



GOVERNING BOARD PACKET

24 January 2013

Hyatt Regency San Francisco @ Union Square
Room
San Francisco, CA

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

24 January 2013

Hyatt Regency San Francisco – Room
San Francisco, CA

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

Board of Directors Meeting

Thursday 24 January 2013

10:00 am – 2:00 pm

| | | | | | |
|---------------------|--|--|---|---|--|
| Executive Committee | Julia Marks Stacey Berman Judy Regan | Andrea Thomas Tina Lockwood Cynthia Guthrie | Trisha Poole Philip Byrne Dina Belon | Christine Tucker Lynn Fisher Helen Reed | Anita Degen |
| Board of Directors | Mary Ann Thornam Meghan Bazemore Lee Brotsker | Benjamin Coy Jacob Cross Rebecca Goldberg | Bryan Adcock Leigh Mitchell Christopher Hahn | Adrienne Pumpherly Michelle Finn Deborah Herman | |
| House of Delegates | Andrews, Cindy Bauxmont-Flynn, Cray Beelaert, Mark Brinton, Julian Cannon, Alicia Coleman, Valerie | Coy, Benjamin Diaz, Fernando Doolittle, Kory Engert, Lara Grubb, Kate Gutowski, Karen | Hegstad, Scott Hill, Schaeffer Hoegler, Lori Howell, Katie Johnson, Brittany Kaler, Jonathan | Kennedy, Manuela Koller, Natalie Murray, Matthew Nasberg, Marc Peck, Melinda Raphael, Ginger | Rauen, Stacy Roach, Carole Schaffer, Todd Sims, Andrea Spran, Lora Vaughan, Vanessa |
| 10:00 am | Call to Order | | | Julia Marks | |
| 10:05 am | Establishment of Quorum - Presentation of Minutes and Motion to Accept | | | Stacey Berman | |
| 10:10 am | President's Welcome - Introduction of 2013 NEWH Inc Board of Directors and new Board Positions - Introduction of Guests | | | Julia Marks | |
| 10:25 am | Financial Report - Presentation of Motions to accept 2013 Budget | | | Judy Regan | |
| 10:30 am | The Business of NEWH – What it means | | | Anita Degen | |
| 10:40 am | Your Rights and Responsibilities | | | Julia Marks | |
| 10:45 am | NEWH Inc Where are we and where are we going | | | Julia Marks | |
| 11:00 am | NEWH Corporate Partners - Expectations and Responsibilities | | | Cindy Guthrie | |
| 11:05 am | Successful Chapters and Chapter Board Training | | | Diane Federwitz | |
| 11:15 am | Inc level Scholarships - when, what and how to apply | | | Andrea Thomas | |
| 11:25 am | NEWH Regional Tradeshow 2013 | | | Philip Byrne | |
| 11:30 am | Leadership Conference | | | Leigh Mitchell | |
| 11:40 am | Sustainability and Why it is Important to NEWH Inc | | | Dina Belon | |
| 11:50 am | International Report | | | Chris Tucker, Lynn Fisher | |
| 12:00 pm | Marketing do's and don'ts | | | Trisha Poole | |
| 12:15 pm | Break and Group Photo | | | | |
| 12:30 pm | Breakouts - The Future of NEWH – staying current and relevant - Fundraising – pitfalls and possibilities - Successful Programming – strategic planning for successful events - Managing your Board for Success – Goals, Delegating and Committees - Balancing your chapter Roster–how to appeal to designers, owners & executives | | | Jacob Cross Benjamin Coy & Ron McDaniel Sarah Pellegrin Jason Stock & Scott Pope Stacy Elliston | |
| 1:15 pm | - Breakout reports | | | | |
| 1:30 pm | New Business: | | | | |
| 2:00 pm | Motion to Adjourn | | | | |

Executive Committee Meeting

Sunday 27 January 2013

1:00 pm – 3:00 pm

| | | | | |
|---------------------|--|---|--|--|
| Executive Committee | Julia Marks Stacey Berman Judy Regan | Andrea Thomas Tina Lockwood Cynthia Guthrie | Trisha Poole Philip Byrne Dina Belon | Christine Tucker Lynn Fisher Helen Reed Anita Degen |
| 8:00 am | Call to Order | | | Julia Marks |
| 8:10 pm | Establishment of Quorum | | | Stacey Berman |

NEWH, INC. GOVERNING BOARD MEETING MINUTES

10 September 2012

Miami Beach Convention Center-Miami Beach, FL

| | | | | |
|---------------------|---|---|---|--|
| Executive Committee | Stacey Berman Judy Regan Christine Wasmer | Tina Lockwood Cynthia Guthrie Trisha Poole | Philip Byrne Dina Belon Christine Tucker | Lynn Fisher Helen Reed |
| Board of Directors | Andrea Thomas Lee Brotsker | Janice Marko Andy Schaidler | Liza Kapisak Mark Huntsinger | Adrienne Pumphrey Michelle Finn |
| House of Delegates | Benjamin Coy Cindy Andrews Fernando Diaz | Hope Case Katie Howell Lauren McNamara | Marissa Colli Stacy Elliston Stacy Shoemaker Rauen Laurie Woliung | Valerie Coleman David Tracz Meghan Bazemore Todd Schaffer |
| Guests | Wendy Grossmann Kevin Hancock | Chapter Presidents: Cinnamon Alvarez (LA) JoAnne Mrosak (North Central) | Leigh Mitchell (San Fran) Dina Belon (Sunshine) Susan Burnside (Tor) | Lynn Fisher (UK) |
| Not in Attendance | Julia Davis Marks Anita Degen Mary Ann Thornam Todd Fuller Cynthia Milow Bryan Adcock Deborah Herman Shayne Bratz Denielle Clifford Lisa Cochran | Susan Crowder Lara Engert Lori Hass Scott Hegstad Schaeffer Hill Lori Hoegler Amy Jakubowski Elaine McCorkle-Castro Marc Nasberg Sarah Pellegrin | Scott Pope Todd Schaffer Andrea Sims Candice Spicer Stephanie Thompson Chapter Presidents: Diane Berg (AZ) Ryan Partin (Atl) Rachael Fernbach (AC GP) | Todd Hilt (Chicago) Jessica Craig (Dallas) Lisa Ghai (SouthFL) Tara Mastrelli (NY) Deidra Lashmet (Houst) Rich Gesteland (Vegas) Erin Brodhead (NWest) Jennifer Ruckel (RockyM) Jason Stock (DC Metro) |

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

The meeting was called to order by Past President Helen Reed at 8:00 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 presented.

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

Motion seconded by: Philip Byrne

VOTE COUNT:

YEA: 19 NAY: 0 ABSTENTION: 0

STATUS OF MOTION:

Carried: Defeated:

President – JULIA DAVIS

Discussion:

- Not present-gave birth on Friday to baby girl named Ella
- Julia sends her regards

Past President – HELEN REED

Discussion:

- Welcome to Miami!
- Julia gave birth to baby Ella on Friday, everyone doing well, congratulations
- Thank-you for being here today
- This is the last meeting of the year
- Despite the economy it's been a great year for NEWH with international expansions, increasing the value of NEWH and value of local chapters and membership
- Members and membership is something you and your board should discuss this time of year especially with new board members coming on, never underestimate the value of networking through NEWH
- Julia and Shelia went to Hong Kong in conjunction with HD Asia in June
- Feedback for potential chapter interest, language barrier but much support, please forward on your Asia contacts
- Notified of options this summer, all nominations must be previously submitted, ballot changes cannot be accepted on the floor, will announce new positions upon adjournment, any other openings will be voted on at leadership conference in January
- Congratulations to chapters and your hard work, please be sure to submit your board reports, many were missing, director reports were also lacking
- Please share your questions and success
- Tradeshow have been very successful

- Launch of Hnews monthly Ezine, submit your items we want to hear from you, goes out in the middle portion of the month to all members (submit to Helen and Shelia by the 5th)
- Ezine highlights monthly 2 corporate partners, chapter and NEWH Inc. activities

VP/Finance – JUDY REGAN

Discussion:

- In good shape financially
- Read your board report
- Reports and chapter statements must be sent to Inc. office to avoid conflict
- Everyone is responsible in making sure their chapter is kept in compliance
- Inc. files tax returns for everyone, this information is critical, we cannot file if chapters are not in compliance, keep your chapter in good legal standing
- 4 Chapters not banking with First Enterprise, 1 is in the process of changing
- Easier when entire organization is with the same entity financially
- First Enterprise is a business bank, they have specific staff that look over checks making sure dual signatures are recorded, they do well keeping business actions in line
- Switch to First Enterprise, you have option to have Inc. do deposits for major event
- Share with your chapter that when Inc. and chapters are doing the same thing, on the same page it makes for clear communication and it makes it easier on everyone

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

Discussion:

- Influential progress this year-Incredible momentum
- Vendors are excited
- Chapter level interactions at events have added professionalism and has encouraged vendors to take notice to our organization
- New corporate partners Kohler Company, MTE North America, SÉURA, Tropitone Furniture, W A L T E R S
- Keep up the social networking, engaging events, it's added to the success of our corporate partners
- Facebook "like" the corporate partner companies, likes their posts, gives them additional exposure, please like our corporate partners and their posts
- New signage will go out in January they enjoy coming to your events and seeing their name please make sure your chapter uses it at every event

Regional Tradeshow Regional – PHILIP BYRNE

Discussion:

- Continue to be a very good source of income for NEWH
- Six very successful tradeshows this year, some more impressive than others but good all around
- 2013 tradeshow schedule is full, San Francisco, Orlando, Chicago, LA, Minnesota
- Credibility has been built, chapters are working hard on attendance, some cities are more challenging to get a good quality of attendees
- Tradeshows with transportation, great idea especially for cities where it's hard to get people out to attend
- Quick sell out is still a challenge
- Had a tradeshow breakout session at our May meeting, interesting ideas came out of that
- Process will remain the same as long as we can maintain the quality of the show and attendees
- Please encourage and help to obtain high attendance for the shows

Questions:

- Looking at the spreadsheet are most shows 65-80 booths with great income?
- Most are 100-150 booths, costs of travel make for a significant attendance difference, like to keep is small and personal, some of the larger areas such as NY and DC it's easier to fill, every show sells out even being in different cities
- How do you determine by large waiting lists that some of the cities wouldn't benefit from having a larger show?
- It becomes a negative scenario when local vendors can't get in, how do you balance it out, how can we do that better?
- It's a challenge, we put on a smaller show, could discuss farther with Jena about increasing but filling past the 150
- It's all about the attendees, such as if you have 80 booths and 100 attendees
- Houston had 75 booths and their attendance was very high, Rocky Mountain had the same effect, NY had 150 booths and the chapter worked hard on making it a very successful and entertaining event
- If you can get a lot of attendees you can have more booths but you have to get the people there, no interest from A&D community
- Small markets, people are hungry for a tradeshow; why not open it up more when the attendance is so high?
- It is up to us to get the attendees, need to have a strong chapter, the people that come are amazing, could increase a little bit to test it
- Minneapolis IIDA has a tradeshow does that takes away from NEWH, do the contract design firms go to IIDA vs. NEWH, could we do every other year on the opposite year of NEWH?
- Keep momentum for chapter to have tradeshow, can discuss extra booths
- Market regionally, as we partner with other media sources we're asking for their help in their blasts to market the tradeshows, hopefully

this will help attendance and help to grow the chapter

- We're working on ways to help support the chapters growth
- Preparation is key, need to start right away

Leadership Conference– MARK HUNTSINGER

Discussion:

- Leadership Conference, January 25-26, 2013, Bridge to Success, San Francisco
- Chip Conley Friday keynote
- Roger Thomas Saturday keynote
- Working on Owner's Roundtable, if you have connections/comments please forward on
- Exciting VIP reception, everything is falling into place
- Looking for someone exciting for the scholars dinner
- If a chapter is interested in hosting a 2015 Leadership Conference, let us know
- At NEWH booth there are sponsor sheets for interested companies stop by and get some, literature on the Leadership Conference is available to pass out to others
- Website being updated with details
- Spread the word for attendance
- We need everyone's help in promoting
- Fund board members to go
- We need scholarship recipients in attendance
- This is the time to impress people about what NEWH is, look at your budgets and get your board members there
- Leadership Conference is January 25-26 at the Grand Hyatt Union Square in San Francisco, the tradeshow is on Thursday, costs \$200 NEWH Member, \$295 Non-Member, \$50 Students, 1 Day pass \$150
- The events are amazing, especially the scholars dinner, the experiences and lives that have been changed is amazing to hear about, encourage attendance
- The leaders that are speaking are influential and you'll leave with a huge impact and be brought into amazing networking opportunities
- The last conference was amazing, the exposure, round table discussions, if you're looking for a job or guidance it's a must to attend
- Do most chapters have scholarship recipients attend the event?
- It's important to not just send board members it's also imperative to send scholarship recipients, there's mentoring, exposure for them, exposure to share to others what we're doing on a chapter level to change the lives of students, Nicole at NEWH Inc. sent out an email to chapters about the details and what is needed
- Toronto is taking a scholarship recipient who is now serving on their board as scholarship director, it's been an amazing opportunity and journey for the student and now there's even more room to grow and learn
- NEWH received an email back from a Toronto scholarship recipient that said thank-you I'm a scholarship recipient and now I can give back
- Roundtable, breakout sessions are great for you professionally and for your chapter
- Friday start with Chip Conley, Trend setters panel, Sustainable panel Transparency and Reporting, Owners Roundtable, VIP reception
- Saturday start with Roger Thomas, presentation on maintaining style, social media panel. Breakout sessions, Life Coach, Gensler giving a tour of Hyatt, history of San Francisco hotels what they've done with remodeling the Hyatt, color trends, industry report then Scholars dinner
- When talking about your chapter budget and who can attend who you can afford to underwrite
- Remember the individuals chapters choose to send do not all have to be members, potential members are out there, students and scholarship recipients are our future, that's where you need to go, that's who you need to bring
- Chapters can use scholarship account to bring a student; student must currently be in school, could bring 2-3
- If you have a recently graduated student you could budget something out of your general funds
- It's a good investment if you can bring a student that you think will grow with NEWH
- When you make the selection and explain that it's an investment to bring a student, they understand, you want to take the time and introduce them to others, make sure they're at all of the events, help build their future and their understanding of the investment
- Chapter would purchase students ticket and reserve the hotel room, student could receive a per diem for food/transportation, etc. give them a government rate stipend per diem for the days they are there to compensate for other expenses
- Board meeting is the morning of the tradeshow
- Board reports due December 15th a month prior to Leadership, these are very important

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

Discussion:

- Working on new CEU where NEWH can accredited courses and conferences ourselves
- Going back to an old model, in process of completing application
- Will need to submit lengthy packet
- Working with IDCEC to use CEU's in the interim
- Establish a timeline of history of CEU's if chapters have anything they can submit, old records/CEU events, etc. please submit to Chris
- Old records were paper, many items have been lost

- Putting together a comprehensive timeline so any information would be helpful, forward onto Chris

VP/International Relations-Canada – CHRISTINE TUCKER

Discussion:

- Toronto chapter strong with 156 members
- Social media has brought more attention to chapter and more members
- Vancouver great movement, they originally wanted to be a chapter, now a regional group with much success, steady and positive flow
- A few board members made it a challenge for Vancouver to grow, doing much better now
- Vancouver can now award scholarships
- Halifax in August 10 interested individuals and starting east coast Canadian regional group
- Strong growth

VP/International Relations-United Kingdom – LYNN FISHER

Discussion:

- Membership is rising
- Had 62 members, dropped to 43, last 12 months hard
- No Vice President, small board
- Great new President coming on
- UK chapter is just in London
- Design Director in Germany, looking at NEWH in Europe, in early stages looking at demographics to see what is possible, majority speak English
- Cindy introduced Shelia to Marketing person Shelia needs business card to pass along to Lynn
- If anyone has contact in Europe please forward on

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

Discussion:

- Green Voice Webinar premier September 26th and 27th
- Great speakers, Meta-Trends session on 26th, Sustainable experts in industry
- \$20 Members, \$50 Non-Members, Students Free
- Sponsorship opportunity at \$250 or individual sustainable sponsor \$75
- No CEU or USGBS accreditation at this time only AIA

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

Discussion:

- Corporate partner level interest is strong, marketing has been very effective
- Supporting Leadership Conference for attendance/participation
- Ads opportunity
- Need Chapter level assistance spreading the word about Leadership, raffle off a ticket to Leadership
- Top ID something we're trying to grow to design membership, opportunity to brag about design firms in our regions, should be highly promoted
- October 1st call for Top ID, 2013 Top ID announced at New York show
- Our list was featured in a publication, we will be sharing the details so you can see the results
- At Leadership we're looking for a way to celebrate these designers
- Meant to build designer demographic
- Pop up banner for New York, put one on Michelle's side and NEWH booth
- Don't exclude designers, would be nice to not have repeat designers, some chapters have a hard time with finding 3 and that's ok
- Want the designers to be credible, the firm should be participating in your chapter events, they have to be NEWH members, you're evaluating their contribution and their work
- Look on websites for details about firm
- The firm is what's being recognized, they have to have a member within their firm
- Interest from others is gained fast, it's an exclusive unique opportunity
- The understanding is getting out there
- Chapters need to buy the banners and get them out at events
- Sunshine had banner up at Golf Event and it created a lot of interest
- It's important to remember the banner promotes all of our regions/chapters
- Look for the email and attachment, there is a packet that has to be filled out for nominations, it's a checklist to make sure they're active in NEWH
- Email Trisha with questions

- Discipline calls are going well, please join in
- ICON of Industry, is Mr. Kohler, need help inviting individuals to contribute in the tribute book, need help spreading the word, wrap up by end of September/early October
- The ICON tribute book is a beautiful book set out at Gold Key Breakfast where ICON and Scholarship recipient is honored, individuals/companies sponsor and submit a tribute honoring the ICON, we want the book to be full of ads/graphics, etc. celebrating the ICON's contributions to hospitality, different size ads offered, booklet is set on each chair at breakfast
- Design Reps ask if contacts specify Kohler if so ask them to participate in the tribute book
- View Mr. Kohler's bio on the website
- Very appreciated for all of the marketing done at the chapter level

Group Photo Taken

Break

BREAK OUT: Group Discussions

REGIONAL GROUPS | Chris Tucker –Discussion Details:

- If you have ideas, exchange emails, need to discuss what comes next
- Discipline calls for many different things we do in our organization, other industry parties from regional groups should be invited to these calls to share information, challenges and hopes

BREAKOUT SESSIONS | Helen Reed:

- Programming-Stacey Group 1
- What does networking really mean-Janice Group 2
- Committee Delegation-Dina Group 3
- Developing a student mentorship program-Andrea Thomas Group 4

GROUP ONE-Programming:

- Sharing success stories
- Need of next generation involvement especially their skill on social media
- What works and what doesn't work for chapters
- UK does great record keeping on attendance and financials, makes it easy to determine what works
- Chapters are doing innovative events
- Some events work well for some chapters and not so well for others
- Discussed how many people should be on the committee
- Talked a lot about the need for communication and keeping history
- Recommending that all chapter board reports include information about their top events including attendance and profit and loss and share at IBOD meeting, need to know most innovative events
- Sunshine Head to Toe event, team building event with designers, fun, fast paced, held at warehouse, working as a team of dressing up a model on your team with donated items such as lamp shades, fabric, etc., held a runway show
- Events could become a NEWH signature event
- Hospitality chairs are needed to retain data and keep email list current
- Fundraising, programming and membership need a co-chair
- Gmail for each board director
- Need mentors to help with board members
- Bring in experienced members as mentors to promote NEWH
- Chicago having one social event, dinner party, night before regional show, bring in owners, experienced members, looking to bring in past members, committee created to plan event

GROUP TWO-Networking:

- Talked about what networking is
- Talked about social media options
- Challenged chapters and younger members to come up with events that will bring in social media, such as tweets on screen, challenged to meet someone and tweet something about them
- Enforce texting etiquette, use bloopers on what not to do, force people out of their comfort zone, make a rule to put phone down and keep it personal to build a relationship
- Challenge of how to build relationships and network with today's technology with a personal touch
- Younger generation needs to learn how to do face to face networking, we have to be mindful of where the world is going and how to work with different generations
- Could have events to teach face to face interactions as well as the social media side, information we'd like to implement and share with other chapters
- Ideas and challenges have to be fun and out of the ordinary

GROUP THREE-Committees:

- Recruiting is key, talk it up to others, it's a stepping stone into the board with less commitment
- If someone is showing interest bring them on board as a committee member
- Some people want responsibility on their own without a committee, break this down that we're an organization, it's not a one man band
- Chapter survey for new members and entire membership is good to see where the interest is, interests change, job change

- Identify specific tasks for person to take one so they're not committed long term, take away the fear of board commitment
- Diane at NEWH Inc. handles surveys if interested

GROUP FOUR –Developing student mentorship program:

- Need student involvement to eventually become board members
- Have students work at events, work at registration desk, introduce them to your membership
- Have members take students around at meetings
- Reach out to schools for scholarship and events
- Concern of only having design students, need all aspects of hospitality students involved
- Culinary students and colleges can enhance events
- North Central's Speed Mentoring is very successful, they were having trouble getting culinary students involved
- Have culinary students prepare and serve food at an event, wrap them into the organization
- Have culinary students teach their skills to others in different industries
- In Minneapolis schools require students to go to different meeting and report back for part of their grade, could utilize their skills and help the students with their grade

NEW BUSINESS

MOTION TO REMOVE DIRECTOR OF CORPORATE PARTNERS

Date: September 10, 2012

Motion Number:1

I, Helen Reed, move to remove the position of Director of Corporate Partners from the NEWH Inc. Board of Directors.

Motion seconded by: Judy Regan

VOTE COUNT:

YEA: 1 NAY: 0 ABSTENTION: 0

STATUS OF MOTION:

Carried: Defeated:

Open for discussion

- Reason is most of communication with corporate partners goes through Inc. office via Jena/Shelia, there is not a lot of work for the director
- We try to keep the number of board members the same, cleaning up some of the positions we have
- Makes board meetings flow better

MOTION TO ADD DIRECTOR OF SPECIAL EVENTS TO NEWH INC. BOARD

Date: September 10, 2012

Motion Number:2

I, Helen Reed, move to add Director of Special Events to NEW Inc. Board of Directors seek the collateral material below for this position.

Motion seconded by: Judy Regan

VOTE COUNT:

YEA: 19 NAY: 0 ABSTENTION: 0

STATUS OF MOTION:

Carried: Defeated:

Open for discussion

- New job description still working on
- Corporate partner suggested doing an outward bound event, thought it was a great idea and we're nominating our corporate partner for the position

MOTION TO FILL DIRECTOR OF MARKETING AND COMMUNICATIONS POSITION

Date: September 10, 2012

Motion Number:3

I, Helen Reed, move to appoint Jacob Cross as the NEWH Inc. Board of Directors Director of Marketing and Communications

Motion seconded by: Judy Regan

VOTE COUNT:

YEA: 19 NAY: 0 ABSTENTION: 0

STATUS OF MOTION:

Carried: Defeated:

Open for discussion

- Appointing for 2-year terms starting in January
- Jacob has background in social media
- His company is getting a lot good PR, he's interested in the position and has high recommendations
- Have another conversation with him regarding his level of commitment
- Jason came to web meeting in Vegas with excellent input
- If Jacob cannot fulfill the role, there would be a new vote at the meeting in January

MOTION TO FILL DIRECTOR OF MARKETING COLLATERAL

Date: September 10, 2012

Motion Number:4

I, Helen Reed, move to appoint Rebecca Goldberg to NEWH Inc. Board of Directors to fill the position of Director of Marketing Collateral

Motion seconded by: Michelle Finn

VOTE COUNT:

YEA: 19 NAY: 0 ABSTENTION: 0

STATUS OF MOTION:

Carried: Defeated:

MOTION TO FILL DIRECTOR OF SPECIAL EVENTS POSITION

Date: September 10, 2012

Motion Number:5

I, Helen Reed, move to appoint Wendy Grossman to the NEWH Inc. Board of Directors to fill the position of Director of Special Events

Motion seconded by: Philip Byrne

VOTE COUNT:

YEA: 19 NAY: 0 ABSTENTION: 0

STATUS OF MOTION:

Carried: Defeated:

ANNOUNCING 2013 BOARD OF DIRECTORS | Helen Reed:

- Trisha Poole, President Elect
- Mary Ann Thornam, Continuing Education
- Meghan Bazemore, Membership
- Lee Brotsker, Expansion
- Benjamin Coy, Fundraising
- Leigh Mitchell, Conferences
- Bryan Adcock, Tradeshow
- Adrienne Pumphrey, Sustainable Hospitality

HONORS OUT GOING BOARD MEMBERS | Helen Reed:

- Mark Huntsinger
- Cynthia Milo
- Liza Kapisak
- Janice Marko
- Andy Schaidler
- Christine Wasmer

ADJOURNMENT | Helen Reed:

- If you are not attending quarterly discipline calls please encourage your directors to attend
- Mandatory conference calls and webinar for 2013 board members, on handout is a calendar with details, everyone needs to be aware of them
- If someone wants to hold a position on the board they must attend, it goes over job descriptions, goals, details of duties, we have people getting lost in the process and we're hoping this helps to make everyone a more informed board member
- Job descriptions should be available for anyone interested in a position
- Mentor interested people, have them join a committee prior to serving on the board
- If someone can't do either session such as maternity leave, business trip, etc. need someone else on the board that can sit in and would need to call Inc. office to through a quick run through
- These are not discipline calls it is training to hold a position on a chapter board
- Normal chapter board training is in addition to this
- Yes suggest regional groups and other interested individuals to attend
- The NEWH Inc. office will be facilitating these calls
- If you are going to be President in 2013, it's good to attend as many calls as possible to understand process of each position
- Diane and Jena doing regular board training
- Board training can be held on same day or separate days, most chapters opt for the strategic planning
- Chapters need training to understand and complete business plans, we've received very few business plans
- EC gets together once a year and goes over goals, helps to gather information
- In March we do strategic planning, when we meet in November we go over goals and what we accomplished and what we didn't and why, it's a good measure of information
- NEWH Inc. office included a report with this report, if you have a question give the Inc. office a call, we're a team working together that needs each other, we both make each other better
- If you're interested in future board positions contact your VP/President, think about succession planning

Comments:

- Amazing opportunity to come to meeting, breakout session provided a lot of great insight, help spread the word about New England Re-

gional Group, based out of Boston

- Next Ezine, add article about NEWH New England
- Email notes from break out session to Stacey@bermanpurchasing.com

Motion Number: 6

I, Stacey Berman, move that the meeting be adjourned at 11:59 pm

Motion seconded by: Tina Lockwood

VOTE COUNT:

YEA: 19 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.

2013 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. Build the role of NEWH within the International Hospitality community, including Europe and Asia
9. Build on our current successes, focus our goals to our strengths
10. Continue our progress and outstanding achievement by Trisha Poole to expand our marketing efforts particularly in social media networking

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, sug-

PRESIDENT ELECT

TRISHA POOLE

Job Purpose:

- Be an active advocate of NEWH through all possible industry-networking opportunities such as trade shows etc.
- Know the duties of the President and be prepared to assume the Presidential duties if necessary.

No Goals/Report Submitted

SECRETARY

STACEY BERMAN

Job Purpose

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

No Goals/Report Submitted

gestion 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

Welcome to the 2013 NEWH International Board of Directors. We have an exciting year ahead with new programs and projects looming and the continued success of current programs like our Regional Tradeshow. NEWH has proven itself to be incredibly valuable to the hospitality industry. Our Corporate Partnership program is stronger than ever, our membership is continuing to grow and our volunteerism is truly something to marvel at. Thank you all for your commitment to NEWH, let's make this year a huge success.

Congratulations to the Leadership Conference committee and most especially Mark Huntsinger and Leigh Mitchell for their hard work and for putting together this amazing experience for us.

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.

| | | | | | | | | | | | | | | |
|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Toronto | Yes | | | Yes | |
| UK | Yes | Yes | Yes | Yes | | Yes | Yes | Yes | Yes | | | | | |
| Washington, DC | | | | Yes |
| Regional Groups (Minutes once a quarter) | | | | | | | | | | | | | | |
| North Carolinas | Yes | Yes | | | | | Yes | Yes | Yes | Yes | Yes | | Yes | |
| Orange County | | | | | | | | Yes | | | | | | |
| San Diego | | | | | | | | | | | | | | |
| Vancouver | Yes | | | | | | | | | | | | | |
| Virginia | | Yes | | Yes | | | | | Yes | | Yes | | | |

VP/FINANCE

JUDY REGAN

Job Purpose

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

No Goals/Report Submitted

| BANK BALANCES | |
|-------------------------------------|---------------|
| account balances as of 12/31/2012 | |
| General | \$ 245,242.73 |
| Scholarship | 72,548.54 |
| Money Market | 46,299.60 |
| Long Term Reserve Account | 100,000.00 |
| Cash Reserve Account | 50,000.00 |
| CD | 100,000.00 |
| NEWH, Inc. acct in Canada (8/31/12) | 62,537.18 |

| Chapter | Annual Budget Rec'd | Statement from Bank | Labeling checks 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% | - | Inv'd | 57% | 6,400.07 | 4,965.86 | 12/31/12 | 6,178.55 | 12/31/12 | | |
| Atlanta | X | X | X | X | X | Yes | 45% | 17,341.05 | Inv'd | 26% | 40,721.26 | 38,488.42 | 12/31/12 | 46,368.46 | 12/31/12 | | |
| Atlantic City | | X | X | X | X | 0 | 0% | - | N/A | 0% | - | 14,721.44 | 12/31/12 | 2,540.14 | 12/31/12 | | |
| Chicago | | X | X | X | X | Yes | 64% | 5,900.00 | Yes | 47% | 41,896.47 | 47,204.30 | 11/30/12 | 55,074.39 | 11/30/12 | 11,642.93 | 11/30/12 |
| Dallas | X | X | X | X | X | Yes | 47% | 27,100.00 | Inv'd | 7% | 6,729.52 | 8,752.30 | 11/30/12 | 31,940.79 | 11/30/12 | | |
| Houston | | X | X | X | X | Yes | 68% | 900.00 | Inv'd | 18% | 8,182.15 | 20,451.69 | 11/30/12 | 17,590.56 | 11/30/12 | | |
| Las Vegas | X | X | X | X | X | Yes | 24% | - | Inv'd | 11% | 38,036.51 | 93,910.74 | 11/30/12 | 59,108.40 | 11/30/12 | 52,295.96 | 3/4/12 |
| Los Angeles Founding | X | X | X | X | X | Yes | 0% | 110,284.71 | Yes | 48% | 27,756.44 | 91,545.34 | 12/31/12 | 124,317.33 | 12/31/12 | | |
| New York | X | X | X | X | X | Yes | 60% | 5,000.00 | Yes | 27% | 40,050.00 | 94,108.13 | 12/31/12 | 43,947.50 | 12/31/12 | | |
| NEWH, Canada, Inc. | | X | | | | | | | | | | 36,150.20 | 6/29/12 | | | | |
| North Central | X | X | X | X | X | N/A | 0% | 9,600.00 | Inv'd | 51% | 9,500.00 | 17,665.96 | 12/31/12 | 16,421.18 | 12/31/12 | | |
| Northwest | X | X | X | X | X | 0 | 0% | 100.00 | Inv'd | 55% | 8,484.00 | 29,045.81 | 12/31/12 | 15,095.63 | 12/31/12 | | |
| Rocky Mountain | | X | X | X | X | Yes | 17% | 13,272.08 | Yes | 12% | 5,000.00 | 12,065.14 | 12/31/12 | 11,453.19 | 12/31/12 | | |
| San Francisco Bay Area | X | X | X | X | X | Yes | 47% | 9,758.32 | Inv'd | 65% | 250.00 | 64,245.58 | 12/31/12 | 10,056.66 | 12/31/12 | | |
| South Florida | | X | X | X | X | Inv'd | 35% | - | Inv'd | 58% | - | 26,352.69 | 12/31/12 | 23,916.35 | 12/31/12 | | |
| Sunshine | X | X | X | X | X | Yes | 16% | 22,339.28 | Yes | 31% | 10,200.00 | 37,455.71 | 12/31/12 | 38,769.10 | 12/31/12 | | |
| Toronto | X | X | | | | | 41% | | | 0% | | 11,862.22 | 8/31/12 | 27,538.15 | 9/28/12 | | |
| United Kingdom | | | | | | | | | | | | | | | | | |
| Washington DC Metro | X | X | X | X | X | Yes | 49% | 335.00 | inv'd | 2% | - | 141,643.38 | 12/31/12 | 15,832.19 | 12/31/12 | 40,093.59 | 12/31/12 |
| Regional Groups | | | | | | | | | | | | | | | | | |
| North Carolina | | | | | | | | | | | | | | 1,556.28 | 12/31/12 | | |
| Orange County | | | | | | | | | | | | | | 1,135.82 | 12/31/12 | | |
| San Diego | | | | | | | | | | | | | | 15,918.77 | 12/31/12 | | |
| Vancouver | | | | | | | | | | | | | | | | | |
| Virginia | | | | | | | | | | | | | | 9,631.71 | 12/31/12 | | |

2013 PROPOSED BUDGET

| | INCOME | EXPENSE |
|-----------------|--------|----------|
| President | - | 7,850.00 |
| President Elect | - | 7,000.00 |
| Past President | - | 8,330.00 |

| | | |
|----------------------------------|------------------------|------------------------|
| Executive Adviser | - | 3,500.00 |
| Secretary | - | 2,150.00 |
| Board Training | - | 8,200.00 |
| Vice President Finance | - | 5,150.00 |
| Travel / Delegate | - | 20,000.00 |
| Vice President/Education | - | 3,200.00 |
| Scholarship | - | 2,000.00 |
| Continuing Education | - | 11,500.00 |
| Sustainable Scholarship | 13,333.33 | 11,995.00 |
| ICON Scholarship | - | 17,435.00 |
| Vendor Scholarship | 3,000.00 | 5,180.00 |
| VP/Membership | - | 2,700.00 |
| Membership | 250,000.00 | 121,500.00 |
| Expansion | - | 2,600.00 |
| VP/Development | - | 2,700.00 |
| Corporate Partner Development | 6000,00.00 | 37,500.00 |
| Fundraising | 70,000.00 | 5,595.00 |
| VP/Marketing | - | 2,300.00 |
| Marketing | - | 3,520.00 |
| Marketing Communications | - | 2,500.00 |
| Marketing Collateral | - | 9,500.00 |
| NEWH Magazine | 20,000.00 | 16,000.00 |
| NEWH Awards | - | 2,150.00 |
| VP/Events | - | 4,250.00 |
| Tradeshows/USA | 5,000 | 28,150.00 |
| Tradeshows/other | - | - |
| Tradeshows/Regional | 629,210.00 | 405,655.00 |
| NEWH Nat'l/Leadership Conference | 104,680.00 | 121,791.50 |
| VP/Sustainability | - | 2,650.00 |
| Sustainable Conference | - | 17,900.00 |
| Sustainable Hospitality | 5,000.00 | 8,900.00 |
| Administration | - | 612,590.76 |
| NEWH Governing Board Mtg. | - | 8,350.00 |
| Website | 15,000.00 | 61,250.00 |
| Publications | - | 4,750.00 |
| Reimbursable | - | - |
| Reserve Acct. | - | 50,000.00 |
| Bank/Credit Card | - | 9,000.00 |
| Totals | \$ 1,715,223.33 | \$ 1,621,892.26 |

VP/EDUCATION

ANDREA THOMAS

Job Purpose

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

2013 GOALS

• Scholarship

- Work with the Committee Chair of Scholarship in the execution of all current scholarship initiatives including vendor scholarships and ICONS.
- Review the Sustainable Design Competition projects with the Committee Chair of Scholarship to select the finalists to submit to a panel of judges, to be determined.
- Interface with Chapter Directors via three scheduled discipline calls.
- Work with Leadership Conference committee on Scholars Reception on Saturday, 1/26/13 and help with sponsorships.

• Sustainable Hospitality Committee

- Work within this committee and with the assistance of the Committee Chair of Scholarship, research and implement new competition to begin in Fall of 2013.

• Education

- Assist Director of Continuing Education and CEU Committee Chair to fulfill requirements for the IACET application to be approved as a provider organization for continuing education.

STEPS TO ACHIEVE GOALS

• FR-1 Fabricut Vendor Scholarship

- The recipient for this \$3,000 award is yet to be selected and

will be given at Boutique Design West in San Diego in April.

• ICON of INDUSTRY

- Our 2012-2013 ICON of the Industry was announced at the Platinum Circle Awards – Herbert V. Kohler Jr.
- A \$5,000 Student Scholarship in honor of Mr. Kohler was awarded at the Gold Key Awards Breakfast
- to Stacey Sefcik, an exemplary MFA Interior Design student attending the Savannah College of Art and Design. The criteria for the ICON scholarship includes having completed at least half of the requirements for a degree that will lead to a career in the Hospitality or Textiles Industries, maintaining a minimum 3.0
- GPA, showing financial need and having participated in an industry internship.
- A \$3,500 runner up Student Scholarship award will be given to Ashley Sarazen, a BFA of Interior Design candidate attending the New York Institute of Technology, in April 2013 at Boutique Design West in San Diego.

• Sustainable Design Competition – 2012-2013

- Thank you to **JLF Ionemeadow** and **Valley Forge Fabrics** for their continued enthusiastic support and sponsorship.
- The current competition is **“The Sustainable Guest Experience- RESTAURANT/NIGHTCLUB.”** Letters of intent from students have been received and the final submission of projects is due February 15th, 2013.
- Award of these scholarships will be made at HD Expo in May of 2013, at the Mandalay Bay Convention Center in Las Vegas (room to be announced).
- Winners selected by our judges will receive:
 - \$5000 Award for Undergraduate Project Submittal.
 - \$5000 Award for Graduate Project Submittal.

• Leadership Conference – January 2013

- Confer with the LC committee on the event timeline; introduce and highlight past scholarship recipients in attendance.

• Education

- Currently we are establishing a timeline/history of the NEWH CEU program from original implementation by the Los Ange-

les Founding Chapter to the present. This will help provide back-up of our credentials/ resume of experience and necessary materials for IACET application. Professionals from the industry are being sought to fill positions on NEWH CEU Approval Panel. Seeking two of each: Architects, Interior Designers, Engineers, USGBC, Code Professionals, and Educators. If you are interested in working on this initiative, please contact Chris Wasmer at wasmer@roadrunner.com.

• Discipline Calls

- Discipline calls have been set for February 2, April 17 and August 21 with Chapter Directors. Two call times are available for each day. Chapter Scholarship Directors are strongly encouraged to attend the calls and Presidents and other interested parties are welcome.

• Board Training Manual update

- Guidelines for scholarships and other changes/updates to be made to Board Manual – is an on-going process. Please submit any changes/updates you feel should be made to VP/Education or the NEWH Inc. office.

• Website updates/correction as necessary

- Working with Scholarship Committee Chair to update all scholarship information as necessary on website.

LONG TERM GOALS FOR THIS POSITION

1. Provide/assist for a smooth transition for our future Director of Scholarship to maintain effectiveness of all NEWH Scholarship & Education initiative and programs.
2. Provide and plan for smooth interface/interaction between activities of Scholarship and Education at all levels within NEWH Inc/Chapters.
3. Ongoing - Define job responsibilities and timeline of all ongoing initiatives overseen by VP/Education for use by future occupants of this position.
4. 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

Job Purpose

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

No Goals/Report Submitted

SCHOLARSHIP AWARD REPORT

| Chapter | 2012 | total # of awards | Total Given |
|------------------------------------|-----------|-------------------|-------------|
| Arizona | 3,000.00 | 94 | 89,350.00 |
| Atlanta | 15,000.00 | 112 | 191,680.00 |
| Atlantic City/Greater Philadelphia | 3,000.00 | 3 | 6,000.00 |
| Chicago | 0 | 73 | 149,000.00 |
| Dallas | 30,000.00 | 128 | 230,200.00 |
| Houston | 9,125.00 | 93 | 91,125.00 |
| Las Vegas | 20,500.00 | 118 | 262,554.00 |
| Los Angeles Founding Chapter | 25,500.00 | 297 | 590,175.00 |
| New York | 25,000.00 | 190 | 431,500.00 |
| North Central | 0 | 25 | 28,500.00 |
| Northwest | 0 | 25 | 37,500.00 |
| Orange County (Southern Counties) | 0 | 51 | 50,950.00 |
| Rocky Mountain | 4,000.00 | 29 | 49,700.00 |

| | | | |
|--|-------------------|--------------|---------------------|
| San Diego | 0 | 3 | 3,000.00 |
| San Francisco Bay Area | 3,000.00 | 1 | 3,000.00 |
| South Florida | 10,000.00 | 68 | 104,000.00 |
| Sunshine | 6,000.00 | 51 | 129,500.00 |
| Toronto | 10,013.00 | 28 | CAD 51,013.00 |
| United Kingdom | 4,500.00 | 4 | GBP 7,000.00 |
| Virginia | 0 | 8 | 16,500.00 |
| Washington DC Metropolitan | 20,000.00 | 88 | 208,300.00 |
| New England | 0 | 26 | 18,950.00 |
| NEWH ICON of Industry | 8,500.00 | 15 | 62,000.00 |
| 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 | 215,138.00 | 1,550 | 2,904,997.00 |

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.

No Goals/Report Submitted

VP/MEMBERSHIP

TINA LOCKWOOD

Job Purpose

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

CURRENT PROGRESS

- 2013 brings Meghan Bazemore, Director of Membership; Lee Brotsker, Director of Expansion, and Andy Schaidler as our working group.
- Conference Calls have been held with the Chapters. Although not all Chapters participate the interaction and information is still great. The Inc office then sends out minutes with high points to all Membership Directors. The Membership mandatory call for Membership Directors held in December was missed by 6 chapters; the Inc staff will be rescheduling for a time to conference for their introduction to their directorship.
- NEWH has 18 active Chapters and 5 major Regional Groups: North Carolina, Orange County, San Diego, Vancouver and Virginia. There is much interest in Asia, UK and Canada for Regional expansion.
- 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.

2013 GOALS

- Work with and on behalf of NEWH, Inc to increase membership on a National and International level.

MEMBERSHIP

MEGHAN BAZEMORE

Job Purpose

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

2013 GOALS

- Encourage chapters to continue to expand their membership with local Membership Drives
- Offer incentives on the Chapter level to encourage new members to join
- Expand the student membership for each chapter, bringing more awareness of the organization

STEPS TO ACHIEVE GOALS

- Offer support (perhaps online) to chapters offering Membership

Drives, to make it easier for them to process

- Encourage local chapter awareness amongst the students pursuing hospitality related careers
- Offer a friendly competition that gives the winner a free 1 year membership, for new & re-new members

LONG TERM GOALS FOR THIS POSITION

- Recruit chapter board members to expand their roles and join the Inc. Board of Directors
- Increase overall membership!

MEMBERSHIP REPORT BY CHAPTER

| chapter | 2011 Year End | 2011 Year End w/ Students | 2012 to date | 2012 to date w/ Students | % of Change since January Meeting no students | 2012 non renewals | | 2012 new members/ past returning | | voting members | non voting | students |
|--------------------------------|----------------------------|---------------------------|--------------|--------------------------|---|-------------------|--------------|----------------------------------|--------------|----------------|-------------|------------|
| | Students are not reflected | | | | | | | | | | | |
| Arizona | 58 | 62 | 67 | 74 | 16% | 15 | 25.9% | 27 | 40.3% | 47 | 20 | 7 |
| Atlanta | 269 | 292 | 270 | 326 | 0% | 67 | 24.9% | 84 | 31.1% | 208 | 62 | 56 |
| Atlantic City/Philadelphia | 62 | 68 | 75 | 96 | 21% | 14 | 22.6% | 30 | 40.0% | 62 | 13 | 21 |
| Chicago | 264 | 312 | 251 | 311 | -5% | 105 | 39.8% | 82 | 32.7% | 136 | 115 | 60 |
| Dallas | 289 | 395 | 354 | 471 | 22% | 78 | 27.0% | 119 | 33.6% | 230 | 124 | 117 |
| Houston | 179 | 250 | 207 | 277 | 16% | 59 | 33.0% | 47 | 22.7% | 89 | 118 | 70 |
| Las Vegas | 132 | 165 | 151 | 178 | 14% | 41 | 31.1% | 43 | 28.5% | 87 | 64 | 27 |
| Los Angeles Founding | 278 | 315 | 252 | 287 | -9% | 81 | 29.1% | 88 | 34.9% | 175 | 77 | 35 |
| New York | 335 | 494 | 415 | 546 | 24% | 118 | 35.2% | 140 | 33.7% | 239 | 176 | 131 |
| North Central | 139 | 236 | 177 | 258 | 27% | 39 | 28.1% | 36 | 20.3% | 60 | 117 | 81 |
| Northwest | 122 | 139 | 138 | 147 | 13% | 38 | 31.1% | 44 | 31.9% | 90 | 48 | 9 |
| Rocky Mountain | 106 | 116 | 121 | 142 | 14% | 25 | 23.6% | 43 | 35.5% | 88 | 33 | 21 |
| San Francisco Bay | 101 | 133 | 142 | 184 | 41% | 30 | 29.7% | 61 | 43.0% | 96 | 46 | 42 |
| South Florida | 193 | 239 | 160 | 192 | -17% | 63 | 32.6% | 29 | 18.1% | 87 | 73 | 32 |
| Sunshine | 215 | 286 | 230 | 259 | 7% | 80 | 37.2% | 56 | 24.3% | 153 | 77 | 29 |
| Toronto | 102 | 122 | 141 | 161 | 38% | 23 | 22.5% | 62 | 44.0% | 102 | 39 | 20 |
| United Kingdom | 59 | 60 | 58 | 58 | -2% | 22 | 37.3% | 32 | 55.2% | 56 | 2 | 0 |
| Washington DC Metro | 182 | 251 | 247 | 293 | 36% | 69 | 37.9% | 81 | 32.8% | 146 | 101 | 46 |
| New England Region | | | 15 | 15 | | 3 | | 1 | 6.7% | 11 | 4 | 0 |
| North Carolina Region | 41 | 47 | 41 | 43 | 0% | 13 | 31.7% | 16 | 39.0% | 34 | 7 | 2 |
| Orange County Region | 74 | 95 | 36 | 49 | -51% | 10 | 13.5% | 10 | 27.8% | 29 | 7 | 13 |
| Regional Members | 40 | 45 | 19 | 19 | -53% | 8 | 20.0% | 21 | 110.5% | 16 | 3 | 0 |
| San Diego Region | 0 | 0 | 22 | 44 | | 11 | #DIV/0! | 5 | 22.7% | 14 | 8 | 22 |
| Vancouver Region | 48 | 89 | 37 | 102 | -23% | 19 | 39.6% | 9 | 24.3% | 28 | 9 | 65 |
| Virginia Region | 32 | 46 | 28 | 47 | -13% | 9 | 28.1% | 3 | 10.7% | 21 | 7 | 19 |
| edited 29-DECEMBER-2012 | 3320 | 4257 | 3654 | 4579 | 10% | 1040 | 31.3% | 1169 | 32.0% | 2304 | 1350 | 925 |

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

FIRST, WE HAVE TO IDENTIFY ALL REGIONAL CHAPTERS

- Identify any/all Regional Chapters
- Vancouver
- Orange County
- Boston
- Carolina's
- Etc.

- Are there different Categories?
- Large/Small
- East Coast/West Coast/International
- Ability/Interest in becoming a Full Chapter

ASSIGN A DIRECTOR OR CHAIRPERSON RESPONSIBLE FOR EACH REGIONAL CHAPTER

- Who will supervise each individual Chapter (Tina/Lee/Andy)
- East/West

ESTABLISH A DEFINITION FOR EACH REGIONAL CHAPTERS

- Proximity
- Priority

PRIORITIZE EACH CHAPTER TO ESTABLISH WERE TO ALLOCATE APPROPRIATE RESOURCES

- Who is responsible from INC
- Create a Budget for each Chapter's development

IDENTIFY ANY AND/OR ALL LEADERSHIP AN ANY/ALL REGIONAL CHAPTERS

- Who is currently in Leadership Positions

IDENTIFY STRATEGIC PARTNERS TO HELP ESTABLISH WHO/WHAT/WHERE/WHEN

- Contact Strategic Partners to help identify additional resources (Leadership)
- Reach out to any/all Strategic Resources

CONTACT THOSE LEADERS AND ESTABLISH AN INDIVIDUAL PROGRAM WITH SAID LEADERSHIP

- Utilizing established INC's procedures

SCHEDULE A SERIES OF CONTACTS (EITHER TELECONFERENCE AND/OR "IN-PERSON")

- In person (at Trade Shows and/or Industry Events)
- A series of Mandatory (?) Conference Calls
- Open Dialogues with INC (Expansion Leadership) and Regional Chapters

WITH LEADERSHIP SET GOALS AS INDIVIDUALS AND FOR THE CHAPTERS

- Create and implement Individual Chapters "Event" Schedules
- With Chapter Leadership identify appropriate TIMELINE

COUNCIL AND COORDINATE ALL EFFORTS TO BE VIABLE AND PRODUCTIVE REGIONAL CHAPTERS

- Monitor all Leadership meetings and schedules
- Review any/all "events" as they may have legal implications
- Create a "Feedback" Mechanism for Monitor and Review of INC's Leadership and Staff

REGIONAL MEMBERSHIP

| Regional Area | 2012 | 2011 | 2010 | 2013 Projections |
|-------------------|------|------|------|------------------|
| Indiana Region | 1 | 2 | 1 | 0 |
| Iowa Region | 1 | 0 | 0 | |
| Memphis/Mid-South | 3 | 4 | 2 | 0 |
| Michigan Region | 2 | 3 | 2 | 0 |
| Missouri Region | 0 | 0 | 1 | 0 |

| Regional Area | 2012 | 2011 | 2010 | 2013 Projections |
|-----------------------|------|------|------|------------------|
| New Mexico | 0 | 0 | 1 | 0 |
| Ohio Region | 5 | 3 | 1 | |
| Oklahoma Region | 3 | 3 | 2 | 0 |
| South Carolina Region | 2 | 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.

No Goals/Report Submitted

| 2013 CORPORATE PARTNER LIST | level | partner since |
|---|------------|---------------|
| Durkan Hospitality | Benefactor | 1995 |
| Fabricut Contract/S. Harris | Benefactor | 2004 |
| KOHLER Company | Benefactor | 2012 |
| Restoration Hardware | Benefactor | 2012 |
| ULSTER | Benefactor | 2003 |
| American Leather (have not received agreement) | Patron | 2008 |
| Hospitality Design Group (have not received agreement) | Patron | 2001 |
| Hospitality Media Group, LLC | Patron | 2012 |
| Hotel Interactive | Patron | 2012 |
| Installation Services Group | Patron | 2010 |
| Milliken Hospitality (have verbal agreement) | Patron | 1996 |
| Moen | Patron | 2012 |
| Summer Classics Contract | Patron | 2011 |
| American Atelier, Inc. | Supporting | 2011 |
| Arteriors Contract | Supporting | 2013 |
| Ashley Lighting, Inc. | Supporting | 2012 |
| B Carpet (have verbal agreement) | Supporting | 2001 |
| Bernhardt Hospitality | Supporting | 2012 |

| | | |
|--|------------|------|
| Conneaut Leather | Supporting | 2012 |
| Electric Mirror | Supporting | 2008 |
| Fabric Innovations | Supporting | 2011 |
| Hunter Douglas Hospitality | Supporting | 2010 |
| Karndean International | Supporting | 2011 |
| Lexmark Carpet Mills | Supporting | 2008 |
| Lily Jack <i>(have verbal agreement)</i> | Supporting | 2011 |
| Mandy Li Collection | Supporting | 2011 |
| P/Kaufmann Contract | Supporting | 2011 |
| Serta International | Supporting | 2005 |
| Séura Incorporated <i>(have tentative verbal agreement)</i> | Supporting | 2012 |
| Shafer Commercial Seating | Supporting | 2012 |
| Shelby Williams | Supporting | 2011 |
| Signature Hospitality Carpet | Supporting | 2005 |
| Tropitone Furniture Company | Supporting | 2012 |
| Vaughn Benz | Supporting | 2011 |
| WALTERS | Supporting | 2012 |

FUNDRAISING

Benjamin Coy

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.

2013 GOALS

- Work with Janice Marko fully understand the position
- to do all that is possible to help each chapter realize a more successful year in fundraising.
- Analyze the Silent Auction as our primary means for fundraising at HD Boutique.
- Look for other exciting ways to generate funds and enthusiasm

for both our designers and vendors

STEPS TO ACHIEVE GOALS

- Build a committee to help with brainstorming ideas
- Understand what has been tried and proven as both successes and in some cases, failures so that we do not try to reinvent the wheel

VP/MARKETING

Job Purpose

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

No Goals/Report Submitted

MARKETING COMMUNICATIONS

JACOB CROSS

Job Purpose

- Provide marketing communications through Public Relations and online media for NEWH, Inc. and support initiatives and chapter events and programs with international and regional marketing opportunities.

No Goals/Report Submitted

MARKETING COLLATERAL

REBECCA GOLDBERG

Job Purpose

- To maintain a creative calendar for marketing collateral and to work closely with NEWH, Inc. Board of Directors and its chapters to ensure consistency of branding, creativity and accuracy of marketing materials.

No Goals/Report Submitted

VP/EVENTS

PHILIP BYRNE

Job Purpose

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

2013 GOALS

- Ensure 2013 Regional Trade Shows are well executed and financially successful.
- With Trade Show Director and the NEWH Inc plan RTS calendar for 2014
- Research alternatives for the registration process of RTS select a number of solutions and poll vendors.
- Investigate other opportunities that exist to make RTS a more satisfying experience for both attendees and vendors. To include but not limited to 'Owners table', local 'celebrity' guest speaker.
- Assist wherever possible in delivery of 2013 leadership conference.

STEPS TO ACHIEVE GOALS

- Work with existing vendors RTS Director of NEWH Inc to develop as many ideas of fair registration as possible.
- Look at how our competitors are structuring their own RTS type operations and what is being offered to vendors and attendees.

LONG TERM GOALS

- Assist in planning calendar for 2015 RTS.

- Look at the feasibility of incorporating more/better CEU's, owners table and guest speakers at RTS delivery more appeal.
- Research opportunities for partnering in non-conflicting events similar to Neocon/ HD Vegas both in the USA and overseas.
- Assist UK if possible in building a tie with Decorex / Sleep (UBM)
- Assist with potential 'Outward Bond' event.

OTHER REPORT ITEMS

- RTS shows continue to thrive providing revenue enabling to continue our scholarship.
- However as reported we do need to try and solve the issue of shows selling out in 5 mins, creating a degree of annoyance with companies continuing to fail in obtaining a booth, in addition we need to create more of a flow of ideas to keep the RTS fresh and different enough for both vendors and attendee level has been somewhat disappointing and we must work to ensure this does not re-occur at as many levels as possible.
- Kudos as usual to the work undertaken at NEWH Inc to make the RTS the successful event they are.

NEWH CONFERENCES

LEIGH MITCHELL

Job Purpose

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

2013 Goals

- Successful Execution of the 2013 Leadership Conference
- Select 2015 Leadership Conference location and begin research on destination

Steps to Achieve Goals

- Weekly calls with INC to verify all bases are covered for 2013 Conference.

- Blitz needed for sponsorships, product tables and president dinner sales
- Discussion with Philip regarding 2015 Conference and timing

Long Term Goals for This Position

- Successful execution of 2015 Leadership Conference, taking what has been learned from the 2013 conference and planning better.

REGIONAL TRADESHOWS

BRYON ADCOCK

Job Purpose

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

2012 was very successful for the regional tradeshow, we have continued to refine the model and the events continue to get more and more popular. Dallas and New York both paired their shows with an owners Round table as a lead in, this helped to drive the show attendance up and is something that will be implemented more broadly in 2013. The roundtables are supported by HD magazine and have been branded as such.

There are 6 regional tradeshow scheduled for 2013:

1. San Francisco - January
2. Orlando - March

3. Chicago - April
4. Los Angeles - August
5. Minneapolis - October
6. Seattle - October

San Francisco, Orlando and Chicago are sold out.

We are now taking requests for 2014 if you would like to host a regional tradeshow and are not scheduled for 2013 please contact Jena Seibel or Bryan Adcock.

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

Mission Statement:

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

NEWH Sustainable Hospitality Committee

Subcommittees Organization and Responsibilities:

Dina Belon, Adrienne Pumphrey, David Mahood, Sharry Cooper, Rachel Long, Lynda Sullivan, Jeanne Varney, Helen Reed, Gary Golla, Carly Cannell, Chris Wasmer, Denise Scaffani, Stephen Mathews, Lora Spran, Jeff Sladick, Kal Wellman (USGBC), Nicole Crawford (NEWH Inc.)

| Committee | Areas of Responsibility | Committee Leader | Committee Members | NEWH IBOD Committee Connection |
|--|---|-------------------|---|---|
| Marketing Committee | Website / Social Networking (Carly) Public Relations / Alliances Articles (Rachel) | Adrienne Pumphrey | Carly Cannell Rachel Long Helen Reed Jeff Sladick | Marketing Trisha Poole (VP) Liza Kapisak (Internet Communications) |
| Fundraising Committee | Operating Budget (Dina) Sustainable Scholarships (Chris) Online Auctions (Lynda) Sponsorships (volunteer needed) | Dina Belon | Lynda Sullivan Denise Scaffani Chris Wasmer | Development Cynthia Guthrie (VP) Janice Marko (Dir. Fundraising) |
| Directory Committee | Application reviewed Directory Membership Drive | Sharry Cooper | David Mahood Jeanne Varney Stephen Mathews | Marketing Trisha Poole (VP) |
| Events & Forums Committee | Green Voice Leadership Conf. (Jan. 25 th - 26 th , 2013) HD Las Vegas (May 15 th - 17 th , 2013) Webinar (TBD) SH Conference (Jan. 2014) Other Organization events involvement Green Lodging and Hospitality Conference (Sept. 1 st - 4 th , 2013 - Orlando, FL) | Gary Golla | Lynda Sullivan Rachel Long David Mahood Lora Spran Dina Belon | Events Phillip Byrne (VP) Mark Huntsinger (Dir. NEWH Conferences) Leigh Mitchell (Dir. Leadership Conf.) |
| 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 | None |

Sustainable Hospitality Committee Objectives for 2013:

- NEWH Green Voice sessions at HD Las Vegas May 15th - 17th, 2013 (David Mahood)
- Green Voice Webinars (Gary Golla) - Dates TBD
- Contribute to the Green Lodging and Hospitality Conference Sept. 1st - 4th, 2013 in Orlando, FL (Dina Belon)
- 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)

Report on 2012 Activities:

Events Sub-Committee:

- Hosted the NEWH Green Voice sessions at Hospitality Design Expo in Las Vegas May 15th - 17th, 2012. (David Mahood) Sessions were: The premier Green Voice event at the HD Expo was the NEWH Student Sustainable Design Competition winner award luncheon along with the Expert Green Panel discussion.
- Green Conversations with the Experts: What are We Teaching Our Students and What Can They Teach Us? (Free session)
- Green Conversations with the Experts: Where Does Your Wood Come from and Why it Matters (free session)
- Green Conversations with the Experts: One Hotel Can Change the World (free session)
- Green Conversations with the Experts: Materials Matter (free session)
- NEWH Green Voice webinars held September 26th & 27th, 2012 (Gary Golla)

Meta-Trends in Sustainability - Shaping Our Future

- Sept. 26th @ 2:00 PM (1.5 hours)
- Water: Beyond High Efficiency Fixtures
- Sept. 27th 2:00 PM (1 hour)
- 2030 Challenge for Products
- Sept. 27th 3:00 PM (1 hour)
- Designer Discussion
- Sept. 27th 4:00 PM (1 hour)
- Completed good participation and excellent feedback on the quality, The HD Expo Green Voice sessions and Webinar supported the Green Voice Sustainability Brand for NEWH.
- Developed a Green Voice educational sessions for the Leadership Conference Jan. (Gary Golla)
- Sustainable Meta-Trends—Transparency and Reporting. Tom Lent of Healthy Building Network will address the trend of openly providing information regarding building product content, production impacts and associated health information. Clark Brockman of SERA will discuss energy and water reporting.

Marketing:

- Public Relations / Website / Social Networking / Press Releases
- Developed and branded Green Voice for ongoing NEWH Sustainable educational initiatives. Created the logo and branding graphics as well as tag line. NEWH will utilize the Green Voice brand for sustainable education related activities
- Social networking improvement - Facebook, LinkedIn and Twitter
- Articles for the NEWH magazine were (3) produced - by David Mahood, Jeanne Varney & Dina Belon

Chapter Development:

- Chapter Sustainable Directors Discipline calls were held:
 - 1st Feb. 21st, 2012.
 - 2nd May 29th, 2012
 - 3rd August 14th, 2012

4th Nov. 27th, 2012

Calls went well and were well attended, we cover what the international committee is doing and ask the chapter directors to get involved and promote, and each chapter director reports out what is going on with Sustainability in their chapter. A lot of great ideas are shared during these calls.

One example: Set up templates so that Sustainable Directors can utilize (International board to complete):

events
emails
newsletters
etc.

Fundraising:

Obtained Supported the (2) NEWH Online Auctions with donations

Obtained Sponsorships for the Green Voice Webinar Series

Working to obtain a Sponsorship for the Leadership Conference Sustainability Session

Sustainability Directory

Increase SH directory participation - Extending this goal to 2013 once website changes are completed.

Education / Scholarship:

Sustainable Scholarships were awarded for 2011/2012 @ the NEWH Student Scholarship Awards Luncheon held at HD Las Vegas, Tue.

May 15, Time: 12:00 pm - 1:30 pm

\$5000 undergraduate student

\$5000 undergraduate student's school

\$5000 graduate student

Sustainable Scholarship for 2012/2013 Deadline for application of intent to participate was December 7, 2012. Deadline, for project

submittal: February 15, 2013. Our winning students shall be honored at HD Expo 2013 in Las Vegas Nevada. In addition to NEWH Magazine,

Facebook, and the event shall be covered by other hospitality and design publications. Awards will be:

Scholarship Award to Undergraduate Student - \$5000

Scholarship Award to Graduate Student - \$5000

JLF/lone meadow and Valley Forge Fabrics are the 2012-2013 competition sponsors.

Assisted the international board with Sustainable CEUs

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.

See Above

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.

2013 GOALS

- Atlantic Canada Regional Group starting 2013 with Kara MacGregor as a new member Jan 2013 and is the Principal of the largest design firm in the East Coast and she is interested in leading the Atlantic Group with events and help grow the membership.
- Expand the NEWH mission Canada-wide, increase the visibility/credibility of NEWH.
- Explore and encourage new Regional Groups in other areas of Canada.
- Winnipeg & Calgary have had some interest but no local individuals/members willing to step up to limited group at present.
- Work with NEWH International to maintain structure and best practices for International Chapters working with NEWH Inc. for continued relations that benefit all parties.
- Build on the Networking opportunities throughout Canada and USA.
- Strengthen membership and relationships with US and UK counterparts.
- Continue to work with NEWH in Vancouver, B.C. has been a very strong and positive Regional Group in 2012 and looking to stay grow in 2013 with the commitment of the current Board.
- Continued growth with other associations in Canada to expand our membership base.
- Trade show in Toronto with IINDEX 2013 – great partnership that allows NEWH to share the stage with ARIDO and Enroute allowing us to award our Scholarships and get publicity in all their

marketing across Canada.

STEPS TO ACHIEVE GOALS

- Working with committee members in Vancouver Regional Group and Committees.
- Working with Kara MacGregor in Halifax to build a committee with new members in Atlantic Canada to develop the Regional Group and Committees.
- Currently work with all members in Vancouver & Toronto Chapters to assist in facilitating functions and growth for NEWH Canada Inc.
- Mentor members to move into the International forum and understand Canada and USA format and structures.
- Work with Canadian and US legal to ensure compliance to all Federal concerns of both countries.
- Successful participation to expand Canadian awareness of NEWH with continued partnering at 2013 IINDEX and award 2013 Toronto Chapter Scholarships at venue on main stage.

LONG TERM GOALS FOR THIS POSITION

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

OTHER REPORT ITEMS

- Continue to monitor the Canadian, taxes and accounting systems.
- 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.

No Goals/Report Submitted

PAST PRESIDENT

HELEN REED

Job Purpose

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

2013 GOALS

- Work with INC office on the E-zine, set the schedule, solicit articles, review content
- Founders Circle in May- Work with Corporate Partner's to get them more involved with Founder's Circle and the benefits of participating. Follow through Partner's suggestions and comments.
- *Provide outline and program for evening
- Engage organizations such as National Restaurant Association or other hospitality organizations to become involved or form partners with NEWH
- Continually increase awareness of NEWH in all areas of the Hospitality Industry and with Sustainable organizations
- Work with the Sustainability Committee
- Provide counsel to the Governing board and support as required.
- Assist the President as required and with the completion of goals that were set during my Presidential term
- Assist with Succession planning for the IBOD and EC

STEPS TO ACHIEVE GOALS

- Increase contact with Corporate Partners to make them aware of Founder's Circle and the agenda. Send out reminders to them to keep them aware of the event so that there is a great deal of par-

ticipation from them at the event. Take feedback that is given at Founder's Circle and work with NEWH to implement their thoughts into future actions

- Attend other conferences and networking events in the industry where there are opportunities to discuss NEWH and the benefits of other organizations getting involved or partnering with NEWH in the future
- Interview IBOD members for highlights in E-zine
- Set schedule for product highlights for E-zine
- Work with IBOD and EC keeping up to date with industry events

UPDATE

- The first NEWH, Inc. e-zine- Hnews was released in August. We have had a hard time getting content and staying with a schedule. In 2013, we will re-launch the E-zine. We would like more participation from the chapters regarding highlights, events, stories or interviews. We will be releasing a new issue around the beginning of each month. If Chapters have any information that they would like published in the e-zine please send it to Shelia at that Inc. office
- We received great feedback from the Corporate Partners at Founder's Circle in Vegas this past May. We will begin working on the next Founder's Circle after later in the winter.

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

No Goals/Report Submitted

NEWH AMBASSADORS

MICHELLE FINN

DEBORAH HERMAN

Job Purpose

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

2013 GOALS

- To attend and promote all National and Regional NEWH activities. This includes bringing personal contacts to the events, helping to promote events to the local region, chapter by

chapter and most especially, building the brand of NEWH Excellence.

- Regarding events that can be "best practices", our goal is to attend these events, help with the committee to make these

events successful and pool our individual contacts to make these events successful. These events include: Project Runway, Regional Golf Tournaments, and all NEWH trade shows, NEWH Leadership Conference, Owners Round Table events and any others a specific chapter asks for assistance with...

- To increase the awareness of NEWH among the hospitality owner/developer/investor sector.

STEPS TO ACHIEVE GOALS

- Attend NEWH events and other industry events i.e. American Lodging Investment Summit (ALIS), Cornell Innovation Conference, Lodging Conference, BizNow, NYU Investment Conference, BDNy, BD West, and HD Expo.
- A big shout out to all NEWH Chapter presidents and Programming Directors, we are here to help. When you have a need, give us a call and we are there to support you, pull in the troops and make things happen.
- Continue to promote membership in all and every avenues available. This is as small as a hand shake at a local chapter

NEWH OFFICE

STAFF

BOARD TRAINING/STRATEGIC PLANNING

- **Mandatory webinars** – This was the first year mandatory webinars were conducted per discipline (voting position). We received good feedback from the webinars in that they were very helpful – especially to new board members, and a good review for seasoned board members. The downside is having to conduct individual sessions with those board members who did not participate in one of the two sessions. This was expected to some extent but does take up a great deal of time by NEWH staff. Unfortunately, there are quite a few chapter board members who have not contacted the NEWH office to schedule a session, nor answered emails from NEWH staff to schedule those sessions.
- With the start of a new year and new boards, if any chapter board member has any question at all about his/her responsibilities, or a chapter concern, please contact the NEWH office for guidance and to discuss.
- **Chapter Quarterly Conference Calls/Webinars** - Chapter Board members, please put the quarterly conference calls on your calendar and be sure to participate in them throughout the year to share your ideas, get questions answered, and brainstorm with other chapter directors. The schedule was emailed to all board members. You can also find the schedule on the website in the Board of Director Resources section, or contact the NEWH office for a copy.

EVENTS/EMAIL BROADCASTS

- There was a chapter question about looking into doing email broadcasts themselves through another HTML site. **No chapter should be sending email broadcasts on their own, especially uploading their own list to a broadcast service** (i.e. Constant Contact, etc.). The database at the Inc. office should be the one and only master database for all chapters – and all chapters are encouraged to go through the database list at least once a year for updates/revisions (request as needed). We do encourage chapter board members to forward event emails to their contact list that the NEWH office has already broadcasted – personally inviting those people to your events. If you do have an HTML format for an email broadcast, we can incorporate that as your email broadcast.
- Please be sure to allow two (2) to three (3) days MINIMUM to

event – or a phone call to a possible corporate sponsor. Promote what NEWH can do for you.

LONG TERM GOALS FOR THIS POSITION

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

OTHER REPORT ITEMS *(NEWH ambassadors January-June activity report)*

- NEWH Ambassadors will be attending the NEWH Regional Show Leadership Conference (San Francisco), American Lodging Investment Summit (Los Angeles), NEWH Regional Show in Chicago, BD West (San Diego) – NEWH's ICON Award Breakfast to include NEWH/WIL (Women in Lodging) Women Leaders' in Hospitality Panel discussion, HD Expo, and NYU Investment Conference, and other events to be determine.

process your email blast requests.

- If you know of anyone not receiving email broadcasts, please contact Diane to track the individual email to be sure the email is on your chapter list and has not bounced, etc. Please remind people to check their spam folder, talk to their company IT department, add postmaster@newh.org as an approved/safe sender in their contact list.
- People can sign up for any NEWH email list on the NEWH website – the link is just above the sign in area (upper left). To be removed from a mailing list, at the bottom of all email broadcasts you will see "Unsubscribe or update your email preferences" CLICK IT...you will be taken to a list of all NEWH email blast lists. You can add yourself or delete yourself from any of the lists.

FINANCE

- Insurance riders must be applied for at least 10 business days prior to your event. We have changed insurance companies and will no longer be able to accommodate last minute requests.
- Credit card processing – if you are not swiping a card but sending credit card slips to the NEWH office for processing, THESE MUST BE SENT TO THE NEWH OFFICE WITHIN SEVEN (7) DAYS OF THE EVENT. There are a number of chapters that wait months. We are then inundated with phone calls from participants asking what the charge to their credit card is. This is not only time consuming for this office, but it looks very disorganized to the card holder.
- Please tell your card holders that their credit card will be processed within 14 days of the event. This should resolve some of the problems.
- ALL CREDIT CARD PURCHASES MADE THROUGH NEWH, INC. **MUST INCLUDE BOTH THE CVC CODE** (the magic number) AND THE BILLING ADDRESS. Please DOUBLE CHECK the forms before sending! We are unable to process cards without that information – and Julie cannot spend the amount of time necessary to call all of your attendees. In the future, we will be sending these back to the chapter for the additional information.
- When requesting NEWH to pay for your event/venue on the chapter credit card, please submit your request at least 5 days in advance. There have been times that we cannot contact the person you are dealing with at the last minute.
- NEWH, Inc. is researching alternate merchant services to be uti-

lized on smart phones.

- Fundraising events are to be a profitable venture, please be mindful of your margins and each chapter is required to have one per year when not having a trade show.
- Just a reminder, the NEWH, Inc. By-laws are to NEWH what the U.S. Constitution is to the American citizen – it should not be changed to benefit a few. Any requested change must be reviewed by the NEWH, Inc. Executive Committee and the NEWH attorney.
- Don't be alarmed if you see duplicates on the data table - Julie Hartmann will be checking that table and making sure all of the payments are going through, and if not, is contacting those individuals directly. She will also confirm attendees have signed up for the correct ticket price (based on membership) and she'll be looking into any duplicates that show up on the table and clear those up (duplicates can happen if the person uses the 'back' button during sign up, clicks on the submit button more than one time, or if the session times out). Because of this, please do not delete any records in this table.

Arizona

- Chapter did a great job getting credit cards that needed to be processed for event to us quickly.
- Moved banking to 1st Enterprise

Atlanta

- Rock-N-Bowl and After Party credit card sponsorships forms weren't all processed due to missing information. Chapter tried to contact persons on agreement form with no luck. But by the end of the year things started to move smoothly.

Atlantic City

- Great job on Annual Sponsorship!
- Sent in event financials for us to complete payments received (checks/credit cards) in a timely fashion.

Chicago

- Great Job keeping QuickBooks up to date (checks and deposits).
- Moved banking to 1st Enterprise - J
- Quick to send credit card payments to be processed for events – if missing information, Chapter worked quickly to resolve.

Dallas

- Working on balancing out deposits (QuickBooks information does not match bank statement).
- Chapter quick to respond to emails.
- Chapter has credit card terminal that is utilized for events.

Houston

- Chapter quick to respond to emails.
- Chapter had credit card terminal that is utilized for events.
- Would like to see QuickBooks updated as checks and deposits are made – easier for NEWH Inc to review bank statements and get financial reports out to the Chapter Board

Las Vegas

- Chapter quick to respond to emails.
- Great Job keeping QuickBooks up to date (checks and deposits).

Los Angeles

- Chapter quick to respond to emails.
- Great Job keeping QuickBooks up to date (checks and deposits).
- Quick to send credit card payments to be processed for events – if missing information, Chapter worked quickly to resolve.

New York

- Quick to send credit card payments to be processed for events – if missing information, Chapter worked quickly to resolve.

North Central

- Quick to send credit card payments to be processed for events –

if missing information, Chapter worked quickly to resolve.

- Sent in event financials for us to complete payments received (checks/credit cards) in a timely fashion.

Northwest

- Sent in event financials for us to complete payments received (checks/credit cards).
- Chapter had manual credit card machine that needs to be tossed. Not enough information is received when used. Need to use credit card forms which ask for completed information – billing address, cvc code, expiration date, phone number and email address. Forms must be doubled checked while the person is still there just in case information is missing.
- Would like to see QuickBooks updated as checks and deposits are made – easier for NEWH Inc to review bank statements and get financial reports out to the Chapter Board

San Francisco Bay Area

- Quick to send credit card payments to be processed for events – if missing information, Chapter worked quickly to resolve.
- Sent in event financials for us to complete payments received (checks/credit cards) in a timely fashion.

South Florida

- Shaky start with sending in credit card payments to be processed for events that were months past the event date. Not all credit card information was listed and some could not be processed do to missing information that could not be collected.
- Finished strong with complete information regarding credit cards for events that needed to be processed and received in a timely fashion – Great Job South Florida!!!

Sunshine

- Quick to send credit card payments to be processed for events – if missing information, Chapter worked quickly to resolve.
- Sent in event financials for us to complete payments received (checks/credit cards) in a timely fashion.
- Chapter had manual credit card machine that finally broke and tossed – Yahoo J. Not enough information is received when used.

Washington DC

- Great Job keeping QuickBooks up to date (checks and deposits).
- Quick to respond to emails.

MEMBERSHIP

- Attracting a diverse membership and attendance at events is one that many chapters struggle with. The most successful chapters have created events that specifically are for those you are looking to attract. Ask them what they want to see and what they would attend. In addition, getting them involved on a committee or asking them to volunteer for an event can help with the buy in or what NEWH is about- especially if they assist with scholarship program or selection.
- Attracting and involving students works the same way. Many students do not have money to attend events so asking them to assist at check in or with an event and then they can attend for no charge is a good start.
- When a new member joins it is a great time to follow up with a member interest survey (can be sent from NEWH at no charge) and a phone call asking their interest, informing them of the next event. Some chapters have started assigning board members as board buddies to new members. They simply phone and let them know of the upcoming event and that he/she will be at the event to introduce them to others.
- January is the time of the year when many member dues are due. Please be sure to establish a membership renewal committee on your board to divvy up the chapter dues list. Contact

those individuals whose dues have recently lapsed, or whose dues are upcoming. Encourage them to renew online (Renew your Dues link is on the left side of home page) and personally invite them to your next chapter event. Your goal – to RETAIN the members you have!

- The Executive Director will approve membership applications that are 30 days old in order to better serve our membership. We have about 5 chapters that are not very timely with their approvals.”
- E-mail votes to approve membership require 100% approval.
- We do not see the individual voting responses; those are sent only to the chapter membership director, so we need to be notified in a timely manner when the application is approved.
- If approvals are done at meetings, they should send Kathy Coughlin that information within a couple days. Sometimes we are not notified about membership approvals until we get the minutes of the chapter. The sooner we are notified the sooner we can get these new members processed.
- Please remind board members to keep their membership CURRENT! We have a lot of trouble with that, especially now that they are coming due at all times of the year.

NEWH CORPORATE PARTNERS

- Corporate Partners receive a limited amount of courtesy tickets to use for fundraising events. Therefore, individual tickets must be available for events. They can though be given a date to reply by which is to be provided to Jena to send out to Corporate Partners well in advance.
- Depending on level, Corporate Partners receive 5, 10, or 20 courtesy memberships along with 5, 10, or 20 discounted memberships. All of these are assigned and approved by the main Corporate Partner contact that Jena is in touch with. Any questions from a local rep about these memberships can be emailed to je-na.seibel@newh.org.
- Corporate Partners would like to be made aware of local chapter sponsorships. I can email this out for your chapter to the main contacts. After that it should only be soft sold at the local level as they have given much support already.
- The NEWH Corporate Partner panels that Chapter Presidents will receive in January must be used and displayed at all events. This is part of their benefits and we do hear if they are not displayed. In addition, if you have a slide show with chapter sponsors on it please include Corporate Partners as well. It does not need to be one per slide but many on each slide. Please contact Diane in the office for these slides if needed.

NEWH MAGAZINE

- Please remember: All magazine submissions must be emailed for consideration to newh.magazine@newh.org
- Any information submitted for the NEWH website is not mutually inclusive with magazine submittal requests.

NEWH REGIONAL TRADESHOWS

- **Tradeshow 2014** – If your chapter is interested in hosting a NEWH Regional Tradeshow in 2014 please email je-na.seibel@newh.org or nicole.everson@newh.org a few different times of the year that a show would work for your chapter. This information is necessary to assist in the planning and placement of shows for the year.
- At the large market NEWH Regional Tradeshow we will be working with the chapter and HD to host an Owners Roundtable. It is held to encourage attendance at the tradeshow. This is to be hosted with local owners and with an average of 7-10 owners- depending on availability. Attendees are to be “ideal” tradeshow attendees –designers/ purchasing

agent/ architects, etc... it is not open to vendors. It is encouraged though to have one vendor sponsorship of around \$5000 and that company can have one person present for the roundtable and do a 15 minute introduction and quick welcoming of the roundtable. This event is held right before the tradeshow opens. Dallas hosted a very successful roundtable and had “buddies” assigned to the owners which actually walked the owners to the tradeshow floor to grab lunch. In addition, the rest of the attendees were escorted by members/volunteers to the tradeshow as to not lose them after the roundtable. If sponsorship is found, it can be discussed to charge or not to charge. May be a good event to charge nothing or little to chapter members to show member benefit and more to non-members. Again, this can be discussed with Jena at NEWH. Smaller market chapters can host this event as well or do a panel discussion with a few owners instead. This is open for discussion.

Successful Tradeshows

- In addition to the above mentioned, updating mailing list is very important to start with to get to the right individuals. From there it is truly visits and calls to all potential attendees- not just the largest firms. Explain to the principals the importance of the event and how it is really held so they don’t have to send their employees far to see new products. Cost effective for them. Offering transportation to surrounding areas via sponsorship is also a very good way to encourage attendance.

NEWH WEBSITE / EMAIL

- Be sure NEWH office has your 2013 calendar – any changes to your calendar send to office so the website calendar can be updated. Please respond to Diane’s calendar request emails to check website calendar as those dates from the website are the ones printed in the NEWH Magazine.
- Navigating the NEWH Website - Please encourage (and help) members to look/navigate the website for information. If you think something should be easier to find, please let the NEWH office know – we welcome your feedback.
- Share with potential members how to easily Join NEWH online! There is a blue JOIN button that appears on the right side of all pages on the website. The Dues Renewal link is found on the left side of the home page, but will also be added to each individual chapter page in the membership area.
- Be sure to take pictures at your events and upload them not only to your chapter Facebook page but ALSO to Flickr (contact Diane for easy step-by-step instructions). Your event photos will then appear on your website as well, AND we are able to download from Flickr to our server and keep those event photos in your chapter history folder (which is not easily doable from a Facebook group page).

SCHOLARSHIP

- Chapters should not give more than 50% of their scholarship funds away in any given year
- We encourage chapters to help promote the signature scholarships, ICON of Industry and Sustainable Design Competition. By doing so you can create an opportunity for a student to receive a \$5000 scholarship with paid travel to the tradeshow and opportunity to network with major names in our industry.
- ALL SCHOLARSHIP CHECKS MUST GO TO AND BE MADE PAYABLE TO THE SCHOOL OF THE STUDENT ONLY
- AN NEWH MEMBER, ESPECIALLY A BOARD MEMBER CANNOT BENEFIT FINANCIALLY FROM YOUR SCHOLARSHIP PROGRAM- this is considered a “self-dealing transaction” and is frowned upon by the IRS
- The Scholarship Discipline is clearly laid out, please follow procedure, awards are based on NEWH criteria not essays, school of

choice, etc.

- NEWH offers scholarships to ALL AREA OF THE HOSPITALITY INDUSTRY-not just Interior Design field
- NEWH awards to accredited colleges which includes community colleges it's about the school accreditation not the program, remember that many of your culinary students attend community colleges and have great financial need, seek them out encourage them to apply
- Facebook "LIKE" colleges on your school list, post your scholarship details on their Facebook page
- Education is our main mission, award and celebrate your scholarship recipients with an event open to your membership, this is what we're all about, showcase them and keep in touch with them after
- Annually update your school list, make contact with the colleges, invite them to your events, a good school list will encourage student and educational professional membership and bring in more applications
- Most chapters send their scholarships out in the Spring with a Fall award (or send out in the fall with a spring award) please keep in mind that your timing can affect the number of incoming applications and the growth of your membership. You can have your event when it works best for the chapter it's the timing of the release of the scholarship is what's important
- If you have questions, the NEWH Inc. office is here to support you in your efforts

SECRETARY

- A few chapters did not have a December Board Meeting, it is important to hold your December board meeting to wrap up outstanding details prior to new board implementation
- For compliance with IRS, once chapter board minutes are approved, a copy should be submitted to Nicole.Crawford@newh.org at the NEWH Inc. office monthly
- Code of Ethics/Conflict of Interest Policy are required for all board members to sign annually and submit to NEWH Inc. office in or prior to January

SUSTAINABLE HOSPITALITY

- Only a limited number of chapters reported on their sustainability initiatives within their chapter. Is there something we can help you with? If so, the NEWH International Sustainable Committee and the NEWH Inc. office are here to help, let us know how we can assist you to grow sustainability throughout your chapter programs, events and build awareness and your sustainable membership.
- In turn, the International sustainable Committee would like chapter directors to help support in the following ways:
 1. Build sustainable membership and sustainable resource directory participants
 2. Promote the Int. Sustainable events within your chapter such as Green Voice
 3. Increase items for online auction

4. Promote the Sustainable Design Competition Scholarship to students, membership and educational professionals
5. Promote Facebook Sustainable Hospitality and the NEWH Sustainable website

- Please attend our quarterly discipline calls get new information and ideas, share your questions and projects
- Utilize a monthly green tip or newsletter, make your meetings green, showcase a sustainable topic for 5-10 minutes at your next event, there are small things each chapter can do to add sustainability within their chapter without an actual event

TREASURER

- When holding raffle/fundraising activity, check to make sure that you are in compliance with local and state guidelines and filing appropriate documents if needed

VOLUNTEERS

- The best way to get people involved on committees and/or the Board, is to get them involved right from the start. Assign the new members to a board member; have that board member call them to welcome them into the chapter; find out their interests and approach them to be involved in a committee of their interest.
- Sell the idea of involvement ...
 - Leadership training, learn to lead a group of people by heading a committee or being a director
 - Exposure, being on a chapter board will give you much more exposure in your local hospitality community
 - Relationships, as we all know, this IS A RELATIONSHIP BASED BUSINESS. Well, becoming involved will give you the opportunity to develop relationships with people you may not otherwise
- Do a Membership Interest Survey. NEWH, Inc. will send to all chapter members – but don't let it stop there. Send it to people who may be interested in joining NEWH. Board members, send the link to people you feel would be an asset on your board.
- Don't ask people to do an infinite project ... give them a start time and an end time. When people see and understand the scope of a task, they are more apt to take it on.

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

Questions can be directed to:

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

CHAPTER REPORTS

ARIZONA

Scott Hegstad, delegate

NO REPORT SUBMITTED FOR JANUARY BOARD MEETING

ATLANTA

Lori Hoegler & Jennifer Loux, delegates

MEMBERSHIP

Morre McCollum of Interface Hospitality states, "We continue to get new members and have had particularly great success with students. The energy, enthusiasm and level of participation they bring is very exciting! We have had more than 90 new members join in 2012, which gives us a total of 319 members to date".

PROGRAMMING

2012 was filled with exciting social networking opportunities! Thanks to the amazing efforts of Programming Director, Jennifer Loux of Specialty Tile, our Chapter pulled off the following programming events since our last delegate report was submitted:

1. May 8th - 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.
2. June 21st - Rock-N-Bowl Classic at Midtown Bowl in Atlanta, GA. Prizes were awarded to 4 teams for the following categories:
 - a "Best Rock Stars"/LANE# 1 ISG "MOTLEY BOWLING CREW" (CHRIS SCHAFFER ISG, RYAN RAWLINSON ISG, MIKE DOORLEY ISG, JENNIFER LOCKERMAN MONOLITH, AMBER GIBSON MONOLITH, ELIZABETH ANASTASI MONOLITH)
 - b "Highest Score"/LANE# 10 CROSSVILLE TILE INC "CROSSVILLE ROCKS!" (ASHLEY WILKES SPECIALTY TILE PRODUCTS, DANIEL LOPEZ CROSSVILLE TILE INC, GINGER LAW SIMS PATRICK STUDIO, MELISSA WYLIE SIMS PATRICK STUDIO, SOLEIL SMITH SIMS PATRICK STUDIO, JENNIFER DAVIS SIMS PATRICK STUDIO, JENNY RUTLEDGE SIMS PATRICK STUDIO, SHYAM KETKAR SIMS PATRICK STUDIO)
 - c "Most Creative"/LANE# 22 WRIGHT SOLUTION/THE RUSSELL GROUP "REP LEPPARD" (STACEY RUSSELL THE RUSSELL GROUP, SANDY WRIGHT WRIGHT SOLUTION, RYAN PARTIN STUDIO ROUGE INTERIORS, LISA STUDIO ROUGE INTERIORS, KIM STUDIO ROUGE INTERIORS)
 - d "Most Strikes"/LANE# 20 COWAN SUPPLY "THE GRATEFUL HEAD" (LENIA PILKONIS COWAN SUPPLY, TYLER CARMAN, MIKE MACFARLANE, MEGHAN BAZEMORE, DEMARCO HARRIS, RANDY TRICE).
- Lane sponsorships included: Valley Forge, Eykon, Fabricut, Whitaker Rep Group/WEL International, National Wallcovering (2 lanes), Desso, ISG, ElaBella Inc., Ulster Carpets, Samuel Lawrence, Durkan (2 lanes), Interface Hospitality, Wolf-Gordan/JPI, Crossville Inc., Specialty Tile Products, Karndean, Dal Tile, Arnold Design Resources, Koroseal, Summer Classics, Cowan Supply, Design Within Reach
3. August 14th - 2nd Tuesday Networking Event (2TNE) at STK Midtown in Atlanta
4. November 13th - 2nd Tuesday Networking Event (2TNE) at SEED Kitchen & Bar in Marietta. Designers, Amy Price and Lucy Aiken-Johnson of Ai3, spoke at the happy hour about the design concept/background of the restaurant.
5. December 13th - Annual Holiday Soiree at Andrews Upstairs in Buckhead, GA. Sponsorships included:
 - Drink Ticket Sponsors: Crossville, Hansgrohe, and HALO

Stone Designs

- Gold Level Sponsor: Northwest Carpets
- Red Level Sponsor: LodgeKraft Contract
- Green Level Sponsor: Specialty Tile Products
- Band Sponsor: Northstar Flooring Designs
- Tote bags sponsored by: Crypton
- Gift items sponsored by: Majestic Mirror & Frame

SCHOLARSHIP

We are currently forecasting where our next Scholarship awards banquet event will be held in April 2013. Our incoming Scholarship Director, Stacy Costa, has already started the process for applications for possible recipients. With the success of the Regional trade show last April at the Americas Mart in downtown Atlanta, GA, our chapter should be able to award upwards of \$15,000 in scholarship funds again this year - possibly more! We anticipate the same format as the past few years with sponsored dinner tables and a presentation by each recipient. We'd like to up the ante a bit and make it more appealing to all guests, as well as the sponsored table guests. We'd also like to have a sponsor cover the cost of 1 table for the recipients and their guests to feel pampered, important, and honored - as well as 1 for the guest judges/industry leaders who ultimately determine the amount of each scholarship to be awarded to each student.

FUNDRAISING

On October 11th, Erica Coursey successfully organized the Annual Golf Tournament for the Atlanta chapter. This year, we held the tournament at St. Marlo Country Club in Duluth, GA. Some of the event features were: "hole-in-one contest" - if there had been a winner, they would have driven home in a brand new red Prius, courtesy of World Toyota!!! Other contests included: beat the pro, closest to the pin, putting contest qualifier and putt-off, longest drive, golf trivia, and chipping. Event sponsorships included:

- Lexmark Carpets, Hospitality Design, Ceramic Technics, Durkan, Cowan Supply, Summer Classics, Kimball, Fabricut, D'Style, EDL Art Consultants, Groove Leather/Lazar Contract Furnishings/Rigo Wallcovering, SOHO Myriad, Interceramic Tile & Stone, Arnold Design Resources, Loomsource, Eykon, Karndean, Samuel Lawrence Hospitality, Read Window Products, Bloom Lighting, Klem Group, and Northstar Flooring Designs.

COMMUNITY SERVICE

Cathy Mansour, of Aqua Hospitality Carpets, includes the following updates on her Community Service efforts... "As we close out the year for 2012, I would like to summarize the amazing Community Service projects and highlight the generosity of our Atlanta chapter members to help those less fortunate".

February - Can-A-Licious

Members collected cans of food at our annual Scholarship Awards event and then donated everything to the Atlanta Community Food Bank.

March - The Global Soap Project

Members met on a Saturday to help reprocess discarded soaps from hotels across the country. These reprocessed bars of soaps were then packaged, shipped and distributed to vulnerable popu-

lations throughout the world.

May – Bears On Patrol

Members collected and donated teddy bears to Smyrna, GA Fire Stations so each unit could have ample bears for distribution as they come across small children in tough situations.

July – The Great Backpack Giveaway

School supplies and backpacks were donated and distributed through the Agape Community Center in Atlanta, GA so that underprivileged children would have the supplies required for their school year.

October – Atlanta Mattress 500

A team of Interior Design NEWH student members from Georgia State University participated in an annual bed race sponsored by the Furniture Bank of Atlanta. The race is a way for the Furniture Bank to engage volunteers in their fundraising needs and to raise public awareness about the banks efforts to collect and distribute furniture to those transitioning from domestic violence or homelessness.

December – Toasty Toes

The chapter collected new warm socks for men, women and children at their annual Holiday Soiree to donate to Homeless Shelters around Atlanta.

OTHER CHAPTER HIGHLIGHTS

- At our Holiday Soiree we offered to raffle off a free new membership to one lucky winner. This opportunity was offered only to those who signed up at a discounted rate during the event...
- The Atlanta chapter's Publications Director, Kati Kulcsar, has continued to put together a quarterly newsletter highlighting the recent chapter events and programs, as well as purchased ads by local vendors. She recently changed jobs - going from Soho Myriad to EDL Art Consulting...her graphic design talents have been

a blessing to our chapter, and we hope that she will be able to mentor her successor as well!

- Our chapter's incoming VP of Admin, Lori Hoegler of Klem Group, is planning to moderate a training session at Cowan Supply for the new 2013 board members. This training session will highlight the PowerPoint slideshow provided by NEWH, Inc on the website under the infamous "Board of Director Resources" folder. We will focus on the Board Orientation, SMART Goals, and Scholarship Director Training; additionally, we will touch on ALL of the documents available to our chapter. Lori wishes to bring awareness to ALL Atlanta board members and make sure that everyone has access to this folder and can utilize all of the documents accordingly. Also, would like for everyone to know what is available so they can mentor others as they join the board. Most especially, we hope to instill a sense of understanding about how each director is affected by the other.
- We will be sending our chapter Delegates (Lori Hoegler and Jennifer Loux) to the NEWH 2013 Leadership Conference in San Francisco, CA on January 24-26th.

ISSUES THAT CHAPTER WOULD LIKE HELP WITH

- How are other chapters charging admission for their annual holiday parties; especially for students and designers? We charged \$25 for students, \$45 for members and \$60 for non-members this year, and thought that maybe this should be re-evaluated for future events to boost attendance - especially by designers.
- How do other chapters handle the Leadership Conference? Do they use their chapter's funds to send their Board Members to the annual conference, or do they only send the chapter Delegates?
- What kind of events are other chapters doing to drive attendance by designers (vs. sales reps)?

ATLANTIC CITY

Marc Nasberg & Carole Roach, delegates

MEMBERSHIP

- We began 2012 with 56 members and ended 2012 with 90 members.
- We continue to work collectively towards increased membership for 2013; focusing on increasing membership of Students, Educators, & other Hospitality Professionals (ex. Culinary, End Users, Purchasers, etc.) Our chapter goal for 2013 is 140 total members.
- Our Board grew from 12 members to 22 members with one open position in internet communications; we expect to fill this seat by January 2013. We have a well-rounded incoming board of Designers, Vendors, End Users, Marketing Professionals, and Student board members.
- We have achieved an even balance of Vendor and Designer participation in events & membership, and look to be even more inclusive of all Hospitality professionals this year.

PROGRAMMING

We hosted events monthly throughout the calendar year, including:

- Habitat for Humanity's RESTORE community service program
- 6 Hotel Tours across the Philadelphia and South NJ areas, including:
 1. Hotel Madison
 2. The Crossings
 3. The Windrift Hotel
 4. The Latham
 5. Revel Hotel & Casino
 6. Hotel Monaco

- Tour and presentation by Bravo's Top Chef Winner, Kevin Sbraga's namesake restaurant, SBRAGA
- Presentation of Historic Philadelphia's re-modeled Lights of Liberty exhibit and show
- CEU Presentation on solid surface by local installer Baumgardner, followed by guided tour of the newly opened Revel Hotel and Casino.
- Held our SOLD OUT Semi-Annual Fundraiser, Product Runway, at TENDENZA ...including a scholarship award, & sustainability emphasis. Hosted by: Jeff Devlin, expert host and star of DIY Network's "I Hate My Bath" and "Good, Better ...Best"; Fashions judged by: Sarah Van Aken, social entrepreneur, designer, and community stewardess. Founder of SA VA, and CEO of SVA Holdings Corporation. Bill Rooney, NYC based architect and interior designer, Owner of Bill Rooney Studio Inc., creator of award winning hospitality designs, and Suede, NYC based fashion designer, former Project Runway contestant, and creator of the international brand, SUEDEsays™
- A welcome introduction meeting and dinner for both 2012 and 2013 board members, complete with NEWH logo cake to kick-off our 5th anniversary as a formal chapter.
- Hurricane Sandy collection and relief efforts, which are ongoing today.
- Holiday Celebration and tour concluding with a collection for Toys for Tots.
- All this in addition to other networking engagements and Monthly Board meetings in person and via teleconference.

SCHOLARSHIP

- We awarded one \$3,000.00 Scholarship to Casey Thompson, Senior Interior Design Student at Philadelphia University.
- Casey and Christina Mecca will be joining us at the 2013 NEWH Leadership conference.

FUNDRAISING

- We increased from \$4,500.00 in 2011 annual sponsorships to \$25,000.00 for annual sponsorship and an additional \$3,000 in

CHICAGO

Lara Engert & Andrea Sims, delegates

MEMBERSHIP

Our membership levels have remained consistent, as usual we are interested in bringing in more designers and student members. We are working to establish "board buddies" to spend time with new members at events, as well as to bring them to board meetings and introduce them to our team. It is our hope that this will help us to establish committee members for each director, therefore making our membership more involved. The committee members will also have more exposure to the board, the work of our directors, and lengthen/strengthen our succession plan.

PROGRAMMING

We are looking forward to expanding our annual Summer Social event this year, to include a celebration of past presidents and other surprises, as well as 1-2 hotel tours, in February and possibly later in the year.

SCHOLARSHIP

Scholarship will be a major focus of ours in 2013. We are looking to maintain our current quality level for applicants, as well as increase quantity. Student outreach at key Chicago/ surrounding area schools by board members will be key to this initiative, and the board members will be required to report on actions/ successes/ struggles at each meeting. This should increase our number of quality applicants for our scholarships, as well as increase student/ educator membership

DALLAS

Schaeffer Hill & Kate Grubb, delegates

MEMBERSHIP

NEWH Dallas membership is growing with the help of our entire board. We are currently planning our membership drive, The Rodeo Bowl, for the New Year. For our drive we include the Inc. portion of membership dues with the sponsorship of a bowling lane. This way each lane sponsored includes a "free" membership to gift to a member of your team. Our membership chair has also teamed up with a strong hospitality chair position to make sure that our new members are contacted not only by their board buddy, but also by the hospitality chair to help get them involved in a committee and/or make sure they know about upcoming events. We've compiled a great data base of our membership including the non ".edu" email addresses for our students so that we may stay in contact with them after they graduate.

PROGRAMMING

In December our chapter hosted our annual Holiday Event at the newly renovated Sheraton-Dallas Galleria. This event featured a short talk by the design team that completed the renovation, Michelle Meredith, as well as a Toys-For-Tots toy drive. November was an "off month" for the chapter to re-coup from our knock out Trade Show and annual fundraiser Life of Design that took place in October. These two events will be discussed under Fundraising. In September, our chapter hosted another casual Mambo Monday with a USO Donation Drive.

Project Runway sponsorships for 2012.

- We are looking to exceed these numbers this year.

COMMUNICATIONS

- Social media presence on all major platforms, including: Facebook, LinkedIn, and Twitter, where our network has increased nearly threefold.
- Data base mailing list has doubled to over 850 names.

and involvement. We are planning to honor the scholarship recipients at our Summer Social, as well as during a private dinner for recipients, board members and key industry figures.

FUNDRAISING

Our fundraising activities were very successful in 2012, and we are looking forward to an equally successful 2013. We already have sponsorship interest from key vendor partners for our annual King Pin bowling event in March. Our Bootleggers Bash will once again be held in October, and we are looking into opportunities to expand/improve the event through a new venue.

OTHER CHAPTER HIGHLIGHTS

WE are excited for our tradeshow in April. As always, interest is very high and we are looking into expand the tradeshow to include "vignettes" outside of the actual show floor for suppliers who are unable to get actual booths, but would like to showcase produce in seating areas, etc. for presentations or other attendee involvement opportunities.

ISSUES THAT CHAPTER WOULD LIKE HELP WITH

The tradeshow and our ideas for making it even better than our last, of course! We may also be looking to you for additional ideas to increase scholarship applications and student membership involvement.

SCHOLARSHIP

2012 was the biggest year for Dallas' Scholarship award, giving away \$30,000 to 10 very deserving student. Our amazing chapter, and design community also personally contributed to our top scholarship winner to study in Italy with her design program. In June of 2013, we will be hosting our Scholarship Dinner at Dallas' Perot Museum of Nature and Science. Can't wait to meet the new recipients!

FUNDRAISING

October's Life of Design fundraising event was a huge success, raising over \$48,000. The chair design competition went to a whole new level! Our design teams increased from 15 teams to 21 teams. All hospitality designs firms were represented, and the competition was fierce! 274 guests came out to see the wide array of creative designs, from chandeliers to a doghouse. Can't wait to see what the event will be like next year!

OTHER CHAPTER HIGHLIGHTS

Dallas hosted its first Owners Roundtable in conjunction with the regional tradeshow. It was a huge success, and drove quality attendance to the tradeshow.

Marketing has been a hot topic this year for our chapter. We are worked to brand NEWH Dallas in a cohesive and beautiful way. We are kicking 2013 off with the start of a NEWH Dallas blog, discussing industry events, successes, and personal stories about our chapter.

Student Night is the newest event added to Dallas' 2013 lineup. We

will host 65 students for mock interviews, portfolio reviews, etc. Almost all Dallas' design firms have signed on to contribute during the

event.

HOUSTON

Benjamin Coy & Kory Doolittle, delegates

MEMBERSHIP

Our Houston Area Chapter membership has held steady throughout the fall. With our Scholarship Dinner fast approaching, we are seeing our student membership applications on the rise.

PROGRAMMING

We have had several successful events this fall. Following the Fund-raiser in August, we held our first Designer Series Spotlight. Lisa Roth and John Montgomery, partners and principals of Montgomery Roth (offices in Houston and New Orleans) were our speakers. The event was held at Lisa Roth's home and drew a packed house!

October was BINGO NIGHT! We had our own room with food and drink as well as our social time before it was time to focus on our bingo cards. None of our people bingo'd that night, but all who came had fun and many laughs.

November's event was EXPOSED, uncovering artists within our industry. It was held Alkhusari Stone Gallery. 15 artists were on display, showing off everything from paintings and metal work to jewellery and origami. Many other artists stated that they hoped they could participate next year.

December was our annual Toy Drive. This year, it was held at the Crowne Plaza that Mitchell Carlson Stone had redesigned and so it was also a tour of the hotel with the designer walking us through the spaces and speaking on her challenges and successes. The Toy Drive

benefitted the Escape Family Resource Centre, a non-profit non-government sponsored group that helps families in the lowest income areas of Harris County cope with family issues and helps to prevent child abuse before it begins by educating the family unit in its various forms by educating them on coping skills necessary to have a successful family life.

SCHOLARSHIP

Our scholarship dinner is set for late February at the Hilton America's Ballroom. The scholarship packets have been sent out and we will be reviewing our We will have a keynote speaker addressing the George R. Brown Convention Center 2025 strategic vision capital plan including the recently approved 1100 room hotel adjacent to the GRB.

FUNDRAISING

After 10 consecutive years of hosting Disco Bowl, this past August, we introduced Casino Night as our Fundraising Event. We held it at the Saint Arnold's Brewery Beer Hall and had black jack, roulette and craps tables to choose from. The event was highlighted by our live auction and what a lively auction it was! By all accounts, it was a great success and we are planning on having it again as our Fundraising Event.

OTHER CHAPTER HIGHLIGHTS

For the year, our greatest highlight was the Regional Trade Show this past January. By all accounts, we exceeded our expectations for vendors and foot traffic. We look forward to doing again, the next time we are eligible.

LAS VEGAS

Cray Bauxmont-Flynn, delegate

MEMBERSHIP

Membership increased slightly - we started with 163 members in January, lost a few, & gained a few - but our original goal from our strategy session was 5 new members & we achieved this: our total membership is 171. We planned for our HOSPY & AOD fundraisers to aid in increasing our membership, which they did. We have 57 Associates; 10 Educational; 46 General Members; 26 Student Members, and 6 Chapter Business Members.

PROGRAMMING

Planning for 2013 is well underway. We have a focused list and are attempting to secure venues early on - so we have the ability to properly promote it, and secure sponsors. The "Vegas Renaissance: Hospitality's Lead in the Recovery" - where we celebrate the people, places and firms that persevered and survived through this downturn of 2008 - this will remain our focus as this has resonated well with the community. By holding all our events at venues that were either built or renovated since the 2008 crash, we are leading the recovery effort & supporting those in our community that are too. Limiting our meetings so we don't have so many in the year, worked well in 2012, and we will follow suit for 2013.



SCHOLARSHIP

We have slated April for our scholarship event - looking to have a prestigious location (possibly Hakkasan @ MGM Grand) to bring a good amount of industry professionals. Schools are being visited by the committee to promote the scholarship. Feb 19 is the cut-off date for acceptance of the applications.

FUNDRAISING

Our second major fundraiser, Art of Design was very successful. We hit a different demographic within our design firms with this event, raising exposure of NEWH & driving more involvement towards committees, and attendance. The design competition was a great success, held at a local art gallery, with the winners on display at the gallery for a month's time. After the gallery showing, all chairs were auctioned at the HOSPY's.

HOSPY's was a rousing success - final tally is in process, but it appears we raised closed to \$38,000 & \$3225 for the AOD chairs that were auctioned that evening. Without an honoree, we highlighted "Vegas Renaissance: Hospitality's Lead in the Recovery" along with the competition. Everyone felt the high profile nature of the judges has brought more prestige to the competition & we also received a new Chapter Business (The Palms Casino) as a result of the HOSPY's.

OTHER CHAPTER HIGHLIGHTS

Sustainability Committee

The committee created a letter for seeking sponsorships for the 2013 meetings/events from various "green" organizations in our community. The committee has selected 2 meetings throughout the year to focus on sustainability & looking to incorporate a culinary slant to one of the meetings.

Volunteers

We have reached out to others & new faces are being positioned within committees and on the board. We are looking for a better contingency plan as we move forward, so it's a natural progression into board positions.

ISSUES THAT CHAPTER WOULD LIKE HELP WITH

1. Continued branding from National to end-users, so there is awareness

of who/what NEWH is.

LOS ANGELES FOUNDING CHAPTER

Fernando Diaz, Karen Gutowski & Elaine McCorkle delegates

MEMBERSHIP

Our membership numbers continue to hold constant

The first membership drive "Fall in Love With NEWH" was held in February at the Smith House in Westwood attracting both new and existing members

We had our second membership drive as a Retro Bowling Extravaganza; over 70 people attended the event. Great fun - prizes for best shirt (our own Judy Regan), best team spirit and best of all we picked up 11 new sponsored members.

PROGRAMMING

In January, we had our first meeting at the Knoll Showroom in Santa Monica both as an introduction of the board to the membership and a Sustainable Lecture.

A couple of Sundowners have followed, one in March at the Strand House (40 attended) and one in April at the Capitol Grille (45 attended).

Our Scholarship Dinner event took place at the end of May at Maggiano's Restaurant at The Grove with over 60 people in attendance.

In June we hosted a June Rush Event at Rush Street with great giveaways from sponsors. (29 attended).

August brought us a Sustainable Panel and Tour of the Shore Hotel.

September's Sundowner was held at the Luxe Hotel City Center with 60 people attending.

October: Designer presentation and tour of the newly renovated Hotel Bel Air – a sold out event.

November followed with a mixer at the new Porcelanosa Showroom (20 attended). Unfortunately we had to cancel our 5K Run/Walk at Woodbury University due to lack of sponsors.

December brought us a Masquerade Ball at Cicada Restaurant in downtown Los Angeles with over 255 guests attending.

SCHOLARSHIP

This year we awarded \$25,000.00 at our Scholarship Dinner event.

FUNDRAISING

Our Masquerade Ball was our fundraising event this year. We raised over \$37,000.00.

OTHER CHAPTER HIGHLIGHTS

The chapter is excited and honored to be hosting the Regional Trade Show in 2013.

We look forward to a great showing at the San Francisco Leadership Conference from the Los Angeles Board and Membership.

NEW ENGLAND REGIONAL

Kevin Hancock, Steering Committee Chair

NO REPORT SUBMITTED FOR JANUARY BOARD MEETING

NEW YORK

Amy Jakubowski & Stacy Rauen, delegates

MEMBERSHIP

We have more than 500 members. Membership has increased and continues to do so. Because of the increase of attendance at the Toasty Tuesdays, we have been able to spread the word about membership. It is like a monthly membership drive. We also have introduced the buddy system for new members, where board members are paired with new members to answer any questions and provide guidance. This has proven very successful.

PROGRAMMING

Toasty Tuesdays continue to bring in more than 100 people. (In 2013, we will continue them as well as substitute two CEUs in March and October.) They have provided a new source of revenue as we charge at the door for non members; have helped us clean up our membership list as we use Event Brite for RSVPs; and we also are allowing manufacturers to "sponsor" new members. Plus more owners and developers are now attending Toasty Tuesdays.

SCHOLARSHIP

We were able to award nine scholarships this year for \$25,000. The judging only took one night since we were much more organized than in previous years.

FUNDRAISING

We raised \$37,000 from our Regional Tradeshow. We have come to terms as a board that we are going to pass on the regional tradeshow next time around. For whatever reason, it doesn't seem to work for New York even though we came up with what we thought were solutions this year. We will continue with the HD/NEWH Owners' Roundtable, which raised us \$16,000 this year (it was the kickoff event for Regional Tradeshow). In December, we held the first ever Eat.Drink.Inspire tasting event, where we brought in various chefs and mixologists to provide guests with samples of cuisines and drinks inspired by New York neighborhoods. This was our attempt to better involve the local culinary community. It was successful even though it was rescheduled from November due to Hurricane Sandy.

NORTH CAROLINA REGIONAL

Karen Appert, Steering Committee Chair

NO REPORT SUBMITTED FOR JANUARY BOARD MEETING

Brittany Johnson & Matthew Murray, delegates

MEMBERSHIP

Membership has held steady this year. The goals for 2013 are to continue to grow our student base and educate our associate base about the importance and benefits of becoming a general member. We are excited by our new board members that will help to bring new members and more committee involvement.

PROGRAMMING

1. 2012 Year End

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

35 participants enjoyed specially prepared appetizers at the new Mona's Restaurant in Downtown Minneapolis. Jim Smart from Smart Associates gave a 15min design presentation about the restaurant to the group. Weinberg & Erickson, MDC Wall-coverings, and Hirschfield's were our event sponsors.

Oct. 25th Sustainable CEU Event

NEWH partnered with Fluid Interiors and National Furniture for a LEED specific CEU course Titled: BIFMA e3 Sustainability Standard and Level. This course talked about Level being a new certification for furniture to measure sustainability.

Nov. 12th Board meeting with Community Service Event attached

- FMSC event - 6-7:30 in Eagan
- We had about 20 members gather along with people from other groups and there were approx. 65 people total that put together meals. We made 7992 meals which feeds 22 children 1 meal per day for a year. The meals we made were sent to the Philippines.

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

25 People attended the Holiday Party. Cori Kuechenmeister from Shea Designs Inc. gave a 15 min design presentation of the restaurant, outdoor garden room, and tour of the restaurant's lower level event center that was just completed and open. Target Commercial Interiors and Hospitality Interior Resources were our Event Sponsors

2. We have our Calendar set for 2013! We are excited for what is to come!!

- Jan 17 – Happy Hour Event @ Eat Street Social
- Feb 8 – Student Interior Design Expo @ IMS Minneapolis, MN
- Feb. 21 – Speed Mentoring Event @ Fluid Interiors, Downtown Minneapolis
- March 21– CEU/ Tour
- April 11- Portfolio Event
- May - Membership Drive Event @ Pinstripes Edina, MN
- June 20- Programming Event
- July 18 – Community Service Event
- Aug. 12- Themed Fundraiser- Lawn Bowling @ Brit's Pub Downtown Minneapolis
- Sept. -19 Programming Event
- Oct - 3 Tradeshow @ Radisson Blu Hotel in Bloomington, MN
- Nov. 14- Sustainability CEU
- Dec. 19 – Holiday Party

SCHOLARSHIP

Committee that reviewed applications: Michelle Engstrom, Michelle Anderson, and Sheena Kieffer

- 10 total applicants
- 1 in hospitality and tourism program at North Dakota State Uni-

versity (did not meet qualification requirements for GPA and did not include official transcript)

- 9 in interior design programs:
 - 3 from University of Minnesota
 - 2 from Iowa State University
 - 2 from Dakota County Technical School
 - 1 from University of Wisconsin- Stevens Point
 - 1 from South Dakota State University

3 students received \$1500 each:

- 1) Meg Buchmann
University of Wisconsin- Stevens Point
Interior Architecture program
Mbuch948@uwsp.edu
- 2) Bridget Mugan
University of Minnesota
Interior Design program
Mugan001@umn.edu
- 3) McKenzie Jordheim
University of Minnesota
Interior Design program
Jord0224@umn.edu

We used a different evaluation sheet this year that was helpful in making a decision.

The scholarships will be presented at our annual Speed Mentoring Event February 21st.

FUNDRAISING

We were able to secure event sponsors for almost all events in 2012, which is a great accomplishment for North Central. While our main fundraising event was a hit 2012 was a reboot for our chapter in terms of fundraising. We have high hopes for 2013 and plan on aggressively starting the New Year with a slew of brand new annual sponsors. We have at least 3 annual sponsors we are looking to get signed up right away in January. We already have a few groups who can't afford annual sponsorships but are looking forward to sponsoring events; this is great info for our programming chairs for their events this year.

OTHER CHAPTER HIGHLIGHTS

- We are excited and gearing up for our Tradeshow October 3rd. WE are excited to have it at the Radisson Blu at Mall of America. We think the design community will love the excuse to come out and see the new space. The tradeshow will feature tours of the hotel, CEUs and our chapter is busy putting together a key note presentation and/or a panel discussion.
- Our chapter is trying something new this year with a student portfolio event and competition. This will be a great way for students to either compete for prizes with a panel of judges or simply show up and get some feedback the night of the event.
- Our chapter has been building a strong following online especially with our Facebook page. We are also considering creating and maintaining a Pinterest page as well. We love this way of marketing to our design community.

ISSUES THAT CHAPTER WOULD LIKE HELP WITH

- We are looking into doing additional Invites for events through another html site that will direct it to our NEWH RSVP site. We are looking into this so that we do not have the additional cost that gets charged to our chapter if we send out more than two invites for an event. We think that this will be helpful especially for the tradeshow. The other benefit of the HTML format would be for sending out our newsletters in a format that is more

compatible with all e-mail/computer types.

- NEWH website is not easy for our board members to use or for our members to navigate. We get lots of questions on where to find things and how to renew dues or how to become a member. Is there a better way to make this stand out?
- As a chapter, we have been noticing that our VP of Develop-

ment and VP of Administration are getting emails that the President is not receiving. Is it possible for the future to have the Past President/President/ VP of Admin and VP of Development copied on all emails in the future? This clears up confusion on our end when we are all privy to the same information.

NORTHWEST

Katie Howell & Vanessa Vaughan, delegates

MEMBERSHIP

Our membership has continued to grow in 2012. We are now at 146 members as of December, which is an increase over last year. Our focus in 2013 is on recruiting more members who are not only designers and reps, but also hotel and restaurant owners and other segments of the hospitality industry.

Our bowling membership drive is coming up at the end of January and our goal for 2013 is to grow our chapter to 160 members.

PROGRAMMING

We have had an exciting year in programming. After our very successful fundraiser in July, which netted over \$4,500 in profit, we held our second biennial Masquerade Ball in October. Our attendance was not as high as we had hoped for the Masquerade so our plan is to hold it over Mardi Gras instead of Halloween in the future to avoid conflicting with other local events during Halloween weekend.

For 2013, we have several exciting events on our calendar. In February we are holding a restaurant tour and reception at a newly renovated gastropub in Portland, OR which is the first restaurant in that city to achieve LEED Platinum certification. We hope that this event will help increase awareness of NEWH in the Portland design community and boost our membership in Oregon.

In addition to our Raven & Rose tour in Portland, we also are planning a tour of the Hotel Monaco Seattle in the spring.

SCHOLARSHIP

We held our annual honors awards event on December 6th and awarded three scholarships. We awarded two culinary arts students and one interior design major, for a total of \$3,500 in awards. We were surprised that this year's entries included schools as far away as Idaho, and did not include any entries from our local schools in the city of Seattle.

We had voted as a board to award up to \$7,000 but due to the low price of tuition and short amount of time left in our winners' programs, we decided to hold back those additional funds, which we will award in 2013. Our goal is to grant \$7,000 in scholarships in 2013. For 2013, we are excited to have a student rep on our board. We feel

that she will help reach out to the student community and garner more applications for our scholarship awards this year.

FUNDRAISING

In 2012, we changed our fundraising event from a golf tournament to a more formal dinner at a newly opened restaurant in Seattle – Hunger. This event was wildly successful compared to our golf event in the past and for the first time in our chapter's history, we actually raised a significant amount of money from our fundraiser. We found that we could justify a higher ticket price because of the value of the experience, and by working with a restaurant with a set per person price, we could manage our costs and ensure profitability of the event.

All of us are looking forward to continuing this new tradition and highlighting a new local restaurant or hotel each year for our fundraising event. We feel this model also works toward our goal of incorporating restaurant and hotel owners into our chapter and encouraging membership beyond designers and reps.

OTHER CHAPTER HIGHLIGHTS

We are excited to have a large board going into 2013 with several new board members filling positions that have previously been vacant.

We have instituted a shared dropbox to help our chapter stay organized and give all our board members access to documents and information that was previously kept by the individual directors and chairs.

A goal for 2013 is to be more active in updating our Facebook, submitting updates to the NEWH magazine, uploading photos, etc... to increase our PR / marketing presence for our chapter. We are excited to have an internet communications AND a PR chair for 2013.

ISSUES THAT CHAPTER WOULD LIKE HELP WITH

We are still struggling with credit card processing for our events. We look forward to instituting a solution that will bring us up to speed with other local organizations who are using the square app to seamlessly process admissions and purchases at their events. Our system is very outdated and causes a lot of delays and extra work for our board.

ROCKY MOUNTAIN

Mark Beelaert, delegate

NO REPORT SUBMITTED FOR JANUARY BOARD MEETING

ORANGE COUNTY REGIONAL

Christine Wasmer, Steering Committee Chair

MEMBERSHIP

1. As of December 2012 Orange County Region has a total of 48 members. 12-students, 21-general, 5-education, 1-Corporate Partner Courtesy, 1- Business, 2-Business courtesy and 6-Associate.
2. Although event attendance has been phenomenal getting attendees to join the regional group is a challenge.

3. Brad Harper will continue as Membership Chair in 2013.

PROGRAMMING

1. Our events included six Thirsty Thursday type networking events and two hotel tours (Surf & Sand and Shorebreak).
2. Sponsors for food and a drink ticket as well as raffle gifts to draw attendance are key to the success of these events.

3. Special thanks to the following who have supported our events in 2012: SCI Lighting Solutions, Innovations in Wallcovering, Restoration Hardware Contract, Fabric Wallcraft, Concrete Collaborative, Northwest Hospitality Carpets, Telos Furniture, Bruck Lighting, Du Chateau Floors, Wasmer Contract Group.
4. Jessica Wasmer will continue as Programming Chair in 2013

SCHOLARSHIP

- As a new Regional Group, we will be able to award a scholarship sponsored through NEWH Inc. in 2013.

FUNDRAISING

1. No fundraising was completed for 2012.

OTHER CHAPTER HIGHLIGHTS

1. We are sorry to lose Melissa Pyell as our secretary, but wish to

thank her for the great work she did for OC Region putting together great flyers, drumming up support for our events as well as attendance. Melissa is now in So. Florida. So Florida chapter is very fortunate to have Melissa as a member.

2. Sherri Witkowski will be our new Secretary in 2013.

ISSUES THAT CHAPTER WOULD LIKE HELP WITH

1. As a Regional Group, expenses are a challenge. Even if sponsors are found for events, other costs of printing, name badges and other supplies that may be needed have to be donated by the committee. This can add up over time. It would be helpful if any fundraising done by regional groups could be pooled into a Regional Group account for the purpose of expensing certain items. A cap could be put per year per group if necessary.

SAN FRANCISCO BAY AREA

Ginger Raphael, delegate

MEMBERSHIP

We continue to grow!

The San Francisco Bay Area Chapter started the year with 131 members and as of December, we are currently at 184 members. 95 are general voting members and 89 are student/associate members. Our goal this year was to have 125 voting members, which we did not meet, but next year we have set our goal at bringing in 30 new members!

We make it a part of every event to announce our new members to make them feel welcome. We also use the buddy system by pairing a new member with an existing member who reaches out to them personally to invite them to the event and to introduce them around at events. This has been successful and we will continue to do this in 2013.

PROGRAMMING

August 2012: CEU event: "The State of the Industry in San Francisco" was presented by Jones Lang LaSalle. We held it at the Hotel Rex and the turnout was so great that we filled every seat! It was such an informative event, everyone benefitted from the information presented.

September 2012: Restaurant panel event co-hosted with the Cornell Alumni Association at the SOMArts cultural center. Panelists discussed "Recipes for Success – a conversation on making it in the San Francisco food & beverage scene.

October 2012: we held our 3rd Annual Fundraiser: Wine by Design. See below for more info.

November 2012: Community Service event: this year we partnered with Maitri (see below) and hosted an event at their partner store, Under One Roof, where we had a holiday hat contest, and we had a "Tina Turner" sing a number for us. All proceeds from items purchased at the store that evening went to Maitri.

December 2012: 1st Annual Scholarship event: we awarded our first scholarship and the evening included the awards celebration as well as a special presentation by designer, Oren Sherman. It was such an exciting evening a great way to wrap up the year.

Overall, the attendance for this year's events has been between 45-65 members and guests. Excellent sponsorship has given us the ability to have fabulous spreads of food and plenty of wine. We have been charging non-members \$25 for events with no price resistance!

This year we used our outline of sponsorship levels to secure the sponsors we needed for all of our 2012 events. Our goal was to raise \$6,000 for events and we have gone over the goal with \$6,450 raised!!

Next year we will use our levels of sponsorship to secure sponsors for

our events. Our goal is to raise \$8,000 for events. We plan to host 12 events comprised of 6 Educational Events and 6 Networking events. This includes 1 fundraiser, 1 tradeshow (January), 1 membership drive, 2 CEU events, 1 Sustainability event, 1 scholarship event, 1 community service event, and 3 diverse programs.

SCHOLARSHIP

We awarded our first scholarship award at our December event to an interior design student at UC Davis. We awarded (1) \$3,000 scholarship. We were planning to award three scholarships, but the candidates in the other two categories (Culinary Arts & Hotel Management) did not show immediate financial need and we recommended they reapply next year. We used an essay format that gave all candidates an equal footing. We have done lots of research to get all the schools in the SF Bay Area on our list. We voted on the top 10 best essays and then held a Skype interview with the top 5 to determine the winner.

Next year we plan on awarding (3) \$4,000 scholarships. We want to put extra effort into reaching out to Culinary & Hotel Management Students.

FUNDRAISING

We held our fundraising event: 3rd Annual Wine By Design event on Saturday October 13th. We had 135 attendees on 3 buses. This has become quite the event where sponsors start asking about it well before it is announced. We plan a wonderful day of visiting 3 wineries, food pairings, vineyard lunch, and this year we added a Grape Stomp! The day was a huge success and we look forward to hosting it again in 2013. We also met our fundraising goals, and raised \$55,000 in sponsorships.

OTHER CHAPTER HIGHLIGHTS

Tradeshow & Leadership Conference:

We have been assisting INC with the planning of the tradeshow & leadership conference in January 2013. The team has been kept apprised of the planning and helping with ideas and suggestions. We have lots of fun things planned including a yacht cruise for the scholarship awards reception.

Community Service:

This year we identified Maitri as our Community Service Partner. This organization is a 15-bed hospice facility in San Francisco for AIDS-specific care. This year we gave the patients a bag of goodies, including robes, washcloths, sheet and towels donated by HGPI. We continue to collect items that can be used by the facility. In November, we held an event specifically focused on Maitri at their partner store, Under One Roof, where all proceeds from sales at the store for the evening went to Maitri.

Sustainability:

After our Zero Waste sustainable event in April, the seed was planted for everyone to donate to Scrap on a regular basis. This year we have diverted over 1,500 pounds of memo, carpet, tile, finish, and wallcovering samples.

We also issued our two chapter newsletters this year and are getting ready to send out the final Issue for 2012.

We have successfully recruited new board members to fulfill empty board seats for 2013. We held our Strategic Planning meeting on Dec 8, which resulted in a great plan for next year. We came up with a

SOUTH FLORIDA

Natalie Koller & Todd Schaffer, delegates

MEMBERSHIP

- 60 associate members
- 10 business/ business courtesy members
- 3 businesses
- 16 educational professionals
- 59 general members
- 78 student members

We have included Membership categories to join on our RSVP payment forms and are getting new members at each event as a result.

PROGRAMMING

In 2011, South Florida expanded our programming into northern Broward/ West Palm Beach counties. The two sundowners that we held in these areas were well attended, and additional such events are planned for next year.

• AUGUST

This was our 2nd summer CEU hosted by D&B Tile in their new showroom in Hollywood, Fl. There was a Host Chef providing specialty treats in their all new state of the art kitchen. Collections will go to the Dogs this time and Vendors were again able to display brochures.

• SEPTEMBER

There was no fundraising event this year during HD Boutique (now HD AMERICAS) as we participated in the many events going on.

• NOVEMBER

We held our annual Strategic Planning meeting at Royal Caribbean Cruise Corporate Offices. It was very productive and energizing. We established a full year of events with calendar dates for 2013.

• NOVEMBER

We held a SUNDOWNER with DESIGN PRESENTATION at a newly opened Marios Osteria in Boca Raton, Palm Beach County. We are largely a tri-county chapter so we spread out our events to our members. Our Sundowners are always well attended. We gained a couple of new members which we focus on at all events.

• DECEMBER

We held our Holiday Event. This year we added the Awards Celebration. We moved to a new and larger venue, The Historic Coral Gables Women's Club, a coral rock structure, with high decorative wood beamed ceilings, built in 1937 (That is very old for South Florida.-). We recognized our NEWH Top 3 Design Firms, Inducted the new SILVER STAR Honorees into our Hospitality Hall of Fame and awarded our SOFHE (South Florida Hospitality Industry Excellence) Design Awards including Project of the Year, now featured on our FB page with all the photos and sponsors featured. We thank the NORTHWEST CHAPTER Board Members that were our judges this year. (We select a different chapter each year). We read the judges' insightful comments to the recipients explaining why the project was selected for the given

tentative calendar of events, goals and strategies for each board position, and our chapter budget. We feel ready to bring in the new year which we will do by hosting our first Tradeshow in conjunction with the Leadership Conference!

ISSUES THAT CHAPTER WOULD LIKE HELP WITH

We would like suggestions on how to diversify our membership – we would like to target Designers & Architects, Culinary/F&B, Hotel Management, and former members (who did not renew). The same goes for targeting students of the same areas.

award. President Lisa Ghai thanked the current board for a great year. Program Director Tina Shaffran and Program Co-Chair, Chair Dawn Starling (both Past Presidents) were recognized for a year full of successful programs and all their years of service and presented stunning orchid plants. Dawn, Internet Communications Chair, has designed almost every STD, invitation and printed program this year in addition to keeping our Facebook, website and calendar. Lisa then introduced the incoming board members. It was a very special gala with the awards added, which we now include every year in December.

SCHOLARSHIP

MAY 1st was our SCHOLARSHIP at Tuyo, the penthouse restaurant of the Miami Culinary Arts School / Miami Dade College. The designers and MDC President presented in their state of the art display kitchen complete with multiple screens and flowing champagne. We were treated to an interesting presentation by guest speaker, World famous Tuyo Executive Chef Norman Van Aken, NEWH SILVER STAR RESTAUNTEUR INDUCTEE and James Beard Awardee. Lee Dickson, Scholarship Director, presented \$10,000 in scholarships to some amazing students. Lee did an amazing job with the scholarship process! We hold this event at one of the many Culinary Schools' teaching restaurants and Tuyo (meaning yours in Spanish) was a real highlight. Our scholarship recipients give touching testimonials and we ask that they participate in some way on committees. Two of our board members were previous scholarship recipients – one from design and the other, hospitality management.

FUNDRAISING

2013 Plan

- The goal this year is to reach out to different market segments to provide sponsorships/donations for events that will include increased participation from General Contractors, Subcontractors, Third-Party Service/Vendors, and Educational Facilities.
- Will work closely with the Programming and Membership Committees to incorporate fundraising in the majority of the events. Do not want to have one event solely focused on fundraising but to have "mini" fundraising events spread throughout the year.

2013 CALENDAR

JANUARY

Saturday, 1/26 – CEU BLITZ

- Joint program with IIDA held every other year in preparation to the Florida State Board of Professional Regulation Deadline in February.
- 6 hours of CEUs including our Fla Building Code 2 hour requirement.
- 8:30 – 3:30 pm, Members \$45/ Non-\$55, includes breakfast, lunch and coffee all day.
- Hosted by Global Showroom, it is fully reserved.

FEBRUARY

Tuesday, 2/19 - Culinary event

- This event will be a membership drive. Goal of new members TBD.

MARCH

Thursday, 3/28 Golf outing – 9 holes, or driving range social and Mini-Fundraiser

- Sell sponsorships for teams and putting holes
- Raffle donated items including vacations, golf clubs, store gift certificates

APRIL

Tuesday, 4/23 - Scholarship dinner. Book place (MDC/Johnson Wales/FAU/FIU/AI) in February to start soliciting sponsors.

- Focus on the schools to provide space and donate some dishes since they can't give money. Hence, save money in catering and booking costs.

JUNE

Tuesday, 6/18 Bowling event social and Mini-Fundraiser

- Sell sponsorships for teams
- Raffle donated item (i.e gift certificates-Free bowling)

AUGUST

Tuesday, 8/13 – Sundowner @ Dade – Suggestion is Sugarcane Raw Bar Grill at Midtown Miami.

- 50/50 cash raffle or raffle donated item (i.e. gift certificate)

Tuesday, 8/20 – Sundowner @ WPB – Suggestion is Karma at Mizner Park

- 50/50 cash raffle or raffle donated item (i.e. gift certificate)

OCTOBER

Tuesday, 10/22 - Design a BRA Event. Recognizing Breast Cancer Research

- Auction off the designed item.
- Involve students from all the various schools that receive scholarships

NOVEMBER

Tuesday, 11/19 – Sundowner @ Paladar Rum Bar in Gulfstream, Broward.

- 50/50 cash raffle or raffle donated item (i.e. gift certificate)

Thursday, 11/21 – Sundowner @ a restaurant at Wynwood Art/Design District, Dade

- 50/50 cash raffle or raffle donated item (i.e. gift certificate)

DECEMBER

Tuesday, 12/10 – Annual Holiday Awards Celebration

- Sell sponsorships for tables
- Silent auction (w/ donated items including vacations, furniture, and artwork)

OTHER CHAPTER HIGHLIGHTS

Special notes:

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

South Florida Chapter has great mix of members from design, manufacturers, reps, the cruise industry, hotel construction, culinary and education. We would like to grow management

We donated to two Community Services in combination with our summer CEUs which worked well.

Our Data List is being kept current

We have made some money on all events including Sundowners

Our programming team Tina Shaffran, Dawn Starling, Rosemary DiModica- Executive Advisor and Bill Proctor- Hospitality have done an outstanding job of keeping our chapter informed, providing a valuable range of events, venues, sponsors and topics.

We plan to use Twitter more in 2013 and have good response to the Facebook page.

We LOVE the INC office. Everyone is so supportive, responsive and nice.

ISSUES THAT CHAPTER WOULD LIKE HELP WITH

1. Suggestions if there is something special we can do during HD Americas to invite NEWH members. The NY chapter always had such great cocktail socials during the NY show.
2. Suggestions and ideas of how Membership Director can get new members more welcomed and involved.
3. The RSVP list is a great tool. It is used at the door for check-in and our final accounting. Is there something we can do to help keep duplications off?
4. The website calendar is wonderful. Is there a way to make it more prominent on the main page?

SUNSHINE

Cindy Andrews & Lora Spran, delegates

MEMBERSHIP

2012 Started out with a great New member event, signing many new memberships at The Hard Rock Hotel Orlando. We had a big rise in our Student memberships this year. Thank you to Chris Schafer with ISG for doing a fantastic job for the last two years. We look forward to 2013 and having Teddi Powers of Urban Art chair our Membership committee. She has already started planning a drive in March to coincide with our March Trade Show, along with events throughout the year.

PROGRAMMING

What an amazing year we had with programming. With great organizing by Teddi Powers, we were able to have our Sundowners in four different sections of Orlando this year to accommodate everyone in our chapter. The best was an event IN September, planned by Teddi and her crew called "Head to Toe" where vendors and designers were paired up evenly to make teams to design an "outfit" head to toe, for 4 very brave men. See our video on our Facebook page! Teddi also introduced "Thirsty Thursday" in Tampa to promote NEWH in that are,

it has been a great success and will continue in 2013. Tim Levine of MVCI will be taking over the task in 2013.

SCHOLARSHIP

In April a beautiful dinner and ceremony was held awarding three scholarships to very deserving students. One winner Laura Gault, interning with Niemann Interiors, will be heading up our Scholarship committee for 2013, and Jarrod Lapotka, a UCF student will be our Student Representative for 2013, he is also attending the January Leadership Conference, we are very proud of them all.

FUNDRAISING

BEST YEAR EVER!!! Pam Niemann, took on this great task and did a fantastic job. With great committees, we planned and held our annual golf tournament in June at the Ritz Carlton, Orlando; we look forward to having it again in 2013. In November we had a brand new event called "A Taste of Sunshine" where 15 teams made up of vendors and designers showed off their cooking skills judged by three Orlando based chefs, what a night to remember. In 2013 Pam is

planning a HUGE event after the trade show in March called "SHINE" watch for more details.

OTHER CHAPTER HIGHLIGHTS

We had two great "Green" events, also a monthly "Green Tip", planned and executed by Lora Spran, WDI. In May, we had our Sustainable Event at Lake Meadows farm, where both adults and their children learned quite a bit about farm living. Our December "Toys for Tots" was a success giving toys to our children in our community. In April

our chapter participated in the Annual Downtown Corporate 5K, which we plan to do again next year.

ISSUES THAT CHAPTER WOULD LIKE HELP WITH

Like other chapter, we have challenges getting participation with our local Designers, we know they are very busy which is great, but if we could figure out how to attract and accommodate their schedules, we would have a very balanced chapter.

TORONTO

Manuela Kennedy, delegate

MEMBERSHIP

- At the beginning of 2011 the Toronto Chapter had roughly 90 members. At the same time in 2012, there were 125 members. As of December 2012, the Chapter had 159 members, which includes all levels of membership. We have made steady progress over the past couple of years relative to increasing the membership rosters and we hope to continue to do so.
- Our membership has always been supplier heavy and designer light, we plan on using the 'Top Design Firm' designation to hopefully draw some new Interior Design firms.

PROGRAMMING

1. Although we had some challenges throughout 2012, the end result was still very positive. There was a fairly broad mixture of venue types and steady attendance numbers. Moving forward to 2013, we have a new Programming Director who has an event planning background and is very enthusiastic to step into her upcoming role. The board in general has made the realization that this position can be quite demanding and will collectively provide assistance so it does not become too overwhelming. There has already been a calendar developed for 2013 with all event dates planned. We have found that it is much better to have a calendar in place that we feel we are required to adhere to.
2. We are going to try an initiative suggested by a new board member where if you buy tickets for two events at the same time, there will be discounted prices to do so. We are combining two very different types of events in this program to promote the diversity of experiences with the chapter. This initiative may also be included as part of a membership drive.

SCHOLARSHIP

- We had another successful year for Scholarships where we awarded \$11,000.00. Truly the biggest success is that there was an increase in the number of applicants and our presentation ceremony is at the largest Interior Design Trade Show in Canada on the main stage just prior to one of the featured speakers. This has provided a significant amount of exposure to the Chapter and ideally the amount of applicants will continue to increase. We are fortunate that our current Scholarship Director is remaining as she has been fundamental in the success.

FUNDRAISING

- As always with the Toronto Chapter, our major fundraising event is our annual golf tournament and 2012 was no exception. It was our most successful event ever and our net profits were \$29,852.38. The tournament has been scheduled for this year at the same location and will be on August 28, 2013. If the trend continues, we will be more successful in the upcoming year!

OTHER CHAPTER HIGHLIGHTS

- Of significance to the Chapter is the addition of new board members. Although they have been somewhat involved as members they have expressed interest in greater participation and there is already a renewed enthusiasm on the board that will ideally continue throughout the New Year. These members have been attending meetings as guests for a couple of months already and have shown great promise with new suggestions and ideas. It has been the most significant change to the board in quite some time and hopefully with it will come great things.

UNITED KINGDOM

Julian Brinton, delegate

NO REPORT SUBMITTED FOR JANUARY BOARD MEETING

VANCOUVER REGIONAL

Chris Kitteridge, steering committee chair

NO REPORT SUBMITTED FOR JANUARY BOARD MEETING

VIRGINIA REGIONAL

Kathy Thomas, steering committee chair

NO REPORT SUBMITTED FOR JANUARY BOARD MEETING

WASHINGTON DC METROPOLITAN

Valerie Coleman & Melinda Peck, delegates

HIGHLIGHTS FROM 2012

MEMBERSHIP

Membership Break-down as of December 2012:

| | |
|-----------------------------------|-----------|
| Associate Member | 90 |
| Chapter Level Business | 12 |
| Courtesy Chapter Level Business | 22 |
| Courtesy Corporate Level Business | 07 |
| Educational Professor | 09 |
| General Member | 92 |
| <u>Student</u> | <u>37</u> |
| Total Members | 269 |

PROGRAMMING

The chapter's Holiday Soiree event was held December 8, 2012 at The Lost Society restaurant/club in Washington, DC, with over 100 attendees. Admission was free for chapter members who registered by the deadline. A good time was had by all in attendance, and we are ready to get in gear for planning of the Chapter's 20th Year Anniversary Gala Celebration, set for summer 2013.

SCHOLARSHIP

Our four 2012 scholarship winners were formally recognized and celebrated at the chapter's **Scholarship Awards Event & Professional Panel Discussion** in September. The panellist component received very favourable feedback from both the students & members who attended the event, and the chapter hopes to repeat this element at future SAE's. The chapter is also excited that its recipients (listed below) will also be attending the Leadership Conference in 2013! This year's recipients are:

- a. Eliana Lee - George Washington University, Hospitality Interior Design
- b. Muhammad H. Khan - University of Maryland, Eastern Shore, Hotel & Restaurant Mgmt.
- c. Nina Tatic - Catholic University of America, Architecture
- d. Helena Hassan - Montgomery College, Hospitality Interior Design

FUNDRAISING

Our chapter held it's annual **Golf Tournament Fundraiser** event on October 1st at the Lakewood Country Club in Rockville, MD. The event kicked-off with a pre-golf cocktail party the night before the event to welcome our out-of-town travellers. A well-organized event, along with participation from members and guests in varied areas within the hospitality industry (to include multiple hotel ownership companies this year) led to a successful event. We had over 32 golf four-somes this year! Many favourable comments were received regarding the location of the event, and the recognition dinner that concluded the event. The chapter is anxious to sponsor this event again in 2013, with the goal of achieving clearer and simplified sponsorship opportunities, collecting more of its sponsorship monies up-front, and thus, garnering more funds for the chapter's scholarship fund.

OTHER CHAPTER HIGHLIGHTS

Sustainability – The chapter conducted a CEU event with a Tour of USGBC (US Green Building Council) in Washington, DC in October 2012. The event was free to chapter members, and helped us with our goal of creating more partnerships with sustainable groups/organizations in our geographic area. We hope to continue this type of event going forward.

Community Service – A **2013 Chapter Pet Calendar** was created and sold at this year's Golf Tournament Fundraiser. There was quite an enthusiastic response from the membership in seeing their adored pets, and those of their colleagues, printed in the calendar. Many purchased them as gifts for friends and family. Because of such favorable response to the calendar, the chapter plans to continue selling these at future chapter events. Kudos to the community service committee who came up with this idea and implemented in a short time and with great success.

Community Service – Our chapter held its annual **Christmas Party for the children at the St. Ann's Infant & Maternity Home** in Hyattsville, MD. Several volunteers supported this event thru providing food, crafts, entertainment & music at the party, thru planning of the happy hour (which kicked-off this annual event and allowed members to select children to purchase gifts for), as well as the annual wrap night (where members volunteered to wrap all the gifts for the children). We plan to continue this annual charitable event, which has become more successful each year.

Strategic Planning 2013 – Our chapter had both its **chapter board retreat** (for the current 2012 board and the incoming 2013 board members), and its **strategic planning meeting** in 4th quarter 2012.

ISSUES THAT CHAPTER WOULD LIKE HELP WITH

- **Text Donations to our Chapter's Scholarship Fund** – we would like to offer to be the "pilot test" chapter for this new feature, and would like to propose to launch this feature for our chapter's 20th anniversary gala, being planned for June 2013, with the blessing of the IBOD. **Please advise.**
- **Tradeshaw 2014** - We'd like to re-confirm our interest in being the host for this national trade show in the Washington, DC area in 2014. If there is an official process/form to complete to express this interest, we would like to follow that protocol. **Please advise.**
- **Out-of-State Student Membership Applications** - Would like clarification from the IBOD regarding students living in one state, but in an on-line school program in another state – their chapter affiliation should be in the area where they live/reside so that they can be active in chapter activities, correct? AND... when applying for NEWH chapter scholarships, can students in this situation apply to more than one chapter? **Please advise/clarify.**

SCHOLARSHIP ACCOUNT ANALYSIS

| Restricted Membership Donations | | | |
|---|------|----------------------|---|
| | 2010 | \$ 698.00 | Transferred into scholarship account |
| | 2011 | 215.00 | Transferred into scholarship account |
| | 2012 | 410.00 | 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 | \$ 6,666.67 | JLF/lone meadow contribution |
| | | 6,666.66 | Valley Forge contribution |
| | | <u>\$ 13,333.33</u> | |
| Expenses | | | |
| | | \$ 438.52 | Awards |
| | | 15,000.00 | Scholarship grants |
| | | 818.20 | Travel |
| | | <u>\$ 16,256.72</u> | |
| <i>Shortage of funds</i> | | <u>\$ (2,923.39)</u> | |
| ICON Scholarship | | | |
| | 2010 | \$ 500.00 | Unilight contribution transferred into scholarship account |
| | 2011 | 2,500.00 | Maya Romanoff contribution transferred into scholarship account |
| 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> | |
| Income | | | |
| | 2012 | \$ 1,100.00 | Herbert Kohler Tribute Book |
| Expenses | | | |
| | | \$ 391.79 | Awards |
| | | 1,075.90 | Graphic Design |

| | | | |
|---|------|-----------------------|---|
| | | 71.01 | Postage |
| | | 2,133.05 | Printing |
| | | 8,500.00 | Scholarship grants |
| | | 1,278.39 | Travel |
| | | <u>\$ 13,450.14</u> | |
| <i>Shortage of funds transferred out of scholarship account</i> | | | |
| | | <u>\$ (12,350.14)</u> | |
| Vendor Scholarship | | | |
| Income | | | |
| | 2010 | \$ 3,000.00 | Fabricut Contract/S. Harris contribution |
| Expenses | | | |
| | | \$ 173.89 | Awards |
| | | 3,000.00 | Scholarship grants |
| | | <u>3,173.89</u> | |
| <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 | \$ 152.44 | General Interest |
| | | 345.91 | CD Interest transferred into scholarship account |
| Fundraising Proceeds | | | |
| | 2011 | \$ 2,964.80 | Auction proceeds transferred into scholarship account |
| | 2012 | \$ 8,334.82 | Auction/fundraising proceeds transferred into scholarship account |

NEWH

Scholarship Acceptance Form

Terms and conditions of award, including instructions about travel to/from

1. You must provide the NEWH chapter with a phone number to be used during your travel, if this number changes it is your responsibility to update your information with the NEWH chapter.

("the Event") NEWH

chapter will pay the following:

These items will be paid for by the NEWH _____ chapter.

Once you confirm the agreed items above it is your responsibility to contact NEWH

Chapter for any changes/special circumstances/needs and/or

questions. Items not listed above are at your own expense. In receiving this scholarship you

agree to attend the _____

You are required to submit/present at the event _____.

You agree to having your photo, speech _____ posted on the NEWH Inc. website,

NEWH Facebook pages. You are required to wear _____ clothing for the chapter

event. *(Student is responsible for all other transportation, meals, and expenses unless otherwise stated above).*

2. WAIVER OF LIABILITY AND HOLD HARMLESS AGREEMENT. In consideration for receiving the

NEWH _____ Scholarship, including the opportunity to attend the

_____ ("the Event") with the

following 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.

Student Name Print

Student Signature

Date Signed



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. These interested parties will be part of the Formation Committee of the region. The Committee should provide to NEWH, Inc. at least two individuals who will be the NEWH, Inc. contacts for the Region.

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

Preamble

How to Start the Process

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.

Establishment of a Regional Group

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

Criteria used by the NEWH, Inc. Board of Directors

- 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.

Part of the application to become a Regional Group includes the establishment of a Steering Committee to lead the Regional Group. The Steering Committee consists of Chairperson, Secretary, Membership and Programming. The Steering Committee will meet quarterly.

Steering Committee

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.

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:

Determining Potential Membership

- 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.
- 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 an admin/checking 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,

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

Finances

Membership

**Events/
Meetings**

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 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.

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.

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.

Scholarship

Other Communication Opportunities

Regional Group Formation

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

- Regional Group Formation Request (page 6)
- A list of the Steering Committee Members (page 7)

Forming and Directing a NEWH Regional Group

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

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

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

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

How do you start?

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

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

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

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



- What geographical area would this group serve and what would be its name? (Names are usually based on the geographical area.)

As much as we would like to see a Regional Group established in your area, past experience has shown that if there is no sense of purpose and most of the work falls on a few people, problems arise in a short time. Leaders burn out, leaving them tired and with little or no sense of accomplishment. Others have no idea why the group exists and will not participate, and may even become disillusioned with NEWH as a whole. Therefore, if there are no positive answers to the above questions, we suggest that you reexamine the need for an established Regional Group. It might be better to wait. Or it might take some extra effort to develop a genuine and lasting interest in forming a Regional Group. Usually there is a great deal of interest in forming a Regional Group, but asking these questions at the beginning provides a solid foundation for the development of an active and productive Regional Group.

Expectations

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

Regional Database

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

Establishment of a Regional Group

When a geographic area has 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.

Criteria used by the NEWH, Inc. Board of Directors

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

- The Regional Group has read 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.



Requirements and Guidelines for Regional Groups

1. **Steering Committee**

- a. Establish a Steering Committee to lead the Regional Group. The Steering Committee consists of Chairperson, Secretary, Membership and Programming. The Steering Committee will meet quarterly.
- b. 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.
- c. The Regional Group Steering Committee must participate in a Steering Committee Training webinar. The Regional Group Steering Committee should take part in a Steering Committee Training webinar at least every other year so they are kept abreast of new policy, procedures and laws that govern the association and the non-profit industry.

2. **Membership.**

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

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

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

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

3. **Regional Group Size.**

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

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

Dues for Regional General Members are set by NEWH, Inc. A portion of Regional Group member dues (the portion that's typically deposited in a chapter's admin account) is held in a dedicated money market account by NEWH, Inc. for that region. This money market account will help fund the annual \$2,000 scholarship that the Regional Group can award.

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



state/province where they function.

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

5. By-laws and Regional Group Manual.

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

6. Regional Group Recordkeeping.

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

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

7. Scholarships.

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

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

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

8. Programming.

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

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



- h. One event should include a presentation of the annual Scholarship.
- i. A budget for the event must be submitted to the NEWH, Inc. office for approval prior to moving forward with any events.
- j. The group will work with the NEWH office on event notice, deposits, online RSVP and payments, sponsorships, etc. Any excess funds raised by the event will go into the group's escrow account.
- k. If the group has a negative cash flow at an event, they will not be allowed to hold another funded event for 12 months. (If two events lose money, NEWH, Inc. would no longer cover the Regional Group expenses.)

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

Function and Support from the NEWH, Inc. Office

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

- Provide annual Steering Committee Training Webinar
- Review and approve all membership applications
- Handle all dues collections and disbursement of funds
- Support members' online activities, membership and resource directory, 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

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

NEWH, Inc.

Post Office Box 322

Shawano, WI 54166

t 800.593.NEWH (6394)

f 800.693.NEWH (6394)

e info@newh.org



Regional Group Formation Request

Date

NEWH Executive Committee
Post Office Box 322
Shawano, WI 54166

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

Proposed Name of Regional Group: _____

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

Geographic area Regional Group wishes to serve: _____

Number of members at date of application: _____

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

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

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

- To promote scholarship, education of women and interest in the Hospitality Industry and related fields
- To elevate the professional and ethical standards of the industry
- To bring about a spirit of cooperation and networking among the membership, including support of the Code of Ethics

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

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

Chairperson

Secretary

Membership

Programming

Enclosed is:
Steering Committee List
List of meetings (titles and dates held)



Regional Group Steering Committee

Chairperson:

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

Secretary:

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

Membership:

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

Programming:

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

Join our Email List

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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. There is no better resource in the hospitality industry!

- 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.

embrace innovation...

2013 **NEWH** LEADERSHIP CONFERENCE IN SAN FRANCISCO

together we make a difference

The challenges of an ever-changing industry present new and interesting opportunities. Learn how Hospitality Industry executives are succeeding in this evolving market by attending the 2013 NEWH Leadership Conference in San Francisco.



Keynote speaker:

Keynote speaker:

CHIP CONLEY—
Founder, Joie de Vivre
Hotels

Joie de Vivre operates nearly 40 unique hotels across California, each built on an **innovative design formula** that inspires guests to experience an “identity refreshment” during their visits.

ROGER THOMAS —
Executive Vice President
Design, Wynn Design and
Development

Roger created the interiors of Wynn Las Vegas and Encore at Wynn Las Vegas, and led the interior design of Wynn Macau. He also designed Encore Macau.



hospitality design Hospitality Design sponsors the Owners’ Roundtable— Meet 20 leading Hospitality owners in an intimate setting

Hotel interactive Hotel Interactive facilitates an energetic executive panel discussion on trendsetting brands

ALGER-TRITON Alger-Triton sponsors Saturday’s keynote session: “Evocatecture” — designing the luxury experience



San Francisco, CA | Friday & Saturday, January 25–26, 2013

at the Grand Hyatt Union Square, San Francisco

Don't Miss the **NEWH San Francisco Regional Tradeshow** Thursday, January 24th

NEWH
LEADERSHIP
conference
LEADERSHIP TRAINING FOR THE HOSPITALITY INDUSTRY

CONFERENCE SPONSORS:

hospitality design

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HMG HOSPITALITY MEDIA GROUP LLC

ALGER-TRITON

FOR MORE INFORMATION VISIT OUR WEBSITE AT WWW.NEWH.ORG or contact Jena Seibel, NEWH, Inc. | email: leadership.conference@newh.org Questions, call: 800.593.6394

NEWH
LEADERSHIP
conference
LEADERSHIP TRAINING FOR THE HOSPITALITY INDUSTRY



NEWH San Francisco Regional Tradeshow

THURSDAY, JANUARY 24

NEWH Leadership Conference

FRIDAY & SATURDAY, JANUARY 25 & 26, 2013

Both at Grand Hyatt Union Square | San Francisco, CA

1 DAY OF INNOVATIVE INDUSTRY RESOURCES

2 DAYS OF EMPOWERING KNOWLEDGE!

NEWH The Hospitality Industry Network, the not-for-profit business networking and education organization in hospitality, will host its biennial **NEWH Leadership Conference in San Francisco, CA Friday & Saturday January 25–26**, at the Grand Hyatt Union Square. Themed “Bridge to the Future,” this international hospitality conference will focus on a positive message for leaders—how to capture new business, state-of-the-art hospitality developments and trends, and sustainable practices. The NEWH Leadership Conference attracts hundreds of leading hospitality professionals from the U.S., Canada, and the U.K. Attendees represent hospitality service professions including architecture, interior design, purchasing, supply, contract manufacturing, development, and logistics, plus hotel and restaurant management, and brand leadership. The conference aims to strengthen personal and professional leadership skills and industry knowledge among NEWH leaders, members, and industry constituents by offering fresh business perspectives and strategies. Ultimately, the conference serves to fulfill the NEWH mission of education, networking, and scholarship in hospitality.

NEWH Leadership Conference will co-locate with **NEWH San Francisco Regional Tradeshow**—beginning January 24 and lasting through January 26—with tradeshow and conference both located at the Grand Hyatt Union Square, and ending with a dinner on Saturday evening honoring NEWH Award of Excellence recipients, recognizing individuals who have made significant contributions to the industry. This event offers conference attendees the opportunity to view products and services for hospitality design and operations, and network with international and San Francisco-based attendees. San Francisco attracts 16.5 million domestic and international travelers each year serving them with more than 33,372 hotel rooms.

REGISTER NOW!

Discounted rates for NEWH members.

JOIN NOW to save on the
conference registration

THURSDAY, January 24

12:00 – 6:00 pm **NEWH San Francisco Regional Tradeshow Leadership Conference registration**

6:30 – 8:30 pm **Welcome Party**—Grand Hyatt Union Square, “Fillmore Room”—sponsored by San Francisco Bay Area Chapter

DON'T MISS

NEWH SAN FRANCISCO
 REGIONAL TRADESHOW
THURSDAY, JANUARY 24th, 2013

NEWH LEADERSHIP CONFERENCE BEGINS

FRIDAY, January 25

8:00 – 9:00 am **Continental Breakfast** Buffet

9:15 – 9:30 am **Welcome/Julia Marks, President, NEWH**

Keynote Address

9:30 – 10:30 am **Chip Conley, PEAK Performance:**
 “Thriving organizations are the direct result of flourishing individuals and teams.” As the preeminent thought leader at the intersection of psychology and business, and a successful practitioner of emotional intelligence at work, Chip shares his unique prescription for success.

General Sessions

10:45 – 11:45 am **Trendsetters: Current and Future Trends of the Hospitality Industry**—Hotel Interactive’s Glenn Hausman leads an energetic exchange of dialogue with Tom Trout, Carlson Company; Jim Hamilton, Graven Images; Ted Hunter, Wyndham Worldwide; Amy Jakubowski, BBGM; and Roger Hill, Gettys Group focusing on design trends with new brands—Radisson Blu, Tryp by Wyndham and Marriott Autograph Collection.

12:00 – 1:30 pm **Lunch Buffet**

1:30 – 2:30 pm **Sustainable Meta-Trends**—Transparency and Reporting. Tom Lent of Healthy Building Network addresses the trend of openly providing information regarding building product content, production impacts and associated health information. Clark Brockman of SERA discusses energy and water reporting.



2:30 – 3:30 pm **Break**

3:30 – 5:00 **Owners’ Roundtable** Facilitated by Stacy Rauon of Hospitality Design (HD), this forum will include professionals from leading hospitality companies. Hear these executives share positive news for the hospitality industry and tips on how to win jobs with their companies!

5:00 – 6:00 pm



VIP Cocktail Reception Featured sponsors will enjoy exclusive networking with executives and design, architecture and purchasing professionals only. This is the opportunity for intimate conversations with key industry professionals.

6:00 – 7:00 pm

Reception/Cocktail Mixer Network with friends and colleagues in our industry. Open cocktail hour for all conference attendees.

6:30 pm



President’s Dinner Owners’ Roundtable executives and 1 person from each VIP sponsor company gather along with an intimate group of interior design and procurement firms.

*Business casual dress acceptable.
 Not included in conference pass; tickets available for purchase.*

Conference Passes:

| | | | |
|------------------------------------|--------|--|--------|
| NEWH Member | \$ 200 | Non-Member | \$ 295 |
| Student Member | \$ 50 | | |
| 1-day Conference Pass Member | \$ 150 | 1-day Conference Pass Non-Member | \$ 195 |

President’s Dinner: Design & Procurement Professionals only..... \$ 250*

Awards Reception: Scholar’s Reception/NEWH Awards of Excellence Cocktail Cruise \$ 75*

**Open to conference attendees first—limited space; sold “first come, first served”.*

SATURDAY, January 26

8:00 – 8:30 am Continental Breakfast Buffet

Keynote Address

8:30 – 9:30 am **“Evocatechture”:** *designing the luxury experience* — Roger Thomas, Executive Vice President Design for Wynn Design and Development will launch Saturday’s sessions with a presentation on how he has created luxury designs for Wynn Resorts in a challenging economic climate.

General Sessions

9:45 – 10:45 am **Maintaining Style** Bob Puccini and Robert Polacek, Puccini Group discuss the firm’s international success and share their passion for exceptional restaurant design and Boutique experiences.

11:00 – 12:00 pm **Connecting the dot.COMS** Social Media Panel. Jacob Cross of Puccini Group moderates a panel of social media experts: Andrew Freeman, Owner, AF&Co; Stephanie Moustirats, Director of PR, Kimpton; Mark Lion, President, Lion and Associates; Greg Gillard, President, Thin Pig Media.

12:00 – 1:30 pm **Lunch Buffet**

Breakout Sessions

1:30 – 2:30 pm
Session 1: **EFT to “Tap Away” Stress**— Using Energy Psychology and Meridian Tapping Techniques, Lindsay will help you reclaim your day, your sanity and your life.

Session 2: **Chroma Licious** — Alicia Keshishian of A+ / Carpets of Imagination. Color is one of the most powerful tools in any designer’s tool kit.

Session 3: **Grand Hyatt Hotel Tour and History of San Francisco Hotels**— an overview of the history of San Francisco hospitality and guided tour of the property by Gensler.

2:45 – 3:45 pm **Getting Back to Business: hotel performance, purchasing and design trends that affect your bottom line**— Research shows positive growth. Jeff Higley from Smith Travel Research moderates a panel of leading design and purchasing professionals—Barbara Best-Santos/Gensler, Beatrice Girelli/Indidesign, Ben O’Connor/HPG Purchasing, Jennifer Ramsey/Ramsey Purchasing—that will validate his comprehensive research. INTERIOR DESIGN magazine will also share the results of their hospitality research that unveils exciting news of growth and innovation!

5:00 – 7:00 pm **Cocktail Reception—Scholar’s Reception/NEWH Awards of Excellence.** Join us on a twilight cruise as we celebrate exceptional individuals with the 2012 Awards of Excellence and acknowledge some of the leaders NEWH has assisted with the scholarship program.



Thank You to SWAROVSKI for providing the awards and speaker gifts.

Complimentary bus service will be provided to the Pier 40 boarding location—pick up at the Grand Hyatt Union Square at 4:30pm
Business casual dress acceptable.
Not included in conference pass; tickets available for purchase.

Images from the 2011 NEWH Leadership Conference in Orlando, Florida



Thierry Coup, SVP, Universal Creative



Raul Leal, President, Virgin Hotels
—Keynote Speaker



Informative, Industry-focused Panel Sessions



* Programs, speakers and topics are subject to change.

DID YOU KNOW?

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

FOR MORE INFORMATION: Jena Seibel, NEWH, Inc. | fax: 800.693.6394
email: leadership.conference@newh.org | Questions, call: 800.593.6394



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 | | 147,740.00 | | |
| | Expense | | | | | | | 49,558.66 | | 54,100.54 | | |
| | Chapter Percentage | | | | | | | 26,678.54 | | 37,455.78 | | |
| | NEWH, Inc. profit | | | | | | | 40,017.80 | | 56,183.68 | 96,201.48 | 48,100.74 |
| Dallas | Income | 94,000.00 | | 96,290.00 | | 85,591.00 | | 150,620.00 | | 166,305.00 | | |
| | Expense | 31,769.38 | | 29,046.13 | | 31,515.83 | | 47,482.16 | | 77,370.59 | | |
| | Chapter Percentage | 24,959.05 | | 25,155.46 | | 21,039.88 | | 41,255.14 | | 35,573.76 | | |
| | NEWH, Inc. profit | 37,271.57 | | 42,088.41 | | 33,035.29 | | 61,882.70 | | 53,360.65 | 227,638.62 | 45,527.72 |
| 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 | | 167,785.00 | | |
| | Expenses | | | | | | | 79,194.19 | | 78,375.67 | | |
| | Chapter Percentage | | | | | | | 39,046.32 | | 35,763.73 | | |
| | NEWH, Inc. profit | | | | | | | 58,569.49 | | 53,645.60 | 112,215.09 | 56,107.55 |
| 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 | 16,096.12 |
| 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 | | 98,970.00 | | |
| | Expense | | | | | | | 30,887.01 | | 54,149.13 | | |
| | Chapter Percentage | | | | | | | 15,803.20 | | 17,928.35 | | |
| | NEWH, Inc. Profit | | | | | | | 23,704.79 | | 26,892.52 | 50,597.31 | 25,298.66 |
| 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 | | 147,840.00 | | |
| | Expense | 31,877.94 | 36,668.94 | 33,124.74 | 41,894.84 | 40,770.89 | 50,834.10 | 59,596.06 | | 70,013.38 | | |
| | Chapter Percentage | 15,904.89 | 9,060.94 | 20,991.40 | 23,693.71 | 27,292.41 | 27,998.36 | 35,827.58 | | 31,130.65 | | |
| | NEWH, Inc. Profit | 22,177.17 | 15,394.12 | 27,598.86 | 39,172.55 | 44,226.70 | 41,997.54 | 53,741.36 | | 46,695.97 | 291,004.27 | 32,333.81 |



NEWH Regional Tradeshow Policies and Procedures

Chapter Intent

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

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

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

Conflict of Interest

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

Selecting your tradeshow date

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

Tradeshow hours

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

Fees:

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



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

Standardized Regional Tradeshow Events

Event staff setup: Early AM, day of event

Exhibitor setup: 8am-11pm

Potential CEU from 11am-12pm

Exhibitor lunch served 11:30am

Tradeshow floor open: 12pm-6pm

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

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

Cocktail Reception

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

Social Events/Parties

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

Evening before tradeshow

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

Evening of tradeshow

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

CEU or speakers

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

Sponsorship

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

MARK YOUR CALENDAR

2013

| | |
|----------------|-------------------------------------|
| Jan 22 – 24 | ALIS |
| Jan 24 | San Francisco Regional Tradeshow |
| Jan 24 | NEWH Board of Directors Meeting |
| Jan 25 – 26 | NEWH Leadership Conference |
| Jan 27 | EC Breakfast Meeting 8am – 10:30 am |
| Feb 27 – Mar 1 | HD Summit |
| Mar 5 | Orlando Regional Tradeshow |
| Apr 4 – 5 | BD West – San Diego |
| Apr 18 | Chicago Regional Tradeshow |
| May 13 | Founders Circle |
| May 14 | NEWH Inc Board of Directors Meeting |
| May 15 – 17 | HD Expo |
| Jul 9 – 11 | HD Asia |
| Aug 22 | Los Angeles Regional Tradeshow |
| Sep 23 | NEWH Inc Board of Directors Meeting |
| Sep 24 – 25 | HD Americas |
| Oct | Minneapolis Regional Tradeshow |
| Oct | Seattle Regional Tradeshow |
| Nov 10 | EC Strategic Wrap-up |
| Nov 10 – 13 | BDNY/IHMRS |

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: