



GOVERNING BOARD PACKET

14 May 2012

Sand Convention Center
Room 305
Las Vegas, NV

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 May 2012

Sand Convention Center – Room 305

Las Vegas, NV

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

Board of Directors Meeting

Monday 14 May 2012

8:00 am – 1:00 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
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 Lisa Cochran Valerie Coleman Marissa Colli	Benjamin Coy Fernando Diaz Stacy Elliston Lara Engert Lori Hass Scott Hegstad 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 Julian Brinton

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 - Introduction of Guests	Julia Marks
8:20 am	Financial Report	Judy Regan
8:25 am	1 st & 2 nd Quarter Overview	Julia Marks
8:45 am	Green Voice Activities at HD	Dina Belon
8:50 am	Introduction of new Corporate Partners	Cynthia Milow
8:55 am	NEWH Leadership Conference	Mark Huntsinger
9:05 am	Review of Director positions / motion/announcement of call for nominations	Julia Marks / Helen Reed
9:15 am	NEWH Website	Philippe Tassin
9:45 am	Break / Group Photo	
10:00 am	Breakout Sessions	
10:30 am	Brainstorming / Session Review	everyone
12:00 pm	Business	
	- Marketing Update (20 minutes)	Trisha Poole
	- Regional Tradeshow Update – 2013 schedule	Bryan Adcock
	- Job Descriptions for NEWH, Inc. Directors	
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 pm	Establishment of Quorum	Stacey Berman		
1:25 pm	ENDOW	Anita Degen		

NEWH, INC. GOVERNING BOARD MEETING MINUTES

14 January 2012

Miami Beach Convention Center-Miami Beach, FL

Executive Committee	Julia Marks Stacey Berman Judy Regan	Christine Wasmer Tina Lockwood Cynthia Guthrie	Trisha Poole Dina Belon Christine Tucker	Helen Reed Anita Degen
Board of Directors	Andrea Thomas Cynthia Milow	Janice Marko Andy Schaidler	Liza Kapisak Mark Huntsinger	Bryan Adcock Michelle Finn
House of Delegates	Cindy Andrews Hope Case Valerie Coleman Fernando Diaz	Lara Engert Scott Hegstad Marissa Henderson Schaffer Hill	Lori Hoegler Katie Howell Marc Nasberg Scott Pope	Todd Schaffer Andrea Sims Stephanie Thompson
Guests	Kate Allison Josephine Duncan Jessy Fuller Jessica Hensley	Ben McCoy Sarah Pickard Allison Sparer Meredith Ueckert	Chapter Presidents: Ryan Partin (Atl) Jessica Craig (Dal) Tara Mastrelli (NY)	Deidra Lashmet (Hou) Rich Gesteland (LV) Dina Belon (Sun)
Not in Attendance	Philip Byrne Lynn Fisher Mary Ann Thornam Todd Fuller Lee Brotsker	Deborah Herman Meghan Bazemore Shayne Bratz Denielle Clifford Susan Crowder	Stacy Elliston Lori Hass Amy Jakubowski Candice McClanahan Elaine McCorkle-Castro	Lauren McNamara Sarah Pellegrin Stacy Rauen Tyson Stone David Tracz Laurie Woliung

The meeting was called to order by President Julia Marks at 8:15 am. Secretary, Stacey Berman, took roll and a quorum was established. The minutes were presented and a motion was made to accept the minutes as corrected.

I, Stacey Berman, move the minutes be approved as corrected.

Motion seconded by: Judy Regan

VOTE COUNT:

YEA: 16 NAY: 0 ABSTENTION: 0

STATUS OF MOTION:

Carried: Defeated:

President – JULIA DAVIS

<p>Discussion:</p> <ul style="list-style-type: none"> • Serving on NEWH BOD is a privilege • We are a 501 (c) (3) organization • Each Chapter and Discipline is required to submit their reports/minutes on time to the NEWH Inc. office and 30-days before every meeting Board Reports are due. • If reports are not submitted on time, they will not be included in meeting minutes or board reports. • Business plans and budgets need to be submitted, templates on the website, contact EC Board for questions. • Your Position Agreement should have been received and signed; review responsibilities and how to represent NEWH; Code of Ethics should be signed and returned confirming you agree to the Bylaws and do not participate in any criminal behavior. • Required to sign annually

VP/Finance – JUDY REGAN

<p>Discussion:</p> <ul style="list-style-type: none"> • NEWH is doing well financially • We have new corporate partners, when you go to a Trade Show or NEWH event make sure you thank our corporate partners. • Had conference calls with Directors, worked on budgets, need to stick to the budget, unbudgeted items must be voted on by Board of Directors • All chapters must participate in webinars for QuickBooks training so all Treasurers are on the same page, any problems with QuickBooks call Judy Regan or Julie B. or Julie H. at NEWH office.
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I, Judy Regan, move that the 2012 Budget be approved as submitted.

Motion seconded by: Andy Schaidler

VOTE COUNT:

STATUS OF MOTION:

Carried:

Defeated:

NEWH Board Training – JENA SEIBEL

Discussion:

- Board training in house once every 3 years required, on the off years hold a webinar (2 of them 2 hours each).
- Jena/Diane host
- Most popular is a Saturday 9-3, 10-5 takes about 6 hours. Can hold during the week
- Go through Board positions, calendar, planning, membership services, results, walk your Board through the process, great to hold in fall/early winter so everyone is on the same page for the New Year.
- Ask for Board training agenda to do a rundown with chapter in the "off" years.
- In the Board packet, page 12 it states when your chapter is due, contact Jena/Diane at the NEWH Inc. office with questions.
- Board trainings started approximately 10-years ago; we are a different organization due to bringing on Board Training.
- Positions use to be not taken as seriously, questions were not asked, Board training has elevated the professionalism of the organization and changed the commitment within chapters.
- Set aside enough time; make sure everyone can be there to participate.
- Years ago in Las Vegas, the Las Vegas Board was having a Board training, the invited their current Board members, NEWH members and non-members thinking about joining NEWH. By doing this vacant board positions were filled and new membership was obtained.
- Surprising to see who all attended, very informative and helpful to get started in a new position.
- Board training is open for others to attend, get them involved, and let them know what NEWH is about.
- Board training has been held at Country Clubs, at individuals residence, etc. it's what works for your Chapter.
- Information and ideas shared at the Board training with a mediator to answer your questions can take your board to a new level with much success and a great opportunity for your chapter.

Development – CYNTHIA GUTHRIE | Fundraising JANICE MARKO / Corporate Partnerships CYNTHIA MILOW

Discussion:

- Still getting out of a rough recession, some individuals on the fence about becoming a corporate partner
- Hoping for more International corporate partners
- Hoping to gain operational supplies and equipment from corporate partners
- Anytime you have a meeting, event, etc. make sure all of your corporate partners and sponsors are clearly noticed at the event and thanked. Have special badges, greet them at the door, and thank them, whatever you can think of to show your gratitude.
- New corporate partner pop-up banners will be shipped to Chapter President by the end of January. Responsibility of each chapter to make sure the sign is at every meeting. NEWH is informed when signs are not present. You will receive a new insert for 2013 corporate partners.
- We need to remember to have every member, not just board members thank our corporate partners. It is not just a board position job to say thank-you.
- Updated list on page 19 & 20 on board report of updated partners
- New changes in 2012, limit the number of corporate partners upper level/benefactor no more than 5, 10 patrons, 25 supporting. Currently have 22 supporting, 3 patrons. Some jumped up a level when the changes were made and slots limited.
- When asking for sponsorship from corporate partners at the Chapter level, corporate partners have said they want the first right of refusal, they may not do it but they want to be asked. Once you ask, do not ask again. They do want to be involved, support you and know about your events.
- If you have a sponsorship form ready to go you can email it to Jena Seibel at Inc. office, she will send to corporate partners main contact person. This process has been successful with many chapters in coordinating sponsorship. You may have a better chance in obtaining sponsorship, the corporate partners are familiar with Jena, she has more regular contact with them she can assist you/your Fundraising chair, etc. in obtaining corporate partner sponsorship.
- When Jena makes an introduction it keeps it very soft sell to encourage their participation/sponsorship, makes them feel special and have the first right of refusal.
- Corporate partners depending on the level get "house tickets" to the event; if Jena is assisting, we can keep track of the tickets and keep track of balance of tickets.
- All corporate partner tickets for major events go through Jena at Inc. office. Tickets need to go through Jena so that she is contact with correct corporate partner contact.
- Get your calendar and sponsorship opportunities for the year put together present as an overview to prospective corporate partners. Helps to obtain funds early in the year for the chapter and make it easier for chapter when planning event details.

Membership– TINA LOCKWOOD | Membership Todd Fuller / Expansion Lee Brotsker

Discussion:

- In the past we have had regional members that are associated with hospitality however not associated with a chapter, sometimes the distance is too far, they live in multiple locations, etc.
- We decided to bring them in closer vs. leaving a distance.
- We are forming regional groups.
- Persons in the area 8-10 people with a strong tie in hospitality, not necessarily want to become a chapter, these regional members will have a classification of a regional group with a name designated to the city/state/area they reside in.
- Regional groups will network, have educational CEU's, NEWH Inc. is their organizing entity just like the current NEWH Chapters.
- There will be four people on a Steering Committee (Chair, Membership, Program, and Secretary), if they cannot have a chapter.
- Regional group will have dues.
- When they become a group of 15 and sustain all of the guidelines, they can award a scholarship of \$2,000.00 which is supported by paid dues and the NEWH Inc. office.
- Intent is to have 50 regional members; at 50 members, they will have a representative and a vote on the board.
- Tradeshows will help to bring regional members together.
- Regional members are members and will receive the same member benefits for any chapter event they are visiting, etc.
- Chris Wasmer is Steering Committee Chair for Orange County Regional Group, which has been going well.
- Over the years it was hard to have a group migrate from Orange County to San Diego, becoming a regional group has been a great tool to keep the organization going and obtain new members. Would like to partner with a hotel group, keep up with Toast Tuesday's, and hold an annual fundraiser to increase scholarship funds.
- NEWH Regional group handbook was part of your packet today, review. If your chapter is struggling, look at options/benefits of becoming a regional group.
- Vancouver BC & North Carolina are two existing regional groups. Virginia Chapter is forming into a regional group.

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

Discussion:

NEWH Regional Tradeshows

- Houston-great job on Tradeshow, their effort illustrates what it takes to push/market a successful Tradeshow.
- Taking applications for 2013 email Bryan or Jena to get on the list
- Registration process being tweaked. First come first serve, you cannot reserve more than one booth at a time, fast sell out.
- Open for thoughts on how to improve this process let Bryan or Jena know.
- March-DC, April-Atlanta, June-NY, August-Denver, October-Dallas
- Deadline for 2013 requests submit prior to the end of January so tradeshows can be assigned.
- January Leadership conference in San Francisco in January 2013
- With Houston there is a large amount of designers downtown, transportation/shuttle option was addressed and compiled for downtown and outlining areas.
- Chapter learned from event how to market more to others for next time.
- Taking photos of Tradeshow as it was happening, posting on Facebook account and major firms with reminder that shuttles were running, received feedback throughout the day.
- Having the Boards participation was critical in the success.
- The shuttle was well organized; you need the right person for each position in your chapter.
- There was a waiting line before the show started, this is the first, and the CEU was full.
- Need to bring Tradeshows to this level at every chapter, keep the NEWH out there and keep up with this kind of success.
- Vendors gave their thanks about the one on one conversation they were able to have at the show, corporate partners gave their thanks, very successful event.

Leadership Conference 2013

- NEWH Inc. Leadership Conference every other year in January (2013 San Francisco).
- Identifying where 2015 Conference will be held, if your chapter is interested contact Mark.
- If you're unfamiliar with the Leadership Conference, it is not a Board meeting; it is a conference that helps us develop leadership skills. It is not how to be better NEWH board members; it goes beyond to become better leaders personally, in our business and with NEWH.
- January 25th & 26th, 2013 San Francisco Leadership Conference. Go back to your Chapter make a plan to get as much of your Board to the Conference as possible.
- 2015 location will be announced at 2013 Conference.
- Make sure your Chapter budget includes planned funds to be used for Leadership conference.
- Looking ahead at succession planning, the Leadership Conference is a great place to encourage those prospective continued NEWH board members to attend; they will bring so much back to your chapter.
- The Leadership Conference is not just for board members, it's for everyone you can invite people from your chapter to attend.
- Keynote speaker Chip Connelly
- You leave the conference inspired and energized.
- Chapter Presidents will be contact so that each chapter has a liaison to communicate correspondence about the conference so

that it filers down to their board.

- Budget approximately \$200 for registration, airfare expenses and lodging (\$165/night+tax). The chapter can vote on how many people should be sent, funds that will be used, etc. There is a non-member fee and a discount for early bird registration. Part of 2012 budget for attendee fees and plane tickets, 2013 budget would include hotel.
- Mark is putting together a budget information sheet for each board.
- There is a board meeting on the Thursday morning and a regional Tradeshow. Delegates would be reimbursed as normal for ½ of 2-nights based on double occupancy with another board member. If they'd like to stay for the Leadership conference they would need to pay for additional night, etc. on their own.
- Variety of airport options
- Grand Hyatt Union Square Leadership Conference location

VP/Sustainable Hospitality – DINA BELON | Sustainable Hospitality Adrienne Pumphery

Discussion:

- Holding online education session in 2012
- Sustainable conference will be held on opposite year of Leadership conference in January.
- Sustainable conference will be national, if your chapter is interested in hosting contact Dina.
- Working on helping chapters with creating plans, holding CEU events, Durette Candito will be running quarterly calls with chapters, please attend calls and Durette will liaison with chapters for additional support.
- Question about creating a map of chapter level sustainable directories, sustainable vendors within a 500 mile radius of the chapter. Chapters have shown interest in this, no chapters have completed this process, very time detailed. Chapters struggle with putting this together.
- January 14th, 2013 conference
- Sustainable chairs at chapter level are mostly holding one sustainable event per year, some do 3-4 events. Directors support entire committee to make sure all events are sustainable (no Styrofoam cups, using shuttles, etc.). We should have a sustainable focus on everything we do.
- Sunshine has 3 events scheduled for 2012 1.) Sustainable farm visit (family event), 2.) Education event with David Mahood as a speaker, 3.) Organic Brewery tour for Oktoberfest
- North Central Chapter tried to incorporate CEU events as many were looking for LEED credits. Hold community garden event.
- Las Vegas Chapter had a booth at local community event that lead to obtaining a LEED certified building tour and obtaining a Sustainable speaker, great way to get our name out to community and gain future contacts.
- South Florida Chapter has an individual from USGBC on board; they help sponsor events, sent our board members to speak at USGBC, nice mix.
- Dallas Chapter park opening, going to have a luncheon and green themed CEU
- Directors can get involved with the Sustainable Design Competition, judges are needed, and competition deadline is February 24. New competition will be launched this year. Reach out to students and educators with details about the competition.

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

Discussion:

- Chapters are doing great, some challenges in keeping students active within chapter after graduation.
- Some chapters are challenged by obtaining applicants.
- All scholarship directors please become familiarize with guidelines in the handbook. Go through point by point.
- Funds are distributed according to our bylaws to the school, never to the student, we are a 501 (c) (3) and need to follow the rules in place accordingly.
- Many students misunderstand if they have leftover funds, students assume that leftover funds can go directly to them, remind students of the process and rules in place.
- Funds are to reimburse for tuition, supplies, books, etc. Many schools adhere to our policy and will send the check back if there are unused funds.
- When awarding to senior students that are graduating if they do not have money in debt, the scholarship funds cannot be paid to them or to a debt that does not exist.
- Miscommunication with the student can create problems. Directors must send out student winning and non-winning letters and letter to school with the check. In the letter, it explains to the student what the money can be used for and that it has to go through the school.
- There is a diverse layout of the dates for scholarship deadlines; it is confusing in a community, NEWH program use to be standardized.
- The most successful model is to distribute applications/packets in January, application deadline end of March latest. Judge in April and announce winner(s). Hold Scholarship award ceremony in spring or fall. This will create an organization for educators and students so they scholarship funds can be utilized in summer/fall semester of following winter/spring semester.
- Beginning 2013, it is being suggested to have every chapter standardized to the above process to promote a clear process.
- Students should be shown respect and receive a letter for non-winners. Many times winning students receive a call but not a letter. Students need to receive the letter to incorporate clear communication so NEWH is organized and there is a clear presentation to the student.

- There have been several instances of checks not being tracked/cashed, letters not going out to everyone.
- What are the chances of the students showing for a fall event if they receive their check in the spring? Most students have already paid for spring semester and would want to use funds for fall. Some students go year round.
- Should not necessarily be tying the attendance to the chapter. Chapters should be offering something to the student, make them want to attend, the membership, networking, job opportunities, we need to reach out to students more and let them know of the benefits to their future.
- Questions about students traveling to an event, lodging, underage. There is a sample waiver (page 37) in the packet that protects your chapter if the student is traveling to your event, underage drinking, etc. Use waiver when bringing in students to a venue where there could be a risk. We have students that travel to NY and Las Vegas this was created to protect us.
- Dallas chapter opened up the scholarship process to the entire board. The first three applicants were in tears, the chapter worked through the process with the students, one of the students could've been pulled at any time from class due to lack of funding, that student invited NEWH board member to his graduation as his guest. We do make a big difference and all board members should get involved with the process it is a fulfilling and rewarding position to be in.
- Application judging is based on paperwork submitted and guidelines, some chapters interview via Skype, not all are always interviewed it can be narrowed down.
- Include scholarship stories on website, in magazine, on Facebook page; think about offering to bring a student to the Leadership conference to tell his story.
- When other students hear the personal stories, it encourages their involvement with the chapter.
- The interview process Dallas completes, you create a bond with the student when doing this, you encourage students to attend your events and become more involved.
- Be careful what you are asking of your students, do not ask them to travel far or spend their funds, use Skype/phone calls.
- Dallas started going to schools to talk, asked students what they know about NEWH, by doing so the chapter got students to network and get more involved. Chapter is expecting a huge application turnout.
- Scholarship competition, per outlined guidelines is your standard competition if you wish to do a design competition that is open only to interior designers; you can utilize your scholarship funds to orchestrate a program that would be separate from your regular scholarship competition. Needs to be set as a separate event for yearly activities.
- NEWH Inc. offers international scholarships let them know about ICON award, Sustainable Design Competition, D*SCOVER.
- Durkan has done D*SCOVER design competition for the past few years. Open to student and professional NEWH members. Chance to win \$2,000 from Durkan. Design competition, call for entries currently open. This is a great opportunity for professional designers who have lost their position; Durkan will bring winner to HD, great chance for winner to network and promote self.
- D*SCOVER deadline February 17th, 2012. Winning project becomes ENDOW/NEWH product
- Establish a chapter scholarship in someone's name/design firm, another way to obtain sponsor funds to create another scholarship, done in addition to chapter level scholarships.
- Encourage attendance for scholarship & education discipline calls. Offered in am and pm, we want to hear from everyone.
- There is no chapter minimum for scholarship amount, NEWH recommends awarding \$2,000, \$3,000, \$4,000 scholarships, if someone does not need as much or did not follow through on all requirements, etc. a lesser amount can be given. In name of scholarships can be in whatever determined amount.
- Part of the HOSPY awards live auction is named scholarships. Depends on economic situation. Named scholarship donor presents award to the student at scholarship awards ceremony, making it more personal. If the scholarship is a \$2,500 scholarship and the donor has provided \$1,200 the chapter provides the balance of funds.

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

Discussion:

- Brand is doing well, membership shows that marketing is working.
- Tradeshow moving well.
- Banners updated, trying to make more items available for purchase for chapters.
- TopID something new and is creating much interest. Many chapters have requested to purchase banner. Embrace TopID's idea. Based on not only how good the design work is but to boost our organization. Weave list into everything we do and into Leadership conference, call NEWH Inc. office to obtain banners.
- Coming year heavily focused on Leadership. Many efforts will be sent to chapters, we will be at Tradeshow, work with media partners, and come up with creative ways to pull people in.
- As we develop Leadership information, it will be the chapter's responsibility to help promote.
- We want people when they think about hospitality to think about NEWH, play up the Leadership conference that way and promote.
- Orlando Leadership conference there seemed to be confusion over if it was a Tradeshow or a Leadership conference. There is a better understanding now that you have an opportunity to do both that the 2-events are together.
- Make it clear what the booth opportunity will bring, continue your conversation promoting how they can continue their weekend along with great Leadership and networking.
- Sustainable Hospitality will be another effort area of support to help market Dina and her team, we want it to have its own brand and help market it with the alerting year.
- Power point created for membership drive, can add your logo. All the NEWH bullet points are in the power point, the program

sells itself, make sure you have good acoustics where utilizing.

- If you are having a Trade Show in your region there is a power point for that for the budget, set-up, etc. this will improve your attendance.
- Once you have the green light from Jena your chapter should start marketing it, use the power point ASAP.
- If your chapter has questions or areas of need to be worked on contact Trisha let her know your thoughts.
- **Questions:**
 - How do you talk about NEWH? This comes up frequently, do not be ashamed of what the name means, this is our name. Start with The Hospitality Network. Move into the positive things, different positions, programming/education, etc. explain scholarship. Tell them this started as a female organization, women helping women, explain the story, you do not have to elaborate. Make them realize how it is about meeting people, getting together, working towards scholarship. Remind people our legal name is NEWH.
 - Can say it is the Network of Executive Women in Hospitality but it's not solely for women, we have a lot of men, we give scholarships to men. Use your elevator cards or order online highlights our mission, vision and brief history.

Break Out Group Discussions

GROUP ONE

- Focus on membership.
- Speed Mentoring event: Student event to meet with board members and other members, students must be members to attend. Event has become very popular.
- Discussed having pizza party or ice cream social while students are in studio
- Have rep's bring items they sell
- Donation of excess fabrics for schools studio work
- Sundowner event to design hat or shoe work in groups with student on each team
- Having board members who are sale rep's with a group of people they sponsor for chapter events, sponsor a membership making individual NEWH ambassador for that design firm or purchasing company to help drive membership within group.
- Programming joint tour targeting non-hospitality individuals to attend, Bootleggers event, Taste of Sunshine cook off event, Hard Hat tour.
- Improvements, holding scholarship event later in the year, hold with another event or on its own, bring in a keynote speaker.
- Pulling in educators and students with Facebook/Twitter, find marketing person within schools to promote winning students.
- Discussed CEU events as breakfast/lunch for better attendance
- CEU concerns how to you get people to attend? Changing time, making it during lunch. Focus presentations around a LEED presentation. Hold wine and cheese sponsorship, history of wall covering.
- Adding a hyperlink to website for application
- Ways to differentiate non-members at events to encourage membership
- Focus on scholarship so everyone understands what we're doing; have past scholarship recipients come to speak at events.

Questions:

- Hard Hat tours how do they operate? On live construction site, part panel presentation in the beginning, tour with group through some of unfinished current construction areas then tour through completed guest rooms. Member and non-member and student fee to attend.
- Hard Hat and hotel tours are the best events to branch out your membership base, good target marketing.
- Check with Construction Company regarding waiver for tours.

GROUP TWO

- Talked a lot about board retention, found that adding a co-chair to programming, fundraising, etc. and delegate at the beginning each duty has been useful.
- Board buddies, buddy system. Bring a general member to each meeting to involve others and understand each area.
- Google docs to edit, store documents and Drop Box
- NEWH can provide chapters with a NEWH email address contact Diane or Shelia vs. using Gmail account for events, etc.
- Looking for unique events involving different categories such as culinary
- Trying to find unique hotels and involve local designers in community with a speech prior
- Member only events

Questions:

- Culinary students from one college have received over \$140,000 in scholarships and no one has ever been there. College keeps suggesting individuals to visit, with offers to cook for them, have lunch, etc. the location may be far away but we need to promote NEWH and support those students. It is important you support them not only financially. Do a career day. There are still many areas out there we still have not tapped.
- Some of the culinary institutes have their own restaurant in the school, nice way to take clients there. Easy way to encourage, touch base, gain membership.

GROUP THREE

- Best practices sheet put together with recommendations from chapters.
- High unemployment rate, architectural community in 65% of that rate.

-2012 goal how do we connect more individuals and obtain more sponsors
 -Vegas renaissance hospitality's lead in recovery. Idea is catching and growing. Picked twenty built/renovated venues that have changed/been created after the market crash. Vision will be shared and used with everything chapter creates/organizes. When we tell the story everyone gains interest and understands and feel interested in that vision. Looking at coming up with logo and branding idea/program.

Questions:

-Setting a goal for your chapter in the beginning of the year can make such a difference for everyone.
 -Everything goes back to how you tell a story, how you get the vision out and balance your board. We all need to choose the roll of supporting and encouraging each other.

GROUP FOUR

-Best practices sheet put together with recommendations from chapters.
 -High unemployment rate, architectural community in 65% of that rate.
 -2012 goal how do we connect more individuals and obtain more sponsors
 -Vegas renaissance hospitality's lead in recovery. Idea is catching and growing. Picked twenty built/renovated venues that have changed/been created after the market crash. Vision will be shared and used with everything chapter creates/organizes. When we tell the story everyone gains interest and understands and feel interested in that vision. Looking at coming up with logo and branding idea/program.

Questions:

-Setting a goal for your chapter in the beginning of the year can make such a difference for everyone.
 -Everything goes back to how you tell a story, how you get the vision out and balance your board. We all need to choose the roll of supporting and encouraging each other.

GROUP FIVE

-Trying to drive online profile through LinkedIn and Facebook to gain membership
 -Use college sites/students for additional Facebook posts
 -Purchasing program in a school, different aspect for student membership
 -Keeping board fresh and up-to-date and re-invent self
 -Student day, student involvement, brining events to students, Student Day

Questions:

-Comment on how amazing the Chair design competition has been and how it involves everyone.
 -Scholarship recipients judged the Chair design competition. Winners of the contest will be the judges of the next event. Need to have a synergy with the board where ideas can flow and create fresh ideas.
 -Is there a blog feature on the website to continue discussions about events and to connect with other chapters.
 -Would like to set up something new vs. using the forum, a new idea is being created to tie in a forum/blog into the new program, this will not take place for at least another 6-months. In the meantime, utilize discipline calls and current forum, view meeting reports, and reach out with a phone call.
 -Someone was interested in a golf event, the Toronto chapter responded with best practices rundown to help the other chapter.
 -Product Runway huge success for Greater New York chapter, idea originated from Atlantic City Chapter.
 -Reminder how important it is to schedule yourself so that you can attend the conference calls you can share in the success and difficulties other chapters present. 2012 schedule for calls has been released.
 -Participate in the conference calls is fabulous for NEWH and for you personally, you have the opportunity to know people across the country, you can pick up the phone and say I know someone in that city and that's good for your business.

GROUP SIX

-Marketing potential, bringing students to board meetings.
 -Consistency important, when holding membership drives so people know what's coming, have a point of reference throughout the year and provide value to events.
 -Verifying with new members how going to all of the events is valuable.
 -Bowling sponsors could distribute out one membership to a renewal/new membership to drive new membership.
 -Have a big event, and then fill in with small events with student focus to keep people coming around.
 -Programming touched on free exclusive events to members, used that to help promote membership; created joint events.
 -Cook off's and CEU's at Tradeshows (offer more CEU's in am and pm)
 -Bussing out to event to obtain more individuals in outlined areas
 -Chapter concerns member costs, some have cut membership cost to obtain membership vs. increasing due to economy that could provide hardship for chapter, bring back the value and increase cost so chapter stays successful.
 -Underwriting back to back events, finding sponsorship has been difficult.
 -Filling board positions, especially for the Sustainable chair.

Questions:

-To fill Sustainability slots you might want to reach out to Sustainable Chair at local University.
 -Back to Back events keep in mind to plan your calendar in advance so you're not taking on more than what you can accomplish and it's ok to cancel something if you don't receive the funding. Look at budgets make sure they are attainable.

GROUP SEVEN

- Full life cycle chapters with great success to loss in membership and having to rebuild chapter.
- Recognize San Francisco and what they have accomplished with their chapter in 2-years.
- San Francisco had a toxic personality within their group; they dealt with their issues successfully and are growing and moving forward. Great to see the current success vs. what could have been a great loss of a chapter.
- Greater New York Chapter use to be the premier chapter, when 9-11 hit the chapter fell as well, now it's been revamped and brought back to life with much success with 130 new members this year.
- Toasty Tuesday's have helped pull in membership with Greater New York; event is 3rd Tuesday of every month, casual and informal, meet at hotel in conjunction with design tour.
- Dallas has strong committees, not letting committees get too large was emphasized. Control length of meetings, stay focused.
- Meetings should have agenda, set start and finish time in order to retain people within their positions.
- Make sure you have the right people in the right places.
- RSVP online concern, Greater NY had some issues with this. Reach out to other chapters when issues arise as well as NEWH Inc. office, get to the bottom of the problem and keep open communication.

Questions:

-You are selling board positions to prospective members, you're selling for them to give up their time and work with NEWH, it's a hard sale and if there are a lot of in-house problems no one is going to want to become a part of NEWH. If being on your board is fun and exciting people will want to be on it. You're selling the opportunity for individuals to gain business skills, leadership skills, and connections and building a relationship, that's what we're about and that's what you need for your business.

Comments:

- Respect other people's time. Stick to your time for board meetings. Provide people with deadlines.
- Board Buddy program is great to incorporate, can track on excel worksheet, match up with individual, send them a welcome email with calendar, send them survey and include Board Buddy on email.
- Makes invite personal and makes person feel welcome, great way to pull committees together by using the continued list.
- Dallas has done some amazing rebuilding with their board; any chapter can do this and begin to grow again.
- If you're concerned about your chapter, call a successful chapter, read their board reports, share your ideas.
- Greater New York database not current, this has created a problem with events, currently trying to build database from scratch.
- With new server all attendee information will be gathered prior to checkout. NEWH is no better than our database. We pay .55 for every returned magazine. Send returned mail to NEWH Inc. If the chapter is using a separate database then many members will not receive magazines, emails, etc.
- When Jena contacts your chapter before your chapter it's imperative to work on your list the best you can. Email Shelia the contact lists to add updates. Our list is not shared with anyone. In our bylaws it's stated "NEWH information" and your private information is not shared in any way.
- If there are 3 bounces on your email the email is gone. People need to call Inc. office with changes or concerns so they stay current with in the database.
- Membership applications were changed last year to include business and personal emails. When we forward an email to someone and they unsubscribe it removes the original person off of the list (should provide a link for individual to view instead).
- New policy on Tradeshow invitations. Chapters are not combing through and updating list in time. When returned mail from the Tradeshow invites comes back, those charges will now be deducted from chapters Tradeshow profitability. If the chapter doesn't have time to go through the list and obtain meaningful mailing information they will be charged. Shelia will research the changed information and change it in the database however by the time it's corrected the individual will loose out on obtaining the Tradeshow information.
- For scholarship lists, people have a choice to choose to receive the scholarship information at home or at school. Often the list will come back with 6-10 people to be removed because they've requested to take the mail at home option, NEWH does not remove those individuals.
- When a new address/information is entered for an RSVP for an event that information can be updated for the database also.
- Take at least one idea that would work for your chapter, give it a try, and use each other to mentor and network and Julia will check in with you towards the end of the year to see how it went.

NEW BUSINESS

MOTION TO APPOINT DIRECTOR/SUSTAINABLE HOSPITALITY

Date: January 14, 2012

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: Andy Schaidler

VOTE COUNT:

YEA: 15 NAY: ABSTENTION:

STATUS OF MOTION:

Carried: Defeated:

- New Iphone app (first will be an Android version). Logo on top with banner, can add corporate partner logos. -Events tab will list all international leveled events within the week. If traveling you'll be able to RSVP for events, check local events, etc. An email address for help will pop up.
- There will be a Trade Show tab, will list upcoming shows, will have a contact for Jena, will have links for further info'
- Chapter list; each chapter will have an icon, each chapter will have it linked into what's going on with the chapter (basics will not cover full info' of what's on a chapter webpage).
- Info is formatted into an app it will not take you to the NEWH website.
- Resource Directory will list everything by company name with links to phone number, email address will be provided by a link with a form (we do not give out email addresses online so that our members do not receive extra spam).
- Membership directory not included, no login needed
- Contact for NEWH
- Link to go to the website
- Project close to completion; this will be a free app

-Email notes from brain storming session to:

Stacey@bermanpurchasing.com

-Return completed Code of Ethics forms to Nicole Crawford at NEWH Inc. office via mail, email or fax

Adjournment:

- Thank-you for attending, next Meeting May 14th at HD in Vegas
- Board reports due April 14th

Motion Number: 6

I, Judy Regan, move that the meeting be adjourned at

Motion seconded by: Dina Belon

VOTE COUNT:

YEA: 15 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

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

STEPS TO ACHIEVE GOALS

1. 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
2. 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
3. Conduct Conference calls with Chapter's Boards as required regarding issues that may arise, provide feedback and suggestions for resolutions if required.
4. Conduct quarterly conference calls with Chapter President's and VP's 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.
5. Work with Chapters and the organization of their boards, suggestion succession planning opportunities and other options for the continual growth of their boards.
6. Provide agenda and conduct bi-monthly conference calls with EC.
7. 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.
8. Help board members and committees to focus on fewer goals and projects allowing for greater success

LONG TERM GOALS FOR THIS POSITION

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

OTHER REPORT ITEMS

We have an exciting year ahead with numerous opportuni-

ties 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.

- I am very excited to congratulate Mark Huntsinger, Philip Byrne and the committee members working diligently on the Leadership Conference. I will let Mark tell you all about it, but he has done an amazing job preparing a very interesting program schedule. I think our time in San Francisco is going to be a huge success. Thank you for all of your efforts.
- We are presenting today our Media Partnership package for your review. This package will be a specific type of partnership where our media friends can participate and reciprocate with NEWH on a much more sophisticated level. Please spread the word to your media outlets about this opportunity.
- The EC has had a very successful strategic planning session at the Milliken Guesthouse in Spartanburg. With the support Milliken and Trudy Craven, we have reviewed the goals and processes of NEWH to help us all focus on our priorities and success of the organization. We have taken away that NEWH has a tremendous amount of success and that we need to continue to build, grow and challenge our successful ventures before we implement new ones. Helen and I will be introducing procedures for implementing new initiatives, which will help us test the viability and strength of them before we commit time and energy into a new program.
- NEWH will partner with HD Asia in Hong Kong in June. Shelia and I have been invited to attend the HD Asia program where we may have the opportunity of expanding the reach of NEWH globally into the Asian market. Our trip will be to research the possibility and viability of a chapter in Hong Kong and solicit support from the design community there.
- Communication – I would like to stress the importance of communication and the overlap of board director positions. So many positions touch each other in some way where the expertise of another director may be invaluable to your success. Please reach out to each other, particularly our marketing and sustainable teams who have a great impact on all of our events and programs.
- Thank you all for your continued efforts on behalf of NEWH!

As always, I am here to help with anything you may need, please feel free to contact me anytime.

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.

2012 GOALS

- Record minutes in a timely matter from EC Conference Calls
- Draft Board meeting minutes/highlights in synopsis form to be sent to all Directors within 2 weeks of meetings
- Communicate with Chapter Secretaries the importance of getting their reports in timely

STEPS TO ACHIEVE GOALS

- Compile minutes from EC Conference Calls, EC Board Meetings, EC Wrap up meetings even if draft form within two weeks of such event to better keep those who are not in at-

tendance aware of current discussions

- Attend and facilitate quarterly discipline calls with Secretaries and Treasurers

REVIEW OF GOALS

- Typically, EC conference call minutes are sent out within 2 days of the calls.
- Since the start of 2012, we have held two conference calls for Secretaries and Treasurers. Both were very informative. We will hold two more during the year.

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	In person	Webinar	Webinar	In person
ATLANTA			In person 3/14/2009			In Person 3/10/2012	Webinar	Webinar	In person	Webinar
ATLANTIC CITY		In person 3/1/2008		Webinar 12/6/2010		In Person 2/25/2012	Webinar	In person	Webinar	Webinar
CHICAGO	In person 2/2007	In person 1/2008		In person 10/23/2010		Webinar	In person	Webinar	Webinar	In person
DALLAS		In person 1/26/2008		In person 10/8/2010		Webinar	In person	Webinar	Webinar	In person
HOUSTON				In person 10/7/2010		Webinar	In person	Webinar	Webinar	In person
LAS VEGAS		In person 8/16/2008		Webinar 8/3/2010		In Person 1/28/2012	Webinar	In person	Webinar	Webinar
LOS ANGELES	In person 2007			In person 1/30/2010		Webinar	In person	Webinar	Webinar	In person
NEW YORK	In person 2007			Webinar 2/27/2010		In Person 2/11/2012	Webinar	In person	Webinar	Webinar
NORTH CAROLINA				Webinar 6/30/2010		Webinar 4/26/2012	Webinar	Webinar	In person	Webinar
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 12/3.2011	Webinar	Webinar	In person	Webinar	Webinar
ORANGE COUNTY				In person 9/28/2010		Webinar	In person	Webinar	Webinar	In person
ROCKY MOUNTAIN				In person 2/5/2010		Webinar	In person	Webinar	Webinar	In person
SAN DIEGO				In person 9/28/2010		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 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

NEWH BOARD TRAINING SCHEDULE

Shaded = training occurred or is scheduled	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
VANCOUVER				Webinar 2/10/2010		Webinar 3/6/2012	Webinar	In person	Webinar	Webinar
VIRGINIA			In person 3/28/2009			In person	Webinar	Webinar	In person	Webinar
WASH DC	In person 2007		Webinar 10/22/2009			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
Atlanta	Yes	Yes												
Atlantic City	Yes	Yes	Yes											
Chicago	Yes	Yes	Yes											
Dallas	Yes	Yes											Yes	
Houston	Yes	Yes												
Las Vegas	Yes	Yes												
Los Angeles	Yes	Yes	Yes	Yes									Yes	
New York	Yes												Yes	
North Central	Yes	Yes	Yes										Yes	Yes
Northwest	Yes	Yes	Yes	Yes									Yes	
Rocky Mountain	Yes	Yes	Yes											
S. Florida	Yes													
San Francisco Bay	Yes	Yes	Yes										Yes	Yes
Sunshine	Yes	Yes											Yes	
Toronto	Yes	Yes	Yes											
United Kingdom	Yes		Yes											
Washington, DC													Yes	Yes
Regional Groups														
North Carolina														
Orange County														
San Diego														
Vancouver	Yes													
Virginia														

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

1. Continue to maintain balanced budget;
2. Review actual income and expenses throughout the year;
3. Report overview at BoD meetings

STEPS TO ACHIEVE GOALS

1. Participate in conference calls with chapter treasurers and others, as needed;
2. Participate in budget discussions of each discipline;
3. Work with NEWH, Inc. staff to develop cost picture and present to EC

LONG TERM GOALS FOR THIS POSITION

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

Committee.

OTHER REPORT ITEMS

1. Continue monitoring chapter QuickBooks compliance
2. I am happy to report that the majority of our chapters are banking with 1st Enterprise Bank and all are using QuickBooks on line banking.
3. We had a nice turnout for our quarterly conference calls...would still like to hear from more chapters, but you all know that you can contact me or Julie B or Julie H in the NEWH office for assistance or to have any questions you may have attended to.
4. We renewed our CD for a 3-month period because of the dropping interest rates. We are waiting to catch a higher rate before locking in for 12 months.

BANK BALANCES

account balances as of 4/30/2012

General	\$ 391,942.76
Scholarship	75,350.65
Money Market	21,054.67
Long Term Reserve Account	100,000.00
Cash Reserve Account	50,000.00
CD	100,000.00
NEWH, Inc. acct in Canada	7,152.66

Chapter	Annual Budget Rec'd	Statement from Bank	Labeling o/s and deposits	Updated Signature Cards	Current on tax matters for 2011	2011 Fundraising Remittance	2011 to date Fund-raising %***	2011 Monies Transferred to Scholarship Acct	2012 Fundraising Remittance	2012 to date Fund-raising %***	2012 Monies Transferred to Scholarship Acct	Checking Bal	Date	Scholarship Bal	Date	CD	Date
Arizona	X	X	X	X	X	Yes	79%	-	N/A	0%	3,290.07	3,489.75	4/30/12	3,066.07	4/30/12		
Atlanta	X	X	X	X	X	invoiced	45%	17,341.05	N/A	0%	-	12,649.78	4/30/12	5,623.28	4/30/12		
Atlantic City	X	X	X	X	X	0	0%	-	N/A	0%	-	18,443.28	4/30/12	2,536.74	4/30/12		
Chicago	X	X	X	X	X	Yes	64%	5,900.00	need info	0%	41,896.47	51,048.80	3/31/12	49,000.19	3/31/12	11,627.31	3/31/12
Dallas	X	X	X	X	X	Yes	47%	27,100.00	N/A	0%	-	20,681.68	3/31/12	53,868.30	3/31/12		
Houston	X	X	X	X	X	invoiced	68%	900.00	N/A	0%	-	10,535.73	3/31/12	5,067.17	3/31/12		
Las Vegas	X	X	X	X	X	Yes	24%	-	N/A	0%	38,036.51	35,572.60	4/30/12	59,073.76	4/30/12	52,295.96	3/4/12
Los Angeles Founding	X	X	X	X	X	Yes	0%	110,284.71	N/A	0%	8,541.58	77,003.43	4/30/12	130,447.40	4/30/12		
NEWH, Canada, Inc.												31,140.53	12/30/11				
New York	X	X	X	X	X	Yes	60%	5,000.00	N/A	0%	40,000.00	43,429.53	4/30/12	43,838.56	4/30/12		
North Central	X	X	X	X	X	N/A	0%	9,600.00	N/A	0%	-	13,921.16	4/30/12	16,397.68	4/30/12		
Northwest	X	X	X	X	X	0	0%	100.00	N/A	0%	7,000.00	25,256.18	4/30/12	13,692.98	4/30/12		
Rocky Mountain	X	X	X	X	X	Yes	17%	13,272.08	N/A	0%	-	14,592.11	4/30/12	10,442.02	4/30/12		
San Francisco Bay Area	X	X	X	X	X	Yes	47%	9,758.32	N/A	0%	-	25,740.76	4/30/12	9,974.64	4/30/12		
South Florida	X	X	X	X	X	invoiced	35%	-	N/A	0%	-	28,253.29	4/30/12	23,884.27	4/30/12		
Sunshine	X	X	X	X	X	Yes	16%	22,339.28	N/A	0%	200.00	41,673.15	4/30/12	28,722.90	4/30/12		
Toronto	X	X					41%	-	N/A	0%	-	15,304.43	3/30/12	27,502.39	3/30/12		
United Kingdom																	
Washington DC Metro	X	X	X	X	X	Yes	49%	335.00	N/A	0%	-	113,342.62	4/30/12	21,842.60	4/30/12	40,093.59	4/30/12
<u>Regional Groups</u>																	
North Carolina														-	4/30/12		
Orange County														15,043.19	4/30/12		
San Diego																	
Vancouver														8,594.46	4/30/12		
Virginia												391,942.76	4/30/12				
NEWH, Inc.- Checking												75,350.65	4/30/12				
NEWH, Inc.- Scholarship												21,054.67	4/30/12				
NEWH, Inc.- Money Market												100,000.00	4/30/12				
NEWH, Inc.- Long-Term Reserve												50,000.00	4/30/12				
NEWH, Inc.- Checking Reserve												100,000.00	4/30/12				
NEWH, Inc.- CD												100,000.00	4/30/12				
NEWH, Inc.- Toronto	X	X	X	X	X	N/A	N/A	N/A	N/A	N/A	N/A	7,152.66	11/30/10				

2012 BUDGET

	INCOME	EXPENSE
President	-	900.26
President Elect	-	-
Past President	-	2,688.51
Executive Adviser	-	525.27
Secretary	-	220.15
Board Training	-	4,802.46
Vice President Finance	-	416.86
Travel / Delegate	-	2,428.63
Vice President/Education	-	401.80
Scholarship	310.00	563.23
Continuing Education	10,000.00	64.18
Sustainable Scholarship	6,666.66	15,000.00
ICON Scholarship	-	904.59
Vendor Scholarship	3,000.00	3,175.42
VP/Membership	-	1,590.47
Membership	137,080.25	78,710.00
Expansion	-	-
VP/Development	-	771.06
Corporate Partner Development	244,375.00	7,377.95
Fundraising	40,969.25	395.00
VP/Marketing	-	730.74
Marketing	-	1,451.25
Internet Communications	-	594.50

Public Relations	-	773.86
NEWH Magazine	31,500.00	4,081.55
NEWH Awards	-	-
VP/Events	-	346.60
Tradeshows/USA	-	6,981.53
Tradeshows/other	-	-
Tradeshows/Regional	364,144.00	173,454.43
NEWH Nat'l/Leadership Conference	-	2,104.60
VP/Sustainability	-	1,023.00
Sustainable Conference	1,990.00	2,340.25
Sustainable Hospitality	65.00	3,218.61
Administration	1,225.00	207,883.69
NEWH Governing Board Mtg.	-	4,946.02
Website	6,765.00	21,081.68
Publications	-	2,688.18
Reimbursable	112,782.29	89,091.25
Reserve Acct.	-	21,000.00
Bank/Credit Card	-	4,136.00
Totals	\$ 930,220.83	\$ 731,490.98

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, 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 to form exploratory committee to redefine NEWH mission and goals as a provider organization for continuing education.

STEPS TO ACHIEVE GOALS

- ICON OF the INDUSTRY**
Our 2011 ICON of the Industry, Harvey Nudelman will be honored at the Platinum Circle Awards with the presentation of a \$3500 scholarship to the runner up in our ICON of the Industry Scholarship competition:
Kyi Gyaw, Senior, Master of Fine Arts, Savannah College of Art and Design, Savannah, GA.
- 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**. One additional sponsorship opportunity is open for this competition. Companies who are committed to sustainability and are interested in sponsoring should contact Lynda Sullivan at [lsullivanjlf@yahoo.com]

This year's competition - "**The Sustainable Guest Experience**" has concluded. Finalists' projects were submitted to our guest judges for selection of the winners of our awards. This year's guest judges were:

Lora Spran, LEED AP

Walt Disney World Company
Design Manager

Deidre Schwartz, LEED AP, ASID

Director | Design & Development
American Hotel Register Company

Christine Geronaga, LEED Green Associate

Gensler – Newport Beach

Award of these scholarships will be made at HD Expo Green Luncheon. Winners selected by our judges:

\$5000 Award for Undergraduate Project Submittal:

Brittany Swingley, Senior major in Interior Design, The Art Institute – Las Vegas, NV

Project title: LOCAL

Additionally a \$5000 Award goes to the interior design program at Art Institute Las Vegas

\$5000 Award for Graduate Project Submittal:

Nitya Krishnan, Masters in Professional Studies, Sustainable Interior, New York School of Interior Design. Nitya holds a Bachelors Degree in Architecture.

Project title: KRANINA ECO RESORT

- 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 July 2012.

- **Fabricut FR One \$3000 Scholarship** will be presented at Platinum Circle to Elizabeth Duncan
University of Nevada, Las Vegas
School of Architecture
- **Education** – An initial call is set for Friday April 20th with members from the EC, Director of Continuing Education and Director of Scholarship. Changes initiated by IDCEC with regard to it's relationship with NEWH as an associate member organization necessitates a redefinition of our goals and approach to providing the NEWH unique brand of hospitality related CEU's.
- **Discipline Calls:** Discipline calls have been set and implemented per predetermined calendar of quarterly discipline calls respectively for BOD Directors' Scholarship and Educa-

tion 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

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

1. Transition into the position of VP of Education and find a suitable candidate for the Director of Scholarship position on the Board of Directors
2. 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
3. Communicate with and support chapter scholarship directors
4. Continue updating the Chapter Board Manual for inclusion of additional criteria on types of scholarships and relevance of the sample letters.
5. On going review and update of scholarship information for the website
6. Assist with developing criteria and implementing the 2012/2013 Sustainable Hospitality Design Competition. Packets to be sent to the schools by July of 2012 so that the design program instructors will have more time to incorporate the projects into the fall curriculum as class projects

1. Attend bimonthly EC calls and work with the VP of Education to facilitate the transition
2. Research qualifications of and interest on the part of the Chapter Scholarship Directors, to be considered for the Director of Scholarship.
3. Facilitate quarterly conference calls with Chapter Scholarship Directors, as well as participate in quarterly Education calls with the VP of Education and Director of Education
4. 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
5. See VP of Education's report for the ICON of Industry and Sustainable Design Competition scholarship results

LONG TERM GOALS FOR THIS POSITION

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

STEPS TO ACHIEVE GOALS

SCHOLARSHIP AWARD REPORT

Chapter	2012	total # of awards	Total Given
Arizona	0	82	65,750.00
Atlanta	12,750.00	104	179,130.00
Atlantic City	0	2	3,000.00
Chicago	0	69	137,000.00
Dallas	0	115	195,000.00
Houston	8,000.00	82	77,500.00
Las Vegas	18,000.00	112	254,100.00
Los Angeles Founding Chapter	0	283	563,950.00
New York	0	182	408,500.00
North Central	0	25	28,500.00

Northwest	0	23	35,500.00
Orange County (Southern Counties)	0	55	53,700.00
Rocky Mountain	4,000.00	28	48,200.00
South Florida	10,000.00	69	104,500.00
San Diego			
Sunshine	6,000.00	50	127,000.00
Toronto	0	23	CAD 41,000.00
United Kingdom	4,500.00	4	GBP 7,000.00
Virginia	0	8	16,500.00
Washington DC Metropolitan	0	81	185,300.00
New England	0	26	18,950.00
NEWH ICON of Industry	3,500.00	15	60,500.00
Sustainable Design Competition/Student	10,000.00	7	35,000.00
Sustainable Design Competition/School	5,000.00	6	30,000.00
Vendor	3,000.00	7	21,500.00
TOTALS	84,750.00	1,458	2,704,080.00

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.

2012 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 DeBartolo 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 of Membership, and Lee Brotsker, Director of Expansion, Conference Calls have been slated quarterly with the Chapters.
- NEWH has 18 active Chapters and 5 major Regional Groups: North Carolina, Orange County, San Diego, Vancouver and Virginia
- Reviewing and updating the Job Description for VP of Membership, Director of Expansion and Director of Membership
- NEWH Inc will have a Complimentary Continental Breakfast for our Regional Members at the booth during the HD Expo. This year the breakfast will be on Wednesday morning.

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	2011 Year End		2012 to date		% of Change since January Meeting does not include students	2012 non renewals		2012 new members/ past returning		voting members	non voting	students
	2011 Year End w/ Students	2012 to date w/ Students	2012 to date w/ Students	2012 to date w/ Students		2012 non renewals	2012 non renewals	2012 new members/ past returning	2012 new members/ past returning			
	Students are not reflected											
Arizona	58	62	58	64	0%	11	19.0%	16	27.6%	42	16	6
Atlanta	269	292	240	287	-11%	65	24.2%	54	22.5%	202	38	47
Atlantic City/Philadelphia	62	68	53	62	-15%	15	24.2%	11	20.8%	47	6	9
At Large	40	45	31	36	-23%	17	42.5%	11	35.5%	27	4	5
Chicago	264	312	192	260	-27%	87	33.0%	24	12.5%	129	63	68
Dallas	289	395	260	387	-10%	74	25.6%	58	22.3%	215	45	127
Houston	179	250	139	248	-22%	49	27.4%	14	10.1%	91	48	109
Las Vegas	132	165	104	152	-21%	40	30.3%	14	13.5%	69	35	48
Los Angeles Founding	278	315	208	252	-25%	78	28.1%	39	18.8%	163	45	44
New York	335	494	276	447	-18%	97	29.0%	66	23.9%	189	87	171
North Carolina Region	41	47	35	42	-15%	9	22.0%	6	17.1%	31	4	7
North Central	139	236	104	238	-25%	35	25.2%	10	9.6%	58	46	134
Northwest	122	139	118	143	-3%	25	20.5%	21	17.8%	93	25	25
Orange County Region	74	95	13	13	-82%	0	0.0%	7	53.8%	13	0	0
Rocky Mountain	106	116	92	121	-13%	27	25.5%	18	19.6%	77	15	29
San Diego Region	0	0	17	32		14		2	11.8%	11	6	15
San Francisco Bay	101	133	101	150	0%	20	19.8%	24	23.8%	84	17	49
South Florida	193	239	119	182	-38%	66	34.2%	11	9.2%	77	42	63
Sunshine	215	286	195	237	-9%	70	32.6%	24	12.3%	146	49	42
Toronto	102	122	100	131	-2%	22	21.6%	23	23.0%	82	18	31
United Kingdom	59	60	51	52	-14%	13	22.0%	21	41.2%	49	2	1
Vancouver Region	48	89	40	96	-17%	13	27.1%	6	15.0%	31	9	56
Virginia Region	32	46	28	42	-13%	1	3.1%	3	10.7%	21	7	14
Washington DC Metro	182	251	189	251	4%	63	34.6%	31	16.4%	131	58	62

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	2012 Projections	Regional Area	2012	2011	2010	2012 Projections
Indiana Region	2	2	1	0	New Mexico	0	0	1	0
Kansas	1	0	0	0	Ohio Region	5	3	1	0
Memphis/Mid-South	6	4	2	0	Oklahoma Region	4	3	2	0
Michigan Region	2	3	2	0	Pennsylvania Region	0	2	1	0
Missouri Region	0	0	1	0	San Antonio Region	0	0	1	0
New England Region	14	13	20	0	South Carolina Region	1	2	1	0
					Wisconsin Region	0	0	1	0

VP/DEVELOPMENT

CYNTHIA GUTHRIE

Job Purpose

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

2012 GOALS

1. Broaden scope of sponsorship programs to incorporate other types of sponsorships categories
2. Assess past silent auctions to seek areas for improvement and develop additional auctions at new events.
3. Develop a saleable product promoting NEWH as a method for fundraising thru chapter levels.
4. Work with Endow NEWH program to help facilitate the further implementation of this program and write minimum of 5 contract for 2012

STEPS TO ACHIEVE GOALS

1. To broaden scope of sponsors – presently working on categories to target & benefits that would entice these sponsors outside of the Corporate Partnership program
2. 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.
3. Review potential items that would generate funds for NEWH, Inc while promoting sponsors in various programs.

LONG TERM GOALS FOR THIS POSITION

1. Develop Standards and Best Practices for this position
2. Develop forecasts for sponsorships 1 to 5 years.

OTHER REPORT ITEMS

1. Endow NEWH – commitments from Durkan, Electric Mirror & RBF/Beverly. Anita Degen will provide update/status of this program.
2. Fundraising – Janice Marko worked to bring us an exciting Live and Silent Auction at HD Expo. Thank you Janice for all the hard work. There will be a live auction – time & date to be confirmed. Please inform people prior and during the show to attend these auctions.

3. Janice Marko is working on a new way to generate income for chapters and NEWH Inc. with TEXT donations. Janice will re-report the details.
4. Corporate Partners – Cynthia Milow continues to work hard for explore new CP's. I look forward to working with her to develop new segments for CPs as well.
5. Exciting news – Cynthia Milow will announce new corporate partners. Please be sure to thank them and tell your chapter the news.
6. As you attend the show, please thank each of the Corporate Partners.
7. 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.
8. Once again, I wanted to take this opportunity to 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.

In the past, we would receive 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 discipline calls, we stress to those who attend, they need to bring this information back to their chapters. The good news – we have not received complaints so keep up the great work for our Corporate Partners and thank you...it really makes a difference.

CORPORATE DEVELOPMENT

CYNTHIA MILOW

Job Purpose

- Seek International Corporate relationships/partnerships

2012 GOALS

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

STEPS TO ACHIEVE GOALS

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

LONG TERM GOALS FOR THIS POSITION

1. Expand our corporate partner program , rather than going back to the same feeding ground.
2. The tradeshow are one of the biggest “selling” points of partnership, expand on that program.
3. Engage the Hotel Corporations and Management Companies, who benefit from all our networking

OTHER REPORT ITEMS

1. Interest from the furnishings community is picking up, folks feeling stronger financially and looking for a marketing/networking edge. The OS&E community interest continues to grow, we are now fielding questions monthly regarding how to get involved and who to contact.
2. The October Trade Show in Dallas has a booth allowance for OS&E vendors for the first time. We will distribute the names of the successful booth vendors as identified.

2012 CORPORATE PARTNER LIST	level	partner since
Durkan Hospitality	Benefactor	1995
KOHLER Company	Benefactor	2012
ULSTER	Benefactor	2003
American Leather	Patron	2008
Fabricut Contract/S. Harris	Patron	2004
Hospitality Design Group/Nielsen Business Media	Patron	2001
Milliken Hospitality	Patron	1996
American Atelier, Inc.	Supporting	2011
B Carpet	Supporting	2001
Electric Mirror	Supporting	2008
Fabric Innovations	Supporting	2011
Hunter Douglas Hospitality	Supporting	2010
Installation Service Group	Supporting	2010
Karndean International	Supporting	2011
Lexmark Carpet Mills	Supporting	2008
Lily Jack	Supporting	2011
MTE North America, Inc.	Supporting	2012
Mandy Li Collection	Supporting	2011
NLP Furniture Industries, Inc.	Supporting	2005
P/Kaufmann Contract	Supporting	2011
RBF Group	Supporting	2010

Serta International	Supporting	2005
Séura Incorporated	Supporting	2012
Shelby Williams	Supporting	2011
Signature Hospitality Carpet	Supporting	2005
Summer Classics Contract	Supporting	2011
Tropitone Furniture Company	Supporting	2012
Vaughn Benz	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.

2012 GOALS

1. Silent/Live Auctions

- Continue to improve Silent Auctions held in conjunction with HD Expo (*Las Vegas*).
- We raised \$2,687.00 at the live at HD Boutique 2011 and \$4667.00 with the on-line auction.
- 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 and auction.

1. Steps to Achieve Goals

- Target specific vendors for items desired at auction.
- Changed Auction Company to PAC for both the silent and live auction. Steve Godfryd has been given very specific guidelines on how to conduct the auction. If this location is successful we will negotiate early for the same space next year and a similar location at HD boutique.
- 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.
- 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

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.

INTERNET COMMUNICATIONS

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

PUBLIC RELATIONS

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.

2012 GOALS

1. Provide Chapters with a stronger understanding of 'what are public relations'.
2. Provide clearer understanding to Chapters that public relations is their local Chapter responsibility for their local Chapter and most Chapter local events.
3. Encourage Chapters to plan their marketing and promotion and public relations farther in advance of each event.
4. Provide guidance and ideas to Chapters on where and how to find local media contacts in their local metro areas, and how to use those contacts for public relations of their Chapter events.
5. Encourage Chapter's Internet Communications chair to

share all their event promotion information with the Chapter's PR or Marketing chair if that is a different person.

6. Encourage Chapters to share all their important event promotion information regularly with the INC office and NEWH Magazine in order for it to be included in regional, national, and international articles, postings, e-blasts, etc.
7. Remind Chapters to work with and thru the INC office on promoting all Regional Trade Shows and all national events happening in their Chapter's city.
8. Continue a dialog in the IBOD and EC and INC office on developing appropriate guidelines and fees to Chapters for using outside paid marketing and public relations services for important future local Chapter events.

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.

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.

VP/EVENTS

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
- Plan to allocate RTS for 2013 to ensure continuity + success of

shows

- 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 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

- Develop strategies for improving RTS experience for vendors + attendees
- Develop opportunities for International trade shows

OTHER REPORTED ITEMS

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

2013 leadership conference Jan 25-26th San Francisco is planned, Sponsorship opportunities are now being made available. Individuals wishing to be involved should contact Mark or me.

Regional Tradeshows:

To date this year we have held trade shows in Houston, DC, Atlanta with

- New York June 22nd
- Denver August 9th
- Dallas October
- Still to come

The RTS program for 2013 is as follows:

San Francisco	Jan 24 th
Orlando	March 5 th
Chicago	April
L.A.	August
North Central (Minneapolis)	Early October
North West (Seattle)	Late October

2014 – A number of chapters have expressed interest in hosting a RTS, whilst we have not issued an official ‘call out’ to chapters, our assessment is that there again will be 6 RTS during 2014.

Many thanks to all those at NEWH Inc, chapter volunteers and board members that assisted greatly in the continued success of the RTS.

Steps to Achieve Goals

Consistent interaction with Director of Sustainability; assure success through coordination of duties/roles

A 2012 Strategy Session to help define future goals (HD Expo- meeting)

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

Subcommittees Organization and Goals:

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.

Committee	Areas of Responsibility	Committee Leader	Team	Probable Time Commitment / Month (avg.)
Marketing Committee	Website / Social Networking (Carly) Public Relations / Alliances Articles (Rachel) SH Conference (Jan. 2014)	Adrienne Pumphrey	Carly Cannell Rachel Long Helen Reed CC: Trisha Poole	Leader: 5-10 Hrs Team Member: 2-5 Hrs
Fundraising Committee	Operating Budget Sustainable Scholarships Awarded 2012 (Chris) Sustainable Design Scholarship program development for 2013 Online Auctions (Lynda) Sponsorships	Dina Belon	Lynda Sullivan Denise Scalfani Chris Wasmer	Leader: 5 Hrs Team Member: 2-5 Hrs
Directory Committee	Directory Application Questionnaire Application reviewed Revenue from Directory membership Directory Membership Drive	Sharry Cooper	David Mahood Jeanne Varney Stephen Mathews	Leader: 5-10 (May increase as needed) Team Member: twice a year 5-10 hours
Events & Forums Committee	Committee Calendar Green Voice HD Las Vegas (May 2012) Webinar (Sept. 2012) Leadership Conf. (Jan. 2013) SH Conference (Jan. 2014) Speaking engagement Invitations & Proposals	Gary Golla	Lynda Sullivan Rachel Long David Mahood	Leader: 5-8 Hrs Team Member: 5 Hrs (time will be focused around events)
Managing Sustainable Chapter Directors	Communication with Sustainable Chapter Directors Engagement with Sustainable Chapter Directors Commitment and Partnership with NEWH regional events	Lora Spran	NEWH Sustainable Hospitality Chapter Directors	Leader: 5 Hrs

SUSTAINABLE HOSPITALITY COMMITTEE OBJECTIVES FOR 2012:

Sustainable Hospitality Webinars – date in September (Gary Golla)

Assist HD with Sustainable Sessions at HD Las Vegas – Branded as NEWH Green Voice (David Mahood)

Increase SH directory participation (Sharry Cooper)

Continue NEWH Magazine SH article in every issue (Rachel Long)

Improve Sustainable Directors engagement and number of SD's in the chapters (Lora Spran)

Contribute to the (2) NEWH on-line auctions (Lynda Sullivan)

Award the Sustainable Hospitality Scholarship (Chris Wasmer)

Improve the SH website and social media presence – adding LinkedIn

and Twitter. (Adrienne Pumphrey)

Assist the international board with Sustainable CEU options for Chapters to utilize (Dina Belon)

Assist the international board Events committee with Sustainable educational sessions at the Leadership Conference (Gary Golla)

REPORT ON 2012 ACTIVITIES THUS FAR:

EVENTS SUB-COMMITTEE:

Planning for a series of webinars on sustainable topics to be held in September 2012

Planning for the NEWH Green Voice sessions at Hospitality Design Expo in Las Vegas May 15th – 17th, 2012. Sessions are:

The Green Voice is the reimagined Green Day, integrating the sustainably focused conference sessions and events throughout the dates of the conference, so you don't have to come a day early to be involved. NEWH has been working with Hospitality Design Expo to implement this new sustainable event for the 2012 Las Vegas conference.

NEWH presents Green Voice, a fresh approach from sustainable leaders with great ideas, products, design and tangible business results. NEWH invites the design and development community, hospitality industry professionals, event & meeting planners and sustainable partners who are looking to gain further insight, promote and build strong business relationships to attend these sessions and luncheon.

The premier Green Voice event at the HD Expo is the NEWH Student Sustainable Design Competition winner award luncheon along with the Expert Green Panel discussion. You won't want to miss it. In Addition NEWH will hold (4) four 30 minute one-on-one interviews on the expo floor with experts in sustainability during Tuesday and Wednesday, in a wonderful interactive environment.

To put these sessions on your schedule, please go to www.hdexpo.com

The Green Voice Sessions:

Green Conversations with the Experts: What are We Teaching Our Students and What Can They Teach Us? (Free session)

Date: Tue. May 15

Time: 10:30 am - 11:00 am

Speaker(s):

Clifford Tuttle, ASID, LEED®AP, NEWH senior vice president, Forrest Perkins

Jeanne Varney lecturer faculty, school of hotel administration, Cornell University

Cliff Tuttle interviews Jeanne Varney on the showroom floor in an informal setting. Audience participation and questions are encouraged.

NEWH Student Scholarship Awards Luncheon & Green Panel Discussion by the Experts (Pre-Registration Required)

Date: Tue. May 15

Time: 12:00 pm - 1:30 pm

Speaker(s):

David Mahood principal, Olive Hospitality Consulting | Olive Designs
Herve Houdre regional director of operations & general manager, InterContinental New York Barclay

Jeanne Varney lecturer faculty, school of hotel administration, Cornell University

Kathryn Fernholz executive director, Dovetail Partners, Inc.

Susan Inglis founder, From the Mountain

Due to the enormity of our industry, all future growth must be measured by sustainable principles. How do we pursue sustainable principles within this large framework? It is critical that we begin to interlink the many factors affecting hospitality practices. From design to procurement to consumer and owner responsibility, this panel will channel these diverse influences on hospitality into an interconnected approach to sustainability. Bringing in experts from the field of wood, land management and policy, international trade and product certifi-

cations, hotel management and operations, and education will yield varying perspectives on how sustainable practices are impacting the industry. Scholarship sponsors are: JL Furnishings and Valley Forge Fabrics.

presented by NEWH Inc. the Hospitality Industry Network .1 CEU; 1.0 LU

Green Conversations with the Experts: Where Does Your Wood Come from and Why it Matters (free session)

Date: Tue. May. 15

Time: 2:30 pm - 3:00 pm

Speaker(s):

David Mahood principal, Olive Hospitality Consulting | Olive Designs
Kathryn Fernholz executive director, Dovetail Partners, Inc.

David Mahood interviews Kathryn Fernholz on the showroom floor in an informal setting. Audience participation and questions are encouraged.

Sponsored by: JLF lone meadow

Green Conversations with the Experts: One Hotel Can Change the World (free session)

Date: Wed. May. 16

Time: 10:30 am - 11:00 am

Speaker(s):

Gary Golla, AIA senior architect, SERA Architects

Herve Houdre regional director of operations & general manager, InterContinental New York Barclay

Gary Golla interviews Hervé Houdré on the showroom floor in an informal setting. Audience participation and questions are encouraged

Green Conversations with the Experts: Materials Matter (free session)

Date: Wed. May. 16

Time: 2:30 pm - 3:00 pm

Speaker(s):

Jillian VanDresser principal, VanDresser Company

Susan Inglis founder, From the Mountain

Jillian VanDresser interviews Susan Inglis on the showroom floor in an informal setting. Audience participation and questions are encouraged

Marketing:

Website / Social Networking

Developed and branded Green Voice for ongoing NEWH Sustainable educational initiatives

Social networking improvement – Facebook, LinkedIn and Twitter (Carly)

Article written by David Mahood for the NEWH magazine

Chapter Development:

One Chapter Sustainable Director conference call was held Feb. 21st, 2012.

Our next call is May 29th, 2012 and will be lead by Lora Spran

Fundraising:

Supported the NEWH Online Auctions with donations

Sustainable Scholarships Awarded for 2012; NEWH Student Scholarship Awards Luncheon is at HD Las Vegas, Date: Tue. May 15, Time:

12:00 pm - 1:30 pm

SUSTAINABLE HOSPITALITY

ADRIENNE PUMPHERY

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, econom-

ics 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

- keting 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

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

1. Expand the NEWH mission Canada-wide, increase the visibility/credibility of NEWH.
2. Explore and encourage new Regional Groups in other areas of Canada.
3. Winnipeg has interest but limited group at present.
4. East Coast/Halifax work with interested parties to establish a Regional Group.
5. Work with NEWH International to maintain structure and best practices for International Chapters working with NEWH Inc. for continued relations that benefit all parties.
6. Build on the Networking opportunities through out Canada and USA.
7. Strengthen membership and relationships with US and UK counterparts.
8. Work with NEWH in Vancouver, B.C. to stay healthy and develop as Regional Group with new blood on the committee in Vancouver.
9. Participate in trade show in Toronto with MMPI for IIDEX 2012.

STEPS TO ACHIEVE GOALS

1. Working with committee members in Vancouver Regional Group and Committees.
2. Currently work with all members in Vancouver & Toronto Chapters to assist in facilitating functions and growth for

NEWH Canada Inc.

3. Mentor members to move into the International forum and understand Canada and USA format and structures.
4. Work with Canadian and US legal to ensure compliance to all Federal concerns of both countries.
5. Completed NEWH Inc., International Licensing Agreement.
6. Successful participation to expand Canadian awareness of NEWH with continued partnering at 2012 IIDEX and award 2012 Toronto Chapter Scholarships at venue on main stage.

LONG TERM GOALS FOR THIS POSITION

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

OTHER REPORT ITEMS

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

VP/INTERNATIONAL RELATIONS – UNITED KINGDOM

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.

"To develop the NEWH Internationally" could be a long drawn out operation ... we have look at the countries which speak English as

a first language or who have a large designer led community. This has already been discussed within the executive BOD.

Looking at where in the world the above criteria is, we are limited to:

1. The rest of the UK
2. Scandinavia where English is the second language
3. Holland where again English is the second language
4. Middle East we only have the Emirates, as the rest is not open to Women.
5. Hong Kong and Singapore where there are a number of designers and western decision makers.

From the above we have already started to look at Hong Kong, which could in the next few years come alive.

Why could this work in Hong Kong?

Because of its history and connection with the UK, its close proximity to the West coast of the USA, a large number of decision makers and western design practices.

The rest of the UK:

This area could be one for the Regional development. It will mean advertising and selling the NEWH.

If and it's a big If we could get 1 person on Scotland, 1 person on

the east and 1 person in the west, all of whom would have to have the passion to sell the NEWH and we could make it work. Time is a big problem, but it could happen.

With regard to the other areas we have to ask the following questions:

1. 1 Is it possible to find passionate people to begin this expansion?
2. 2 Do busy people have time to volunteer for this expansion?
3. 3 Are there NEWH members who already have or know people who could help?

We have to think about the ethics of NEWH - Networking is a key aspect to the NEWH but scholarship for students is one of the main objectives for the NEWH:

1. How does that fit into the culture of the countries above?
2. Would this expansion be beneficial to the NEWH Inc?
3. Would this expansion be detrimental to the NEWH Inc?

I have tried in this report to put questions before the executive board for discussion to look at where and if we want to expand professionally the NEWH.

PAST PRESIDENT

HELEN REED

Job Purpose

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

2012 GOALS

1. Founders Circle- Work with Corporate Partners to get them more involved with Founder's Circle and the benefits of participating. Follow through Partner's suggestions and comments.
 - a. Provide outline and program for evening
2. Engage organizations such as National Restaurant Association or other hospitality organizations to become involved or form partners with NEWH
3. Continually increase awareness of NEWH in all areas of the Hospitality Industry and with Sustainable organizations
4. Work with the Sustainability Committee
5. Provide counsel to the Governing board and support as required.
6. Assist the President as required and with the completion of goals that were set during my Presidential term
7. Work with INC office on the E-zine

STEPS TO ACHIEVE GOALS

1. 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
2. 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
3. Interview IBOD members for highlights in E-zine
4. Set schedule for product highlights for E-zine
5. Work with IBOD and EC keeping up to date with industry events

EXECUTIVE ADVISER

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

1. 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
2. To assist in the preparation of the annual total strategy plan
3. To assist in developing the Past Presidents Council as a resource for the organization

STEPS TO ACHIEVE GOALS

1. Stay informed and continuing my engagement with the activities and goals of the Board and the chapters
2. Regular attendance on conference calls, strategic planning

2. sessions and at International Board of Directors meetings
3. 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 reap the same reward. Cheers!

NEWH AMBASSADORS

MICHELLE FINN

DEBORAH HERMAN

Job Purpose

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

2012 GOALS

1. 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.
2. 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

1. Attend events
2. 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.

3. 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

1. To enrich the scholarship funds for all chapters. This is to help Fund raising to new and exciting levels.
2. 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 a little over 60 members...we have had a successful year recruiting new members and student members.

PROGRAMMING

11 months of 2012 have events scheduled

SCHOLARSHIP

NAU scholarship was increased to \$3,000 ...overall increase of scholarship dollars given away

FUNDRAISING

NEW art auction in August and NEW culinary fundraiser sched-

uled in September with overall focus of fundraising at all programming events.

OTHER CHAPTER HIGHLIGHTS

New board excited about future.

OUR CHAPTER WOULD LIKE HELP WITH THE FOLLOWING ISSUES

1. Communication with Inc...easier Inc. website navigation
2. Fast and accurate updates of chapter membership rolls
3. INC. should send membership cards and welcome letters to NEW and RETURNING members and notify our chapter of all new and returning members

ATLANTA

Maghan Bazemore & Lori Hoegler, delegates

MEMBERSHIP

We have been growing! Last year we raised our dues to \$125 for the first time in several years, so we decided to keep that rate for 2012, since it has not hindered membership. Due to successful membership drives and "recruiting" on behalf of the board, our chapter welcomed several new members in 2011. We hosted our Holiday Soiree on December 13 at Soho Myriad Showroom where we held a successful membership drive, which allowed our board members the opportunity to renew their membership for a discounted rate of \$75. We offered this discount in 2010 for the first time and plan to continue each year, as appreciation for being committed board members. With all of our paid events, we continue to offer a minimum of \$10 savings for members. Our goal for this year is to continue to offer membership drives and recruit new board members and committee members. We may consider a "members only" event and also increasing the member savings at paid events to a minimum of \$20 to give our members more of a value for being a member.

One of our strategies this year is reaching out to students. Kelly Bowen, an interior design student at Georgia State University, has agreed to take on the role of the NEWH Atlanta Student Representative/Liaison. With her support, we intend to increase awareness among students about our scholarship awards and immense networking opportunities for those starting a career in Hospitality. Since her membership was approved Kelly has encouraged several of her fellow students to join our chapter as well.

PROGRAMMING

During the Holiday Soiree at Soho Myriad, NEWH Atlanta supported Dress for Success for the second time, which is an organization promoting the economic disadvantaged women by providing professional attire, a network of support, and the career development tools to strive in work and in life. We were fortunate enough to accept generous donations of all women's clothing, accessories and shoes. Jennifer Loux & Lori Hoegler raised enough sponsorship money to hire Soiree Catering & Events to provide the catering. We provided passed hors d'oeuvres, a stationary buffet table, a dessert table with mini Bundt cakes (courtesy of Tisha Rosamond of Intercontinental Hotels Group), a full bar, and a self-serve champagne station for fun! We upgraded our gift bags and offered an Atlanta NEWH

2011 logo keepsake ornament, which we displayed on a full size Christmas tree at the party. Dr. Know It All & the Second Opinion, a local band, entertained the crowd all night with a live musical performance. Our entire board volunteered the night before and day of the event to organize, set up, and decorate Soho Myriad's showroom.

One of our most successful events was the recent 2012 NEWH Atlanta Regional Trade show After Party. Ryan Partin, our chapter President, lead the after party committee team. This year's theme for the party was, "Midnight in the Garden". The party has already been called the best party the Atlanta Chapter has ever had! The event was free to all trade show attendees and exhibitors. While a live DJ orchestrated the evening, guests indulged at the catered buffet (complete with a shrimp & grits bar), or enjoyed the bar with their sponsored drink tickets good for wine or beer. In an effort to continue our tradition of offering attendees a keepsake from our special events, two unique photo opportunities including a green-screen backdrop with four backdrop options (*Star Lab Productions*) and a photo booth (*Red Eye Photo Booths*) were sponsored by Specialty Tile Products, Inc. and Samuel Lawrence Hospitality!

Upcoming programming events in Atlanta include a Color Forecast CEU hosted by Formica, and hotel lobby tour & networking opportunity at the new Courtyard by Marriott in Decatur, which was designed by local firm Sims Patrick Studio. NEWH plans to take their 2nd Tuesday networking event on the road this summer by embracing a neighboring city such as Birmingham, AL. Major events such as the annual Bowling Classic at Midtown Bowl (June '12), and the annual Golf Tournament (Oct '12) should be added to everyone's calendar, as these are The events that members and nonmembers alike anticipate each year.

SCHOLARSHIP

Our annual Scholarship Awards Event was held at Context Gallery on February 16th. This year, we are pleased to announce that the Atlanta Chapter awarded upwards of \$15,000 in scholarship funds to six very deserving students (Gianna Gonzalez, Glen Hodges, Jordan Kirksey, LeMona Wyatt, Rebecca Smith, and Whitney Dasher). The Hospitality industry naturally attracts passionate individuals who care deeply about upcoming talent and we certainly couldn't continue our success without their support. For the second year in a row, the Atlanta Chapter sold VIP

seating for eight guests to Sponsors in order to cover the event expenses. Cost of admission included two drink tickets per person for cocktails & refreshments, as well as catered hors d'oeuvres by Atlanta's award-winning Avalon Catering. Industry Leaders including Les Faulk, Sherry Decker, Karen Teske-Blue and Larry Carver sat on the judges' panel and decided the amounts that each student would be awarded after their presentation to the group. Guest Speaker, Cordia Wong (a past scholarship recipient) shared her story of how she benefited from her NEWH Scholarship in 2011.

We kicked off our new monthly Community Service for 2012 at the Scholarship Awards Celebration with CAN-A-LICIOUS! It's simple way to fight hunger within our community; anyone can participate by donating a can of food benefiting the Atlanta Community Food Bank.

FUNDRAISING

Our annual Golf Fundraiser is scheduled for October 11, 2012. We struggled in 2011 to get large sponsor donations (over \$1,000); golfer attendance was down last year as well. We have considered eliminating this event for 2012 and focusing our fundraising efforts on the bowling event, which continues to draw interest and hasn't had problems raising sponsorship funds; however, the golf event is a long standing and expected event among some members in our community. Erica Coursey, our amazing new Chapter Fundraising Director, has decided to take this event to a new venue and give our network a few new perks to spice up the golf event! We've even discussed adding pre-event golf lessons to the agenda to encourage involvement and excitement amongst our golf participants.

COMMUNITY SERVICE

Cathy Mansour has taken Atlanta's involvement in Community Service to a whole new level by organizing meaningful events each month. Her most recent contribution was "The Global Soap Project", which collects discarded soap from hotels and reprocesses it into new bars that are given to vulnerable populations throughout the world. They work with organizations that have existing operations in these communities to ensure the soap is distributed to those in need, with the goal of improving health through personal hygiene. By participating in this program, hoteliers are diverting tons of waste from the landfill and bolstering environmental sustainability programs. Hotel managers, housekeepers and guests become more environmentally conscious and more sensitive to the needs of vulnerable populations.

Our May Community Service event, called "Bears on Patrol", will be held in conjunction with our upcoming 2nd Tuesday networking event at the Courtyard by Marriott Emory/Decatur. All you need to do is bring a teddy bear, or two, and NEWH Atlanta will donate them to local area police and fire departments for

their use in cases where small children were involved.

OTHER CHAPTER HIGHLIGHTS

1. This year the chapter added new members to the Board of Directors: Erica Coursey, Fundraising; Elizabeth Somerville, Treasurer; Cathy Mansour, Community Service; Kelley Ireland, Hospitality; Morre McCollum, Membership; Kelly Bowen, Student Liaison.
2. We recently completed our board training on March 10th. InterfaceFLOR hosted our board retreat weekend; kudos to our board Membership Director, Morre McCollum, for arranging our trip. We stayed in the Catawba Guest House, which as originally designed as a country house for Howard H. Callaway, then Executive Director of Callaway Gardens. Catawba is comprised of three distinct areas linked by glassed-in galleries. With locally quarried stone and fantastic views from within and without, the house blends in perfectly with the setting. When Interface adopted the site in the late 90s, the modern, yet rustic, design was left intact and complemented by vintage furniture.
3. The Atlanta Chapter has consistently met their goal of holding at least two CEU courses per year. In 2012 we are actually exceeding that goal by incorporating the CEU hosted by National Wallcovering into the 2012 Regional Trade Show, held April 12th at the Americas Mart. In addition, the chapter has added a sustainable piece to each monthly event when possible. From using reusable cups, having recycling bins available, giving away plants, and recycling business clothing through 'Dressed for Success' closets at events. The chapter has also utilized their social networking sites to post sustainable messages including information on how to create sustainable design...to how to hold a sustainable NFL Super bowl party. The chapter also distributes a Chapter Magazine twice annually which contains a "Sustainable Spotlight" article keeping local hospitality firms in the know about sustainable manufacturers, products, certifications, events, etc.
4. Internet Communications has developed a DROPBOX account for our chapter to utilize for sharing documents and staying organized.

OUR CHAPTER WOULD LIKE HELP WITH THE FOLLOWING ISSUES

1. We have several other interior design related organizations in Atlanta, such as IIDA and ASID, which host monthly events; it has been a challenge to plan events around each other's calendar. Do you have any suggestions to coordinate our annual calendar with others in the trade?
2. The trade show sold out in a record four minutes. We had several vendors that support the Atlanta chapter, including Board members that were not able to reserve a booth. This was disappointing and we received a numerous complaints. Do you have any ideas for the next trade show in 2014?

ATLANTIC CITY

Denielle Clifford & Marc Nasberg, delegates

No report submitted

CHICAGO

Lara Engert & Andrea Sims, delegates

No report submitted

DALLAS

Stacy Elliston & Schaeffer Hill, delegates

MEMBERSHIP

We currently have a total of 385 total members – AND GROWING.

PROGRAMMING

We have just completed our April tour of the renovation for the Grand Hyatt DFW with Seifert Murphy. The tour was a great success! We continue to have our Mambo Mondays every other month, which continue to serve purely as a networking event for our membership and guests. Our scholarship award dinner will be held on May 23rd with celebrity chef Dean Fearing providing the keynote address. We are so excited about this event. We continue to look for additional tour locations for our

July meeting.

SCHOLARSHIP

Scholarships interviews and meetings taking place April 18-19. We will be awarding \$30,000 in scholarships this year.

FUNDRAISING

We are in the process of signing our contract for the tradeshow in October, which will include a panel discussion the morning of the show. The date will be October 18th with a student day on the 17th focused on providing several events for our Student Members. The planning for the 2nd Annual Life of Design is well underway. Final details to be announced soon.

GREATER NEW YORK

Amy Jakubowski & Stacy Rauen, delegates

MEMBERSHIP

1. Our first members survey went out
2. We launched Board Buddies and our new members letter is being sent out to all new members
3. New member sponsors has been very successful \$200 to sponsor a new member
4. Our Toasty Tuesdays continue to be mini membership drives for us

PROGRAMMING

1. Record attendance at our last Toasty Tuesday – more than 100 people!!
2. Our first CEU event (Wallcoverings: A History) was a success
3. We're launching an original speaker series, MindCrush, where we're pairing two creative people from outside the industry and discussing topics ranging from their creative process to cultural anthropology

SCHOLARSHIP

Applications have gone out. We are planning to award \$25k, and we have predefined the scholarship levels to help with our marketing and outreach efforts.

FUNDRAISING

June 22nd will be the largest fundraising effort to date for our chapter. Combining our partnership with Hospitality Design magazine's Owners Roundtable and regional tradeshow. We've confirmed 15 great executives, shifted our sponsorship menu, and

again expect that to be a successful event. Our tradeshow committee, under the leadership of Alicia Cannon is up and running and killing it with creativity. A street art throw down, complete with a few of the original subway graffiti artists, will keep the designer attendees interested and with us for our Friday night event.

OTHER CHAPTER HIGHLIGHTS

1. Our name was changed from Greater New York to New York
2. Our first annual budget was created and approved

MARKETING

We have created three new board positions—visual design, marketing, PR—and aligned them with the internet communications position to operate as a fully functional marketing team. Marketing is managing the rest of the team, and everything (invites, signage, newsletter, etc.) is being filtered through them to get a consistent look and feel that is more relevant for our market.

1. Our first newsletter went out
2. Our first social media campaign - New York Photo Diaries - launched
3. Event photos are being curated, captioned and posted

OUR CHAPTER WOULD LIKE HELP WITH THE FOLLOWING ISSUES

We're working to better engage our members, formalize our processes, better facilitate committees and do a better job of both honoring and integrating our scholarship winners. Any advice/successes in these areas would be welcome.

HOUSTON

Sarah Pellegrin, delegate

No report submitted

LAS VEGAS

Hope Case, delegate

No report submitted

LOS ANGELES FOUNDING CHAPTER

Fernando Diaz, Elaine McCorkle & Tyson Stone, delegates

No report submitted

NORTH CAROLINA REGIONAL

Karen Appert, Steering Committee Chair

No report submitted

NORTH CENTRAL

Lisa Cockran & Stephanie Thompson, delegates

MEMBERSHIP

Current Membership Break Down

Chapter Business Courtesy Member 2
Chapter Level Business 1
Corporate Partner Courtesies Member 2
Associate Member 45
Education Professional 11
General Member 41
Retired Member 1
Student Member 134
Grand Total: 237

May 3rd: Membership Drive Event Pinstripes Bowling & Bocce event

Costume Party Roaring 20's Theme
Door Prizes for the following: Best Costume, High Score, Best Team Name, etc.

PROGRAMMING

Jan. 19th: Cowles Center Tour

NEWH North Central kicked off the year with the tour of the new Cowles Art Center. The Cowles Center for Dance and the Performing Arts is the Twin Cities' newest arts center and the flagship for dance in Minnesota. Centrally located in downtown Minneapolis, The Cowles Center includes the newly refurbished 500-seat Goodale Theater; the Hennepin Center for the Arts, home to 20 leading dance and performing arts organizations; the state-of-the-art Target Education Studio, housing The Cowles Center's distance learning program; and the new U.S. Bank Atrium. The Cowles Center fills the need for a place that is a catalyst for the creation, presentation, education, enjoyment and celebration of dance and the performing arts in the Twin Cities.

March 22nd: Josef Frank exhibit and tour at the American Swedish Institute

The American Swedish Institute approached NEWH-North Central this spring and offered to host an evening of networking and a guided tour of their newly opened Josef Frank exhibit. The event was put together more last minute than we are used to but we pulled it off successfully and everyone who attended had a good time. There was an hour of networking and then the guided tour of the exhibit. The night was concluded with more networking as we were encouraged to check out the other areas of the institute. We had around 25 people attend, and attracted a good number of non-members so it was a good opportunity to hand out our newly minted 2012 calendar and spread the word about the great events that are coming up soon.

April 26th: Oceanaire Restaurant Happy Hour and Design Presentation

June 14th: Cambria Factory Tour and CEU Event in Belle Plain MN

July 19th: Galactic Pizza Outdoor Patio Happy Hour with Restaurant Design Presentation

Sept. 20th: Mona Restaurant Happy Hour Event and Design Presentation and Talk to the Chef.

Oct. 25th: Sustainable CEU Event

Nov. 12th: Board meeting with Community Service Event attached

FMSC event - 6-7:30 in Eagan

Dec. 20th: Happy Hour Event @ Butcher and the Boar restaurant.

SCHOLARSHIP

Feb. 10th: Student Expo

We participated in the Student Expo that was hosted by us and a variety of other organizations within the industry. We had many students sign up to become members from this event.

Feb. 22nd: Third annual Speed Mentoring Event

We had a great turnout- 43 students and 23 mentors. Seventeen students cancelled within the last 24 hours though, so next year we plan to charge students about \$10 for the event to help with accountability. At the event we presented the two \$1,000 scholarship awards to Dana Leis and Stephanie Kotnik, both interior design students at the University of Minnesota. A few students became members from this event. We encouraged students to become student representatives and committee members. We have many great photographs from the event to post on our website and newsletter.

Overall, we increased student membership, increased student awareness of the NEWH organization, and increased awareness of the NEWH scholarships available. We promoted the fall scholarship for the 2012-2013 school years at both speed mentoring and the student expo.

FUNDRAISING

Aug. 13th: Brits Pub Lawn Bowling – Fundraising Event

Back to school supply drive for local organization

OTHER CHAPTER HIGHLIGHTS

1. We added a DropBox feature to our board.
 - We use it for a one-stop place to keep all our documentation with all the different board positions.
 - Used it to post photos from event where board members can help identify and tag photos to be then submitted to the NEWH Magazine
1. Added a Gmail email account for our chapter
 - Created to make contacting us less confusing- before we would just have a board member email listed – but the problem was that we had different emails on almost all of our invites.
 - Helps with facilitating questions and getting to the correct board member.

ISSUES THAT YOUR CHAPTER WOULD LIKE HELP WITH

1. Tradeshows
 - We would like the opportunity to have more booths at tradeshows they sell out in 20 minutes after it opens to vendors. Local Reps or new vendors don't get a chance to sign up. This was a big problem for us last time.
 - We would like to have more CEU opportunities for the Tradeshow to encourage A&D professionals to come to

the show. We would like to host one in the morning, lunch and 3 or 4:00pm right before the show closes. This is done in our region with other tradeshows and it is very successful. Brings in waves of professionals throughout the day.

- We would like to invite NEWH National Tradeshow board chairs to come to a tradeshow in Minneapolis that IIDA hosts called MinneCon July 26th to see how this format works for tradeshows in our region..

NORTHWEST

Shayne Bratz & Katie Howell, delegates

MEMBERSHIP

We have at least 25 more members this year than we did last year at this same time. Membership continues to grow, as does membership involvement, which is just as exciting. We're finding more new members that are interested in contributing to committees or even joining the board. These members in particular are great ambassadors for NEWH.

The membership and scholarship chair have also combined their efforts to foster relationships with education professionals, encouraging applications for scholarships and more student attendance at NEWH events.

PROGRAMMING

We are busy planning our next two events – a wine pairing dinner (our official fundraiser) in early summer and masquerade ball in the fall. We just brought on a new co-chair to assist our already stellar programming director. One of our goals this year has been to build and better utilize committees in general, but especially in planning for our chapter's programming. Thus far, the effort has been very successful: more non-board members are getting involved and getting a taste of chapter board life and our board members are not spread thin!

SCHOLARSHIP

We have noticed much more student attendance at our events this year, including the Thirsty Thursday networking event. It's been great to be able to introduce these students to our industry professionals and to remind members of who they are helping and why they are a part of NEWH. We are off to a great start with our scholarship fund so far and are excited for what we will be able to award at the end of the year.

FUNDRAISING

We started this year with a commitment to treating EVERY event as a fundraiser and to be more aware of our overall financials. We feel that in the past we have put so much focus on making our events "unforgettable" that we forgot about the main reason for the events. We are now keenly aware that it doesn't matter how amazing the event is or how many people show up, if the net result is red ink. So far, we have made money on every event, even our member appreciation event that was a tour of Hotel 5! –This year our official Fundraiser is a summer dinner and wine pairing. We are confident this event will be a success in all facets and we are looking forward to the scholarships that will be generated as a result.

SUSTAINABILITY

-We are collaborating with our friends in Portland on a September "Oktoberfest" event at LEED (tentatively Gold) certified Gastropub. Tour and adaptive reuse discussion with project's design team from IDEA.

We are also trying to make every aspect of our events as green friendly as possible. For instance, we rented wine glasses as opposed to buying disposable plastic cups for the latest hotel tour. Our advertising for this event was done online in addition to ticketless check-in.

ISSUES THAT YOUR CHAPTER WOULD LIKE HELP WITH

Where can we find the latest information/periodicals on trends in sustainable hospitality? We would like to provide this information and be a better resource to our Board and Membership.

ROCKY MOUNTAIN

Candice McClanahan, delegate

No report submitted

ORANGE COUNTY REGIONAL

Christine Wasmer, Steering Committee Chair

No report submitted

SAN FRANCISCO BAY AREA

Lori Hass & Lauren McNamara, delegates

MEMBERSHIP

We started the year with 131 members and as of the beginning of April, we are currently at 137 members. 78 are general members and 59 are student/educator 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 by pairing them up with a "buddy/mentor" for the evening – a board member who can introduce them to other members.

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

PROGRAMMING

January 2012: Cocktails and networking at the Dunkirk Showroom where we toasted the New Year, and introduced the 2012 board members – 80+ people attended

February 2012: Cocktails and networking at Lost Art Salon. Owner Rob Delamater spoke on the 8000 pieces of original art that's available. – 65 people attended

March 2012: Membership Drive and tour of the Inn at the Presidio. Josh Bagley Project Manager of the Presidio trust spoke. – 79 people attended

For the remainder of 2012 we have five networking meetings, 3 events and 1 fundraiser.

We will charge non-members for the events. In September, we will host 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. 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. This concept has secured most of the sponsors we need for all of our 2012 events. Our goal is to raise \$6,000 for events, and to-date we have raised \$3,750.

SCHOLARSHIP

We will give our first scholarship award(s) in 2012. We are considering giving (3) \$3,000 scholarships in three categories: Culinary Arts, Hotel Management, and Interior Design & Architecture. We will use an essay format that will give all candidates an equal foot-

ing. We have done lots of research to get all the schools in the SF Bay Area on our list. We will consider the top 9 best essays and plan an interview with each to determine the three winners in September. We will give the awards at our December Event.

FUNDRAISING

We hosted our 2nd annual Wine by Design event in October 2011. We increased our attendance and our profits this year. We had 125 people attend, and raised \$39,000. We had three luxury buses with pickup locations in San Francisco, the East Bay and Marin.

This year we plan to hold the event again on October 13th with a goal of 150 attendees. We are finalizing plans to visit 3 wineries which will include wine tastings, food pairings, lunch and a raffle.

OTHER CHAPTER HIGHLIGHTS

Per our goal, we have added a Community Service Chair person. We have identified Maitri as our Community Service Partner. This organization is a 15-bed hospice facility in San Francisco for AIDS-specific care. We are planning to help them with donations of items to help the patients, such robes, washcloths, sheet and towels.

Our sustainability chair has put together a wonderful Event in April celebrating Earth Day. This will be a Zero-Waste event. We are donating design samples to a group called Scrap. Their mission is to stimulate creativity and environmental awareness in adults and children through creative reuse of materials, which would have been discarded. We will also be drinking wine from a winery, which uses recycled bottles!

We also issued our first chapter newsletter in March.

ISSUES THAT YOUR CHAPTER WOULD LIKE HELP WITH

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

Todd Schaffer & Laurie Woliung, delegates

No report submitted

SUNSHINE

Cindy Andrews & Marissa Henderson, delegates

MEMBERSHIP

Our membership is 232 as of April 1, a 30% increase after our membership drive in February, thank you's go to Chris Schafer of ISG and Samantha Kan of Hospitality Sales, for all of their hard work.

FUNDRAISING

We have two very exciting events coming. On June 13th, we have our annual Golf Tournament at the Ritz Carlton Grand Lakes, in conjunction with a HOTECH event. We hope to fill the course with 144 golfers and sponsors at every hole, for a "Hit and Giggles" golf tournament. Thank you to Pam Nieman with Nieman Interiors and her committee for their continued hard work.

In November we will host a first Annual Cook-Off event, more details to follow. Also being planned by Pam Nieman and committee.

PROGRAMMING

We had a VERY successful Tampa Sundowner in March that brought over 35 members to enjoy an evening at the Westin, Tampa Bay. We will continue to have them quarterly.

We also continue to have monthly Sundowner's at various loca-

tions in the Orlando area. In September, a "Design" Sundowner is in the works. Thank you to Teddi Powers of Urban Art for all of her hard work.

COMMUNITY SERVICE

In May, at our Sundowner we will have an "Animal Lovin'" themed community service event, bringing products and donating to a local pet rescue. In June, a "Support our Troops" donating opportunity. In August a "School Supply" Drive. In October, a "Halloween Costume" Drive. And in December our annual "Toys for Tots" Drive. Thank you to Ashley Baldwin of HG Arts, for all of her hard work.

STUDENT EVENT

In September, a Student Event is being planned to be held at Keys Granite in Orlando, with a possible CEU class, thank you to Laura Gault with Nieman Interiors, look for more to follow.

SUSTAINABLE

On Saturday, April 28th, a family day has been planned at a local farm to enjoy a personal tour and take advantage of some "home grown" goodies. In October, we will have another event and tour at the Orlando Brewery. Thank you to Laura Spran, Disney, for all

TORONTO

Scott Pope, delegate

MEMBERSHIP

The Toronto Chapter Membership is steadily increasing. Since the beginning of the year, the total membership has increased by 6 total members. This is after some individuals have left the Chapter and new members have joined. There is continued active recruitment on Social Networks, which appears to be providing the desired exposure.

PROGRAMMING

There have been some challenges this year relative to planned events that have not ultimately transpired for various reasons but the Board has been great about coming up with alternate plans and we have been able to maintain our event schedule and have had some great successes. Sponsorship seems to have increased so far this year so it appears that we will do well from a fundraising perspective. The Board has been trying to vary the types of locations to maintain interest, which also seems to have been effective to date.

SCHOLARSHIP

We have received an increased amount of Scholarship applications than we have in past years. Some Board Members have been very active in promoting the Chapter at various schools, which we believe has prompted the increase in the applicants.

FUNDRAISING

Our main Fundraising Event is our annual golf tournament. The 2012 tournament will be our Seventh and we anticipate the most successful. The tournament location is the same as 2011 which was very well received and even though last year was the most successful, an extremely bad storm rendered travel for many people, impossible so there would have been more attendees had the storm not happened. As long as the weather is in our favour, this year will be our most significant as far as funds raised at that single event.

UNITED KINGDOM

Lynn Fisher, chapter president

The UK Chapter issued cheques to the total value of £4,500 to 3 students at the Royal College of Art, where we are holding our main fund raising event on May 16th

Our main focus in getting the fund raising event on an even keel. We have had a good response from the members but need to sell more tickets. The target figure is 120, which will give us £6000 to put into our scholarship fund. All expenses have been covered by Electric Mirrors and Chris Bruce will be at the event. A Raffle will be held at the event and we are hoping to add another £1000 to our total.

Membership is increasing, we have ratified three new members this month so month on month we are ratifying members each month.

Julian Brinton (of the Brinton Carpet Family) will be the UK Delegate at HD in Vegas.

Jonathan Young now of OWHospitality will be attending Vegas as will a number of UK design practices.

The BOD is working well together as a team and we are looking forward to our events for June, Sept Oct and November.

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

MEMBERSHIP

Board buddies were recently assigned by membership, to pair current board members with newly approved chapter members. Additionally, membership has established a committee to review the listing of past due members and reach out to them.

PROGRAMMING

Successful events for our chapter included:

- January 2012: **Groundhog Day – Winter Seasonal Sundowner**
 - 80+ in attendance
 - Used this networking event for soliciting volunteers for the year's programs

- February 2012: **The Madison Hotel: Panel Discussion & Hard Hat Tour**
 - 120+ Pre-Registered
 - Panelists included: the Owner, Management Company, Architect, General Manager, & Contractor who all worked on this renovation project
 - Walked us through the stages of The Madison renovations
 - Hotel donated the ballroom space for our event & extra food
 - Our programming director negotiated a lesser AV cost
- March 2012: **Goals of Green – Pre-Tradeshaw Spring Sea-**

sonal Sundowner

- 133+ Pre-Registered
- Negotiated drink specials for length of event
- Received discount on food

The committee is busy now securing more sponsors and preparing for the coming "State of the Hospitality Industry 2012" panel discussion with executive hospitality leaders, set for June 28, 2012.

Additionally, efforts are underway for planning our chapter's 20th Anniversary Holiday Gala. It is slated for December 7, 2012, and we would absolutely welcome members from other NEWH chapters and the IBOD Executive Committee to attend. More info to come!

SCHOLARSHIP

The committee has been busy visiting many of the local schools to advertise the scholarship and solicit for applications (as well as promoting the membership benefits of NEWH). A scholarship application E-blast was sent as well. The scholarship packets were mailed to all the schools, now with an extended deadline date of April 20th. To date, five application packets have been received; the committee is expecting more.

Now that our chapter has an Education Chair (Pamela Gragg), it has been a great help in educating us on how to better reach the students and the schools to garner more interest and participation in our chapter events (e.g. 1) when to plan our school visits based on exams/class schedules/spring break schedules; 2) advising us which social media sites/tools the students utilize, 3) advising on what types of activities motivate student interest & attendance, etc.).

FUNDRAISING

In preparation for our annual Golf Tournament Fundraiser (Oct. 1, 2012), we have finalized the contract with Lakewood Country Club. We distributed "Save the Date" postcards advertising the golf event at the Washington Metro Regional trade show (in March 2012) and have received favorable response to date.

OTHER CHAPTER HIGHLIGHTS

To garner volunteers and seek additional support, we've sent a Community Service E-Blast to the membership for 3 upcoming events – a Designer Yard Sale, a hospitality pets calendar, and the Christmas gifts for the children of the St. Ann's Infant and Maternity Home. The committee has already gained several volunteers from this effort.

See our chapter newsletter:

H.news | April 2012 edition

NEWH Washington DC Metro "Memorable Hospitality Moments Over 20 Years"

via the following web link:

http://issuu.com/newh_washington_dc_metro/docs/newh_washington_dc_h.news_april2012edition

ISSUES THAT OUR CHAPTER WOULD LIKE HELP WITH:

- 1) Automatic Renewal process for dues – has this ever been done? Is it feasible?
- 2) What is the precedent on how to handle students who want to apply for a scholarship with a chapter, but the school they attend is not within that chapter's region/territory? (especially if the chapter where the school falls has been reorganized into a Regional Group)?

ADDENDA

MOTIONS

MOTION TO APPROVE MINUTES

Date: May 14, 2012

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 CHANGE THE DIRECTORS/JOB DESCRIPTIONS UNDER MARKETING

Date: May 14, 2012

Motion Number:

I, Helen Reed, move to make two (2) changes to the organizational structure of the position of Directors under Marketing. See collateral material below this motion.

Motion seconded by: _____

VOTE COUNT:

YEA: _____ NAY: _____ ABSTENTION: _____

STATUS OF MOTION:

Carried: Defeated:

Director/Marketing Communications

Public Relations (may be a committee chair)

- communicating with chapters on how to create and distribute press releases via PR newswire
- manage calendar of international news releases, work with directors on creating calendar for the year and gathering info for the press release to be written

Social Media (may be a committee chair)

- create and/or manage guidelines for chapter social media usage
- promote and advocate the usage of social media for NEWH

Website (may be a committee chair)

- help maintain the ingenuity and creativity of our website, keeping us up to date with current website trends and ideas
- will not be required to do any actual website creation, coding, etc - all work is done by an outside company

Chapter discipline calls

- run quarterly chapter discipline calls with marketing and chapter communications chairs
- Will be required to work with other disciplines and chapter marketing chairs on a regular basis

Potential Committee Chair positions could be filled for Social Media and Website or a single Chair as Internet Communications

Director/Marketing Collateral

Print Collateral (may be a committee chair)

- Manage and update all print collateral on a yearly basis
 - o Print collateral includes brochures, handouts, media packages, signage, invitations, tradeshow collateral etc
- Create calendar for updating print collateral
- Create and/or maintain a Standards Manual for logo and branding guidelines for maintaining our brand identity.
- Will be required to work with other disciplines and chapter marketing chairs on a regular basis
- Work with chapter boards to maintain standards on invitations and print collateral for chapter events

Chapter discipline calls

- run quarterly chapter discipline calls with marketing and chapter communications chairs

Enter the Position Title
Job Description and Expectations

Purpose: Insert the Job Purpose from the Board Contract

Mission or purpose statement: *NEWH is the premier networking resource for the hospitality industry, providing scholarships, education, leadership development, recognition of excellence, and business development opportunities.*

***Major responsibilities:**

- Insert Major Responsibilities for your position
 - Steps necessary to achieve Major Responsibility
 - Steps necessary to achieve Major Responsibility
- Insert Major Responsibilities for your position
 - Steps necessary to achieve Major Responsibility
 - Steps necessary to achieve Major Responsibility
- Insert Major Responsibilities for your position
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 - Steps necessary to achieve Major Responsibility
- Insert Major Responsibilities for your position
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 - Steps necessary to achieve Major Responsibility

*Members of the board share responsibilities while acting in the interest of NEWH, Inc. Each member is expected to make recommendations based on his or her experience and vantage point in the community.

Length of term: A term is two (2) years and a person may hold a position for two (2) terms. No person shall serve on the board more than ten (10) consecutive years

Meetings and time commitment:

- Insert Board Meetings
- Insert Executive Committee Conference Calls
- Insert Director Discipline Calls
- Insert Quarterly Chapter Discipline Calls
- Insert Time Constraints

Timeline :

- Insert Time Sensitive Dates

Accountability:

- How Will Accountability Be Monitored
- How Will Accountability Be Monitored
- How Will Accountability Be Monitored

Outside obligations :

- Insert Meetings With Other Organizations, Business, Etc.
- Insert Meetings With Other Organizations, Business, Etc.

Expectations of board members:

- Attend and participate in meetings on a regular basis, and special events as able.

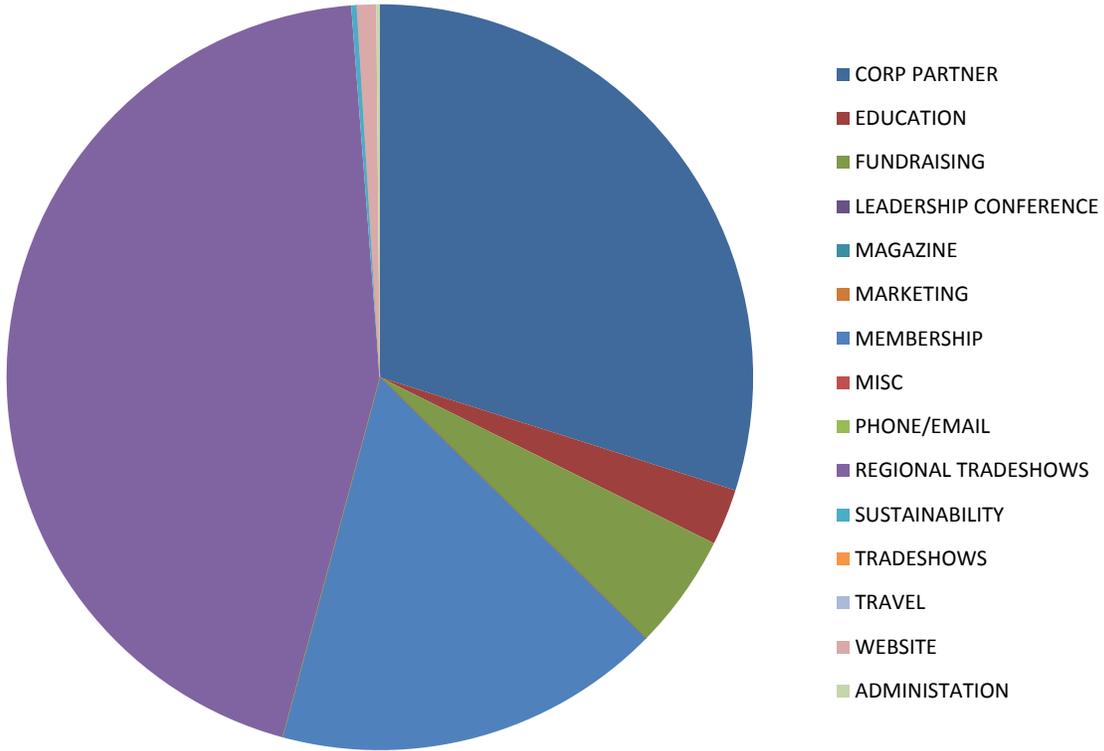
- Be alert to community concerns that can be addressed by NEWH, Inc. mission, objectives, and programs.
- Help communicate and promote NEWH, Inc. mission and programs to the community.
- Become familiar with NEWH, Inc. finances, budget, and financial/resource needs.
- Understand the policies and procedures of NEWH, Inc.

Director Job Descriptions Turned In

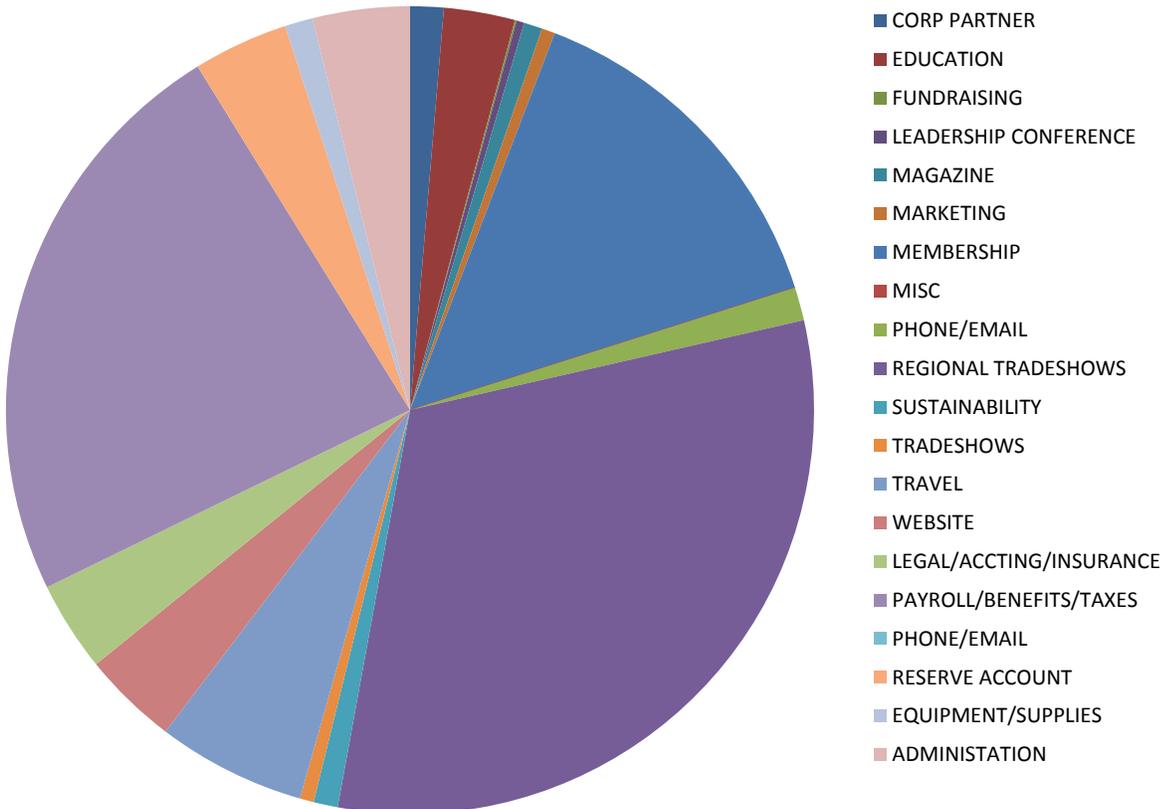
Position	Current Director	Turned in Description
Scholarship	Thomas, Andrea	
Continuing Education	Thornam, Mary Ann	
Membership	Fuller, Todd	YES
Expansion	Brotsker, Lee	
Corporate Partners	Milow, Cynthia	
Fundraising	Marko, Janice	
Public Relations	Schaidler, Andy	
Internet Communications	Kapisak, Liza	
Regional Tradeshows	Adcock, Bryan	
NEWH Conferences	Huntsinger, Mark	
Sustainable Hospitality	Adrienne Pumphrey	YES
Ambassador	Finn, Michelle	
Ambassador	Herman, Deborah	

Where Does It Come From Where Does It Go

INCOME



EXPENSE



SCHOLARSHIP ACCOUNT ANALYSIS

Restricted Membership Donations			
	2010	\$ 698.00	Transferred into scholarship account
	2011	215.00	Transferred into scholarship account
	2012	310.00	Transferred into scholarship account
Sustainable Scholarship			
Income			
	2010	\$ 6,666.66	JLF/lone meadow contribution
		6,666.67	DesignTex contribution
		<u>\$ 13,333.33</u>	
Expenses			
		\$ 347.78	Awards
		10,000.00	Scholarship grants
		980.40	Travel
		<u>\$ 11,328.18</u>	
<i>Excess funds transferred into scholarship account</i>		<u>\$ 2,005.15</u>	
Income			
	2011	\$ 6,666.67	JLF/lone meadow contribution
		6,666.67	DesignTex contribution
		<u>\$ 13,333.34</u>	
Expenses			
		\$ 353.51	Awards
		10.29	Postage
		10,000.00	Scholarship grants
		688.80	Travel
		<u>\$ 11,052.60</u>	
<i>Excess funds transferred into scholarship account</i>		<u>\$ 2,280.74</u>	
Income			
	2012	\$ -	JLF/lone meadow contribution- invoiced
		6,666.66	Valley Forge contribution
		<u>\$ 6,666.66</u>	
Expenses			
		\$ 438.52	Awards
		15,000.00	Scholarship grants
		821.80	Travel
		<u>\$ 16,260.32</u>	
<i>Shortage of funds</i>		<u>\$ (9,593.66)</u>	
ICON Scholarship			
	2010	\$ 500.00	Unilight contribution transferred into scholarship account
	2011	2,500.00	Maya Romanoff contribution transferred into scholarship acct
Income			
	2010	\$ 14,564.12	Judy Dobin Tribute Book
Expenses			
		\$ 185.47	Awards
		12,000.00	Scholarship grants
		1,534.94	Travel
		<u>\$ 13,720.41</u>	
<i>Excess funds transferred into scholarship account</i>		<u>\$ 843.71</u>	
Income			
	2011	\$ 9,946.45	Harvey Nudelman Tribute Book
Expenses			
		\$ 176.88	Awards
		8,500.00	Scholarship grants
		2,720.05	Travel
		<u>\$ 11,396.93</u>	
<i>Shortage of funds transferred out of scholarship account</i>		<u>\$ (1,450.48)</u>	
Vendor Scholarship			
Income			
	2010	\$ 3,000.00	Fabricut Contract/S. Harris contribution
Expenses			
		\$ 173.89	Awards

		3,000.00	Scholarship grants
		3,173.89	
<i>Shortage of funds transferred out of scholarship account</i>		<u>\$ (173.89)</u>	
Income			
	2011	\$ 3,000.00	Fabricut Contract/S. Harris contribution
Expenses			
		\$ 176.76	Awards
		3,000.00	Scholarship grants
		<u>3,176.76</u>	
<i>Shortage of funds transferred out of scholarship account</i>		<u>\$ (176.76)</u>	
Income			
	2012	\$ 3,000.00	Fabricut Contract/S. Harris contribution
Expenses			
		\$ 175.42	Awards
		3,000.00	Scholarship grants
		<u>3,175.42</u>	
<i>Shortage of funds transferred out of scholarship account</i>		<u>\$ (175.42)</u>	
Interest Income			
	2010	\$ 307.59	General Interest
		595.52	CD Interest transferred into scholarship account
	2011	\$ 260.49	General Interest
		596.02	CD Interest transferred into scholarship account
	2012	\$ 41.44	General Interest
		107.02	CD Interest transferred into scholarship account
Fundraising Proceeds			
	2011	\$ 2,964.80	Auction proceeds transferred into scholarship account



**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

School	AmtGiven
Academy of Art University	\$1,500.00
Albuquerque Technical Vocational Institute	\$1,000.00
Alexandria Technical College	\$1,500.00
Algonquin College	\$1,000.00
American College for the Applied Arts	\$20,350.00
American College of Business	\$7,000.00
American Intercontinental University	\$7,500.00
Anne Arundel Community College	\$3,000.00
Arapahoe Community College	\$2,500.00
Arizona Culinary Institute	\$8,850.00
Art Center College of Design	\$28,050.00
Atlanta Intercontinental University	\$2,000.00
Auburn University	\$7,500.00
Austin Community College	\$2,000.00
Baylor University	\$1,000.00
Bellevue College	\$4,000.00
Bellevue Community College	\$1,000.00
Berkeley College	\$1,500.00
Berry College	\$9,000.00
Boston University	\$6,500.00
Brenau University	\$3,000.00
Brooks College	\$10,000.00
Brown College	\$3,000.00
Buffalo State College	\$9,000.00
California College of the Arts	\$1,000.00
California School of Culinary Arts	\$10,000.00
California State Polytechnic University-Pomona	\$141,750.00
California State Polytechnic University-San Luis O	\$2,000.00
California State University-Long Beach	\$51,500.00
California State University-Northridge	\$10,500.00
Canisius College	\$4,500.00
Central New Mexico Community College	\$3,500.00
Central Washington University	\$1,000.00
Chattahoochee Technical College	\$1,000.00
Cheyney University	\$2,000.00
Clarkson University	\$2,000.00
College of DuPage	\$1,000.00
College of Southern Nevada	\$4,000.00
Colorado Institute of Art	\$35,900.00
Columbia College	\$19,000.00
Community College of Southern Nevada	\$15,300.00
Contra Costa College	\$2,000.00
Corcoran College of Art & Design	\$6,000.00
Cornell University	\$64,500.00

School	AmtGiven
Cornish School of Arts	\$2,000.00
Culinary Institute of America	\$39,000.00
Culinary Institute of America	\$39,000.00
Culinary Institute LeNotre	\$1,000.00
Culinary Institute of America	\$39,000.00
Dakota County Technical College	\$2,000.00
Delaware School of Hotel Management	\$2,000.00
Design Institute of San Diego	\$13,000.00
Drexel University	\$27,000.00
East Los Angeles College	\$2,000.00
Eastern Michigan University	\$3,500.00
El Centro College	\$20,000.00
Endicott College	\$2,000.00
Everest University	\$500.00
Fairleigh Dickenson University	\$8,000.00
Fashion Institute of Design & Merchandising	\$18,000.00
Fashion Institute of Technology	\$22,000.00
Florida Culinary Institute	\$1,000.00
Florida International University	\$48,000.00
Florida Metropolitan University	\$2,250.00
Florida State University	\$41,750.00
Fullerton Community College	\$1,000.00
Georgia Institute of Technology	\$4,350.00
Georgia Southern University	\$32,000.00
Georgia State University	\$10,000.00
Glendale Community College	\$2,350.00
Gnomon School of Visual Effects	\$1,250.00
Golden Gate University	\$2,500.00
Guelph University	\$1,000.00
Harrington College of Design	\$39,000.00
Houston Community College	\$3,000.00
Hudson County Community College/Culinary Arts	\$3,500.00
Illinois Institute of Art-Chicago	\$7,500.00
Illinois Institute of Art - Schaumburg	\$3,000.00
Indiana State University, Terre Haute	\$2,000.00
Interior Designer's Institute	\$22,600.00
International Academy of Design & Technology	\$45,000.00
International Academy of Merchandising/Design	\$5,000.00
International College of Hospitality	\$2,000.00
Iowa State University	\$3,500.00
ITT Technical Institute	\$5,000.00
Ivy Tech State College	\$3,000.00
Johnson & Wales University	\$12,650.00
Kansas State University	\$4,700.00
Kendall College	\$3,000.00

Kent State University	\$2,000.00
Kingwood College	\$1,500.00
Kwantlen Polytechnic University	\$5,000.00
L'Academie de Cuisine	\$22,300.00
Lake Washington Technical College	\$1,000.00
Le Cordon Bleu College of Culinary Arts	\$25,500.00
Le Cordon Bleu, Las Vegas	\$2,500.00
Lexington College	\$6,500.00
Lincoln College of New England	\$2,000.00
Lincoln College of Technology	\$500.00
Lincoln Culinary Institute	\$4,500.00
Long Beach City College	\$6,850.00
Los Angeles Trade-Tech College	\$13,000.00
Louisiana State University	\$5,750.00
Lynn University	\$2,500.00
Marriott Hospitality Charter	\$1,800.00
Maryland Institute College of Art	\$5,500.00
Marymount College	\$11,500.00
Marymount University	\$10,000.00
Mercyhurst College	\$14,500.00
Mesa Community College	\$250.00
Metropolitan State College of Denver	\$3,400.00
Miami Dade College	\$4,000.00
Miami International University of Art & Design	\$7,000.00
Michigan State University	\$6,000.00
Monroe Community College	\$15,500.00
Montgomery College	\$33,800.00
Morrisville State College of Agriculture and Techn	\$6,000.00
Mount Ida College	\$1,000.00
Mt. San Antonio College	\$1,600.00
Nesbitt College of Design Arts	\$2,000.00
New England Culinary Institute	\$500.00
New England Institute of Technology	\$1,000.00
New England School of Art & Design	\$2,250.00
New Mexico State University	\$2,500.00
New School of Architecture	\$1,000.00
New York City College of Technology	\$15,000.00
New York Institute of Technology	\$22,500.00
New York School of Interior Design	\$2,000.00
New York University	\$46,500.00
Niagara College	\$4,500.00
Niagara University	\$12,500.00
North Dakota State University	\$1,500.00
Northern Arizona University	\$32,700.00
Northern Virginia Community College	\$8,600.00
Norwalk Community Technical College	\$4,000.00
Oklahoma State University	\$4,000.00

Old Dominion University	\$1,500.00
Orange Coast College	\$10,000.00
Orlando Culinary Academy	\$2,000.00
Otis College of Art & Design	\$8,000.00
Oxnard College	\$13,000.00
Palm Beach Community College	\$2,500.00
Paul Smith's College	\$15,500.00
Pennsylvania College of Technology	\$1,000.00
Pennsylvania State University	\$2,000.00
Philadelphia University	\$2,000.00
Pikes Peak Community College	\$4,000.00
Pima Community College	\$500.00
Pratt Institute	\$6,500.00
Purdue University	\$13,000.00
Radford University	\$1,500.00
Rhode Island School of Design	\$1,650.00
Ringling School of Art and Design	\$17,750.00
Rochester Institute of Technology	\$17,000.00
Rockland Community College	\$2,000.00
Rocky Mountain College of Art & Design	\$1,000.00
Roosevelt University-Manfred Steinfeld School	\$5,000.00
Rosen College of Hospitality Management	\$4,500.00
Ryerson University	\$16,500.00
Saddleback College	\$2,500.00
Sam Houston State University	\$250.00
San Diego State University	\$4,000.00
San Francisco State University	\$6,500.00
San Jacinto College-Central	\$500.00
Santa Barbara City College	\$1,000.00
Savannah College of Art and Design	\$32,250.00
Schenectady County Community College	\$1,000.00
Scott Community College	\$2,000.00
Scottsdale Community College	\$16,450.00
Seattle Pacific University	\$2,400.00
Seminole State College of Florida	\$4,750.00
Sheridan College	\$4,500.00
South Puget Sound Community College	\$1,500.00
Southern California Institute of Architecture	\$62,000.00
Southern College of Technology	\$1,000.00
Southern New Hampshire University	\$3,000.00
Southern Utah University	\$2,000.00
Southwest Texas State University	\$500.00
St. Louis Community College	\$3,000.00
St. Phillip's College	\$1,000.00
State University of New York At Cobleskill	\$4,000.00
State University of New York At Morrisville	\$6,500.00
Stephen F. Austin State University	\$6,500.00

Swiss Hospitality Institute	\$2,000.00
Syracuse University	\$14,000.00
Teikyo Post University	\$2,000.00
Texas Christian University	\$34,300.00
Texas Tech University	\$3,000.00
The Art Center Design College	\$1,500.00
The Art Institute of Atlanta	\$25,400.00
The Art Institute of California-Los Angeles	\$18,500.00
The Art Institute of California-Orange County	\$3,000.00
The Art Institute of California-San Diego	\$500.00
The Art Institute of Colorado	\$7,000.00
The Art Institute of Dallas	\$33,300.00
The Art Institute of Fort Lauderdale	\$6,000.00
The Art Institute of Houston	\$33,000.00
The Art Institute of Las Vegas	\$65,000.00
The Art Institute of Phoenix	\$500.00
The Art Institute of Seattle	\$17,100.00
The Art Institute of Tampa	\$1,500.00
The City College of New York	\$4,000.00
The Culinary Institute of America	\$2,500.00
The Fifteen Foundation	\$2,500.00
The George Washington University	\$57,300.00
University of Alabama	\$1,250.00
University of Arizona	\$1,000.00
University of California-Los Angeles	\$63,500.00
University of Central Florida	\$4,000.00
University of Central Oklahoma	\$2,500.00
University of Cincinnati	\$30,000.00
University of Delaware	\$3,000.00
University of Denver	\$3,500.00
University of Florida	\$55,500.00
University of Georgia	\$48,880.00
University of Guelph	\$9,500.00
University of Houston	\$35,500.00
University of Illinois - Chicago	\$500.00
University of Kansas	\$1,200.00

University of Kentucky	\$9,500.00
University of Massachusetts	\$1,500.00
University of Memphis	\$6,000.00
University of Minnesota	\$10,000.00
University of Missouri	\$3,000.00
University of Missouri-Columbia	\$4,000.00
University of Nevada-Las Vegas	\$139,650.00
University of New Hampshire	\$2,750.00
University of New Haven	\$3,000.00
University of North Texas	\$43,000.00
University of Oklahoma	\$7,700.00
University of Phoenix	\$1,500.00
University of Southern California	\$13,000.00
University of Tennessee-Chattanooga	\$5,500.00
University of Tennessee-Knoxville	\$6,750.00
University of Texas	\$1,000.00
University of Texas at Arlington	\$17,300.00
University of Texas at Austin	\$3,500.00
University of Texas at San Antonio	\$4,500.00
University of Utah	\$500.00
University of Washington	\$2,000.00
University of Wisconsin-Stevens Point	\$2,500.00
University of Wisconsin-Stout	\$5,500.00
Utah State University	\$6,000.00
UTSA College of Architecture	\$2,000.00
Virginia Commonwealth University	\$5,500.00
Virginia Polytechnic Institute	\$10,000.00
Virginia State University	\$12,000.00
Washington State University	\$3,500.00
Watkins College of Art & Design	\$2,500.00
Wentworth Institute	\$2,100.00
Western Illinois University	\$3,000.00
Widener University	\$16,500.00
Woodbury University	\$23,500.00



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.
Post Office Box 322
Shawano, WI 54166
US and Canada: 800.593.NEWH – tel 800.693.NEWH – fax
United Kingdom: 0800.096.9571 – tel 0800.096.9572 – fax
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.

(Tentative) Leadership Conference Schedule

NEWH
LEADERSHIP
conference
LEADERSHIP TRAINING FOR THE HOSPITALITY INDUSTRY



Friday, January 25

9:15 – 9:30	Welcome	
9:30 – 10:30	Keynote address	Chip Conley, PEAK Performance
10:45 – 11:45	General Session #1	Current trends in Hospitality Design and Supply
Lunch		
1:30 – 2:30	Breakout #1a Breakout #1b Breakout #1c	Sustainable Hospitality update iPad for Business Productivity – tips and tricks Selecting Wine at a business dinner workshop
3:30 – 5:00	Executive's Forum	
5:00 – 6:00	VIP Reception	
6:00 – 7:00	Reception/Cocktail Mixer	

Saturday, January 26

8:30 – 9:30	General Session #2	Industry Projection with Glenn Haussman/Bruce Ford
9:45 – 10:45	General Session #3	Puccini Group: Maintaining Style
11:00 – 12:00	General Session #4	Fab.com (<i>very tentative</i>): Reinventing Yourself
Lunch		
1:30 – 2:30	Breakout #2a Breakout #2b Breakout #2c	NEWH specific NEWH specific NEWH specific
2:45 – 3:45	Wrap-up Session	What did we learn/where are we going?
5:00 – 7:00	Scholar's Reception/ NEWH Awards	

January 25–26, 2013

SPONSORSHIP OPPORTUNITIES

NEWH is bringing the hospitality industry together again. **The 2013 NEWH Leadership Conference** is an international event bringing hospitality professionals from the US, UK and Canada. This interactive conference will focus on leadership and education. Whether you design, procure or provide a product to the hospitality industry, there will be personal and professional benefits for you. **The following general sponsorship levels are available:**

EXECUTIVE'S ROUNDTABLE \$15,000

Sponsorship of *premier and best attended/most anticipated event* at the conference. Opportunity to present topics, lead discussion, etc. Table cards, signage, projected promotional images in ballroom *during session*, most prominent identification in conference program.

(3) complementary conference passes.

VIP RECEPTION \$10,000

Sponsorship of private reception with Industry Executives and VIPs, prior to general reception. Table cards, signage, projected promotional images in ballroom, second-most prominent identification in conference program.

(2) complementary conference passes.

GENERAL NETWORKING RECEPTION \$5,000

Sponsorship of general networking reception following VIP reception. Table cards, signage, projected promotional images in ballroom, prominent identification in conference program.

(1) complementary conference pass.

KEYNOTE SESSION \$5,000

Sponsorship of Keynote session. Introduction of Keynote Speaker. Table cards, signage, projected promotional images in ballroom, prominent identification in conference program.

(1) complementary conference pass.

SCHOLAR'S RECEPTION \$5,000 EACH
THREE (3) OPPORTUNITIES

Sponsorship of Scholar's Reception. Recognition at event, table cards, signage, projected promotional images in ballroom, prominent identification in conference program.

(1) complementary conference pass per sponsorship.

CONTINENTAL BREAKFAST \$2,500 EACH
FOUR (4) OPPORTUNITIES
(two each day)

Sponsorship of Continental Breakfast. Table cards, signage, projected promotional images in ballroom *during breakfast*, prominent identification in conference program.

(1) complementary conference pass per sponsorship.

LUNCH BUFFET \$5,000 EACH
FOUR (4) OPPORTUNITIES
(two each day)

Sponsorship of Lunch Buffet. Table cards, signage, projected promotional images in ballroom *during lunch*, prominent identification in conference program.

(1) complementary conference pass per sponsorship.

SPECIFIC SESSION/BREAKOUT (CASE BY CASE BASIS)

Sponsorship opportunities will be available during some the session breakouts. Details will be made available as we get closer to the event date.



DID YOU KNOW?

You can sign up and pay for your sponsorship ONLINE!
 Go to www.newh.org — click on **Events > Leadership**

Checks can be made out to **NEWH Leadership Conference**
 Mail to: PO Box 322, Shawano, WI 54166

FOR MORE INFORMATION CONTACT:

Jena Seibel, NEWH, Inc. email: leadership.conference@newh.org
 Questions, call: 800.593. NEWH



SPONSORSHIP AGREEMENT

Grand Hyatt Union Square
San Francisco, CA
Friday, January 25th – Saturday, January 26th, 2013

Sponsoring Company: _____

Please submit with proper Capitalization and spacing, EXACTLY as it should appear on all published event materials

Phone: _____ Fax: _____

Cell: _____ Email: _____

Mailing Address: _____

City/State/Zip: _____ Country _____

Website: http://www. _____

Alternate Sponsor Representative _____ Title: _____

Phone: _____ Fax: _____

Cell: _____ Email: _____

PLEASE CHECK YOUR LEVEL OF SPONSORSHIP:

- | | |
|---|--|
| <input type="checkbox"/> Executive's Roundtable @ \$15,000 | <input type="checkbox"/> Scholar's Reception @ \$5,000 |
| <input type="checkbox"/> VIP Reception @ \$10,000 | <input type="checkbox"/> Continental Breakfast @ \$2,500 |
| <input type="checkbox"/> General Networking Reception @ \$5,000 | <input type="checkbox"/> Lunch Buffet @ \$5,000 |
| <input type="checkbox"/> Keynote Session @ \$5,000 | <input type="checkbox"/> Specific Session/Breakout TBD |

I, the undersigned, authorize NEWH, Inc. to use the above company name, logo, and photos on documents, signage, and advertisements related to the Bridge to Success NEWH Leadership Conference 2013 event and other NEWH promotions. I also understand that by signing this form, I agree to ensure the payment for the event listed above will be made.

Payment for sponsorship is due no later than December 1st, 2012. I understand that failure to submit payment in full before this date (December 1st, 2012) will result in the company's name being excluded from event materials.

Sponsor Representative Name (printed)

Sponsor Representative (signature/date)

SUBMISSION OF MATERIALS: Please submit logo in EPS/vector format to leadership.conference@newh.org upon signing this agreement for use in event marketing materials.

ENTIRE AGREEMENT: This Agreement and any exhibits (prospective-future action) and attachments are the complete agreement between the parties with respect to the subject matter hereof, superseding and replacing any and all prior agreements, communications, and understandings, both written and oral, regarding such subject matter. Pricing will be governed by NEWH, Inc., whether printed on paper or electronically. The Terms and Conditions of this Agreement will prevail over any contrary or inconsistent terms. This Agreement may only be modified, or any rights under it waived, by a written document executed by both parties.

NEWH
The Hospitality Industry Network
Regional Tradeshow

		2004	2005	2006	2007	2008	2009	2010	2011	2012	total net profit for NEWH, Inc.	average profit per show
Atlanta	Income							116,255.00				
	Expense							49,558.66				
	Chapter Percentage							26,678.54				
	NEWH, Inc. profit							40,017.80			40,017.80	
Dallas	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	37,271.57		42,088.41		33,035.29		61,882.70			174,277.97	43,569.49
Chicago	Income								163,395.00			
	Expense								79,647.36			
	Chapter Percentage								33,499.06			
	NEWH, Inc. profit								50,248.58		50,248.58	50,248.58
Greater New York	Income							176,810.00				
	Expenses							79,194.19				
	Chapter Percentage							39,046.32				
	NEWH, Inc. profit							58,569.49			58,569.49	58,569.49
Houston	Income									68,487.50		
	Expense									37,075.39		
	Chapter Percentage									12,564.84		
	NEWH, Inc. Profit									18,847.27	18,847.27	18,847.27
Los Angeles Founding Chapter	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						35,943.23		52,103.82		88,047.05	44,023.53
North Central	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					15,244.51			21,744.85		36,989.36	18,494.68
Northwest	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				14,686.13		17,652.41		15,949.83		48,288.37	24,144.19
Orlando	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						40,531.19		51,552.17		92,083.36	46,041.68
Denver	Income							70,395.00				
	Expense							30,887.01				
	Chapter Percentage							15,803.20				
	NEWH, Inc. Profit							23,704.79			23,704.79	23,704.79
Southern Counties	Income		68,396.75									
	Expense		44,664.35									
	Chapter Percentage		9,348.32									
	NEWH, Inc. Profit		23,732.40								23,732.40	23,732.40
Washington DC Metro	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	22,177.17	15,394.12	27,598.86	39,172.55	44,226.70	41,997.54	53,741.36			244,308.30	30,538.54



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 Tradeshow 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 Tradeshow 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 Tradeshow 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.

NEWH

The Hospitality Industry Network

MEDIA PARTNERS



NEW BENEFITS AND GLOBAL OPPORTUNITIES



Partner with NEWH, the leading hospitality organization in networking and education.

With the support of our membership, volunteers and Corporate Partners, NEWH has grown by 7% in 2012 bringing our total membership to 3,975! As a part of our continued success and growth, we are introducing a new level of participation with the NEWH Media Partnership. Our Media Partnership not only offers mutual opportunities for exposure online and in print at tradeshows and conferences, but also allows NEWH the ability to offer affordable dues to sustain and grow our membership. We value this partnership and offer you opportunities to establish strategic business alliances that will build your business and yield financial benefits.

By becoming an **NEWH Media Partner**, you add NEWH to your marketing team and span the globe with 18 chapters and 5 regional groups in active hospitality regions. Our Marketing Plan for 2012–2013 targets growth in professional members and includes the launch of creative campaigns that will gain new followers. Join us in our mission of scholarships, education, and networking as we provide personal and professional success to those that actively participate. Many of these new programs are underway and already gaining successful momentum into 2012. We are proud to report to date that NEWH has awarded over \$2.6 million in student scholarships. It is through your generosity and financial support that NEWH is capable of reaching such an astounding goal.

We look forward to a mutually beneficial business partnership in 2012!

Look what's happening with NEWH...

- NEWH has expanded **Career Network** and the **Resource Directory** to include **BIZviews** video resumes to better promote our members and their businesses across the international network. Corporate Partners are featured at the top of their categories in our Resource Directory and will soon be in Career Network as well.
- **Ezine & hvnews**, our video log of national tradeshows and interviews with top hospitality professionals has been a smash hit. Join us and broaden your marketing campaign to reach more than tradeshow attendees beyond the dates of the show. The NEWH Marketing Committee is in the process of developing marketing opportunities for the Corporate Partners in this exciting new webcast. Stay tuned for news.
- We have launched two new websites in addition to our NEWH.org site. *(What are these? xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx)*
- **NEWHconnect** is becoming a great place to go for news, event info and finding out whose doing what. Send us your press

releases to post on our NEWS tab ... let the world know what you are doing!

- **Sustainable Hospitality** is introducing **Green Voice**, the new umbrella brand for all of our sustainable educational content and events. Green Voice will present a fresh approach from sustainable leaders with great ideas, products and design with tangible business results. NEWH is expanding it's efforts in sustainable education including, developing the content for the Green Voice Luncheon and Green Conversations at the Hospitality Design Expo and Conference, In addition we will be producing a one of sustainable webinars, and creating sustainable sessions for the NEWH Leadership Conference
- We have expanded our **Regional Tradeshows** again, having 4 – 5 shows per year. This is one of our most successful initiatives. Manufacturers and service providers have found these intimate tabletop events both a marketing success as well as affordable. NEWH Corporate Partners continue to take advantage of discounts and prime booth location selection at these trade shows.



EVENT/MEDIA **PARTNERSHIPS**

Levels of Sponsorship	\$ Commitment	Website Presence	NEWH Magazine Exposure	NEWH Regional Tradeshow	Email Blasts	Courtesy Membership	Online Directory	Social Media Exposure	Benefit \$ Value
Conference	10,000.00	✓	Half Page	✓	3	5	Premium Listing	✓	8,545
Tradeshow	15,000.00	✓	Full Page	✓	5	10	Premium Listing	✓	13,160

Explanation of Benefits

Promotion by NEWH

1. Letter announcing partnership from NEWH President
2. Email blast
 - a. Tradeshow: 5 blasts per show
 - b. Conferences: 3 blasts per conference
3. Placement of trade publications, brochures and/or promotional items on Media table
4. Event listed on on-line calendar
5. Listing on Tradeshow menu
6. Follow all social media accounts
7. Rotating event ad on NEWH home page
8. One ad per year in NEWH Magazine
 - a. Tradeshow: Full page
 - b. Conferences: Half page
9. Courtesy Members
 - a. Tradeshow: 10 members in any chapter(s)
 - b. Conferences: 5 members in any chapter(s)
10. Premium listing in on-line Resource Directory



Reciprocal benefits to NEWH from Partner

1. Booth or equivalent at partner events
2. Badges
3. Event Attendance
 - a. Tradeshow: Complimentary badges for attending NEWH, Inc. Board of Directors members
 - b. Conferences: One complimentary Conference Pass for NEWH, Inc. President
4. Issue a release announcing partnership
5. Email blast
 - a. Tradeshow: 5 blasts per show
 - b. Conferences: 3 blast per conference
6. Events listed on on-line calendar
7. Follow all social media accounts
8. One ad per year in trade publication—either online or in print
 - a. Tradeshow: Full page
 - b. Conferences: Half page

18 Chapters and 5 Regional Groups

NEWH CHAPTERS

ARIZONA
ATLANTA
ATLANTIC CITY/PHILADELPHIA
CHICAGO
DALLAS
HOUSTON
LAS VEGAS
LOS ANGELES
NEW YORK
NORTH CENTRAL
NORTHWEST
ROCKY MOUNTAIN
SAN FRANCISCO
SOUTH FLORIDA
SUNSHINE
TORONTO
UNITED KINGDOM
WASHINGTON DC METROPOLITAN

NEWH REGIONAL GROUPS

NORTH CAROLINA
ORANGE COUNTY
SAN DIEGO
VANCOUVER
VIRGINIA

NEWH
The Hospitality Industry Network

NEWH, Inc.
P.O. Box 322
Shawano, WI 54166

800.593.NEWH (6394) phone
800.693.NEWH (6394) fax

www.newh.org

MARK YOUR CALENDAR

2012

May 14	NEWH, Inc. Board of Directors Mtg.
May 15-17	HD Expo & Conference
Jun 6	HD Awards Gala
Jun 11-13	NeoCon World Trade Fair
Jun 18-20	HD Asia
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	NEWH, Inc. Board of Directors Mtg.
Jan 24	San Francisco Regional Tradeshow
Jan 25-27	NEWH Leadership Conference
Feb 27	HD Summit
Mar 5	Sunshine Regional Tradeshow
Apr	Chicago Regional Tradeshow
May 14	NEWH, Inc. Board of Directors Mtg.
May 15-17	HD Expo & Conference
Aug	Los Angeles Regional Tradeshow
Sep 22	NEWH, Inc. Board of Directors Mtg.
Sep 23-24	HD Boutique
Oct	Minneapolis Regional Tradeshow
Oct	Seattle Regional Tradeshow
Nov 10	Exec Comm. Strategic Planning Session
Nov 9-12	IH/M&R Show

2014

May 14	HD Expo & Conference
Sep 16	HD Boutique

NEWH Board of Directors Motion Form

Date: May 14, 2012

Motion Number:

I, _____

Motion seconded by: _____

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

Notes on discussion: