



## GOVERNING BOARD PACKET

14 January 2012

Hyatt Regency Houston  
Room  
Houston, TX

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

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## NEWH, INC. GOVERNING BOARD MEETING AGENDA

14 January 2012

2<sup>nd</sup> Floor Window Box - Hyatt Regency Houston  
Houston, TX

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

### Board of Directors Meeting

Saturday 14 January 2012

8:00 am – 12:45 pm

Executive Committee	Julia Marks Stacey Berman Judy Regan	Christine Wasmer Tina Lockwood Cynthia Guthrie	Trisha Poole Philip Byrne Dina Belon	Christine Tucker Lynn Fisher Helen Reed Anita Degen
Board of Directors	Andrea Thomas Mary Ann Thornam Todd Fuller	Lee Brotsker Cynthia Milow Janice Marko	Andy Schaidler Liza Kapisak Bryan Adcock	Mark Huntsinger Michelle Finn Deborah Herman
House of Delegates	Cindy Andrews Meghan Bazemore Shayne Bratz Hope Case Denielle Clifford Valerie Coleman Susan Crowder Fernando Diaz	Stacy Elliston Lara Engert Lori Hass Scott Hegstad Marissa Henderson Schaeffer Hill Lori Hoegler Katie Howell	Amy Jakubowski Elaine McCorkle-Castro Lauren McNamara Marc Nasberg Sarah Pellegrin Scott Pope Todd Schaffer Stacy Shoemaker Rauen	Andrea Sims Candice Spicer Tyson Stone Stephanie Thompson David Tracz Laurie Woliung UK Representative

8:00 am	Call to Order	Julia Marks
8:05 am	Establishment of Quorum	Stacey Berman
	Presentation of Minutes and Motion to Accept	
8:10 am	President's Welcome	Julia Marks
	- Introduction of Guests	
	Introduction of NEWH Officers, Directors and Delegates	
8:30 am	Financial Report	Judy Regan
	Presentation of 2012 Budget and Motion to Approve	
8:45 am	What it means to be on the NEWH Board of Directors	Julia Marks
	Your rights and responsibilities	
9:00 am	Board Training Helps Chapters Succeed	Jena Seibel
9:10 am	Chapter Responsibilities to the NEWH Corporate Partners	Cynthia Milow
9:15 am	The New NEWH Chapter Model	Stacey Berman
9:25 am	Your Chapter Wants a Regional Tradeshow or Leadership Conference	Mark Huntsinger / Bryan Adcock
9:35 am	Bringing Sustainability to Your Chapter	Dina Belon
9:40 am	Scholarship Guidelines	Christine Wasmer
9:50 am	Break / Group Photo	
10:00 am	Chapter Brainstorming	everyone
11:45 am	Business	
	- Marketing Update	Trisha Poole
	- 2013 Leadership Conference	Mark Huntsinger
	- 2012 Sustainable Conference	Dina Belon
	- Motion to Appoint Sustainable Hospitality Director	Dina Belon
	- NEWH Mobile App	Julia Marks
12:45 am	Motion to Adjourn	

### Executive Committee Meeting

Monday 11 September 2011

1:00 pm – 4:00 pm

Executive Committee	Julia Marks Stacey Berman Judy Regan	Christine Wasmer Tina Lockwood Cynthia Guthrie	Trisha Poole Philip Byrne Dina Belon	Christine Tucker Lynn Fisher Helen Reed Anita Degen
1:15 pm	Call to Order	Julia Marks		
1:20 am	Establishment of Quorum	Stacey Berman		
1:25 am	iGive – text donations	Cindy Guthrie		

## NEWH, INC. GOVERNING BOARD MEETING MINUTES

12 September 2011

Miami Beach Convention Center-Miami Beach, FL

Executive Committee	Helen Reed Julia Marks Tina Lockwood	Judy Regan Stacey Berman Cynthia Guthrie	Philip Byrne David Mahood	Anita Degen Lynn Fisher
Board of Directors	Lee Brotsker Cynthia Milow	Janice Marko Andy Schaidler	Mark Huntsinger Dina Belon	Michelle Finn Deborah Herman
House of Delegates	Cinnamon Alvarez Dina Belon Erin Brodhead Fernando Diaz	Susan Forint Laura Frankenberg Lisa Ghai Mimi Gursky	Todd Hilt Leigh Mitchell Pam Pasake Jason Stock	Melissa Tully
Guests	Louise Ross Erin Kennedy	Tim Harrison	Nicole Collins	Lara Engert
Not in Attendance	Christine Wasmer Trisha Poole Christine Tucker Marla Davis Andrea Thomas Mary Ann Thornam	Todd Fuller Bryan Adcock Liza Kapisak Jessica Craig Tyson Stone Melissa Tully	Stacy Elliston Kevin Fitzgerald Kathy Thomas Patricia Greenwald Deidra Lashmet Dana Smith	Sean Taylor Shannon Miller Ryan Partin Carol Ranno Nicole Succow

The meeting was called to order by President Helen Reed at 8:15 am. Secretary, Tina Lockwood, took roll and a quorum was established. The minutes were presented and a motion was made to accept the minutes as corrected.

I, Judy Regan, move the minutes be approved as corrected.

Motion seconded by: Julia Davis

**VOTE COUNT:**

YEA: 18                      NAY: 0                      ABSTENTION: 0

**STATUS OF MOTION:**

Carried:                       Defeated:

**President – HELEN REED**

**Discussion:**

- Welcome to all members and guests
- NEWH received the 1<sup>st</sup> Vision award presented by HD Magazine in Las Vegas at the Platinum Circle Awards in May
- NEWH Sustainable Committee 1<sup>st</sup> Annual Tradeshow will be in Washington DC, December 9<sup>th</sup>
- Join in quarterly conference call
  - encourage attendance
  - purpose of the call is dialogue
  - join other conference calls
  - present call schedules at your Board meetings
  - encourage prospective board members to attend
  - calls are approximately 1 hour with am/pm time slot available
  - meeting notes are emailed after the call
  - question about leaving recording active on ReadyTalk for 24hours after call for review
- Make incoming Board Members aware that Chapter reports need to be turned in on time
- Updated Bylaws dispersed, many changes were updated policies made through the year, new Bylaws will be posted on website

**VP/Finance – JUDY REGAN**

**Discussion:**

- Some chapters have not submitted their fundraising amounts from last year
- Signature cards
  - Signature cards available for authorized individuals
  - Signature cards are sent out to outgoing Board so incoming Board is ready to take over
  - 2 signatures required for checks over \$250
  - Submit photocopy of driver's license and social security card-required by 1<sup>st</sup> Enterprise, ensure prospective Board Member is comfortable doing this
- Delegates volunteer 1 hour of your time at NEWH Booth, support and give back to NEWH

Past President – ANITA DEGEN

Discussion:

- It's been 1-year since the launch of ENDOW at HD Miami
  - Durkan, Electric Mirror & RBF partners for ENDOW
  - Need members to promote sponsorship
  - ENDOW a new way to partner with NEWH by helping vendors promote their product
  - Vendor can pledge set amount/item
  - DURKAN created D\*scover Design Program, students must be NEWH members, share program with students and professional designers, more information on Durkan's website
  - Check out what Durkan, Electric Mirror & RBF are offering
  - Promotion and exposure gain for partners

Membership – STACEY BERMAN | Membership Todd Fuller / Expansion Lee Brotsker

Discussion:

- Regional Groups
  - Currently have chapter members and regional members from different areas
  - Regional members have events
  - Smaller regions are trying to become chapters
  - Not enough members to become full charter chapter
  - Need more opportunity to become regional vs. full charter chapter
  - Regional groups would pursue networking in their area
  - Establish criteria for Regional Groups
  - Currently you can join 2 chapters proposal to change to join only 1 chapter
  - You can only vote and hold office within 1 chapter
  - A NEWH member can attend all chapter events as a NEWH member
  - A NEWH member can transfer their membership to another chapter

VP/Development – CYNTHIA GUTHRIE | Fundraising Janice Marko / Corporate Partners Cynthia Milow

Discussion:

- Fabric Innovations & Summer Classics Contract new Corporate Partners, Shelby Williams to join
- \_\_\_From Pavilion coming in as Supporting Partner
- Corporate Partners signage not being displayed at all chapters
- Corporate Partner signage should be visible and displayed at every event
- Trade Shows, Leadership, staff salary, travel expenses, everything we do is paid by Corporate Partners and offset dues rates
- Toronto Golf event recognized corporate partners individually, asked individual to stand if present at event
- Corporate partners should always be given prime location at events
- Reach out to Corporate partners as a first to know about your event
- HOSPYP send special invite to Corporate Partners letting them know the earlier they reserve the better their seating will be.
- Supporting receive five seats, Benefactors receive 10 seats, Patrons 20 seats.
- Chapter's responsibility to submit events to NEWH, Inc.
- NEWH, Inc. office will request seats; designated person from each company will contact Jena with details
- Cost per head should include entire budget
- Event sponsors up-front at events with Corporate partners behind
- There is not a written policy for soliciting Corporate partners for sponsorship at Chapter events
- Need to have Corporate partners active at chapter level
- Solicit Corporate Partners for events via email by thanking them for being a Corporate partner, making them aware of your event, invite them to the event
- If a Corporate Partner doesn't pursue decline from asking more than once
- Text donations started in 2004, American Red Cross recently raised 4 million dollars in 1 day
- United Way raised \$10,000 in 10 seconds during the Super Bowl, many donated with a \$5 or \$10 donation
- Can use at Inc. event or Chapter event, micro donations add up
- Minimal fees with processing for set-up and monthly fee, depends on level you want to be, they take 3.5% per donation and .35 processing fee
- Can text tip of the day, use as a live auction
- Ingive seems to be the most used company, information to be passed along for EC to review
- When you complete a text donation a message goes to your cell provider, they bill your account, they payout to the charity and post it as a donation on your bill for your tax return
- Option to set up a key word so when funds go to Inc. office they know what chapter to post funds to
- Utilize GoodShop - GoodSearch a percentage of each search goes to NEWH, earned \$450.00 per year

- Make GoodSearch default search engine on your computer, type in NEWH
- Notices are sent to Membership to use GoodSearch

#### VP/Events – PHILIP BYRNE | NEWH Conferences Mark Huntsinger / Regional Tradeshows Bryan Adcock

##### Discussion:

- Ongoing challenge with Regional Tradeshows managing success, pleasing all
- Houston tried a new method with registration
- Looking at making sure Database is up-to-date so attendance is prime
- 2012 Regional Trade Show Calendar is full
- 5 Regional Trade Shows for 2012
- 2013 is open, Exhibition kick off in San Francisco in conjunction with Leadership Conference
- Contact Bryan if your Chapter is interested in hosting a 2013 Trade Show
- 2013 Leadership Conference January 25 & 26 Grand Hyatt Union Square in San Francisco, Trade Show 24th
- Working on speaker sessions
- Will be asking chapters their costs for attendees for their 2012 budgets
- Purpose to bring in designers from outside market and enticing product line
- All corporate partners are given priority down the center aisle
- Corporate partner price was not raised due to position in economy
- NEWH gained more Corporate partners
- Trade show are small and intimate and a good value
- NEWH wants to stay distinguished and different and not change what has made us successful
- More discussion about Trade Shows is needed
- Pull in individuals who did not obtain a booth to attend and or volunteer
- Have an area for small and or sustainable vendors to be showcased through brochures

#### VP/Sustainable Hospitality – DAVID MAHOOD | Sustainable Hospitality Dina Belon

##### Discussion:

- Six year ago Sustainable Committee was initiated
- Education and scholarship in support of NEWH's mission main initiative
- Had 1 forum/event in New York City
- Sustainable Committee
- Event will mirror some of the other Green Shows and is geared similar to the NEWH Trade Shows
- High profile speaker line-up in place
- 65 booths available
- Can offer multiple booths per vendor
- Unique schedule offered for useful programming
- December 9<sup>th</sup> at Capitol Hilton in Washington DC, Save the Date has been emailed out
- Themed Sustainable event, all vendors commit to become members in the NEWH Sustainable Resource Directory
- Registration form to go out soon
- Sessions held in am, exhibit open at 12:30, after cocktail party
- Booth cost higher (\$2400 includes 4 complimentary attendee badges)
- Need NEWH Chapter support
- Idea is to do annually as a national event
- Goal 150 attendees
- Sponsorships for event available
- Sustainable Directory to be folded into NEWH Directory
- Sustainable Resource Directory Questionnaire recently updated, vendors will have their questionnaire posted at show
- Room block at Capitol Hilton and two other hotels
- Highlight in marketing not to be confused with DC Trade Show in March
- Marketing committee working on website and social networking, friend Sustainable Hospitality & DC Trade Show
- Sustainable Design Competition underway, Fundraising committee working on 2013 guidelines
- Online auction will be in conjunction with Trade Show in December
- Asking Chapter Presidents/Delegates to remind their Sustainable Director of Conference Calls

#### VP/Marketing – TRISHA POOLE | Internet Communications Liza Kapisak / Public Relations Andy Schaidler

##### Discussion:

- Banners for Canada design shared, chapters can order \$200 each, changeable \$50 charge to reproduce, 30x72 approximate size
- Campaign with Design Bureau Magazine
- Through early October each Chapter submits 3 design firms with NEWH members that the Chapter would like to market in their area
- Submit to Design Bureau to have them published

- Area to be created on NEWH website to post company photos, company listing, etc.
- Winner announced at NY, 10.7.11 winners in, photography in by 10.14
- Email blast will go out with more details on Campaign
- Banners will be available after 3 design firms are submitted, gain additional firms
- High resolution photos from last 24-months, Chapter picks best of the 3 submitted
- Reward for being active with NEWH, recognition not based solely on design talent
- Publishing will take place in June 2012

**NEWH Ambassador – MICHELLE FINN | DEOBRAH HERMAN**

Discussion:

- Working on panel for top leading women in hospitality: A View from the Top/Women Leaders in Hospitality
- Tried out idea at HD event, received great reviews
- Further develop panel discussion, make it a NEWH signature panel, offer panel to other events, International Hotel Show, American Lodging Summit, etc., Women on panel, moderators and events would rotate
- Cornell is also interested in partnering for a student's program
- Michelle & Deborah's goal was to attend special events, galas, etc., made effort together joined International Hotel Motel Association, raise bar for what NEWH could be within the international association we're a member of
- Went to Capitol Hill to lobby for our industry, Michelle was the host night before for women in hospitality, Michelle and Deborah to join their committee
- Working on new projects, attending Hyatt Center, Gold Key, ICON, Sustainable Trade Show
- Reminder we're here to help support Chapter events, we'll bring friends to your events

**VP EDUCATION– CHRIS WASMER | Scholarship Andrea Thomas / Education Mary Ann Thornam**

Discussion:

- Changes to scholarship application, details will be shared with chapters soon

**UK – LYNN FISCHER**

Discussion:

- Chapter has had a very difficult 6-8 months
- President resigned in June
- Trying to turn chapter around
- Faulty membership and support, lack of communication
- Had to cancel Gala event, missed opportunity for scholarship funds
- Sponsors for 2012 in place
- Looking at other university's for scholarship
- Trying to increase membership at Decorex
- NEWH, Inc. visiting in October to help UK grow
- BFCFA working together as organizations

Motion Number: 2

I, Stacey Berman, move to that NEWH Establish a new membership unit called Regional Groups that would support members who are where no Chapter is feasible at this time based on the criteria in the regional group.

Motion seconded by: Tina Lockwood

● VOTE COUNT:

YEA: 14 NAY: 0 ABSTENTION: 0

● STATUS OF MOTION:

Carried:  Defeated:

Motion Number: 3

I, Julia Marks, move to accept the bylaws as amended with the additional insertion to be made by our attorney NEWH Board Directors must attend the minimum of 2 NEWH Board Meetings each year Directors not able to do so must step down from their position.

Motion seconded by: Judy Regan

VOTE COUNT:

YEA: 16 NAY: 0 ABSTENTION: 0

STATUS OF MOTION:

Carried:  Defeated:

Motion Number: 4

I, Anita Degen, move that NEWH board of directors appoint Christine Wasmer to fill the position of Vice President of Education for the 2012-2013 term.

Motion seconded by: Cynthia Guthrie

VOTE COUNT:

YEA: 16 NAY: 0 ABSTENTION: 0

STATUS OF MOTION:

Carried:  Defeated:

Motion Number: 5

I, Anita Degen, move that the NEWH Board of Directors appoint Dina Belon to fill the position of Vice President Sustainable Hospitality for the 2012-2013 term.

Motion seconded by: David Mahood

VOTE COUNT:

YEA: 16 NAY: 0 ABSTENTION: 0

STATUS OF MOTION:

Carried:  Defeated:

## Delegate Report

### Lee Mitchell-San Francisco:

- Wine by Design 10.8, 2<sup>nd</sup> event of the year
- Over 100 people committed, goal to sell 125 seats
- Held at Sonoma Valley vs. Napa Valley with great luncheon

### Fernando Diaz-Los Angeles:

- Awarded \$40,000 in scholarship, recognizing at Holiday Soiree in December
- Regional Tradeshow poor attendance
- Change location for next Tradeshow, had over 100 rsvp'd as no shows

### Jason Stock-Washington DC Metro:

- Golf Tournament, high level individuals signed up
- Scholarship awards coming up
- Aggressive on Membership and filling Committee positions
- 2012 marks Chapter's 20<sup>th</sup> year anniversary
- Dedicated line on RSVP page-"would you like to donate to our scholarship fund" & add disclaimer if you signed up at a member rate and you're not a member you'll be retroactively charged.
- Assist with Sustainable Design DC Show in December

### Pam Pasake-Greater NY:

- Spent 2 years re-building the Board
- Great Programming, membership and the make-up of membership has increased
- Product Runway in November, much excitement, could have 500 in attendance
- Need swiper for computer for credit card, suggestion made to call NEWH, Inc. to proceed with swiper
- Scholarship review was challenging, suggestion made to put in DropBox, can update list & review applications via a webinar

### Mimi Dolan-Gursky-Sunshine:

- Will share with event coordinator today's discussion regarding Corporate Sponsor's role in future events
- Chapter celebrates 15 years this month, November 5<sup>th</sup> Gala at Ritz Carlton
- Used Dallas's idea for Student Day, Scholarship was a weakness prior, looking forward to positive changes

### Todd Hilt-Chicago:

- October 26<sup>th</sup> Tradeshow, car program for larger firms to gain attendance
- Filling Board well for 2012
- Planning a hotel tour with ICHA next year

### Meghan Bazemore-Atlanta:

- Golf Fundraiser October 6<sup>th</sup>
- Programming has been busy, 2<sup>nd</sup> Tuesday of the month changed location, much success
- Turned around recognizing Corporate Partners more
- Sustainability has had 2 successful events, more progress than in the past

### Erin Brodhead-Northwest:

- 2012 many changes with Board, previously designer heavy, new fresh people, need Board Training
- Want to increase scholarship, get more students to apply, create more scholarship awareness
- Suggestion go to schools have a student day gain membership, go to Facebook pages on school webpages post scholarship info, other chapters share your results, encourage and find more culinary students

- Pushed attendance for Seattle Tradeshow, 150 RSVP'd, 200 attended, hoping to continue in 2013
- Lisa Ghai-South Florida:
- Fundraiser tomorrow, honoring designers Sophie awards & Silver Star long time industry leaders
- Laura Frankenberg-Las Vegas:
- Lost many members, going after newcomers just entering profession
  - September 20<sup>th</sup> Sustainable Tour and panel discussion
  - November 5<sup>th</sup> HOSPY Awards
  - Awarded \$28,000 in scholarship to 7 students
- Susan Forint-Toronto:
- Golf event 144 golfers, 192 dinner, silent auction raised \$13,000
  - Membership base around 90
  - Scholarship Fundraiser in 2-weeks
  - Gave away \$12,000 in scholarship
  - IDEX Neocon doing a feature section with NEWH Toronto will have a booth, vendors there and a presentation for scholarship recipients, prior to cocktail reception and Air Canada awards
- Louise Ross-Dallas:
- Design a Chair Fundraiser coming up, 3 different categories (designers/design teams/students/individuals) at the kickoff designers received their chair, drew to discover what material they'd be using, hoping to gain more student members, event at top of property, culinary students are helping chef with food, VIP areas designated
  - Had Board turnover but Chapter is turning around
  - Fundraising event, downsized bowling event in October

2012-2013 EC Committee

- Julia Marks – President
- Stacey Berman – Secretary
- Judy Regan – Vice President/Finance
- Christine Wasmer – Vice President/Education
- Tina Lockwood – Vice President/Membership
- Cynthia Guthrie – Vice President/Development
- Trisha Poole - Vice President/Marketing
- Phillip Byrne – Vice President/Events
- Dina Belon – Vice President/Sustainable Hospitality
- Christine Tucker – Vice President/IR-Canada
- Lynn Fisher – Vice President/IR-United Kingdom
- Helen Reed – Past President/Parliamentarian

Motion Number: 6

I, Anita Degan, move that the meeting be adjourned at 11:47.

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

VOTE COUNT:

YEA: 18      NAY: 0      ABSTENTION: 0

STATUS OF MOTION:

Carried:       Defeated:

## PRESIDENT

### JULIA MARKS

#### Job Purpose:

- To advise, govern, oversee policy and direction, and assist with the leadership and general promotion of NEWH, Inc. so as 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.

#### 2012 Goals

- Continue to support NEWH and its mission
- To promote and strengthen NEWH as the premier industry network
- To support the EC, IBOD, Delegates and Chapter members with achieving their goals
- To represent NEWH at local and international events in the industry
- Work with NEWH Committees in achieving their goals
- To keep lines of communication open between Chapters, IBOD and EC
- Work on fundraising and partnership opportunities on behalf of the organization
- Finalize Media Partner Program with Shelia and Cindy Guthrie, set up similar to Corporate Partner Program
- Build on our current successes, focus our goals to our strengths

#### Steps to Achieve Goals

- Attend meetings on behalf of NEWH with Corporate Partners to update and keep them informed with the current events of NEWH, including Founder's Circle with our Corporate Partners where we always receive valuable feedback from our Partners regarding how to continually strengthen and build our relationships with them
- Work with the EC regarding Goals and planning. Review their goals throughout the year and work on their Project Scope Documents, oversee that timelines are met as outlined in Strategic planning sessions
- Conduct Conference calls with Chapter's Boards as required regarding issues that may arise, provide feedback and suggestions for resolutions if required.
- Conduct quarterly conference calls with Chapter President's and VPs with agenda and followed by an open forum that keeps the communication open between everyone and allows for questions to be answered regarding any issues that may have risen since last call.
- Work with Chapters and the organization of their boards, suggestion succession planning opportunities and other options for the continual growth of their boards.
- Provide agenda and conduct bimonthly conference calls with EC

- Follow up with Chapter Delegates and IBOD to make sure that all reports are received on time so that they can be included in the final reports for our Board meetings.
- Help board members and committees to focus on fewer goals and projects allowing for greater success

#### Long Term Goals for This Position

- To create an open forum of communication and teamwork with a sense of unity throughout our chapters and NEWH, Inc
- To grow our international presence and recognition as The Hospitality Industry Network

#### Other Report Items

We have an exciting year ahead with numerous opportunities for growth within NEWH and our individual businesses within the hospitality industry. NEWH has been extremely lucky throughout the last few years to grow our membership as well as our corporate partnerships. We have done this because NEWH has value. The most important thing we can do this year is to not to sell ourselves short. The service each chapter brings to their local communities has value to our membership. In everything we do, remember our members and why we are part of NEWH.

- Congratulations to our chapters and Events team. The NEWH Regional Tradeshow continues to be a huge success and a significant part of our income. With that success we have had, some growing pains are continuing to try to improve and continue to offer a great show for exhibitors and attendees.
- Our Corporate Partnerships are very strong, so much so that we have more corporate partners than we have ever had before. In order to accommodate the sheer volume of partnership requests the Corporate Partnership package has been updated for 2012.
- Shelia, Jena and I had an extremely successful trip to visit the UK chapter in London. Thank you to Lynn Fisher and the entire UK chapter for being such gracious hosts. We are excited to have you in the fold and to see your membership growing as well as the wonderful opportunities ahead. The UK is considering cohosting a regional tradeshow with BCFA as well as partnership opportunities with UBM, which organizes trade events such as The Sleep Event. NEWH, Inc has potential opportunities to collaborate with UBM in the Asian market as well.

## SECRETARY

### STACEY BERMAN

#### Job Purpose

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

No 2012 goals submitted

## NEWH BOARD TRAINING SCHEDULE

Shaded = training occurred or is scheduled	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
ARIZONA		In person 4/11/2008		In person 12/1/2010	Webinar	Webinar	In person	Webinar	Webinar	In person
ATLANTA			In person 3/14/2009	Webinar	Webinar	In Person 3/10/2012	Webinar	Webinar	In person	Webinar
ATLANTIC CITY		In person 3/1/2008		Webinar 12/6/2010	In person	In Person 3/25/2012	Webinar	In person	Webinar	Webinar
CHICAGO	In person 2/2007	In person 1/2008		In person 10/23/2010	Webinar	Webinar	In person	Webinar	Webinar	In person
DALLAS		In person 1/26/2008		In person 10/8/2010	Webinar	Webinar	In person	Webinar	Webinar	In person
GREATER NEW YORK	In person 2007			Webinar 2/27/2010	In person	In Person 2/11/2012	Webinar	In person	Webinar	Webinar
HOUSTON				In person 10/7/2010	Webinar	Webinar	In person	Webinar	Webinar	In person
LAS VEGAS		In person 8/16/2008		Webinar 8/3/2010	In person	In Person 1/28/2012	Webinar	In person	Webinar	Webinar
LOS ANGELES	In person 2007			In person 1/30/2010	Webinar	Webinar	In person	Webinar	Webinar	In person
NORTH CAROLINA				Webinar 6/30/2010	TBD based on need					
NORTH CENTRAL	In person 5/5/2007			Webinar 3/22/2010	In person 3/5/2011	Webinar	Webinar	In person	In person	webinar
NORTHWEST			Webinar 11/14/2009	Webinar	In person	Webinar	Webinar	In person	Webinar	Webinar
ORANGE COUNTY				In person 9/28/2010	Webinar	Webinar	In person	Webinar	Webinar	In person
ROCKY MOUNTAIN				In person 2/5/2010	Webinar	Webinar	In person	Webinar	Webinar	In person
SAN DIEGO				In person 9/28/2010	Webinar	Webinar	In person	Webinar	Webinar	In person
SAN FRANCISCO				Chartered 2010	In person 2/26/2011	Webinar	Webinar	In person	Webinar	Webinar
SOUTH FLORIDA	In person 11/3/2007				In person	In person 1/21/2012	Webinar	Webinar	In person	Webinar
SUNSHINE	In person 2007		In person 1/31/2009		In person 2/5/2011	Webinar	Webinar	In person	Webinar	Webinar
TORONTO		In person 12/6/2008		Webinar 1/24/2011	In person 10/15/2011	Webinar	Webinar	In person	Webinar	Webinar
UNITED KINGDOM					Webinar	Webinar	Webinar	Webinar	Webinar	Webinar
VANCOUVER				Webinar 2/10/2010	Webinar	Webinar	Webinar	In person	Webinar	Webinar
VIRGINIA			In person 3/28/2009	Webinar	Webinar	In person	Webinar	Webinar	In person	Webinar
WASH DC	In person 2007		Webinar 10/22/2009	Webinar	In person	In Person 2/16/2012	Webinar	In person	Webinar	webinar

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

Chapters	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Budget	Business Plan
Arizona	Yes	Yes	Yes	Yes		Yes	Yes	Yes	Yes	Yes	Yes		Yes	
Atlanta	Yes				Yes	Yes	Yes		Yes					
Atlantic City	Yes	Yes	Yes		Yes					Yes				
Chicago	Yes	Yes	Yes	Yes	Yes	Yes								
Dallas	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes				
Greater New York	Yes			Yes		Yes			Yes	Yes				
Houston	Yes	Yes							Yes		Yes			

Las Vegas	Yes	Yes	Yes	Yes			Yes	Yes						
Los Angeles	Yes													
of the Carolinas														
North Central	Yes													
Northwest	Yes			Yes										
Rocky Mountain	Yes	Yes	Yes	Yes	Yes	Yes		Yes			Yes	Yes		
S. Florida	Yes	Yes		Yes	Yes	Yes	Yes	Yes					Yes	
San Francisco Bay	Yes		Yes											
San Diego & Orange Counties														
Sunshine	Yes													
Toronto	Yes		Yes	Yes	Yes	Yes				Yes	Yes		Yes	
UK	Yes	Yes				Yes	Yes	Yes	Yes	Yes	Yes			
Vancouver	Yes	Yes												
Virginia	Yes	Yes	Yes	Yes			Yes							
Washington, DC	Yes													

## VP/FINANCE

### JUDY REGAN

#### Job Purpose

- Keep and maintain, or cause to be kept and maintained, adequate and correct books and records of the properties and business transactions of the corporation, including accounts of its assets, liabilities, receipts, disbursements, gains, losses, capital, retained earnings, and other matters customarily included in financial statements
- Regularly review income and expenditures with Executive Committee to ensure knowledge of financial affairs and status of the organization is clear

#### 2012 Goals

- Continue to maintain balanced budget;
- Review actual income and expenses throughout the year;
- Report overview at BoD meetings

#### Steps to Achieve Goals

- Participate in conference calls with chapter treasurers and others, as needed;
- Participate in budget discussions of each discipline;
- Work with NEWH, Inc. staff to develop cost picture and pre-

sent to EC

#### Long Term Goals for This Position

- Find qualified members to serve on ad hoc Ways and Means Committee;
- Select successor from among members of Ways and Means Committee.

#### Other Report Items

- Continue monitoring chapter QuickBooks compliance

Chapters are in compliance with mandated banking restrictions and using QuickBooks. Despite the economy, NEWH is healthy and we look forward to a brilliant 2012... with the help of our members and our Corporate Partners.

BANK BALANCES	
account balances as of 12/31/2011	
general	\$ 225,620.56
scholarship	71,007.34
Long Term Reserve Account	100,000.00
Cash Reserve Account	50,000.00
cd	100,000.00
chapter escrow account ( <i>new england &amp; memphis</i> )	4,380.82

Year End 2011 Chapter	Annual Budget Rec'd	Statement from Bank	Labeling efs and deposits	Updated Signature Cards	Current on tax matters for 2010	2010 Fund-raising Remittance	2010 to date Fundraising %***	2010 Monies transferred to Scholarship Acct	2011 Fund-raising Remittance	2011 to date Fundraising %***	2011 Monies transferred to Scholarship Acct	Checking Bal	Date	Scholarship Bal	Date	CD	Date
Arizona	X	X	X	X	X	Yes	33%	5,216.00	Yes	79%	-	6,740.96	11/30/11	7,773.85	11/30/11		
Atlanta	X	X	X	X	X	Yes	50%	7,782.50	invoiced	45%	17,341.05	23,428.90	12/31/11	20,614.23	12/31/11		
Atlantic City	X	X	X	X	X	Yes	21%	3,652.94	0	0%	-	3,218.36	12/31/11	4,534.23	12/31/11		
Chicago	X	X	X	X	X	invoiced	21%	4,000.00	invoiced	64%	5,900.00	29,511.05	11/30/11	1,704.54	11/30/11	11,619.29	11/30/11
Dallas	X	X	X	X	X	Yes	31%	13,933.43	invoiced	47%	27,100.00	35,374.10	11/30/11	35,180.88	11/30/11		
Greater New York	X	X	X	X	X	Yes	29%	45,300.00	invoiced	60%	5,000.00	72,188.39	12/31/11	18,801.90	12/31/11		
Houston	X	X	X	X	X	Yes	83%	-	invoiced	68%	900.00	15,581.96	11/30/11	13,061.60	11/30/11		
Las Vegas	X	X	X	X	X	Yes	30%	1,190.00	invoiced	24%	-	98,320.51	11/30/11	21,024.50	11/30/11	51,906.66	3/31/11
Los Angeles Founding NEWH Canada, Inc.	X	X	X	X	X	Yes	37%	-	need info	0%	110,284.71	36,050.70	12/31/11	121,810.42	12/31/11		
NEWH, Inc.- Canada	X	X	X	X	X	N/A	N/A	N/A	N/A	N/A	N/A	7,152.66	11/30/10				

New England/Memphis	X	N/A	X	N/A	N/A	N/A	N/A	N/A	N/A	N/A	4,380.82	12/31/11
North Central	X	X	X	X	Yes	45%	-	N/A	0%	9,600.00	15,238.46	12/31/11
Northwest	X	X	X	X	0	0%	-	0	0%	100.00	27,635.62	12/31/11
Rocky Mountain	X	X	X	X	Yes	3%	-	invoiced	17%	13,272.08	15,886.36	12/31/11
San Francisco Bay Area	X	X	X	X	Yes	57%	-	-	47%	9,758.32	28,981.91	12/31/11
South Florida	X	X	X	X	0	0%	-	invoiced	35%	-	28,878.57	12/31/11
San Diego + Orange Counties	X	X	X	X	Yes	14%	1,400.00	invoiced	69%	250.00	8,242.71	12/31/11
Sunshine	X	X	X	X	Yes	20%	22,981.09	Yes	16%	22,339.28	48,180.60	12/31/11
Toronto	X								41%		11,235.23	6/30/11
United Kingdom												
Virginia	X	X	X	X	N/A	0%	-	N/A	0%	-	2,374.34	11/30/11
Washington DC Metro	X	X	X		Yes	49%	23,287.93	invoiced	49%	335.00	116,544.18	12/31/11

### 2012 PROPOSED BUDGET

	INCOME	EXPENSE
<b>President</b>	-	7,700.00
<b>President Elect</b>	-	-
<b>Past President</b>	-	9,030.00
<b>Executive Adviser</b>	-	5,000.00
<b>Secretary</b>	-	1,950.00
Board Training	-	8,250.00
<b>Vice President Finance</b>	-	2,350.00
Travel / Delegate	-	20,000.00
<b>Vice President/Education</b>	-	2,250.00
Scholarship	500.00	3,350.00
Continuing Education	4,500.00	14,700.00
Sustainable Scholarship	13,333.34	17,465.00
ICON Scholarship	15,000.00	14,925.00
Vendor Scholarship	3,000.00	3,700.00
<b>VP/Membership</b>	-	2,800.00
Membership	251,000.00	110,700.00
Expansion	-	2,850.00
<b>VP/Development</b>	-	2,500.00
Corporate Partner Development	400,000.00	60,230.00
Fundraising	56,500.00	4,350.00
<b>VP/Marketing</b>	-	2,750.00
Marketing	-	13,200.00
Internet Communications	-	2,650.00
Public Relations	-	9,350.00
NEWH Magazine	31,500.00	36,400.00
NEWH Awards	-	2,255.00
<b>VP/Events</b>	-	4,250.00
Tradeshows/USA	30,000.00	16,300.00
Tradeshows/other	-	-
Tradeshows/Regional	701,515.00	494,570.00
NEWH Nat'l/Leadership Conference	65,000.00	34,550.00
<b>VP/Sustainability</b>	-	3,000.00
Sustainable Conference	60,000.00	57,750.00
Sustainable Hospitality	8,200.00	10,000.00
<b>Administration</b>	-	549,476.62
NEWH Governing Board Mtg.	-	8,400.00
Website	12,000.00	53,050.00
Publications	-	3,550.00
Reimbursable	-	-
Reserve Acct.	-	50,000.00
Bank/Credit Card	-	18,000.00
<b>Totals</b>	<b>\$ 1,652,593.33</b>	<b>\$ 1,628,801.62</b>

## VP/EDUCATION

### CHRISTINE WASMER

#### Job Purpose

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

#### 2012 Goals

- Scholarship** – Assist Director of Scholarship in the execution of all current scholarship initiatives including vendor scholarships and ICONS. Interface with BOD Directors of Scholarship and Education via quarterly conference calls. Interface with Chapter Directors via quarterly discipline calls.
- Scholarship Succession:** Assist Director of Scholarship in finding

an eligible, dedicated successor for the position of Scholarship Director for the NEWH, Inc. Board of Directors. This will allow the current Scholarship Director to ascend to position of V.P. Education. Current V.P. Education will step down from this position once a new Scholarship Director is appointed. Anyone interested in the position of NEWH BOD Scholarship Director, please contact Chris Wasmer – wasmer@roadrunner.com or by phone: 714-670-0381.

- **Sustainable Hospitality Committee:** working within this committee and with the assistance of the Director of Scholarship, complete judging and award for Sustainable Design Competition. Research and implement new competition to begin in fall of 2012. Working with Sustainable Hospitality Committee, identify potential sponsors for future competitions.
- **Education** – Assist Director of Continuing Education in formulating CEU's for implementation at HD, NEOCON & HD Boutique. Assist as necessary with interaction with IDCEC. Assist as necessary in compilation of online library of CEU's for use by Chapters.

### Steps to Achieve Goals

#### • Design Competition – 2011-2012

Special thanks to **JLF/Ionemeadow** for their continued enthusiastic support and sponsorship. The Sustainable Hospitality committee is very pleased to welcome our new sponsor **Valley Forge Fabrics**. Thank you to Designtex for their past support. Companies who are interested in sponsorship opportunities should contact Lynda Sullivan at lsullivanjlf@yahoo.com

This year's competition is similar to last year – "**The Sustainable Guest Experience**" with changes added as to choice of venue. Letters of intent were due in December 2011 with project entries due February 24<sup>th</sup>, 2012. Judges will be selected and announced in early February. The competition submittals are reviewed by the V.P. Education and Director of Scholarship and the top five to seven projects are submitted to three guest judges for final review and selection of the winning entry. Award of these scholarships will be made at HD Expo Green Luncheon. A synopsis of the competition is included below:

Through the use of story boards, animation, rapid visualization and/or perspectives the student shall tell a sustainable story of a guest stay in a resort hotel. Project site to be in your choice of one of these locales:

- **Locale Type A -Restorative/ Regenerative:** You are a part of a development team that is revitalizing an overdeveloped region, which has lost commercial viability and is showing signs of environmental degradation. (Example: Abandoned industrial area or overdeveloped coastal region). Your team is involved in developing a resort hotel as a part of this project. This may be an existing property, rehabilitation or a new build. Your story should include research of the area and challenges involved in providing restoration/regeneration to the region.
- **Locale Type B - Perpetuation/ Preservation:** New build resort hotel in a pristine natural habitat which is rich in biodiver-

sity. Site area boasts a large amount of endemic species, and highly sought destinations for eco-tourists. Locale is unspoiled by commercial tourism with strong cultural connection to the land and abundant, undeveloped resources. Your story should include research of the area and challenges involved in sustainable development.

- **ICONS:** Packets for 2012 will go out to schools in late August.

Our ICON honoree for 2011 is Harvey Nudelman, president Fabricut Inc. Presentation of our ICON and award of a \$5000 scholarship to Santiago Arcila of Kwantlen Polytechnic University, Richmond, British Columbia, Canada, was held during the Gold Key Breakfast at IHMRS in New York. A primary requirement of the ICON award is completion of an internship. Santiago Arcila completed internships with SSDG Interiors and DCS Design Inc.

A second \$3500 award will be given to the runner up in the competition, Kyi Gwaw from Savannah College of Art and Design at HD Expo in Las Vegas 2012. Kyi completed her internships at Le Parker Meridien and EC Studio/Elite Concepts, Hong Kong.

#### • Sustainable Hospitality Design Competition 2012-2013:

Goals include completing criteria including consensus/approval by Sustainable Hospitality Committee for the next competition for release of packets/criteria by April/May 2012. This will help to garner more participation by University Design Programs, which will utilize this competition as a class project in the Fall Semester.

- **Education:** assist Director with implementation of webinars and expanding CEU opportunities for NEWH Chapters.
- **Discipline Calls:** Set and implement a calendar of quarterly discipline calls respectively for BOD Directors' Scholarship and Education and separately with Chapter Directors.
- **Board Training Manual update:** Guidelines for scholarships and other changes/updates to be made to Board Manual – in process.
- **Website updates/correction as necessary:** Working with Director of Scholarship, update any and all scholarship information as necessary on website.

### Long Term Goals for This Position

- Provide and plan for smooth interface/interaction between activities of Scholarship and Education at all levels within NEWH, Inc./Chapters.
- Ongoing - Define job responsibilities and timeline of all ongoing initiatives overseen by V.P. Education for use by future occupants of this position.

Communication outreach to schools/programs supported by Chapter and Inc. scholarships via use of Facebook and or NEWH, Inc. / website

## SCHOLARSHIP

### ANDREA THOMAS

#### Job Purpose

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

#### 2012 Goals

- Transition into the position of VP of Education and find a suitable candidate for the Director of Scholarship position on the Board of Directors.
- Assist the VP of Education in selecting judges for the Sustainability Competition and reviewing projects submitted after the February 24, 2012 deadline. Winner of the competition will be honored at the Green Luncheon during the HD Expo in May.
- Select the two 2012-2013 ICON scholarship recipients with the VP of Education. Scholarship packets will go out in August and the selected student will receive the award at the IHMRS Gold Key Breakfast in New York. November 12, 2012. The second

scholarship is awarded at HD in 2013.

- Communicate with and support chapter scholarship directors.
- Continue updating the Chapter Board Manual for inclusion of additional criteria on types of scholarships and relevance of the sample letters.
- Ongoing review and update of scholarship information for the website
- Assist with developing criteria and implementing the 2012/2013 Sustainable Hospitality Design Competition.
- Packets to be sent to the schools in the spring of 2012 so that the design program instructors will have more time to incorporate the projects into the fall curriculum as class projects.

**Steps to Achieve Goals**

- Attend bimonthly EC calls and participate in the Milliken Experience in March.
- Research qualifications of and interest on the part of the Chapter Scholarship Directors, to be considered for the Director of Scholarship.
- Facilitate quarterly conference calls with Chapter Scholarship Directors.
- Share information about the ICON and vendor scholarships, as

well as the Sustainable Design Competition with Chapter Directors, encouraging them to publicize these opportunities to the schools they deal with in their areas.

**Long Term Goals for This Position**

- Create a smooth transition into the position of VP of Education and strive to maintain the quality of work exemplified by my predecessor.
- Utilize social media for communication to create new opportunities and accomplish goals relating to Scholarship initiatives.

**SCHOLARSHIP AWARD REPORT**

Chapter	2011	total # of awards	Total Given
Arizona	5,000.00	82	65,750.00
Atlanta	15,000.00	98	166,380.00
Atlantic City	2,000.00	2	3,000.00
Chicago	14,000.00	69	137,000.00
Dallas	20,000.00	115	195,000.00
Greater New York	26,500.00	182	408,500.00
Houston		77	69,500.00
Las Vegas	28,000.00	106	233,160.00
Los Angeles Founding Chapter	40,000.00	283	563,950.00
North Central	2,000.00	25	28,500.00
Northwest	4,500.00	23	35,500.00
Rocky Mountain	3,000.00	25	44,200.00
South Florida	10,000.00	63	94,500.00
San Diego + Orange Counties	4,000.00	55	53,700.00
Sunshine	22,500.00	47	121,000.00
Toronto	12,000.00	23	CAD 41,000.00
United Kingdom	4,500.00	4	GBP 7,000.00
Virginia	1,500.00	8	16,500.00
Washington DC Metropolitan	15,000.00	81	185,300.00
New England	0	26	18,950.00
NEWH ICON of Industry	13,500.00	14	57,000.00
Sustainable Design Competition/Student	5,000.00	5	25,000.00
Sustainable Design Competition/School	5,000.00	5	25,000.00
Vendor	3,000.00	6	18,500.00
<b>TOTALS</b>	<b>256,000.00</b>	<b>1,424</b>	<b>2,613,900.00</b>

**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.

**2011 Goals**

- Establish relationship with IIDA to expand CEU opportunities
- IDCEC Membership and requirements
- BECOME KNOWLEDGEABLE ON THE WEBINAR AND REQUIREMENTS

**Steps to Achieve Goals**

- Improve communication with Education Committee
- Research online education methods used by other professional organizations for CEU's

- Determine primary interests of membership
- Actively pursue contributors i.e.: speakers and industry professionals to contribute to NEWH

**Long Term Goals for This Position**

- SOLIDIFY THE REQUIRED OUTCOMES OF THIS POSITION, EXPECTATIONS

**Other Report Items**

- NeoCon submissions reviewed and returned to Monica DeBar-tolo 12/18/11

## VP/MEMBERSHIP

### TINA LOCKWOOD

#### Job Purpose

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

#### Current Progress:

- Together with Todd Fuller, Director/Membership, and Lee Brotsker, Director/Expansion, Conference Calls have been slated quarterly with the Chapters.

#### 2012 VP Membership Goals:

- Work with and on behalf of NEWH, Inc to increase membership on a National and International level.
- Focus on Target Groups for Growth and Expansion as determined in EC training
- Increase the awareness of NEWH, Inc. by working with NEWH, Inc.; building a greater awareness of the Brand.
- Produce revenue for NEWH, Inc through increase in membership

on a National and International Level.

- Work with chapters looking at past and current ideas for ways of recruiting members and keeping members.
- Promote Business Memberships in the industry and help increase business membership on a local, national and international level.
- Review opportunities for expansion of NEWH, Inc on a national and International Level.
- Identify locations of future chapters and organizing groups to make sure that the new chapters will meet the guidelines of NEWH, Inc.
- Work with Organizing Groups/future chapters in promoting the NEWH name and recognition in their specific area

## MEMBERSHIP

### TODD BAXTER

#### Job Purpose

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

#### 2012 Goals

- Work on Behalf of NEWH, Inc. to increase membership on a national and international level.
- Focus on target groups for growth of membership
- Increase awareness of NEWH, Inc. by working with NEWH, Inc; building a greater awareness of the Brand
- Produce revenue for NEWH, Inc. through increased membership on a national and international level

#### Steps to Achieve Goals

- Continue with the success of the quarterly conference calls. They continue to be an incredible tool for sharing information and ideas.
- Working with chapters to utilize current, past, and new ideas to recruit members and to keep members
- Talk with each Director of Membership from every chapter to

make sure they understand their position and help them to be more effective.

- Promote Business Level Memberships on local, national, and international levels.
- Work closely with the Vice President of Membership to make sure that our goals are achieved.

#### Long Term Goals for This Position

- Develop guidelines for chapters that would help interest potential members for their area and keep unemployed members involved.
- Work with organizing groups/ future chapters in promoting the NEWH name and recognition in their specific area.

#### Other Report Items

- none

### MEMBERSHIP REPORT BY CHAPTER

chapter	2010 Year End	2010 Year End w/ Students	2011 Year End	2011 Year End w/ Students	2011 non renewals		2011 new members/ past returning		voting members	non voting	students
	Students are not reflected										
Arizona	65	78	<b>58</b>	<b>62</b>	25	38.5%	13	22.4%	37	21	4
Atlanta	244	272	<b>269</b>	<b>292</b>	73	29.9%	89	33.1%	212	57	23
Atlantic City	62	67	<b>62</b>	<b>68</b>	19	30.6%	15	24.2%	51	11	6
Regionals	35	35	<b>40</b>	<b>45</b>	17	48.6%	35	87.5%	31	9	5
Chicago	231	280	<b>264</b>	<b>312</b>	74	32.0%	89	33.7%	146	118	48
Dallas	236	266	<b>289</b>	<b>395</b>	50	21.2%	96	33.2%	202	87	106
Greater New York	275	414	<b>335</b>	<b>494</b>	93	33.8%	101	30.1%	184	151	159
Houston	147	209	<b>179</b>	<b>250</b>	64	43.5%	62	34.6%	93	86	71
Las Vegas	162	192	<b>132</b>	<b>165</b>	67	41.4%	24	18.2%	72	60	33
Los Angeles Founding	288	317	<b>278</b>	<b>315</b>	92	31.9%	94	33.8%	199	79	37
North Carolina	38	43	<b>41</b>	<b>47</b>	7	18.4%	13	31.7%	35	6	6
North Central	123	211	<b>139</b>	<b>236</b>	48	39.0%	30	21.6%	62	77	97
Northwest	122	140	<b>122</b>	<b>139</b>	39	32.0%	39	32.0%	88	34	17
Rocky Mountain	131	144	<b>106</b>	<b>116</b>	47	35.9%	21	19.8%	76	30	10

San Diego + Orange Cty	75	90	<b>74</b>	<b>95</b>	23	30.7%	17	23.0%	42	32	21
San Francisco Bay	91	105	<b>101</b>	<b>133</b>	39	42.9%	45	44.6%	81	20	32
South Florida	189	237	<b>193</b>	<b>239</b>	61	32.3%	44	22.8%	100	93	46
Sunshine	238	279	<b>215</b>	<b>286</b>	73	30.7%	47	21.9%	155	60	71
Toronto	103	112	<b>102</b>	<b>122</b>	40	38.8%	47	46.1%	80	22	20
United Kingdom	53	53	<b>59</b>	<b>60</b>	12	22.6%	17	28.8%	55	4	1
Vancouver	53	54	<b>48</b>	<b>89</b>	17	32.1%	15	31.3%	36	12	41
Virginia	42	51	<b>32</b>	<b>46</b>	14	33.3%	6	18.8%	25	7	14
Washington DC Metro	226	265	<b>182</b>	<b>261</b>	76	33.6%	45	24.7%	122	60	79
edited 05-JAN-2012	3229	3914	<b>3320</b>	<b>4267</b>	1070	33.1%	1004	30.2%	2184	1136	947

**EXPANSION**  
**LEE BROTSKER**

**Job Purpose**

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

No 2012 goals submitted

**REGIONAL MEMBERSHIP**

Regional Area	2012	2011	2010	2011 Projections	Regional Area	2012	2011	2010	2011 Projections
Alabama Region		0	0	3	New England Region		13	20	28
France		0	0	2	New Mexico		0	1	2
Indiana Region		2	1	2	Ohio Region		3	1	3
Kansas		0	0	3	Oklahoma Region		3	2	4
Memphis/Mid-South		4	2	9	Pennsylvania Region		2	1	2
Michigan Region		3	2	2	San Antonio Region		0	1	
Mississippi Region		0	0	2	South Carolina Region		2	1	4
Missouri Region		0	1		Wisconsin Region		0	1	1

**VP/DEVELOPMENT**  
**CYNTHIA GUTHRIE**

**Job Purpose**

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

**2012 Goals**

- Broaden scope of sponsorship programs to incorporate other types of sponsorships categories
- Assess past silent auctions to seek areas for improvement and develop additional auctions at new events.
- Develop a saleable product promoting NEWH as a method for fundraising thru chapter levels.
- Work with Endow NEWH program to help facilitate the further implementation of this program and write minimum of 5 contract for 2011

**Steps to Achieve Goals**

- To broaden scope of sponsors – presently working on categories to target & benefits that would entice these sponsors outside of the Corporate Partnership program
- Fundraising - Continue to analyze previous years' performance & to work with Fundraising Director to implement new vendor(s) for auctions, new auctions site and online auction evaluation.
- Review potential items that would generate funds for NEWH, Inc while promoting sponsors in various programs.

**Long Term Goals for This Position**

- Develop Standards and Best Practices for this position

- Develop forecasts for sponsorships 1 to 5 years.

**Other Report Items**

- I am looking forward to working with our new President Julia Marks and will provide my full support as she leads our organization into the future.
- Endow NEWH – commitments from Durkan, Electric Mirror & RBF/Beverly. Will need to work to secure more Endow partners and finalize documents to get payments going.
- Fundraising – Janice Marko worked to bring us an exciting Live and Silent Auction at HD Expo and PAC proceeds were \$ 10,500.00. The HD Boutique Silent Auction with PAC & live auction raised approximately \$2700.00.
- Janice Marko is working on a new way to generate income for chapters and NEWH, Inc. with TEXT donations. Janice will report the details and I will be speaking with the EC to get further direction on how to proceed.
- Corporate Partners – Cynthia Milow continues to work hard to explore new CPs. I look forward to working with her to develop new segments for CPs as well.
- Exciting news – Fabricut raised their CP level to Patron, and we have some new CP in the Supporting Level. See the attached

Logo Collage and please be sure to thank them and tell your chapter the news.

- There is a need to develop other partnerships within our industry and the initial steps have begun. The EC has been working on a structured agreement for Conference Partners, Media Partners and Tradeshow Partners. This agreement will provide more uniform information for each category and within each category a structure of benefits & remuneration that is equitable to both parties. This will allow us to set the standards for these types of agreements as we have done with Corporate Partner that is designed for the hospitality vendors/manufacturers. There have been recent discussions with the EC to make these agreements in more simple format.
- I always include this information in all my board reports because it is so important to our organization - to reiterate & discuss the importance of acknowledging our Corporate Partners as well as our ENDOW NEWH sponsors at all functions for NEWH. It is vital to our organization that each chapter include in their program

speech or other introductions at each and every NEWH event whether it be a program, fundraiser or social get together, that you state the names of each corporate partner and if there is a representative from that company, they should also be introduced and thanked for their company's support of NEWH. Further each chapter must display the Corporate Sponsor signage at every event. This was shipped to each chapter at the beginning of the year. Again must be at programs, fundraiser and social networking events.

- We have rec'd complaints from some of our Corporate partners that attended various chapter events and informed us that either signage was not present and/or there were no introductions made. Corporate partners provide enormous funding to the NEWH, Inc. organization so that we are able to support the chapters with all the various initiatives, marketing, scholarships and many other endeavors. During our initial discipline calls, we stressed to those who attended, they need to bring this information back to their chapters.

## CORPORATE DEVELOPMENT

### CYNTHIA MILOW

#### Job Purpose

- Seek International Corporate relationships/partnerships

#### 2012 Goals

- Replace the 2 or 3 corporate partners that dropped this year
- Maintain strong relationships with existing partners
- Continue effort to introduce and include OS&E vendors to the NEWH networking family
- Seek corporate partners from Canada and the UK
- Closely interface with the Regional Shows to include 3-5 OS&E vendor booths

#### Steps to Achieve Goals

- Continue attendance at NRA and IHMRS shows
- Set up a NEWH Roundtable at one or both of the OS&E shows
- Set up conference calls with Canada and UK offices to discuss Corp. Partner interest
- Work with local chapters to encourage them to enlist the OS&E community in their programming

#### Long Term Goals for This Position

- Expand our corporate partner program, rather than going back to the same feeding ground

- The tradeshow are one of the biggest "selling" points of partnership, expand on that program
- Engage the Hotel Corporations and Management Companies, who benefit from all our networking

#### Other Report Items

- Congratulations to the new Corporate Partners
- American Atelier
- Fabric Innovations
- J+J | Templeton Carpet
- Kardean International
- Lily Jack
- Mandy Li Collection
- Maya Romanoff
- P Kaufmann
- Shelby Williams
- Summer Classics
- Tropitone
- Vaughn Benz

2012 CORPORATE PARTNER LIST	level	partner since
<b>Durkan Hospitality</b>	Benefactor	1995
<b>KOHLER</b>	Benefactor	2012
<b>ULSTER</b>	Benefactor	2003
<b>American Leather</b>	Patron	2008
<b>Fabricut Contract/S. Harris</b>	Patron	2004
<b>Hospitality Design Group/Nielsen Business Media</b>	Patron	2001
<b>Milliken Hospitality</b>	Patron	1996
<b>American Atelier, Inc.</b>	Supporting	2011
<b>B Carpet</b>	Supporting	2001
<b>Electric Mirror</b>	Supporting	2008
<b>Fabric Innovations</b>	Supporting	2011
<b>Hunter Douglas Hospitality</b>	Supporting	2010

<b>Installation Service Group</b>	Supporting	2010
<b>J+J   Templeton Hospitality Carpets</b>	Supporting	2011
<b>Karndean International</b>	Supporting	2011
<b>Lexmark Carpet Mills</b>	Supporting	2008
<b>Lily Jack</b>	Supporting	2011
<b>MTE North America, Inc.</b>	Supporting	2012
<b>Mandy Li Collection</b>	Supporting	2011
<b>Maya Romanoff</b>	Supporting	2011
<b>NLP Furniture Industries, Inc.</b>	Supporting	2005
<b>P/Kaufmann Contract</b>	Supporting	2011
<b>RBF Group</b>	Supporting	2010
<b>Serta International</b>	Supporting	2005
<b>Shelby Williams</b>	Supporting	2011
<b>Signature Hospitality Carpet</b>	Supporting	2005
<b>Summer Classics Contract</b>	Supporting	2011
<b>Tropitone Furniture Company</b>	Supporting	2012
<b>Vaughn Benz</b>	Supporting	2011

## FUNDRAISING

### JANICE MARKO

#### 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.

#### GOALS FOR 2010

##### SILENT/LIVE AUCTIONS

- Continue to improve Silent Auction held in conjunction with HD Expo, Las Vegas.
- We raised \$10,407.00 between the live and silent auction at HD Expo 2011.
- We held another live auction at HD Boutique. Although we had a better placement on the trade show floor we only raised \$2,687.00. The trend for the past three years has been a decline in silent auction participation at the Miami show. 2009 auction results were \$5,658.00; 2010 results were \$3,094.00 and 2011 were \$2,687.00. The online auction raised \$4,500.00.
- Analyze items bought at all auctions to determine what items and categories of items brought higher bids, and then target more of similar type items. Goal is to increase general excitement and appeal to show attendees.
- Increase number of items donated directly to NEWH for auction (rather than those provided by an auction company).
- Reinvestigate a silent auction to be held in conjunction with a Regional Trade shows in location large enough to support an auction. Solicit vendors to put items from their booths into the silent auction.

##### STEPS TO ACHIEVE GOALS

- Target specific vendors for items desired at auction.
- Look for an alternative fundraiser for the fall show or move the silent auction to the New York show.
- Continue to analyze items bought at auctions to determine which solicit higher bids and target more of similar items. Goal is to increase general excitement and appeal to show attendees and vendor that donate to auction.
- Discuss with NEWH staff what has been done in past to facilitate

donations and analyze additional approaches.

- Investigate the ability to team up with local charity auction companies.

#### OTHER FUNDRAISING EFFORTS

- Identify ways that Fundraising Director can provide support to Chapters for their fundraising events.
- Personally reach out to each fundraising Director after the first of the year to discuss what their issues are and brainstorm on ways to help them.
- Further examine adding "text donation" capabilities.
- Developing Standards and Best Practices for fund-raising events at the chapter level has been discussed since I have been a member. To do so would draw from the experience of "seasoned" chapter Fundraising Directors and committee persons to capture their success stories and non-success stories. I would like to implement a "Fundraising" forum where the chapters can post their success stories as well as issues. It should become a community blog where chapters can ask questions, get ideas for creative programs, gain invaluable information and not have to continually recreate the wheel of fundraising.
  - Diane is facilitating the creation of the forum site and will inform us when we can take it live to the chapters.
  - Our goal is to hold interactive webinars for several chapter presidents and fundraising directors at a time. The number needs to be kept small, as this will be an interactive webinar.
- Along with marketing team, increase awareness of NEWH, Inc. fundraising efforts to our target audiences.
- Investigate the development of a new program or product that will produce additional funds on an ongoing basis.

## VP/MARKETING

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### TRISHA POOLE

#### Job Purpose

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

#### 2012 Goals :

Priority 1 - Increase awareness of Membership Value

Priority 2 - Promote Education and Scholarship Programs

Priority 3 - Further advance and promote ENDOW NEWH

- **Leadership Conference 2013** marketing collaterals will be available for circulation January 2012. There will also be a Power-Point presentation prepared for San Francisco chapter to utilize as a Membership Drive and marketing tool for the Leadership Conference.
- **Regional Trade Show** marketing materials are on a good schedule. We will evaluate program and deliverables at next Strategic Planning meeting to determine if new deliverables are necessary. We will explore PR and marketing for all trade show regions to yield the most attendance.
- **Marketing Conference Calls** went well for 2011. We would like recommendations/suggestions from IBOD as to new subjects we can cover for 2012. Our first call will cover marketing related to Scholarship funds and pulling in student members.
- **Media Partner Programs** are still being developed with the assistance of other EC Members. We will confirm and release a program that will assist the organization in including various media groups offering a variety of partnering options that will benefit the NEWH mission and forward our marketing efforts.
- **NEWH Sustainable Hospitality** hosted their first conference this year and it was a success related to format and execution. The goal for the next conference to assist earlier in the marketing and

PR. We will continue to develop branding and marketing for this event to build credibility, brand awareness and longevity to the event.

- **Membership Value** was boosted with the introduction of our TOP ID 2012 list. Since receiving the finalist list we have shared the list with Design Bureau who will feature an article on NEWH and some of our TOP ID finalists in their May issue. We also shared our South Florida list with the Travel Channel for a boutique hotel project they are hosting in the area. They have already contacted all three of our company members in South Florida area. This program should continue to develop strategic relationships for our organization that will offer promotional opportunities for our design members.

#### Long Term Goals for This Position

- Maintain a Marketing Committee that has the appropriate expertise and skills to provide NEWH professional support related to all marketing efforts in the future.
- The VP of Marketing and Marketing Committee would propose a thoughtful Marketing Plan every other year with renewed goals and plans, including budgets that would allow NEWH to grow with the industry and respond to their ever-changing needs in a "proactive" way.
- Make NEWH's mission and message so simple and clear that everyone in hospitality knows who we are.
- Support and utilize chapter boards to deliver the marketing message. The success of this goal will rely on the strength of our marketing committee and clarity of our message.

## INTERNET COMMUNICATIONS

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### LIZA KAPISAK

#### Job Purpose

- Assist in managing the internet communications for the NEWH, Inc.. website related to marketing, promotion and advertising

#### 2012 Goals

- To have all chapters updating their chapter website, LinkedIn and Facebook pages
- Share ideas and create a conversation on new ways we can fully utilize the website to integrate into more marketing ideas.

#### Steps to Achieve Goals

- To create tools and How To's for the chapters to utilize their website fully

- Have quarterly conference calls to discuss new ideas and topics
- Create a forum and share ideas of what other chapters are doing throughout the year in emails.

#### Long Term Goals for This Position

- To start to determine new ideas and avenues in the social media network to EXPAND on our INTERNET communications.

## PUBLIC RELATIONS

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### ANDY SCHAIDLER

#### Job Purpose

- Assist in maintaining a positive and professional image for the NEWH brand and initiatives through internal chapter communication and media relations.

No 2012 goals submitted

## VP/EVENTS

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### PHILIP BYRNE

#### Job Purpose

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

#### **2012 GOALS**

- To ensure the planned 2012 RTS are well executed and financially successful. To plan and allocate RTS for 2013 to ensure continuity and success of RTS
- Assist in delivering 2013 leadership conference by Feb 2012 enabling NEWH an 11 month period to sell and market the event.
- Identify and establish mutually beneficial agreements with additional non-conflicting partners in both events and media.

#### **STEPS TO ACHIEVE GOALS**

- Working with the RTS director, continue to review procedures to ensure continued satisfaction of both vendors and attendees at RTS.
- Focusing on number and quality of attendees, and methods to increase attendance
- Reviewing of registration procedures after each RTS
- Develop and issue a FAQ to communicate background and philosophy of RTS to chapters, vendors and attendees.
- Work with leadership conference director to assist in developing a budget for January 2013 Leadership Conference in San

### **NEWH CONFERENCES**

#### **MARK HUNTSINGER**

##### **Job Purpose**

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

No 2012 goals submitted

### **REGIONAL TRADESHOWS**

#### **BRYON ADCOCK**

##### **Job Purpose**

- Be responsible for and coordination of all NEWH, Inc. Regional Tradeshow (tabletop/mini-booth format) activities

No 2012 goals submitted

### **VP/SUSTAINABLE HOSPITALITY**

#### **DINA BELON**

##### **Job Purpose**

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

##### **2012 Goals**

- Oversee plans for NEWH Sustainable Hospitality Conference in 2012
- Increase presence of sustainable committee at various regional and national events including: GreenBuild, HD Expo, etc.
- Repopulate NEWH Sustainable Hospitality Committee
- Scholarship & Education- Review Criteria for 2012/2013 Sustainable Design Competition Scholarship sponsored by JLF and Valley Forge
- Sustainable Resource Directory - continue to improve involvement in the directory increasing the membership by 20% by the end of 2012
- Marketing and Communications- Increase marketing efforts through measurable and verifiable timeline
- Improve role of and communication with Chapter Directors of Sustainability. Continue improved dialog through scheduled discipline calls

Francisco creating an opportunity to promote and sell the event in an effort to deliver a more financially successful Leadership Conference.

- Compile and submit a report to the EC identifying potential organizations with either media or events that present potential opportunities for developing a mutually beneficial relationship. These would include but would not be restricted to such areas as Cruise & Ferry, Country Clubs and Restaurant organizations.

##### **LONG TERM GOALS FOR THIS POSITION**

- Ensure RTS Calendar for 2013 & 2014 is delivered
- Financially viable Leadership Conference in 2013
- Feasibility of a international RTS event

##### **OTHER REPORTED ITEMS**

- The first sustainability show was held in DC in early December. Discussions are now ongoing to identify and establish a date for another event of this type.
- Many thanks to all those involved in our events at Chapter, Board, and Inc. level as made 2011 a great success for NEWH.

- Maintain the subcommittee structure and leaders for the sub-committees
- Sub-committee to create their 2012 goals by end of Jan. 2012
- Conference calls & committee group calls to continue
- Participate and report in EC calls, events, etc.
- Established a position within marketing sub-committee to manage all blog, website, and magazine articles to continue mission of promoting sustainable education, and continue establishing topics.
- Marketing committee implements its marketing plan and is coordinating with NEWH website managers
- Oversee and assist in measuring timeline and goal achievement in conjunction with Dir. Sustainable Hospitality
- Assist in development of educational events, scholarships and

CEU's

#### Long Term Goals for This Position

- Build greater awareness of the need for sustainable activities within hospitality and its role to EC, Board, and Membership.
- Provide sustainable education that is transferable to Design, Manufacturing and Supply, Purchasing, and Ownership, Operations, and Management of all aspects of hospitality.
- Nurture students in the development of tomorrow's sustainable vision.
- Help establish a long-term sustainable vision for NEWH to insure that our organization is helping lead our industry down a sustainable path.
- Increase exposure to NEWH Sustainable Hospitality.
- Expand NEWH Chapter Programs.

## SUSTAINABLE HOSPITALITY

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### Job Purpose

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

### Mission Statement

Leading the hospitality industry to promote sustainable education and practices that achieve a balance between environment, economics and social equity.

### 2012 Goals

- Assist in Coordination of the NEWH Sustainable Hospitality Conference in 2012
- Develop the (1) keynote session and (2) breakout sustainable sessions for the NEWH Leadership Forum to be held Jan. 2013, by locating speakers, and assist in the topics development.
- Assist to Increase the presence of the sustainable hospitality committee at regional and national events including: NEWH Regional Tradeshow & Leadership Conference, HD Expo, and GreenBuild.
- Scholarship & Education- Review the Criteria for 2012/13 Sustainable Design Scholarship sponsored by JLF/ Valley Forge, to be awarded at HD Expo 2012.
- Coordinate a Sustainable CEU program to be developed by Events/Forum Committee
- Resource Directory - Increase revenue by 20% through Directory membership and retaining existing Directory entrants by the end of 2012

- Provide leadership for the new sustainable pages on the NEWH WEBSITE; increasing traffic
- Marketing and Communications- Coordinate with the SH Marketing Committee Leaders & NEWH Marketing VP to create marketing promotions that support NEWH Sustainable Hospitality initiatives
- Support Chapter Development Leader to facilitate two Chapter Director Conference calls (1) in the spring and (1) in the fall
- Be available to help the Chapter Directors to improve the sustainable aspects of chapter events and have (1) sustainable event.
- Help the Fundraising Chair & Committee build fundraising mechanisms for NEWH Sustainable Hospitality; Including Sustainable Sponsors (3 to date) with the goal to increase Sustainable Sponsors to four for 2012.
- Integrate sustainable education into NEWH, Inc.; including regional tradeshows, IBOD meetings, Leadership Conferences, and national programming events.
- Assist in reducing environmental impact of maintaining a large non-profit organization by developing a social and environmental responsibility plan for NEWH, Inc.. to be submitted to the IBOD for consideration by December of 2012.

## VP/INTERNATIONAL RELATIONS - CANADA

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### CHRISTINE TUCKER

### Job Purpose

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

### 2012 Goals

- Expand the NEWH mission Canada-wide, increase the visibility/credibility of NEWH
- Explore and encourage new Regional Groups in other areas of Canada
- East Coast/Halifax work with interested parties to establish a Regional Group
- Work with NEWH International to maintain structure and best practices for International Chapters working with NEWH, Inc.. for continued relations that benefit all parties
- Build on the Networking opportunities throughout Canada

and USA

- Strengthen membership and relationships with US and UK counterparts
- Work with NEWH in Vancouver, B.C. to stay healthy and develop as Regional Group with new blood on the committee in Vancouver
- Participate in trade show in Toronto with MMPI for IIDEX 2012

### Steps to Achieve Goals

- Working with the new Steering Committee members in Vancouver Regional Group starting January 2012
- Currently work with all members in Vancouver & Toronto

Chapters to assist in facilitating functions and growth for NEWH Canada, Inc.

- 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.
- Completed NEWH, Inc., International Licensing Agreement
- Successful participation to a greater audience with partnering at 2011 IDEX

**Long Term Goals for This Position**

- Work with Chapters in Canada to make sure they understand

- NEWH and the complete offering and keep them involved
- Keep communication with International office and Chapters
- Grow membership in Canada
- Continue to encourage and educate succession plan for future members in Canada

**Other Report Items**

- Completed NEWH Canada, Inc. operating as a Canadian Corporation
- Continue to monitor the Canadian, taxes and accounting systems.
- Report financial activity to NEWH, Inc.

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## VP/INTERNATIONAL RELATIONS – UNITED KINGDOM

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### LYNN FISHER

**Job Purpose**

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

No 2012 goals submitted

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## PAST PRESIDENT

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### HELEN REED

**Job Purpose**

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

**2012 Goals**

- Founders Circle - Work with Corporate Partners to get them more involved with Founders Circle and the benefits of participating. Follow through Partner's suggestions and comments.
- Engage organizations such as National Restaurant Association or other hospitality organizations to become involved or form partners with NEWH
- Continually increase awareness of NEWH in all areas of the Hospitality Industry and with Sustainable organizations
- Work with the Sustainability Committee
- Provide counsel to the Governing board and support as required.
- Assist the President as required and with the completion of goals

that were set during my Presidential term

**Steps to Achieve Goals**

- Increase contact with Corporate Partners to make them aware of Founder's Circle and the agenda. Send out reminders to them to keep them aware of the event so that there is a great deal of participation from them at the event. Take feedback that is given at Founder's Circle and work with NEWH to implement their thoughts into future actions
- Attend other conferences and networking events in the industry where there are opportunities to discuss NEWH and the benefits of other organizations getting involved or partnering with NEWH in the future

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## EXECUTIVE ADVISER

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### ANITA DEGEN

**Job Purpose**

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

**2012 Goals**

- To assist and provide good counsel to the Past President, President and Governing Board wherever needed but particularly on topics related to the mission of NEWH
- To assist in the preparation of the annual total strategy plan
- To assist in developing the Past Presidents Council as a resource for the organization

**Steps to Achieve Goals**

- Stay informed and continuing my engagement with the activities and goals of the Board and the chapters
- Regular attendance on conference calls, strategic planning sessions and at International Board of Directors meetings
- Work with the immediate Past President, President and other

Executive Advisors and Ambassadors on behalf of the organization to nurture succession, develop new paths for NEWH to service the Hospitality Community and maintain the good health of the organization

**Other Report Items**

As my time on the board winds down and I move into the role of Executive Advisor I would like to express how valuable the experience has been to me. Serving on the NEWH, Inc.. Board has been an honor, a privilege. As a group, we often joke about the time commitment and the amount of work but truly NEWH has given back to me tenfold. In my time on the board, I have experienced camaraderie, professionalism and dedication from everyone serving and that has been an incredible inspiration. I have honed management and people skills that help me every day in

all sorts of situations. I have made connections that have turned into not just business but lifelong friendships. I am grateful for what NEWH has given me.

It is my hope that everyone who experiences what NEWH is about will be compelled to serve on the board and will continue the good work in the same fashion of executive professionalism and that they will also reap the same reward. Cheers!

## **NEWH AMBASSADORS**

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**MICHELLE FINN**

**DEBORAH HERMAN**

### **Job Purpose**

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

### **2012 Goals**

- To attend and promote all National and Regional NEWH activities, this includes bringing personal contacts to the events, helping to promote events to the local region, chapter by chapter and most especially, building the brand of NEWH Excellence.
- Regarding events that can be “best practices”, our goal is to attend these events, help with the committee to make these events successful and pool our individual contacts to make these events successful. These events include Project Runway, Regional Golf Tournaments, all NEWH trade shows, NEWH Leadership Conference, Owners Round Table events and any others a specific chapter asks for assistance with...

### **Steps to Achieve Goals**

- Attend events
- A big shout out to all NEWH Chapter presidents and Programming Directors, we are here to help. When you have a need,

give us a call and we are there to support you, pull in the troops and make things happen.

- Continue to promote membership in all and every avenues available. This is as small as a handshake at a local chapter event – or a phone call to a possible corporate sponsor. Promote what NEWH can do for you.

### **Long Term Goals for This Position**

- To enrich the scholarship funds for all chapters. This is to help Fund raising to new and exciting levels.
- To outreach to membership possibilities including owners, educators, students, etc.

### **Other Report Items**

- A big shout out to PROJECT RUNWAY IN NEW YORK CITY. The event was AWESOME. Overheard by the COO of Virgin Hotels, “wow, this is out of control. This is the kind of event that stirs creativity. This is the kind of event that changes and takes up the volume on design.”

## CHAPTER REPORTS

### ARIZONA

**Susan Crowder & Scott Hegstad**, delegates

#### MEMBERSHIP

Chapter membership is currently 60 members...membership drive event scheduled in February.

#### PROGRAMMING

7 months of 2012 have events scheduled

#### SCHOLARSHIP

NAU scholarship will be increased and current schools are submitting more applications ... overall increase of scholarship dollars given away

#### FUNDRAISING

Successful annual bowling event scheduled in October and NEW culinary fundraiser scheduled in September with overall focus of fundraising at all seven programming events.

#### OTHER CHAPTER HIGHLIGHTS

New board excited about future.

#### OUR CHAPTER WOULD LIKE HELP WITH THE FOLLOWING ISSUES

Communication with Inc ... easier Inc. website navigation

### ATLANTA

**Maghan Bazemore & Lori Hoegler**, delegates

No report submitted

### ATLANTIC CITY

**Denielle Clifford & Marc Nasberg**, delegates

No report submitted

### CHICAGO

**Lara Engert & Andrea Sims**, delegates

#### MEMBERSHIP

Driving membership is key for our chapter this year, especially for designers, purchasers and students. The Chicago chapter is under-represented in this area. At our strategic planning meeting, we fleshed out several ideas for turning event attendees into members. Rep members of our board stated that they would be interested in sponsoring the membership for a key player at local firms, and creating from that individual an NEWH "brand ambassador" who would team with the board member to present the benefits of NEWH membership to other members of the firm. We will be discussing this idea in more detail with the hopes of acting on this idea in February.

#### PROGRAMMING

Our first programming event of 2012 will be a tour of the Palmer House Hilton, which is a 135-year-old landmark hotel in downtown Chicago. The focus of this tour will be the recent \$150 million dollar renovation, as well as the historical nature of the building. For this tour, we will be teaming up with the Institute of Classical Architecture and Art, to bring more breadth to the event. This will also allow us to reach another segment of our industry that might not know about NEWH, our mission and our networking events. Rounding out the year will be our annual Summer Social, a tour of the Des Plaines Casino (tie in with Sustainability); a LEED certified building, as well as other smaller events highlighting the commitment to sus-

tainability in the Chicago hospitality industry.

#### SCHOLARSHIP

We are excited to continue to develop our relationships with local colleges and universities this year. Our focus is to create lasting relationships with key administrators and educators that last throughout the year, rather than just during scholarship season! We feel that further developing these relationships will not only drive scholarship applications, but also bring in more student and educator members- an often under-represented group in our chapter.

#### FUNDRAISING

Fundraising this year will focus on our two very successful annual events, King Pin Bowling and Bootleggers' Bash. We are also finalizing the details of a chapter-level sponsorship program, which will allow key supporters to sponsor all of our events at one time, thereby ensuring more profitable events and freeing up our fundraising team to focus on making our events the best they can be- driving more attendance and future members!

#### OTHER CHAPTER HIGHLIGHTS

We learned during our strategic planning session that our board is very, very strong. We have great industry representation from all sides, and the group is very passionate. The cohesion and teamwork that came out of the planning session is certainly a harbinger of a very successful year ahead.

### DALLAS

**Stacy Elliston & Schaeffer Hill**, delegates

#### MEMBERSHIP

Our membership numbers are incredible and we are so excited!!

Associate: 78	CP Courtesy: 10
CLB Courtesy: 18	EP Courtesy: 28
CLB Members: 8	General: 136
	Student: 104

#### PROGRAMMING

The Dallas Chapter has had a very festive and fun Fall; starting with our Fundraiser – Life of Design – in October. This new event was a smashing success and discussions have already begun for next year. In November, we were able to tour the new Omni Convention Center hotel in downtown, Dallas. The member's only event was a

complete sell out as we were taken on a tour throughout the property by the design team. Our December event – another Members only evening – was a wonderful networking gathering toy donations for Toys for Tots. Over 50 toys were collected for this wonderful cause. Our next general meeting will be January 23rd with a return of our uber successful bowling membership drive. This event sells out quickly and we look forward to adding many new members from this effort.

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## GREATER NEW YORK

**Amy Jakubowski & Stacy Rauen**, delegates

No report submitted

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## HOUSTON

**Sarah Pellegrin**, delegate

No report submitted

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## LAS VEGAS

**Hope Case**, delegate

### MEMBERSHIP

We feel the chapter is strong & thriving, even though we have seen a significant departure of industry professionals, with many people relocating out of the area due to the downturn in the economy. However, we have been able to reach out to individuals that have never been members of NEWH, so our membership did gain several new faces. As of November 2011, our general membership numbers reduced significantly to 41 - we had 60 general members in 2010. Additionally a few of our Chapter Business members have dropped, but others have taken their place – we are at 4, for 2010 we had 5. The Education professionals have continued to be very supportive of NEWH, a direct result of our approach to partnering better with the local colleges and informing students of our scholarship – therefore, we have a large number of student members: 56. This is exciting, as they are our future! Our total membership roster is at 161.

### PROGRAMMING

We were very satisfied at the diversity of our events and the outreach that we had to, and from, the community. Many of our meetings were sponsored, this is a fabulous way to spot light & showcase companies that would prefer local exposure to our organization. Serving as the opening of our 2011 year, we received a special event/tour to the newest attraction to Las Vegas – The Cosmopolitan Resort & Casino – or better known as “Cosmo”. Giving us prelude of events to come, our board installation was held at Droog inside the Cosmo. Droog is an art gallery, showcasing local talent in a distinctive setting, opening up onto the Las Vegas strip. Champagne flowed and our new board was presented to the chapter. Following the installation, members took a tour of the luxurious new “boutique casino on steroids”. We received special entrée to the guest rooms (with views of the Bellagio fountains), pools, & condo/suites to the most beautiful resort/ casino in Las Vegas. Our membership drive took place at the Mandalay Bay Shark Reef tour and drew a nice crowd. We successfully recruited 4 new members at that event. Immediately afterwards, Mandalay Bay sponsored drinks at Eye Candy, a lounge within Mandalay Bay. Our Scholarship Reception was held at the Las Vegas Design Center inside their One Six Club. We honored seven recipients and gave a total of \$28,000 to deserving students.

A summer tour of the new Hard Rock Casino tower brought a crowd

### SCHOLARSHIP

Planning has just begun with the Scholarship Directors for getting this process under way.

### FUNDRAISING

Our October 14th fundraiser, Life of Design was the party of the year. It was very well attended by all in the Dallas design community including heavy participation by local culinary students. The planning has begun for 2012s follow up in conjunction with the Tradeshow. More to come

despite the July heat. We enjoyed networking opportunities at many great happy hour locations, including a new bar downtown done by one of our own members.

In the fall, we celebrated our annual HOSPY's award show honoring John Klai awarding several extraordinary achievements in the hospitality industry to design/architectural firms.

Our Sustainable Committee arranged two great events this year. Chapter members and non-members were welcome to hear our guest speak Gwen Migita talk about how Caesar's Entertainment is taking initiatives to strive for sustainability at all of their properties. Following the presentation, we toured the back of house and got to see their initiatives at work.

At the other event, we got to tour Las Vegas' first LEED certified building – the Molaski building. Following the tour, we heard an invigorating panel discussion on Sustainability in Las Vegas. It showed the collaboration that the Sustainable community in Las Vegas is working together to reach a common goal.

We also offered sundowners in between the monthly meetings to promote networking. We explore exciting, dynamic locales in the city – many times showcasing work done by our members. Our attendance varies, and fun relationship building is had by all.

### SCHOLARSHIP

In 2011 the chapter gave out \$28,000 in scholarships to 7 deserving students at an NEWH industry event held at the Las Vegas Design Center. We had guest speakers from the industry, each shared words of advice, ideas to further the career of a future professional and suggestions about the direction one might head into with regard to the industry. Everett Chambers and Blanca Laurean both plan to continue with the shared role of Director of Scholarship for 2012 by personally soliciting to students at schools in the Las Vegas metropolitan area & sharing their experiences, as both are past recipients.

In September 2011: the Scholarship Directors called the schools within our Chapter's jurisdiction to verify poc's and mailing addresses for National to send out the scholarship information packets: The Art Institute of Las Vegas, College of Southern Nevada, International Academy of Design & Technology, Le Cordon Bleu College of Culinary Arts, Salt Lake Community College, Southern Utah University, Truckee Meadows Community College, University of Nevada-Las Vegas, University of Utah, Utah State University, Utah Val-

ley University. In October/November 2011: Students were visited by our scholarship team at UNLV School of Architecture and Design (Junior/Senior students) and also The Art Institute of Las Vegas, to include the Culinary classes and encourage involvement.

Our plans for 2012: in January, a visit to Le Cordon Bleu will occur to promote the scholarship to the culinary arts students. On February 17, 2011, all packets will be due from students. Close to the end of February, scholarship recipients are selected from a series of criteria established by the scholarship committee. The chapter Board Members determine the award amounts/ final student scholarship recipients. The Scholarship event & ceremony will occur in March. We have learned the event date needs to avoid Spring Break & finals to get the best attendance. This year, we are planning to link the HOSPYP honoree and sponsors more closely to the students, encourage attendance by those that support HOSPYP's. The overall approach is to foster relationship building, networking & interaction of these upcoming leaders in our industry to those more established in the area.

### **FUNDRAISING**

The HOSPYP event, our 8th Annual, is by far our biggest fundraising effort, and garners great exposure to the organization, plus it generates huge volumes of money for the student scholarships we award in the Spring. Approximately \$20,000 was raised this year. The event requires 9 months of planning, and a dedicated committee, to bring about its success. A black tie affair, with many aspects to it:

1. A local industry philanthropist & professional in our industry is honored.
2. A design competition for local design and architectural firms, as well as any firm that has designed a project in Las Vegas. Industry professionals judge the competition – awards are given for extraordinary achievement for interior design, architecture & development in the hospitality industry. It is similar to the Academy Awards with red carpet photos, gorgeous awards, & paparazzi, making it a special honor to win!
3. A silent & live auction round out the activities, making it quite an interactive, exciting evening for all.

This year's honoree, John Klai, Principal of Klai Juba is credited for many iconic hotels and projects in Las Vegas. Attached is the press release further describing the honoree & the award winners.

### **OTHER CHAPTER HIGHLIGHTS**

Our Sustainability Committee has been actively engaged in the community & reaching out to build the awareness in our industry, making an impact on a local level. The following were specific events the committee took on for 2011:

April 14: Our NEWH Sustainability Chapter took part in the second annual Las Vegas GreenFest, held at Town Square. We had a table booth at the Business Mixer, along with other Sustainability organizations in the community, such as the Las Vegas Chamber of Commerce, Republic Services / Evergreen Recycling, SouthWest Gas

## **LOS ANGELES FOUNDING CHAPTER**

**Fernando Diaz, Elaine McCorkle & Tyson Stone, delegates**

### **MEMBERSHIP**

We started 2011 with a membership drive at Phyllis Morris Showroom in West Hollywood, we worked on contacting people whose memberships lapsed and we put a little more into building our student membership. We are ending the year with 300 members.

### **PROGRAMMING**

We had a successful year offering a variety of events, most of which were profitable thanks to sponsors and raffles. Our programs/events

included sundowners at Il Moro restaurant and at Ray's in the LACMA Campus, a tour of Hotel Figueroa, the Regional Trade Show After Party, a hotel tour of The London Hotel, a Wine Tasting Event at the Wired Showroom, school supplies drive at the Restoration Hardware Showroom and wrapped up the year with a spectacular Holiday Soiree at the dazzling art deco inspired Cicada Restaurant Lounge in Downtown Los Angeles.

June 30: Caesars Entertainment Director of Sustainability, Gwen Migita, gave a power-point presentation and talk on the Sustainability efforts of Caesars Entertainment Corporation, and also explained what each property does individually. The event was held at Caesars Hotel and Casino, generously supported by Brintons Carpet and Credible Upholstery. After the presentation, we were taken on a tour of some of the Back of House areas of the property, including the Room Service Kitchen and preparation area, as well as the Recycling dock.

September 20: Panel Discussion and Tour of the Molasky Building, the largest LEED certified building in Nevada. The panel included Dr Robert Fielden, RAFI; Patrick Watson with the Southern Nevada Water Authority; Henry Shields with MGM Resorts International; John Hess with Las Vegas Sands Corporation; Jessica Rosman with Caesars Entertainment; David Schmidt, LEED AP; Starla Lacy with Nevada Energy; Rob Dorinson with Republic Services / Evergreen Recycling, and moderated by Reggie Burton. The event was generously sponsored by Henriksen Butler and Faciteq.

December 7: InnCycle project for Southern Nevada Children First. MGM Resorts International generously donated used FFE items from the remodel of their Circus Circus and Bellagio properties, which were given to 25 at-risk families. The items included mattress and box spring sets, bed frames, bed covers and pillows, lounge chairs, lamps and artwork. Trucks and drivers generously donated by Air Group as well as QTS Logistics, a Kuehne + Nagel company. Gentlemen from local churches, as well as property staff members (who joined us impromptu) generously donated their time and efforts to load and unload trucks.

December 13: Part 2 of the InnCycle project to help Southern Nevada Children First. The second donation from MGM Resorts International was primarily casegoods for families in nine different households. Volunteers loaded and drove two trucks donated for the day by Enterprise Rent-a-Truck. A larger group of volunteers from many different sources put their efforts into getting this much-appreciated project completed just before the Holidays!

### **OUR CHAPTER WOULD LIKE HELP WITH THE FOLLOWING ISSUES**

1. Recruiting more of the existing membership to get involved in leadership roles and serve on committees.
2. Sponsors for all meetings to help defray the costs, and highlight those companies that support our chapter. A program is being developed to assist in our efforts, but ideas in this area are appreciated
3. Increased involvement by the property/facility managers of the hotels/resorts in our city – ideas to encourage this type of member to join our organization

included sundowners at Il Moro restaurant and at Ray's in the LACMA Campus, a tour of Hotel Figueroa, the Regional Trade Show After Party, a hotel tour of The London Hotel, a Wine Tasting Event at the Wired Showroom, school supplies drive at the Restoration Hardware Showroom and wrapped up the year with a spectacular Holiday Soiree at the dazzling art deco inspired Cicada Restaurant Lounge in Downtown Los Angeles.

### **SCHOLARSHIP**

We are very proud to have awarded \$40,000.00 in scholarships this year. The scholarship committee has awarded 11 scholarships earlier in the year and the scholarship recipients were acknowledged at our Holiday Soiree/Scholarship Dinner.

#### FUNDRAISING

We have received numerous accolades for our Holiday Soiree. The evening included a cocktail reception, dinner, scholarship presentation, designer dinner auction and a spectacular fashion show. We had 250 people attend and we raised \$14,000 from our auctions.

#### OTHER CHAPTER HIGHLIGHTS

## NORTH CAROLINA REGIONAL

**Sharon Schumacher**, Steering Committee Chair

No report submitted

## NORTH CENTRAL

**Lisa Cockran & Stephanie Thompson**, delegates

#### PRESIDENT

- NEWH North Central Region
- Successful trade show in April 2011 providing funds for future tours, events, an scholarship
- CEU Educational seminars are the key to participation throughout the day at trade show
- Two successful sessions of CEU's for the North Central NEWH Group in 2011
- Tours coming up for 2012
- Strong, Diverse, and talented Board creating the energy for growth of the chapter for 2011 and 2012
- Successful Student Speed Mentoring event Feb
- Increase membership student, educators, general, and business due to the hard work and energy and communication of the board members
- New sponsorship and sponsorship interest due to board connections with other organizations and relationships
- Sponsoring and Chairing the upcoming Student Expo with IIDA, ASID, IFMA, and other organizations giving us high visibility as lead organization in the design community
- The board is working hard and making this happen from all venues of communication and experience

#### VP OF CHAPTER DEVELOPMENT

- Responsible for the October tour and networking event targeting designers, students, hotel management companies and vendors. Event attendance was strong at 45+ and generated \$1000 in sponsorship money.
- Working towards "cross networking" with other hospitality-based associations, such as MLA (Minnesota Lodging Association) and MRA (Minnesota Restaurant Association), by inviting those members to NEWH events.
- April Trade Show was well attended and included several MLA members, who found the event to be very valuable and one they would attend again. This generated additional interest in future events.
- Organize in 2012 a "mixer" solely based on getting those groups together.
- Continue to promote NEWH to the professional hospitality community as a necessary and viable association
- Available to assist other board members as necessary

#### MEMBERSHIP

- This has been a great year for NEWH membership and we have added a lot of new faces to our roster.

It has been an exhilarating year working with a strong board and focusing on succession planning to assure we have an even more successful 2012. We have already completed our board training and drafted a budget for the New Year.

#### OUR CHAPTER WOULD LIKE HELP WITH THE FOLLOWING ISSUES

One of our greatest challenges is updating our mailing list and we want to be proactive so we can host a commendable trade show in 2013. We would also like help and suggestions on getting more designers to attend our events.

- We have increased total membership by 65 members or almost 40% since February 2011!
- The majority of these memberships are students however we also have several new Chapter Level Business members and General members as well.
- Members Roster numbers as of Nov. 2011
  - Associate members- 25
  - Chapter Business Courtesy Members-5
  - Chapter Level Business-2
  - Corporate Partner Courtesy Member-1
  - Educational Professionals-10
  - General- 43
  - Retired-1
  - Student-137
- We have had several events with promotions and incentives to join and are always reaching out to new potential members.
- We hope to continue our success in 2012 with a particular focus on adding more General members.

#### PROGRAMMING

- We have a variety of events
  - About every other month we try to have a tour of a new location of a space that has just been remodelled or new construction. We usually try to also have a speaker at the event if we can. Designer, Architect, GM, or Restaurant Head chef/manager.
  - Then we try to have in between tour/speaking engagement events Happy Hour networking events as well.
  - We also try to have 2 CEU events a year as well because those are important to the members.

#### SCHOLARSHIP

- We had 14 scholarship applicants for the 2011-2012 school year from six different schools in the North Central chapter.
- We awarded two \$1,000 scholarships to Dana Leis and Stephanie Kotnik, both interior design students at the University of Minnesota.
- The awards will be presented at our annual Speed Mentoring event in February.
- Last year, we had a great turn out for our Speed Mentoring event and we look forward to the 2012 event!
- We also look forward to participating in Student Expo event in February.

#### FUNDRAISING

- Our Tradeshow in April brought in major funds for our chapter and was a great event.

- 9,500 made from the event went into our scholarship funds.
- We would like to have the opportunity to have more CEU's available throughout the tradeshow. Other organizations are very successful with this in our area.
- Brits Pub Event in August/Sept. also is a more relaxed laid back event for the summer that also included a membership drive.

#### OTHER CHAPTER HIGHLIGHTS

- Sustainability
  - Sustainability is a great topic to relate to CEU's
  - We had a 2 CEU's for our members as well as any non-members that wanted to come.
- Publications
  - This year has been great for internet communications. We have had many visits to our chapter's web page on Facebook, and I think it has been a good marketing tool, especially towards students.
  - We look forward to expanding our online presence through Facebook, twitter, newh.org in 2012.
- Community Chair
  - Duties include planning and implementing all community service events for the chapter to show our support for local and national causes.

- Goal is to provide a good variety to help different organizations as well as peak interest levels of individuals in our organization as well as in our design community to encourage good turnouts.
- Try to plan a minimum of three events a year with up to six depending on the event schedule.
- Feed my Starving Children - pack food to send overseas
- Dressed for Success - collect clothing and accessories for women getting back into the workforce
- Urban Farming - plant a garden in inner city neighborhood for community to use

#### OUR CHAPTER WOULD LIKE HELP WITH THE FOLLOWING ISSUES

- Our Treasurer doesn't seem to have very much involvement because all requests need to be sent through national- Is there more that we should be doing in this regards. Is there a better process to streamline this issue?
- CEU's are an important asset in being marketable to our members. Is there a list of CEU's that are available with people that are certified to give CEU's by region. Sometimes it is difficult to find out that information or who is locally certified to give CEU's for the industry.

## NORTHWEST

### Shayne Bratz & Katie Howell, delegates

#### MEMBERSHIP

Since last year at this time, we have approved 5 new general members which put us over last year's total membership by "1". Due to the economic difficulties that still linger, we continue to see designers and recent graduates take a different path or accept positions in a different region.

We have also increased the number of student members by over twice as many as last year. This year we targeted the up and coming new designers through internships and mentoring opportunities. We have found that if we show the world of design to one student out of the classroom for a day, they will in turn tell many of their classmates of their experience. This is how we have been able to build upon our student memberships.

The membership and scholarship chair have also combined their efforts to encourage applications for scholarships and attend NEWH events through the relationship with education professionals.

#### PROGRAMMING

Our 4th annual Honor's Awards was not only beneficial to the awards recipients but to our local YWCA's Safe Haven House for women and children of domestic violence. We collected and organized over 100 amenity bags for those who are in need of basic amenities such as shampoo, conditioner, toothbrush/ paste, etc. We get a lot of support from the design community on this making every year we collect more successful than the previous year

#### SCHOLARSHIP

This year's NEWH-Northwest Honor's Award Ceremony provided the perfect backdrop to present the chapter's 2011 Scholarship recipients. We have raised enough funds to be able to award two

\$2,000 scholarships and one \$500 honorable mention award to students who really lend a positive outlook to the potential of our industry.

NEWH-Northwest 2011 Scholarship Winners are:

Kelly Reinsmith, Interior Design student at Bellevue College (\$2,000)  
Leah Sewell, Interior Design student at Bellevue College (\$2,000)  
Simon Ko, Interior Design student at Art Institute Seattle (\$500)

This year, all winners happen to be an Interior Design student, which really bodes well for the future of the design community in our region. All of these students came with great references and previous experience in the hospitality industry. It just goes to further show the passion of these awardees for the hospitality industry and that NEWH continues to promote our industry with advocating for and supporting the future of it.

#### FUNDRAISING

Our fundraiser this year was the Trade show in July, which, raised roughly \$6,000 toward our Scholarship fund in addition to the After Party Raffle that raised \$1,300.

#### OTHER CHAPTER HIGHLIGHTS

Board training proved to be very beneficial to come up with great solutions to some of the items listed below.

#### OUR CHAPTER WOULD LIKE HELP WITH THE FOLLOWING ISSUES

- Planning and budgeting for events early enough to make them as successful as can be.
- Organizing committees as to not burn out board members
- Boosting General Membership, keeping existing members

## ROCKY MOUNTAIN

### Candice McClanahan, delegate

#### MEMBERSHIP

Our membership has been consistently hovering around at the same level due to the addition of new members combating with our past members who have unfortunately found themselves un-

employed. We gained some new members by promoting our group at an event called Design-A-Palooza. In conjunction with Denver's Santa Fe Artwalk, local design organizations hosted a mixer at Source Four's showroom called Design-a-palooza (or DAP).

DAP is a social event that connects local design organizations focusing on commercial projects. DAP was held at Source Four, a show-room located one block from the Santa Fe First Friday Artwalk. Each organization (IIDA, AIA, NEWH, etc.) and the host, Source Four, had one or two representatives on the planning committee, contributed \$250.00 to fund the party, provided members to volunteer, and keep their members informed about the party. We also continue to promote membership at each of our events.

**PROGRAMMING**

Our programming was very consistent this year, however the challenge, as always, was coming up with costs that encourage participation while trying to cover expenses and earn a profit. The beginning of the year started with a “sundowner”, followed by the Casino Night event which honours our scholarship winner. With that event under our belt, we move onto a “sundowner” to launch our second quarter. The golf event in July proved to be a big hit again with lots of participants and many sponsors. In August we participated in Design-a-Palooza, while planning for a CEU in September which unfortunately was cancelled by the vendor at the last minute. We spent the month of October collecting items for a local women’s

shelter. We collected a truck load, literally, of items from their wish list. We ended the year on a high note with our Bowling Extravaganza. What a big hit that was! We had over 100 participants. Next year we plan on doing four CEU’s; one each quarter.

**SCHOLARSHIP**

This year we had a very impressive recipient for the Rocky Mountain \$3,000.00 scholarship. While all the applicants were quite impressive, the winner, Chelsea Lawrence, was a stand out. Chelsea was also the recipient of the ASID Legacy Scholarship. The Legacy Scholarship for Undergraduates is awarded to a creatively outstanding student as demonstrated through their portfolio.

**FUNDRAISING**

Our fundraising consisted of our Annual Sponsors (see attached) and we also collected sponsors for each event. This was a tough year, but we kept our costs low as best we could.

**OUR CHAPTER WOULD LIKE HELP WITH THE FOLLOWING ISSUES**

- Ideas for other events that honor the scholarship recipient. Formal dinner? Fun events other than Casino Night.
- Fundraising

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**ORANGE COUNTY REGIONAL**

**Christine Wasmer, Steering Committee Chair**

No report submitted

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**SAN FRANCISCO BAY AREA**

**Lori Hass & Lauren McNamara, delegates**

**MEMBERSHIP**

We started the year with 69 members and we are currently at 125 members. 78 are general members and 47 are student members. Our plan this year is to have 125 voting members. We have lots of momentum that will help us achieve this goal. We have great events planned, the value of membership is easy to define and there is excellent diversity on our roster. We have at least 5 of the top SF design firms involved. Top sales, purchasing and manufacturers are also represented. We also have student members from about 10 schools. The Wine by Design event was attended by some of the top members of the hospitality industry, giving our group major credibility.

At events, we have a list of new members featured and we try to make sure they meet as many members as possible.

We also plan to highlight members and their achievements in our three newsletters and on our Facebook page.

**PROGRAMMING**

September: Cocktails and networking at the W Hotel where we toasted the opening of the new Upstairs Bar – 48 people attended  
 October: Fundraising event: Wine by Design (see below for more info)

November: CEU on the History of Wallcovering by Joyce Romanoff including a handcrafted wallcovering demonstration – 42 people attended

December: Cocktails and networking at the Tonga Room in the Fairmont Hotel – 48 people attended

We planned the 2012 Calendar. We will have 6 networking meetings, 5 events and 1 fundraiser. We will charge non-members for the events. Our Membership drive in February will be a Restaurant Panel at a high profile San Francisco location.

To increase event sponsorship, we have created a list of sponsorship levels. Each level has an iconic San Francisco name, Golden Gate Sponsor, Alcatraz Sponsor, Fisherman’s Wharf Sponsor, etc. Each

level lists what the sponsor donation will pay for and other perks they will get, such as advertising in our newsletter, recognition on fliers, etc. This concept worked so well for Wine By Design, we decided to try for our events. We also have a one-page calendar of events to go along with this list so they can see which event would be best for them to sponsor. Both documents have eye-catching graphics. We also have a letter composed to send out to potential sponsors. Our goal is to raise \$6,000 for events.

**SCHOLARSHIP**

We have raised \$9,743 for our scholarship fund. We will give our first scholarship award(s) in 2012. We are considering giving (3) \$3,000 scholarships. Our competition may involve turning Alcatraz into a resort.

**FUNDRAISING**

We hosted our second annual Wine by Design event in October. We increased our attendance and our profits this year. We had 125 people attend, and raised \$38,000. We had three luxury buses with pickup locations in San Francisco, the East Bay and Marin. This year’s three stops in Sonoma County included wine tasting under a grape arbor at Gundlach Bundchu Winery, a gourmet lunch at Chateau St. Jean followed by a raffle and a final stop at Cornerstone Gardens for shopping, garden strolls and more wine!

We plan to hold the event again in 2013 in Sept or October with a goal of 150 attendees.

**OTHER CHAPTER HIGHLIGHTS**

We held our strategic planning meeting for 2012 in November and developed many great ideas for the coming year. We also welcomed 5 new members to the board. We also plan to add a Community Service Chairperson by the end of 2012.

**OUR CHAPTER WOULD LIKE HELP WITH THE FOLLOWING ISSUES**

Ideas on marketing the scholarship award, getting students involved (we have lots of student members, but not many attend events), and increasing membership.

## SOUTH FLORIDA

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### Todd Schaffer & Laurie Woliung, delegates

#### MEMBERSHIP

NEWH South Florida currently has 226 members, of which 78 are students. Attrition has stayed flat, however the ratios of membership are changing year over year in South Florida. We are experiencing increasing student membership, educational professionals and associate members with numbers declining in general membership, which presents a declining source of revenue for the Chapter. We believe annual renewals will continue to be a challenge due to the slow economic recovery.

#### PROGRAMMING

Programming in 2012 is going to be exciting, and there are new faces on the South Florida Board with great enthusiasm to make the planned programs a great success. In 2011, South Florida expanded our programming into northern Broward/ West Palm Beach counties. The two Sundowner's held in this area were well attended, and additional such events are planned for 2012. This year, we will be repeating several events that were great successes in 2011, including Green/Sustainable products and practices showcases in Dade and Broward counties, the first will take place in January 2012 as a Sustainability Panel Luncheon. The second will be held in the fall in Broward County. The Scholarship Awards event will be held once again in April and plans are underway to repeat the successful round-table format used over the last two years. Sundowner's in June, July and August and again in November. Rounding out the year; our famous "Design a Magic Wand" community service event will take place again in October. Initial plans are to benefit Breast Cancer, befitting October as Breast Cancer Awareness month. Lastly, in December the annual Holiday Social benefitting the Children's Cancer Fund, Miami - Art Sale, with all proceeds going to benefit the children.

#### SCHOLARSHIP

We will once again award our scholarships at an Industry Round Table dinner event in April. Last year's event coordinator, Cindy Guthrie (Fundraising) produced a wonderful event and with the assistance of several sponsors and five distinguished industry leaders. Six total scholarships were awarded to deserving students studying Hospitality Management, Design and Culinary Arts. The event was held at the Westin Diplomat in Hollywood, Florida.

## SUNSHINE

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### Cindy Andrews & Marissa Henderson, delegates

#### MEMBERSHIP

We currently have 280+ members, for our 2012, we are having Steve Weiss of MVCW as our speaker in February.

#### PROGRAMMING

We are planning on 2-3 programs for 2012, along with 1-2 CEU's. A tour of a local brewery, a culinary school and a presentation by David Mahood.

#### SCHOLARSHIP

We awarded 22,500 in scholarships for 2011 and intend on awarding 10-15,000 in 2012.

## TORONTO

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### Scott Pope, delegate

#### MEMBERSHIP

The first Chapter Roster issued in 2011 indicated the total member-

#### FUNDRAISING

Our annual Bubble Bash fundraiser, held in conjunction with HD Boutique has been rebranded to the SOFHIE Awards (South Florida Hospitality Industry Excellence ) In 2011 the event was held in Miami at YUCA, an acronym for Young Urban Cuban-Americans, is South Florida's original upscale Cuban restaurant featuring Innovative Nuevo Latino Cuisine. The theme was 'White Hot Havana Nights' and most guests participated in wearing white for the event. We were treated to an amazing culinary experience and attendance, although lighter than past years, was focused and supportive of the South Florida Chapter. The event was a great success achieving the financial goals as forecast. Ten total awards were given for various design categories with Project of the year awarded to ID and Design International, Ft. Lauderdale Office – Specialty – for their work on IPIC Theatre, Scottsdale, AZ. The third annual SOFHIE awards have added a new dimension of interest and we look forward to seeing more exciting project nominations for the SOFHIEs in 2012.

Other fundraising efforts in 2012 include a return to the Rock N Bowl event in March and a golf event in May.

#### OTHER CHAPTER HIGHLIGHTS

In 2012, the South Florida Chapter will begin holding our monthly BOD meetings via conference call every other month. Our chapter is geographically spread out and the hope is that this change will add convenience and encourage more regular participation in BOD meetings. We would appreciate feedback from other chapters who use teleconferencing on a regular basis.

Our board this year is yet another great mix of returning volunteers, experienced former board members, and first-time participants. We look forward to an eventful and productive year.

#### OUR CHAPTER WOULD LIKE HELP WITH THE FOLLOWING ISSUES

Engaging student members and scholarship winners; encouraging them to become more active and to retain membership and participate in events after graduation. As well as engaging current membership to become more active, especially in events.

Interested in new ideas for membership retention and soliciting new members within our geographically fractured hospitality community.

#### FUNDRAISING

We plan to have a golf tournament and one more event, which is in planning stages.

#### OTHER CHAPTER HIGHLIGHTS

We are planning to organize a quarterly meeting in the Tampa area to promote the beginning of a new chapter starting in March.

#### OUR CHAPTER WOULD LIKE HELP WITH THE FOLLOWING ISSUES

Moving our current Treasurer position to the Inc. offices, the potential Regional Show in 2013

ship at 44. The last Chapter Roster in 2011 listed the total membership at 123. This represents an increase of 279%. The chapter has

been expanding its targeted membership base to include many other aspects of the industry, which is paying off significantly both in actual members but also in the exposure and recognition the chapter is receiving.

#### **PROGRAMMING**

Typically, we hold an event at least once a month. We try to vary the types of events so that the interest is maintained for all members. Our most recent event was at an art gallery, the owner of which is a member. It was an extremely successful event for the individuals attending but also for the gallery owner because of the exposure he received. All of the events held in 2011 were profitable and the average attendance was approximately 40 people. We were encouraged throughout the year to see that the people attending vary so there are different 'faces' each time.

#### **SCHOLARSHIP**

## **UNITED KINGDOM**

**Lynn Fisher**, chapter president

#### **MEMBERSHIP**

UK membership has improved with old members rejoining. This has happened for a number of reasons:

1. Selling the NEWH/UK has resumed, our members have a focus to sell the NEWH
2. Our profile has been lifted because of Sleep, Glenn Wilson of Marriott and the commitment of the BOD
3. Introducing Gentlemen members to our chapter
4. Lynne McVey our new Director of Membership is focused on getting our membership organised to a high standard
5. Support from our Sponsors

#### **PROGRAMMING**

Bronwen Roberts our Director of programming has since June 2011 back controlling the programming this has helped considerably. Our latest event sold out in 2 weeks, which is great. We focused on raising the profile again of the UK chapter and it has worked with Hotel visits, Decorex Breakfast at the Decorex Exhibition where 80 designers and specifiers attended, the Sleep exhibition with the Stand for our Royal Collage of Arts students. St Pancras Hotel was the turning point for the UK chapter. It has been hard but we have certainly turned the corner.

Our 2012 Programming is being put together and should be complete by the end of January 2012.

#### **SCHOLARSHIP**

Our main focus has been with the Royal College of Arts. 2011 saw the UK chapter give £3300 to 2 students in May of this year. 2012 will see a change in how we give our scholarship monies out. We now have a Student member who is at Southampton University so Becky and Victoria Delany our new Director of Scholarship who is an ex RCA student will be setting up a link between Southampton University and ourselves.

A record amount of \$13,000.00 in scholarships was awarded in 2011. Due to very aggressive campaigns at targeted schools, there was also a significant increase in the number of applications. The chapter continues to reach out to the schools to encourage students to apply and there was also a marked increase in Education Professional Memberships which should also assist in making the students aware of the organization and its scholarship programs.

#### **FUNDRAISING**

Our main Fundraising Event is our annual golf tournament. The 2011 tournament was our Sixth and most successful to date with 160 paid golfers and 193 attending the evening's dinner. The profits for the event amounted to \$21,559.91. We have already booked the seventh annual tournament at the same Golf Club and will be actively recruiting golfers, event sponsors and volunteers starting earlier in the year to try and improve on 2011's success.

We will also be looking at expanding who we give monies to, especially as we now have sponsors for all our major events in 2012 and have 2 companies who wish to sponsor in 2013.

As president, I have increased the amount I am asking for.

#### **FUNDRAISING**

The main Fundraising event for the UK chapter, is our Gala event at the Royal College of Arts held in the Senior Common Room within the Collage. We estimate that we should raise £4000 from this event, which will go into our Scholarship account.

Looking at 2012 now, we have a marketing and development director we are hoping to raise small amounts from the monthly events.

#### **OTHER CHAPTER HIGHLIGHTS**

The main Highlights for the UK Chapter is that we have raised our profile to where it was, our membership is increasing and support and interest is pushing us forward. Our goal is to increase our membership to 80 members by the end of 2012 and reach 100 members in 2013.

This could be possible as we have interest in setting up Regions in the North and Midlands of the UK.

#### **OUR CHAPTER WOULD LIKE HELP WITH THE FOLLOWING ISSUES**

Help with our Chapter. I would like to thank everyone in the USA who has helped us put the UK chapter back on the map. The visit from Julia, Shelia and Jena was such a boost to moral and understanding between our members and the USA, this is why I am so keen to encourage all the directors to take part in the Conference calls.

Where the conference calls are concerned, I have to make sure that all the details sent to the UK for our directors to get on the calls is correct. At the moment they do always include the time, dial up info and code for entry into the call. This does not happen on every request but on some of them.

## **VANCOUVER REGIONAL**

**Chris Kitteridge**, steering committee chair

No report submitted

## **VIRGINIA REGIONAL**

**Kathy Thomas**, steering committee chair

No report submitted

## WASHINGTON DC METROPOLITAN

Valerie Coleman & David Tracz, delegates

### Highlights from 2011

**Scholarship** – Three students have been selected- two from George Washington University and one from Academy de Cuisine. At our SAE event we will be having a keynote speaker: Tiffany Godbout, Exec Director of the Hospitality High School, Washington DC. SAE event is Wednesday, September 21, 2011. We will be awarding three scholarships of \$5,000 each.

**Membership** – Despite the state of the current economy, our chapter was able to continue to grow in membership size as well as add a record number of Chapter Level Business Memberships. Current membership totals are included below:

#### Membership Count

Associate Member	53
Chapter Level Business	8
Courtesy Chapter Level Business	15
Educational Professor	7
General Member	83
Student	78
<b>Total</b>	<b>232</b>

**Sustainability** – We had our first Sustainability event/CEU/Hotel tour on August 25<sup>th</sup>, 2011. The CEU and tour went very well. We were able to link up with the National Sustainability event at the Capital Hilton on December 9<sup>th</sup>. The event was lightly attended, but I think a good start to making it a yearly or bi-yearly event.

**Programming** – So far we have been having great success with our hotel tours receiving the most support in terms of attendance as well as positive feedback from our membership. We are already beginning to plan some innovative events for 2012 which will include our always positive State of the Industry panel as well as a hard hat construction tour with panel of experts discussing a recent acquisition and rebranding of a local landmark hotel. We will have a representative from the acquisition team, the design team, the management team and construction team discussing the project.

**Fundraising** – We had the golf tournament Monday, September 19, 2011 at the Westfields Golf Club in Clifton, VA as well as a tournament kick-off cocktail party on the 18<sup>th</sup>. The event has been a huge success and we have already begun planning for next year's event.

**Recruitment 2012 / Mentorship** – As we are moving towards a younger and newer board we have asked certain members of previous boards to assume the role of "mentor" is helping to guide and coach 1<sup>st</sup> time board members in their positions. The primary positions are Programming/Fundraising and any VP position that might be filled with someone who is new to the board. We've also begun to look at having the next year's Director sit on the current year's committees to be "trained" for the following year.

### NEW ITEMS TO DISCUSS

#### Event Receipts from the Website

We have received several requests for more "official" receipts for paid events. The receipt provided from the NEWH, INC on the website does not provide companies enough information to

count as a receipt. We have heard requests for the last four digits of the credit card and the name of the event on the receipt in addition to what is already posted.

#### Awards

We are looking at developing an awards component for our upcoming Gala and making that an annual tradition. We are looking potentially at 6 or 7 awards. We would like to make sure that we would not have any issues or conflicts with INC and the awards that you deliver. Our proposed categories are:

1. Chapter Member Contribution
2. Best Hospitality Reputation
3. Hotel Executive Contribution
4. Best Local Design Project
5. Contractor Achievement
6. Hospitality Educator Achievement

#### Programs/Events on INC Website

In addition to some of the suggestions that we had at the last IBOD meeting; would it be possible to include a place on the RSVP form for a "How did you hear about the event". We would also like to see if it is possible to include an invitation to place the event on your calendar as an outlook invite.

#### Policy on soliciting Sponsorships from Corporate Sponsors

There seems to be some confusion on our board between the new guard and old guard as to NEWH, INC's policy on our chapter soliciting corporate sponsors, etc... for sponsorships to local events. Would INC be able to release an "official protocol" or "policy" so that we can make sure that we offer sponsorship opportunities in a consistent fashion?

#### FOLLOW-UP on OLD BUSINESS

##### Things we would like to follow-up on since last IBOD meeting

#### New Website Training

Would it be possible to schedule a Go-To-Meeting Training for using the new NEWH website. Many members have expressed difficulty in navigating the new site as well as where to find forms.

#### Signing-up Members vs. Non-Members

To help with the confusion between members and non-members and then reconciliation. Would it be possible to place a disclaimer on our "check-out" page that states? If you are signing up for the member rate of X dollars, but in actuality your membership has lapsed, you agree to be charged the difference between the member and non-member rate retroactively." We plan to get people that are signing up at the door to do so directly online.

#### Online boost for Scholarship

In helping us "boost" our scholarship donations. Would it be possible to have a line on our "check-out page" that would be a direct line item for scholarship? This way people signing up for events would always have the option of making a direct donation.

Would we also be able to do this with a "Texting" Applications (as is done with many relief efforts, ie. Text Haiti to xxx) We would say perhaps, to make a \$5 donation to our scholarship fund please text to NEWH/DC .

**ADDENDA**

**MOTIONS**

**MOTION TO APPROVE MINUTES**

Date: September 12, 2011

Motion Number: 1

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

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

VOTE COUNT:

YEA: \_\_\_\_\_ NAY: \_\_\_\_\_ ABSTENTION: \_\_\_\_\_

STATUS OF MOTION:

Carried:  Defeated:

**MOTION TO APPROVE 2012 BUDGET**

Date: September 12, 2011

Motion Number:

I, Judy Regan, move to accept the 2012 budget as presented.

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

VOTE COUNT:

YEA: \_\_\_\_\_ NAY: \_\_\_\_\_ ABSTENTION: \_\_\_\_\_

STATUS OF MOTION:

Carried:  Defeated:

**MOTION TO APPOINT DIRECTOR/SUSTAINABLE HOSPITALITY**

Date: September 12, 2011

Motion Number:

I, Dina Belon, move that Adrienne Pumphrey be appointed to the position of Director/Sustainable Hospitality. The nominee has been reviewed and approved by the NEWH, Inc. Nominating Committee.

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

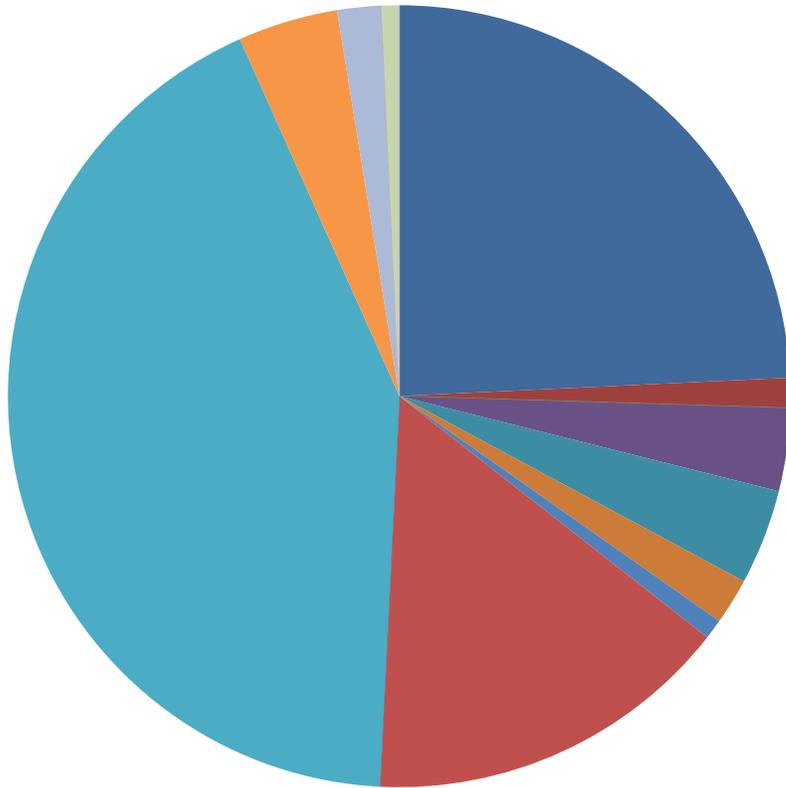
VOTE COUNT:

YEA: \_\_\_\_\_ NAY: \_\_\_\_\_ ABSTENTION: \_\_\_\_\_

STATUS OF MOTION:

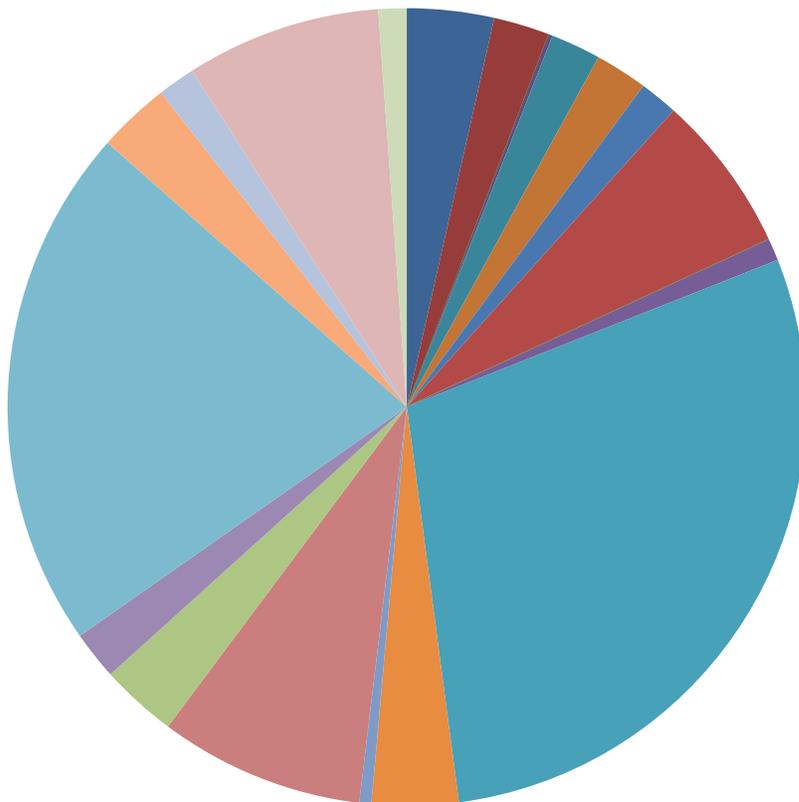
Carried:  Defeated:

# INCOME



- CORP PARTNER
- EDUCATION
- ENDOW
- FUNDRAISING
- LEADERSHIP CONFERENCE
- MAGAZINE
- MARKETING
- MEMBERSHIP
- MISC
- PHONE/EMAIL
- REGIONAL TRADESHOWS
- SUSTAINABILITY
- TRADESHOWS
- TRAVEL
- WEBSITE
- ADMINISTRATION

# EXPENSE



- CORP PARTNER
- EDUCATION
- ENDOW
- FUNDRAISING
- LEADERSHIP CONFERENCE
- MAGAZINE
- MARKETING
- MEMBERSHIP
- MISC
- PHONE/EMAIL
- REGIONAL TRADESHOWS
- SUSTAINABILITY
- TRADESHOWS
- TRAVEL
- WEBSITE
- PROFESSIONAL SERVICES
- PAYROLL/BENEFITS/TAXES
- RESERVE ACCOUNT
- EQUIPMENT/SUPPLIES



**New Scholarship Acceptance Form Addendum  
for all scholarship recipients that are required to attend an out of town event.**

(terms and conditions of award, including instructions about travel to/from \_\_\_\_\_)

(include this as final numbered paragraph, before signature and date line)

**3. WAIVER OF LIABILITY AND HOLD HARMLESS AGREEMENT.** In consideration for receiving the NEWH Sustainable Hospitality Design Competition Award, including the opportunity to attend in the HD Expo in May 2012 at the Sands Convention Center in Las Vegas, Nevada (“the Event”) with my hotel and airfare paid for by NEWH, Inc., I hereby release, waive, discharge and covenant not to sue NEWH, Inc., its Chapters, affiliates, officers, directors, agents and employees (hereinafter referred to as "releasees") from any and all liability, claims, demands, actions and causes of action whatsoever arising out of or relating to any loss, damage or injury, including death, that may be sustained by me, or to any property belonging to me, whether caused by the negligence of the releasees, or otherwise, while participating in the Event, or while in, on or upon the premises where the Event is being conducted, while in transit to or from the premises, or in any place or places connected with the Event.

### NEWH SCHOLARSHIP SCHOOLS

Academy of Art University	1,500.00	Florida State University	35,750.00
Albuquerque Technical Vocational Institute	1,000.00	Fullerton Community College	1,000.00
Alexandria Technical College	1,500.00	Georgia Institute of Technology	4,350.00
Algonquin College	1,000.00	Georgia Southern University	29,250.00
American College for the Applied Arts	20,350.00	Georgia State University	7,500.00
American College of Business	7,000.00	Glendale Community College	2,350.00
American Intercontinental University	7,500.00	Gnomon School of Visual Effects	1,250.00
Anne Arundel Community College	3,000.00	Golden Gate University	2,500.00
Arapahoe Community College	2,500.00	Guelph University	1,000.00
Arizona Culinary Institute	500.00	Harrington College of Design	39,000.00
Arizona State University	8,850.00	Houston Community College	3,000.00
Art Center College of Design	28,050.00	Hudson County Community College	3,500.00
Atlanta Intercontinental University	2,000.00	Illinois Institute of Art-Chicago	7,500.00
Auburn University	7,500.00	Illinois Institute of Art - Schaumburg	3,000.00
Austin Community College	2,000.00	Indiana State University, Terre Haute	2,000.00
Baylor University	1,000.00	Interior Designers Institute	22,600.00
Bellevue Community College	5,000.00	Int'l Academy of Design & Technology	40,000.00
Berkeley College	1,500.00	Int'l Academy of Merchandising/Design	5,000.00
Berry College	9,000.00	International College of Hospitality	2,000.00
Boston University	6,500.00	Iowa State University	3,500.00
Brenau University	3,000.00	ITT Technical Institute	3,000.00
Brooks College	10,000.00	Ivy Tech State College	3,000.00
Brown College	3,000.00	Johnson & Wales University	12,650.00
Buffalo State College	9,000.00	Kansas State University	4,700.00
California College of the Arts	1,000.00	Kendall College	3,000.00
California School of Culinary Arts	10,000.00	Kent State University	2,000.00
Cal State Polytechnic University - Pomona	141,750.00	Kingwood College	1,500.00
Cal State Polytechnic University-San Luis O	2,000.00	L'Academie de Cuisine	22,300.00
California State University - Long Beach	51,500.00	Lake Washington Technical College	1,000.00
California State University - Northridge	10,500.00	Le Cordon Bleu College of Culinary Arts	24,500.00
Canisius College	4,500.00	Lexington College	6,500.00
Central New Mexico Community College	3,500.00	Lincoln College of New England	2,000.00
Central Washington University	1,000.00	Lincoln College of Technology	500.00
Chattahoochee Technical College	1,000.00	Lincoln Culinary Institute	4,500.00
Cheyney University	2,000.00	Long Beach City College	6,850.00
Clarkson University	2,000.00	Los Angeles Trade-Tech College	13,000.00
College of DuPage	1,000.00	Louisiana State University	5,750.00
College of Southern Nevada	4,000.00	Lynn University	2,500.00
Colorado Institute of Art	1,400.00	Marriott Hospitality Charter	1,800.00
Colorado State University	33,900.00	Maryland Institute College of Art	7,500.00
Columbia College	19,000.00	Marymount College	11,500.00
Community College of Southern Nevada	15,300.00	Marymount University	10,000.00
Contra Costa College	2,000.00	Mercyhurst College	14,500.00
Corcoran College of Art & Design	6,000.00	Mesa Community College	250.00
Cornell University	64,500.00	Metropolitan State College of Denver	3,400.00
Cornish School of Arts	2,000.00	Miami Dade College	2,500.00
Culinary	500.00	Miami Int'l University of Art & Design	2,000.00
Culinary Institute of America	39,000.00	Michigan State University	6,000.00
Dakota County Technical College	2,000.00	Monroe Community College	15,500.00
Delaware School of Hotel Management	2,000.00	Montgomery College	33,800.00
Design Institute of San Diego	13,000.00	Mount Ida College	1,000.00
Drexel University	27,000.00	Mt. San Antonio College	1,600.00
East Los Angeles College	2,000.00	Nesbitt College of Design Arts	2,000.00
Eastern Michigan University	3,500.00	New England Culinary Institute	500.00
El Centro College	20,000.00	New England Institute of Technology	1,000.00
Endicott College	2,000.00	New England School of Art & Design	2,250.00
Everest University	500.00	New Mexico State University	1,500.00
Fairleigh Dickenson University	8,000.00	New School of Architecture	1,000.00
Fashion Inst of Design & Merchandising	18,000.00	New York City College of Technology	15,000.00
Fashion Institute of Technology	22,000.00	New York Institute of Technology	22,500.00
Florida Culinary Institute	1,000.00	New York School of Interior Design	2,000.00
Florida International University	45,500.00	New York University	46,500.00
Florida Metropolitan University	2,250.00	Niagara College	4,500.00

Niagara University	12,500.00	The Art Institute of Colorado	7,000.00
North Dakota State University	1,500.00	The Art Institute of Dallas	33,300.00
Northern Arizona University	31,200.00	The Art Institute of Fort Lauderdale	6,000.00
Northern Virginia Community College	8,600.00	The Art Institute of Houston	28,000.00
Norwalk Community Technical College	4,000.00	The Art Institute of Las Vegas	51,000.00
Oklahoma State University	4,000.00	The Art Institute of Phoenix	500.00
Old Dominion University	1,500.00	The Art Institute of Seattle	16,000.00
Orange Coast College	10,000.00	The Art Institute of Tampa	1,500.00
Orlando Culinary Academy	2,000.00	The City College of New York	4,000.00
Otis College of Art & Design	8,000.00	The Culinary Institute of America	2,500.00
Oxnard College	13,000.00	The Fifteen Foundation	2,500.00
Palm Beach Community College	2,500.00	The George Washington University	57,300.00
Paul Smith's College	15,500.00	University of Alabama	1,250.00
Pennsylvania College of Technology	1,000.00	University of Arizona	1,000.00
Pennsylvania State University	2,000.00	University of California-Los Angeles	63,500.00
Pikes Peak Community College	3,000.00	University of Central Florida	3,000.00
Pima Community College	500.00	University of Central Oklahoma	2,500.00
Pratt Institute	6,500.00	University of Cincinnati	30,000.00
Purdue University	13,000.00	University of Delaware	3,000.00
Radford University	1,500.00	University of Denver	3,500.00
Rhode Island School of Design	1,650.00	University of Florida	23,000.00
Ringling School of Art and Design	17,750.00	University of Georgia	46,380.00
Rochester Institute of Technology	17,000.00	University of Guelph	5,500.00
Rockland Community College	2,000.00	University of Houston	33,500.00
Roosevelt University	5,000.00	University of Illinois - Chicago	500.00
Rosen College of Hospitality Management	2,000.00	University of Kansas	1,200.00
Ryerson University	12,500.00	University of Kentucky	9,500.00
Saddleback College	2,500.00	University of Massachusetts	1,500.00
Sam Houston State University	250.00	University of Memphis	3,250.00
San Diego State University	3,000.00	University of Minnesota	8,000.00
San Francisco State University	6,500.00	University of Missouri	3,000.00
San Jacinto College-Central	500.00	University of Missouri-Columbia	4,000.00
Santa Barbara City College	1,000.00	University of Nevada-Las Vegas	136,650.00
Savannah College of Art and Design	28,750.00	University of New Hampshire	2,750.00
Schenectady County Community College	1,000.00	University of New Haven	3,000.00
Scott Community College	2,000.00	University of North Texas	43,000.00
Scottsdale Community College	16,450.00	University of Oklahoma	7,700.00
Seattle Pacific University	2,400.00	University of Phoenix	1,500.00
Seminole State College of Florida	2,750.00	University of Southern California	13,000.00
Sheridan College	2,500.00	University of Tennessee-Chattanooga	5,500.00
South Puget Sound Community College	1,500.00	University of Tennessee-Knoxville	6,750.00
Southern California Inst. of Architecture	62,000.00	University of Texas	1,000.00
Southern College of Technology	1,000.00	University of Texas at Arlington	17,300.00
Southern New Hampshire University	3,000.00	University of Texas at Austin	3,500.00
Southern Utah University	2,000.00	University of Texas at San Antonio	4,500.00
Southwest Texas State University	500.00	University of Utah	500.00
St. Louis Community College	3,000.00	University of Washington	2,000.00
St. Phillip's College	1,000.00	University of Wisconsin-Stevens Point	2,500.00
State University of New York At Cobleskill	4,000.00	University of Wisconsin-Stout	\$5,500.00
State University of New York At Morrisville	12,500.00	Utah State University	3,000.00
Stephen F. Austin State University	6,500.00	UTSA College of Architecture	2,000.00
Swiss Hospitality Institute	2,000.00	Virginia Commonwealth University	5,500.00
Syracuse University	14,000.00	Virginia Polytechnic Institute	5,000.00
Teikyo Post University	2,000.00	Virginia State University	12,000.00
Texas Christian University	34,300.00	Washington State University	3,500.00
Texas Tech University	3,000.00	Watkins College of Art & Design	2,500.00
The Art Center Design College	1,500.00	Wentworth Institute	2,150.00
The Art Institute of Atlanta	21,400.00	Western Illinois University	3,000.00
The Art Institute of California-Los Angeles	18,500.00	Widener University	16,500.00
The Art Institute of California-Orange Cty	3,000.00	Woodbury University	23,500.00
The Art Institute of California-San Diego	500.00		



## NEWH REGIONAL GROUP HANDBOOK

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

NEWH, Inc.  
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info@newh.org <http://www.newh.org>

The purpose of the manual is to provide members an official reference book of guidelines for implementing the objectives of the NEWH, Inc.

This manual should be used in conjunction with the NEWH, Inc. By-laws, to bring members an appropriate resource for discharging their responsibilities as Members, Directors and Officers of the NEWH, Inc.

Members may use contents without permission.  
Others wishing permission to use any part of contents may write to the address above.

NEWH has established a vehicle for those members who are in an area that does not have a large hospitality community, but still want to be affiliated with NEWH. Our new Regional Group model will provide for members to gather under the authority of NEWH, give a scholarship each year, and work toward chapter-hood, if feasible.

NEWH is pleased with the interest shown in forming a Regional Group. We are delighted to present this manual to assist in the formation process.

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.

NEWH, Inc. has a strong and ongoing commitment to education. The fundamental function of NEWH, Inc. is raising funds for education in the above mentioned fields.

The principal charitable endeavor of NEWH, Inc. is the creation and maintenance of a Scholarship fund. Scholarships are awarded annually to students who apply and qualify under NEWH, Inc. standards.

NEWH, Inc. recognizes the talent and ability of young people and encourages their involvement in all areas of the industry, through educational programs, student design competitions, internships and student memberships.

Education of members is achieved through educational meetings, panel discussions by experts in their fields, seminars, tours of manufacturing facilities, CEU programs for both members and non-members, and the exchange of information and ideas among members and participants.

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 purposes of NEWH, Inc.

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

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.

Once this group is formed, a Steering Committee should be established to lead the Regional Group. The Steering Committee consists of Chairperson, Secretary, Membership and Programming. The Steering Committee will meet quarterly.

The Regional Steering Committee will participate in a conference call with the NEWH, Inc. President, VP/Membership, Director/Expansion and the NEWH Executive Director. The Steering Committee will confirm their geographic area and Regional Group name; that they have read, understand and agree to follow the NEWH, Inc. By-laws; number of voting members in the region; and state their goals for the Regional Group.

The group will be encouraged to hold no-host happy hour type events or no-host luncheons to develop interest in the Regional Group. The NEWH, Inc. office will be available to help create invitations and email to a targeted list of industry individuals in the area. It will be requested that members of the group provide the NEWH office with a contact list to create the Regional Group database. It will be the responsibility of the Regional Group members to update the

## **Preamble**

## **How to Start the Process**

NEWH office on additions, corrections or deletions to the master database.  
Once the group has attained 15 members, they can officially become a Regional Group.

When a geographic area has 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 Director/Expansion. 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.

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 the 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 an awareness of the 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.
- The Regional Group shall have 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

Upon the vote of approval by the NEWH, Inc. Board of Directors, the Regional Group Steering Committee will oversee the growth and progress of the proposed Group and will formalize the Group name.

NEWH/ \_\_\_\_\_ Region  
(Region Designation)

The positions on the Steering Committee are informal, as long as those assuming them are serious in their intent to serve, and there is a consensus of agreement on who will serve in each. This committee will form the nucleus of the organization. New people should be brought on to the Steering Committee each year to keep the ideas fresh and new and the Regional Group moving forward. Ideally the Chair would step down each year and an existing committee member would assume the chair position.

The Steering Committee will meet, at minimum, quarterly or more often if they feel necessary. Minutes of all meetings must be taken and submitted to the NEWH, Inc. office.

Membership potential should be assessed. The various ways to do these are:

- The NEWH, Inc. office will provide the Regional Group with a list of entries in the NEWH, Inc. database. It will then be the responsibility of the Regional Group to add to the list, make corrections on the list or request deletions from the list by submitting the information to the NEWH, Inc. office, who maintains the database.
- A list of descriptions is provided in the Preamble of this document to find areas from which to recruit all possible members.
- Ask all new members to provide a list of potential candidates for membership.
- The Steering Committee will consult with area educational facilities to gain names of faculty and student contacts.

### **Establishment of a Regional Group**

### **Criteria used by the NEWH, Inc. Board of Directors**

### **Steering Committee**

### **Determining Potential Membership**

- In addition to the above, the members of the group should NETWORK as good networking will foster membership!!

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, NEWH Connect, etc.
- Participate in quarterly Regional Conference Calls
- 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

NEWH Regional Groups are not allowed to have bank accounts or collect funds on behalf of NEWH. Because they are not a chartered entity within NEWH, they will not be registered in the state where they function.

For funded events, see the Events/Meetings section.

The region will need 15 voting members to form a Regional Group.

NEWH provides both paper and online membership applications. We encourage people to join online, as this will also enroll them in NEWH Connect, the social networking section of the NEWH website. Potential members should be told to join as a Regional Member and type in their area on the application.

Upon completion of the application and approval by the NEWH Executive Director, the new member will receive an email from the NEWH office welcoming them and telling them how to access the website, different ways they can become involved, etc. The application data will be forwarded to the Steering Committee. The Steering Committee will also receive a chapter roster monthly.

The Regional Group Steering Committee will meet on a regular quarterly basis. Minutes of its meetings are to be formally kept and a copy forwarded promptly to the NEWH, Inc. office. Written notice of these meetings will be sent to the membership at least thirty (30) days prior to their scheduled date, so that interested Regional members may attend. Whenever possible an agenda for said meetings should be provided in advance.

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.

The Regional Group may hold up to two (2) funded events per year. This event may be a fundraiser or educational program and should include presentation of the annual Scholarship. A budget for the event must be submitted to the NEWH, Inc. office for approval prior to moving forward with any events. 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.

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 (2) events lose money, NEWH, Inc. would no longer cover

**Function/  
Support of  
NEWH, Inc.**

**Finances**

**Membership**

**Events/  
Meetings**

the Regional Group expenses.

Programs should promote the goals of the NEWH, Inc. and maintain the high standards that reflect the nature of the organization.

After being established as a Regional Group for a twelve (12) month period, the group will have the opportunity to present one (1) \$2,000.00 scholarship per year.

Fifty percent (50%) of the Regional Group members' dues will be placed in a special 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.

Steering Committee members will be invited to attend NEWH Quarterly Chapter Board Discipline Calls.

Quarterly conference calls will be provided for the regional members to participate in. Members will be able to brain storm about "what works and what doesn't" in each region, get new programming ideas, network for business purposes, and discuss who is interested in serving as delegate for the Regional membership.

An online Forum will be established on the NEWH website to allow communication between conference calls.

The Regional Groups as a whole will be represented on the NEWH, Inc. Board of Directors. The Regional Members will be allowed to elect one (1) delegate to the NEWH, Inc. Board of Directors for every 50 regional memberships worldwide. The delegate will have a two (2) year term.

Nomination forms will be emailed to all eligible regional members in good standing, and those who wish to be considered for a delegate position will be able to describe why they would best fit the position. Ballots would then be sent out to all regional members who are eligible to vote for those nominees.

Delegates travel reimbursement will follow the same guidelines set forth for all chapters.

## **Scholarship**

## **Other Communication Opportunities**

## **Regional Members Worldwide Representation**

Join our Email List

Username  login JOIN

search...   
Start searching our extensive network

HOME NEWS CHAPTERS EDUCATION RESOURCES CONNECT EVENTS SUSTAINABILITY



NEWH is a non-profit organization connecting you to hundreds of major cities, thousands of hospitality professionals and products. There is no better resource in the hospitality industry!

## Have you logged into the NEWH website yet?

As an NEWH MEMBER you already have an account set up for you!

Username: (firstinitial)(lastname)  
Password: connect (all lower case)

### Can't login?

Contact us at  
newh.membership@newh.org

Once you login, you will be taken to your personal profile where you can change your password (Edit Profile, Edit Details), add contact information, join Group Discussions, add pictures, and more!

HOME NEWS CHAPTERS EDUCATION RESOURCES CONNECT EVENTS SUSTAINABILITY

NEWH The Hospitality Industry Network

NEWH is a non-profit organization connecting you to hundreds of major cities, thousands of hospitality professionals and products.

- Career Network
  - > About Career Network
  - > Resumes
  - > Jobs
- Industry Information
  - > Industry Links
- NEWH Magazine
  - > NEWH Magazine Archives
  - > NEWH Magazine Media Kit
- Directories
  - > Resource Directory
  - > Membership Directory
  - > Sustainable Hospitality Directory
  - > Chapter Business Members
  - > Board of Directors

## Did you know?

As a member, you have access to the Membership Directory where you can make contact with other NEWH members. Go to RESOURCES, Membership Directory.

The Membership Directory contains up-to-date membership information uploaded nightly from the NEWH database.

**NOTE:** Your Membership Directory listing is NOT connected to your website personal profile page. If you have changes to your Membership Director Listing, please email newh.membership@newh.org.

# Did you know...

you can help NEWH every time you shop online  
and search the web?

Just by adding the GoodSearch toolbar, which includes a Yahoo powered  
search box, each time you search the web  
a penny is donated to NEWH!

By using GoodShop, each time you shop at one of more than 1,300  
participating top stores (from Amazon to Zazzle!),  
NEWH will earn a percentage of the purchase price –  
at no extra cost to you!

**Happy Surfing!**

AND... don't forget to use GoodShop for your holiday shopping!

**Use GoodSearch  
every day and  
those pennies  
will add up!**



**NEWH**  
The Hospitality Industry Network

**NEWH**  
The Hospitality Industry Network  
Regional Tradeshow

		2004	2005	2006	2007	2008	2009	2010	2011	total net profit for NEWH, Inc.	average profit per show
<b>Atlanta</b>	Income							116,255.00			
	Expense							49,558.66			
	Chapter Percentage							26,678.54			
	NEWH, Inc. profit							<b>40,017.80</b>		<b>40,017.80</b>	<b>40,017.80</b>
<b>Dallas</b>	Income	94,000.00		96,290.00		85,591.00		150,620.00			
	Expense	31,769.38		29,046.13		31,515.83		47,482.16			
	Chapter Percentage	24,959.05		25,155.46		21,039.88		41,255.14			
	NEWH, Inc. profit	<b>37,271.57</b>		<b>42,088.41</b>		<b>33,035.29</b>		<b>61,882.70</b>		<b>174,277.97</b>	<b>43,569.49</b>
<b>Chicago</b>	Income								163,395.00		
	Expense								79,647.36		
	Chapter Percentage								33,499.06		
	NEWH, Inc. profit								<b>50,248.58</b>	<b>50,248.58</b>	<b>50,248.58</b>
<b>Greater New York</b>	Income							176,810.00			
	Expenses							79,194.19			
	Chapter Percentage							39,046.32			
	NEWH, Inc. profit							<b>58,569.49</b>		<b>58,569.49</b>	<b>58,569.49</b>
<b>Los Angeles Founding Chapter</b>	Income						112,472.50		147,965.00		
	Expense						52,567.12		61,125.30		
	Chapter Percentage						23,962.15		34,735.88		
	NEWH, Inc. profit						<b>35,943.23</b>		<b>52,103.82</b>	<b>88,047.05</b>	<b>44,023.53</b>
<b>North Central</b>	Income					59,351.00			61,890.00		
	Expense					33,943.48			25,648.58		
	Chapter Percentage					10,163.01			14,496.57		
	NEWH, Inc. profit					<b>15,244.51</b>			<b>21,744.85</b>	<b>36,989.36</b>	<b>18,494.68</b>
<b>Northwest</b>	Income				42,197.50		54,120.00		68,090.00		
	Expense				18,510.19		24,749.31		41,506.95		
	Chapter Percentage				9,001.18		11,718.28		10,633.22		
	NEWH, Inc. Profit				<b>14,686.13</b>		<b>17,652.41</b>		<b>15,949.83</b>	<b>48,288.37</b>	<b>24,144.19</b>
<b>Orlando</b>	Income						106,432.00		138,632.00		
	Expense						38,880.01		52,711.71		
	Chapter Percentage						27,020.80		34,368.12		
	NEWH, Inc. Profit						<b>40,531.19</b>		<b>51,552.17</b>	<b>92,083.36</b>	<b>46,041.68</b>
<b>Denver</b>	Income							70,395.00			
	Expense							30,887.01			
	Chapter Percentage							15,803.20			
	NEWH, Inc. Profit							<b>23,704.79</b>		<b>23,704.79</b>	<b>23,704.79</b>
<b>Southern Counties</b>	Income		68,396.75								
	Expense		44,664.35								
	Chapter Percentage		9,348.32								
	NEWH, Inc. Profit		<b>23,732.40</b>							<b>23,732.40</b>	<b>23,732.40</b>
<b>Washington DC Metro</b>	Income	69,960.00	61,124.00	81,715.00	104,761.10	112,290.00	120,830.00	149,165.00			
	Expense	31,877.94	36,668.94	33,124.74	41,894.84	40,770.89	50,834.10	59,596.06			
	Chapter Percentage	15,904.89	9,060.94	20,991.40	23,693.71	27,292.41	27,998.36	35,827.58			
	NEWH, Inc. Profit	<b>22,177.17</b>	<b>15,394.12</b>	<b>27,598.86</b>	<b>39,172.55</b>	<b>44,226.70</b>	<b>41,997.54</b>	<b>53,741.36</b>		<b>244,308.30</b>	<b>34,901.19</b>



## **NEWH Regional Tradeshow Policies and Procedures**

### **Chapter Intent**

Thanks to our chapters, the NEWH Regional Tradeshow has been a huge success. NEWH, Inc. will hold up to six Trade-shows each calendar year. The NEWH, Inc. Director of Regional Tradeshows and Vice President of Events will present a yearly tradeshow calendar to be voted on by the International Board of Directors.

The NEWH Regional Tradeshow is an NEWH, Inc. sponsored event held in conjunction with your chapter. Each interested Chapter is invited to present a brief proposal on hosting the RTS by gathering the following info and sending it to the current Director of Tradeshows or Jena Seibel in the NEWH office. Please review the Tradeshow Policies and Procedures as well as the Tradeshow Timeline prior to submitting your proposal and revisit it once your chapter tradeshow has been announced.

1. Number of architecture, design, specification, or purchasing firms in the city and surrounding suburbs of the Chapter that were previously or are currently working on hotel, restaurant, nursing home, etc. projects in the city and surrounding suburbs of the Chapter. Approx. number of employees in the firms and approx. dollar volume of hospitality projects completed or in process would be helpful. Please be sure to include firms OUTSIDE the NEWH Chapter membership, such as AIA, ASID, IIDA members, etc.
2. Number of hotel management companies and hotel brand corporate headquarters located in the Chapter's metro area and the number of hotels they control, again whether they are local NEWH members or not
3. Number of full service hotels in the metro area with function rooms/meeting space of 10,000-15,000 sq. ft. or more that can host a one-day tabletop/trade show type event for 100 exhibitors that include food & beverage service in the exhibit hall
4. Advise an appropriate time of the year for an event like this in your city. (We don't want to compete with HD Expo in Vegas or HD Boutique in Miami or IH/M&RS in New York for exhibitors or attendees)
5. Advise if the Chapter board and members are ready and willing to volunteer their time locally to help stage the event. Essentially NEWH, Inc. and the director will bring the exhibitors to the city; the local chapter is responsible for helping plan the function and bringing the local design & buying community to the show so the exhibitors are happy

### **Conflict of Interest**

Unfortunately, NEWH cannot allow any chapter to host an event that can potentially be viewed as an NEWH Regional Tradeshow. That means, chapters are not allowed to host any sort of event that focuses primarily on a tabletop, trade-show, product expo or like styled event. What you can do is offer as reward to your sponsors a small opportunity to show their product at an event. For instance, if you have a hotel tour and you invite the vendors who installed product in that hotel to sponsor, they would be eligible to have a small table of cards, brochures and one or two product pieces as your chapter determines is fair and available. The primary function of your event can in no way compete with the NEWH Regional Tradeshow brand. We must enforce this to maintain the success of our Regional Tradeshows and the value it holds to our corporate partners and exhibitors.

### **Selecting your tradeshow date**

Each chapter or region may vary on the best time of year and day of the week to hold a tradeshow. Each chapter will suggest appropriate dates and times to the NEWH, Inc. office when they submit their event proposal.

### **Tradeshow hours**

Generally, show should be for a length of 6-7 hours with a hour of cocktail reception time. Shows in the past have been open from 12-6 or 12-7 with the last hour cocktail reception, 12-1 (1:30) lunch for attendees to generate early attendance, and then 5-6 or 5-7 cocktail reception.

### **Fees:**

Each chapter/region may experience a varied fee structure based on the costs of holding the event and what the market can bear. Tradeshow booth fees range from \$950-\$1150 per booth and will be negotiated with the chapter after the hotel and exhibit contracts are complete.



Each booth receives two free passes to the tradeshow; each additional exhibitor badge is \$25. The additional fee helps cover the cost of food and beverage. Non-exhibiting vendors, manufacturers, sales representatives, and media will be charged \$50 NEWH member and \$100 nonmember for tradeshow attendance.

### **Standardized Regional Tradeshow Events**

Event staff setup: Early AM, day of event

Exhibitor setup: 8am-11pm

Potential CEU from 11am-12pm

Exhibitor lunch served 11:30am

Tradeshow floor open: 12pm-6pm

Attendee lunch refreshed and served: 12:00pm until gone

Cash bar and appetizers served: any time after 4pm and until 8pm pending Chapter preference

### **Cocktail Reception**

Typically held between 5 and 6pm or 5 and 7pm, the chapter President will draw for two, \$500 cash prizes; one at 2:30 p.m. and the other at the end of the reception. Announcement of all Corporate Partners and show sponsors will take place during the cocktail reception. The Chapter President makes these announcements and Thank You's.

### **Social Events/Parties**

Hosting chapters at some point visit the idea of hosting a social event before or after the tradeshow. Any event outside of the standard tradeshow is subject to review by the NEWH, Inc. staff and Director of Regional Tradeshows. Items to consider before planning any additional event are cost and availability of volunteer time. Based on past experience, exhibitor feedback and corporate partner interests, the following is policy regarding social events/parties outside of this cocktail reception.

### **Evening before tradeshow**

Simple networking events only: announcements of discounts in hotel bar and/or presence of local chapter board members in hotel bar evening before creates a nice start and camaraderie for arriving exhibitors. This event can simply just occur in the bar area with all other guest of the hotel or a request for a separate reserved area (at no charge) with some appetizers/pizzas, and again using the hotel bar as cash bar. NEWH, Inc. can email exhibitors Information regarding this event a couple weeks before the show. There should be no charge to attend and this cannot be a chapter meeting, fundraising event or require attendance from participating exhibitors, attendees or sponsors.

### **Evening of tradeshow**

A continued networking party after the show needs to have much consideration regarding the main focus of having attendees at the show, as the show is your fundraiser. In addition, this event is a chapter based and planned event separate from the tradeshow income. With this, any event planned afterwards should be advertised as must attend tradeshow for entrance/tickets to the after party. Handing out of the "pass" to the after party at the show can be done at the registration desk or through a special after party sponsor at their booth. In addition, exhibitors at the shows are to be welcomed into this continued networking event free of charge. Tradeshow attendees should also be admitted free of charge with their entrance ticket. A large sponsored after party is cautioned due to cost as well as volunteer time. Please discuss with your local chapter board before committing to a large-scale event and present your ideas to the Inc Office and the Director of Tradeshows for further review.

### **CEU or speakers**

Having a speaker or offering a one-hour CEU before the start of the show is a great way to stimulate early attendance at the start of the show. Typically these are held from 11-noon. NEWH has a list of approved CEU's. Consideration should always be given to NEWH Corporate Partners as first priority to offer a CEU. At no time can a CEU be held during Tradeshow hours.

### **Sponsorship**

NEWH offers many different sponsorship opportunities that are outlined on the exhibitor registration letter. Included are different sponsor levels including show collateral sponsors. Additional sponsorship ideas include coffee sponsor for a few hours of the show, full lunch sponsor, and appetizer sponsor. There is no sponsorship for the bar as that is to remain cash bar.

**MARK YOUR CALENDAR**

**2012**

Jan 6	EC Conference Call
Jan 13	NEWH/Houston RTS
Jan 14	NEWH, Inc. Board of Directors Mtg.
Jan 20	EC Conference Call
Feb 3	EC Conference Call
Feb 17	EC Conference Call
Feb 29-Mar2	Hospitality Design Summit
Mar 28-30	Milliken Experience
Mar 16	DC Regional Tradeshow
April 12	Atlanta Regional Tradeshow
May 14	NEWH, Inc. Board of Directors Mtg.
May 15-17	HD Expo & Conference
Jun 11-13	NeoCon World Trade Fair
Jun 22	New York Regional Tradeshow
Jul	Sustainable Conference
Aug 9	Denver Regional Tradeshow
Sep 10	NEWH, Inc. Board of Directors Mtg.
Sep 11-12	HD Boutique
Oct 18	Dallas Regional Tradeshow
Nov 11	Exec Comm. Strategic Planning Session
Nov 10-13	IH/M&R Show
Nov 12	Gold Key Breakfast

**2013**

Jan 24	San Francisco Regional Tradeshow
Jan 25-27	NEWH Leadership Conference

## NEWH Board of Directors Motion Form

Date: September 12, 2011

Motion Number:

I, \_\_\_\_\_  
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Motion seconded by: \_\_\_\_\_

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

Notes on discussion: