$250.00 requires two (2) signatures
- For the Chapters with an excessive amount of money in their Admin Account, they may want to consider transferring funds into their Scholarship Account or another Money Market account where they are earning more interest than their regular checking account
- All interest earned on any interest bearing accounts will be transferred into the chapter's Scholarship Account at the end of each year
- **We expect that all signature cards are fully completed and returned to Susan at the INC office as soon as possible. Any chapter not complying will lose access to their funds due to the bank not allowing checks to be cashed. Please reach out to Susan at [susan.huntington@newh.org](mailto:susan.huntington@newh.org)**

BANK BALANCES	
account balances as of 12/31/2017	
General	\$ 685,473.30
Scholarship	150,383.49
Cliff Tuttle Scholarship	17,397.12
Ken Schindler Scholarship	8,314.71
Money Market ( <i>cash reserve fund</i> )	395,553.56
Long Term Reserve Account ( <i>money market acct receives higher interest than CD</i> )	300,722.63
Cash Reserve Account ( <i>money market acct receives higher interest than CD</i> )	200,000.00
CD	100,000.00
NEWH, Inc. acct in Canada (8/31/17)	US 21,257.23
NEWH Canada, Inc.	CAD 25,263.17
NEWH Canada, Inc. Scholarship	CAD 13,137.12
NEWH, Inc. acct. in London	US 24,348.68

Chapter	Updated Signature Cards	2017 Fundraising Remittance	2017 reconciled Fundraising %	Regional Tradeshow Monies transferred to Scholarship Acct in 2017	Fundraising/ Donation Monies transferred to Scholarship Acct in 2017	Checking Bal	Date	Scholarship Bal	Date	Mutual Fund
Arizona		x	70%		1,733.49	15,955.10	12/31/17	12,491.77	12/31/17	
Atlanta		x	28%	28,658.45	3,593.08	99,397.01	12/31/17	47,534.04	12/31/17	
Atlantic City	x	x			-	29,882.44	12/31/17	11,324.61	12/31/17	
Chicago		x	31%		41,198.20	103,790.01	12/31/17	79,821.23	12/31/17	
Dallas		x	38%	33,749.34	16,275.00	97,092.72	12/31/17	72,251.80	12/31/17	
Houston		x	40%		21,785.00	24,555.13	12/31/17	48,752.36	12/31/17	
Las Vegas		Invoiced	46%		32,800.00	96,167.34	12/31/17	109,898.25	12/31/17	
Los Angeles Founding		x	48%		17,070.00	118,083.78	12/31/17	145,879.00	12/31/17	

New York		Invoiced	67%		237.50	159,353.92	12/31/17	134,885.06	12/31/17	
North Central	x	x	60%		2,830.36	35,809.25	12/31/17	40,560.88	12/31/17	
Northwest		x	34%		54,954.14	59,893.32	12/31/17	77,440.38	12/31/17	
Rocky Mountain		x	48%	31,001.59	-	66,941.58	12/31/17	48,212.18	12/31/17	
San Francisco Bay Area		x	58%		-	170,206.32	12/31/17	122,174.01	12/31/17	
South Florida		x	52%		2,742.28	69,510.83	12/31/17	31,051.11	12/31/17	
Sunshine		x	71%		20,620.10	102,204.30	12/31/17	62,965.99	12/31/17	
Toronto		No Fundraiser	-	-	-	22,872.87	9/27/17	1,199.89	9/29/17	13,256.16
United Kingdom		x				7,494.12	1/4/18	2,794.84	1/4/18	
Washington DC Metro		x	26%	47,152.16	73,478.02	262,369.60	12/31/17	59,326.88	12/31/17	
				140,561.54	289,317.17	1,541,579.64		1,108,564.28		
<b>Regional Groups</b>										
Hawaii						1,000.21	12/31/17	22,256.79	12/31/17	
New England						9,955.35	12/31/17	21,546.14	12/31/17	
North Carolina						8,575.46	12/31/17	8,325.31	12/31/17	
Orange County						1,645.45	12/31/17	56,711.72	12/31/17	
Pittsburgh						7,627.80	12/31/17	12,702.86	12/31/17	
San Diego								19,320.72	12/31/17	
Vancouver										
Virginia								12,084.79	12/31/17	

### 2018 PROPOSED BUDGET

		INCOME	EXPENSE
<b>President</b>		-	11,000.00
<b>President Elect</b>		-	-
<b>Past President</b>		-	7,500.00
	Founders Circle	-	9,125.00
<b>Executive Adviser</b>		-	1,500.00
<b>Secretary</b>		-	2,600.00
	Board Training	-	25,300.00
<b>Vice President Finance</b>		-	3650.00
	Fundraising	101,500.00	3,625.00
	Travel / Delegate	-	15,000.00
<b>Vice President/Scholarship</b>		-	3,625.00
	Scholarship	5,000.00	50,100.00
	Clifford Tuttle Scholarship	5,000.00	6,190.00
	ICON Scholarship	15,500.00	12,677.00
	Ken Schindler Memorial	5,000.00	6,190.00
	NEWH Leadership Scholarship	10,000.00	11,690.00
	Sustainable Scholarship	15,000.00	17,210.00
	Vendor Scholarship	23,000.00	23,000.00
	Women Leaders in Hospitality Scholarship	10,000.00	12,600.00
<b>Vice President/Education</b>		-	2,550.00
	Continuing Education	9,900.00	6,975.00
	Programming	-	2,600.00
	BrandED	71,400.00	67,075.00
	ED Online	5,000.00	16,000.00
	Mentorship	-	-
	Green Voice Education	39,000.00	18,385.00
	Women In Business	-	-
<b>VP/Development</b>		-	2,600.00
	Membership	325,000.00	172,818.40

NEWH Conferences	334,570.00	64,450.00
NEWH Awards	-	11,925.00
Digital Marketing	-	2,450.00
<b>Administration</b>	125.00	805,670.89
Corporate Partner Development	700,000.00	52,725.00
Marketing	15,000.00	82,475.00
Tradeshows/USA	-	52,700.00
Tradeshows/Regional	854,535.00	603,102.00
NEWH Governing Board Mtg.	-	14,200.00
Website	28,000.00	63,500.00
Publications	-	3,700.00
Reserve Acct.	-	50,000.00
Bank/Credit Card	-	9,200.00
	2,572,530.00	2,327,683.29

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>Delta Faucet Company</b>	Patron	2014
<b>Electric Mirror</b>	Patron	2008
<b>Hospitality Design Group</b>	Patron	2001
<b>Hospitality Media Group, LLC</b>	Patron	2012
<b>Installation Services Group</b>	Patron	2010
<b>Milliken Floors</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	2010/2016
<b>Crypton + Nanotex</b>	Supporting	2014
<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>Porcelanosa USA</b>	Supporting	2017
<b>Richloom Contract</b>	Supporting	2013
<b>The Robert Allen Duralee Group</b>	Supporting	2017
<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

### 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

## VP/SCHOLARSHIP

### BRITTANY JOHNSON

#### Job Purpose

- Oversee all actions of the stated NEWH, Inc. mission of Scholarship
- To advise, govern, oversee policy and direction, and assist with the leadership and general promotion of NEWH so as to support the organization's mission and needs.

#### 2018 GOALS

##### SCHOLARSHIP

- Work with the Director of Scholarship in the execution of all current scholarships and design competitions. Including but not limited to, Interior Design and Hospitality Management scholarships, ICON, Product Design Competitions, and the Green Voice Competition.
- Actively work towards understanding current preconceptions of NEWH Scholarships and provide more clarity to schools and students alike via criteria language and social media
- Outline new Leadership Scholarship criteria for the 2019 Leadership Conference in Miami
- Work with Scholarship Director on the formation of a committee to assist in the selection of recipients for the international scholarships.
- Review the potential of including culinary scholarship opportunities at the Inc. level
- Interface with Chapter Directors via IBOD meetings and discipline calls.

##### MARKETING

- Increase use of Social Media as a communication tool for upcoming scholarships and deadlines
- Develop robust and consistent online application process for scholarships at Inc. level, beta test for chapter level submissions.
- Continuously review all collateral for consistency with NEWH Inc. brand and vision.

##### LONG TERM GOALS FOR THIS POSITION

- Communication outreach to schools/programs supported by Chapter and Inc. scholarships via use of social media i.e., Facebook, LinkedIn, Instagram etc. and or NEWH Inc. website.
- Provide and plan for smooth interface between activities of Scholarship on all levels within NEWH Inc. and Chapters.
- Ongoing- Define job responsibilities and timeline of all current initiatives, in conjunction with Inc. office, overseen by Scholarship/VP and Director for future occupants of the

position.

##### NEWH Inc. Scholarship Listing

###### Hospitality Management Scholarships

- NEWH Women Leaders Scholarship (BDwest/BD|ny)
  - \$5000 award
  - Only women applicants accepted
  - Sponsor: Hospitality Media Group
- NEWH Women Leaders Scholarship (BDNY)
  - \$5000 award
  - Only women applicants accepted
  - Sponsor: Hospitality Media Group
- NEWH Leadership Scholarship (LC 2019 – Biennial)
  - \$10,000
  - Open to all
  - Further criteria TBD
  - Sponsor: NEWH Inc. (open to other sponsors)

###### Interior Design Scholarships

- NEWH Harvey Nudelman Scholarship (HD Expo)
  - \$5000 award
  - Open to all
  - Sponsor: Fabricut Contract & FR One
- NEWH Product Design Competition (HD Expo)
  - \$4,000 award
  - Open to all
  - Guestroom faucet design competition
  - Sponsor: Symmons
- NEWH Green Voice Design Competition (HD Expo)
  - \$7500 (2018, will move to raise to \$10,000)
  - Open to all (interior design and architecture)
    - Additional criteria if used as a class project
  - Graduate and undergraduate recipients (1 award to each)
  - Sponsor: Green Voice Sponsors- JLF Lone Meadow (Founding Sponsor), Valley Forge Fabrics and Florida Seating
- NEWH Clifford R. Tuttle Scholarship (Platinum Circle)
  - \$5000

- b. Open to all
- c. Sponsor: Designated Scholarship Donations
- 5. NEWH Ken Schindler Memorial Scholarship (PC)
  - a. \$5000 award
  - b. Open to all
  - c. Sponsor: Designated Scholarship Donations
- 6. NEWH ICON of Industry scholarship (Gold Key Awards)
  - a. \$7500
  - b. Open to all
  - c. Sponsor: NEWH Inc.
- 7. NEWH Séura Studio Series Scholarship (BDNY)
  - a. \$3000

- b. Open to all
- c. Sponsor: Séura

**Universal Scholarships**

1. NEWH Fabric Innovations Legacy Scholarship (BDNY)
  - a. Open to Hospitality Management or Interior Design
  - b. \$10,000 award
  - c. Open to students in Florida or New York
2. Sponsor: Deborah Herman/Fabric Innovations
  - a. Open to Hospitality Management or Interior Design
  - b. \$10,000 award
  - c. Sponsor: Deborah Herman/Fabric Innovations

**SCHOLARSHIP**

**BECCA KUNDYSEK**

**Job Purpose**

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

**2018 GOALS**

- Assist and work closely with new VP of Education, Brittany Johnson, and the NEWH Inc. office
- Continue to streamline and rollout online applications
- Continue to develop scholarship application review committee (BIG THANKS to those who have helped so far!!)
- Work with Leadership Scholarship committee to develop and roll out for Leadership Conference 2019
- Help as needed with next scholarship video production

**STEPS TO ACHIEVE GOALS**

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

**LONG TERM GOALS FOR THIS POSITION**

- Establish lines of communication with all Chapters and

- 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
- Keep regular routine schedule of following up with past winners for updates on their career paths since receiving and NEWH Scholarship
- Help new founded Competition committee to launch Student Design competition (discussed at May's IBOD meeting)

**OTHER REPORT ITEMS**

- We had our second successful committee review involvement early this year! Thank you to Dallas Bentley, for your efforts on this round (and thank you for those who showed interest in the future – we will be reaching out again for our next round of reviews)

<b>SCHOLARSHIPS AWARDED BY CHAPTER</b>			
<b>Chapter</b>	<b>2017</b>	<b>total # of awards</b>	<b>Total Given</b>
Arizona	6,500.00	119	119,300.00
Atlanta	27,000.00	155	307,765.00
Chicago	35,368.00	119	324,942.00
Cincinnati Region	10,650.00	2	10,650.00
Dallas	38,000.00	178	404,200.00
Hawaii Region		1	2,500.00
Houston	20,000.00	128	188,625.00
Las Vegas	25,500.00	155	392,605.00
Los Angeles Founding Chapter	6,000.00	347	756,598.00
New England Region	5,000.00	34	38,950.00
New York	52,000.00	228	598,500.00
North Carolina Region		3	7,500.00
North Central	8,000.00	42	62,000.00
Northwest	25,000.00	52	137,963.64
Orange County Region (Southern Counties)	6,000.00	64	80,450.00
Philadelphia/Atlantic City	10,000.00	13	44,500.00
Pittsburgh Region	2,500.00	2	5,000.00
Rocky Mountain	15,000.00	45	99,200.00
San Diego Region		3	3,000.00
San Francisco Bay Area	30,000.00	21	110,000.00
South Florida	10,000.00	93	141,000.00
Sunshine	18,000.00	75	215,500.00

Toronto	6,000.00	63	CAD 119,013.00
United Kingdom	5,500.00	22	GBP 43,000.00
Vancouver	2,000.00	5	CAD 10,500.00
Virginia		8	16,500.00
Washington DC Metropolitan	78,000.00	128	414,300.00
Clifford Tuttle Scholarship	5,000.00	4	20,000.00
Future Hospitality Leaders Scholarship		3	15,000.00
NEWH ICON of Industry	7,500.00	23	105,000.00
NEWH Ken Schindler Memorial Scholarship	5,000.00	2	10,000.00
NEWH Leadership 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		9	40,000.00
NEWH Sustainable Design Competition/Student	10,000.00	17	75,000.00
NEWH Vendor - American Holtzcraft		1	3,000.00
NEWH Vendor - Fabric Innovations Legacy	10,000.00	5	50,000.00
NEWH Vendor - Harvey Nudelman Memorial Scholarship	5,000.00	11	39,500.00
NEWH Vendor - Séura	3,000.00	2	6,000.00
NEWH Vendor - Symmons	4,000.00	4	16,000.00
<b>TOTALS</b>	<b>\$ 501,518.00</b>	<b>2193</b>	<b>USD \$ 5,110,436.69</b>

## VP/EDUCATION

### CHRISTINE WASMER

#### Job Purpose

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

#### 2018 GOALS

- Research and identify education opportunities that are relevant to our membership and NEWH mission.
- Structure: Education Directors include Continuing Education and Programming. Chair positions under Continuing Education include (Sustainable)Green Voice Education Chair and a new position EOnline Chair. Chair Positions under Programming include BrandED Chair, Mentoring Chair and Women in Business Chair. EOnline chair is currently being filled by Jordyn McInturf.
- The goal of Directors and Chairs is to provide education, professional development, and mentorship to NEWH members, Hospitality, and Education communities. An overriding goal for this discipline is to significantly increase educational outreach to chapters and regional groups.
- Collaborate with Directors to establish, enhance and build upon active educational program initiatives. Work with Director of Programming and Director of Continuing Education in developing educational goals and developing content for educational programs and CEU's. Assist in formulating goals and direction for chairs/committees under each Director.

#### STEPS TO ACHIEVE GOALS

- Education Committee - Directors Continuing Education and Programming, Chair persons under each discipline (BrandEd, Mentoring, Women in Business, Green Voice (Sustainable) Education and EOnline chairs), 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.
- All members should understand the Committee mission & Core Values:

*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 online resources, workshops, seminars, panels, webinars and relevant programs 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

Original 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. Purpose is to evaluate internally through presentation to NEWH board level members. Evaluation method - completion of 'survey monkey' questionnaire.

EDonline Goals for 2018:

- Present two web based live webinars. One is to focus on HSW subject and a second will focus on design process and practice. Final subjects to be decided upon by the committee.
- Listing of resources as regards Subject Matter Experts (SME's) – Design/Architecture Senior Level Professional, Purchasing Professional, Project Management Professional, Owner/owner's representative.
- Establish an Online educational resource focusing on FF & E and product specific educational information. (Former working title – SPEC 101). This 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.
- Program: **BrandEd**  
Goal: Assist as needed Programming Director & BrandEd Chair, 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 as needed Programming Director & Chair of

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.

- Program: **Mentoring – Inspire and be Inspired**  
Goal: Assist as needed Programming Director & Mentorship Chair
- Program: **Green Voice Education**  
Goal: Assist as needed Continuing Education Director & Green Voice Education Chair in furthering our new sustainable education direction. Utilize the brand "Green Voice" as a conduit toward developing GV Conversations on chapter/regional level as well as building on the existing programs held at BDNY, BDwest and HD Expo. All programming under GV brand to meet the highest educational standards i.e., CEU level scrutiny.  
GV Chair with assistance from Education Director and VP Education will be responsible for organizing content for all GV sessions held at BDwest, HDExpo and BDNY. A revolving slate of committee participants shall be invited to contribute.  
Original Concept: Green Voice to become the "brand" of the NEWH Sustainable Education mission. Working across all NEWH educational platforms – tradeshow, chapter programming, webinars, Green Voice Design Competition. The conversation will encompass subject matter experts, students, educators & hospitality professionals

**LONG TERM GOALS FOR THIS POSITION**

- Compile and sustain a hospitality centered comprehensive recorded catalog of CEU's, interviews, panel discussions, biographical presentations.
- Increase chapter/regional group participation in assisting to develop programs and share broadly throughout NEWH.
- 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.
- Research and develop content for educational programs and CEU's. Establish methodology for determining where the biggest changes are being made and use that as the base of content as well as the draw for participation.

**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.

**2018 GOALS**

- Addition of committee members from Education discipline to assist Director of Continuing Education.
- Continue to Research and identify continuing education opportunities that are relevant to the membership and NEWH mission.
- Continue research on Accrediting Bodies which will work directly with NEWH in order to expand on offering CEU opportunities, and pay particular attention to IACET.
- Continue to participate in the Green Voice panels at HD and BDNY by arranging speakers relative to contemporary sustainable topics in the hospitality industry.
- Act as a moderator in panel presentations and increase the number of same.
- Continue to review programs and speakers for NeoCon 2018.

**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 to Develop:**

- Define the foundation of continuing education and clearly define the need for continuing education in an industry constantly changing in the health safety and welfare as it relates to the hospitality industry,
- Involve and engage membership in taking advantage of this opportunity to gain valuable knowledge, while earning CEU credit, in keeping abreast of the constantly changing global marketplace as it relates to the hospitality industry.
- Determine how industry professionals can collaborate with the committee to offer the most up-to-date information to the membership and establish realistic time commitments. This is in process as of FA17.

- Formulate a plan for industry outreach to find out what the membership wants in Continuing Education and what sector is the most likely to respond
- Establish clear timelines and specific outcomes tied to the industry professionals expressing interest in Continuing Education
- Establish time for bi-monthly conference calls to establish and maintain the impetus of the committee

**LONG TERM GOALS FOR THIS POSITION**

- Compile and sustain a hospitality centered comprehensive recorded catalog of CEU's, interviews, panel discussions, biographical presentations in conjunction with the VP of Education. Establish a secondary committee to achieve this.
- Formulate minimum of two to three live web based programs each year based on results of outreach.

**FINAL COMMENTS**

The goals and outcomes have not changed for this committee. The important thing is that the process has begun.

**SUSTAINABLE EDUCATION CHAIR**

STACEY OLSON

**Job Purpose**

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

**PROGRAMMING**

STACY COSTA

**Job Purpose**

- Direct the NEWH, Inc. Programming events: BrandEd, Mentoring, Women in Business and see that NEWH, Inc. Chapters follow the Education mission of the organization

**BrandED CHAIR**

DEBBIE MCKELVEY

**Job Purpose**

- Develop and implement a program to introduce and educate membership about the Hospitality Brands.

**MENTORSHIP CHAIR**

**Job Purpose**

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

**VP/DEVELOPMENT**

LEIGH MITCHELL

**Job Purpose**

- Responsible for the well-being and growth of the NEWH, Inc. membership and expansion of NEWH, Inc. Generating methods of membership and revenue growth.
- Responsible for overseeing the successful execution of the 2019 Leadership Conference.
- Oversee digital marketing efforts to expand the presence of NEWH.

**2017/2018 GOALS**

- Work with and on behalf of NEWH, Inc. to increase membership on a National and International level.  
**Membership is up!**
- Work with Director of Membership regarding outreach to the chapters and increasing membership.
- Work with Director of Digital and Executive Director to increase awareness of NEWH, NEWH mission, news, events, etc. thru Instagram. Since February over **900** followers.
- Work with Director of Conferences to finalize LC location and work on speakers, programming, and evening events for 2019 conference.

- Creation of an Awards Chair to review and promote Award of Excellence and Icon Awards. Need to create job description and recruit.
- Promote and increase Business Memberships
- Work with Helen and Fernando to finalize Fellowship membership

**STEPS TO ACHIEVE GOALS**

- Dir of Membership will work on marketing plan for the continuation of the BD membership drive promotion. This will stay in place thru 2018. Work on Membership Best Practices and update the list of Membership Drive Ideas.
- Instagram – follow up to make sure all chapters are engaged

with Instagram and are aware of the Best Practices. Helen to continue to work with the NEWH office on posting relevant information. To look for Helen's replacement.

- Leadership Conference – work with Ron, Cindy and Jena to finalize location in next 30 days and outline the programming schedule.
- Make 2018 Discipline calls engaging and educational.

Jun 2016

**LONG TERM GOALS FOR THIS POSITION**

- Continue to work on Membership and Digital marketing best practices.
- Successful execution of the 2019 Leadership Conference.
- Create more awareness and understanding of the Awards NEWH gives out.

**Thoughts from a New Member**

*by steve bab*

I see you at the meetings,  
but you never say hello.  
You're busy all the time you're there  
with those you really know.  
I sit among the members,  
yet I'm a lonely gal.  
The new ones feel as strange as I;  
the old ones pass us by.  
Darn it, you folks urged us to join  
and talked of fellowship,  
You could just cross the room, you know,  
but you never make the trip.  
Can't you just nod your head and smile  
or stop and shake a hand,  
get over your mom's good intentions.  
Then go sit among your friends?  
Now that I'd understand.  
I'll be at your next meeting,  
and hope that you will spend  
The time to introduce yourself,  
I joined to be your friend

*Thank you to Angela Reed for sending us this poem*

**MEMBERSHIP**

**CINDY ANDREWS**

**Job Purpose**

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

We are looking forward to continuing some of the great programs started in 2017 and coming up with more ideas for 2018. As per Michelle Finn, we are continuing the BD program for new members. Below are the results from BDNY. It was a great success! I would like to have a marketing piece put together so that I can share and promote it with each chapter.

We look forward to working with the returning and new chapter Membership Directors. I would like to send them the attached "idea" sheet in January and before each quarterly call. I will also continue to encourage participation from all chapters and regions so that new ideas or programs can be created.

NEWH Business Designation	# of	% to total
	contacts	
Interior Design	29	41%
Vendor	29	41%
Architecture	4	6%
Student	2	3%
Education	1	1%
nonmember (but business is new chapter level business member)	1	1%
Project Management	1	1%
Publications	1	1%
Student - interior design - grad 8/2017	1	1%
Transportation Services	1	1%
<b>Grand Total</b>	<b>70</b>	

## MEMBERSHIP REPORT BY CHAPTER

chapter	November 11, 2017	11/11/2017 w/Students	2018 to date	2018 to date w/Students	% of Change since Nov 2017 mtg w/o students	2017 non renewals		2018 new members/ past returning		voting members	non voting	students
						Students are not reflected						
Arizona	104	144	111	140	7%	26	23.4%	3	2.9%	82	29	29
Atlanta	403	599	451	607	12%	86	21.3%	22	5.5%	283	168	156
Atlantic City/Philadelphia	67	88	70	94	4%	14	20.9%	1	1.5%	49	21	24
Chicago	315	411	306	406	-3%	59	18.7%	4	1.3%	209	97	100
Dallas	452	590	442	579	-2%	66	14.6%	4	0.9%	334	108	137
Houston	145	230	145	231	0%	32	22.1%	2	1.4%	87	58	86
Las Vegas	181	265	178	262	-2%	47	26.0%	4	2.2%	135	43	84
Los Angeles Founding	282	336	281	341	0%	81	28.7%	8	2.8%	200	81	60
New York	413	520	412	524	0%	118	28.6%	18	4.4%	312	100	112
North Central	174	319	174	329	0%	24	13.8%	4	2.3%	105	69	155
Northwest	243	290	230	281	-5%	45	18.5%	6	2.5%	181	49	51
Rocky Mountain	171	211	170	213	-1%	30	17.5%	9	5.3%	150	20	43
San Francisco Bay	235	305	237	310	1%	68	28.9%	6	2.6%	186	51	73
South Florida	245	296	242	295	-1%	39	15.9%	7	2.9%	196	46	53
Sunshine	215	248	213	246	-1%	50	23.3%	5	2.3%	175	38	33
Toronto	128	160	125	159	-2%	31	24.2%	4	3.1%	89	36	34
United Kingdom	92	101	90	91	-2%	22	23.9%	4	4.3%	75	15	1
Washington DC Metro	238	355	237	356	0%	49	20.6%	5	2.1%	174	63	119
Atlantic Canada Region	1	1	1	1	0%	0	0.0%	0	0.0%	1	0	0
Cincinnati Region	35	90	34	90	-3%	14	2.0%	2	5.7%	32	2	56
Hawaii Region	16	20	15	15	-6%	4	25.0%	0	0.0%	13	2	0
Memphis/Mid-South	23	47	55	82	100%			29	126.1%	52	3	27
New England Region	119	136	116	135	-3%	31	26.1%	7	5.9%	89	27	19
North Carolina Region	75	110	82	118	9%	15	20.0%	11	14.7%	59	23	36
Orange County Region	86	118	84	122	-2%	27	31.4%	3	3.5%	59	25	38
Pittsburgh Region	36	49	37	51	3%	14	38.9%	4	11.1%	31	6	14
Regional Members	44	47	37	38	-16%	13	29.5%	6	13.6%	33	4	1
San Diego Region	8	8	8	8	0%	3	37.5%	0	0.0%	7	1	0
South Carolina Region	20	23	21	25	5%	5	25.0%	1	5.0%	18	3	4
Vancouver Region	94	165	104	176	11%	5	5.3%	2	2.1%	59	45	72
edited 12-January-2018	4660	6282	4708	6325	1%	1020	21.9%	181	3.8%	3475	1233	1617

### REGIONAL MEMBERSHIP

Regional Areas	2018	2017	2016	2015	Regional Areas	2018	2017	2016	2015
Alabama	1	1	1	1	Kansas	4	4	3	3
Arkansas	1	1	1	1	Michigan	8	10	9	11
Asia/Pacific	2	3	4		Missouri/St. Louis		4	5	3
Australia		1	2		Ohio	3	2	3	
Caribbean Region		1	1	0	Oklahoma	5	5	3	5
India	1	1	1	1	Utah	3	3	3	0
Indiana	4	8	10	3	Virginia	3	2	3	

## NEWH CONFERENCES

---

RON MCDANIEL

### Job Purpose

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

### 2018 Goals

- Lock down venue and date of Leadership Conference
- Develop LC program to encompass all aspects of hospitality
- Obtain key note speakers and panelists
- Continue to obtain sponsors and look at other sponsorship opportunities

### Steps to Achieve Goals

- Continue to work with Jena and Helms Brisco to secure venue(s)

- Review program and breakouts to ensure relevancy
- Reach out to prospective key notes and panelists

### Long Term Goals for This Position

- Work with Marketing to ensure consistent LC message is distributed
- Work with Chapter Presidents and Regional Groups on involvement with LC

## DIGITAL MARKETING

---

HELEN REED

### 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.

## VP/INTERNATIONAL RELATIONS – CANADA

CHRISTINE TUCKER

### Job Purpose

- Develop and facilitate a program that expands the NEWH Canada, Inc. and NEWH Inc. mission of education through charitable endeavors worldwide. The program should increase the visibility/credibility of NEWH, Inc. within Canada and other International opportunities.

### 2018 GOALS

- NEWH in Vancouver; B.C. Regional Group is continuing with strength and offering impressive programming to the Hospitality Community in Vancouver. The new Board for 2018 has a lot of experience and bringing new blood for continued success in 2018.
- Work to promote growth in Vancouver membership to work towards a Chapter Designation Expand the NEWH mission Canada-wide, increase the visibility/credibility of NEWH.
- NEWH in Toronto work with Board to look for new Fundraising opportunities for the Chapter. The Board for 2018 has some new faces and energy to bring some wonderful new Programming Events being planned for this year.
- Continually be on the lookout for Explore potential members and growth of new Regional Groups in other areas of Canada.
- 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.
- Continued growth with other associations in Canada to expand our membership base.

### STEPS TO ACHIEVE GOALS

- Working with committee members in Vancouver Regional Group and Committees – Extremely pleased with growth and dedication from current Regional Members.
- Review the HOST Milan Italy success with attendees from 2017 show for review for potential consideration of NEWH participation in future shows with NEWH and HOST.
- 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

## VP/INTERNATIONAL RELATIONS – UNITED KINGDOM

JONATHAN YOUNG

### Job Purpose

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

SEE REPORT UNDER CHAPTERS/UNITED KINGDOM

## PAST PRESIDENT

### TRISHA POOLE

#### Job Purpose

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

## EXECUTIVE ADVISOR

### JULIA MARKS

#### 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

#### 2018 GOALS

- To support the incoming IBOD, transitioning to a new board and a new Presidency
- To support the President and Executive Committee with new and existing initiatives
- To provide guidance and counsel to all board members on NEWH procedures and policies

#### LONG TERM GOALS FOR THIS POSITION

- My goal is to always support NEWH, its mission and its members
- As Executive Advisor, I am available to all NEWH Board members, members and staff and am able to help with projects, or as a sounding board for ideas. Please feel free to reach out!

## NEWH MEDIA AMBASSADORS

### MICHELLE FINN/STACY RAUEN

#### Job Purpose

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

NO GOALS SUBMITTED

## NEWH AMBASSADORS

### MATT DESHANTZ/ GRETCHEN GILBERTSON/ JORDAN MCINTURF/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/Susan Huntington/Diane Federwitz/Nicole Crawford/Julie Hartmann/Kathy Coughlin/Brenda Brown

### 2018 BOARDS

#### Do you have OPEN Board Positions?

- As you fill any open board positions (voting and chair positions), be sure to vote them in at your 2018 January 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.

**Mandatory Discipline Calls** – Remind ALL board directors to participate in the mandatory discipline conference call for their respective position. These calls take place in November and December prior to the New Year. Board members must participate in order to serve on the Chapter Board of Directors.

**Ensure a Smooth Transition into 2018** – include those new 2018 board members in your end of year (Nov/Dec) board meetings so your current board members can mentor the new members. The new board members can see how the board meetings operate and will have the opportunity to ask questions of the current board member in their position to ensure an easy transition to your new board.

**Succession Planning** – the Chapter Board nomination process is complete!! 2018 Board Announcements have been sent out and we are looking forward to a Great Year. We had a record number this year turn out for nominating and voting, plus we had some

members respond to the Announcement where there are open spots on a Board. Many Thanks to your membership for stepping up and taking an active role. There are some Chapters that have open spots in key position so please keep on the lookout for upcoming board members! As members reach out to serve, help them select the perfect spot on your boards. We appreciate all that hard work that goes into the whole process from start to finish.

#### Job Well Done!

**In house Board Training** - Chapters due for in-house board training have been notified and most dates are scheduled. All others can request a two-hour webinar with their chapter boards covering board positions, NEWH Mission, Who we are, calendar, by contacting [jena.seibel@newh.org](mailto:jena.seibel@newh.org)

**Chapter Business Plan** – The business plan has been modified and is much easier to follow/understand as a basic roadmap for your chapter as you plan for next year. Use this in your strategic planning meetings.

**Chapter Budget** – Start putting 2018 budget together now in order to approve at your first board meeting in January. If there is not an approved budget in place, all expenses must be voted upon until the budget is approved. Remember, it is not up to just a few board members to create your budget, each director should

be turning in their budget according to their discipline to the chapter treasurer who then includes in master budget.

### **Leadership Conference 2019**

Chapter Boards should discuss budget for flights and registration cost of the 2019 Leadership Conference to be expensed in 2018 and include in budget. Questions please contact the NEWH, Inc. office.

### **MEMBERSHIP**

**Dues Renewals** – Many members have an early January dues date. Get a membership renewal committee in place to call those on the dues report who have an upcoming dues date or those who have recently lapsed who have 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** – Each chapter should plan to have one membership drive annually. If you are 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.

**Attracting New Members / Retaining Members** – As you start planning your 2018 event calendar, make your events inviting and intriguing to members and potential members to attend. 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). Another great resource is to participate in the quarterly conference calls for your discipline to find out what others chapters have had success with as well as read chapter reports in the board packet.

**Member Approvals** – New members are anxious to know that they are approved and look forward to being involved so please continue to approve them within 30 days and let Kathy know of the approval, and please welcome them within a few days of approval. To ensure timely approvals, anything over 30 days will be reviewed and approved by Shelia.

**New Membership categories – Business + and Chapter Level Business – Top Tier:** We have received several memberships and inquiries into these new business memberships. Business + is a great option for companies with people all across the country. Please see the website link for the cost and benefits - <http://newh.org/business-membership/>

### **EVENTS**

**Event Calendar** – as you set your 2018 calendar, forward your dates to Diane in the NEWH Office to put on your chapter calendar. 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.

**Planning your 2018 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.

**Holiday Events** – as your chapter/region is planning holiday events, 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.). Networking holiday events are fine but should be planned as such - no-host bar and/or low (\$10-20) ticket price and no/low sponsorships to cover appetizers.

**Corporate Partner banner** – A 2018 corporate partner banner will be sent to the President in January and should be at all events. Remember to thank partners as well as individual event sponsors. Slides are available of the partner logos to incorporate into event sponsor power points running at events. Request through Diane.

**Sponsorships** - Companies are now doing their budgets for 2018; therefore, it's a great idea to get notification of your 2018 events out to potential sponsors so they can request sponsor dollars for your events. Even if you don't have dates confirmed but know what kind of events you may be hosting put a brief event/ calendar together or at least information on your large fundraiser to get in their budget.

**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.

**2018 Regional Tradeshow** – the schedule is as follows: Houston, TX - January 18, 2018. Atlanta, GA – March 15, 2018. Bethesda/DC – April 12, 2018. London – June 2018. Pittsburg, PA – Fall 2018 (date to be announced). Dallas, TX – Fall 2018 (date to be announced).

### **SCHOLARSHIP**

**Scholarship applications:** Students may apply online or submit a PDF application by mail or email for NEWH Chapter scholarships. Chapters select when to distribute, collect and award annual scholarships. Connect with students and colleges to determine promotion and deadline dates. 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 drop off flyers.

**Recruit committee members:** Form a scholarship committee to assist with updating college contacts, school visits and reviewing applications.

**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). Ensure applicants have applicable debt through their college for tuition or program approved books/supplies; if this is not clear verify details with the student 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?** Utilize the NEWH Scholarship Stories, Opening Doors video, tell our story, make NEWH's mission of scholarship and education well known. Explain

to attendees/membership why you volunteer, why you raise money, it's about scholarship and education. Keep the stories coming, students can submit a selfie or street video explaining their involvement with NEWH and scholarship story. 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.

**NEWH Leadership Conference-2019:** Chapters may send up to 2 students/past recipients to Leadership Conference; chapter Admin or Scholarship funds may be used to pay for student travel, lodging and conference pass – expenses must be voted on and placed into chapter budget. This is an amazing opportunity for a student to further their connection and understanding of NEWH.

## WEBSITE/SOCIAL MEDIA

**Please review your chapter pages on the website.** Your chapter board is responsible for making sure your chapter pages are up to date. If you'd like different banner photos, send them in! Remember: Your chapter-landing page is the first place someone visits to find out about your chapter so sell your chapter here! Why should someone join your chapter? What do you have to offer? What exciting events are you planning? Want to share how successful an event was or market an upcoming event? Send us your requests and make it exciting! Visit your pages often to make sure they are up-to-date – the more current your pages are, the more visitors you will have on your site. Forward any chapter page updates/requests to Diane Federwitz.

### Social Media Update:

**Facebook:** Each chapter has their own Facebook page set up by NEWH Inc. 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. If you'd like to add an admin person, contact the Inc. office.

**Instagram:** If your chapter has an Instagram account, let Diane know your account name/password. She can add the Instagram link to the bottom of your email broadcasts. Please see the board resources/marketing section for updated Instagram guidelines.

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

**Twitter:** NEWH Inc. has one main Twitter account. The Twitter account is linked to all our chapter Facebook pages, so as event notices are broadcasted out, they are automatically posted on chapters' Facebook pages which are then linked to the one NEWH, Inc. Twitter account and tweeted.

## 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).
- CUNB Bank statements (for the previous month) are delivered to the Inc office via USPS and typically arrive around the 2nd week of each month. They are then scanned and emailed to the Chapter's Board.

### GoPayment Readers

- Guarantees receipt of funds right at the event.
- Custom items, including descriptions and amount, can be added for a more efficient transaction processing. Contact Susan Huntington for assistance.
- Chapters can run credit cards for many receipts including

sponsorships, silent auction, raffle, door ticket sales. (Please do not use Go Payment for processing membership dues – new or renewal. Membership dues should be sent to Kathy)

- Very important to fill in **BOTH memo fields** – alleviates unidentified funds and will help the purchaser identify what the charge was for.

### QuickBooks Online

2018 training including Chapter President and Treasurer will be underway soon. Watch for an email from Susan Huntington.

### Checks

- All checks written by the Chapter **MUST** be entered into QuickBooks Online immediately to help maintain accurate account balances.
- Both memo fields need to be completed – One completes the check's information, the other is for reporting purposes.

### 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.
- When mailing a deposit directly to the bank, make copies of all checks being deposited for backup – enter into QuickBooks Online immediately.

### 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 in a timely manner to avoid stale dated checks from being returned to us.

### Chapter Statement & Financial Reports

- Accounting is Cash Basis (fiscal year).
- Bank statements are scanned and emailed to whole Chapter Board monthly (NEWH, Inc. receives them mid-month).
- Financial reports are emailed to the entire Chapter Board after the monthly statement has been reconciled.

### Chapter Budgets

- Regularly compare your budgetary figures to your actual financial activities. Remember – the Chapter's financial status is not the sole responsibility of the Treasurer, but the entire Chapter Board.
- Monitoring the budget will keep you financially stable. These figures should sync with all event budgets.

### Miscellaneous

- NEWH, Inc. holds a Chapter credit card which can be utilized by all Chapters to make down payments, pay invoices, etc. (Request should be made **5 days** prior to the date due). Please contact Susan Huntington. Individual Chapters may not have their own credit or debit card.
- If NEWH, Inc. is processing credit card payments on the Chapter's behalf, send to Inc immediately to ensure financial commitments are met.
- Results of Activity Reports (Programming and Fundraising Events): Must be completed and sent to Susan Huntington 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 – Susan Huntington or Julie Hartmann
- 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  
Brenda Brown
- Sustainability – Nicole Crawford
- Website/Newsletters – Diane Federwitz
- Other questions – just call, we would be glad to help

## CHAPTER REPORTS

### ARIZONA

Michelle Purcell, delegate

*chartered May 5, 1995*

**NO REPORT SUBMITTED**

### ATLANTA

Tara Herbert, delegate

*chartered May 5, 1995*

**NO REPORT SUBMITTED**

### CHICAGO

Anne Hiter & Jessica Linden, delegates

*chartered August 12, 1991*

#### MEMBERSHIP

In Q4 we've had 7 General Members and 6 Student Members join our chapter. Our chapter is looking forward to next year and holding a membership drive at one of our scheduled Chapter events.

#### PROGRAMMING

We held a tour October 26<sup>th</sup> at the brand-new Hyatt Corporate office in downtown Chicago. It was exciting doing a tour of a corporate location rather than a hotel. We had very good turnout at 66 people in attendance. Tours are typically very successful with our chapter, and this was no exception. We also had a GC as a sponsor which was a new thing for us. Very informative have designers and representatives from Hyatt, Gensler and Power Construction presenting and leading the tour groups.

#### SCHOLARSHIP

Our chapter was able to award \$45,000 in Scholarship Dollars this year! There were 10 recipients of the Chapter's scholarships from the following schools: Cuyahoga Community College, Ivy Tech Community College, University of Cincinnati, Kendall College, Michigan State University, Columbia College, Robert Morris University, & Roosevelt University. All of the scholarship recipients were invited to our latest fundraising event, Unmask the Night Masquerade, where they were able to bring a +1. Six of the ten attended, and they were awarded with their scholarship in front of the industry (also referenced in Fundraising). At this

event, we were also able to acquire 3 scholarship videos from the students on what the scholarship & NEWH meant to them. We also were able to play the scholarship video for the entire event audience; it was very well received!

#### FUNDRAISING

Our chapter held our third and final fundraiser for the year on November 16<sup>th</sup>. It was our first time doing a Masquerade Ball and was a complete success! Turnout was a little lower than our previous Bootleggers fundraiser, but that was mostly in part due to a crowded calendar with our tradeshow this year and having to hold the event the same week as BDNY. Moving forward we will make sure to have the event earlier in the fall. We had around 120 attendees and raised around \$12,000. It was exciting to see people get into our theme and really go all out with their masks! We also took some time at this event to show the scholarship video which made such an impact on everyone in attendance. It's such a great tool to really drive home to people as to why we do what we do and what an impact these scholarships can make on the student's lives. We had 6 out of our 10 scholarship winners in attendance who could accept their awards in person as well as our TOP ID firms for the year. Overall the fundraising committee held three very successful events this year and we are looking forward to another successful 2018.

### CINCINNATI

Kelly Gaddes, steering committee chair

**NO REPORT SUBMITTED**

### DALLAS

Elissa Murry & Heather Scott, delegates

*chartered August 12, 1991*

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 remain separate as we received great feedback again this year on having two events. The 2018 budget will be finalized in our January kick off meeting. Cheers to a great 2018!!

#### MEMBERSHIP

1. The Membership Director and Chair are focusing on increasing voting membership levels. The annual event is possibly being revamped to cost less and have more of a "membership" and "community" feel, versus breaking everyone up into teams. The date may also change to be during the Summer to allow the team more time to plan something wonderful for our members. We're hoping a less expensive membership event will leave our sponsors with more funds to donate for the fundraiser in October.
2. 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!

3. 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!

#### PROGRAMMING

1. The Director and Chair are putting a lot of thought into each and every event, as well as the funding of events. They want to make sure there is a wide variety of attendees, at low costs venues. There will be 4 events this year; a culinary themed event that another chapter did and shared with us on a

conference call, and two more educational experiences geared more towards design. The Holiday event will be a hotel tour again as that proves to be extremely popular. They will be giving design firms involved in the tour the opportunity to sponsor the event, in addition to manufacturers. We're hoping this relieves some of the pressure off of our sponsors, and makes the design community more invested, both financially and interest wise.

2. 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.

**SCHOLARSHIP**

1. Scholarship team this year is really analyzing of how to get the word of our scholarship out to key professors in the area. The list we have currently still has a lot of kick back emails- so they are looking to clean it up.
2. The date has been set for May- venues are being explored to house a dinner for 200-250 people.
3. The Director and Chair have established dates for deadlines of applications (which has past), first reading of the essays (Mid-April- final date TBD), and personal interviews of potential candidates (mid-April- final date TBD). 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 in May. The scholarship committee has currently been formed with both veterans and new board members, and they plan to do the same in 2018.
4. 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, but final numbers will be determined at a later date.

(photos are from 2017 event)



**FUNDRAISING**

1. The Director and Chair are already off to a great start this early in the year! A venue has been chosen, as well as a theme of a "Black and White Ball", but we can't book the venue until the date for the trade show has been solidified. We need that date ASAP, please!
2. We will not be doing an auction again this year as it puts entirely too much stress on the committee. We will be raising funds through sponsorships, a custom bingo game, and a cocktail napkin sketch competition.

**MENTORING (E3)**

1. The E3 Mentoring program which the Dallas chapter started last summer will be came to an end on November 30th. We repeated the creative charrette event with a different theme since we had such success from the year before. It is enjoyed from mentors and mentees alike! It was a great success and mentors/mentees have continued to keep in touch after the program has been completed, which is so amazing.
2. Once the new year hits, 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 new year of matching will kick off this summer.
3. This year E3 hosted 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. We had approx. 15 students attend and they as well have been in continued contact with the mentors they meet.

**TRADESHOW**

1. We're working with INC to plan our biannual tradeshow in the fall of 2018. Requests for pricing and dates have been submitted to various venues in the DFW area. Hopefully something will be solidified soon so our Fundraising team can book their venue.

**LAST BUT NOT LEAST**

The NEWH Dallas Chapter will be celebrating another great year in 2018! With the guidance from INC and the amazing commitment of the local Board Members, 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.

In the Spirit of Networking and Making a Difference.....

**HOUSTON**

Leena Nacy, delegate

**NO REPORT SUBMITTED**

*chartered February 17, 1992*

**LAS VEGAS**

Jonathan Kaler & Dawn Larsen-Garner, delegates

*chartered March 26, 1991*

**MEMBERSHIP**

- As of Dec 2017 we have 256 members, 12 Chapter Level Business Members.
- 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 for the upcoming 2018 year. We have several new board members for the 2018 season.

**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. Including our first event in January 2018 being a mix and mingle for ADAS, ASID, NPF, IIDA, CSI, IDS and our NEWH Las Vegas group.

#### SCHOLARSHIP

- 7 scholarships were awarded for 2017 for a total of 25,500.
- We received many applications in these fields:
  - Culinary
  - Hospitality/Hotel Administration/Management
  - Interior Architecture Design/Architecture
- As of Nov 2017 there is \$109,692 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.
- We will honor 2018 scholarship recipients at the Hospy Awards by printing their bio in the program and allow each student to speak at the event on stage. We believe this will be a great way to honor the students among our members during the event and potentially assist in generating more scholarship donations.

#### FUNDRAISING

- We are busy planning and getting our venue secured for our 2018 event The Hospy's. The event is tentative at this date. Firmed dates will be on our calendar soon. Check our website for more information.
- We will continue making HOSPYS a primary fundraiser for 2018. Our second fundraiser will be our Glamping event slated for summer 2019. We are revising the Hospy format for 2018 to generate maximum return and minimize expenses. We are hopeful the revised format will be successful.
- Last year was our 2nd launch of Owner's Round Table event hosted the morning of the Hospy Awards. Ticket sales are in addition to the Hospy awards enabling us to generate additional sponsorships and revenue. The round table was successful last year and gaining great momentum for 2018. Many informative presenters will be in attendance.
- We have been requesting sponsorships for every program event so the event costs are covered. 2017 was very successful with this approach and we anticipate 2018 to be successful at reaching sponsors as well.

#### ISSUES CHAPTER WOULD LIKE HELP WITH

- Continued branding from National to end-users, so there is awareness of who/what NEWH is and continues to be. A Mentoring program is of continued interest.

## LOS ANGELES

Tammy Adams & Brandon Brockmiller, delegates

*founded October 1984*

#### MEMBERSHIP

- We're currently at 245 general members and 53 student members, giving us a total of 298. We currently have 12-chapter level businesses in the LA chapter as well! We've added 58 new general members

#### PROGRAMMING

- We kicked off the year with a successful January "Head Shot" event at Phillip Jeffries and Holly Hunt Fabrics showroom in West Hollywood. We had a great sustainability CEU @ the DLR group office. Big turnout, amazing office space and we all learned a lot. We had our annual Paint Party where we all learned marbling, and the annual Bowling Membership drive that everyone enjoys. Next year we hope to occupy the entire bowling alley. We gave out the Top ID design award to the firms that won this award, they are: Gensler, KNA, and Rodrigo Vargas Design. We hosted a Design Panel with the winners and we are auctioning time with the winners as part of the Gala in October. November is Dark and we closed with our Annual Yearend Holiday get together and had over 50 people in attendance. (an ugly sweater party)

#### SCHOLARSHIP

- We received application from 16 students – we chose 7 winners. We gave away a \$10K scholarship and 6 students received a \$5K scholarship.

#### FUNDRAISING

- Our 2017 Fundraising Gala was at The Line Hotel, located in

Korea Town Los Angeles, on Oct 14th. We had almost 200 people attend the event that was themed Pretty in Pink. We gave away \$40,000 in scholarships to 7 students, one student received \$10,000. We had some great live auction items such as dates with key designers at Gensler and KNA. Our net proceeds are \$16,747.

#### 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.
- We have a person with strong social media background keeping the LA Chapter in the forefront.
- We are finally having interior designers join the board!

#### ISSUES THAT YOUR 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.
- We need younger members and more participation in our monthly events.
- We are starting to explore new ideas to change up 2018 fundraising event. We are wanting to try something new rather than the formal Gala we've had in the past.

## MEMPHIS/MID - SOUTH

Jana Johnson, steering committee chair

#### MEMBERSHIP – Sarah Edwards

- Since we are a new regional group we are working hard to increase our membership. One area we are targeting is the Kemmons Wilson School of Hospitality and Resort Management.

#### PROGRAMMING – Cody Liles

- We have an event scheduled for March that will include a tour of a new property along with a Q&A with the designer.

#### SCHOLARSHIP – Susan Herring

- We have not started the scholarship process.

**FUNDRAISING** – Traci Smith

- We have not started the fundraising process.

**OTHER CHAPTER HIGHLIGHTS**

- On November 16th 2017 we held our first event with a Meet and Greet at a local established. Approximately (35) people

attended and the response to our new chapter was excellent.

**OTHER CHAPTER HIGHLIGHTS**

- Event planning and Scholarships

**NEW ENGLAND REGION**

Tyler Toothaker, steering committee chair

*(originally chartered November 4, 1992)*

**NO REPORT SUBMITTED**

**NEW YORK**

Amanda Tomlinson, delegate

*chartered July 23, 1991*

**NO REPORT SUBMITTED**

**NORTH CAROLINA REGION**

Bess Rosefield Ehmcke, steering committee chair

**NO REPORT SUBMITTED**

**NORTH CENTRAL**

Valentina Castellon & Taylor Hoesley, delegates

*chartered December 11, 2000*

**VICE PRESIDENT ADMIN**

Your Role

- Individuals I report to: Westin Hammerstrom (President), Rebecca Kundysek (Past President) and NEWH Inc. Directors and staff
- Individuals that report to me: Lindsay Tomski (Secretary), Webb Hall (Treasurer) and Brandie Adams (Scholarship)

Position Goals

- Provide support, guidance and continue communication with the individuals I oversee above.

Other Report Items

- I've been actively participating as VP Admin in Annette Lucille's departure. I have attended the VP and President training sessions along with listening in on all other Chapter positions so I'm familiar with everyone's role and duties. I attended my first IBOD meeting at BDNY and met the Executive Committee. I still have a lot to learn but have been making sure I'm involved in any new committee planning as well as the 2018 budget planning so I have a good understanding of what is to come in 2018. I plan on attending the IBOD meeting at HD in May. I'm excited to be an integral part of the board this coming year and hope to bring a fresh perspective to the North Central Chapter being that I'm so new!

being hosted in Minneapolis. This event is new for us but we have significant interest so far. This will now be our Tod ID event award ceremony instead of our membership drive this year due to feedback on receiving awards near the end of the year instead of beginning.

**SCHOLARSHIP - Brandie Adams**

Role

- Reporting to President

Goals

- To strengthen professional relationships with future talent through programming and supporting student needs.

Budget

- \$8,000.00 Scholarship
- \$200 Speed mentoring general costs
- \$750 Student Portfolio

Portfolio Event

We had 75 participants for our Student Portfolio event held February 16<sup>th</sup>, 2017 held at Atmosphere. We had three students submitting entries for our Student Portfolio Competition this year. We had a nice mix of business professionals attending from 4 different schools: Alexandria Technical College, Dunwoody, University of Wisconsin-Stout, and University of Minnesota. We recruited 45 new memberships from this event. We kicked off the event with a key note speaker from ESG who presented the design concept and process of the Hewing Hotel, a new, upscale hotel in Minneapolis. <http://hewinghotel.com/gallery-photos/>

For the portfolio competition, each of the students presented to three professionals, giving them the opportunity to show their work and hone presentation skills.

Speed Mentoring Event

Our Speed Mentoring event was held on Oct. 20<sup>th</sup>, 2017 and was by Fluid Interiors. This event focused on exposing students to industry professionals on a more individual level. We had 22 students from 5 schools, and 15 professionals in attendance. Sessions were timed at 15 min. each.

-We made a point to promote our current open enrolment for the Student Scholarship application process. Our next mentoring event is Feb. 22<sup>nd</sup>, 2018.

Scholarship

-Our Scholarship Deadline was November 20<sup>th</sup>, 2017. We awarded our two scholarships this year. Second Place scholarship of \$3500 went to Brandi Ober, a NDSU student majoring in Hospitality Management. Our first place \$4500 scholarship went to Elizabeth

**VICE PRESIDENT DEVELOPMENT**

Your Role

- Individuals I report to: Westin Hammerstrom (President), Rebecca Kundysek (Past President) and NEWH Inc. Directors and staff
- Individuals that report to me: Lindsay Tomski (Secretary), Webb Hall (Treasurer) and Brandie Adams (Scholarship)

Position Goals

- Provide support, guidance and continue communication with the individuals I oversee above.

Other Report Items

- We are working diligently with the Marketing Director to get our call for sponsors out early this year. We hope to solidify sponsors early in the year so it's less of a scramble before each event. With last year's successful Wine Pull at the fundraiser, we plan to continue that tradition and make it bigger this year. We are also considering new venues to host the fundraiser this year and I am hoping to collaborate with the board to come up with new ideas to revamp this fundraiser.
- Our Kickoff event this year will coincide with the Super bowl

Bixeman from Iowa State University, majoring in Interior Design. Awards will be presented on Dec. 5<sup>th</sup>, at our In The Spirit Awards. We had 16 students submit, we are seeing the competitiveness in candidates increase, higher level submissions. Thinking there should be more criteria to help narrow down the recipients.

#### **TREASURER – Webb Hall**

##### Your Role

- Maintain all aspects of finances for the Chapter.

##### Current Budget

- We are in the black for both our Admin and Scholarship Accounts with healthy amounts to move forward when committing funds for scholarship and future events.
- We have increased our scholarship awards to \$10,000 for 2018.
- A budget has been completed for 2018 based on our set event calendar and is waiting to be voted on by the board at the January meeting.

##### Other Reports

- 2017 has been a great year. Every event has been held in an awesome venue. Everyone that attended the Britt's event loved the location and the wine drawing. I sold out of tickets early and had people asking for more. The NEWH show was one of the best I have been to. Many vendors were grateful with all the designers attending. The after party was is HIT! Everyone loved the karaoke and the party favorites. Both the Scholarship Account and the Administrative Account are both

at great levels. I would say overall this has been an exciting and profitable year so far. Way to go Westin and all who helped out. Let's make next year even better!

#### **SECRETARY – Lindsay Tomski**

As the NEWH North Central secretary (Lindsay Tomski) for the 2018 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.

#### **CHAPTER QUESTIONS**

None at this time.

## **NORTHWEST**

Katy Clark & Karen Rains, delegates

*chartered March 23, 1995*

#### **Fundraising – Randa Morgan**

We are starting off the new year with a bang and ending the year with a robust amount of ACTION!

The PNW Chapter has 2/3 of our annual sponsorships solidified with a few interested parties on the horizon to wrap up the year. This is all prior to the new year, so we are thrilled with this progress as we are still working out the final details of our annual sponsorship package! A suggestion for NEWH INC., it would be wonderful to have a standard, but remarkably graphic and lovely, annual sponsorship package template that all chapters could utilize. I have seen IIDA's sponsorship package and am thoroughly impressed. Could we try to emulate something like that, adding a few more chapter photos, bard member photos, graphics and a bit more style?!

Savor Uncorked 2018 is already in the works! This is our chapter's largest annual fundraiser & combined scholarship event. We have a date and venue solidified for Thursday, July 12th at The Foundry. All the detail are yet to come but again, we are excited for the early progress. The team/volunteers are also in the works and the momentum continues to build.

Let's do this 2018!

#### **Programming – Karol Hauch**

Our most successful event for 2017 was Savor, which celebrated our student scholarship winners, acknowledged featured industry leaders and our Top ID winners. Thanks to the silent and live auctions and ticket sales, we raised \$15,000 at this event. We were able to give out \$25,000 in scholarships to several very deserving students, which we are very proud of.

NEWH/NW put on eleven events this year, which is amazing. They consisted of a Membership Drive at Flatstick Pub, Spring Hotel Tour at Thompson Seattle, Biophilia Forum in Portland, Community Service at Food Lifeline, a self-defense course that helped raise supplies for "Dignity for Divas", a two course series "Sip & Sketch" drafting/perspective drawing class, the Chapter Level Business Membership Drive on the Holland America Eurodam Ship (tour & lunch), Fall Hotel Tour at AC Marriott in Portland, and finished strong with the NEWH Tradeshow.

After being on the board for a two years now, it's been wonderful to watch how each year we improve, fine tune and expand how we plan and put on events. The time and passion that our board members invest is inspiring, and we have created a wonderful support system for each other and the NEWH community as a whole. I only see improvement, growth and an increase in memberships for the future.

#### **Membership – Sandra Brumbaugh**

We started out the year with a membership total of 234. Instead of the typical growth target of 10% we aimed for 275. As of December 22nd we are at 286.

Review Banner Stand Image/content/graphics... have heard comments that they could be better for recruiting if regionalized.

Continue to share "Elevator Speeches" with membership so we are all prepared to be **Membership Recruiters** at any moment. A few ideas from last year...

NEWH is the leading network for Hospitality professionals. We are the only industry organization dedicated exclusively to Hospitality, Food and Beverage business.

Our primary purpose is to foster the future of the Hospitality Industry through education and scholarship.

#### **NEWH Mission**

NEWH is the premier networking resource for the hospitality industry, providing scholarships, education, leadership development, recognition of excellence and business development opportunities. It's about Scholarship, Education and Business Networking.

#### **What we do**

Sponsor - Encourage - Disseminate - Serve

**Sponsor** scholarships and actively promote the education of eligible students aspiring to enter the Hospitality, Foodservice, Senior Living and related industries.

**Encourage** cooperation and exchange of information among those engaged in all aspects of the Hospitality, Foodservice, Senior Living and related industries.

**Disseminate** information to the industry through lectures,

seminars, trade meetings, news bulletins and awards for excellence.

**Serve** the industry, students and the membership of NEWH, Inc.

**THOUGHTS FROM PREVIOUS REPORTS**

- Would like to change-up Membership Drives next year. We think by combining with the Hotel Tours (Seattle and Portland) our results would be enhanced. Q2 timing better than Q1
- Hold an appreciation/recruitment event for “Business Memberships” late in the year. My Nguyen (Holland America) suggested we do this as an annual event.
- Have a Membership table at each event.
- Membership Survey - [link to results](https://www.surveymonkey.com/results/SM-BFCQLMRB/)

**Scholarship – Denise Corso**

We awarded \$25,000 in scholarships at our Savor Uncorked fundraiser in July 2017. One \$10,000 scholarship went to a hospitality management student, and three \$5,000 scholarship went to interior design students.

The scholarship opened February 6<sup>th</sup>, 2017, with the original deadline for submissions being April 21<sup>st</sup>, 2017. We extended the deadline to the first part of May and received a total of 22 applications. A committee was formed to inform students of the scholarship opportunity. Jennifer Fleming as the Scholarship co-chair. Katie Zuidema, Katy Kennedy and Michele Protzeller assisted in spreading the word. Several NEWH board members visited schools in person, and reached out via e-mail and phone to the professors and financial aid departments at outlying schools.

Two student liaisons were enlisted this year – Erica Albertson and Gabrielle Diebner. They are from the University of Idaho and 2016 Scholarship recipients. Gabrielle ended up being a 2017 recipient as well! They accompanied us to the Leadership Conference in February 2017. This was helpful in strengthening our connection, and them gaining a better understanding of NEWH. Gabrielle is in the midst of planning a panel discussion for students at the University of Idaho. We are actively recruiting additional student liaisons in Seattle and Portland.

I am confident the outreach has been extensive this year, and am hopeful our scholarship opportunities continue to be utilized. I trust over time our scholarships will become more visible as we

are committed to informing students of what NEWH has to offer. For 2018 we are planning more educational events to help mentor our students and young professionals in the industry.

**Marketing**

The NEWH Northwest Marketing team is continuing to increase our social media presence outside of Facebook, and looking to add followers on Instagram. We are aiming to provide engaging content that is not only event related but also mixing in Throwback Thursdays, community related events, scholarship, membership spotlights, etc. We’ve increased our followers this year and will continue to do so in 2018. With the majority of our membership residing in Seattle and outlying metropolitan areas we are looking to increase our social media presence in Portland as well, to continue to grow our membership base throughout all areas of the Pacific Northwest. With the use of social media advertising on the rise, we are looking to find a way to spread event information to non-members since evites from INC. only reach our current membership base. We are always looking for new ways to reach out to new members.

**ORANGE COUNTY REGION**

Jessica Wasmer Northover, steering committee chair

*September 9, 2008*

**PROGRAMMING**

2017 was a great year of events and we are looking forward to an even better 2018. Jennifer will be joining our board as our new programming chair and we are already working to line up sponsorships.

**SCHOLARSHIP**

We just hosted our annual scholarship event where we presented two students with \$2500 scholarships.

**MEMBERSHIP**

We have a new membership chair coming on board for 2018. Linda is excited to help us continue to build our membership.

**PHILADELPHIA/ATLANTIC CITY**

James Lyons, delegate

*September 9, 2008*

**NO REPORT SUBMITTED**

**PITTSBURGH REGION**

William Michael, steering committee chair

**NO REPORT SUBMITTED**

**ROCKY MOUNTAIN**

Nicole Brindle & Kyla Chambers, delegates

*chartered December 2, 1991*

**MEMBERSHIP**

- We will continue to work on growing our membership at each of our chapter and networking events throughout the upcoming year by focusing on the purpose and roles of our

Membership Chair to make a special effort to both reach out to new members, and retain existing members.

- 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.

- We will implement a new nametag system at events for all attending new members. Each new member will have a special nametag waiting at the door that is color coded so that the entire board can easily identify and welcome each of them.
- 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.
- We hope to expand design and architecture firm participation by including two gift memberships in our annual Platinum sponsorship for 2018 (with the sponsoring vendor choosing the membership recipients).
- We will reach out to other professional organizations (IIDA, ASID, WID, CIDC, etc.) to join with them in community events, to increase NEWH awareness and membership.
- We will continue to present high-quality program content to attract designers, architects, etc.

#### PROGRAMMING

- We plan to continue our strong programming for the entirety of 2018, updating as we can to firm up dates and add events.
- We also plan to utilize feedback from our member survey and aim to plan more tours, panel discussions, etc.
- We will continue to refine our existing events, and add or subtract as needed to elevate our chapters presence and reputation.

#### SCHOLARSHIP

- Our board awarded \$15,000 in scholarships this year. Applicants who met all criteria and were deemed to be deserving were interviewed. We awarded scholarships to 4 people this year.
- Rocky Mountain Chapter 2017 Scholarship Schedule:
  - Scholarship Applications Released November, 2017
  - February 17<sup>th</sup> 2018: Deadline for submissions
  - Early April 2018: Scholarship interviews conducted from 12-5pm
  - Mid-April 2018: Notify applicants and winning recipients
  - Late April 2018: Scholarship Event - Haute Seat Design Competition

#### FUNDRAISING

- Our Annual Sponsorship Menu has continued to be a very powerful tool for our chapter. It has proven itself to be a significant contribution both financially, and in terms of keeping our sponsors involved throughout the year. We can't boast enough about our Sponsorship Menu as it has made our overall fundraising efforts much easier. We have continued to refine the package based on the feedback we've received, and have again released an "Early-bird Special" in November that offers discounted pricing through February 2018.
- 2017 proved to be our most successful fundraising year to date. Our success in previous years have allowed us to increase the value of scholarships that we were able to award. We hope to do the same thing for the 2018 year.

#### OTHER CHAPTER HIGHLIGHTS

- We are working to strengthen our chapter's internet/social media presence.
  - We will continue our quarterly newsletters that highlight our chapter's events and members.
  - Our Chapter Board will continue to develop a variety of social media platforms to reach out to our community. We have created a Social Media Committee who will focus on frequent posts, and create mini-contests at our

events that encourage our members to participate.

- We will offer social media-specific benefits in our Sponsorship Menu.
  - We will create printed media that falls in line with our digitally distributed marketing to hand out as a simple yet strong reminder.
  - We have created a Marketing Chair position, with the aim of seeking more involvement from the culinary, healthcare & property management branches of our local hospitality realm.
  - We have nominated a Student Representative for the 2018 year, and we will use this opportunity to really push student interest and involvement.
  - We look forward to an amazing 2018 board with many members continuing, and several wonderful new members coming on-board. This iteration of our board promises to be the most energetic, enthusiastic and creative yet!
- ISSUES CHAPTER WOULD LIKE HELP WITH:**
- None at this time. We are feeling very strongly about the ability of the current chapter, and will reach out as necessary.

**MEMBERSHIP**

- Associate Members: 32
- Business Plus Courtesy Member: 1
- Chapter Business Courtesy Members: 32 (1 more)
- Chapter Business Members: 16
- Chapter Level Business: 17 (1 more)
- Corporate Partner Courtesy Member: 7
- Corporate Partner Member: 2
- Educational Professional: 7
- General Membership: 105 (1 more)
- Honorary Membership: 11
- Student Membership: 71 (1 more)
- Grand Total: **301 (4 more)**



**PROGRAMMING**

December-- Great event at Local Language in Oakland

- Art submitted for prizes
- Educational with art in the making presented by Local Language
- Turn-out of around 40-50 people
- Gift cards collected for local charity
- New 2018 Board Presented to Members/Guests
- Members wore festive hats for the occasion



**SCHOLARSHIP**

Candidates reviewed and interviewed.

**FUNDRAISING**

Financial report from Wine By Design event has been provided.

- Net Proceeds..... \$59,240.43
- Chapter Scholarship Fund..... \$ 38,506.28
- Chapter Admin Account..... \$ 20,734.15

**NEXT UP**

Working on 2018 Scholarship Awards & Top I.D. Gala for February of 2018.

Working on Wine By Design 2018yet.

**SOUTH FLORIDA**

**NO REPORT SUBMITTED**

**SUNSHINE**

**MEMBERSHIP**

Membership as of December: 243 total members

**PROGRAMMING**

Our latest Sundowner was a huge success and extremely well attended at Mathers Social Gathering in downtown Orlando. We collected Toys for Tots and had an overwhelming amount of toys to donate to an incredible cause. We were able to provide food as well thanks to our wonderful sponsors for the event Gay Nell & Associates, Beyer Brown and Martha Graham.



Our next Sundowner is going to be on January 3 at The Imperial at Washburn Imports on Orange Avenue. We are expecting another wonderful turn out and live music will begin at 8:00pm. We are also looking forward to our next Tampa Thirsty Thursday on January 18th with a new start time of 5pm at Olele in downtown Tampa.

**SCHOLARSHIP**

The Sunshine Chapter was honored to grant \$18,000 in Scholarships to five (5) students in 2017. The students were presented with large "check" at the Under the Big Top Fundraiser

on October 6th. The 2017 Sponsorship recipients are: Jessica Marie Gervikas – \$5,000.00 – Florida State Caroline Fields – \$5,000.00 – Florida State Sarah Wallstedt – \$3,500.00 – Florida State Hannah Christine Hiler – \$2,500.00 – University of Central Florida – Rosen College of Hospitality Management Ernsou Pierre – \$2,000.00 – Valencia College

We are looking forward to 2018 to see what amazing students we can offer scholarships for in the upcoming year. Our main presentation is currently slated for the fundraising event October 19, 2018. More information to come on upcoming CEUs as well.





## FUNDRAISING

Our Main Fundraiser for 2018 will be on October 19<sup>th</sup> at 1010 West in downtown Orlando. Our theme this year is Havana Nights and we can promise another evening full of entertainment, networking, great food and drink and a fabulous presentation of

## TORONTO

Nicole Fizzard, president

### MEMBERSHIP

Our Membership remains as follows:

18 Associate Members	5 Corporate Partner
30 Chapter Members	13 Educational
2 Chapter Business Members	41 General Members
15 Business Chapter Level	31 Student Members

We will continue our focus on engaging the culinary community / food and beverage corporations into 2018. With new board members to the Toronto Chapter we are expecting our outreach to expand through these new additions and further our exposure and outreach.

### PROGRAMMING

On November 21 we hosted our annual scholarship gala at PI Fine Arts. Scholarships were handed out to Thuy Thu Nguyen and Kristiana Craver, both of whom were in attendance. This event was also our major fundraiser for the year. It was a well-attended event with generous donations to the silent auction from our vendor members. 2018 will see a fresh focus on our programming efforts with a new board member in this role that brings a wealth of experience and energy to the position. Together with a new focus on events and how we execute them,

our scholarship winners for the year. Stay tuned for more information as this event is surely to be spectacular!

### OTHER HIGHLIGHTS

We have many new board members joining us for 2018 including a few co-chairs that we are finding to be a successful contribution to our chapter. Our Co-Chairs are often staying on for the next year with a bit of experience under their belts that has proved to be quite advantageous in transitioning to a new board each year.

### WE WOULD LIKE HELP WITH

Strategies to engage members outside of the Orlando area (Jacksonville, Tampa, etc.)

*chartered November 18, 2004*

we plan to continue with limiting our events and ensure they are higher in content to benefit membership value.

### SCHOLARSHIP

Scholarships will be limited in 2018 based on the funds raised in 2017. We are reviewing our options for participation with the funds currently available and the option of creating a Vendor Scholarship opportunity in 2018.

### FUNDRAISING

As we were unable to host our Golf Tournament in 2017 we differed the fundraising efforts to the Scholarship awards night. We recognize the need to be aggressive and proactive in our fundraising efforts for 2018 and require a greater focus on this role.

### OTHER CHAPTER HIGHLIGHTS

Board Training was held in December by Jena, Diane and Susan. We thank them for a great day of coaching and were left with some great insight and ideas for improvements!

### OUR CHAPTER/REGION WOULD LIKE HELP WITH

We have several vacancies on the board that need to be filled. We have welcomed two great new members to the Board and continue to look for committed and motivated individuals.

## UNITED KINGDOM

Jonathan Young, president

*chartered June 12, 2002*

### MEMBERSHIP REPORT

The UK continues to recruit new members but they are only just outpacing those members not renewing their subscriptions. These are due to a number of reasons but the membership committee are following up to understand the reasons so we can address in the future. Karolyn Kirsch is Membership Director for another year and is being ably supported by Kevin Swart who will be focusing on membership renewals. Our goal for 2018 is to break the 100-member barrier, not including corporate sponsor memberships. I am confident we can carry this out as we have some momentum behind the chapter that we need to capitalize upon.

### PROGRAMMING

We have just published our programming schedule for 2018, and I am pleased to report we have a very varied list of events. We will continue with the hotel tours which are a major draw for the chapter, and will include The Royal Lancaster Hotel, The Curtain Hotel, The Russell Hotel, and The Indescon Court (Hilton Curio). With Caroline Cundall, Design Director for IHG, officially joining the Board in January we are also hoping to have an event along the BrandID event that has taken place in the US.

We will be planning a "Graffiti" event aimed at the design community in May on the back of the successful "Origami" event we had last year, and a Photography class sometime in the Spring

as well.

Our big event will be in June where we are intending to combine our Annual Fundraising event with a Roundtable discussion and we are already working on bringing together key industry figures and a venue to match.

We have now confirmed the 2018 Top ID firms for the UK Chapter and have set February 22<sup>nd</sup> in the diary as the date that will showcase AD Associates, RPW, and Woods Bagot who were the designers selected. This event will be hosted at Roca's showroom who will be the sponsors for the event.

Finally, and as part of our goal, to bring industry and the student designers closer together we are working on a joint event with BIID (British Institute of Interior Designers) that will focus on student mentoring. We are aiming at having this in the summer and give students an opportunity to ask questions and network with key figures in the hospitality design market.

### SCHOLARSHIP

We are looking at expanding the design colleges with work with as a chapter, and with Libby Bull's drive hope to build a relationship with three schools this year. We will continue our ongoing association with Ravensbourne, and working closely with Woods Bagot, one of our Top ID winners, and a Chapter Business Member, will be supporting their intern programme. We are now getting requests to be part of the judging panel for the students

work and this is helping raise the profile of NEWH across the industry. Last year's awards brought together an impressive list of designers, suppliers, and media from our industry, and included Elizabeth Lane from RPW, Constantina Tsoutsikou and Sarah Williams from HBA, Michael Curry from DPA Lighting Design, Lee Breeds from Laufen, and SPACE magazine's editor Can Falk as judges for the Scholarship awards.

**FUNDRAISING**

The Programming team lead by Hannah Rogers is current scoping out venues for this year's Fundraising event which will take place in Mid-June and hope to have a venue selected in January. As soon as this is confirmed we will advise of the date and the planned schedule of events.

**OTHER CHAPTER HIGHLIGHTS**

The UK NEWH Board continues to evolve and the new members are proving to be a great asset and are providing us with a balance of experiences, and backgrounds. The addition of

Caroline Cundall from IHG now gives us representation from a hotel group, purchasing agents, hospitality interior designers, and suppliers.

We are also forging a great relationship with SPACE magazine to provide us with coverage in all their issues. Their hospitality publication is receiving great reviews and is aimed primarily at the UK and European hotel market, and will have six issues planned in 2018. We will be showcasing a previous scholarship winner as part of our submittal and have selected Jed Maiden to be interviewed.

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

Raising our membership is our priority and particularly as it enables us to carry out more events and raise more money for scholarships. We need assistance in making the membership application and renewal system easier and simpler, plus attracting US suppliers and design firms to join as they look to opportunities in the UK and Europe.

**VANCOUVER REGIONAL**

Derek Sousa, past steering committee chair

**MEMBERSHIP**

We have maintained 163 members since November 2017 reporting. 31 Associate, 1 Business Plus Courtesy Member, 15 Chapter Business Courtesy Member, 2 Chapter Business Member, 8 Chapter Level Business, 2 Corporate Partner Courtesy Member, 1 Corporate Partner Member, 9 Education Professional, 23 General, 71 Student.

**PROGRAMMING**

Our Annual #7 event was hugely successful with \$33,000 of sponsorship to host the event at the brand new Casino Resort Parq with the event held at JW Marriot's Autograph hotel: Douglas. This event included room tours of that hotel property along with the adjacent standard JW Marriott. There was a

turnout of over 150 key industry members with Top ID awards being awarded to CHIL Interior Design, Hager Design International and SSDG Interiors. We are in the midst of planning our annual Quiz night scheduled for Feb. 22nd.

**SCHOLARSHIP**

We have just awarded Catherine Yuen our \$2500 scholarship at our Annual #7 event. We will host another student roundtable event soon after our Quiz night.

**OTHER CHAPTER HIGHLIGHTS**

We have turned over a new board and have included many sub committees so that we have full focus on each board position ensuring success in membership development and social media prowess.

**WASHINGTON DC METROPOLITAN**

Leslie Anderson & Monica Meade, delegates

*chartered November 6, 1992*

**NO REPORT SUBMITTED**

**ADDENDA**

**MOTION TO APPROVE MINUTES**

Date: November 11, 2017

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 SECRETARIAL APPOINTMENT**

Date: November 11, 2017

Motion Number: 1

I, Trisha Poole, move to approve the appointment of Natalie Sheedy as Secretary of the NEWH, Inc. Board.

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

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

**MOTION TO APPROVE 2018 BUDGET**

Date: November 11, 2017

Motion Number: 1

I, Trisha Poole, move to approve the 2018 Budget as submitted.

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

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

**MOTION TO ADJOURN**

Date: November 11, 2017

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.

**Board Resources - ONLINE**

**Does your board have the resources and information available to have a successful year?** Do all board members know exactly what is expected of them in their position? Encourage your board members to utilize the Board Resources section online for templates and helpful resources to help them in their position. If you appoint new directors/chairs throughout the year, share the job description with them that can be found in the Board Resources.

**NOTE:** you must be logged in to the website in order to see the NEWH Board Resources menu item on the bottom of the page – if you have problems logging in, please contact Diane at the NEWH office to reset your login.

On the bottom of the home page in the blue area, you will see NEWH Board Resources under the Resources menu.



You will then see a directory of resources included under each discipline. Look around at the resources available for anything that may pertain to you and make your job easier!

**NEWH Board Resources**

<p><u><b>General Resources</b></u></p> <ul style="list-style-type: none"> <li>The Structure of your Board of Directors</li> <li>Chapter Organization Chart</li> <li>Chapter Board Member Job Descriptions</li> <li>Chapter Business Plan Template</li> <li>Commercialism Policy/NEWH Logo Usage</li> <li>Joyce L. Johnson Award / Recognition of Excellence</li> <li>Corporate Partner Signage</li> <li>NEWH By-laws</li> <li>Quarterly Conference Calls/Webinar Schedule and Minutes</li> <li>Chapter Calendar</li> <li>Mandatory Chapter Director Webinar Training</li> </ul>	<p><u><b>Board Meeting Resources</b></u></p> <ul style="list-style-type: none"> <li>Board Meeting Agenda</li> <li>Board Meeting Minutes</li> <li>Motion Form</li> <li>Who Can Vote?</li> <li>Reporting to the Board</li> <li>Achieving Consensus</li> <li>The Art of Delegation</li> <li>Communicating with your Chapter Membership</li> <li>Conflict of Interest/Code of Ethics</li> <li>Dealing with Conflict</li> <li>Decision Making</li> <li>Motions</li> <li>Who Can Vote on your Board</li> <li>Parliamentary Procedure</li> <li>Project Scope Document</li> <li>Quarterly Conference Calls/Webinars</li> </ul>
<p><u><b>Board Training</b></u></p> <ul style="list-style-type: none"> <li>Board Orientation/Training for Full Board</li> <li>Chapter Board Member Job Descriptions</li> <li>Quickbooks Seminar</li> <li>Smart Goals</li> <li>Training PowerPoints for each Board Position</li> </ul>	<p><u><b>Financial Support</b></u></p> <ul style="list-style-type: none"> <li>Budget Calculator</li> <li>Check Request</li> <li>Contracts</li> <li>Event Invoice</li> <li>Tax Exempt Explanation</li> <li>Travel Reimbursement</li> </ul>
<p><u><b>Marketing</b></u></p> <ul style="list-style-type: none"> <li>Chapter Newsletters</li> <li>NEWH Corporate Partners</li> <li>Commercialism Policy and NEWH Logo Guidelines</li> <li>Social Media Guidelines</li> <li>Promoting NEWH and your Chapter</li> <li>Marketing Materials – Ordering</li> <li>Photography Release</li> <li>Press Release Template</li> <li>Banners</li> </ul>	<p><u><b>Membership</b></u></p> <ul style="list-style-type: none"> <li>Member Interest Survey</li> <li>Membership Director Information</li> <li>Membership Drive</li> <li>New Member Welcome</li> <li>Renewal Reminder</li> </ul>

Nominations

Nomination Timeline  
Job Descriptions  
Chapter Board Organization Chart

Programming/Fundraising

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

Regional Groups

Establishment of a Regional Group  
Regional Group Application  
Regional Group Manual

Scholarship & Education

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

TopID

TopID Criteria  
Nomination Form  
TopID Nomination Award Guide

NEWH, Inc. Policies & Procedures

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

NEWH, Inc. Regional Tradeshows

Tradeshow Policies  
Timeline

NEWH, Inc. Board

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

Board Reports / Minutes / Etc.

International Board of Directors Meeting Packets

Member Logos



## **NEWH Chapter Business Plan**

NEWH/(chapter) – (year)

## What is a Chapter Business Plan?

A chapter business plan helps to ensure your chapter's success. And, as the blueprint for your chapter, a chapter business plan is a critical element because it showcases your chapter's vision, board structure, calendar, financial projections, and goals.

The chapter business plan outlines the operating framework of your chapter by detailing who you are, what are your plans/goals, and how you will generate proceeds for NEWH's mission of scholarship and education.

## CHECK LIST

*Required* - these items **must** be submitted to the NEWH, Inc. office:

**Board of Directors/Chairs**

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

**Chapter Event Calendar**

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

**Chapter Budget**

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

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

## Other Helpful Items to include in your Chapter Business Plan

### Written Goals:

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

Here are a few examples:

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

### SWOT Analysis:

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

S – Strengths

W – Weaknesses

O – Opportunities

T – Threats

} Internal Factors (things you have control over)

} External Factors (things you have no control over)

## Chapter Board

President	enter president
VP-Administration/Delegate	enter vp-admin/delegate
VP-Development/Delegate	enter vp-development/delegate
Secretary	enter secretary
Treasurer	enter treasurer
Past Pres./Parliamentarian	enter past president
Executive Advisor	enter executive advisor
Scholarship	enter director
Membership	enter director
Programming	enter director
Fundraising	enter director
Marketing	enter director

### Optional Positions

By-laws & Ethics	enter chair	Internet Communications	enter chair
CEU	enter chair	Public Relations	enter chair
Committee Development	enter chair	Publications	enter chair
Community Service	enter chair	Regional Tradeshow	enter chair
Database	enter chair	Strategic Alliances	enter chair
Education/Mentoring	enter chair	Strategic Planning	enter chair
Farewell Ambassador	enter chair	Student Representative	enter chair
Historian	enter chair	Sustainable Hospitality	enter chair
Hospitality	enter chair	Ways & Means	enter chair

## Calendar of Events

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

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

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

**Fundraising Event:** Remember, chapters are required to hold at least one fundraising event per year – this is your FUN event. A FUNdraiser’s purpose is to raise money for NEWH’s mission of Scholarship & Education.

**Board Meetings:** Chapters are required to hold at least 10 Board of Directors Meetings per year.

<p><b>January</b> <i>Example:</i> 2<sup>nd</sup> – Board Meeting 11th – Sundowner/Happy Hour</p>	<p><b>February</b></p>
<p><b>March</b></p>	<p><b>April</b></p>
<p><b>May</b></p>	<p><b>June</b></p>
<p><b>July</b></p>	<p><b>August</b></p>
<p><b>September</b></p>	<p><b>October</b></p>
<p><b>November</b></p>	<p><b>December</b></p>

## SWOT Analysis

<b>Strengths</b> <ul style="list-style-type: none"><li>•</li><li>•</li></ul>	<b>Weaknesses</b> <ul style="list-style-type: none"><li>•</li><li>•</li></ul>
<b>Opportunities</b> <ul style="list-style-type: none"><li>•</li><li>•</li></ul>	<b>Threats</b> <ul style="list-style-type: none"><li>•</li><li>•</li></ul>

**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 adipisicing 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 adipisicing 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 adipisicing 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?

**NEWH BRANDED PROGRAMS**

**WOMEN IN BUSINESS**



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

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

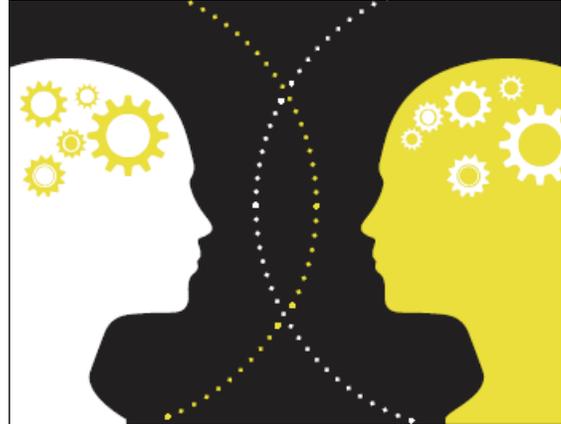
- How to Develop Your Own Brand
- The Fine Line between Confidence and Arrogance, Can You Differentiate?
- Fortitude ... What it takes to Stay the Course
- The Art of Negotiation
- The Politics of Doing Business



- |                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                             |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>Ani Ruiz Chang</b><br/>Principal, Sem Fir</p> <p><b>Gretchen Gilbertson</b><br/>CEO, Séura Incorporated</p> <p><b>Deborah Herman</b><br/>Principal, Fabric Innovations</p> <p><b>Mandy Li</b><br/>President, Mandy Li Collection</p> | <p><b>Elizabeth Moore</b><br/>Vice President, Masland Hospitality</p> <p><b>Randy Rubin</b><br/>Principal, Crypton Fabrics, Inc.</p> <p><b>Lisa Villarreal</b><br/>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.

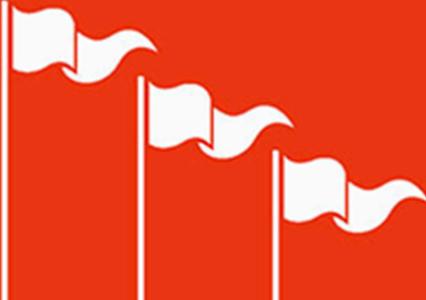
**HERE'S HOW IT WORKS**

**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

2018			
18-Jan	NEWH Regional Tradeshow-Houston		<a href="http://newh.org/events-list/newh-regional-tradeshows/">http://newh.org/events-list/newh-regional-tradeshows/</a>
January	NEWH, Inc. Board of Directors Meeting		
9-12 Jan	Heimtextil		<a href="http://heimtextil.messefrankfurt.com/frankfurt/en/aussteller/willkommen.html">http://heimtextil.messefrankfurt.com/frankfurt/en/aussteller/willkommen.html</a>
12-15 Jan	DOMOTEX	Hanover, Germany	<a href="http://www.domotex.de/home">http://www.domotex.de/home</a>
19-23 Jan	MAISON&OBJET Paris	<a href="http://www.maison-objet.com/en/paris">www.maison-objet.com/en/paris</a>	<a href="http://www.maison-objet.com/en/paris">www.maison-objet.com/en/paris</a>
22-24 Jan	ALIS	JW Marriott and Microsoft Theatre, Los Angeles - CA	<a href="http://www.alisconference.com/">http://www.alisconference.com/</a>
30 Jan-1 Feb	SURFACES	Mandalay Bay Convention Center, Las Vegas, NV	<a href="https://tisevest.com/SURFACES">https://tisevest.com/SURFACES</a>
6-8 Feb	Surface Design Show	Business Design Centre, London, United Kingdom	<a href="http://www surfacedesignshow.com/">http://www surfacedesignshow.com/</a>
17-20 Feb	RHEX, Rimini Horeca Expo	Rimini Fiera, Rimini Italy	<a href="http://www.rhex.it/">http://www.rhex.it/</a>
21-23 Feb	Winter Forum	Vail, CO	
27 Feb-1 Mar	HI Design MEA	Grand Hyatt Doha Hotel & Villas, Doha, Qatar	<a href="http://www.hidesign-mea.com/">http://www.hidesign-mea.com/</a>
5-8 Mar	Hotelympia	EXCEL, London, United Kingdom	<a href="http://www.hotelympia.com">http://www.hotelympia.com</a>
15-Mar	NEWH Regional Tradeshow-Atlanta		<a href="http://newh.org/events-list/newh-regional-tradeshows/">http://newh.org/events-list/newh-regional-tradeshows/</a>
4-7 Mar	KBB Birmingham		<a href="http://www.kbb.co.uk">http://www.kbb.co.uk</a>
7-9 Mar	HD Summit	Monarch Beach Resort, Dana Point, CA	<a href="https://www.hdsummit.com/">https://www.hdsummit.com/</a>
2-Apr	Spring DESIGN & DINE	Beverly Hills, CA	
4-5 Apr	Bdwest	Los Angeles, CA	
12-Apr	NEWH Regional Tradeshow-Bethesda		<a href="http://newh.org/events-list/newh-regional-tradeshows/">http://newh.org/events-list/newh-regional-tradeshows/</a>
16-19 Apr	Hostelco 2018	Fira Barcelona, Gran Via, Barcelona Spain	<a href="http://www.hostelco.com/">http://www.hostelco.com/</a>
30-Apr	NEWH Founders Circle	Mandalay Bay Convention Center, Las Vegas, NV	
1-May	NEWH, Inc. Board of Directors Meeting	Mandalay Bay Convention Center, Las Vegas, NV	
2-4 May	HD Expo 2018	Mandalay Bay Convention Center, Las Vegas, NV	<a href="http://www.hdexpo.com">http://www.hdexpo.com</a>
3-4 May	Australasian Hotel Industry Conference and Exhibition	Grand Hyatt Melbourne, Australia	<a href="http://www.ahice.com.au/">http://www.ahice.com.au/</a>
6-8 May	LIGHTFAIR International	McCormick Place, Chicago, IL	
8-18 May	COVERINGS	Georgia World Congress, Atlanta, GA	
19-22 May	National Restaurant Association	McCormick Place, Chicago, IL	<a href="https://show.restaurant.org/Home">https://show.restaurant.org/Home</a>
20-23 May	ICFF	Javitz Convention Center, New York, NY	<a href="http://www.icff.com">www.icff.com</a>
May or June	NEWH Regional Tradeshow-Orlando		<a href="http://newh.org/events-list/newh-regional-tradeshows/">http://newh.org/events-list/newh-regional-tradeshows/</a>
3-5 Jun	International Hospitality Industry Investment Conference	New York Marriott Marquis, New York, NY	<a href="http://www.scps.nyu.edu/academics/departments/tisch/conferences-events/ihii-conference.html">http://www.scps.nyu.edu/academics/departments/tisch/conferences-events/ihii-conference.html</a>
4-5 Jun	Hotel Summit 2018	Radisson Blu London Stansted	<a href="http://hotel-summit.co.uk/">http://hotel-summit.co.uk/</a>
6-Jun	Boutique Hotel Investment Conference 2018	The Times Centerm, New York, NY	<a href="https://www.bllanewyork.com/">https://www.bllanewyork.com/</a>
6-8 Jun	HI Design Europe	Andel's by Vienna House Hotel, Berlin, Germany	<a href="http://www.hidesigneurope.com/">http://www.hidesigneurope.com/</a>
12-14 Jun	EXPHORE	San Jose, Costa Rica	<a href="https://www.exphore.com">https://www.exphore.com</a>
24-26 Jun	HOTEC Design 2018	The Ritz-Carlton, Sarasota, FL	
11-12 Jul	Hawaii Lodging, Hospitality and Foodservice Expo	Neal S. Blaisdell Center, Honolulu, HI	
25-27 Jul	Summer Forum	Napa, CA	
19-21 Aug	Western Foodservice & Hospitality Expo	Los Angeles Convention Center, Los Angeles, CA	<a href="http://www.westernfoodexpo.com/">http://www.westernfoodexpo.com/</a>
September	NEWH Regional Tradeshow-Pittsburgh		<a href="http://newh.org/events-list/newh-regional-tradeshows/">http://newh.org/events-list/newh-regional-tradeshows/</a>
October	NEWH Regional Tradeshow-Dallas		<a href="http://newh.org/events-list/newh-regional-tradeshows/">http://newh.org/events-list/newh-regional-tradeshows/</a>
1-3 Oct	BD Fall Forum		
16-19 Oct	Hostelco 2018	Gran Via Exhibition Centre, Barcelona, Spain	<a href="http://www.hostelco.com/en/home">http://www.hostelco.com/en/home</a>
10-Nov	NEWH, Inc. Board of Directors Meeting	Javitz Convention Center, New York, NY	
10-11 Nov	NEWH EC Strategic Wrap-up	Javitz Convention Center, New York, NY	
11-12 Nov	BDNY		<a href="http://www.bdny.com">www.bdny.com</a>
12-Nov	Gold Key Awards	New York, NY	<a href="http://www.bdny.com/Content/Gold-Key-Awards-Gala/10_58/">www.bdny.com/Content/Gold-Key-Awards-Gala/10_58/</a>
13-Nov	Platinum Circle Awards	New York, NY	<a href="http://www.hospitalitydesign.com/awards-events.shtml">www.hospitalitydesign.com/awards-events.shtml</a>

**NEWH BOARD OF DIRECTORS MOTION FORM**

Date: November 11, 2017

Motion Number:

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

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

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

Notes on discussion: