

Regional Group Formation

After reviewing this Regional Group Formation document, the following is a list of requirements to be submitted to the NEWH, Inc. office in order to establish a Regional Group of NEWH, Inc. If you have any questions, please contact the NEWH, Inc. office at 800.593.6394.

- Regional Group Formation Request (page 8)
- A list of the Steering Committee Members (page 9)

Forming and Directing a NEWH Regional Group

The NEWH, Inc. Board of Directors may recognize any regional group organized and composed of members of the Association for the purpose of encouraging communication among members. Each Regional Group is governed by the By-laws of the Association. NEWH, Inc. has the authority to set the Regional Group's dues amount.

The Regional Groups of NEWH, Inc. provide the personal contact between industry professionals that is impossible in an international organization situated in one location. We believe that forming local groups will provide opportunities to share information and experiences and to develop ideas for addressing concerns and problems of industry professionals. Members of these Regional Groups will participate in activities determined to be the best methods for accomplishing these goals. As an interdisciplinary organization, NEWH offers a rare opportunity for industry professionals to meet professionals from all areas of our industry. By joining a NEWH Regional Group, such industry professionals experience the rapport and camaraderie born of shared activities and mutual respect.

A Regional Group also provides a vehicle for developing strategies to address a variety of concerns. A host of issues confronts our industry today and it is the goal of NEWH, Inc. that Regional Groups will join to form an active and positive force in the region and in the Hospitality, Foodservice, and Related communities. Regional Groups may join with other organizations to further the purposes of NEWH, Inc.

It is also hoped that each Regional Group will provide some opportunities for the members to have fun together.

How do you start?

It takes time to organize, build and maintain a strong Regional Group. The following format is intended to give you the framework for doing so.

The first step is to form a group of eight (8) to ten (10) NEWH members who are interested in forming a Regional Group. This group should consist of designers, trade representatives, manufacturers, consultants, industry executives and other related professionals. These interested parties will be part of the "Formation Committee" of the region. The Committee should provide to NEWH, Inc. at least two individuals who will be the NEWH, Inc. contacts for the region.

The Formation Committee should ask some questions and make some decisions. This first meeting is usually the time to determine how feasible it would be to form an established Regional Group. You will have to ask some of the following questions. If you cannot get good answers, they should be thought about and another meeting arranged so that answers can be presented and discussed at a later date.

- Is there enough of an interest in the idea of industry people getting together on a regular basis?
- Why should industry members meet or work together regularly?
- Is the momentum likely to be sustained, or will the group fall apart if some of the original organizers leave?
- Are there shared concerns among the industry professionals in your area?
- What do you hope to accomplish by bringing industry members together?
- What are the purpose and goals of this group?
- How do you plan to promote NEWH in your area?
- What geographical area would this group serve and what would be its name? (Names are usually based on the geographical area.)

As much as we would like to see a Regional Group established in your area, past experience has shown that if there is no sense of purpose and most of the work falls on a few people, problems arise in a short time. Leaders burn out, leaving

them tired and with little or no sense of accomplishment. Others have no idea why the group exists and will not participate and may even become disillusioned with NEWH as a whole. Therefore, if there are no positive answers to the above questions, we suggest that you reexamine the need for an established Regional Group. It might be better to wait. Or it might take some extra effort to develop a genuine and lasting interest in forming a Regional Group. Usually there is a great deal of interest in forming a Regional Group, but asking these questions at the beginning provides a solid foundation for the development of an active and productive Regional Group.

Expectations

The group will be encouraged to hold no-host happy hour type events or no-host luncheons to develop interest in the region. The NEWH, Inc. office will be available to help create invitations and email to a targeted list of industry individuals in the area.

Regional Database

One of the most important marketing tools for your region will be your region's database. The NEWH, Inc. office will provide the Formation Committee with a list of current entries in the NEWH, Inc. database for review and update the NEWH office on additions, corrections, or deletions to the master database. Formation Committee members should provide the NEWH office with their contact lists to add to the region's master database.

Establishment of a Regional Group

When a geographic area has fifteen (15) voting members, they may apply to become an NEWH Regional Group by completing an application and submitting it to the NEWH, Inc. office. The application will be reviewed by the VP/Membership and NEWH CEO. The application will then be forwarded, along with their recommendation, to the NEWH Executive Committee for review. The Regional Group application will be reviewed and voted on by the NEWH, Inc. Board of Directors.

Criteria used by the NEWH, Inc. Board of Directors

Some of the criteria that the NEWH, Inc. Board of Directors will use to review requests for Regional Group formation are as follows:

- The Regional Group has read NEWH, Inc. By-laws and can exist within the framework set forth within.
- The Regional Group understands the short- and long-range goals of the NEWH, Inc. and is in agreement with them.
- The Regional Group will be able to promote awareness of NEWH, Inc.
- The Regional Group will be able to attract members representing all facets of the Hospitality, Foodservice, and Related fields; and
- The Regional Group will have fifteen (15) members in good standing to receive authorization to move forward.

Requirements and Guidelines for Regional Groups

1. **Steering Committee**

- a. Establish a Steering Committee to lead the Regional Group. The Steering Committee consists of Chairperson, Secretary, Membership, Programming, and Scholarship. The Steering Committee will meet quarterly.
- b. The Regional Steering Committee will participate in a conference call with the NEWH, Inc. President, VP/Membership, NEWH Executive Director, and the NEWH CEO. The Steering Committee will confirm their geographic area and Regional Group name; that they have read, understand, and agree to follow NEWH, Inc. By-laws; number of voting members in the region; and state their goals for the Regional Group.
- c. The Regional Group Steering Committee must participate in a Steering Committee Training webinar. The Regional Group Steering Committee should take part in a Steering Committee Training webinar at least every other year so they are kept abreast of new policy, procedures and laws that govern the association and the non-profit industry.

2. **Membership.**

NEWH Members include, but are not limited to, those persons involved in the design, planning and implementation of Hospitality related projects; individuals who manufacture, market, distribute, service or supply products for the Hospitality Related Industries; executives in the fields of management and operations of Hospitality Related Industries; those engaged in the areas of publishing, with emphasis on Hospitality Related Industries; educators of design and management in Hospitality Related Fields, and students aspiring to any of these fields.

Regional Member dues are to be paid through the NEWH, Inc. office. The Regional Group Steering Committee will receive a monthly Regional Group roster from NEWH, Inc. as well as monthly dues reports showing those Regional members whose dues have recently lapsed and those whose dues are upcoming in the next month.

Membership in NEWH is open to all industry members, female or male.

Members of the Regional Group should be asked to provide their contact lists to add to the Region's master database (maintained by NEWH, Inc. office), including names, companies, addresses, phone numbers and email addresses. It will be the responsibility of the Regional members to update the NEWH office on additions, corrections, or deletions to the master database. Please Note: NEWH DOES NOT sell, rent, or give away any information on our database ... we treat your information as it were our own!).

3. **Regional Group Size.**

The minimum number of members for a Regional Group before it can be established is fifteen (15) members. Regional Groups are most active when they have a membership of 30 or more members. This usually provides enough people to be responsible for regional group activities without suffering a lot of burnouts.

4. **Regional Group Dues and Money Management.**

Dues for Regional General Members are set by NEWH, Inc. A portion of Regional Group member dues (the portion that is typically deposited in a chapter's admin account) is held in a dedicated money market account by NEWH, Inc. for that region. This money market account will help fund the annual \$2,500 scholarship that the Regional Group can award.

NEWH Regional Groups are not allowed to have an admin/checking account or collect funds on behalf of NEWH. Because they are not a chartered entity within NEWH, they will not be registered in the state/province where they function.

If the Regional Group is planning an event with any type of expenses involved, try to cover those expenses with sponsorship dollars. Payment by sponsors for event expenses should be directly to the venue/service provider – checks should not be made out to NEWH (since regional groups do not have admin/checking accounts).

5. **By-laws and Regional Group Manual.**

The purpose of the By-laws and Manual is to have a written guide to the purpose and operation of your Regional Group.

6. **Regional Group Recordkeeping.**

The Secretary of the Steering Committee will be responsible for maintaining Regional Group records. It is important that documents/minutes from your Steering Committee meetings be kept in a known place and be passed on and reviewed by successive committee members.

A copy of all steering committee minutes must be forwarded to the NEWH, Inc. office in a timely manner.

7. **Scholarships.**

Membership impacts scholarship. Remember, one-half of your Regional membership dues will directly impact a student... that is a powerful statement to share with all potential members.

After being established as a Regional Group for a twelve (12) month period, the group will have the opportunity to present one (1) \$2,500.00 scholarship per year. The Regional Group shall have fifteen (15) voting members for no less than 12 months prior to funding the annual scholarship. The “funding date” would be the annual “group establishment date” anniversary as described in the handbook.

Fifty percent (50%) of the Regional Group members’ dues will be placed in a money market account to help cover the cost of the award. The NEWH, Inc. office will send out an announcement to the area colleges and universities soliciting applicants. The applications will be sent to the Steering Committee for selection. All scholarships given must follow the established guidelines/criteria set forth by NEWH, Inc.

8. **Programming.**

Review with the Steering Committee a list of possible events for the year, taking into consideration the following:

- a. Location: are members/potential members spread out in your geographic area? If so, choose event venues to attract individuals from different locations.
- b. Time of day: lunch hour vs. after business hours.
- c. Type of event: No-host happy hour, luncheons, CEUs, hotel tours.
- d. A draft program schedule for the year should be shared with NEWH, Inc. to post on the NEWH website – keep NEWH, Inc. informed of event specifics.
- e. The Regional Group is encouraged to hold no-host happy hour type events, no-host Luncheons, no-host hotel/restaurant tours, etc. at least once per quarter.
- f. Funded events - established Regional Groups may hold up to two (2) funded events per year.
- g. Programs should promote the goals of NEWH, Inc. and maintain high standards that reflect the nature of the organization.
- h. One event should include a presentation of the annual Scholarship.
- i. A budget for the event must be submitted to the NEWH, Inc. office for approval prior to moving forward with any events.

- j. The group will work with the NEWH office on event notice, deposits, online RSVP and payments, sponsorships, etc. Any excess funds raised by the event will go into the group's escrow account.
- k. If the group has a negative cash flow at an event, they will not be allowed to hold another funded event for 12 months. (If two events lose money, NEWH, Inc. would no longer cover the Regional Group expenses.)

The above is designed to serve as a guide to forming and operating your group. Not all of the suggestions need to be adopted, nor are they meant to be the only options.

Function and Support from the NEWH, Inc. Office

The function of the NEWH, Inc. office is to run the business of the organization and support its NEWH, Inc. Board of Directors, Chapters and Regional Groups. Support for the Regional Groups will include:

- Provide annual Steering Committee Training Webinar
- Review and approve all membership applications.
- Handle all dues collections and disbursement of funds.
- Support members' online activities, membership, and resource directory.
- Participate in quarterly Regional Conference Calls to Support regional group, connect members, and learn about what is happening at NEWH, Inc.
- Maintain master region database.
- Help setup/design event invitations.
- Broadcast event invitations.
- Handle online RSVP for all events.
- Setup and help maintain Regional Group web page.

If you have questions about the above, or wish to discuss ideas of your own, please contact:

NEWH, Inc.

Post Office Box 322

Shawano, WI 54166

t 800.593.NEWH (6394)

f 800.693.NEWH (6394)

e info@newh.org

Regional Group Formation Request

Date _____

NEWH Executive Committee
Post Office Box 322
Shawano, WI 54166

We have met the requirements to form a Regional Group and would like to apply.

Proposed Name of Regional Group: _____

(Note: please keep in mind the importance of including the geographic area in your Regional Group name so potential members will clearly know the area/region designated for membership)

Geographic area Regional Group wishes to serve: _____

Number of members at date of application: _____

We have read the NEWH, Inc. Code of Ethics and By-laws and agree to follow them. We will also follow the directives of the NEWH, Inc. Executive Committee and Board of Directors.

We believe in and will support the objectives of the organization (from the NEWH, Inc. By-laws):

The objectives of the NEWH, Inc. and its Chapters and Regional Groups are:

- To promote scholarships, education, leadership development, recognition of excellence and business development opportunities.
- To elevate the professional and ethical standards of the industry.
- To bring about a spirit of cooperation and networking among the membership, including support of the Code of Ethics.

We understand that NEWH, Inc. will handle all invoicing of dues and hold 50% in escrow for the Regional Group to use toward a scholarship award (please see the NEWH Regional Group Handbook for details).

We, the signers below, agree to the conditions of the Regional Group Formation.

Chairperson

Secretary

Membership

Programming

Enclosed is:

Steering Committee List

List of meetings (titles and dates held)

Regional Group Steering Committee

Chairperson:

Name _____

Company _____ Position _____

Full Mailing Address _____

Email _____ Phone _____

Secretary:

Name _____

Company _____ Position _____

Full Mailing Address _____

Email _____ Phone _____

Membership Chair:

Name _____

Company _____ Position _____

Full Mailing Address _____

Email _____ Phone _____

Programming Chair:

Name _____

Company _____ Position _____

Full Mailing Address _____

Email _____ Phone _____

Scholarship Chair:

Name _____

Company _____ Position _____

Full Mailing Address _____

Email _____ Phone _____

Steering Committee Chair Elect:

Name _____

Company _____ Position _____

Full Mailing Address _____

Email _____ Phone _____

Additional Steering Committee Chairs (optional)

Fundraising Chair:

Name _____
Company _____ Position _____
Full Mailing Address _____
Email _____ Phone _____

Student Relations Chair:

Name _____
Company _____ Position _____
Full Mailing Address _____
Email _____ Phone _____

Marketing Chair:

Name _____
Company _____ Position _____
Full Mailing Address _____
Email _____ Phone _____

Student Representative:

Name _____
Company _____ Position _____
Full Mailing Address _____
Email _____ Phone _____

Equity, Inclusion, & Diversity Chair:

Name _____
Company _____ Position _____
Full Mailing Address _____
Email _____ Phone _____

Executive Advisor:

Name _____
Company _____ Position _____
Full Mailing Address _____
Email _____ Phone _____